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By "conventional meat products", we are referring to the kinds of red meat (e.g. beef, pork), white and other meat (e.g. eggs, chicken, turkey, duck), and fish and seafood (e.g. tuna, shrimp, crab) products that you would find in a typical grocery store.

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Think about how much effort it would take, whether you feel like it is something you could possibly do, and whether it is something you could stick with over time.

[illegible]

	Very difficult	Difficult	Somewhat difficult	Neutral	Somewhat easy	Easy	Very easy
Reducing your consumption of conventional meat products by 25% in the next year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Priming

In a previous survey, you were told about "clean meat" products – that is, real meat grown from animal cells without the need to raise and slaughter an actual animal.

A picture of a "clean meat" meatball is included again below. How well do you remember this product?



- ☐ Extremely well
- ☐ Very well
- ☐ Moderately well
- ☐ Slightly well
- ☐ Not well at all

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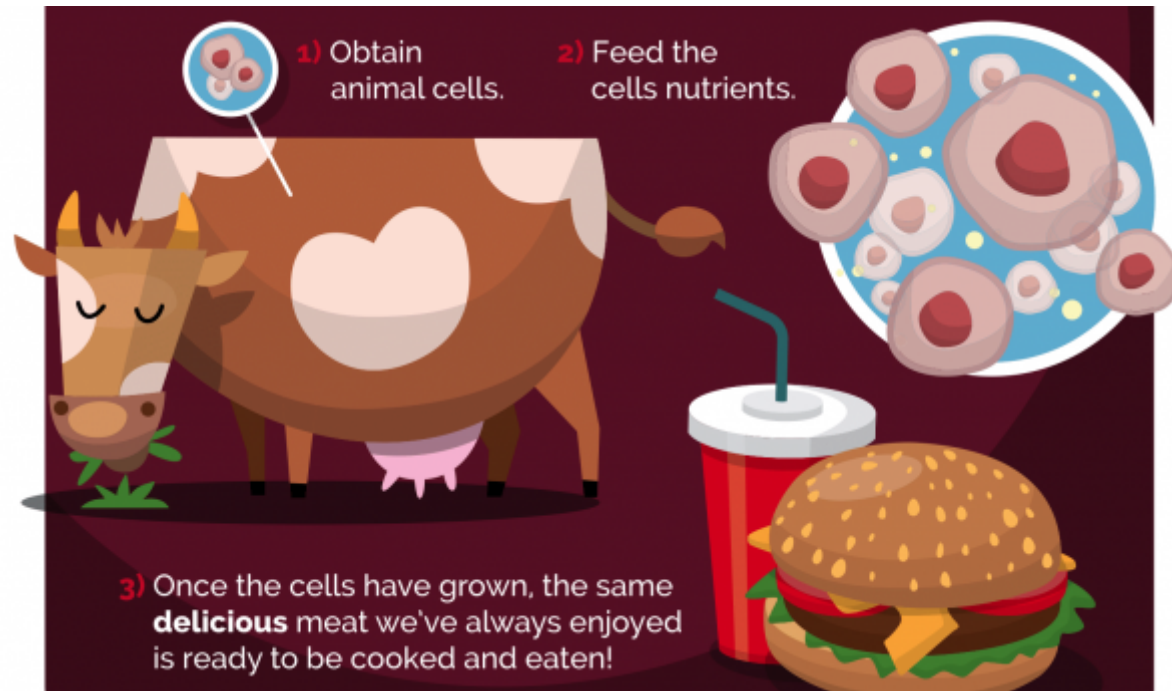
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On the next few pages, we are going to ask about your attitudes towards "clean meat" products.

As a reminder, here is the basic process by which clean meat products are made:



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attitudes towards clean meat

How do you feel about clean meat products?

- ☐ Extremely positive
- ☐ Moderately positive
- ☐ Slightly positive
- ☐ Neither positive nor negative

- ☐ Slightly negative
- ☐ Moderately negative
- ☐ Extremely negative

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How interested are you in purchasing clean meat products?

- ☐ Extremely interested
- ☐ Very interested
- ☐ Moderately interested
- ☐ Slightly interested
- ☐ Not interested at all

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Would you eat a clean meat product?

- ☐ Definitely yes

- ☐ Probably yes
- ☐ Might or might not
- ☐ Probably not
- ☐ Definitely not

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Do you have any concerns about clean meat products? You may select multiple items.

- ☐ It seems unnatural
- ☐ It seems unhealthy
- ☐ There is no reason to avoid eating conventional meat products
- ☐ It may not taste as good as conventional meat
- ☐ It may be more expensive
- ☐ It may not be safe to eat
- ☐ Other (specify):
- ☐ I have no concerns

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Please explain the most important concern(s) you have about clean meat products.

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Do you perceive any expected benefits of clean meat products? You may select multiple items.

- ☐ It may be more environmentally sustainable
- ☐ It seems healthier than conventional meat
- ☐ It may reduce farm animal suffering
- ☐ It may be cheaper than conventional meat
- ☐ It may be tastier than conventional meat
- ☐ It seems safer to eat than conventional meat
- ☐ Other (specify):

☐ I foresee no benefits

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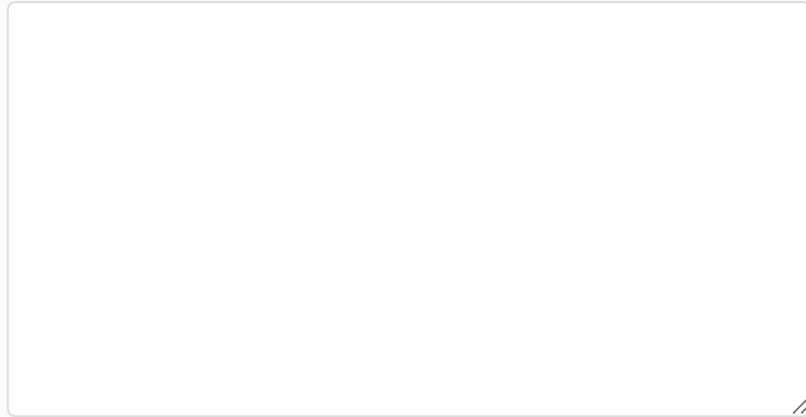
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Overall, what is your opinion towards clean meat products?



