

QUESTIONNAIRE

Start of Block: Introduction

CONSENT Thank you for accepting our survey request. The information you provide will be used for research purposes. The following form contains an explanation of our study and your rights as a research participant.

RESEARCH PARTICIPANT CONSENT FORM

Key Information: Please take the time to review this information carefully. This is a research study. Your participation in this study is voluntary, which means you may choose not to participate at any time without penalty. If you decide to take part, please indicate so at the bottom of this form.

Purpose: Our goal for this research survey is to track consumer preferences, behaviors, and sentiments concerning the sustainability, quality, and price of food purchased and consumed in the last 30 days.

Procedures: This web-based survey will take about 15 minutes to complete. You will answer questions about topics like your food security, food expenditures, and food preferences. We also ask some basic demographic questions.

Risks of Participation: The risks associated with this study are minimal. They are not greater than those ordinarily encountered in daily life, and you may stop at any time. Importantly, this survey has a number of questions embedded in it as validity checks to ensure that you are not a robot and are fully reading and answering each question. A unique combination of answers to those questions may result in your survey being rejected.

Benefits: This study will help researchers track consumer demand for various food products, understand awareness of food-related issues, and anticipate the impact of current events or activities on the food system.

Costs: There are no anticipated costs to participate in this research.

Confidentiality: No one will 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 researchers with no intention to destroy the data. The data will only be released in summaries in which no individual's answers can be identified. The project's research records may be reviewed by departments at Purdue University responsible for regulatory and research oversight.

Participant Rights: Your participation in this study is voluntary. You may choose not to participate or, if you agree to participate, you may withdraw your participation at any time without penalty or loss of benefits to which you are otherwise entitled. However, you cannot withdraw the collected data, once the data is transferred to Purdue University's computers.

Contact Information: If you have questions or comments about this project, please contact Sam Polzin at (802) 275-5025 or spolzin@purdue.edu. To send an anonymous report, visit Purdue's Hotline at

www.purdue.edu/hotline. If you have questions about your rights while taking part in the study or have concerns about the treatment of research participants, please call the Human Research Protection Program at (765) 494-5942, email irb@purdue.edu, or write to: Human Research Protection Program - Purdue University Ernest C. Young Hall, Room 1032, 155 S. Grant St., West Lafayette, IN 47907-2114.

Documentation of Informed Consent: I have read and fully understand the consent form. By clicking below, I am indicating that I freely and voluntarily agree to participate in this study and acknowledge that I am at least 18 years of age. It is recommended that you print a copy of this consent page for your records before you begin.

- Yes, I want to participate in this study. (1)
- No, I do not want to participate in this study. (2)

End of Block: Introduction

Start of Block: Quotas

QUO1 What is your age?

- 17 years or younger (1)
- 18 - 24 years old (2)
- 25 - 34 years old (3)
- 35 - 44 years old (4)
- 45 - 54 years old (5)
- 55 - 64 years old (6)
- 65 - 74 years old (7)
- 75 years or older (8)

QUO2 Do you describe yourself as male, female, or transgender?

- Male (1)
- Female (2)
- Transgender (3)
- None of these (4)

QUO3 What is your race? (select all that apply)

- White (1)
- Black or African American (2)
- American Indian or Alaska Native (3)

- Asian Indian (4)
- Chinese (5)
- Filipino (6)
- Japanese (7)
- Korean (8)
- Vietnamese (9)
- Other Asian (10)
- Native Hawaiian (11)
- Guamanian or Chamorro (12)
- Samoan (13)
- Other Pacific Islander (14)
- Some other race (15)

