

### Frozen Potatoes Questionnaire

1. Please indicate your gender.
  - ☐ Male
  - ☐ Female
  - ☐ Other (Please specify:\_\_\_\_\_)
  - ☐ Prefer not to answer
  
2. What is your age group?
  - ☐ Under 24
  - ☐ 25-34
  - ☐ 35-44
  - ☐ 45-54
  - ☐ 55-64
  - ☐ 65 and over
  
3. Which race or ethnicity best describes you?
  - ☐ Native American/Indigenous
  - ☐ Asian/Pacific Islander
  - ☐ Black or African
  - ☐ Hispanic/Latino
  - ☐ White/Caucasian
  - ☐ Multiple ethnicities/Other (Please specify:\_\_\_\_\_)
  - ☐ Prefer not to answer
  
4. Please indicate your current employment status.
  - ☐ Student
  - ☐ Employee full-time
  - ☐ Employee part-time
  - ☐ Self-employed
  - ☐ Unemployed
  - ☐ Other (Please specify:\_\_\_\_\_)
  
5. What is your annual household income?
  - ☐ Under \$25,000
  - ☐ \$25,000 - \$40,000
  - ☐ \$40,001 - \$65,000
  - ☐ \$65,001 - \$90,000
  - ☐ \$90,001-\$120,000
  - ☐ Above \$120,000

6. Including yourself, how many people currently live in your household?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

7. How many children (under 18) are in your household?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4+

8. Do you think frozen potatoes are healthy or unhealthy?

- ☐ Very healthy
- ☐ Somewhat healthy
- ☐ Neutral
- ☐ Somewhat unhealthy
- ☐ Very unhealthy

9. How often do you purchase frozen potatoes? If you answered regularly or occasionally, please skip to question 13.

- ☐ Regularly (At least once a week)
- ☐ Occasionally (A few times a month)
- ☐ Rarely (Once in a while)
- ☐ I do not purchase frozen potatoes

10. For those who do not (or rarely) purchase frozen potatoes, what are the reasons for not buying them? (Select all that apply)

- ☐ The price is not reasonable
- ☐ The portion is not adequate
- ☐ Unsatisfactory taste and texture after cooking
- ☐ Prefer fresh potatoes
- ☐ Concerns about quality
- ☐ Availability of alternative options
- ☐ Health concerns (e.g. dietary restrictions or preferences, etc.)
- ☐ Do not shop the frozen aisle
- ☐ Difficult cooking instructions
- ☐ Long cooking time
- ☐ Other (Please specify: \_\_\_\_\_)

11. For those who do not (or rarely) purchase frozen potatoes, what alternative categories do you usually buy instead? (Select all that apply)

- ☐ Fresh potatoes
- ☐ Freshly made fries
- ☐ Pre-made potato products (chips, wedges)
- ☐ Other (Please specify:\_\_\_\_\_)

12. What are the reasons you choose these alternative categories over frozen potatoes? (Select all that apply)

- ☐ Reasonable price
- ☐ Adequate portion
- ☐ Freshness
- ☐ They taste better and have better quality and texture
- ☐ It is more convenient to cook
- ☐ They are healthier
- ☐ Others (Please specify:\_\_\_\_\_)

13. When purchasing frozen potatoes or related products, which factors influence your decision? (1 - Not important at all, 5 - Very important)

	1	2	3	4	5
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portion size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flavours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nutritional value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preparation Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooking Method	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. If you rated over a 3 on price in question 13, How much are you willing to pay per lb of frozen potato? Otherwise, skip to question 15

- ☐ Less than or equal to \$1
- ☐ \$2

- ☐ \$3  
☐ Greater than or equal to \$4

15. If you rated over a 3 on size in question 13, what portion size do you prefer? Otherwise, skip to question 16

- ☐ Small (1-2 people)  
☐ Medium (3-6 people)  
☐ Large (7-10 people)  
☐ Extra Large (Over 10 people)

16. If you rated over a 3 on flavours in question 13, What flavour of frozen potatoes would you prefer (if applicable)? (Select all that apply) Otherwise, skip to question 17

- ☐ Plain Salted  
☐ Spicy Cajun  
☐ Garlic Parmesan  
☐ Herbs Seasoned  
☐ Sour Cream and Onion  
☐ Sweet  
☐ Chilly Cheese  
☐ Barbecue Seasoned  
☐ Other (Please specify:\_\_\_\_\_)

17. If you rated over a 3 on nutritional value in question 13, how important are the following nutritional values to you? (1 - Not important at all, 5 - Very important)

	1	2	3	4	5
Total Calories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carbohydrates (Sugar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protein	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sodium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calcium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iron	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vitamins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Are you on a special diet? If not, please skip to question 20

- ☐ Yes
- ☐ No

19. If you answered yes to the previous question, what special diet are you on? (select all that apply).

- ☐ Keto diet
- ☐ Mediterranean diet
- ☐ Flexiverian/Vegetarian/Vegan diet
- ☐ Low carb diet
- ☐ Low-fat diet
- ☐ High-protein diet
- ☐ Low sodium diet
- ☐ Gluten-free diet
- ☐ Avoiding fried food
- ☐ Avoiding processed food
- ☐ Other (Please specify:\_\_\_\_\_)

20. How do you usually cook potatoes at home (if applicable)? (Select all that apply)

- ☐ Mashed Potatoes
- ☐ Baked Potatoes
- ☐ Roasted Potatoes
- ☐ Potato Wedges
- ☐ Potato soup
- ☐ HashBrowns
- ☐ Potato Salad
- ☐ Scalloped Potatoes
- ☐ Other (Please specify:\_\_\_\_\_)

21. Which of the following best represents your preference with respect to cooking?

- ☐ I prefer easy-to-follow cooking instructions and cooking simple dishes
- ☐ I like to be experimental with my food and try new, innovative dishes and cooking techniques
- ☐ I do not have a preference

22. How often do you cook at home?

- ☐ Once a day
- ☐ Multiple times a day
- ☐ Once a week
- ☐ Few times a week

☐ I rarely cook food at home

23. On average, how much time do you prefer to spend on making each meal?

- ☐ Less than 15 minutes
- ☐ 15-30 minutes
- ☐ 30 minutes to 1 hour
- ☐ More than an hour

24. What cooking equipment do you have at home? (Select all that apply)

- ☐ Deep Fryer
- ☐ Air Fryer
- ☐ Traditional Oven
- ☐ Convection Oven
- ☐ Steamer
- ☐ Wok
- ☐ Instant Pot
- ☐ None of the above
- ☐ Other (Please specify: \_\_\_\_\_)

Thank you for answering the survey!