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You will now be asked some questions comparing clean meatballs, conventional meatballs, and vegetarian meatballs.

Clean meatballs are meatballs made from meat that is grown from animal cells in a lab.

Conventional meatballs refers to the typical meatballs you can buy in a grocery store, *i.e.* meatballs produced with meat from factory farms.

Vegetarian meatballs refers to meatballs made from plant sources, such as beans or grains, that do not contain any meat ingredients.

Do you understand these three definitions?

- ☐ Yes
- ☐ Somewhat
- ☐ No

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DCE Block 1

Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. clean meatballs
\$5

☐

1 lb. conventional meatballs
\$20

☐

1 lb. vegetarian meatballs
\$10

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs
\$20
☐

1 lb. vegetarian meatballs
\$15
☐

1 lb. clean meatballs
\$5
☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. clean meatballs
\$20
☐

1 lb. vegetarian meatballs
\$5
☐

1 lb. conventional meatballs
\$10
☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs

\$5

☐

1 lb. clean meatballs

\$10

☐

1 lb. vegetarian meatballs

\$15

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs

\$10

☐

1 lb. clean meatballs

\$15

☐

1 lb. vegetarian meatballs

\$20

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. vegetarian meatballs

\$10

☐

1 lb. conventional meatballs

\$20

☐

1 lb. clean meatballs

\$15

☐

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DCE Block 2

Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. clean meatballs
\$20

☐

1 lb. conventional meatballs
\$15

☐

1 lb. vegetarian meatballs
\$10

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. vegetarian meatballs
\$5

☐

1 lb. clean meatballs
\$15

☐

1 lb. conventional meatballs
\$10

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs
\$5

☐

1 lb. vegetarian meatballs
\$15

☐

1 lb. clean meatballs
\$10

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. conventional meatballs
\$15

☐

1 lb. clean meatballs
\$20

☐

1 lb. vegetarian meatballs
\$5

☐

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Suppose you faced a choice between the following 3 products. Which would you buy?

1 lb. vegetarian meatballs
\$20

☐

1 lb. conventional meatballs
\$5

☐

1 lb. clean meatballs
\$10

☐

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1 lb. conventional meatballs \$15 1 lb. clean meatballs \$5 1 lb. vegetarian meatballs \$20

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[illegible]

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
Most people in the U.S. would have concerns about the health or safety of "clean meat" products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people in the U.S. would be interested in eating "clean meat" products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people I know personally would have concerns about the health or safety of "clean meat" products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Some people say that eating vegetarian food is morally preferable to eating conventional meat products. What do you think?

By "conventional meat products", we are referring to the kinds of red meat (e.g. beef, pork), white and other meat (e.g. eggs, chicken, turkey, duck), and fish and seafood (e.g. tuna, shrimp, crab) products that you would find in a typical grocery store.

- ☐ Strongly agree
- ☐ Agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Disagree
- ☐ Strongly disagree

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Do you think that farm animals are sentient (feel pleasure or pain)?

- ☐ Definitely yes
- ☐ Probably yes
- ☐ Might or might not
- ☐ Probably not
- ☐ Definitely not

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How much do you think conventional meat production harms animals?

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ Not at all

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How concerned are you about this harm?

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ Not at all

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Do you think that conventional meat products have a larger impact on the environment than vegetarian food products?

By "conventional meat products", we are referring to the kinds of red meat (e.g. beef, pork), white and other meat (e.g. eggs, chicken, turkey, duck), and fish and seafood (e.g. tuna, shrimp, crab) products that you would find in a typical grocery store.

- ☐ Definitely yes
- ☐ Probably yes
- ☐ Might or might not

- ☐ Probably not
- ☐ Definitely not

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How much do you think conventional meat products harm the environment?

By "conventional meat products", we are referring to the kinds of red meat (e.g. beef, pork), white and other meat (e.g. eggs, chicken, turkey, duck), and fish and seafood (e.g. tuna, shrimp, crab) products that you would find in a typical grocery store.

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ Not at all

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How concerned are you about this harm?

- ☐ A great deal
- ☐ A lot
- ☐ A moderate amount
- ☐ A little
- ☐ Not at all

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Please rate each of the following according to the extent that you think they are intelligent or unintelligent:

	Very unintelligent	Unintelligent	Somewhat unintelligent	Neither intelligent nor unintelligent	Somewhat intelligent	Intelligent	Very intelligent
Chicken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pigs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please rate each of the following according to the extent that you think they are capable of experiencing pain:

	Completely incapable	Mostly incapable	Somewhat incapable	Neither capable nor incapable	Somewhat capable	Mostly capable	Highly capable
Dogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pigs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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How do you feel towards vegetarians?

- ☐ Extremely positive
- ☐ Moderately positive
- ☐ Slightly positive
- ☐ Neither positive nor negative

- ☐ Slightly negative
- ☐ Moderately negative
- ☐ Extremely negative

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final open-ended

This is the last question of the survey. Is there anything else you would like to say?