**AEDECON 7140: Data Code Book for Cultured Meat Data**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Demographics | | | | |
| Variable Name\_Original | Label | Response\_Original | Variable Name\_New | Response\_New |
| StartDate |  |  |  |  |
| EndDate |  |  |  |  |
| IPAddress |  |  |  |  |
| Duration\_in\_seconds |  |  |  |  |
| RecordedDate |  |  |  |  |
| ResponseId |  |  |  |  |
| LocationLatitude |  |  |  |  |
| LocationLongitude |  |  |  |  |
| RowID | Continuous variable from 1-N |  | RowID | 1-N rows |
| PersonID | Indicate each person in sample (each person has 18 rows) |  | PersonID | 1 1…1 2 2…2… |
| Allsets | All choice sets: |  | Allsets | 1 1 1 2 2 2…3018 3018 3018 |
| Set | Choice sets for each person |  | Set | 1 1 1 2 2 2…6 6 6 1 1 1 2 2 2 …6 6 6… |
| Alt | Three alternatives in one choice set |  | Alt | 1 2 3 1 2 3… |
| nochoice | A dummy variable indicating the third alternative in each choice set |  | nochoice | 0 0 1 0 0 1… |
| ProductsChoice | Indicating the chosen alternative |  | ProductsChoice | 1 for chosen alternative otherwise 0 |
| price | Price of the product |  | price | Always = 0 for the third alternative of a choice set |
| ethic | Whether the product is ethically produced |  | ethic | 1 for ethically produced otherwise 0; always = 0 for the third alternative of a choice set |
| organ | Whether the product is organically produced |  | organ | 1 for organically produced otherwise 0; always = 0 for the third alternative of a choice set |
| US | Whether the product is produced in the US |  | US | 1 for produced in the US otherwise 0; always = 0 for the third alternative of a choice set |
| plantm | Whether the product is plant-based meat alternative |  | plantm | 1 for plant meat alternative otherwise 0; always = 0 for the third alternative of a choice set |
| culturem | Whether the product is cultured meat |  | culturem | 1 for cultured meat otherwise 0; always = 0 for the third alternative of a choice set |
| type | Types of meat |  | type | 1 = beef; 2 = plant based meat; 3 = cultured meat |
| Q1.1 | Consent to Participate in Research Study | 1 = I consent to participate in this research  2 = I do not consent, I do not wish to participate | Consent | 1 = Consent  2 = Do not consent |
| Q1.3 | Year Born | Numeric | YearBorn | Numeric |
| Q1.4 | State of Residence | 1 = Alabama  2 = Arizona  3 = Arkansas  4 = California  5 = Colorado  6 = Connecticut  7 = Delaware  8 = D.C.  9 = Florida  10 = Georgia  11 = Idaho  12 = Illinois  13 = Indiana  14 = Iowa  15 = Kansas  16 = Kentucky  17 = Louisiana  18 = Maine  19 = Maryland  20 = Massachusetts  21 = Michigan  22 = Minnesota  23 = Mississippi  24 = Missouri  25 = Montana  26 = Nebraska  27 = Nevada  28 = New Hampshire  29 = New Jersey  30 = New Mexico  31 = New York  32 = North Carolina  33 = North Dakota  34 = Ohio  35 = Oklahoma  36 = Oregon  37 = Pennsylvania  38 = Rhode Island  39 = South Carolina  40 = South Dakota  41 = Tennessee  42 = Texas  43 = Utah  44 = Vermont  45 = Virgina  46 = Washington  47 = West Virgina  48 = Wisconsin  49 = Wyoming  50 = Puerto Rico  51 = Alaska  52 = Hawaii  53 = I do not reside in the United States | State | 1 = Alabama  2 = Arizona  3 = Arkansas  4 = California  5 = Colorado  6 = Connecticut  7 = Delaware  8 = D.C.  9 = Florida  10 = Georgia  11 = Idaho  12 = Illinois  13 = Indiana  14 = Iowa  15 = Kansas  16 = Kentucky  17 = Louisiana  18 = Maine  19 = Maryland  20 = Massachusetts  21 = Michigan  22 = Minnesota  23 = Mississippi  24 = Missouri  25 = Montana  26 = Nebraska  27 = Nevada  28 = New Hampshire  29 = New Jersey  30 = New Mexico  31 = New York  32 = North Carolina  33 = North Dakota  34 = Ohio  35 = Oklahoma  36 = Oregon  37 = Pennsylvania  38 = Rhode Island  39 = South Carolina  40 = South Dakota  41 = Tennessee  42 = Texas  43 = Utah  44 = Vermont  45 = Virgina  46 = Washington  47 = West Virgina  48 = Wisconsin  49 = Wyoming  50 = Puerto Rico  51 = Alaska  52 = Hawaii  53 = I do not reside in the United States |
