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Part	1	of	2
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Declaration of Hal Poret In Support of Applicant
Real Foods Pty LTD's Motion for Summary
Judgment

91212680

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

FRITO-LAY NORTH AMERICA, INC.

Opposer,

vs.

REAL FOODS PTY LTD.

Applicant.

Opposition No. 91212680 (Parent)

Opposition No. 91213587

CERTIFICATE OF EXPRESS MAILING

NUMBER EM 27669263343

DATE OF DEPOSIT: January 23, 2015

I hereby certify that this paper is being deposited with the United States Postal Service "EXPRESS MAIL POST OFFICE TO ADDRESSEE" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to: Trademark Trial and Appeal Board, U.S. Patent and Trademark Office, P.O. Box 1451, Alexandria, VA 22313-1451


Ami Bhatt

**DECLARATION OF HAL PORET IN SUPPORT OF
APPLICANT REAL FOODS PTY LTD.'S MOTION FOR SUMMARY JUDGMENT**

I, Hal Poret, declare as follows:

1. I am a Senior Vice President at ORC International, a market research firm. I was retained as an expert by Applicant Real Foods Pty Ltd. ("Real Foods") to evaluate a survey purportedly probative of secondary meaning conducted by an expert engaged by Opposer Frito-Lay North America, Inc. ("Frito-Lay"). I submit this declaration in support of Real Foods' motion for summary judgment.

BACKGROUND AND PURPOSE

2. Real Foods has applied to register the mark CORN THINS in connection with "crispbread slices predominantly of corn." Frito-Lay has opposed registration. In connection with its Opposition, Frito-Lay submitted an expert report from Dr. Isabella Cunningham (the "Cunningham Report") concerning a secondary meaning survey Dr. Cunningham conducted regarding the name CORN THINS (the "Cunningham Survey"). Norris McLaughlin & Marcus, P.A., counsel for Real Foods, retained me to review and analyze the Cunningham Report and Survey. In the course of my analysis I have reviewed the following materials: (1) Cunningham Report and its

Appendices; (2) USPTO online file regarding Application for Corn Thins (79111074); (3) www.cornthins.com website; (4) www.quakeroats.com website. A copy of the Cunningham Report is attached hereto as **Exhibit A**.

3. As discussed in more detail below, it is my opinion that the Cunningham Survey is too flawed to have any value in assessing whether or not CORN THINS has acquired secondary meaning.

QUALIFICATIONS

4. As mentioned, I am Senior Vice President at ORC International, a market research firm. I have personally designed, supervised, and implemented close to 700 consumer surveys concerning consumer perception, opinion, and behavior. Over 150 of these surveys have concerned consumer perception regarding trademarks. I have personally designed many studies that have been admitted as evidence in legal proceedings and I have been accepted as an expert in survey research on numerous occasions by U.S. District Courts, the Trademark Trial and Appeal Board, the FTC, and the National Advertising Division of the Council of Better Business Bureaus (NAD).

5. I have frequently spoken at major intellectual property and legal conferences on the topic of how to design and conduct surveys that meet legal evidentiary standards for reliability, including conferences held by the International Trademark Association (INTA), American Intellectual Property Law Association, Practising Law Institute, Managing Intellectual Property, Promotions Marketing Association, American Conference Institute, and various bar organizations. I have published articles regarding trademark surveys in journals published by INTA (The Trademark Reporter) and The Practical Law Company, and in connection with various conferences.

6. In addition to my survey research experience, I hold bachelors and masters degrees in mathematics and a J.D. from Harvard Law School. Additional biographical material, including lists of testimony and publications, is provided in **Exhibit B**.

COMPENSATION

7. Work performed in connection with this matter is being billed at my ordinary rate of \$575/hr.

BRIEF OVERVIEW OF CUNNINGHAM SURVEY AND REPORT

8. The following is a very brief summary of the Cunningham Survey. Additional details are discussed in the Detailed Opinions section below and in the attached Cunningham Report.

9. The Cunningham Survey was an online survey among 411 respondents. The key screening criteria for the survey was that respondents had purchased crispbread/crispbread slices or crackers/flatbread in the past three months or planned to do so in the next 3 months.

10. Respondents were first shown an image of a bicycle and then asked if they could see the image:



11. Then they were asked the following question:

“What was the image you just saw on the screen
an airplane
a fur coat
a television set
a baseball bat
a mailbox
a bicycle
other _____”

12. Respondents then viewed another screen which instructed:

“The next screen will ask you some questions about a name of a product or products. If you can’t answer a question or have no opinion, please so indicate.”

13. On the next screen, respondents were shown the following image of the Corn Thins product above the following question:



“With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don’t you know?”¹

14. Respondents were also asked the following question:

“With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don’t you know?”²

15. A total of 21.7% of respondents answered that they associate CORN THINS with only one company and 11.4% that they associate ORGANIC with only one company. Dr. Cunningham subtracts the 11.4% result for ORGANIC to arrive at a net result of 10.3%. Based on this figure, Dr. Cunningham concludes that the name CORN THINS has not acquired secondary meaning.

SUMMARY OF OPINIONS REGARDING THE CUNNINGHAM SURVEY/REPORT

16. The Cunningham Survey failed to reliably measure the extent to which the name CORN THINS is associated with a single source due to the following flaws in the survey:

¹ The order of the response options in the question was rotated.

² The order of the CORN THINS and ORGANIC questions was rotated.

- a. By allowing respondents to qualify for the survey if they purchase “crackers,” the survey covered the wrong universe. The large majority of respondents answered that they do not purchase crispbread/crispbread slices, and almost certainly qualified for the survey only because they purchase some type of “cracker” that has little or no relation to the relevant product category. The survey entirely failed to narrow the universe to purchasers of the correct product type, which could easily explain why most respondents associated CORN THINS with no company or did not know.
- b. Prior to presenting respondents with the key question, the survey showed respondents a photo of a bicycle and a list of product categories they were instructed to pick from to identify the image in the photo. Immediately following this presentation, respondents were shown a photo of the Real Foods popped corn cake. When shown this photo, respondents were asked whether respondents “associate CORN THINS” rather than “associate the name CORN THINS” with one source. Therefore, the question could easily appear to be asking if they associate the type of product pictured with only one company rather than asking if they associate the name with only one company. The likelihood of this was enhanced by the fact that respondents had also just viewed a photo of a bicycle (another product type) and were provided with a list of product types from which they were asked to identify the image shown.
- c. In fact, the verbatim responses confirm that many respondents did interpret the key survey question to be asking about the type of product rather than the name. This flaw prevented the survey from addressing the relevant issue, and renders the results useless in assessing the extent to which the name CORN THINS is associated with a single source.
- d. The wording of the key question was also flawed in that respondents who understand CORN THINS to be a brand/trademark but do not know what company makes CORN THINS were not given a clear answer choice to express this. Respondents who know

CORN THINS as a brand name but do not know what company makes CORN THINS may have answered that they don't associate CORN THINS with any company, or that they don't know, because they don't actually know the company. There was no answer choice that gave respondents a clear way to indicate that they understand CORN THINS to be a source identifier but do not know the source. The key question was also flawed in that three of the four question choices (more than one company, no company, and don't know) favored Frito-Lay's position, which inherently skews the results in Frito-Lay's favor.

DETAILED OPINIONS REGARDING CUNNINGHAM SURVEY AND REPORT

The Universe Was Too Poorly Defined to Produce a Reliable, Useful Result

17. In assessing secondary meaning, it is critical to hone in on the relevant universe of prospective purchasers of the specific type of product at issue. A survey of the general public can badly understate the level of association by including many respondents who are not genuine past or prospective purchasers of the relevant type of product. Here, Real Foods has sought to register CORN THINS in the category of "crispbread slices" (predominantly of corn). It is also my understanding that Real Foods seeks to clarify the relevant category to consist of "popped corn cakes," a term that U.S. consumers would more likely recognize as referring to the relevant type of product.

18. In the Cunningham Survey, respondents were permitted to qualify for the survey if they were past or are prospective purchasers of any of the following: crackers, flatbread, crispbread, or crispbread slices, within a six month period. Neither "crackers" nor "flatbread" is mentioned in the application for CORN THINS. In particular, the term "crackers" is extremely broad and would encompass many different types of popular products, such as Ritz crackers, saltines, or Wheat Thins crackers. Nearly 80% of respondents who qualified for the survey answered that they do not purchase crispbread/crispbread slices, and qualified only because they answered that they buy

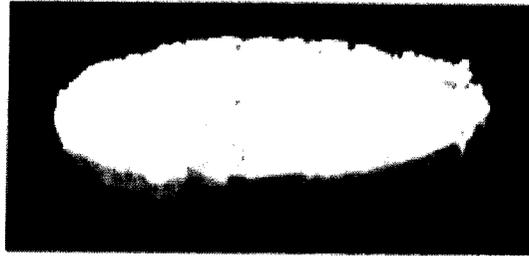
“crackers/flatbread,” which likely means that they purchase any of a large variety of products that fall under the heading “crackers.” Having conducted many surveys regarding snack food products, it is my opinion that virtually no consumers would think of the relevant type of product (a popped corn cake) when seeing the term “cracker” or “flatbread.” Accordingly, it is clear that the vast majority of respondents who qualified for the survey had the wrong type of product in mind. It is impossible to determine whether any of these respondents belong to the right universe of consumers: actual past or prospective corn cake purchasers.

19. It is easy to see how an incorrectly defined universe can dramatically dilute the appearance of secondary meaning. For instance, if half of the survey participants are unfamiliar with the mark because they are not even members of the relevant universe, then the true secondary meaning rate would be twice what the survey shows. Here, the inclusion of anyone who purchases “crackers” could have artificially deflated the secondary meaning level by an arbitrarily large factor. There is no way to quantify precisely what impact Cunningham’s survey of the wrong universe had or how significantly deflated the results were as a consequence. The results are the arbitrary product of an incorrect universe, and are unreliable.

The Key Question was Too Flawed to Address the Relevant Issue

20. The purpose of the Cunningham Survey was to assess whether the name CORN THINS has acquired secondary meaning. Accordingly, it was critical to make clear to respondents that they were being asked about the name. The survey failed to do so and left open the interpretation that the question was asking who they associate this type of product with.

21. In a survey testing secondary meaning of a word mark, the standard is to show and ask respondents about the word(s), not to show them the product the mark is used with. The Cunningham Survey, on the other hand, showed respondents a photo of the product and asked who respondents “associate CORN THINS” with, and included no language in the question suggesting that this meant the name CORN THINS:



With respect to the type of product shown above, do you associate CROWNIE with more than one company, only one company, no company, or don't you know?

- More than one company
- Only one company
- No company
- Don't know/no opinion

22. As the above screenshot from the Cunningham Survey shows, the photo of the product was a dominant part of the survey screen, and the question used the phrase “the type of product shown above,” calling respondents’ attention to the photo and cueing them to think about that “type of product” rather than think about the name CORN THINS. This presentation of the product photo and question wording easily could suggest that the survey is telling respondents that CORN THINS is “the type of product” pictured above and asking if they associate this type of product with one, more than one or no company, rather than asking about their association with the name CORN THINS. In other words, it could appear to be telling respondents that CORN THINS is a generic or descriptive term for the type of product shown, rather than testing how the name is perceived.

23. This was also likely exacerbated by the preceding screens in which respondents were shown a photo of a bicycle and asked a question to confirm that they could view the image of the bicycle clearly. This would have suggested to respondents that their ability to view a product image was important and that the following question was focused on the product pictured in the image rather than the name. This is particularly true because after viewing the photo of the bicycle,

respondents were asked to identify the image in the photo by choosing from a list of product categories (namely, airplane, fur coat, television set, baseball bat, mailbox, and bicycle).

24. In fact, the only thing in the survey that would give respondents any hope of understanding that the question was asking about the name CORN THINS rather than the type of product pictured is the instruction on a previous screen that they were going to be asked some questions about a name of a product. This reference to the “name” in the preceding instruction may have been successful in causing some respondents to interpret the key question accurately, but it was far from sufficient to ensure that the majority of respondents were answering the right question given the lack of any reference to the name in the question itself and the prominence of the picture of the product on the screen above the question.

25. It is clear from the verbatim responses to the survey that many respondents did interpret the question to be asking whether they associate the type of product pictured with one or more than one company. Consider the following responses as to why respondents answered that they “associate CORN THINS” with more than one company, which make clear that they are not talking about the name CORN THINS, but about the type of product pictured:

<u>ID #</u>	<u>REASON ASSOCIATES WITH MORE THAN ONE COMPANY</u>
1004	Many companies make these
1012	I have seen the product under different types of brands
1044	I have purchased several brands
1066	It is manufactured by several companies
1072	I can think of plenty of places that make rice cakes
1078	There is more than one company that produces similar products
1102	That corn thin could have been made by any company
1151	More than one company makes rice cakes
1172	Because I have seen different brands of this product
1176	There are multiple companies that sell these
1178	Quaker and other brands

1207	More than one company makes rice cakes
1220	Rice Cakes
1223	Corn chips and corn patties are made by various companies
1243	There has to be more than one company that makes this
1269	Because some may taste better than the other
1272	Competition
1288	If they're similar to those rice cakes being sold then yes because different cereal companies sell them as diet food
1342	Because I buy them and there are several brands
1346	When looking at this product I can think of more than one company that sells it
1556	I have seen many different brands of corn chips
1651	There are different brands that make this type of product, thus "MORE THAN ONE COMPANY"
1723	Because it'd be hard to believe for me to think only 1 co. in the u.s. would make this product
1744	Any company can make there [sic] version

26. It is clear that these respondents are not talking about associating the name CORN THINS with multiple companies. They are looking at the product and saying that they either know or assume that multiple companies make this type of product (in numerous cases referring to the product as rice cakes or corn chips or other terms). These answers do not address perception of the name CORN THINS at all. Indeed, a review of the verbatim answers of those who answered "more than one company" suggests that the large majority misinterpreted the question and were answering that the type of product shown above the question is made by multiple companies. The respondents listed above comprise 43% of the 56 respondents who gave a verbatim answer when asked why they associate CORN THINS with more than one company, and numerous other respondents gave verbatim answers that may also indicate the same misinterpretation of the question. This is an alarmingly high rate of failure to answer the intended question.

27. This misinterpretation of the question is also evident in the answers of the respondents who answered that they “associate CORN THINS” with only one company. Many of these respondents referred to the product as rice cakes and/or named Quaker. From my review of the quakeroats.com web site, it appears to me that Quaker does not even use the name CORN THINS in connection with its products. Clearly what is going on is that respondents believed they were being asked about their association with the type of product shown in the picture and were answering that they associate that type of product with Quaker. Since many respondents thought the product looked like a rice cake, they named a leading company that makes rice cakes. These respondents were clearly answering the wrong question.

28. Dr. Cunningham even points this out in her report, commenting that the responses of many of those surveyed who answered “one company” were thinking of a company other than Real Foods. While Dr. Cunningham is correct, she draws the wrong conclusion from this. The correct conclusion is not that these respondents are associating the name CORN THINS with Quaker or another company, but rather that they were answering an irrelevant question and indicating that they associate this type of product with Quaker or another company. The survey result is unreliable and of no value because many respondents were clearly answering the wrong question and there is no way to reliably conclude that the majority of respondents who answered “no company” or “don’t know” were responding to the name CORN THINS rather than the type of product pictured.

The Wording of the Answer Choices Was Flawed

29. It is well-settled that a product’s name has acquired secondary meaning if consumers perceive it to identify a single source, regardless of whether or not they know who the source is. In the context of a name like CORN THINS, respondents may understand CORN THINS to be a brand – i.e., an indicator of a particular source – but may not know what company the brand comes from. Accordingly, they might perceive CORN THINS as a trademark but not associate it with any company.

30. In designing a secondary meaning survey in such a scenario, it is critical to account for the possibility that respondents perceive the name to be a brand but do not know what company it comes from and may, therefore, be prone to answer that they do not “associate” the name with one company. One way to do so would be to ask if they associate the name CORN THINS with one brand, or at least with one company or brand so that they understand their association does not need to be with a company that they may be unaware of. A survey can also explicitly clarify that respondents do not need to know the name of the company. It can ask if respondents associate the name with one brand, whether or not they can name the company the brand comes from. Or a survey can offer an answer choice such as: “I associate the name CORN THINS with only one brand or company but I don’t know the name of the company.”

31. The Cunningham Survey failed to take any measures to account for the likely scenario that respondents who perceive CORN THINS as a trademark may not associate it with a particular company because they don’t know who makes the CORN THINS brand. The only way responses could be counted as evidence of secondary meaning is if they indicated that they associate CORN THINS with only one company. Over 50% of respondents answered that they associate CORN THINS with no company or that they don’t know. There is no way to tell the extent to which such respondents know CORN THINS as a brand but did not pick the “one company” choice because they, in fact, do not know what company CORN THINS comes from and therefore have no association with one specific company.

The Selection of Response Options in the Key Question Was Biased

32. The survey was also flawed in that three of the four response options offered favored Frito-Lay’s position:

- Only one company
- More than one company
- No company
- Don’t know

33. This inherently biases the survey results in favor of Frito-Lay's position by giving respondents far more opportunities to pick an answer that will be counted against a finding of secondary meaning. Typical issues of respondent inattention, error, uncertainty, or guessing will skew the results in Frito-Lay's favor due to the skewed selection of answer choices. This is another factor that could have led to an understated level of association with one company.

