

# **BULKY DOCUMENT**

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Proceeding No.	91212680
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Filing Date	01/23/2015
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Part	2	of	2
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Declaration of Hal Poret In Support of Applicant  
Real Foods Pty LTD's Motion for Summary  
Judgment ( Cont.)

<b>91212680</b>
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Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1647
	1
ID	1647
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?	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 = 1647

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1651
	1
ID	1651
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?	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 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 are different brands that make this type of product, thus "MORE THAN ONE COMPANY"
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]?	because more than one company makes it
Q4P Anything else?	nope

a. ID = 1651

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1652
	1
ID	1652
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?	More than one company.
Q2 Why do you say [Response from Q1]?	I recall seeing different brands for the 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 = 1652

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1661
	1
ID	1661
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 York
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?	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 = 1661

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1664
	1
ID	1664
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?	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 = 1664

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1666
	1
ID	1666
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?	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 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 do not recall the names of any companies which produce this product. However, this product is common to me.
Q2P Anything else?	This product is eaten often by friends of mine.
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 use many organic products and can think of several different companies/brands which sell these.
Q4P Anything else?	I eat organic and buy organic clothing etc

a. ID = 1666

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1672
	1
ID	1672
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?	Only one company.
Q4 Why do you say [Response from Q3a]?	One company
Q4P Anything else?	No

a. ID = 1672

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1674
	1
ID	1674
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?	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	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]?	I only know of 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]?	I dont know of a company with the organic thins
Q4P Anything else?	no

a. ID = 1674

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1676
	1
ID	1676
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?	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 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?	More than one company.
Q2 Why do you say [Response from Q1]?	Because I have seen major brands, store,brands, organic 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?	More than one company.
Q4 Why do you say [Response from Q3a]?	I have seen them in local organic market
Q4P Anything else?	No

a. ID = 1676

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1680
	1
ID	1680
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?	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]?	Not sure who produces
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]?	["Don't know / no opinion" box checked]
Q4P Anything else?	None

a. ID = 1680

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1683
	1
ID	1683
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?	No company.
Q2 Why do you say [Response from Q1]?	["Don't know / no opinion" box checked]
Q2P Anything else?	i dont know that 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?	More than one company.
Q4 Why do you say [Response from Q3a]?	i dont know the name of the product but i have seen them
Q4P Anything else?	none

a. ID = 1683

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1685
	1
ID	1685
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?	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 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 several companies
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?	Don't know / no opinion
Q4 Why do you say [Response from Q3a]?	
Q4P Anything else?	

a. ID = 1685

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1688
	1
ID	1688
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?	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	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]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1688

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1693
	1
ID	1693
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?	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 seem to remember seeing different brands although it is not something that I buy.
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 has become popular so many companies are selling it.
Q4P Anything else?	no

a. ID = 1693

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

	ID
	1697
	1
ID	1697
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?	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	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 even know what that is.
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 = 1697

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1698
	1
ID	1698
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?	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]?	The brand that sticks out the most is 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 = 1698

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1711
	1
ID	1711
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?	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?	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 = 1711

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1714
	1
ID	1714
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?	Colorado
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 = 1714

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1718
	1
ID	1718
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?	Only one company.
Q2 Why do you say [Response from Q1]?	i thought quaker made 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 = 1718

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1722
	1
ID	1722
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 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]?	Looks like Quaker from the recent commercials I have seen.
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 = 1722

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1723
	1
ID	1723
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?	Maine
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 it'd be hard to believe for me to think only 1 co. in the u.s. would make 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?	More than one company.
Q4 Why do you say [Response from Q3a]?	because several farmers grow organic products
Q4P Anything else?	no

a. ID = 1723

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1724
	1
ID	1724
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?	Tennessee
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]?	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 = 1724

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1727
	1
ID	1727
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 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]?	No company comes to mind
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]?	No company comes to mind
Q4P Anything else?	No

a. ID = 1727

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1729
	1
ID	1729
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?	Washington
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?	No company.
Q4 Why do you say [Response from Q3a]?	["Don't know / no opinion" box checked]
Q4P Anything else?	no

a. ID = 1729

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1730
	1
ID	1730
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?	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]?	haven't seen them in stores
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]?	um...because there are many companies that make organic snack foods
Q4P Anything else?	nope

a. ID = 1730

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1738
	1
ID	1738
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?	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 company I can think off is 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]?	Lots of folks say "organic" right? So must be MANY companies.
Q4P Anything else?	No

a. ID = 1738

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1740
	1
ID	1740
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	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?	na
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?	na

a. ID = 1740

Verbatim Responses to Substantive Questions [Q1-Q2 series presented before Q3-Q4 series]<sup>a</sup>

	ID
	1743
	1
ID	1743
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?	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]?	didnt have a name
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 = 1743

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1005
	1
ID	1005
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 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	Q3-Q4 presented before Q1-Q2
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 what it is
Q4P Anything else?	No
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 never heard of corn thins
Q2P Anything else?	No

a. ID = 1005

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1009
	1
ID	1009
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?	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	Q3-Q4 presented before Q1-Q2
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 cant think of an organic company
Q4P Anything else?	no
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 Real corn thins
Q2P Anything else?	no

a. ID = 1009

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1010
	1
ID	1010
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?	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	Q3-Q4 presented before Q1-Q2
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 few companies that make organic rice cakes
Q4P Anything else?	no
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 sure who makes these
Q2P Anything else?	no

a. ID = 1010

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1012
	1
ID	1012
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	Q3-Q4 presented before Q1-Q2
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?	Nothing
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 the product under different types of brands.
Q2P Anything else?	No.

a. ID = 1012

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1013
	1
ID	1013
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?	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	Q3-Q4 presented before Q1-Q2
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]?	multiple companies because different companies tend to produce the same thing to create competition.
Q4P Anything else?	none
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?	

a. ID = 1013

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID	
	1023	
	1	
ID		1023
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?	Nebraska	
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	Q3-Q4 presented before Q1-Q2	
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?		
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?		

a. ID = 1023

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1024
	1
ID	1024
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?	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	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1024

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1025
	1
ID	1025
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	Q3-Q4 presented before Q1-Q2
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?	
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

a. ID = 1025

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1031
	1
ID	1031
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?	Utah
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	Q3-Q4 presented before Q1-Q2
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 which company organic rice cakes.
Q4P Anything else?	No
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 didn't realize it was a corn thin.
Q2P Anything else?	No

a. ID = 1031

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1033
	1
ID	1033
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?	Wisconsin
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	Q3-Q4 presented before Q1-Q2
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?	
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

a. ID = 1033

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1035
	1
ID	1035
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?	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	Q3-Q4 presented before Q1-Q2
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 carries organic food.
Q4P Anything else?	some organic food taste better than others,In my opinion
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 have only seen it in one company .
Q2P Anything else?	No

a. ID = 1035

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1046
	1
ID	1046
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?	Nebraska
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	Q3-Q4 presented before Q1-Q2
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
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

a. ID = 1046

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1049
	1
ID	1049
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?	Louisiana
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1049