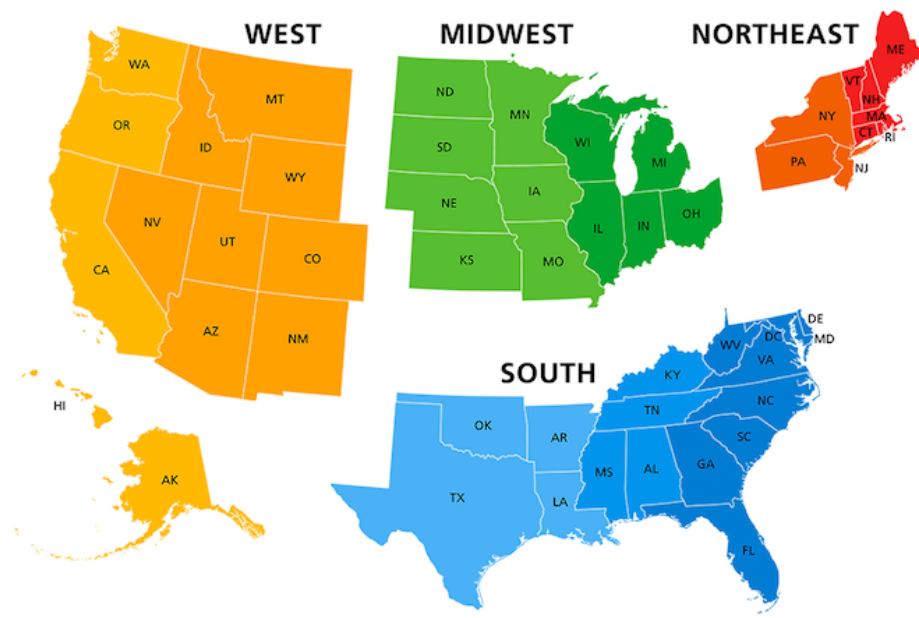
QUO4 Are you of Hispanic, Latino, or Spanish origin?

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

QUO5 In 2021, what was your total household income before taxes?

- Less than \$15,000 (1)
- \$15,000 - \$24,999 (2)
- \$25,000 - \$34,999 (3)
- \$35,000 - \$49,999 (4)
- \$50,000 - \$74,999 (5)
- \$75,000 - \$99,999 (6)
- \$100,000 - \$149,999 (7)
- \$150,000 - \$199,999 (8)
- \$200,000 or more (9)

QUO6 In which region do you live?



UNITED STATES CENSUS REGIONS

- Northeast (1)
- Midwest (2)
- South (3)
- West (4)
- Outside the U.S. (5)

End of Block: Quotas

Start of Block: Sustainability

SUS1 Reflect on your own diet and your experience purchasing food in recent weeks. Think about the food you plan to buy over the next few weeks. Do you expect to make any changes? Please tell us which of the following statements apply to you and your food.

- Buy mostly whole fruits, vegetables, grains, nuts, and beans (1)
- Avoid most highly processed foods that have empty calories (2)
- Buy a diversity of foods with many different fats, proteins, vitamins, etc. (3)
- Avoid buying too much food and creating food waste (4)
- Buy foods with lower land, water, and greenhouse gas footprints (5)
- Avoid highly packaged foods and single-use plastics (6)

- Buy food that is produced humanely for both animals and workers (7)
- Avoid food businesses that are unfair or exploitative in their practices (9)
- Buy food that fits my cultural or customary diet (12)
- Buy food that is affordable and fits my budget (13)
- Buy food from stores and restaurants where I have lots of options (14)
- Buy food whenever and wherever I want it (15)
- Buy enough food to last so that I don't go hungry (16)
- Avoid low quality foods that are not desirable or nourishing (17)
- Buy food that is safe and free of dangerous chemicals or bacteria (18)
- Buy tasty food that is pleasing and satisfying to me (19)
- Buy visually appealing food that looks good to me (20)
- Buy food that makes me feel good, physically and mentally (21)
- o No, and I don't expect to in the next 6 months (0)
- o No, but I want to start in the next 6 months (1)
- o I want to and I plan to start in the next month (2)
- o Yes, but I only started within the last 6 months (3)
- o Yes, and I have for more than 6 months (4)

End of Block: Sustainability

Start of Block: Values

VAL1 How important are the following attributes when purchasing food? Based on a total of 100 points, please rank the importance of these attributes to you, allocating the most points to the category you consider the most important. NOTE: You must allocate exactly 100 points to proceed.

Nutrition
(amount and type of fat, protein, vitamins, etc. are healthy and nourishing) : _____ (1)

Environmental impact
(production and consumption improve rather than damage environment) : _____ (2)

Social responsibility
(farmers, processors, retailers, workers, animals and consumers all benefit) : _____ (3)

Affordability
(food prices are reasonable, fit within your budget, and allow you lots of choices) : _____ (4)

Availability

(enough safe and desirable food is easy to find and physically accessible) : _____ (5)

Taste

(flavor and texture in your mouth are pleasing and high quality) : _____ (6)

Total : _____

End of Block: Values

Start of Block: Satisfaction

SAT1 Taking all things together, would you say you are...

- Very happy (1)
- Rather happy (2)
- Not very happy (3)
- Not at all happy (4)

SAT2 Now imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you.

