



Field Report

National Seafood Consumption Survey

**Conducted for
NOAA Fisheries**

**Submitted to:
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National Seafood Consumption Survey

Introduction

On behalf of the NOAA Fisheries Service, Knowledge Networks (KN) conducted a study about people's seafood consumption habits in the U.S. The primary objective of the study was to gather information about people's purchase and consumption behaviors of various seafood products and track the changes and patterns in those behaviors over time.

The design of the study involves both fresh cross-sectional samples and longitudinal cohorts. It was determined by NOAA Fisheries researchers that the study should take place over a period of 12 consecutive months and a minimum of 800 completed interviews per month was required. There were three groups of the respondents. Four of the 12 cohorts were contacted three times throughout the 12-month period. Another four were contacted twice throughout the 12-month period. The remaining four were only contacted once for the survey.

For a respondent in any given cohort at any given time during the 12 months, a complete cycle per survey contact consisted of the following tasks:

- Complete an online screener that identified the respondents' household as having purchased seafood (fish or shellfish) in a retail outlet (e.g., a grocery store, fish or meat market, convenience store or multipurpose store such as Costco or Wal-Mart) for consumption at home in the last 12 months. Eligible respondents were informed that they should collect the receipts of their household food purchases at restaurants or retail stores for the next calendar month and they would receive a survey about their purchases at the beginning of the subsequent calendar month. For example, if a respondent qualified for the screener in March, the respondent would be asked to collect the receipts for the month of April, and the main survey would arrive in early May.
- Collect the receipts of the household food purchases at restaurants or retail stores for the next calendar month. They were informed that a restaurant includes any fast food restaurants, more expensive restaurants, and school, hospital or other institutional cafeterias. A retail outlet includes any grocery stores, convenient stores, meat markets, fish markets, and multi-purpose stores such as Wal-Mart, Target, Costco, etc. KN mailed out a letter and sent out email reminders to remind respondents to continue collecting their receipts.
- Complete a survey about the food purchase and consumption behaviors in the month when the receipts were collected. Respondents were told to have their receipts nearby to aid the recollection of their purchases. On average, the survey took a respondent 19 minutes to complete. Each respondent received 7500 bonus points (and equivalent of \$7.5) for their participation in the study.

The recruitment (screener) of the first cohort was launched on January 14, 2005. The last main survey of the last cohort was completed on February 28, 2006. In total, KN collected 13,049 eligible participants from the screener (an average of 1087 per month) and 10,798 completed interviews for the main study (an average of 900 per month). Overall, the eligibility rate for the screener was 68%. The survey completion rate for the screener, main time one, main time two, and main time three were 80%, 80%, 88%, and 91%. After taking into account cohort attrition, the cohort retention and completion rates for main time two and main time three were 75% and 81% respectively.

The following tables display detailed breakdowns for each of the cohorts and months for the main and recruitment data collection.

Table 1: Recruitment Completes by Cohort and Month

| Recruitment | | | | | | | | | | | | | Number of interviews completed | Fresh Cross- sectional sample |
|-------------|------|------|------|------|------|------|------|------|------|------|------|-----|--------------------------------------|--|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | | |
| Cohort 1 | 1113 | | | | 794 | | | | 612 | | | | 2519 | 1113 |
| Cohort 2 | | 1128 | | | | 767 | | | | | 600 | | 2495 | 1128 |
| Cohort 3 | | | 1170 | | | | 809 | | | | | 585 | 2564 | 1170 |
| Cohort 4 | | | | 1063 | | | | 736 | | | | 557 | 2356 | 1063 |
| Cohort 5 | | | | | 352 | | | | 221 | | | | 573 | 352 |
| Cohort 6 | | | | | | 344 | | | | 227 | | | 571 | 344 |
| Cohort 7 | | | | | | | 266 | | | | 168 | | 434 | 266 |
| Cohort 8 | | | | | | | | 271 | | | | 173 | 444 | 271 |
| Cohort 9 | | | | | | | | | 259 | | | | 259 | 259 |
| Cohort 10 | | | | | | | | | | 289 | | | 289 | 289 |
| Cohort 11 | | | | | | | | | | | 293 | | 293 | 293 |
| Cohort 12 | | | | | | | | | | | | 252 | 252 | 252 |
| | 1113 | 1128 | 1170 | 1063 | 1146 | 1111 | 1075 | 1007 | 1092 | 1116 | 1046 | 982 | 13049 | 6800 |

Table 2: Main Completes by Cohort and Month

| | | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Number of interviews completed | Fresh Cross-sectional sample |
|-------------------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------------------------------|------------------------------|
| Main | Cohort 1 | 879 | | | 706 | | | | 531 | | | | | 2116 | 879 |
| | Cohort 2 | | 877 | | | | 652 | | | 539 | | | | 2068 | 877 |
| | Cohort 3 | | | 935 | | | | 652 | | | | 539 | | 2126 | 935 |
| | Cohort 4 | | | | 853 | | | | 644 | | | | 528 | 2025 | 853 |
| | Cohort 5 | | | | | 270 | | | | 191 | | | | 461 | 270 |
| | Cohort 6 | | | | | | 255 | | | | 211 | | | 466 | 255 |
| National Seafood | Cohort 7 | | | | | | | 191 | | | 145 | | | 336 | 191 |
| | Cohort 8 | | | | | | | | 211 | | | 149 | | 360 | 211 |
| | Cohort 9 | | | | | | | | | 199 | | | | 199 | 199 |
| | Cohort 10 | | | | | | | | | | 217 | | | 217 | 217 |
| | Cohort 11 | | | | | | | | | | | 224 | | 224 | 224 |
| | Cohort 12 | | | | | | | | | | | | 200 | 200 | 200 |
| | | 879 | 877 | 935 | 853 | 976 | 907 | 843 | 855 | 921 | 967 | 908 | 877 | 10798 | 5311 |

Data File Deliverables and Descriptions

On a monthly basis, KN delivered to NOAA Fisheries researchers fully formatted SAS files that contain the survey data for the screener as well as for the main survey. Each wave (1-3) of the main data collection is stored as a separate data file. The files prepared at a later month include all the cases that have been collected during the previous months. The files were formatted so that each row of the data file represents one unique seafood product for a given household. That is, each household can contain multiple rows of data with each row being a particular seafood product.

The table below shows a detailed description of the final data files Knowledge Networks has prepared. The profile variables are owned by Knowledge Networks and licensed to NOAA Fisheries for analysis and reporting.

Table 3: Data File Deliverables and Descriptions

| Delivery Date | File Type | File Name | File Size | N Records | Inclusion of Standard Background Demographics |
|----------------------|------------------|---------------------------------------|------------------|------------------|--|
| 2/16/2006 | SAS | seafood_time1_recruit_client.sas7bdat | 4.1 MB | N = 9,980 | Yes |
| 3/08/2006 | SAS | seafood_main_t1_all_client.sas7bdat | 18.8 MB | N = 31,629 | Yes |
| 3/08/2006 | SAS | seafood_main_t2_all_client.sas7bdat | 11.9 MB | N = 20,112 | Yes |
| 3/08/2006 | SAS | seafood_main_t3_all_client.sas7bdat | 7.2 MB | N = 12,187 | Yes |

In addition to the survey variables from the main interview, Knowledge Networks' standard profile are provided in the data file for all cases. The table below shows the name and description of each of the profile variables.

Table 3: Supplemental Variables

| Variable Name | Variable Description |
|----------------------|--|
| caseid | Case Identification Number |
| weight | Post-stratification weight for all respondents |
| Ppgender | Gender |
| Ppage | Age |
| Ppagecat | Age - 7 categories |
| ppagect4 | Age - 4 categories |
| Ppethm | Race / Ethnicity |
| Ppeduc | Education (highest degree received) |
| Ppeducat | Education (categorical) |

| Variable Name | Variable Description |
|---------------|---|
| Pphouse | Housing Type |
| Pprent | Ownership Status of Living Quarters |
| Ppdualin | Dual Income HH |
| Ppincimp | HH Income (profile and imputed) |
| Ppmarit | Marital Status |
| Pphhead | Household Head |
| Pphsize | Household Size (from Recruitment) |
| ppt01 | Total number of HH members age 1 or younger |
| ppt1317 | Total number of HH members age 13 to 17 |
| ppt18ov | Total number of HH members age 18 or older |
| ppt25 | Total number of HH members age 2 to 5 |
| ppt612 | Total number of HH members age 6 to 12 |
| Ppwork | Current Employment Status |
| Ppstaten | State (numeric) |
| ppreg4 | Region 4 (based on state of residence) |
| ppreg9 | Region 9 (based on state of residence) |
| Ppmsacat | MSA Status |
| Ppnet | Household Internet Access |
| Xgroshop | Primary grocery shopper status |
| Xkids | Number of children under 18 at home |
| Xminor | Whether household has an ethnic minority |
| Xasian | Whether household has an Asian |

Key Personnel

Key personnel on the Interpretive Communities Study include:

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Knowledge Networks Methodology

Introduction

Knowledge Networks has recruited the first online research panel that is representative of the entire U.S. population. Panel members are randomly recruited by telephone and households are provided with access to the Internet and hardware if needed. Unlike other Internet research which covers only individuals with Internet access who volunteer for research, Knowledge Networks surveys are based on a sampling frame which includes both listed and unlisted numbers, and is not limited to current Web users or computer owners.

Knowledge Networks selects households using random digit dialing (RDD). Once a person is recruited to the panel, they can be contacted by e-mail (instead of by phone or mail). This permits surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less obtrusive than telephone calls, and most respondents find answering Web questionnaires to be more interesting and engaging than being questioned by a telephone interviewer.

Panel Recruitment Methodology

Beginning recruitment in 1999, Knowledge Networks (KN) has established the first online research panel based on probability sampling that covers both the online and offline populations in the U.S. The panel members are randomly recruited by telephone and households are provided with access to the Internet and hardware if needed. Unlike other Internet research that covers only individuals with Internet access who volunteer for research, Knowledge Networks surveys are based on a sampling frame that includes both listed and unlisted phone numbers, and is not limited to current Web users or computer owners. Panelists are selected by chance to join the panel; unselected volunteers are not able to join the KN panel.

