

Well Being 421

instructions instructions

The following questions will ask you about your preferences among different types of foods available away from home. Indicate your choice by clicking on the radio button next to your preferred food. We encourage you to answer this survey on your desktop or laptop, to ensure that the images in the survey are clearly visible. On a small screen, please scroll down to see all the choices before making your selection. The menus in this survey have several options. Please consider your choice carefully, and then select the option(s) you would choose because some menus do not allow corrections.

LOOP FROM 1 TO 9 DO

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|
| IF settingOrder = "Movies" THEN
||
|| IF price sets = Price - Normal THEN
|||
|| ELSEIF price sets = Price - Health subsidy THEN
|||
|| ELSEIF price sets = Price - Calorie tax THEN
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
|| ELSEIF Calories label or not = Treatment C THEN
|||
|| ELSE
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
|| ELSEIF Calories label or not = Treatment C THEN
|||
|| ELSE
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
|| ELSEIF Calories label or not = Treatment C THEN
|||
|| ELSE
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
|| ELSEIF Calories label or not = Treatment C THEN
|||
|| ELSE
|||
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|| ENDIF
||
|| [The following questions are displayed as a table]
||
|| movieIntro Movie Theatre Menu
|| Imagine you are at the movie theater. You are standing in front of the snack bar of the movie
|| theatre. What would you order?
||
|| movie_popcorn Movie Theatre Popcorn Menu
|| Imagine you are at the movie theater. You are standing in front of the snack bar of the movie
|| theatre. What would you order?
|| 1 Large Popcorn Plain
|| 2 Large Popcorn Buttered
|| 3 Regular Popcorn Plain
|| 4 Regular Popcorn Buttered
|| 5 Small Popcorn Plain
|| 6 Small Popcorn Buttered
||
|| movie_drink Movie Theatre Drink Menu
|| Imagine you are at the movie theater. You are standing in front of the snack bar of the movie
|| theatre. What would you order?
|| 1 Large Drink
|| 2 Large Diet Drink
|| 3 Regular Drink
|| 4 Regular Diet Drink
|| 5 Small Drink
|| 6 Small Diet Drink
||
|| movie_candy Movie Theatre Candy Menu
|| Imagine you are at the movie theater. You are standing in front of the snack bar of the movie
|| theatre. What would you order?
|| 1 Large Candy
|| 2 Regular Candy
||
|| movie_none Movie Theatre None Menu
|| Imagine you are at the movie theater. You are standing in front of the snack bar of the movie
|| theatre. What would you order?
|| 99 None of the above
||
|| [End of table display]
|| IF ( None of the above in Movie Theatre None Menu ) AND ( Movie Theatre Popcorn Menu != empty
|| OR Movie Theatre Drink Menu != empty OR Movie Theatre Candy Menu != empty) THEN
||
|| ENDIF
||
|| LOOP FROM 1 TO 6 DO
||
|| IF Movie Theatre Popcorn Menu = counter THEN
||
|| ENDIF
||
|| ENDDO

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||
|| LOOP FROM 1 TO 6 DO
|||
||| IF Movie Theatre Drink Menu = counter THEN
||||
|||| IF movies selected = "" THEN
|||||
||||| ELSE
|||||
||||| ENDIF
||||
||| ENDIF
|||
|| ENDDO
||
|| LOOP FROM 1 TO 2 DO
|||
||| IF Movie Theatre Candy Menu = counter THEN
||||
|||| IF movies selected = "" THEN
|||||
||||| ELSE
|||||
||||| ENDIF
||||
||| ENDIF
|||
|| ENDDO
||
|| IF movies selected != "" THEN
|||
||| ENDIF
||
|| [The following questions are displayed as a table]
||
|| movies3 how satisfied are you with the choice you made?
|| [] In a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| 1 1 Least satisfied
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most satisfied
|| 99 Don't know
||
|| movies4 Rate the value of the available choices
|| On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| 1 1 Worst value
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Best value
|| 99 Don't know

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||
|| movies5 Rate the healthfulness of the menu
|| On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| 1 1 Least healthy
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most healthy
|| 99 Don't know
||
|| movies2a In a typical month, how often do you go to the movies?
|| In a typical month, how often do you go to the movies?
|| Range: 0.0..120.0
||
|| movies2b When you go to the movies, how often do you order something from the snack bar?
|| When you go to the movies, how often do you order something from the snack bar?
|| 1 Every time I go
|| 2 Every other time
|| 3 1 in 3 times
|| 4 Less than 1 in 3 times
|| 5 Very infrequently: 1 in $Answer4$ times
||
|| movies2b_times TIMES Very infrequently
|| When you go to the movies, how often do you order something from the snack bar?
|| Integer
||
|| [End of table display]
|ENDIF
|
| IF settingOrder = "Fast Food" THEN
||
|| IF price sets = Price - Normal THEN
|||
|| ELSEIF price sets = Price - Health subsidy THEN
|||
|| ELSE
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
|| ELSEIF Calories label or not = Treatment C THEN
|||
|| ELSE
|||
|| ENDIF
||
|| fastFood Fast food Menu, Calorie labels
|| Imagine you are at fast -food restaurant for lunch. It is a new fast-food restaurant chain,
|| similar to McDonald's, Burger King, and Wendy's. What would you like to order from the following menu?
|| 1 1/4 lb single combo
|| 2 1/4 lb single sandwich