CONCLUSIONS

34. For the foregoing reasons, it is my opinion that the Cunningham Survey was too flawed to yield reliable or useful results.

35. I declare under penalty of perjury that the foregoing is true and correct.

Executed this 16th day of January, 2015 in Sleepy Hollow, New York.

A handwritten signature in cursive script that reads "Hal Foret". The signature is written in black ink and is positioned above a solid horizontal line.

Hal Foret

EXHIBIT A

Dr. Isabella Cunningham's Expert Report on the Findings of Whether or Not "Corn Thins" Has Acquired Secondary Meaning Among U.S. Consumers

The Purpose of this Report:

I have been retained by Pirkey Barber PLLC on behalf of Frito Lay North America, Inc. to assess whether the words: "Corn Thins" have acquired secondary meaning among U.S. consumers in connection with Real Foods' Corn Thins product. I have designed a survey relevant to this issue. This report contains a description of the survey, an analysis of the data collected in this survey, and my conclusion and expert opinion on the question of whether or not the words "Corn Thins" have acquired secondary meaning in connection with this kind of product.

Materials Reviewed:

In addition to the data collected for the survey as described below, I reviewed the following materials in connection with preparing the survey and forming my opinions:

- A printout from the website <http://tmsearch.uspto.gov> concerning Trademark application number 79111074
- A package of Real Foods' Corn Thins product.
- Photographs of product samples from the package of Corn Thins product
- The website: <http://www.cornthins.com>

The Survey:

The research survey I designed consisted of one questionnaire containing two substantive questions: a test question and a control question. 411 completed responses to the questionnaire were obtained and analyzed. The survey questionnaire is attached as **Appendix 3**.

I was provided a package of Real Foods' Corn Thins product, and from this package a product sample was photographed. I compared the image of the product sample with the product sample to verify accuracy. The survey displayed this image immediately above the test and control questions.

The purpose of the control question was to ensure that the test results were reliable and valid. When asked the test question (Q.1) the survey subjects were shown the image of Real Foods' Corn Thins product and were asked:

"With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?"

When asked the control question (Q.3) the survey subjects were also shown the same picture of Real Foods' Corn Thins product and were asked: "With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?" This was done to estimate potential "noise" (as an example guessing and other external factors) that might be included in the overall test responses. By estimating the "noise" in the control question, we assume that the same level of "noise" would occur within the test question. Thereby, subtracting the "noise" from the test results allows us to obtain the net results from the test.

The survey subjects were members of an online panel. The panel subjects were provided by Survey Sampling International, a highly reputable provider of samples for academic and business survey researchers. The panel company was asked to provide a representative sample of people residing in the United States who are older than 18 years of age. The panel company was not informed of the purpose of the survey. Since the panel company was not informed of the purpose of this research, no survey participant was pre-screened by the panel company for any criteria. All screening was done by the survey's screening/qualifying questions.

A series of questions was used to screen out respondents who worked for an advertising agency, a marketing research firm, a supermarket, a grocery store or a food discount store, or a convenience store. To qualify for the survey respondents had to be responsible for at least half of the grocery shopping for their household. Qualified respondents were asked whether they were using a device that could consistently display stimuli images and they were given a visual test to ensure that they could clearly see the stimuli images and distinguish colors.

Respondents who stated they either had purchased "Renifs" in the last three months or were planning to purchase "Renifs" in the following three months were also eliminated from the final sample. "Renifs" were included as an alternative answer in questions S9 and S10 to ensure that respondents were paying attention to the questions in the survey and were not giving random answers.

Appendix 4 shows the disposition of the sample used in the study. The table in Appendix 4 shows that 71 subjects were not permitted to participate in the survey because they used a device that was not a desktop, laptop or a tablet, they or someone else in their household worked for a market research or advertising agency, a supermarket, grocery store, food discount store, or a convenience store. 62 individuals who did less than half of the grocery purchases for their household were not included in the final survey sample as well. Also excluded from the final sample were 57 respondents that stated they had purchased "Renifs" in the previous three months or intended to purchase "Renifs" in the following three months.

The respondents were U.S. consumers of crispbread/crispbread slices and/or crackers/flatbread. Only respondents who had purchased crispbread/crispbread

slices and/or crackers/flatbread in the previous three months or who planned to purchase crispbread/crispbread slices and/or crackers/flatbread in the following three month were included in the survey. **Appendix 6** shows the demographic distribution of the subjects in the survey sample.

The questionnaire was programmed in Qualtrics: a software designed to convert a questionnaire to a survey instrument that respondents can access from their own computer. Qualtrics software enables users to do many kinds of online data collection and analysis including market and consumer research.

In order to avoid order bias in the responses, the order of products presented in questions S9 and S10 was randomized. In addition half of the subjects in the survey were presented with Q1 before Q3, and the other half were presented with Q3 before Q1. In addition the order of responses for both Q1 and Q3 were randomized as well.

The participants in the survey answered the questions interactively. Respondents were not permitted to review their answers or to return to previous questions once they started the survey. **Appendix 5** contains the screenshots of the test and control questionnaires in the format they were used to collect the data for the survey.

Questions Q1 and Q3 were designed to elicit spontaneous responses from the subjects in the survey as to whether or not, in association with Real Foods' Corn Thins product, they associated CORN THINS or ORGANIC with only one company, more than one company, or no company. The subjects were also offered the opportunity to state that they did not know the answers to Q1 and Q3. Probing questions Q2 and Q4 were added to assess whether there were any particular reasons that were relevant to the subjects' perceived association of CORN THINS or ORGANIC with only one company, more than one company or no company. The results of the survey are reported below.

The Results:

The subjects that answered the survey were representative of US buyers of crispbread/crispbread slices and/or crackers/flatbread. Appendix 7 shows that 51.1% of the test subjects were female and 48.9% were male. Appendix 7 also shows that the age distribution of subjects in both the test and the control survey is representative to the US population age distribution. A list of the states in which both test and control subjects reside can also be found in Appendix 7. Respondents were residents of 46 of the 50 states. It is clear from the demographic profiles of the survey subjects that they are representative of the US population as well as of US buyers of crispbread/crispbread slices and/or crackers/flatbread (only subjects that had purchased crispbread/crispbread slices and/or crackers/flatbread in the previous three months or that planned to purchase crispbread/crispbread slices and/or crackers/flatbread in the following three months were included in the survey).

Appendix 7 shows a summary of the results of the survey. **Appendix 8** reports the subjects' verbatim responses to Q1 and Q2, and to Q3 and Q4. Finally **Appendix 9** is a compendium of all individual responses to the survey.

The survey results clearly indicate that CORN THINS has not acquired secondary meaning among U.S buyers of crispbread/crispbread slices and/or crackers/flatbread. 89 subjects (21.7%) in the survey indicated that they associated CORN THINS with only one company, while 47 subjects (11.4%) in the survey indicated that they associated ORGANIC with only one company. Subtracting the "noise" results from the test results shows that a net of only 10.3% of the subjects in the sample associated CORN THINS with only one company. Furthermore, 73 subjects (17.8%) associated CORN THINS with more than one company and 117 subjects (28.5%) associated CORN THINS with no company. The remaining 132 subjects (32.1%) said they did not know. Thus a significantly higher percentage of respondents associated CORN THINS with more than one company or no company (total of 46.3%) than with only one company. These results clearly indicate that the primary significance of CORN THINS among relevant consumers is not a designation of a single source, and therefore CORN THINS has not acquired secondary meaning.

An examination of the verbatim responses to Q2 ("Why do you say that?") which followed Q1 ("With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?") further indicated that many of the subjects who answered Q1 by stating that they associated CORN THINS with only one company, were in fact thinking of company other than Real Foods. Examples of responses to Q2 by subjects that associated CORN THINS with only one company are:

"Quaker"

"Rice Cake"

"Quaker makes them and I've not seen them made by anyone else"

"I am mainly familiar with lundberg rice crisps"

"Quaker Oats"

"Because I don't many companies (sic) who make this except for Quaker"

"Meijer"

"Kraft"

"Fritos"

"I can only think of one brand of rice cakes"

"probably"

"General Mills"

42 of the 89 subjects who indicated "only one company" in response to Q1 specified the name of a company other than Real Foods (37 of the 42 indicated Quaker) and two specified more than one company.

The survey clearly shows that there is no evidence of secondary meaning.

Qualification, Personal Background and Compensation:

My name is Isabella Cunningham. I am the Ernest A. Sharpe Centennial Professor in Communication and the past Chair of the Advertising and Public Relations Department at The University of Texas at Austin, in Austin, Texas. I am the author and coauthor of several books and numerous academic articles in marketing and advertising. I have also published several refereed papers in academic proceedings and have made numerous presentations to both academic and professional audiences.

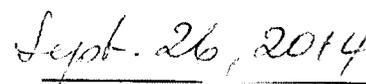
I am a member of several academic journal review boards and have served on numerous academic and professional committees as both a member and in leadership positions. I have also served on the Board of Directors of three public and private corporations, and am presently a member of the Board of Directors of a public corporation and of a private Texas financial company. I am also a member of the Advisory Board of two privately owned companies and am a member of the board of several non-profit organizations.

I have taught marketing and advertising courses at The University of Texas for the past 40 years and have served as Chair of the Department of Advertising from 1978 to 1985 and have served again as the Chair of the Department of Advertising and Public Relations from 2001 to September 2014. Before joining the faculty at The University of Texas, I was Assistant Professor of Marketing and Acting Dean of the Business School at St. Edward's University.

I have been a marketing and advertising consultant to several businesses and have been retained as an expert witness in several lawsuits. I have offered expert opinions and have been deposed and/or testified in several of them. A short list of the cases in which I have testified/served as a witness in the past five years is shown in **Appendix 1**. A complete professional and academic resume is shown in **Appendix 2**.

I am being compensated for my work in this case at the rate of \$600.00 per hour. My compensation is not contingent on the outcome of this matter nor on the opinion that I express.


Isabella Cunningham


Date

APPENDIX 1

Sept. 2014

Dr. Isabella Cunningham

Cases retained as an expert witness since 2009.

- *American Airlines Inc. v. Yahoo! Inc. and Overture Services Inc., d/b/a/Yahoo! Search Marketing (Cantey Hanger LLP-Dallas and its correspondent California Law Firm) 2009
- Michael Angelo v. Buitoni (Pirkey Barber in Austin) 2010
- Merrick Pet Care v. Blue Buffalo Company, LTD. (Pirkey Barber in Austin) 2011
- American Airlines v. Sabre Travel (Cantey Hanger LLP) 2011
- *Louisiana Fish Fry Products, Ltd. v. Bruce Foods, Inc. (Roy Kiesel, Ford Doody & Thurmon) 2011
- North American Pipe Corp. v. Benjamin Media Inc. (Schultz & Associates, P.C.) 2011
- Daniel R. Castro v. Entrepreneur Media, Inc., (Latham & Watkins) 2011
- Robin Singh Educational Services Inc. v. Test Masters Educational Services Inc. (Pirkey Barber) 2011
- Nestle Toll House v. Log House Foods, (Mayer Brown LLP) 2011
- *TGIF v. Stripes, (Pirkey Barber) 2012
- *Eastman Chemical v. Plastipure, Inc. and Certichem, Inc. (Fritz, Byrne, Head & Harrison, PLLC) 2012
- *Peveto Companies, Ltd. v. Brakes Plus, Inc. (Wojciechowski & Associates, P.C.) 2013
- Louangel, Inc. et al. v. Darden Restaurants, Inc. (Gunn, Lee & Cave, P.C.) 2013
- *Kurt Tompkins et al. v. Brookstone, Inc., et al (Cantor Colburn LLP) 2013
- *Dines v. Toys "R" Us (Morgan, Lewis & Bockius LLP) 2014
- Pines Nursing Home v. RehabCare (Broad and Cassell) 2014
- MD Anderson Cancer Center (Pirkey Barber) 2014
- General Mills (Pirkey Barber) 2014
- *Amy's Ice Creams, Inc. v. Amy's Kitchen, Inc. (Pirkey Barber) 2014
- *U.S. Risk Insurance Group, Inc. v. United States Risk Management, L.L.C. (Ford Nassen & Baldwin, P.C.) 2014

* Cases where Dr. Cunningham provided testimony at deposition or trial

APPENDIX 2

Dr. Isabella Cunningham
Ernest A. Sharpe Centennial Professor in Communication
The University of Texas at Austin

1412 Barton Creek Boulevard, Austin TX 78735
Office (512) 471-8126; Home (512) 306-9701; Fax (512) 306-9731

ACADEMIC DATA

J.D. - Faculdade de Direito da Universidade Catolica de Sao Paulo, Sao Paulo, Brasil, 1964

M.B.A. - Marketing - Escola de Administracao de Empresas de Sao Paulo, da Fundacao Getulio Vargas, Sao Paulo, Brasil, 1966

M.B.A. - Marketing - Michigan State University, 1968

Ph.D. - Marketing, with cognate areas in Economics, Physical Distribution and Communication - Michigan State University, 1972

TEACHING EXPERIENCE

Ernest A. Sharpe Centennial Professor in Communication, The University of Texas at Austin, 1983 to present.

Professor of Advertising, Department of Advertising, The University of Texas at Austin, 1981 to present.

Associate Professor of Advertising, Department of Advertising, The University of Texas at Austin, 1976 to 1981.

Assistant Professor of Advertising, Department of Advertising, The University of Texas at Austin, 1974 to 1976.

Visiting Assistant Professor of Marketing, Department of Marketing Administration, The University of Texas at Austin, 1973 to 1974.

Assistant Professor of Marketing, Center of Business Administration, St. Edward's University, Austin, Texas, 1971 to 1972.

Assistant Professor of Marketing, Escola de Administracao de Empresas de Sao Paulo da Fundacao Getulio Vargas, Sao Paulo, Brasil, 1969 to 1971.

Teaching Assistant in Marketing, Michigan State University, East Lansing, Michigan, 1968 to 1969.

ADMINISTRATIVE DUTIES

(At The University of Texas at Austin)

Chair, Department of Advertising, September 2002 to 2014. In addition to the duties required of the Chair, traveled to New York, Chicago, Dallas, Los Angeles, San Francisco, and overseas to acquire and secure funding for scholarships and internships. Also, traveled extensively to do major fundraising for the College and Department.

Chairman, University of Texas Enrollment Task Force Review, appointed by President Powers, September 2008 to present. Charged with reviewing progress made on enrollment for The University and with making new recommendations for continued improvement.

Member, University of Texas Admission and Registration Committee, elected by members of the Faculty Council, 2007 to 2008 and 2008 to present.

Member, University of Texas Committee for Graduation. Elected by Faculty Council, 2007-2008.

Member of the Women's Athletic Council, appointed by President Powers, 2007 to present.

Member Jackson School Committee for Promotion and Tenure. appointed by President Faulkner, 2005 to 2008.

Chairman, University of Texas Enrollment Task Force, appointed by President Faulkner, October 2003 to May 2004. Developed a plan for achieving optimum enrollment at The University.

Member, University of Texas Women's Athletics Hall of Fame Committee, 2001 to present.

Member of the Board, University Coop, 2003 to 2007.

Member, Administrative Council, College of Communication, 2002 to present.

Chairman of the Board, University Co-op, 1970 to 1979, 1981 to 1982.

Graduate Advisor, Department of Advertising, 1976 to 1978.

Acting Chair, Department of Advertising, Spring/Summer 1978.

Chair, Department of Advertising, 1978 to 1985.

Member, Administrative Council, College of Communication, 1978 to 1985.

Chair, Women's Athletic Council, 1980 to 1985.

Member, Texas Student Publications Board of Operating Trustees, 1982 to 1984.

College of Communication Minority Liaison Officer for Department of Advertising, 1990 to 1991.

Member, Advisory Board, Institute of Latin American Studies, 1982 to present.

PCL Representative for Department of Advertising, 1991 to present.

Director for International Programs, St. Edward's University College of Communication, 1995-2000.

Member of the Board, St. Edward's University, 1985 to 2008.

Member of the Facilities Committee, and the Finance Committee of the Board, St. Edward's University, 1985 to 2006.

Acting Dean, Center of Business Administration, St. Edward's University, Austin, Texas, 1972 to 1973.

PUBLICATIONS

(Books)

1. (With W.H. Cunningham and R.M. Moore) A Study of Consumer Behavior in Brazil, monograph, the Bureau of Business Research, The University of Texas at Austin, 1976.
2. (With W.H. Cunningham and W.J.E. Crissy) Selling: The Personal Force in Marketing, Wiley-Hamilton, 1977.
3. (With W.H. Cunningham and W.J.E. Crissy) Effective Selling, J. Wiley and Sons, 1977.
4. (With G. Kozmetsky) Investment Management: A Book of Readings, The University of Texas Press, 1979
5. (With W.H. Cunningham) Marketing: A Managerial Approach, Southwestern Publishing Company, 1980, 2nd ed., 1987.
6. (With W.J.E. Crissy and W.H. Cunningham) Metodos Efectivos de Venta, Mexico: Editorial Limusa, 1980.
7. (With W.H. Cunningham and D.W. Jackson, Jr.) Selling: The Personal Force in Marketing (Revised) J. Wiley and Sons, 1988.
8. (With J. Murphy) Advertising and Marketing Communication Management, Dryden Press, 1993.