Knowledge Networks initially selects households using random digit dialing (RDD) sampling methodology. Once a household is contacted by phone and household members recruited to the panel by obtaining their e-mail address or setting up e-mail addresses, panel members are sent surveys over the Internet using e-mail (instead of by phone or mail). This permits surveys to be fielded quickly and economically, and also facilitates longitudinal research. In addition, this approach reduces the burden placed on respondents, since e-mail notification is less obtrusive than telephone calls, and allows research subjects to participate in research when it is convenient for them.

Knowledge Networks' panel recruitment methodology uses the quality standards established by selected RDD surveys conducted for the Federal Government (such as the CDC-sponsored National Immunization Survey).

Knowledge Networks utilizes list-assisted RDD sampling techniques on the sample frame consisting of the entire United States residential telephone population. Knowledge Networks

excludes only those banks of telephone numbers (consisting of 100 telephone numbers) that have zero directory-listed phone numbers. Two strata are defined using 2000 Census Decennial Census data that has been appended to all telephone exchanges. The first strata has a higher concentration of Black and Hispanic households and the second strata has a lower concentration relative to the national estimates. Knowledge Networks' telephone numbers are selected from the 1+ banks with equal probability of selection for each number within each of the 2 strata, with the Black and Hispanic strata being sampled at a higher rate than the other strata. Note that the sampling is done without replacement to ensure that numbers already fielded by Knowledge Networks do not get fielded again.

Telephone numbers for which Knowledge Networks is able to recover a valid postal address is about 70%. The telephone numbers for which an address is recovered are selected with certainty; between one-half and one-third of the remainder are subsampled randomly depending on the recruitment period. The resulting cost efficiency more than offsets the decrease in precision caused by the need for sample weights. The address-matched telephone numbers are sent an advance mailing informing them that they have been selected to participate in the Knowledge Networks panel.

Following the mailing, the telephone recruitment process begins for all sampled phone numbers. Cases sent to telephone interviewers are dialed up to 90 days, with at least 10 dial attempts on cases where no one answers the phone, and on phone numbers known to be associated with households. Extensive refusal conversion is also performed. Experienced interviewers conduct all recruitment interviews. The recruitment interview, which typically requires about 10 minutes, begins with the interviewer informing the household member that they have been selected to join the Knowledge Networks Panel. If the household does not have a PC and access to the Internet, they are told that in return for completing a short survey weekly, the household will be given a WebTV set-top box and free monthly Internet access. All members in the household are then enumerated, and some initial demographic variables and background information of prior computer and Internet usage are collected.

As of August 2002, those RDD households that inform interviewers that they have a home computer and Internet access have been recruited to the panel and asked to take their surveys using their own equipment and Internet connections. Points, which can be redeemed for cash at regular intervals, are given to respondents for completing their surveys and take the place of a free WebTV and monthly Internet access provided to other panel households. Additional incentive points may be added to specific surveys to improve response rates or to compensate for longer surveys.

Prior to shipment, each WebTV unit is custom configured with individual email accounts, so that it is ready for immediate use by the household. Most households are able to install the hardware without additional assistance, though Knowledge Networks maintains a telephone technical support line and will, when needed, provide on-site installation. The Knowledge Networks Call Center also contacts household members who do not respond to e-mail and attempts to restore contact and cooperation. PC panel members provide KN with their email account and their weekly surveys are sent to that email account.

All new WebTV panel members are sent an initial survey to confirm equipment installation and familiarize them with the WebTV unit. For all new panel members, demographics such as gender, age, race, income, and education are collected in a follow-up survey for each panel member to create a member profile. This information can be used to determine eligibility for specific studies and need not be gathered with each survey. Once this survey is completed, the panel member is regarded as active and ready to be sampled for other surveys. Parental or legal guardian consent is also collected for conducting surveys with teenagers age 13-17 as part of the first survey.

Survey Administration

For client-based surveys, a sample is drawn at random from active panel members who meet the screening criteria (if any) for the client's study. The typical sample size is between 200 and 2000 persons, depending on the purpose of the study. Once selected, members can be sent an advance letter by mail several days prior to receiving the questionnaire through their WebTV appliance to notify them of an important, upcoming survey.

Once assigned to a survey, members receive a notification email on their WebTV letting them know there is a new survey available for them to take. The email notification contains a button to start the survey. No login name or password is required. The field period depends on the client's needs, and can range anywhere from a few minutes to two weeks.

Email reminders are sent to uncooperative panel members. If email does not generate a response, a phone reminder is initiated. The usual protocol is to wait at least three days and to permit a weekend to pass before calling. Knowledge Networks also operates an ongoing incentive program to encourage participation and create member loyalty. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

Survey Sampling from Panel

Once Panel Members are recruited and profiled, they become eligible for selection for specific surveys. In most cases, the specific survey sample represents a simple random sample from the panel. The sample is drawn from eligible members using an implicitly stratified systematic sample design. Customized stratified random sampling based on profile data is also conducted, as required by specific studies.

The primary sampling rule is not to assign more than one survey per week to members. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a sub-sample of the panel (e.g., females, Republicans). In such cases, care is taken to ensure that all

subsequent survey sample drawn that week are selected in such a way as to result in a sample that is representative of the panel distributions.

For this study, new and repeated cases were sampled on a monthly basis for 12 consecutive months. A series of important household composition variables were used as stratifying variables for the sample draw. The following table shows the sample characteristics of each cohort, as compared to their respective CPS and KN profile benchmarks.

Table 4: Sample Characteristics

| | Benchmarks | | Cohort | | | | | | | | | | | |
|------------------------------------|------------|----------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | CPS | KN Panel | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Household income | | | | | | | | | | | | | | |
| Less than \$25,000 | 31% | 30% | 29% | 31% | 29% | 28% | 29% | 28% | 29% | 28% | 27% | 29% | 28% | 28% |
| \$25,000 to \$49,999 | 29% | 32% | 33% | 33% | 32% | 32% | 32% | 32% | 31% | 32% | 33% | 32% | 32% | 32% |
| \$50,000 to \$74,999 | 18% | 19% | 20% | 19% | 20% | 20% | 19% | 21% | 20% | 21% | 20% | 19% | 19% | 20% |
| \$75,000 or more | 22% | 19% | 18% | 18% | 19% | 19% | 20% | 19% | 19% | 20% | 19% | 20% | 21% | 21% |
| Household size | | | | | | | | | | | | | | |
| 1 | 26% | 24% | 18% | 27% | 24% | 25% | 25% | 25% | 24% | 23% | 27% | 24% | 22% | 26% |
| 2 | 33% | 35% | 36% | 31% | 31% | 31% | 33% | 31% | 33% | 33% | 32% | 30% | 32% | 30% |
| 3 | 16% | 18% | 19% | 18% | 17% | 17% | 15% | 16% | 17% | 17% | 19% | 17% | 17% | 20% |
| 4+ | 24% | 24% | 27% | 24% | 28% | 27% | 28% | 28% | 27% | 26% | 22% | 29% | 28% | 24% |
| Region 4 | | | | | | | | | | | | | | |
| Northeast | 19% | 19% | 19% | 18% | 19% | 18% | 19% | 18% | 18% | 19% | 19% | 18% | 18% | 18% |
| Midwest | 23% | 21% | 20% | 23% | 24% | 26% | 24% | 26% | 27% | 25% | 26% | 27% | 25% | 25% |
| South | 36% | 36% | 36% | 36% | 35% | 35% | 34% | 34% | 33% | 35% | 34% | 32% | 35% | 35% |
| West | 22% | 24% | 23% | 23% | 22% | 21% | 24% | 23% | 23% | 21% | 22% | 23% | 22% | 22% |
| Region 9 | | | | | | | | | | | | | | |
| New England | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 4% | 4% | 4% |
| Mid-Atlantic | 14% | 14% | 14% | 13% | 14% | 13% | 14% | 13% | 12% | 13% | 14% | 14% | 14% | 15% |
| East-North Central | 16% | 15% | 15% | 16% | 18% | 19% | 18% | 18% | 20% | 18% | 19% | 19% | 16% | 16% |
| West-North Central | 7% | 6% | 7% | 7% | 7% | 7% | 6% | 8% | 7% | 7% | 6% | 8% | 9% | 9% |
| South Atlantic | 19% | 18% | 19% | 19% | 18% | 17% | 18% | 15% | 15% | 20% | 18% | 18% | 19% | 18% |
| East-South Central | 6% | 7% | 7% | 6% | 6% | 6% | 5% | 6% | 7% | 5% | 7% | 5% | 6% | 7% |
| West-South Central | 11% | 11% | 11% | 11% | 11% | 11% | 11% | 12% | 11% | 10% | 9% | 10% | 10% | 10% |
| Mountain | 6% | 7% | 7% | 7% | 7% | 6% | 8% | 7% | 8% | 8% | 6% | 7% | 6% | 9% |
| Pacific | 16% | 17% | 16% | 16% | 15% | 14% | 15% | 16% | 15% | 13% | 16% | 16% | 16% | 13% |
| MSA Status | | | | | | | | | | | | | | |
| Metro | 81% | 82% | 81% | 81% | 82% | 82% | 81% | 80% | 81% | 81% | 82% | 83% | 82% | 81% |
| Non-Metro | 19% | 18% | 19% | 19% | 18% | 19% | 19% | 20% | 19% | 19% | 18% | 20% | 18% | 19% |
| Number of Kids in household | | | | | | | | | | | | | | |