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|| 3 1/2 lb double combo
|| 4 1/2 lb double sandwich
|| 5 3/4 lb triple combo
|| 6 3/4 lb triple sandwich
|| 7 homestyle chicken combo
|| 8 homestyle chicken sandwich
|| 9 grilled chicken combo
|| 10 grilled chicken sandwich
|| 11 Asiago ranch chicken club combo
|| 12 Asiago ranch chicken club sandwich
|| 13 chicken caeser salad full-size
|| 14 chicken caeser salad half-size
|| 15 fresh quinoa and roasted corn salad full-size
|| 16 fresh quinoa and roasted corn salad half-size
|| 99 NONE OF THE ABOVE
||
|| IF Fast food Menu, Calorie labels != EMPTY AND Fast food Menu, Calorie labels != NONE OF THE
|| ABOVE THEN
||
|| ELSE
||
|| ENDIF
||
|| IF fastfood selected != EMPTY THEN
||
|| ENDIF
||
|| IF Fast food Menu, Calorie labels IN [1, 1/2 lb double combo , 3/4 lb triple combo , homestyle
|| chicken combo , grilled chicken combo ,11] THEN
||
|| | fastFood_drink Regular or diet soft drink for the combo
|| | For your combo, would you order a regular or diet soft drink?
|| | 1 Regular drink
|| | 2 Diet soft drink
|| |
|| | ENDIF
|| |
|| | [The following questions are displayed as a table]
|| |
|| | fastFood3 how satisfied are you with the choice you made?
|| | []On a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| | 1 1 Least satisfied
|| | 2 2
|| | 3 3
|| | 4 4
|| | 5 5 Most satisfied
|| | 99 Don't know
|| |
|| | fastFood4 Rate the value of the available choices
|| | On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| | 1 1 Worst value
|| | 2 2

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|| 3 3
|| 4 4
|| 5 5 Best value
|| 99 Don't know
||
|| fastFood5 Rate the healthfulness of the menu
|| On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| 1 1 Least healthy
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most healthy
|| 99 Don't know
||
|| fastFood2 In a typical month, how often do you go to a fast food restaurant of this type?
|| In a typical month, how often do you go to a fast food restaurant of this type?
|| Range: 0.0..120.0
||
|| [End of table display]
|ENDIF
|
| IF settingOrder = "Pizza Stand" THEN
||
|| IF price sets = Price - Normal THEN
|||
||| ELSEIF price sets = Price - Health subsidy THEN
|||
||| ELSEIF price sets = Price - Calorie tax THEN
|||
||| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
||| ELSEIF Calories label or not = Treatment C THEN
|||
||| ELSE
|||
||| ENDIF
||
|| [The following questions are displayed as a table]
||
|| LOOP FROM 1 TO 10 DO
|||
||| pizza_stand pizza stand
||| Imagine you're at a pizza stand for lunch, where you can purchase pizza by the slice. What
||| would you order from the following menu? Select as many slices as you like for a meal.
||| 1 1
||| 2 2
||| 3 3
||| 4 4
||| 5 5
|||

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|| ENDDO
||
|| pizza_standNone NONE pizza stand
||
|| 99 NONE OF THE ABOVE
||
|| [End of table display]
|| IF NONE pizza stand = NONE OF THE ABOVE THEN
|||
||| LOOP FROM 1 TO 10 DO
||| |
||| | IF pizza stand != EMPTY THEN
||| | |
||| | | ENDIF
||| |
||| ENDDO
|||
||| IF pizzaError = 1 THEN
||| |
||| | pizzaError pizzaError
||| | You selected the "None of the above" option, but also selected at least one slice from the
||| | menu. Please go back to correct your response.
||| |
||| | ENDIF
|||
||| ENDF
||
|| IF NONE pizza stand = EMPTY THEN
|||
||| LOOP FROM 1 TO 10 DO
||| |
||| | IF pizza stand != EMPTY THEN
||| | |
||| | | ENDIF
||| |
||| ENDDO
|||
||| IF pizzaError = THEN
||| |
||| | emptyCheck emptyCheck
||| | You did not answer the previous question. Your answers are important to us. Please return to
||| | the previous question and answer it to the best of your ability.
||| |
||| | ENDIF
|||
||| ENDF
||
|| LOOP FROM 1 TO 10 DO
|||
||| IF pizza stand != EMPTY THEN
||| |
||| | ENDIF

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|||
|| ENDDO
||
|| LOOP FROM 1 TO [max_cat] DO
|||
||| IF pizza stand != EMPTY AND counter < max_cat THEN
|||
||| IF pizza stand = 1 THEN
|||
||| ELSE
|||
||| ENDIF
|||
||| ELSEIF pizza stand != EMPTY AND counter = max_cat THEN
|||
||| IF pizza stand = 1 THEN
|||
||| ELSE
|||
||| ENDIF
|||
||| ENDIF
|||
|| ENDDO
||
|| IF pizza stand selected != EMPTY THEN
|||
||| ENDIF
||
|| [The following questions are displayed as a table]
||
|| pizza_stand3 how satisfied are you with the choice you made?
|| [] On a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| 1 1 Least satisfied
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most satisfied
|| 99 Don't know
||
|| pizza_stand4 Rate the value of the available choices
|| On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| 1 1 Worst value
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Best value
|| 99 Don't know
||
|| pizza_stand5 Rate the healthfulness of the menu
|| On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| 1 1 Least healthy

