

**DIET (DIQ)****SPID#** \_\_\_\_\_**Date:** \_\_\_\_\_**Interviewer:** \_\_\_\_\_

*In the questionnaires we left for you to fill out yourself, there was a diet questionnaire that focused on the frequency of certain kinds of foods in your diet. Now I'm going to ask you some diet questions that are about your consumption of Wisconsin fish, the places you choose to eat, and the snacks and beverages you tend to choose.*

DIQ.010. Did you ever eat fish caught by you or given to you in the last year?

(This does not include purchased fish.)

**DIQ010 FMT\_YES\_NO**

Yes 1

No 2 (Skip to DIQ.100)

Refused 77 (Skip to DIQ.100)

Don't Know 99 (Skip to DIQ.100)

DIQ.020. Were any of the fish that you ate in the last year from the Great Lakes?  
(This includes Lakes Michigan, Huron, Erie, Superior, and Ontario plus the mouths of rivers feeding into the Great Lakes.)

**DIQ020 FMT\_YES\_NO**

Yes 1

No 2 (Skip to DIQ.030)

Refused 77 (Skip to DIQ.030)

Don't Know 99 (Skip to DIQ.030)

DIQ.025. How often did you eat lake trout, salmon (Chinook or Coho), or carp from the Great Lakes in the last year?

**DIQ025\_A FMT\_NUMERIC**

**DIQ025\_B FMT\_PER\_UNIT**

Enter number of times

Refused 777

Don't Know 999

Enter unit

Day 1

Week 2

Month 3

**DIET (DIQ)**

Year **4**

**DIET (DIQ)**

DIQ.030. Were any of the fish that you ate in the last year from Wisconsin inland lakes or streams? *DIQ030 FMT\_YES\_NO*

Yes 1

No 2 (Skip to DIQ.100)

Refused 77 (Skip to DIQ.100)

Don't Know 99 (Skip to DIQ.100)

DIQ.035. How often did you eat walleye, northern pike, or carp from Wisconsin inland lakes or streams in the last year?

*DIQ035\_A FMT\_NUMERIC*  
*DIQ035\_B FMT\_PER\_UNIT*

Enter number of times

Refused 777

Don't Know 999

Enter unit

Day 1

Week 2

Month 3

Year 4

**DIET (DIQ)**

*Now I'd like to ask you some questions about how often you eat out at different types of restaurants.*

DIQ.100. During the last year, how frequently did you eat a meal at a **fast food** restaurant? (For example: McDonalds, Pizza Hut, Burger King, KFC, Taco Bell, Subway, Culvers, and so on.) Would you say it was...? **[HAND CARD]**

DIQ100 FMT\_DIQ100\_

Never 1

Rarely (less than once a month) 2

Sometimes (between 1-3 times a month) 3

1-2 times per week 4

3-4 times per week 5

5 or more times per week 6

Refused 77

Don't Know 99

DIQ.110. During the last year, how frequently did you eat a meal at a **fast-casual** restaurant? (These are restaurants where you order and pay at a counter, and then your food is either given to you at the counter or brought to you at a table. Fast-casual restaurants promise a somewhat higher quality of food and atmosphere than fast food restaurants. For example: Noodles and Company, Panera Bread, cafeterias, and so on; do **not** include "all-you-can-eat" meals.) Would you say it was...? **[HAND CARD]**

DIQ110 FMT\_DIQ100\_

Never 1

Rarely (less than once a month) 2

Sometimes (between 1-3 times a month) 3

1-2 times per week 4

3-4 times per week 5

5 or more times per week 6

Refused 77

Don't Know 99

**DIET (DIQ)**

DIQ.115. During the last year, how frequently did you have an "all-you-can-eat" meal? ("All-you-can-eat" meals offer, for one price, as much food or as many servings as you want. For example: Old Country Buffet, Ponderosa, all-you-can-eat Friday fish fries, and so on.) Would you say it was...? **[HAND CARD]** **DIQ115 FMT\_DIQ100\_**

Never **1**

Rarely (less than once a month) **2**

Sometimes (between 1-3 times a month) **3**

1-2 times per week **4**

3-4 times per week **5**

5 or more times per week **6**

Refused **77**

Don't Know **99**

DIQ.120. During the last year, how frequently did you eat a meal at a sit-down restaurant? (These are restaurants where you sit down, then a person takes your order and brings your food to you; you eat at the table and leave a tip. Family-style restaurants are included in this category.) Would you say it was...? **[HAND CARD]** **DIQ120 FMT\_DIQ100\_**

Never **1**

Rarely (less than once a month) **2**

Sometimes (between 1-3 times a month) **3**

1-2 times per week **4**

3-4 times per week **5**

5 or more times per week **6**

Refused **77**

Don't Know **99**

**DIET (DIQ)**

*The next questions deal with the snack food you eat between meals.*

DIQ.200. In the last 7 days, did you ever eat a **snack** between meals?

