Appendix B
First Telephone Survey Instrument

Q: INTRO

Hello, my name is _____, and I'm calling from the East Carolina University Survey Research Laboratory. We are conducting a short survey to better understand the seafood consumption patterns of people in your state and to get your opinions about seafood safety. I need to speak to someone in your household over 18 who eats seafood. Is that person you?

INTERVIEWER: ENTER 1 TO CONTINUE. IF THERE IS NO ONE WHO EATS SEAFOOD IN THE HOUSEHOLD, THEN WE DO NOT WANT TO INTERVIEW THEM. WE ONLY WANT PEOPLE WHO ACTUALLY EAT SEAFOOD. IF THERE IS SOMEONE WHO EATS SEAFOOD, BUT THEY ARE NOT HOME, SCHEDULE A CALLBACK TO TALK TO THAT PERSON.

Q: OFTEN

The first question deals with how often you eat seafood. Please think about the seafood meals that you ate at your home and at restaurants. Think about finfish, like flounder, and shellfish, like oysters, but don't include canned seafood like canned tuna. Do you eat seafood ...

INTERVIEWER: FROZEN SEAFOOD, LIKE FISHSTICKS OR TV DINNERS ARE OKAY!

1 About once or twice a year?
2 About once or twice a month?
3 About once a week?
4 More than once a week?

Q: WEEK

For the next several questions, consider the seafood that you recently ate, other than canned seafood. Only include meals you ate at home and at restaurants. About how many seafood meals did you eat last week?

INTERVIEWER: THEY MUST NOT INCLUDE MEALS ATE AT SOMEONE ELSE'S HOME.

MONTH = WEEK \times 4

Q: MONTH

About how many seafood meals did you eat last month?

(If asked, including the meals from last week)
IF (MONTH >= 0)  NUMNUMBER = MONTH
if (answer >= 0) skip to TYPICAL

Q: LSTMONTH

Did you eat about [MONTHa] seafood meals last month?

1 Yes
2 No
3 DK/NA

IF (MONTH >= 0)  NUMBER = MONTH
IF (LSTMONTH = 1)  NUMBER = MONTHa
IF (ANSWER = 1) SKIP TO TYPICAL

Q: MORLESS

Did you eat more or less?

1 More
2 Less
3 DK/NA

IF (MONTH >= 0)  NUMBER = MONTH
IF (LSTMONTH = 1)  NUMBER = MONTHa
if (morless = 3)  NUMBER = MONTHa
IF (ANSWER = 1) SKIP TO MORE
if (answer = 3) skip to TYPICAL

Q: LESS

About how many less?

IF (MONTH >= 0)  NUMBER = MONTH
IF (LSTMONTH = 1)  NUMBER = MONTHa
IF (LESS >= 0)  NUMBER = (MONTHA - LESS)
if (morless = 3)  NUMBER = MONTHa
skip to TYPICAL

Q: MORE

About how many more?
IF (MONTH >= 0)  NUMBER = MONTHa
IF (LSTMONTH = 1)  NUMBER = MONTHa
IF (MORE >= 0)  NUMBER = (MORE + MONTHa)
if (morless = 3)  NUMBER = MONTHa

Q: TYPICAL

Do you typically eat about [ NUMBER] seafood meals every month?

1 Yes
2 No
3 DK/NA

IF (ANSWER = 1 &  NUMBER = 0) SKIP TO THANKS
IF (ANSWER = 2 &  NUMBER > 0) SKIP TO TYPMONTH
IF (ANSWER = 1 &  NUMBER > 0) SKIP TO TYPES
IF (ANSWER = 3 &  NUMBER = 0) SKIP TO THANKS
IF (ANSWER = 3 &  NUMBER > 0) SKIP TO TYPMONTH

Q: TYPMONTH

About how many seafood meals do you typically eat every month?

Q: TYPES

Now we'll talk about the types of seafood you eat. In the last month, or in a typical month if you didn't eat any seafood in the last month, did you eat finfish (ie. flounder), shellfish (ie. crabs), or both?

