

MDM_Sep2024

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)

Page Break

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) ... 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 yester... = 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)
-

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)

Page Break

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)

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) ... 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) [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 story) (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 prepare/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 yester... = 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)
-

Display This Question:

*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)
- rotisserie chicken (177)
- deli chicken (178)
- sausage (179)
- chicken sandwiches (180)
- pulled chicken (181)
- 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)
- ribs (321)
- roast (322)
- ground pork (323)
- tenderloin (324)
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- BBQ pork (330)
- other pork (331)

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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) ... 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

EatOccasions1 Please take a moment to recall your food consumption yesterday.

Yesterday, how many occasions (times) did you eat? This includes meals and snacks.

- 0 (None, I was fasting or otherwise did not eat) (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 or more (8)

Display This Question:

If Please take a moment to recall your food consumption yesterday. Yesterday, how many occasions (t... != 0 (None, I was fasting or otherwise did not eat)



EatOccasions2 Further considering yesterday's eating occasions (times), approximately what % or share of your total food consumption calories occurred at:

Breakfast : _____ (1)

Lunch : _____ (2)

Dinner : _____ (3)

Snacks (Eating Occasions outside of Breakfast, Lunch, and Dinner) : _____ (4)

Total : _____

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)

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

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)

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

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)

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

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)

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

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)

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

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

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

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

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"/> |
| African swine fever (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) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| High protein diets (16) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Swine Flu (17) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Ground Beef (2) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Pork Chop (3) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Bacon (4) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Chicken Breast (5) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Plant-Based Patty (6) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Shrimp (7) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Beans and Rice (8) | ▼ Under \$15.50 (1) ... \$18.50 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) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Ground Beef (2) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Pork Chop (3) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Bacon (4) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Chicken Breast (5) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Plant-Based Patty (6) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Shrimp (7) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Beans and Rice (8) | ▼ Under \$15.50 (1) ... \$18.50 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"/> |

Page Break



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"/> |

Page Break



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) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Ground Beef (2) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Pork Chop (3) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Bacon (4) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Chicken Breast (5) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Plant-Based Patty (6) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Shrimp (7) | ▼ Under \$15.50 (1) ... \$18.50 or more (5) |
| Beans and Rice (8) | ▼ Under \$15.50 (1) ... \$18.50 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) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Beef Hamburger (2) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Pork Chop (3) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Baby Back Ribs (1/2 Rack) (4) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Chicken Breast (5) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Plant-Based Patty (6) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Shrimp (7) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Salmon (8) | ▼ Under \$20.00 (1) ... \$23.00 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.

Page Break



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"/> |

Page Break



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"/> |

Page Break



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) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Beef Hamburger (2) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Pork Chop (3) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Baby Back Ribs (1/2 Rack) (4) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Chicken Breast (5) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Plant-Based Patty (6) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Shrimp (7) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Salmon (8) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |

Page Break

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.

Page Break



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"/> |

Page Break



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"/> |

Page Break



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) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Beef Hamburger (2) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Pork Chop (3) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Baby Back Ribs (1/2 Rack) (4) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Chicken Breast (5) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Plant-Based Patty (6) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Shrimp (7) | ▼ Under \$20.00 (1) ... \$23.00 or more (5) |
| Salmon (8) | ▼ Under \$20.00 (1) ... \$23.00 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



CE_Retail_HowManyR How many of the following retail products would you purchase given these asking prices?

| | Zero (None) (1) | One, 1-lb package (2) | Two, 1- lb packages (3) | Three, 1-lb packages (4) | Four, 1- lb packages (5) | Five or More, 1-lb packages (6) |
|---|-----------------------|-----------------------------|-------------------------------|--------------------------------|--------------------------------|--|
| Ribeye Steak \$e{round(e://Field/RibeyeRand,2)}/lb (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ground Beef \$e{round(e://Field/HambRand,2)}/lb (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Pork Chop \$e{round(e://Field/ChopRand,2)}/lb (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bacon \$e{round(e://Field/BaconRand,2)}/lb (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Chicken Breast \$e{round(e://Field/BreastRand,2)}/lb (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Plant-Based Patty \$e{round(e://Field/PlantBPRand,2)}/lb (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Shrimp \$e{round(e://Field/ShrimpRand,2)}/lb (7) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Beans and Rice \$e{round(e://Field/BeanRiceRand,2)}/package (8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Page Break



ExpMeatPrice_HSL Do you think the price of the following retail meat products next month will be higher, will be about the same, or will be lower than they are now?

| | Price will be higher next month (1) | Price will be about the same next month (2) | Price will be lower next month (3) |
|------------------|--|---|---------------------------------------|
| Ribeye Steak (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ground Beef (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Pork Chop (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bacon (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Page Break

Display This Question:

If Do you think the price of the following retail meat products next month will be higher, will be a... = Ribeye Steak [Price will be higher next month]

Ribeye_FU_higher How much higher do you expect Ribeye Steak prices to be next month?

