

Food Demand Survey (FooDS)

This document contains the questions asked each month in the Food Demand Survey (FooDS). The questions numbers correspond to the data found in the file titled FooDS Data.

Q1 Thank you for participating in this study. The following contains information about your study and your rights as a research participant. Project Title: Food Consumption
Investigator: Jayson Lusk, Ph.D., Oklahoma State University Purpose: This is a web-based survey research study designed to tracking consumer preferences and sentiments on the safety, quality, and price of food consumed at home and away from home. Procedures: Proceeding with the web-based survey will imply your consent to participate in this study.

There are about 40 questions asking about your preferences for food in addition to questions asking about your food expenditures. We also ask some basic demographic questions. The survey will take about 15 minutes to complete. Risks of Participation: The risks associated with this study are minimal. The risks are not greater than those ordinarily encountered in daily life. Moreover, you may stop the survey at any time. Benefits: This research will assist researchers anticipate the demand for various meat products, awareness of food-related issues or events that could affect demand. Confidentiality: The researchers will not have access to your name. At no point will a data file be constructed in which your name is linked with your responses. The data will be stored by the principal investigators in his office with no intention to destroy the data. The data will only be released in summaries in which no individual's answers can be identified. Contacts: If you have any questions or concerns about this project, please contact Dr. Jayson Lusk, (405) 744-7465, jayson.lusk@okstate.edu. If you have questions about your rights as a research volunteer, you may contact Dr. Shelia Kennison, IRB Chair, 219 Cordell North, Stillwater, OK 74078, 405-744-3377 or irb@okstate.edu. Participant Rights: Your participation in this research is voluntary. You can discontinue the survey at any time without reprisal or penalty. Consent: I have read and fully understand the consent form. I understand that my participation is voluntary. By clicking below, I am indicating that I freely and voluntarily and agree to participate in this study and I also acknowledge that I am at least 18 years of age. It is recommended that you print a copy of this consent page for your records before you begin.

Q2 How important are the following items to you when purchasing food?

Most Important (Place 4 Items Here)	Least Important (Place 4 Items Here)
_____ Naturalness (made without modern food technologies and ingredients) (1)	_____ Naturalness (made without modern food technologies and ingredients) (1)
_____ Taste (the flavor of the food in your mouth) (2)	_____ Taste (the flavor of the food in your mouth) (2)
_____ Price (price you pay) (3)	_____ Price (price you pay) (3)
_____ Safety (eating the food will not make you sick) (4)	_____ Safety (eating the food will not make you sick) (4)
_____ Convenience (how easy and fast the food is cook and eat) (5)	_____ Convenience (how easy and fast the food is cook and eat) (5)
_____ Nutrition (amount and type of fat, proteins, vitamins, etc.) (6)	_____ Nutrition (amount and type of fat, proteins, vitamins, etc.) (6)
_____ Novelty (the food is something new you haven't tried before) (7)	_____ Novelty (the food is something new you haven't tried before) (7)
_____ Origin (whether the food is grown locally, regionally, in the U.S. or overseas) (8)	_____ Origin (whether the food is grown locally, regionally, in the U.S. or overseas) (8)
_____ Fairness (farmers, processors, retails and consumers equally benefit) (9)	_____ Fairness (farmers, processors, retails and consumers equally benefit) (9)
_____ Appearance (whether the food looks appealing and appetizing) (10)	_____ Appearance (whether the food looks appealing and appetizing) (10)
_____ Environmental Impact (effects of food production the environment) (11)	_____ Environmental Impact (effects of food production the environment) (11)
_____ Animal Welfare (well-being of farm animals used in food production) (12)	_____ Animal Welfare (well-being of farm animals used in food production) (12)

Q3 Past Food Expenditures Now, we are going to ask you about your expenses for food you and you household have purchased since the first of the month. Think carefully about where you have shopped and what you have eaten in the past two weeks.

Q4 What has been your (or your household's) usual WEEKLY expense for food bought during grocery shopping?

- less than \$20 (1)
- \$20 - \$39 (2)
- \$40 - \$59 (3)
- \$60 - \$79 (4)
- \$80 - \$99 (5)
- \$100 - \$119 (6)
- \$120 - \$139 (7)
- \$140 - \$159 (8)
- \$160 or more (9)

Q5 What has been you (or your household's) usual WEEKLY expense for meals or snacks from restaurants, fast food places, cafeterias, carryout or other such places?