| | Benchmarks | | Cohort | | | | | | | | | | | |
|--|------------|----------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | CPS | KN Panel | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| None | 65% | 67% | 65% | 65% | 63% | 66% | 66% | 65% | 68% | 62% | 66% | 61% | 61% | 65% |
| 1 | 15% | 15% | 17% | 15% | 16% | 15% | 12% | 13% | 13% | 17% | 15% | 17% | 15% | 16% |
| 2 | 13% | 12% | 11% | 13% | 13% | 12% | 13% | 12% | 11% | 13% | 14% | 13% | 15% | 9% |
| 3+ | 7% | 6% | 7% | 7% | 8% | 7% | 9% | 10% | 8% | 8% | 5% | 9% | 10% | 9% |
| At least one ethnic minority in household | | | | | | | | | | | | | | |
| Yes | 29% | 30% | 30% | 29% | 29% | 27% | 29% | 26% | 23% | 27% | 28% | 30% | 27% | 26% |
| No | 71% | 70% | 70% | 71% | 71% | 73% | 71% | 74% | 77% | 73% | 72% | 71% | 73% | 74% |
| Primary Grocery Shopper | | | | | | | | | | | | | | |
| I do all of shopping | NA | NA | 37% | 41% | 41% | 41% | 38% | 38% | 41% | 43% | 45% | 44% | 40% | 45% |
| I do most of shopping | NA | NA | 45% | 41% | 41% | 41% | 42% | 42% | 41% | 40% | 37% | 38% | 41% | 39% |
| Someone else do most of shopping | NA | NA | 16% | 15% | 15% | 16% | 17% | 16% | 16% | 14% | 15% | 15% | 18% | 13% |
| Someone else do all of shopping | NA | NA | 3% | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 3% | 2% | 2% | 2% |
| Asian Household | | | | | | | | | | | | | | |
| All Asian | 3% | 3% | 3% | 2% | 3% | 2% | 1% | 3% | 1% | 3% | 3% | 1% | 2% | 2% |
| No Asian | 96% | 96% | 96% | 97% | 96% | 97% | 97% | 97% | 97% | 97% | 96% | 98% | 97% | 97% |
| Some Asian | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% |
| Household Internet Access | | | | | | | | | | | | | | |
| Yes | 55% | 61% | 59% | 61% | 62% | 66% | 62% | 65% | 63% | 64% | 65% | 66% | 64% | 67% |
| No | 45% | 39% | 41% | 39% | 38% | 34% | 38% | 35% | 37% | 36% | 35% | 34% | 36% | 33% |

Weighting and Estimation

Whereas in principle the sample design is an equal probability design that is self-weighting, in fact there are several known deviations from this guiding principle. Furthermore, despite our efforts to correct for known sources of deviation from equal-probability design, there are several other sources of survey error that are an inherent part the process. We address these sources of survey error globally through the poststratification weights, which we describe below.

Sample Design Weights

The seven sources of deviation from epsem design are:

1. Half-sampling of telephone numbers for which we could not find an address,
2. RDD sampling rates proportional to the number of phone lines in the household,
3. Minor oversampling of Chicago and Los Angeles due to early pilot surveys in those two cities,
4. Short-term double-sampling the four largest states (CA, NY, FL, and TX) and central region states,
5. Under-sampling of households not covered by MSN TV,
6. Oversampling of minority households (Black and Hispanic),
7. Oversampling of households with PC and Internet access
8. Selection of one adult per household.

A few words about each feature:

1. Once the telephone numbers have been purged and screened, we address match as many of these numbers as possible. The success rate so far has been in the 70% range. The telephone numbers with addresses are sent a letter. The remaining, unmatched numbers are half-sampled in order to reduce costs. Based on previous research we suspect that the reduced field costs resulting from this allocation strategy will more than offset increases in the design effect due to the increased variance among the weights. We are currently quantifying these balancing features.
2. As part of the field data collection operation, we collect information on the number of separate phone lines in the selected households. We correspondingly down-weight households with multiple phone lines.
3. Two pilot surveys carried out in Chicago and Los Angeles increased the relative size of the sample from these two cities. The impact of this feature is disappearing as the panel grows.
4. Since we anticipated additional surveying in the four largest states, we double-sampled these states during January-October 2000. Similarly, the central region states were over-sampled for a brief period.
5. Certain areas of the U.S. are not serviced by MSN®. We select a smaller sample of phone numbers in those areas and use other Internet Service Providers for Internet access of recruited households in those areas.
6. As of October 2001, we began oversampling minority households (Black and Hispanic) to increase panel capacity for those subgroups.
7. As of August 2002, we began oversampling households with PCs and Internet access to reduce the cost of WebTV set-up and maintenance.

8. Finally, for most of our surveys, we select panel members across the board, regardless of household affiliation. For some surveys, however, we select members in two stages: households in the first stage and one adult per household in the second stage. We correct for this feature by multiplying the probabilities of selection by $1/a_i$ where a_i represents the number of adults (18 and over) in the household.

Post-stratification Weights

The primary purpose of a post-stratification adjustment to survey weights is to reduce the sampling error for characteristics highly correlated with reliable demographic and geographic totals – called population benchmarks. To implement post-stratification, we employed the following weighting techniques:

For the screener, we weighted all respondents to the latest CPS benchmarks. This weight was then scaled to the number of eligible cases in the sample. For the main survey, we weighted all respondents to the weighted distributions of all eligible respondents in the screener. All weights were computed within each cohort but the stacked weights will allow analysis within each cohort as well as across all cohorts.

When computing the weights, the following raking variables were included:

- Household income: Less than \$25,000, \$25,000 to \$49,999, \$50,000 to \$74,999, \$75,000 or more
- Household size: 1, 2, 3, 4+
- Region 4: Northeast, Midwest, South, West
- Region 9: New England, Mid-Atlantic, East-NorthCentral, West-North Central, South Atlantic, East-South Central, West-South Central, Mountain, Pacific
- MSA Status: Metro, Non-Metro
- Number of Kids in household: None, 1, 2, 3+
- At least one ethnic minority in household: Yes, No
- Asian Household: All Asian, No Asian, Some Asian
- Household Internet Access: Yes, No

Appendix A: Screener Questionnaire

[RADIO]

[PROMPT IF SKIP]

S1. To your knowledge, has anyone in your household purchased seafood (fish or shellfish) in a retail outlet (e.g., a grocery store, fish or meat market, convenience store or multipurpose store such as Costco or Wal-Mart) for consumption at home in the last 12 months?

Yes No

[IF Q1=NO OR SKIP]

[PROMPT IF SKIP]

[RANDOMIZE LIST AND ALLOW UP TO THREE ANSWERS]

S2. What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons.

Seafood is too expensive.

No seafood is available where I live.

I don't like / my household doesn't like seafood.

No one in my household knows how or likes to prepare seafood.

I am / we are concerned that seafood may be of poor quality or may not be fresh.

I / we eat seafood we catch or friends give us.

I am / we are concerned about the environmental effects of catching fish or shellfish

I am / we are concerned about the health risks of eating seafood.

[RADIO]

[ALL]

S2a. How many people (including yourself) in your household are of the Italian ancestry?

Everyone in my household is of the Italian ancestry

Some are of the Italian ancestry, but some aren't

No one in my household is of the Italian ancestry

[RADIO]

[ALL]

S2b. How many people (including yourself) in your household are of the Portuguese ancestry?

Everyone in my household is of the Portuguese ancestry

Some are of the Portuguese ancestry, but some aren't

No one in my household is of the Portuguese ancestry

CONTINUE IF IF S1=YES. ELSE GO TO END.

| XCOHORT | XMONTH1 | XDATE1 | XMONTH1a |
|---------|--------------------------------|---------|----------|
| 1 | from February 1 to February 28 | March 1 | February |
| 2 | from March 1 to March 31 | April 1 | March |
| 3 | from April 1 to April | May 1 | April |

| | | | |
|----|----------------------------------|-------------|-----------|
| | 30 | | |
| 4 | from May 1 to May 31 | June 1 | May |
| 5 | from June 1 to June 30 | July 1 | June |
| 6 | from July 1 to July 31 | August 1 | July |
| 7 | from August 1 to August 31 | September 1 | August |
| 8 | from September 1 to September 30 | October 1 | September |
| 9 | from October 1 to October 31 | November 1 | October |
| 10 | from November 1 to November 30 | December 1 | November |
| 11 | from December 1 to December 31 | January 1 | December |
| 12 | from January 1 to January 31 | February 1 | January |

[DISPLAY]

S3. Congratulations! You are eligible to participate in an important and unique study funded by the National Oceanic and Atmospheric Administration (NOAA). The study will gather information on your typical food purchases and the results will help researchers better understand the patterns and changes in the foods people choose to buy.

[DISPLAY]

S3A. You will be awarded **7,500 bonus points** for your participation in the study. To participate, we ask that you please complete the following two tasks:

- 1) Retain receipts for all household purchases of food at a restaurant or a retail outlet for [xmonth1]. A restaurant includes any fast food restaurants, more expensive restaurants, and school, hospital or other institutional cafeterias. A retail outlet includes any grocery stores, convenient stores, meat markets, fish markets, and multi-purpose stores such as Wal-Mart, Target, Costco, etc. **In responding to the survey, you may find it useful to have annotated your receipts by filling in quantity and species purchased if this information is not automatically recorded on your receipt.** You will receive (if you haven't already) a package from Knowledge Networks which contains a nicely designed 8½" by 11" envelop for you to store your receipts. Please use this envelop to collect your receipts and you do NOT need to mail them back to us. It is only provided as a convenient way for you to store your receipts.

- 2) Complete a survey that will be sent to you on or around [xdate1]. The survey will take an average person 10-15 minutes to complete. Please have the receipts with you when you complete that survey. The receipts you have retained from the previous month will help you answer survey questions.

[DISPLAY]

S4. We thank you in advance for your participation in this important study.

Again, we ask that you please retain all of your household's food receipts from restaurants and retail outlets for [xmonth1] and look for the survey invitation on or around [xdate1] to participate in the study. The survey invitation will arrive in an email with the subject "Household Food Purchases in [xmonth1a]". You will be awarded 7,500 bonus points after you complete that survey.

We look forward to receiving your responses then.

Appendix B: Main Questionnaire

| XCOHORT | XMONTH1 | XMONTH1a |
|---------|----------------------------------|-----------|
| 1 | from February 1 to February 28 | February |
| 2 | from March 1 to March 31 | March |
| 3 | from April 1 to April 30 | April |
| 4 | from May 1 to May 31 | May |
| 5 | from June 1 to June 30 | June |
| 6 | from July 1 to July 31 | July |
| 7 | from August 1 to August 31 | August |
| 8 | from September 1 to September 30 | September |
| 9 | from October 1 to October 31 | October |
| 10 | from November 1 to November 30 | November |
| 11 | from December 1 to December 31 | December |
| 12 | from January 1 to January 31 | January |

[DISPLAY]

Thank you for agreeing to participate in this important study funded by the National Oceanic and Atmospheric Administration (NOAA). As you know from a notification we sent you a couple of weeks ago, this survey will ask you about your household's food purchases <xmonth1>. The results will help researchers better understand the patterns and changes in the foods people choose to purchase.