1 Finfish
2 Shellfish
3 Both
4 DK/NA

if (answer = 2) skip to SHELL

Q: FINFISH

About how many finfish meals did you eat last month?

Q: KINDFIN

What kinds of finfish did you eat in the last month?

INTERVIEWER: CHECK ALL THAT APPLY. RESPONSES ARE ALPHABETIZED. IF THEY DON'T KNOW, READ CATEGORIES TO TRY TO TRIGGER MEMORY BEFORE
ENTERING "DK/NA".

1 Bass (largemouth, smallmouth)      18 Rockfish (striped bass)
2 Bass (sea)                         19 Salmon
3 Bluefish                          20 Shark
4 Carp                              21 Snapper (red, etc.)
5 Catfish                           22 Sole
6 Cod                               23 Spanish Mackerel
7 Croaker                           24 Spot
8 Flounder                          25 Sushi
9 Grouper                           26 Swordfish
10 King Mackerel                    27 Tilapia
11 Mahi Mahi                        28 Trout (Saltwater: Sea trout)
12 Mullet                           29 Trout (Freshwater: speckled, brown, lake, etc.)
13 Perch                            30 Tuna
14 Orange Roughy                     31 Whitefish
15 Pollock                          32 Whiting
16 Pompano                          33 Other
17 Red Drum (redfish)               34 DK/NA

Q: COOK

How was the finfish cooked?

INTERVIEWER: CHECK ALL THAT APPLY.

1 Baked
2 Blackened
3 Boiled
4 Broiled
5 Fried
6 Grilled
7 Raw
8 Smoked
9 Steamed
10 Stewed
11 Other
12 DK/NA

if (types = 1) skip to OWNHOME

Q: NUMSHELL

About how many shellfish meals did you eat last month?
Q: KINDSHEL

What kinds of shellfish did you eat?

INTERVIEWER: CHECK ALL THAT APPLY. IF THEY DON'T KNOW, READ CATEGORIES TO TRY TO TRIGGER MEMORY BEFORE ENTERING "DK/NA". IF THEY CHOOSE "DK/NA", CHECK THAT BOX LAST.

1 Clams
2 Crabs
3 Crayfish
4 Lobster
5 Mussels
6 Octopus
7 Oysters
8 Scallops
9 Shrimp
10 Squid (Calamari)
11 Other
12 DK/NA

Q: SHELCOOK

How was the shellfish cooked?

INTERVIEWER: CHECK ALL THAT APPLY

1 Baked
2 Blackened
3 Boiled
4 Broiled
5 Fried
6 Grilled
7 Raw
8 Smoked
9 Steamed
10 Stewed
11 Other
12 DK/NA

Q: OWNHOME

Of the total seafood meals you ate in the last month at your home and at restaurants, about how many were cooked at your home?
if (ownhome > 0) skip to VENDOR
Q: RESTAUR

Were all of your seafood meals at a restaurant?

1 Yes
2 No
3 DK/NA

IF (OWNHOME = 0) skip to FISHTRIP

Q: VENDOR

Of the seafood meals cooked at your home, how many were prepared from seafood bought from a vendor at the side of the road?

Q: MARKET

How many were from a fresh seafood market (not a grocery store)?

Q: GROCERY

How many were from the seafood counter at the grocery store?

Q: FROZEN

How many were from the frozen seafood section at the grocery store?

Q: FISH

How many were from fish that you or someone in your household caught?

Q: FISHTRIP

How many fishing trips did you or someone in your household take last month after which you ate part or all of your catch?

if (ownhome = 0 & answer = 0) skip to RESTAU
if (answer = 0) skip to PRICE

Q: MILES

About how many miles did you or someone in your household drive from your home to the place they usually fish?

Q: HOURS
About how many hours do you or someone in your household usually fish?

if (ownhome = 0) skip to RESTAU

Q: PRICE

Now consider the prices of seafood that was cooked in your home. Think about the average or typical amount of money you spent on YOUR portion of each home-cooked seafood meal last month.