9. (With Pei-Fen Li) Consumer Information Search and Decision Processes in a Web-Based Shopping Environment-A Monograph, 2009.
10. (With Zhenghua Sara Ye) An Exploratory Study of Search Advertising in China-A Monograph, 2009.
11. (With J. Murphy, L. Stavchansky de Lewis) Integrated Brand Promotion Management: Cases, Text, and Exercises, Kendall Hunt Publishing, 2011.

PUBLICATIONS

(Articles)

1. (With W.H. Cunningham) "The Urban In-Home Shopper: Socio-economic and Attitudinal Characteristics." *Journal of Retailing*, Vol. 49, Number 3, Fall 1973.
2. (With R.T. Green and W.H. Cunningham) "A Cross-Cultural Study of Subjective Product Attributes," in *Proceedings of the Association of Consumer Research*, November 1973.
3. (With R.M. Moore and W.H. Cunningham) "Urban Markets in Industrializing Countries: The Sao Paulo Experience." *Journal of Marketing*, Vol. 38, Number 2, April 1974.
4. (With R.T. Green) "Family Purchase Decisions: Substantial Changes Could Result from Women's 'Liberated' Attitudes," in *Proceedings from the Research Seminar in Marketing*, France, June 1974.
5. (With W.H. Cunningham and W. English) "Socio-psychological Characteristics of Undergraduate Marijuana Users," *Journal of Genetic Psychology*, Fall 1974.
6. (With R.T. Green) "Purchasing Roles in the U.S. Family, 1955 and 1973," *Journal of Marketing*, October 1974.
7. (With R.T. Green and W.H. Cunningham) "The Effectiveness of Standardized Global Advertising: A Cross-Cultural Research." *Journal of Advertising*, Vol. 4, Number 3, p. 25, Summer 1975.
8. (With R.T. Green) "Feminine Role Perception and Family Purchasing Decisions," *Journal of Marketing Research*, August 1975, p. 325.
9. (With W.H. Cunningham) "Consumer Protection: More Information or More Regulations?" *Journal of Marketing*, April 1976
10. (With R.T. Green) "The Impact of Wives' Employment on Family Purchasing Roles," *Journal of Business Research*, October 1976.
11. Book Review of "The Female Consumer" by Rosemary Scott, in *Journal of Marketing*, Vol. 41, Number 3, July 1977, pp. 141-142.

12. (With W.H. Cunningham) "Standards for Advertising Regulation: The Least Reasonable Man Principle," *Journal of Marketing*, Vol. 41, Number 4, October 1977, pp. 92-97.
13. (With R.T. Green and W.H. Cunningham) "The Importance of Ipsatization in Cross-Cultural Research," *Public Opinion Quarterly*, Fall 1977, pp. 379-384.
14. (With J.H. Murphy and G. Wilcox) "The Influence of Program Environment on Humorous and Non-Humorous Advertising," *Journal of Advertising*, June 1979.
15. (With R.T. Green) "Working Wives in the United States and Venezuela: A Cross-National Study," *Journal of Comparative Family Studies*, Vol. X, Number 1, Spring 1979.
16. (With R.T. Green) "Family Purchasing Roles in Two Countries," *Journal of International Business Studies*, Vol. XI, Number 2, Spring/Summer 1980.
17. (With W.H. Cunningham and V.J. Blasko) "Advertising for Lawyers: An Exploratory Study of Four Different Appeals," SMA Proceedings, Ronald D. Taylor, John H. Summey, Blaise J. Bergiel, Editors; Southern Marketing Association, November 1981.
18. (With G. Kozmetsky and R. Peterson) "An Investigation of the Perceptions of Capitalism Among Texas Business Leaders," paper, Institute for Constructive Capitalism, Austin, Texas, 1981.
19. (With G. Kozmetsky and R. Peterson) "Issues of Concern Among Major Demographic Groups," paper, Institute for Constructive Capitalism, Austin, Texas, 1981.
20. (With R. Peterson and G. Kozmetsky) "Perception of News Media Toward Business," *Journalism Quarterly*, January 1982.
21. (With A. Hardy and G. Imperia) "Generic Brands versus National Brands and Store Brands," *Journal of Advertising Research*, October/November 1982.
22. (With G. Kozmetsky) Institute Paper, "Constructive Capitalism – Readings", Institute for Constructive Capitalism, Austin, Texas 1982.
23. (With G. Kozmetsky and R. Peterson) "A Definition of Capitalism - Its Theoretical and Practical Implications," paper, Institute for Constructive Capitalism, policy series, 1982.
24. "A Influencia dos Sistemas Interativos nas Tecnicas de Marketing," *Anais do II Enbra*, September 1982.
25. (With R. T. Green, et al) "Societal Development and Family Purchasing Roles: A Cross-National Study," *Journal of Consumer Research*, March 1983.
26. (With R. Peterson, G. Albaum and G. Kozmetsky) "Attitudes of Newspaper Business Editors and General Public Toward Capitalism," *Journalism Quarterly*, Spring 1984, pp. 56-65.

27. (With R. Godoy) "Psychosocial Characteristics of Battered Women - Information for Communication," Proceedings of the 23rd International Congress of Psychology, Acapulco, Mexico, September 1984.
28. (With C. Lee) "A Comparison of the Short-Run Relative Effectiveness of Free Samples vs. Advertising on Consumers' Attitudes Toward a Convenience Product - An Experiment," *Current Issues and Research in Advertising*, 1984, Vol. I, pp. 109-122.
29. (With G. Wilcox and L. Williams) "Targeting the Affluent: Implications for Advertisers," in Proceedings from the 12th International Seminar in Marketing Research, I.R.E.T. - La Londe sur Les Maures, May 1985, pp. 43-67.
30. (With L. James) "A Profile of Direct Marketing Television Shoppers," *The Journal of Direct Marketing*, 1987, Vol. 1, No. 4, pp. 12-23.
31. (With R. Ohanian) "Application of Primacy-Recency in Comparative Advertising," *Current Issues & Research in Advertising*, 1987, Vol. 10, Nos. 1 & 2, pp. 99-121.
32. (With W.H. Cunningham) "Stanley C. Hollander: The Scholar Behind Marketing and Retail Theory," *Historical Perspectives in Marketing*. Ference Nevett and Ronald A. Fullerton, Editors; Lexington Books, 1988, pp. 5-7

PRESENTATIONS AND COFERENCE PAPERS

*From 1991 forward, Dr. Cunningham has made presentations to University and community groups too numerous to list.

1. (With W.T. Anderson and W.H. Cunningham) "Personality and Status-Oriented Promotional Appeals," presented at the Southern Marketing Association, November 11, 1972, in Washington, D.C.
2. (With R. Moore and W.H. Cunningham) "Product Distribution Strategy in Semi-Industrialized Countries," presented at the Academy of International Business, December 27, 1973, New York, N.Y.
3. (With R.T. Green and W.H. Cunningham) "A Cross-Cultural Study of Subjective Product Attributes," presented to the Association of Consumer Research, November 8-11, 1973, New York, N.Y.
4. (With R.T. Green) "Family Purchase Decisions: Substantial Changes Could Result from Women's 'Liberated' Attitudes," presented to the Research Seminar in Marketing, June 4-10, 1974, Senauque Abbey, France.
5. (With R.T. Green and W.H. Cunningham) "A Cross-Cultural Study of Product Attribute Importance," presented to the American Psychological Association, August, 1974, New Orleans, LA.

6. (With W.H. Cunningham) "Food Retailing in Sao Paulo, Brazil," presented to the Southern Marketing Association, November, 1975, New Orleans, LA.
7. Panel Member: "Television Advertising to Children," Southwest Marketing Association, March 7, 1981, New Orleans, LA.
8. "Advertising for Lawyers: An Exploratory Study of Four Different Appeals," presented to the Southern Marketing Association Annual Conference, November, 1981, Atlanta, GA.
9. Panel Member: "Teaching Advertising and Promotional Strategy," Mid-South Marketing Conference, April, 1982, Long Beach, MS.
10. Presenter: "The Role of Department Chairmen in Advertising Education," Mid-South Marketing Conference, April, 1982, Long Beach, MS.
11. Lecturer: "Internationalizing the Advertising Curriculum," Third Annual AMA Faculty Consortium, July, 1983, Atlanta, GA.
12. Chair, Promotional Track, 1983 Southern Marketing Association Educators' Conference, Atlanta, GA.
13. "The Importance of Planning and Strategy for Direct Selling," presented at the Annual Meeting of Direct Selling Educational Foundation, April 11-12, 1985, Dallas, TX.
14. (With G. Wilcox and L. Williams) "Targeting the Affluent: Implications for Advertisers," presented at the 12th International Seminar in Marketing Research, I.R.E.T. La Londe sur Les Maures, May 29-31, 1985.
15. Moderator. Roundtable Discussion: "The Latino Challenge to Opinion Polling in the U.S.," Conference on Ignored Voices: Public Opinion Polls and the Latino Community, October 18, 1985, The University of Texas at Austin.
16. Panelist: Council of the Americas Business Environment Roundtable on Brazil, December 3, 1985, Houston, TX.
17. "Panorama do varejo nos Estados Unidos - Exemplos e licoes para hoje e amanha." presented to 1 Simposio de Administracao e Marketing do Varejo, April 7, 1988, Sao Paulo, Brazil.
18. Panelist: Society for Marketing Professional Services November 21, 1988, Austin, TX.
19. Panelist: Texas Travel Summit '91 "Foundations for Excellence," September 30 October 2, 1991, Fort Worth, Texas.
22. Presenter: Graduate Student Presentation "New Trends in Media," Universidad Mayor, November 13-19, 2007, Santiago, Chile.

23. Panelist: Representing the University at the Brazil Center, June 18-24, 2009, Rio de Janeiro, Brazil.
24. Presenter: Advertising Executive Master at UGAP-Union Guatemalteca De Agencias De Publicidad, May 10-13, 2009, Guatemala City, Guatemala.
25. Presenter (refereed paper): American Academy of Advertising Conference “Quick Service Restaurant Advertising and Consumption in the United States 1986-2007” with Sara Kamal and Gary B. Wilcox, March 18-21, 2010, Minneapolis, MN.
26. Key Note Speaker for the Jornadas Fronterizas Border Workshop presented by IC2 Institute, November 11, 2011, Austin, TX.

ONGOING RESEARCH

- Co-Authored “Exploring the Values of the Millennial Generation in Black and White” with Kevin Thomas, ongoing.
- Co-Authored “Marketing Communication Internships: Exploratory and Empirical Research on the Factors Influencing Intern Students’ Job Satisfaction” with Seung Chul Yoo, submitted.
- Co-Authored “Marketing Communication Internship: The Exploratory Study of Finding Key Predictors of Student’s Internship Success” with Seung Chul Yoo, ongoing.
- Co-Authored “Consumers’ Media as an information broker: The impact of ‘type’ on user behavior and content perceptions-a model.” with Kristin Stewart, submitted.
- Co-Authored “How media influence consumers’ trust in advertising: The role of use frequency, motivation and expectancy.” with Kristin Stewart, ongoing.
- Co-Authored “Beyond the Background: Affecting responses in video advertising by varying music prominence and evoked arousal.” with Kristin Stewart and Vinnie Cicchirillo, ongoing.
- Co-Authored “An analysis of music prominence in advertising: Propositions for further research.” with Kristin Stewart, Allison Auchter and Ben Wyeth, ongoing.

GRANTS, RESEARCH AWARDS

- IC2 Research Grant (\$25,000), 2014-2015.
- USAA Future Payments Project, 2011
- Principal Investigator for TxDOT Strategic Marketing Program, 2011-present.
- Faculty Fellow, IC2 Institute, The University of Texas, 2008-2009, 2009-2010, 2010-2011, 2011-2012 and 2012-2013
- Recipient of the Robert C. Jeffrey College Benefactor Award, 2009-2010
- United States Postal Service Advertising Grant, 1997
- Internal Revenue Service Automated Filing Campaign. 1996
- Institute for Constructive Capitalism Grant, CKP Project on Capitalism, September, 1979 to 1983 - several ongoing research papers with Dr. George Kozmetsky and Dr. Robert Peterson.
- University Research Institute Grant, Fall 1976, to investigate "The Effectiveness of Bilingual Advertising."
- University Research Institute, Fall 1977, to investigate "Advertising of Professional Service - Lawyers."
- Austin Women's Center Research Grant, "A Study of Women Entrepreneurs," 1975.
- Outstanding Paper Award, "Advertising for Lawyers: An Exploratory Study of Four Different Appeals," Southern Marketing Association, November 1981.
- Institute of Human Development and Family Studies Grant for a Gerontology Project, May 1984.
- University of Cincinnati Direct Marketing Policy Center Grant to study "A Profile of Direct Marketing Television Shoppers." July 1985.
- Eckerd's Drugstores Research Grant to study "Differential Perceptions of National and Private Label Branded Nonprescription Drugs," Fall 1986.
- Institute of Human Development and Family Studies Grant to study "Aging and Self-Medication Decision Processes." Spring 1987.
- Institute of Human Development and Family Studies Grant to study "An Analysis of the Process of Persuasion on Younger and Older Adults," June 1987.

- Extension of University of Cincinnati Direct Marketing Policy Center Grant to study Shopping Behavior, May 1987.

Ph.D. COMMITTEES CHAIRED

- Dr. Cunningham has served and continues to serve as both chair and member of numerous doctoral committees and numerous masters' committees. The committees are too numerous to mention. Dr. Cunningham's students have achieved high honors and prestigious academic positions in the United States and abroad.

EDITORIAL BOARDS - CURRENT

- Member, Editorial Board of Journal of Current Issues and Research in Advertising, 1979 to present.
- Member, Editorial Board of Journal of Advertising, 1990 to present.
- Member, Editorial Board of Journal of Managerial Issues, 1988 to present.
- Member, Editorial Review Board of Journal of Marketing, 1992 to present.
- Member Editorial Review Board of Journal of Advertising Research 1992 to present.
- Member Editorial review Board of Journal of International advertising 1998 to present

EDITORIAL BOARDS - PREVIOUS

- Member, Editorial Board of European Journal of Marketing.
- Consultant and Reviewer, Prentice Hall Publishing Company.

UNIVERSITY COMMITTEES

Former Member of:

- Accessions Committee - The University of Texas Art Museum, 1987-2000
- Austin/UT Council, 1992 to 2000
- Ad Hoc Committee for the Allan Shivers Centennial Chair in Communication, 1998 to 2000
- Special Committee to Study the Funding of UT Men's and Women's Athletic Programs, 1982 to 1984
- Texas Excellence Awards Selection Committee, 1992 to 2000
- Committee on International Programs and Studies

- The Ronya Kozmetsky Centennial Lectureship for Women in Management
- Ad Hoc Committee on Intercultural/International Communication
- Ex-Students' Association Scholarship Committee
- Chairman, Committee to Select the Dean of the School of Communication, 1978
- Chairman, Consultative Committee to Advise the President Concerning the Selection of the Vice President for Academic Affairs, 1979 to 1980
- UT Faculty Women Steering Committee, 1985

Current Member of:

- Chair, Presidential Enrollment Task Force, 2008-2009
- Chair, Presidential Enrollment Task Force, 2004-2005
- Member, Presidential Curricular Reform Task Force, 2005-2006
- International Studies and Programs Committee, The University of Texas, 2000 to present
- Administrative Council, College of Communication President's EEO Committee, 1985 to present
- Brazilian Studies Committee, 1992 to present
- Latin American Collection Advisory Board, 1985 to present
- UT Press Advisory Committee, 1995 to present
- UT Women's Athletics Hall of Fame Selection Committee, 1992 to present
- ILAS Undergraduate Advisory Committee, 1985 to present
- Department of Advertising Alumni Relations Committee and Promotion Committee Representative, 1985 to present
- College of Communication Promotion and Tenure Committee, 1993 to 2005

Ad Hoc Member of:

- College of Communication Advisory Council, 1978 to 1985, and 2002 to present

UNIVERSITY AND COMMUNITY SERVICE

- Department of Public Safety Consultant, 1975 to 1976.
- Served as Consultant - Austin Women's Center, 1975 to 1976.
- First Vice-President, Austin Advertising Club, 1977-78, President 1978 to 1979.
- Faculty Sponsor for Women in Communication, Incorporated (WICI), 1978 to 1979.
- Faculty Sponsor, MBA Women's Association, 1980 to 1982.

