Template\_workshop\_Ag\_Econ

Start of Block: Consent

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Q1 Thank you for your interest in participating in our survey.  This research study is about your consumption and preferences for beef products. The survey lasts approximately 20 minutesand includes questions about your socio-demographic characteristics, beef consumption habits, perceptions about beef products and their place of origin, and tensets depicting meat cuts where you will be asked to choose between them based on their place of origin and prices. Your participation is completely voluntary. You can skip any questions you are not comfortable with and stop at any point. There are no direct benefits for your participation more than the advancement of knowledge about beef demand.   There are no foreseeable risks to your participation. To protect your confidentiality we do not need to know your name or any other type of personal identification information and your answers will not be associated with you.   If you have any questions about this research, please contact Dr. Carlos Carpio via email at carlos.carpio@ttu.edu. If you have questions about your rights as a research participant, contact the Human Research Protection Program, Office of Research & Innovation, Texas Tech University, Lubbock, Texas 79409.  You can contact them at 806-742-2064 or hrpp@ttu.edu.   We appreciate your time and effort for this research study. If you would like to continue the survey, please click **NEXT.**

* **NEXT** (1)
* Leave the survey (2)

End of Block: Consent

Start of Block: Intro

Q2 The following questions will help us to compare our survey with the general population. Please remember that this is an anonymous survey and that you cannot be identified from any information you provide.

End of Block: Intro

Start of Block: Demographics

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Q3 Date of birth

▼ After 2001 (1) ... Before 1949 (55)

Skip To: End of Survey If Date of birth = After 2001

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Q4 Where do you live?

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| State (1) | ▼ Aguascalientes (1) ... Zacatecas (32) |

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Q5 What type of community do you live in?

* Urban (1)
* Rural (2)

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Q6 Gender

* Male (1)
* Female (2)
* Other (3)

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Q7 Are you the household head?

* Yes (1)
* No (2)

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Q8 What is the highest degree or level of education you have completed?

* No schooling (1)
* Elementary School (2)
* Middle School (3)
* High School (4)
* Apprenticeship (5)
* Trade School (6)
* Bachelor's Degree (7)
* Graduate Degree (8)

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Q9 Please use the following categories to describe the composition of your household; you must fill in the blank spaces the number of people corresponding to the age.

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|  | Quantity (1) |
| Under 18 years old (children) (1) |  |
| 18 years old and over (adults) (2) |  |
| Total |  |

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Q10 What is your marital status?

* Single (1)
* Married (2)
* Divorced (3)
* Widowed (4)
* In a domestic partnership (5)

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Q11 Please indicate your total monthly household income before taxes:

* Less than 3,000 Pesos (1)
* 3,000-4,999 Pesos (2)
* 5,000-7,999 Pesos (3)
* 8,000-12,999 Pesos (4)
* 13,000-19,999 Pesos (5)
* 20,000-30,000 Pesos (6)
* More than 30,000 Pesos (7)

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Q12 Could you specify the percentage of your overall household income allocated for food?

* Less than 25% (1)
* Between 25-40% (2)
* Between 40-60% (3)
* More than 60% (4)

End of Block: Demographics

Start of Block: Beef consumption habits and perceptions

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Q13 How frequently do you buy beef products and what is the average amount you spend on them? (choose only one option)

* Daily (1)
* Weekly (2)
* Biweekly (3)
* Monthly (4)
* Less than once a month (5)
* Never (6)

Skip To: Q15 If How frequently do you buy beef products and what is the average amount you spend on them? (choose... = Never

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Q14 You chose: ${Q13/ChoiceGroup/SelectedChoices}, please tell us how much is the amount spent on this purchase frequency?

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Q15 On average, how often do you consume beef, both within your home and outside of it?

* 4 or more times per week (1)
* 2-3 times per week (2)
* Once per week (3)
* 2-3 times per month (4)
* Once per month or less (5)
* Never (6)

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Q16 What types of beef products have you consumed within the past month?

