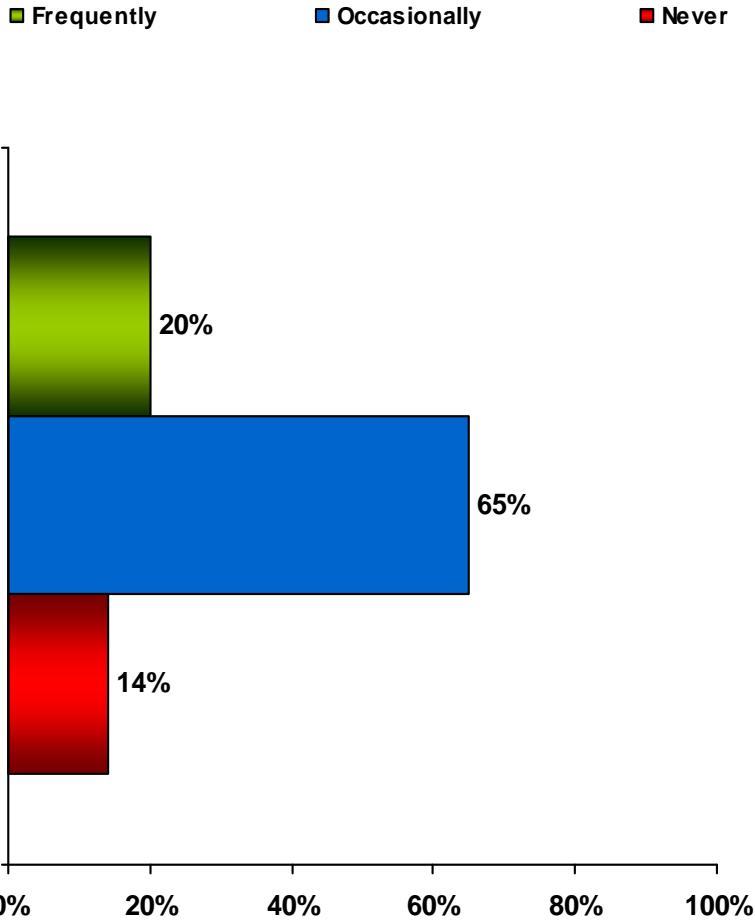
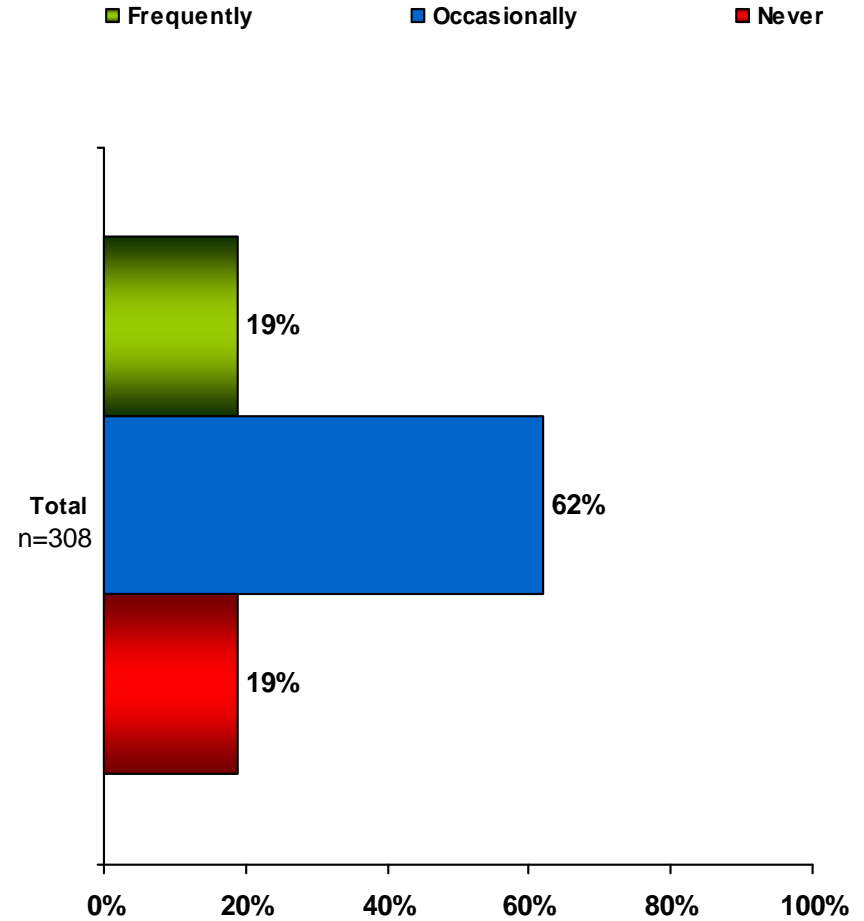