In our notification, we also asked that you please retain your household's receipts for any food purchases <xmonth1> from a restaurant or retail outlet. Restaurants includes any fast food chains, more expensive restaurants, schools, hospitals, or any institutional cafeterias. The retail outlets includes any grocery stores, fish or meat markets, convenience stores, multipurpose store such as Costco or Wal-Mart), or commissaries. The receipts will help you answer questions in today's survey.

[RADIO]

[PROMPT IF SKIP]

Q1. Which of the following statements best describes you regarding your retention of food purchase receipts in <xmonth1a>?

I was able to retain all of my household's food receipts.

I was able to retain most of my household's food receipts.

I was able to retain some of my household's food receipts.

I was able to retain only a few of my household's food receipts.

I was able to retain none of household's food receipts.

[DISPLAY]

[IF Q1=1 TO 4]

We ask that you please have your receipts in front of you before proceeding to the next screen. Please only think of the purchases made in <xmonth1a> when you answer the questions in this survey. When you are ready, please hit the "Continue" button to go to the next question.

[DISPLAY IN YELLOW LOWER LEFT CORNER OF EVERY SCREEN FROM NOW ON]
[BOLD THIS LINK]

Please only think of the purchases made <xmonth1>.

[RADIO]
[PROMPT IF SKIP]

Q2.

To your knowledge, has any one in your household purchased fish or shellfish from a restaurant (for example, a fast food restaurant, a more expensive restaurant, or a school, hospital or other institutional cafeteria) in <xmonth1a>?

Yes

No

[CHECKBOX]
[IF Q2=1]

Q3. Which of the following shellfish did you or someone in your household purchase from a restaurant (for example, a fast food restaurant, a more expensive restaurant, or a school, hospital or other institutional cafeteria) in <xmonth1a>?

Clams

Crab

Crawfish

Lobster

Mussels

Oysters

Scallops

Shrimp

Other Shellfish (please specify: _____)

[CHECKBOX]
[PROMPT IF SKIP]
[IF Q3=1]

Q3a. Which of the following types of clams did you or someone in your household purchase from a restaurant?

Hardshell / Quahog

Softshell

Surf

Other or unknown

[CHECKBOX]
[IF Q3=2]

Q3b. Which of the following types of crab did you or someone in your household purchase from a restaurant?

Blue
Dungeness
Jonah
King
Snow
Stone
Other or Unknown

[CHECKBOX]

[IF Q3=4]

Q3c. Which of the following types of lobster did you or someone in your household purchase from a restaurant?

American
Spiny
Other or unknown

[CHECKBOX]

[IF Q3=7]

Q3d. Which of the following types of scallops did you or someone in your household purchase from a restaurant?

Bay
Sea
Other or unknown

[CHECKBOX]

[IF Q3=8]

Q3e. Which of the following types of shrimp did you or someone in your household purchase from a restaurant?

Gulf
Other or Unknown

[CHECKBOX]

[IF Q2=1]

Q4. Which of the following fish did you or someone in your household purchase from a restaurant (for example, a fast food restaurant, a more expensive restaurant, or a school, hospital or other institutional cafeteria) in <xmonth1a>?

Calamari / Squid
Catfish

Cod
Drum, Black
Drum, Red
Flounder / Sole
Grouper [if ppstaten=95 then show; Grouper (Hapu'upu'u)]
Haddock
Hake / Whiting
Halibut
Herring
Mackerel
Mahimahi / Dolphinfinh
Other Snapper (if ppstaten=91 or 92 or 93)
Pacific Rockfish / Snapper (if ppstaten=91 or 92 or 93)
Pollock
Rockfish [if ppstaten~=91 or 92 or 93]
Sablefish
Salmon
Snapper [if ppstaten~=91 or 92 or 93] [if ppstaten=95, then show: Snapper (Onaga, Opakapaka, Uku)][if ppstaten=95, then show: Snapper (Onaga, Opakapaka, Uku)]
Striped Bass [if ppstaten~=91 or 92 or 93]
Imitation crab, shrimp, or scallops
Swordfish [if ppstaten=95, then show: Swordfish (Shutome)]
Tilapia
Trout
Tuna [if ppstaten=95, then show: Tuna (Ahi, Aku, Tombo)]
Other Fish (Please specify_____)

[CHECKBOX]
[IF Q4=SALMON]

Q4a. Which of the following salmon did you or someone in your household purchase from a restaurant?

Atlantic or Farmed
Chinook / King
Chum
Coho / Silver
Pacific
Pink
Sockeye / Red
Other or Unknown

[CHECKBOX]
[IF Q4=TUNA]

Q4b. Which of the following tuna did you or someone in your household purchase from a restaurant?

Albacore
Bigeye

Bluefin
 Skipjack
 Yellowfin
 Other or Unknown

[GRID BY NUMBER BOXES]

[ITEMS 1-999]

[PRICES 0.01 TO 999.99]

[REPEAT FOLLOWING FOR ALL SELECTED SPECIES, TYPES]

[TYPE COMES FROM ANSWERS IN Q3A-Q3E AND Q4A-Q4B]

[SPECIES COMES FROM ANSWERS IN Q3 AND Q4]

[CREATE DATA VARIABLES TO SHOW SPECIES AND TYPES CORRESPONDING TO EACH NUMBER]

Q5. How many times in <xmonth1a> did your household purchase the following fish or shellfish from a restaurant and what was the total expenditure?

| Fish or shellfish | Number of Seafood Menu Items (Appetizers, Entrees, or Sandwiches) Purchased in <xmonth1a> | Total Expenditure on Seafood Appetizers, Entrees, or Sandwiches |
|--------------------|---|---|
| <SPECIES> (<TYPE>) | <input type="text"/> <input type="text"/> <input type="text"/> | \$ <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> |

[GRID BY NUMBER BOXES]

[POUNDS 0.0-99.9]

[PRICES 0.00 TO 999.99]

Q6. For the following questions, please think of your purchases in a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary).

How much of the following product(s) did your household purchase from a retail outlet in <xmonth1a>? Please enter "0" if your household purchased none of the product(s).

| | Total Pounds Purchased | Total Expenditure |
|--------------------------|--|---|
| Chicken or other poultry | <input type="text"/> <input type="text"/> . <input type="text"/> | \$ <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> |
| Beef Product(s) | <input type="text"/> <input type="text"/> . <input type="text"/> | \$ <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> |
| Pork product(s) | <input type="text"/> <input type="text"/> . <input type="text"/> | \$ <input type="text"/> <input type="text"/> <input type="text"/> . <input type="text"/> <input type="text"/> |

**[NUMBER BOXE]
[0.00 TO 9999.99]**

Q7. How much did your household spend on **TOTAL** food and beverage purchases in **retail outlets** (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) or in **restaurants** (for example, a fast food restaurant, a more expensive restaurant, or a school, hospital or other institutional cafeteria) in <xmonth1a>?

Total Food Expenditures

(Restaurant & Retail Purchases)

\$.

<If Q7< Sum of Q6, show prompt message:

You indicated that you spent <sum of Q6> on chicken or other poultry, beef, and pork. You total food expenditure (including restaurants and product(s) purchased for at-home consumption) should not be less than what you spent on chicken or other poultry, beef, or pork. Please enter a number not less than <sum of Q6>.

>

**[RADIO]
[PROMPT IF SKIP]**

Q8. To your knowledge, has any one in your household purchased fish or shellfish from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) in <xmonth1a>?

Yes
No

**[CHECKBOX]
[IF Q8=1]**

Q9. Which of the following shellfish did you or someone in your household purchase from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) in <xmonth1a>?

- Clams
- Crab
- Crawfish
- Lobster
- Mussels
- Oysters
- Scallops
- Shrimp
- Other Shellfish (please specify:_____)

[CHECKBOX]
[PROMPT IF SKIP]
[IF Q9=1]

Q9a. Which of the following types of clams did you or someone in your household purchase from a retail outlet?

Hardshell / Quahog: Littlenecks
Hardshell / Quahog: Cherrystones
Hardshell / Quahog: Top Necks
Hardshell / Quahog: Chowder
Hardshell / Quahog: Other or unknown
Softshell
Surf
Other or unknown

[CHECKBOX]
[IF Q9=2]

Q9b. Which of the following types of crab did you or someone in your household purchase from a retail outlet?

Blue, Hardshell
Blue, Softshell
Dungeness
Jonah
King
Snow
Stone
Other or unknown

[CHECKBOX]
[IF Q9=4]

Q9c. Which of the following types of lobster did you or someone in your household purchase from a retail outlet?

American
Spiny
Other or unknown

[CHECKBOX]
[IF Q9=6]

Q9d. Which of the following types of oysters did you or someone in your household purchase from a retail outlet?

Eastern
European
Pacific

Other or unknown

[CHECKBOX]

[IF Q9=7]

Q9e. Which of the following types of scallops did you or someone in your household purchase from a retail outlet?

Bay

Sea

Other or unknown

[CHECKBOX]

[IF Q9=8]

Q9f. Which of the following types of shrimp did you or someone in your household purchase from a retail outlet?

Gulf (aka Pinks, Browns, Whites, Redtails, Mexicans, hoppers, skippers)

Chinese white

Freshwater (aka River, blue, Malaysian)

Pacific Whites (aka steelies, blue shrimp, Ecuadoran)

Tiger (aka Jumbo, Giant, Black)

[GRID CHECKBOX]

[IF Q9=1-9]

[GRID CHECK BOX BY CHECK BOX]

[IF Q9A-Q9F >=1 THEN SHOW ITEMS SELECTED IN Q9A-Q9F; ELSE SHOW ITEMS SELECTED IN Q9]

Q10. Of the following shellfish, which one(s) did you or someone in your household purchase live, fresh, frozen, prepared or processed from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) in <xmonth1a>?

Live / Fresh

Frozen

Prepared or Processed

Clams

Crab

Crawfish

Lobster

Mussels

Oysters

Scallops

Shrimp

[other shellfish text]

[GRID]

[IF Q10=LIVE OR FRESH CLAMS]

Q11a. Which of the following live or fresh clam product(s) did you or someone in your household purchase from a retail outlet?

