

**Attachment 3.**

**Consumer Behavior Questionnaire**

OMB no. 0920-0237

Expires: 11/30/2009

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**I. Food label**

(Food label questions are asked depending on respondents answers to questions currently on the NHANES.)

CBQ.new1 Why do you choose to check the food label when deciding to buy a food product?

(open ended)

CBQ.new2 Why don't you use the food label when deciding to buy a food product?

(open ended)

**II. Organic Foods Use**

CBQ.new3Have you ever seen the "USDA ORGANIC" seal on a food product?

- YES.....1
- NO.....2
- REFUSED.....7
- DON'T KNOW.....9

***Existing question***

CBQ.740 {Now, please look at the examples on hand card 10}

In the past 30 days, did you buy any food that was **labeled** 'organic'?

[HAND CARD #10]

HELP SCREEN

CAPI INSTRUCTION: Do NOT display the text in braces if CBQ.502="2".

YES.....1  
NO.....2 (Box 6)  
DO NOT SHOP FOR FOOD .....3 (Box 6)  
REFUSED.....7 (Box 6)  
DON'T KNOW.....9 (Box 6)

CBQ.new4How often do you buy **organic fruits**?

Would you say always, most of the time, sometimes, or rarely?

ALWAYS ..... 1  
MOST OF THE TIME ..... 2  
SOMETIMES ..... 3  
RARELY..... 4  
REFUSED..... 7  
DON'T KNOW..... 9

CBQ.new5How about **organic vegetables**?

How often do you buy **organic vegetables**? Would you say always, most of the time, sometimes, or rarely?

ALWAYS ..... 1  
MOST OF THE TIME ..... 2  
SOMETIMES ..... 3  
RARELY..... 4  
REFUSED..... 7  
DON'T KNOW..... 9

CBQ.new6 How about **organic milk and other dairy products**?

[How often do you buy **organic milk and other dairy products**? Would you say always, most of the time, sometimes, or rarely?]

ALWAYS ..... 1  
MOST OF THE TIME ..... 2  
SOMETIMES ..... 3  
RARELY..... 4  
REFUSED..... 7  
DON'T KNOW..... 9

CBQ.new7 How about **organic eggs**?

[How often do you buy **organic eggs**? Would you say always, most of the time, sometimes, or rarely?]

ALWAYS ..... 1  
MOST OF THE TIME ..... 2  
SOMETIMES ..... 3  
RARELY..... 4  
REFUSED..... 7  
DON'T KNOW..... 9

CBQ.new8 How about **organic baby foods**?

[How often do you buy **organic baby foods**? Would you say always, most of the time, sometimes, or rarely?]

ALWAYS ..... 1  
MOST OF THE TIME ..... 2  
SOMETIMES ..... 3  
RARELY..... 4  
REFUSED..... 7  
DON'T KNOW..... 9

CBQ.new9 How about **organic meats**?

[How often do you buy **organic meats**? Would you say always, most of the time, sometimes, or rarely?]

ALWAYS ..... 1  
MOST OF THE TIME ..... 2  
SOMETIMES ..... 3  
RARELY..... 4  
REFUSED..... 7  
DON'T KNOW..... 9

CBQ.new10 How about **organic poultry**?

[How often do you buy **organic poultry**? Would you say always, most of the time, sometimes, or rarely?]

ALWAYS ..... 1  
MOST OF THE TIME ..... 2  
SOMETIMES ..... 3  
RARELY..... 4  
REFUSED..... 7  
DON'T KNOW..... 9