- Less than 3% (1)
- 3% to 5% (2)
- 6% to 8% (3)
- Over 8% (4)

Display This Question:

If Do you think the price of the following retail meat products next month will be higher, will be a... = Ribeye Steak [Price will be lower next month]

Ribeye_FU_lower How much lower do you expect Ribeye Steak prices to be next month?

- Less than 3% (1)
- 3% to 5% (2)
- 6% to 8% (3)
- Over 8% (4)

Display This Question:

If Do you think the price of the following retail meat products next month will be higher, will be a... = Ground Beef [Price will be higher next month]

Ground_FU_higher How much higher do you expect Ground Beef prices to be next month?

- Less than 3% (1)
 - 3% to 5% (2)
 - 6% to 8% (3)
 - Over 8% (4)
-

Display This Question:

If Do you think the price of the following retail meat products next month will be higher, will be a... = Ground Beef [Price will be lower next month]

Ground_FU_lower How much lower do you expect Ground Beef prices to be next month?

- Less than 3% (1)
 - 3% to 5% (2)
 - 6% to 8% (3)
 - Over 8% (4)
-

Display This Question:

If Do you think the price of the following retail meat products next month will be higher, will be a... = Pork Chop [Price will be higher next month]

Chop_FU_higher How much higher do you expect Pork Chop prices to be next month?

- Less than 3% (1)
 - 3% to 5% (2)
 - 6% to 8% (3)
 - Over 8% (4)
-

Display This Question:

If Do you think the price of the following retail meat products next month will be higher, will be a... = Pork Chop [Price will be lower next month]

Chop_FU_lower How much lower do you expect Pork Chop prices to be next month?

- Less than 3% (1)
- 3% to 5% (2)
- 6% to 8% (3)
- Over 8% (4)

Display This Question:

If Do you think the price of the following retail meat products next month will be higher, will be a... = Bacon [Price will be higher next month]

Bacon_FU_higher How much higher do you expect Bacon prices to be next month?

- Less than 3% (1)
- 3% to 5% (2)
- 6% to 8% (3)
- Over 8% (4)

Display This Question:

If Do you think the price of the following retail meat products next month will be higher, will be a... = Bacon [Price will be lower next month]

Bacon_FU_lower How much lower do you expect Bacon prices to be next month?

- Less than 3% (1)
- 3% to 5% (2)
- 6% to 8% (3)
- Over 8% (4)

Page Break



Beef_Claims Which of the following is true of the last package of beef products you purchased? Please check all that apply.

| | Never Purchased or Cannot Remember Last Purchase (1) | Labeled Organic (2) | Labeled Free of Added Hormones (3) | Labeled Free of Added Antibiotics (4) | Labeled Natural (5) | Labeled As Animal Welfare Friendly (7) | None of the Above (8) |
|---------------------------|--|--------------------------|------------------------------------|---------------------------------------|--------------------------|--|--------------------------|
| Steak (2) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ground Beef/Hamburger (3) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Roast (4) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Page Break



Beef_Size Which of the following best reflects the size of the last package of beef products you purchased?

| | Under 5 oz (ounces) (1) | 5-8 oz (2) | 9-12 oz (3) | 13-16 oz (1 lb) (4) | 17-20 oz (5) | 21-24 oz (2 lbs) (7) | Over 2 lbs (24 oz) (8) | Never Purchased or Cannot Remember Last Purchase (9) |
|---------------------------------|----------------------------------|-----------------------|-----------------------|---------------------------|-----------------------|-------------------------------|------------------------------|--|
| Steak (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ground Beef/Hamburger (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Roast (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Page Break



Pork_Claims Which of the following is true of the last package of pork products you purchased? Please check all that apply.

| | Never Purchase d or Cannot Remember r Last Purchase (1) | Labeled Organic (2) | Labeled Free of Added Hormone s (3) | Labeled Free of Added Antibiotic s (4) | Labeled Natural (5) | Labeled as Stall- Free (6) | Labeled As Animal Welfare Friendly (7) | None of the Above (8) |
|----------------------|--|---------------------------|---|--|---------------------------|--|---|--------------------------------|
| Bacon (1) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pork Chops (2) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sausage (3) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Page Break



