

Consumer Market Research Survey

Thank you for agreeing to participate in this survey! We are a group of researchers from the University of Michigan conducting a survey on consumer purchasing habits. Your responses will remain completely anonymous. This survey should take less than 10 minutes to complete. If you have any questions about the survey, please contact aware105@umich.edu. Thank you for your time.

Consumer Market Research Survey

Part One (of Four)

1 Who is the primary grocery shopper in your household? (Please check one box)

☐ A Yourself

☐ B Spouse/Significant Other

☐ C Parent

☐ D Other (please specify)

2 How many times did you go grocery shopping *within the last two weeks*? (Please check one box)

☐
0

☐
1

☐
2 - 3

☐
4 - 5

☐
More than 5

3 At what type of store do you usually do your grocery shopping? (Please check one)

☐ Natural/Organic food store (can be local/independently-owned or chain stores such as Whole Foods)

☐ Chain supermarket (Kroger, Albertson's, etc.)

☐ Mass merchandiser (Super Wal-Mart, Super Target, etc.)

☐ Local/independently-owned grocer (not a natural/organic food store)

☐ Other (please specify)

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4 Besides yourself, which of the following groups of people influence your purchasing decisions? (Check all that apply)

- | | |
|--------------------------|-----------------------------|
| <input type="checkbox"/> | Spouse or significant other |
| <input type="checkbox"/> | Children |
| <input type="checkbox"/> | Other family members |
| <input type="checkbox"/> | Friends |
| <input type="checkbox"/> | Colleagues |
| <input type="checkbox"/> | None |
| <input type="checkbox"/> | Other (please specify): |

5 As a **grocery** shopper, please rate how important the following issues are on a scale of 1 to 7. If you do not know or have no opinion, please select "No opinion".

	Very Unimportant	Neutral	Very Important	Don't Know/No Opinion	
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Price
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Product Availability
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Package Size
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Environmental Friendliness of Product/Company
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Brand
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Social Responsibility of Manufacturer
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Where the Product is Made
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Quality of Product

Consumer Market Research Survey

6 To keep the number of questions that we ask you to a minimum, we would like to use the day of the month that you were born to "randomize" the questions. For example, if you were born on March 12, then select answer 4, which contains "12th".

- ☐ A 1st, 5th, 9th, 13th, 17th, 21st, 25th, 29th
- ☐ B 2nd, 6th, 10th, 14th, 18th, 22nd, 26th, 30th
- ☐ C 3rd, 7th, 11th, 15th, 19th, 23th, 27th, 31st
- ☐ D 4th, 8th, 12th, 16th, 20th, 24th, 28th

If 6 = 1st, 5th, 9th, 13th, 17th, 21st, 25th, 29th then skip ahead to 1.

If 6 = 2nd, 6th, 10th, 14th, 18th, 22nd, 26th, 30th then skip ahead to 1.

If 6 = 3rd, 7th, 11th, 15th, 19th, 23th, 27th, 31st then skip ahead to 1.

If 6 = 4th, 8th, 12th, 16th, 20th, 24th, 28th then skip ahead to 1.

Consumer Market Research Survey

Part Two (of Four)

In the next three questions, you will be presented with four different products. Based on the descriptions provided, please estimate, to the best of your ability, the price that you would expect to pay for each of the following products.

1 Coffee-- One pound (16 oz.) package -- Colombian, dark roast-- 100% environmentally-friendly manufacturing-- Ground, French press grindThe retail price of this product is in the range of \$5 - \$15



Your estimated price

Do not include dollar (\$) sign. Decimals are allowed.

2 T-shirt-- Long-sleeve, rib-knit neck and cuffs-- 100% cotton-- 5.8 oz. combed cotton jersey-- Pre-washed-- Smooth taped neck seam-- Imported from MalaysiaThe retail price of this product is in the range of \$15 - \$50



Your estimated price

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Consumer Market Research Survey

3 Shampoo-- 400 mL size-- Natural fragrance – no chemicals added-- 100% biodegradable ingredients-- Made in USA The retail price of this product is in the range of \$1 - \$10



Do not include dollar (\$) sign. Decimals are allowed.

Your estimated price

4 How familiar are you with this type of product, especially about product descriptions and pricing information? (Please choose one for each product type)

Extremely familiar

Somewhat familiar

Not at all familiar

1 ☐ ☐ ☐ Coffee

2 ☐ ☐ ☐ T-shirt

3 ☐ ☐ ☐ Shampoo

Consumer Market Research Survey

Part Three (of Four)

In the next three questions you will be asked to estimate the retail price of three additional products. Along with product descriptions, each product will also include a rating for the company that manufactures the item. These ratings are based on Co-Op America, a national, non-profit organization that provides tools and analysis on social and environmental issues of potential concern or interest to consumers. The ratings system is as follows: **Green** - Reserved for companies that have passed an intensive screening process and/or are clearly on the cutting edge socially and/or environmentally **Grey** - Profile lists few if any negative social/environmental issues **Yellow** - Profile includes some negative issues that many consumers may have concerns about **Red** - Profile indicates serious problems and/or patterns of significant negative behaviors

