

MDM_Feb2021

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_AtHomeIngredien 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)

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Display This Question:

If Please take a moment and recall the main meals (breakfast, lunch, and dinner) you consumed yester... = At Home (e.g. At Personal Residence) [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)
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*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)
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= 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)
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- pepperoni (326)
- deli pork (327)
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- pulled pork (329)
- BBQ pork (330)
- other pork (331)

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

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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)

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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)

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

Lunch_AtHomeIng You indicated having Lunch at home yesterday.

Which of the following descriptions best applies to your Lunch?

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

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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)
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- Natural Foods Store (such as Whole Foods, Sprouts, etc.) (9)
- Meal Kits (such as Blue Apron, Hello Fresh, etc.) (10)
- Other (11)

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



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- chicken breasts (170)
- legs (171)
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- ground chicken (174)
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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)
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= 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.

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- salmon (494)
- shrimp (495)
- trout (496)
- catfish (497)
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= 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)

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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

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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)

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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



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

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

Page Break

Start of Block: ValuesIssues_PROTEIN



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

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

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

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

**Origin/Traceabili
ty** (if locations
and identities of producers
are known) (8)

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

**Animal
Welfare** (if
animal source of the product
was raised using animal
friendly means) (10)

**Environmental
Impact** (if
production and marketing of
the product impacts the
environment) (11)

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

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

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**Environmental
Impact** (if
production and marketing of
the product impacts the
environment) (11)

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



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

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

Cancer and meat consumption (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High protein diets (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swine Flu (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: ValuesIssues_PROTEIN

Start of Block: CE_Retail_Block1



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

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

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

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



CE_Scen1_Retail Which of the following would you purchase?

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



CE_Scen2_Retail Which of the following would you purchase?

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



CE_Scen3_Retail Which of the following would you purchase?

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

Page Break



CE_Scen4_Retail Which of the following would you purchase?

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



CE_Scen5_Retail Which of the following would you purchase?

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



CE_Scen6_Retail Which of the following would you purchase?

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

Page Break



CE_Scen7_Retail Which of the following would you purchase?

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



CE_Scen8_Retail Which of the following would you purchase?

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



CE_Scen9_Retail Which of the following would you purchase?

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

End of Block: CE_Retail_Block1

Start of Block: CE_Retail_Block2



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

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

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

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



CE_Scen10_Retail Which of the following would you purchase?

I would choose: (1)

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



CE_Scen11_Retail Which of the following would you purchase?

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



CE_Scen12_Retail Which of the following would you purchase?

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

Page Break



CE_Scen13_Retail Which of the following would you purchase?

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



CE_Scen14_Retail Which of the following would you purchase?

I would choose: (1)

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



CE_Scen15_Retail Which of the following would you purchase?

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

Page Break



CE_Scen16_Retail Which of the following would you purchase?

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



CE_Scen17_Retail Which of the following would you purchase?

I would choose: (1)

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



CE_Scen18_Retail Which of the following would you purchase?

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

End of Block: CE_Retail_Block2

Start of Block: CE_Retail_Block3



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

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

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

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



CE_Scen19_Retail Which of the following would you purchase?

I would choose: (1)

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



CE_Scen20_Retail Which of the following would you purchase?

I would choose: (1)

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



CE_Scen21_Retail Which of the following would you purchase?

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

Page Break



CE_Scen22_Retail Which of the following would you purchase?

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



CE_Scen23_Retail Which of the following would you purchase?

I would choose: (1)

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



CE_Scen24_Retail Which of the following would you purchase?

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

Page Break



CE_Scen25_Retail Which of the following would you purchase?

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



CE_Scen26_Retail Which of the following would you purchase?

I would choose: (1)

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



CE_Scen27_Retail Which of the following would you purchase?

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

End of Block: CE_Retail_Block3

Start of Block: CE_FoodService_Block1



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

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

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

Page Break

CE_RestText Imagine you are at your local restaurant for dinner.

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

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

Page Break



CE_Scen1_FoodServ Which of the following would you purchase?

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



CE_Scen2_FoodServ Which of the following would you purchase?

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



CE_Scen3_FoodServ Which of the following would you purchase?

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

Page Break



CE_Scen4_FoodServ Which of the following would you purchase?

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



CE_Scen5_FoodServ Which of the following would you purchase?

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



CE_Scen6_FoodServ Which of the following would you purchase?

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

Page Break



CE_Scen7_FoodServ Which of the following would you purchase?

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



CE_Scen8_FoodServ Which of the following would you purchase?

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



CE_Scen9_FoodServ Which of the following would you purchase?

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

End of Block: CE_FoodService_Block1

Start of Block: CE_FoodService_Block2



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

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

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

Page Break

CE_RestText2 Imagine you are at your local restaurant for dinner.

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

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

Page Break



CE_Scen10_FoodServ Which of the following would you purchase?

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



CE_Scen11_FoodServ Which of the following would you purchase?

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



CE_Scen12_FoodServ Which of the following would you purchase?

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

Page Break



CE_Scen13_FoodServ Which of the following would you purchase?

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



CE_Scen14_FoodServ Which of the following would you purchase?

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



CE_Scen15_FoodServ Which of the following would you purchase?

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

Page Break



CE_Scen16_FoodServ Which of the following would you purchase?

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



CE_Scen17_FoodServ Which of the following would you purchase?

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



CE_Scen18_FoodServ Which of the following would you purchase?

