

MDM_Feb2020

Start of Block: IRB_QUALIFY_BaseFreq

INTRO Thank you for participating in this study. The following contains information about this study and your rights as a research participant.

Project Title: Food Consumption

Investigator: Glynn T. Tonsor, Ph.D., Kansas State University

Purpose: This is a web-based survey research study designed to track consumer preferences and sentiments on food consumed at home and away from home. Procedures: Proceeding with the web-based survey will imply your consent to participate in this study. There are about 35 questions focusing on food topics. The survey will take most 10-15 minutes to complete.

Risks of Participation: The risks associated with this study are minimal. The risks are not greater than those ordinarily encountered in daily life. Moreover, you may stop the survey at any time.

Benefits: This research will assist researchers anticipate the demand for various food products.

Confidentiality: The researchers will not have access to your name. At no point will a data file be constructed in which your name is linked with your responses. The data will be stored by the principal investigator in his office with no intention to destroy the data.

Contacts: If you have any questions or concerns about this project, please contact Dr. Glynn Tonsor, (785) 532-1518, gtonsor@ksu.edu. If you have questions about your rights as a research volunteer, you may contact Rick Scheidt, IRB Chair, 785-532-1483 or rscheidt@ksu.edu.

Participant Rights: Your participation in this research is voluntary. You can discontinue the survey at any time without reprisal or penalty.

Consent: I have read and fully understand the consent form. I understand that my participation is voluntary. By clicking below, I am indicating that I freely and voluntarily and agree to participate in this study and I also acknowledge that I am at least 18 years of age.

Page Break

Grocery Involvement Which of the following best describes how involved you are in the grocery shopping for your household?

- I am solely or primarily responsible for grocery shopping (1)
- I typically do at least one-half of the grocery shopping (2)
- I typically do some, but less than one-half of the grocery shopping (3)
- I typically do not do any grocery shopping (4)
- Don't know or am not sure (5)

Skip To: END_DQ If Which of the following best describes how involved you are in the grocery shopping for your house... = I typically do not do any grocery shopping

Skip To: END_DQ If Which of the following best describes how involved you are in the grocery shopping for your house... = Don't know or am not sure

Skip To: Age If Which of the following best describes how involved you are in the grocery shopping for your house... = I am solely or primarily responsible for grocery shopping

Skip To: Age If Which of the following best describes how involved you are in the grocery shopping for your house... = I typically do at least one-half of the grocery shopping

Skip To: Age If Which of the following best describes how involved you are in the grocery shopping for your house... = I typically do some, but less than one-half of the grocery shopping



Age What is your current age?

Page Break

Display This Question:

If Which of the following best describes how involved you are in the grocery shopping for your house... = I typically do not do any grocery shopping

Or Which of the following best describes how involved you are in the grocery shopping for your house... = Don't know or am not sure

Or Or What is your current age? Text Response Is Less Than 18

END_DQ Thank you for your time.

To properly record and complete this session, please [CLICK HERE](#)

End of Block: IRB_QUALIFY_BaseFreq

Start of Block: BaseFrequencies

Protein Description We are going to ask you some questions about the types of protein you may consume. Please read the following category descriptions before continuing the survey. “Beef” refers to foods such as beef steak, hamburger, ground beef, beef roast, beef sandwiches and other beef-based meals.

“Pork” refers to foods such as ham, ham sandwiches, bacon, pork chops, pork ribs, pork roast, ground pork, and other pork-based meals.

“Chicken” refers to foods such as chicken breasts, chicken legs/thighs, chicken wings, ground chicken, chicken nuggets, fried chicken, chicken sandwiches and other chicken-based meals.

“Fish/Seafood” refers to foods such as fish sticks, fish sandwiches, tuna, salmon, shrimp, trout, catfish and other fish-based meals.

“Alternative Proteins” refers to foods, not derived from live animals that have been developed to be eaten in a meal for protein.

Page Break



Meal Location Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yesterday. For each meal, please indicate where it was consumed (or neither if applicable).

	Breakfast (1)	Lunch (2)	Dinner (3)
At Home (e.g. At Personal Residence) (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Away from Home (e.g. At a Restaurant) (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neither (e.g. skipped meal) (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page Break

Protein Type Please indicate which of the following types of protein were included in each meal yesterday (check all that apply).

	Breakfast (1)	Lunch (2)	Dinner (3)
Beef (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicken (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pork (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fish/Seafood (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alternative Proteins (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other or No Protein (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che... = Beef [Breakfast]



Breakfast_Beef You indicated having Beef in yesterday's breakfast. Please indicate which of the following products/items were included in this meal.

- sirloin steak (1)
- ribeye steak (2)
- T-bone steak (3)
- flat iron (4)
- tenderloin steak (5)
- strip steak (6)
- ground beef/hamburger (7)
- roast (8)
- round (9)
- ribs (10)
- brisket (11)
- deli sliced beef (12)
- sausage (13)
- stew meat (14)
- beef sandwiches (15)
- pulled beef (16)
- BBQ beef (17)



other beef (18)

Page Break

Display This Question:

*If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Chicken [Breakfast]*



Breakfast_Chicken You indicated having Chicken in yesterday's breakfast. Please indicate which of the following products/items were included in this meal.

- chicken breasts (170)
 - legs (171)
 - thighs (172)
 - wings (173)
 - ground chicken (174)
 - chicken nuggets (175)
 - fried chicken (176)
 - rotisserie chicken (177)
 - deli chicken (178)
 - sausage (179)
 - chicken sandwiches (180)
 - pulled chicken (181)
 - BBQ chicken (182)
 - other chicken (183)
-

Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Pork [Breakfast]



Breakfast_Pork You indicated having Pork in yesterday's breakfast. Please indicate which of the following products/items were included in this meal.

- ham (317)
- bacon (318)
- pork belly (319)
- pork chops (320)
- ribs (321)
- roast (322)
- ground pork (323)
- tenderloin (324)
- sausage (325)
- pepperoni (326)
- deli pork (327)
- pork sandwiches (328)
- pulled pork (329)
- BBQ pork (330)
- other pork (331)

Page Break

Display This Question:

*If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Fish/Seafood [Breakfast]*



Breakfast_FishSea You indicated having Fish/Seafood in yesterday's breakfast. Please indicate which of the following products/items were included in this meal.

- fish sticks (492)
- tuna (493)
- salmon (494)
- shrimp (495)
- trout (496)
- catfish (497)
- tilapia (498)
- pollock (499)
- cod (500)
- crab (501)
- clams (502)
- white fish (503)
- wild fish (504)
- fish sandwiches (505)
- other fish/seafood (506)

Page Break

Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Alternative Proteins [Breakfast]



Breakfast_AltProtein You indicated having Alternative Proteins in yesterday's breakfast. Please indicate which of the following products/items were included in this meal.