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1053
	1
ID	1053
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?	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	Q3-Q4 presented before Q1-Q2
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 know it
Q4P Anything else?	I bought it
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

a. ID = 1053

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1062
	1
ID	1062
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	Q3-Q4 presented before Q1-Q2
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]?	theres multiple ones
Q4P Anything else?	no
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]?	theres alot
Q2P Anything else?	no

a. ID = 1062

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1063
	1
ID	1063
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 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	Q3-Q4 presented before Q1-Q2
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 few companies that make organic rice cakes
Q4P Anything else?	no
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?	

a. ID = 1063

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1068
	1
ID	1068
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?	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	Q3-Q4 presented before Q1-Q2
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 make rice or pop corn cakes that are organic
Q4P Anything else?	I do not know the names of all the companies but have seen them at the grocery store
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?	

a. ID = 1068

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1069
	1
ID	1069
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	Q3-Q4 presented before Q1-Q2
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 popular
Q4P Anything else?	no
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?	

a. ID = 1069

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1074
	1
ID	1074
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	Q3-Q4 presented before Q1-Q2
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?	NA
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?	

a. ID = 1074

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1076
	1
ID	1076
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?	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	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	Q3-Q4 presented before Q1-Q2
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]?	quakeroats
Q4P Anything else?	no
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]?	quakeroats
Q2P Anything else?	qyaier

a. ID = 1076

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1078
	1
ID	1078
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	Q3-Q4 presented before Q1-Q2
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
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 is more than one company that produces similar products.
Q2P Anything else?	No

a. ID = 1078

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1081
	1
ID	1081
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?	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 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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1081

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1082
	1
ID	1082
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 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	Q3-Q4 presented before Q1-Q2
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 any that makes this product as organic
Q4P Anything else?	no
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 have bought this product but can't remember the name of the co.
Q2P Anything else?	no

a. ID = 1082

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1083
	1
ID	1083
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 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	Q3-Q4 presented before Q1-Q2
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 a brand
Q4P Anything else?	no
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]?	doesnt dound like a company
Q2P Anything else?	no

a. ID = 1083

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1088
	1
ID	1088
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?	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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1088

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1091
	1
ID	1091
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	Q3-Q4 presented before Q1-Q2
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?	Think of Quaker Oats....but not organic
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 any company that makes this product
Q2P Anything else?	no

a. ID = 1091

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1092
	1
ID	1092
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?	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	Q3-Q4 presented before Q1-Q2
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 I can only think of one company that sells theses
Q4P Anything else?	No
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]?	Because I don't have a clue if it is made out of corn
Q2P Anything else?	No

a. ID = 1092

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1094
	1
ID	1094
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1094

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1097
	1
ID	1097
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?	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 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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1097

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1101
	1
ID	1101
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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've only seen it with quaker
Q2P Anything else?	no

a. ID = 1101

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID	
	1105	
	1	
ID		1105
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	Q3-Q4 presented before Q1-Q2	
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?		
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	

a. ID = 1105

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1109
	1
ID	1109
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?	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 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	Q3-Q4 presented before Q1-Q2
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?	
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 could be any bodies
Q2P Anything else?	no

a. ID = 1109

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1114
	1
ID	1114
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?	South Dakota
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	Q3-Q4 presented before Q1-Q2
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]?	ive seen more than onr brand in the store
Q4P Anything else?	no
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 comes to mind
Q2P Anything else?	no

a. ID = 1114

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID	
	1119	
	1	
ID		1119
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?	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	Q3-Q4 presented before Q1-Q2	
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 the name of company that makes these. It looks like some kind of rice cake.	
Q4P Anything else?	no	
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	

a. ID = 1119

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1123
	1
ID	1123
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?	Alabama
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	Q3-Q4 presented before Q1-Q2
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 quaker came to mind
Q4P Anything else?	no
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?	

a. ID = 1123

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1125
	1
ID	1125
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	Q3-Q4 presented before Q1-Q2
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?	I HAVE SEEN THEM IN THE BAKERY SECTION OF THE STORE BUT DONT KNOW WHAT THERE CALLED MAYBE A FICE CAKE
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

a. ID = 1125

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1129
	1
ID	1129
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?	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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1129

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1140
	1
ID	1140
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?	Wisconsin
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 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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1140

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1143
	1
ID	1143
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?	Delaware
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	Q3-Q4 presented before Q1-Q2
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 one company, Quaker
Q4P Anything else?	no
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 one company that i think makes them
Q2P Anything else?	no

a. ID = 1143

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1144
	1
ID	1144
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?	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	Q3-Q4 presented before Q1-Q2
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 LOOKS LIKE A PRODUCT THAT IS PRODUCED BY MULTIPLE BRANDS.
Q4P Anything else?	IT'S A RICE CAKE
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 IF THE NAME OR DESCRIPTION "CORN THINS"
Q2P Anything else?	NO

a. ID = 1144

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1145
	1
ID	1145
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?	Hawaii
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	Q3-Q4 presented before Q1-Q2
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 see more than one company with organic products in the supermarket
Q4P Anything else?	No
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?	

a. ID = 1145

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1149
	1
ID	1149
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?	North Dakota
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	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	Q3-Q4 presented before Q1-Q2
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.
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?	

a. ID = 1149

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1150
	1
ID	1150
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?	South 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 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	Q3-Q4 presented before Q1-Q2
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 know of several food companies that produce organic food products.
Q4P Anything else?	Nothing 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.
Q2 Why do you say [Response from Q1]?	I've only seen these made by Quaker.
Q2P Anything else?	Nothing else

a. ID = 1150

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1154
	1
ID	1154
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?	Iowa
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	Q3-Q4 presented before Q1-Q2
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 recall any company of calling itself organic rice cakes.
Q4P Anything else?	nothing 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.
Q2 Why do you say [Response from Q1]?	I have never heard a company call it's product "corn thins".
Q2P Anything else?	nothing else

a. ID = 1154

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1155
	1
ID	1155
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?	Oklahoma
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	Q3-Q4 presented before Q1-Q2
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 don't know any companies that make rice cakes
Q4P Anything else?	no
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 unaware of a product called corn thins.
Q2P Anything else?	no

a. ID = 1155

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1158
	1
ID	1158
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	Q3-Q4 presented before Q1-Q2
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]?	quark oats is the only brand i know with that
Q4P Anything else?	none
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?	none

a. ID = 1158

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1162
	1
ID	1162
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?	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 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	Q3-Q4 presented before Q1-Q2
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 compays going organic
Q4P Anything else?	cost more
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]?	haven't seen it before
Q2P Anything else?	none

a. ID = 1162

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1164
	1
ID	1164
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	Q3-Q4 presented before Q1-Q2
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'm not entirely sure what it is, but it looks like a rice cake and I only know of one organic company
Q4P Anything else?	no
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]?	It isn't what I thought it was, I never buy corn cakes.
Q2P Anything else?	no

a. ID = 1164

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1168
	1
ID	1168
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?	West 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	Q3-Q4 presented before Q1-Q2
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?	
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 this product.
Q2P Anything else?	no

a. ID = 1168

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1171
	1
ID	1171
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?	Oregon
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1171