- Shucked Meats
- Whole (not live)
- Whole (live)
- Halfshell
- Chopped or minced Meat

Show Fresh Clam Species Checked in Q10

[GRID]
[IF Q10=LIVE OR FRESH OYSTERS]

Q11b. Which of the following live or fresh oyster product(s) did you or someone in your household purchase from a retail outlet?

- Shucked Meats
- Whole (not live)
- Whole (live)
- Halfshell
- Chopped or minced Meat

Show Fresh Oyster Species Checked in Q10

[CHECKBOX]
[IF Q10=LIVE OR FRESH MUSSELS]

Q11c. Did you or someone in your household purchase live or fresh mussel shucked meats from a retail outlet?

- Yes
- No

[GRID]
[IF Q10=LIVE OR FRESH SCALLOPS]

Q11d. Did you or someone in your household purchase live or fresh scallop shucked meats from a retail outlet?

- Yes
- No

Show Fresh Scallop Species Checked in Q10

[CHECKBOX]
[IF Q10=LIVE OR FRESH CRAWFISH]

Q11e. Which of the following live or fresh crawfish product(s) did you or someone in your household purchase from a retail outlet?

Whole (not live)
Whole (live)
Softshell
Tail Meat

[GRID]
[IF Q10=LIVE OR FRESH LOBSTERS]

Q11f. Which of the following live or fresh lobster product(s) did you or someone in your household purchase from a retail outlet?

Picked Meat
Claw

Show Fresh Lobster Species Checked in Q10

[GRID]
[IF Q10=LIVE OR FRESH SHRIMP]

Q11g. Which of the following live or fresh shrimp product(s) did you or someone in your household purchase from a retail outlet?

Whole (not live)
Whole (live)
Tails

Show Fresh Shrimp Species Checked in Q10

[GRID]
[IF Q10=LIVE OR FRESH CRAB]

Q11h. Which of the following live or fresh crab product(s) did you or someone in your household purchase in a retail outlet?

Picked Meat
Whole (not live)
Whole (live)
Claws
Cocktail Claws
Snap-n-Eats claws
Legs
Sections

Show Fresh Crab Species Checked in Q10

[3 TEXT BOXES]
[IF Q10=LIVE OR FRESH OTHER]

Q11i. Please indicate specifically what live or fresh [text entered in Q9 for Other Shellfish] product(s) you or someone in your household purchased in a retail outlet?

[GRID]

[IF Q10=FROZEN CLAMS]

Q12a. Which of the following frozen clam product(s) did you or someone in your household purchase from a retail outlet?

- Shucked Meats
- Wholeshell
- Halfshell
- Chopped or minced Meat
- Blocks

Show Frozen Clam Species Checked in Q10

[GRID]

[IF Q10=FROZEN OYSTERS]

Q12b. Which of the following frozen oyster product(s) did you or someone in your household purchase from a retail outlet?

- Shucked Meats
- Wholeshell
- Halfshell
- Chopped or minced Meat
- Blocks

Show Frozen Oyster Species Checked in Q10

[CHECKBOX]

[IF Q10=FROZEN MUSSELS]

Q12c. Which of the following frozen mussel product(s) did you or someone in your household purchase from a retail outlet?

- Shucked Meats
- Wholeshell
- Halfshell
- Chopped or minced Meat
- Blocks

[GRID]

[IF Q10=FROZEN SCALLOPS]

Q12d. Which of the following frozen scallop product(s) did you or someone in your household purchase from a retail outlet?

- Meats
- Blocks

Show Frozen Scallop Species Checked in Q10

[CHECKBOX]

[IF Q10=FROZEN CRAWFISH]

Q12e. Which of the following frozen crawfish product(s) did you or someone in your household purchase from a retail outlet?

- Whole
- Tails – shell on
- Tail Meat

[GRID]

[IF Q10=FROZEN LOBSTERS]

Q12f. Which of the following frozen lobster product(s) did you or someone in your household purchase from a retail outlet?

- Whole
- Claws
- Tails
- Tail Medallions
- Split
- Meat

Show Frozen Lobster Species Checked in Q10

[GRID]

[IF Q10=FROZEN SHRIMP]

Q12g. Which of the following frozen shrimp product(s) did you or someone in your household purchase from a retail outlet?

- Whole
- Blocks
- Split, butterfly, fantail
- Pieces
- IQF
- Tails

Show Frozen Shrimp Species Checked in Q10

[GRID]
[IF Q10=FROZEN CRAB]

Q12h. Which of the following frozen crab product(s) did you or someone in your household purchase from a retail outlet?

- Picked Meat
- Whole
- Claws
- Cocktail Claws
- Snap-n-Eats claws
- Legs
- Sections
- Blocks

Show Frozen Crab Species Checked in Q10

[3 TEXT BOXES]
[IF Q10=FROZEN OTHER]

Q12i. Please indicate specifically what frozen [text entered in Q9 for Other Shellfish] product(s) you or someone in your household purchased from a retail outlet?

[GRID]
[IF Q10=PREPARED OR PROCESSED CLAMS]

Q13a. Which of the following prepared or processed clam product(s) did you or someone in your household purchase from a retail outlet?

- Breaded
- Cakes
- Canned
- Clam juice
- Pre-Fried Strips
- Stuffed

Show Prepared or Process Clam Species Checked in Q10

[GRID]
[IF Q10=PREPARED OR PROCESSED OYSTERS]

Q13b. Which of the following prepared or processed oyster product(s) did you or someone in your household purchase from a retail outlet?

- Breaded

Canned
 Entrees
 Fritters
 Smoked

Show Prepared or Processed Oyster Species Checked in Q10

[CHECKBOX]
[IF Q10=PREPARED OR PROCESSED MUSSELS]

Q13c. Which of the following prepared or processed mussel product(s) did you or someone in your household purchase from a retail outlet?

Breaded or Battered
 Canned
 Marinated meats
 Pickled
 Smoked
 Stuffed

[GRID]
[IF Q10=PREPARED OR PROCESSED SCALLOPS]

Q13d. Which of the following prepared or processed scallop product(s) did you or someone in your household purchase from a retail outlet?

Breaded
 Entrees
 Smoked

Show Prepared or Processed Scallop Species Checked in Q10

[CHECKBOX]
[IF Q10=PREPARED OR PROCESSED CRAWFISH]

Q13e. Which of the following prepared or processed crawfish product(s) did you or someone in your household purchase from a retail outlet?

Entrees
 Marinated tail meat
 Marinated whole

[GRID]
[IF Q10=PREPARED OR PROCESSED LOBSTERS]

Q13f. Which of the following prepared or processed lobster product(s) did you or someone in your household purchase from a retail outlet?

Canned
Entrees
Stuffed Tails

Show Prepared or Processed Lobster Species Checked in Q10

[GRID]

[IF Q10=PREPARED OR PROCESSED SHRIMP]

Q13g. Which of the following prepared or processed shrimp product(s) did you or someone in your household purchase from a retail outlet?

Breaded
Canned
Dried
Entrees

Show Prepared or Processed Shrimp Species Checked in Q10

[GRID]

[IF Q10=PREPARED OR PROCESSED CRAB]

Q13h. Which of the following prepared or processed crab product(s) did you or someone in your household purchase from a retail outlet?

Cakes
Canned
Pasteurized Meat
Stuffed

Show Prepared or Processed Crab Species Checked in Q10

[3 TEXT BOXES]

[IF Q10=PROCESSED OTHER]

Q13i. Please indicate specifically what prepared or processed [text entered in Q9 for Other Shellfish] product(s) you or someone in your household purchased from a retail outlet?

[GRID NUMBER BOX]

[POUNDS: 0.1-99.9]

[COUNTS: 1-999]

[COST: 0.01-999.99]

[USE ANSWERS IN Q10, Q11, Q12, Q13 TO FILL OUT SPECIES, TYPE, AND PRODUCT. FOR EXAMPLE, IF R SELECTS LIVE CLAMS IN Q10 AND HALFSHELL IN Q11A, THEN QUESTION SHOULD SAY "...PURCHASE LIVE CLAMS (HALFSHELL)..."]

[IF Q9=1,2,4,6,7,8, THEN USE Q10,Q11, Q12, Q13 TO FILL OUT SPECIES, TYPE, AND PRODUCT. FOR EXAMPLE, SHRIMP (AMERICAN) (FROZEN) (DRIED)]

**[IF Q11, Q12, OR Q13 REFUSED, SHOW ONLY SPECIES AND TYPE FROM Q9A-F AND Q10]
 [PLEASE CREATE DATA VARIABLES TO SHOW WHICH SPECIES, TYPES, OR PRODUCTS EACH NUMBER IS ASSOCIATED WITH]**

Non-canned Shellfish:

Q19. How much of the following shellfish products did your household purchase from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) in <xmonth1a> and what was the total expenditure?

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--------|--|--|--|--|--|--|--|--|--|--|---|--|--|--|--|--|--|--|--|--|--|---|--|--|--|--|--|--|--|--|--|--|
| Total Pounds Purchased (Please enter 0.1-99.9) | O R | Total Count Purchased (Please enter 1-) | Total Expenditure (Please enter 0.01- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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<TYPE SPECIES (PRODUCT)>
 <TYPE SPECIES (PRODUCT)>
 <TYPE SPECIES (PRODUCT)>

[GRID NUMBER BOX]

[TYPE OF FLUIDS: CHECK BOX]

[SIZE: 0.1-99.99]

[COUNTS: 1-99]

[COST: 0.01-999.99]

[USE ANSWERS IN Q13 TO FILL OUT SPECIES, TYPE, AND PRODUCT. FOR EXAMPLE, IF R SELECTS CANNED CLAMS IN Q13A, THEN QUESTION SHOULD SAY "...PURCHASE CLAMS (CANNED)..."]

[IF Q9=1,2,4,6,7,8, THEN USE Q10,Q11, Q12, Q13 TO FILL OUT SPECIES, TYPE, AND PRODUCT. FOR EXAMPLE, SHRIMP (AMERICAN) (PREPARED AND PROCESSED) (CANNED)]

[IF Q13A=3 OR Q13B=2 OR Q13C=2 OR Q13F=1 OR Q13G=2 OR Q13H=2]

[PLEASE CREATE DATA VARIABLES TO SHOW WHICH SPECIES, TYPES, OR PRODUCTS EACH NUMBER IS ASSOCIATED WITH]

Canned Shellfish:

Q22. How much of the following shellfish product(s) did your household purchase from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) in <xmonth1a>and what was the total expenditure?

| | | | |
|---|---|---|----------------------|
| Total Cans & Pouches Purchased (Please enter 1-99) | Total Expenditure (Please enter 0.01-999.99) | Can or Pouch size (ounces /can or pouch) (Please enter 0.01-99.99) | Type of Fluid |
|---|---|---|----------------------|

| <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%;"></td> </tr> </table> | | | \$ <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 33%;"></td> <td style="width: 33%;"></td> <td style="width: 33%;"></td> </tr> </table> . <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%;"></td> </tr> </table> | | | | | | <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%;"></td> </tr> </table> . <table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%;"></td> </tr> </table> oz | | | | | <table border="1" style="width: 100%; height: 40px;"> <tr> <th style="width: 33%;">Water</th> <th style="width: 33%;">Oil</th> <th style="width: 33%;">Other</th> </tr> <tr> <td style="height: 20px;"></td> <td style="height: 20px;"></td> <td style="height: 20px;"></td> </tr> </table> | Water | Oil | Other | | | |
|---|-----|-------|--|--|--|--|--|--|--|--|--|--|--|---|-------|-----|-------|--|--|--|
| | | | | | | | | | | | | | | | | | | | | |
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| | | | | | | | | | | | | | | | | | | | | |
| Water | Oil | Other | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |

< SPECIES (PRODUCT)>
 < SPECIES (PRODUCT)>
 < SPECIES (PRODUCT)>

.....

[CHECKBOX]
[IF Q8=1]

Q14. Which of the following fish did you or someone in your household purchase from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) in <xmonth1a>?

- Calamari / Squid
- Catfish
- Cod
- Drum, Black
- Drum, Red
- Flounder / Sole
- Grouper [if ppstaten=95 then show; Grouper (Hapu'upu'u)]
- Haddock
- Hake / Whiting
- Halibut
- Herring
- Mackerel
- Mahimahi / Dolphinfish
- Other Snapper (if ppstaten=91, 92, 93)
- Pacific Rockfish / Snapper (if ppstaten=91, 92, 93)
- Pollock
- Rockfish [if ppstaten~=91, 92, 93]
- Sablefish
- Salmon
- Snapper [if ppstaten~=91, 92, 93] [if ppstaten=95, then show: Snapper (Onaga, Opakapaka, Uku)]

Striped Bass [if ppstaten~=91, 92, 93]

- Imitation crab, shrimp, or scallops
- Swordfish [if ppstaten=95, then show: Swordfish (Shutome)]
- Tilapia
- Trout
- Tuna [if ppstaten=95, then show: Tuna (Ahi, Aku, Tombo)]

Other Fish (please specify____)

[CHECKBOX]
[IF Q14=SALMON]

Q14a. Which of the following types of salmon did you or someone in your household purchase from a retail outlet?

- Atlantic or Farmed
- Chinook / King
- Chum
- Coho / Silver
- Pacific
- Pink
- Sockeye / Red
- Other or Unknown

[CHECKBOX]
[IF Q14=TUNA]

Q14b. Which of the following types of tuna did you or someone in your household purchase from a retail outlet?

- Albacore
- Bigeye
- Bluefin
- Skipjack
- Yellowfin
- Other or Unknown

[CHECKBOX]
[IF Q14=1-26]
[GRID CHECK BOX BY CHECK BOX]
[IF Q14A AND Q14B >=1, THEN SHOW SPECIES CHECKED IN Q14A AND Q14B; ELSE SHOW ITEMS SELECTED IN Q14]

Q15. Of the following fish, which one(s) did you or someone in your household purchase live, fresh, frozen, prepared or processed from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) in <xmonth1a>?

Live / Fresh Frozen Prepared or Processed

- Calamari / Squid
- Catfish
- Cod
- Drum, Black
- Drum, Red

Flounder / Sole
 Grouper [if ppstaten=95 then show; Grouper (Hapu'upu'u)]
 Haddock
 Hake / Whiting
 Halibut
 Herring
 Mackerel
 Mahimahi / Dolphinfinh
 Other Snapper (if ppstaten=91, 92, 93)
 Pacific Rockfish / Snapper (if ppstaten=91, 92, 93)
 Pollock
 Rockfish [if ppstaten~=91, 92, 93]
 Sablefish
 Salmon
 Snapper [if ppstaten~=91, 92, 93] [if ppstaten=95, then show: Snapper (Onaga, Opakapaka, Uku)]
 Striped Bass [if ppstaten~=91, 92, 93]
 Imitation crab, shrimp, or scallops
 Swordfish [if ppstaten=95, then show: Swordfish (Shutome)]
 Tilapia
 Trout
 Tuna [if ppstaten=95, then show: Tuna (Ahi, Aku, Tombo)]
 Other Fish (please specify____)

[CHECKBOX]**[IF Q15=LIVE OR FRESH 4-7, 9, 11-14, 16, , 18-22, , 25]****[SHOW ITEMS SELECTED LIVE OR FRESH IN Q15]**

Q16a. Which of the following live or fresh fish product(s) did you or someone in your household purchase from a retail outlet?

| Whole (not live) | Whole (live) | Dressed | Headed & Gutted | Fillets |
|------------------|--------------|---------|-----------------|---------|
|------------------|--------------|---------|-----------------|---------|

Drum, Black
 Drum, Red
 Flounder / Sole
 Grouper [if ppstaten=95 then show; Grouper (Hapu'upu'u)]
 Hake / Whiting
 Herring
 Mackerel
 Mahimahi / Dolphinfinh
 Other Snapper (if ppstaten=91, 92, 93)
 Pacific Rockfish / Snapper (if ppstaten=91, 92, 93)
 Pollock
 Sablefish
 Snapper [if ppstaten~=91, 92, 93] [if ppstaten=95, then show: Snapper (Onaga, Opakapaka, Uku)]
 Striped Bass [if ppstaten~=91, 92, 93]
 Imitation crab, shrimp, or scallops
 Trout

[CHECKBOX]

[IF Q15=LIVE OR FRESH 15]

[IF Q14A >=1, THEN SHOW SPECIES CHECKED IN Q14A; ELSE SHOW SALMON]

Q16b. Which of the following live or fresh salmon product(s) did you or someone in your household purchase from a retail outlet?

- Whole (not live)
- Whole (live)
- Dressed
- Headed & Guttled
- Fillets
- Steaks
- Tails
- Roast

[CHECKBOX]

[TUNA: IF Q14B >=1, THEN SHOW SPECIES CHECKED IN Q14B; ELSE SHOW TUNA]

[IF Q15=LIVE OR FRESH 2, 3, 8, 10, 23, 26]

[SHOW ITEMS SELECTED LIVE OR FRESH IN Q15]

Q16c. Which of the following live or fresh fish product(s) did you or someone in your household purchase from a retail outlet?

- | | | | | | | | | |
|------------------|--------------|------------------|---------|--------|-------|-------------------|------------------|--------|
| Whole (not live) | Whole (live) | Headed & Guttled | Fillets | Steaks | Loins | Chunks & Quarters | Roast & Sections | Strips |
| | & Nuggets | | | | | | | |

- Catfish
- Cod
- Haddock
- Halibut
- Swordfish [if ppstaten=95, then show: Swordfish (Shutome)]
- Tuna [if ppstaten=95, then show: Tuna (Ahi, Aku, Tombo)]

[CHECKBOX]

[IF Q15=LIVE OR FRESH 1]

Q16d. Which of the following live or fresh calamari/squid product(s) did you or someone in your household purchase from a retail outlet?

- Whole (not live)
- Whole (live)
- Cleaned

[CHECKBOX]**[IF Q15=LIVE OR FRESH 17 AND FRESH 24]**

Q16e. Which of the following live or fresh rockfish or tilapia product(s) did you or someone in your household purchase from a retail outlet?

| | Rockfish | Tilapia |
|------------------|----------|---------|
| Whole (live) | | |
| Whole (not live) | | |

[3 TEXT BOXES]**[IF Q15=LIVE OR FRESH OTHER]**

Q16f. Please indicate specifically what live or fresh [text entered in Q14 for Other fish] product(s) you or someone in your household purchased from a retail outlet?

[CHECKBOX]**[IF Q15=FROZEN 4-9, 11-14, 16, 17,18, 20-22, 24, 25]****[SHOW ITEMS SELECTED FROZEN IN Q15]**

Q17a. Which of the following frozen fish product(s) did you or someone in your household purchase from a retail outlet?

| | Whole | Dressed | Headed & Guttled | Fillets | Blocks |
|--|-------|---------|------------------|---------|--------|
| Drum, Black | | | | | |
| Drum, Red | | | | | |
| Flounder / Sole | | | | | |
| Grouper [if ppstaten=95 then show; Grouper (Hapu'upu'u)] | | | | | |
| Haddock | | | | | |
| Hake / Whiting | | | | | |
| Herring | | | | | |
| Mackerel | | | | | |
| Mahimahi / Dolphinfish | | | | | |
| Other Snapper (if ppstaten=91, 92, 93) | | | | | |
| Pacific Rockfish / Snapper (if ppstaten=91, 92, 93) | | | | | |
| Pollock | | | | | |
| Rockfish [if ppstaten~=91, 92, 93] | | | | | |
| Sablefish | | | | | |
| Snapper [if ppstaten~=91, 92, 93] [if ppstaten=95, then show: Snapper (Onaga, Opakapaka, Uku)] | | | | | |
| Imitation crab, shrimp, or scallops | | | | | |
| Tilapia | | | | | |
| Trout | | | | | |

[CHECKBOX]**[IF Q16=FROZEN 15]****[SALMON: IF Q14A >=1, THEN SHOW SPECIES CHECKED IN Q14A; ELSE SHOW SALMON]**

Q17b. Which of the following frozen salmon product(s) did you or someone in your household purchase from a retail outlet?

