16-AM-063, Small Scale Segmentation

Q1 Thank you for participating in this important research study. Your opinions will help us better meet the needs and expectations of consumers like yourself. The information you provide will be used only for research purposes.

Q2 Are you, or any member of your household, relatives, or any close friends employed by...? (Select all that apply.)

* TV/Radio/Press/Newspaper/Magazine (1)
* Market Research Company or Department (2)
* Marketing/Advertising Company or Department (3)
* Agriculture Company (5)
* Lawn and Garden Company (6)
* Ad Agency/Public Relations Company (7)
* Government Environmental Agency (8)
* None of the above (9)

If None of the above Is Not Selected, Then Skip To End of Block

Q3 Please indicate your age.

* Under 18 (1)
* 18 (2)
* 19 (3)
* 20 (4)
* 21 (5)
* 22 (6)
* 23 (7)
* 24 (8)
* 25 (9)
* 26 (10)
* 27 (11)
* 28 (12)
* 29 (13)
* 30 (14)
* 31 (15)
* 32 (16)
* 33 (17)
* 34 (18)
* 35 (19)
* 36 (20)
* 37 (21)
* 38 (22)
* 39 (23)
* 40 (24)
* 41 (25)
* 42 (26)
* 43 (27)
* 44 (28)
* 45 (29)
* 46 (30)
* 47 (31)
* 48 (32)
* 49 (33)
* 50 (34)
* 51 (35)
* 52 (36)
* 53 (37)
* 54 (38)
* 55 (39)
* 56 (40)
* 57 (41)
* 58 (42)
* 59 (43)
* 60 (44)
* 61 (45)
* 62 (46)
* 63 (47)
* 64 (48)
* 65 (49)
* 66 (50)
* 67 (51)
* 68 (52)
* 69 (53)
* 70 (54)
* 71 (55)
* 72 (56)
* 73 (57)
* 74 (58)
* 75 (59)
* 76 (60)
* 77 (61)
* 78 (62)
* 79 (63)
* 80 (64)
* Over 80 (65)

If Under 18 Is Selected, Then Skip To End of Block

Q4 Are you...?

* Male (1)
* Female (2)

If Female Is Selected, Then Skip To End of Block

Q5 In which U.S. state do you live?

* Alabama (1)
* Alaska (2)
* Arizona (3)
* Arkansas (4)
* California (5)
* Colorado (6)
* Connecticut (7)
* Delaware (8)
* District of Columbia (9)
* Florida (10)
* Georgia (11)
* Hawaii (12)
* Idaho (13)
* Illinois (14)
* Indiana (15)
* Iowa (16)
* Kansas (17)
* Kentucky (18)
* Louisiana (19)
* Maine (20)
* Maryland (21)
* Massachusetts (22)
* Michigan (23)
* Minnesota (24)
* Mississippi (25)
* Missouri (26)
* Montana (27)
* Nebraska (28)
* Nevada (29)
* New Hampshire (30)
* New Jersey (31)
* New Mexico (32)
* New York (33)
* North Carolina (34)
* North Dakota (35)
* Ohio (36)
* Oklahoma (37)
* Oregon (38)
* Pennsylvania (39)
* Rhode Island (40)
* South Carolina (41)
* South Dakota (42)
* Tennessee (43)
* Texas (44)
* Utah (45)
* Vermont (46)
* Virginia (47)
* Washington (48)
* West Virginia (49)
* Wisconsin (50)
* Wyoming (51)

Q38 Are you of Spanish, Hispanic, or Latino/Latina origin?

* Yes (1)
* No (2)

Q39 Which of the following describes your race?

* White (1)
* Black/African American (2)
* American Indian or Alaska Native (3)
* Asian (4)
* Other (5)

Q36 Which of the following categories describes your employment status at this time?

* Employed full-time (35 or more hrs/week) (1)
* Employed part-time (Less than 35 hrs/week) (2)
* Not employed (3)

Q6 Which one of the following best describes your primary residence? (Select one.)

* Apartment (1)
* Condominium (2)
* Single-family detached home (3)
* Trailer/Mobile Home (4)
* Other (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q7 Do you own or rent your place of residence?

* Own (23)
* Rent (24)
* Neither own nor rent (25)

Answer If Do you own or rent your place of residence? Own Is Selected

Q8 Is this your first home purchase?

