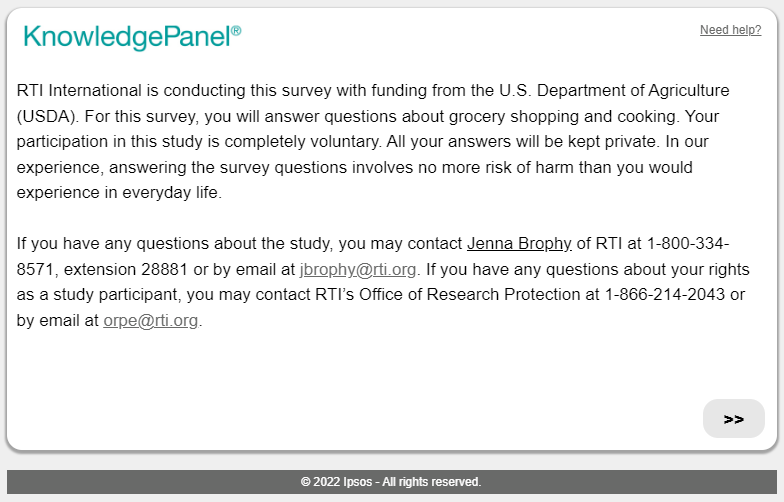
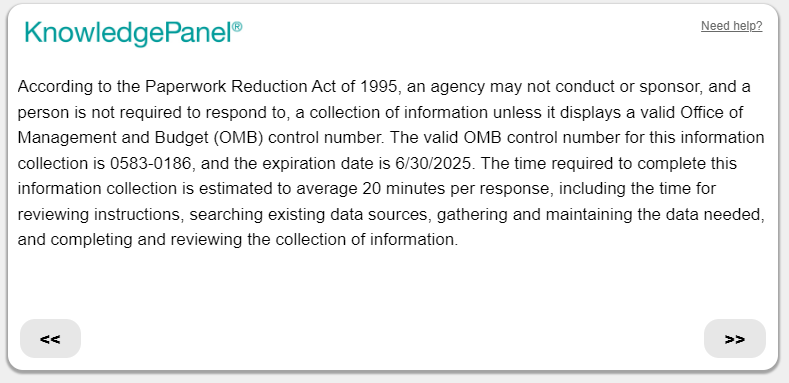
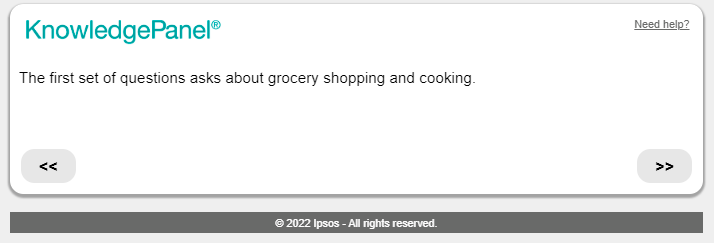
# Appendix F

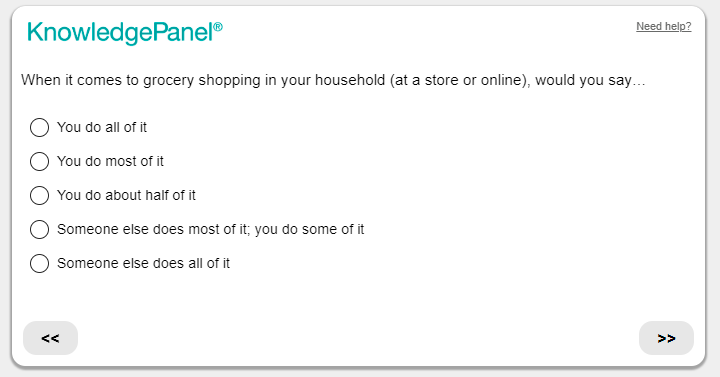
# Screen Shots of Programmed English Instrument (Discrete Choice Experiment #2: Ground Beef, Current Definition vs. Three Alternative Definitions)

|  |
| --- |
| **OMB Control Number: 0583-0186  Expiration date: 06/30/2025** |

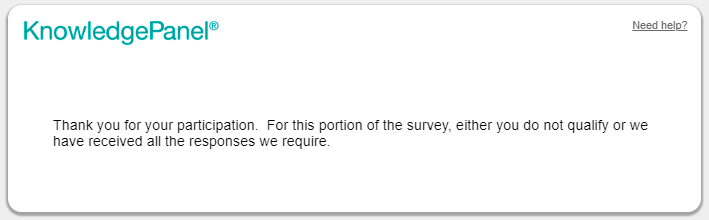
Note: The question numbers are not displayed when the respondents take the survey. 



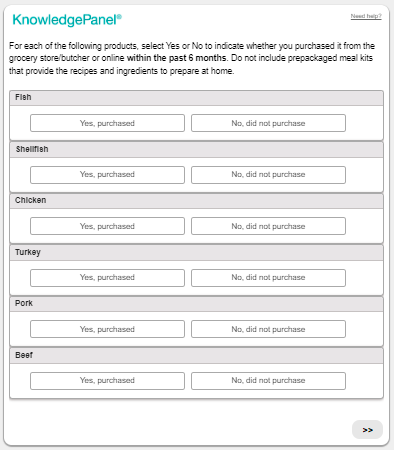




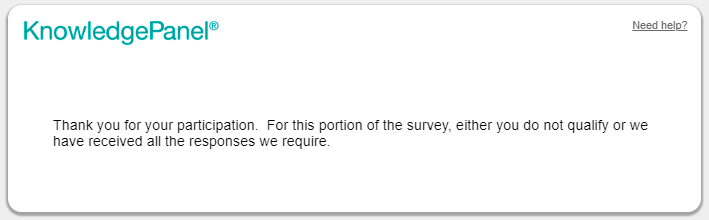
If 4 or 5 – Terminate:



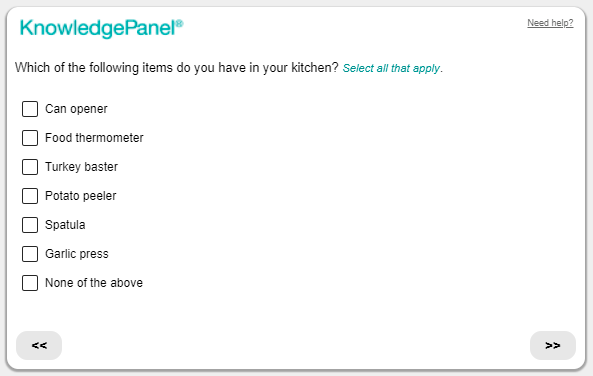
If 1, 2, or 3 – Continue:

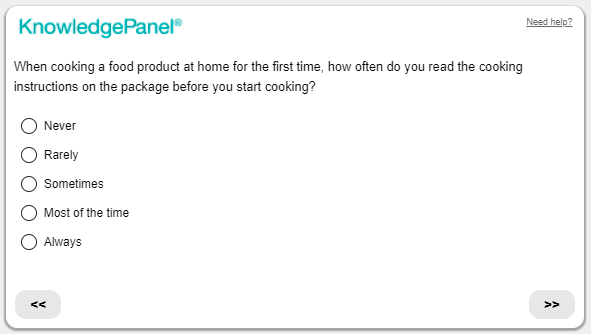


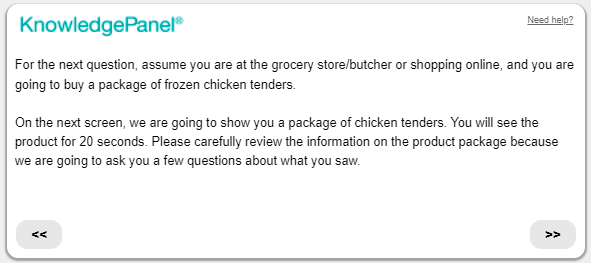
If “No, did not purchase” for both Pork and Beef – Terminate:

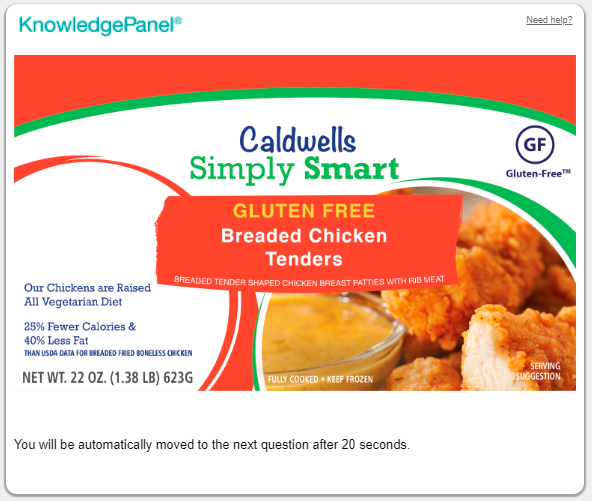


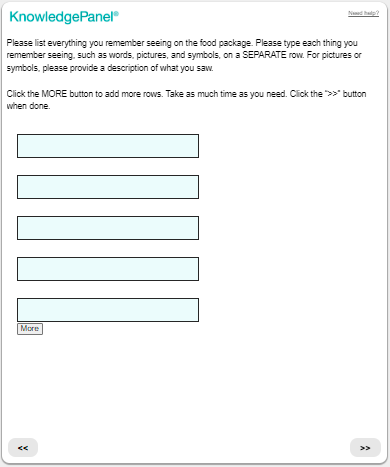
If “Yes, purchased” for one or both of Pork and Beef – Continue:

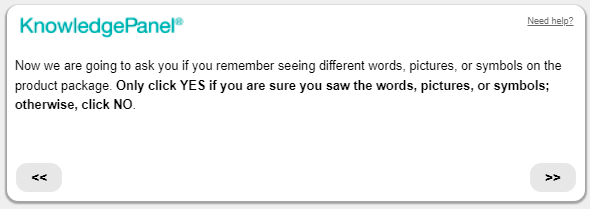


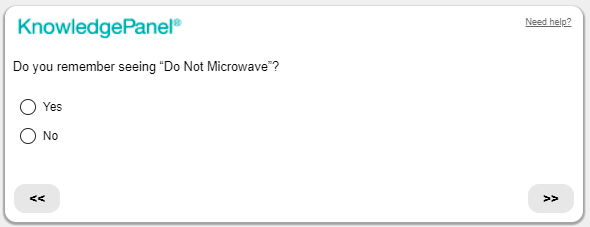


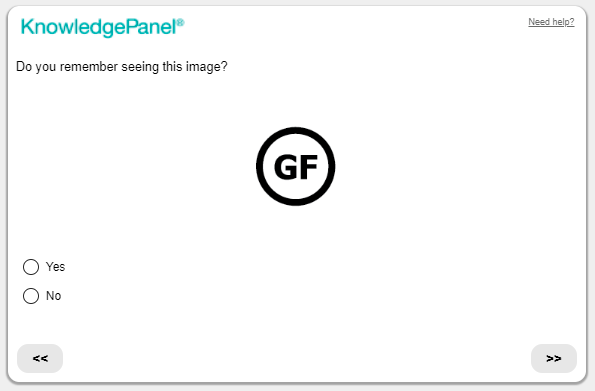


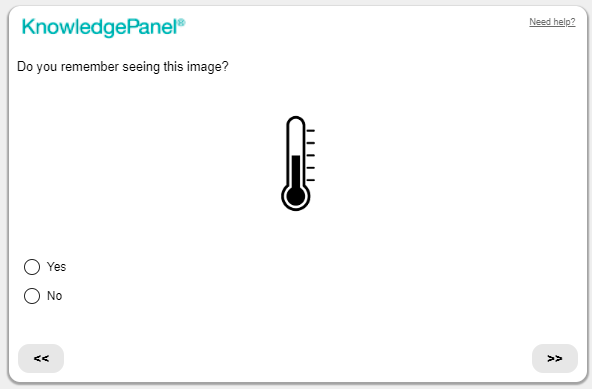


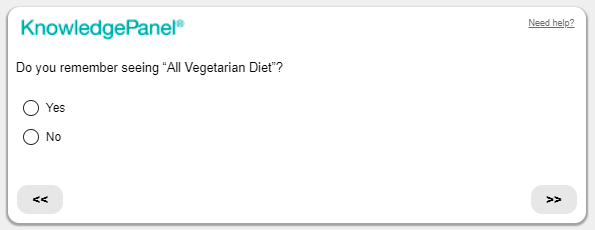


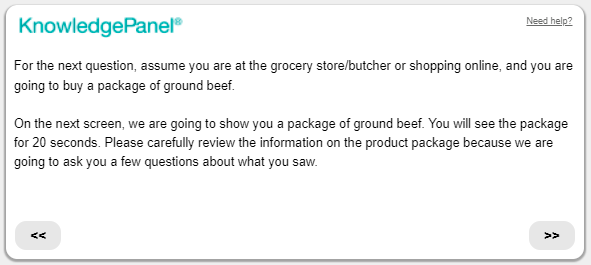






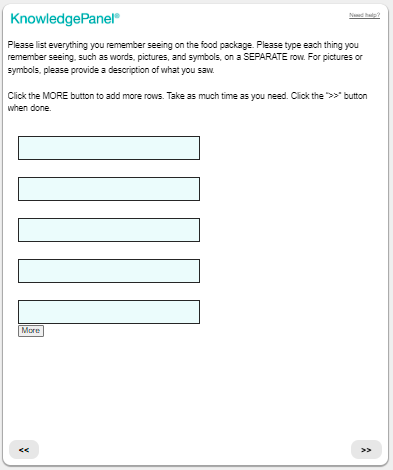


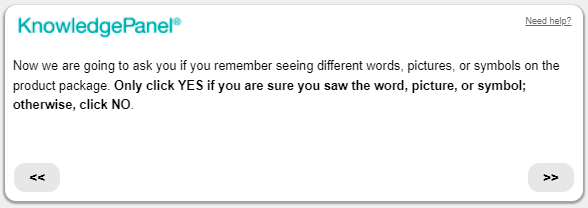


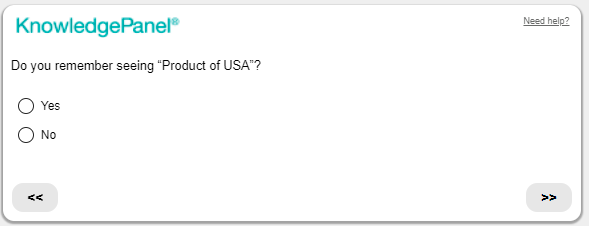


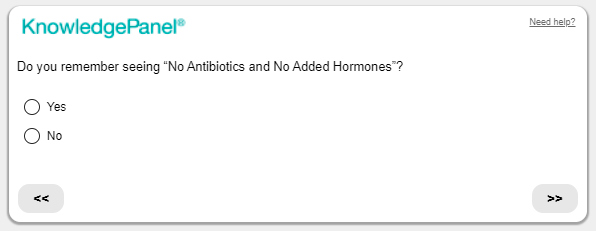


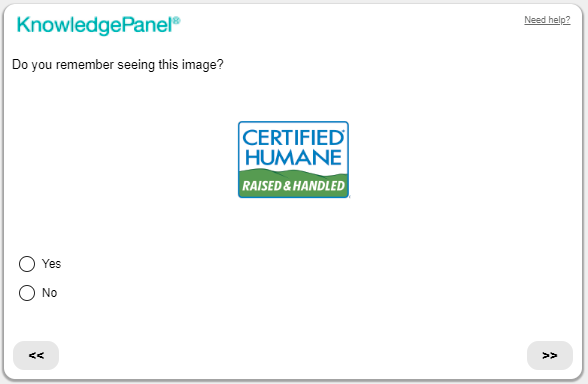
Respondents are randomly assigned to 1 of 4 conditions. The condition with plan text for Product of USA is shown.

