

## Intro

### Informed Consent Form

#### Introduction

This study attempts to collect information about consumers' meat eating behavior.

#### Procedures

You will be shown a photograph and a short text and asked to complete a short questionnaire.

#### Risks/Discomforts

There appear to be no risks and discomforts associated with the study.

#### Confidentiality

All data obtained from participants will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones).

#### Compensation

You will receive the compensation as indicated on the MTurk website.

#### Participation

Participation in this research study is completely voluntary. You have the right to withdraw at anytime or refuse to participate entirely.

#### Questions about the research

If you have questions regarding this study, you may send an email to [a.kranzbuhler@tudelft.nl](mailto:a.kranzbuhler@tudelft.nl) (Dr. A. Kranzbühler, Delft University of Technology).

*If you click to continue this study, you agree to the terms mentioned above.*

Are you a vegetarian or vegan?

Yes, I am vegetarian or vegan

No, I eat meat

## Prime

Imagine you are shopping in your local supermarket. You are looking for some chicken to make for dinner.

In the following you will see an image with a short text.

**Please look at it carefully** as you will be asked questions about it subsequently.

There are no right or wrong answers. We are purely interested in your spontaneous thoughts and evaluations.

## Sticker Greaneatz no text



05

## Sticker Greeneatz with text



### Greeneatz

Jane Richards, who is the woman behind the Greeneatz label, qualified as a nutritionist in 2009, with a Diploma of Higher Education from the Thames Valley University in London, UK. Jane believes that good nutrition leads to a healthy mind and body and is dedicated to sharing her knowledge with one and all. She has been a passionate advocate for sustainability for many years, and has recently graduated with distinction with a Sustainability Certificate from UCLA Extension.

### Greeneatz' view on sustainability

In the US, each household produces 48 tons of greenhouse gases. Transport, housing and

food have the three largest carbon footprints. Food produces about 8 tons of emissions per household, or about 17% of the total. Worldwide, new reports suggest that livestock agriculture produces around a half of all man-made emissions. Changing the foods that you eat can have a big impact on your carbon footprint. And reduce pollution, preserve the environment and slow global warming. Many of these changes will also save you money, improve your health and even keep you fit!

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### Sticker Greenpeace with text



### Greenpeace

Greenpeace is a global network of independent campaigning organizations that use peaceful protest and creative communication to expose global environmental problems and promote solutions that are essential to a green and peaceful future.

### Greenpeace's view on sustainability

Intensive meat and dairy production is destroying our forests, polluting our water, and warming our planet. It is causing deforestation on a massive scale, with over a quarter of the Earth's landmass currently being used for livestock grazing! It is driving global warming: greenhouse gas emissions from livestock are equal to all emissions from cars, trucks, and airplanes. And while many places are experiencing water shortages and droughts, livestock are the single largest consumer and polluter of water on the planet.

05

### Sticker Greenpeace no text



05

## Sticker UN with text



### The United Nations (UN)

The United Nations is an international organization currently made up of 193 Member States that remains the one place on Earth where all the world's nations can gather together, discuss common problems, and find shared solutions that benefit all of humanity.

### The United Nations' view on sustainability

The rearing of livestock generates 14 per cent of all carbon emissions, similar to the amount generated by all transport put together. Currently, farmed animals occupy nearly 30 per cent of the ice-free land on Earth. The livestock sector generates a seventh of global greenhouse gas emissions and consumes roughly one-third of all freshwater on earth. Indeed, a report published in Science in 2018 revealed that meat and dairy provide just 18 per cent of calories consumed but use 83 per cent of global farmland and are responsible for 60 per cent of agriculture's greenhouse gas emissions.

05

### Sticker UN no text



05

### No sticker



Guilt	<input type="radio"/>						
Compassion	<input type="radio"/>						
Disgust	<input type="radio"/>						
Shame	<input type="radio"/>						
Sadness	<input type="radio"/>						
Confusion	<input type="radio"/>						
Anger	<input type="radio"/>						

After seeing this image I would . . .

|  | Highly unlikely | <input type="radio"/> | Highly likely         |
|--|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Buy the same foods as before                       |                 | <input type="radio"/> |
| Continue to eat as much meat as I have done before |                 | <input type="radio"/> |
| Avoid people who are opinionated about eating meat |                 | <input type="radio"/> |
| Eat less meat                                      |                 | <input type="radio"/> |
| Dig up vegetarian recipes                          |                 | <input type="radio"/> |
| Look for meat replacers in supermarket             |                 | <input type="radio"/> |
| Avoid eating with vegetarians                      |                 | <input type="radio"/> |

### Measures Greenpeace

How familiar are you with Greenpeace?

Not familiar at all         Very familiar

Do you trust Greenpeace?

I don't trust Greenpeace at all.         I trust Greenpeace very much.

Were you aware of the effect of meat eating on the environment?

I was not at all aware of the effect.         I was very much aware of the effect.

To what extent do you agree with the following statements?

	Not at all						Very much
I am fed up with people from pressure groups like Greenpeace telling me what to choose and eat.	<input type="radio"/>						
I am likely to follow the advice of Greenpeace.	<input type="radio"/>						
I find people from Greenpeace reliable.	<input type="radio"/>						
I don't need other people to make my food choices.	<input type="radio"/>						
People from Greenpeace know what they are talking about.	<input type="radio"/>						

**Measures UN**

How familiar are you with The United Nations?

Not familiar at all         Very familiar

Do you trust The United Nations?

I don't trust The United Nations at all.         I trust The United Nations very much.

Were you aware of the effect of meat eating on the environment?

I was not at all aware of the effect.         I was very much aware of the effect.

To what extent do you agree with the following statements?

	Not at all						Very much
I am likely to follow the advice of The United Nations.	<input type="radio"/>						
I am fed up with people from governmental organizations like The United Nations telling me what to choose and eat.	<input type="radio"/>						
People from The United Nations know what they are talking about.	<input type="radio"/>						
I find people from The United Nations reliable.	<input type="radio"/>						
I don't need other people to make my food choices.	<input type="radio"/>						

**Measures Greeneatz**

How familiar are you with Greeneatz?

Not familiar at all              Very familiar

Do you trust Greeneatz?

I don't trust Greeneatz at all.              I trust Greeneatz very much.

Were you aware of the effect of meat eating on the environment?

I was not at all aware of the effect.              I was very much aware of the effect.

To what extent do you agree with the following statements?

	Not at all						Very much
I don't need other people to make my food choices.	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
I find people from Greeneatz reliable.	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
I am likely to follow the advice of Greeneatz.	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
People from Greeneatz know what they are talking about.	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>
I am fed up with people like the founder of Greeneatz telling me what to choose and eat.	<input type="radio"/>		<input type="radio"/>		<input type="radio"/>		<input type="radio"/>

**Last questions (for all)**

Why would you (not) buy the package of chicken?

How often do you eat meat or meat products (chicken, pork, beef, or game)?

for breakfast (in days per week)

for lunch (in days per week)

for dinner (in days per week)

as a snack (in days per week)

What is your gender?

What is your year of birth?

What is your country of birth?

Thank you very much for taking part in this study!

*Disclaimer:*

*Please note that the materials you have reviewed were developed specifically for this study. They have not been endorsed as such by the respective organizations and may not reflect their current views.*

**Please copy the code that appears below and paste it into MTurk to receive your payment.**

**Please be sure to click the >> button at the bottom of this screen so that your responses are recorded.**

**Code: \${e://Field/Random%20ID}**

Powered by Qualtrics