* Yes (1)
* No (2)

Q9 How long have you lived in your current home? (Select one.)

* 0-11 months (1)
* 1 year (2)
* 2-4 years (3)
* 5-9 years (4)
* 10-19 years (5)
* 20 or more years (6)

Q10 When it comes to managing and running your household, which of the following best describes your role?

* You are primarily in charge of running your household (1)
* You share the responsibility of running your household equally with someone else (2)
* Someone or others are primarily in charge of running your household (3)

If Someone or others are prima... Is Selected, Then Skip To End of Block

Q11 Thinking of decisions on lawn and garden care products and services for your household, would you say that you are . . . ?

* Primarily responsible for decision making (1)
* Jointly responsible for decision making with someone else in your household (2)
* Not at all responsible (3)

Q12 Which of the following features do you have at your home? (Select all that apply.)

* Grass lawn (53)
* In-ground shrubs such as rhododendrons, azaleas, hydrangeas, etc. (54)
* Vegetable garden or other areas in or around your home where you grow vegetables in the ground, in pots (indoors or outdoors), in raised garden beds or in other areas (55)
* Herb garden or other areas in or around your home where you grow herbs in the ground, in pots (indoors or outdoors), in raised garden beds or in other areas (56)
* Flower garden or other areas around your home where you grow in-ground flowers such as perennials, annuals, roses, etc. (57)
* Indoor container or potted plants (58)
* Outdoor container or potted plants (59)
* Trees (60)
* None of the above (61)

Q13 For which of the following lawn and garden activities, if any, have you used a professional service, exterminator or gardener in the past 12 months? (Select all that apply.)

* To apply lawn fertilizer or lawn fertilizer combination products (for weed or insect control) (186)
* To treat for fire ants in my lawn (187)
* To treat for lawn insects other than fire ants in my lawn (188)
* To treat for insects inside my home (189)
* To treat for rodents (190)
* To apply mulch to my gardens and/or other landscaped areas (191)
* To perform regular maintenance on in-ground plants that are not trees or shrubs (e.g,, watering, weeding, dead-heading, etc.) (192)
* Landscape Design (193)
* Landscape Installation (194)
* Planting or maintaining plants (195)
* To perform regular maintenance on trees or shrubs (e.g,, watering, dead-heading, etc.) (196)
* Other lawn and garden activity, please specify (197) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (198)

Q14 Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past 12 months? (Select all that apply.)

* Garden soil (353)
* Potting mix (354)
* Lawn fertilizer or lawn fertilizer combination product (355)
* Grass seed (356)
* Bulk Mulch (357)
* Plant food/fertilizer (358)
* Liquid weed killer (359)
* Indoor insect killer/control (360)
* Outdoor insect killer/control (361)
* Rodent killer/control (362)
* Bagged mulch (363)
* Hydroponic materials (lights, tanks, nutrients, growing containers, seeds/plants, etc.) (364)
* Broadcast spreader (366)
* Disease/fungus/moss control (367)
* Drop spreader (368)
* Other lawn and garden product, please specify (369) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I did not purchase any lawn and garden products in the past 12 months (370)

|  |  |  |
| --- | --- | --- |
| Q15 For each of the following products, please indicate whether the product you purchased was conventional or natural/organic. (Select all that apply per product.) | Conventional (1) | Organic/Natural (2) |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Garden soil Is Selected  Garden soil (397) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Potting mix Is Selected  Potting mix (398) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Lawn fertilizer or lawn fertilizer combination product Is Selected  Lawn fertilizer or lawn fertilizer combination product (399) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Plant food/fertilizer Is Selected  Plant food/fertilizer (400) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Liquid weed killer Is Selected  Liquid weed killer (401) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Indoor insect killer/control Is Selected  Indoor insect killer/control (402) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Rodent killer/control Is Selected  Rodent killer/control (403) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Hydroponic materials (lights, tanks, nutrients, growing containers, seeds/plants, etc.) Is Selected  Hydroponic materials (lights, tanks, nutrients, growing containers, seeds/plants, etc.) (404) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Disease/fungus/moss control Is Selected  Disease/fungus/moss control (405) |  |  |
| If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past... Outdoor insect killer/control Is Selected  Outdoor insect killer/control (406) |  |  |

Q16 Which, if any, of the following lawn and garden products did SOMEONE ELSE IN YOUR HOUSEDHOLD purchase in the past 12 months? (Select all that apply.)

