## **Greener Beans Supermarket Swap Project 2021-2022 – Questionnaire**

**Sample**: The experiment was conducted with an engaged sample of participants who had indicated they were willing to help develop the Greener Beans app (‘Greener Beans’), a general sample of UK participants collected via the Qualtrics platform (‘Qualtrics’), and a student sample collected through the EMS (Experimental Management System) of the School of Psychology (‘EMS (student sample)’)

* Greener Beans (1)
* Qualtrics (2)
* EMS (student sample) (3)

**Condition**: The experiment involved respondents being randomly allocated to (a) a 'loss' or 'gain' frame of the sustainability index (i.e. the products being described as MORE sustainable or as having a LOWER environmental impact), and (b) getting 'specific' or 'generic' feedback (just saying well done versus also saying 'how much' they saved). This produced a 2 x 2 experimental matrix (1) Gain frame & Specific Feedback, (2) Gain Frame & General Feedback, (3) Loss Frame & Specific Feedback, and (4) Loss Frame & General Feedback.

* Gain frame & Specific Feedback (1)
* Gain Frame & General Feedback (2)
* Loss Frame & Specific Feedback (3)
* Loss Frame & General Feedback (4)

**Consent** If you consent to participate in the study, please select the box below before proceeding to the next page:

* I consent to participate in this study (1)
* I do not consent to participate in this study (2)

End of Block: Consent form

Start of Block: First Questionaire

Demographics First, we would like to ask you some questions about yourself.

**Age** What is your age (in years)?

* Under 18 (1)
* 18-24 (2)
* 25-34 (3)
* 35-44 (4)
* 45-54 (5)
* 55+ (6)
* Prefer not to say (10)

**Gender** Which gender do you most identify with?

* Male (1)
* Female (2)
* I prefer to describe my gender in another way (3)
* Prefer not to say (4)

**Income** What is your annual gross household income range, of the people you shop and eat with? Please note that your details will be kept completely confidential.

* £6,000 - £12,999 (1)
* £10,000 - £19,999 (2)
* £20,000 - £29,999 (3)
* £30,000 - £39,999 (4)
* £40,000 - £49,999 (5)
* £50,000 - £59,999 (6)
* £60,000 - £79,999 (7)
* £80,000 - £99,999 (8)
* £100,000 or more (9)
* Prefer not to stay (10)

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**Education** What is the highest level of education you have achieved so far?

* No formal qualifications (1)
* High school or secondary school qualifications (2)
* Undergraduate/college degree level (e.g. Bachelor’s degree) (3)
* Graduate/Postgraduate degree level (e.g. Masters, PhD) (4)
* Other (5)
* Prefer not to say (6)

**Diets** Which, if any, of the following applies to you?

* I avoid certain foods for medical reasons (Medical)
* I am on a diet trying to lose weight (Weight)
* I avoid certain food for religious or cultural reasons (Religious)
* I am allergic or intolerant to certain foods (Intolerant)
* I am completely vegetarian (Vegetarian\_Completely)
* I am partly vegetarian (e.g. pescatarian) (Vegeetarian\_Partly)
* I follow a vegan diet (Vegan)
* I avoid certain foods for other reasons (Other)
* None of these things apply to me (None)

**Grocery Shopping** Which of the following best describes your role in carrying out grocery shopping in your household?

* I have responsibility for doing all of the grocery shopping (1)
* I have responsibility for doing at least half of the grocery shopping (2)
* I have responsibility for doing less than half of the grocery shopping (3)
* I don’t do any of the grocery shopping (4)

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Products How often do you buy the following products?

**Product\_Mince** (meat or meat-free options)

* At least once a week (4)
* Once or twice a month (3)
* Less often/ Less than once a month (2)
* Never (1)

**Product\_Yoghurt** (dairy or non-dairy)

* At least once a week (4)
* Once or twice a month (3)
* Less often/ Less than once a month (2)
* Never (1)

**Product\_Snacks**

* At least once a week (4)
* Once or twice a month (3)
* Less often/ Less than once a month (2)
* Never (1)

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**Product\_Biscuits**

* At least once a week (4)
* Once or twice a month (3)
* Less often/ Less than once a month (2)
* Never (1)

**Product\_Ready\_Meals**

* At least once a week (4)
* Once or twice a month (3)
* Less often/ Less than once a month (2)
* Never (1)

**Product\_Cereals**

* At least once a week (4)
* Once or twice a month (3)
* Less often/ Less than once a month (2)
* Never (1)

**Product\_Grains**

* At least once a week (4)
* Once or twice a month (3)
* Less often/ Less than once a month (2)
* Never (1)

End of Block: First Questionnaire

Start of Block: Experiment Intro

We have simulated an **online shopping task** for you. This is not a real commercial site, and you will not be asked to spend your own money or enter any personal details.   
   