INTERVIEWER: ENTER 1 TO CONTINUE

PRICES = RAND (1 2)
IF (PRICES = 2) skip to NINE

Q: FIVE

Was the price higher than $5, lower than $5, or about $5?

1 Higher
2 Lower
3 About $5
4 DK/NA

IF (ANSWER = 1) SKIP TO HIGHERa
IF (ANSWER = 2) SKIP TO LOWERa
IF (ANSWER = 3) SKIP TO RESTAU
IF (ANSWER = 4) SKIP TO HIGHERa

Q: NINE

Was the price higher than $9, lower than $9, or about $9?

1 Higher
2 Lower
3 About $9
4 DK/NA

IF (ANSWER = 1) SKIP TO HIGHERb
IF (ANSWER = 2) SKIP TO LOWERb
IF (ANSWER = 3) SKIP TO RESTAU
IF (ANSWER = 4) SKIP TO HIGHERb

Q: HIGHERa

Was it higher than … (read list, wait for a "no" and enter that NUMBER)
Was it lower than...(read list, wait for a "no" and enter that NUMBER)

1 $4
2 $3
3 $2
4 $1
5 DK/NA

Skip to RESTAU

Q: LOWERa

Was it higher than ... (read list, wait for a "no" and enter that NUMBER)

1 $10
2 $11
3 $12
4 $13
5 $14
6 $15
7 $16
8 $17
9 $18
Q: LOWERb

Was it lower than ... (read list, wait for a "no" and enter that NUMBER)

1 $8
2 $7
3 $6
4 $5
5 $4
6 $3
7 $2
8 $1
9 DK/NA

Q: RESTAU

Of the seafood meals you ate last month, how many were restaurant meals?

IF (ANSWER = 0) SKIP TO NXTMONTH
MONEY = RAND (1 2)
IF (MONEY = 2) skip to MONEYb

Q: MONEYa

Consider the money you spent on seafood at a restaurant last month, including appetizers and main dishes. Think about the average or typical amount of money you spent on YOUR portion of each seafood meal. Do you think it was higher than $9, lower than $9, or about $9?

1 Higher
2 Lower
3 About $9
4 DK/NA

IF (ANSWER = 1) SKIP TO HIGHERc
IF (ANSWER = 2) SKIP TO LOWERc
IF (ANSWER = 3) SKIP TO NXTMONTH
IF (ANSWER = 4) SKIP TO HIGHERc
Q: MONEYb

Consider the money you spent on seafood at a restaurant last month, including appetizers and main dishes. Think about the average or typical amount of money you spent on YOUR portion of each seafood meal. Do you think it was higher than $13, lower than $13, or about $13?

1 Higher
2 Lower
3 About $13
4 DK/NA

IF (ANSWER = 1) SKIP TO HIGHERd
IF (ANSWER = 2) SKIP TO LOWERd
IF (ANSWER = 3) SKIP TO NXTMONTH
IF (ANSWER = 4) SKIP TO HIGHERd

Q: HIGHERc

Was it higher than ... (read list, wait for a "no" and enter that NUMBER)

1 $10
2 $11
3 $12
4 $13
5 $14
6 $15
7 $16
8 $17
9 $18
10 $19
11 $20
12 $21
13 $22
14 $23
15 $24
16 $25
17 more than $25
18 DK/NA

SKIP TO NXTMONTH

Q: LOWERc

Was it lower than ... (read list, wait for a "no" and enter that NUMBER)

1 $8
2 $7
3 $6
4 $5
5 $4
6 $3
7 $2
8 $1
9 DK/NA

SKIP TO NXTMONTH

Q: HIGHERd

Was it higher than...(read list, wait for a "no" and enter that NUMBER)
1 $14
2 $15
3 $16
4 $17
5 $18
6 $19
7 $20
8 $21
9 $22
10 $23
11 $24
12 $25
13 more than $25
14 DK/NA

SKIP TO NXTMONTH

Q: LOWERd

Was it lower than ... (read list, wait for a "no" and enter that NUMBER)
1 $12
2 $11
3 $10
4 $9
5 $8
6 $7
7 $6
8 $5
9 $4
10 $3
Q: NXTMONTH

Thinking about the seafood meals you ate last month again, if the average price of your seafood meals stay the same, do you think you will eat more, less, or the same number of seafood meals next month?