- less than \$20 (1)
- \$20 - \$39 (2)
- \$40 - \$59 (3)
- \$60 - \$79 (4)
- \$80 - \$99 (5)
- \$100 - \$119 (6)
- \$120 - \$139 (7)
- \$140 - \$159 (8)
- \$160 or more (9)

Q6 Future Food Expenditures Now, we are going to ask you about your expenses for food, you and you household plan to purchase in the next two weeks.

Q7 Do you expect to spend more or less on food bought during grocery shopping in the next two weeks as compared to the previous two weeks?

- I plan to spend about 10% less (1)
- I plan to spend about 5% less (2)
- I plan to spend about the same (3)
- I plan to spend about 5% more (4)
- I plan to spend about 10% more (5)

Q8 Do you expect to spend more or less on meals or snacks from restaurants, fast food places, cafeterias, carryout or other such places in the next two weeks as compared to the previous two weeks?

- I plan to spend about 10% less (1)
- I plan to spend about 5% less (2)
- I plan to spend about the same (3)
- I plan to spend about 5% more (4)
- I plan to spend about 10% more (5)

Q9 To what extent do you agree or disagree with the following statements regarding your purchases in the next two weeks as compared to the previous two weeks?

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
I plan to buy more beef (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to buy more chicken (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to buy more pork (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to eat out more (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect the price of beef to be higher (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect the price of pork to be higher (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect the price of chicken to be higher (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 What are the biggest food-related challenges you will face in the coming two weeks?

(Please rank the following statements by clicking and dragging the issues up or down where 1 = most challenging and 7 = least challenging)

- _____ Finding affordable foods that fit my budget (1)
- _____ Avoiding foods that contain pesticides, added hormones & antibiotics (2)
- _____ Finding convenient, quick-to-make alternatives (3)
- _____ Finding foods my children will eat (4)
- _____ Losing weight (5)
- _____ Finding time to cook at home (6)
- _____ Avoiding certain nutrients or ingredients (i.e. sodium, carbohydrates, trans fats, etc.) (7)

Q11 Food Issues Now, we are going to ask you about your expenses for food you and you household plan to purchase in the next two weeks.

Q12 Overall, how much have you heard or read about each of the following topics in the past two weeks.

	Nothing (1)	A little (2)	A moderate amount (3)	Quite a bit (4)	A great deal (5)
Mad cow disease (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BSE (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotic use in livestock (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growth hormones use in livestock (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. coli (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salmonella (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genetically modified foods (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pink Slime (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lean fine textured ground beef (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gestational stalls (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm animal welfare abuse (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery Cages (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat/milk from cloned animals (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenhouse gas emissions from livestock (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Swine flu (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bird flu (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beta-agonist (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cancer and meat consumption (18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 How concerned are you that the following pose a health hazard in the food that you eat in the next two weeks.

	Very Unconcerned (1)	Somewhat Unconcerned (2)	Neither Concerned nor Unconcerned (3)	Somewhat Concerned (4)	Very Concerned (5)
Mad cow disease (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BSE (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotic use in livestock (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growth hormones use in livestock (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. coli (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salmonella (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genetically modified foods (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pink Slime (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lean fine textured ground beef (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gestational stalls (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm animal welfare abuse (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery Cages (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat/milk from cloned animals (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenhouse gas emissions from livestock (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swine flu (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bird flu (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beta-agonist (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cancer and meat consumption (18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 In the past two weeks have you contracted a food borne illness (have you had food poisoning)?

- Yes (1)
- No (2)
- I don't know (3)

Q43 Questions About You

Q44 Are you a vegetarian or a vegan?

- Yes (1)
- No (2)

Q45 Are you the primary shopper for food in your household?

- Yes (1)
- No (2)
- The food shopping responsibilities in my household are about equally shared (3)

Q46 Have you ever worked on a farm or ranch?

- Yes (1)
- No (2)

Q47 Do you currently farm or ranch for a living?

- Yes (1)
- No (2)

Q48 What is your gender?

- Male (1)
- Female (2)

Q49 What is your current age?

- 18 - 24 years old (1)
- 25 - 34 years old (2)
- 35 - 44 years old (3)
- 45 - 54 years old (4)
- 55 - 64 years old (5)
- 65 - 74 years old (6)
- 74 years or older (7)

Q50 What is your current marital status?

- Single, Never Married (1)
- Married (2)
- Separated (3)
- Divorced (4)
- Widowed (5)

Q51 How many people (including yourself) live in your household?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 or more (5)

Q52 Are there children under the age of 12 living in your household?

