

INTRO:

Total calls : <nbapp> Raison of refusal (if applied): <comm> Nom du répondant (rv) : <nom> Commentaires pour rv (s'il y a lieu): <crv> Hello. My name is \$i from CROP, the Centre for Public Opinion Research. We are currently conducting a major survey in your region concerning the meat consumption habits of North Americans and would appreciate your cooperation in answering a few questions.

CONTINUE.....	OK	D	
PR-no answer, never had any answer	PR		=> /NBAPP
OC-line busy.....	OC		=> /NBAPP
BV-answering machine, voice mail.....	BV		=> /NBAPP
PV-no answer after an appointment	PV		=> /NBAPP
PF-no answer after a refusal	PF		=> /NBAPP
DS-discontinued telephone service	DS		=> /NBAPP
NR-non-residential, fax, modem	NR		=> /NBAPP
HS-out of sector, no regional code, impossible on pronto.....	HS		=> /NBAPP

INT01:

May I speak with the person responsible for food purchases in your household?

CONTINUE.....	OK	D	
RA-appointment	RA		
RF-refusal (individual, household, call screening)	RF		=> /NBAPP
R2-2nd refusal (individual, household, call screening)	R2		=> /NBAPP
MA-ill respondent, physical impairment.....	MA		=> /NBAPP
AB-prolonged absence	AB		=> /NBAPP
LG-foreign language	LG		=> /NBAPP
FO-household under 18.....	FO		=> /NBAPP
DU-duplicate	DU		=> /NBAPP
DE-unknown at this number, moved, deceased.....	DE	N	=> /NBAPP
QA-quota filled.....	QA	N	=> /NBAPP
NA-non-eligible.....	NA	N	=> /NBAPP

INT02:

Are you 18 years of age or older?

Yes.....	1	
No.....	2	=> INT99
* DNK/Refusal	9	=> INT99

NOMR:

What is his/her first name? May I speak to him/her?

MOV1:

=> *
si MST (NOMR,NOM)

QA:

NOTE INTERVIEW LANGUAGE

=> /RV si INT01=RA

French.....	1	
English.....	2	=> Q16

Q1:

Including yourself, does a member of your household consume meat products, excluding fish, on a regular basis?

Yes.....	1	
No.....	2	=> S1
* DNK/Refusal.....	9	=> S1

Q2A:

In general, with regard to food products, do you often, sometimes, rarely or ever find yourself..

a) ...being on the lookout for new food products?

Often.....	1
Sometimes.....	2
Rarely.....	3
Never.....	4
* DNK/Refusal.....	9

Q2B:

In general, with regard to food products, do you often, sometimes, rarely or ever find yourself..

b) ...reading the list of ingredients of food products before you purchase them?

Often.....	1
Sometimes.....	2
Rarely.....	3
Never.....	4
* DNK/Refusal.....	9

Q2C:

In general, with regard to food products, do you often, sometimes, rarely or ever find yourself..

c) ...having the urge to purchase a food product because the company that makes it is truly concerned about ecology?

Often.....	1
Sometimes.....	2
Rarely.....	3
Never.....	4
* DNK/Refusal.....	9

Q2D:

In general, with regard to food products, do you often, sometimes, rarely or ever find yourself...

d) ...trying to know more about where the food products you purchase are from?

Often	1
Sometimes	2
Rarely	3
Never	4
* DNK/Refusal	9

Q3A:

Would you say that you are ... concerned with how agricultural products (meaning fruits, vegetables and meat) are produced or with the conditions to which cattle are submitted?

Very	1	
Quite	2	
Somewhat	3	
Not at all	4	=> +2
* DNK/Refusal	9	=> +2

Q3B:

What is your main concern in this respect?

Use of hormones/Antibiotics	01
How the animals are fed	02
Cattle raising conditions	03
Animals' risk of disease or contamination	04
Use of insecticides or pesticides	05
Negative impact on freshness, nutritional value or quality	06
Other (specify)	96 O
* DNK/Refusal	99

Q4:

Do you know if there are food products on the market that stem from agriculture that better respects nature and the living conditions of animals?

