

# 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 the survey manager Sam Polzin at (802) 275-5025 or [spolzin@purdue.edu](mailto:spolzin@purdue.edu) or principal investigator Dr. Jayson Lusk at (765) 494-4191 or [jlusk@purdue.edu](mailto:jlusk@purdue.edu). To send an anonymous report, visit Purdue's

Hotline at [www.purdue.edu/hotline](http://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](mailto: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)

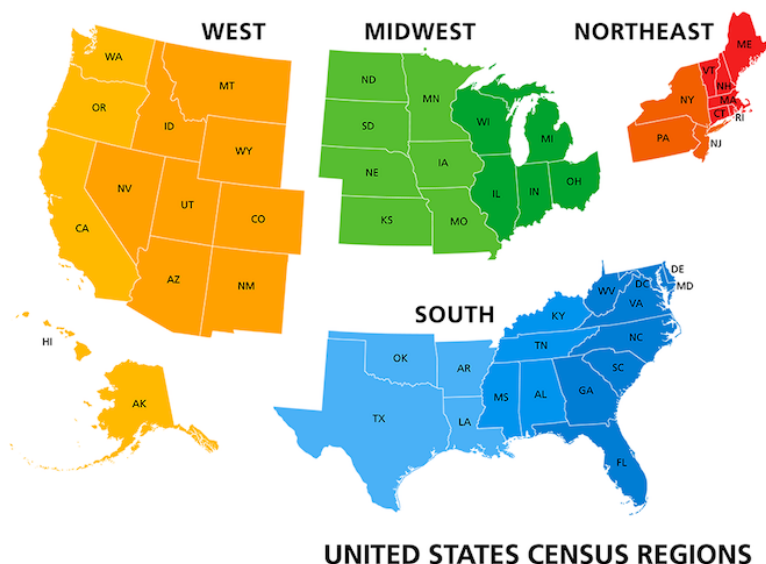
**QUO4** Are you of Hispanic, Latino, or Spanish origin?

- ☐ 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 2022, 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?



- o Northeast (1)
- o Midwest (2)
- o South (3)
- o West (4)
- o 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 (8)

Buy food that fits my cultural or customary diet (9)

- Buy food that is affordable and fits my budget (10)
- Buy food from stores and restaurants where I have lots of options (11)
- Buy food whenever and wherever I want it (12)
- Buy enough food to last so that I don't go hungry (13)
- Avoid low quality foods that are not desirable or nourishing (14)
- Buy food that is safe and free of dangerous chemicals or bacteria (15)
- Buy tasty food that is pleasing and satisfying to me (16)
- Buy visually appealing food that looks good to me (17)
- Buy food that makes me feel good, physically and mentally (18)
- 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)

### 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: Risk**

**RSK1** How do you evaluate yourself: Are you in general a more risk-taking person or do you try to avoid risks? Please respond on a scale of 0 (risk averse) to 10 (fully prepared to take risks).

- ☐ Risk averse 0 (1)
- ☐ 1 (2)
- ☐ 2 (3)
- ☐ 3 (4)
- ☐ 4 (5)
- ☐ 5 (6)
- ☐ 6 (7)
- ☐ 7 (8)

- ☐ 8 (9)
- ☐ 9 (10)
- ☐ Fully prepared to take risks 10 (11)

**RSK2** One can evaluate different areas of risk in different ways. How do you evaluate your attitude towards risk in the following areas? Please respond on a scale of 0 (risk averse) to 10 (fully prepared to take risks).

Your health (1)

Food consumed at home (2)

Food consumed away from home (from restaurants, fast food places, etc.) (3)

- ☐ Risk averse 0 (1)
- ☐ 1 (2)
- ☐ 2 (3)
- ☐ 3 (4)
- ☐ 4 (5)
- ☐ 5 (6)
- ☐ 6 (7)
- ☐ 7 (8)
- ☐ 8 (9)
- ☐ 9 (10)
- ☐ Fully prepared to take risks 10 (11)

**RSK3** How do you see yourself: Are you rather impatient or very patient? Please respond on a scale of 0 (very impatient) to 10 (very patient).

