

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 Elijah Bryant at ehbryant@purdue.edu or principal investigator Dr. Joseph Balagtas at (765) 494-4298 or balagtas@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)

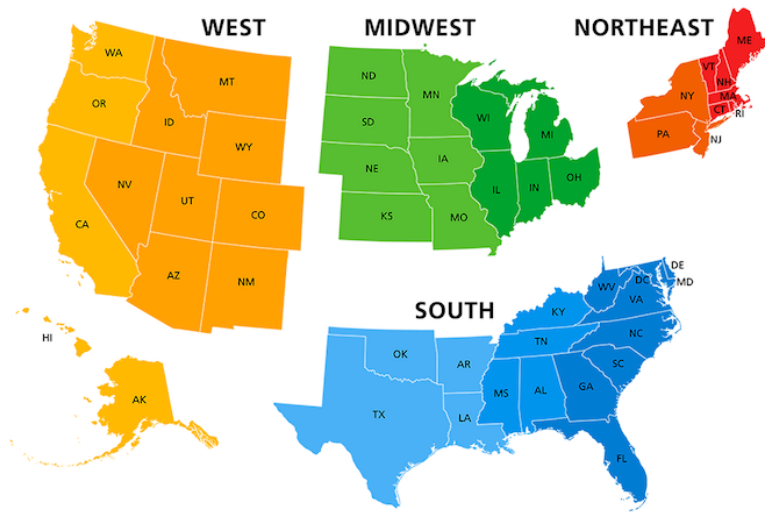
QUO4 Are you of Hispanic, Latino, or Spanish origin?

- 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 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?



UNITED STATES CENSUS REGIONS

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

End of Block: Quotas

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)

End of Block: Satisfaction

Start of Block: Ad Hoc

AH_TND_temp1 Have you heard of the term "shrinkflation" in the news or other media in the LAST 30 DAYS?

- Yes (1)
- No (2)

AH_TND_temp2 Which of the following definitions do you think most closely represents the term "shrinkflation" in the context of food at the grocery store?

- Decreasing the size or quantity of the food product while keeping the price the same. (1)
- Decreasing the price of the food product while keeping the size or quantity the same. (2)
- Increasing the price of the food product while keeping the size or quantity the same. (3)
- Decreasing both the size or quantity of the food product and the price. (4)

AH_TND_temp3 "Shrinkflation" commonly refers to the practice of reducing the size/quantity of a food product while keeping the price the same.

In the LAST 30 DAYS, have you noticed food packaging getting smaller at the grocery store without the price also decreasing?

- Yes, I have noticed this with several items (1)
- Yes, I have noticed this with some items (2)
- No, I have not noticed this (3)

Display This Question

If AH_TND_temp3 != 2

AH_TND_temp4 Thinking about the foods you typically purchase when grocery shopping, which foods have you noticed have been affected by "shrinkflation?" Please select all that apply.

- Snacks (for example: chips, crackers, pretzels) (1)
- Beverages (for example: soda, tea, juice) (2)
- Canned & boxed foods (for example: beans, soup, mac and cheese) (3)
- Frozen foods (for example: frozen veggies, frozen pizza, frozen dinners) (4)
- Packaged desserts & sweets (for example: snack cakes, cookies, candy) (5)
- Condiments (for example: ketchup, mayonnaise, peanut butter) (6)
- Dairy products (for example: cheese, yogurt, butter) (7)
- Other (specify)_____ (8)

AH_TND_temp5 How frequently do you check food labels for the product weight (e.g., ounces,

grams) when purchasing food at the grocery store?

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

AH_TND_temp6 How frequently do you check for the product price when purchasing food at the grocery store?

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

AH_TND_temp7 How frequently do you check the unit price or product price by weight (e.g., \$/ounce) when purchasing food at the grocery store?

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

AH_PRF_temp1 Imagine you are shopping for your favorite single-serve snack item at the grocery store. The item typically costs \$3.00 for a 6-ounce (oz) bag. Recently, the snack brand made changes to the product. Which option would you prefer to buy?

- The price remains at \$3.00, but the package size decreases from 6 oz to 5 oz (1)
- The snack size remains at 6 oz, but the price increases from \$3.00 to \$3.60 (2)

AH_BLF_temp1 Please indicate your level of agreement with the following statements.

"Shrinkflation' is a common practice used by food companies."

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

- Strongly agree (5)

AH_BLF_temp2 "I would switch to a different brand if I noticed 'shrinkflation' in a product I typically buy."

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

AH_BLF_temp3 "I am less likely to trust brands that practice 'shrinkflation.'"

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

AH_BLF_temp4 "I would rather food companies keep the price of food the same while decreasing the size/quantity than keep the size/quantity the same while increasing prices."

