

# MDM\_Dec2022

---

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)
-



*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 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) [ 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)

---

Page Break



*Display This Question:*

*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)
- 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 [ 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)

---

Page Break



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



CE\_Scen3\_Retail Which of the following would you purchase?

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

---

Page Break



CE\_Scen4\_Retail Which of the following would you purchase?

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



CE\_Scen5\_Retail Which of the following would you purchase?

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



CE\_Scen6\_Retail Which of the following would you purchase?

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

---

Page Break



CE\_Scen7\_Retail Which of the following would you purchase?

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





CE\_Scen8\_Retail Which of the following would you purchase?

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



CE\_Scen9\_Retail Which of the following would you purchase?

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

---

CE\_Retail\_Block1\_# Considering the last question and your selection, please indicate the number of pounds you would purchase (or 0 if you would buy something else):

---

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



CE\_Scen11\_Retail Which of the following would you purchase?

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



CE\_Scen12\_Retail Which of the following would you purchase?

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

---

Page Break



CE\_Scen13\_Retail Which of the following would you purchase?

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



CE\_Scen14\_Retail Which of the following would you purchase?

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





CE\_Scen15\_Retail Which of the following would you purchase?

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

-----  
Page Break



CE\_Scen16\_Retail Which of the following would you purchase?

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



CE\_Scen17\_Retail Which of the following would you purchase?

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



CE\_Scen18\_Retail Which of the following would you purchase?

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

---

CE\_Retail\_Block2\_# Considering the last question and your selection, please indicate the number of pounds you would purchase (or 0 if you would buy something else):

---

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



CE\_Scen20\_Retail Which of the following would you purchase?

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



CE\_Scen21\_Retail Which of the following would you purchase?

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

---

Page Break





CE\_Scen22\_Retail Which of the following would you purchase?

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



CE\_Scen23\_Retail Which of the following would you purchase?

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



CE\_Scen24\_Retail Which of the following would you purchase?

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

---

Page Break



CE\_Scen25\_Retail Which of the following would you purchase?

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



CE\_Scen26\_Retail Which of the following would you purchase?

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



CE\_Scen27\_Retail Which of the following would you purchase?

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

---

CE\_Retail\_Block3\_# Considering the last question and your selection, please indicate the number of pounds you would purchase (or 0 if you would buy something else):

---

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



CE\_Scen2\_FoodServ Which of the following would you purchase?

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



CE\_Scen3\_FoodServ Which of the following would you purchase?

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

Page Break



CE\_Scen4\_FoodServ Which of the following would you purchase?

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



CE\_Scen5\_FoodServ Which of the following would you purchase?

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



CE\_Scen6\_FoodServ Which of the following would you purchase?

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

---

Page Break



CE\_Scen7\_FoodServ Which of the following would you purchase?

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



CE\_Scen8\_FoodServ Which of the following would you purchase?

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





CE\_Scen9\_FoodServ Which of the following would you purchase?

|  | I would choose: (1)      |
|--|--------------------------|
| <b>Ribeye Steak \$23.99/meal (1)</b>                                   | <input type="checkbox"/> |
| <b>Beef Hamburger \$11.99/meal (2)</b>                                 | <input type="checkbox"/> |
| <b>Pork Chop \$16.99/meal (3)</b>                                      | <input type="checkbox"/> |
| <b>Baby Back Ribs \$15.49/meal (4)</b>                                 | <input type="checkbox"/> |
| <b>Chicken Breast \$10.49/meal (5)</b>                                 | <input type="checkbox"/> |
| <b>Plant-based Patty \$12.49/meal (6)</b>                              | <input type="checkbox"/> |
| <b>Shrimp \$15.99/meal (7)</b>   | <input type="checkbox"/> |
| <b>Salmon \$14.49/meal (8)</b>   | <input type="checkbox"/> |
| <b>If these were the only options, I would buy something else. (9)</b> | <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)      |
|--|--------------------------|
| <b>Ribeye Steak \$18.99/meal (1)</b>                                   | <input type="checkbox"/> |
| <b>Beef Hamburger \$11.99/meal (2)</b>                                 | <input type="checkbox"/> |
| <b>Pork Chop \$16.99/meal (3)</b>                                      | <input type="checkbox"/> |
| <b>Baby Back Ribs \$12.99/meal (4)</b>                                 | <input type="checkbox"/> |
| <b>Chicken Breast \$15.49/meal (5)</b>                                 | <input type="checkbox"/> |
| <b>Plant-based Patty \$17.49/meal (6)</b>                              | <input type="checkbox"/> |
| <b>Shrimp \$10.99/meal (7)</b>   | <input type="checkbox"/> |
| <b>Salmon \$19.49/meal (8)</b>   | <input type="checkbox"/> |
| <b>If these were the only options, I would buy something else. (9)</b> | <input type="checkbox"/> |



CE\_Scen11\_FoodServ Which of the following would you purchase?

