Demographic Characteristics of Callers

Thank you for calling. Before I connect you with someone who can answer your question about breastfeeding, I’d like to ask a few questions about how you got this telephone number. These questions are anonymous so your answers are confidential. Your answers will help us evaluate WIC’s breastfeeding promotion activities.

1. Where did you get this 800 number to call about breastfeeding?
   ___ a. Television ad
   ___ b. Radio ad
   ___ c. Outdoor billboard (If this is the only answer given, skip to question 3.)
   ___ d. Newspaper ad (If this is the only answer given, skip to question 3.)
   ___ d. Other: Briefly describe: ______________________________________
   
   (If other is the only answer given, skip to question 3.)

2. If TV or radio ad, ask: What was the message in the ad you saw or heard?
   ___ a. Breastfeeding helps us keep close even when we’re apart
   ___ b. Family and friends help with breastfeeding
   ___ c. Helpful hints about breastfeeding from your baby
   ___ d. Other: Briefly describe:
   
   ___ e. Cannot remember

3. Are you on WIC?
   ___ a. Yes
   ___ b. No
   ___ c. Declined to answer

4. Are you pregnant?
   ___ a. Yes
   ___ b. No
   ___ c. Declined to answer

5. What race or ethnic group do you identify with?
   ___ a. Black or African American
   ___ b. White (not Hispanic)
   ___ c. Mexican or Mexican American
___ d. Puerto Rican or Cuban
___ e. Other Hispanic, Latino or Latin American
___ f. American Indian or Native American
___ g. Asian American
___ h. Other (write in: _____________________)
___ i. Declined to answer

6. **What county do you live in?**
   ___ a. __________________________________
   ___ b. Declined to answer

7. **How old are you?**
   ___ a. _____ years
   ___ b. Declined to answer

8. **Are you:**
   ___ a. Female?
   ___ b. Male?

9. **Record today’s date: _____/_____/_____**

Thank you for answering these questions. Your answers will be very helpful to us. Now I will connect you with someone who can help you with your question about breastfeeding.