* Garden soil (555)
* Potting mix (556)
* Lawn fertilizer or lawn fertilizer combination product (557)
* Grass seed (558)
* Bulk Mulch (559)
* Plant food/fertilizer (560)
* Liquid weed killer (561)
* Indoor insect killer/control (562)
* Outdoor insect killer/control (563)
* Rodent killer/control (564)
* Bagged mulch (565)
* Hydroponic materials (lights, tanks, nutrients, growing containers, seeds/plants, etc.) (566)
* Broadcast spreader (568)
* Disease/fungus/moss control (569)
* Drop spreader (570)
* Other lawn and garden product, please specify (571) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not Sure/Don't know (572)
* No one else in my household purchased any lawn and garden products in the past 12 months (573)

Q49 In total, approximately how much has your HOUSEHOLD spent in the past 12 months on each of the following?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Less than $25 (1) | $25 to $49 (2) | $50 to $74 (3) | $75 to $99 (4) | $100 to $149 (5) | $150 to $199 (6) | $200 to $249 (7) | $250 to $349 (8) | $350 to $500 (9) | More than $500 (10) |
| Lawn care products (e.g., lawn fertilizer or lawn fertilizer combination products, grass seed, liquid weed killer/control, etc.) (1) |  |  |  |  |  |  |  |  |  |  |
| Garden care products (e.g., garden/potting soil, mulch, plant food, disease/fungus/moss control) (2) |  |  |  |  |  |  |  |  |  |  |

Q17 Before today, which of the following BRANDS of lawn and garden products have you ever HEARD OF, even if you have never used them? (Select all that apply.)

* Scotts (4034)
* Miracle-Gro (4035)
* Ortho (4036)
* Roundup (4037)
* Tomcat (4038)
* Vigoro (4039)
* Sta-Green (4040)
* Pennington (4041)
* Raid (4042)
* Espoma (4043)
* Ecoscraps (4044)
* Osmocote (4045)
* AeroGarden (4046)
* Terro (4047)
* Spectracide (4048)
* Jonathan Green (4049)
* Expert Gardener (4050)
* Jobe's (4051)
* Peters (4052)
* Schultz (4053)
* Whitney Farms (4054)
* Preen (4055)
* Black Flag (4056)
* Combat (4057)
* Kellogg (4058)
* Earthgro (4059)
* SuperSoil (4060)
* Hot Shot (4061)
* Amdro (4062)
* Real Kill (4063)
* Lilly Miller (4064)
* Nature's Care (4065)
* Miracle-Gro Organic Choice (4066)
* Dr. Earth (4067)
* Bayer (4068)
* Black Gold (4069)
* d-CON (4070)
* Black Magic (4071)
* General Hydroponics (4072)
* Fox Farms (4073)
* Other brand, please specify (4074) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I have never heard of any lawn and garden product brands (4075)

Answer If Which, if any, of the following lawn and garden products did YOU PERSONALLY purchase in the past 12 months? (Select all that apply.) I did not use any lawn and garden products in the past 12 months Is Not Selected

Q18 Which of the following BRANDS of lawn and garden products, if any, did YOU PERSONALLY purchase in the past 12 months? (Select all that apply.)

* Scotts (1321)
* Miracle-Gro (1322)
* Ortho (1323)
* Roundup (1324)
* Tomcat (1325)
* Vigoro (1326)
* Sta-Green (1327)
* Pennington (1328)
* Raid (1329)
* Espoma (1330)
* Ecoscraps (1331)
* Osmocote (1332)
* AeroGarden (1333)
* Terro (1334)
* Spectracide (1335)
* Jonathan Green (1336)
* Expert Gardener (1337)
* Jobe's (1338)
* Peters (1339)
* Schultz (1340)
* Whitney Farms (1341)
* Preen (1342)
* Black Flag (1343)
* Combat (1344)
* Kellogg (1345)
* Earthgro (1346)
* SuperSoil (1347)
* Hot Shot (1348)
* Amdro (1349)
* Real Kill (1350)
* Lilly Miller (1351)
* Nature's Care (1352)
* Miracle-Gro Organic Choice (1353)
* Dr. Earth (1354)
* Bayer (1355)
* Black Gold (1356)
* d-CON (1357)
* Black Magic (1358)
* General Hydroponics (1359)
* Fox Farms (1360)
* Other brand, please specify (1361) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not sure/Don't know (1362)

Q19 Which of the following BRANDS of lawn and garden products, if any, did SOMEONE ELSE IN YOUR HOUSEHOLD purchase in the past 12 months? (Select all that apply.)