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1175
	1
ID	1175
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	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	Q3-Q4 presented before Q1-Q2
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 just assume more than one company makes this product
Q4P Anything else?	no
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?	

a. ID = 1175

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1176
	1
ID	1176
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?	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	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	Q3-Q4 presented before Q1-Q2
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]?	That's what I remember.
Q4P Anything else?	No.
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 are multiple companies that sell these.
Q2P Anything else?	No.

a. ID = 1176

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1179
	1
ID	1179
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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]? Q2P Anything else?	["Don't know / no opinion" box checked] N/a

a. ID = 1179

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1185
	1
ID	1185
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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 "Corn Thins" before, I thought the image was of a Rice Cake.
Q2P Anything else?	No.

a. ID = 1185

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1186
	1
ID	1186
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?	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	Q3-Q4 presented before Q1-Q2
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?	many companies are into producing organic food dese days
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

a. ID = 1186

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1188
	1
ID	1188
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?	Tennessee
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	Q3-Q4 presented before Q1-Q2
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
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 are more than one company that produces them
Q2P Anything else?	no

a. ID = 1188

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1189
	1
ID	1189
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?	Louisiana
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	Q3-Q4 presented before Q1-Q2
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 of a particular company associated with organics
Q4P Anything else?	no
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 recall one company associated with this
Q2P Anything else?	no

a. ID = 1189

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1197
	1
ID	1197
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?	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 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	Q3-Q4 presented before Q1-Q2
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]?	alot of them out there
Q4P Anything else?	na
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 of any
Q2P Anything else?	na

a. ID = 1197

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1200
	1
ID	1200
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	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	Q3-Q4 presented before Q1-Q2
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 experience with the product pictured
Q4P Anything else?	no
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?	

a. ID = 1200

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1205
	1
ID	1205
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?	Mississippi
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	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	Q3-Q4 presented before Q1-Q2
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?	
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

a. ID = 1205

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1206
	1
ID	1206
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?	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	Q3-Q4 presented before Q1-Q2
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 really sure who makes organic versions of it
Q4P Anything else?	no
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

a. ID = 1206

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1213
	1
ID	1213
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?	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 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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1213

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1214
	1
ID	1214
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?	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	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	Q3-Q4 presented before Q1-Q2
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 a lot of them go organic nowadays
Q4P Anything else?	no
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

a. ID = 1214

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1223
	1
ID	1223
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	Q3-Q4 presented before Q1-Q2
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 1 compaby makes these products
Q4P Anything else?	no
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]?	corn chips and corn patties are made by various companies
Q2P Anything else?	no

a. ID = 1223

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1231
	1
ID	1231
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	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	Q3-Q4 presented before Q1-Q2
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 have seen different brands, saying they were organic.
Q4P Anything else?	no
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?	

a. ID = 1231

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1233
	1
ID	1233
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?	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	Q3-Q4 presented before Q1-Q2
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 just reminds me of one company that i know
Q4P Anything else?	no
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?	

a. ID = 1233

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1234
	1
ID	1234
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 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	Q3-Q4 presented before Q1-Q2
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 think of Quaker
Q4P Anything else?	No
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

a. ID = 1234

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1239
	1
ID	1239
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1239

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1241
	1
ID	1241
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1241

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1242
	1
ID	1242
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?	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	Q3-Q4 presented before Q1-Q2
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]?	because i havent seen them in organic before
Q4P Anything else?	ALSO BECUASE IT IS PROCESSED
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

a. ID = 1242

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1246
	1
ID	1246
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?	Arizona
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	Q3-Q4 presented before Q1-Q2
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've seen more than one company advertised
Q4P Anything else?	No
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

a. ID = 1246

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1249
	1
ID	1249
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? Crispbroads / 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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1249

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1253
	1
ID	1253
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 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	Q3-Q4 presented before Q1-Q2
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]?	†HERE ARE SEVERAL BRANDS THAT MAKE THIS PRODUCT.
Q4P Anything else?	NO
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?	

a. ID = 1253

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1255
	1
ID	1255
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 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	Q3-Q4 presented before Q1-Q2
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?	nope
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 dont know what company makes them
Q2P Anything else?	nope

a. ID = 1255

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1260
	1
ID	1260
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?	Tennessee
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	Q3-Q4 presented before Q1-Q2
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 several labels that say organic
Q4P Anything else?	no
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?	

a. ID = 1260

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1263
	1
ID	1263
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?	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 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	Q3-Q4 presented before Q1-Q2
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
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

a. ID = 1263

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1269
	1
ID	1269
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	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	Q3-Q4 presented before Q1-Q2
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?	
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 some may taste better than the other
Q2P Anything else?	no

a. ID = 1269

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1270
	1
ID	1270
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?	Tennessee
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	Q3-Q4 presented before Q1-Q2
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 produce this product
Q4P Anything else?	none
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?	

a. ID = 1270

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1271
	1
ID	1271
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	Don't Recall
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	Q3-Q4 presented before Q1-Q2
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]?	digorno ,red baron
Q4P Anything else?	FRESCHETTA
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?	

a. ID = 1271

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1272
	1
ID	1272
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?	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	Q3-Q4 presented before Q1-Q2
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 Q3.a]?	
Q4P 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.
Q2 Why do you say [Response from Q1]?	competition
Q2P Anything else?	no

a. ID = 1272

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1273
	1
ID	1273
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?	Arizona
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	Q3-Q4 presented before Q1-Q2
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 is what i know
Q4P Anything else?	no
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

a. ID = 1273

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1282
	1
ID	1282
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?	Tennessee
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1282

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1284
	1
ID	1284
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	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	Q3-Q4 presented before Q1-Q2
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 like several different pies from several companies
Q4P Anything else?	nope thats about it
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]?	cause its all i know
Q2P Anything else?	nope thats iits

a. ID = 1284

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1285
	1
ID	1285
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	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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1285

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1287
	1
ID	1287
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?	West 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	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1287



Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1293
	1
ID	1293
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?	Connecticut
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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1293

