

Email Invitation image:



We're interested in your
OPINIONS!
Share your thoughts
and
you
could **WIN!**



Because you are such a valued member of the KIWI/Moms Meet community, we would like to invite you to participate in an important national research study. The information from this research will be used to inform discussions and decisions at a national level. Your opinions are important!

This [brief survey](#) asks you about your attitudes and behaviors concerning some of the things you do to manage your household and raise a healthy family. Through your participation in this [brief survey](#), you can help to ensure that we hear your voice and better understand the attitudes and behaviors of people just like you.

As our way of saying "Thank You", everyone who completes the survey and provides their email address will automatically be entered into a drawing to win a \$150 Visa gift card!
([Click here for Official Rules](#)).

Begin Survey

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We take privacy very seriously, and it is our [policy](#) never to send unwanted email messages. You were sent this message because you are a Mom Ambassador.

If you no longer wish to receive these emails, you may [unsubscribe from the Mom Ambassador program](#) at any time.

May Media Group 104 Centre Blvd, Suite A, Marlton, NJ 08053 United States [856-753-3800](tel:856-753-3800)



Official Rules: Organic Attitudes and Behaviors Survey

- 1. NO PURCHASE NECESSARY TO ENTER OR WIN.** Open only to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older as of date of entry. Void where prohibited by law. Sweepstakes begins at 12:00AM EST on October 4, 2016 and ends at 11:59PM EST on October 11, 2016.
- 2. TO ENTER:** Visit <https://www.surveymonkey.com/r/6FHJJ3C> to complete the survey and fill in all required entry information on the sweepstakes entry online form. Limit one entry per person/email address per entry period. More than one entry from any person or e-mail address per day will void all entries from that person or e-mail address. Use of computer programs and/or other automated devices to enter sweepstakes is prohibited. Sponsor may also ask optional questions. Completion of these questions is not required to enter the Sweepstakes. Normal Internet access and usage charges imposed by your online service will apply.
- 3. RANDOM DRAWING:** Winner will be selected in a random drawing from among all eligible entries submitted during the promotional period. The entrant selected as the potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. The drawing will be conducted on or about October 20, 2016. All decisions are final and binding in all matters relating to the Sweepstakes. Odds of winning depend on the total number of eligible entries received. The potential winner will be notified by email or mail.
- 4. PRIZE:** (1) \$150 VISA gift card.
- No cash or other substitution may be made, except by Sponsor in the event that prize (or portion of prize) cannot be awarded for any reason, in which case, Sponsor will award a prize of equal or greater value. Winner is responsible for all taxes or fees.
- 6. ELIGIBILITY:** Sweepstakes open to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older as of date of entry. Employees of Sponsor, the Sponsor's parents, subsidiaries, affiliated companies, agents and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employees, and all those with whom such employees are domiciled, are not eligible. Void where prohibited or restricted by law and subject to all federal, state and local laws and regulations.
- 7. GENERAL RULES:** Potential Grand Prize winner may be required to sign and return an Affidavit of Eligibility, Liability Release, and where legal, a Publicity Release within 10 days of notification attempt. Noncompliance within this time period may result in disqualification and another winner selected in the place of the disqualified person at random from all eligible entries received. If prize notification is returned as non-deliverable, the potential winner will be disqualified and an alternative winner will be selected. By accepting a prize, winner agrees that the Sponsor and those acting under the Sponsor's authority may use winners' names, pictures/portraits likenesses and/or voices, for advertising and promotional purposes without further consideration, unless prohibited by law. Entrants agree to be bound by these Official Rules and the decisions of the judges. BY ACCEPTING PRIZE, WINNER AGREES THAT THE SPONSOR, IT'S SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND THEIR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE OR PARTICIPATION IN THIS SWEEPSTAKES OR PARTICIPATION IN ANY SWEEPSTAKES OR PRIZE RELATED ACTIVITY. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. If for any reason the Sweepstakes is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes and award prize from among all eligible entries received prior to cancellation or termination. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
- 8. WINNERS:** The winner's name will be available at www.kiwimagonline.com/research-survey-winners from November 1, 2016 through December 1, 2016.
- 9. SPONSOR:** The Sponsor of this sweepstakes is May Media Group LLC, whose address is 104 Centre Blvd, Suite A, Marlton, NJ 08053.

Organic Attitudes and Behaviors Survey

* 1. **Which of the following items do you believe are available for purchase as organic?**
Check all that apply.

- Foods and beverages**
- Textiles** (clothing, upholstered furniture, mattresses, etc.)
- Household cleaners** (hard surface, laundry, dishwashing, etc.)
- Personal care products** (shampoo, toothpaste, deodorant, etc.)
- Services** (lawn care, dry cleaning, carpet cleaning, etc.)
- Pet care products**
- Don't know/not sure

Organic Attitudes and Behaviors Survey

* 2. **When did you last purchase an organic product or service?**

- Within the past week
- Within the past month (1 - 4 weeks ago)
- Within the past 3 months (5 - 12 weeks ago)
- Between 3 and 6 months ago
- Between 6 and 12 months ago
- More than a year ago
- Never
- Don't know/not sure

Organic Attitudes and Behaviors Survey

* 3. Which of the following statements best describes how knowledgeable you feel about the topic of organic products?