- ☐ Very impatient 0 (1)
- ☐ 1 (2)
- ☐ 2 (3)
- ☐ 3 (4)
- ☐ 4 (5)
- ☐ 5 (6)
- ☐ 6 (7)
- ☐ 7 (8)



- o 8 (9)
- o 9 (10)
- o Very patient 10 (11)

**End of Block: Risk**

**Start of Block: Security**

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?

- o Often true (1)
- o Sometimes true (2)
- o Never true (3)
- o 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?

- o Often true (1)
- o Sometimes true (2)
- o Never true (3)
- o 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?

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

- o 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)
- ☐ 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?

- ☐ Yes (1)
- ☐ 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?

- ☐ Yes (1)
- ☐ 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?

- ☐ Yes (1)
- ☐ No (2)

**End of Block: Security**

**Start of Block: Spending**

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?

- ☐ 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 pick up groceries?

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

**SPN4** Were your last groceries...

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

**Display This Question:**  
**If SPN4 != 2**

**SPN5** Which of the following best describes your household's last trip to purchase or pick up groceries?

- o Direct trip (from home to the store) (1)
- o Indirect trip (from the office, errands, or another location to the store) (2)

**Display This Question:**  
**If SPN4 != 2**

**SPN6** How long did you or someone in your household travel to purchase or pick up your last groceries?

▼ 5 minutes or less (1) ... 1 hour or more (12), Don't know (13)

**Display This Question:**  
**If SPN4 != 2**

**SPN7** How did you or someone in your household get to the store?

- ☐ Car (1)
- ☐ Walk (2)
- ☐ Bicycle (3)
- ☐ Bus, subway, or other public transit (4)
- ☐ Taxi, Uber, or other paid driver (5)

**SPN8** How long did you or someone in your household spend shopping for your last groceries?  
Note: Estimate time spent shopping online if your groceries were delivered.

▼ 5 minutes or less (1) ... 1 hour or more (12), Don't know (13)

**SPN9** In the LAST 30 DAYS, how many times did you or someone in your household go to the store to purchase or pick up groceries?

▼ 1 or less (1) ... 10 or more (10), Don't know (11)

**SPN10** 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)

**Display This Question:**  
**If SPN7 != 1**

**SPN11** What share of your spending on meals or snacks from restaurants, fast food places, cafeterias, etc. came from the following? Please divide 100 points between these options.

Restaurant (dine-in) : \_\_\_\_\_ (1)

Restaurant (take-away) : \_\_\_\_\_ (2)

Restaurant (delivery) : \_\_\_\_\_ (3)

Fast food (dine-in) : \_\_\_\_\_ (4)

Fast food (take-away/drive-through) : \_\_\_\_\_ (5)

Fast food (delivery) : \_\_\_\_\_ (6)

Cafeteria : \_\_\_\_\_ (7)

Other : \_\_\_\_\_ (8)

Total : \_\_\_\_\_

**SPN12** In the LAST 7 DAYS, how many meals did you eat away from home that were purchased from restaurants, fast food places, cafeterias, carryout, or other such places?

▼ 0 (1) ... 21 or more (22)

**SPN13** 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)

**SPN14** Will your household have to wait until your next payment to buy groceries again?

o Yes (1)

o No (2)

**SPN15** Will your household have to wait until your next payment to eat out at a restaurant again?

o Yes (1)

o No (2)

**SPN16** 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)

**SPN17** 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)

**BEH5** Do you CURRENTLY grow your own food in a garden?

- ☐ Yes, I am growing food in a home garden (1)
- ☐ Yes, I am growing food in a community garden (2)
- ☐ No, but I plan to start growing food in a garden this year (3)
- ☐ No, and I do not plan to start growing food in a garden this year (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** Have you received a tax refund this year?

