

Default Question Block

We write to invite you to take part in a research project which aims to understand what the UK public thinks about their carbon footprint from food consumption and the ways of reducing the carbon footprint. This survey will explore:

1. Your meat consumption habits
2. Views on the environment and climate change
3. Your views on ways to reduce carbon emissions from meat consumption
4. Some background questions about you

Answering our questions will take around 10–15 minutes. Participation in the study is voluntary and you have the right to decline the invitation or to withdraw from the study at any time during the survey. Your answers will be anonymously recorded and analysed. The aggregate results will be used for research purposes only.

By participating you are helping us to gain a better understanding of how agriculture's contribution to climate change is viewed by the public.

We thank you in advance for your time and contributions to this research.

Yours faithfully,
Albert Boaitey

By clicking on the below box, I agree to take part in this survey

☐ I agree to take part in this study

Section A

Where do you live?

- ☐ England
- ☐ Northern Ireland
- ☐ Scotland
- ☐ Wales
- ☐ Other

How old are you?

- ☐ Less than 18 years old
- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65+ years

Which best describes your gender identity?

- ☐ Man
- ☐ Woman
- ☐ Genderqueer or non-binary
- ☐ Agender
- ☐ I do not wish to specify

Based on your dietary choices, which of the following best describes you?

- ☐ Omnivorous (regularly eat both animal and non-animal products)
- ☐ Flexitarian (only occasionally eat meat or fish)
- ☐ Vegetarian (do not eat meat but eat other animal products (eggs, cheese, milk))
- ☐ Vegan (do not eat animal products at all)
- ☐ Pescatarian (do not eat meat but do eat fish)
- ☐ Other (Please specify)

Section B – Views on Climate Change 1/3

How important is the issue of climate change to you personally?

1 – Not at all important 2 3 4 5 – Very important

How much, if anything, would you say you know about climate change?

- ☐ 1- Nothing, have never heard of it
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – A lot

Which of the following statements are you in most agreement with? (Select only one option)

- ☐ Climate change is caused only by natural processes
- ☐ Climate change is caused by both natural processes and human activity
- ☐ Climate change is caused only by human activity
- ☐ I don't know what is causing climate change
- ☐ There's no such thing as climate change

Section B – Views on Climate Change 2/3

How frequently do you consume meat?

- ☐ 2 times weekly
- ☐ 3- 5 times weekly
- ☐ Once a day
- ☐ Twice a day or more
- ☐ Never (I only eat plant based protein/alternate diets)

C02eq

Based on your consumption your carbon footprint is $\$ \{e://Field/CO2eq\}$

Please select the next button to continue the survey.

Framing

$\$ \{e://Field/Framing\}$

Section B – Views on Climate Change 2/3

We are interested in the carbon offsets programs you prefer offset your emissions from your consumption above. Imagine at the grocery store you are offered the opportunity to offset your emissions from meat or alternative meat product consumption by paying to support projects that remove greenhouse gases from the atmosphere. The project options are described below:

Which scenario would you choose?

Project name	Description
Landfill gas project	The project involves greenhouse gas emission reductions from the capture and destruction of landfill g
Renewable energy project	The project generates electricity from renewable sources through th construction and operation of a wind farm. The electricity produced will displace energy from fossil fuels from national power grid, generating, emission reductions.
Afforestation project Frequency	The project supports the planting of trees. Trees absorb and store greenhouse gases.
Manure digester project	This project reduces greenhouse emissions by installing new

manure digestors on farms
to capture and combust methane

Now we will ask you 10 different choice questions, and in each question we would like to know your most and least preferred carbon offset programs for offsetting your Greenhouse gas emission caused by your meat consumption.

Before answering the choice questions, Please consider the following important instructions!

Consider the situations to be real situations: Choose your answers as if you really had to pay the respective amounts and take your monthly income into account when making the decisions.

