

# MDM\_Jul2020

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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.

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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?

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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](#)

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End of Block: IRB\_QUALIFY\_BaseFreq

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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.

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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"/>

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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)

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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)

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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)

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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)

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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)

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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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*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)

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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)
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  - BBQ beef (17)
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-



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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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- other pork (331)

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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)

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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)
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- other alternative protein (615)

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*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)
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*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)
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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)

deli sliced beef (12)

sausage (13)

stew meat (14)

beef sandwiches (15)

pulled beef (16)

BBQ beef (17)

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- shrimp (495)
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- catfish (497)
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- pollock (499)
- cod (500)
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- clams (502)
- white fish (503)
- wild fish (504)
- fish sandwiches (505)
- other fish/seafood (506)

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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)

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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) [ 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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*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)
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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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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)

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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)

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Page Break

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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)

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</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)

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**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)

High protein  
diets (16)

End of Block: ValuesIssues\_PROTEIN

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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)

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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"/>

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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"/>

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)

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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"/>

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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"/>

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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"/>

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"/>

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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"/>

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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"/>

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)

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Page Break

CE\_RestText Imagine you are at your local restaurant for dinner.

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

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

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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"/>

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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"/>

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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)

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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.

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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"/>

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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)

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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.

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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"/>

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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"/>

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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: AdHoc

Coro\_III Have you, or someone in your family obtained the coronavirus?

- Yes (1)
- No (2)



Coro\_StayAtHome Is your state of residence currently under a "stay-at-home" order (in response to the coronavirus)?

- Yes (1)
  - No (2)
  - I do not know (3)
- 

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)

End of Block: AdHoc

---

Start of Block: Changes\_COVID



Changes\_Food Please indicate which of the following changes you have made due to the coronavirus pandemic (please select all that apply):

- Increased purchase of food products that have been handled less (e.g. purchasing contact-free, touch-less, etc. products) (1)
  - Increased the volume of food on-hand (e.g. increased home pantry, refrigerator, or freezer supplies) (2)
  - Increased purchase of food products that are locally-sourced (3)
  - Increased purchase of larger food packages that were handled less before my purchase, yet require more at-home preparation before use (4)
  - Purchased food items or packages I normally would not buy (5)
  - Increased cleaning and sanitation of purchased food products and packages (6)
- 



Changes\_Beef Please indicate which of the following changes you have made due to the coronavirus pandemic (please select all that apply):

- Increased purchase of beef products that have been handled less (e.g. purchasing contact-free, touch-less, etc. products) (1)
  - Increased the volume of beef on-hand (e.g. increased home pantry, refrigerator, or freezer supplies) (2)
  - Increased purchase of beef products that are locally-sourced (3)
  - Increased purchase of larger beef packages that were handled less before my purchase, yet require more at-home preparation before use (4)
  - Purchased beef items or packages I normally would not buy (5)
  - Increased cleaning and sanitation of purchased beef products and packages (6)
- 



Changes\_Pork Please indicate which of the following changes you have made due to the coronavirus pandemic (please select all that apply):

- Increased purchase of pork products that have been handled less (e.g. purchasing contact-free, touch-less, etc. products) (1)
- Increased the volume of pork on-hand (e.g. increased home pantry, refrigerator, or freezer supplies) (2)
- Increased purchase of pork products that are locally-sourced (3)
- Increased purchase of larger pork packages that were handled less before my purchase, yet require more at-home preparation before use (4)
- Purchased pork items or packages I normally would not buy (5)
- Increased cleaning and sanitation of purchased pork products and packages (6)

End of Block: Changes\_COVID

---

Start of Block: Size\_WTP



Size\_Beef15 Suppose tomorrow you are shopping for your favorite beef product to be consumed at-home. This beef product is available in two different package formats and prices.

For instance, either individual steak cuts OR a larger product from which you cut individual steaks could be purchased.

What beef package would you select?

- Product is packaged as individual-serving size, involves minimal at-home pre-cooking effort, and sells for full retail price. (1)
- Product is packaged containing multiple servings, requires additional at-home pre-cooking effort, and sells for 15% less than full retail price. (2)



Size\_Beef30 Suppose tomorrow you are shopping for your favorite beef product to be consumed at-home. This beef product is available in two different package formats and prices.

For instance, either individual steak cuts OR a larger product from which you cut individual steaks could be purchased.

What beef package would you select?

- Product is packaged as individual-serving size, involves minimal at-home pre-cooking effort, and sells for full retail price. (1)
  - Product is packaged containing multiple servings, requires additional at-home pre-cooking effort, and sells for 30% less than full retail price. (2)
- 



Size\_Pork15 Suppose tomorrow you are shopping for your favorite pork product to be consumed at-home. This pork product is available in two different package formats and prices.

For instance, either individual pork chops OR a larger product from which you cut individual pork chops could be purchased.

What pork package would you select?

- Product is packaged as individual-serving size, involves minimal at-home pre-cooking effort, and sells for full retail price. (1)
  - Product is packaged containing multiple servings, requires additional at-home pre-cooking effort, and sells for 15% less than full retail price. (2)
- 



Size\_Pork30 Suppose tomorrow you are shopping for your favorite pork product to be consumed at-home. This pork product is available in two different package formats and prices.

For instance, either individual pork chops OR a larger product from which you cut individual pork chops could be purchased.

What pork package would you select?

- Product is packaged as individual-serving size, involves minimal at-home pre-cooking effort, and sells for full retail price. (1)
- Product is packaged containing multiple servings, requires additional at-home pre-cooking effort, and sells for 30% less than full retail price. (2)

End of Block: Size\_WTP

---

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)
- 

Page Break

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Farm Have you ever worked on a farm or ranch?

Yes (1)

No (2)

---

Gender What is your gender?

Male (1)

Female (2)

---

MaritalStatus What is your current marital status?

▼ Single, Never Married (1) ... Widowed (5)

---

Page Break

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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?

---

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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

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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)

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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

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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

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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.

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End of Block: END

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