- Whole
- Dressed
- Headed & Gutted
- Fillets
- Steaks
- Blocks

[CHECKBOX]

[IF Q15=FROZEN 2, 3, 10, 19, 23, 26]

[SHOW ITEMS SELECTED FROZEN IN Q15]

[TUNA: IF Q14B >=1, THEN SHOW SPECIES CHECKED IN Q14B; ELSE SHOW TUNA]

Q17c. Which of the following frozen fish product(s) did you or someone in your household purchase from a retail outlet?

- | | | | | | | | |
|-------|-----------------|---------|--------|------------------|-------------------|-------|------------------|
| Whole | Headed & Gutted | Fillets | Steaks | Loins & Quarters | Chunks & Sections | Roast | Strips & Nuggets |
|-------|-----------------|---------|--------|------------------|-------------------|-------|------------------|

- Catfish
- Cod
- Halibut
- Striped Bass
- Swordfish [if ppstaten=95, then show: Swordfish (Shutome)]
- Tuna [if ppstaten=95, then show: Tuna (Ahi, Aku, Tombo)]

[CHECKBOX]

[IF Q15=FROZEN 1]

Q17d. Which of the following frozen calamari/squid product(s) did you or someone in your household purchase from a retail outlet?

- Whole
- Cleaned
- Tubes
- Rings
- Tentacles

[3 TEXT BOXES]

[IF Q15=FROZEN OTHER]

Q17e. Please indicate specifically what frozen [text entered in Q14 for Other fish] product(s) you or someone in your household purchased from a retail outlet?

[CHECKBOX]

[IF Q15= PROCESSED 2-10, 13-14, 16-25]

[SHOW ITEMS SELECTED PROCESSED IN Q15]

Q18a. Which of the following prepared or processed fish product(s) did you or someone in your household purchase from a retail outlet?

| | | | | | |
|------------------------|--------------------------|--|--------|--------------------|---------|
| Breaded Or Battered | Marinated or Seasoned | Prepared Entrees (Blocks, Portions, Patties, or Other) | Smoked | Dried or Salted | Stuffed |
|------------------------|--------------------------|--|--------|--------------------|---------|

- Catfish
- Cod
- Drum, Black
- Drum, Red
- Flounder / Sole
- Grouper [if ppstaten=95 then show; Grouper (Hapu'upu'u)]
- Haddock
- Hake / Whiting
- Halibut
- Mahimahi / Dolphinfinh
- Other Snapper (if ppstaten=91, 92, 93)
- Pacific Rockfish / Snapper (if ppstaten=91, 92, 93)
- Pollock
- Rockfish [if ppstaten~=91, 92, 93]
- Sablefish
- Snapper [if ppstaten~=91, 92, 93] [if ppstaten=95, then show: Snapper (Onaga, Opakapaka, Uku)]
- Striped Bass [if ppstaten~=91, 92, 93]
- Imitation crab, shrimp, or scallops
- Swordfish [if ppstaten=95, then show: Swordfish (Shutome)]
- Tilapia
- Trout

[CHECKBOX GRID]

[IF Q15= PROCESSED 11,12,15,26]

[SHOW ITEMS SELECTED PROCESSED IN Q15]

[SALMON: IF Q14A >=1, THEN SHOW SPECIES CHECKED IN Q14A; ELSE SHOW SALMON]

[TUNA: IF Q14B >=1, THEN SHOW SPECIES CHECKED IN Q14B; ELSE SHOW TUNA]

Q18b. Which of the following prepared or processed fish product(s) did you or someone in your household purchase from a retail outlet?

| | | | |
|---------|----------|--------|---|
| Herring | Mackerel | Salmon | Tuna [if ppstaten=95, then show: Tuna (Ahi, Aku, Tombo)] |
|---------|----------|--------|---|

Breaded or Battered

Marinated or Seasoned
 Prepared Entrees (Blocks, Portions, Patties, Other)
 Canned
 Pouches
 Pickled or Cured
 Smoked
 Dried or Salted
 Stuffed
 Roe

[CHECKBOX]**[IF Q15=PREPARED OR PROCESSED 1]**

Q18c. Which of the following prepared or processed calamari/squid product(s) did you or someone in your household purchase from a retail outlet?

Breaded
 Canned
 Dried
 Marinated
 Smoked
 Strips
 Stuffed
 Ink

[3 TEXT BOXES]**[IF Q15=PREPARED OR PROCESSED OTHER]**

Q18d. Please indicate specifically what prepared or processed [text entered in Q14 for Other fish] product(s) you or someone in your household purchased from a retail outlet?

[GRID NUMBER BOX]**[POUNDS: 0.1-99.9]****[COUNTS: 1-999]****[COST: 0.01-999.99]**

[USE ANSWERS IN Q15, Q16, Q17, Q18 TO FILL OUT SPECIES, TYPE, AND PRODUCT. FOR EXAMPLE, IF R SELECTS LIVE CATFISH IN Q15 AND WHOLE IN Q16C, THEN QUESTION SHOULD SAY "...PURCHASE LIVE CATFISH (WHOLE)..."]

[IF Q16, Q17, Q18 REFUSED, SHOW ONLY SPECIES AND TYPE FROM Q15]**[PLEASE CREATE DATA VARIABLES TO SHOW WHICH SPECIES, TYPES, OR PRODUCTS EACH NUMBER IS ASSOCIATED WITH]**

Non-canned fish:

Q20. How much of the following fish product(s) did your household purchase from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store

such as Costco or Wal-Mart, or a commissary) in <xmonth1a>and what was the total expenditure?

| | | | | | | | | | | | | | | | |
|--|--------|---|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Total Pounds Purchased (Please enter 0.1-99.9) | O R | Total Count Purchased (Please enter 1- | Total Expenditure (Please enter 0.01- | | | | | | | | | | | | |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> </tr> </table> | | | | | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> </tr> </table> | | | | | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> <td style="width: 25%; height: 20px;"></td> </tr> </table> | | | | |
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| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |

<TYPE SPECIES (PRODUCT)>
 <TYPE SPECIES (PRODUCT)>
 <TYPE SPECIES (PRODUCT)>

[GRID NUMBER BOX: 0-99]
[IF Q17B=CANNED OR POUCHED TUNA]
[TUNA: IF Q14B >=1, THEN SHOW SPECIES CHECKED IN Q14B; ELSE SHOW TUNA]

Q21. Which kinds canned or pouched of tuna product did your household purchase from a retail outlet? Please enter the number of cans or pouches your household purchased for each category below.

Tuna species selected in Q14B

Light solid or fancy _____
 Light chunk or bite size _____
 White / albacore solid or fancy _____
 White / albacore chunk or bite size _____
 Snack Pack _____
 Tuna Pouches _____

[GRID NUMBER BOX]
[TYPE OF FLUIDS: CHECK BOX]
[SIZE: 0.1-99.99]
[COUNTS: 1-99]
[COST: 0.01-999.99]
[USE ANSWERS IN Q18B TO FILL OUT SPECIES, TYPE, AND PRODUCT. FOR EXAMPLE, IF R SELECTS LIVE HERRING IN Q18B, THEN QUESTION SHOULD SAY "...PURCHASE HERRING (CANNED)..."]

[IF Q18B=CANNED OR POUCHED]
[PLEASE CREATE DATA VARIABLES TO SHOW WHICH SPECIES, TYPES, OR PRODUCTS EACH NUMBER IS ASSOCIATED WITH]

Canned fish:

Q23. How much of the following fish product(s) did your household purchase from a retail outlet (for example, a grocery store, a fish or meat market, a convenience store, a multipurpose store such as Costco or Wal-Mart, or a commissary) in <xmonth1a>and what was the total expenditure?

| | | | | | | | | | | | | | | | | | | | | | |
|--|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|-------|-----|-------|--|--|--|
| Total Cans & Pouches Purchased (Please enter 1-99) | Total Expenditure (Please enter 0.01-999.99) | Can or Pouch size (ounces /can or pouch) (Please enter 0.01-99.99) | Type of Fluid | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> | | | \$ <table border="1"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> . <table border="1"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> | | | | | | | <table border="1"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> . <table border="1"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table> oz | | | | | <table border="1"> <tr> <td style="width: 30px; height: 20px;">Water</td> <td style="width: 30px; height: 20px;">Oil</td> <td style="width: 30px; height: 20px;">Other</td> </tr> <tr> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> </tr> </table> | Water | Oil | Other | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |
| Water | Oil | Other | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | |

< SPECIES (PRODUCT)>

< SPECIES (PRODUCT)>

< SPECIES (PRODUCT)>

.....

.....

Appendix C: Proc Contents

The SAS System 12:34 Wednesday, September 26, 2007 1

The CONTENTS Procedure

| | | | |
|---------------------|--------------------------------------|----------------------|------|
| Data Set Name | SEA_TM1.SEAFOOD_TIME1_RECRUIT_CLIENT | Observations | 9980 |
| Member Type | DATA | Variables | 52 |
| Engine | V9 | Indexes | 0 |
| Created | Thu, Feb 16, 2006 01:22:50 PM | Observation Length | 416 |
| Last Modified | Thu, Feb 16, 2006 01:22:50 PM | Deleted Observations | 0 |
| Protection | | Compressed | NO |
| Data Set Type | | Sorted | NO |
| Label | | | |
| Data Representation | WINDOWS_32 | | |
| Encoding | wlatin1 Western (Windows) | | |

Engine/Host Dependent Information

| | |
|----------------------------|--|
| Data Set Page Size | 16384 |
| Number of Data Set Pages | 257 |
| First Data Page | 1 |
| Max Obs per Page | 39 |
| Obs in First Data Page | 16 |
| Number of Data Set Repairs | 0 |
| File Name | \\knowledgenetworks.com\files\clientservices\Oak Management\Task 1 Seafood Consumption Survey\Data\Main Time 1\Recruitment\seafood_time1_recruit_client.sas7bdat |
| Release Created | 9.0101MO |
| Host Created | XP_PRO |