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

AH_BLF_temp5 "I notice price differences more than size differences when buying food at the grocery store."

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

AH_BLF_temp6 "I feel 'shrinkflation' is an unavoidable response to rising costs and inflation."

- Strongly disagree (1)

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

AH_BLF_temp7 "I feel 'shrinkflation' is used by companies to increase their profits even when costs are not rising."

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

AH_BLF_temp8 "I am fine with 'shrinkflation', because it helps me reduce the number of calories I eat or drink."

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

AH_BLF_temp9 "Companies should be required by law to put clear labels on food packages that let the consumer know the product has been reduced in size or quantity."

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

AH_TND_temp8 Do you plan on celebrating Thanksgiving next month with a Thanksgiving meal?

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

Display AH_TND_temp9 - AHA_TND_temp18

If AH_TND_temp8 = 1

AH_TND_temp9 Do you plan on hosting, attending, or eating out for a Thanksgiving meal next month?

- Hosting (1)
- Attending (2)
- Hosting and attending (3)
- Eating out (4)
- Don't know (5)

Display AH_TND_temp10

If AH_TND_temp9 != 5

AH_TND_temp10 Do you plan on hosting, attending, or eating out for more than one Thanksgiving meal next month?

- Yes (1)
- No (2)

AH_TND_temp11 How many Thanksgiving meals do you plan on hosting, attending, or eating out at for next month?

▼ 2 (2) ... 10 or more (10)

AH_TND_temp12 Including yourself, how many people do you expect to share a Thanksgiving meal with next month?

▼ 1, only me (1), 2-5 (2), 6-10 (3) ... more than 50 (12), Don't know (13)

Display AH_SPN_temp1

If AH_TND_temp9 = 1, 2, or 3

AH_SPN_temp1 Will you be doing any grocery shopping for a Thanksgiving meal next month?

- Yes, all of the grocery shopping (1)
- Yes, some of the grocery shopping (2)
- No (3)

Display AH_SPN_temp2

If AH_SPN_temp1 != 3

AH_SPN_temp2 How much do you expect to spend on groceries for your Thanksgiving meal?

- Under \$10 (1)
- \$10-\$25 (2)

- o \$25-\$50 (3)
- o \$51-\$100 (4)
- o \$101-\$200 (5)
- o \$201-\$500 (6)
- o More than \$500 (7)
- o Don't know (8)

Display AH_SPN_temp3

If AH_SPN_temp1 != 3

AH_SPN_temp3 How many people do you expect to feed with the groceries you buy for your Thanksgiving meal?

▼ 1, only me (1), 2-5 (2), 6-10 (3) ... more than 50 (12), Don't know (13)

AH_TND_temp13 On a scale from 0 to 10 with 0 being "not at all stressful" and 10 being "extremely stressful", how stressful is the Thanksgiving holiday to you?

- o Not at all stressful - 0 (0)
- o 1 (1)
- o 2 (2)
- o 3 (3)
- o 4 (4)
- o 5 (5)
- o 6 (6)
- o 7 (7)
- o 8 (8)
- o 9 (9)
- o Extremely stressful - 10 (10)

Display AH_TND_temp14

If AH_TND_temp13 != 0

AH_TND_temp14 Thinking about Thanksgiving this year, which of the following cause(s) you stress? Please select all that apply.

- o Political conversations (1)
- o Family drama (2)

- Introducing or being introduced as a new partner to family (3)
- Finances (4)
- Cooking (5)
- Grocery shopping (6)
- Hosting guests overnight (7)
- Traveling (8)
- Having a dietary restriction or food allergy (9)
- Gaining weight (10)
- Coordinating children's needs (11)
- Sickness (12)
- None [EXCLUSIVE] (13)

AH_TND_temp15 How stressful will this Thanksgiving be relative to previous years?

- Less stressful (1)
- No difference (2)
- More stressful (3)

AH_TND_temp16 Do political conversations typically come up during your Thanksgiving gatherings?

- Yes (1)
- No (2)

AH_TND_temp17 On a scale from 0 to 10 with 0 being "not at all the same" and 10 being "exactly the same", how similar are the political views of those attending your Thanksgiving gathering?

- Not at all the same - 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)

- 9 (9)
- Exactly the same - 10 (10)

Display AH_TND_temp18

If AH_TND_temp16 = 1

AH_TND_temp18 How do political conversations impact the enjoyment of your Thanksgiving meal?

- Greatly decrease enjoyment (1)
- Slightly decrease enjoyment (2)
- No effect on enjoyment (3)
- Slightly increase enjoyment (4)
- Greatly increase enjoyment (5)

End of Block: Ad Hoc

Start of Block: Attention Check

TRAP 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: Attention Check

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) _____
- o Club store (e.g., Costco, Sam's Club) (8)
- o Discount or dollar store (e.g., Aldi, Dollar General, Dollar Tree) (9)

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?