| Q1.5 | Sex | 1= Male  2= Female | Sex | 1= Male  2= Female |
| Q1.6 | Total Family Income Before Taxes - 2019 | 1 = $25,000 or less  2 = $25,001 to $50,000  3 = $50,001 to $75,000  4 = $75,001 to $100,000  5 = More than $100,000 | FamilyIncome | 1 = $25,000 or less  2 = $25,001 to $50,000  3 = $50,001 to $75,000  4 = $75,001 to $100,000  5 = More than $100,000 |
| Q1.7 | Hispanic/Latino(a)/Chicano(a) (e.g., Mexican, Puerto Rican) | 1 = Yes, I consider myself to be Hispanic/Latino(a)/Chicano(a)  2 = No, I do not consider myself to be Hispanic/Latino(a)/Chicano(a) | HispanicOrOther | 1 = Yes, I consider myself to be Hispanic/Latino(a)/Chicano(a)  2 = No, I do not consider myself to be Hispanic/Latino(a)/Chicano(a) |
| Q1.8\_1 | Race - Selected Choice American Indian or Alaska Native | 1 = American Indian or Alaska Native | AmericanIndianAlaskaNative | 1 = Selected  0 = Not selected |
| Q1.8\_2 | Race - Selected Choice Black or African American | 1 = Black or African American | Black | 1 = Selected  0 = Not selected |
| Q1.8\_3 | Race - Selected Choice Asian or Pacific Islander | 1 = Asian or Pacific Islander | AsianPacificIslander | 1 = Selected  0 = Not selected |
| Q1.8\_4 | Race - Selected Choice White | 1 = White | White | 1 = Selected  0 = Not selected |
| Q1.8\_5 | Race - Selected Choice Other | 1 = Other | Other | 1 = Selected  0 = Not selected |
| Q1.8\_5\_TEXT | Race - Other - Text | String | OtherText | String |
| Q1.9 | Ohio Region | 1 = Northwest Ohio (Counties: Williams, Fulton, Lucas, Ottawa, Erie, Huron, Defiance, Henry, Wood, Sandusky, Seneca, Hancock, Putnam, Paulding, Van Wert, Allen, Hardin, Wyandot, Crawford, Mercer, Auglaize, Shelby)  2 = Southwest Ohio (Counties: Darke, Miami, Champaign, Clark, Preble, Montgomery, Greene, Fayette, Butler, Warren, Clinton, Hamilton, Clermont, Brown, Highland, Adams)  3 = Central Ohio (Counties: Marion, Morrow, Knox, Delaware, Franklin, Union, Logan, Licking, Fairfield, Pickaway, Madison)  4 = Northeast Ohio (Counties: Richland, Ashland, Wayne, Medina, Lorain, Cuyahoga, Summit, Portage, Geauga, Lake, Ashtabula, Trumbull, Mahoning, Columbiana, Stark, Holmes, Tuscarawas, Carroll, Harrison, Jefferson)  5= Southeast Ohio (Counties: Coshocton, Muskingum, Guernsey, Belmont, Monroe, Noble, Washington, Morgan, Perry, Hocking, Athens, Meigs, Vinton, Gallia, Jackson, Lawrence, Scioto, Pike, Ross) | OhioRegion | 1 = Northwest Ohio (Counties: Williams, Fulton, Lucas, Ottawa, Erie, Huron, Defiance, Henry, Wood, Sandusky, Seneca, Hancock, Putnam, Paulding, Van Wert, Allen, Hardin, Wyandot, Crawford, Mercer, Auglaize, Shelby)  2 = Southwest Ohio (Counties: Darke, Miami, Champaign, Clark, Preble, Montgomery, Greene, Fayette, Butler, Warren, Clinton, Hamilton, Clermont, Brown, Highland, Adams)  3 = Central Ohio (Counties: Marion, Morrow, Knox, Delaware, Franklin, Union, Logan, Licking, Fairfield, Pickaway, Madison)  4 = Northeast Ohio (Counties: Richland, Ashland, Wayne, Medina, Lorain, Cuyahoga, Summit, Portage, Geauga, Lake, Ashtabula, Trumbull, Mahoning, Columbiana, Stark, Holmes, Tuscarawas, Carroll, Harrison, Jefferson)  5= Southeast Ohio (Counties: Coshocton, Muskingum, Guernsey, Belmont, Monroe, Noble, Washington, Morgan, Perry, Hocking, Athens, Meigs, Vinton, Gallia, Jackson, Lawrence, Scioto, Pike, Ross) |
| Willingness to pay and choices | | | | |
| Q6.3\_First\_Click |  |  | FirstClick6.3 |  |
| Q6.3\_Last\_Click |  |  | LastClick6.3 |  |
| Q6.3\_Page\_Submit |  |  | PageSubmit6.3 |  |
| Q6.3\_Click\_Count |  |  | ClickCount6.3 |  |
| Q7.1 | Choice of Products - Choice 1 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two | ProductsChoice1 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two |
