

Questionnaire – English

I – 1. **[Consumer life]** We would like to know about **your life as a consumer**. Please indicate **to what extent you agree** with each statement.

Questions	Strongly Disagree				Strongly Agree
	1	2	3	4	5
I go shopping even though I don't need anything					
I am unaware of time passing while shopping					
Price is not that important if I want it very much					
I do shopping to kill time					
I go shopping to relieve stress					
Buying expensive things makes me feel of more value					
Shopping is the biggest pleasure in my life					
I have my own taste in consumption					
I buy what I like regardless of what others say					
I like to decorate something with my own unique sense					
I strive to keep up with consumption patterns of the people around me					
I dress up to be treated with respect					
I spend more than my budget because I care about what others think of me					
My possessions are the symbol of my social status					
I purchase products that impress others					
I like to possess luxury goods					
I imitate the style of fashion icons					
I buy brand-name products even at a higher price					

1 – 2. **[Consumer life]** Statements about **your consumer life** are continued below. Please indicate **to what extent you agree** with each statement.

Questions	Strongly Disagree				Strongly Agree
	1	2	3	4	5
I consider product quality more than design					
I compare the prices of products before buying ones					
I consider the value for money when I buy things					
I reuse old items rather than purchasing new ones					
I use my home appliances until when they do not work anymore					
I repair broken products rather than throwing them away					
I bring a shopping bag to the market with me					
I choose organic food					
I buy energy saving products					
I buy environmentally-friendly natural products					
I buy recycled products					
I buy products that donate portions of their profits for public interest					
I purchase Fair Trade certified products					
I would not buy a product of unethical companies, even if I like it					
I buy products of companies that protect the environment					
I buy products produced by companies that actively promote public interest					
I am willing to make a charity donation					
I would buy an environmentally-friendly car					
I do not like genetically modified food due to safety concern					

II . [Shopping channel] Please indicate **how often you buy products** at each shopping channel.

Shopping sites	Everyday	More than 1-2 times a week	More than 1-2 times a month	More than 1-2 times a year	Never
(1) Open market					
(2) Discount store, supermarket					
(3) Department store					
(4) Convenience store					
(5) Internet shopping mall					
(6) TV home shopping (including catalogue shopping)					
(7) Thrift shop, flea market, garage sale					
(8) Overseas (shopping during vacation or a business trip)					

(9) Have you ever been at Food coop for shopping? ① Yes ② No

Food coop is an abbreviation for Food Consumer Cooperation.
There are Park Slope Food Coop, Flatbush Food Coop, and 4th Street Food Coop
in New York metropolitan area.

III – 1. Please indicate **how often you get involved in** each activity below.

Activities	Everyday	More than 1-2 times a week	More than 1-2 times a month	More than 1-2 times a year	Never
(1) DIY (Do-It-Yourself) activities					
(2) Gardening, growing vegetables					
(3) Doing volunteer/Charity work					
(4) Going for a walk					
(5) Riding a bicycle					
(6) Traveling, outdoor leisure, camping					
(7) Watching American soap opera or sitcom					
(8) Reading fashion & lifestyle magazines					

III – 2. Please choose **all applicable fields of action** you have been involved in **during the past year.**

(Multiple responses)

- ① Children welfare ② Elderly welfare ③ Labor union
- ④ Education/culture (art, music, cultural activities) ⑤ Party, political group
- ⑥ Consumer interest ⑦ Human rights/peace/medical/nursing
- ⑧ Environmental activism ⑨ Youth activities ⑩ Sports, recreation
- ⑪ Women's right ⑫ Disabled/health ⑬ Religion
- ⑭ Other _____ ⑮ Not applicable

IV. [Income and expenditure]

1. Please write down **your average monthly income**. Income includes all wages and salaries, social security, and other sources of income, after taxes and other deductions.

Average _____ Dollar/month

2. Please write down **your average monthly expenditure**. Expenditure includes all living and personal expenses.

Average _____ Dollar/month

3. Please write down an average of how much you spend on per month in each item below.

* For the variable or irregular expense category, please write down an average expense based on the consumption in the past year.

* Please insert "0" in case you do not spend in the category.

Expense category	Expenditure
Dining out (including takeout food)	Average ____ Dollars/month
Alcoholic beverages	
Fashion goods (Clothing, footwear, accessories)	Average ____ Dollars/month
Beauty (cosmetics, hair care and styling, skin/nail care)	Average ____ Dollars/month
Leisure & Culture (movie, performance/exhibition, sports and hobby)	Average ____ Dollars/month
Travel	Average ____ Dollars/month
Mobile phone & services (monthly bill & payment)	Average ____ Dollars/month
Car & Driving (gasoline & motor oil, car payment)	Average ____ Dollars/month
Dwelling (monthly rent, mortgage payment)	Average ____ Dollars/month
Donation (charity, non-profit organization, religion, etc.)	Average ____ Dollars/month
Gifts or money as a gift	Average ____ Dollars/month
Personal insurances	Average ____ Dollars/month

4. **If your income increases, which two items** are you likely to **spend more on**? Please choose **your top two choices in order of importance.**


First Choice []

Second Choice []

- ① Food ② Fashion goods ③ Beauty
- ④ Leisure & culture ⑤ Travel ⑥ Party, social gathering
- ⑦ Digital appliances (Mobile phone, digital camera, computer, etc.) ⑧ Car ⑨ Dwelling
- ⑩ Furniture, home appliances & home decoration ⑪ Health care ⑫ Donation
- ⑬ Gift or money as a gift ⑭ Personal Insurance ⑮ Other _____

5. Are you the only earner in your household?

① Yes, I am the only earner in my household / I am a single household

② No  Please write down **average monthly household income**. Household Income includes total wages and salaries, social security, and other sources of income from all household members (including you), after taxes and other deductions.