- Yes (1)
- No (2)

Q53 What is your weight? (Please type in your weight in pounds)

Q54 What is your height?

- 4ft 1in (1)
- 4ft 2in (2)
- 4ft 3in (3)
- 4ft 4in (4)
- 4ft 5in (5)
- 4ft 6in (6)
- 4ft 7in (7)
- 4ft 8in (8)
- 4ft 9in (9)
- 4ft 10in (10)
- 4ft 11in (11)
- 5ft (12)
- 5ft 1in (13)
- 5ft 2in (14)
- 5ft 3in (15)
- 5ft 4in (16)
- 5ft 5in (17)
- 5ft 6in (18)
- 5ft 7in (19)
- 5ft 8in (20)
- 5ft 9in (21)
- 5ft 10in (22)
- 5ft 11in (23)
- 6ft (24)
- 6ft 1in (25)
- 6ft 2in (26)
- 6ft 3in (27)
- 6ft 4in (28)
- 6ft 5in (29)
- 6ft 6in (30)
- 6ft 6in (31)
- 6ft 7in (32)
- 6ft 8in (33)
- 6ft 9in (34)
- 6ft 10in (35)
- 6ft 11in (36)
- 7ft (37)

Q55 Have you ever received food stamps?

- Yes (1)
- No (2)

Q56 Are you currently on food stamps?

- Yes (1)
- No (2)

Q57 In what US state do you live?

- Alabama (1)
- Alaska (2)
- Arizona (3)
- Arkansas (4)
- California (5)
- Colorado (6)
- Connecticut (7)
- Delaware (8)
- District of Columbia (9)
- Florida (10)
- Georgia (11)
- Hawaii (12)
- Idaho (13)
- Illinois (14)
- Indiana (15)
- Iowa (16)
- Kansas (17)
- Kentucky (18)
- Louisiana (19)
- Maine (20)
- Maryland (21)
- Massachusetts (22)
- Michigan (23)
- Minnesota (24)
- Mississippi (25)
- Missouri (26)
- Montana (27)
- Nebraska (28)
- Nevada (29)
- New Hampshire (30)
- New Jersey (31)
- New Mexico (32)
- New York (33)
- North Carolina (34)
- North Dakota (35)
- Ohio (36)
- Oklahoma (37)
- Oregon (38)
- Pennsylvania (39)

- Rhode Island (40)
- South Carolina (41)
- South Dakota (42)
- Tennessee (43)
- Texas (44)
- Utah (45)
- Vermont (46)
- Virginia (47)
- Washington (48)
- West Virginia (49)
- Wisconsin (50)
- Wyoming (51)

Q58 What is the highest level of education you have completed?

- Less than High School (1)
- High School/GED (2)
- Some College (3)
- 2-Year College Degree (Associates) (4)
- 4-Year College Degree (BA, BS) (5)
- Master's Degree (6)
- Professional Degree (Ph.D., J.D., M.D., etc.) (7)

Q59 What is your approximate annual household income before taxes?

- Less than \$20,000 (1)
- \$20,000 - \$39,999 (2)
- \$40,000 - \$59,999 (3)
- \$60,000 - \$79,999 (4)
- \$80,000 - \$99,999 (5)
- \$100,000 - \$119,999 (6)
- \$120,000 - \$139,999 (7)
- \$140,000 - \$159,999 (8)
- \$160,000 or greater (9)

Q60 Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin? (1)
- Yes, Mexican, Mexican Am., Chicano (2)
- Yes, Puerto Rican (3)
- Yes, Cuban (4)
- Yes, Yes, another Hispanic, Latino, or Spanish origin (5)

Q61 What is your race?

- White (1)
- Black or African American (2)
- American Indian or Alaskan Native (3)
- Asian Indian (4)
- Chinese (5)
- Filipino (6)
- Japanese (7)
- Korean (8)
- Vietnamese (9)
- Native Hawaiian (10)
- Guamanian or Chamorro (11)
- Samoan (12)
- Other Pacific Islander (13)
- Other (14)

Q62 When it comes to politics, do you usually think of yourself as liberal or conservative?

- Extremely liberal (1)
- Slightly liberal (2)
- Moderate or middle of the road (3)
- Slightly conservative (4)
- Extremely conservative (5)
- I don't know (6)

Q63 Which political party do you most identify with?

- Democratic (1)
- Republican (2)
- Tea Party (3)
- I am an independent (4)
- Other (e.g., Green) (5)