Appendix D  
Second Telephone Survey Instrument  
  
Q: INTRO  
Hello, my name is ______, and I'm calling from the East Carolina University Survey Research Laboratory. We recently spoke to [NAME] who completed a seafood survey, and we're calling back to complete a follow-up. May I please speak to [NAME]?

Q: INFOR  
About one month ago you talked to someone from the ECU Survey Research Lab about seafood safety. We also mailed you some information about seafood and fish kills. Did you get the information we sent to you?

1 Yes  
2 No  
3 DK/NA

if (answer = 2) skipto MAIL  
if (answer = 3) skipto MAIL

Q: READ  
Have you had a chance to read the information yet?

1 Yes  
2 No  
3 DK/NA

IF (ANSWER = 2) SKIPTO CALLBACK  
IF (ANSWER = 3) SKIPTO CALLBACK

Q: AMOUNT  
When you read it, did you read...[READ CATEGORIES]?

1 All of it  
2 Just some of it  
3 DK/NA

Q: CLOSELY  
Did you read it...[READ CATEGORIES]?

1 Very closely
Q: INFOWITH

Do you have the information with you now?

INTERVIEWER: IF THEY SAY NO, TELL THEM THEY DON'T NEED IT IN FRONT OF THEM TO DO THE SURVEY

1 Yes
2 No
3 DK/NA

Q: OFTEN2

This set of questions deal with how often you eat seafood. Please think about the seafood meals that you eat at home and at restaurants. Think about finfish, like flounder, and shellfish, like oysters, but don't include canned seafood like canned tuna.

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

Do you eat seafood ... ?

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: WEEK2

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 most recently, or within the last week?

Q: MONTH2

About how many seafood meals did you eat last month?

(IF ASKED, INCLUDING THE MEALS FROM LAST WEEK)

IF (MONTH2 >= 0) NUMBER = MONTH2
if (answer >= 0) skipto TYPICAL2
Q: LSTMONT2

Did you eat about [MONTHA2] seafood meals last month?

1 Yes
2 No
3 DK/NA

\[ \text{montha2} = 4 \times \text{WEEK2} \]
IF (LSTMONT2 = 1) NUMBER = montha2
IF (ANSWER = 1) SKIPTO TYPICAL2

Q: MORLESS2

Did you eat more or less?

1 More
2 Less
3 DK/NA

if (morless2 = 3) NUMBER = montha2
IF (ANSWER = 1) SKIPTO MORE2
if (answer = 3) skipto typical2

Q: LESS2

About how many less?

IF (LESS2 >= 0) NUMBER = (MONTHA2 - LESS2)
if (morless2 = 3) NUMBER = montha2
SKIPTO TYPICAL2

Q: MORE2

About how many more?

IF (MORE2 >= 0) NUMBER = (MORE2 + MONTHA2)

Q: TYPICAL2

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

1 Yes
2 No
3 DK/NA
Q: TYPMON2

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

Q: NXTMON2

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) skipto UNDRPFST
IF (ANSWER = 4) SKIPTO UNDRPFST

Q: EATMON2

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

Q: UNDRPFST

The next few questions are about Pfiesteria [pronounced fis-teer-e-ah]. In terms of understanding Pfiesteria, did you find the information we sent you.... [READ CATEGORIES]?

1 Very helpful
2 Somewhat helpful
3 Not very helpful
4 Or not helpful at all
5 DK/NA

Q: NEWS1

Have you heard or read anything else about Pfiesteria since the first survey?

1 Yes
2 No
3 DK/NA

If (answer = 2) Skipto PFIEST2
If (answer = 3) Skipto PFIEST2
Q: NEWS2
Did you read about it in the newspapers, hear about it on television or something else?

1 Newspaper
2 Television
3 Something else
4 DK/NA

Q: PFIEST2
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: OUTBREA2
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: CONCERN2
How concerned are you about Pfiesteria {pronounced fis-teer-ee-ah}? 

1 Very concerned
2 Somewhat concerned
3 Not concerned
4 DK/NA

Q: AVOID2
Have you ever avoided eating seafood because of Pfiesteria outbreaks?

1 Yes
2 No
Q: REDUCE2

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: SWIM2

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: BREATHE2

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: EAT2

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: FARMS2

Pollution from farms can cause Pfiesteria outbreaks.

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

Q: FACTORY2

Pollution from factories can cause Pfiesteria outbreaks.