- o Car (1)
- o Walk (2)
- o Bicycle (3)
- o Bus, subway, or other public transit (4)
- o 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?

Yes (1)

No (2)

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

Yes (1)

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)

- o 4 - 6 times (3)
- o 7 or more times (4)

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

- o Yes, I am growing food in a home garden (1)
- o Yes, I am growing food in a community garden (2)
- o No, but I plan to start growing food in a garden this year (3)
- o 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?

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

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

- o Yes (specify) (1) _____
- o 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?

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

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)

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)

Purdue University (17)

Primary care physician (18)

Friends (19)

Family (20)

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)

Purdue 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)

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

End of Block: Beliefs

Start of Block: Diet Quality¹

Thinking about the food you ate in the LAST 30 DAYS, please answer the following questions.

DQ1_v2 How often did you eat fresh fruits in the LAST 30 DAYS?

Examples: Apples, bananas, pears, oranges, grapes, strawberries, blueberries, etc. Include fresh fruits and frozen fruits with no added sugar. Please do not include preserved or dried fruits or fruit juice in your estimates.

[One serving equals: 1 small apple or ½ large banana (approximately 1 cp, size of a small fist); 1 cup mandarin oranges, melon or raspberries; ¾ cup blueberries; 1 ½ cup whole strawberries]

- o Less than 1 serving per week
- o 1-2 servings per week
- o 3-4 servings per week
- o 5-6 servings per week
- o 1 serving per day
- o 2-3 servings per day
- o 4 or more servings per day

DQ2_v2 How often did you eat vegetables in the LAST 30 DAYS?

Examples: Tomatoes, peppers, cucumbers, broccoli, carrots, green beans, cabbage, spinach, arugula, and other leafy vegetables. Include raw or cooked non-starchy vegetables. Please do not include starchy vegetables (such as potatoes) and fried vegetables in your estimates.

[One serving equals: 1 cup raw vegetables (e.g., tomatoes, baby carrots celery, green peas); ½ cup cooked vegetables (such as broccoli and spinach); 1 cup arugula]

- o Less than 3 servings per week (1)
- o 3-4 servings per week (2)
- o 5-6 servings per week (3)
- o 1 serving per day (4)

- o 2-3 servings per day (5)
- o 4 or more servings per day (6)

DQ3_v2 How often did you eat legumes, nuts, and seeds in the LAST 30 DAYS?

Examples: Legumes – cooked or canned beans, lentils, chickpeas or peas, miso, tofu, tempeh, hummus

Nuts – almonds, walnuts, hazelnuts, peanuts, etc.

Seeds – sesame, sunflower, pumpkin, flax seeds, etc.

[One serving equals: ½ cup of cooked or canned legumes; 1/3 cup hummus or bean dip; ½ cup tofu; ¼ cup tempeh; a small handful of nuts or seeds]

- o Less than 1 serving per week (1)
- o 1-2 servings per week (2)
- o 3-4 servings per week (3)
- o 5-6 servings per week (4)
- o 1 serving per day (5)
- o 2 or more servings per day (6)

DQ4_v2 How often did you eat fish or seafood in the LAST 30 DAYS?

Examples: Fresh water fish or sea water fish (e.g., salmon, sardines, trout, Atlantic, Pacific, mackerel, etc.) and seafood. Include canned fish/seafood in your estimates.

[One serving equals: 3 oz. of cooked or canned fish (about the size of a deck of cards); a palm-size piece of raw fish]

- o I did not eat it at all (1)
- o Less than 1 serving per week (2)
- o 1 serving per week (3)
- o 2 or more servings per week (4)

DQ5_v2 How often did you eat whole grains in the LAST 30 DAYS?

Examples: Whole grain bread, whole grain bread roll, muesli, unsweetened ready to eat cereal, cooked grits/porridge, brown rice, whole grain pasta, corn tortilla. Please do not include white bread, white roll or bagels, white rice or pasta, or wheat tortilla in your estimates.

[One serving equals: 1 slice of whole grain bread; ½ cup cooked cereal (oats, oatmeal, quinoa); ½ cup cooked brown rice or whole grain pasta; 1 small corn tortilla; ½ cup cooked grits; 1 cup ready-to-eat cereal flakes]

- o I did not eat it at all (1)

- o Less than 1 serving per week (2)
- o 1-2 servings per week (3)
- o 3-4 servings per week (4)
- o 5-6 servings per week (5)
- o 1 serving per day (6)
- o 2 servings or more per day (7)

DQ6_v2 How often did you eat refined grains in the LAST 30 DAYS?

