

Attachment 9.

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.new3 Have 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 FOOD3 (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