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1295
	1
ID	1295
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?	South Dakota
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	Q3-Q4 presented before Q1-Q2
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?	
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

a. ID = 1295

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1296
	1
ID	1296
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?	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	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1296

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1298
	1
ID	1298
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	
DISP LAY Presentation Order of Q1-Q2 series & Q3-Q4 series	Q3-Q4 presented before Q1-Q2
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 sells Organic
Q4P Anything else?	No
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?	

a. ID = 1298

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1299
	1
ID	1299
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?	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	Q3-Q4 presented before Q1-Q2
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]?	quacker oarts and i have seen others
Q4P Anything else?	no
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?	

a. ID = 1299

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1300
	1
ID	1300
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?	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	Q3-Q4 presented before Q1-Q2
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
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 sells corn thins
Q2P Anything else?	No

a. ID = 1300

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1304
	1
ID	1304
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1304

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1307
	1
ID	1307
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?	Kansas
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1307

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1311
	1
ID	1311
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	Q3-Q4 presented before Q1-Q2
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 personally know of any organic companies
Q4P Anything else?	no
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 a corn thin
Q2P Anything else?	no

a. ID = 1311

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1313
	1
ID	1313
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	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	Q3-Q4 presented before Q1-Q2
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 several more
Q4P Anything else?	no
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 there are several more
Q2P Anything else?	no

a. ID = 1313

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1319
	1
ID	1319
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?	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 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	Q3-Q4 presented before Q1-Q2
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 just assume more then one company makes organic foos
Q4P Anything else?	no
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

a. ID = 1319

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

	ID
	1321
	1
ID	1321
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?	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	Q3-Q4 presented before Q1-Q2
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]?	Kashi
Q4P Anything else?	No
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

a. ID = 1321

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1322
	1
ID	1322
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 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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1322

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1326
	1
ID	1326
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?	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	Q3-Q4 presented before Q1-Q2
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?	crackers
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

a. ID = 1326

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1327
	1
ID	1327
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?	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	Q3-Q4 presented before Q1-Q2
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?	n/a
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?	n/a

a. ID = 1327

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1333
	1
ID	1333
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?	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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1333

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1336
	1
ID	1336
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1336

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1338
	1
ID	1338
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?	West 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	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	Q3-Q4 presented before Q1-Q2
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 I'm not aware of alot of true organic companies unless you buy from a farmer.
Q4P Anything else?	No
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 don't many companies who make this except for Quaker.
Q2P Anything else?	No

a. ID = 1338

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1341
	1
ID	1341
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 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	Q3-Q4 presented before Q1-Q2
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]?	no company comes to mind
Q4P Anything else?	no
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 company comes to mind as organic

a. ID = 1341

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1342
	1
ID	1342
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?	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	Q3-Q4 presented before Q1-Q2
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 different brands
Q4P Anything else?	no
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 buy them and there are several brands
Q2P Anything else?	no

a. ID = 1342

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1346
	1
ID	1346
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	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	Q3-Q4 presented before Q1-Q2
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]?	When looking at the product I can think of different brands who sell it
Q4P Anything else?	No
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]?	When looking at this product I can think of more than one company who sells it
Q2P Anything else?	No

a. ID = 1346

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1347
	1
ID	1347
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?	West 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	Q3-Q4 presented before Q1-Q2
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 is all I can think of
Q4P Anything else?	no
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

a. ID = 1347

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1350
	1
ID	1350
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?	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	Q3-Q4 presented before Q1-Q2
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]?	a rice cake does not seem organic at all and I can think of no organic companies
Q4P Anything else?	no
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' and can not associate it with any company
Q2P Anything else?	no

a. ID = 1350

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1351
	1
ID	1351
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?	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	Q3-Q4 presented before Q1-Q2
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, it is my understanding that the term "organic" refers to a means of production, NOT a trademark of any one company.
Q4P Anything else?	nope.
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]?	Because I have never heard of a product labeled just "corn thins."
Q2P Anything else?	no

a. ID = 1351

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1358
	1
ID	1358
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?	New York
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1358

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1360
	1
ID	1360
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	Q3-Q4 presented before Q1-Q2
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]?	Looking at that gross looking veggie pattie makes me think of several other options that are organic and look so much more appetizing.
Q4P Anything else?	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.
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 a corn thin
Q2P Anything else?	nope

a. ID = 1360

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1361
	1
ID	1361
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	Q3-Q4 presented before Q1-Q2
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 have seen a couple differeni kinds
Q4P Anything else?	no
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 then one company makes them
Q2P Anything else?	no

a. ID = 1361

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1369
	1
ID	1369
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1369

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1373
	1
ID	1373
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1373

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1375
	1
ID	1375
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?	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 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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1375

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1381
	1
ID	1381
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 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	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	Q3-Q4 presented before Q1-Q2
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]?	
Q4! 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.
Q2 Why do you say [Response from Q1]?	because it is so
Q2P Anything else?	no

a. ID = 1381

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1386
	1
ID	1386
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	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	Q3-Q4 presented before Q1-Q2
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
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

a. ID = 1386

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1388
	1
ID	1388
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	Q3-Q4 presented before Q1-Q2
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 think of rice cakes as being organic
Q4P Anything else?	no thank you
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 associate rice cakes or corn thins with organic
Q2P Anything else?	no thank you

a. ID = 1388

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1391
	1
ID	1391
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?	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	Q3-Q4 presented before Q1-Q2
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 think more than 1 company makes organic foods
Q4P Anything else?	no
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

a. ID = 1391

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1394
	1
ID	1394
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?	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 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	Q3-Q4 presented before Q1-Q2
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 know more than 1 organic stores
Q4P Anything else?	No
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?	

a. ID = 1394

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1400
	1
ID	1400
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?	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	Q3-Q4 presented before Q1-Q2
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?	organic not in a rice cake
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?	

a. ID = 1400

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1402
	1
ID	1402
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	Q3-Q4 presented before Q1-Q2
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]?	becuase alot of companys carry organic food
Q4P Anything else?	no
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

a. ID = 1402

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1408
	1
ID	1408
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	Q3-Q4 presented before Q1-Q2
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]?	ingredients that make the rice cake
Q4P Anything else?	no
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]?	snack foods tend attract organic food purchasers
Q2P Anything else?	no

a. ID = 1408

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1411
	1
ID	1411
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	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	Q3-Q4 presented before Q1-Q2
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]?	this seems like a product that would be mass produced
Q4P Anything else?	no
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?	

a. ID = 1411

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1415
	1
ID	1415
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?	Minnesota
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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1415

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1417
	1
ID	1417
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1417