“Please indicate the frequency that best describes how often you purchase organic food products.”

**BEFORE** Video



**AFTER** Video



Percentages may not equal 100 due to rounding

**“Please indicate the reasons you purchase organic food products. Select all that apply.”**

**BEFORE Video**

	<b>Total (n=308)</b>
Higher nutrient levels	41%
Better tasting	38%
Free of food additives (artificial colorings and preservatives)	71%
Lower pesticide residues	66%
To support organic farms and farmers	38%
Organic farms and food keep surrounding communities healthier	37%
Other	10%

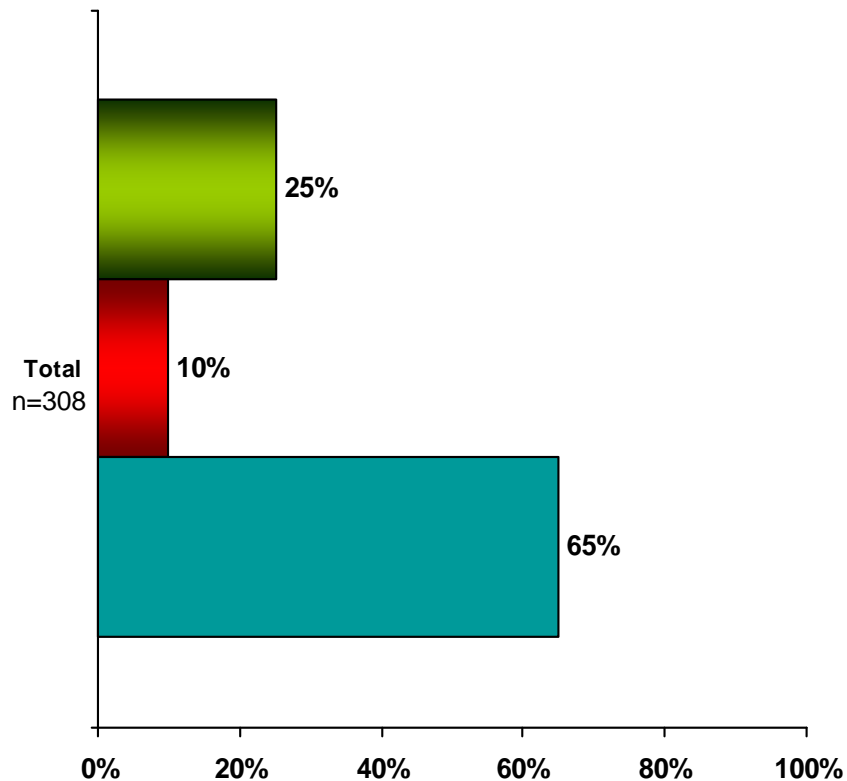
**AFTER Video**

	<b>Total (n=308)</b>
Higher nutrient levels	26%
Better tasting	34%
Free of food additives (artificial colorings and preservatives)	65%
Lower pesticide residues	71%
To support organic farms and farmers	37%
Organic farms and food keep surrounding communities healthier	36%
Other	10%

# “Have the results of this FSA study changed your purchasing behaviors with regards to organic food products?”

## AFTER Video

- Yes, I will be less inclined to purchase organic food products
- Yes, I will be more inclined to purchase organic food products
- No change



Percentages may not equal 100 due to rounding