- Member, Public Access to Lawyers Committee, State Bar of Texas, 1980 to 1985.
- Member, Austin Diocese Committee for Communication, 1981 to 1985.
- UT Delegate to the AIAW Annual Convention, Detroit, 1982.
- Co-Chairman, Committee to Establish Advertising Ethical Standards, Texas Student Publications Board, 1982 to 1983.
- UT Delegate to the NCAA Annual Convention, San Diego, January 1983; Dallas, January 1984.
- UT Delegate to NCAA Special Convention, New Orleans, June 20-21, 1985.
- Member of the Austin/UT Council, 1984 to 1985.
- Member, Austin Mental Health Association Board, 1985 to 1986.
- Member, Holy Cross Hospital Board of Trustees, 1985 to 1986.
- Member, Austin Lyric Opera Board of Trustees, 1986 to 1987.
- Member, South Central Texas Chapter Arthritis Foundation Board of Directors, 1987 to 1988.
- Member, Daughters of Charity Health Services of Austin Planning Council, 1986 to present; Chair, 1987 to 1988.
- Member, St. David's Hospital Women's Health Advisory Council, 1987 to 1988.
- Member, 1987 International Business Fellows Program.
- Member, 1988 International Business Fellows Selection Committee.
- Member, City of Austin Child Care Commission, and Chair of Public Awareness Committee, 1987.
- Member, Marketing and Publicity Committee, Capitol Area Boy Scouts of America Round-Up Planning Committee, 1987 to 1988.
- Faculty Advisor, Beta Alpha Phi International Honor Society, 1987 to 1990.
- Member, Capitol Area Boy Scouts of America Executive Board, 1987 to 1992; Advisory Council, 1992 to 1998.
- Member, Board of Texas State Committee of National Museum of Women in the Arts, 1987 to 1992; Co-chair, 1988 to 1990.
- Member, Tourism Advisory Committee, Texas Department of Commerce, 1988 to 1991.
- Member, Special Populations Media Subcommittee, American Cancer Society, Texas Division, Inc., 1988 to 1990.
- Member, Advisory Board, Premiere 1989 Gala (Promoting Dallas Communication Industry), 1988.
- Member, Board of Communities in Schools-Austin, 1989 to 1990.
- Member, Austin Diocesan Forum, 1988 to 1992.

- Member, Austin Chamber of Commerce National Public Relations Committee, 1989 to 1990.
- Member, Marketing Committee of the United Way/Capitol Area, 1991 to 1992.
- Member, Campaign Executive Committee of the Allan Shivers Radiation Therapy Center, 1991 to 1993.
- Member, Lone Star Girl Scout Council's Mirrors Project, 1992 to 1997.
- Member, The Settlement Club, 1986 to 1990; Associate Member, 1991 to present.
- Member, Texas Hill Country Wine and Food Foundation, 1999- 2005
- Member, Board of Susan G. Komen Breast Cancer Foundation, and Campus Sponsor for "Race for the Cure", 1986 to 1990
- Member, Sunset Advisory Commission, 1995 to 1997, appointed by the Lieutenant Governor.
- Member, Board of Directors of Austin Smiles, 1992 to 2000
- Member, Austin Theater for Youth, 1995 to 2000.
- Member, Jocalia Investment Group, (\$200,000 invested) 1978 to 2010.
- Member, Advisory Board of Trustees of the National Wildflower Research Center, 1986 to 2006.
- Member, St. Edward's University Board of Trustees, 1985- present.
- Member, Board of National Museum of Natural History, Smithsonian Institution, 1993 to 2007.
- Member, Texas Advisory Board of the Children's Defense Fund, 1999 to present.
- Member, Advisory Board of the Texas Medical Association Foundation 1999 to present.
- Member, Advisory Board of the Texas Heart Fund, 1999 to 2007.
- Member, Advisory Board of eCampus Tours, 2012.

PROFESSIONAL ASSOCIATIONS

- The Wine and Food Association, Emeritus Board Member, 2010-2011
- American Academy of Advertising
- American Marketing Association
- Brazilian Bar Association
- Southern Marketing Association
- Austin Advertising Club - President 1978 to 1979
- American Advertising Federation

- Advertising Research Foundation

HONORS

- Beta Gamma Sigma
- Phi Kappa Phi
- Who's Who of American Women
- Who's Who of Young Women
- Who's Who in America
- Who's Who in Advertising

CORPORATE BOARDS

- Member Franklin Federal Bank Board of Directors, 1985 to 1987 (Member Audit Committee, Chair Marketing Committee)
- Member, RepublicBank Northwest Board of Directors, 1987 to 1990; RepublicBank Williamson Co. Advisory Board, 1987 to 1988.
- Advisory Director, Wells Fargo Bank, 1996-2001
- Member of the Board of Directors of Dupont Photomasks, 2001 to 2005 (Audit Committee member, Chair of Governance Committee)
- Member, Cornell Companies Board of Directors, 2004 to 2005 (Audit Committee member, Governance Committee member)
- Member of the Board of Directors of XILIX Corporation (a privately held company), 2001 to 2008.
- Member, VIAD Company Board of Directors, 2005 to present.
- Member, Board of Directors, Pioneer Bank of Texas, 2007 to present.
- Member, Advisory Council, Pyrix Company, Austin, 2008 to present.
- Member, Advisory Board, Le Metier De Beaute, New York, 2008 to present.

CONSULTING

- Appointed consultant to the Cotton Board, 1984 to 1986.

- Chairman of the Board of the University Co-op (\$10,000,000 annual sales), 1979 to 1980; member of the Board of the University Co-op 1978 to 1982.
- Research Consultant - RGK Foundation, 1981 to 1984.
- Research Consultant - Metropolitan Research, Inc., 1975 to 1985. Served as consultant to British American Tobacco; Lone Star Beer Company, Lamar Savings; Romeo and Associates Advertising Agency; J-Wise Properties Ltd.; HEB Food Stores; Brooks, Johnson, & Zausmer Advertising; Bonner McLane Advertising; Denmark Shop; Texas Savings and Loan League; The Alpha Group (Mexico); Southland Corporation; Texas Pharmaceutical Association.
- Expert Witness in legal cases involving advertising worked with Texas Attorney General's Office (John Hill and David Talbot) in Austin; Richard Shannon in Dallas; Don Grissom in Dallas; Hector De Leon in Austin; David Sapp in Austin; and Paula Hinton of Vinson and Elkins in Houston.
- Consultant for Advertising and Mass Communications for several non-profit organizations: The National Wildflower Research Center, St. Michael's Academy, Texas Mental Health Association, Wild Basin Park Board of Trustees, 1984 to present.
- Worked with Arnold & Porter, Jones Day, Fulbright & Jaworsky, Ted Lee, Gendry & Sprague, Benckenstein & Oxford, Vinson & Elkins, Gunn & Lee, Shook, Hardy & Bacon, and Adams & Reese on several cases as an Expert Witness since 1992. Some of the cases for which expert witness services were rendered are: Class action suit against ARCO et al. involving several states (New York, Rhode Island, Massachusetts, Ohio, Connecticut) regarding advertising of lead paint, three class action suits involving plaintiffs in Texas, Oklahoma, and California against Compaq, eMachines and Hewlett Packard for sales of defective products (still ongoing); a class action suit against American Tobacco, plaintiff: the State of Sao Paulo, Brazil (worked with Adams & Reese); Bayou City Ford v. Sterling, Houston; Mark Phipps & Phipon Inc. v. Praxair Inc., 1998, (worked with Fimer Stahl Klwon & Solby (Chicago), Karopa v. MPH et al., in Bexar County, Service Experts Co. v. Service Master Co. et al, (with Patton Roggs, Dallas), 2004; Clark Ford Inc. v. Ford Motor Co. (with Sapp & Sapp), 2002; Methodist Health Care System of San Antonio, Ltd. v. Medicaath Corporation, 2003; FTC v. Exxon Corp., (with Covington & Burley), 1996; Nemesys Music Technology v. East West Communication, inc. (with Taylor & Dunham) 2000; in addition Dr. Cunningham testified in a number of cases regarding corporate names and advertising for insurance companies in the State of Texas (Texas Insurance Commission) working with Hector De Leon from 1996 to 2000.
- Dr. Cunningham has been retained as an expert witness in several ongoing cases

APPENDIX 3

Consumer Internet Survey (Secondary Meaning DRAFT) for TEST

Welcome to our survey. We are conducting a brief survey and would like to ask you a few questions. There are no right or wrong answers. We are only interested in your opinion. If you do not have an opinion, please feel free to say so. All of your answers will be confidential and you will remain anonymous.

When you are ready to continue to the next screen, click the red "Next" button below and to the right.

S1. What is your sex?

- Male [*Continue to S2*]
- Female [*Continue to S2*]

S2. In which category does your age fall?

- Under age 18 [*Thank & Terminate*]
- Age 18 to 30 [*Continue to Question S3*]
- Age 31 to 45 [*Continue to Question S3*]
- Age 46 to 60 [*Continue to Question S3*]
- Age 61 and older [*Continue to Question S3*]
- Prefer not to say [*Thank & Terminate*]

S3. In what state do you currently reside? _____
[*If not in the USA, Thank & Terminate*]

S4. What type of electronic device are you using to complete this survey?
[*Devices are presented in random order*]

- Desktop computer [*Continue to Question S5*]
- Laptop/notebook computer [*Continue to Question S5*]
- Tablet computer [*Continue to Question S5*]
- Smartphone [*Thank & Terminate*]
- Other: _____ [*Thank & Terminate*]
- Don't know / not sure [*Thank & Terminate*]

S5. Do you, or does anyone in your household, work for an advertising agency or marketing research firm?

- Yes [*Thank & Terminate*]
- No [*Continue to Question S6*]

S6. Do you, or does anyone in your household, work for a supermarket, grocery store, or a food discount store?

- Yes [*Thank & Terminate*]
- No [*Continue to Question S7*]

S7. Do you, or does anyone in your household, work for a convenience store?

- Yes [*Thank & Terminate*]
- No [*Continue to Question S8*]

S8. How much of the grocery shopping do you personally do?

- all of it [*Continue to Question S9*]
- almost all of it [*Continue to Question S9*]
- half of it [*Continue to Question S9*]
- less than half of it [*Thank & Terminate*]
- none of it [*Thank & Terminate*]

S9. Which of the following products, if any, have you purchased in the last three months?

[Products are presented in random order]

	Have purchased in the last 3 months	Have not purchased in the last 3 months	Don't Recall
Crispbreads / crispbread slices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crackers / flatbread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dry / hot cereals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frozen dinners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cat / dog food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canned meats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canned vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corn chips / potato chips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nuts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Renifs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[If survey participant has purchased "Renifs" in the last three months, Thank & Terminate]

[If survey participant has purchased either "Crispbreads / crispbread slices" or "Crackers / flatbread" in the last three months, continue to S11]

[If survey participant has not purchased "Crispbreads / crispbread slices" and has not purchased "Crackers / flatbread" in the last three months, continue to S10]

S10. Which of the following products, if any, do you plan to purchase within the next three months?

[Products are presented in random order]

	Plan to purchase in the next 3 months	Do not plan to purchase in the next 3 months	Don't know/not sure
Crispbreads / crispbread slices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crackers / flatbread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dry / hot cereals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frozen dinners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cat / dog food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canned meats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canned vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corn chips / potato chips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nuts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Renifs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[If survey participant plans to purchase "Renifs" in the next three months, Thank & Terminate]

[If survey participant plans to purchase either "Crispbreads / crispbread slices" or "Crackers / flatbread" in the next three months, continue to S11]

[If survey participant does not plan to purchase "Crispbreads / crispbread slices" and does not plan to purchase "Crackers / flatbread" in the next three months, Thank & Terminate]

S11. Survey Instructions

Before continuing with this survey, please carefully read these instructions:

- Please take the survey in one session.
- While taking this survey, please do not at any time open any other windows or tabs on this computer or any other computer.
- While taking this survey, please do not at any time use any hand-held electronic device, such as any smart phone.
- Please do not view any other written material or electronic devices while taking this survey.
- Please do not consult or talk with any person while taking this survey.

 I have read the above instructions, understand them, and will follow them.
[Continue to Instruction P1]

 I do not understand the above instructions. *[Thank & Terminate]*

C1. Please look at the image below:



Can you clearly see the above image?

- Yes [*Continue to C2*]
- No [*Thank & Terminate*]

C2. What was the image you just saw on the screen?
[*Response options presented in random order*]

- a bicycle [*Continue to P1*]
- a baseball bat [*Thank & Terminate*]
- a fur coat [*Thank & Terminate*]
- an airplane [*Thank & Terminate*]
- a television set [*Thank & Terminate*]
- a mailbox [*Thank & Terminate*]
- other: _____ [*Thank & Terminate*]

P1. The next screens will ask you some questions about a name of a product or products. If you can't answer a question or have no opinion, please so indicate.

When you are ready to continue, click the red "Next" button below and to the right.

[Q1 and its sub-questions (Q2) and Q3 and its sub-questions (Q4) will be rotated]

[Image of corn thins is displayed here for both Q1 & Q3]



Q1. With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?

[Question responses within Q1 will be arranged to correspond with the order of response options as specified below]

[Order of response options are randomized into three sets: a/b/c/d or c/a/b/d or b/a/c/d]

- [a] Only one company.
- [b] More than one company.
- [c] No company.
- [d] Don't know / no opinion

[Ask Question 2 only if the response to Question 1 is option a, b, or c]

Q2. Why do you say *[response from Q1]*

<> I don't know / no opinion

Q2a. Anything else?

[Image of corn thins is displayed here for both Q1 & Q3]

Q3. With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?

[Question responses within Q3 will be arranged to correspond with the order of response options as specified below]

[Order of response options are randomized into three sets: a/b/c/d or c/a/b/d or b/a/c/d]

- [a] Only one company.
- [b] More than one company.
- [c] No company.
- [d] Don't know / no opinion

[Ask Question 4 only if the response to Question 3 is option a, b, or c]

Q4. Why do you say [response from Q3]

◇ I don't know / no opinion

Q4a. Anything else? _____

S12. The following questions are for classification purposes only. Your responses to them are also confidential and you will remain anonymous.

At any time during this survey did you open any other windows or tabs on this computer?

- Yes [Thank & Terminate]
- No [Continue to Question S13]

S13. At any time during this survey did you use any other computer?

- Yes [Thank & Terminate]
- No [Continue to Question S14]

S14. At any time during this survey did you look at or use any hand-held electronic device, such as any smart phone?

- Yes [Thank & Terminate]
- No [Continue to Question S15]

S15. At any time during this survey did you view any written material or consult or talk with any person?

- Yes [Thank & Terminate]
- No [Continue to Question S16]

S16. Within the past 3 months, have you participated in any Internet survey concerning CORN THINS?

- Yes [Thank & Terminate - but treat as "completion" for panel company]
- No [Continue to end of survey]

Thank you very much for your cooperation.

APPENDIX 4

Disposition of the 748 Survey Participants Who Opened the Internet Survey

<u>Reasons for Exclusion or Termination</u>	<u>Excluded</u>	<u>Balance</u>
Total Data Records (survey participants who opened the survey)	748	748
Duplicate IP addresses	14	734
Voluntarily dropped out of survey	11	723
Age ineligibility	7	716
Device used was not desktop, laptop, or tablet)	8	708
Works for Market Research or Advertising Agency	24	684
Works for supermarket, grocery store, or food discount store	29	655
Works for supermarket convenience store	10	645
Does hardly any of the grocery shopping for household	62	583
Has not purchased crispbreads / crispbread slices or crackers / flatbread in past 3 months and does not plan to purchase in the next 3 months	84	499
Has purchased Renifs in last 3 months (Cheater)	54	445
Plans on purchasing Renifs in next 3 months (Cheater)	3	442
Did not understand or refused to adhere to instructions	1	441
Could not see image in the image test	1	440
Did not follow instructions (Cheater)	17	423
Participated in Internet survey concerning CORN THINS	1	422
Non-Responsive Verbatims	11	411
Valid Completed Surveys		411

APPENDIX 5

Welcome to our survey

We are conducting a brief survey and would like to ask you a few questions. There are no right or wrong answers. We are only interested in your opinion. If you do not have an opinion, please feel free to say so. All of your answers will be confidential and you will remain anonymous.

If you normally wear eye glasses or contact lenses to view your computer screen, please use them while taking this survey.

To begin the survey, please click the red "Next" button below and to the right.

Survey Form created by [SurveyGizmo](#)

Next

In which category does your age fall?

- Under age 18
- Age 18 to 30
- Age 31 to 45
- Age 46 to 60
- Age 61 and older
- Prefer not to say

Survey Form and By: 10/20/2020

Next

In what state do you currently reside?

Survey Forward By [Link](#)

NEXT

What type of electronic device are you using to complete this survey?

- Tablet computer
- Laptop/notebook computer
- Smart phone
- Desktop computer
- Other:

Don't know / not sure

Survey Focused By: [redacted]

4/21

Do you, or does anyone in your household, work for an advertising agency or marketing research firm?

- Yes
- No

Survey Finishes By

Next

Do you, or does anyone in your household, work for a supermarket, grocery store, or a food discount store?

- Yes
- No

Survey Forward By Email

NEXT

Do you, or does anyone in your household, work for a convenience store?

- Yes
- No

Survey Form 3 By [unreadable]

NEXT

How much of the grocery shopping do you personally do?

- all of it
- almost all of it
- half of it
- less than half of it
- none of it

Survey Finished By 2/28/2012

1-21

Which of the following products, if any, have you purchased in the last three months?

