

TABLES

Table 1: Research Objective Questions Mapped to Designated Questionnaire Questions

Research Objective Question 1. Do restaurant patrons desire healthier menu options?

Designated Questionnaire Questions:

- Q6) Do you avoid eating out in order to meet your dietary needs?
- Q9) What "healthier" food qualities, if any, do you look for when **EATING AT HOME**?
- Q10) What "healthier" food qualities, if any, do you look for when **EATING OUT**?
- Q14b) In the past **MONTH**, how many times have you been concerned about choosing healthy food while eating out?
- Q14c) In the past **MONTH**, how many times have you chosen a restaurant because they offered healthier entrées?
- Q14e) In the past **MONTH**, how many times have you thought a restaurant's entrée portion size was too large?
- Q14f) In the past **MONTH**, how many times have you ordered an appetizer for your entrée to avoid eating too much?
- Q14g) In the past **MONTH**, how many times have you asked a waiter about ingredients or preparation of an entrée?
- Q14h) In the past **MONTH**, how many times have you asked to share a restaurant entrée with someone else at the table?
- Q14i) In the past **MONTH**, how many times have you asked for a 1/2 portion of a menu selection?
- Q14j) In the past **MONTH**, how many times have you asked for a take-home box for an unfinished restaurant entrée?

Research Objective Question 2. Do restaurant patrons desire to have nutrient information available on restaurant menus, and, if so, what specific nutrient information are they seeking?

Designated Questionnaire Questions:

- Q14k) In the past **MONTH**, how many times have you wanted to know nutrient information or serving size for a restaurant entrée?
- Q8) What nutrient information, if any, would you like to have available on restaurant menus?

Research Objective Question 3. Do consumers perceive that lack of nutrient information presents a challenge to their choosing healthier menu items?

Designated Questionnaire Questions:

- Q14d) In the past **MONTH**, how many times have you had difficulty determining which restaurant entrées were healthier choices?

Research Objective Question 4. How would restaurant patrons like to have the nutrient information provided, denoted, or displayed?

Designated Questionnaire Questions:

- Q7) How would you prefer to see healthier menu items denoted or advertised?

Research Objective Question 5. If a restaurant offered healthier menu items, would patrons be willing to order them?

Designated Questionnaire Questions:

- Q15) If a restaurant menu offered reduced calorie, reduced fat, reduced sodium, would you be willing to order them?