* Scotts (127)
* Miracle-Gro (128)
* Ortho (129)
* Roundup (130)
* Tomcat (131)
* Vigoro (132)
* Sta-Green (133)
* Pennington (134)
* Raid (135)
* Espoma (136)
* Ecoscraps (137)
* Osmocote (138)
* AeroGarden (139)
* Terro (140)
* Spectracide (141)
* Jonathan Green (142)
* Expert Gardener (143)
* Jobe's (144)
* Peters (145)
* Schultz (146)
* Whitney Farms (147)
* Preen (148)
* Black Flag (149)
* Combat (150)
* Kellogg (151)
* Earthgro (152)
* SuperSoil (153)
* Hot Shot (154)
* Amdro (155)
* Real Kill (156)
* Lilly Miller (157)
* Nature's Care (158)
* Miracle-Gro Organic Choice (159)
* Dr. Earth (160)
* Bayer (161)
* Black Gold (162)
* d-CON (163)
* Black Magic (164)
* General Hydroponics (165)
* Fox Farms (166)
* Other brand, please specify (167) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Not sure/Don't know (168)

Q20 How would you describe your KNOWLEDGE LEVEL for each of the following? (Select on response per activity.)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely knowledgeable (1) | Very knowledgeable (2) | Somewhat knowledgeable (3) | Not very knowledgeable (4) | Not at all knowledgeable (5) |
| Plant care or gardening (1) |  |  |  |  |  |
| Lawn care (2) |  |  |  |  |  |

Q21 How would you describe your desire to participate in each of the following, regardless of your current level of activity?  (Select one response per statement.)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely interested (1) | Very interested (2) | Somewhat interested (3) | Not very interested (4) | Not at all interested (5) |
| Plant care or gardening (1) |  |  |  |  |  |
| Lawn care (2) |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Q22 Please read the following statements about lawns and garden care, and indicate how much you agree or disagree with each statement.  (Please select one response to each statement.) | Strongly agree (1) | Agree (2) | Neither agree nor disagree (3) | Disagree (4) | Strongly disagree (5) |
| Working on my lawn and garden/plants is relaxing/a pleasant escape for me (1) |  |  |  |  |  |
| It’s important that my lawn and plants/garden(s) look nice because we use it frequently to play/entertain outdoors (2) |  |  |  |  |  |
| I enjoy using herbs/fruits/vegetables from my garden for cooking/baking (3) |  |  |  |  |  |
| I want a lawn and garden/plants that are admired by others (4) |  |  |  |  |  |
| Taking good care of your lawn and garden/plants is part of being a good neighbor (5) |  |  |  |  |  |
| My lawn and garden/plants enhance my family’s quality of life (mental health) (6) |  |  |  |  |  |
| I am concerned about my personal health/safety when using lawn and garden/plant products (7) |  |  |  |  |  |
| I am concerned about the safety of children/pets in a yard where lawn and garden/plant products have been used (8) |  |  |  |  |  |
| I think lawns and gardens/plants are wasteful because they require too many resources (e.g., water, fertilizer, fuel for mowing, etc.) (9) |  |  |  |  |  |
| I prefer to buy organic or natural lawn and garden/plant products where possible (10) |  |  |  |  |  |
| I’d pay more for environmentally- friendly lawn and garden products (11) |  |  |  |  |  |

Q23 Which one of the following statements best describes how you would like your lawn and garden or plants to be? If you do not currently have a lawn or garden, please indicate the statement that best describes how you would like for them to be if you did have a lawn and garden or plants. (Select one per area.)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | The best lawn/garden in the neighborhood (1) | One of the nicer lawn/gardens in the neighborhood (2) | An average lawn/garden that fits into the neighborhood (3) | As long as others don’t think my lawn/garden is the worst one in the neighborhood, I’m content (4) | I don’t care if others think my lawn/garden is the worst in the neighborhood (5) |
| I'd like my LAWN to be... (1) |  |  |  |  |  |
| I'd like my GARDEN/PLANTS to be... (2) |  |  |  |  |  |

Q24 Below is a list of statements that may explain why you have or grow plants at your home. Please tell us how much you agree with each of the following statements when it comes to having or growing plants at your home. (Select one response for each statement.)   I have/grow plants at my home...