On which step of the ladder would you say you personally feel you stand at this time?

- 10 (10)
- 9 (9)
- 8 (8)
- 7 (7)
- 6 (6)
- 5 (5)
- 4 (4)
- 3 (3)
- 2 (2)
- 1 (1)
- 0 (0)

SAT3 Taking all things in your diet together, and thinking about the food you bought and ate in the LAST 30 DAYS, would you say you are...

- Very happy (1)

- Rather happy (2)
- Not very happy (3)
- Not at all happy (4)

SAT4 Now imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. The top of the ladder represents the best possible diet for you and the bottom of the ladder represents the worst possible diet for you.

Thinking about the food you bought and ate over the LAST 30 DAYS, on which step of the ladder would you say you personally feel you stand at this time?

- 10 (10)
- 9 (9)
- 8 (8)
- 7 (7)
- 6 (6)
- 5 (5)
- 4 (4)
- 3 (3)
- 2 (2)
- 1 (1)
- 0 (0)

SAT5 We appreciate your participation in this survey. Ensuring that we have quality data is important to us. Please select 3 to show that you are reading each question.

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)

End of Block: Satisfaction

Start of Block: Security

SEC0 These next questions are about the food eaten in your household in the LAST 30 DAYS and whether you were able to afford the food you need.

SEC1 "The food that (I/we) bought just didn't last, and (I/we) didn't have money to get more." Was this

statement often, sometimes, or never true for your household in the LAST 30 DAYS?

- Often true (1)
- Sometimes true (2)
- Never true (3)
- Don't know (4)

SEC2 "(I/we) couldn't afford to eat balanced meals." Was this statement often, sometimes, or never true for your household in the LAST 30 DAYS?

- Often true (1)
- Sometimes true (2)
- Never true (3)
- Don't know (4)

SEC3 In the LAST 30 DAYS did you or other adults in your household ever cut the size of your meals or skip meals because there wasn't enough money for food?

- Yes (1)
- No (2)
- Don't know (3)

Display This Question:
If SEC3 = 1

SEC4 In the LAST 30 DAYS, how many days did you or other adults in your household cut the size of your meals or skip meals because there wasn't enough money for food?

▼ 1 (1) ... Don't know (31)

SEC5 In the LAST 30 DAYS, did you ever eat less than you felt you should because there wasn't enough money for food?

- Yes (1)
- No (2)
- Don't know (3)

SEC6 In the LAST 30 DAYS, were you ever hungry but didn't eat because there wasn't enough money for food?

- Yes (1)
- No (2)

- o Don't know (3)

SEC7 In the LAST 30 DAYS, did you or anyone in your household get free groceries from a food pantry, food bank, church, or other place that provides free food?

- o Yes (1)
- o No (2)

SEC8 Do you or does anyone in your household CURRENTLY receive benefits from the Supplemental Nutrition Assistance Program (SNAP) or the Food Stamp Program?

- o Yes (1)
- o No (2)

Display This Question:
If SEC8 = 1

SEC9 How many months have you or anyone in your household been receiving benefits from the Supplemental Nutrition Assistance Program (SNAP) or the Food Stamp Program?

- ▼ 1 or less (1) ... 24 or more (24)

Display This Question:
If SEC8 = 2

SEC10 Have you or anyone in your household EVER received benefits from the Supplemental Nutrition Assistance Program (SNAP) or the Food Stamp Program?

- o Yes (1)
- o No (2)

End of Block: Security

Start of Block: Spending

SPN0 Now we are going to ask about expenses for food your household has purchased in the LAST 30 DAYS. Think carefully about where you have shopped and what you have eaten recently.

SPN1 How much of the shopping for food do you do for your household?

- o 100% (1)
- o 75% (2)
- o 50% (3)
- o 25% (4)
- o None (5)

SPN2 What has been your household's usual WEEKLY expense for food bought during grocery

shopping?

▼ \$0 (1) ... \$400 or more (81)

SPN3 Where did your household last purchase or pickup groceries?

- Superstore (1)
- Grocery store (2)
- Convenience store (3)
- Farmers market (4)
- Food bank or pantry (5)
- Specialty or natural foods store (6)
- Other (specify) (7) _____

SPN4 Were your last groceries...

- Selected and bought in-store (1)
- Selected and bought online and delivered (2)
- Selected and bought online and picked up (3)
- Other (specify) (4) _____

SPN5 What has been your household's usual WEEKLY expense for meals or snacks from restaurants, fast food places, cafeterias, carryout, or other such places?