	Have purchased in the last 3 months	Have not purchased in the last 3 months	Don't Recall
Nuts	100	0	0
Renifs	100	0	0
Canned meats	100	0	0
Crispbreads / crispbread slices	100	0	0
Dry / hot cereals	100	0	0
Cat / dog foods	100	0	0
Crackers / flatbread	100	0	0
Frozen dinners	100	0	0
Canned vegetables	100	0	0
Corn chips / potato chips	100	0	0

Survey Powered By 

NEXT

Which of the following products, if any, do you plan to purchase in the next three months?

	Plan to purchase in the next 3 months	Do not plan to purchase in the next 3 months	Both now / not sure
Dry / hot cereals	10%	10%	10%
Cat / dog foods	10%	10%	10%
Canned meats	10%	10%	10%
Crackers / flatbread	10%	10%	10%
Frozen dinners	10%	10%	10%
Canned vegetables	10%	10%	10%
Corn chips / potato chips	10%	10%	10%
Nuts	10%	10%	10%
Beans	10%	10%	10%
Crispbreads / crispbread slices	10%	10%	10%

Survey Feedback By 9/20/2020

NEXT

IMPORTANT: Survey Instructions

Before continuing with this survey, please carefully read these instructions:

1. Please take the survey in one session.
2. While taking this survey, please do not at any time open any other windows or tabs on this computer or any other computer.
3. While taking this survey, please do not at any time use any hand-held electronic device, such as any mobile phone.
4. Please do not view any other written material or electronic devices while taking this survey.
5. Please do not consult or talk with any person while taking this survey.

- I have read the above instructions, understand them, and will follow them.
- I do not understand the above instructions.

Survey Research By [redacted]

NEXT

Please look at the image below:



Can you clearly see the above image?

- Yes
- No

Every PowerEd By Design

NEXT

What was the image you just saw on the screen?

- an airplane
- a fur coat
- a television set
- a baseball bat
- a mailbox
- a bicycle
- other:

Survey Features By Topical

NEXT

The next screens will ask you some questions about a name of a product or products. If you can't answer a question or have no opinion, please so Indicate.

When you are ready to continue, click the red "Next" button below and to the right.

Survey Forward By 

NEXT



With respect to the type of product shown above, do you associate CORN THINS with more than one company, only one company, no company, or don't you know?

- More than one company
- Only one company
- No company
- Don't know / no opinion

Survey Forward By: 08/10/10

REPO

Why do you say "[Response to Q1]"?

I don't know / no opinion

Survey Forward Button

Next

Anything else?

Survey Powered by Qualtrics





With respect to the type of product shown above, do you associate ORGANIC with more than one company, only one company, no company, or don't you know?

- More than one company
- Only one company
- No company
- Don't know / no opinion

Survey: "Covered By Q&A"

NEXT

Why do you say "[Response to Q1]"?

I don't know / no opinion

Survey Forward 62

Next

Anything else?

Survey Feedback By [Qualtrics](#)

NEXT

The following questions are for classification purposes only. Your responses to them are also confidential and you will remain anonymous.

At any time during this survey did you open any other windows or tabs on this computer?

- Yes
- No

Survey Powered By 

[NEXT](#)

At any time during this survey, did you use any other computer?

- Yes
- No

Survey created by SurveyMonkey

NEXT

At any time during this survey did you look at or use any hand-held electronic device, such as any mobile phone?

- Yes
- No

Survey Powered By: [SurveyMonkey](#)

Next

At any time during this survey did you view any written material or consult or talk with any person?

- Yes
- No

Survey Folders By Group

1/21

Within the past 3 months, have you participated in any Internet survey concerning
CORN THINS?

- Yes
- No

Survey Completed By

12/1/11

Thank you very much for your cooperation

Please wait while your survey is being recorded.

Survey Form 10/15/11

APPENDIX 6

Demographics

S1 What is your sex?

		Frequency	Percent
Valid	Male	201	48.9
	Female	210	51.1
	Total	411	100.0

S2 In which category does your age fall?

		Frequency	Percent	Cumulative Percent
Valid	Age 18 to 30	87	21.2	21.2
	Age 31 to 45	101	24.6	45.7
	Age 46 to 60	99	24.1	69.8
	Age 61 and older	124	30.2	100.0
	Total	411	100.0	

S3 In what state do you currently reside?

		Frequency	Percent	
Valid	Alabama	2	.5	
	Arizona	7	1.7	
	Arkansas	1	.2	
	California	64	15.6	
	Colorado	3	.7	
	Connecticut	3	.7	
	Delaware	1	.2	
	Florida	37	9.0	
	Georgia	16	3.9	
	Hawaii	2	.5	
	Idaho	2	.5	
	Illinois	22	5.4	
	Indiana	6	1.5	
	Iowa	1	.2	
	Kansas	2	.5	
	Kentucky	7	1.7	
	Louisiana	8	1.9	
	Maine	3	.7	
	Maryland	3	.7	
	Massachusetts	15	3.6	
	Michigan	12	2.9	
	Minnesota	5	1.2	
	Mississippi	2	.5	
	Missouri	6	1.5	
	Nebraska	3	.7	
	Nevada	4	1.0	
	New Jersey	8	1.9	
	New Mexico	1	.2	
	New York	31	7.5	
	North Carolina	11	2.7	
	North Dakota	1	.2	
	Ohio	16	3.9	
	Oklahoma	1	.2	
	Oregon	7	1.7	
	Pennsylvania	15	3.6	
	South Carolina	5	1.2	
	South Dakota	3	.7	
	Tennessee	6	1.5	
	Texas	24	5.8	
	Utah	4	1.0	
	Vermont	1	.2	
	Virginia	10	2.4	
	Washington	14	3.4	
	West Virginia	4	1.0	
	Wisconsin	10	2.4	
	Wyoming	2	.5	
	Total		411	100.0

APPENDIX 7

Results

Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?

		Frequency	Percent
Valid	Only one company.	89	21.7
	More than one company.	73	17.8
	No company.	117	28.5
	Don't know / no opinion	132	32.1
	Total	411	100.0

Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?

		Frequency	Percent
Valid	Only one company.	47	11.4
	More than one company.	128	31.1
	No company.	88	21.4
	Don't know / no opinion	148	36.0
	Total	411	100.0

Results: Three Separate Ordering of Response Options

Q1A With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	Only one company.	24	5.8	17.9
	More than one company.	26	6.3	19.4
	No company.	35	8.5	26.1
	Don't know / no opinion	49	11.9	36.6
	Total	134	32.6	100.0
Missing	System	277	67.4	
Total		411	100.0	

Q3A With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	Only one company	14	3.4	10.4
	More than one company.	45	10.9	33.6
	No company.	29	7.1	21.6
	Don't know / no opinion	46	11.2	34.3
	Total	134	32.6	100.0
Missing	System	277	67.4	
Total		411	100.0	

Q1B With respect to the type of product shown above, do you associate CORN THINS with no company, only one company, more than one company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	No company.	41	10.0	29.9
	Only one company.	34	8.3	24.8
	More than one company.	19	4.6	13.9
	Don't know / no opinion	43	10.5	31.4
	Total	137	33.3	100.0
Missing	System	274	66.7	
Total		411	100.0	

Q3B With respect to the type of product shown above, do you associate ORGANIC with no company, only one company, more than one company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	No company.	29	7.1	21.2
	Only one company.	15	3.6	10.9
	More than one company.	41	10.0	29.9
	Don't know / no opinion	52	12.7	38.0
	Total	137	33.3	100.0
Missing	System	274	66.7	
Total		411	100.0	

Q1C With respect to the type of product shown above, do you associate CORN THINS with more than one company, only one company, no company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	More than one company.	28	6.8	20.0
	Only one company.	31	7.5	22.1
	No company.	41	10.0	29.3
	Don't know / no opinion	40	9.7	28.6
	Total	140	34.1	100.0
Missing	System	271	65.9	
Total		411	100.0	

Q3C With respect to the type of product shown above, do you associate ORGANIC with more than one company, only one company, no company, or don't you know?

		Frequency	Percent	Valid Percent
Valid	More than one company.	42	10.2	30.0
	Only one company.	18	4.4	12.9
	No company.	30	7.3	21.4
	Don't know / no opinion	50	12.2	35.7
	Total	140	34.1	100.0
Missing	System	271	65.9	
Total		411	100.0	

APPENDIX 8

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.	1	1009	Because I can only think of Real corn thins	no
		2	1025	quaker	no
		3	1035	I have only seen it in one company .	No
		4	1037	only recall quaker product	no
		5	1046	Quaker	no
		6	1064	Rice Cake	no
		7	1076	quakeroats	qvajer
		8	1082	I have bought this product but can't remember the name of the co.	no
		9	1089	familiar with one brand	no should there be?
		10	1090	Fritos	No
		11	1101	i've only seen it with quaker	no
		12	1110	Because I can only recall the name of only one popular company that sells them	No
		13	1114	only one comes to mind	no
		14	1115	Quaker makes them and i've not seen them made by any one else.	they have a lot of different flavors of them, I have only had the chocolate one but I'm sure they are all good.
		15	1143	i can only think of one company that i think makes them	no
		16	1147	quaker	no
		17	1150	I've only seen these made by Quaker.	Nothing else
		18	1156	Probably only one company makes it	No
		19	1165	Quaker	No
		20	1166	Im only sure about one	no
		21	1169	I only know of one company that makes them	no
		22	1181	quaker	no
		23	1189	I can only recall one company associated with this	no
		24	1204	Quaker	n/a
		25	1211	I am mainly famliar with lundenberg rice crisps.	I'm sure other companies make them, but I usually buy only 1 brand.
		26	1215	quacker	no
		27	1237	Quaker Oats	maybe a store brand??
		28	1268	Quacker	Store brand
		29	1274	Quaker	no
		30	1284	cause its all i know	nope thats iits
		31	1289	I can only think of Quaker making them.	No.
		32	1294	IT' THE MAIN BRAND I CONSIDER.	NO
		33	1300	I only know of one company that sells corn thins	No
		34	1301	I only know of one brand of rice cakes	no
		35	1306	Quaker	no
		36	1317	Quaker popped into my mind. I am not aware of another company that makes these.	No
		37	1324	quakermis the only one I can think of	no
		38	1329	I only know of one company that produces them.	No
		39	1331	it is the one I think of	no
		40	1338	Because I don't many companies who make this except for Quaker.	No

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.	41	1357	only see one company with these	nope
		42	1390	Only recalled seeing them from one company.	no
		43	1419	quaker is the only one i know that makes rice cakes	no
		44	1430	I only see them in one section of the grocery store under 1 brand	no
		45	1437	Quaker is the only one I know	nope
		46	1448	i only know quaker oats	no
		47	1455	quaker	no
		48	1460	There's only one company i know that specifically sells that product.	You tell me.
		49	1468	only one stands out	not really
		50	1481	Seems rather specific to be from more than one company	no
		51	1495	meijer	none
		52	1500	Quacker	no
		53	1502	rice kripe	nope
		54	1537	because it does	no
		55	1580	it seems to be a quaker brand	no
		56	1588	Because I have only seen one brand with this product	no
		57	1597	probably	not exactly
		58	1598	becaused I can only think of one company that makes rice cake-like things.	no
		59	1600	Quaker	No
		60	1615	Fritos	no
		61	1618	Have never seen these	I don't think one company would steel ideas from another.
		62	1631	Only think of Quaker Oats.	no
		63	1634	Quaker	Nope
		64	1641	Kraft	General Mills
		65	1643	because corn thins are not a high quality product that multiple companies would want to have associated with their name.	no
		66	1649	Quaker	No
		67	1674	I only know of one company	no
		68	1681	Organic thins are made by Blue Chips	Garden of Eden, Tositos
		69	1684	I can only think of 1 brand of rice cakes.	no
		70	1688	Quaker	No
		71	1689	Quaker	No
		72	1698	The brand that sticks out the most is Quaker.	No.
		73	1706	FRITO LAY	NO
74	1718	i thought quaker made it	no		
75	1722	Looks like Quaker from the recent commercials I have seen.	no		
76	1724	Quaker	No		
77	1738	Only company I can think off is one.	No		
78	1067	["Don't know / no opinion" box checked]	I remember quaker making these		
79	1075	["Don't know / no opinion" box checked]	nothing		
80	1087	["Don't know / no opinion" box checked]	Nope		
81	1105	["Don't know / no opinion" box checked]	no		
82	1125	["Don't know / no opinion" box checked]	NO		
83	1179	["Don't know / no opinion" box checked]	N/a		

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company,	Only one company.	84	1326	["Don't know / no opinion" box checked]	nothing
		85	1347	["Don't know / no opinion" box checked]	no
		86	1484	["Don't know / no opinion" box checked]	I do not know
		87	1498	["Don't know / no opinion" box checked]	I dont know
		88	1609	["Don't know / no opinion" box checked]	No
		89	1611	["Don't know / no opinion" box checked]	none

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.	1	1002	several companies have them	nope
		2	1004	many companies make these	no
		3	1012	I have seen the product under different types of brands.	No.
		4	1039	I thought I saw more than one on the shelf at the Grocery Store, some things look alike.	No
		5	1044	I have purchased several brands	No
		6	1045	Because I've seen them in the stores by more than one company	no
		7	1062	theres alot	no
		8	1066	It is manufactured by several companies	no
		9	1072	i can think of plenty of places that make rice cakes.	nope
		10	1078	There is more than one company that produces similar products.	No
		11	1102	That corn thin could have been made by any company.	No.
		12	1109	it could be any bodies	no
		13	1151	more than one company makes ricecakes	no
		14	1172	Because I have seen different brands of this product.	No
		15	1176	There are multiple companies that sell these.	No.
		16	1178	quaker and other brands	no
		17	1183	Because there are store brands.	N/A
		18	1188	there are more than one company that produces them	no
		19	1207	More than one company makes rice cakes	no
		20	1220	Rice Cakes	No
		21	1223	corn chips and corn patties are made by various companies	no
		22	1230	I've tried them before and remember that there are more than one company that makes and sells them	No
		23	1243	There has to be more than one company that makes this.	No.
		24	1261	they are good with multiple companies	nothing much
		25	1269	because some may taste better than the other	no
		26	1272	compitition	no
		27	1288	If theyre similar to those rice cakes being sold then yes because different cereal companies sell them as diet food.	If theyre corn and made in the U.S.then theyre likely gmo.
		28	1313	because there are several more	no
		29	1334	Quaker and special k	None
		30	1342	because I buy them and there are several brands	no
		31	1346	When looking at this product I can think of more than one company who sells it	No
		32	1348	more then one company makes these	no
		33	1361	because more then one company makes them	no
		34	1381	because it is so	no
		35	1389	there's a lot of branded goods	nothing else

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.	36	1408 snack foods tend attract organic food purchasers	no
		37	1409 A lot of company's make them.	Nothing else.
		38	1420 Many companies produce it	None
		39	1461 A lot of stores have their own brand of these.	No, nothing else
		40	1475 because there are more than one company that makes these things.	no
		41	1530 made by multiple companies	no
		42	1556 I have seen many different brands of corn chips	no
		43	1564 Because more than one company can make these.	No.
		44	1590 Quaker, Kellog's	No
		45	1605 several companies make corn thins	no
		46	1622 There are many	I have used different brands.
		47	1632 I am think of the quaker brander and the store brand	no
		48	1651 there are different brands that make this type of product, thus "MORE THAN ONE COMPANY"	nope
		49	1652 I recall seeing different brands for the item	No
		50	1676 Because I have seen major brands, store brands, organic brands.	No
		51	1682 Looks like I've seen them from multiple companies	No
		52	1685 I can think of several companies	none
		53	1693 I seem to remember seeing different brands although it is not something that I buy.	No
		54	1723 because it'd be hard to believe for me to think only 1 co. in the u.s. would make this product	no
		55	1744 any company can make there version	no
		56	1745 no particular company	no
		57	1016 ["Don't know / no opinion" box checked]	I have seen that products in different brads.
		58	1130 ["Don't know / no opinion" box checked]	no
		59	1182 ["Don't know / no opinion" box checked]	no
		60	1186 ["Don't know / no opinion" box checked]	no
		61	1201 ["Don't know / no opinion" box checked]	no
		62	1263 ["Don't know / no opinion" box checked]	no
		63	1310 ["Don't know / no opinion" box checked]	no
		64	1319 ["Don't know / no opinion" box checked]	no
		65	1386 ["Don't know / no opinion" box checked]	no
		66	1391 ["Don't know / no opinion" box checked]	no
		67	1402 ["Don't know / no opinion" box checked]	no
68	1536 ["Don't know / no opinion" box checked]	No		
69	1601 ["Don't know / no opinion" box checked]	None		
70	1640 ["Don't know / no opinion" box checked]	no		
71	1726 ["Don't know / no opinion" box checked]	No		
72	1735 ["Don't know / no opinion" box checked]	no		
73	1740 ["Don't know / no opinion" box checked]	na		

