Stanford

Introduction

STANFORD UNIVERSITY

DESCRIPTION: You are about to participate in the 3rd survey wave of a three-wave survey on your consumption patterns. You will receive \$0.50 for completing the survey. The survey should take approximately 5-7 minutes.

CONTACT INFORMATION:

Questions: If you have any questions, concerns, or complaints about this research, its procedures, risks, and benefits, contact the Protocol Director, Bobbie Macdonald at bmacdon@stanford.edu.

Independent Contact: If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the Stanford Institutional Review Board (IRB) to speak to someone independent of the research team at (650)-723-2480, toll free at 1-866-680-2906, or via email at irb2-manager@lists.stanford.edu. You can also write to the Stanford IRB, Stanford University, 3000 El Camino Real, Five Palo Alto Square, 4th Floor, Palo Alto, CA 94306.

Permission to conduct this study has been obtained from Stanford University and the study has been cleared by the Stanford Institutional Review Board. You are of course free to discuss your participation in this study, and to obtain copies of the results upon the study's completion by contacting the protocol director (Bobbie Macdonald, bmacdon@stanford.edu).

Protocol Approval Date: 11/18/2016

Click ">>" to continue.

Expectations

Do you expect to reduce your consumption of conventional meat products over the next few weeks? (0 = Definitely not, 10 = Definitely yes)

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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How much d 10 = A lot)	o you expect to	o reduce your cons	umption of co	onventional m	eat products	over the next fe	w weeks? (0) = Not at all
		ducts", we are refer fish and seafood (6						
0	1	2 3	4	5	6	7 8	9	10
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•		ng according to ho	•	•		•		an it ia
something y B <i>y "convent</i>	ou could stick	ort it would take, wh with over time. ducts", we are refer fish and seafood (e	ring to the ki	nds of red mea	nt (e.g. beef,	pork), white and	other meat	(e.g. eggs,
monen, wn	ncy, uuchj, allu	Very difficult	Difficult	Somewhat difficult	Neutral	Somewhat easy	Easy	Very easy
Completely eli conventional r your diet in the	meat products fror	m O	0	0	0	0	0	0

	Very difficult	Difficult	Somewhat difficult	Neutral	Somewhat easy	Easy	Very easy
Reducing your consumption of conventional meat products by 25% in the next year	0	\circ	0	0	0	0	0

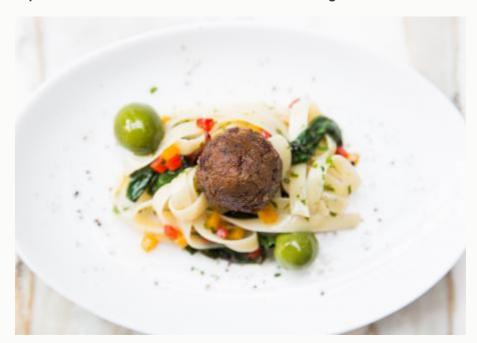
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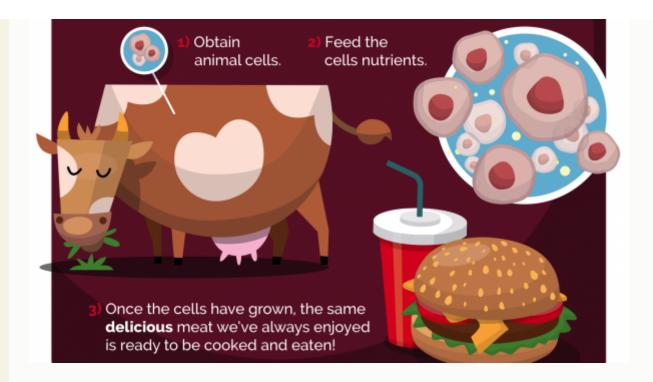
Priming

In a previous survey, you were told about "<u>clean meat</u>" 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?



C Extremely well
O Very well
Moderately well
Slightly well
O Not well at all
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On the next few pages, we are going to ask about your attitudes towards "clean meat" products.
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	
O Very interested	
Moderately interested	
Slightly interested	
Not interested at all	
O 1.51.11.0.35100 31.31.	
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Would you eat a clean meat product?	
O Definitely year	
O Definitely yes	

O Probably yes
Might or might not
O Probably not
O 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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lease explain the most important concern(s) you have about clean meat products.	
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o you perceive any expected benefits of clean meat products? You may select multiple items.	
Do you perceive any expected benefits of clean meat products? You may select multiple items. It may be more environmentally sustainable	
☐ It may be more environmentally sustainable	
 □ It may be more environmentally sustainable □ It seems healthier than conventional meat 	
 □ It may be more environmentally sustainable □ It seems healthier than conventional meat □ It may reduce farm animal suffering 	
 □ 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 	

