

**DIET AND MEAL SOURCES (DIQ)**

DIQ\_intro 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.

DIQ010 Did you ever eat fish caught by you or given to you in the last year?  
**DIQ010 FMT\_YES\_NO.**

<1> YES  
 <2> NO **(Skip to DIQ100int)**

<d> DON'T KNOW **(Skip to DIQ100int)**  
 <r> REFUSED **(Skip to DIQ100int)**

DIQ020 Were any of the fish that you ate in the last year from the Great Lakes?  
**DIQ020 FMT\_YES\_NO.**

<1> YES  
 <2> NO **(Skip to DIQ030)**

<d> DON'T KNOW **(Skip to DIQ030)**  
 <r> REFUSED **(Skip to DIQ030)**

DIQ025 How often did you eat lake trout, salmon, or carp from the Great Lakes in the last year?

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

<0-76> **TIMES (IF ZERO, SKIP TO DIQ030)**

<d> DON'T KNOW  
 <r> REFUSED

Enter unit:

<1> PER DAY  
 <2> PER WEEK  
 <3> PER MONTH  
 <4> PER YEAR

DIQ030 Were any of the fish that you ate in the last year from Wisconsin inland lakes or streams?  
**DIQ030 FMT\_YES\_NO.**

<1> YES  
 <2> NO **(Skip to DIQ100int)**

<d> DON'T KNOW **(Skip to DIQ100int)**  
 <r> REFUSED **(Skip to DIQ100int)**

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DIQ035 How often did you eat walleye, northern pike, or carp from Wisconsin inland lakes or streams in the last year?

**DIQ035\_A FMT\_NUMERIC.**  
**DIQ035\_B FMT\_PER\_UNIT.**

<0-76> TIMES (IF ZERO, SKIP TO DIQ100int)

<d> DON'T KNOW  
 <r> REFUSED

Enter unit:

<1> PER DAY  
 <2> PER WEEK  
 <3> PER MONTH  
 <4> PER YEAR

DIQ100int Now I'd like to ask you some questions about how often you eat out at different types of restaurants.

**INTERVIEWER: HIT ENTER TO CONTINUE**

DIQ100 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 never, rarely or less than once a month, sometimes or between 1-3 times a month, 1-2 times per week, 3-4 times per week, or 5 or more times per week?

**DIQ100 FMT\_DIQ100\_.**

**(INTERVIEWER: 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

<d> DON'T KNOW  
 <r> REFUSED

DIQ110 During the last year, how frequently did you eat a meal at a **fast-casual** restaurant?

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For example: Noodles and Company, Panera Bread, cafeterias, and so on; do **not** include “all-you-can-eat” meals.

(Would you say it was never, rarely or less than once a month, sometimes or between 1-3 times a month, 1-2 times per week, 3-4 times per week, or 5 or more times per week?)

**DIQ110** **FMT\_DIQ100\_.**

**(INTERVIEWER: 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
  
- <d> DON'T KNOW
- <r> REFUSED

DIQ115

During the last year, how frequently did you have an “all-you-can-eat” meal?  
For example: Old Country Buffet, Ponderosa, all-you-can-eat Friday fish fries, and so on.

(Would you say it was never, rarely or less than once a month, sometimes or between 1-3 times a month, 1-2 times per week, 3-4 times per week, or 5 or more times per week?)

**DIQ115** **FMT\_DIQ100\_.**

**(INTERVIEWER: 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
  
- <d> DON'T KNOW
- <r> REFUSED

DIQ120

During the last year, how frequently did you eat a meal at a sit-down restaurant?

Family-style restaurants are included in this category.

(Would you say it was never, rarely or less than once a month, sometimes or between 1-3 times a month, 1-2 times per week, 3-4 times per week, or 5 or more times per week?)

**DIQ120** **FMT\_DIQ100\_.**

**(INTERVIEWER: HAND CARD)**

- <1> NEVER

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- <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
  
- <d> DON'T KNOW
- <r> REFUSED

DIQ200int The next questions deal with the snack food you eat between meals.

**INTERVIEWER: HIT ENTER TO CONTINUE**

DIQ200 In the last 7 days, did you ever eat a **snack** between meals?