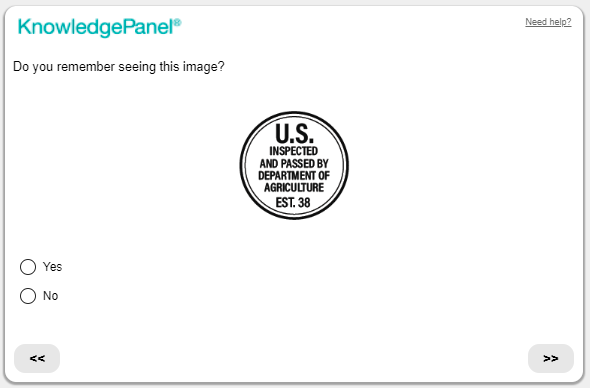








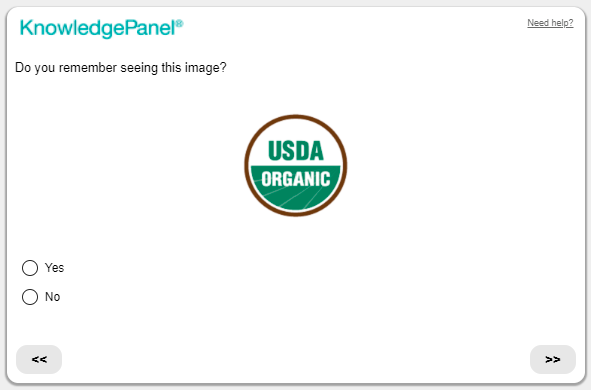


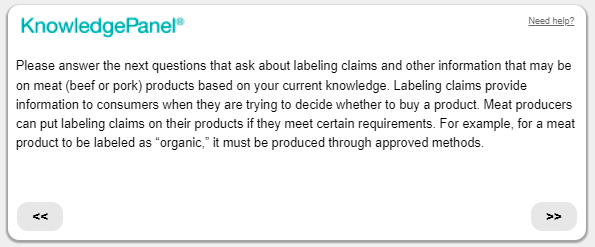


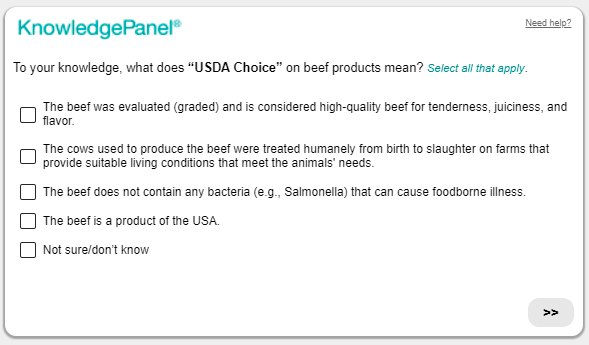


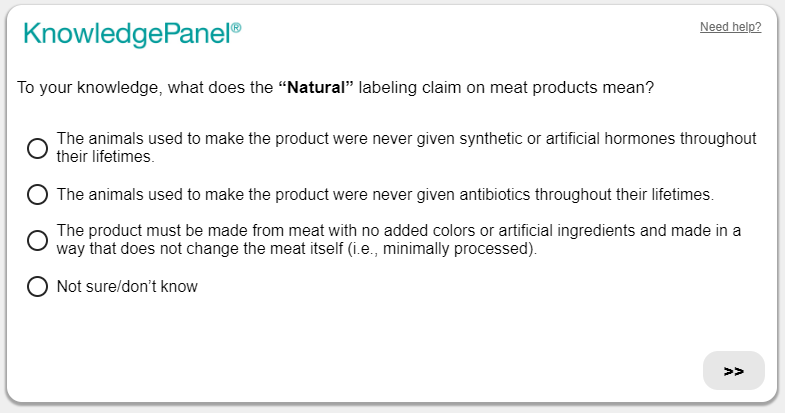


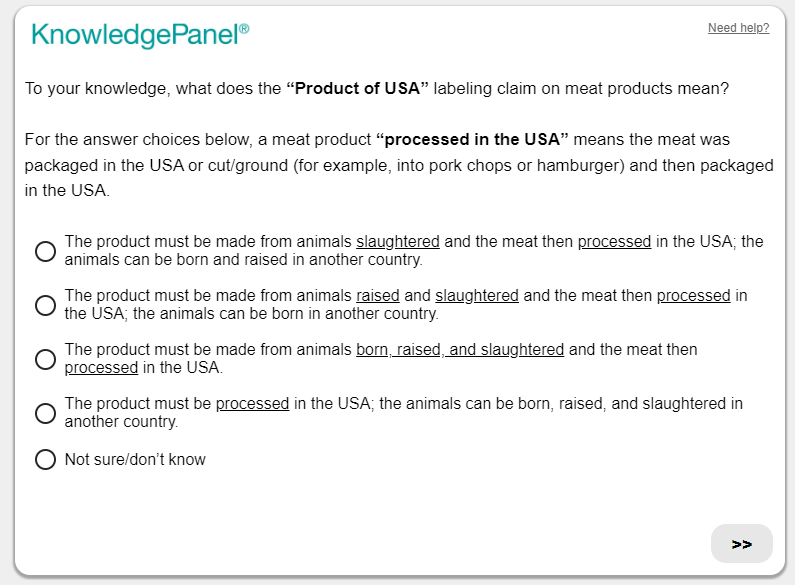


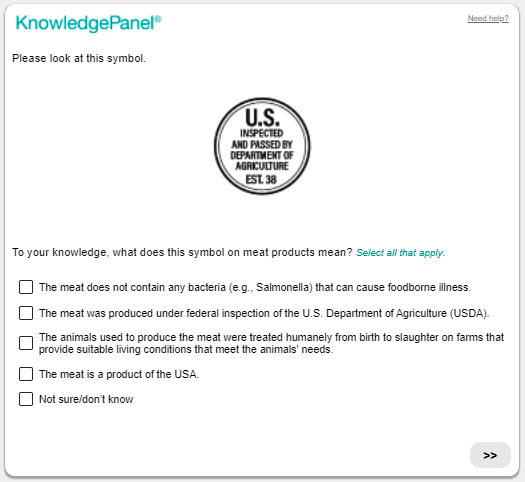