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1418
	1
ID	1418
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 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	Q3-Q4 presented before Q1-Q2
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]? Q4P Anything else?	That is quaker and not organic No
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]? Q2P Anything else?	I have never heard of a corn rice cake. No

a. ID = 1418

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1420
	1
ID	1420
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 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	Q3-Q4 presented before Q1-Q2
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]?	A lot of companies produce it
Q4P Anything else?	None
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 produce it
Q2P Anything else?	None

a. ID = 1420

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1427
	1
ID	1427
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?	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	Q3-Q4 presented before Q1-Q2
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?	all kind of flavors
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?	

a. ID = 1427

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1433
	1
ID	1433
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 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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1433

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1434
	1
ID	1434
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?	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	Q3-Q4 presented before Q1-Q2
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 eat rice cakes
Q4P Anything else?	No
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 even know what that is
Q2P Anything else?	No

a. ID = 1434

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1435
	1
ID	1435
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?	Oregon
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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1435

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID	
	1438	
	1	
ID		1438
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?	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	Q3-Q4 presented before Q1-Q2	
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?		
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?		

a. ID = 1438

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1439
	1
ID	1439
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1439

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1441
	1
ID	1441
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 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	Q3-Q4 presented before Q1-Q2
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.
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.

a. ID = 1441

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>1</sup>

	ID
	1442
	1
ID	1442
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1442

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1448
	1
ID	1448
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?	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	Q3-Q4 presented before Q1-Q2
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?	they arent good for you
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 quaker oats
Q2P Anything else?	no

a. ID = 1448

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1454
	1
ID	1454
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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]?	Hadn't heard of corn thins before this survey.
Q2P Anything else?	No.

a. ID = 1454

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1457
	1
ID	1457
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?	Wisconsin
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	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	Q3-Q4 presented before Q1-Q2
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 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.
Q4P Anything else?	No
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 a product that goes by this name.
Q2P Anything else?	While there may similar products of this type, I cannot recall any of them having this specific name.

a. ID = 1457

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1459
	1
ID	1459
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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

a. ID = 1459

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1460
	1
ID	1460
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?	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 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	Q3-Q4 presented before Q1-Q2
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 multiple companies interested in promoting organic products.
Q4P Anything else?	Nope.
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]?	There's only one company I know that specifically sells that product.
Q2P Anything else?	You tell me.

a. ID = 1460

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1469
	1
ID	1469
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	Q3-Q4 presented before Q1-Q2
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 food companies produce a various of foods that they advocate as being organic
Q4P Anything else?	The term "organic" can refer to virtually anything grown naturally and not processed. Even animals can be fed organic foods.
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?	

a. ID = 1469

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1475
	1
ID	1475
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 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	Q3-Q4 presented before Q1-Q2
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 many companies who make organic foods.
Q4P Anything else?	no
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 there are more than one company that makes these things.
Q2P Anything else?	no

a. ID - 1475

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1477
	1
ID	1477
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	Q3-Q4 presented before Q1-Q2
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 ever saw one type in store
Q4P Anything else?	no
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]?	these aren't what i thought they were. I don't recall seeing corn chips that look like this.
Q2P Anything else?	no

a. ID = 1477

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1481
	1
ID	1481
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?	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	Q3-Q4 presented before Q1-Q2
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 expect more than one company makes this kind of organic product.
Q4P Anything else?	No.
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]?	Seems rather specific to be from more than one company
Q2P Anything else?	no

a. ID = 1481

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1485
	1
ID	1485
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?	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	Q3-Q4 presented before Q1-Q2
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]? Q4P Anything else?	I think only Quakers make that rice cracker. Nope.
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]? Q2P Anything else?	I don't know which company corn thins refers to. No

a. ID = 1485

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1489
	1
ID	1489
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	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	Q3-Q4 presented before Q1-Q2
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 any organic rice cake companies.
Q4P Anything else?	No
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 any corn thins companies.
Q2P Anything else?	No.

a. ID = 1489

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID	
	1495	
	1	
ID		1495
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?	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	Q3-Q4 presented before Q1-Q2	
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]?	tyson	
Q4P Anything else?	aldi	
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]?	meijer	
Q2P Anything else?	none	

a. ID = 1495

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1500
	1
ID	1500
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?	Hawaii
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	Q3-Q4 presented before Q1-Q2
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]?	oatcake is pretty generic
Q4P Anything else?	no
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?	no

a. ID = 1500

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1516
	1
ID	1516
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1516

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1524
	1
ID	1524
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?	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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1524

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1528
	1
ID	1528
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	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	Q3-Q4 presented before Q1-Q2
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 buy rice cakes so I don't remember any company
Q4P Anything else?	no
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?	

a. ID = 1528

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1531
	1
ID	1531
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	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	Q3-Q4 presented before Q1-Q2
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?	
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 idea
Q2P Anything else?	what is this item

a. ID = 1531

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1533
	1
ID	1533
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?	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	Q3-Q4 presented before Q1-Q2
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 oats
Q4P Anything else?	no
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 not buy them
Q2P Anything else?	no

a. ID = 1533

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1537
	1
ID	1537
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?	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	Q3-Q4 presented before Q1-Q2
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 dont like it
Q4P Anything else?	no
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 it does
Q2P Anything else?	no

a. ID = 1537

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1540
	1
ID	1540
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?	North 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	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	Q3-Q4 presented before Q1-Q2
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]?	It is not a product that I buy as such I am not fermilliar with companies that produce it.
Q4P Anything else?	no
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

a. ID = 1540

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1544
	1
ID	1544
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?	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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1544

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1549
	1
ID	1549
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?	Oregon
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	Q3-Q4 presented before Q1-Q2
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]?	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.
Q4P Anything else?	no
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?	

a. ID = 1549

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID	
	1554	
	1	
ID		1554
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	Q3-Q4 presented before Q1-Q2	
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?		
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	

a. ID = 1554

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1562
	1
ID	1562
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?	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	Q3-Q4 presented before Q1-Q2
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
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

a. ID = 1562

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1570
	1
ID	1570
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 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	Q3-Q4 presented before Q1-Q2
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 numerous manufacturers of "rice cakes" on store shelves
Q4P Anything else?	no
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]?	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)
Q2P Anything else?	Nope, I'm good.

a. ID = 1570

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1573
	1
ID	1573
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1573

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1575
	1
ID	1575
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1575

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1580
	1
ID	1580
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?	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	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	Q3-Q4 presented before Q1-Q2
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?	there are many organic alternatives to choose from
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 seems to be a quaker brand
Q2P Anything else?	no

a. ID = 1580

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1583
	1
ID	1583
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?	Vermont
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	Q3-Q4 presented before Q1-Q2
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 tend to find companies that make rice cakes are often organic.
Q4P Anything else?	No.
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?	

a. ID = 1583

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1584
	1
ID	1584
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?	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	Q3-Q4 presented before Q1-Q2
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]?	hcoz its dont show company name
Q4P Anything else?	no comment
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?	

