Appendix E
In-Person Survey Instrument

Q: INFOR

About a month ago you were called by the Survey Research Lab of East Carolina University and participated in a survey on seafood consumption and safety. We mailed you some information about seafood safety and fish kills. Did you receive this information?

Yes 1

Is your address read label? No 2

Yes—OK. I’ll check to see if it has been mailed yet and call you back.

No—Could I get your new address so we can mail it again?

Address

Q: SCHEDULE

The information that was sent to you contained a letter explaining that you would be contacted to schedule a follow-up in person interview. Are you ready to schedule that interview now?

Yes

Interview

Date: Time: Location:

No—Callback

Date: Time:

Q: READ

Have you had a chance to read the information yet?

Yes 1

Great! I’ll see you on date.

No 2

That’s OK but please try to read it before date. I’ll see you then.
Q: INFOWITH

Check to see if the respondent has the brochure with them. If they don’t, ask them to get it. If they can’t find it, supply it for them.

Q: AMOUNT

When you read the information we sent you, did you read ... ?

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

Q: CLOSELY

Did you read it ... ?

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

Q: SAFER

Did the information make you think that eating seafood is safer to eat or less safe to eat?

Safer 1
Less Safe 2

Q: WHY

Why did it make you feel this way? [prompt: which part of the brochure made you feel this way?]
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 ... ?

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

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?

MEALS ___________
Q: MONTH2
About how many seafood meals did you eat last month?

**IF ASKED, INCLUDING THE MEALS FROM LAST WEEK**

MEALS __________

Q: LSTMONT2
Did you eat about $4 \times \text{WEEK2}$ seafood meals last month?

Yes 1
No 2
DK/NA 3

NUMBER = $4 \times \text{WEEK2}$

Q: MORLESS2
Did you eat more or less?

More 1
Less 2
DK/NA 3

Q: MORE2
About how many more?

**IF MORE2 \geq 0 NUMBER**

$= 4 \times \text{WEEK2} + \text{MORE2}$

Q: LESS2
About how many less?

**IF LESS2 \geq 0 NUMBER**

$= 4 \times \text{WEEK2} - \text{LESS2}$

More/Less __________

CALCULATE NUMBER
Q: TYPICAL2
Do you typically eat NUMBER seafood meals every month?

Yes 1
No 2
DK/NA 3

Q: TYPMONT2
About how many seafood meals do you typically eat every month?

MEALS __________

Q: NXTMONT2
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?

More 1
Less 2
Same 3
DK/NA 4

Q: EATMONT2
About how many more/less seafood meals do you think you will eat next month?

MEALS __________

Go to next page
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 ... ?

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

Q: HELPFUL

What did you find to be the MOST helpful? [prompt: what part of the brochure did you think was most helpful?]  

What did you find to be the LEAST helpful? [prompt: what part of the brochure did you think was least helpful?]
Q: NEWS1

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

Yes 1
No 2
DK/NA 3

Go to next page.

Q: NEWS2

Did you read about it in the newspapers, hear about it on television or something else?

Newspaper 1
Television 2
Something else 3
DK/NA 4

Q: NEWS3

What did you read about? What did you hear?
Q: PFIEST2
To the best of your knowledge, would you say that Pfiesteria is...

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

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 occurred in North Carolina during the past month?

Yes  1
No  2
DK/NA  3

Q: CONCERN2
How concerned are you about Pfiesteria?

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

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

Yes  1
No  2
DK/NA  3
Q: REDUCE2

Would a Pfiesteria outbreak in North Carolina next week reduce the number of seafood meals you would eat next month?

Yes 1
No 2
DK/NA 3

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.

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

Q: BREATHE2

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

Strongly agree 1
Agree 2
Disagree 3
Strongly disagree 4
Uncertain 5
NA 6
**Q: EAT2**

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

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Uncertain</th>
<th>NA</th>
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**Q: FARMS2**

Pollution from farms can cause Pfiesteria outbreaks.

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<th>Agree</th>
<th>Disagree</th>
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**Q: FACTORY2**

Pollution from factories can cause Pfiesteria outbreaks.

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<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
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</table>
Choose one of the following questions based on the version (Minor or Major) on the first page.

**Q: BROC3 [MINOR]**

Show the fish kill press release and chart. 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 ...?

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<td>Not very realistic</td>
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<td>Or not realistic at all</td>
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**Q: BROC4 [MAJOR]**

Show the fish kill press release chart. 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 ...?

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**Q: BROCFOLU**

What part did you think is not realistic?
Q: FISHKILL

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

- Major 1
- Minor 2
- DK/NA 3

Go to next page

Q: WHYMAJOR

Why do consider it a Major fish kill?
**Q: NEUSE**

Do you ever eat seafood caught from the Neuse River?

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**Q: NORTHCAR**

Do you ever eat seafood caught in North Carolina?

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**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?

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**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 … ?

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<td>Very likely</td>
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<td>Somewhat not likely</td>
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<tr>
<td>Not likely at all</td>
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<td>DK/NA</td>
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</table>
Interviewer: Shows CARD1 depicting 50%, 25%, 10%, and 1% chance. Now we’d like to more closely know what you think your chances of getting sick are from eating seafood. This picture shows a 50 percent chance, a 25 percent chance, a 10 percent chance, and a 1 percent chance of getting sick. In each picture there are 100 squares. The red squares show how likely it is for someone to get sick. The fewer the number of red squares the less likely it is for someone to get sick.

