

Panel	Question	Options
Panel 2	Q1: What is your age group?	18 - 22 years 23 - 44 years 45 - 60 years 61 above years
	Q2: Which region inside or outside India do you associate with?	North India South India East India West India Outside India
	Q3: What is your gender?	Male Female Prefer not to say
	Q4: Do you think your background like gender, type of region, and age has an impact on your food choices?	Yes No
	Q5: Which food type category do you belong to?	Don't think it matters Vegetarian Non-Vegetarian Vegan Others
	Q6: Which type of region do you associate with?	Don't think it matters Rural Semi-Urban Urban Metros Others (College, military cant., etc)
Panel 3, 4, 5, and 6	Q1: To what extent have you consumed <food choice> (or a majority of it) in the past week?	Almost never Rarely Sometimes Often Quite often
	Q2: To what extent will you prefer to consume <food choice> next week?	Almost never Rarely Sometimes Often Quite often
	Q3: To what extent do friends around you consume <food choice> in a week?	Almost never Rarely Sometimes Often Quite often
	Q4: To what extent do your family members consume <food choice> in a week?	Almost never Rarely Sometimes Often Quite often
	Q5: If you are given a choice of food item, would you have a preference for <food choice> over any other choice?	Yes No Can't say
	Q6: Suppose you were traveling and had to eat <food choice> for a majority of meal times in a week. How would you feel?	Would hate it Okay with it Would love it
	Q7: Suppose you are setting up the menu of a mess. How likely are you to include this meal selection (shown on right) that includes <meal choice>?	Not likely Somewhat likely Likely
	Q8: Suppose you were traveling and had to eat this meals selection for a majority of meal times in a week. How would your health be impacted?	Will get sick Will not be sick but won't be happy No impact, can do it for another week Would be much happier and healthier
Panel 7	Q1: Do you use a mobile-app based food recommendation service ("mobile-app service" like Zomato, AllRecipes)?	Yes No
	Q2: If there is a particular kind of food that you like to have on a regular basis, do let us know?	<Text to be entered by respondent>