Yes	1
No	2
* DNK/Refusal	9

Q5A:

How often do you consume... READ

a) ...beef?

More than 8 times a week	1
7 or 8 times a week	2
5 or 6 times a week	3
3 or 4 times a week	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q5B:

How often do you consume... READ

b) ...chicken?

More than 8 times a week.....	1
7 or 8 times a week.....	2
5 or 6 times a week.....	3
3 or 4 times a week.....	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q5C:

How often do you consume... READ

c) ...pork?

More than 8 times a week.....	1
7 or 8 times a week.....	2
5 or 6 times a week.....	3
3 or 4 times a week.....	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q5D:

How often do you consume... READ

d) ...veal?

More than 8 times a week.....	1
7 or 8 times a week.....	2
5 or 6 times a week.....	3
3 or 4 times a week.....	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q5E:

How often do you consume... READ

e) ...lamb?

More than 8 times a week.....	1
7 or 8 times a week.....	2
5 or 6 times a week.....	3
3 or 4 times a week.....	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q5F:

How often do you consume... READ

f) ...duck?	
More than 8 times a week.....	1
7 or 8 times a week.....	2
5 or 6 times a week.....	3
3 or 4 times a week.....	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q5G:

How often do you consume... READ

g) ...rabbit meat?	
More than 8 times a week.....	1
7 or 8 times a week.....	2
5 or 6 times a week.....	3
3 to 4 times a week.....	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q5H:

How often do you consume... READ

h) ...bison meat?	
More than 8 times a week.....	1
7 or 8 times a week.....	2
5 or 6 times a week.....	3
3 or 4 times a week.....	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q5I:

How often do you consume... READ

i) ...horse meat?	
More than 8 times a week.....	1
7 or 8 times a week.....	2
5 or 6 times a week.....	3
3 or 4 times a week.....	4
Fewer than 3 times a week	5
At least once a month	6
Less than once a month	7
* DNK/Refusal	9

Q6:

When selecting meat products for purchase, which aspect matters most to you?

READ

Price.....	01
Nutritional value.....	02
Brand	03
The seller	04
Appearance.....	05
Cattle raising and production methods	06
Other (specify).....	96 O
* DNK/Refusal	99

Q7A:

Would you say that you often, sometimes, rarely, or never purchase... READ

a) ...fresh meat packaged on the premises?

Often.....	1
Sometimes	2
Rarely	3
Never	4
* DNK/Refusal	9

Q7B:

Would you say that you often, sometimes, rarely, or never purchase... READ

b) ...pre-packaged meat?

Often.....	1
Sometimes	2
Rarely	3
Never	4
* DNK/Refusal	9

Q7C:

Would you say that you often, sometimes, rarely, or never purchase... READ

c) ...frozen meat?

Often.....	1
Sometimes	2
Rarely	3
Never	4
*DNK/Refusal	9

Q7D:

Would you say that you often, sometimes, rarely, or never purchase... READ

d) ...pre-cooked frozen meat?

Often.....	1
Sometimes	2
Rarely	3
Never	4
* DNK/Refusal	9

Q7E:

Would you say that you often, sometimes, rarely, or never purchase... READ
e) ...canned meat?

Often.....	1
Sometimes	2
Rarely	3
Never	4
* DNK/Refusal	9

Q7F:

Would you say that you often, sometimes, rarely, or never purchase... READ
f) ...other types of meat?

Often.....	1
Sometimes	2
Rarely	3
Never	4
* DNK/Refusal	9

Q7G:

What are these other types of meat?

=> +1

si Q7F=4 OU Q7F=9

Types:	96	O
* DNK/Refusal	99	

Q8A:

Have you ever heard of organic meat, that is to say, meat from animals that have been grain-fed and raised naturally?

Yes.....	1	
No	2	=> +4
* DNK/Refusal	9	=> +4

Q8B:

Have you ever consumed organic meat, that is to say, meat from animals that have been grain-fed and raised naturally?