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly agree (1) | Somewhat agree (2) | Neither agree nor disagree (3) | Somewhat disagree (4) | Strongly disagree (5) |
| For what they yield/the crop (1) |  |  |  |  |  |
| For how they look/the aesthetics (2) |  |  |  |  |  |
| To keep the yard looking neat and tidy/because it's part of being a responsible homeowner (3) |  |  |  |  |  |
| Because they were already at the home when I purchased it/moved in (4) |  |  |  |  |  |
| Because they create a more enjoyable atmosphere for gatherings with my family and friends (5) |  |  |  |  |  |
| Because having/growing plants is relaxing to me (6) |  |  |  |  |  |

Q25 Which of the following statements best indicates the MAIN reason why you have/grow plants at your home. (Select one.)   The MAIN reason I have/grow plants is.....

* For what they yield/ the crop (1)
* For how they look/the aesthetics (2)
* To keep the yard looking neat and tidy/ because it's part of being a responsible homeowner (3)
* Because they were already at the home when I purchased it/moved in (4)
* Because they create a more enjoyable atmosphere for gatherings with my family and friends (5)
* Because having/growing plants is relaxing to me (6)
* Other, please specify (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q26 Below is a list of statements that may explain why you maintain (mow, fertilize, treat for weeds, etc.) the grass lawn at your home. Please tell us how much you agree with each of the following statements when it comes to maintaining the grass lawn at your home. (Select one response for each statement.)   I maintain the grass lawn at my home...

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly agree (1) | Somewhat agree (2) | Neither agree nor disagree (3) | Somewhat disagree (4) | Strongly disagree (5) |
| For how it looks/the aesthetics (1) |  |  |  |  |  |
| To keep the yard looking neat and tidy/because it's part of being a responsible homeowner (2) |  |  |  |  |  |
| Because it was already at the home when I purchased it/moved in (3) |  |  |  |  |  |
| Because it creates a more enjoyable atmosphere for gatherings with my family and friends (4) |  |  |  |  |  |
| Because maintaining the lawn is relaxing to me (5) |  |  |  |  |  |

Answer If Which of the following features do you have at your home? (Select all that apply.) Grass lawn Is Selected

Q27 Which of the following statements best indicates the MAIN reason why you maintain (mow, fertilize, treat for weeds, etc.) the grass lawn at your home? (Select one.)   The MAIN reason I maintain the grass lawn is.....

* For how it looks//the aesthetics (2)
* To keep the yard looking neat and tidy/ because it's part of being a responsible homeowner (3)
* Because it was already at the home when I purchased it/moved in (4)
* Because it creates a more enjoyable atmosphere for gatherings with my family and friends (5)
* Because maintaining the lawn is relaxing to me (6)
* Other, please specify (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q28 Which of the following sources do you use to find information about lawn and garden care? (Select all that apply.)

* Educational or instructional materials in the store (80)
* Product labels (81)
* Sales Associate/store employees (82)
* Do-it-yourself seminar in the store (83)
* Store displays providing ideas or examples (84)
* Other customers in the store (85)
* Friends (86)
* Family (87)
* Neighbors (88)
* Trial and error (89)
* Gardening/lawn care related programs on television (90)
* TV commercials for lawn/garden care products (91)
* Radio commercials for lawn/garden care products (92)
* Books (93)
* Magazine articles (94)
* Internet (95)
* Newspaper articles (96)
* Local extension office or other local experts (97)
* Other, please specify (98) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Do not use any sources to find out information about lawn and garden care (99)

Answer If Which of the following sources do you use to find information about lawn and garden care? (Select... Do not use any sources to find out information about lawn and garden care Is Not Selected