a. ID = 1584

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1587
	1
ID	1587
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?	Tennessee
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	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	Q3-Q4 presented before Q1-Q2
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 ive seen a few brands
Q4P Anything else?	nope
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?	

a. ID = 1587

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1591
	1
ID	1591
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?	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	Q3-Q4 presented before Q1-Q2
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]?	bcoz its dont show company name
Q4P Anything else?	no comment
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?	

a. ID = 1591

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1592
	1
ID	1592
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 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	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	Q3-Q4 presented before Q1-Q2
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]?	Various companies make them
Q4P Anything else?	no
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]?	Various companies
Q2P Anything else?	no

a. ID = 1592

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1596
	1
ID	1596
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?	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	Q3-Q4 presented before Q1-Q2
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 is more than one compnay making organic foods
Q4P Anything else?	no
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?	

a. ID = 1596

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1597
	1
ID	1597
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	Q3-Q4 presented before Q1-Q2
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]?	usually one company has been associated with organic on the others background
Q4P Anything else?	no
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
Q2P Anything else?	not exactly

a. ID = 1597

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1601
	1
ID	1601
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	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	Q3-Q4 presented before Q1-Q2
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
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?	None

a. ID = 1601

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1604
	1
ID	1604
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	Q3-Q4 presented before Q1-Q2
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 a specific organic company
Q4P Anything else?	No
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 what a corn thin is
Q2P Anything else?	No

a. ID = 1604

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1605
	1
ID	1605
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?	Arkansas
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	Q3-Q4 presented before Q1-Q2
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 make organic food
Q4P Anything else?	no
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 make corn thins
Q2P Anything else?	no

a. ID = 1605

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1608
	1
ID	1608
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	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	Q3-Q4 presented before Q1-Q2
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 pads are sold internationally...and one company per product doesnt exist
Q4P Anything else?	thats enough
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?	

a. ID = 1608

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1611
	1
ID	1611
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	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	Q3-Q4 presented before Q1-Q2
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 alot of people use oragnic material
Q4P Anything else?	none
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?	none

a. ID = 1611

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1615
	1
ID	1615
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?	Arizona
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	Q3-Q4 presented before Q1-Q2
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
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

a. ID = 1615

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1622
	1
ID	1622
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?	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	Q3-Q4 presented before Q1-Q2
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
Q4P Anything else?	No
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 are many
Q2P Anything else?	I have used different brands.

a. ID = 1622

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1624
	1
ID	1624
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	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1624

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1627
	1
ID	1627
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?	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	Q3-Q4 presented before Q1-Q2
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]?	Do not recognize the product
Q4P Anything else?	None
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?	

a. ID = 1627

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1631
	1
ID	1631
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	Q3-Q4 presented before Q1-Q2
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 several companies who produce rice cakes
Q4P Anything else?	no
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 think of Quaker Oats.
Q2P Anything else?	no

a. ID = 1631

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1637
	1
ID	1637
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?	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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1637

**Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>**

	ID
	1640
	1
ID	1640
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	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	Q3-Q4 presented before Q1-Q2
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
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

a. ID = 1640

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1643
	1
ID	1643
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?	Utah
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	Q3-Q4 presented before Q1-Q2
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 a term used to indicate how something is grown, ie., vegetables, beef.
Q4P Anything else?	no
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 corn thins are not a high quality product that multiple companies would want to have associated with their name.
Q2P Anything else?	no.

a. ID = 1643

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1646
	1
ID	1646
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?	Kansas
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	Q3-Q4 presented before Q1-Q2
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?	
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 recall a company that makes them.
Q2P Anything else?	No thank you

a. ID = 1646

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1649
	1
ID	1649
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	Q3-Q4 presented before Q1-Q2
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 think of Quaker
Q4P Anything else?	No
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

a. ID = 1649

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1656
	1
ID	1656
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?	Washington
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	Q3-Q4 presented before Q1-Q2
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
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 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
Q2P Anything else?	no

a. ID = 1656

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1658
	1
ID	1658
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	Q3-Q4 presented before Q1-Q2
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 sells rice cakes.
Q4P Anything else?	No
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 what company makes corn thins. Haven't heard of them.
Q2P Anything else?	No

a. ID = 1658

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1660
	1
ID	1660
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?	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	Q3-Q4 presented before Q1-Q2
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]?	looks like a quaker rice cake
Q4P Anything else?	no
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 any company that makes corn thins
Q2P Anything else?	no

a. ID = 1660

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1669
	1
ID	1669
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?	South Dakota
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	Q3-Q4 presented before Q1-Q2
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
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?	

a. ID = 1669

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1677
	1
ID	1677
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?	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	Q3-Q4 presented before Q1-Q2
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'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
Q4P Anything else?	no
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]?	once you said corn, my mind went blank. It still looks inedible though
Q2P Anything else?	no

a. ID = 1677

**Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>**

	ID
	1678
	1
ID	1678
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?	Mississippi
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1678

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1679
	1
ID	1679
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	Q3-Q4 presented before Q1-Q2
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 know many different organic brands.
Q4P Anything else?	I eat organic food sometimes.
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.
Q2P Anything else?	I have never heard of corn thins.

a. ID = 1679

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1681
	1
ID	1681
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?	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	Q3-Q4 presented before Q1-Q2
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?	
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]?	Organic thins are made by Blue Chips
Q2P Anything else?	Garden of Eden, Tostitos

a. ID = 1681

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1682
	1
ID	1682
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	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	Q3-Q4 presented before Q1-Q2
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?	
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]?	Looks like I've seen them from multiple companies
Q2P Anything else?	No

a. ID = 1682

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1684
	1
ID	1684
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?	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 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	Q3-Q4 presented before Q1-Q2
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]?	Because I can't think of the names of any organic food brands.
Q4P Anything else?	I do not consume any specific brand of organic food.
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 1 brand of rice cakes.
Q2P Anything else?	no

a. ID = 1684

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1687
	1
ID	1687
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?	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	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1687

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1689
	1
ID	1689
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	Q3-Q4 presented before Q1-Q2
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
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

a. ID = 1689

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1700
	1
ID	1700
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	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	Q3-Q4 presented before Q1-Q2
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 just think o quaker
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

a. ID = 1700

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1706
	1
ID	1706
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?	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	Q3-Q4 presented before Q1-Q2
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
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]?	FRITO LAY
Q2P Anything else?	NO

a. ID = 1706

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1709
	1
ID	1709
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 Mexico
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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1709

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1712
	1
ID	1712
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 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	Q3-Q4 presented before Q1-Q2
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?	Fresh and Easy
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?	