**DIQ200 FMT\_YES\_NO.**

- <1> YES
- <2> NO (Skip to DIQ300int)
  
- <d> DON'T KNOW (Skip to DIQ300int)
- <r> REFUSED (Skip to DIQ300int)

DIQ207 In the last 7 days, when you ate a snack between meals, from which of these places did you get a snack?

1 <sup>st</sup> RESPONSE	DIQ207_A	FMT_DIQ207_.
2 <sup>nd</sup> RESPONSE	DIQ207_B	FMT_DIQ207_.
3 <sup>rd</sup> RESPONSE	DIQ207_C	FMT_DIQ207_.
4 <sup>th</sup> RESPONSE	DIQ207_D	FMT_DIQ207_.
5 <sup>th</sup> RESPONSE	DIQ207_E	FMT_DIQ207_.
6 <sup>th</sup> RESPONSE	DIQ207_F	FMT_DIQ207_.
7 <sup>th</sup> RESPONSE	DIQ207_G	FMT_DIQ207_.
8 <sup>th</sup> RESPONSE	DIQ207_H	FMT_DIQ207_.
9 <sup>th</sup> RESPONSE	DIQ207_I	FMT_DIQ207_.
	DIQ207_OTHER	FMT_CHAR.

**(INTERVIEWER: HAND CARD. ENTER ALL THAT APPLY, ENTER 'x' WHEN DONE)**

- <1> MADE AT HOME
- <2> CAFETERIA (AT SCHOOL OR WORK)
- <3> FAST FOOD RESTAURANT
- <4> OTHER TYPE OF RESTAURANT
- <5> BAR
- <6> CONVENIENCE STORE
- <7> GROCERY STORE
- <8> VENDING MACHINE
- <9> OTHER (specify)

**DIET AND MEAL SOURCES (DIQ)**

<d> DON'T KNOW  
<r> REFUSED

DIQ300int In the next few questions I will ask you about your water drinking and other dietary habits.

**INTERVIEWER: HIT ENTER TO CONTINUE**

DIQ300 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.

**DIQ300 FMT\_NUMERIC.**

<0> NONE  
<1-76> SERVINGS

<d> DON'T KNOW  
<r> REFUSED

DIQ310 In a typical day, how many 8 oz. servings of **tap water do you drink at home?**

**DIQ310 FMT\_NUMERIC.**

<0> NONE  
<1-76> SERVINGS

<d> DON'T KNOW  
<r> REFUSED

DIQ320 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?

**DIQ320 FMT\_NUMERIC.**

<0> NONE  
<1-76> SERVINGS

<d> DON'T KNOW  
<r> REFUSED

DIQ350 Of the following types of foods, are there any that you usually avoid eating because of health concerns other than allergies?

<b>1<sup>st</sup> RESPONSE</b>	<b>DIQ350_A</b>	<b>FMT_DIQ350_.</b>
<b>2<sup>nd</sup> RESPONSE</b>	<b>DIQ350_B</b>	<b>FMT_DIQ350_.</b>
<b>3<sup>rd</sup> RESPONSE</b>	<b>DIQ350_C</b>	<b>FMT_DIQ350_.</b>

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4 <sup>th</sup> RESPONSE	DIQ350_D	FMT_DIQ350_.
5 <sup>th</sup> RESPONSE	DIQ350_E	FMT_DIQ350_.
6 <sup>th</sup> RESPONSE	DIQ350_F	FMT_DIQ350_.
7 <sup>th</sup> RESPONSE	DIQ350_G	FMT_DIQ350_.
8 <sup>th</sup> RESPONSE	DIQ350_H	FMT_DIQ350_.
9 <sup>th</sup> RESPONSE	DIQ350_I	FMT_DIQ350_.
10 <sup>th</sup> RESPONSE	DIQ350_J	FMT_DIQ350_.
11 <sup>th</sup> RESPONSE	DIQ350_K	FMT_DIQ350_.
12 <sup>th</sup> REPONSE	DIQ350_L	FMT_DIQ350_.
13 <sup>th</sup> RESPONSE	DIQ350_M	FMT_DIQ350_.