1 More
2 Less
3 Same
4 DK/NA

if (answer = 3) skip to ENTER
IF (ANSWER = 4) SKIP TO ENTER

Q: EATMONTH

About how many more/less seafood meals do you think you will eat next month?

Q: ENTER

INTERVIEWER: ENTER 1 TO CONTINUE

PRICEUP = RAND (1 4)
IF (PRICEUP = 2) SKIP TO PRICEb
IF (PRICEUP = 3) SKIP TO PRICEc
IF (PRICEUP = 4) SKIP TO PRICEd

Q: PRICEa

Seafood prices change over time. For example, if a lot of fish are caught, prices go down. When fewer fish are caught, prices go up. Suppose the price of your portion of your average seafood meal goes up by $1, but the price of all other foods stays the same. Compared to the [number] meals you ate last month, do you think you would eat more, less, or the same number of meals next month with the higher price?

1 More
2 Less
3 Same
4 DK/NA

if (answer = 3) skip to ENTER2
SKIP TO MEALS
Q: PRICEb

Seafood prices change over time. For example, if a lot of fish are caught, prices go down. When fewer fish are caught, prices go up. Suppose the price of your portion of your average seafood meal goes up by $3, but the price of all other foods stays the same. Compared to the [NUMBER] meals you ate last month, do you think you would eat more, less, or the same number of meals next month with the higher price?

1 More
2 Less
3 Same
4 DK/NA

if (answer = 3) skip to ENTER2
SKIP TO MEALS

Q: PRICEc

Seafood prices change over time. For example, if a lot of fish are caught, prices go down. When fewer fish are caught, prices go up. Suppose the price of your portion of your average seafood meal goes up by $5, but the price of all other foods stays the same. Compared to the [NUMBER] meals you ate last month, do you think you would eat more, less, or the same number of meals next month with the higher price?

1 More
2 Less
3 Same
4 DK/NA

if (answer = 3) skip to ENTER2
SKIP TO MEALS

Q: PRICEd

Seafood prices change over time. For example, if a lot of fish are caught, prices go down. When fewer fish are caught, prices go up. Suppose the price of your portion of your average seafood meal goes up by $7, but the price of all other foods stays the same. Compared to the [NUMBER] meals you ate last month, do you think you would eat more, less, or the same NUMBER of meals next month with the higher price?

1 More
2 Less
3 Same
4 DK/NA
if (answer = 3) skip to ENTER2
SKIP TO MEALS

Q: MEALS

About how many more/less seafood meals do you think you would eat next month with the higher price?

Q: ENTER2

INTERVIEWER ENTER 1 TO CONTINUE

PRICDOWN = RAND (1 4)
IF (PRICDOWN = 2) SKIP TO DOWNb
IF (PRICDOWN = 3) SKIP TO DOWNc
IF (PRICDOWN = 4) SKIP TO DOWNd

Q: DOWNa

Now suppose the price of your average seafood meal goes down by $1 but the price of all other food stays the same. Compared to the [NUMBER] seafood meals you ate last month, do you think you would eat more, less, or the same NUMBER next month with the lower price?

1 More
2 Less
3 Same
4 DK/NA

IF (ANSWER = 3) SKIP TO SAFE
IF (ANSWER = 1) SKIP TO LOWER
IF (ANSWER = 2) SKIP TO LOWER
IF (ANSWER = 4) SKIP TO LOWER

Q: DOWNb

Now suppose the price of your average seafood meal goes down by $2 but the price of all other food stays the same. Compared to the [NUMBER] seafood meals you ate last month, do you think you would eat more, less, or the same NUMBER next month with the lower price?