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.	1	1005	I never heard of corn thins	No
		2	1010	not sure who makes these	no
		3	1011	I don't know of a company that makes corn thins	Looks like a rice cake
		4	1028	I don't use them so I don't have an opinion	None
		5	1031	I didn't realize it was a corn thin.	No
		6	1055	Do use the product but I have seen it. I do not know any brands	no
		7	1058	Have no idea who makes them.	No.
		8	1077	I don't know who makes them	no
		9	1083	doesnt sound like a company	no
		10	1091	I don't know any company that makes this product	no
		11	1092	Because I don't have a clue if it is made out of corn	No
		12	1106	Never heard of this product, so therefore cannot associate it with a company	Not that I'm aware of
		13	1107	I have not used this product and don't know who produces it	no
		14	1119	Never heard of them.	no
		15	1121	never heard of corn thins	no
		16	1134	I am not familiar with them & therefore have no idea what company makes them.	no
		17	1137	I can't determine what that was.	No.
		18	1144	I'VE NEVER HEARD IF THE NAME OR DESCRIPTION "CORN THINS"	NO
		19	1148	Never heard of them	no
		20	1154	I have never heard a company call it's product "corn thins".	nothing else
		21	1155	I am unaware of a product called corn thins.	no
		22	1159	never heard of them before.it looks like a rice cake	no
		23	1162	haven't seen it before	none
		24	1163	I've never heard of these	No
		25	1164	It isn't what I thought it was, I never buy corn cakes.	no
		26	1168	I am not familiar with this product.	no
		27	1185	I've never heard of "Corn Thins" before, I thought the image was of a Rice Cake.	No.
		28	1197	don't know of any	na
		29	1206	never heard of corn thins	no
		30	1214	never heard of corn thins	no
		31	1246	Never heard of corn thins	No
		32	1252	Simply don't associate with any brand	No
		33	1255	i dont know what company makes them	nope
		34	1265	I've never heard of a corn thin	no
		35	1279	Never seen them	no
		36	1280	never seen this product	no
		37	1290	i have never bought corn thins	none
		38	1303	I haven't heard of them and can't think of company that would sell them	no
		39	1309	don't buy them	no
		40	1311	never heard of a corn thin	no

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.	41	1312	I don't know which companies make them	no
		42	1344	not familiar with corn thins	no
		43	1350	I have never heard of 'corn thins' and can not associate it with any company	no
		44	1351	Because I have never heard of a product labeled just "corn thins,"	no
		45	1360	I have never heard of a corn thin	nope
		46	1362	belongs to no one	no
		47	1367	never seen them	no
		48	1370	I can't think of the company who makes them	Might be quaker oats
		49	1374	never saw this product before.	no
		50	1388	I don't associate rice cakes or corn thins with organic	no thank you
		51	1399	I have no idea what company makes this item.	No
		52	1418	I have never heard of a corn rice cake.	No
		53	1434	I don't even know what that is	No
		54	1436	Unfamiliar	no
		55	1454	Hadn't heard of corn thins before this survey.	No.
		56	1457	I am not familiar with a product that goes by this name.	While there may similar products of this type, I cannot recall any of them having this specific name.
		57	1477	these aren't what i thought they were. I don't recall seeing corn chips that look like this.	no
		58	1485	I don't know which company corn thins refers to.	No
		59	1489	I don't know any corn thins companies.	No.
		60	1499	I have never heard of 'corn thins', thus 'no company'.	No
		61	1515	Never heard of them	No
		62	1531	never heard of this idea	what is this item
		63	1533	do not buy them	no
		64	1559	I don't know who makes them	no
		65	1561	DOESN'T TRIGGER AN ASSOCIATION WITH ANY COMPANY	NO
		66	1570	While they may exist, I have not seen a corn thin on a store shelf (that said, ?I cant say I've ben actively looking for them, either)	Nope, I'm good.
		67	1571	I am not familiar with the name.	No
		68	1581	I cannot think of any company that produces these	Nope
		69	1592	Various companies	no
		70	1599	rice cakes	none
		71	1604	I don't know what a corn thin is	No
		72	1616	I don't know corn thins	no
		73	1626	oops... meant one company	mmmm... two companies?...
		74	1628	I've never really heard of Corn Thins	nope
		75	1646	I don't recall a company that makes them.	No thank you

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.	76	1656	I never consume corn thin before and even if I did i wouldn't associate it with any company because I don't see the point to it. I want to be able to enjoy the food from any company not just one	no
		77	1658	I don't know what company makes corn thins. Haven't heard of them.	No
		78	1660	I don't know any company that makes corn thins	no
		79	1666	I do not recall the names of any companies which produce this product. However, this product is common to me.	This product is eaten often by friends of mine.
		80	1677	once you said corn, my mind went blank. It still looks inedible though	no
		81	1679	i have never heard of corn thins.	I have never heard of corn thins.
		82	1680	Not sure who produces	None
		83	1697	I don't even know what that is.	no
		84	1727	No company comes to mind	No
		85	1730	haven't seen them in stores	nope
		86	1743	didnt have a name	nope
		87	1008	["Don't know / no opinion" box checked]	no
		88	1014	["Don't know / no opinion" box checked]	no
		89	1033	["Don't know / no opinion" box checked]	no
		90	1053	["Don't know / no opinion" box checked]	no
		91	1095	["Don't know / no opinion" box checked]	Nothing else
		92	1158	["Don't know / no opinion" box checked]	none
		93	1205	["Don't know / no opinion" box checked]	no
		94	1225	["Don't know / no opinion" box checked]	no
		95	1234	["Don't know / no opinion" box checked]	no
		96	1242	["Don't know / no opinion" box checked]	no
		97	1273	["Don't know / no opinion" box checked]	no
		98	1295	["Don't know / no opinion" box checked]	no
		99	1321	["Don't know / no opinion" box checked]	No
		100	1327	["Don't know / no opinion" box checked]	n/a
		101	1341	["Don't know / no opinion" box checked]	no company comes to mind as organic
		102	1345	["Don't know / no opinion" box checked]	I don't know what corn thins are!
		103	1363	["Don't know / no opinion" box checked]	not sure
		104	1395	["Don't know / no opinion" box checked]	don't knw the product
		105	1412	["Don't know / no opinion" box checked]	After thinking the company could be Kellongs or General Mills
106	1441	["Don't know / no opinion" box checked]	no.		
107	1459	["Don't know / no opinion" box checked]	No		
108	1540	["Don't know / no opinion" box checked]	no		
109	1554	["Don't know / no opinion" box checked]	NO		
110	1562	["Don't know / no opinion" box checked]	No		
111	1602	["Don't know / no opinion" box checked]	Never heard or saw this product before now.		
112	1619	["Don't know / no opinion" box checked]	no		
113	1661	["Don't know / no opinion" box checked]	no, nothing else.		
114	1672	["Don't know / no opinion" box checked]	No		
115	1683	["Don't know / no opinion" box checked]	i dont know that product		
116	1700	["Don't know / no opinion" box checked]	no		
117	1715	["Don't know / no opinion" box checked]	no		

Verbatim Responses to Q1 and Q2 [CORN THINS]

Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
		1	1013	
		2	1019	
		3	1023	
		4	1024	
		5	1026	
		6	1027	
		7	1034	
		8	1049	
		9	1056	
		10	1063	
		11	1068	
		12	1069	
		13	1074	
		14	1081	
		15	1088	
		16	1093	
		17	1094	
		18	1097	
		19	1120	
		20	1123	
		21	1129	
		22	1139	
		23	1140	
		24	1145	
		25	1149	
		26	1153	
		27	1157	
		28	1167	
		29	1171	
		30	1175	
		31	1180	
		32	1193	
		33	1196	
		34	1200	
		35	1213	
		36	1222	
		37	1231	
		38	1233	
		39	1239	
		40	1241	
		41	1249	
		42	1253	
		43	1254	
		44	1260	
		45	1266	
		46	1270	
		47	1271	
		48	1282	
		49	1285	
		50	1286	
		51	1287	
		52	1293	
		53	1296	

Verbatim Responses to Q1 and Q2 [CORN THINS]

Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
		54	1298	
		55	1299	
		56	1302	
		57	1304	
		58	1307	
		59	1322	
		60	1332	
		61	1333	
		62	1336	
		63	1339	
		64	1340	
		65	1343	
		66	1358	
		67	1369	
		68	1373	
		69	1375	
		70	1380	
		71	1385	
		72	1393	
		73	1394	
		74	1400	
		75	1406	
		76	1407	
		77	1410	
		78	1411	
		79	1415	
		80	1417	
		81	1422	
		82	1427	
		83	1433	
		84	1435	
		85	1438	
		86	1439	
		87	1440	
		88	1442	
		89	1462	
		90	1469	
		91	1480	
		92	1487	
		93	1491	
		94	1503	
		95	1516	
		96	1524	
		97	1528	
		98	1529	
		99	1538	
		100	1544	
		101	1546	
		102	1547	
		103	1549	
		104	1572	
		105	1573	
		106	1575	

Verbatim Responses to Q1 and Q2 [CORN THINS]

		ID	Q2 Why do you say [Response from Q1]?	Q2P Anything else?
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	107	1583	
		108	1584	
		109	1587	
		110	1591	
		111	1594	
		112	1596	
		113	1603	
		114	1608	
		115	1624	
		116	1627	
		117	1629	
		118	1637	
		119	1644	
		120	1647	
		121	1664	
		122	1669	
		123	1678	
		124	1687	
		125	1709	
		126	1711	
127	1712			
128	1714			
129	1717			
130	1719			
131	1728			
132	1729			

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.	1	1039	because that's what I saw on the Shelf at the grocery Store.	I think there may have been more flavor's too choice from.
		2	1045	Because there is only one company advertising the product as organic.	no
		3	1053	I know it	I bought it
		4	1072	i can only think of one right now.	nope
		5	1088	quaker	no
		6	1092	Because I can only think of one company that sells theses	No
		7	1115	I'VE ONLY SEEN THE ONE BRAND AND THEY ARE CALLED RICE CAKES.	NO NOTHING ELSE
		8	1123	only quaker came to mind	no
		9	1143	i only know one company, Quaker	no
		10	1155	I don't know any companies that make rice cakes	no
		11	1158	quark oats is the only brand i know with that	none
		12	1159	it looks like it comes from price market	no
		13	1164	I'm not entirely sure what it is, but it looks like a rice cake and I only know of one organic company	no
		14	1165	Quaker	No
		15	1176	That's what I remember.	No.
		16	1211	I only know of Lundenberg that would make organic rice crisps.	no
		17	1233	it just reminds me of one company that i know	no
		18	1234	I only think of Quaker	No
		19	1255	quaker	nope
		20	1261	quaker have the best organic version of this	nope
		21	1273	quaker is what i know	no
		22	1289	I can't think of any other manufacturers.	no.
		23	1290	only one i can think of is real foods	none
		24	1306	Quaker makes this kind of snack	no
		25	1321	Kashi	No
		26	1327	quaker	n/a
		27	1338	Because I'm not aware of alot of true organic companies unless you buy from a farmer.	No
		28	1339	With Quaker .	No .
		29	1347	quaker is all I can think of	no
		30	1427	quaker	all kind of flavors
		31	1440	The only company I can think of that makes those is quaker and I think they have an organic one	Uh not really
		32	1477	only ever saw one type in store	no
		33	1485	I think only Quakers make that rice cracker.	Nope.
		34	1495	tyson	aldi
		35	1533	quaker oats	no
		36	1536	Not to many companies are in to organic foods.	no
		37	1597	usually one company has been associated with organic on the others background	no
		38	1641	Healhy Wheat	Nope.

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or	Only one company.	39	1649	I only think of Quaker	No
		40	1660	looks like a quaker rice cake	no
		41	1672	One company	No
		42	1689	Quaker	No
		43	1012	["Don't know / no opinion" box checked]	Nothing
		44	1149	["Don't know / no opinion" box checked]	No.
		45	1343	["Don't know / no opinion" box checked]	No
		46	1448	["Don't know / no opinion" box checked]	they arent good for you
		47	1715	["Don't know / no opinion" box checked]	nope

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	1	1002	several companies make these organic treats	no
		2	1004	many companies have organic products	no
		3	1010	there are a few companies that make organic rice cakes	no
		4	1013	multiple companies because different companies tend to produce the same thing to create competition.	none
		5	1035	Because more than one company carries organic food.	some organic food taste better than others, In my opinion
		6	1062	theres multiple ones	no
		7	1063	there are a few companies that make organic rice cakes	no
		8	1066	It is manufactured by several companies	no
		9	1068	many companies make rice or pop corn cakes that are organic	I do not know the names of all the companies but have seen them at the grocery store
		10	1069	organic is popular	no
		11	1076	quaker oats	no
		12	1077	many companies sell organic products	no
		13	1102	Lots of companies are jumping on the organic bandwagon.	No.
		14	1106	Because I see advertisements for organic foods from lots of different companies all the time	No thank you
		15	1114	ive seen more than onr brand in the store	no
		16	1120	I look for organic foods despite the company and there are several.	Organic is better.
		17	1137	"Organic" food is produced and distributed by many companies.	No.
		18	1144	IT LOOKS LIKE A PRODUCT THAT IS PRODUCED BY MULTIPLE BRANDS.	IT'S A RICE CAKE
		19	1145	I see more than one company with organic products in the supermarket	No
		20	1150	I know of several food companies that produce organic food products.	Nothing else
		21	1156	Lot's of companies have organic products	No
		22	1162	lot compays going organic	cost more
		23	1166	many companys are into organic foods now	no
		24	1167	Because there are lots of organic companies out there - unless I'm misunderstanding the question.	no
		25	1175	I just assume more than one company makes this product	no
		26	1180	there are many organic companies	nothing else
		27	1183	There are store brands.	N/A
		28	1196	more than one company have organics	no
		29	1197	alot of them out there	na
		30	1207	More than one company makes organic rice cakes	no
		31	1214	because a lot of them go organic nowadays	no
		32	1220	It is offered by more then one company	no
		33	1223	more than 1 compaby makes these products	no

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	34	1225	There are several companies that have organic food.	no
		35	1231	Because I have seen different brands, saying they were organic.	no
		36	1246	I've seen more than one company advertised	No
		37	1253	HERE ARE SEVERAL BRANDS THAT MAKE THIS PRODUCT.	NO
		38	1260	I have seen several labels that say organic	no
		39	1270	there are several companies that produce this product	none
		40	1271	digorno ,red baron	FRESCHETTA
		41	1284	i like several different pies from several companies	nope thats about it
		42	1298	Because more than one company sells Organic	No
		43	1299	quacker oarts and i have seen others	no
		44	1303	because lot's of companies are now selling organic products	no
		45	1312	many companies sell organic foods.	no
		46	1313	because there are several more	no
		47	1319	I just assume more then one company makes organic foos	no
		48	1342	there are different brands	no
		49	1346	When looking at the product I can think of different brands who sell it	No
		50	1348	every body doing organic	no
		51	1351	Because, it is my understanding that the term "organic" refers to a means of production, NOT a trademark of any one company.	nope.
		52	1360	Looking at that gross looking veggie pattie makes me think of several other options that are organic and look so much more appetizing.	I think the trends in these sorts of foods are moving into organic more and more, so I can easily pick out a few from the shelves in the stores now. In fact, our family chooses organic over anything else if possible.
		53	1361	because i have seen a couple different kinds	no
		54	1363	most companys have regular and organic food	no
		55	1370	I an think of multiple organic companies	Annie's, Nature's promise
		56	1391	I think more than 1 company makes organic foods	no
		57	1394	I know more than 1 organic stores	No
		58	1402	becuase alot of companys carry organic food	no
		59	1407	cause more than one company makes organic products	nope
		60	1408	ingredients that make the rice cake	no
		61	1410	Organic is quite popular.	No
		62	1411	this seems like a product that would be mass produced	no
		63	1420	A lot of companies produce it	None
		64	1422	Because many companies manufacture or produce organic food products.	No.

