

# Dairy consumer study

Thank you for participating in this study. Investigators from the University of Pennsylvania are interested in understanding your thoughts on and choices related to dairy products. Please complete all questions to the best of your ability.

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What type of dairy products do you eat regularly (at least once a week)?

- ☐ Milk
- ☐ Cheese
- ☐ Yoghurt
- ☐ Ice cream
- ☐ Butter
- ☐ Cottage cheese
- ☐ Kefir
- ☐ I do not consume dairy products

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Sorry, you do not qualify for this study.

Thank you for your time.

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Where do you purchase your dairy products? Please check all that apply.

- ☐ Grocery store
- ☐ Bodega/corner store
- ☐ Farmer's market
- ☐ Direct from a dairy farm
- ☐ Co-op
- ☐ Other

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What is the place where you MOST OFTEN purchase dairy products?

- ☐ Grocery store
- ☐ Bodega/corner store
- ☐ Farmer's market
- ☐ Direct from a dairy farm
- ☐ Co-op
- ☐ Other

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What words do you look for on food labels that WOULD make you buy a particular dairy product?

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What, if anything, do you look for on a label that would make you NOT want to buy a particular dairy product?

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Do you purchase organic dairy products?

- ☐ Yes, exclusively
- ☐ Yes, regularly
- ☐ Yes, occasionally
- ☐ No

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Why do you purchase organic dairy products? (please pick top two)

- ☐ They taste better
- ☐ They are healthier
- ☐ They do not have harmful chemicals like pesticides or antibiotics in them.
- ☐ On sale/cheaper
- ☐ Animals are treated better

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Please provide your opinion on the quality of milk produced in the United States. Quality can mean a variety of things, including taste, safety, aroma, purity.

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What, if anything, concerns you about the way dairy products are produced in the U.S.?

How concerned are you that there may be unhealthy chemicals in milk bought at the store?

- ☐ Not at all concerned  
☐ Somewhat concerned  
☐ Moderately concerned  
☐ Very concerned

What kind of chemicals do you think there might be in milk produced in the U.S.?

How concerned are you that there may be unhealthy bacteria in milk bought at the store?

- ☐ Not at all concerned  
☐ Somewhat concerned  
☐ Moderately concerned  
☐ Very concerned

In the following questions, please indicate how you feel about each of the four labels that can be found on milk and dairy products.

Grab the box on the scale and drag it to the left or right to indicate your position.



Label 1



Label 2



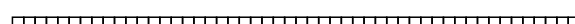
Label 3



Label 4

Label 1

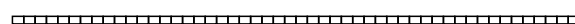
Dislike extremely      Neutral      Like extremely



(Place a mark on the scale above)

Label 2

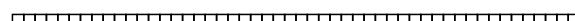
Dislike extremely      Neutral      Like extremely



(Place a mark on the scale above)

Label 3

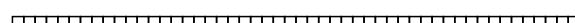
Dislike extremely      Neutral      Like extremely



(Place a mark on the scale above)

Label 4

Dislike extremely      Neutral      Like extremely



(Place a mark on the scale above)

For the next part of the survey, you will be asked to view some educational material that has information on dairy products. Please take your time to read/check out all of the content of the material you were assigned. When you have finished reading/watching, you will be asked to summarize what you learned, and you will be asked another series of questions, with some questions that are similar to the ones you answered previously.

Before we proceed, please answer the following question.

In which category of letters is the first letter of your last name found?

- ☐ A-F  
☐ G-O  
☐ P-Z

Please visit the webpage

<https://www.myplate.gov/eat-healthy/dairy>

and read through the entire webpage before proceeding to the next part of the survey.

Please click on the link below to read the attached brochure.

[Attachment: "Brochure.jpg"]

Please watched the video in the link provided below.

In your own words, please describe what, if anything, you learned from the educational material you were asked to read/watch.

\_\_\_\_\_

What do you think of the quality of milk produced in the United States?

\_\_\_\_\_

What, if anything, concerns you about the way dairy products are produced in the U.S.?

\_\_\_\_\_

How concerned are you that there may be unhealthy chemicals in milk bought at the store?

- ☐ Not at all concerned  
☐ Somewhat concerned  
☐ Moderately concerned  
☐ Very concerned

What kind of chemicals do you think there might be in milk produced in the U.S.?

\_\_\_\_\_

How concerned are you that there may be unhealthy bacteria in milk bought at the store?

- ☐ Not at all concerned  
☐ Somewhat concerned  
☐ Moderately concerned  
☐ Very concerned

In the following questions, please indicate how you feel about each of the four labels that can be found on milk and dairy products.

Grab the box on the scale and drag it to the left or right to indicate your position.



Label 1



Label 2



Label 3



Label 4

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Label 1	Dislike extremely	Neutral	Like extremely
	<div><div></div></div>		
	(Place a mark on the scale above)		

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Label 2	Dislike extremely	Neutral	Like extremely
	<div><div></div></div>		
	(Place a mark on the scale above)		

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Label 3	Dislike extremely	Neutral	Like extremely
	<div><div></div></div>		
	(Place a mark on the scale above)		

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Label 4	Dislike extremely	Neutral	Like extremely
	<div><div></div></div>		
	(Place a mark on the scale above)		

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How likely would the educational material you just saw change what kind of dairy products you would purchase?

- ☐ I would feel more comfortable buying conventionally produced dairy products
- ☐ It would not change what I purchase
- ☐ I would be more likely to purchase organically produced dairy products
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Please feel free to include any comments you may have about the educational material you saw and/or your opinion of dairy products in the United States.

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Now, to finish up, we have just a couple of questions about you.

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Please indicate your gender.

- ☐ Male
- ☐ Female
- ☐ Other/Prefer not to indicate
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Please enter your age.

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Please specify your ethnicity.

- ☐ Caucasian
- ☐ African-American
- ☐ Asian
- ☐ Native American
- ☐ Native Hawaiian or Pacific Islander
- ☐ Two or More
- ☐ Other/Unknown
- ☐ Prefer not to say
- 

What is the highest degree or level of education you have completed?

- ☐ High School
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Ph.D. or higher
- ☐ Trade School
- ☐ Prefer not to say

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In which state do you live?

- ☐ Alabama
- ☐ Alaska
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ Florida
- ☐ Georgia
- ☐ Hawaii
- ☐ Idaho
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana
- ☐ Maine
- ☐ Maryland
- ☐ Massachusetts
- ☐ Michigan
- ☐ Minnesota
- ☐ Mississippi
- ☐ Missouri
- ☐ Montana
- ☐ Nebraska
- ☐ Nevada
- ☐ New Hampshire
- ☐ New Jersey
- ☐ New Mexico
- ☐ New York
- ☐ North Carolina
- ☐ North Dakota
- ☐ Ohio
- ☐ Oklahoma
- ☐ Oregon
- ☐ Pennsylvania
- ☐ Rhode Island
- ☐ South Carolina
- ☐ South Dakota
- ☐ Tennessee
- ☐ Texas
- ☐ Utah
- ☐ Vermont
- ☐ Virginia
- ☐ Washington
- ☐ West Virginia
- ☐ Wisconsin
- ☐ Wyoming

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Do you consider your area of residence to be:

- ☐ Urban
- ☐ Suburban
- ☐ Rural

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What is your annual household income before taxes?

- ☐ Less than \$25,000
- ☐ \$25,000 - \$50,000
- ☐ \$50,000 - \$100,000
- ☐ \$100,000 - \$200,000
- ☐ More than \$200,000
- ☐ Prefer not to say