Yes.....	1	
No	2	=> +3
* DNK/Refusal	9	=> +3

Q9:

Where did you consume organic meat for the very first time? Was it... READ

at home	01
at a friend's/your family's	02
in a restaurant	03
in a grocery store, supermarket, or other store of this type.....	04
other (specify).....	96
* DNK/Refusal	99

Q10:

Regardless of where they were purchased, were these organic meat products ... in comparison to more common types of meat, like beef, chicken or pork? READ

- Much more expensive.....1
- More expensive2
- About as expensive.....3
- Less expensive.....4
- Much less expensive.....5
- * DNK/Refusal9

Q11:

Would you consume meat more often if you knew that it was organic, that is to say, meat from animals that have been grain-fed and raised naturally?

- Yes.....1
- No2
- * DNK/Refusal9

Q12A:

Have you ever heard of grass-fed meat, that is to say, meat from animals that have been fed on grasslands and raised naturally?

- Yes.....1
- No2 => +4
- * DNK/Refusal9 => +4

Q12B:

Have you ever consumed grass-fed meat, that is to say, meat from animals that have been fed on grasslands and raised naturally?

- Yes.....1
- No2 => +3
- * DNK/Refusal9 => +3

Q13:

Where did you consume grass-fed meat for the very first time? Was it... READ

- at home01
- at a friend's/your family's02
- in a restaurant03
- in a grocery store, supermarket or other store of this type.....04
- other (specify).....96 O
- * DNK/Refusal99

Q14:

Regardless of where they were purchased, were these grass-fed meat products ... in comparison to more common types of meat, like beef, chicken or pork? READ

Much more expensive.....	1
More expensive	2
About as expensive.....	3
Less expensive.....	4
Much less expensive.....	5
* DNK/Refusal.....	9

Q15:

Would you consume meat more often if you knew that it was grass-fed, that is to say, meat from animals that have been fed on grasslands and raised naturally?

Yes.....	1
No.....	2
* DNK/Refusal.....	9

Q16:

Would you consume organic or grass-fed meat products if they were clearly identified by a label that certifies that they are natural?

Yes.....	1
No.....	2
* DNK/Refusal.....	9

Q17A:

Referring to the price of more traditional meats, like beef, chicken or pork, would you be willing to pay a 20% premium for... READ

a) ...a certified organic meat product?	
Certainly	1
Probably	2
Probably not	3
Certainly not.....	4
* DNK/Refusal.....	9

Q17B:

Referring to the price of more traditional meats, like beef, chicken or pork, would you be willing to pay a 20% premium for... READ

b) ...a certified grass-fed meat product?	
Certainly	1
Probably	2
Probably not	3
Certainly not.....	4
* DNK/Refusal.....	9

Q18A:

Referring to the quality of more traditional meats, like beef, chicken or pork, would you say that the quality of... READ

a) ...a certified organic meat product is...

Superior	1
Equal.....	2
Inferior.....	3
* DNK/Refusal	9

Q18B:

Referring to the quality of more traditional meats, like beef, chicken or pork, would you say that the quality of... READ

b) ...a certified grass-fed meat product?

Superior	1
Equal.....	2
Inferior.....	3
* DNK/Refusal	9

Q19:

Do you consume or have you ever consumed specialty or gourmet meats like bison, for example?

Yes.....	1	
No	2	=> +3
* DNK/Refusal	3	=> +3

Q20:

How often do you consume this type of product? READ

Several times a week	1	
Once or twice a week	2	
Once or twice a month.....	3	
Once or twice a year	4	
Very rarely.....	5	
Never	6	=> +2
* DNK/Refusal	9	=> +2

Q21:

Which types of specialty or gourmet meats do you consume most often?

boar meat	01	
deer meat	02	
horse meat	03	
bison meat	04	
other (specify).....	96	O
* DNK/Refusal	99	

Q22:

Have you ever hear of bison meat products?

=> +2
si Q21=04

Yes.....1
No.....2 => +7
* DNK/Refusal9 => +7

Q23:

Have you ever consumed bison meat products?