Point to 50%. In this picture 50 out of 100 squares are colored red. This person will get sick 50 out of 100 meals, on average. A 50 percent chance is the same thing as flipping a coin. Point to 25%. This person will get sick 25 out of 100 meals, on average. Point to 10%. This person will get sick 10 out of 100 meals, on average. Point to 1%. If your chance of getting sick is 1 percent, you will get sick about one out of every 100 meals, on average.

Do you have any questions?

Yes 1
No 2

Interviewer: Answer the question(s) the best you can.

Q: PERCENT2

After the fish kill, consider the seafood meals you expect to eat next month. Do you think your chances of getting sick from eating these meals are greater or less than 1%?

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

Show CARD #2 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. Pointing This picture illustrates the difference between a one in 100 chance, a one in 1000 chance, a one in 10,000 chance, and a one in 100,000 chance. A one in one million chance does not even appear. This means that there is almost no chance of getting sick.
Randomly choose **ONE** of the following questions while pointing to the appropriate bar in CARD #2

**Q: CHAN1b**
Do you think your chances of getting sick are greater or less than 1 in 1,000?

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

**Q: CHAN2b**
Do you think your chances of getting sick are greater or less than 1 in 10,000?

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

**Q: CHAN3b**
Do you think your chances of getting sick are greater or less than 1 in 100,000?

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

**Q: CHAN4b**
Do you think your chances of getting sick are greater or less than 1 in 1,000,000?

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

<table>
<thead>
<tr>
<th>More</th>
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<tbody>
<tr>
<td>Less</td>
<td>2</td>
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<tr>
<td>Same</td>
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**Q: AFTER**

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

Meals _________

**Q: HABITS**

Would anything else about your eating habits change?

<table>
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<th>Yes</th>
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**Q: CHANGE**

What else would change? **INTERVIEWER: CHECK ALL THAT APPLY**

- I'd eat more restaurant meals 1
- I'd eat fewer restaurant meals 2
- I'd go fishing more 3
- I'd go fishing less 4
- I'd cook at home more 5
- I'd cook at home less 6
- I'd eat more poultry 7
- I'd eat more meat 8
- I'd eat more vegetables 9
- I'd eat more beans 10
- I'd eat more eggs 11
- I'd eat more canned seafood 12
- I would not eat croaker 13
- I would not eat flounder 14
- Other 15
- DK/NA 16
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 ...?

Go to next page

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

Q: NOTCLEAR

What did you not understand about the seafood inspection problem? [prompt: what part of the information sheet did you think was not clear?]
Q: PROGRAM

Show the information sheet. 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.

Do you have any questions about the program?

Answer as best you can using the information sheet.

Yes 1

No 2

DK/NA 3

Q: CHANCE

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 … ?

Very likely 1

Somewhat likely 2

Somewhat not likely 3

Not likely at all 4

DK/NA 5

Q: PERCENT

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

Greater 1

Less 2

About 1% 3

DK/NA 4
Randomly choose one of the following questions while pointing to the appropriate bar in CARD #2

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. Point to CARD 2

**Q: CHAN1c**

Do you think your chances of getting sick are greater or less than 1 in 1,000?

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<tr>
<th>Option</th>
<th>Code</th>
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<td>Greater than</td>
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<td>Less than</td>
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<td>About that</td>
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**Q: CHAN2c**

Do you think your chances of getting sick are greater or less than 1 in 10,000?

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**Q: CHAN3c**

Do you think your chances of getting sick are greater or less than 1 in 100,000?

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**Q: CHAN4c**

Do you think your chances of getting sick are greater or less than 1 in 1,000,000?

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<td>DK/NA</td>
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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?

More 1
Less 2
Same 3
DK/NA 4

Go to Next Page

Q: MANY

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

Meals __________

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?

Yes 1
No 2
DK/NA 3
Randomly choose one of the following two questions

**Q: AFTFISH2**

Suppose that with the mandatory seafood inspection program the price of your portion of your average seafood meals 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?

- More 1
- Less 2
- Same 3
- DK/NA 4

**Q: AFTFISH4**

Suppose that with the mandatory seafood inspection program the price of your portion of your average seafood meals 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?

- More 1
- Less 2
- Same 3
- DK/NA 4

**Q: MORELESS**

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

Meals __________
Choose one of the questions below using the same price as on page 21.

Q: ELEC2

Suppose that the proposed mandatory seafood inspection program was put to a vote in a 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?

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| DK/NA | 3 |

Q: ELEC4

Suppose that the proposed mandatory seafood inspection program was put to a vote in a 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?

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| DK/NA | 3 |

Q: SURE

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

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

Go to next page
Q: VOTE
Did you vote in the November national election?

Yes 1
No 2
DK/NA 3

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 ...

Go to next page

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

Q: UNDEFOLU
What was the hardest thing to understand?
Q: HARD

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

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

Go to next page

Q: HARDFOLU

What made the questions hard to answer?
Q: CERTAIN

How sure were you about your answers? Were you ... ?

Go to next page

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

Q: SUREFOLU

What were you not sure about?
Q: SUMMARY
That's all my questions at this time. Would you like a summary of the results of this survey?

Yes 1
No 2

Q: INFO
The results will be mailed out to you in about 6 months.

THANK YOU SO MUCH AND HAVE A GREAT DAY!