☐ I foresee no benefits		
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Occupation to the state of the	Assessment of the Control of the Con	
Overall, what is your opinion	towards clean meat products?	
		10
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You will now be asked some questions c	omparing clean meatballs, conventional meat	balls, and vegetarian meatballs.
Clean meatballs are meatballs made from	n meat that is grown from animal cells in a lab	
Conventional meatballs refers to the typi factory farms.	ical meatballs you can buy in a grocery store,	i.e. meatballs produced with meat from
Vegetarian meatballs refers to meatballs ingredients.	made from plant sources, such as beans or g	rains, that do not contain any meat
Do you understand these three definition	is?	
Yes		
Somewhat		
○ No		
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DCE Block 1		
Suppose you faced a choice between the	e following 3 products. Which would you buy?	
1 lb. clean meatballs	1 lb. conventional meatballs	1 lb. vegetarian meatballs
\$5	\$20	\$10
		O
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Suppose you faced a choice between the following 3 products. Which would you buy?							
4 lb accounting a grant and the life	4 Us are a stanion assetta alla	4 11					
1 lb. conventional meatballs \$20	1 lb. vegetarian meatballs \$15	1 lb. clean meatballs \$5					
0	0	0					
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Suppose you faced a choice between the followi	ng 3 products. Which would you buy	?					
1 lb. clean meatballs	1 lb. vegetarian meatballs	1 lb. conventional meatballs					
\$20	\$5	\$10					
0	\circ	\circ					
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Suppose you faced a choice between the followi	ng 3 products. Which would you have	2					
Suppose you raced a choice between the following	na a producta, winch would you buy	•					

1 lb. conventional meatballs \$5	1 lb. clean meatballs \$10	1 lb. vegetarian meatballs \$15
\$0	\$10	\$15
0	0	0
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Suppose you faced a choice between the fo	llowing 3 products. Which would you buy?	
4.0	4.00	4.0
1 lb. conventional meatballs \$10	1 lb. clean meatballs \$15	1 lb. vegetarian meatballs \$20
		0
	O	O
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Suppose you faced a choice between the fo	llowing 3 products. Which would you buy?	
1 lb. vegetarian meatballs \$10	1 lb. conventional meatballs \$20	1 lb. clean meatballs \$15
	0	
0	0	
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E 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
0	0	0
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Suppose you faced a choice between the	following 3 products. Which would you buy	?
1 lb. vegetarian meatballs	1 lb. clean meatballs	1 lb. conventional meatballs
1 lb. vegetarian meatballs	1 lb. clean meatballs	1 lb. conventional meatballs
1 lb. vegetarian meatballs	1 lb. clean meatballs	1 lb. conventional meatballs
1 lb. vegetarian meatballs	1 lb. clean meatballs \$15	1 lb. conventional meatballs
1 lb. vegetarian meatballs \$5	1 lb. clean meatballs \$15	1 lb. conventional meatballs
1 lb. vegetarian meatballs \$5 These page timer metrics will not be displayed	1 lb. clean meatballs \$15	1 lb. conventional meatballs
1 lb. vegetarian meatballs \$5 These page timer metrics will not be displayed. First Click: 0 seconds	1 lb. clean meatballs \$15	1 lb. conventional meatballs

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				
0	0	0				
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Suppose you faced a choice between the fo	llowing 3 products. Which would you buy?					
1 lb. conventional meatballs	1 lb. clean meatballs	1 lb. vegetarian meatballs				
\$15	\$20	\$5				
0	0	0				
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Suppose you faced a choice between the fo	llowing 3 products. Which would you buy?					
1 lb. vegetarian meatballs	1 lb. conventional meatballs	1 lb. clean meatballs				
\$20	\$5	\$10				

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Suppose you faced a choice bet	ween the follow	ing 3 produ	cts. Which wo	ould you buy?			
1 lb. conventional meatballs \$15	3	1 lb.	clean meatballs \$5		1 lb. v	egetarian meatb \$20	palls
0			0			\circ	
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eneral attitudes							
Please indicate the degree to wh	ich you agree o	or disagree v	with the follow	ring statements	5.		
	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
More and more people in the U.S. are reducing their meat consumption.	0	0	0	0	0	0	0
Most people I know personally would be interested in eating "clean meat" products.	0	0	0	0	0	\circ	\circ