Alphabetic List of Variables and Attributes

| # | Variable | Type | Len | Format | Label |
|----|-----------|------|-----|------------|--|
| 34 | PPAGE | Num | 8 | PPAGE. | Age |
| 37 | PPDUALIN | Num | 8 | PPDUALIN. | Dual income HH |
| 38 | PPEDUC | Num | 8 | PPEDUC. | Education (Highest Degree Received) |
| 39 | PPEDUCAT | Num | 8 | PPEDUCAT. | Education (Categorical) |
| 40 | PPETH | Num | 8 | PPETH. | Race/Ethnicity |
| 41 | PPGENDER | Num | 8 | PPGENDER. | Gender |
| 42 | PPHHHEAD | Num | 8 | PPHHHEAD. | Household Head |
| 24 | PPHHSIZE | Num | 8 | PPHHSIZE. | Household Size |
| 43 | PPHOUSE | Num | 8 | PPHOUSE. | Housing Type |
| 32 | PPI NCIMP | Num | 8 | PPI NCIMP. | Household Income |
| 44 | PPMARI T | Num | 8 | PPMARI T. | Marital Status |
| 31 | PPMSACAT | Num | 8 | PPMSACAT. | MSA Status |
| 29 | PPREG4 | Num | 8 | PPREGA. | Region 4 - Based On State Of Residence |
| 45 | PPRENT | Num | 8 | PPRENT. | Ownership Status Of Living Quarters |
| 46 | PPSTATEN | Num | 8 | PPSTATEN. | State |
| 47 | PPTO1 | Num | 8 | PPTOA. | Presence Of Household Members - Children under 2 |
| 50 | PPT25 | Num | 8 | PPT2A. | Presence Of Household Members - Children 2-5 |
| 51 | PPT612 | Num | 8 | PPT61A. | Presence Of Household Members - Children 6-12 |
| 48 | PPT1317 | Num | 8 | PPT131A. | Presence Of Household Members - Children 13-17 |
| 49 | PPT180V | Num | 8 | PPT180V. | Presence Of Household Members - Adults 18+ |

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Alphabetic List of Variables and Attributes

| # | Variable | Type | Len | Format | Label |
|----|-----------|------|-----|-----------|---|
| 52 | PPWORK | Num | 8 | PPWORK. | Current Employment Status |
| 12 | S1 | Num | 8 | SA. | To your knowledge, has anyone in your household purchased seafood (fish or shellfish) in a retail outlet (e.g., a grocery store, fish or meat market, convenience store or multipurpose store such as Costco or Wal-Mart) for consumption at home in the last 12 months? Please select up to three reasons. [Seafood is too expensive.] |
| 21 | S2A | Num | 8 | S2A. | How many people (including yourself) in your household are of the Italian ancestry? |
| 22 | S2B | Num | 8 | S2B. | How many people (including yourself) in your household are of the Portuguese ancestry? |
| 13 | S2_01 | Num | 8 | S2_0A. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [Seafood is too expensive.] |
| 14 | S2_02 | Num | 8 | S2_0B. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [No seafood is available where I live.] |
| 15 | S2_03 | Num | 8 | S2_0C. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I don't like / my household doesn't like se |
| 16 | S2_04 | Num | 8 | S2_0D. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [No one in my household knows how or likes t |
| 17 | S2_05 | Num | 8 | S2_0E. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I am / we are concerned that seafood may be |
| 18 | S2_06 | Num | 8 | S2_0F. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I / we eat seafood we catch or friends give |
| 19 | S2_07 | Num | 8 | S2_0G. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I am / we are concerned about the environme |
| 20 | S2_08 | Num | 8 | S2_0H. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I am / we are concerned about the health ri |
| 28 | XASIAN | Num | 8 | XASIAN. | XAsian |
| 2 | XCOHORT | Num | 8 | XCOHORT. | XCohort |
| 11 | XDATE1 | Num | 8 | DATEA. | Date1 |
| 23 | XGROSHOP | Num | 8 | XGROSHOP. | XGroshop |
| 26 | XKIDS | Num | 8 | XKIDS. | XKids |
| 27 | XMINORITY | Num | 8 | XMINOR. | XMinority |

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Alphabetic List of Variables and Attributes

| # | Variable | Type | Len | Format | Label |
|----|----------|------|-----|-----------|-------------------------------------|
| 10 | XMONTH1 | Num | 8 | MONTHA. | Month1 |
| 25 | XNET | Num | 8 | XNET. | XInternet |
| 30 | XREG9 | Num | 8 | XREGA. | XReg9 |
| 1 | caseid | Num | 8 | | Case identification number |
| 6 | dt_end | Num | 8 | | Date interview ended |
| 4 | dt_start | Num | 8 | | Date interview started |
| 8 | duration | Num | 8 | | Survey length in minutes |
| 33 | income | Num | 8 | INCOME. | Household income in five categories |
| 35 | ppagecat | Num | 8 | PPAGECAT. | Age - 7 categories |
| 36 | ppagect4 | Num | 8 | PPAGECTA. | Age - 4 categories |
| 9 | resume | Num | 8 | RESUME. | Interview type |
| 7 | tm_end | Num | 8 | | Time interview ended |
| 5 | tm_start | Num | 8 | | Time interview started |
| 3 | weight | Num | 8 | 4.2 | Final post-stratification weights |

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Variables in Creation Order

| # | Variable | Type | Len | Format | Label |
|----|----------|------|-----|----------|---|
| 1 | caseid | Num | 8 | | Case identification number |
| 2 | XCOHORT | Num | 8 | XCOHORT. | XCohort |
| 3 | weight | Num | 8 | 4.2 | Final post-stratification weights |
| 4 | dt_start | Num | 8 | | Date interview started |
| 5 | tm_start | Num | 8 | | Time interview started |
| 6 | dt_end | Num | 8 | | Date interview ended |
| 7 | tm_end | Num | 8 | | Time interview ended |
| 8 | duration | Num | 8 | | Survey length in minutes |
| 9 | resume | Num | 8 | RESUME. | Interview type |
| 10 | XMONTH1 | Num | 8 | MONTHA. | Month1 |
| 11 | XDATE1 | Num | 8 | DATEA. | Date1 |
| 12 | S1 | Num | 8 | SA. | To your knowledge, has anyone in your household purchased seafood (fish or shellfish) in a retail outlet (e.g., a grocery store, fish or meat market, convenience store or multipurpose store such as Costco or Wal-Mart) for consumption at home in the last 12 months? Please select up to three reasons. [Seafood is too expensive.] |
| 13 | S2_01 | Num | 8 | S2_0A. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [Seafood is too expensive.] |
| 14 | S2_02 | Num | 8 | S2_0B. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [No seafood is available where I live.] |
| 15 | S2_03 | Num | 8 | S2_0C. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I don't like / my household doesn't like se |
| 16 | S2_04 | Num | 8 | S2_0D. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [No one in my household knows how or likes t |
| 17 | S2_05 | Num | 8 | S2_0E. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I am / we are concerned that seafood may be |
| 18 | S2_06 | Num | 8 | S2_0F. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I / we eat seafood we catch or friends give |
| 19 | S2_07 | Num | 8 | S2_0G. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I am / we are concerned about the environme |
| 20 | S2_08 | Num | 8 | S2_0H. | What are the most important reasons that led your household to not purchase any seafood (fish or shellfish) in a retail outlet for consumption at home in the last 12 months? Please select up to three reasons. [I am / we are concerned about the health ri |

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Variables in Creation Order

| # | Variable | Type | Len | Format | Label |
|----|----------|------|-----|-----------|--|
| 21 | S2A | Num | 8 | S2A. | How many people (including yourself) in your household are of the Italian ancestry? |
| 22 | S2B | Num | 8 | S2B. | How many people (including yourself) in your household are of the Portuguese ancestry? |
| 23 | XGROSHOP | Num | 8 | XGROSHOP. | XGroshop |
| 24 | PPHHSIZE | Num | 8 | PPHHSIZE. | Household Size |
| 25 | XNET | Num | 8 | XNET. | XInternet |
| 26 | XKIDS | Num | 8 | XKIDS. | XKids |
| 27 | XMINOR | Num | 8 | XMINOR. | XMinority |
| 28 | XASIAN | Num | 8 | XASIAN. | XAsian |
| 29 | PPREG4 | Num | 8 | PPREGA. | Region 4 - Based On State Of Residence |
| 30 | XREG9 | Num | 8 | XREGA. | XReg9 |
| 31 | PPMSACAT | Num | 8 | PPMSACAT. | MSA Status |
| 32 | PPINCOME | Num | 8 | PPINCOME. | Household Income |
| 33 | income | Num | 8 | INCOME. | Household income in five categories |
| 34 | PPAGE | Num | 8 | PPAGE. | Age |
| 35 | ppagecat | Num | 8 | PPAGECAT. | Age - 7 categories |
| 36 | ppagect4 | Num | 8 | PPAGECTA. | Age - 4 categories |
| 37 | PPDUALIN | Num | 8 | PPDUALIN. | Dual income HH |
| 38 | PPEDUC | Num | 8 | PPEDUC. | Education (Highest Degree Received) |
| 39 | PPEDUCAT | Num | 8 | PPEDUCAT. | Education (Categorical) |
| 40 | PPETH | Num | 8 | PPETH. | Race/Ethnicity |
| 41 | PPGENDER | Num | 8 | PPGENDER. | Gender |
| 42 | PPHHHEAD | Num | 8 | PPHHHEAD. | Household Head |
| 43 | PPHOUSE | Num | 8 | PPHOUSE. | Housing Type |
| 44 | PPMARI T | Num | 8 | PPMARI T. | Marital Status |
| 45 | PPRENT | Num | 8 | PPRENT. | Ownership Status Of Living Quarters |
| 46 | PPSTATEN | Num | 8 | PPSTATEN. | State |
| 47 | PPT01 | Num | 8 | PPT0A. | Presence Of Household Members - Children under 2 |
| 48 | PPT1317 | Num | 8 | PPT131A. | Presence Of Household Members - Children 13-17 |
| 49 | PPT180V | Num | 8 | PPT180V. | Presence Of Household Members - Adults 18+ |
| 50 | PP25 | Num | 8 | PPT2A. | Presence Of Household Members - Children 2-5 |
| 51 | PPT612 | Num | 8 | PPT61A. | Presence Of Household Members - Children 6-12 |
| 52 | PPWORK | Num | 8 | PPWORK. | Current Employment Status |