

1. Do you ever drink coffee? Please select one option.

☐ Yes

☐ No

2. How many other members in your household drink coffee? Please enter a whole number.

3. Assuming one cup equals about 8 ounces, please provide a numerical response in all three of the boxes in each row for you and each member of your household. If there are extra rows, they may be left blank.

	How many cups per week do you, or does he/she, usually drink?	How many of those cups are prepared at home?	How many of those cups are purchased outside the home?
You			
Member A			
Member B			
Member C			
Member D			
Member E			
Member F			

4. On average what is the price that you pay for one pound of coffee (beans or ground)?

Please enter a price below in US dollars or enter "N/A" if you do not purchase coffee in bulk.

5. On average what is the price that you pay for a regular-size cup of coffee (about 8 oz) outside the home?

Again, please enter a price below in US dollars or enter "N/A" if you do not purchase cups of coffee outside the home.

6. The average current price of a one-pound bag of conventional coffee is around \$5.00. How much more are you willing to pay for a one-pound bag of coffee with the following characteristics?

Select the choice indicating the largest premium you would be willing to pay, or enter the amount if it is greater than \$2.00 for each characteristic.

	Premium					Another amount
	Zero (no premium)	\$0.50	\$1.00	\$1.50	\$2.00	(please specify)
Higher quality coffee in terms of sensorial characteristics such as flavor and aroma	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Environmentally-friendly practices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Conservation of habitat for migratory birds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Chemical-free or organic production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Safe and fair treatment of growers; support of their livelihoods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

7. Please rank from '1' to '5' the following product characteristics that are most important to you (with '1' being the least important and '5' being the most important). Please use each number only once.

In addition, please select 'Yes' or 'No' for each row, to indicate if the characteristic is a required condition when you are purchasing coffee.

	Ranking	Is it a required product condition?	
	(1 to 5)	Yes	No
Higher quality in terms of sensorial characteristics such as flavor and aroma.		<input type="radio"/>	<input type="radio"/>
Environmentally-friendly practices		<input type="radio"/>	<input type="radio"/>
Conservation of habitat for migratory birds		<input type="radio"/>	<input type="radio"/>
Chemical-free or organic production		<input type="radio"/>	<input type="radio"/>
Safe and fair treatment of growers; support of their livelihoods		<input type="radio"/>	<input type="radio"/>

8. Please tell us how important each of the following potential outcomes are in your willingness to pay more for coffee:

Please select a choice for each row.

	Not at all important	Low importance	Neutral	Moderately Important	Extremely Important
A portion of your dollars go directly to growers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A portion of your dollars go to an external fund used for conservation in the growing region.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A portion of your dollars go to an external fund used for community initiatives, such as health and education.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A portion of your dollars go to a growers' cooperative in the region.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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9. How familiar are you with each of the following types of certifications that endorse smallholder coffee growers?

Please select one option for each row.

	Not at all familiar	Slightly familiar	Somewhat familiar	Moderately familiar	Extremely familiar
Organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair Trade Certified®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rainforest Alliance®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smithsonian Bird Friendly®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utz Certified®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 C Common Code®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nespresso AAA®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Starbucks C.A.F.E.®	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Do you (or does anyone in your household) currently purchase any coffees with these certifications?

Please select one option for each row.

	Yes	No	I don't know
Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair Trade Certified®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rainforest Alliance®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smithsonian Bird Friendly®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utz Certified®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 C Common Code®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nespresso AAA®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starbucks C.A.F.E.®	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. If yes, which coffee brand(s) do you consume? What certificate(s) are associated to the brand(s)?

Please enter each brand on a separate row, and select the certification(s) of that brand to the right. If there are extra rows, they may be left blank.

	Organic	Fair Trade Certified®	Rainforest Alliance®	Smithsonian Bird Friendly®	Utz Certified®	4 C Common Code®	Nespresso AAA®	Starbucks C.A.F.E.®	Other
Brand 1:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand 2:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand 3:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand 4:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand 5:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand 6:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. To what extent do the following items impact your decision about whether to buy bird-friendly coffee?

Please select a choice for each row.

	Not at all	Not very much	Somewhat	A moderate amount	Extremely
Unaware of issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's not important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not willing to switch from my favorite coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My coffee machine requires specific types of canisters (e.g., Keurig-type canisters)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's not for sale in my area (or where I shop)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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13. About how many years have you been a member of the Cornell Lab of Ornithology?

14. How much of Living Bird magazine do you generally read?

- ☐ None
- ☐ 25%
- ☐ 50%
- ☐ 75%
- ☐ All of it

15. Do you consider yourself a birdwatcher?

- ☐ Yes
- ☐ No

Display This Question:

If 15. Do you consider yourself a birdwatcher? = Yes

16. On a scale of 1 to 9, with 1 being a very beginner birdwatcher to 9 being an expert birder, how would you describe your skill level at identifying birds across North America by sight?

Please select the number that best describes your current skill level.

- ☐ **1- Beginner** (can identify less than 10 birds)
- ☐ **2**
- ☐ **3- Novice** (can identify about 50 birds)
- ☐ **4**
- ☐ **5- Intermediate** (can identify about 100 birds)
- ☐ **6**
- ☐ **7- Advanced** (can identify any bird in my state or region)
- ☐ **8**
- ☐ **9- Expert** (can identify most of North America's 700 birds)

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Please confirm the following information. As a reminder, none of the information that you provide will be associated with you, or used for anything other than academic research.

17. What is your age?

18. What is your sex?

- ☐ Male
- ☐ Female

19. Please indicate the highest level of your educational attainment.

- ☐ High school graduate
- ☐ Some college
- ☐ Associate and/or bachelor's degree
- ☐ Bachelor's degree
- ☐ Master's degree/ professional degree
- ☐ Doctorate

20. And finally, if you have any additional comments about Shade Grown Coffee, or the survey in general, please feel free to use the space below.

End of Block: Default Question Block