	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.	0	0	0	\circ	0	0	\circ
Most people in the U.S. would be interested in eating "clean meat" products.	0	0	0	\circ	0	0	0
Most people I know personally would have concerns about the health or safety of "clean meat" products.	0	0	0	0	0	0	0
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Page Submit: <i>0 seconds</i> Click Count: <i>0 clicks</i>	etarian food is	morally pref	erable to eatii	ng conventiona	ıl meat produ	cts. What do y	you think?
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Page Submit: 0 seconds Click Count: 0 clicks Some people say that eating veg	", we are referi	ring to the kil	nds of red mea	at (e.g. beef, po	ork), white an	d other meat (e.g. eggs,
Page Submit: 0 seconds Click Count: 0 clicks Some people say that eating veg By "conventional meat products chicken, turkey, duck), and fish a	", we are referi	ring to the kil	nds of red mea	at (e.g. beef, po	ork), white an	d other meat (e.g. eggs,
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Agree Somewhat agree	", we are referi	ring to the kil	nds of red mea	at (e.g. beef, po	ork), white an	d other meat (e.g. eggs,
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Do you think that farm animals are sentient (feel pleasure or pain)?
O Definitely yes
O Probably yes
Might or might not
O Probably not
O Definitely not
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First Click: 0 seconds Last Click: 0 seconds Page Submit: 0 seconds Click Count: 0 clicks
First Click: 0 seconds Last Click: 0 seconds Page Submit: 0 seconds Click Count: 0 clicks How much do you think conventional meat production harms animals?
First Click: 0 seconds Last Click: 0 seconds Page Submit: 0 seconds Click Count: 0 clicks How much do you think conventional meat production harms animals? A great deal
First Click: 0 seconds Last Click: 0 seconds Page Submit: 0 seconds Click Count: 0 clicks How much do you think conventional meat production harms animals? A great deal A lot

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How concerned are you about th	nis harm?
A great deal	
O A lot	
A moderate amount	
○ A little	
Not at all	
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Do you think that conventional r	neat products have a larger impact on the environment than vegetarian food products?
By "conventional meat products chicken, turkey, duck), and fish a	", we are referring to the kinds of red meat (e.g. beef, pork), white and other meat (e.g. eggs, and seafood (e.g. tuna, shrimp, crab) products that you would find in a typical grocery store.
O Definitely yes	
O Probably yes	
Might or might not	

O Probably not
O 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
O A lot
A moderate amount
O A little
O Not at all
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How concerned are you about this harm?

A little Not at all							
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lease rate each of the follov	ving according to	the extent tha	t you think th	ey are intellige	nt or unintell	igent:	
Please rate each of the follow	ving according to	the extent tha	t you think th		nt or unintell	igent:	
lease rate each of the follow	ving according to Very unintelligent	the extent tha Unintelligent	t you think th Somewhat unintelligent	ey are intellige Neither intelligent nor unintelligent	nt or unintelli Somewhat intelligent	igent: Intelligent	Very intelligent
	Very		Somewhat	Neither intelligent nor	Somewhat		Very intelligent
Chicken	Very		Somewhat	Neither intelligent nor	Somewhat		Very intelligent
Chicken	Very		Somewhat	Neither intelligent nor	Somewhat		Very intelligent
Chicken Fish Pigs	Very		Somewhat	Neither intelligent nor	Somewhat		Very intelligent
Chicken Fish Pigs Humans	Very		Somewhat	Neither intelligent nor unintelligent	Somewhat		Very intelligent
Chicken Fish Pigs Humans Cows	Very		Somewhat	Neither intelligent nor unintelligent	Somewhat		Very intelligent
Please rate each of the follow Chicken Fish Pigs Humans Cows Horses Dogs	Very		Somewhat	Neither intelligent nor unintelligent	Somewhat		Very intelligent

Please rate each of the following	g according to t Completely	the extent that Mostly	t you think the	ey are capable Neither capable nor	Somewhat	ng pain: Mostly	Highly
	incapable	incapable	incapable	incapable	capable	capable	capable
Dogs	0	0	0	0	0	0	0
Chicken	0	0	0	0	0	0	0
Humans	0	0	0	0	0	0	0
Fish	0	\circ	\circ	\circ	\circ	\circ	\circ
Cows	0	\circ	\circ	\circ	\bigcirc		
Horses	0	\circ	\circ	\circ	\circ	\circ	\circ
Pigs	0	0	0	0	0	0	0
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First Click: 0 seconds Last Click: 0 seconds Page Submit: 0 seconds Click Count: 0 clicks How do you feel towards vegeta		e recipient.					
These page timer metrics will not be First Click: 0 seconds Last Click: 0 seconds Page Submit: 0 seconds Click Count: 0 clicks How do you feel towards vegeta Extremely positive Moderately positive Slightly positive		e recipient.					

 Slightly negative 					
Moderately negative	/e				
 Extremely negative 	э				
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