1 Detergent-- Hypo-allergenic-- Formulated without perfumes and dyes-- Non-toxic-- Biodegradable-- No enzymes-- 100 fl. oz. **Co-Op America company rating: Green** The retail price of this product is in the range of \$4 - \$10



1 Your estimated price

A

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Consumer Market Research Survey

2 Mixed fruit juice-- 15 fl. oz.-- Premium mixed fruit juice-- Excellent source of Vitamin C
Co-Op America company rating: Red The retail price of this product is in the range of \$1 - \$5



1 Your estimated price

1

A

Do not include dollar (\$) sign. Decimals are allowed.

3 Household cleaner-- Safely cleans even tough, greasy dirt-- No rinsing required-- For vinyl, ceramic and finished wood floors-- Lasts about 2-3 months under normal use
Co-Op America company rating: Yellow The retail price of this product is in the range of \$1 - \$7



1 Your estimated price

1

A

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Consumer Market Research Survey

4 How familiar are you with this type of product, especially about product descriptions and pricing information? (Please choose one for each product type)

				Extremely familiar
				Somewhat familiar
				Not at all familiar
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Detergent
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fruit juice
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Household cleaner

If 4.1 = Extremely familiar then skip ahead to 1.

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1 Coffee-- One pound (16 oz.) package -- Colombian, dark roast-- Ground, French press grindThe retail price of this product is in the range of \$5 - \$15



1 Your estimated price

1

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2 T-shirt-- Long-sleeve, rib-knit neck and cuffs-- 100% organic cotton-- 5.8 oz. combed cotton jersey-- Pre-washed-- Smooth taped neck seam-- Imported from MalaysiaThe retail price of this product is in the range of \$15 - \$50



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1 Your estimated price

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1 Your estimated price

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3 Household cleaner-- Safely cleans even tough, greasy dirt-- No rinsing required-- For vinyl, ceramic and finished wood floors-- Lasts about 2-3 months under normal use
Co-Op America company rating: Red The retail price of this product is in the range of \$1 - \$7



1 Your estimated price

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1 Your estimated price

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3 Shampoo-- 400 mL size -- Balancing formula-- Floral scent-- Made in USA The retail price of this product is in the range of \$1 - \$10



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Consumer Market Research Survey

Part Four (of Four)

Please provide the following information about yourself:

1 Please indicate your gender. (Select one)

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

2 Please indicate your age range. (Select one)

- ☐ A Less than 18
- ☐ B 18 - 22
- ☐ C 23 - 30
- ☐ D 31 - 40
- ☐ E 41 - 50
- ☐ F 51 - 64
- ☐ G 65 +

3 Please indicate your ethnicity. (Select one)

- ☐ A African American
- ☐ B Asian/Pacific Islander
- ☐ C Caucasian/Non-Hispanic
- ☐ D Hispanic
- ☐ E Other: Please Specify
- ☐ F Prefer Not to Say

Consumer Market Research Survey

4 How many people currently reside in your household? (Select one)

- ☐ A 1
- ☐ B 2
- ☐ C 3
- ☐ D 4
- ☐ E 5
- ☐ F 6
- ☐ G More than 6

5 What is your annual household income before taxes? (Select one)

- ☐ A Less than \$10,000
- ☐ B \$10,001 - 20,000
- ☐ C \$20,001 - 30,000
- ☐ D \$30,001 - 50,000
- ☐ E \$50,001 - 70,000
- ☐ F \$70,001 - 90,000
- ☐ G \$90,001 - 120,000
- ☐ H \$120,001 - \$180,000
- ☐ I Above \$180,000

6 Please indicate your marital status. (Select one)

- ☐ A Single
- ☐ B Married
- ☐ C Divorced
- ☐ D Widowed
- ☐ E Other (please specify)
- ☐ F Prefer Not to Say

Consumer Market Research Survey

7 Please indicate your highest level of education: (check highest level completed)

- ☐ A Some high school
- ☐ B Completed high school
- ☐ C Some college
- ☐ D Completed college
- ☐ E Some graduate school
- ☐ F Completed graduate school
- ☐ G Other: Please specify

8 What is your zip code?

9 Please indicate your political affiliation. (Select one)

- ☐ A Democrat
- ☐ B Republican
- ☐ C Independent
- ☐ D Other: (Please specify)

10 (Optional) Please enter your email address. This information will **only** be used to enter you into a drawing for a free gift certificate from Amazon.com and to contact you if you are selected the winner.

Consumer Market Research Survey

This is the end of the survey. If you submitted your email address for our random drawing and are chosen the winner, we will contact you via the email address you supplied by December 16, 2004. Thank you once again for your time!