Average _____ Dollar/month

V. **[Human Relationship]** We would like to know your attitudes about **human relationships**.

Please indicate **to what extent you agree** with each statement.

Questions	Strongly Disagree				Strongly Agree
	1	2	3	4	5
I don't want my privacy to be interfered					
I try to live my life independently					
I try to be unique and different from others in various areas					
My happiness depends very much on the people around me					
I like sharing things with my neighbors					
I feel good when I cooperate with others					
I try to maintain harmony within my group					
Winning is everything for me					
I enjoy working under competition					
I get stressed when another person works better than I do					
I do what would please my family, even if it is against my will					
I sacrifice my self-interest for the benefit of my group					
I am not sure what I live for					
Everyday is meaningless to me					
There is nobody to whom I can open up myself					
Nobody cares about me in this world					
The more money the better					
I envy people who have a lot of money					
Money is the source of my pride					
A lot of money brings respect by others					
Anybody can be a high-class person only with money					

VI. **[Wants]** **Which two items** do you currently want most? Please choose **your top two choices in order of importance**.

Most wanted is []

Second most wanted is []

- ① Subsistence ② Safety ③ Affection ④ Knowledge ⑤ Belongingness
 ⑥ Leisure ⑦ Creation ⑧ Identity ⑨ Freedom

VII. [Values] We would like to know about **your values** in general. Please indicate **to what extent you agree** with each statement.

Questions	Strongly Disagree				Strongly Agree
	1	2	3	4	5
I am proud to be an American					
I am proud of our cultural heritage					
Our nature is well preserved and beautiful					
Our society is generally transparent					
We can trust each other in our society					
Justice and fairness are the dominant values in our society					
Humans are severely destroying the natural environment					
Human interference with the nature results in environmental disasters					
There are limits to industrial growth					
We must give priority to economic growth over environmental protection					
Maintaining a stable economy takes priority over social welfare					
Strengthening public safety takes priority over individual liberty					
Maintaining social order outweighs pursuing variety					
My emotional wellbeing is much more important than material wealth					
The rich have moral duties and obligations for the poor					
Advanced countries have moral duties and obligations for underdeveloped countries					
Multinational corporations have moral duties and obligations for laborers in underdeveloped countries					
Present generations have moral duties and obligations for the next generations					
Humans have moral duties and obligations for nature					
TV Fast-food ads targeting children should be banned					
Public broadcasting channel should not have commercial ads, if it is funded through a licensing fee					

VIII. [Demographic questions] In this final section, we would like to ask about you. Please answer the questions.

1. What is your **gender**? ① Male ② Female

2. What year were you born in? Year of birth _____

3. What is your **marital status**?

- ① Single ② Married ③ Living with a partner, but not legally married ④ Divorced ⑤ Widowed
⑥ Other _____

4. **Including you, how many people are in your household?** Households include both family and friends living together in residence. _____ people including me

5. Please indicate **the highest educational level attained**.

- ① Completed middle school or less ② Completed high school
③ Completed 2-year or technical college ④ Completed 4-year college/university
⑤ Completed graduate school or higher

6. What is your **employment status**?

- ① Full time ② Part time ③ Self-employed ④ Full-time homemaker ⑤ Student ⑥ Unemployed
⑦ Other _____

7. What is your **partner's employment status**?

- ① Full time ② Part time ③ Self-employed ④ Full-time homemaker ⑤ Student ⑥ Unemployed
⑦ Other _____ ⑧ I don't have a partner

8. What is your **housing status**?

- ① Own ② Rent ③ Living with my parents ④ Other _____

9. Please indicate in what socio-economic group your household is.

Upper			Middle			Lower		
Upper	Middle	Lower	Upper	Middle	Lower	Upper	Middle	Lower

10. What is your **ethnic heritage**?

- ① African-American ② South Asian ③ East Asian
④ Arabic, Central Asian ⑤ Hispanic or Latino ⑥ Caucasian
⑦ Native Hawaiian ⑧ American Indian ⑨ Alaska Native
⑩ Other _____

11. Where is your residential area?

- ① Bronx (Bronx County, NY)
- ② Brooklyn (Kings County, NY)
- ③ Manhattan (New York County, NY)
- ④ Staten Island (Richmond County, NY)
- ⑤ Queens (Queens County, NY)
- ⑥ Bergen County, NJ
- ⑦ Nassau County, NY
- ⑧ Westchester County, NY