Pork_Size Which of the following best reflects the size of the last package of pork products you purchased?

| | Under 5 oz (ounces) (1) | 5-8 oz (2) | 9-12 oz (3) | 13-16 oz (1 lb) (4) | 17-20 oz (5) | 21-24 oz (2 lbs) (6) | Over 2 lbs (24 oz) (9) | Never Purchased or Cannot Remember Last Purchase (7) |
|----------------|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|--|
| Bacon (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Pork Chops (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sausage (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Page Break



HigherPrices_Changes Which of the following best describe changes you have made in response to higher retail meat prices (please check all that apply)?

- None, I have not made any changes (1)
- I buy the same type (brand, cut, package size, etc.) but now buy fewer meat items (2)
- I buy different brands of meat products now (3)
- I buy different cuts of meat products now (4)
- I buy smaller package sizes now (5)

Display This Question:
If Which of the following best describe changes you have made in response to higher retail meat prices... != None, I have not made any changes

HigherPrices_ChgFup In your own words, please describe the changes you have made in response to higher retail meat prices:

Page Break

Coro_OnHand How would you describe the amount of meat your household currently has on-hand at home (e.g. in refrigerator or freezer)?

- More meat on-hand than normal (1)
 - Same amount as normal (2)
 - Less meat on-hand than normal (3)
-

Coro_Avail Thinking of the last time you were buying food for at-home consumption, which of the following best describes the set of meat options available?

- The volume and type of meat options available seemed normal and consistent with the past (1)
 - The volume and type of meat options available did not seem normal and consistent with the past (2)
-

Display This Question:

If Thinking of the last time you were buying food for at-home consumption, which of the following be... = The volume and type of meat options available did not seem normal and consistent with the past

Coro_AvailMC You indicated that the volume and type of protein options available did not seem normal.

Please indicate which of the following would describe your observation (check all that apply).

- Lower overall volume of beef available (1)
- Lower overall volume of pork available (2)
- Lower overall volume of chicken available (3)
- Different variety of beef cuts/products available (4)
- Different variety of pork cuts/products available (5)
- Different variety of chicken cuts/products available (6)
- Other (7)

End of Block: AdHoc

Start of Block: AdHoc2



AdHoc2_Freq When was the last time you consumed each of the following products?

| | In the past week (1) | In the past month (2) | In the past year (3) | Never or cannot remember last time (4) |
|------------------------|-------------------------|--------------------------|-------------------------|--|
| Pork Chops (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Chicken Breasts (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Beef Steak (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Page Break

Start of Block: SegmentBlock



Seg1to9 We would like to better understand what factors are most important to you when choosing to cook and eat meat products.

Please read each pair of statements and decide which side you agree with more and whether you agree much more or somewhat more with that side.

| | | | | | |
|--|-----------------------|---------------------------|-----------------------------|--------------------------|--|
| | Agree Much More | Agree Somewhat More | Agree Somewhat More > | Agree Much More >> | |
|--|-----------------------|---------------------------|-----------------------------|--------------------------|--|

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|--|
| I'm a "foodie" who likes to stay on top of food trends | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | I rarely notice which foods are trending |
| I mostly just cook meats/seafood that are easy to prepare | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | I am willing to invest the effort to make challenging meat/seafood dishes |
| I am happy with less expensive food as long as it tastes good | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | I am willing to pay extra for premium ingredients/meals |
| Foods that claim to be ethically/sustainably produced are not worth the extra cost | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | I seek out foods that are ethically/sustainably produced |
| I prioritize healthy foods over tasty foods | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | I prioritize tasty foods over healthy foods |
| Meat is a better source of protein | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | There are better ways to get protein than eating meat |
| I try to incorporate more fish/seafood into my diet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | I try to incorporate more meat (e.g., beef, chicken, pork) into my diet |
| I often prepare global cuisines | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | I stick to typical American cuisine |
| I often choose meats/seafood that reflect my family traditions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | My family traditions play no role in my meat/seafood choices |



Seg_Pork We would like to better understand what factors are most important to you when choosing to cook and eat pork products.