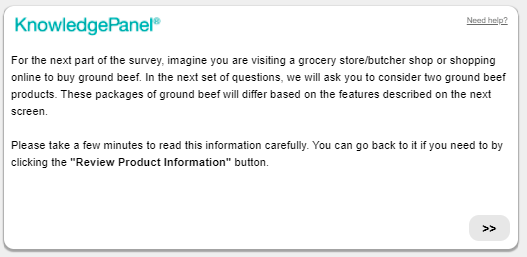


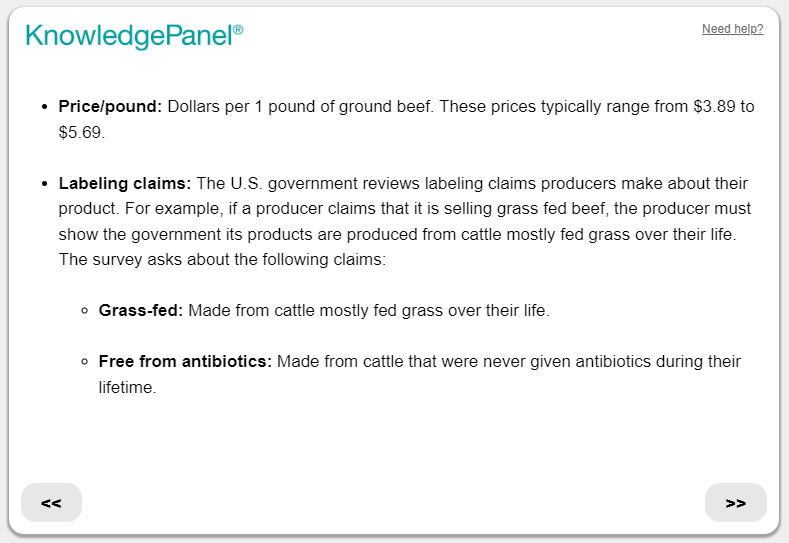


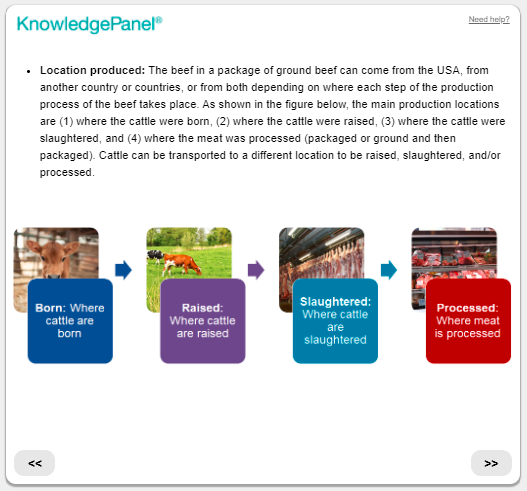


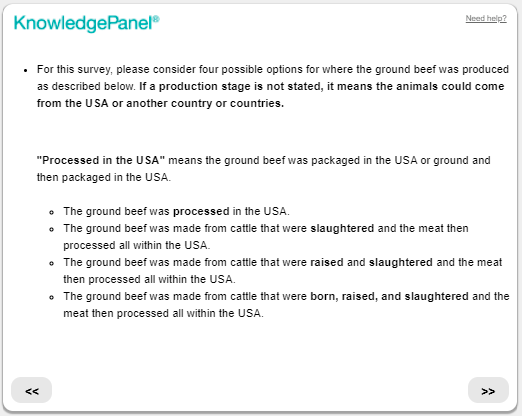




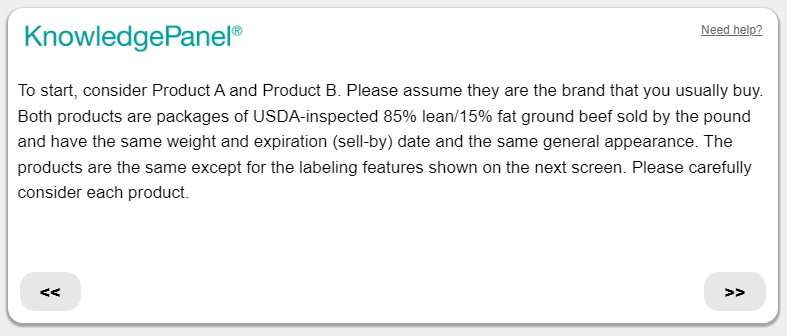


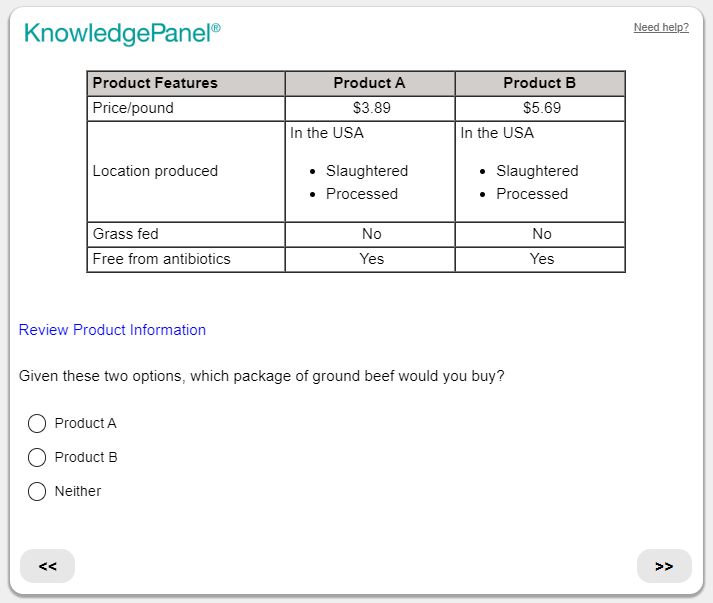




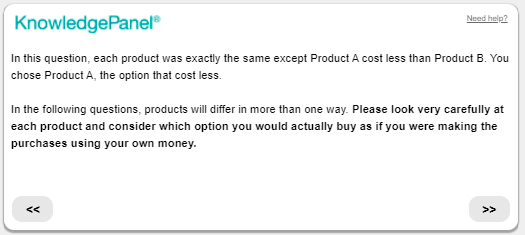