- plant-based patty (605)
- plant-based crumbs (606)
- beans (607)
- tofu (608)
- lentils (609)
- nuts (610)
- seeds (611)
- eggs (612)
- lab-grown patty (613)
- lab-grown crumbs (614)
- other alternative protein (615)

Page Break

Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yester... = Away from Home (e.g. At a Restaurant) [Breakfast]

Breakfast_AFH You indicated having Breakfast away from home yesterday.
Which of the following descriptions best applies to where you had Breakfast?

- Fine Dining Restaurant (such as Ruth's Chris Steak House, The Capital Grille, Morton's Steakhouse, etc.) (1)
- Casual Dining Restaurant (such as Applebee's, Olive Garden, Outback, etc.) (2)
- Fast Casual Restaurant (such as Panera, Chipotle, Panda Express, etc.) (3)
- Quick Service Restaurant (such as McDonald's, Subway, Chick-fil-A, etc.) (4)
- Local Independent Restaurant (non-chain) (5)
- Other (6)

Page Break

Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yester... = At Home (e.g. At Personal Residence) [Breakfast]

Bkft_AtHomeIngredi You indicated having Breakfast at home yesterday.

Which of the following descriptions best applies to your Breakfast?

- Were fully prepared/cooked in your home with ingredients purchased in-person (e.g. from a local grocery store) (1)
- Were fully prepared/cooked in your home with ingredients bought online and delivered to your home (e.g. from Amazon or your grocery store's website) (2)
- Were partially prepared/cooked outside your home by someone who does not reside in your household (e.g. Blue Apron, Hello Fresh, etc.) (3)
- Other (4)

Page Break

Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yesterday... = At Home (e.g. At Personal Residence) [Breakfast]

And Please indicate which of the following types of protein were included in each meal yesterday (che... != Other or No Protein [Breakfast]

Bkft_AtHomeSource Which of the following best describes where you purchased protein in Breakfast you consumed at-home yesterday?

- Grocery Store (such as Kroger, Safeway, etc.) (1)
- Ordered Online & Picked Up from Local Grocery Store (2)
- Ordered Online from Local Grocery Store and Delivered to Your Home (3)
- Mass Merchandiser (such as Wal-Mart, Target, etc.) (4)
- Club Store (such as Costco, Sam's Club, etc.) (5)
- Order Online from Online Service (such as Amazon, Peapod, Fresh Direct, etc.) (6)
- Farmer's Market (7)
- Butcher Shop or Meat Market (8)
- Natural Foods Store (such as Whole Foods, Sprouts, etc.) (9)
- Meal Kits (such as Blue Apron, Hello Fresh, etc.) (10)
- Other (11)

Page Break

Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Beef [Lunch]



Lunch_Beef You indicated having Beef in yesterday's lunch. Please indicate which of the following products/items were included in this meal.

- sirloin steak (1)
- ribeye steak (2)
- T-bone steak (3)
- flat iron (4)
- tenderloin steak (5)
- strip steak (6)
- ground beef/hamburger (7)
- roast (8)
- round (9)
- ribs (10)
- brisket (11)
- deli sliced beef (12)
- sausage (13)
- stew meat (14)
- beef sandwiches (15)
- pulled beef (16)
- BBQ beef (17)



other beef (18)

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Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Chicken [Lunch]



Lunch_Chicken You indicated having Chicken in yesterday's lunch. Please indicate which of the following products/items were included in this meal.

- chicken breasts (170)
 - legs (171)
 - thighs (172)
 - wings (173)
 - ground chicken (174)
 - chicken nuggets (175)
 - fried chicken (176)
 - rotisserie chicken (177)
 - deli chicken (178)
 - sausage (179)
 - chicken sandwiches (180)
 - pulled chicken (181)
 - BBQ chicken (182)
 - other chicken (183)
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Display This Question:

*If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Pork [Lunch]*



Lunch_Pork You indicated having Pork in yesterday's lunch. Please indicate which of the following products/items were included in this meal.

- ham (317)
- bacon (318)
- pork belly (319)
- pork chops (320)
- ribs (321)
- roast (322)
- ground pork (323)
- tenderloin (324)
- sausage (325)
- pepperoni (326)
- deli pork (327)
- pork sandwiches (328)
- pulled pork (329)
- BBQ pork (330)
- other pork (331)

Page Break

Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Fish/Seafood [Lunch]



Lunch_FishSeafood You indicated having Fish/Seafood in yesterday's lunch. Please indicate which of the following products/items were included in this meal.

- fish sticks (492)
- tuna (493)
- salmon (494)
- shrimp (495)
- trout (496)
- catfish (497)
- tilapia (498)
- pollock (499)
- cod (500)
- crab (501)
- clams (502)
- white fish (503)
- wild fish (504)
- fish sandwiches (505)
- other fish/seafood (506)

Page Break

Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Alternative Proteins [Lunch]



Lunch_AltProtein You indicated having Alternative Proteins in yesterday's lunch. Please indicate which of the following products/items were included in this meal.

- plant-based patty (605)
- plant-based crumbs (606)
- beans (607)
- tofu (608)
- lentils (609)
- nuts (610)
- seeds (611)
- eggs (612)
- lab-grown patty (613)
- lab-grown crumbs (614)
- other alternative protein (615)

Page Break

Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yester... = Away from Home (e.g. At a Restaurant) [Lunch]

Lunch_AFH You indicated having Lunch away from home yesterday.

Which of the following descriptions best applies to where you had Lunch?

- Fine Dining Restaurant (such as Ruth's Chris Steak House, The Capital Grille, Morton's Steakhouse, etc.) (1)
- Casual Dining Restaurant (such as Applebee's, Olive Garden, Outback, etc.) (2)
- Fast Casual Restaurant (such as Panera, Chipotle, Panda Express, etc.) (3)
- Quick Service Restaurant (such as McDonald's, Subway, Chick-fil-A, etc.) (4)
- Local Independent Restaurant (non-chain) (5)
- Other (6)

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Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yester... = At Home (e.g. At Personal Residence) [Lunch]

Lunch_AtHomeIng You indicated having Lunch at home yesterday.

Which of the following descriptions best applies to your Lunch?

- Were fully prepared/cooked in your home with ingredients purchased in-person (e.g. from a local grocery store) (1)
- Were fully prepared/cooked in your home with ingredients bought online and delivered to your home (e.g. from Amazon or your grocery store's website) (2)
- Were partially prepared/cooked outside your home by someone who does not reside in your household (e.g. Blue Apron, Hello Fresh, etc.) (3)
- Other (4)

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Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yesterday... = At Home (e.g. At Personal Residence) [Lunch]

And Please indicate which of the following types of protein were included in each meal yesterday (che... != Other or No Protein [Lunch]

Lunch_AtHomeSource Which of the following best describes where you purchased protein in Lunch you consumed at-home yesterday?