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|  | Consume (1) |
| Thin slice of beef, breaded or unbreaded (1) |  |
| Beef steak for grilling (2) |  |
| Fajita, strips, stir-fry beef (4) |  |
| Thin sliced butterfly steak, tampico style (5) |  |
| Ground or minced (e.g., hamburger) (8) |  |
| Beef chops (9) |  |
| Beef chuck pectoral steak (10) |  |
| Sausage, brats, hotdogs, beef luncheon meats, deli meats (11) |  |
| Beef jerky (12) |  |
| Organ meats (e.g. tripe, tongue, liver, hearth, tail, belly, kidneys) (13) |  |
| Other, please list: (14) |  |
| ⊗None (15) |  |

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Q17 On a scale of 1 to 5, with 1 being the least important and 5 being the most important, please rate the level of importance you assign to each attribute when purchasing beef products.

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|  | 1. (Low importance) (1) | 2. (2) | 3. (Neutral) (3) | 4. (4) | 5. (Very important) (5) | No opinion (6) |
| Price (1) |  |  |  |  |  |  |
| Product Leanness (Less Fat) (2) |  |  |  |  |  |  |
| Product Flavor (3) |  |  |  |  |  |  |
| Product Tenderness (4) |  |  |  |  |  |  |
| Product Juiciness (5) |  |  |  |  |  |  |
| Product Color (6) |  |  |  |  |  |  |
| Ease of Product Preparation (7) |  |  |  |  |  |  |
| Production System (Pasture vs confined stalls) or (Grass fed vs Grain fed) (15) |  |  |  |  |  |  |
| Food Safety (16) |  |  |  |  |  |  |
| Product Freshness (i.e., “Sell by Date”) (9) |  |  |  |  |  |  |
| Product Labeled Organic (10) |  |  |  |  |  |  |
| Traceability of Product to Farm (11) |  |  |  |  |  |  |
| Country of Origin of Product (12) |  |  |  |  |  |  |

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Q18 On a scale of 1 to 5, with 1 indicating a very unfavorable opinion and 5 indicating a very favorable opinion, please indicate your opinion of the following places:

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|  | 1. **(Very unfavorable)** (1) | 2. (Somewhat unfavorable) (2) | 3. (Neutral) (3) | 4. (Somewhat favorable) (4) | 5. **(Very favorable)** (5) | No opinion (6) |
| United States (1) |  |  |  |  |  |  |
| Texas (2) |  |  |  |  |  |  |
| Canada (3) |  |  |  |  |  |  |
| Nicaragua (4) |  |  |  |  |  |  |

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Q19 Whitin the past month, have you observed beef products being marketed from the following countries of origin?

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|  | Seen (1) | Not seen (2) | I don't know (3) |
| United States (1) |  |  |  |
| Canada (2) |  |  |  |
| Nicaragua (3) |  |  |  |

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Q20 Within the past month, how frequently did you buy beef products from the following countries of origin?

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|  | Daily (1) | Weekly (2) | Biweekly (3) | Monthly (4) | Never (5) |
| United States (1) |  |  |  |  |  |
| Canada (2) |  |  |  |  |  |
| Nicaragua (3) |  |  |  |  |  |

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Q21 Regardless of whether you have knowingly purchased beef produced in another country or not, please share your perception or knowledge regarding the following characteristics of beef meat based on its country of origin, using a scale of 1 to 5 where 1 represents poor quality and 5 represents excellent quality.

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|  | 1. (Bad) (1) | 2. (2) | 3. (Good) (3) | (4) | 4. (5) | 5. (Excellent) (6) | None (7) |
| Palatability traits (juiciness, flavor, tenderness) (3) |  |  |  |  |  |  |  |
| Visual attributes (color and marbling (intramuscular fat)) (5) |  |  |  |  |  |  |  |
| Food safety (practices to prevent foodborne diseases) (6) |  |  |  |  |  |  |  |
| Palatability traits (juiciness, flavor, tenderness) (8) |  |  |  |  |  |  |  |
| Food safety (practices to prevent foodborne diseases) (9) |  |  |  |  |  |  |  |
| Food safety (practices to prevent foodborne diseases) (22) |  |  |  |  |  |  |  |
| Palatability traits (juiciness, flavor, tenderness) (10) |  |  |  |  |  |  |  |
| Visual attributes (color and marbling (intramuscular fat)) (11) |  |  |  |  |  |  |  |
| Food safety (practices to prevent foodborne diseases) (12) |  |  |  |  |  |  |  |
| Palatability traits (juiciness, flavor, tenderness) (13) |  |  |  |  |  |  |  |
| Visual attributes (color and marbling (intramuscular fat)) (14) |  |  |  |  |  |  |  |
| Food safety (practices to prevent foodborne diseases) (15) |  |  |  |  |  |  |  |

