

USDA National Organic Program Survey

Hello, I'm calling from Directions in Research on behalf of the California Institute for Rural Studies. We're conducting a survey about organic food for the US Department of Agriculture - USDA. May I speak with one of the main people in your household responsible for grocery shopping? [IF NEEDED: MOST PEOPLE COMPLETE THIS SURVEY IN ABOUT 7-8 MINUTES]

Before we begin, I have a few questions I need to ask:

[INTERVIEWER: NOTE RESPONDENT'S GENDER. IF UNSURE, ASK]:

1. Male
2. Female

S1. Are you over the age of 18?

1. Yes
2. No (Ask to speak to another main person in household responsible for grocery shopping over the age of 18) [If none, terminate]
3. REF (Ask to speak to another main person in household responsible for grocery shopping over the age of 18) [If none, terminate]

S2. Are you one of the main people responsible for food shopping in your household?

1. Yes
2. No (Ask to speak to the main person in household responsible for grocery shopping) [If none, terminate]
3. REF (Ask to speak to the main person in household responsible for grocery shopping) [If none, terminate]

S3. Have you shopped for food during the past month?

1. Yes
2. No (Ask to speak to another main person in household responsible for grocery shopping who has shopped for food during the past month) [If none, terminate]
3. REF (Ask to speak to another main person in household responsible for grocery shopping who has shopped for food during the past month) [If none, terminate]

Survey Questions

1. Have you ever purchased organic food?

1. Yes
2. No → SKIP TO Q. 5
3. Not sure

2. Have you purchased organic food during the past year?

1. Yes
2. No
3. Not sure

3. How frequently do you purchase organic food? [IF ASKED: AT HOME OR AT A RESTAURANT]
 1. Several times a week
 2. Several times a month
 3. Less than once a month
 4. (DO NOT READ) Other: Specify
 5. (DO NOT READ) Don't Know

4. Have you bought organic food at any of the following places during the past year? [READ LIST]: (CHECK ALL THAT APPLY)
 1. A supermarket or grocery store
 2. A natural foods store, such as Whole Foods or Wild Oats (Henry's Marketplace)
 3. A food co-op
 4. A farmers market
 5. A roadside stand
 6. Directly from a farm, or
 6. A restaurant
 7. (DO NOT READ) Other: Specify
 8. (DO NOT READ) None
 9. (DO NOT READ) Not sure

5. **[SKIPPED BY Q1=2 - NEVER PURCHASED ORGANIC FOOD]** People choose to not purchase organic food for different reasons. Please tell me if any of the following reasons apply to you [CHECK ALL THAT APPLY]:
 1. Organic food is too expensive
 2. Organic food is not readily available where I shop for food
 3. I'm not convinced of the benefits of organic food
 4. I'm not always sure that food that is labeled or sold as organic is really organic
 5. (DO NOT READ) None
 6. (DO NOT READ) Not sure

6. The U.S. Department of Agriculture implemented the National Organic Standards in October of 2002. These are nationwide standards that all food labeled "organic" must meet. Have you ever heard of the USDA National Organic Standards?
 1. Yes
 2. No
 3. Not sure

[IF Q.6 = NO OR NOT SURE, READ]: The National Organic Standards are a set of rules for producing organic food that prohibit the use of artificial pesticides and fertilizers, genetically modified organisms, and synthetic hormones or antibiotics for products such as dairy, meat and eggs.

7. The USDA has also created a seal, or logo, that certified organic products can display on their packaging. Have you ever seen the USDA Organic Seal where you shop for food?
 1. Yes
 2. No
 3. Not sure

	<i>Yes</i>	<i>No</i>	<i>Not Sure</i>
8a. Would you say you are more likely to purchase organic food as a result of the USDA National Organic Standards?			
8b. [If Q6=1] Do you generally look for the USDA Organic Seal when shopping for organic food?			
8c. [If Q6=2 or 3] Now that you know about the USDA National Organic Standards, are you planning to look for the USDA Organic Seal when shopping for organic food?			
8d. As a result of the USDA National Organic Standards, would you say you have greater confidence that food labeled "organic" is really organic?			

9. **[IF Q.8a = DISAGREE OR NOT SURE, SKIP TO Q.10]** Are there any particular kinds of foods you're more likely to purchase as a result of the USDA National Organic Standards?

10. **[IF Q. 6 = NO, SKIP TO Q. 11]** Consumers have different perceptions of the USDA National Organic Standards. Please tell me whether you agree or disagree with each of the following statements.

	<i>Agree</i>	<i>Disagree</i>	<i>Not Sure</i>
Products with the USDA Organic Seal are produced without synthetic pesticides			
Products with the USDA Organic Seal are produced without synthetic fertilizers			
Products with the USDA Organic Seal do not contain genetically modified organisms			
Products with the USDA Organic Seal are not irradiated			
Products with the USDA Organic Seal do not contain artificial hormones or antibiotics			
Products with the USDA Organic Seal are grown on family farms			

11. We're interested in your opinions about products with the USDA Organic Seal.
[RANDOMIZE]

	<i>Yes</i>	<i>No</i>	<i>Not Sure</i>
In your opinion, are products with the USDA Organic Seal <i>healthier</i> than products without the seal?			
In your opinion, are products with the USDA Organic Seal <i>safer</i> than products without the seal?			
In your opinion, are products with the USDA Organic Seal <i>more nutritious</i> than products without the seal?			
In your opinion, are products with the USDA Organic Seal <i>better for the environment</i> than products without the seal?			