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

IF (BROCHURE = 2) SKIPTO BROC2
IF (BROCHURE = 4) SKIPTO BROC2
IF (BROCHURE = 6) SKIPTO BROC2
IF (BROCHURE = 7) SKIPTO BROC3
IF (BROCHURE = 9) SKIPTO BROC3
IF (BROCHURE = 11) SKIPTO BROC3
IF (BROCHURE = 8) SKIPTO BROC4
IF (BROCHURE = 10) SKIPTO BROC4
IF (BROCHURE = 12) SKIPTO BROC4

Q: BROC1

Now think about the hypothetical fish kill information that we sent you. The Pfiesteria-associated fish kill affected about 10,000 menhaden over a small portion of the Pokomoke River. Lesions were observed on over 50% of the menhaden. Do you think this hypothetical fish kill is...[READ CATEGORIES]?

1 Very realistic
2 Somewhat realistic
3 Not very realistic
4 Or not realistic at all
5 DK/NA

SKIPTO FISHKILL
Q: BROC2

Now think about the hypothetical fish kill information that we sent you. The Pfiesteria-associated fish kill affected about 300,000 menhaden, 10,000 croaker, and 5,000 flounder over a large portion of the Pokomoke River. Lesions were observed on over 75% of the menhaden. Do you think this hypothetical fish kill is... [READ CATEGORIES]?

1 Very realistic
2 Somewhat realistic
3 Not very realistic
4 Or not realistic at all
5 DK/NA

SKIP TO FISHKILL

Q: BROC3

Now think about the hypothetical fish kill information that we sent you. The Pfiesteria-associated fish kill affected about 10,000 menhaden over a small portion of the Neuse River. Lesions were observed on over 50% of the menhaden. Do you think this hypothetical fish kill is... [READ CATEGORIES]?

1 Very realistic
2 Somewhat realistic
3 Not very realistic
4 Or not realistic at all
5 DK/NA

SKIP TO FISHKILL

Q: BROC4

Now think about the hypothetical fish kill information that we sent you. The Pfiesteria-associated fish kill affected about 300,000 menhaden, 10,000 croaker and 5,000 flounder over a large portion of the Neuse River. Lesions were observed on over 75% of the menhaden. Do you think this hypothetical fish kill is...[READ CATEGORIES]?

1 Very realistic
2 Somewhat realistic
3 Not very realistic
4 Or not realistic at all
5 DK/NA

Q: FISHKILL
In your opinion, do you think this is a major or minor fish kill?

1 Major
2 Minor
3 DK/NA

IF (BROCHURE = 7) SKIPTO NEUSE
IF (BROCHURE = 9) SKIPTO NEUSE
IF (BROCHURE = 11) SKIPTO NEUSE
IF (BROCHURE = 8) SKIPTO NEUSE
IF (BROCHURE = 10) SKIPTO NEUSE
IF (BROCHURE = 12) SKIPTO NEUSE

Q: POKOMOKE

Do you ever eat seafood caught from the Pokomoke River?

1 Yes
2 No
3 DK/NA

SKIPTO MARYLAN

Q: NEUSE

Do you ever eat seafood caught from the Neuse River?

1 Yes
2 No
3 DK/NA

SKIPTO NORTHCA

Q: MARYLAN

Do you ever eat seafood caught from Maryland?

1 Yes
2 No
3 DK/NA

SKIPTO MARYLAND

Q: NORTHCA

Do you ever eat seafood caught from North Carolina?
Q: MARYLAND

Now imagine that this fish kill really happened last week. Would this make you think that seafood from the Pokomoke River was not safe to eat?

1 Yes
2 No
3 DK/NA

Q: NORTHCAR

Now imagine that this fish kill really happened last week. Would this make you think that seafood from the Neuse River was not safe to eat?

1 Yes
2 No
3 DK/NA

Q: CHANCE2

After the fish kill, 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: PERCENT2

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

1 Greater
2 Less
3 About 1%
4 DK/NA
if (answer = 1) skipto eatafter
if (answer = 3) skipto eatafter
if (answer = 4) skipto eatafter CHANSICK = RANDNUM (1 4)
IF (CHANSICK = 2) SKIPTO CHAN2B
IF (CHANSICK = 3) SKIPTO CHAN3B
IF (CHANSICK = 4) SKIPTO CHAN4B

Q: CHAN1b

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

SKIPTO eatafter

Q: CHAN2b

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

SKIPTO eatafter

Q: CHAN3b

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

SKIPTO eatafter
Q: CHAN4b

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: EATAFTER

Thinking about seafood meals again, suppose that the average price of your seafood meals stay the same. Compared to the [NUMBER] meals you ate last month, do you think you would eat more, less, or the same number next month after the fish kill?

1 More
2 Less
3 Same
4 DK/NA

if (answer = 3) skipto habits
if (answer = 4) skipto habits

Q: AFTER

About how many [more/less] seafood meals do you think you would eat next month after the fish kill?