- Grocery Store (such as Kroger, Safeway, etc.) (1)
- Ordered Online & Picked Up from Local Grocery Store (2)
- Ordered Online from Local Grocery Store and Delivered to Your Home (3)
- Mass Merchandiser (such as Wal-Mart, Target, etc.) (4)
- Club Store (such as Costco, Sam's Club, etc.) (5)
- Order Online from Online Service (such as Amazon, Peapod, Fresh Direct, etc.) (6)
- Farmer's Market (7)
- Butcher Shop or Meat Market (8)
- Natural Foods Store (such as Whole Foods, Sprouts, etc.) (9)
- Meal Kits (such as Blue Apron, Hello Fresh, etc.) (10)
- Other (11)

Page Break

Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Beef [Dinner]



Dinner_Beef You indicated having Beef in yesterday's dinner. Please indicate which of the following products/items were included in this meal.

- sirloin steak (1)
- ribeye steak (2)
- T-bone steak (3)
- flat iron (4)
- tenderloin steak (5)
- strip steak (6)
- ground beef/hamburger (7)
- roast (8)
- round (9)
- ribs (10)
- brisket (11)
- deli sliced beef (12)
- sausage (13)
- stew meat (14)
- beef sandwiches (15)
- pulled beef (16)
- BBQ beef (17)



other beef (18)

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*If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Chicken [Dinner]*



Dinner_Chicken You indicated having Chicken in yesterday's dinner. Please indicate which of the following products/items were included in this meal.

- chicken breasts (170)
 - legs (171)
 - thighs (172)
 - wings (173)
 - ground chicken (174)
 - chicken nuggets (175)
 - fried chicken (176)
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 - BBQ chicken (182)
 - other chicken (183)
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If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Pork [Dinner]



Dinner_Pork You indicated having Pork in yesterday's dinner. Please indicate which of the following products/items were included in this meal.

- ham (317)
- bacon (318)
- pork belly (319)
- pork chops (320)
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*If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Fish/Seafood [Dinner]*



Dinner_FishSeafood You indicated having Fish/Seafood in yesterday's dinner. Please indicate which of the following products/items were included in this meal.

- fish sticks (492)
- tuna (493)
- salmon (494)
- shrimp (495)
- trout (496)
- catfish (497)
- tilapia (498)
- pollock (499)
- cod (500)
- crab (501)
- clams (502)
- white fish (503)
- wild fish (504)
- fish sandwiches (505)
- other fish/seafood (506)

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Display This Question:

If Please indicate which of the following types of protein were included in each meal yesterday (che...
= Alternative Proteins [Dinner]



Dinner_AltProteins You indicated having Alternative Proteins in yesterday's dinner. Please indicate which of the following products/items were included in this meal.

- plant-based patty (605)
- plant-based crumbs (606)
- beans (607)
- tofu (608)
- lentils (609)
- nuts (610)
- seeds (611)
- eggs (612)
- lab-grown patty (613)
- lab-grown crumbs (614)
- other alternative protein (615)

Page Break

Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yester... = Away from Home (e.g. At a Restaurant) [Dinner]

Dinner_AFH You indicated having Dinner away from home yesterday.

Which of the following descriptions best applies to where you had Dinner?

- Fine Dining Restaurant (such as Ruth's Chris Steak House, The Capital Grille, Morton's Steakhouse, etc.) (1)
- Casual Dining Restaurant (such as Applebee's, Olive Garden, Outback, etc.) (2)
- Fast Casual Restaurant (such as Panera, Chipotle, Panda Express, etc.) (3)
- Quick Service Restaurant (such as McDonald's, Subway, Chick-fil-A, etc.) (4)
- Local Independent Restaurant (non-chain) (5)
- Other (6)

Page Break

Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yester... = At Home (e.g. At Personal Residence) [Dinner]

Dinner_AtHomeIngred You indicated having Dinner at home yesterday.

Which of the following descriptions best applies to your Dinner?

- Were fully prepared/cooked in your home with ingredients purchased in-person (e.g. from a local grocery store) (1)
- Were fully prepared/cooked in your home with ingredients bought online and delivered to your home (e.g. from Amazon or your grocery store's website) (2)
- Were partially prepared/cooked outside your home by someone who does not reside in your household (e.g. Blue Apron, Hello Fresh, etc.) (3)
- Other (4)

Page Break

Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yesterday... = At Home (e.g. At Personal Residence) [Dinner]

And Please indicate which of the following types of protein were included in each meal yesterday (che... != Other or No Protein [Dinner]

Dinner_AtHomeSource Which of the following best describes where you purchased protein in Dinner you consumed at-home yesterday?

- Grocery Store (such as Kroger, Safeway, etc.) (1)
- Ordered Online & Picked Up from Local Grocery Store (2)
- Ordered Online from Local Grocery Store and Delivered to Your Home (3)
- Mass Merchandiser (such as Wal-Mart, Target, etc.) (4)
- Club Store (such as Costco, Sam's Club, etc.) (5)
- Order Online from Online Service (such as Amazon, Peapod, Fresh Direct, etc.) (6)
- Farmer's Market (7)
- Butcher Shop or Meat Market (8)
- Natural Foods Store (such as Whole Foods, Sprouts, etc.) (9)
- Meal Kits (such as Blue Apron, Hello Fresh, etc.) (10)
- Other (11)

Page Break

Dinner_Social Which of the following best describes who you most frequently dine with when you have dinner away from home, at a restaurant?

Nobody, I typically eat by myself (1)

With my family (2)

With my friends (3)

With my co-workers (4)

With my date/partner (5)

Other (6)

Page Break



COLOR SPEED CHECK To ensure the next section of the survey loads correctly, please select the word "Blue" from below.

- Yellow (1)
- Purple (2)
- Green (3)
- Blue (4)
- Other (5)

Page Break

Start of Block: ValuesIssues_PROTEIN



ProteinValues Given the following list, please indicate the importance to you when purchasing protein items for your meals.

Drag-and-drop 4 items into each of the Most, Medium, and Least importance buckets.

