1. Consumers

1. Are you male or female?

- Male
- Female

2. What is your age?

3. What is the highest level of education you have completed?

4. What is your annual household income?

5. What is your marital status?

- Single, Never Married
- Married
- Separated
- Divorced
- Widowed

6. Do you have children?

- Yes
- No

7. What grocery store(s) do you usually shop at?

- Safeway/ Vons
- Albertson's
- Food Max
- Whole Foods Market
- Trader Joes
- Target Greatland
- Wal-Mart

8. What is your zip code?

ZIP/Postal Code:

9. Which type of yogurt(s) do you usually purchase or prefer? Check all that apply:

- I do not purchase yogurt
- Low-fat, Light yogurt
- Regular/ Original yogurt
- Yogurt enhanced to regulate digestion
- Fiber added yogurt
- Drinkable types of yogurt
- Fruit on the bottom yogurt
- Kid's branded yogurt- cups/ tubes

10. Do you purchase Organic yogurt? Check all that apply

- No, I do not purchase organic yogurt
- Yes, I believe it tastes better
- Yes, I believe it is healthier for me and/or my family
- Yes, I believe that organic is more animal friendly
- Yes, I believe that organic is more sustainable/ enviornmently friendly

11. Thank you for completing this survey. If you would like, please enter your name and address to be put into a drawing for a Cal Poly Dairy products holiday basket. Your information will be kept confidential. Thank you!

Name:

Address:

Address 2:

City/Town:

State:

ZIP/Postal Code:

Email Address: