

Baseline Survey

Chocolate - avoid

These questions ask about your thoughts about avoiding **snacking on chocolate**

I intend to avoid snacking on chocolate over the next month

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

I will try to avoid snacking on chocolate over the next month

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

I plan to avoid snacking on chocolate over the next month

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

- ☐ Somewhat agree
- ☐ Strongly agree

It is likely that I will avoid snacking on chocolate over the next month

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

I want to avoid snacking on chocolate over the next month

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

I am willing to avoid snacking on chocolate over the next month

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

Meat - avoid

These questions ask about your thoughts about avoiding **eating meat**

I intend to avoid eating meat over the next month

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

I will try to avoid eating meat over the next month

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

I plan to avoid eating meat over the next month

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

It is likely that I will avoid eating meat over the next month

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

I want to avoid eating meat over the next month

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

I am willing to avoid eating meat over the next month

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

Meat - eat

These questions ask about your thoughts about **eating meat**

I intend to eat meat over the next month

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

I will try to eat meat over the next month

- ☐ Strongly disagree
- ☐ Somewhat disagree

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

I plan to eat meat over the next month

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

It is likely that I will eat meat over the next month

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

I want to eat meat over the next month

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

I am willing to eat meat over the next month

- ☐ Strongly disagree
- ☐ Somewhat disagree

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

Chocolate eat

These questions ask about your thoughts about **snacking on chocolate**

I intend to snack on chocolate over the next month

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

I will try to snack on chocolate over the next month

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

I plan to snack on chocolate over the next month

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

It is likely that I will snack on chocolate over the next month

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

I want to snack on chocolate over the next month

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

I am willing to snack on chocolate over the next month

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

Chocolate frequency

Over the past month, how often did you eat **unsweetened cooking chocolate or sugar free dark chocolate**?

- ☐ Never
- ☐ Once a month
- ☐ 2–3 times a month

- ☐ Once a week
- ☐ 2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ Once a day
- ☐ 2 + times a day

Over the past month, how often did you eat **white, milk, or dark chocolate** (not already mentioned above)?

- ☐ Never
- ☐ Once a month
- ☐ 2–3 times a month
- ☐ Once a week
- ☐ 2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ Once a day
- ☐ 2 + times a day

Over the past month, how often did you eat **chocolate cake or chocolate chip cookies**?

- ☐ Never
- ☐ Once a month
- ☐ 2–3 times a month
- ☐ Once a week
- ☐ 2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ Once a day

☐ 2 + times a day

Over the last month, how often did you eat **chocolate ice-cream** (full, reduced or low fat)?

☐ Never

☐ Once a month

☐ 2–3 times a month

☐ Once a week

☐ 2 times a week

☐ 3-4 times a week

☐ 5-6 times a week

☐ Once a day

☐ 2 + times a day

Chocolate volume

Each time you ate **unsweetened cooking chocolate or sugar free dark chocolate**, how much did you usually eat?

☐ Less than ¼ cup (fun size bar)

☐ ¼ to 1 cup (standard size bar)

☐ More than 1 cup (1/2 block of chocolate)

Each time you ate **white, milk or dark chocolate**, how much did you usually eat?

☐ Less than ¼ cup (fun size bar)

☐ ¼ to 1 cup (standard size bar)

☐ More than 1 cup (1/2 block of chocolate)

Each time you ate **chocolate cake or chocolate chip cookies**, how much did you usually eat?

- ☐ Less than 1 slice or 3 cookies
- ☐ 1 slice or 3 cookies
- ☐ More than 1 slice or 3 cookies

How often did you eat **chocolate ice-cream** (full, reduced or low fat)?

- ☐ Less than 1 cup
- ☐ 1 to 2 cups
- ☐ More than 2 cups

Meat frequency

How often in the past month did you eat the following?