a. ID = 1712

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1715
	1
ID	1715
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?	New York
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	Q3-Q4 presented before Q1-Q2
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?	nope
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

a. ID = 1715

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1717
	1
ID	1717
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?	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	Q3-Q4 presented before Q1-Q2
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 products i see
Q4P Anything else?	no
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?	

a. ID = 1717

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1719
	1
ID	1719
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?	Wisconsin
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	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	Q3-Q4 presented before Q1-Q2
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?	
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?	

a. ID = 1719

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1726
	1
ID	1726
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?	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	Q3-Q4 presented before Q1-Q2
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
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

a. ID = 1726

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1728
	1
ID	1728
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?	Washington
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	Q3-Q4 presented before Q1-Q2
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]?	seen several that own
Q4P Anything else?	nope
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?	

a. ID = 1728

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1735
	1
ID	1735
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?	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	Q3-Q4 presented before Q1-Q2
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 know that more than one company makes organic rice cakes.
Q4P Anything else?	no
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

a. ID = 1735

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>a</sup>

	ID
	1744
	1
ID	1744
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?	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	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	Q3-Q4 presented before Q1-Q2
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 has no relation to a company, a food that has no preservatives
Q4P Anything else?	no
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]?	any company can make there version
Q2P Anything else?	no

a. ID = 1744

Verbatim Responses to Substantive Questions [Q3-Q4 series presented before Q1-Q2 series]<sup>1a</sup>

	ID
	1745
	1
ID	1745
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?	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	Q3-Q4 presented before Q1-Q2
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 a company
Q4P Anything else?	no
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]?	no particular company
Q2P Anything else?	no

a. ID = 1745

**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

# **EXHIBIT B**

## Hal L. Poret

(hal.inc42@gmail.com; 914-772-5087)

### *Education*

- 1998 Harvard Law School, J.D., *cum laude*
- Editor/Writer - Harvard Law Record
  - Research Assistant to Professor Martha Minow
- 1995 S.U.N.Y. Albany, M.A. in Mathematics, *summa cum laude*
- Statistics
  - Taught calculus/precalculus/statistics
- 1993 Union College, B.S. in Mathematics with honors, *magna cum laude*
- Phi Beta Kappa
  - Resch Award for Achievement in Mathematical Research

### *Employment*

- 2004 - Senior Vice President, ORC International
- Designed, supervised, and analyzed over 700 consumer surveys, including Trademark, Trade Dress, Advertising Perception, Fraud/Consumer Deception, Claims Substantiation studies, Damages, and Corporate Market Research Surveys
  - Provided expert testimony at deposition and/or trial regarding survey research in over 50 U.S. District Court litigations and proceedings in front of TTAB, NAD and the FTC.
  - Review and comment on third party surveys
- 2003 - 2004 Internet Sports Advantage
- Developed and marketed proprietary internet sports product, and licensed trademark and intellectual property rights.
- 1998 - 2003 Attorney, Foley Hoag & Eliot, Boston, MA
- Represented corporations and individuals in trademark, trade dress, advertising, product, and related legal disputes.
  - Worked with survey experts in developing and using surveys as evidence in trademark, trade dress and advertising disputes.
  - Advised clients in the selection, adoption, use, licensing, and protection of trademarks/trade dress; represented clients in trademark/trade dress litigations, administrative proceedings before the Trademark Trial and Appeal Board and United States Patent and Trademark Office, and domain name proceedings under the Uniform Domain-Name Dispute-Resolution Policy.

*Testimony at Trial or by Deposition*

(Party who retained me shown in bold)

2014	Gravity Defyer v. <b>Under Armour</b> (Trial)	USDC Central District of CA
2014	<b>Adams</b> v. Target Corp. (Deposition)	USDC Central District of CA
2014	Flushing v. <b>Green Dot Bank</b> (Deposition)	USDC Southern District of NY
2014	Amy's Ice Creams v. <b>Amy's Kitchen</b> (Deposition)	USDC Western District of TX
2014	<b>Quoc Viet</b> v. VV Foods (Deposition)	USDC Central District of CA
2014	<b>Unity Health</b> v. UnityPoint (Deposition)	USDC Western District of WI
2014	In re: NCAA Student-athlete litigation (Deposition and Trial)	USDC Northern District of CA
2014	Spiraledge v. <b>SeaWorld</b> (Deposition)	USDC Southern District of CA
2014	<b>Diageo N.A.</b> v. Mexcor (Deposition)	USDC Southern District of TX
2014	<b>Pam Lab</b> v. Virtus Pharmaceutical (Deposition and trial)	USDC Southern District of FL
2014	<b>US Soccer Federation</b> v. Players Ass'n (Arbitration Testimony)	Arbitration
2014	<b>Estate of Marilyn Monroe</b> v. AVELA (Deposition)	USDC Southern District of NY
2014	Kelly-Brown v. <b>Winfrey, et al.</b> (Deposition)	USDC Southern District of NY

2014	Virco Mfg v. <b>Hertz &amp; Academia</b> (Deposition)	USDC Central District of CA
2014	PODS v. <b>UHAUL</b> (Deposition)	USDC Middle District of FL
2014	In re: Hulu Privacy Litigation (Deposition)	USDC Northern District of CA
2013	<b>Jackson Family Wines</b> v. Diageo (Deposition)	USDC Northern District of CA
2013	Bubbles, Inc. v. <b>Sibu, LLC.</b> (Deposition)	USDC Eastern District of VA
2013	Clorox v. <b>Industrias Dalen</b> (Deposition)	USDC Northern District of CA
2013	Globefill v. <b>Elements Spirits</b> (Deposition and trial)	USDC Central District of CA
2013	Active Ride Shop v. <b>Old Navy</b> (Deposition and trial)	USDC Central District of CA
2013	<b>Macy's Inc.</b> v. Strategic Marks LLC. (Deposition)	Northern District of CA
2013	Karoun Dairies, Inc. v. <b>Karoun Dairies, Inc.</b> (Deposition)	Southern District of CA
2013	<b>Kraft Foods</b> v. Cracker Barrel Old Country (Deposition and Trial)	Southern District of NY
2013	<b>Bayer Healthcare</b> v. Sergeants Pet Care (Deposition and Trial)	USDC Southern District of NY
2013	JJI International v. <b>The Bazar Group, Inc.</b> (Deposition)	USDC District of RI
2013	<b>Fage Dairy USA</b> v. General Mills (Deposition)	Northern District of NY
2013	Gameshow Network v. <b>Cablevision</b>	F.C.C.

