

Pre-Survey Questionnaire

Food Choices Matters web site availability test

Demographic Information

Question	
Your age (circle one)	20 and under <input checked="" type="radio"/> 21-30 <input type="radio"/> 31-40 <input type="radio"/> 41-50 <input type="radio"/> 51-60 <input type="radio"/> Over 60
Your gender	<input checked="" type="radio"/> Male <input type="radio"/> Female
What option best describes your experience with web sites	<input type="radio"/> Rarely (less than once a week) do I visit the Web <input type="radio"/> Moderate user (more than once a week, less than daily) <input checked="" type="radio"/> Experienced user (visit the web daily, explore many sites)
List the number of servings of each type of food you ate yesterday	<input type="radio"/> Cow <input type="radio"/> Pig <input type="radio"/> Bird <input type="radio"/> Fish <input type="radio"/> Dairy <input type="radio"/> Eggs <input checked="" type="radio"/> Vegetables <input checked="" type="radio"/> Fruit <input checked="" type="radio"/> Grains, nuts, seeds Other (please list)
Which statement best describes your awareness of the environmental impact of food choices?	<input type="radio"/> No knowledge – never thought about it <input type="radio"/> Very little knowledge – maybe a few conversations about it <input checked="" type="radio"/> Moderate knowledge (for example, have read a few articles) <input type="radio"/> I know a lot (have read at least 1 book on topic)
Excluding food, what actions do you take to protect the environment?	Recycle regularly (plastic, glass, cans) <i>Same, what</i> Minimize use of water in plastic bottles <i>Same, what</i> Drive fuel efficient car Try to minimize water usage Other (please list)

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Food Choices Matter web site usability test

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Pre-Survey Questionnaire

Four Critical Matter web site usability test

Demographic Information

Question	
Your age (circle one)	<input type="radio"/> 20 and under <input checked="" type="radio"/> 21-30 <input type="radio"/> 31-40 <input type="radio"/> 41-50 <input type="radio"/> 51-60 <input type="radio"/> Over 60
Your gender	<input type="radio"/> Male <input checked="" type="radio"/> Female
What option best describes your experience with web sites	<ul style="list-style-type: none"> <input type="radio"/> Rarely (less than once a week) do I visit the Web <input type="radio"/> Moderate user (more than once a week, less than daily) <input checked="" type="radio"/> Experienced user (visit the web daily, explore many sites)
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