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



CE\_Scen12\_FoodServ Which of the following would you purchase?

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

---

Page Break



CE\_Scen13\_FoodServ Which of the following would you purchase?

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



CE\_Scen14\_FoodServ Which of the following would you purchase?

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





CE\_Scen15\_FoodServ Which of the following would you purchase?

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

---

Page Break



CE\_Scen16\_FoodServ Which of the following would you purchase?

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



CE\_Scen17\_FoodServ Which of the following would you purchase?

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



CE\_Scen18\_FoodServ Which of the following would you purchase?

|  | I would choose: (1)      |
|--|--------------------------|
| <b>Ribeye Steak \$21.49/meal (1)</b>                                   | <input type="checkbox"/> |
| <b>Beef Hamburger \$11.99/meal (2)</b>                                 | <input type="checkbox"/> |
| <b>Pork Chop \$14.49/meal (3)</b>                                      | <input type="checkbox"/> |
| <b>Baby Back Ribs \$15.49/meal (4)</b>                                 | <input type="checkbox"/> |
| <b>Chicken Breast \$15.49/meal (5)</b>                                 | <input type="checkbox"/> |
| <b>Plant-based Patty \$12.49/meal (6)</b>                              | <input type="checkbox"/> |
| <b>Shrimp \$15.99/meal (7)</b>   | <input type="checkbox"/> |
| <b>Salmon \$19.49/meal (8)</b>   | <input type="checkbox"/> |
| <b>If these were the only options, I would buy something else. (9)</b> | <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)      |
|--|--------------------------|
| <b>Ribeye Steak \$23.99/meal (1)</b>                                   | <input type="checkbox"/> |
| <b>Beef Hamburger \$9.49/meal (2)</b>                                  | <input type="checkbox"/> |
| <b>Pork Chop \$14.49/meal (3)</b>                                      | <input type="checkbox"/> |
| <b>Baby Back Ribs \$17.99/meal (4)</b>                                 | <input type="checkbox"/> |
| <b>Chicken Breast \$10.49/meal (5)</b>                                 | <input type="checkbox"/> |
| <b>Plant-based Patty \$12.49/meal (6)</b>                              | <input type="checkbox"/> |
| <b>Shrimp \$13.49/meal (7)</b>   | <input type="checkbox"/> |
| <b>Salmon \$19.49/meal (8)</b>   | <input type="checkbox"/> |
| <b>If these were the only options, I would buy something else. (9)</b> | <input type="checkbox"/> |



CE\_Scen20\_FoodServ Which of the following would you purchase?

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





CE\_Scen21\_FoodServ Which of the following would you purchase?

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

---

Page Break



CE\_Scen22\_FoodServ Which of the following would you purchase?

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



CE\_Scen23\_FoodServ Which of the following would you purchase?

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



CE\_Scen24\_FoodServ Which of the following would you purchase?

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

---

Page Break



CE\_Scen25\_FoodServ Which of the following would you purchase?

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



CE\_Scen26\_FoodServ Which of the following would you purchase?

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



CE\_Scen27\_FoodServ Which of the following would you purchase?

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

GP\_v1 If next time you are buying food to prepare at-home you see this 1-pound package of 85% lean ground pork available for \$3.49/lb (\$3.49 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

GP\_v7 If next time you are buying food to prepare at-home you see this 1-pound package of 90% lean ground pork available for \$3.49/lb (\$3.49 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v13 If next time you are buying food to prepare at-home you see this 1-pound package of ground pork available for \$3.49/lb (\$3.49 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v2 If next time you are buying food to prepare at-home you see this 2-pound package of 85% lean ground pork available for \$3.49/lb (\$6.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v8 If next time you are buying food to prepare at-home you see this 2-pound package of 90% lean ground pork available for \$3.49/lb (\$6.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v14 If next time you are buying food to prepare at-home you see this 2-pound package of ground pork available for \$3.49/lb (\$6.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v3 If next time you are buying food to prepare at-home you see this 1-pound package of 85% lean ground pork available for \$4.99/lb (\$4.99 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v9 If next time you are buying food to prepare at-home you see this 1-pound package of 90% lean ground pork available for \$4.99/lb (\$4.99 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v15 If next time you are buying food to prepare at-home you see this 1-pound package of ground pork available for \$4.99/lb (\$4.99 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v4 If next time you are buying food to prepare at-home you see this 2-pound package of 85% lean ground pork available for \$4.99/lb (\$9.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v10 If next time you are buying food to prepare at-home you see this 2-pound package of 90% lean ground pork available for \$4.99/lb (\$9.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v16 If next time you are buying food to prepare at-home you see this 2-pound package of ground pork available for \$4.99/lb (\$9.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v5 If next time you are buying food to prepare at-home you see this 1-pound package of 85% lean ground pork available for \$6.49/lb (\$6.49 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v11 If next time you are buying food to prepare at-home you see this 1-pound package of 90% lean ground pork available for \$6.49/lb (\$6.49 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v17 If next time you are buying food to prepare at-home you see this 1-pound package of ground pork available for \$6.49/lb (\$6.49 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v6 If next time you are buying food to prepare at-home you see this 2-pound package of 85% lean ground pork available for \$6.49/lb (\$12.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v12 If next time you are buying food to prepare at-home you see this 2-pound package of 90% lean ground pork available for \$6.49/lb (\$12.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