	(Deposition)	
2013	Telebrands v. <b>Meyer Marketing</b> (Deposition)	USDC Eastern District of CA
2012	Marketquest v. <b>BIC</b> (Deposition)	USDC Southern District of CA
2012	<b>Hornady</b> v. DoubleTap (Deposition)	USDC District of Utah
2012	<b>Briggs/Kohler</b> Opposition to Honda (Deposition)	TTAB
2012	<b>Apple</b> v. Samsung (Deposition and Trial)	USDC Northern District of CA
2012	Forest River v. <b>Heartland</b> (Deposition)	USDC Northern District of IN
2012	SPD v. <b>Church &amp; Dwight</b> (Deposition)	USDC District of NJ
2012	Brighton Collectibles v. <b>Texas Leather</b> (Deposition)	USDC Southern District of CA
2012	<b>Cytosport</b> v. Vital Pharmaceuticals (Deposition)	USDC Eastern District of CA
2012	Authors Guild v. <b>Google</b> (Deposition)	USDC Southern District of NY
2012	Clear Choice v. <b>Real Choice</b> (Opposition testimony)	TTAB
2011	<b>Borghese</b> v. Perlier et al. (Deposition)	USDC Southern District of NY
2011	My Favorite Company v. <b>Wal-Mart</b> (Deposition)	USDC Central District of CA
2011	<b>PepsiCo</b> v. Pirincci (Opposition testimony)	TTAB

2011	<b>GAP Inc.</b> v. G.A.P. Adventures (Trial)	USDC Southern District of NY
2011	<b>Merck Eprova</b> v. Brookstone (Deposition and trial)	USDC Southern District of NY
2011	Wella, Inc. v. <b>Willagirl LLC</b> (Deposition)	USDC Southern District of NY
2011	Bauer Bros. v. <b>Nike</b> (Deposition)	USDC Southern District of CA
2011	<b>Aviva Sports</b> v. Manley (Deposition)	USDC District of Minnesota
2011	<b>American Express</b> v. Black Card LLC (Deposition)	USDC Southern District of NY
2011	Gosmile v. <b>Dr. Levine</b> (Preliminary Injunction Trial)	USDC Southern District of NY
2010	<b>Nat'l Western Life</b> v. Western Nat'l Life (Deposition)	USDC Western District of TX
2010	<b>3M</b> v. Mohan (Trial)	USDC District of Minnesota
2010	Active Network v. <b>EA Sports</b> (Preliminary Injunction declaration)	USDC Central District of CA
2010	<b>FIJI Water Co.</b> v. FIJI Mineral USA (Deposition)	USDC Central District of CA
2010	Hansen Beverage v. <b>CytoSport</b> (Deposition)	USDC Central District of CA
2010	People's United Bank v. <b>PeoplesBank</b> (Deposition and Preliminary Injunction trial)	USDC District of CT
2010	<b>Don Henley</b> v. Charles Devore (Deposition)	USDC Central District of CA

- 2010 **Pegasus v. Allscripts** (Deposition and Mediation) USDC Middle District of FL
- 2010 **Dollar Bank v. Emigrant Bank** (Deposition) USDC Western District of PA

***Presentations***

Cutting Edge Developments in Trademark Surveys (Rocky Mountain Intellectual Property & Technology Institute, May 30, 2013)

Using Survey Experts in Trademark Litigation (DRI Intellectual Property Seminar, May 9, 2013)

Surveys in Trademark and Advertising Litigation (2013 National CLE Conference, Snowmass Colorado, January 2013)

Internet Survey Issues (PLI Hot Topics in Advertising Law Conference, March 2012)

Measuring Consumer Confusion Through Online Surveys (2011 Midwest IP Institute) (September, 2011)

Online Surveys as Evidence in Trademark Disputes (International Trademark Association Annual Conference, May 2011)

Managing Intellectual Property Trademark Roundtable (April 7, 2010)

Recent Trends in Trademark Surveys (Virginia State Bar Intellectual Property Conference, October 2009)

Trademark Surveys in US Litigation (presentation for International Trademark Association Annual Conference) (May 2009)

How to Conduct Surveys for use in Trademark Disputes (Practicing Law Institute Advanced Trademark Law Conference) (May 2009)

Trademark and Advertising Perception Studies for Legal Disputes (Opinion Research Corporation Seminar, June 2008)

Understanding Advertising Perception Surveys (Promotions Marketing Association Annual Law Conference) (November 2007)

Designing and Implementing Studies to Substantiate Advertising Claims (American Conference Institute Claims Substantiation Conference, October 2007)

Surveys in Trademark and False Advertising Disputes (InfoUSA Webinar, June 2007)

Measuring Consumer Perception in False Advertising and Trademark Cases, (multiple presentations) (2007)

Potential Errors to Avoid In Designing a Trademark Dilution Survey (American Intellectual Property Association paper, April 2007)

Consumer Surveys in Trademark and Advertising Cases (presentation at Promotions Marketing Association Annual Law Conference) (December 2006)

Use of Survey Research and Expert Testimony in Trademark Litigation, (International Trademark Association Annual Conference, May 2006)

Survey Research as Evidence in Trademark/Trade Dress Disputes (multiple presentations) (2006)

Using Surveys to Measure Secondary Meaning of Trade Dress, Legal Education Seminar, Boston, April 2006

### *Publications/Papers*

Cutting Edge Developments in Trademark Surveys (Rocky Mountain Intellectual Property & Technology Institute, May 2013)

Hot Topics and Recent Developments in Trademark Surveys (paper for May 2013 DRI Intellectual Property Conference)

Surveys in Trademark and Advertising Litigation (2013 National CLE Conference, Snowmass Colorado, January 2013)

Trademark Litigation Online Consumer Surveys (Practical Law Company Intellectual Property and Technology, May 2012)

Hot Topics in Advertising Law 2012 (Contributor to Practising Law Institute publication)

A Comparative Empirical Analysis of Online Versus Mall and Phone Methodologies for Trademark Surveys, 100 TMR 756 (May-June 2010)

Recent Trends in Trademark Surveys (paper for Virginia State Bar Intellectual Property conference, October 2009)

Trademark Dilution Revision Act breathes new life into dilution surveys (In Brief PLI website, June 2009)

The Mark (Survey Newsletter; three editions 2009)

Hot Topics in Trademark Surveys (paper for Practising Law Institute Advanced Trademark Law Conference) (May 2009)

The Mark (Survey Newsletter, 2008)

Trademark and Advertising Survey Report (Summer 2007)

Avoiding Pitfalls in Dilution Surveys under TDRA (AIPLA Spring Conference, Boston, May 2007)

### *Commentary*

Comment on Hotels.com case (on TTABLOG.COM, July 24, 2009)

Comment on Nextel v. Motorola (on TTABLOG.COM, June 19, 2009)

PLI All-Star Briefing Newsletter, "What does the Trademark Dilution Revision Act mean for the future of Dilution Surveys?" (June 2009)

### *Professional Memberships/Affiliations*

Council of American Survey Research Organizations

International Trademark Association

National Advertising Division of Council of Better Business Bureaus