Data Quality Check

Which of the following is your favourite sport to watch? This is a data quality check. Regardless of your true preference, please select Hockey:

- ☐ Baseball
- ☒ Basketball
- ☐ Soccer
- ☐ Hockey
- ☐ Tennis

CT1

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	Landfill gas	Manure digester	
Location of offset project	In a Developing country	in the European union	
Certification	International NGO	UK government certified	
Price/tonne Co2eq	£10	£15	£0

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

GHG

You will have a £\$ {e://Field/GHG} increase in monthly expenditure

CT2

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	Afforestation	landfill gas	
Location of offset project	In a Developing country	in the UK	
Certification	International NGO	None	
Price/tonne Co2eq	£15	£10	£0

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

CT3

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	Afforestation	Manure digester	
Location of offset project	In a Developing country	in the UK	
Certification	None	International NGO	
Price/tonne Co2eq	£10	£15	£0

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

CT4

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	Renewable energy	Manure digester	
Location of offset project	In the uk	In the European Union	
Certification	UK government certified	None	
Price/tonne Co2eq	£20	£10	

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

CT5

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	Renewable energy	Afforestation	
Location of offset project	In a Developing country	In the UK	
Certification	International NGO	None	
Price/tonne Co2eq	£10	£20	

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

CT6

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	Renewable energy	Afforestation	
Location of offset project	In a Developing country	In the European Union	
Certification	None	International NGO	
Price/tonne Co2eq	£15	£20	



Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

CT7

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	landfill gas	Manure digester	
Location of offset project	In the European Union	In a Developing country	
Certification	None	UK government certified	
Price/tonne Co2eq	£15	£10	£0

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

CT8

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	Afforestation	Manure digester	
Location of offset project	In the European Union	In a Developing country	
Certification	UK government certified	None	
Price/tonne Co2eq	£10	£20	£0

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

CT9

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No offsetting
offset project	landfill gas	Renewable energy	
Location of offset project	In a Developing country	In the UK	
Certification	UK government certified	None	
Price/tonne Co2eq	£20	£10	£0

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

CT10

Select one of these options to offset your consumption based emissions of \$ {e://Field/CO2eq} Tonnes of Co2 Eq per year

	Option A	Option B	No off
offset project	Afforestation	Renewable energy	
Location of offset project	In the UK	In the European Union	
Certification	UK government certified	None	
Price/tonne Co2eq	£15	£20	£

Your **most** preferred choice

Option A

Option B

No offsetting

Your **least** preferred choice

Option A

Option B

No offsetting

Section B – Views on Climate Change 3/3

How strongly do you agree with the following statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I would trust companies offering carbon offsetting to use the money I paid in the right way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By making people more aware of how their behaviour affects the environment, carbon offsetting encourages more environmentally-friendly behaviour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who care about the environment tend to buy carbon offsets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting should be mandatory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting can help tackle climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Carbon offsetting can help people in developing countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting can help wildlife and habitats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Carbon offsetting is a quick and easy way of tackling climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting can help reduce unavoidable emissions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting encourages people to carry on doing things that harm the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Carbon offsetting will make no difference in the fight against climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting is just another form of taxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting is too much hassle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting is a waste of time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carbon offsetting is a rip-off	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate how often the following statements are true of you

	Never	Rarely	Sometimes	Often	Almost Always
Thinking about climate change makes it difficult for me to concentrate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thinking about climate change makes it difficult for me to sleep.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Never	Rarely	Sometimes	Often	Almost Always
I have nightmares about climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find myself crying because of climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think, "why can't I handle climate change better?"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Rarely	Sometimes	Often	Almost Always
I go away by myself and think about why I feel this way about climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I write down my thoughts about climate change and analyze them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think, "why do I react to climate change this way?"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My concerns about climate change make it hard for me to have fun with my family or friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have problems balancing my concerns about sustainability with the needs of my family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never	Rarely	Sometimes	Often	Almost Always
My concerns about climate change interfere with my ability to get work or school assignments done.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My concerns about climate change undermine my ability to work to my potential.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends say I think about climate change too much.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How strongly do you agree with the following statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I think of myself as an environmentally friendly consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of myself as someone who is very concerned with environmental issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I would be embarrassed to be seen as having an environmentally friendly lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would not want my family or friends to think of me as someone who is concerned about environmental issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you agree or disagree that:

	Strongly disagree	Mildly disagree	Unsure	Mildly agree	Strongly agree
Humans have the right to modify the natural environment to suit their needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans are severely abusing the planet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals have the same rights as humans to exist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly disagree	Mildly disagree	Unsure	Mildly agree	Strongly agree

Strongly disagree Mildly disagree Unsure Mildly agree Strongly agree

Nature is strong enough to cope with the impact of modern industrial nations

☐ ☐ ☐ ☐ ☐

Humans were meant to rule over the rest of nature

☐ ☐ ☐ ☐ ☐

The balance of nature is very delicate and easily upset

☐ ☐ ☐ ☐ ☐

The public can help reduce the Greenhouse gas emissions from livestock in a variety of ways. Please select which of these options you prefer most:

- ☐ Reduce the consumption of meat and other livestock products by, for example, substituting meat with plant-based proteins.
- ☐ Keep meat consumption levels the same but offset emissions by funding carbon offset projects.
- ☐ Voluntary purchase of meat and other livestock products with low carbon labels provided by food retailers
- ☐ Paying for higher prices for conventional meat and livestock products due to government mandated carbon tax.

How likely are you to reduce your future (meat) consumption due to concerns about climate change?

1 - Least likely

☐

☐

☐

☐

5 - Very likely

☐

Statement intro

For the following questions, you will be given a list of \$ {e://Field/intro_text} statements for each question. Indicate HOW MANY of them you would agree. (No need to specify which one(s) you agree with.)

Statement Set 1

Organic products are healthier.

Locally produced food generally has higher quality.

I do not pay attention to food labels.

Price in local store is lower.

\$ {e://Field/Statement1}

How many of these statements would you agree with?



Statement Set 2

I care if food is “all natural” or not.

Reduced meat consumption is healthy.

I don't think plant-based meat can replace animal-based meat.

I don't care if food is produced with genetically modified organisms.

$\$ \{e://Field/Statement2\}$

How many of these statements would you agree with?



Statement Set 3

I plan my diet.

I regularly make a shopping list before grocery shopping.

Food waste is an issue for my family.

I rarely pay attention to food calories.

$\$ \{e://Field/Statement3\}$

How many of these statements would you agree with?



Statement Set 4

I cook regularly.

I consider my lifestyle healthy.

I rarely read nutrition labels.

I eat pre-packaged food at least 3 times a week on average.

$\$ \{e://Field/Statement4\}$

How many of these statements would you agree with?

☐

☐

☐

☐

☐

☐

Demographics

Which of the following best describes your highest education level attained?

- ☐ No formal qualifications
- ☐ GCSE/O-Level
- ☐ A-Level/Higher/BTEC
- ☐ Vocational/NVQ
- ☐ Degree or equivalent
- ☐ Postgraduate qualification
- ☐ Other

How many persons are there in your household?

How many persons under 18 years old are there in your household?

Are you the person who does the main food shopping in your household?

- ☐ Yes
- ☐ No
- ☐ I have joint responsibility

What is your yearly household income before tax?

- ☐ < £10,000
- ☐ £10,001 – £20,000
- ☐ £20,001 – £30,000
- ☐ £30,001 – £40,000
- ☐ £40,001 – £50,000
- ☐ £50,001 – £60,000
- ☐ > £60,001
- ☐ I do not wish to specify

How would you describe where you live?

- ☐ City centre
- ☐ Town or suburb
- ☐ Rural area

In what year were you born?

Thank you for your valuable contribution to our project. If you have any questions about the survey or the project please contact the lead researcher via email – albert.boaitey@newcastle.ac.uk