

**DIET (DIQ)**

SPID# \_\_\_\_\_

Date: \_\_\_\_\_

Interviewer: \_\_\_\_\_

*In the questionnaires we left for you to fill out yourself, there was a diet questionnaire that focused on the frequency of certain kinds of foods in your diet. Now I'm going to ask you some diet questions that are about your consumption of Wisconsin fish, the places you choose to eat, and the snacks and beverages you tend to choose.*

DIQ.010. Did you ever eat fish caught by you or given to you in the last year?  
 (This does not include purchased fish.)

DIQ010 FMT\_YES\_NO

- Yes 1
- No 2 (Skip to DIQ.100)
- Refused 77 (Skip to DIQ.100)
- Don't Know 99 (Skip to DIQ.100)

DIQ.020. Were any of the fish that you ate in the last year from the Great Lakes?  
 (This includes Lakes Michigan, Huron, Erie, Superior, and Ontario plus the mouths of rivers feeding into the Great Lakes.)

DIQ020 FMT\_YES\_NO

- Yes 1
- No 2 (Skip to DIQ.030)
- Refused 77 (Skip to DIQ.030)
- Don't Know 99 (Skip to DIQ.030)

DIQ.025. How often did you eat lake trout, salmon (Chinook or Coho), or carp from the Great Lakes in the last year?

DIQ025\_A FMT\_NUMERIC  
 DIQ025\_B FMT\_PER\_UNIT

Enter number of times

- Refused 777
- Don't Know 999

Circle unit :

- 1 Per Day
- 2 Per Week
- 3 Per Month
- 4 Per Year

**DIET (DIQ)**

DIQ.030. Were any of the fish that you ate in the last year from Wisconsin inland lakes or streams? DIQ 030 FMT\_YES\_NO

Yes 1

No 2 (Skip to DIQ.100)

Refused 77 (Skip to DIQ.100)

Don't Know 99 (Skip to DIQ.100)

DIQ.035. How often did you eat wall eye, northern pike, or carp from Wisconsin inland lakes or streams in the last year? DIQ035\_A FMT\_NUMERIC  
DIQ 035\_B FMT\_PER\_UNIT

Enter number of times

Refused 777

Don't Know 999

Circle unit :

- 1 Per Day
- 2 Per Week
- 3 Per Month
- 4 Per Year

*Now I'd like to ask you some questions about how often you eat out at different types of restaurants.*

DIQ.100. During the last year, how frequently did you eat a meal at a **fast food** restaurant? (For example: McDonalds, Pizza Hut, Burger King, KFC, Taco Bell, Subway, Culvers, and so on.) Would you say it was...? **[HAND CARD]** DIQ100 FMT\_PIQ100\_

1 Never

2 Rarely (less than once a month)

3 Sometimes (between 1-3 times a month)

4 1-2 times per week

5 3-4 times per week

6 5 or more times per week

77 Refused

99 Don't Know

**DIET (DIQ)**

DIQ.110. During the last year, how frequently did you eat a meal at a **fast-casual** restaurant? (These are restaurants where you order and pay at a counter, and then your food is either given to you at the counter or brought to you at a table. Fast-casual restaurants promise a somewhat higher quality of food and atmosphere than fast food restaurants. For example: Noodles and Company, Panera Bread, cafeterias, and so on; do **not** include "all-you-can-eat" meals.) Would you say it was...? **[HAND CARD]**

- 1 Never
- 2 Rarely (less than once a month)
- 3 Sometimes (between 1-3 times a month)
- 4 1-2 times per week
- 5 3-4 times per week
- 6 5 or more times per week
- 77 Refused
- 99 Don't Know

DIQ110

FMT\_DIQ100\_

DIQ.115. During the last year, how frequently did you have an "all-you-can-eat" meal? ("All-you-can-eat" meals offer, for one price, as much food or as many servings as you want. For example: Old Country Buffet, Ponderosa, all-you-can-eat Friday fish fries, and so on.) Would you say it was...? **[HAND CARD]**

- 1 Never
- 2 Rarely (less than once a month)
- 3 Sometimes (between 1-3 times a month)
- 4 1-2 times per week
- 5 3-4 times per week
- 6 5 or more times per week
- 77 Refused
- 99 Don't Know

DIQ115

FMT\_DIQ100\_

**DIET (DIQ)**

DIQ.120. During the last year, how frequently did you eat a meal at a sit-down restaurant? (These are restaurants where you sit down, then a person takes your order and brings your food to you; you eat at the table and leave a tip. Family-style restaurants are included in this category.) Would you say it was...? **[HAND CARD]**

- 1 Never DIQ120 FMT-DIQ100
- 2 Rarely (less than once a month)
- 3 Sometimes (between 1-3 times a month)
- 4 1-2 times per week
- 5 3-4 times per week
- 6 5 or more times per week
- 77 Refused
- 99 Don't Know

The next questions deal with the snack food you eat between meals.