Examples: White bread; white roll, bagel or English muffin; white rice or pasta, wheat tortilla. Please do not include whole grains considered in the above question (such as whole grain bread or bread roll).

[One serving equals: 1 slice white bread; ½ roll; ½ small white bagel or English muffin; ½ cup cooked white rice or pasta; 1 small wheat tortilla]

- o I did not eat it at all (1)
- o Less than 1 serving per week (2)
- o 1-2 servings per week (3)
- o 3-4 servings per week (4)
- o 5-6 servings per week (5)
- o 1 serving per day (6)
- o 2 servings or more per day (7)

DQ7_v2 How often did you eat low-fat dairy in the LAST 30 DAYS?

Examples: Low-fat milk (1%) or fat-free (skim) milk or soy milk; yogurt with reduced fat content; low-fat cheese, mozzarella, cottage cheese.

[One serving equals: 1 cup low-fat or skim milk; ¾ cup (6oz.) low-fat yogurt; 1 pre-packaged slice low-fat cheese; 1 ½ oz. mozzarella]

- o I did not eat it at all (1)
- o Less than 1 serving per week (2)
- o 1-2 servings per week (3)
- o 3-4 servings per week (4)
- o 5-6 servings per week (5)
- o 1 serving per day (6)
- o 2 servings or more per day (7)

DQ8_v2 How often did you eat high-fat dairy and saturated fats in the LAST 30 DAYS?

Examples: 2% milk or whole milk; butter; cream; cream cheese; cheese with not reduced-fat content; yogurt with 2% or higher milk fat; ice cream. Butter, coconut oil or shortening used for cooking. Please do not include low-fat dairy in the above question in your estimates.

[One serving equals: 1 cup 2% milk and whole milk; ¾ cup (6oz.) yogurt; 1 pre-packaged slice of cheese; 2oz. processed cheese; ½ cup ice cream; 1 teaspoon butter, shortening or coconut oil]

- I did not eat it at all (1)
- Less than 1 serving per week (2)
- 1-2 servings per week (3)
- 3-4 servings per week (4)
- 5-6 servings per week (5)
- 1 serving per day (6)
- 2 servings or more per day (7)

DQ9_v2 How often did you eat sweets and sweet foods in the LAST 30 DAYS?

Examples: Commercial sweets, candies, cookies, cakes, pastries, sweet snacks.

[One serving equals: 1.5 oz. gummy candy (e.g., Haribo); 3 pieces hard candy (e.g., Werther's); 1 small piece of cake or pastry; 1 medium doughnut or sweet snack; 2-3 sweet biscuits or cookies (about 1 oz.)]

- Less than 1 serving per week (1)
- 1-2 servings per week (2)
- 3-4 servings per week (3)
- 5-6 servings per week (4)
- 1 serving per day (5)
- 2 or more servings per day (6)

End of Block: Diet Quality

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) ... 2006 (87)

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)

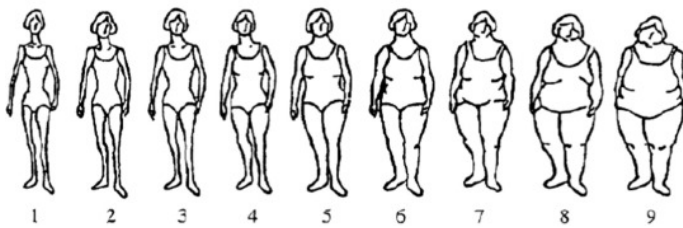
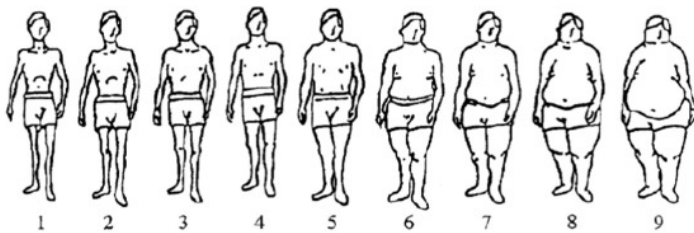
DEM22 What is your height in feet and inches?

▼ 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)

o 8 (8)

o 9 (9)

End of Block: Demographics

1 The "Diet Quality" question block is a monthly version of the 9-item screener created by researchers from Mayo Clinic for food intake and diet assessment.

Lara-Breitinger KM et al. Validation of a Brief Dietary Questionnaire for Use in Clinical Practice: Mini-EAT (Eating Assessment Tool). J Am Heart Assoc. 2023 Jan 3;12(1):e025064. doi: 10.1161/JAHA.121.025064. Epub 2022 Dec 30. PMID: 36583423; PMCID: PMC9973598.