

Variable	Description
X1	Snacks made by Snacks manufacturer: Are made with farm grown ingredients like potato, corn or wheat?
X2	Brand A chips: Are made with farm grown ingredients like potato, corn or wheat?
X3	Brand B chips: Are made with farm grown ingredients like potato, corn or wheat?
X4	Brand C chips: Are made with farm grown ingredients like potato, corn or wheat?
X5	Brand D puffs: Are made with farm grown ingredients like potato, corn or wheat?
X6	Brand E chips: Are made with farm grown ingredients like potato, corn or wheat?
X7	Brand F chips: Are made with farm grown ingredients like potato, corn or wheat?
X8	Snacks made by Snacks manufacturer: Have zero grams trans fat
X9	Brand A chips: Have zero grams trans fat
X10	Brand B chips: Have zero grams trans fat
X11	Brand C chips: Have zero grams trans fat
X12	Brand D puffs: Have zero grams trans fat
X13	Brand E chips: Have zero grams trans fat
X14	Brand F chips: Have zero grams trans fat
X15	Snacks made by Snacks manufacturer: Are made with natural oils
X16	Brand A chips: Are made with natural oils
X17	Brand B chips: Are made with natural oils
X18	Brand C chips: Are made with natural oils
X19	Brand D puffs: Are made with natural oils
X20	Brand E chips: Are made with natural oils
X21	Brand F chips: Are made with natural oils
X22	Snacks made by Snacks manufacturer : Rate the following 10=good for you, 1=bad for you
X23	Brand A chips : Rate the following 10=good for you, 1=bad for you
X24	Brand B chips : Rate the following 10=good for you, 1=bad for you
X25	Brand C chips : Rate the following 10=good for you, 1=bad for you
X26	Brand D puffs : Rate the following 10=good for you, 1=bad for you
X27	Brand E chips : Rate the following 10=good for you, 1=bad for you
X28	Brand F chips : Rate the following 10=good for you, 1=bad for you
X29	Snacks made by Snacks manufacturer : 10=minimallyProcessed / 1=Heavily processed on a 10 point scale
X30	Brand A chips : 10=minimallyProcessed / 1=Heavily processed on a 10 point scale
X31	Brand B chips : 10=minimallyProcessed / 1=Heavily processed on a 10 point scale
X34	Brand C chips : 10=minimallyProcessed / 1=Heavily processed on a 10 point scale
X35	Brand D puffs : 10=minimallyProcessed / 1=Heavily processed on a 10 point scale
X36	Brand E chips : 10=minimallyProcessed / 1=Heavily processed on a 10 point scale

- X37 Brand F chips : 10=minimallyProcessed / 1=Heavily processed on a 10 point scale
- X38 Manufacturer A: 10 = Extremely Environmentally responsible / 1=Not at all environmentally responsible
- X39 Manufacturer B: 10 = Extremely Environmentally responsible / 1=Not at all environmentally responsible
- X40 Manufacturer C: 10 = Extremely Environmentally responsible / 1=Not at all environmentally responsible
- X41 Brand : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X42 Nutritional Consideration : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X43 Calories : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X44 Type : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X45 Size : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X46 Premium Quality : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X47 Flavor : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X48 Price : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X49 tried and True : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X50 Promotion : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X51 Experiment : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X52 Recommendation : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X53 Health : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X54 Taste : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X55 Variety : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X56 Preperation : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X57 Packaging : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X58 DispBrand B : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X59 Bonus Offer : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X60 Store Circular : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X61 Saw/Heard a TV, Newspaper or Radio Ad : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important
- X62 Saw a sign on the shelf advertising the item at reduced price : Factors in purchase decision / 5=Extremely Important and 1 = Not at all Important