DIQ200 FMT\_YES\_NO

Yes 1

No 2 (Skip to DIQ.300)

Refused 77 (Skip to DIQ.300)

Don't Know 99 (Skip to DIQ.300)

DIQ.207. In the last 7 days, when you ate a snack between meals, from which of these places did you get a snack? **[HAND CARD. Enter all that apply.]**

DIQ207_A	FMT_DIQ207_
DIQ207_B	FMT_DIQ207_
DIQ207_C	FMT_DIQ207_
DIQ207_D	FMT_DIQ207_
DIQ207_E	FMT_DIQ207_
DIQ207_F	FMT_DIQ207_
DIQ207_G	FMT_DIQ207_
DIQ207_H	FMT_DIQ207_
DIQ207_I	FMT_DIQ207_

Made at home 1

Cafeteria (at school or work) 2

Fast food restaurant 3

Other type of restaurant 4

Bar 5

Convenience store 6

Grocery store 7

Vending machine 8

Other (Specify: \_\_\_\_\_) 9

Refused 77

Don't Know 99

*In the next few questions I will ask you about your water drinking and other dietary habits.*

**DIET (DIQ)**

DIQ.300. In a typical day, how many 8 oz. servings of bottled water do you drink? Include water from a water cooler that is supplied by a large container. (One 8 oz. serving equals one cup, a  $\frac{1}{4}$  of a liter, or  $\frac{1}{4}$  of a quart.) **DIQ300 FMT\_NUMERIC**

\_\_\_\_\_ servings **[Enter "0" for none]**

Refused **77**

Don't Know **99**

**DIET (DIQ)**

DIQ.310. In a typical day, how many 8 oz. servings of **tap water do you drink at home?**  
(One 8 oz. serving equals one cup, a ¼ of a liter, or ¼ of a quart.)

**DIQ310 FMT\_NUMERIC**

\_\_\_\_\_ servings **[Enter "0" for none]**

Refused **77**

Don't Know **99**

DIQ.320. In a typical day, how many 8 oz. servings of **tap water do you drink outside your home** (for instance, at work, or at a restaurant)? (One 8 oz. serving equals one cup, a ¼ of a liter, or ¼ of a quart.)

**DIQ320 FMT\_NUMERIC**

\_\_\_\_\_ servings **[Enter "0" for none]**

Refused **77**

Don't Know **99**

DIQ.330. Do you eat organic food?

**DIQ330 FMT\_YES\_NO**

Yes **1**

No **2** **(Skip to DIQ.340)**

Refused **77** **(Skip to DIQ.340)**

Don't Know **99** **(Skip to DIQ.340)**



**DIET (DIQ)**

DIQ.335.a-i. How often do you eat <b>organic...</b> ? [HAND CARD]	Rarely or never (less than 20% of the time) (1)	Not very often (20-40% of the time) (2)	About half the time (40-60% of the time) (3)	More often than not (60-80% of the time) (4)	Most of the time or always (more than 80% of the time) (5)	Refused (77)	Don't Know (99)
a. Milk or other dairy products	1	2	3	4	5	77	99
b. Eggs	1	2	3	4	5	77	99
c. Red meat	1	2	3	4	5	77	99
d. Poultry	1	2	3	4	5	77	99
e. Vegetables	1	2	3	4	5	77	99
f. Fruit	1	2	3	4	5	77	99
g. Beans and legumes, including soy	1	2	3	4	5	77	99
h. Bread, cereals, or pasta	1	2	3	4	5	77	99
i. Chips, crackers or other snack foods	1	2	3	4	5	77	99

DIQ335A FMT\_DIQ335\_  
 DIQ335B FMT\_DIQ335\_  
 DIQ335C FMT\_DIQ335\_  
 DIQ335D FMT\_DIQ335\_  
 DIQ335E FMT\_DIQ335\_

DIQ335F FMT\_DIQ335\_  
 DIQ335G FMT\_DIQ335\_  
 DIQ335H FMT\_DIQ335\_  
 DIQ335I FMT\_DIQ335\_

**DIET (DIQ)**DIQ.340. Are you a **vegetarian** or **vegan**?

DIQ340 FMT\_DIQ340\_

Yes, a vegetarian 1

Yes, a vegan 2 (Skip to DIQ.345)

No 3 (Skip to DIQ.350)

Refused 77 (Skip to DIQ.350)

Don't Know 99 (Skip to DIQ.350)

DIQ.343. As a vegetarian, which of the following foods do you not eat? **[HAND CARD. Enter all that apply.]**

DIQ343_A	FMT_DIQ343_
DIQ343_B	FMT_DIQ343_
DIQ343_C	FMT_DIQ343_
DIQ343_D	FMT_DIQ343_
DIQ343_E	FMT_DIQ343_
DIQ343_F	FMT_DIQ343_

Red meat 1

Poultry 2

Fish or seafood 3

Dairy products 4

Eggs 5

Honey 6

Refused 77

Don't Know 99

DIQ.345. How long have you been a {vegetarian/vegan}?