You will be given a **shopping list** with several different food categories. We will then present you with a number of products for each of these food categories. Please choose **products you have bought** in the recent past, or **probably would buy** in the future.  
   
 Please note that there are no right or wrong choices, and do not take too long making your choices. We are interested in the way you would normally shop for grocery items.  
   
 Once you have chosen a product, you may then be offered the option to swap for a more sustainable alternative. The sustainability of each product is measured by a range of environmental indicators, including greenhouse gas emissions, biodiversity, soil health and water usage. **Please only swap the product if you would be willing to buy the alternative presented to you in a real shopping situation.**

Shopping Task   
Your **shopping list** for today may include some or all of the following items:   
 Breakfast Cereals Biscuits Rice/Pasta/Potatoes/Quinoa (e.g., carbs/sides) Crisps/snacks/nuts Yoghurt (dairy & non dairy) Mince (Meat & meat-free options) Ready Meals

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End of Block: Experiment Intro

**Basket\_Cereals** Which product would you like to add to your basket?

* Kellogg's Coco Pops 480G (1)
* Nestle Cookie Crisp Cereal 500G (2)
* Kellogg's All Bran Golden Crunch 390G (3)
* Weetabix Crispy Minis 600G (4)
* Kellogg's Crunchy Nut 500G (5)

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**Cereals\_Swap\_C** Would you like to swap to any of these more sustainable alternatives?

* Yes, Nestle Cookie Crisp (2)
* Yes, Kellogg's Crunchy Nut (5)
* No (0)

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**Cereals\_Swap\_D** Would you like to swap to any of these more sustainable alternatives?

* Yes, Nestle Cookie Crisp (2)
* Yes, Kellogg's Crunchy Nut (5)
* Yes, Kellogg's All Bran Golden Crunch (3)
* No (0)

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**Cereals\_Swap\_E** Would you like to swap to any of these more sustainable alternatives?

* Yes, Nestle Cookie Crisp (2)
* Yes, Kellogg's Crunchy Nut (5)
* Yes, Kellogg's All Bran Golden Crunch (3)
* No (0)

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**Basket\_Biscuits** Which product would you like to add to your basket?

* Mcvities Club Orange Chocolate Biscuit 8 Pack (1)
* Tesco Fig Rolls (2)
* Fox's Golden Crunch Creams (3)
* Oreo Vanilla (4)
* Tesco Milk Chocolate Digestive (5)

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**Biscuits\_Swap\_C** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Fig Rolls (2)
* Yes, Oreo Vanilla (4)
* No (0)

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**Biscuits\_Swap\_D** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Fig Rolls (2)
* No (0)
* Yes, Oreo Vanilla (4)
* Yes, Golden Crunch Creams (3)

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**Biscuits\_Swap\_E** Would you like to swap to any of these more sustainable alternatives?

* Yes, Oreo Vanilla (4)
* No (0)
* Yes, Golden Crunch Creams (3)
* Yes, Tesco Milk Chocolate digestives (5)

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**Basket\_Grains** Which product would you like to add to your basket?

* Tesco Quinoa (1)
* Tesco Baby potatoes (2)
* Tesco Easy Cook Long Grain Rice (3)
* Tesco Microwave Golden Veg Rice (4)
* Tesco Whole Wheat Cous Cous (5)

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**Grains\_Swap\_C** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Baby Potatoes (2)
* No (0)
* Yes, Tesco Quinoa (1)

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**Grains\_Swap\_D** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Baby Potatoes (2)
* No (0)
* Yes, Tesco Quinoa (1)
* Yes, Tesco Whole Wheat Cous Cous (5)

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**Grains\_Swap\_E** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Baby Potatoes (2)
* No (0)
* Yes, Tesco Whole Wheat Cous Cous (5)
* Yes, Tesco Microwave Golden Veg Rice (4)

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**Basket\_Snacks** Which product would you like to add to your basket?

* Walkers Cheese & Onion 6 pack (1)
* Sensations Thai Sweet Chilli (2)
* Propercorn Sweet & Salty popcorn 6 pack (3)
* Tesco Jumbo Roasted Salted Peanuts (4)
* Pringles Sour Cream & Onion Crisps (5)

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**Snacks\_Swap\_C** Would you like to swap to any of these more sustainable alternatives?

* Yes, Walkers Cheese & Onion 6 pack (1)
* No (0)
* Yes, Sensations Thai Sweet Chilli (2)

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**Snacks\_Swap\_D** Would you like to swap to any of these more sustainable alternatives?