DIQ.200. In the last 7 days, did you ever eat a **snack** between meals?

- Yes 1 DIQ200 FMT-YES\_NO
- No 2 (Skip to DIQ.300)
- Refused 77 (Skip to DIQ.300)
- Don't Know 99 (Skip to DIQ.300)

DIQ.207. In the last 7 days, when you ate a snack between meals, from which of these places did you get a snack? **[HAND CARD. Enter all that apply.]**

- 1 Made at home DIQ207\_A FMT-DIQ207
- 2 Cafeteria (at school or work) DIQ207\_B
- 3 Fast food restaurant :
- 4 Other type of restaurant DIQ207\_I FMT-DIQ207
- 5 Bar
- 6 Convenience store
- 7 Grocery store
- 8 Vending machine

**DIET (DIQ)**

- 9 Other (Specify: \_\_\_\_\_)
- 77 Refused
- 99 Don't Know

In the next few questions I will ask you about your water drinking and other dietary habits.

DIQ.300. In a typical day, how many 8 oz. servings of bottled water do you drink? Include water from a water cooler that is supplied by a large container. (One 8 oz. serving equals one cup, a ¼ of a liter, or ¼ of a quart.) DIQ300 FMT\_NUMERIC

\_\_\_\_\_ servings [Enter "0" for none]

Refused 77

Don't Know 99

DIQ.310. In a typical day, how many 8 oz. servings of **tap water do you drink at home?** (One 8 oz. serving equals one cup, a ¼ of a liter, or ¼ of a quart.) DIQ310 FMT\_NUMERIC

\_\_\_\_\_ servings [Enter "0" for none]

Refused 77

Don't Know 99

DIQ.320. In a typical day, how many 8 oz. servings of **tap water do you drink outside your home** (for instance, at work, or at a restaurant)? (One 8 oz. serving equals one cup, a ¼ of a liter, or ¼ of a quart.) DIQ320 FMT\_NUMERIC

\_\_\_\_\_ servings [Enter "0" for none]

Refused 77

Don't Know 99

DIQ.330. Do you eat organic food? DIQ330 FMT\_YES\_NO

Yes 1

No 2 (Skip to DIQ.340)

Refused 77 (Skip to DIQ.340)

Don't Know 99 (Skip to DIQ.340)

DIET (DIQ)

| DIQ.335.a-i. How often do you eat organic...? [HAND CARD] | Rarely or never (less than 20% of the time)<br>(1) | Not very often (20-40% of the time)<br>(2) | About half the time (40-60% of the time)<br>(3) | More often than not (60-80% of the time)<br>(4) | Most of the time or always (more than 80% of the time)<br>(5) | Refused<br>(77) | Don't Know<br>(99) |
|---|--|--|---|---|---|-----------------|--------------------|
| a. Milk or other dairy products                           | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |
| b. Eggs   | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |
| c. Red meat   | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |
| d. Poultry  | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |
| e. Vegetables   | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |
| f. Fruit  | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |
| g. Beans and legumes, including soy                       | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |
| h. Bread, cereals, or pasta                               | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |
| i. Chips, crackers or other snack foods                   | 1  | 2  | 3   | 4   | 5   | 77              | 99                 |

DIQ335A FMT. DIQ335  
 DIQ335B  
 ⋮  
 DIQ335I FMT. DIQ335

DIET (DIQ)

DIQ.340. Are you a **vegetarian** or **vegan**?

DIQ340

FMT\_DIQ340

- Yes, a vegetarian 1
- Yes, a vegan 2 (Skip to DIQ.345)
- No 3 (Skip to DIQ.350)
- Refused 77 (Skip to DIQ.350)
- Don't Know 99 (Skip to DIQ.350)

DIQ.343. As a vegetarian, which of the following foods do you not eat? **[HAND CARD. Enter all that apply.]**

- 1 Red meat
- 2 Poultry
- 3 Fish or seafood
- 4 Dairy products
- 5 Eggs
- 6 Honey
- 77 Refused
- 99 Don't Know

DIQ343-A

FMT\_DIQ343

DIQ343-B

⋮

DIQ343-F

FMT\_DIQ343

DIQ.345. How long have you been a {vegetarian/vegan}?