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|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most healthy
|| 99 Don't know
||
|| pizza_stand2 how often do you go to pizza restaurants like Pizza Hut or Dominoes?
|| In a typical month, how often do you go to pizza restaurants like Pizza Hut or Dominoes?
|| Range: 0.0..120.0
||
|| [End of table display]
|ENDIF
|
| IF settingOrder = "Pizza Restaurant" THEN
||
|| IF price sets = Price - Normal THEN
|||
||| ELSEIF price sets = Price - Health subsidy THEN
|||
||| ELSEIF price sets = Price - Calorie tax THEN
|||
||| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
||| ELSEIF Calories label or not = Treatment C THEN
|||
||| ELSE
|||
||| ENDIF
||
|| [The following questions are displayed as a table]
||
|| LOOP FROM 1 TO 10 DO
|||
||| pizza_res pizza restaurant
||| Imagine you're at a pizza restaurant for lunch, where fresh, organic, locally sourced and
||| other premium ingredients are served. You can purchase pizza by the slice. What would you
||| order from the following menu? Select as many slices as you like for a meal.
||| 1 1
||| 2 2
||| 3 3
||| 4 4
||| 5 5
|||
||| ENDDO
||
|| pizza_resNone NONE pizza restaurant
||
|| 99 None of the above
||
|| [End of table display]

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|| IF NONE pizza restaurant = None of the above THEN
|||
||| LOOP FROM 1 TO 10 DO
||| |
||| | IF pizza restaurant != EMPTY THEN
||| | |
||| | | ENDIF
||| | |
||| | |
||| | | ENDDO
||| |
||| | IF pizzaError = 1 THEN
||| | |
||| | | pizzaError pizzaError
||| | | You selected the "None of the above" option, but also selected at least one slice from the
||| | | menu. Please go back to correct your response.
||| | |
||| | | ENDF
||| | |
||| | | ENDF
||| |
||| | IF NONE pizza restaurant = EMPTY THEN
||| | |
||| | | LOOP FROM 1 TO 10 DO
||| | | |
||| | | | IF pizza restaurant != EMPTY THEN
||| | | | |
||| | | | | ENDF
||| | | | |
||| | | | | ENDDO
||| | | |
||| | | | IF pizzaError = THEN
||| | | | |
||| | | | | emptyCheck emptyCheck
||| | | | | You did not answer the previous question. Your answers are important to us. Please return to
||| | | | | the previous question and answer it to the best of your ability.
||| | | | |
||| | | | | ENDF
||| | | | |
||| | | | | ENDF
||| | | |
||| | | | LOOP FROM 1 TO 10 DO
||| | | | |
||| | | | | IF pizza restaurant != EMPTY THEN
||| | | | | |
||| | | | | | ENDF
||| | | | | |
||| | | | | | ENDDO
||| | | | |
||| | | | | LOOP FROM 1 TO [max_cat] DO
||| | | | | |
||| | | | | | IF pizza restaurant != EMPTY AND counter < max_cat THEN
||| | | | | | |

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```
|||| IF pizza restaurant = 1 THEN
||||
|||| ELSE
||||
|||| ENDIF
||||
||| ELSEIF pizza restaurant != EMPTY AND counter = max_cat THEN
||||
|||| IF pizza restaurant = 1 THEN
||||
|||| ELSE
||||
|||| ENDIF
||||
||| ENDIF
|||
|| ENDDO
||
|| IF pizza restuarant selected != EMPTY THEN
||
|| ENDIF
||
|| [The following questions are displayed as a table]
||
|| pizza_res3 how satisfied are you with the choice you made?
|| [] On a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| 1 1 Least satisfied
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most satisfied
|| 99 Don't know
||
|| pizza_res4 Rate the value of the available choices
|| On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| 1 1 Worst value
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Best value
|| 99 Don't know
||
|| pizza_res5 Rate the healthfulness of the menu
|| On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| 1 1 Least healthy
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most healthy
|| 99 Don't know
||
|| pizza_res2 how often do you go to upscale pizza restaurants
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|| In a typical month, how often do you go to upscale restaurants where fresh, organic, locally sourced and other premium ingredients are served?

|| Range: 0.0..120.0

|| [End of table display]

|ENDIF

| IF settingOrder = "Fast Casual" THEN

|| IF price sets = Price - Normal THEN

|| ELSEIF price sets = Price - Health subsidy THEN

|| ELSEIF price sets = Price - Calorie tax THEN

|| ENDIF

|| IF Calories label or not = Treatment B THEN

|| ELSEIF Calories label or not = Treatment C THEN

|| ELSE

|| ENDIF

|| IF Calories label or not = Treatment A THEN

|| ENDIF

|| [The following questions are displayed as a table]

|| **fastCasual_entree** Fast casual Menu, Calorie labels

|| Imagine you're at a new Asian restaurant that has an atmosphere like Panera Bread, Culvers, or

|| Zaxby's. What would you order from the following menu?