=> +1
si Q21=04

Yes.....1
No.....2 => +5
* DNK/Refusal9 => +5

Q24:

When compared to traditional meats, would you say that bison meat is... READ

More nutritious1
Just as nutritious2
Less nutritious3
* DNK/Refusal9

Q25:

When compared to traditional meats, would you say that bison meat has... READ

More calories1
Just as many calories2
Fewer calories.....3
* DNK/Refusal9

Q26:

When compared to traditional meats, would you say that bison meat has... READ

More fat1
Just as much fat2
Less fat3
* DNK/Refusal9

Q27:

When compared to traditional meats, would you say that the quality of bison meat is... READ

Superior1
About the same2
Inferior.....3
* DNK/Refusal9

Q28:

Is bison meat available from a merchant in your neighbourhood? READ

Certainly	1
Probably	2
Probably not	3
Certainly not	4
* DNK/Refusal	9

S1:

Finally, I will ask you a few questions for statistical purposes To which of the following age groups do you belong? Is it...

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
or 65 years old and over?.....	6

S2:

Are you...

...single	1
...married or living in a common law relationship.....	2
...widowed	3
...separated.....	4
...or divorced?.....	5
* DNK/Refusal	9

S3:

How many years of schooling have you completed? Is it...

7 years or less (elementary).....	1
8 to 12 years (high school)	2
13 to 15 years (Cegep/college/vocational/trade)	3
or 16 years and more? (University)	4
* DNK/Refusal	9

S4:

Which of the following activities best describes your current situation? Are you ...

...working full-time (30 hours/week and more).....	1	
...working part-time	2	
...unemployed/looking for a job.....	3	=> +2
...staying at home full-time.....	4	=> +2
...retired	5	=> +2
...student	6	=> +2
* DNK/Refusal	9	=> +2

S5:

As a rule, what is your main occupation? PROBE FOR DETAILS

President / vice-president / director	01	
Business owner / self-employed	02	
Professional	03	
Semi-professional / technician / artist.....	04	
Management	05	
White collar / sales / service	06	
Specialized blue collar.....	07	
Non-specialized blue collar	08	
Agriculture.....	09	N
Other (specify).....	96	O
* Refusal.....	99	

S6:

In total, how many people live in your household on a permanent basis?

1 person	1	=> +2
2 people	2	
3 people	3	
4 people	4	
5 people	5	
6 people	6	
* DNK/Refusal.....	9	

S7:

How many people less than 18 years of age live on a permanent basis in your household?

None	0
1 person	1
2 people	2
3 people	3
4 people	4
5 people	5
6 people and more	6
* DNK/Refusal.....	9

S8:

How often do you make food purchases to provide for the needs of your household? Is it...

Once a month.....	1
Once every two weeks.....	2
Once a week	3
Twice a week.....	4
Three times a week.....	5
More than 3 times a week.....	6
* DNK/Refusal	9

S9:

On average, how much do you spend each week on food purchases?

Less than \$50.....	1
\$50 to \$99.....	2
\$100 to \$149.....	3
\$150 to \$199.....	4
\$200 to \$249.....	5
\$250 to \$299.....	6
More than \$300.....	7
* DNK/Refusal.....	9

S10:

How often do you purchase meat products? Is it...

Once a month.....	1
Once every two weeks.....	2
Once a week.....	3
Twice a week.....	4
Three times a week.....	5
More than 3 times a week.....	6
* DNK/Refusal.....	9

S11:

On average, what percentage of your total food purchases is spent on meat?

Less than 5%.....	1
5% to 9%.....	2
10% to 14%.....	3
15% to 19%.....	4
20% to 24%.....	5
25% to 29%.....	6
30% to plus.....	7
* DNK/Refusal.....	9

S12:

From what kind of store do you usually purchase most of your meat products? Is it...

From a grocery store.....	01
From a supermarket.....	02
From a butcher shop.....	03
From a wholesaler.....	04
Other (specify).....	96 O
* DNK/Refusal.....	99

S13:

Into which of the following categories would you put the total annual income, before taxes and deductions, of all members of your household, including yourself? Is it...

...less than \$20,000	1
...\$20,000 to \$39,999	2
...\$40,000 to \$59,999	3
...\$60,000 to \$79,999	4
...or \$80,000 and more?	5
* DNK/refusal	9