Most Important (Place 4 Items Here)	Medium Importance (Place 4 Items Here)	Least Important (Place 4 Items Here)
<p><u>Freshness</u> (if product is fresh as indicated by expiration date and visual perception) (1)</p>	<p><u>Freshness</u> (if product is fresh as indicated by expiration date and visual perception) (1)</p>	<p><u>Freshness</u> (if product is fresh as indicated by expiration date and visual perception) (1)</p>
<p><u>Taste</u> (if product is appealing to the senses including flavor, smell, and texture) (2)</p>	<p><u>Taste</u> (if product is appealing to the senses including flavor, smell, and texture) (2)</p>	<p><u>Taste</u> (if product is appealing to the senses including flavor, smell, and texture) (2)</p>
<p><u>Price</u> (the price you pay for the product) (3)</p>	<p><u>Price</u> (the price you pay for the product) (3)</p>	<p><u>Price</u> (the price you pay for the product) (3)</p>
<p><u>Safety</u> (if consuming the product will not cause illness) (4)</p>	<p><u>Safety</u> (if consuming the product will not cause illness) (4)</p>	<p><u>Safety</u> (if consuming the product will not cause illness) (4)</p>
<p><u>Convenience</u> (if product can be prepared and consumed easily or quickly) (5)</p>	<p><u>Convenience</u> (if product can be prepared and consumed easily or quickly) (5)</p>	<p><u>Convenience</u> (if product can be prepared and consumed easily or quickly) (5)</p>
<p><u>Nutrition</u> (if product provides essential nutrients such as protein, carbohydrates, vitamins, and minerals) (6)</p>	<p><u>Nutrition</u> (if product provides essential nutrients such as protein, carbohydrates, vitamins, and minerals) (6)</p>	<p><u>Nutrition</u> (if product provides essential nutrients such as protein, carbohydrates, vitamins, and minerals) (6)</p>

Health
</u> (if product positively contributes to long term health; including amount and type of fat and cholesterol in the product) (7)

Origin/Traceability
</u> (if locations and identities of producers are known) (8)

Hormone-Free/Antibiotic-Free
</u> (if animal source of the product was raised using added hormones or antibiotics) (9)

Animal Welfare
</u> (if animal source of the product was raised using animal friendly means) (10)

Environmental Impact
</u> (if production and marketing of the product impacts the environment) (11)

Appearance
</u> (if product looks appealing and appetizing) (12)

Health
</u> (if product positively contributes to long term health; including amount and type of fat and cholesterol in the product) (7)

Origin/Traceability
</u> (if locations and identities of producers are known) (8)

Hormone-Free/Antibiotic-Free
</u> (if animal source of the product was raised using added hormones or antibiotics) (9)

Animal Welfare
</u> (if animal source of the product was raised using animal friendly means) (10)

Environmental Impact
</u> (if production and marketing of the product impacts the environment) (11)

Appearance
</u> (if product looks appealing and appetizing) (12)

Health
</u> (if product positively contributes to long term health; including amount and type of fat and cholesterol in the product) (7)

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</u> (if animal source of the product was raised using animal friendly means) (10)

Environmental Impact
</u> (if production and marketing of the product impacts the environment) (11)

Appearance
</u> (if product looks appealing and appetizing) (12)



Topics_ProteinBlock Overall, how much have you heard or read about each of the following topics in the past two weeks?

	Nothing (1)	A little (2)	A moderate amount (3)	Quite a bit (4)	A great deal (5)
Mad cow disease/BSE (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antibiotic use in livestock (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Growth hormones in livestock (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E.coli in meat (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salmonella in meat (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genetically modified foods (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gestation stalls (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery cages (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm animal welfare (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat from cloned animals (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenhouse gas emissions from livestock (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant-based proteins (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swine flu (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bird flu (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cancer and
meat
consumption
(15)



High protein
diets (16)



End of Block: ValuesIssues_PROTEIN

Start of Block: CE_Retail_Block1



RefPrice_Grocery2 Please indicate the price (\$/lb) you would expect a grocery store in your area to charge for the following products. Each product would be boneless and uncooked for you to prepare at home as desired.

Ribeye Steak (1)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50- \$16.49 (2)	<input type="radio"/> \$16.50- \$17.49 (3)	<input type="radio"/> \$17.50- \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)
Ground Beef (2)	<input type="radio"/> Under \$2.99 (1)	<input type="radio"/> \$3.00- \$3.99 (2)	<input type="radio"/> \$4.00- \$4.99 (3)	<input type="radio"/> \$5.00- \$5.99 (4)	<input type="radio"/> \$6.00 or more (5)
Pork Chop (3)	<input type="radio"/> Under \$3.50 (1)	<input type="radio"/> \$3.50- \$4.49 (2)	<input type="radio"/> \$4.50- \$5.49 (3)	<input type="radio"/> \$5.50- \$6.49 (4)	<input type="radio"/> \$6.50 or more (5)
Bacon (4)	<input type="radio"/> Under \$4.00 (1)	<input type="radio"/> \$4.00- \$4.99 (2)	<input type="radio"/> \$5.00- \$5.99 (3)	<input type="radio"/> \$6.00- \$6.99 (4)	<input type="radio"/> \$7.00 or more (5)
Chicken Breast (5)	<input type="radio"/> Under \$2.50 (1)	<input type="radio"/> \$2.50- \$3.49 (2)	<input type="radio"/> \$3.50- \$4.49 (3)	<input type="radio"/> \$4.50- \$5.49 (4)	<input type="radio"/> \$5.50 or more (5)
Plant- Based Patty (6)	<input type="radio"/> Under \$10.50 (1)	<input type="radio"/> \$10.50- \$11.49 (2)	<input type="radio"/> \$11.50- \$12.49 (3)	<input type="radio"/> \$12.50- \$13.49 (4)	<input type="radio"/> \$13.50 or more (5)
Shrimp (7)	<input type="radio"/> Under \$9.50 (1)	<input type="radio"/> \$9.50- \$10.49 (2)	<input type="radio"/> \$10.50- \$11.49 (3)	<input type="radio"/> \$11.50- \$12.49 (4)	<input type="radio"/> \$12.50 or more (5)
Beans and Rice (8)	<input type="radio"/> Under \$1.50 (1)	<input type="radio"/> \$1.50- \$2.49 (2)	<input type="radio"/> \$2.50- \$3.49 (3)	<input type="radio"/> \$3.50- \$4.49 (4)	<input type="radio"/> \$4.50 or more (5)

CE_GroceryTEXT2 Imagine you are at the grocery store buying the ingredients to prepare a meal for you or your household. Each product would be boneless and uncooked for you to prepare at home as desired.

For each of the following 9 questions, please indicate which you would most likely buy. The only difference across these 9 questions is the price (\$/lb) of each option.



CE_Scen1_Retail Which of the following would you purchase?

	I would choose: (1)
<input checked="" type="checkbox"/> Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Bacon \$7.99/lb (4)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Chicken Breast \$1.49/lb (5)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Plant-Based Patty \$11.99/lb (6)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Shrimp \$8.49/lb (7)	<input type="checkbox"/>
<input checked="" type="checkbox"/> Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
<input checked="" type="checkbox"/> If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen2_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$14.49/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$2.49/lb (3)	<input type="checkbox"/>
Bacon \$2.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$1.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$0.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen3_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
Pork Chop \$2.49/lb (3)	<input type="checkbox"/>
Bacon \$7.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$0.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

Page Break



CE_Scen4_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$1.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$0.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen5_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
Ground Beef \$1.99/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$7.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen6_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$14.49/lb (1)	<input type="checkbox"/>
Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$2.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$8.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$5.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

Page Break



CE_Scen7_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$14.49/lb (1)	<input type="checkbox"/>
Ground Beef \$1.99/lb (2)	<input type="checkbox"/>
Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$11.99/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$0.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen8_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$1.99/lb (2)	<input type="checkbox"/>
Pork Chop \$2.49/lb (3)	<input type="checkbox"/>
Bacon \$7.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$8.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$5.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen9_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
Pork Chop \$2.49/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$5.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

End of Block: CE_Retail_Block1

Start of Block: CE_Retail_Block2



RefPrice_Grocery Please indicate the price (\$/lb) you would expect a grocery store in your area to charge for the following products. Each product would be boneless and uncooked for you to prepare at home as desired.