|| 1 Shanghai Angus Beef

|| 2 Honey Sesame Chicken

|| 3 Broccoli Beef

|| 4 Black Pepper Chicken

|| 5 String Bean Chicken

|| 6 Beijing Beef

|| 7 Honey Walnut Shrimp

|| 8 Kung Pao Chicken

|| 99 I wouldn't order an entrée

|| **fastCasual_side** Fast casual Menu, Calorie labels

|| 1 Chow Mein

|| 2 Brown Rice

|| 3 White Rice

|| 4 Fried Rice

|| 5 Mixed Veggies

|| 99 I wouldn't order a side

```
||
|| [End of table display]
|| IF Fast casual Menu, Calorie labels != EMPTY AND Fast casual Menu, Calorie labels != I
|| wouldn't order an entrée THEN
|||
||| IF Fast casual Menu, Calorie labels != EMPTY AND Fast casual Menu, Calorie labels != I
||| wouldn't order a side THEN
|||
||| ENDIF
|||
|| ELSEIF Fast casual Menu, Calorie labels != EMPTY AND Fast casual Menu, Calorie labels != I
|| wouldn't order a side THEN
|||
||| ELSE
|||
||| ENDIF
|||
|| IF fastcasual selected != EMPTY THEN
|||
||| ENDIF
|||
|| [The following questions are displayed as a table]
||
|| fastcasual3 how satisfied are you with the choice you made?
|| [] On a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| 1 1 Least satisfied
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most satisfied
|| 99 Don't know
||
|| fastcasual4 Rate the value of the available choices
|| On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| 1 1 Worst value
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Best value
|| 99 Don't know
||
|| fastcasual5 Rate the healthfulness of the menu
|| On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| 1 1 Least healthy
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most healthy
|| 99 Don't know
||
|| fastcasual2 In a typical month, how often do you go to a fast casual restaurant
|| In a typical month, how often do you go to a fast casual restaurant, like Panera Bread, Culvers, or Zaxby's?
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```
|| Range: 0.0..120.0
||
|| [End of table display]
|ENDIF
|
| IF settingOrder = "Ice Cream" THEN
||
|| IF price sets = Price - Normal THEN
|||
|| ELSEIF price sets = Price - Calorie tax THEN
|||
|| ELSEIF price sets = Price - Health subsidy THEN
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
|| ELSEIF Calories label or not = Treatment C THEN
|||
|| ELSE
|||
|| ENDIF
||
|| IF Calories label or not = Treatment A THEN
|||
|| ENDIF
||
|| [The following questions are displayed as a table]
||
|| iceCream_style Ice Cream Parlor Menu, Calorie labels
|| After dinner, you are going out with friends for dessert at this ice cream parlor. What would
|| you order from the following menu? First, pick a style. Then pick flavors (up to three).
|| 1 waffle cone single
|| 2 waffle cone double
|| 3 waffle cone triple
|| 4 bowl single
|| 5 bowl double
|| 6 bowl triple
|| 7 low-fat bowl single
|| 8 low-fat bowl double
|| 9 low-fat bowl triple
|| 99 None of the above
||
|| iceCream_flavor ice cream flavor
|| Ice cream flavor
|| 1 strawberry
|| 2 french vanilla
|| 3 butter pecan
|| 4 mint chocolate chip
|| 5 peanut butter
|| 6 pistachio
|| 7 cookies & cream
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|| 8 chocolate chip
||
|| [End of table display]
|| IF Ice Cream Parlor Menu, Calorie labels != EMPTY AND Ice Cream Parlor Menu, Calorie labels !=
|| None of the above THEN
|||
||| ELSE
|||
||| ENDF
||
|| IF ice cream selected != EMPTY AND ice cream flavor != EMPTY THEN
|||
||| LOOP FROM 1 TO 14 DO
||||
|||| IF counter IN ice cream flavor THEN
|||||
||||| ENDF
||||
||| ENDDO
|||
||| LOOP FROM 1 TO [max_cat] DO
||||
|||| IF counter in ice cream flavor AND counter < max_cat THEN
|||||
||||| ENDF
||||
|||| IF counter = max_cat THEN
|||||
||||| ENDF
||||
||| ENDDO
|||
||| IF ice cream flavor = max_cat THEN
||||
||| ELSE
||||
||| ENDF
|||
|| ENDF
||
|| IF ice cream selected != EMPTY THEN
|||
||| ENDF
||
|| [The following questions are displayed as a table]
||
|| icecream3 how satisfied are you with the choice you made?
|| [] On a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| 1 1 Least satisfied
|| 2 2
|| 3 3
|| 4 4

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|| 5 5 Most satisfied
|| 99 Don't know
||
|| icecream4 Rate the value of the available choices
|| On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| 1 1 Worst value
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Best value
|| 99 Don't know
||
|| icecream5 Rate the healthfulness of the menu
|| On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| 1 1 Least healthy
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most healthy
|| 99 Don't know
||
|| icecream2a In a typical summer month, how often go to an ice cream or frozen yogurt place
|| In a typical summer month, how often do you go to an ice cream or frozen yogurt place?
|| Range: 0.0..120.0
||
|| icecream2b In a typical summer month, how often go to an ice cream or frozen yogurt place
|| In a typical winter month, how often do you go to an ice cream or frozen yogurt place?
|| Range: 0.0..120.0
||
|| [End of table display]
|ENDIF
|
|IF settingOrder = "Mexican" THEN
||
|| IF price sets = Price - Normal THEN
|||
|| ELSEIF price sets = Price - Health subsidy THEN
|||
|| ELSEIF price sets = Price - Calorie tax THEN
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
|| ELSEIF Calories label or not = Treatment C THEN
|||
|| ELSE
|||
|| ENDIF
||
|| [The following questions are displayed as a table]
||

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|| mexicanCasual Mexican fast casual menu
|| Imagine you're having lunch at a Mexican fast casual restaurant, similar to Chipotle or Qdoba's
|| Mexican Grill. What would you order from the following menu?
|| 1 grilled chicken burrito
|| 2 grilled chicken burrito bowl
|| 3 pulled pork burrito
|| 4 pulled pork burrito bowl
|| 5 grilled steak burrito
|| 6 grilled steak burrito bowl
|| 7 vegetarian burrito
|| 8 vegetarian burrito bowl
|| 9 grilled chicken taco salad
|| 10 grilled chicken salad bowl
|| 11 grilled steak taco salad
|| 12 grilled steak salad bowl
|| 13 vegetarian taco salad
|| 14 vegetarian salad bowl
|| 99 None of the above
||
|| LOOP FROM 1 TO 3 DO
|||
||| mexicanCasual_taco Mexican fast casual taco options 1: chicken 2: pork 3: steak
||| Imagine you're having lunch at a Mexican fast casual restaurant, similar to Chipotle or
||| Qdoba's Mexican Grill. What would you order from the following menu?
||| 1 1
||| 2 2
||| 3 3
||| 4 4
||| 5 5
|||
|| ENDDO
||
|| [End of table display]
|| IF Mexican fast casual menu = EMPTY AND Mexican fast casual taco options 1: chicken 2: pork 3:
|| steak = EMPTY AND Mexican fast casual taco options 1: chicken 2: pork 3: steak = EMPTY AND
|| Mexican fast casual taco options 1: chicken 2: pork 3: steak = EMPTY THEN
|||
|| ENDFIF
||
|| IF Mexican fast casual menu != EMPTY AND Mexican fast casual menu != None of the above THEN
|||
|| ELSE
|||
|| ENDFIF
||
|| LOOP FROM 1 TO 3 DO
|||
||| IF Mexican fast casual taco options 1: chicken 2: pork 3: steak != EMPTY THEN
||||
||| ENDFIF
|||
|| ENDDO