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	65	1435	Many companies have organic products.	no
		66	1457	There are several companies that claim to have organic versions of their products. Since there is not a standard in the US that defines exactly what organic is or must constitute, there is not a single company that I associate with organic food.	No
		67		1460	There are multiple companies interested in promoting organic products.
		68	1468	looks like it	nope
		69	1469	many food companies produce a various of foods that they advocate as being organic	The term "organic" can refer to virtually anything grown naturally and not processed. Even animals can be fed organic foods.
		70	1475	because there are many companies who make organic foods.	no
		71	1481	I expect more than one company makes this kind of organic product.	No.
		72	1556	I have seen many different types of organic corn chips	no
		73	1564	Because more than one company can these in organic.	No.
		74	1570	I have seen numerous manufacturers of "rice cakes" on store shelves	no
		75	1583	I tend to find companies that make rice cakes are often organic.	No.
		76	1587	because ive seen a few brands	nope
		77	1592	Various companies make them	no
		78	1596	there is more than one compnay making organic foods	no
		79	1599	rice cakes	no
		80	1602	Organic products are widely made in the marketplace today.	Nothing else.
		81	1605	many companies make organic food	no
		82	1608	rice pads are sold internationally...and one company per product doesnt exist	thats enough
		83	1611	cause alot of people use oragnic material	none
		84	1618	There are a lot of companies that offer organic products.	Almost everything is organic these days.
		85	1622	There are many	No
		86	1626	aren't there?...	nno...
		87	1628	There are like a butt-ton of companies that sell organic stuff.	no
		88	1631	I can think of several companies who produce rice cakes	no
		89	1643	organic is a term used to indicate how something is grown, ie., vegetables, beef.	no
		90	1651	because more than one company makes it	nope
		91	1658	More than one company sells rice cakes.	No
		92	1666	I use many organic products and can think of several different companies/brands which sell these.	I eat organic and buy organic clothing etc
		93	1676	I have seen then in local organic market	No

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	94	1677	it's a rice or popcorn cake, that lots of folks are making, why I don't know, but they all seem to want to be organic	no
		95	1679	I know many different organic brands.	I eat organic food sometimes.
		96	1683	i dont know the name of the product but i have seen them	none
		97	1693	Organic has become popular so many companies are selling it.	no
		98	1717	there are many organic products i see	no
		99	1723	because several farmers grow organic products	no
		100	1728	seen several that own	nope
		101	1730	um...because there are many companies that make organic snack foods	nope
		102	1735	I know that more than one company makes organic rice cakes.	no
		103	1738	Lots of folks say "organic" right? So must be MANY companies.	No
		104	1028	["Don't know / no opinion" box checked]	None
		105	1046	["Don't know / no opinion" box checked]	no
		106	1067	["Don't know / no opinion" box checked]	A lot of companies make organic items.
		107	1074	["Don't know / no opinion" box checked]	NA
		108	1125	["Don't know / no opinion" box checked]	i HAVE SEEN THEM IN THE BAKERY SECTION OF THE STORE BUT DONT KNOW WHAT THERE CALLED MAYBE A FICE CAKE
		109	1129	["Don't know / no opinion" box checked]	no
		110	1186	["Don't know / no opinion" box checked]	many companies are into producing organic food dese days
		111	1188	["Don't know / no opinion" box checked]	no
		112	1201	["Don't know / no opinion" box checked]	no
		113	1266	["Don't know / no opinion" box checked]	none
		114	1285	["Don't know / no opinion" box checked]	no
		115	1293	["Don't know / no opinion" box checked]	no
		116	1310	["Don't know / no opinion" box checked]	no
		117	1322	["Don't know / no opinion" box checked]	no
		118	1326	["Don't know / no opinion" box checked]	crackers
		119	1333	["Don't know / no opinion" box checked]	no
		120	1386	["Don't know / no opinion" box checked]	no
		121	1544	["Don't know / no opinion" box checked]	no
122	1580	["Don't know / no opinion" box checked]	there are many organic alternatives to choose from		
123	1601	["Don't know / no opinion" box checked]	None		
124	1609	["Don't know / no opinion" box checked]	No		
125	1637	["Don't know / no opinion" box checked]	no		
126	1640	["Don't know / no opinion" box checked]	no		
127	1712	["Don't know / no opinion" box checked]	Fresh and Easy		
128	1726	["Don't know / no opinion" box checked]	No		

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.	1	1005	I don't know what it is	No
		2	1009	I cant think of an organic company	no
		3	1031	I don't know which company organic rice cakes.	No
		4	1064	I don't know of an organic company	no
		5	1082	I don't know of any that makes this product as organic	no
		6	1083	organic is not a brand	no
		7	1119	I don't know the name of company that makes these. It looks like some kind of rice cake.	no
		8	1121	never heard of organic corn thins	no
		9	1147	all i know of is quaker	no
		10	1148	Several companies have organic products, should be the standard for ALL products!	no
		11	1154	I don't recall any company of calling itself organic rice cakes.	nothing else
		12	1189	I can't recall of a particular company associated with organics	no
		13	1200	i have no experience with the product pictured	no
		14	1206	not really sure who makes organic versions of it	no
		15	1237	i can't recall seeing organic	no
		16	1242	because i havent seen them in organic before	ALSO BECUASE IT IS PROCESSED
		17	1301	I am not aware of any company that sells organic rice cakes, though I'm guessing there must be one somewhere	no
		18	1311	I don't personally know of any organic companies	no
		19	1334	Quaker and Special K not organic	None
		20	1341	no company comes to mind	no
		21	1350	a rice cake does not seem organic at all and I can think of no organic companies	no
		22	1367	never seen them	nope
		23	1374	not familiar with this product	no
		24	1388	I don't think of rice cakes as being organic	no thank you
		25	1390	Doesn't strike me as an organic product.	no
		26	1418	That is quaker and not organic	No
		27	1430	I can't think of any company specifically	nope
		28	1434	I don't eat rice cakes	No
		29	1436	unfamiliar	no
		30	1489	I don't know any organic rice cake companies.	No
		31	1500	oatcake is pretty generic	no
		32	1528	I don't buy rice cakes so I don't remember any company	no
		33	1530	its not organic	no?
		34	1537	i dont like it	no
		35	1540	It is not a product that I buy as such ! am not fermilliar with companies that produce it.	no

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.	36	1549	Number one, I pay very little attention to Organic (it is usually more expensive), but I pay a lot of attention to Natural and Local foods. I do not remember any company being "Organic", just items in the store.	no
		37	1559	I don't know anything about them	no
		38	1561	I HAVE NO IDEA WHAT THAT THING IS	NO
		39	1571	Organic is a type of growing and feeding process.	no
		40	1572	Not familiar with corn cakes	It looked like a rice cake
		41	1581	I do not know of any company that produces organic corn crisps	Nope
		42	1584	bcoz its dont show company name	no comment
		43	1591	bcoz its dont show company name	no comment
		44	1594	Organic is not limited to one company.	no
		45	1598	Oh come on. Because I can't think of any company that makes organic rice cakes, why do you think I say "No company"?	00
		46	1604	I don't know of a specific organic company	No
		47	1627	Do not recognize the product	None
		48	1632	I have never bought a organic rice crisp	no
		49	1634	Don't know many organic companies	No
		50	1674	I dont know of a company with the organic thins	no
		51	1684	Because I can't think of the names of any organic food brands.	I do not consume any specific brand of organic food.
		52	1727	No company comes to mind	No
		53	1744	organic has no relation to a company, a food that has no preservatives	no
		54	1745	its not a company	no
		55	1008	["Don't know / no opinion" box checked]	no
		56	1016	["Don't know / no opinion" box checked]	I don't think there's anything organic on that product.
		57	1078	["Don't know / no opinion" box checked]	No
		58	1091	["Don't know / no opinion" box checked]	Think of Quaker Oats...but not organic
		59	1263	["Don't know / no opinion" box checked]	no
		60	1280	["Don't know / no opinion" box checked]	no
		61	1300	["Don't know / no opinion" box checked]	No
		62	1324	["Don't know / no opinion" box checked]	no
		63	1329	["Don't know / no opinion" box checked]	No
		64	1344	["Don't know / no opinion" box checked]	no
		65	1345	["Don't know / no opinion" box checked]	lots of companies ssay organic.
		66	1395	["Don't know / no opinion" box checked]	don't recognize the produc
		67	1400	["Don't know / no opinion" box checked]	organic not in a rice cake
		68	1409	["Don't know / no opinion" box checked]	Nothing else.
		69	1415	["Don't know / no opinion" box checked]	No
		70	1441	["Don't know / no opinion" box checked]	no.
		71	1502	["Don't know / no opinion" box checked]	nope
72	1524	["Don't know / no opinion" box checked]	no		
73	1547	["Don't know / no opinion" box checked]	no		
74	1562	["Don't know / no opinion" box checked]	No		
75	1600	["Don't know / no opinion" box checked]	No		

Verbatim Responses to Q3 and Q4 [ORGANIC]

		ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.	76	1615	["Don't know / no opinion" box checked]	no
		77	1619	["Don't know / no opinion" box checked]	no
		78	1656	["Don't know / no opinion" box checked]	no
		79	1669	["Don't know / no opinion" box checked]	no
		80	1680	["Don't know / no opinion" box checked]	None
		81	1688	["Don't know / no opinion" box checked]	no
		82	1697	["Don't know / no opinion" box checked]	no
		83	1698	["Don't know / no opinion" box checked]	No.
		84	1700	["Don't know / no opinion" box checked]	i just think o quaker
		85	1706	["Don't know / no opinion" box checked]	NO
		86	1729	["Don't know / no opinion" box checked]	no
		87	1740	["Don't know / no opinion" box checked]	na
		88	1743	["Don't know / no opinion" box checked]	nope

Verbatim Responses to Q3 and Q4 [ORGANIC]

			ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	1	1011		
		2	1014		
		3	1019		
		4	1023		
		5	1024		
		6	1025		
		7	1026		
		8	1027		
		9	1033		
		10	1034		
		11	1037		
		12	1044		
		13	1049		
		14	1055		
		15	1056		
		16	1058		
		17	1075		
		18	1081		
		19	1087		
		20	1089		
		21	1090		
		22	1093		
		23	1094		
		24	1095		
		25	1097		
		26	1101		
		27	1105		
		28	1107		
		29	1109		
		30	1110		
		31	1130		
		32	1134		
		33	1139		
		34	1140		
		35	1151		
		36	1153		
		37	1157		
		38	1163		
		39	1168		
		40	1169		
		41	1171		
		42	1172		
		43	1178		
		44	1179		
		45	1181		
		46	1182		
		47	1185		
		48	1193		
		49	1204		
		50	1205		
		51	1213		
		52	1215		
		53	1222		

Verbatim Responses to Q3 and Q4 [ORGANIC]

Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
		54	1230	
		55	1239	
		56	1241	
		57	1243	
		58	1249	
		59	1252	
		60	1254	
		61	1265	
		62	1268	
		63	1269	
		64	1272	
		65	1274	
		66	1279	
		67	1282	
		68	1286	
		69	1287	
		70	1288	
		71	1294	
		72	1295	
		73	1296	
		74	1302	
		75	1304	
		76	1307	
		77	1309	
		78	1317	
		79	1331	
		80	1332	
		81	1336	
		82	1340	
		83	1357	
		84	1358	
		85	1362	
		86	1369	
		87	1373	
		88	1375	
		89	1380	
		90	1381	
		91	1385	
		92	1389	
		93	1393	
		94	1399	
		95	1406	
		96	1412	
		97	1417	
		98	1419	
		99	1433	
		100	1437	
		101	1438	
		102	1439	
		103	1442	
		104	1454	
		105	1455	
		106	1459	

Verbatim Responses to Q3 and Q4 [ORGANIC]

Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	ID	Q4 Why do you say [Response from Q3a]?	Q4P Anything else?
		107	1461	
		108	1462	
		109	1480	
		110	1484	
		111	1487	
		112	1491	
		113	1498	
		114	1499	
		115	1503	
		116	1515	
		117	1516	
		118	1529	
		119	1531	
		120	1538	
		121	1546	
		122	1554	
		123	1573	
		124	1575	
		125	1588	
		126	1590	
		127	1603	
		128	1616	
		129	1624	
		130	1629	
		131	1644	
		132	1646	
		133	1647	
		134	1652	
		135	1661	
		136	1664	
		137	1678	
		138	1681	
		139	1682	
		140	1685	
		141	1687	
		142	1709	
		143	1711	
		144	1714	
		145	1718	
		146	1719	
		147	1722	
		148	1724	

APPENDIX 9

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1461
	1
ID	1461
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	A lot of stores have their own brand of these.
Q2P Anything else?	No, nothing else
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1461

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1462
	1
ID	1462
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1462

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1468
	1
ID	1468
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	I have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	only one stands out
Q2P Anything else?	not really
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	looks like it
Q4P Anything else?	nope

a. ID = 1468

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1480
	1
ID	1480
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Connecticut
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1480

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1484
	1
ID	1484
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I do not know
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1484

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID	
	1487	
	1	
ID		1487
S1 What is your sex?	Male	
S2 In which category does your age fall?	Age 61 and older	
S3 In what state do you currently reside?	California	
S8 How much of the grocery shopping do you personally do?	half of it	
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months	
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months	
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices		
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread		
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	
Q2 Why do you say [Response from Q1]?		
Q2P Anything else?		
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	
Q4 Why do you say [Response from Q3a]?		
Q4P Anything else?		

a. ID = 1487

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1491
	1
ID	1491
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1491

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1498
	1
ID	1498
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Nebraska
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Don't Recall
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Don't know / not sure
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I dont know
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1498

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1499
	1
ID	1499
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Nevada
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have never heard of 'corn thins', thus 'no company'.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1499

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1502
	1
ID	1502
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	rice kripe
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	nope

a. ID = 1502

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1503
	1
ID	1503
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1503

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1002
	1
ID	1002
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	several companies have them
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	several companies make these organic treats
Q4P Anything else?	no

a. ID = 1002

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1004
	1
ID	1004
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Maryland
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	many companies make these
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companies have organic products
Q4P Anything else?	no

a. ID = 1004

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1008
	1
ID	1008
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Indiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1008

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1011
	1
ID	1011
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know of a company that makes corn thins
Q2P Anything else?	Looks like a rice cake
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1011

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1014
	1
ID	1014
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1014

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1016
	1
ID	1016
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I have seen that products in different brads.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	I don't think there's anything organic on that product.

a. ID = 1016

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1019
	1
ID	1019
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1019

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1026
	1
ID	1026
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1026

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1027
	1
ID	1027
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1027

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1028
	1
ID	1028
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't use them so I don't have an opinion
Q2P Anything else?	None
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	None

a. ID = 1028

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1034
	1
ID	1034
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Maryland
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1034

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1037
	1
ID	1037
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	only recall quaker product
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1037

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1039
	1
ID	1039
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I thought I saw more than one on the shelf at the Grocery Store, some things look alike.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	because that's what I saw on the Shelf at the grocery Store.
Q4P Anything else?	I think there may have been more flavor's too choice from.

a. ID = 1039

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1044
	1
ID	1044
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I have purchased several brands
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1044

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1045
	1
ID	1045
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because I've seen them in the stores by more than one company
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Because there is only one company advertising the product as organic.
Q4P Anything else?	no

a. ID = 1045

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1055
	1
ID	1055
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Do use the product but I have seen it. I do not know any brands
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1055

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1056
	1
ID	1056
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1056

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1058
	1
ID	1058
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Have no idea who makes them.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1058

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1064
	1
ID	1064
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1 Q2 series & Q3 Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Rice Cake
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know of an organic company
Q4P Anything else?	no

a. ID = 1064

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1066
	1
ID	1066
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	It is manufactured by several companies
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	It is manufactured by several companies
Q4P Anything else?	no

a. ID = 1066

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1067
	1
ID	1067
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / fiatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I remember quaker making these
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	A lot of companies make organic items.

a. ID = 1067

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1072
	1
ID	1072
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	i can think of plenty of places that make rice cakes.
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	i can only think of one right now.
Q4P Anything else?	nope

a. ID = 1072

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1075
	1
ID	1075
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	nothing
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1075

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1077
	1
ID	1077
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know who makes them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companies sell organic products
Q4P Anything else?	no

a. ID = 1077

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1087
	1
ID	1087
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	Nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1087

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1089
	1
ID	1089
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Arizona
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	I have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	familiar with one brand
Q2P Anything else?	no should there be?
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1089

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1090
	1
ID	1090
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Fritos
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1090

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1093
	1
ID	1093
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1093

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1095
	1
ID	1095
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	Nothing else
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1095

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1102
	1
ID	1102
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Utah
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	That corn thin could have been made by any company.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Lots of companies are jumping on the organic bandwagon.
Q4P Anything else?	No.