1 More
2 Less
3 Same
4 DK/NA

IF (ANSWER = 3) SKIP TO SAFE
IF (ANSWER = 1) SKIP TO LOWER
Q: DOWNc

Now suppose the price of your average seafood meal goes down by $3 but the price of all other food stays the same. Compared to the [ NUMBER] seafood meals you ate last month, do you think you would eat more, less, or the same NUMBER next month with the lower price?

1 More  
2 Less  
3 Same  
4 DK/NA

Q: DOWNd

Now suppose the price of your average seafood meal goes down by $4 but the price of all other food stays the same. Compared to the [ NUMBER] seafood meals you ate last month, do you think you would eat more, less, or the same NUMBER next month with the lower price?

1 More  
2 Less  
3 Same  
4 DK/NA

Q: LOWER

About how many more/less seafood meals do you think you would eat next month with the lower price?

Q: SAFE

The next few questions are about how safe you think seafood is to eat. When you answer these questions think about the type of illness that would make you go to the doctor, miss work, or miss some other activity, after you ate. Try not to think about allergic reactions or long-term problems from eating. Do you think seafood is ...
1 Very safe to eat
2 Somewhat safe to eat
3 Somewhat unsafe to eat
4 Very unsafe to eat
5 DK/NA

Q: SICKMOST

Now compare the safety of seafood with poultry, including chicken and turkey, and meat, including beef and pork. Which food do you think is MOST likely to make you sick if you ate it?

1 Seafood
2 Poultry
3 Meat
4 DK/NA

Q: SICKLEAS

Of the same choices, which food do you think is least likely to make you sick if you ate it?

1 Seafood
2 Poultry
3 Meat
4 DK/NA

Q: CHANCE

To get a better idea of how safe you think you are from eating seafood, consider the seafood meals you expect to eat next month. What do you think are your chances of getting sick from eating these meals? Do you think they are …

1 Very likely
2 Somewhat likely
3 Somewhat not likely
4 Not likely at all
5 DK/NA

Q: PERCENT

Do you think your chances are greater or less than 1%?

1 Greater
2 Less
3 About 1%
if (answer = 1) skip to HANDLING
if (answer = 3) skip to HANDLING
CHANSICK = RAND (1 4)
IF (CHANSICK = 2) SKIP TO CHAN2
IF (CHANSICK = 3) SKIP TO CHAN3
IF (CHANSICK = 4) SKIP TO CHAN4

Q: CHAN1

This means that you think your chance of getting sick is less than one in 100. We'd like to know how low you think your chances are. Do you think your chances of getting sick are greater or less than 1 in 1,000?

1 Greater than
2 Less than
3 About that
4 DK/NA

SKIP TO HANDLING

Q: CHAN2

This means that you think your chance of getting sick is less than one in 100. We'd like to know how low you think your chances are. Do you think your chances of getting sick are greater or less than 1 in 10,000?

1 Greater than
2 Less than
3 About that
4 DK/NA

SKIP TO HANDLING

Q: CHAN3

This means that you think your chance of getting sick is less than one in 100. We'd like to know how low you think your chances are. Do you think your chances of getting sick are greater or less than 1 in 100,000?

1 Greater than
2 Less than
3 About that
4 DK/NA
Q: CHAN4

This means that you think your chance of getting sick is less than one in 100. We'd like to know how low you think your chances are. Do you think your chances of getting sick are greater or less than 1 in 1,000,000?

1 Greater than
2 Less than
3 About that
4 DK/NA

Q: HANDLING

For the next few questions, please tell me how concerned you are you about the following problems that might affect the safety of seafood. Tell me whether you are very concerned, somewhat concerned, or not concerned. How concerned are you about poor seafood handling practices?