- ☐ Yes (1)
- ☐ No (2)

**Display This Question:**  
**If TND4 = 2**

**TND5** Do you expect to receive a tax refund this year?

- ☐ Yes (1)
- ☐ No (2)

**Display This Question:**  
**If TND4 = 1 OR TND5 = 1**

**TND6** How much did you receive or how much do you expect to receive in tax refund?

- ☐ Less than \$500 (1)
- ☐ \$500 - \$999 (2)

- o \$1,000 - \$1,499 (3)
- o \$1,500 - \$1,999 (4)
- o \$2,000 - \$2,499 (5)
- o \$2,500 - \$3,999 (6)
- o \$3,000 - \$3,499 (7)
- o \$3,500 - \$4,999 (8)
- o \$4,000 - \$4,499 (9)
- o \$4,500 - \$4,999 (10)
- o More than \$5,000 (11)

**Display This Question:**

**If TND4 = 1 OR TND5 = 1**

**TND7** How have you used or how will you use your tax refund? Please select all that apply.

Savings or investment (1)

Eat out at restaurants more (2)

Buy better quality and/or more food (3)

Purchase durable goods (e.g., car, TV, appliance) (4)

Increase giving to charity or others (5)

Vacation or recreation (6)

Home improvement (7)

Pay down debt, including credit cards (8)

Other (specify) (9) \_\_\_\_\_

**End of Block: Trends**

**Start of Block: Labels**

**FLB1** Do current food labels on products at the grocery store generally give you the information you want about food to make an informed choice?

- o Yes (1)
- o No (2)
- o I don't know (3)

**Display This Question:**

**If FLB1 != 1**



**FLB2** What information would you like to see on food labels?

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**FLB3** When buying food at the grocery store, which of the following is more important to you?

- ☐ Being able to look up the farms where your food originated, where it was processed and packaged, and the path it traveled to the store (1)
- ☐ Having more information on the food label about the ingredients in your food and how they were made, such as the types of labor, pesticides, seeds, etc. (2)

**FLB4** Other than product labels, how likely are you to use the following options to learn additional information about your food?

A QR code on the product package that directs you to a website (1)

A QR code that you can scan through an app on your phone (2)

The company website only (3)

- ☐ Very unlikely (1)
- ☐ Somewhat unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat likely (4)
- ☐ Very likely (5)

**FLB5** New rules from the Food and Drug Administration (FDA) require greater traceability records for certain foods to improve food safety. What information would you want to learn from a food tracking system? Please select all that apply.

How a product was produced and harvested (1)

How a product was processed and packaged (2)

How a product was transported from the farm to the grocery store (3)

Information on the producers, like the farm that grew the crops (4)

Information on the processors, like the company that made and packaged the product (5)

Information on the distributors, like the company that supplied the stores (6)

None (7)

**FLB6** How much do you trust the following labels?

Nutrition fact label (1)

Expiration date (2)

Place of origin (3)

- Health claims (4)
- Natural claims (5)
- Low calorie claims (6)
- Gluten free claims (7)
- Ingredient list (8)
- Allergen information (9)
- Organic certification (10)
- Non-GMO verified label (11)
- Religious certifications (e.g., kosher) (12)
- Animal welfare certifications (e.g., cage-free) (13)
- Human welfare certifications (e.g., fair trade) (14)
  - o Completely distrust (1)
  - o Somewhat distrust (2)
  - o Neither trust nor distrust (3)
  - o Somewhat trust (4)
  - o Completely trust (5)

**FLB7** Assuming you know the label is 100% accurate, which labels are most important to you when you buy a food product? Please select the three labels that are most important and the three labels that are least important.