12. Are there any other ways you believe products with the USDA organic seal are different from other products?

1. Yes
2. No
3. Not sure

12a. [IF Q12=1] How do you believe products with the USDA organic seal are different from other products?

13. [IF Q.1 = NO, SKIP TO Q.14] Have the National Organic Standards had any impacts on where you shop for organic food?

1. Yes → How so?
2. No
3. Not sure

13a. [IF Q13=1] What kind of impacts have the National Organic Standards had on where you shop for organic food?

14. The USDA has three different categories of organic for processed foods. Those categories are: [NOTE: IF ASKED, FRUIT AND VEGETABLES ARE ALWAYS "100% ORGANIC".]

- "100% organic," which are products made with all organic ingredients
- "Organic," which are products made with at least 95% organic ingredients, and
- "Made with organic ingredients," which are products made with between 70 and 95% organic ingredients.

Were you aware of these three categories before now?

1. Yes
2. No
3. Not sure

15. Do you think knowledge of these three categories will affect your decision to purchase products with the USDA organic seal?
1. Yes
 2. No
 3. Not sure
- 15a. **[IF Q15=1]** How will knowledge of these three categories affect your decision to purchase products with the USDA organic seal?
16. Did you know that products made with 95% organic ingredients may also display the USDA organic seal, in addition to products that are 100% organic?
1. Yes
 2. No
 3. Not sure
17. Do you think that knowledge will affect your decision to purchase products with the USDA organic seal?
1. Yes
 2. No
 3. Not sure
- 17a. **[IF Q17=1]** How do you think that knowledge will affect your decision to purchase products with the USDA organic seal?
18. Were you aware that the organic certification process is conducted by independent third party certifiers and not the USDA?
1. Yes
 2. No
 3. Not sure
19. Do you think that knowledge will affect your decision to purchase products with the USDA organic seal?
1. Yes
 2. No
 3. Not sure
20. **[IF Q6=2 (NO) SKIP Q21]** Have you done anything to learn more about the USDA Organic Standards since they went into effect?
1. Yes
 2. No
 3. Not sure
- 20a. **[IF Q20=1]** What have you done to learn more about the USDA Organic Standards since they went into effect?

21. Would you be interested in a similar certification process for other organic products, such as food supplements, shampoo, cosmetics or cotton clothing?

1. Yes
2. No
3. Not sure

21a. **[IF Q21=1]** Which products would you be interested in a similar certification process for?

I'd like to ask you a few questions for demographic purposes only. You don't need to answer any questions that you prefer not to answer, however, any answers you provide will assist us in better analyzing and interpreting the data. I'd like to assure you that this survey is completely anonymous.

22. What is your current age? _____ [99=REF]

23. Which of the following best describes your racial or ethnic background?

- 1 White
- 2 African-American
- 3 Asian
- 4 Hispanic or Latino
- 5 Native American
- 6 Pacific Islander
- 7 Other : Specify
- 8 REFUSED

24. How many people live in your household, including yourself? _____ [99=REF]
[RANGE:1-10]

24a. **[IF Q24=1, skip Q24a]** How many are children under age 18? _____[99=REF]
[RANGE:0-10]

25. What is the highest level of education you have completed? [READ LIST]

3. Did not complete high school
4. High school
5. Some college
6. College graduate
7. Post-graduate degree
8. (DO NOT READ) Other: Specify
9. (DO NOT READ) REF

26. Which of the following categories best describes your total annual household income?

1. Under \$25,000
2. \$25,000- less than \$50,000
3. \$50,000- less than \$75,000
4. \$75,000- less than \$100,000
5. Over \$100,000
6. REFUSED

27. What is your zip code? _____ [99999=REF]

28. Those are all the questions I have for you. Do you have any additional comments about the USDA National Organic Standards?

1. Yes- Specify:
2. No

THANK YOU VERY MUCH FOR PARTICIPATING IN THIS SURVEY!

Definitions:

- **Synthetic pesticides:** Man-made products that are used to control pests, weeds or diseases in plants.
- **Synthetic fertilizers:** Man-made products that are used to promote plant growth.
- **Genetically modified organisms:** Plants and animals that have been modified to include genes from other plants or animals.
- **Irradiated food:** This is a process in which food is exposed to energy from a radioactive source in order to kill pests and harmful microorganisms.
- **Artificial hormones:** Man-made substances that regulate animal growth and development.
- **Artificial antibiotics:** Drugs used to control bacteria and other microorganisms in animals.
- **Family farms:** Farms that are owned and operated by individual families rather than corporations.