| Q8.1 | Choice of Products - Choice 2 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two | ProductsChoice2 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two |
| Q9.1 | Choice of Products - Choice 3 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two | ProductsChoice3 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two |
| Q10.1 | Choice of Products - Choice 4 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two | ProductsChoice4 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two |
| Q11.1 | Choice of Products - Choice 5 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two | ProductsChoice5 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two |
| Q12.1 | Choice of Products - Choice 6 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two | ProductsChoice6 | 1 = Choice 1  2 = Choice 2  3 = Neither of the two |
| Q14.2\_First\_Click | Timing - First Click – Positive Treatment |  | FirstClickPositive |  |
| Q14.2\_Last\_Click | Timing - Last Click – Positive Treatment |  | LastClickPositive |  |
| Q14.2\_Page\_Submit | Timing - Page Submit – Positive Treatment |  | PageSubmitPositive |  |
| Q14.2\_Click\_Count | Timing - Click Count – Positive Treatment |  | ClickCountPositive |  |
| Q15.2\_First\_Click | Timing - First Click - Negative Treatment |  | FirstClickNegative |  |
| Q15.2\_Last\_Click | Timing - Last Click - Negative Treatment |  | LastClickNegative |  |
| Q15.2\_Page\_Submit | Timing - Page Submit- Negative Treatment |  | PageSubmitNegative |  |
| Q15.2\_Click\_Count | Timing - Click Count - Negative Treatment |  | ClickCountNegative |  |
| Q16.2\_First\_Click | Timing - First Click - Neutral Treatment |  | FirstClickNeutral |  |
| Q16.2\_Last\_Click | Timing - Last Click - Neutral Treatment |  | LastClickNeutral |  |
| Q16.2\_Page\_Submit | Timing - Page Submit - Neutral Treatment |  | PageSubmitNeutral |  |
| Q16.2\_Click\_Count | Timing - Click Count - Neutral Treatment |  | ClickCountNeutral |  |
| treatment | Treatment | Positive  Neutral  Negative | Treatment | 1 = Positive  2 = Neutral  3 = Negative |
| Cultured Meat Perceptions after treatment - See end of codebook for recodes and scale | | | | |
| Q17.1 | What was the primary subject of the article you just read? | 1 = Conventional Meat  2 = Plant-Based Meat Alternatives  3 = Cultured Meat | PT\_Subject | 1 = Conventional Meat  2 = Plant-Based Meat Alternatives  3 = Cultured Meat |
| Q17.2\_1 | I believe cultured meat will replace conventional meat. | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree | PT\_ReplaceCon | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree |
| Q17.2\_2 | I believe cultured meat will replace plant-based meat alternatives. | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree | PT\_ReplacePlant | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree |
| Q17.2\_3 | I believe there will continue to be a place for traditional, alternative, and cultured meat in the consumer marketplace. | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree | PT\_PlaceForAll | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree |
| Q17.2\_4 | I believe cultured meat will negatively impact those involved with conventional meat production. | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree | PT\_NegativeCon | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree |
| Q17.2\_5 | I believe cultured meat will negatively impact those involved with the production of plant-based meat alternatives. | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree | PT\_NegativePlant | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree |
| Q17.2\_6 | I believe cultured meat will eventually have the largest market share of all types of meat. | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree | PT\_MarketShare | 1 = Strongly disagree  2 = Disagree  3 = Neither agree nor disagree  4 = Agree  5 = Strongly agree |