^a ID = 1102

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1106
	1
ID	1106
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never heard of this product, so therefore cannot associate it with a company
Q2P Anything else?	Not that I'm aware of
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because I see advertisements for organic foods from lots of different companies all the time
Q4P Anything else?	No thank you

a. ID = 1106

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1107
	1
ID	1107
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have not used this product and don't know who produces it
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1107

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1110
	1
ID	1110
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Because I can only recall the name of only one popular company that sells them
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1110

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1115
	1
ID	1115
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker makes them and i've not seen them made by any one else.
Q2P Anything else?	they have a lot of different flavors of them, I have only had the chocolate one but I'm sure they are all good.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I'VE ONLY SEEN THE ONE BRAND AND THEY ARE CALLED RICE CAKES.
Q4P Anything else?	NO NOTHING ELSE

a. ID = 1115

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1120
	1
ID	1120
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I look for organic foods despite the company and there are several.
Q4P Anything else?	Organic is better.

a. ID = 1120

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1121
	1
ID	1121
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never heard of corn thins
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	never heard of organic corn thins
Q4P Anything else?	no

a. ID = 1121

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID	
	1130	
	1	
ID		1130
S1 What is your sex?	Male	
S2 In which category does your age fall?	Age 18 to 30	
S3 In what state do you currently reside?	California	
S8 How much of the grocery shopping do you personally do?	all of it	
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months	
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months	
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices		
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread		
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.	
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]	
Q2P Anything else?	no	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	
Q4 Why do you say [Response from Q3a]?		
Q4P Anything else?		

a. ID = 1130

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1134
	1
ID	1134
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I am not familiar with them & therefore have no idea what company makes them.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1134

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID	
	1137	
	1	
ID		1137
S1 What is your sex?	Male	
S2 In which category does your age fall?	Age 46 to 60	
S3 In what state do you currently reside?	Massachusetts	
S8 How much of the grocery shopping do you personally do?	almost all of it	
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months	
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months	
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices		
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread		
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.	
Q2 Why do you say [Response from Q1]?	I can't determine what that was.	
Q2P Anything else?	No.	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	
Q4 Why do you say [Response from Q3a]?	"Organic" food is produced and distributed by many companies.	
Q4P Anything else?	No.	

a. ID = 1137

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1139
	1
ID	1139
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1139

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1147
	1
ID	1147
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	all i know of is quaker
Q4P Anything else?	no

a. ID = 1147

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1148
	1
ID	1148
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never heard of them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Several companies have organic products. should be the standard for ALL products!
Q4P Anything else?	no

a. ID = 1148

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1151
	1
ID	1151
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company
Q2 Why do you say [Response from Q1]?	more than one company makes ricecakes
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1151

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1153
	1
ID	1153
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Washington
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1153

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1156
	1
ID	1156
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Probably only one company makes it
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Lot's of companies have organic products
Q4P Anything else?	No

a. ID = 1156

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1157
	1
ID	1157
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1157

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1159
	1
ID	1159
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never heard of them before.it looks like a rice cake
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	it looks like it comes from price market
Q4P Anything else?	no

a. ID = 1159

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1163
	1
ID	1163
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I've never heard of these
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1163

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1165
	1
ID	1165
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Quaker
Q4P Anything else?	No

a. ID = 1165

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1166
	1
ID	1166
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Indiana
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Im only sure about one
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companys are into organic foods now
Q4P Anything else?	no

a. ID = 1166

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1167
	1
ID	1167
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	South Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because there are lots of organic companies out there - unless I'm misunderstanding the question.
Q4P Anything else?	no

a. ID = 1167

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1169
	1
ID	1169
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only know of one company that makes them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1169

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1172
	1
ID	1172
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because I have seen different brands of this product.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1172

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1178
	1
ID	1178
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	quaker and other brands
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1178

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1180
	1
ID	1180
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	there are many organic companies
Q4P Anything else?	nothing else

a. ID = 1180

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID	
	1181	
	1	
ID		1181
S1 What is your sex?	Female	
S2 In which category does your age fall?	Age 31 to 45	
S3 In what state do you currently reside?	Ohio	
S8 How much of the grocery shopping do you personally do?	all of it	
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months	
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months	
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices		
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread		
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.	
Q2 Why do you say [Response from Q1]?	quaker	
Q2P Anything else?	no	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	
Q4 Why do you say [Response from Q3a]?		
Q4P Anything else?		

a. ID = 1181

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1182
	1
ID	1182
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1182

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1183
	1
ID	1183
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINGS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because there are store brands.
Q2P Anything else?	N/A
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are store brands.
Q4P Anything else?	N/A

a. ID = 1183

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1193
	1
ID	1193
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1193

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1196
	1
ID	1196
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	more than one company have organics
Q4P Anything else?	no

a. ID = 1196

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1201
	1
ID	1201
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1201

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1204
	1
ID	1204
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	n/a
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1204

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1207
	1
ID	1207
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	More than one company makes rice cakes
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	More than one company makes organic rice cakes
Q4P Anything else?	no

a. ID = 1207

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1211
	1
ID	1211
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I am mainly familiar with lundenberg rice crisps.
Q2P Anything else?	I'm sure other companies make them, but I usually buy only 1 brand.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I only know of Lundenberg that would make organic rice crisps.
Q4P Anything else?	no

a. ID = 1211

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1215
	1
ID	1215
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINGS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quacker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1215

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1220
	1
ID	1220
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Rice Cakes
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	It is offered by more then one company
Q4P Anything else?	no

a. ID = 1220

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1222
	1
ID	1222
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1222

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1225
	1
ID	1225
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are several companies that have organic food.
Q4P Anything else?	no

a. ID = 1225

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1230
	1
ID	1230
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I've tried them before and remember that there are more than one company that makes and sells them
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1230

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1237
	1
ID	1237
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker Oats
Q2P Anything else?	maybe a store brand??
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	i can't recall seeing organic
Q4P Anything else?	no

a. ID = 1237

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1243
	1
ID	1243
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	There has to be more than one company that makes this.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1243

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1252
	1
ID	1252
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Simply don't associate with any brand
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1252

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1254
	1
ID	1254
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	I have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1254

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1261
	1
ID	1261
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Connecticut
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	they are good with multiple companies
Q2P Anything else?	nothing much
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	quaker have the best organic version of this
Q4P Anything else?	nope

a. ID = 1261

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1265
	1
ID	1265
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I've never heard of a corn thin
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1265

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1266
	1
ID	1266
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	none

a. ID = 1266

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1268
	1
ID	1268
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	I have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quacker
Q2P Anything else?	Store brand
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1268

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1274
	1
ID	1274
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1274

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]³

	ID
	1279
	1
ID	1279
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Never seen them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1279

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1280
	1
ID	1280
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never seen this product
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1280

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1286
	1
ID	1286
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1286

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1288
	1
ID	1288
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	If theyre similar to those rice cakes being sold then yes because different cereal companies sell them as diet food.
Q2P Anything else?	If theyre corn and made in the U.S.then theyre likely gmo.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1288

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1289
	1
ID	1289
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	I have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I can only think of Quaker making them.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	I can't think of any other manufacturers.
Q4P Anything else?	no.

a. ID = 1289

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1290
	1
ID	1290
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	i have never bought corn thins
Q2P Anything else?	none
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	only one i can think of is real foods
Q4P Anything else?	none

a. ID = 1290

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1294
	1
ID	1294
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	IT' THE MAIN BRAND I CONSIDER.
Q2P Anything else?	NO
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1294

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1301
	1
ID	1301
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only know of one brand of rice cakes
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I am not aware of any company that sells organic rice cakes, though I'm guessing there must be one somewhere.
Q4P Anything else?	no

a. ID = 1301

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1302
	1
ID	1302
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1302

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1303
	1
ID	1303
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I haven't heard of them and can't think of company that would sell them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	because lot's of companies are now selling organic products
Q4P Anything else?	no

a. ID = 1303

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1306
	1
ID	1306
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Quaker makes this kind of snack
Q4P Anything else?	no

a. ID = 1306

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1309
	1
ID	1309
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	don't buy them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1309

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1310
	1
ID	1310
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1310

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1312
	1
ID	1312
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know which companies make them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	many companies sell organic foods.
Q4P Anything else?	no

a. ID = 1312

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1317
	1
ID	1317
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Virginia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker popped into my mind. I am not aware of another company that makes these.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1317

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1324
	1
ID	1324
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	North Carolina
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quakerms the only one I can think of
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1324

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1329
	1
ID	1329
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only know of one company that produces them.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No

a. ID = 1329

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1331
	1
ID	1331
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Kentucky
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	it is the one I think of
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1331

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1332
	1
ID	1332
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Colorado
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1332

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1334
	1
ID	1334
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Wisconsin
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Quaker and special k
Q2P Anything else?	None
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Quaker and Special K not organic
Q4P Anything else?	None

a. ID = 1334

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1339
	1
ID	1339
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Alabama
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	With Quaker .
Q4P Anything else?	No .

a. ID = 1339

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID	
	1340	
	1	
ID		1340
S1 What is your sex?	Male	
S2 In which category does your age fall?	Age 61 and older	
S3 In what state do you currently reside?	Idaho	
S8 How much of the grocery shopping do you personally do?	all of it	
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall	
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months	
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices		
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread		
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	
Q2 Why do you say [Response from Q1]?		
Q2P Anything else?		
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	
Q4 Why do you say [Response from Q3a]?		
Q4P Anything else?		

a. ID = 1340

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1343
	1
ID	1343
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No

a. ID = 1343

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1344
	1
ID	1344
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	not familiar with corn thins
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1344

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1345
	1
ID	1345
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	I don't know what corn thins are!
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	lots of companies ssay organic.

a. ID = 1345

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1348
	1
ID	1348
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	more then one company makes these
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	every body doing organic
Q4P Anything else?	no

a. ID = 1348

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1357
	1
ID	1357
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	only see one company with these
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1357

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1362
	1
ID	1362
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Maine
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	belongs to no one
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1362

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1363
	1
ID	1363
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	not sure
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	most companys have regular and organic food
Q4P Anything else?	no

a. ID = 1363

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1367
	1
ID	1367
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never seen them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	never seen them
Q4P Anything else?	nope

a. ID = 1367

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1370
	1
ID	1370
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I can't think of the company who makes them
Q2P Anything else?	Might be quaker oats
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I can think of multiple organic companies
Q4P Anything else?	Annie's, Nature's promise

a. ID = 1370

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1374
	1
ID	1374
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Pennsylvania
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	never saw this product before.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	not familiar with this product
Q4P Anything else?	no

a. ID = 1374

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1380
	1
ID	1380
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1380

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1385
	1
ID	1385
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1385

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1389
	1
ID	1389
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	there's a lot of branded goods
Q2P Anything else?	nothing else
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1389

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1390
	1
ID	1390
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Only recalled seeing them from one company.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Doesn't strike me as an organic product.
Q4P Anything else?	no

a. ID = 1390

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1393
	1
ID	1393
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1393

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1395
	1
ID	1395
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	don't knw the product
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	don't recognize the produc

a. ID = 1395

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1399
	1
ID	1399
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I have no idea what company makes this item.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1399

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1406
	1
ID	1406
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Nevada
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1406

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1407
	1
ID	1407
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	cause more than one company makes organic products
Q4P Anything else?	nope

a. ID = 1407

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1409
	1
ID	1409
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Nevada
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	A lot of company's make them.
Q2P Anything else?	Nothing else.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	Nothing else.

a. ID = 1409

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID	
	1410	
	1	
ID		1410
S1 What is your sex?	Female	
S2 In which category does your age fall?	Age 61 and older	
S3 In what state do you currently reside?	California	
S8 How much of the grocery shopping do you personally do?	all of it	
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months	
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months	
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices		
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread		
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	
Q2 Why do you say [Response from Q1]?		
Q2P Anything else?		
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.	
Q4 Why do you say [Response from Q3a]?	Organic is quite popular.	
Q4P Anything else?	No	

a. ID = 1410

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1412
	1
ID	1412
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	After thinking the company could be Kellongs or General Mills
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1412

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1419
	1
ID	1419
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quaker is the only one i know that makes rice cakes
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1419

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1422
	1
ID	1422
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because many companies manufacture or produce organic food products.
Q4P Anything else?	No.

a. ID = 1422

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1430
	1
ID	1430
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	I only see them in one section of the grocery store under 1 brand
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I can't think of any company specifically
Q4P Anything else?	nope

a. ID = 1430

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1436
	1
ID	1436
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	Unfamiliar
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	unfamiliar
Q4P Anything else?	no

a. ID = 1436

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1437
	1
ID	1437
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker is the only one I know
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1437

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1440
	1
ID	1440
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	The only company I can think of that makes those is quaker and I think they have an organic one
Q4P Anything else?	Uh not really

a. ID = 1440

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1461
	1
ID	1461
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	A lot of stores have their own brand of these.
Q2P Anything else?	No, nothing else
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1461

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1455
	1
ID	1455
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	quaker
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1455

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID	
	1515	
	1	
ID		1515
S1 What is your sex?	Male	
S2 In which category does your age fall?	Age 61 and older	
S3 In what state do you currently reside?	Washington	
S8 How much of the grocery shopping do you personally do?	almost all of it	
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months	
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months	
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices		
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread		
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4	
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.	
Q2 Why do you say [Response from Q1]?	Never heard of them	
Q2P Anything else?	No	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion	
Q4 Why do you say [Response from Q3a]?		
Q4P Anything else?		

a. ID = 1515

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1529
	1
ID	1529
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Georgia
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1529

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1530
	1
ID	1530
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	I have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	made by multiple companies
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	its not organic
Q4P Anything else?	no?

a. ID = 1530

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1536
	1
ID	1536
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	South Carolina
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Not to many companies are in to organic foods.
Q4P Anything else?	no

a. ID = 1536

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1538
	1
ID	1538
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Missouri
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1538

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1546
	1
ID	1546
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Wyoming
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1546

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1547
	1
ID	1547
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Nevada
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1547

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1556
	1
ID	1556
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I have seen many different brands of corn chips
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	I have seen many different types of organic corn chips
Q4P Anything else?	no

a. ID = 1556

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1559
	1
ID	1559
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know who makes them
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I don't know anything about them
Q4P Anything else?	no

a. ID = 1559

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1561
	1
ID	1561
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Louisiana
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	DOESN'T TRIGGER AN ASSOCIATION WITH ANY COMPANY
Q2P Anything else?	NO
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I HAVE NO IDEA WHAT THAT THING IS
Q4P Anything else?	NO

a. ID = 1561

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1564
	1
ID	1564
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Because more than one company can make these.
Q2P Anything else?	No.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Because more than one company can these in organic.
Q4P Anything else?	No.

a. ID = 1564

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1571
	1
ID	1571
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I am not familiar with the name.
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Organic is a type of growing and feeding process.
Q4P Anything else?	no

a. ID = 1571

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1572
	1
ID	1572
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Not familiar with corn cakes
Q4P Anything else?	it looked like a rice cake

a. ID = 1572

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1581
	1
ID	1581
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I cannot think of any company that produces these
Q2P Anything else?	Nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I do not know of any company that produces organic corn crisps
Q4P Anything else?	Nope

a. ID = 1581

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1588
	1
ID	1588
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Because I have only seen one brand with this product
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1588

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1590
	1
ID	1590
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	Quaker, Kellog's
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1590

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1594
	1
ID	1594
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New Jersey
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Organic is not limited to one company.
Q4P Anything else?	no

a. ID = 1594

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1598
	1
ID	1598
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	New York
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	because I can only think of one company that makes rice cake-like things.
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Oh come on. Because I can't think of any company that makes organic rice cakes, why do you think I say "No company"?
Q4P Anything else?	00

a ID = 1598

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1599
	1
ID	1599
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	rice cakes
Q2P Anything else?	none
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	rice cakes
Q4P Anything else?	no

a. ID = 1599

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1600
	1
ID	1600
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	I have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No

a. ID = 1600

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1602
	1
ID	1602
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Ohio
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	Never heard or saw this product before now.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	Organic products are widely made in the marketplace today.
Q4P Anything else?	Nothing else.

a. ID = 1602

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1603
	1
ID	1603
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Massachusetts
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1603

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1609
	1
ID	1609
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	almost all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	No
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	No

a. ID = 1609

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1616
	1
ID	1616
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I don't know corn thins
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1616

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1618
	1
ID	1618
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Oregon
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Have never seen these
Q2P Anything else?	I don't think one company would steal ideas from another.
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are a lot of companies that offer organic products.
Q4P Anything else?	Almost everything is organic these days.

a. ID = 1618

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1619
	1
ID	1619
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchasod in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1619

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1626
	1
ID	1626
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	oops... meant one company
Q2P Anything else?	mmm... two companies?..
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	aren't there?...
Q4P Anything else?	nno...

a. ID = 1626

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1628
	1
ID	1628
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	California
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	No company.
Q2 Why do you say [Response from Q1]?	I've never really heard of Corn Thins
Q2P Anything else?	nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	More than one company.
Q4 Why do you say [Response from Q3a]?	There are like a butt-ton of companies that sell organic stuff.
Q4P Anything else?	no

a. ID = 1628

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1629
	1
ID	1629
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 46 to 60
S3 In what state do you currently reside?	Texas
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1629

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1632
	1
ID	1632
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Florida
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Don't Recall
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	More than one company.
Q2 Why do you say [Response from Q1]?	I am think of the quaker brander and the store brand
Q2P Anything else?	no
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	I have never bought a organic rice crisp
Q4P Anything else?	no

a. ID = 1632

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1634
	1
ID	1634
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 18 to 30
S3 In what state do you currently reside?	Minnesota
S8 How much of the grocery shopping do you personally do?	half of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Quaker
Q2P Anything else?	Nope
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	No company.
Q4 Why do you say [Response from Q3a]?	Don't know many organic companies
Q4P Anything else?	No

a. ID = 1634

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1641
	1
ID	1641
S1 What is your sex?	Male
S2 In which category does your age fall?	Age 31 to 45
S3 In what state do you currently reside?	Michigan
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Only one company.
Q2 Why do you say [Response from Q1]?	Kraft
Q2P Anything else?	General Mills
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Only one company.
Q4 Why do you say [Response from Q3a]?	Healthy Wheat
Q4P Anything else?	Nope.

a. ID = 1641

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]^a

	ID
	1644
	1
ID	1644
S1 What is your sex?	Female
S2 In which category does your age fall?	Age 61 and older
S3 In what state do you currently reside?	Illinois
S8 How much of the grocery shopping do you personally do?	all of it
S9A Which of the following products, if any, have you purchased in the last three months? Crispbreads / crispbread slices	Have not purchased in the last 3 months
S9B Which of the following products, if any, have you purchased in the last three months? Crackers / flatbread	Have not purchased in the last 3 months
S10A Which of the following products, if any, do you plan to purchase in the next three months? Crispbreads / crispbread slices	Do not plan to purchase in the next 3 months
S10B Which of the following products, if any, do you plan to purchase in the next three months? Crackers / flatbread	Plan to purchase in the next 3 months
DISPLAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q1-Q2 presented before Q3-Q4
Q1 With respect to the type of product shown above, do you associate CORN THINS with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q2 Why do you say [Response from Q1]?	
Q2P Anything else?	
Q3 With respect to the type of product shown above, do you associate ORGANIC with only one company, more than one company, no company, or don't you know?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1644