

PET FOOD LABEL QUESTIONS

These next questions are about pets you may have in your home.

K1a. Do you have a dog in your home?

- YES 1
- NO 2 [GO TO K2a]
- [DON'T READ] DK/NS 8 [GO TO K2a]
- [DON'T READ] RF 9 [GO TO K2a]

K1b. How many?

- 1 1
- 2 2
- 3 or more 3
- [DON'T READ] DK/NS 8 [GO TO K2a]
- [DON'T READ] RF 9 [GO TO K2a]

K2a. Do you have a cat in your home?

- YES 1
- NO 2 [IF K1a=2,8,9 GO TO SECTION V]
- [DON'T READ] DK/NS 8 [IF K1a=2,8,9 GO TO SECTION V]
- [DON'T READ] RF 9 [IF K1a=2,8,9 GO TO SECTION V]

K2b. How many?

- 1 1
- 2 2
- 3 or more 3
- [DON'T READ] DK/NS 8 [IF K1a=2,8,9 GO TO SECTION V]
- [DON'T READ] RF 9 [IF K1a=2,8,9 GO TO SECTION V]

K3. About how much of the decisions do you make about your household's pet food purchases?
Would you say...

- All of them 1
- Some of them.....2
- None of them..... 9 [GO TO SECTION V]
- [DON'T READ] DK/NS 8 [GO TO SECTION V]
- [DON'T READ] RF 9 [GO TO SECTION V]

K4. Do you feed your {dog/dogs/cat/cats/dog and cat/dogs and cat/dog and cats/dogs and cats} ... (YES/NO for each) [IF NEEDED: “Commercial food is any food that you can buy without a prescription from a veterinarian. It includes food you buy in grocery stores, pet food stores, and food you can buy online.”]

- Yes 1
- No 2
- [DON'T READ] DK/NS 8
- [DON'T READ] RF 9

- a. Commercial canned food
- b. Prescription canned food
- c. Commercial dry food
- d. Prescription dry food
- e. Commercial raw pet food
- f. Homemade food prepared specifically for your pet
- g. Commercial Treats

K5. After feeding your {dog/dogs/cat/cats/dog and cat/dogs and cat/dog and cats/dogs and cats}, how often to you wash your hands with soap and water? Would you say...

- ALL OF THE TIME 1
- MOST OF THE TIME, 2
- SOME OF THE TIME..... 3
- RARELY 4
- [DON'T READ] DK/NS 8
- [DON'T READ] RF9

IF K3a=YES or K3b=YES

K4a. Do you refrigerate unused portions of canned pet food after it has been opened? Would you say...

- Yes, you refrigerate unused portions..... 1
- No, you use the entire can at each feeding,2
- No, you do not refrigerate unused portions.....3
- [DON'T READ] DON'T KNOW..... 8
- [DON'T READ] REFUSED..... 9

IF K3e=YES

K4b. Do you refrigerate unused portions of raw pet food after it has been opened? Would you say...

- Yes, you refrigerate unused portions of raw pet food... 1

- No, you use the entire can at each feeding,2
- No, you do not refrigerate unused portions.....3
- [DON'T READ] DON'T KNOW..... 8
- [DON'T READ]REFUSED..... 9

K5. Now think about the first time you purchase a pet food product. When you look at pet food labels for the first time, either in the store or at home, how often, if at all, do you use the labels in the following ways? Would you say you often, sometimes, rarely or never use the label [READ AND ROTATE LIST]

- OFTEN 1
- SOMETIMES, 2
- RARELY, OR 3
- NEVER 4
- [DON'T READ] DON'T KNOW.....8
- [DON'T READ] REFUSED 9

- a. ...to figure out how much of the pet food you should feed your {dog/dogs/cat/cats/dog and cat/dogs and cat/dog and cats/dogs and cats} at a single serving?
- b. ...to see how high or low the pet food is in things like calories, protein, fat, etc.?
- c. ...to determine if a product meets your pets' nutritional needs?
- d. ...to compare different pet food items with each other?
- e. ...to see if something said in advertising or on the package is actually true?
- f. ...to see if there is an ingredient that your pet should avoid?

K6. Please tell me how much information you get about your {dog's/dogs'/cat's/cats'/dog's and cat's/dogs' and cat's/dog's and cats'/dogs' and cats'} nutritional needs from each of the following. Would you say that you get a lot, a little, or no information about your {dog's/dogs'/cat's/cats'/dog's and cat's/dogs' and cat's/dog's and cats'/dogs' and cats'} nutrition needs from.....

- A lot 1
- A little 2
- No information 3
- [DON'T READ] DON'T KNOW .. 8
- [DON'T READ] REFUSED 9

(Rotate list)

- a. Breeders and trainers

- b. Veterinarians
- c. Pet food labels
- d. Internet
- e. Friends and family
- f. Books or magazines on pet care
- g. Advertisements for pet food