Ribeye Steak (1)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50- \$16.49 (2)	<input type="radio"/> \$16.50- \$17.49 (3)	<input type="radio"/> \$17.50- \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)
Ground Beef (2)	<input type="radio"/> Under \$2.99 (1)	<input type="radio"/> \$3.00- \$3.99 (2)	<input type="radio"/> \$4.00- \$4.99 (3)	<input type="radio"/> \$5.00- \$5.99 (4)	<input type="radio"/> \$6.00 or more (5)
Pork Chop (3)	<input type="radio"/> Under \$3.50 (1)	<input type="radio"/> \$3.50- \$4.49 (2)	<input type="radio"/> \$4.50- \$5.49 (3)	<input type="radio"/> \$5.50- \$6.49 (4)	<input type="radio"/> \$6.50 or more (5)
Bacon (4)	<input type="radio"/> Under \$4.00 (1)	<input type="radio"/> \$4.00- \$4.99 (2)	<input type="radio"/> \$5.00- \$5.99 (3)	<input type="radio"/> \$6.00- \$6.99 (4)	<input type="radio"/> \$7.00 or more (5)
Chicken Breast (5)	<input type="radio"/> Under \$2.50 (1)	<input type="radio"/> \$2.50- \$3.49 (2)	<input type="radio"/> \$3.50- \$4.49 (3)	<input type="radio"/> \$4.50- \$5.49 (4)	<input type="radio"/> \$5.50 or more (5)
Plant- Based Patty (6)	<input type="radio"/> Under \$10.50 (1)	<input type="radio"/> \$10.50- \$11.49 (2)	<input type="radio"/> \$11.50- \$12.49 (3)	<input type="radio"/> \$12.50- \$13.49 (4)	<input type="radio"/> \$13.50 or more (5)
Shrimp (7)	<input type="radio"/> Under \$9.50 (1)	<input type="radio"/> \$9.50- \$10.49 (2)	<input type="radio"/> \$10.50- \$11.49 (3)	<input type="radio"/> \$11.50- \$12.49 (4)	<input type="radio"/> \$12.50 or more (5)
Beans and Rice (8)	<input type="radio"/> Under \$1.50 (1)	<input type="radio"/> \$1.50- \$2.49 (2)	<input type="radio"/> \$2.50- \$3.49 (3)	<input type="radio"/> \$3.50- \$4.49 (4)	<input type="radio"/> \$4.50 or more (5)

CE_GroceryTEXT Imagine you are at the grocery store buying the ingredients to prepare a meal for you or your household. Each product would be boneless and uncooked for you to prepare at home as desired.

For each of the following 9 questions, please indicate which you would most likely buy. The only difference across these 9 questions is the price (\$/lb) of each option.



CE_Scen10_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
Ground Beef \$1.99/lb (2)	<input type="checkbox"/>
Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
Bacon \$2.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen11_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$1.99/lb (2)	<input type="checkbox"/>
Pork Chop \$2.49/lb (3)	<input type="checkbox"/>
Bacon \$7.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$1.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$5.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen12_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$11.99/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$5.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

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CE_Scen13_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
Ground Beef \$1.99/lb (2)	<input type="checkbox"/>
Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$8.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$0.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen14_Retail Which of the following would you purchase?

I would choose: (1)

Ribeye Steak \$14.49/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
Bacon \$7.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen15_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$14.49/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$5.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

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CE_Scen16_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$2.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen17_Retail Which of the following would you purchase?

I would choose: (1)

Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$1.99/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$2.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$11.99/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen18_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$2.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$1.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$11.99/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$5.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

End of Block: CE_Retail_Block2

Start of Block: CE_Retail_Block3



RefPrice_Grocery3 Please indicate the price (\$/lb) you would expect a grocery store in your area to charge for the following products. Each product would be boneless and uncooked for you to prepare at home as desired.

Ribeye Steak (1)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50- \$16.49 (2)	<input type="radio"/> \$16.50- \$17.49 (3)	<input type="radio"/> \$17.50- \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)
Ground Beef (2)	<input type="radio"/> Under \$2.99 (1)	<input type="radio"/> \$3.00- \$3.99 (2)	<input type="radio"/> \$4.00- \$4.99 (3)	<input type="radio"/> \$5.00- \$5.99 (4)	<input type="radio"/> \$6.00 or more (5)
Pork Chop (3)	<input type="radio"/> Under \$3.50 (1)	<input type="radio"/> \$3.50- \$4.49 (2)	<input type="radio"/> \$4.50- \$5.49 (3)	<input type="radio"/> \$5.50- \$6.49 (4)	<input type="radio"/> \$6.50 or more (5)
Bacon (4)	<input type="radio"/> Under \$4.00 (1)	<input type="radio"/> \$4.00- \$4.99 (2)	<input type="radio"/> \$5.00- \$5.99 (3)	<input type="radio"/> \$6.00- \$6.99 (4)	<input type="radio"/> \$7.00 or more (5)
Chicken Breast (5)	<input type="radio"/> Under \$2.50 (1)	<input type="radio"/> \$2.50- \$3.49 (2)	<input type="radio"/> \$3.50- \$4.49 (3)	<input type="radio"/> \$4.50- \$5.49 (4)	<input type="radio"/> \$5.50 or more (5)
Plant- Based Patty (6)	<input type="radio"/> Under \$10.50 (1)	<input type="radio"/> \$10.50- \$11.49 (2)	<input type="radio"/> \$11.50- \$12.49 (3)	<input type="radio"/> \$12.50- \$13.49 (4)	<input type="radio"/> \$13.50 or more (5)
Shrimp (7)	<input type="radio"/> Under \$9.50 (1)	<input type="radio"/> \$9.50- \$10.49 (2)	<input type="radio"/> \$10.50- \$11.49 (3)	<input type="radio"/> \$11.50- \$12.49 (4)	<input type="radio"/> \$12.50 or more (5)
Beans and Rice (8)	<input type="radio"/> Under \$1.50 (1)	<input type="radio"/> \$1.50- \$2.49 (2)	<input type="radio"/> \$2.50- \$3.49 (3)	<input type="radio"/> \$3.50- \$4.49 (4)	<input type="radio"/> \$4.50 or more (5)

CE_GroceryTEXT3 Imagine you are at the grocery store buying the ingredients to prepare a meal for you or your household. Each product would be boneless and uncooked for you to prepare at home as desired.