```

```

||
|| LOOP FROM 1 TO [max_cat] DO
|||
||| IF Mexican fast casual taco options 1: chicken 2: pork 3: steak != EMPTY AND counter <
||| max_cat THEN
|||
||| IF Mexican fast casual taco options 1 : chicken 2: pork 3: steak = 1 THEN
|||
||| ELSE
|||
||| ENDIF
|||
||| ELSEIF Mexican fast casual taco options 1: chicken 2: pork 3: steak != EMPTY AND counter
||| = max_cat THEN
|||
||| IF Mexican fast casual taco options 1 : chicken 2: pork 3: steak = 1 THEN
|||
||| ELSE
|||
||| ENDIF
|||
||| ENDIF
|||
|| ENDDO
||
|| IF mexican selected != EMPTY THEN
||
|| ENDIF
||
|| [The following questions are displayed as a table]
||
|| mexicanCasual3 how satisfied are you with the choice you made?
|| []On a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| 1 1 Least satisfied
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most satisfied
|| 99 Don't know
||
|| mexicanCasual4 Rate the value of the available choices
|| On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| 1 1 Worst value
|| 2 2
|| 3 3
|| 4 4
|| 5 5 Best value
|| 99 Don't know
||
|| mexicanCasual5 Rate the healthfulness of the menu
|| On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| 1 1 Least healthy

```

```

|| 2 2
|| 3 3
|| 4 4
|| 5 5 Most healthy
|| 99 Don't know
||
|| mexicanCasual2 In a typical month, how often do you go to a restaurant of this type?
|| In a typical month, how often do you eat food from restaurants like Chipotle or Qdoba's Mexican Grill?
|| Range: 0.0..120.0
||
|| [End of table display]
|ENDIF
|
| IF settingOrder = "Salad Bar" THEN
||
|| IF price sets = Price - Normal THEN
|||
|| ELSEIF price sets = Price - Health subsidy THEN
|||
|| ELSEIF price sets = Price - Calorie tax THEN
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
|||
|| ELSEIF Calories label or not = Treatment C THEN
|||
|| ELSE
|||
|| ENDIF
||
|| saladBar Salad/Sandwich Bar menu
|| Imagine you're having lunch at a fast-casual sandwich/salad restaurant like Potbelly's, Subway,
|| Firehouse Subs, and Jimmy John's Gourmet Sandwiches. What would you order from the following menu?
|| 1 fresh Cobb salad
|| 2 Waldorf salad
|| 3 quinoa & barley salad
|| 4 spring Greek salad
|| 5 the Italian salad
|| 6 Asian sesame salad
|| 7 Italian chicken pesto panini
|| 8 tuna melt panini
|| 9 urban grilled veggie panini
|| 10 turkey BLT sandwich
|| 11 Caprese sandwich
|| 12 classic Reuben sandwich
|| 99 None of the above
||
|| IF Salad/Sandwich Bar menu != EMPTY AND Salad/Sandwich Bar menu != None of the above THEN
|||
|| ELSE
|||