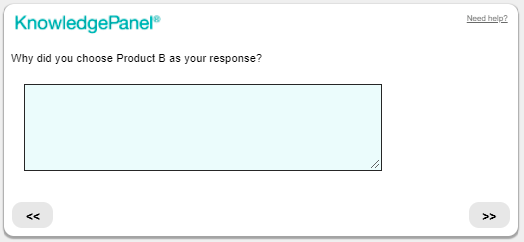


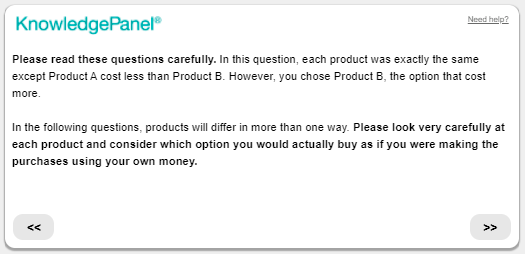


If Product A:

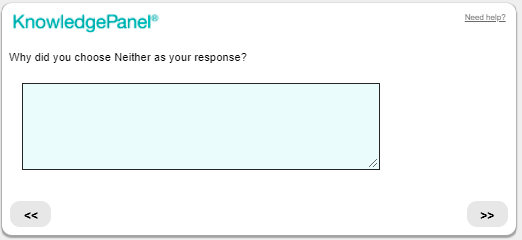


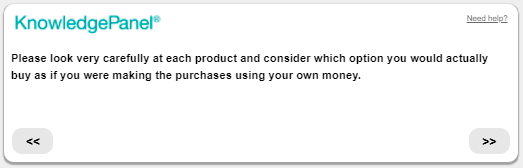
If Product B:



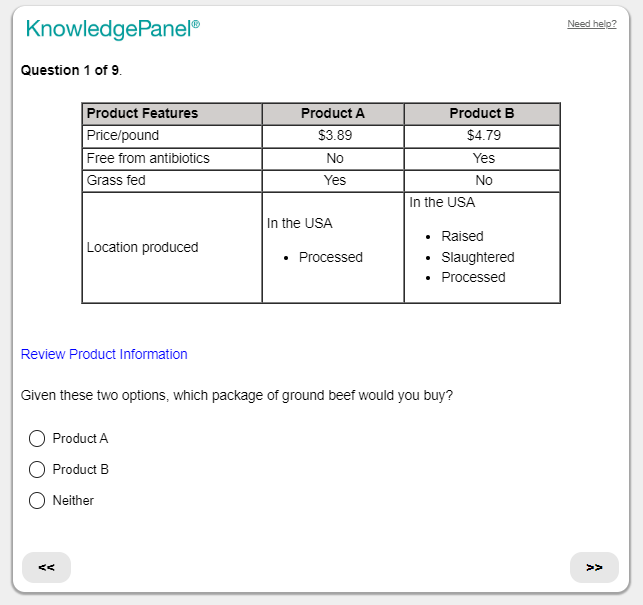


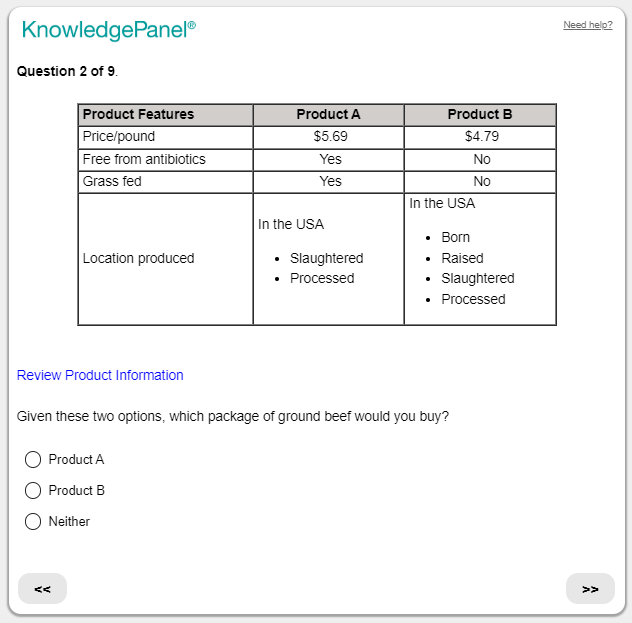
If Neither:

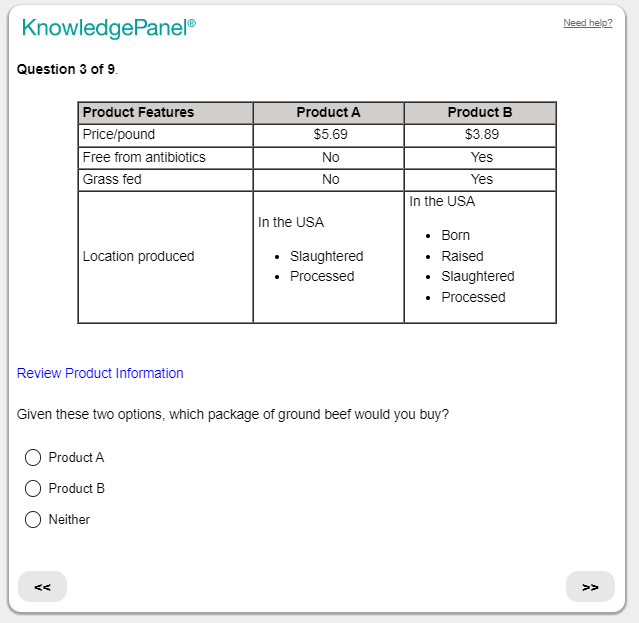


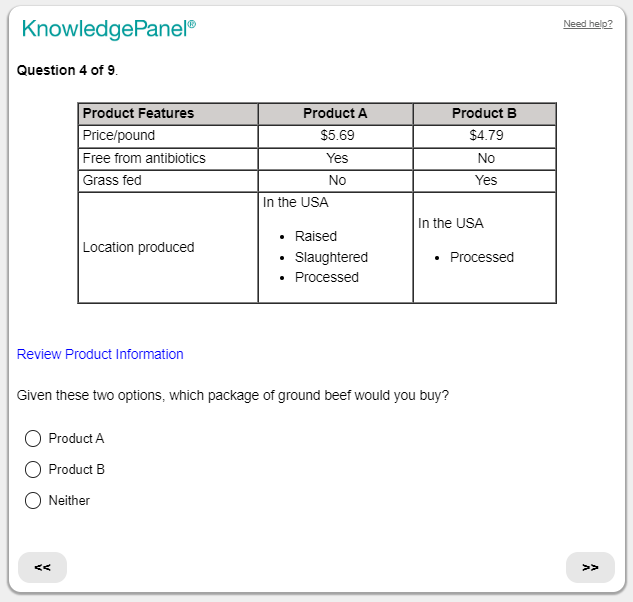


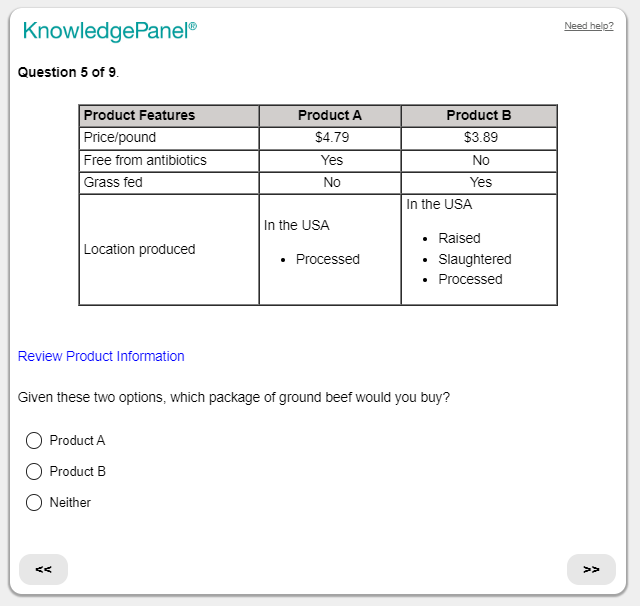
Then all continue:

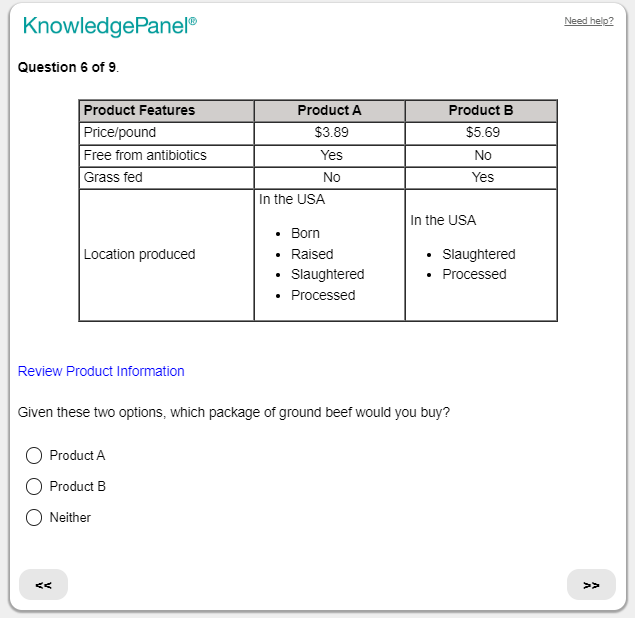


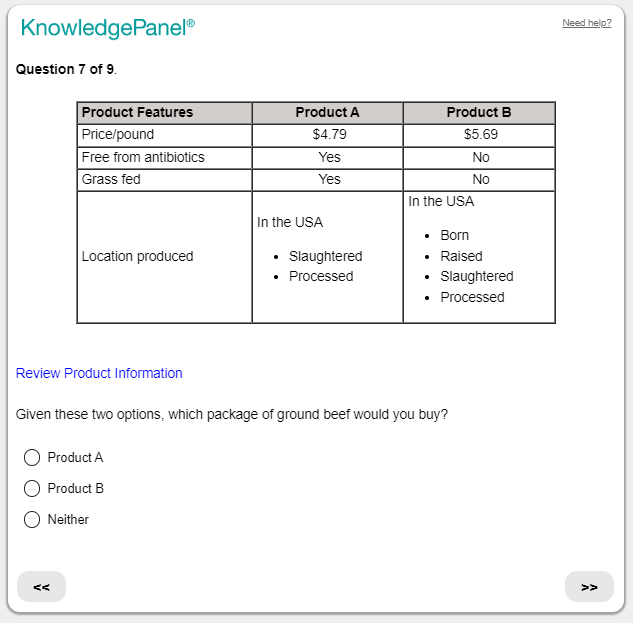


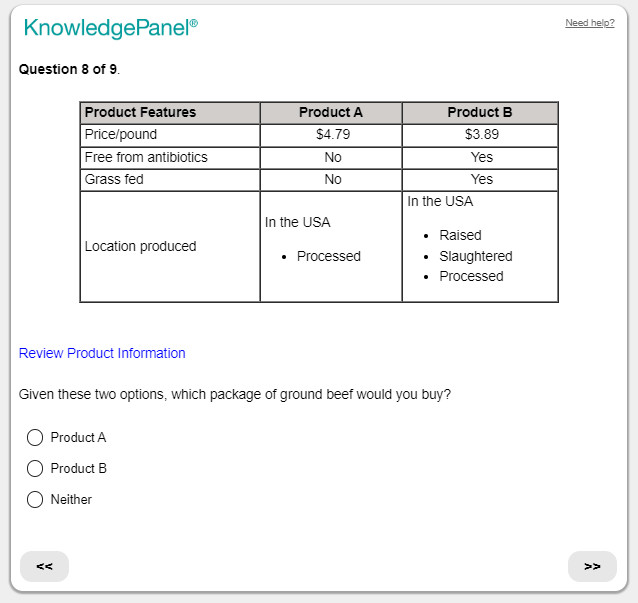


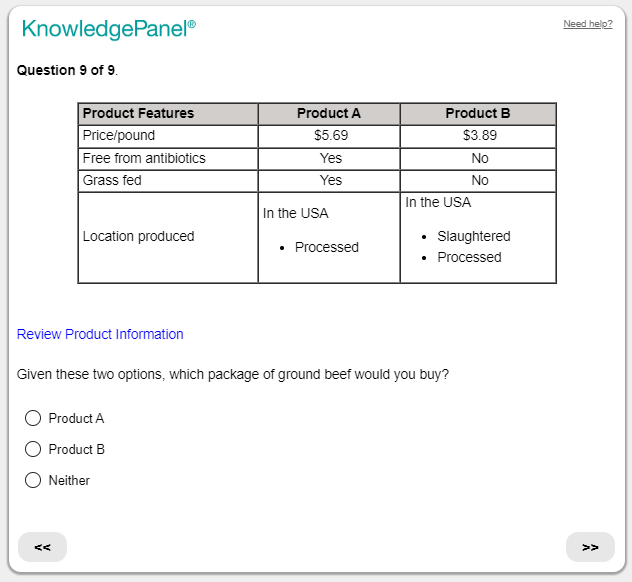


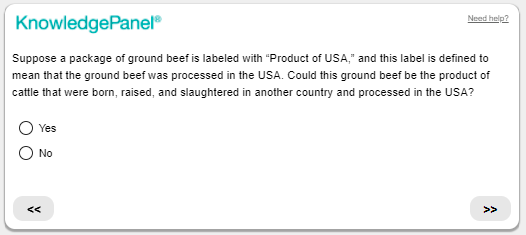


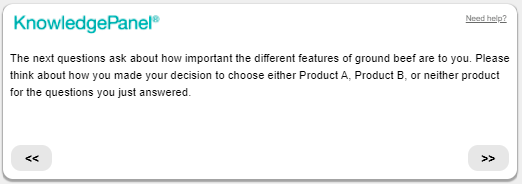


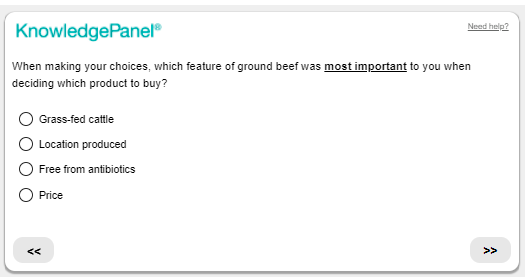




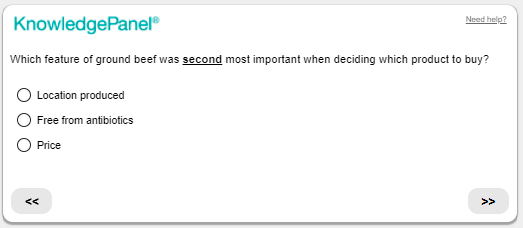








Note: The feature selected as most important (in this case, “Grass-fed cattle)” does not appear in the next question.



Note: The features selected as first and second most important do not appear in the next question.