▼ \$0 (1) ... \$400 or more (81)

SPN6 How many days until you or someone in your household receives your next paycheck from a job, benefit from the government, or any other source of income?

▼ 0 (1) ... Don't know (32)

SPN7 Will your household have to wait until your next payment to buy groceries again?

- Yes (1)
- No (2)

SPN8 Will your household have to wait until your next payment to eat out at a restaurant again?

- Yes (1)
- No (2)

SPN9 Compared to last year at this time, are the prices you paid for food at the grocery store higher or lower?

▼ 10% lower or more (1) ... 10% higher or more (21)

SPN10 Thinking ahead to next year at this time, do you expect the prices you pay for food at the grocery store to be higher or lower?

▼ 10% lower or more (1) ... 10% higher or more (21)

End of Block: Spending

Start of Block: Behaviors

BEH1 Below are several statements about common shopping and eating habits. For each statement, please tell us how often that statement applied to you in the LAST 30 DAYS.

Chose organic foods over non-organic foods (1)

Chose local foods over non-local foods (2)

Chose cage-free eggs over conventional eggs (3)

Chose wild-caught fish over farm-raised fish (4)

Chose grass-fed beef over conventional beef (5)

Chose plant-based proteins over animal proteins (6)

Chose generic foods over brand foods (7)

Checked for GMO ingredients (8)

Checked for natural or clean labels (9)

Checked the nutrition label before buying new foods (10)

Checked where my food originated (11)

Checked how my food was produced (12)

Checked the use-by/sell-by date at the store (13)

Checked for food recalls (14)

Ate fruits or vegetables without washing them (15)

Ate rare or undercooked meat (16)

Ate raw dough or batter (17)

Took steps to reduce food waste at home (18)

Threw away food past the use-by date (19)

Composted food scraps (20)

Recycled food packaging (21)

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)
- Does not apply (6)

BEH2 Are you a vegetarian or a vegan?

- Yes (1)
- No (2)

BEH3 Is another member of your household vegetarian or vegan?

- Yes (1)
- No (2)
- Does not apply (3)

BEH4 How often does your household eat home-cooked meals on a WEEKLY basis?

- Less than 1 time (1)
- 1 - 3 times (2)
- 4 - 6 times (3)
- 7 or more times (4)

End of Block: Behaviors

Start of Block: Trends

TND1 In the LAST 30 DAYS, have you been unable to find a specific food product at the stores where you usually shop?

- Yes (specify) (1) _____
- No (2)

TND2 In the LAST 30 DAYS, have you noticed any new food products on the shelves at the grocery store?

- Yes (specify) (1) _____
- No (2)

TND3 In the LAST 30 DAYS, have you removed from your diet or tried to limit your intake of a specific

food, drink, nutrient, ingredient, or brand?

- Yes (specify) (1) _____
- No (2)

TND4 Food prices have risen about 10% over the past two years. How have you changed your grocery shopping? (select up to three items that most apply)

- Little or no change (1)
- Switched to cheaper brands (2)
- Switched to generic brands (3)
- Shopped at cheaper stores (4)
- Sought out more sales and discounts (5)
- Used more coupons (6)
- Spent more time searching better prices online (7)
- Bought more bulk foods (8)
- Bought more staple foods like pasta or beans (9)
- Bought fewer non-essential foods like ice cream (10)
- Bought fewer premium foods like meat or fruit (11)
- Spent less on other goods like clothes or electronics to maintain food consumption (12)

TND5 As of January 1st, food that is genetically modified in a way that is not possible through conventional breeding must be labeled with the text "bioengineered" or "contains a bioengineered ingredient." Companies can also use the labels below or include a QR code with more information about the food item.



Have you seen any form of this label at the store?

- No, I have never seen this label before (1)
- No, I have not seen this label at the store but am familiar with it (2)
- I think I have seen this label at the store but did not know what it meant (3)
- Yes, I have seen this label more at the store but do not check for it (4)
- Yes, I always check for this label at the store (5)

End of Block: Trends

Start of Block: Trust

TRU1 How much do you trust information about healthy and sustainable food from the following sources? Please select the 5 most trusted sources and 5 least trusted sources.