1 Very concerned
2 Somewhat concerned
3 Not concerned
4 DK

Q: FRESH

How concerned are you about the freshness of seafood?

1 Very concerned
2 Somewhat concerned
3 Not concerned
4 DK

Q: DISEASE

How concerned are you about diseases in fish?

1 Very concerned
2 Somewhat concerned
3 Not concerned
4 DK

Q: PFIESTER

Have you ever heard about Pfiesteria {pronounced fis-tee-ee-ah}?
1 Yes
2 No
3 DK/NA

IF (ANSWER = 2) SKIP TO STATE

Q: PFIEST

To the best of your knowledge, would you say that Pfiesteria {pronounced fis-teer-ee-ah} is ...

1 A form of pollution
2 A disease in fish
3 A toxic organism
4 A predator that attacks fish
5 A parasite in fish
6 DK/NA

Q: OUTBREAK

Pfiesteria is a potentially toxic organism that has been associated with fish kills in coastal waters from Delaware to North Carolina. To the best of your knowledge, have outbreaks of Pfiesteria {pronounced fis-teer-ee-ah} occurred in [state] during the past month?

1 Yes
2 No
3 DK/NA

Q: CONCERN

How concerned are you about Pfiesteria {pronounced fis-teer-ee-ah}?

1 Very concerned
2 Somewhat concerned
3 Not concerned
4 DK

Q: AVOID

Have you ever avoided eating seafood because of Pfiesteria outbreaks?

1 Yes
2 No
3 DK/NA
Q: REDUCE

Would a Pfiesteria outbreak in [STATE] next week reduce the NUMBER of seafood meals you would eat next month?

1 Yes
2 No
3 DK/NA

Q: SWIM

For the following questions, please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statements. It is safe to swim in coastal waters during a Pfiesteria outbreak.

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
5 Uncertain
6 NA

Q: BREATHE

It is safe to breathe the air around coastal waters during a Pfiesteria outbreak.

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
5 Uncertain
6 NA

Q: EAT

It is safe to eat seafood from an area where a Pfiesteria outbreak has happened.

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
5 Uncertain
6 NA

Q: FARMS
Pollution from farms can cause Pfiesteria outbreaks.

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
5 Uncertain
6 NA

Q: FACTORY

Pollution from factories can cause Pfiesteria outbreaks.

1 Strongly agree
2 Agree
3 Disagree
4 Strongly disagree
5 Uncertain
6 NA

Q: STATE

Now I'd like to ask you some questions about yourself. How long have you lived in [STATE]? (IN YEARS)

Q: COUNTY

What county do you live in?

Q: LENGTH

How long have you lived in [COUNTY] County (in years)?

INTERVIEWER: IF LESS THAN 1 YEAR, ENTER 1.

Q: ZIPCODE

What is your zip code?

Q: HOUSE

Including yourself, how many people normally live in your household?

IF (ANSWER = 1) SKIP TO SEX
Q: CHILDREN
How many are under the age of 18?

Q: SEX
Are you male or female?

1 Male
2 Female
3 DK/NA

Q: RACE
What is your race or ethnic background?

1 White
2 Black
3 Other
4 DK/NA

Q: BORN
In what year were you born?

INTERVIEWER: ENTER LAST TWO DIGITS ONLY

19____

Q: EDUC
What is the highest level or grade you completed in school?

INTERVIEWER: ENTER NUMBER ONLY. IF COMPLETED HIGH SCHOOL, ENTER "12" FOR COLLEGE, ENTER "16". FOR GRAD SCHOOL, ENTER "18". FOR DOCTORATE, ENTER "20".

Q: INCOME
As close as you can recall, how much income did your household earn last year? Was it above or below $40,000?