| Information | | | | |
| Q18.1\_1 | Learn More About Meat Options (if you have the opportunity to learn more about meat options, which topics would you be interested, choose all that apply) - Selected Choice Animal Welfare | 1 = Animal Welfare | Info\_AnimalWelfare | 0 = Not selected  1 = Selected |
| Q18.1\_2 | Learn More About Meat Options - Selected Choice Environmental Impact | 1 = Environmental Impact | Info\_Environment | 0 = Not selected  1 = Selected |
| Q18.1\_3 | Learn More About Meat Options - Selected Choice Nutritional Value | 1 = Nutritional Value | Info\_Nutrition | 0 = Not selected  1 = Selected |
| Q18.1\_4 | Learn More About Meat Options- Selected Choice Economic Impact | 1 = Economic Impact | Info\_Economic | 0 = Not selected  1 = Selected |
| Q18.1\_5 | Learn More About Meat Options - Selected Choice Product Development | 1 = Product Development | Info\_ProductD | 0 = Not selected  1 = Selected |
| Q18.1\_6 | Learn More About Meat Options - Selected Choice Product Availability | 1 = Product Availability | Info\_ProductA | 0 = Not selected  1 = Selected |
| Q18.1\_7 | Learn More About Meat Options - Selected Choice Supply Chain Process | 1 = Supply Chain Process | Info\_Supply | 0 = Not selected  1 = Selected |
| Q18.1\_8 | Learn More About Meat Options - Selected Choice Product Price | 1 = Product Price | Info\_ProductP | 0 = Not selected  1 = Selected |
| Q18.1\_9 | Learn More About Meat Options - Selected Choice Advertising and Promotion | 1 = Advertising and Promotion | Info\_Ad | 0 = Not selected  1 = Selected |
| Q18.1\_10 | Learn More About Meat Options - Selected Choice Corporate Interests | 1 = Corporate Interests | Info\_Corp | 0 = Not selected  1 = Selected |
| Q18.1\_11 | Learn More About Meat Options - Selected Choice Meat Science Research and Technology | 1 = Meat Science Research and Technology | Info\_MeatScience | 0 = Not selected  1 = Selected |
| Q18.1\_12 | Learn More About Meat Options - Selected Choice Taste and Texture | 1 = Taste and Texture | Info\_Taste | 0 = Not selected  1 = Selected |
| Q18.1\_13 | Learn More About Meat Options - Selected Choice Other | 1 = Other | Info\_Other | 0 = Not selected  1 = Selected |
| Q18.1\_13\_TEXT | Learn More About Meat Options - Other - Text | String | Info\_OtherText | String |
| Q18.2\_1 | Source (who would you like to learn from, those up to 5) - Selected Choice Universities | 1 = Universities | Source\_Uni | 0 = Not selected  1 = Selected |
| Q18.2\_2 | Source (similar to above) - Selected Choice Government organizations | 1 = Government organizations | Source\_Gov | 0 = Not selected  1 = Selected |
| Q18.2\_3 | Source - Selected Choice Agricultural organizations | 1 = Agricultural organizations | Source\_Ag | 0 = Not selected  1 = Selected |
| Q18.2\_4 | Source - Selected Choice Environmental organizations | 1 = Environmental organizations | Source\_Envi | 0 = Not selected  1 = Selected |
| Q18.2\_5 | Source - Selected Choice Nutritionists | 1 = Nutritionists | Source\_Nu | 0 = Not selected  1 = Selected |
| Q18.2\_6 | Source - Selected Choice  Doctors | 1 = Doctors | Source\_Dr | 0 = Not selected  1 = Selected |
| Q18.2\_7 | Source - Selected Choice News media | 1 = News media | Source\_News | 0 = Not selected  1 = Selected |
| Q18.2\_8 | Source - Selected Choice Friends or Family | 1 = Friends or Family | Source\_Fam | 0 = Not selected  1 = Selected |
| Q18.2\_9 | Source - Selected Choice Colleagues | 1 = Colleagues | Source\_Coll | 0 = Not selected  1 = Selected |
| Q18.2\_10 | Source - Selected Choice Chefs | 1 = Chefs | Source\_Chefs | 0 = Not selected  1 = Selected |
| Q18.2\_11 | Source - Selected Choice Food production companies | 1 = Food production companies (Examples: Smithfield, Tyson, Beyond Meat, etc) | Source\_Food | 0 = Not selected  1 = Selected |