Q29 Of the sources you have used to find out information about lawn and garden care, which ONE source do you find most helpful? (Select one.)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q30 Please indicate how much you agree or disagree with each of the following statements: | Agree Mostly (1) | Agree Somewhat (2) | Disagree Somewhat (3) | Disagree Mostly (4) |
| Buying American products is important to me. (1) |  |  |  |  |
| I don't make purchase decisions based on advertising. (2) |  |  |  |  |
| I buy based on quality, not price. (3) |  |  |  |  |
| I buy natural products because I am concerned about the environment. (4) |  |  |  |  |
| I'm a "spender" rather than a "saver". (5) |  |  |  |  |
| It's important to me that salespeople be knowledgeable about the products they sell. (6) |  |  |  |  |
| I like to share my opinions about products and services by posting reviews and ratings online. (7) |  |  |  |  |
| I expect the brands I buy to support social causes. (8) |  |  |  |  |
| People often come to me for advice before making a purchase. (9) |  |  |  |  |
| I buy the brands I grew up with, the ones my parents used. (10) |  |  |  |  |
| I would pay extra for a product that is consistent with the image I want to convey. (11) |  |  |  |  |
| My spouse has a significant impact on the brands I choose. (12) |  |  |  |  |
| If a product is made by a company I trust, I'll buy it even if it is slightly more expensive. (13) |  |  |  |  |
| I buy natural products because I am concerned about me and my family's health. (14) |  |  |  |  |
| I am more likely to purchase brands that support a cause I care about. (15) |  |  |  |  |
| I am willing to pay more for a product that is environmentally safe. (16) |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q31 Please indicate how much you agree or disagree with each of the following statements: | Agree Completely (1) | Agree Somewhat (2) | Disagree Somewhat (3) | Disagree Completely (4) |
| I am interested in finding out how I can help the environment. (1) |  |  |  |  |
| I like to live a lifestyle that impresses others. (2) |  |  |  |  |
| Global warming is a serious threat. (3) |  |  |  |  |
| I enjoy showing off my home to guests. (4) |  |  |  |  |
| Keeping a neat, organized home is a top priority for me. (5) |  |  |  |  |
| I feel I am more environmentally conscious than most people. (6) |  |  |  |  |
| I consider myself sophisticated. (7) |  |  |  |  |
| I must admit, I work most weekends. (8) |  |  |  |  |
| A company's environmental record is important to me in my purchasing decisions. (9) |  |  |  |  |
| Pets deserve to be pampered. (10) |  |  |  |  |
| I try to buy foods that are grown or produced locally (in the region where I live). (11) |  |  |  |  |
| I prefer cooking with fresh food rather than canned or frozen. (12) |  |  |  |  |
| I regularly eat organic foods. (13) |  |  |  |  |

Q32 Please read the statements below and check any box that applies for each statement.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Physical Fitness (3) | Healthy Lifestyle (4) | Environmentally-Friendly products (5) | Prescription Drugs (6) | Dieting (7) | Cooking (8) | Grocery Shopping (9) | Cleaning products (10) | Shopping (11) | Home Remodeling (12) | Household Furnishings (13) | Interior Decorating (14) | Gardening (15) | Pets (16) | None of the above (17) |
| I have a great deal of knowledge/experience in this area (16) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| My family/friends often ask for and trust my advice on this topic (17) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Q33 In which of the following sports did you participate in the last 12 months? (Please select all that apply.)

* Backpacking (1)
* Canoeing/kayaking (2)
* Fishing - fresh water (3)
* Fishing - salt water (4)
* Bicycling - Mountain (5)
* Bicycling - Road (6)
* Hiking (7)
* Horseback riding (8)
* Pilates (9)
* Rock climbing (10)
* Rowing: stationary/outdoor (11)
* Sailing (12)
* Skiing - Cross country (13)
* Skiing - Downhill (14)
* Walking for exercise (15)
* Yoga (16)
* None of the above (17)

Q34 In which of the following leisure activities did you participate during the last 12 months? (Please Select all that apply.)