Most trusted (select 5 items)

- Food and Drug Administration (1)
- Department of Agriculture (2)
- Dietary Guidelines for Americans (3)
- American Medical Association (4)
- American Farm Bureau Federation (5)
- Center for Science in the Public Interest (6)
- Nestlé (7)
- Tyson Foods (8)
- McDonald's (9)
- Chipotle (10)
- New York Times (11)
- Fox News (12)
- CNN (13)
- NPR (14)
- Joe Rogan (15)
- Harvard University (16)
- Ohio State University (17)

Least trusted (select 5 items)

- Food and Drug Administration (1)
- Department of Agriculture (2)
- Dietary Guidelines for Americans (3)
- American Medical Association (4)
- American Farm Bureau Federation (5)
- Center for Science in the Public Interest (6)
- Nestlé (7)
- Tyson Foods (8)
- McDonald's (9)
- Chipotle (10)
- New York Times (11)
- Fox News (12)
- CNN (13)
- NPR (14)
- Joe Rogan (15)
- Harvard University (16)
- Ohio State University (17)

___ Primary care physician (18)

___ Primary care physician (18)

___ Friends (19)

___ Friends (19)

___ Family (20)

___ Family (20)

TRU2 Thinking about where you usually get your information on food and nutrition, how much do you trust these sources overall?

- Do not trust at all (1)
- Somewhat distrust (2)
- Neither trust nor distrust (3)
- Somewhat trust (4)
- Completely trust (5)

End of Block: Trust

Start of Block: Policy

POL1 Do you favor or oppose the following policies?

Agricultural Research Funding. Increase agricultural research funding to develop crops more resistant to heat, drought, and flooding through plant breeding and biotechnologies. (1)

Conservation Programs Funding. Increase conservation program funding to pay farmers and ranchers to adopt climate-smart practices and help improve environmental outcomes. (2)

Citizenship for Undocumented Farmworkers. Enable undocumented farmworkers and their immediate family members to obtain lawful immigration status and a pathway to citizenship. (3)

Carbon Emissions Tax. Impose a fee on all food producers according to the carbon footprint of their products unless they take clear action to reduce their greenhouse gas emissions. (4)

Expand Supplemental Nutrition Assistance Program. Permanently extend and expand pandemic-related changes to SNAP that increase benefits and lower barriers to participation. (5)

Sweetened Beverages Tax. Increase the prices of drinks with added sugar by 25%. Examples of affected beverages include carbonated soft drinks (soda), sports drinks, and energy drinks. (6)

Child Advertising Ban. Prohibit marketing on TV, via online video streams, etc. of unhealthy food and beverage products such as junk foods and sodas to children. (7)

Regulate Environmental Claims. Impose new regulations on the environmental claims food companies can make about their products. Examples include claims about water, soil, and air pollution. (8)

Fast Food Zoning Laws. Implement zoning regulations to restrict the number of fast food outlets and drive-through facilities near schools, parks, hospitals, and other public areas. (9)

Regulate Confined Animal Feeding Operations. Place moratorium on new and expanding CAFOs,

phase out the largest CAFOs, and pay farmers to transition out of operating CAFOs. (10)

Data Quality Check. Please select Favor to demonstrate that you are reading each question. Thank you again for helping us ensure that we are collecting quality data. (11)

- Favor (1)
- Oppose (2)

End of Block: Policy

Start of Block: Demographics

DEMO This last section is going to ask additional questions about you and your household.

DEM1 What is your ZIP Code?

DEM2 In what year were you born?

▼ 1920 (1) ... 2020 (101)

DEM3 Where were you born?

- In the United States (1)
- Outside the United States (specify) (2) _____

DEM4 Do you speak a language other than English at home?

- Yes (specify) (1) _____
- No (2)

DEM5 What is your current marital status?

- Now married (1)
- Widowed (2)
- Divorced (3)
- Separated (4)
- Never married (5)

DEM6 What is the highest level of education you have completed?

- Less than high school (1)
- Some high school (2)
- High school graduate or equivalent (for example: GED) (3)

- o Some college, but degree not received or is in progress (4)
- o 2-year college degree (for example: AA, AS) (5)
- o 4-year college degree (for example: BA, BS) (6)
- o Graduate degree (for example: MA, PhD, MD, JD) (7)

DEM7 Are you currently a student enrolled at a college or university?

- o Yes (1)
- o No (2)

DEM8 How many total people (including yourself) live in your household?

▼ 1 (1) ... 10 or more (10)

DEM9 How many people under 18 years old currently live in your household?

▼ 0 (0) ... 10 or more (10)

Display This Question:
If DEM9 != 0

DEM10 In your household, are there...

