<div align="center">**DOG FOOD PROCESSOR SURVEY**</div>

Hello, we are students from the Chinese University doing research on a new dog food processor. We should be very appreciative if you could spare a few minutes to complete this questionnaire. All information collected would be kept strictly confidential.

PLEASE CIRCLE THE APPROPRIATE ANSWER.

Do you own a dog?

   Yes ....…………………. 1
   No ....…………………......... 2 ----> THANK
                    RESPONDENT &
                    TERMINATE
                    INTERVIEW

For this research, we would like to interview a person aged 15 or above. Are you aged 15 or above?

   Yes ....…………………. 1
   No ....…………………......... 2 ----> THANK
                    RESPONDENT &
                    TERMINATE
                    INTERVIEW

1. Is your dog a puppy or an adult?

   Puppy...........…………………..… 1
   Adult......…………………….…......... 2

2. Could you tell me which of the following brands of dog food you would consider to buy for your dog in your next purchase of dog food? (YOU CAN SELECT MORE THAN ONE OPTION)

   Bob's Kibblemix..............................( )
   Mixbars...( )
   Tiger…..........…………….….........( )
   Doggies...........…………….............( )
   Others (please specify: _____)..( )

3. How satisfied were you with the dog food brand you bought last time? Please assign a score from 0 to 100, 0 being completely dissatisfied, and 100 being completely satisfied:

   Score: _____

4. How important are the following factors in affecting your choice of dog food? Please use a scale from 1 to 5, '1' being very unimportant and '5' being 'very important'.

Whole-food protein ingredients	1 2 3 4 5
Easy to digest	1 2 3 4 5
Price	1 2 3 4 5
Minerals and vitamins	1 2 3 4 5
Organic	1 2 3 4 5

5. Now that you have tried our new dog food processor, how likely is it that you would buy it at HK$4,999? Please use a scale from 0 to 10, '0' being definitely no; and '10 being definitely yes.

     Likelihood: _____

6. Please tell me whether or not you agree with the following statements using a scale from 1 to 5, '1' being strongly disagree and '5' being 'strongly agree'.

I always bring my shopping bag	1 2 3 4 5
I am willing to support green products	1 2 3 4 5
I think we should protect our environment	1 2 3 4 5
I always use scrap paper to print draft copies	1 2 3 4 5
I think the government should support green industries	1 2 3 4 5

Now I have some questions about yourself, just so we can be assured that we have a good cross section of respondents in our sample. All information would be kept strictly confidential.

7. What year were you born in?

     Birth year: _____

8. Which of these best describes your highest level of education?

     Primary school ....……......… 1
     Secondary school .………... ....…….2
     Some university or other tertiary 3
     University or tertiary graduate 4

9. And which of these categories best describes your marital status?

     Married or living with a partner 1
     Separated or divorced 2
     Widowed 3
     Single 4

10. Which of these categories best describes your personal monthly income from all sources before tax?

< HK$6,000 1
HK$6,000 – 9,999 2
HK$10,000 – 19,999 3
HK$20,000 – 29,999.................... 4
≥ HK$30,000 5

11. Gender:

Male 1
Female 2

THANK YOU FOR YOUR KIND COOPERATION.