DIQ345 FMT\_NUMERIC

\_\_\_\_\_ years

Refused 77

Don't Know 99

**DIET (DIQ)**

DIQ.350. Of the following types of foods, are there any that you usually avoid eating because of health concerns other than allergies? (Please do not consider here the foods that you avoid eating because you are allergic to them.) **[HAND CARD. Enter all that apply.]**

DIQ350_A	FMT_DIQ350_
DIQ350_B	FMT_DIQ350_
DIQ350_C	FMT_DIQ350_
DIQ350_D	FMT_DIQ350_
DIQ350_E	FMT_DIQ350_
DIQ350_F	FMT_DIQ350_
DIQ350_G	FMT_DIQ350_
DIQ350_H	FMT_DIQ350_
DIQ350_I	FMT_DIQ350_
DIQ350_J	FMT_DIQ350_
DIQ350_K	FMT_DIQ350_
DIQ350_L	FMT_DIQ350_

Red meat    **1**

Chicken with the skin    **2**

Fish or seafood    **3**

Dairy products    **4**

Eggs    **5**

Processed foods    **6**

Deep fried foods    **7**

Foods with high content  
of any type of fat    **8**

Foods with high content  
of saturated fat    **9**

Foods with high content of trans fat    **10**

Foods with high content of carbohydrates    **11**

Milk treated with recombinant  
Bovine Growth Hormone (BGH)    **12**

I do not avoid any of these foods    **13**

Refused    **77**

Don't Know    **99**

**DIET (DIQ)**

*Now I am going to ask you about what influences your decisions to eat out or to go to a particular grocery store. Please consider how important or not important each factor is in your decision. In the first question, the scale is 1 to 7, with 1 being very important and 7 being not important at all.*

DIQ.400.[a-i]. When you eat out, how important {is/are}...?	Very important							Not important	R	DK
a. Convenience (location, parking, drive-in)	1	2	3	4	5	6	7	77	99	
b. Speed of service	1	2	3	4	5	6	7	77	99	
c. Amount of food offered	1	2	3	4	5	6	7	77	99	
d. Taste	1	2	3	4	5	6	7	77	99	
e. Well-prepared food	1	2	3	4	5	6	7	77	99	
f. Fresh ingredients	1	2	3	4	5	6	7	77	99	
g. Healthfulness of food	1	2	3	4	5	6	7	77	99	
h. Serving locally grown food	1	2	3	4	5	6	7	77	99	
i. Cost	1	2	3	4	5	6	7	77	99	

DIQ400A FMT\_NUMCAT  
 DIQ400B FMT\_NUMCAT  
 DIQ400C FMT\_NUMCAT  
 DIQ400D FMT\_NUMCAT  
 DIQ400E FMT\_NUMCAT

DIQ400F FMT\_NUMCAT  
 DIQ400G FMT\_NUMCAT  
 DIQ400H FMT\_NUMCAT  
 DIQ400I FMT\_NUMCAT

DIQ.410. What is the name of the store where you **currently** purchase **most of** your household groceries? (If you shop at more than one grocery store, please tell us about the one that you most frequently use.)

DIQ410\_A FMT\_CHAR  
 DIQ410\_L FMT\_CHAR  
 DIQ410\_M FMT\_NUMERIC  
 DIQ410\_N FMT\_CHAR

Name of the Store: \_\_\_\_\_

Location (city or town): \_\_\_\_\_

**DIET (DIQ)**

Address (street):

\_\_\_\_\_

**OR**

Approximate distance from your house: |\_\_\_\_|\_\_\_\_| miles.

Refused **77** [If SP refused, this is the end of this questionnaire]

Don't Know **99** [If SP doesn't know, this is the end of this questionnaire]

**DIET (DIQ)**

DIQ.415. What percent of your total groceries are purchased at {named store}?

DIQ415 FMT\_NUMERIC

|\_|\_|\_|\_| %

Refused **777**

Don't know **999**

DIQ.416. What are the reasons you shop at this store? **[HAND CARD. Enter all that apply.]**

DIQ416_A	FMT_DIQ416_
DIQ416_B	FMT_DIQ416_
DIQ416_C	FMT_DIQ416_
DIQ416_D	FMT_DIQ416_
DIQ416_E	FMT_DIQ416_
DIQ416_F	FMT_DIQ416_
DIQ416_G	FMT_DIQ416_
DIQ416_H	FMT_DIQ416_
DIQ416_I	FMT_DIQ416_
DIQ416_J	FMT_DIQ416_
DIQ416_K	FMT_DIQ416_
DIQ416_L	FMT_DIQ416_

Freshness of fruits or vegetables **1**

Quality of meats and seafood **2**

Price of the foods **3**

Organic foods available **4**

Locally grown foods available **5**

Convenience (for example, it's close to home or on the way home) **6**

Large selection **7**

Close to other frequented stores **8**

Speed of checkout **9**

In-store deli or bakery **10**

Locally owned business **11**

Other services available at the store (such as  
movie rental or pharmacy) **12**

**DIET (DIQ)**

Refused **77**

Don't Know **99**