For each of the following 9 questions, please indicate which you would most likely buy. The only difference across these 9 questions is the price (\$/lb) of each option.



CE_Scen19_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$14.49/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
Bacon \$2.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$5.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen20_Retail Which of the following would you purchase?

I would choose: (1)

Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$1.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$14.49/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen21_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$14.49/lb (1)	<input type="checkbox"/>
Ground Beef \$1.99/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$1.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$8.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

Page Break



CE_Scen22_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$2.49/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$11.99/lb (6)	<input type="checkbox"/>
Shrimp \$8.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen23_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
Pork Chop \$7.49/lb (3)	<input type="checkbox"/>
Bacon \$2.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$8.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$0.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen24_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$14.49/lb (1)	<input type="checkbox"/>
Ground Beef \$4.49/lb (2)	<input type="checkbox"/>
Pork Chop \$2.49/lb (3)	<input type="checkbox"/>
Bacon \$7.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$11.99/lb (6)	<input type="checkbox"/>
Shrimp \$10.99/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

Page Break



CE_Scen25_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$7.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$11.99/lb (6)	<input type="checkbox"/>
Shrimp \$13.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$0.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen26_Retail Which of the following would you purchase?

I would choose: (1)

Ribeye Steak \$16.99/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$2.49/lb (3)	<input type="checkbox"/>
Bacon \$5.49/lb (4)	<input type="checkbox"/>
Chicken Breast \$6.49/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$8.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$2.99/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen27_Retail Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$19.49/lb (1)	<input type="checkbox"/>
Ground Beef \$6.99/lb (2)	<input type="checkbox"/>
Pork Chop \$4.99/lb (3)	<input type="checkbox"/>
Bacon \$7.99/lb (4)	<input type="checkbox"/>
Chicken Breast \$3.99/lb (5)	<input type="checkbox"/>
Plant-Based Patty \$9.49/lb (6)	<input type="checkbox"/>
Shrimp \$8.49/lb (7)	<input type="checkbox"/>
Beans and Rice \$0.49/lb (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

End of Block: CE_Retail_Block3

Start of Block: CE_FoodService_Block1



RefPrice_FoodServ Please indicate the price (\$/meal) you would expect a restaurant in your area to charge for dinner meals including the following products. Each product would be the

dinner meal's main entree, would be prepared as you desire, and served with two side dishes of your choosing.

Ribeye Steak (1)	<input type="radio"/> Under \$20.00 (1)	<input type="radio"/> \$20.00 - \$20.99 (2)	<input type="radio"/> \$21.00 - \$21.99 (3)	<input type="radio"/> \$22.00 - \$22.99 (4)	<input type="radio"/> \$23.00 or more (5)
Beef Hamburger (2)	<input type="radio"/> Under \$10.50 (1)	<input type="radio"/> \$10.50 - \$11.49 (2)	<input type="radio"/> \$11.50 - \$12.49 (3)	<input type="radio"/> \$12.50 - \$13.49 (4)	<input type="radio"/> \$13.50 or more (5)
Pork Chop (3)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50 - \$16.49 (2)	<input type="radio"/> \$16.50 - \$17.49 (3)	<input type="radio"/> \$17.50 - \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)
Baby Back Ribs (1/2 Rack) (4)	<input type="radio"/> Under \$14.00 (1)	<input type="radio"/> \$14.00 - \$14.99 (2)	<input type="radio"/> \$15.00 - \$15.99 (3)	<input type="radio"/> \$16.00 - \$16.99 (4)	<input type="radio"/> \$17.00 or more (5)
Chicken Breast (5)	<input type="radio"/> Under \$11.50 (1)	<input type="radio"/> \$11.50 - \$12.49 (2)	<input type="radio"/> \$12.50 - \$13.49 (3)	<input type="radio"/> \$13.50 - \$14.49 (4)	<input type="radio"/> \$14.50 or more (5)
Plant-Based Patty (6)	<input type="radio"/> Under \$13.50 (1)	<input type="radio"/> \$13.50 - \$14.49 (2)	<input type="radio"/> \$14.50 - \$15.49 (3)	<input type="radio"/> \$15.50 - \$16.49 (4)	<input type="radio"/> \$16.50 or more (5)
Shrimp (7)	<input type="radio"/> Under \$12.00 (1)	<input type="radio"/> \$12.00 - \$12.99 (2)	<input type="radio"/> \$13.00 - \$13.99 (3)	<input type="radio"/> \$14.00 - \$14.99 (4)	<input type="radio"/> \$15.00 or more (5)
Salmon (8)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50 - \$16.49 (2)	<input type="radio"/> \$16.50 - \$17.49 (3)	<input type="radio"/> \$17.50 - \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)

Page Break

CE_RestText Imagine you are at your local restaurant for dinner.

For each of the following 9 questions, please indicate which main entrée you would most likely select for your meal. Each product would be the dinner meal's main entree, would be prepared as you desire, and served with two side dishes of your choosing.

The only difference across these 9 questions is the meal price associated with each main entrée option.

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CE_Scen1_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$18.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$14.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$14.99/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen2_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$9.49/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen3_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$9.49/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$12.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

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CE_Scen4_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$9.49/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$12.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$14.99/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen5_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$18.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$19.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen6_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$14.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

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CE_Scen7_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$14.99/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$19.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen8_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$18.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen9_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$10.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$14.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

End of Block: CE_FoodService_Block1

Start of Block: CE_FoodService_Block2



RefPrice_FoodServ2 Please indicate the price (\$/meal) you would expect a restaurant in your area to charge for dinner meals including the following products. Each product would be the

dinner meal's main entree, would be prepared as you desire, and served with two side dishes of your choosing.