* Yes, Walkers Cheese & Onion 6 pack (1)
* No (0)
* Yes, Sensations Thai Sweet Chilli (2)
* Yes, Pringles Sour Cream & Onion Crisps (5)

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**Snacks\_Swap\_E** Would you like to swap to any of these more sustainable alternatives?

* Yes, Walkers Cheese & Onion 6 pack (1)
* No (0)
* Yes, Sensations Thai Sweet Chilli (2)
* Yes, Pringles Sour Cream & Onioclimateps (5)

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**Basket\_Yoghurt** Which product would you like to add to your basket?

* Tesco Finest Greek Yogurt (1)
* Alpro Greek Style Plain Yogurt Alternative (2)
* Arla Skyr Natural Yogurt (3)
* Yeo Valley Natural Greek Style Yogurt (4)
* Oatley Greek Style Oatgurt (5)

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**Yoghurt\_Swap\_C** Would you like to swap to any of these more sustainable alternatives?

* Yes, Oatley Greek Style Oatgurt (5)
* No (0)
* Yes, Yeo Valley Natural Greek Style Yogurt (4)

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**Yoghurt\_Swap\_D** Would you like to swap to any of these more sustainable alternatives?

* Yes, Oatley Greek Style Oatgurt (5)
* No (0)
* Yes, Yeo Valley Natural Greek Style Yogurt (4)
* Yes, Tesco Finest Greek Yogurt (1)

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**Yoghurt\_Swap\_E** Would you like to swap to any of these more sustainable alternatives?

* Yes, Oatley Greek Style Oatgurt (5)
* No (0)
* Yes, Yeo Valley Natural Greek Style Yogurt (4)
* Yes, Tesco Finest Greek Yogurt (1)

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**Basket\_Mince** Which product would you like to add to your basket?

* Tesco Beef Lean Steak Mince 5% Fat (1)
* Quorn Meat Free Mince (2)
* Tesco Turkey Breast Mince 2% Fat (3)
* Tesco Red Split Lentils (4)
* Naked Glory Mince (5)

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**Mince\_Swap\_C** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Red Split Lentils (4)
* No (0)
* Yes, Quorn Meat Free Mince (2)

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**Mince\_Swap\_D** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Red Split Lentils (4)
* No (0)
* Yes, Quorn Meat Free Mince (2)
* Yes, Naked Glory Mince (5)

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**Mince\_Swap\_E** Would you like to swap to any of these more sustainable alternatives?

* Yes, Quorn Meat Free Mince (2)
* No (0)
* Yes, Naked Glory Mince (5)
* Yes, Tesco Turkey Breast Mince 2% Fat (3)

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**Basket\_Ready\_Meals** Which product would you like to add to your basket?

* Tesco Finest Beef Stroganoff & Rice (1)
* Tesco Plant Chef Mushroom Cottage Pie (2)
* Tesco Finest Moussaka (3)
* Bol Thai Penang Coconut Curry (4)
* Tesco Finest Spaghetti Bolognese (5)

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**Ready\_Meals\_Swap\_C** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Plant Chef Mushroom Cottage Pie (2)
* No (0)
* Yes, Bol Thai Penang Coconut Curry (4)

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**Ready\_Meals\_Swap\_D** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Plant Chef Mushroom Cottage Pie (2)
* No (0)
* Yes, Bol Thai Penang Coconut Curry (4)
* Yes, Tesco Finest Moussaka (3)

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**Ready\_Meals\_Swap\_E** Would you like to swap to any of these more sustainable alternatives?

* Yes, Tesco Plant Chef Mushroom Cottage Pie (2)
* No (0)
* Yes, Bol Thai Penang Coconut Curry (4)
* Yes, Tesco Finest Moussaka (3)

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Start of Block: Gain + Specific - Second Questionnaire

We now would like to ask you some questions about the shopping task.

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Sometimes shopping decisions may give you a certain feeling. Could you indicate to what extent the swaps gave you the following feelings?

**Affect\_Warm\_Cold** Making the swaps made me feel...

* Very 'Cold' (1)
* Somewhat 'cold' (2)
* Neither 'cold' nor 'warm' (3)
* Somewhat 'warm' (4)
* Very 'Warm' (5)
* *Not applicable: I did not make any swaps* (30)

**Affect\_Good\_Bad** Making the swaps made me feel...

* Very bad (1)
* Somewhat bad (2)
* Neither bad nor good (3)
* Somewhat good (4)
* Very good (5)
* *Not applicable: I did not make any swaps* (30)

**Affect\_Responsible\_Irresponsible** Making the swaps made me feel...

* Very irresponsible (1)
* Somewhat irresponsible (2)
* Neither irresponsible nor responsible (3)
* Somewhat responsible (4)
* Very responsible (5)
* *Not applicable: I did not make any swaps* (30)

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**Task\_Like\_Dislike** To what extent did you like or dislike the shopping task?