```

```

|| ENDIF
||
|| IF salad bar selected != EMPTY THEN
|| |
|| ENDIF
||
|| [The following questions are displayed as a table]
||
|| saladBar3 how satisfied are you with the choice you made?
|| [|]On a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| | 1 1 Least satisfied
|| | 2 2
|| | 3 3
|| | 4 4
|| | 5 5 Most satisfied
|| | 99 Don't know
||
|| saladBar4 Rate the value of the available choices
|| |On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| | 1 1 Worst value
|| | 2 2
|| | 3 3
|| | 4 4
|| | 5 5 Best value
|| | 99 Don't know
||
|| saladBar5 Rate the healthfulness of the menu
|| |On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| | 1 1 Least healthy
|| | 2 2
|| | 3 3
|| | 4 4
|| | 5 5 Most healthy
|| | 99 Don't know
||
|| saladBar2 In a typical month, how often do you go to a restaurant of this type?
|| |In a typical month, how often do you eat food from restaurants similar to Potbelly's, Subway,
|| | Firehouse Subs, and Jimmy John's Gourmet Sandwiches?
|| | Range: 0.0..120.0
||
|| [End of table display]
|ENDIF
|
|IF settingOrder = "Coffee" THEN
||
|| IF Calories label or not = Treatment B THEN
|| |
|| ELSEIF Calories label or not = Treatment C THEN
|| |
|| ELSE
|| |
|| ENDIF

```

```
||  
|| coffee coffee menu  
|| Imagine you're at a coffee shop, similar to Starbucks or Coffee Bean & Tea Leaf. What would  
|| you order from the following menu?  
|| 1 regular cappuccino  
|| 2 large cappuccino  
|| 3 regular Americano  
|| 4 large Americano  
|| 5 regular caramel latte  
|| 6 large caramel latte  
|| 7 regular caramel macchiato  
|| 8 large caramel macchiato  
|| 9 regular hazelnut latte  
|| 10 large hazelnut latte  
|| 11 regular espresso  
|| 12 large espresso  
|| 13 regular café mocha  
|| 14 large café mocha  
|| 15 regular Today's brew  
|| 16 large Today's brew  
|| 17 regular iced coffee  
|| 18 large iced coffee  
|| 19 regular café au lait  
|| 20 large café au lait  
|| 21 regular hot chocolate  
|| 22 large hot chocolate  
|| 23 regular chai latte  
|| 24 large chai latte  
|| 25 regular brewed hot tea  
|| 26 large brewed hot tea  
|| 99 None of the above  
||  
|| IF coffee menu = regular cappuccino THEN  
||  
|| ELSEIF coffee menu = large cappuccino THEN  
||  
|| ELSEIF coffee menu = regular caramel latte THEN  
||  
|| ELSEIF coffee menu = large caramel latte THEN  
||  
|| ELSEIF coffee menu = regular caramel macchiato THEN  
||  
|| ELSEIF coffee menu = large caramel macchiato THEN  
||  
|| ELSEIF coffee menu = regular hazelnut latte THEN  
||  
|| ELSEIF coffee menu = large hazelnut latte THEN  
||  
|| ELSEIF coffee menu = regular café mocha THEN  
||  
|| ELSEIF coffee menu = large café mocha THEN  
||  
||
```

```
|| ELSEIF coffee menu = regular café au lait THEN
|||
|| ELSEIF coffee menu = large café au lait THEN
|||
|| ELSEIF coffee menu = regular chai latte THEN
|||
|| ELSEIF coffee menu = large chai latte THEN
|||
|| ELSE
|||
|| ENDIF
||
|| IF coffee menu menu >= regular cappuccino AND coffee <= large brewed hot tea THEN
|||
|| ELSE
|||
|| ENDIF
||
|| IF coffee selected != EMPTY THEN
|||
|| ENDIF
||
|| IF Calories label or not = Treatment B AND coffee selected != "" THEN
|||
|| ENDIF
||
|| IF coffee menu = regular cappuccino THEN
|||
|| ELSEIF coffee menu = large cappuccino THEN
|||
|| ELSEIF coffee menu = regular caramel latte THEN
|||
|| ELSEIF coffee menu = large caramel latte THEN
|||
|| ELSEIF coffee menu = regular caramel macchiato THEN
|||
|| ELSEIF coffee menu = large caramel macchiato THEN
|||
|| ELSEIF coffee menu = regular hazelnut latte THEN
|||
|| ELSEIF coffee menu = large hazelnut latte THEN
|||
|| ELSEIF coffee menu = regular café mocha THEN
|||
|| ELSEIF coffee menu = large café mocha THEN
|||
|| ELSEIF coffee menu = regular café au lait THEN
|||
|| ELSEIF coffee menu = large café au lait THEN
|||
|| ELSEIF coffee menu = regular chai latte THEN
|||
```

```
|| ELSEIF coffee menu = large chai latte THEN
||
|| ELSE
||
|| ENDIF
||
|| IF Calories label or not = Treatment B THEN
||
|| ELSE
||
|| ENDIF
||
|| IF coffee selected != "" THEN
||
|| | coffee_milk coffee menu
|| | For your [], what kind of milk would you like?
|| | 3 Skim/Non-fat Milk []
|| | 1 2% Milk* []
|| | 2 Whole Milk []
|| | 4 Soy Milk []
|| |
|| | ENDIF
|| |
|| | [The following questions are displayed as a table]
|| |
|| | coffee3 how satisfied are you with the choice you made?
|| | [] On a scale of 1 (least satisfied) to 5 (most satisfied), how satisfied are you with the choice you made?
|| | 1 1 Least satisfied
|| | 2 2
|| | 3 3
|| | 4 4
|| | 5 5 Most satisfied
|| | 99 Don't know
|| |
|| | coffee4 Rate the value of the available choices
|| | On a scale of 1 (worst value) to 5 (best value), how do you rate the value of the available choices?
|| | 1 1 Worst value
|| | 2 2
|| | 3 3
|| | 4 4
|| | 5 5 Best value
|| | 99 Don't know
|| |
|| | coffee5 Rate the healthfulness of the menu
|| | On a scale of 1 (least healthy) to 5 (most healthy), how do you rate the healthfulness of the menu?
|| | 1 1 Least healthy
|| | 2 2
|| | 3 3
|| | 4 4
|| | 5 5 Most healthy
|| | 99 Don't know
|| |
```

```
|| coffee2 In a typical month, how often do you go to a restaurant of this type?  
|| In a typical month, how often do you go to a cafe like similar to Starbucks or Coffee Bean & Tea Leaf?  
|| Range: 0.0..120.0  
||  
|| [End of table display]  
|ENDIF  
|  
ENDDO
```