Ribeye Steak (1)	<input type="radio"/> Under \$20.00 (1)	<input type="radio"/> \$20.00 - \$20.99 (2)	<input type="radio"/> \$21.00 - \$21.99 (3)	<input type="radio"/> \$22.00 - \$22.99 (4)	<input type="radio"/> \$23.00 or more (5)
Beef Hamburger (2)	<input type="radio"/> Under \$10.50 (1)	<input type="radio"/> \$10.50 - \$11.49 (2)	<input type="radio"/> \$11.50 - \$12.49 (3)	<input type="radio"/> \$12.50 - \$13.49 (4)	<input type="radio"/> \$13.50 or more (5)
Pork Chop (3)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50 - \$16.49 (2)	<input type="radio"/> \$16.50 - \$17.49 (3)	<input type="radio"/> \$17.50 - \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)
Baby Back Ribs (1/2 Rack) (4)	<input type="radio"/> Under \$14.00 (1)	<input type="radio"/> \$14.00 - \$14.99 (2)	<input type="radio"/> \$15.00 - \$15.99 (3)	<input type="radio"/> \$16.00 - \$16.99 (4)	<input type="radio"/> \$17.00 or more (5)
Chicken Breast (5)	<input type="radio"/> Under \$11.50 (1)	<input type="radio"/> \$11.50 - \$12.49 (2)	<input type="radio"/> \$12.50 - \$13.49 (3)	<input type="radio"/> \$13.50 - \$14.49 (4)	<input type="radio"/> \$14.50 or more (5)
Plant-Based Patty (6)	<input type="radio"/> Under \$13.50 (1)	<input type="radio"/> \$13.50 - \$14.49 (2)	<input type="radio"/> \$14.50 - \$15.49 (3)	<input type="radio"/> \$15.50 - \$16.49 (4)	<input type="radio"/> \$16.50 or more (5)
Shrimp (7)	<input type="radio"/> Under \$12.00 (1)	<input type="radio"/> \$12.00 - \$12.99 (2)	<input type="radio"/> \$13.00 - \$13.99 (3)	<input type="radio"/> \$14.00 - \$14.99 (4)	<input type="radio"/> \$15.00 or more (5)
Salmon (8)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50 - \$16.49 (2)	<input type="radio"/> \$16.50 - \$17.49 (3)	<input type="radio"/> \$17.50 - \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)

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CE_RestText2 Imagine you are at your local restaurant for dinner.

For each of the following 9 questions, please indicate which main entrée you would most likely select for your meal. Each product would be the dinner meal's main entree, would be prepared as you desire, and served with two side dishes of your choosing.

The only difference across these 9 questions is the meal price associated with each main entrée option.

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CE_Scen10_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$18.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$12.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$19.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen11_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$9.49/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$14.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen12_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$14.99/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$14.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

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CE_Scen13_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$12.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen14_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$14.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$14.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen15_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$12.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$10.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$14.99/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$19.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

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CE_Scen16_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$18.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$9.49/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$14.99/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$14.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen17_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$18.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$9.49/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$10.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen18_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$14.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$19.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

End of Block: CE_FoodService_Block2

Start of Block: CE_FoodService_Block3



RefPrice_FoodServ3 Please indicate the price (\$/meal) you would expect a restaurant in your area to charge for dinner meals including the following products. Each product would be the

dinner meal's main entree, would be prepared as you desire, and served with two side dishes of your choosing.

Ribeye Steak (1)	<input type="radio"/> Under \$20.00 (1)	<input type="radio"/> \$20.00 - \$20.99 (2)	<input type="radio"/> \$21.00 - \$21.99 (3)	<input type="radio"/> \$22.00 - \$22.99 (4)	<input type="radio"/> \$23.00 or more (5)
Beef Hamburger (2)	<input type="radio"/> Under \$10.50 (1)	<input type="radio"/> \$10.50 - \$11.49 (2)	<input type="radio"/> \$11.50 - \$12.49 (3)	<input type="radio"/> \$12.50 - \$13.49 (4)	<input type="radio"/> \$13.50 or more (5)
Pork Chop (3)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50 - \$16.49 (2)	<input type="radio"/> \$16.50 - \$17.49 (3)	<input type="radio"/> \$17.50 - \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)
Baby Back Ribs (1/2 Rack) (4)	<input type="radio"/> Under \$14.00 (1)	<input type="radio"/> \$14.00 - \$14.99 (2)	<input type="radio"/> \$15.00 - \$15.99 (3)	<input type="radio"/> \$16.00 - \$16.99 (4)	<input type="radio"/> \$17.00 or more (5)
Chicken Breast (5)	<input type="radio"/> Under \$11.50 (1)	<input type="radio"/> \$11.50 - \$12.49 (2)	<input type="radio"/> \$12.50 - \$13.49 (3)	<input type="radio"/> \$13.50 - \$14.49 (4)	<input type="radio"/> \$14.50 or more (5)
Plant-Based Patty (6)	<input type="radio"/> Under \$13.50 (1)	<input type="radio"/> \$13.50 - \$14.49 (2)	<input type="radio"/> \$14.50 - \$15.49 (3)	<input type="radio"/> \$15.50 - \$16.49 (4)	<input type="radio"/> \$16.50 or more (5)
Shrimp (7)	<input type="radio"/> Under \$12.00 (1)	<input type="radio"/> \$12.00 - \$12.99 (2)	<input type="radio"/> \$13.00 - \$13.99 (3)	<input type="radio"/> \$14.00 - \$14.99 (4)	<input type="radio"/> \$15.00 or more (5)
Salmon (8)	<input type="radio"/> Under \$15.50 (1)	<input type="radio"/> \$15.50 - \$16.49 (2)	<input type="radio"/> \$16.50 - \$17.49 (3)	<input type="radio"/> \$17.50 - \$18.49 (4)	<input type="radio"/> \$18.50 or more (5)

Page Break

CE_RestText3 Imagine you are at your local restaurant for dinner.

For each of the following 9 questions, please indicate which main entrée you would most likely select for your meal. Each product would be the dinner meal's main entree, would be prepared as you desire, and served with two side dishes of your choosing.

The only difference across these 9 questions is the meal price associated with each main entrée option.

Page Break



CE_Scen19_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$9.49/meal (2)	<input type="checkbox"/>
Pork Chop \$14.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$10.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$19.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen20_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$21.49/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$10.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$14.99/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen21_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$18.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$12.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$19.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

Page Break



CE_Scen22_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$9.49/meal (2)	<input type="checkbox"/>
Pork Chop \$14.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$19.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen23_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$10.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$13.49/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen24_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$16.99/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$17.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$14.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

Page Break



CE_Scen25_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$18.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$14.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$12.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$10.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$17.49/meal (6)	<input type="checkbox"/>
Shrimp \$15.99/meal (7)	<input type="checkbox"/>
Salmon \$14.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen26_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$14.49/meal (2)	<input type="checkbox"/>
Pork Chop \$14.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$15.49/meal (4)	<input type="checkbox"/>
Chicken Breast \$12.99/meal (5)	<input type="checkbox"/>
Plant-based Patty \$14.99/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$16.99/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>



CE_Scen27_FoodServ Which of the following would you purchase?

	I would choose: (1)
Ribeye Steak \$23.99/meal (1)	<input type="checkbox"/>
Beef Hamburger \$11.99/meal (2)	<input type="checkbox"/>
Pork Chop \$19.49/meal (3)	<input type="checkbox"/>
Baby Back Ribs \$12.99/meal (4)	<input type="checkbox"/>
Chicken Breast \$15.49/meal (5)	<input type="checkbox"/>
Plant-based Patty \$12.49/meal (6)	<input type="checkbox"/>
Shrimp \$10.99/meal (7)	<input type="checkbox"/>
Salmon \$14.49/meal (8)	<input type="checkbox"/>
If these were the only options, I would buy something else. (9)	<input type="checkbox"/>

End of Block: CE_FoodService_Block3

Start of Block: KNOWLEDGE



Knowledge_TrueFalse Please read the following 4 statements and indicate if each are True or False.