Most important (select 3 items)

- \_\_\_ Nutrition fact label (1)
- \_\_\_ Expiration date (2)
- \_\_\_ Place of origin (3)
- \_\_\_ Health claims (4)
- \_\_\_ Natural claims (5)
- \_\_\_ Low calorie claims (6)
- \_\_\_ Gluten free claims (7)
- \_\_\_ Ingredient list (8)
- \_\_\_ Allergen information (9)
- \_\_\_ Organic certification (10)

Least important (select 3 items)

- \_\_\_ Nutrition fact label (1)
- \_\_\_ Expiration date (2)
- \_\_\_ Place of origin (3)
- \_\_\_ Health claims (4)
- \_\_\_ Natural claims (5)
- \_\_\_ Low calorie claims (6)
- \_\_\_ Gluten free claims (7)
- \_\_\_ Ingredient list (8)
- \_\_\_ Allergen information (9)
- \_\_\_ Organic certification (10)

- ☐ Non-GMO verified label (11)
- ☐ Religious certifications (12)
- ☐ Animal welfare certifications (13)
- ☐ Human welfare certifications (14)

### End of Block: Labels

### 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)
- ☐ Primary care physician (18)
- ☐ Friends (19)
- ☐ Family (20)

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)
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- ☐ Harvard University (16)
- ☐ Ohio State University (17)
- ☐ Primary care physician (18)
- ☐ Friends (19)
- ☐ Family (20)

## End of Block: Trust

## Start of Block: Beliefs

**BLF1** To what extent do you agree or disagree with the following statements?

Genetically modified food is safe to eat (1)

Organic food is more nutritious than non-organic food (2)

Local food is better for the environment (3)

Grass-fed beef tastes better than grain-fed beef (4)

Food with deoxyribonucleic acid is unsafe to eat (5)

Eating less meat is better for the environment (6)

Gluten-free food is healthier for you (7)

Agriculture is a significant contributor to climate change (8)

Plant-based milk is healthier than dairy milk (9)

Climate change will impact food prices (10)

Please select 'strongly agree' to show you are paying attention (11)

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

## End of Block: Beliefs

## Start of Block: Demographics

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

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

- ☐ Yes (1)
- ☐ 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)?

- ☐ Yes (1)
- ☐ No (2)

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

- ☐ Yes (1)
- ☐ No (2)

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

- ☐ No (1)
- ☐ Yes, but still working and consider myself a worker (2)
- ☐ Yes, still working but consider myself a retiree (3)
- ☐ 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)
- ☐ Something else (11)
- ☐ Nothing in particular (12)

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

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

**DEM19** With which political party do you most identify?

- ☐ Democratic (1)
- ☐ Republican (2)
- ☐ I am an independent (3)
- ☐ 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)

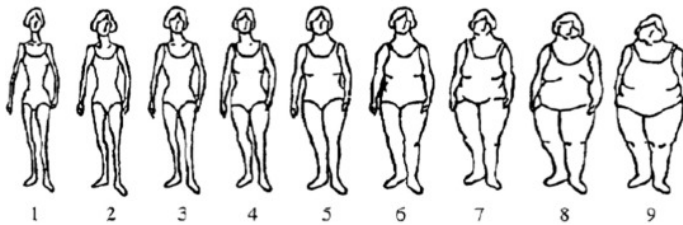
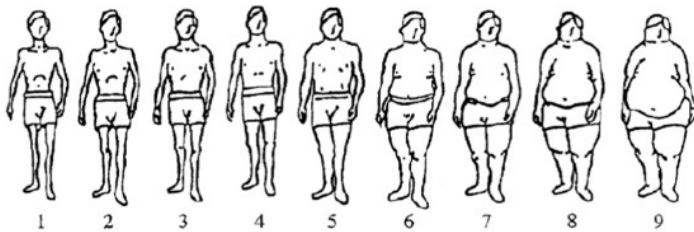
**DEM22** What is your height in feet and inches?

▼ 4ft (1) ... 7ft (37)

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

- ☐ Excellent (1)
- ☐ Very good (2)
- ☐ Good (3)
- ☐ Fair (4)
- ☐ Poor (5)
- ☐ 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**