AY1 How hungry are you at the moment on a scale of 1 (stuffed) to 10 (starving)?
How hungry are you at the moment on a scale of 1 (stuffed) to 10 (starving)?

1 1
2 2
3 3
4 4
5 5
6 6
7 7
8 8
9 9
10 10

[The following questions are displayed as a table]

AY2_intro How important are the following characteristics for making a selection?
How important are the following characteristics for the selection you made on the previous pages?

AY2a Large portion
Large portion
1 Very Important
2 Important
3 Somewhat Important
4 Not Very Important
5 Not At All Important

AY2b Good value for money
Good value for money
1 Very Important
2 Important
3 Somewhat Important
4 Not Very Important
5 Not At All Important

AY2c Low price
Low price
1 Very Important
2 Important
3 Somewhat Important
4 Not Very Important
5 Not At All Important

AY2d Vegetarian

Vegetarian

1 Very Important

2 Important

3 Somewhat Important

4 Not Very Important

5 Not At All Important

AY2e Is low in calories

Is low in calories

1 Very Important

2 Important

3 Somewhat Important

4 Not Very Important

5 Not At All Important

AY2f Keeps me healthy

Keeps me healthy

1 Very Important

2 Important

3 Somewhat Important

4 Not Very Important

5 Not At All Important

AY2g Helps me control my weight

Helps me control my weight

1 Very Important

2 Important

3 Somewhat Important

4 Not Very Important

5 Not At All Important

AY2i Needs to taste good

Needs to taste good

1 Very Important

2 Important

3 Somewhat Important

4 Not Very Important

5 Not At All Important

AY2h Is something new

Is something new

1 Very Important

2 Important

3 Somewhat Important

4 Not Very Important

5 Not At All Important

[End of table display]

[The following questions are displayed as a table]

AY3 Look at nutritional information when choosing between similar foods at supermarket

If you shop at a supermarket, do you look at nutritional information when choosing between similar foods?

- 1 Always
- 2 Most of the time
- 3 About half the time
- 4 Sometimes
- 5 Never

AY4 Use calorie information to decide what to order in restaurants

When calorie information is available in the restaurant, how often do you use this information to decide what to order?

- 1 Always
- 2 Most of the time
- 3 About half the time
- 4 Sometimes
- 5 Never

[End of table display]

AY5 Best describes the food eaten in your household

Which of these statements best describes the food eaten in your household in the last 12 months?

- 1 Enough of the kinds of food we want to eat
- 2 Enough but not always the kinds of food we want
- 3 Sometimes not enough to eat
- 4 Often not enough to eat
- 5 Don't know or Refuse to answer

AY6 Estimate of how many calories are in 1 12oz cans of Coca-Cola?

What is your estimate of how many calories are in a can of standard-sized Coca-Cola (12 fl. oz./355 ml)?

Range: 0.0..50000.0

[The following questions are displayed as a table]

timePref time preference \$100 now vs \$X 1 year later

Suppose you have to choose between \$100 in cash right now, or \$x in cash in 1 year? What value of money x would make you exactly indifferent between the two options?

Real

[End of table display]

CVfut Contingent valuation future

Suppose you can choose between two future scenarios: Future A Future B All chain restaurants provide calorie information on their menus. Chain restaurants do not provide calorie information on their menus but you'll be able save \$40 per year on your meals outside the home. Which future would you choose?