1 Above
2 Below
3 About $40,000
4 REFUSED
IF (STATE2 = 1 | STATE2 = 2) TEMP = RAND (1 4)
IF (TEMP < 4) BROCHURE = TEMP
IF (TEMP = 4) BROCHURE = 6
if (STATE2 = 3 | STATE2 = 4) BROCHURE = RAND (7 12)
if (STATE = 3) skip to PARTIC
if (STATE = 4) skip to PARTIC

Q: INCOME B
Was it above $50,000?
1 Yes
2 No
3 DK/NA

if (STATE2 = 1 | STATE2 = 2) TEMP = RAND (1 4)
IF (TEMP < 4) BROCHURE = TEMP
IF (TEMP = 4) BROCHURE = 6
if (STATE2 = 3 | STATE2 = 4) BROCHURE = RAND (7 12)
IF (STATE = 2) SKIP TO PARTIC

Q: INCOME C
Was it above $75,000?
1 Yes
2 No
3 DK/NA

if (STATE2 = 1 | STATE2 = 2) TEMP = RAND (1 4)
IF (TEMP < 4) BROCHURE = TEMP
IF (TEMP = 4) BROCHURE = 6
if (STATE2 = 3 | STATE2 = 4) BROCHURE = RAND (7 12)
IF (STATE = 2) SKIP TO PARTIC

Q: INCOME D
Was it above $100,000?
1 Yes
2 No
3 DK/NA
if (state2 = 1 | state2 = 2) TEMP = RAND (1 4)
IF (TEMP < 4) BROCHURE = TEMP
IF (TEMP = 4) BROCHURE = 6
if (state2 = 3 | state2 = 4) BROCHURE = RAND (7 12)
IF (ANSWER = 1) SKIP TO PARTIC
IF (ANSWER = 2) SKIP TO PARTIC

Q: INCOMEE

Was it above $30,000?

1 Yes
2 No
3 DK/NA

if (state2 = 1 | state2 = 2) TEMP = RAND (1 4)
IF (TEMP < 4) BROCHURE = TEMP
IF (TEMP = 4) BROCHURE = 6
if (state2 = 3 | state2 = 4) BROCHURE = RAND (7 12)
IF (ANSWER = 1) SKIP TO PARTIC

Q: INCOMEF

Was it above $20,000?

1 Yes
2 No
3 DK/NA

if (state2 = 1 | state2 = 2) TEMP = RAND (1 4)
IF (TEMP < 4) BROCHURE = TEMP
IF (TEMP = 4) BROCHURE = 6
if (state2 = 3 | state2 = 4) BROCHURE = RAND (7 12)
IF (ANSWER = 1) SKIP TO PARTIC

Q: INCOMEg

Was it above $10,000?

1 Yes
2 No
3 DK/NA

if (state2 = 1 | state2 = 2) TEMP = RAND (1 4)
IF (TEMP < 4) BROCHURE = TEMP
IF (TEMP = 4) BROCHURE = 6
Q: PARTIC

Based on your answers to these questions we would like for you to participate in a short follow up survey in about a month. The survey is about Pfiesteria and seafood safety. The questions only take about five minutes. Would you be willing to participate in this follow up survey?

1 Yes
2 No

if (answer = 1) skip to INFO

Q: REASON

What is the main reason you don't want to participate in the follow up survey?

INTERVIEWER: CHECK ALL THAT APPLY

1 I don't have enough time
2 I don't like these questions/survey
3 I think you're trying to sell me something
4 I'm moving soon
5 I don't want to eat seafood anymore
6 Not interested
7 Other
8 DK/NA

SKIP TO INTERID

Q: INFO

Thanks! In about a week, we'll send you some information about Pfiesteria and seafood safety in the mail. In about a month, we'll call you back and ask for your opinions about that information. So that we can send you this information, what is your name and mailing address?

Q: INTERID

Well, that's all my questions at this time. Thanks so much for taking the time to answer my questions. Have a super day!

Q: THANKS1

Thanks anyway, but we need to speak to people who eat seafood. Have a good day!
INTERVIEWER: ENTER 1 TO CONTINUE
Q: THANKS

Thank you for your time, but we need to speak to people who typically eat seafood in a month. Have a good day!