Please read each pair of statements and decide which side you agree with more and whether you agree much more or somewhat more with that side.

| | Agree Much More | Agree Somewhat More | Agree Somewhat More > | Agree Much More >> | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|---|
| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | |
| Processed pork (such as bacon, sausage, and ham) is best for everyday meals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Processed pork is best for holidays and special occasions |
| Fresh pork (such as pork chops, pork tenderloin, and pork ribs) is a healthy choice | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Fresh pork is an indulgent choice |
| I'm confident in my ability to cook different cuts of fresh pork | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | There are few cuts of fresh pork I am confident making |

Page Break

Seg_Beef We would like to better understand what factors are most important to you when choosing to cook and eat beef products.

Please read each pair of statements and decide which side you agree with more and whether you agree much more or somewhat more with that side.

| | Agree Much More | Agree Somewhat More | Agree Somewhat More > | Agree Much More >> | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|---|
| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | |
| Processed beef (such as jerky, sausage, and deli beef) is best for everyday meals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Processed beef is best for holidays and special occasions |
| Fresh beef (such as steaks and ground beef/hamburger) is a healthy choice | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Fresh beef is an indulgent choice |
| I'm confident in my ability to cook different cuts of fresh beef | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | There are few cuts of fresh beef I am confident making |

Page Break



Seg_Ckn We would like to better understand what factors are most important to you when choosing to cook and eat chicken products.

Please read each pair of statements and decide which side you agree with more and whether you agree much more or somewhat more with that side.

| | Agree Much More | Agree Somewhat More | Agree Somewhat More > | Agree Much More >> | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|--|
| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | |
| Processed chicken (such as sausage and deli chicken) is best for everyday meals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Processed chicken is best for holidays and special occasions |
| Fresh chicken (such as chicken breasts, thighs and wings) is a healthy choice | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Fresh chicken is an indulgent choice |
| I'm confident in my ability to cook different cuts of fresh chicken | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | There are few cuts of fresh chicken I am confident making |

End of Block: SegmentBlock

Start of Block: Block_Ozempic



BudgetShare What percentage of your annual household income is allocated toward the following categories? (must sum to 100%)

- _____ Housing (1)
- _____ Transportation (2)
- _____ Retirement & non-retirement investments (3)
- _____ Savings (4)
- _____ Taxes (5)
- _____ Food (6)
- _____ Healthcare (7)
- _____ Exercise equipment & gym memberships (8)
- _____ Protein powders & nutritional supplements (9)
- _____ Miscellaneous/other (10)

Page Break



TimeShare On the average day, how much time do you spend in the following activities? (must sum to 24 hours)

- _____ Personal Care Activities (sleeping, grooming) (1)
- _____ Eating and Drinking (2)
- _____ Household activities (e.g., housework, food preparation, lawn care, caring for pets) (3)
- _____ Purchasing goods and services (e.g., grocery shopping, vehicle repair) (4)
- _____ Caring for and helping household members (e.g., childcare, eldercare, helping with homework) (5)
- _____ Working and work-related activities (6)
- _____ Educational activities (e.g., attending class, homework) (7)
- _____ Organizational, civic, and religious activities (e.g., church service, volunteer work, jury duty) (8)
- _____ Leisure and entertainment (e.g., socializing, watching TV, attending sporting events) (9)
- _____ Exercise (e.g., running, weightlifting, playing sports) (10)
- _____ Non-work telephone calls, mail, and e-mail (11)
- _____ Travel (work and non-work related) (12)
- _____ Other Activities (13)

Page Break



GLP1_Use Are you currently taking GLP-1 medications (such as Ozempic, Mounjaro, etc.) to aid in weight loss, treat diabetes, or meet another personal health goal?

Yes (1)

No (2)

Page Break

Display This Question:

If Are you currently taking GLP-1 medications (such as Ozempic, Mounjaro, etc.) to aid in weight los... = No



GLP1_No What best describes why you are not currently taking GLP-1 medications (such as Ozempic, Mounjaro, etc.) - check all that apply?

- I previously took them and stopped (1)
 - I am not trying to lose weight (2)
 - I am not trying to treat diabetes (3)
 - These medications are too expensive &/or my insurance won't cover them (4)
 - I am concerned about safety of these medications (5)
 - I want to lose weight using other approaches (6)
 - I want to treat diabetes using other approaches (7)
 - Other, please describe: (8)
-

Page Break

Display This Question:

If Are you currently taking GLP-1 medications (such as Ozempic, Mounjaro, etc.) to aid in weight los... = Yes

GLP1_YesDuration How long have you been taking GLP-1 medications (such as Ozempic, Mounjaro, etc.)?