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Q22 How would you rate the overall quality of beef products from the following countries of origin, using a scale of 1 to 5 where 1 indicates poor quality and 5 indicates excellent quality

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|  | 1. (Poor quality) (1) | 2. (2) | 3. (Good quality) (3) | 4. (4) | 5. (Excellent quality) (5) | None (6) |
| United States (1) |  |  |  |  |  |  |
| Mexico (2) |  |  |  |  |  |  |
| Canada (3) |  |  |  |  |  |  |
| Nicaragua (4) |  |  |  |  |  |  |

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Q23 How would you rate the perceived quality of beef products from the following states in the U.S.?

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|  | 1. (Poor quality) (1) | 2. (2) | 3. (Good quality) (3) | 4. (4) | 5. (Excellent quality) (5) | None (6) |
| Texas (1) |  |  |  |  |  |  |
| Nebraska (2) |  |  |  |  |  |  |
| Kansas (3) |  |  |  |  |  |  |
| California (4) |  |  |  |  |  |  |
| Oklahoma (5) |  |  |  |  |  |  |

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Q24 Considering that certain products are labeled with more specific information about their region of origin, known as designation of origin (e.g., coffee from the Cauca Valley in Colombia and tequila from Jalisco in Mexico), what is your overall perspective on the following attributes of products labeled with designation of origin? Please rate your opinion on a scale of 1 to 5, where 1 represents totally disagree and 5 represents totally agree.

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|  | 1. (Totally disagree) (1) | 2. (2) | 3. (Neutral) (3) | 4. (4) | 5. (Totally agree) (5) | None (6) |
| Preserve a higher product quality (1) |  |  |  |  |  |  |
| Guarantee a constant product quality (2) |  |  |  |  |  |  |
| Reduce the likelihood of fraudulent copycat products (3) |  |  |  |  |  |  |
| Preserve the exclusivity of the product (4) |  |  |  |  |  |  |

End of Block: Beef consumption habits and perceptions

Start of Block: Choice Experiment

Q25 The following questions will allow us to learn more about your preferences for different characteristics of beef. The beef characteristics analyzed are:    **Place of origin:** **Mexico, United States, U.S. -Texas, Nicaragua, Canada.** **Price per kilogram**:**150, 220, 280, 350 Mexican pesos.** **Food safety level: Standard** means that fulfills the requirements established by country regulations and **Enhanced** when food safety practices are used that go above and beyond what is required**.** **Production practices: Approved** means that animals were raised using scientifically determined, safe and government-approved synthetic growth hormones and antibiotics; **Natural** is the same as typical, except the animals were raised without synthetic growth hormones and antibiotics.   Imagine you are at your usual grocery store, market, or another location where you typically purchase food items. At this place, you have five different beef steak products to choose from. In the following boxes, you will find the product information presented on labels. Please pay close attention to the attributes of each product, as they may have slight differences. Apart from the provided information, assume that all the products are identical in terms of size, color, freshness, and other relevant factors.   
  
It is crucial that you make the choice below just as you would if you were actually at the point of purchase. Keep in mind that any purchase you make will reduce the available funds for other expenses for you and your family. If you do not prefer any of the options, please select **"None."**   We remind you that you already assigned a budget of  ${Q14/ChoiceTextEntryValue} pesos  ${Q13/ChoiceGroup/SelectedChoices} to purchase beef products in each of the following scenarios.

End of Block: Choice Experiment

Start of Block: B1

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Q26   
(1/12) Select your preferred option in the boxes below the table.  
   **Characteristics** **Option 1** **Option 2** **Option 3** **Option 4** **Option 5** **Option 6** **Place of origin** Canada U.S.- Texas Nicaragua Mexico U.S. None **Price/kilogram (Mexicanos Pesos)** 350 Pesos 220 Pesos 150 Pesos 280 Pesos 280 Pesos **Food safety level** Enhanced Enhanced Standard Standard Enhanced **Production practices** Approved Natural Approved Approved Natural

* Option 1 (1)
* Option 2 (2)
* Option 3 (3)
* Option 4 (4)
* Option 5 (5)
* None (6)

End of Block: B1