Focus Group Demographic Information

Please fill this sheet out to the best of your ability. If you do not wish to provide an answer and/or do not have an answer, leave blank. Thank you very much for your time and consideration.

(Please fill out the back)

Name: __________________________________________________

Gender: Male Female Prefer not to answer

Age: 18 – 24 25 – 34 35-44 Prefer not to answer
45 – 54 55 – 64 65+

Highest level of education completed: Completed some high school
High school graduate
Completed some college
Associate degree
Bachelor’s degree
Completed some postgraduate
Master’s degree
Ph.D., law or medical degree
Other advanced degree beyond a Master’s degree
Other: __________
Prefer not to answer

Race / ethnicity (circle as many as you identify with): Hispanic or Latino
American Indian or Alaska Native
Asian
Black or African American
Native Hawaiian or Other Pacific Islander
White
Other: __________
Prefer not to answer

Have you been previously employed or had experience in the restaurant or retail industry? YES NO

(turn over page)

For Use by Researchers
Demographics Survey

Date: Location Code:
Focus Group Demographic Information

Do you prepare food for any of the following groups?
- Elderly / seniors
- Babies, infants, or pre-school age children (5 or younger)
- Women who are pregnant or breastfeeding
- People with weakened immune systems (such as those who are chronically ill or in the hospital)
I do not prepare meals for any of the people in these groups

Income:
- Less than $25,000
- $25,000 - $34,999
- $35,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000 - $149,999
- $150,000 - $199,999
- $200,000 or more
- Prefer not to answer

Which of the following best describes the area you live?
- Urban
- Suburban
- Rural
- Prefer not to answer

Are you currently enrolled in a government assistance program for food?  
YES  NO

If YES, what government assistance program?
- SNAP
- WIC
- School Lunch Program
- Nutrition Program for Elderly
- TEFAP