* Strongly dislike (1)
* Somewhat dislike (2)
* Neither like nor dislike (3)
* Somewhat like (4)
* Strongly like (5)

**Task\_Like\_Open\_Ended** Could you say in your own words what you **liked** about the shopping experience?

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**Task\_Dislike\_Open\_Ended** Could you say in your own words what you did **not** like about the shopping experience?

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**NEP** To what extent do you agree or disagree with the following statements?

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|  | Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
| If things continue on their present course, we will soon experience a major ecological catastrophe (1) |  |  |  |  |  |
| Human ingenuity will insure that we do not make the Earth unlivable. (2) |  |  |  |  |  |
| Humans are seriously abusing the environment. (3) |  |  |  |  |  |

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**Env\_identity** To what extent do you agree or disagree with the following statements?

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|  | Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
| I think of myself as an environmentally-friendly consumer’ (1) |  |  |  |  |  |
| I think of myself as someone who is very concerned with environmental issues (2) |  |  |  |  |  |

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**Climate\_Cause** Thinking about the causes of climate change, which, if any, of the following best describes your opinion?

* Climate change is entirely caused by human activity (1)
* Climate change is mainly caused by human activity (2)
* Climate change is caused about equally by natural processes and human activity (3)
* Climate change is mainly caused by natural processes (4)
* Climate change is entirely caused by natural processes (5)
* There is no such thing as climate change (6)

**Climate\_Worry** How worried, if at all, are you about climate change?

* Not at all worried (1)
* Not very worried (2)
* Fairly worried (3)
* Very worried (4)
* Extremely worried (5)

**Climate\_Impacts** Overall, how positive or negative do you think the effects of climate change will be on the UK?

* Entirely negative (1)
* More negative than positive (2)
* Neither positive nor negative (3)
* More positive than negative (4)
* Entirely positive (5)

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**Climate\_Impacts\_Open\_Ended** Thinking about climate change and their possible effects: What do you love, or care about, that is affected by climate change?

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**Warm\_Glow** To what extent do you agree or disagree with the following statements?

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|  | Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
| Doing something good for the environment makes me feel positive about myself (1) |  |  |  |  |  |
| I feel good when I behave in an environmentally friendly way. (2) |  |  |  |  |  |

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**Guilt** To what extent do you agree or disagree with the following statements?

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|  | Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
| I feel guilty if I do NOT behave in an environmentally friendly way |  |  |  |  |  |

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**Future\_Consequences** To what extent do you agree or disagree with the following statements?

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|  | Strongly disagree (1) | Somewhat disagree (2) | Neither agree nor disagree (3) | Somewhat agree (4) | Strongly agree (5) |
| I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date. (1) |  |  |  |  |  |
| When I make a decision, I think about how it might affect me in the future. (2) |  |  |  |  |  |

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In the shopping task we offered you swaps for more sustainable options.  
  
  
**Swaps\_Like**\_**Shown** Did you like being shown more sustainable options?

* Not at all (1)
* Not really (2)
* Don't mind (3)
* A little bit (6)
* Absolutely (5)
* *Not applicable: I was not offered any swaps* (7)

**Swaps\_Like\_Shopping** Would you like to see sustainable swaps when doing your usual shopping?

* Not at all (1)
* Not really (2)
* Don't mind (3)
* A little bit (6)
* Absolutely (5)

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**Importance** How important were the following factors in the decisions you made? This could apply whether you chose to make a swap, or to retain the product you chose before the swap was offered.

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|  | Not at all important (1) | Not very important (2) | Somewhat important (3) | Very important (4) | Extremely important (5) |
| Price (Price) |  |  |  |  |  |
| Product features (e.g. taste, size) (Features) |  |  |  |  |  |
| Sustainability (Sustainability) |  |  |  |  |  |
| Environmental impacts (Env\_impacts) |  |  |  |  |  |
| Healthiness (Healthiness) |  |  |  |  |  |

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**App\_Use** How likely is it that you would use an application (e.g. app on your phone) showing sustainable swaps?

* Not at all likely (1)
* Not very likely (2)
* Fairly likely (3)
* Very likely (4)
* Extremely likely (5)

**App\_Recommend** Would you recommend an application showing more sustainable swaps to a friend?

* Not at all likely (1)
* Not very likely (2)
* Fairly likely (3)
* Very likely (4)
* Extremely likely (5)

**Please note that you must click the 'next' (>>) button for your response to be counted!**

End of Block