| Q18.2\_12 | Source - Selected Choice Butcher | 1 = Butcher | Source\_Butch | 0 = Not selected  1 = Selected |
| Q18.2\_13 | Source - Selected Choice Farmer | 1 = Farmer | Source\_Farmer | 0 = Not selected  1 = Selected |
| Q18.2\_14 | Source - Selected Choice Other | 1 = Other | Source\_Other | 0 = Not selected  1 = Selected |
| Q18.2\_14\_TEXT | Source - Other - Text | String | Source\_OtherText | String |
| Q18.3\_1 | Rank Source (rank your top 5 sources to learn from regarding meat options) - Universities | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Unvi | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_2 | Rank Source (similar to the definition above) - Government organizations | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Gov | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_3 | Rank Source - Agricultural organizations | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Ag | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_4 | Rank Source - Environmental organizations | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Envi | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_5 | Rank Source - Nutritionists | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Nu | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_6 | Rank Source - Doctors | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Dr | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_7 | Rank Source - News media | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_News | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_8 | Rank Source - Friends or Family | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Fam | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_9 | Rank Source - Colleagues | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Coll | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_10 | Rank Source - Chefs | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Chefs | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_11 | Rank Source - Food production companies | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Food | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_12 | Rank Source - Butcher | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Butch | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_13 | Rank Source - Farmer | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Farmer | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_14 | Rank Source - Other | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14 | RSources\_Other | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q18.3\_14\_TEXT | Rank Source - Other - Text | String | RSources\_OtherText | String |
| Q18.4\_1 | Learn More About Meat Options (If you could learn more about your meat options, which methods would you choose, top 5)- Methods - Selected Choice Read printed fact sheets etc | 1 = Read printed fact sheets, bulletins or brochures | Methods\_ReadF | 0 = Not selected  1 = Selected |
| Q18.4\_2 | Learn More About Meat Options - Methods - Selected Choice Visit a Website | 1 = Visit a website | Methods\_Website | 0 = Not selected  1 = Selected |
| Q18.4\_3 | Learn More About Meat Options - Methods - Selected Choice Social Media | 1 = Connect with others on social media | Methods\_Social | 0 = Not selected  1 = Selected |
| Q18.4\_4 | Learn More About Meat Options - Methods - Selected Choice Course or Workshop | 1 = Attend a short course or workshop | Methods\_Course | 0 = Not selected  1 = Selected |
| Q18.4\_5 | Learn More About Meat Options - Methods - Selected Choice Demonstration or Display | 1 = Look at a demonstration or display | Methods\_Demo | 0 = Not selected  1 = Selected |