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

End of Block: CE_FoodService_Block2

Start of Block: CE_FoodService_Block3



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

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

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

Page Break

CE_RestText3 Imagine you are at your local restaurant for dinner.

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

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

Page Break



CE_Scen19_FoodServ Which of the following would you purchase?

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



CE_Scen20_FoodServ Which of the following would you purchase?

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



CE_Scen21_FoodServ Which of the following would you purchase?

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

Page Break



CE_Scen22_FoodServ Which of the following would you purchase?

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



CE_Scen23_FoodServ Which of the following would you purchase?

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



CE_Scen24_FoodServ Which of the following would you purchase?

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

Page Break



CE_Scen25_FoodServ Which of the following would you purchase?

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



CE_Scen26_FoodServ Which of the following would you purchase?

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



CE_Scen27_FoodServ Which of the following would you purchase?

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

End of Block: CE_FoodService_Block3

Start of Block: KNOWLEDGE



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

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



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

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

End of Block: KNOWLEDGE

Start of Block: AdHoc

Coro_III Have you, or someone in your family obtained the coronavirus?

- Yes (1)
- No (2)

Coro_Employ As a result of the coronavirus pandemic, did you or someone in your family experience a change in employment status (laid off, furloughed, reduced hours, fired, etc.)?

- Yes (1)
- No (2)

Display This Question:

If As a result of the coronavirus pandemic, did you or someone in your family experience a change in... = Yes



Coro_Employ_OpenEnd You indicated that the coronavirus pandemic has impacted employment status for you or someone in your family.

In your own words, please explain how.

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)



Vac_Time There is significant interest around the development of an available coronavirus vaccine. What best describes your expectations regarding when a vaccine will be available to you?

▼ September 2020 (1) ... Never, I do not believe a vaccine will be developed and available to me (14)

Vac_Rest If you had a vaccine available, what best describes the changes you would likely make regarding meals, dining-in at restaurants (eating on-site)?

- immediately have more dine-in meals at restaurants (1)
- slowly begin to have some more dine-in meals at restaurants (2)
- would not change the number of dine-in meals at restaurants (3)

Page Break



Source_Trustworthy Please indicate how trustworthy is information about meat and livestock from the following sources?

Drag-and-drop 5 items into each of the Most and Least trustworthy buckets.

Most Trustworthy (Place 5 Items Here)	Least Trustworthy (Place 5 Items Here)
<input type="checkbox"/> American Farm Bureau (1)	<input type="checkbox"/> American Farm Bureau (1)
<input type="checkbox"/> North American Meat Institute (2)	<input type="checkbox"/> North American Meat Institute (2)
<input type="checkbox"/> A Professor from Harvard University (3)	<input type="checkbox"/> A Professor from Harvard University (3)
<input type="checkbox"/> A Professor from Texas A&M University (4)	<input type="checkbox"/> A Professor from Texas A&M University (4)
<input type="checkbox"/> ABC Nightly News (5)	<input type="checkbox"/> ABC Nightly News (5)
<input type="checkbox"/> U.S. Department of Agriculture (6)	<input type="checkbox"/> U.S. Department of Agriculture (6)
<input type="checkbox"/> U.S. Food and Drug Administration (7)	<input type="checkbox"/> U.S. Food and Drug Administration (7)
<input type="checkbox"/> Humane Society of the United States (8)	<input type="checkbox"/> Humane Society of the United States (8)
<input type="checkbox"/> Center for Science in the Public Interest (9)	<input type="checkbox"/> Center for Science in the Public Interest (9)
<input type="checkbox"/> Tyson Foods (10)	<input type="checkbox"/> Tyson Foods (10)
<input type="checkbox"/> Chipotle Mexican Grill (11)	<input type="checkbox"/> Chipotle Mexican Grill (11)
<input type="checkbox"/> McDonalds (12)	<input type="checkbox"/> McDonalds (12)
<input type="checkbox"/> American Medical Association (13)	<input type="checkbox"/> American Medical Association (13)
<input type="checkbox"/> New York Times (14)	<input type="checkbox"/> New York Times (14)
<input type="checkbox"/> Twitter (15)	<input type="checkbox"/> Twitter (15)

Page Break



Sourth_Know How much do you know about each of the following meat and livestock sources?

	Nothing (1)	A Little (2)	A Moderate Amount (3)	Quiet a Bit (4)	A Great Deal (5)
American Farm Bureau (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North American Meat Institute (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Professor from Harvard University (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Professor from Texas A&M University (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ABC Nightly News (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. Department of Agriculture (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. Food and Drug Administration (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humane Society of the United States (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Center for Science in the Public Interest (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tyson Foods (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chipotle Mexican Grill (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonalds (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

American
Medical
Association
(13)



New York
Times (14)



Twitter (15)



Source_Heard How much have you heard about each of the following meat and livestock sources?

	Nothing (1)	A Little (2)	A Moderate Amount (3)	Quiet a Bit (4)	A Great Deal (5)
American Farm Bureau (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North American Meat Institute (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Professor from Harvard University (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A Professor from Texas A&M University (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ABC Nightly News (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. Department of Agriculture (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
U.S. Food and Drug Administration (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humane Society of the United States (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Center for Science in the Public Interest (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tyson Foods (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chipotle Mexican Grill (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonalds (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

American
Medical
Association
(13)

New York
Times (14)

Twitter (15)

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

PoliticalParty Which political party do you most identify with?

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

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

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

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

Page Break

End of Block: SocioEcon

Start of Block: END

END Thank you for your time!

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

End of Block: END
