

SECTION 1 – HEALTH BENEFIT BELIEFS

Q1: Please indicate how important each of the following benefits are to you when purchasing food or food ingredients:

	Not at all			Extremely	
	1	2	3	4	5
Will enjoy eating it					
Gives me energy					
Makes me feel good					
Is convenient					
Is affordable					
Helps me live longer					
Helps me prevent disease					
Helps me control health issues					
Improves my physical appearance					

Q2: I believe that eating ____ provides me with health benefits.

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
Whole grain oats					
Red meat					

Q3: I believe that eating products with ____ would provide me with health benefits.

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
Good sources of calcium (i.e. yogurt)					
Good sources of phytochemicals (i.e. red wine)					
Good sources of soy protein (i.e. tofu)					
Good sources of antioxidants (i.e. blueberries)					
Increased fiber content					
Increased vitamin/mineral content					
Increased protein content					
Increased carbohydrate content					
Increased monounsaturated oil content (i.e. olive oil)					
Increased Omega-3 fatty acid content					
Reduced cholesterol content					
Reduced fat content					
Reduced sugar content					
Reduced caloric content					
Reduced carbohydrate content					

Reduced trans-fatty acid (trans-fat) content

Reduced sodium content

Reduced saturated fat content

Q4: I believe that eating foods labeled ____ would provide me with health benefits.

Strongly Disagree					Strongly Agree
1	2	3	4	5	

"Additive free"

"Organic"

"Vegetarian"

"Lactose free"

"No MSG"

"Non-GMO" (Genetically modified organisms)

"All Natural"

"Naturally Healthy"

"Heart Healthy"

"Chemical Free"

"Hormone Free"

"Vegan"

"No Preservatives"

"Atkins Friendly"

"Weight Watchers Points"

"Approved by the American Heart Association"

"Approved by the American Dietetic Association"

SECTION 2 - GROCERY SHOPPING BEHAVIOR

Q5: Please mark the types of stores that you have shopped at in the past three months for groceries. (select all that apply)

- ☐ Health Grocery Stores or Co-ops (i.e. Whole Foods, Wild Oats)
- ☐ Regular Grocery Stores (i.e. Kroger, Jewel, Safeway)
- ☐ Drugstores (i.e. Walgreens, Osco, Thrifty)
- ☐ Mass merchandisers (i.e. Wal-Mart, Target, KMart)
- ☐ Warehouse Club (i.e. Costco, Sam's)
- ☐ Dollar Stores (i.e. Family Dollar)
- ☐ Internet (i.e. Peapod, Simon Delivers)
- ☐ Other

Q6: Please choose the type of store that you buy groceries at most often (select one)

- a) Health Grocery Stores or Co-ops (i.e. Whole Foods, Wild Oats)
- b) Regular Grocery Stores (i.e. Kroger, Jewel, Safeway)
- c) Drugstores (i.e. Walgreens, Osco, Thrifty)
- d) Mass merchandisers (i.e. Wal-Mart, Target, KMart)
- e) Warehouse Club (i.e. Costco, Sam's)
- f) Dollar Stores (i.e. Family Dollar)
- g) Internet (i.e. Peapod, Simon Delivers)
- h) Other

Q7: When purchasing pre-packaged groceries, do you desire smaller serving sizes or portion control through smaller package sizes?

Yes No

Q8: What is the optimal level of calories per pre-packaged serving? *(only asked if Yes to Q7)*

- a) 50 calories
- b) 100 calories
- c) 150 calories
- d) 200 calories
- e) 250 calories

Q9: I purchase ____ for home consumption.

Never	Rarely	Sometimes	Frequently	Always
1	2	3	4	5

Foods containing whole grain oats

Red meat or products containing red meat

Q10: I purchase foods to eat at home because they contain the following:

Never	Rarely	Sometimes	Frequently	Always
1	2	3	4	5

Good sources of calcium (i.e. yogurt)

Good sources of phytochemicals (i.e. red wine)

Good sources of soy protein (i.e. tofu)

Good sources of antioxidants (i.e. blueberries)

Increased fiber content

Increased vitamin/mineral content

Increased protein content

Increased carbohydrate content

Increased monounsaturated oil content (i.e. olive oil)

Increased Omega-3 fatty acid content

Reduced cholesterol content

Reduced fat content

Reduced sugar content

Reduced caloric content

Reduced carbohydrate content

Reduced trans-fatty acid (trans-fat) content

Reduced sodium content

Reduced saturated fat content

Q11: I purchase foods to eat at home because they are labeled the following:

	Never	Rarely	Sometimes	Frequently	Always
	1	2	3	4	5
"Additive free"					
"Organic"					
"Vegetarian"					
"Lactose free"					
"No MSG"					
"Non-GMO" (Genetically modified organisms)					
"All Natural"					
"Naturally Healthy"					
"Heart Healthy"					
"Chemical Free"					
"Hormone Free"					
"Vegan"					
"No Preservatives"					
"Atkins Friendly"					
"Weight Watchers Points"					
"Approved by the American Heart Association"					
"Approved by the American Dietetic Association"					

SECTION 3 - DEMOGRAPHICS

Q12: What is your gender?

- ☐ Male
- ☐ Female

Q13: What is your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

Q14: What is your total family income before taxes?

- ☐ Less than \$15,000
- ☐ Between \$15,000 and \$25,000
- ☐ Between \$25,000 and \$35,000
- ☐ Between \$35,000 and \$50,000

- Between \$50,000 and \$75,000
- Between \$75,000 and \$100,000
- Between \$100,000 and \$150,000
- Between \$150,000 and \$200,000
- \$200,000 or more

Q15: What is your ethnicity?

- White
- Black
- American Indian
- Asian & Pacific Islander
- Other
- Hispanic Origin

Q16: How many children do you have in your household? ____

Q17: What is the last level of school you completed?

- High School
- Some college
- Associate's Degree
- 4-Year College Degree
- Graduate Degree

Q18: What is your state of residence? ____