**(INTERVIEWER: HAND CARD. ENTER ALL THAT APPLY.)**

- <1> RED MEAT
- <2> CHICKEN WITH THE SKIN
- <3> FISH OR SEAFOOD
- <4> DAIRY PRODUCTS
- <5> EGGS
- <6> PROCESSED FOODS
- <7> DEEP FRIED FOODS
- <8> FOODS WITH HIGH CONTENT OF ANY TYPE OF FAT
- <9> FOODS WITH HIGH CONTENT OF SATURATED FAT
- <10> FOODS WITH HIGH CONTENT OF TRANS FAT
- <11> FOODS WITH HIGH CONTENT OF CARBOHYDRATES
- <12> MILK TREATED WITH RECOMBINANT BOVINE GROWTH HORMONE (BGH)
- <13> I DO NOT AVOID ANY OF THESE FOODS
  
- <d> DON'T KNOW
- <r> REFUSED

ENTER 'x' WHEN DONE

DIQ400int 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.

**(INTERVIEWER; HAND CARD)**

**INTERVIEWER: HIT ENTER TO CONTINUE**

DIQ400a When you eat out, how important is...

Convenience?

**DIQ400\_A FMT\_NUMCAT.**

**(INTERVIEWER: HAND CARD)**

**DIET AND MEAL SOURCES (DIQ)**

<1> VERY IMPORTANT  
 <2-6>  
 <7> NOT IMPORTANT  
  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ400b When you eat out, how important is...

**DIQ400\_B FMT\_NUMCAT.**

Speed of service?

**(INTERVIEWER: HAND CARD)**

<1> VERY IMPORTANT  
 <2-6>  
 <7> NOT IMPORTANT  
  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ400c (When you eat out, how important is...)

Amount of food offered?

**DIQ400\_C FMT\_NUMCAT.**

**(INTERVIEWER: HAND CARD)**

<1> VERY IMPORTANT  
 <2-6>  
 <7> NOT IMPORTANT  
  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ400d (When you eat out, how important is...)

Taste?

**DIQ400\_D FMT\_NUMCAT.**

**(INTERVIEWER: HAND CARD)**

<1> VERY IMPORTANT  
 <2-6>  
 <7> NOT IMPORTANT

**DIET AND MEAL SOURCES (DIQ)**

<d> DON'T KNOW  
<r> REFUSED

DIQ400e (When you eat out, how important is...)

**DIQ400\_E FMT\_NUMCAT.**

Well-prepared food?

**(INTERVIEWER: HAND CARD)**

<1> VERY IMPORTANT  
<2-6>  
<7> NOT IMPORTANT

<d> DON'T KNOW  
<r> REFUSED

DIQ400f (When you eat out, how important is...)

**DIQ400\_F FMT\_NUMCAT.**

Fresh ingredients?

**(INTERVIEWER: HAND CARD)**

<1> VERY IMPORTANT  
<2-6>  
<7> NOT IMPORTANT

<d> DON'T KNOW  
<r> REFUSED

DIQ400g (When you eat out, how important is...)

**DIQ400\_G FMT\_NUMCAT.**

Healthfulness of food?

**(INTERVIEWER: HAND CARD)**

<1> VERY IMPORTANT  
<2-6>  
<7> NOT IMPORTANT

<d> DON'T KNOW  
<r> REFUSED

DIQ400h (When you eat out, how important is...)



**DIET AND MEAL SOURCES (DIQ)****DIQ400\_H FMT\_NUMCAT.**

Serving locally grown food?

**(INTERVIEWER: HAND CARD)**

&lt;1&gt; VERY IMPORTANT

&lt;2-6&gt;

&lt;7&gt; NOT IMPORTANT

&lt;d&gt; DON'T KNOW

&lt;r&gt; REFUSED

DIQ400i (When you eat out, how important is...)

**DIQ400\_I FMT\_NUMCAT.**

Cost?

**(INTERVIEWER: HAND CARD)**

&lt;1&gt; VERY IMPORTANT

&lt;2-6&gt;

&lt;7&gt; NOT IMPORTANT

&lt;d&gt; DON'T KNOW

&lt;r&gt; REFUSED

DIQ400j (When you eat out, how important is...)

**DIQ400\_J FMT\_NUMCAT.**

Organic food?