\_\_\_\_\_ years

DIQ345

FMT\_NUMERIC

Refused 77

Don't Know 99

**DIET (DIQ)**

DIQ.350. Of the following types of foods, are there any that you usually avoid eating because of health concerns other than allergies? (Please do not consider here the foods that you avoid eating because you are allergic to them.) **[HAND CARD. Enter all that apply.]**

- |    |  |          |             |
|----|--|----------|-------------|
| 1  | Red meat   | DIQ350_A | FMT-DIQ350_ |
| 2  | Chicken with the skin  | DIQ350_B | :           |
| 3  | Fish or seafood  | DIQ350-L | FMT-DIQ350_ |
| 4  | Dairy products   |          |             |
| 5  | Eggs   |          |             |
| 6  | Processed foods  |          |             |
| 7  | Deep fried foods   |          |             |
| 8  | Foods with high content<br>of any type of fat                |          |             |
| 9  | Foods with high content<br>of saturated fat                  |          |             |
| 10 | Foods with high content of trans fat                         |          |             |
| 11 | Foods with high content of carbohydrates                     |          |             |
| 12 | Milk treated with recombinant<br>Bovine Growth Hormone (BGH) |          |             |
| 13 | I do not avoid any of these foods                            |          |             |
| 77 | Refused  |          |             |
| 99 | Don't Know   |          |             |



**DIET (DIQ)**

Now I am going to ask you about what influences your decisions to eat out or to go to a particular grocery store. Please consider how important or not important each factor is in your decision. In the first question, the scale is 1 to 7, with 1 being very important and 7 being not important at all.

| DIQ.400.[a-i].<br>When you eat out, how important {is/are}...? | Very important |   |   |   |   |   |   | Not important |    |   |   |   |   |   | R | DK |
|--|----------------|---|---|---|---|---|---|---------------|----|---|---|---|---|---|---|----|
|  | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 1             | 2  | 3 | 4 | 5 | 6 | 7 |   |    |
| a. Convenience (location, parking, drive-in)                   | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |
| b. Speed of service  | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |
| c. Amount of food offered                                      | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |
| d. Taste   | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |
| e. Well-prepared food  | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |
| f. Fresh ingredients   | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |
| g. Healthfulness of food                                       | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |
| h. Serving locally grown food                                  | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |
| i. Cost  | 1              | 2 | 3 | 4 | 5 | 6 | 7 | 77            | 99 |   |   |   |   |   |   |    |

DIQ.410. What is the name of the store where you **currently** purchase **most of** your household groceries? (If you shop at more than one grocery store, please tell us about the one that you most frequently use.)

DIQ 410\_A  
DIQ 410\_L  
DIQ 410\_M  
DIQ 410\_N

FMT.CHAR Name of the Store: \_\_\_\_\_

FMT.CHAR Location (city or town): \_\_\_\_\_

Address (street): \_\_\_\_\_

OR

Approximate distance from your house: |\_\_\_|\_\_\_| miles.

Refused 77 [If SP refused, this is the end of this questionnaire]

Don't Know 99 [If SP doesn't know, this is the end of this questionnaire]

**DIET (DIQ)**

DIQ.415. What percent of your total groceries are purchased at {named store}?

\_\_\_\_|\_\_\_\_|\_\_\_\_| %

DIQ415 FMT\_NUMERIC

Refused 777

Don't know 999

DIQ.416. What are the reasons you shop at this store? **[HAND CARD. Enter all that apply.]**

- |    |  |          |             |
|----|--|----------|-------------|
| 1  | Freshness of fruits or vegetables  | DIQ416_A | FMT-DIQ416_ |
| 2  | Quality of meats and seafood   | DIQ416_B | :           |
| 3  | Price of the foods   | DIQ416_L | FMT-DIQ416_ |
| 4  | Organic foods available  |          |             |
| 5  | Locally grown foods available  |          |             |
| 6  | Convenience (for example, it's close to home or on the way home)         |          |             |
| 7  | Large selection  |          |             |
| 8  | Close to other frequented stores   |          |             |
| 9  | Speed of checkout  |          |             |
| 10 | In-store deli or bakery  |          |             |
| 11 | Locally owned business   |          |             |
| 12 | Other services available at the store (such as movie rental or pharmacy) |          |             |
| 77 | Refused  |          |             |
| 99 | Don't Know   |          |             |