| Q18.4\_6 | Learn More About Meat Options - Methods - Selected Choice Read News | 1 = Read a newspaper article or series | Methods\_ReadNews | 0 = Not selected  1 = Selected |
| Q18.4\_7 | Learn More About Meat Options - Methods - Selected Choice TV | 1 = Watch TV news coverage | Methods\_TV | 0 = Not selected  1 = Selected |
| Q18.4\_8 | Learn More About Meat Options - Methods - Selected Choice Fair | 1 = Attend a fair or festival | Methods\_Fair | 0 = Not selected  1 = Selected |
| Q18.4\_9 | Learn More About Meat Options - Methods - Selected Choice Seminar | 1 = Attend a seminar or conference | Methods\_Seminar | 0 = Not selected  1 = Selected |
| Q18.4\_10 | Learn More About Meat Options - Methods - Selected Choice Conversations | 1 = Face-to-face conversations | Methods\_Conv | 0 = Not selected  1 = Selected |
| Q18.4\_11 | Learn More About Meat Options - Methods - Selected Choice Vid Youtube | 1 = Watch a video on YouTube | Methods\_Vid | 0 = Not selected  1 = Selected |
| Q18.4\_12 | Learn More About Meat Options - Methods - Selected Choice Documentary | 1 = Watch a documentary | Methods\_Docu | 0 = Not selected  1 = Selected |
| Q18.4\_13 | Learn More About Meat Options - Methods - Selected Choice Podcast | 1 = Listen to a podcast | Methods\_Pod | 0 = Not selected  1 = Selected |
| Q18.4\_14 | Learn More About Meat Options - Methods - Selected Choice Radio News | 1 = Listen to news on the radio | Methods\_Radio | 0 = Not selected  1 = Selected |
| Q18.4\_15 | Learn More About Meat Options - Methods - Selected Choice Other | 1 = Other | Methods\_Other | 0 = Not selected  1 = Selected |
| Q18.4\_15\_TEXT | Learn More About Meat Options - Methods - Other - Text | String | Methods\_OtherText | String |
| Q58\_1 | Rank Methods (the important source of information for you, top 5) - Read Fact Sheet | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_ReadF | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_2 | Rank Methods (similar to above) - Visit a Website | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Website | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_3 | Rank Methods - Social Media | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Social | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_4 | Rank Methods - Course | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Course | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_5 | Rank Methods - Demonstration or Display | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Demo | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_6 | Rank Methods - Read Newspaper | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_ReadNews | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_7 | Rank Methods - TV | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_TV | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_8 | Rank Methods - Fair or Festival | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Fair | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_9 | Rank Methods - Seminar or Conference | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Seminar | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_10 | Rank Methods - Conversations | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Conv | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_11 | Rank Methods - Video on YouTube | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Vid | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_12 | Rank Methods - Documentary | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Docu | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_13 | Rank Methods - Podcast | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Pod | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_14 | Rank Methods - Radio News | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Radio | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_15 | Rank Methods - Other | 1 = 1  2 = 2  3 = 3  4 = 4  5 = 5  6 = 6  7 = 7  8 = 8  9 = 9  10 = 10  11 = 11  12 = 12  13 = 13  14 = 14  15 = 15 | RMethods\_Other | 0 = Not ranked  1 = First choice  2 = Second choice  3 = Third choice  4 = Fourth choice  5 = Fifth choice |