- Children under 5 years old? (1)
- Children 5 through 11 years old? (2)
- Children 12 through 17 years old? (3)

DEM11 In the LAST WEEK, did you work for pay at a job (or business)?

- o Yes (1)
- o No (2)

DEM12 During the LAST 4 WEEKS, have you been actively looking for work?

- o Yes (1)
- o No (2)

DEM13 Are you retired (receive pension or retirement-income)?

- o No (1)
- o Yes, but still working and consider myself a worker (2)
- o Yes, still working but consider myself a retiree (3)
- o Yes, full-time retiree (4)

DEM14 During the LAST 4 WEEKS, what was your household income?

- Less than \$2,000 (1)
- \$2,000 - \$2,999 (2)
- \$3,000 - \$3,999 (3)
- \$4,000 - \$4,999 (4)
- \$5,000 - \$5,999 (5)
- \$6,000 - \$6,999 (6)
- \$7,000 - \$7,999 (7)
- \$8,000 - \$8,999 (8)
- \$9,000 - \$9,999 (9)
- \$10,000 or above (10)

DEM15 Do you currently farm or ranch for a living?

- Yes (1)
- No (2)

DEM16 Did your parents farm or ranch for a living?

- Yes (1)
- No (2)

DEM17 What is your religion, if any?

- Protestant (1)
- Roman Catholic (2)
- Mormon (3)
- Orthodox such as Greek or Russian Orthodox (4)
- Jewish (5)
- Muslim (6)
- Buddhist (7)
- Hindu (8)
- Atheist (9)
- Agnostic (10)

- o Something else (11)
- o Nothing in particular (12)

DEM18 In general, would you describe your political views as...

- o Very liberal (1)
- o Liberal (2)
- o Moderate (3)
- o Conservative (4)
- o Very conservative (5)

DEM19 With which political party do you most identify?

- o Democratic (1)
- o Republican (2)
- o I am an independent (3)
- o Other (for example: Green, Libertarian) (4)

DEM20 What is your weight in pounds?

▼ 50 (1) ... 400 (351)

DEM21 What is the ideal weight in pounds that you would like to reach or keep?

▼ 50 (1) ... 400 (351)

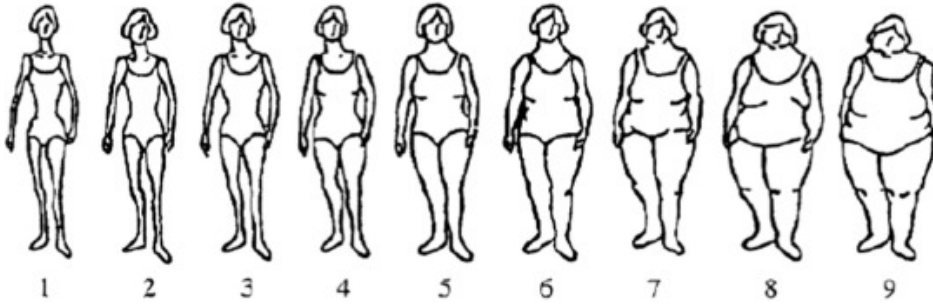
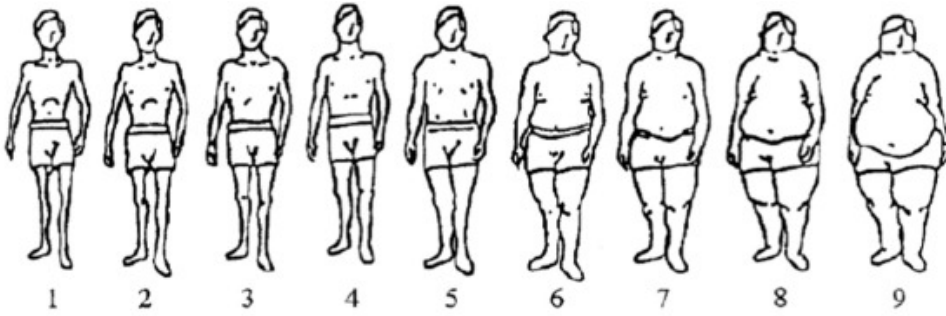
DEM22 What is your height in feet and inches?

▼ 4ft (1) ... 7ft (37)

DEM23 In general, would you say your health is...

- o Excellent (1)
- o Very good (2)
- o Good (3)
- o Fair (4)
- o Poor (5)
- o Don't know (6)

DEM24 Please choose the figure that reflects how you think you look.



- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)

End of Block: Demographics