**Demographic data**

1) **Age group** (please check 1 box)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>20-29 years</th>
<th>30-39 years</th>
<th>40-49 years</th>
<th>50-59 years</th>
<th>60 years or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger than 20</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 - 29 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 - 39 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40 - 49 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 - 59 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60 years or older</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2) **Gender** (please check 1 box)

- Male [ ]
- Female [ ]

3) What is the **occupation** of the main income earner in your household? (please check 1 box)

- Tradesperson (plumber, chef, machine operator) [ ]
- Professional (lawyer, teacher, accountant) [ ]
- Administration (manager, clerical) [ ]
- Sales and Service [ ]
- Laborer [ ]
- Homemaker [ ]
- Student [ ]
- Not currently employed [ ]

4) **How often do you eat Beef?** (in any form such as Steaks, Roasts, Stews, Casseroles, Kebabs, BBQ, etc., please check 1 box)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Daily</th>
<th>4-5 times a week</th>
<th>2-3 times a week</th>
<th>Weekly</th>
<th>Bi-weekly</th>
<th>Monthly</th>
<th>Never eat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

5) **How many people normally live in your household?** (Adults are aged 18 years and over)

<table>
<thead>
<tr>
<th>Category</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Children</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>


6) Please read the following statements and check the one statement that applies to you

☐ I enjoy red meat. It’s an important part of my diet.
☐ I like red meat well enough. It’s a regular part of my diet
☐ I do eat some red meat although, truthfully it wouldn’t worry me if I didn’t
☐ I rarely / never eat red meat

7) When you eat beef, such as steaks, what level of cooking do you prefer? (please check 1 box)

☐ Blue
☐ Rare
☐ Medium/Rare
☐ Medium
☐ Medium/Well Done
☐ Well Done

8) What level of income best categories your combined household income? (please tick 1 box)

Less than $20,000 per year ☐
$20,000 to $50,000 per year ☐
$50,001 to $75,000 per year ☐
$75,001 to $100,000 per year ☐
More than $100,000 per year ☐

9) What level of education have you reached? (please check 1 box indicating the highest education level achieved)

☐ Non-high school graduate
☐ High school graduate
☐ Some college/technical school
☐ College graduate
☐ Post graduate

10) What is your cultural heritage? (please check 1 box)

☐ African-American
☐ Asian
☐ Caucasian/White
☐ Hispanic
☐ Native American
☐ Other

If other please specify ________________

All information collected in this survey is strictly confidential.