- Less than 1 month (1)
- 1-3 months (2)
- 4-6 months (3)
- 7-9 months (4)
- 10-12 months (5)
- Over 1 year (6)

Page Break

Display This Question:

If Are you currently taking GLP-1 medications (such as Ozempic, Mounjaro, etc.) to aid in weight los... = Yes

GLP1_Yes\$ What is your estimated monthly expenditures on GLP-1 medications (such as Ozempic, Mounjaro, etc.)?

- Nothing, or my insurance covers the cost (1)
- \$1-\$50/month (2)
- \$51-\$150/month (3)
- \$151-\$250/month (4)
- \$251-\$350/month (5)
- \$351-\$450/month (6)
- Over \$450/month (7)

End of Block: Block_Ozempic

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)

Display This Question:

If 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)

Diet_VV

How long would you say Vegan Vegetarian best describes your personal diet?

- Less than 3 months (1)
- 3-6 months (2)
- 7-9 months (3)
- 10-12 months (4)
- Over 1 year (5)

Display This Question:

If Which of the following statements best describes your personal diet? = Vegetarian (do not eat meat or fish, but do eat dairy and eggs)

Diet_V

How long would you say Vegetarian best describes your personal diet?

- Less than 3 months (1)
- 3-6 months (2)
- 7-9 months (3)
- 10-12 months (4)
- Over 1 year (5)

Display This Question:

If Which of the following statements best describes your personal diet? = Flexitarian/Semi-Vegetarian (mostly follow a vegetarian diet, but occasionally eat meat or fish)

Diet_F

How long would you say Flexitarian/Semi-Vegetarian best describes your personal diet?

- Less than 3 months (1)
- 3-6 months (2)
- 7-9 months (3)
- 10-12 months (4)
- Over 1 year (5)

Display This Question:

If Which of the following statements best describes your personal diet? = None of the above



Diet_None

In your own words, why do did you select "None of the above" to best describe your personal diet?

Page Break

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) ... Widowed (5)

Page Break

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

▼ 1 (1) ... 5 or more (5)

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

Yes (1)

No (2)

Page Break

State In which state do you currently reside?

▼ Alabama (1) ... I do not reside in the United States (53)



ZIP What is your 5-digit ZIP code?

Page Break

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

▼ Less than High School (1) ... 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) ... \$200,000 or greater (11)

Page Break

WkAtHomeExp What has been your (or your household's) usual WEEKLY expense for food bought during grocery shopping (consider both in-person and online)?

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

WkAwayFHomeExp What has been your (or your household's) usual WEEKLY expense for meals or snacks from restaurants, fast food places, cafeterias, carryout or other such places (consider both in-person and online)?

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

Page Break

UnivMIA2

We are interested in how people are getting along financially these days.

Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

- Better Now (1)
 - Same (2)
 - Worse Now (3)
 - Don't Know (4)
-

UnivMIA3

Now looking ahead -- do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?

- Will Be Better Off (1)
 - Same (2)
 - Will Be Worse Off (3)
 - Don't Know (4)
-

Page Break

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

▼ No, not of Hispanic, Latino, or Spanish origin? (1) ... Yes, another Hispanic, Latino, or Spanish origin (5)

Race What is your race?

▼ White (1) ... Other (14)

Page Break

ExerciseA Thinking about your typical 7-day week, combined how much moderately-intense (e.g. brisk walking) and vigorously-intense (e.g. running or jogging) aerobic activity (exercise and/or work) do you get?

- Less than 30 minutes per week (1)
 - 30-60 minutes per week (2)
 - 61-120 minutes per week (3)
 - 121-180 minutes per week (4)
 - 181-240 minutes per week (5)
 - Over 240 minutes per week (6)
-

ExerciseM Thinking about your typical 7-day week, how much muscle-strengthening activity (exercise and/or work) do you get?

- Less than 30 minutes per week (1)
 - 30-60 minutes per week (2)
 - 61-120 minutes per week (3)
 - 121-180 minutes per week (4)
 - 181-240 minutes per week (5)
 - Over 240 minutes per week (6)
-

Page Break

ProteinGoals Do you intentionally eat protein to aid in meeting strength-training or other fitness-related goals?

Yes (1)

No (2)

Page Break

Height What is your current height (feet and inches)?

▼ 5' 0" (5 feet) or shorter (1) ... Over 6' 6" (22)

Weight What is your current weight (lbs)

▼ Under 100 lbs (1) ... Over 250 lbs (17)

Waist What is your current waist size (inches)

▼ Under 20 inches (1) ... Over 50 inches (17)

Page Break

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