**(INTERVIEWER: HAND CARD)**

&lt;1&gt; VERY IMPORTANT

&lt;2-6&gt;

&lt;7&gt; NOT IMPORTANT

&lt;d&gt; DON'T KNOW

&lt;r&gt; REFUSED

DIQ405a When you buy food at a grocery store, how important to you is it that the food is...

Locally grown food?

**DIQ405\_A FMT\_NUMCAT.****(INTERVIEWER: HAND CARD)**

**DIET AND MEAL SOURCES (DIQ)**

<1> VERY IMPORTANT  
 <2-6>  
 <7> NOT IMPORTANT  
  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ405b When you buy food at a grocery store, how important to you is it that the food is...

Low in calories?

**DIQ405\_B FMT\_NUMCAT.**

**(INTERVIEWER: HAND CARD)**

<1> VERY IMPORTANT  
 <2-6>  
 <7> NOT IMPORTANT  
  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ405c (When you buy food at a grocery store, how important to you is it that the food is...)

Organic?

**DIQ405\_C FMT\_NUMCAT.**

**(INTERVIEWER: HAND CARD)**

<1> VERY IMPORTANT  
 <2-6>  
 <7> NOT IMPORTANT  
  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ410 What is the name of the store where you **currently** purchase **most** of your household groceries?

<b>NAME</b>	<b>DIQ410_N</b>	<b>FMT_CHAR.</b>
<b>LOCATION</b>	<b>DIQ410_L</b>	<b>FMT_CHAR.</b>
<b>ADDRESS</b>	<b>DIQ410_A</b>	<b>FMT_CHAR.</b>
<b>MILES</b>	<b>DIQ410_M</b>	<b>FMT_NUMERIC.</b>

NAME: \_\_\_\_\_

LOCATION (CITY OR TOWN): \_\_\_\_\_

ADDRESS (STREET): \_\_\_\_\_

**DIET AND MEAL SOURCES (DIQ)**

Approximate distance from your house:

<0-76.00> MILES

<d> DON'T KNOW

<r> REFUSED

DIQ415 What percent of your total groceries are purchased at your usual store?

**DIQ415 FMT\_NUMERIC.**

<0-100> PERCENT

<d> DON'T KNOW

<r> REFUSED

DIQ416 What are the reasons you shop at this store?

**(INTERVIEWER: HAND CARD. ENTER ALL THAT APPLY, ENTER 'x' WHEN DONE)**

1 <sup>st</sup> RESPONSE	DIQ416_A	FMT_DIQ416_.
2 <sup>nd</sup> RESPONSE	DIQ416_B	FMT_DIQ416_.
3 <sup>rd</sup> RESPONSE	DIQ416_C	FMT_DIQ416_.
4 <sup>th</sup> RESPONSE	DIQ416_D	FMT_DIQ416_.
5 <sup>th</sup> RESPONSE	DIQ416_E	FMT_DIQ416_.
6 <sup>th</sup> RESPONSE	DIQ416_F	FMT_DIQ416_.
7 <sup>th</sup> RESPONSE	DIQ416_G	FMT_DIQ416_.
8 <sup>th</sup> RESPONSE	DIQ416_H	FMT_DIQ416_.
9 <sup>th</sup> RESPONSE	DIQ416_I	FMT_DIQ416_.
10 <sup>th</sup> RESPONSE	DIQ416_J	FMT_DIQ416_.
11 <sup>th</sup> RESPONSE	DIQ416_K	FMT_DIQ416_.
12 <sup>th</sup> RESPONSE	DIQ416_L	FMT_DIQ416_.
13 <sup>th</sup> RESONSE	DIQ416_M	FMT_DIQ416_.
	DIQ416_OTHER	FMT_CHAR.

<1> FRESHNESS OF FRUITS OR VEGETABLES

<2> QUALITY OF MEATS AND SEAFOOD

<3> PRICE OF THE FOODS

<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

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- <11> LOCALLY OWNED BUSINESS  
 <12> OTHER SERVICES AVAILABLE AT THE STORE (SUCH AS MOVIE RENTAL OR PHARMACY)  
 <13> OTHER (SPECIFY)  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ420 How often do you shop at a farmers market or local farms? Would you say regularly, often, seldom or never?