* Baking (1)
* Barbecuing (2)
* Go to beach (3)
* Birdwatching (4)
* Cooking for fun (5)
* Dining out (6)
* Entertain friends or relatives at home (7)
* Home decoration and furnishing (8)
* Painting, drawing (9)
* Photography (10)
* Photo Album/Scrapbooking (11)
* Picnic (12)
* Woodworking (13)
* None of the above (14)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Q35 Please rate the following values on a scale of 1 to 7, with ‘1’ meaning not at all important and ‘7’ meaning extremely important.  For each personal value, please indicate the number that best describes how important, if at all, it is to you as a guiding principle in your life. | 1 Not at all important (1) | 2 (2) | 3 (3) | 4 Average Importance (4) | 5 (5) | 6 (6) | 7 Extremely Important (7) |
| Wealth: Having material possessions, a lot of money. (1) |  |  |  |  |  |  |  |
| Status: Achieving a higher social status. (2) |  |  |  |  |  |  |  |
| Ambition: Aspiring to get ahead. (3) |  |  |  |  |  |  |  |
| Honesty: Being sincere, having integrity. (4) |  |  |  |  |  |  |  |
| Being in tune with nature: Fitting into nature. (5) |  |  |  |  |  |  |  |
| Preserving the environment: Helping to preserve nature. (6) |  |  |  |  |  |  |  |
| Creativity: Being creative, imaginative. (7) |  |  |  |  |  |  |  |
| Social responsibility: Working for the welfare of society. (8) |  |  |  |  |  |  |  |
| Having fun: Having a good time. (9) |  |  |  |  |  |  |  |
| Adventure: Seeking adventure and risk. (10) |  |  |  |  |  |  |  |
| Authenticity: Being true to myself. (11) |  |  |  |  |  |  |  |
| Simplicity: Keeping your life and mind as uncluttered as possible. (12) |  |  |  |  |  |  |  |

Q37 Are you...?

* Retired (1)
* Looking for work (2)
* Full-time Student (3)
* Homemaker (4)
* Other (5)

Q40 Which of the following best describes you?

* Never Married (1)
* Now Married (2)
* Widowed (3)
* Divorced (4)
* Separated (legally) (5)
* Living with a partner/significant other (6)

Q41 What is the highest level of education you have completed or the highest degree you have received?

* Less than high school graduate (1)
* High School Graduate – High School Diploma, or the equivalent (e.g., GED) (2)
* Some college but no degree (3)
* Associate Degree in College (Occupational/Vocational or Academic program) (4)
* Bachelor’s Degree (e.g., BA, AB, BS) (5)
* Master’s Degree (e.g., MA, MS, MEng, MEd, MSW, MBA) (6)
* Professional School Degree (e.g., MD, DDS, DVM, LLB, JD) (7)
* Doctorate Degree (e.g., PhD, EdD) (8)

Q42 Please indicate which of the following categories best represents your yearly household income before taxes:

* Less than $25,000 (1)
* $25,000 - $29,999 (2)
* $30,000 - $34,999 (3)
* $35,000 - $39,999 (4)
* $40,000 - $44,999 (5)
* $45,000 - $49,999 (6)
* $50,000 - $59,999 (7)
* $60,000 - $74,999 (8)
* $75,000 - $99,999 (9)
* $100,000 - $149,999 (10)
* $150,000 - $199,999 (11)
* $200,000 - $249,999 (12)
* $250,000+ (13)

Q43 Do you have any children under the age of 18 currently living in your home?

* Yes (1)
* No (2)

Answer If Are there any children living in your household? Yes Is Selected

Q44 What are the ages of the children under the age of 18 currently living in your home? (Select all that apply.)

* 0-2 years (1)
* 3-5 years (2)
* 6-12 years (3)
* 13-17 years (4)

Q45 How many people (including yourself) currently live in your home?

* 1 (1)
* 2 (2)
* 3 (3)
* 4 (4)
* 5 (5)
* 6+ (6)

Q46 What is the approximate size of your property?

* Less than 1/4 acre (1)
* 1/4 to 1 acre (2)
* More than 1 acre to 3 acres (3)
* More than 3 acres (4)

Q47 What is the approximate size of your home in square feet?

* Less than 500 square feet (1)
* 500-749 square feet (2)
* 750-999 square feet (3)
* 1,000-1,499 square feet (4)
* 1,500-1,999 square feet (5)
* 2,000-2,499 square feet (6)
* 2,500-2,999 square feet (7)
* 3,000-3,999 square feet (8)
* 4,000-4,999 square feet (9)
* 5,000 or more square feet (10)

Q48 Which of the following pets, if any, do you have in your household that spends time outdoors? (Select all that apply.)

* Dog (1)
* Cat (2)
* Fish (3)
* Other (4)
* Do not have any pets (5)