Q: HABITS

Would anything else about your eating habits change?

1 Yes
2 No
3 DK/NA

IF (ANSWER = 2) SKIPTO INSPECT
IF (ANSWER = 3) SKIPTO INSPECT

Q: CHANGE

What else would change? INTERVIEWER: CHECK ALL THAT APPLY
1 I'd eat more restaurant meals
2 I'd eat fewer restaurant meals
3 I'd go fishing more
4 I'd go fishing less
5 I'd cook at home more
6 I'd cook at home less
7 I'd eat more poultry
8 I'd eat more meat
9 I'd eat more vegetables
10 I'd eat more beans
11 I'd eat more eggs
12 I'd eat more canned seafood
13 I would not eat croaker
14 I would not eat flounder
15 Other
16 DK/NA
17 No more/finished

Q: INSPECT

We also sent you some information about the U.S Department of Commerce's voluntary seafood inspection program. Do you think the information that we sent you is...[READ CATEGORIES]?

1 Very clear
2 Somewhat clear
3 Not very clear
4 Or not clear at all
5 DK/NA

Q: PROGRAM

It has been proposed that the Department of Commerce should make the voluntary seafood program a mandatory program. All seafood businesses in the country would have to participate as described in the information we sent you. With the mandatory seafood inspection program you could be sure that all the seafood you ate from restaurants, grocery stores, and fresh seafood markets had the Grade A seal of approval.

Q: CHANCE3

After the fish kill and with the mandatory seafood inspection program, 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: PERCENT3

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

1 Greater
2 Less
3 About 1%
4 DK/NA

if (answer = 1) skipto aftprog
if (answer = 3) skipto aftprog
if (answer = 4) skipto aftprog
IF (CHANSIC = 2) SKIPTO CHAN2C
IF (CHANSIC = 3) SKIPTO CHAN3C
IF (CHANSIC = 4) SKIPTO CHAN4C

Q: CHAN1c

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

SKIPTO aftprog

Q: CHAN2c

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

SKIPTO aftprog
Q: CHAN3c

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

SKIPTO aftprog

Q: CHAN4c

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: AFTPROG

Now suppose the average price of your seafood meals stay the same. Compared to the [NUMBER] meals you ate last month, do you think you would eat more, less, or the same number next month after the fish kill and with the mandatory seafood inspection program.

1 More
2 Less
3 Same
4 DK/NA

IF (ANSWER = 3) SKIPTO HIGHER
IF (ANSWER = 4) SKIPTO HIGHER

Q: MANY

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

Q: HIGHER

Only a small number of seafood producers participate in the voluntary seafood inspection program. The main reason is that some businesses think the program will result in higher prices.
Do you think the seafood inspection program would make seafood prices higher?

1 Yes
2 No
3 DK/NA

IF (AFTFISH = 2) SKIPTO AFTFISH2
IF (AFTFISH = 3) SKIPTO AFTFISH3
IF (AFTFISH = 4) SKIPTO AFTFISH4

Q: AFTFISH1

Suppose that with the mandatory seafood inspection program the price of your portion of your average seafood meals goes up by $1, but the price of all other food stays the same. Compared to the [NUMBER] meals you ate last month, do you think that you would eat more, less, or the same number next month after the fish kill?

1 More
2 Less
3 Same
4 DK/NA

IF (ANSWER = 1) SKIPTO MORELESS
IF (ANSWER = 2) SKIPTO MORELESS
IF (ANSWER = 3) SKIPTO ENTER1
IF (ANSWER = 4) SKIPTO ENTER1

Q: AFTFISH2

Suppose that with the mandatory seafood inspection program the price of your portion of your average seafood meal goes up by $3, but the price of all other food stays the same. Compared to the [NUMBER] meals you ate last month, do you think that you would eat more, less, or the same number next month after the fish kill?

1 More
2 Less
3 Same
4 DK/NA

IF (ANSWER = 1) SKIPTO MORELESS
IF (ANSWER = 2) SKIPTO MORELESS
IF (ANSWER = 3) SKIPTO ENTER1
IF (ANSWER = 4) SKIPTO ENTER1

Q: AFTFISH3
Suppose that with the mandatory seafood inspection program the price of your portion of your average seafood meal goes up by $5, but the price of all other food stays the same. Compared to the [NUMBER] meals you ate last month, do you think that you would eat more, less, or the same number next month after the fish kill?