	Never	1-3 times per month	1-3 times per week	4-6 times per week	Once per day	2 or more times per day
Meat (any type of meat, including beef, pork, chicken, turkey, fish, shellfish, or other meats)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beef (hamburger, steak, roast beef, meatloaf, in stews / lasagna / pasta / pizza / etc.)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pork (bacon, ham, pork chops, spare ribs, bacon bits, etc.)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicken (wings, nuggets, chicken breast, chicken sandwich, in soup, etc.)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Never	1-3 times per month	1-3 times per week	4-6 times per week	Once per day	2 or more times per day
Lamb (roast lamb, lamb chops, minced in burgers / pies / pasta)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish, not including shellfish (salmon, tuna, fish sticks, haddock, fish & chips, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shellfish (lobster, shrimp, scallops, oyster, crab, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other meats (duck, turkey, goat, bison, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A serving of meat is 80-100g; a piece about the size of your palm.

When you ate meat in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings

A serving of beef is 80- 100g; a 100g burger; 3-6 slices of roast beef.

When you ate beef in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings

A serving of pork is 80- 100g; 1 pork chop; 2 ribs; 3-4 slices of bacon.

When you ate pork in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings

A serving of chicken is 80- 100g; 1/2 large or 1 small breast; 2 drumsticks.

When you ate chicken in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings

A serving of lamb is 80- 100g; 1 lamb chop; 4-5 slices of roast.

When you ate lamb in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings

A serving of fish (not including shellfish) is 80- 100g; 1 can of tuna; 3-4 fish fingers; 1 small or 1/2 medium fillet.

When you ate fish in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings

A serving of shellfish is 80- 100g; 6 medium shrimp; 4-5 large scallops; 6-12 oysters.

When you ate shellfish in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings

A serving of other meats is 80- 100g; a piece about the same size as your palm.

When you ate other meats in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings

Follow-up Survey

Chocolate frequency

Over the past month, how often did you eat **unsweetened cooking chocolate or sugar free dark chocolate**?

- ☐ Never
- ☐ Once a month
- ☐ 2–3 times a month
- ☐ Once a week
- ☐ 2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ Once a day
- ☐ 2 + times a day

Over the past month, how often did you eat **white, milk, or dark chocolate** (not already mentioned above)?

- ☐ Never
- ☐ Once a month
- ☐ 2–3 times a month
- ☐ Once a week
- ☐ 2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ Once a day
- ☐ 2 + times a day

Over the past month, how often did you eat **chocolate cake or chocolate chip cookies**?

- ☐ Never
- ☐ Once a month
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- ☐ Once a week
- ☐ 2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ Once a day
- ☐ 2 + times a day

Over the last month, how often did you eat **chocolate ice-cream** (full, reduced or low fat)?

- ☐ Never
- ☐ Once a month
- ☐ 2–3 times a month
- ☐ Once a week
- ☐ 2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ Once a day
- ☐ 2 + times a day

Chocolate volume

Each time you ate **unsweetened cooking chocolate or sugar free dark chocolate**, how much did you usually eat?

- ☐ Less than ¼ cup (fun size bar)

	Never	1-3 times per month	1-3 times per week	4-6 times per week	Once per day	2 or more times per day
Beef (hamburger, steak, roast beef, meatloaf, in stews / lasagna / pasta / pizza / etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pork (bacon, ham, pork chops, spare ribs, bacon bits, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicken (wings, nuggets, chicken breast, chicken sandwich, in soup, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lamb (roast lamb, lamb chops, minced in burgers / pies / pasta)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fish, not including shellfish (salmon, tuna, fish sticks, haddock, fish & chips, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shellfish (lobster, shrimp, scallops, oyster, crab, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other meats (duck, turkey, goat, bison, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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A serving of lamb is 80- 100g; 1 lamb chop; 4-5 slices of roast.

When you ate lamb in the past month what was your usual serving size?

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When you ate fish in the past month what was your usual serving size?

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A serving of shellfish is 80- 100g; 6 medium shrimp; 4-5 large scallops; 6-12 oysters.

When you ate shellfish in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
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A serving of other meats is 80- 100g; a piece about the same size as your palm.

When you ate other meats in the past month what was your usual serving size?

- ☐ 1/2 a serving
- ☐ 1 serving
- ☐ 1.5+ servings