---

GP\_v18 If next time you are buying food to prepare at-home you see this 2-pound package of ground pork available for \$6.49/lb (\$12.98 for the package) how many packages would you buy?

▼ None (0 packages) (1) ... 6 or more packages (7)

**End of Block: Ground Pork WTP Block**

---

**Start of Block: Ground Pork Base Questions**

GroundPork\_Freq How often do you consume ground pork at home?

- Never / I can not recall last time (1)
  - Once per month (2)
  - Once per week (3)
  - More than once per week (4)
- 

GroundPork\_Use What best describes how you consume ground pork at home?

- Typically have ground pork as a main, center of plate item (1)
  - Typically have ground pork as a meal ingredient (2)
  - Vary between having ground pork as a main, center of plate item and a meal ingredient (3)
-

GroundPork\_PricePaid Please indicate the price (\$/lb) you would expect a grocery store in your area to charge for ground pork that you could buy for at-home preparation and consumption:

- under \$3.00/lb (1)
- \$3.00 to \$3.99/lb (2)
- \$4.00 to \$4.99/lb (3)
- \$5.00 to \$5.99/lb (4)
- \$6.00/lb or higher (5)

End of Block: Ground Pork Base Questions

---

Start of Block: AdHoc



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<br>next month (1) | Price will be about<br>the same next month<br>(2) | Price will be lower<br>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<br>oz<br>(ounces)<br>(1) | 5-8<br>oz (2)         | 9-12<br>oz (3)        | 13-16<br>oz (1<br>lb) (4) | 17-20<br>oz (5)       | 21-24<br>oz (2<br>lbs)<br>(7) | Over 2<br>lbs (24<br>oz) (8) | Never<br>Purchased<br>or Cannot<br>Remember<br>Last<br>Purchase<br>(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<br>Beef/Hamburger<br>(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

Fav\_Beef What is your favorite beef item/product?

---

---

---

---

---

---

Value\_Beef What beef item/product do you believe presents the best value for your money?

---

---

---

---

---

---

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<br>Purchase<br>d or<br>Cannot<br>Remember<br>r Last<br>Purchase<br>(1) | Labeled<br>Organic<br>(2) | Labeled<br>Free of<br>Added<br>Hormone<br>s (3) | Labeled<br>Free of<br>Added<br>Antibiotic<br>s (4) | Labeled<br>Natural<br>(5) | Labeled<br>as<br>Stall-<br>Free<br>(6) | Labeled<br>As<br>Animal<br>Welfare<br>Friendly<br>(7) | None<br>of the<br>Above<br>(8) |
|----------------------|--|---------------------------|---|--|---------------------------|--|---|--------------------------------|
| Bacon<br>(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<br>Chops<br>(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<br>(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="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



Fav\_Pork What is your favorite pork item/product?

---

---

---

---

---

Value\_Pork What pork item/product do you believe presents the best value for your money?

---

---

---

---

---

Page Break



HigherPrices\_Changes Which of the following best describe changes you have made in response to higher retail meat prices in 2022 (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 in 2022:

---

---

---

---

---

---

Page Break

Q273 Thinking about the multiple holidays during the December to January period, what best describes your current plans?

- I expect to spend more time than normal with family and friends (1)
  - I expect to spend about the same time as normal with family and friends (2)
  - I expect to spend less time than normal with family and friends (3)
- 

Q275 What best describes the amount you expect to spend on meat for holiday celebrations during the December to January period?

- I expect to spend more money than normal (1)
  - I expect to spend about the same amount of money as normal (2)
  - I expect to spend less money than normal (3)
- 

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)

---

Page Break

End of Block: AdHoc

---

Start of Block: SocioEcon

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

---

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

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

*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

---

PoliticalParty Which political party do you most identify with?

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

---

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

---