- 1 Future A
- 2 Future B
- 98 I don't know

IF Contingent valuation future = Future A OR Randomization if DK on the first CV question = Assume Future A chosen THEN

|

| **CVfut_f1** Contingent valuation future follow up 1 for those choosing A

| [] What if the savings in Future B is increased to \$60 per year instead, which future would you choose? Future A Future B All chain restaurants provide calorie information on their menus. Chain restaurants do not provide calorie information on their menus but you'll be able save \$60 per year

| on your meals outside the home.

| 1 Future A

| 2 Future B

| 98 I don't know

| IF Contingent valuation future follow up 1 for those choosing A = I don't know THEN

|| **CVfut_f2** Contingent valuation future follow up 2 for those choosing B

|| [] What if the savings in Future B is reduced to \$20 per year instead, which future would you choose? Future A Future B All chain restaurants provide calorie information on their menus.

|| Chain restaurants do not provide calorie information on their menus but you'll be able save \$20 per year on your meals outside the home.

|| 1 Future A

|| 2 Future B

|| 98 I don't know

| ENDIF

ELSEIF Contingent valuation future = Future B OR Randomization if DK on the first CV question = Assume Future B chosen THEN

| **CVfut_f2** Contingent valuation future follow up 2 for those choosing B

| [] What if the savings in Future B is reduced to \$20 per year instead, which future would you choose? Future A Future B All chain restaurants provide calorie information on their menus. Chain restaurants do not provide calorie information on their menus but you'll be able save \$20 per year on your meals outside the home.

| 1 Future A

| 2 Future B

| 98 I don't know

| IF Contingent valuation future follow up 2 for those choosing B = I don't know THEN

|| **CVfut_f1** Contingent valuation future follow up 1 for those choosing A

|| [] What if the savings in Future B is increased to \$60 per year instead, which future would you choose? Future A Future B All chain restaurants provide calorie information on their menus.

|| Chain restaurants do not provide calorie information on their menus but you'll be able save \$60 per year on your meals outside the home.

|| 1 Future A

|| 2 Future B

|| 98 I don't know

| ENDIF

ENDIF

IF Contingent valuation future follow up Future A for those choosing A = 1 THEN

| **CVfut_f3** Contingent valuation future follow up 1 for those choosing A then A

| You said you would choose Future A. i.e. all chain restaurants provide calorie information on their menus. What if the savings in Future B is increased to \$80 per year instead, which future would you choose? Future A Future B All chain restaurants provide calorie information on their menus. Chain restaurants do not provide calorie information on their menus but you'll be able

| save \$80 per year on your meals outside the home.

| 1 Future A

| 2 Future B

| 98 I don't know

ELSEIF Contingent valuation future follow up 1 for those choosing A = Future B THEN

| **CVfut_f4** Contingent valuation future follow up 1 for those choosing A then B

| You said you would choose Future B. i.e. all chain restaurants provide calorie information on their menus. What if the savings in Future B is reduced to \$50 per year instead, which future would you choose? Future A Future B All chain restaurants provide calorie information on their menus. Chain restaurants do not provide calorie information on their menus but you'll be able to save \$50 per year on your meals outside the home.

| 1 Future A

| 2 Future B

| 98 I don't know

ENDIF

IF Contingent valuation future follow up 2 for those choosing B = Future A THEN

| **CVfut_f5** Contingent valuation future follow up 2 for those choosing B then A

| You said you would choose Future A, i.e. no calorie information on menus of chain restaurants. What if the savings in Future B is increased to \$30 per year instead, which future would you choose? Future A Future B All chain restaurants provide calorie information on their menus. Chain restaurants do not provide calorie information on their menus but you'll be able to save \$30 per year on your meals outside the home.

| 1 Future A

| 2 Future B

| 98 I don't know

ELSEIF Contingent valuation future follow up Future B for those choosing B = 2 THEN

| **CVfut_f6** Contingent valuation future follow up 2 for those choosing B then B

| You said you would choose Future B, i.e. no calorie information on menus of chain restaurants. What if the savings in Future B is reduced to \$0 per year instead, which future would you choose? Future A Future B All chain restaurants provide calorie information on their menus. Chain restaurants do not provide calorie information on their menus but you'll be able to save \$0 per year on your meals outside the home.

| 1 Future A

| 2 Future B

| 98 I don't know

ENDIF

AY7 Do you consider yourself to be ...

Do you consider yourself to be ...

1 Underweight

2 About the right weight

3 Overweight

[The following questions are displayed as a table]

AY8_ft Height feet

About how tall are you without shoes? About how much do you weigh without shoes?

2 2
3 3
4 4
5 5
6 6
7 7
8 8

AY8_in Height inches

About how tall are you without shoes?

0 0
1 1
2 2
3 3
4 4
5 5
6 6
7 7
8 8
9 9
10 10
11 11

AY8_lbs Weight pounds

About how much do you weigh without shoes?

Range: 40..500

[End of table display]

CS_001 HOW PLEASANT INTERVIEW

Could you tell us how interesting or uninteresting you found the questions in this interview?

1 Very interesting
2 Interesting
3 Neither interesting nor uninteresting
4 Uninteresting
5 Very uninteresting