- I feel extremely well informed about organic products
- I know quite a bit about organic products but I could learn more
- I am not very well informed, I only know a little bit about organic products
- I am not at all informed about organic products

Organic Attitudes and Behaviors Survey

* 4. During the past 6 months, how many of the following products or services purchased by you were labeled as organic?

	All	Most	Some	None	Don't know/ not sure
Foods and beverages	<input type="radio"/>				
Textiles (clothing, upholstered furniture, mattresses, etc.)	<input type="radio"/>				
Household cleaners (hard surface, laundry, dishwashing, etc.)	<input type="radio"/>				
Personal care products (shampoo, toothpaste, deodorant, etc.)	<input type="radio"/>				
Services (lawn care, dry cleaning, carpet cleaning, etc.)	<input type="radio"/>				
Pet care products	<input type="radio"/>				

Organic Attitudes and Behaviors Survey

Organic Attitudes and Behaviors Survey

* 5. For each of the following statements, please indicate the extent to which you believe them to be True or False.

	Definitely true	Probably true	Probably false	Definitely false	Don't know/ not sure
The term "organic" as it applies to an item such as breakfast cereal means the same thing as "organic" as it applies to an item such as shampoo.	<input type="radio"/>				
A manufacturer can simply label its product "organic" as long as it pays a required licensing fee for the use of the term.	<input type="radio"/>				
Only organic food items can display the USDA Organic seal.	<input type="radio"/>				
A non-food product or service that is labeled "organic" must be certified by the USDA or other government agency.	<input type="radio"/>				
There is no one to stop a manufacturer or service provider from putting a claim of "organic" on its product's label, even if that claim is false.	<input type="radio"/>				

Organic Attitudes and Behaviors Survey

* 6. How would you rate your overall level of trust that the following elements of organic labeling for non-foods and services are being enforced?

	Very high	Somewhat high	Somewhat low	Very low	Don't know/ not sure
Level of trust that organic farmers' adherence to required behaviors and practices is enforced	<input type="radio"/>				
Level of trust that the exclusive use of organic ingredients is enforced	<input type="radio"/>				
Level of trust that organic manufacturers' and processors' adherence to required inspection and certification steps is enforced	<input type="radio"/>				

Organic Attitudes and Behaviors Survey

* 7. **How strongly do you agree or disagree with the following statement?**

“A certification process such as is used by the USDA to oversee and enforce the labeling of organic foods should also be used to oversee and enforce the labeling of organic non-food products and services such as shampoo, mattresses, and dry-cleaning.”

- Agree strongly
- Agree somewhat
- Disagree somewhat
- Disagree strongly
- Don't know/not sure

8. Please explain your response:

Organic Attitudes and Behaviors Survey

Finally, we have just a few classification questions for you.

* 9. **What is your age group?**

- Under 18
- 18 to 34 years
- 35 to 54 years
- 55 years or older

* 10. **What is your sex?**

- Male
- Female
- Decline to answer

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

- Now married
- Never married
- Divorced/Separated/Widowed
- Living with a significant other

* 12. **How many children are currently included in your household?**

- I am expecting my first
- 1
- 2
- 3
- 4
- 5
- 6
- More than 6 (please specify the number)

* 13. **What is your race?**

- White
- Black or African-American
- American Indian or Alaskan Native
- Asian Indian
- Chinese
- Filipino
- Other Asian
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander
- Other race
- Prefer not to answer

* 14. **Are you of Hispanic, Latino, or Spanish origin?**

- No, not of Hispanic, Latino or Spanish origin
- Yes, Mexican, Mexican American, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, other Hispanic, Latino or Spanish origin
- Prefer not to answer

* 15. **Which of the following best describes the highest level of education you have completed?**

- Less than high school
- Some high school
- High school graduate or equivalent (e.g., GED)
- Some college but no degree
- College graduate (e.g., B.A., B.S.)
- Some graduate school, but no degree
- Graduate school (e.g., M.S., M.D., PhD)
- Prefer not to answer

* 16. **Which of the following best describes your employment status?**

- Employed full time
- Employed part time
- Retired
- Not employed, but looking for work
- Student
- Do not work
- Prefer not to answer

* 17. **Which of the following income categories best describes your annual household income before taxes?**

- Less than \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$29,999
- \$30,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 or more
- Prefer not to answer

Organic Attitudes and Behaviors Survey

* 18. **Finally, please provide your contact information below should we need to get in touch with you. In order to be entered into the drawing to win the Visa gift card, your email address is required. We do not share your information with any third party.**

Name	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text" value="-- select state --"/>
ZIP/Postal Code	<input type="text"/>
Email Address	<input type="text"/>