| Q58\_15\_TEXT | Rank Methods – Other - Text | String | RMethods\_OtherText | String |
| Demographics | | | | |
| Q19.2 | Special Diet | 1 = Vegetarian (no meat, chicken, or fish/seafood)  2 = Lacto vegetarian (does not eat meat nor eggs but does eat dairy products)  3 = OVO Vegetarian (does not eat meat or dairy products but does eat eggs)  4 = Pescatarian (no flesh of any animal except fish/seafood)  5 = Vegan (no animal or seafood products of any kind, including dairy)  6 = Paleo (no dairy or grain products and no processed food)  7 = None of the above  8 = Gluten Free (no wheat or similar grains)  9 = Ketogentic/Keto (low carb, high fat) | Diet | 1 = Vegetarian (no meat, chicken, or fish/seafood)  2 = Lacto vegetarian (does not eat meat nor eggs but does eat dairy products)  3 = OVO Vegetarian (does not eat meat or dairy products but does eat eggs)  4 = Pescatarian (no flesh of any animal except fish/seafood)  5 = Vegan (no animal or seafood products of any kind, including dairy)  6 = Paleo (no dairy or grain products and no processed food)  7 = Ketogentic/Keto (low carb, high fat)  8 = Gluten Free (no wheat or similar grains)  9 = None of the above |
| Q19.5 | Highest Level of Education | 1 = Less than 12th grade (did not graduate high school)  2 = High school graduate (includes GED)  3 = Some college, no degree  4 = 2-year college degree (Associates, Technical, etc.)  5 = 4-year college degree (Bachelor's, etc.)  6 = Graduate or Professional degree (Master's, Ph.D., M.B.A., etc.) | Education | 1 = Less than 12th grade (did not graduate high school)  2 = High school graduate (includes GED)  3 = Some college, no degree  4 = 2-year college degree (Associates, Technical, etc.)  5 = 4-year college degree (Bachelor's, etc.)  6 = Graduate or Professional degree (Master's, Ph.D., M.B.A., etc.) |
| Q19.6 | Political Beliefs or Values | 1 = Very Liberal  2 = Liberal  3 = Moderate  4 = Conservative  5 = Very Conservative | PoliticalBeliefs | 1 = Very Liberal  2 = Liberal  3 = Moderate  4 = Conservative  5 = Very Conservative |
| Q19.7 | In politics TODAY, do you generally think of yourself as a... | 1 = Republican  2 = Democrat  3 = Independent  4 = Non-affiliated | PoliticalAffiliation | 1 = Republican  2 = Democrat  3 = Independent  4 = Non-affiliated |
| Q19.8 | Religious Affiliation | 1 = = Evangelical Protestant Christian (Baptist, Non-denominational, Pentecostal, Church of Christ, etc.)  2 = Mainline Protestant Christian (Methodist, Lutheran, Presbyterian, Episcopalian, etc.)  3 = Roman Catholic (Catholic)  4 = Mormon (Church of Jesus Christ of Latter-day Saints/LDS)  5 = Orthodox (Greek, Russian, or some other orthodox church)  6 = Jewish (Judaism)  7 = Muslim (Islam)  8 = Buddhist  9 = Hindu  10 = Atheist (do not believe in God)  11 = Agnostic (not sure if there is a God)  12 = Nothing  13 = Other | ReligiousAffiliation | 1 = Evangelical Protestant Christian (Baptist, Non-denominational, Pentecostal, Church of Christ, etc.)  2 = Mainline Protestant Christian (Methodist, Lutheran, Presbyterian, Episcopalian, etc.)  3 = Roman Catholic (Catholic)  4 = Mormon (Church of Jesus Christ of Latter-day Saints/LDS)  5 = Orthodox (Greek, Russian, or some other orthodox church)  6 = Jewish (Judaism)  7 = Muslim (Islam)  8 = Buddhist  9 = Hindu  10 = Atheist (do not believe in God)  11 = Agnostic (not sure if there is a God)  12 = Nothing  13 = Other |
| Q19.8\_13\_TEXT | Religious Affiliation - Other - Text | String | ReligiousAffiliationOtherText | String |
| rid |  |  |  |  |
| RISN |  |  |  |  |
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