1 More
2 Less
3 Same
4 DK/NA

IF (ANSWER = 1) SKIPTO MORELESS
IF (ANSWER = 2) SKIPTO MORELESS
IF (ANSWER = 3) SKIPTO ENTER1
IF (ANSWER = 4) SKIPTO ENTER1

Q: AFTFISH4

Suppose that with the mandatory seafood inspection program the price of your portion of your average seafood meal goes up by $7, but the price of all other food stays the same. Compared to the [NUMBER] meals you ate last month, do you think that you would eat more, less, or the same number next month after the fish kill?

1 More
2 Less
3 Same
4 DK/NA

IF (ANSWER = 3) SKIPTO ENTER1
IF (ANSWER = 4) SKIPTO ENTER1

Q: MORELESS

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

Q: ENTER1

INTERVIEWER: ENTER 1 TO CONTINUE

IF (AFTFISH = 2) SKIPTO ELEC2
IF (AFTFISH = 3) SKIPTO ELEC3
IF (AFTFISH = 4) SKIPTO ELEC4

Q: ELEC1

Suppose that the proposed mandatory seafood inspection program is put to a vote in the November national election. If more than one-half of all people voted for it the Department of
Commerce would put it into practice. If you knew the price of your portion of your average seafood meal would go up by $1 but the price of all other food stays the same, would you vote for or against it?

1 For
2 Against
3 DK/NA

IF (ANSWER = 1) SKIPTO SURE
IF (ANSWER = 2) SKIPTO SURE
IF (ANSWER = 3) SKIPTO VOTE

Q: ELEC2

Suppose that the proposed mandatory seafood inspection program is put to a vote in the November national election. If more than one-half of all people voted for it the Department of Commerce would put it into practice. If you knew the price of your portion of your average seafood meal would go up by $3 but the price of all other food stays the same, would you vote for or against it?

1 For
2 Against
3 DK/NA

IF (ANSWER = 1) SKIPTO SURE
IF (ANSWER = 2) SKIPTO SURE
IF (ANSWER = 3) SKIPTO VOTE

Q: ELEC3

Suppose that the proposed mandatory seafood inspection program is put to a vote in the November national election. If more than one-half of all people voted for it the Department of Commerce would put it into practice. If you knew the price of your portion of your average seafood meal would go up by $5 but the price of all other food stays the same, would you vote for or against it?

1 For
2 Against
3 DK/NA

IF (ANSWER = 1) SKIPTO SURE
IF (ANSWER = 2) SKIPTO SURE
IF (ANSWER = 3) SKIPTO VOTE

Q: ELEC4
Suppose that the proposed mandatory seafood inspection program is put to a vote in the November national election. If more than one-half of all people voted for it the Department of Commerce would put it into practice. If you knew the price of your portion of your average seafood meal would go up by $7 but the price of all other food stays the same, would you vote for or against it?

1 For
2 Against
3 DK/NA

IF (ANSWER = 3) SKIPTO VOTE

Q: SURE

Are you very sure, somewhat sure, not very sure, or not sure at all that you would vote for/against the proposal?

1 Very sure
2 Somewhat sure
3 Not very sure
4 Not sure at all
5 DK/NA

Q: VOTE

How likely is it that you will vote in the November national election? Are you ... [READ CATEGORIES]?

1 Very sure
2 Somewhat sure
3 Not very sure
4 Or not sure at all
5 DK/NA

Q: UNDERST

During this survey, we asked you many questions about how many seafood meals you would eat under hypothetical situations. Did you understand these questions ... [READ CATEGORIES]?

1 Very well
2 Somewhat well
3 Not very well
4 Or not at all
5 DK/NA
Q: HARD

Were these questions very hard, somewhat hard, somewhat easy, or very easy to answer?

1 Very hard
2 Somewhat hard
3 Somewhat easy
4 Very easy
5 DK/NA

Q: CERTAIN

How sure were you about your answers? Were you ... [READ CATEGORIES]?

1 Very sure
2 Somewhat sure
3 Not very sure
4 Or not sure at all
5 DK/NA

Q: SUMMARY

That's all my questions at this time. Would you like a summary of the results of this survey?

1 Yes
2 No

IF (ANSWER = 2) SKIP TO THANKS

Q: INFO

The results will be mailed out to you in about a year. Just to verify your address, you live at...

1 Correct
2 Incorrect

if (answer = 1) skip to thanks

Q: NEWADD

What is your address?

SKIP TO THANKS

Q: MAIL
Okay, then we will gladly mail you another brochure. Is your address still … ?

1 Yes
2 No

if (answer = 1) skipto callback

**Q: NEWADDR**

Can I please have your address so we can send you the information?

**Q: CALLBACK**

Okay, then we will call you back in about a week or so to complete the survey.

**Q: THANKS**

Thanks for participating in this survey! Have a great day.