**DIQ420 FMT\_DIQ420\_.**

- <1> REGULARLY  
 <2> OFTEN  
 <3> SELDOM  
 <4> NEVER  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ430 Over the past year have you been a member of a Community Supported Agriculture or CSA group?

**DIQ430 FMT\_YES\_NO.**

- <1> YES  
 <2> NO  
 <d> DON'T KNOW  
 <r> REFUSED

DIQ440 Over the past year have you grown or produced any of your own food?

**DIQ440 FMT\_YES\_NO.**

- <1> YES **(GO TO DIQ450)**  
 <2> NO **(GO TO COG\_001)**  
 <d> DON'T KNOW **(GO TO COG\_001)**  
 <r> REFUSED **(GO TO COG\_001)**

DIQ450 What food did you grow or produce?

**(INTERVIEWER: HAND CARD. ENTER ALL THAT APPLY. ENTER 'x' WHEN DONE.)**

<b>1<sup>st</sup> RESPONSE</b>	<b>DIQ450_A</b>	<b>FMT_DIQ450_.</b>
<b>2<sup>nd</sup> RESPONSE</b>	<b>DIQ450_B</b>	<b>FMT_DIQ450_.</b>
<b>3<sup>rd</sup> RESPONSE</b>	<b>DIQ450_C</b>	<b>FMT_DIQ450_.</b>
<b>4<sup>th</sup> RESPONSE</b>	<b>DIQ450_D</b>	<b>FMT_DIQ450_.</b>
<b>5<sup>th</sup> RESPONSE</b>	<b>DIQ450_E</b>	<b>FMT_DIQ450_.</b>
<b>6<sup>th</sup> RESPONSE</b>	<b>DIQ450_F</b>	<b>FMT_DIQ450_.</b>

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7 <sup>th</sup> RESPONSE	DIQ450_G	FMT_DIQ450_.
8 <sup>th</sup> RESPONSE	DIQ450_H	FMT_DIQ450_.
9 <sup>th</sup> RESPONSE	DIQ450_I	FMT_DIQ450_.
10 <sup>th</sup> RESPONSE	DIQ450_J	FMT_DIQ450_.
11 <sup>th</sup> RESPONSE	DIQ450_K	FMT_DIQ450_.
12 <sup>th</sup> RESPONSE	DIQ450_L	FMT_DIQ450_.
13 <sup>th</sup> RESPONSE	DIQ450_M	FMT_DIQ450_.

- <1> VEGETABLES
- <2> TREE FRUIT OR NUTS
- <3> OTHER FRUIT
- <4> HERBS
- <5> HONEY
- <6> MEAT
- <7> CHICKENS
- <8> EGGS
- <9> FISH
- <10> DAIRY
- <11> GRAINS
- <12> LEGUMES
- <13> OTHER

- <d> DON'T KNOW
- <r> REFUSED

ENTER 'x' WHEN DONE.

DIQ460 Where do you grow or produce your food?

**(INTERVIEWER: HAND CARD. ENTER ALL THAT APPLY. ENTER 'x' WHEN DONE.)**

1 <sup>st</sup> RESPONSE	DIQ460_A	FMT_DIQ460_.
2 <sup>nd</sup> RESPONSE	DIQ460_B	FMT_DIQ460_.
3 <sup>rd</sup> RESPONSE	DIQ460_C	FMT_DIQ460_.
4 <sup>th</sup> RESPONSE	DIQ460_D	FMT_DIQ460_.
5 <sup>th</sup> RESPONSE	DIQ460_E	FMT_DIQ460_.

- <1> HOME OR CONTAINER GARDEN
- <2> PUBLIC COMMUNITY GARDEN (I.E. PARKS)
- <3> PRIVATE COMMUNITY GARDEN (I.E. CHURCH)
- <4> INFORMAL COMMUNITY OR NEIGHBORHOOD GARDEN (I.E. ON A VACANT LOT OR COMMON OPEN SPACE)
- <5> YOUR OWN FARMLAND

- <d> DON'T KNOW
- <r> REFUSED

ENTER 'x' WHEN DONE.

**[IF AGE >= 60 go to COG\_001, else GO BACK TO MENU]**

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