	True (1)	False (2)
USDA inspects all meat sold commercially to ensure it is safe, wholesome, and properly labeled (1)	<input type="radio"/>	<input type="radio"/>
Cooking temperature is more accurate than color in assessing if meat is "done" (2)	<input type="radio"/>	<input type="radio"/>
<i>White</i> color indicates better pork eating quality than <i>Red</i> color (3)	<input type="radio"/>	<input type="radio"/>
<i>Select</i> indicates better beef eating quality than <i>Choice</i> (4)	<input type="radio"/>	<input type="radio"/>



Knowledgee_MC Please read the following 4 statements and select one of the presented answers for each.

What share of beef consumed in the US is imported (produced outside the US) from other countries? (1)	<input type="radio"/> Under 20% (1)	<input type="radio"/> 20-40% (2)	<input type="radio"/> 41-60% (3)	<input type="radio"/> Over 60% (4)
What share of pork consumed in the US is imported (produced outside the US) from other countries? (2)	<input type="radio"/> Under 20% (1)	<input type="radio"/> 20-40% (2)	<input type="radio"/> 41-60% (3)	<input type="radio"/> Over 60% (4)
What is the most commonly sold size of beef steaks at restaurants? (3)	<input type="radio"/> 4 oz (1)	<input type="radio"/> 8 oz (2)	<input type="radio"/> 12 oz (3)	<input type="radio"/> 16 oz (4)
What is the most commonly sold size of pork chops at restaurants? (4)	<input type="radio"/> 4 oz (1)	<input type="radio"/> 8 oz (2)	<input type="radio"/> 12 oz (3)	<input type="radio"/> 16 oz (4)

End of Block: KNOWLEDGE

Start of Block: AdHoc

Coronavirus_Info How much have you heard about the coronavirus in the past week?

- None, I have not heard anything (1)
 - I have heard some information (2)
 - I have heard a lot of information (3)
-

Coro_TF True of False: Your selection of protein items to consume impacts your risk of obtaining the coronavirus?

- True (1)
- False (2)

End of Block: AdHoc

Start of Block: SocioEcon

QaboutYou As the survey nears completion, we now will ask some standard questions about you. These questions will be used to assure our study is representative of the U.S. population.

Diet Which of the following statements best describes your personal diet?

- Vegan Vegetarian (do not eat meat, fish, dairy, eggs, honey or any food derived from animals) (1)
 - Vegetarian (do not eat meat or fish, but do eat dairy and eggs) (2)
 - Flexitarian/Semi-Vegetarian (mostly follow a vegetarian diet, but occasionally eat meat or fish) (3)
 - Regularly consume meat, fish/seafood, or products derived from animals (4)
 - None of the above (5)
-

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Farm Have you ever worked on a farm or ranch?

Yes (1)

No (2)

Gender What is your gender?

Male (1)

Female (2)

MaritalStatus What is your current marital status?

Single, Never Married (1)

Married (2)

Separated (3)

Divorced (4)

Widowed (5)

Page Break

HHsize How many people, including yourself, live in your household currently?

- 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 or more (5)
-

KidsU12 Are there children under the age of 12 currently living in your household?

- Yes (1)
 - No (2)
-

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State In which state do you currently reside?

- Alabama (1)
- Alaska (2)
- Arizona (3)
- Arkansas (4)
- California (5)
- Colorado (6)
- Connecticut (7)
- Delaware (8)
- District of Columbia (9)
- Florida (10)
- Georgia (11)
- Hawaii (12)
- Idaho (13)
- Illinois (14)
- Indiana (15)
- Iowa (16)
- Kansas (17)
- Kentucky (18)
- Louisiana (19)
- Maine (20)
- Maryland (21)

- Massachusetts (22)
- Michigan (23)
- Minnesota (24)
- Mississippi (25)
- Missouri (26)
- Montana (27)
- Nebraska (28)
- Nevada (29)
- New Hampshire (30)
- New Jersey (31)
- New Mexico (32)
- New York (33)
- North Carolina (34)
- North Dakota (35)
- Ohio (36)
- Oklahoma (37)
- Oregon (38)
- Pennsylvania (39)
- Puerto Rico (40)
- Rhode Island (41)
- South Carolina (42)

- South Dakota (43)
- Tennessee (44)
- Texas (45)
- Utah (46)
- Vermont (47)
- Virginia (48)
- Washington (49)
- West Virginia (50)
- Wisconsin (51)
- Wyoming (52)
- I do not reside in the United States (53)



ZIP What is your 5-digit ZIP code?

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EDU What is the highest level of education you have completed?

- Less than High School (1)
 - High School/GED (2)
 - Some College (3)
 - 2-Year College Degree (Associates) (4)
 - 4-Year College Degree (BA, BS) (5)
 - Master's Degree (MS) (6)
 - Professional Degree (Ph.D., J.D., M.D., etc.) (7)
-

HHincome What is your approximate annual household income before taxes?

- Less than \$20,000 (1)
- \$20,000 - \$39,999 (2)
- \$40,000 - \$59,999 (3)
- \$60,000 - \$79,999 (4)
- \$80,000 - \$99,999 (5)
- \$100,000 - \$119,999 (6)
- \$120,000 - \$139,999 (7)
- \$140,000 - \$159,999 (8)
- \$160,000 - \$179,999 (9)
- \$180,000 - \$199,999 (10)
- \$200,000 or greater (11)

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HispLatSpanish Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin? (1)
 - Yes, Mexican, Mexican Am., Chicano (2)
 - Yes, Puerto Rican (3)
 - Yes, Cuban (4)
 - Yes, another Hispanic, Latino, or Spanish origin (5)
-

Race What is your race?

- White (1)
- Black or African American (2)
- American Indian or Alaskan Native (3)
- Asian Indian (4)
- Chinese (5)
- Filipino (6)
- Japanese (7)
- Korean (8)
- Vietnamese (9)
- Native Hawaiian (10)
- Guamanian or Chamorro (11)
- Samoan (12)
- Other Pacific Islander (13)
- Other (14)

Page Break

PoliticalParty Which political party do you most identify with?

- Democratic (1)
 - Republican (2)
 - Tea Party (3)
 - I am an independent (4)
 - Other (5)
-

Last_Truth LAST QUESTION! Did you answer all the questions in this survey to the best of your ability?

It is VERY important that you answer this question truthfully, as your survey answers are taken seriously by scientists and policy-makers.

- Yes (1)
 - No, I rushed through the survey at times (2)
 - No, I was not fully paying attention at times (3)
 - No, for some other reason (4)
-

Page Break

End of Block: SocioEcon

Start of Block: END

END Thank you for your time!

If you would like to provide any additional comments about this survey or related topics please do so here.

End of Block: END
