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| **Variable Name** | **Variable Description/Question** | **Code Values** |
| Date\_Start | Start Date | Time stamp |
| Date\_End | End Date | Time stamp |
| Date\_Recorded | Recorded Date | Time stamp |
| Progress | Progress | 0-100% |
| Duration | Duration (in seconds) | Numeric |
| Finished | Finished | 0 False  1 True |
| Response\_ID | Response ID | Unique code |
| Sample | Sample | 1 Greener Beans  2 Qualtrics  3 EMS (student sample) |
| Condition | Condition | 0 Empty response  1 Gain frame & Specific feedback  2 Gain frame & Generic feedback  3 Loss frame & Specific feedback  4 Loss frame & Generic feedback |
| Consent | Thank you for your interest in this study. Please read below to know more about what is involved. Purpose of the research You are invited to participate in this survey because we wish to understand how consumers shop online for standard food items | 1 I consent to participate in this study  2 I do not consent to participate in this study |
| Age | What is your age? | 1 Under 18  2 18-24  3 25-34  4 35-44  5 45-54  6 55+  7 Prefer not to say |
| Gender | Which gender do you most identify with? | 1 Male  2 Female  3 I prefer to describe my gender in another way  4 Prefer not to say |
| 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. | 1 Under £10,000  2 £10,000 - £19,999  3 £20,000 - £29,999  4 £30,000 - £39,999  5 £40,000 - £49,999  6 £50,000 - £59,999  7 £60,000 - £79,999  8 £80,000 - £99,999  9 £100,000 or more  10 Prefer not to stay |
| Education | What is the highest level of education you have achieved so far? | 1 No formal qualifications  2 High school or secondary school qualifications  3 Undergraduate/college degree level (e.g. Bachelor’s degree)  4 Graduate/Postgraduate degree level (e.g. Masters, PhD)  5 Other  6 Prefer not to say |
| Diets\_Medical | Which, if any, of the following applies to you? I avoid certain foods for medical reasons | 0 No  1 Yes |
| Diets\_Weight | Which, if any, of the following applies to you? I am on a diet trying to lose weight | 0 No  1 Yes |
| Diets\_Religious | Which, if any, of the following applies to you? I avoid certain food for religious or cultural reasons | 0 No  1 Yes |
| Diets\_Intolerant | Which, if any, of the following applies to you? I am allergic or intolerant to certain foods | 0 No  1 Yes |
| Diets\_Vegetarian\_Completely | Which, if any, of the following applies to you? I am completely vegetarian | 0 No  1 Yes |
| Diets\_Vegetarian\_Partly | Which, if any, of the following applies to you? I am partly vegetarian (e.g. pescatarian) | 0 No  1 Yes |
| Diets\_Vegan | Which, if any, of the following applies to you? I follow a vegan diet | 0 No  1 Yes |
| Diets\_Other | Which, if any, of the following applies to you? I avoid certain foods for other reasons | 0 No  1 Yes |
| Diets\_None | Which, if any, of the following applies to you? None of these things apply to me | 0 No  1 Yes |
| Grocery\_Shopping | Which of the following best describes your role in carrying out grocery shopping in your household? | 1 I have responsibility for doing all of the grocery shopping  2 I have responsibility for doing at least half of the grocery shopping  3 I have responsibility for doing less than half of the grocery shopping  4 I don’t do any of the grocery shopping |
| Product\_Mince | Mince (meat or meat-free options) | 1 Never  2 Less often/ Less than once a month  3 Once or twice a month  4 At least once a week |
| Product\_Yoghurt | Yoghurt (dairy or non-dairy) | 1 Never  2 Less often/ Less than once a month  3 Once or twice a month  4 At least once a week |
| Product\_Snacks | Crisps/snacks/nuts | 1 Never  2 Less often/ Less than once a month  3 Once or twice a month  4 At least once a week |
| Product\_Biscuits | Biscuits | 1 Never  2 Less often/ Less than once a month  3 Once or twice a month  4 At least once a week |
| Product\_Ready\_Meals | Ready Meals | 1 Never  2 Less often/ Less than once a month  3 Once or twice a month  4 At least once a week |
| Product\_Cereals | Breakfast Cereals | 1 Never  2 Less often/ Less than once a month  3 Once or twice a month  4 At least once a week |
| Product\_Grains | Rice/Pasta/Potatoes/Quinoa | 1 Never  2 Less often/ Less than once a month  3 Once or twice a month  4 At least once a week |
| Basket\_Cereals | Which product would you like to add to your basket? | 1 Kellogg's Coco Pops 480G  2 Nestle Cookie Crisp Cereal 500G  3 Kellogg's All Bran Golden Crunch 390G  4 Weetabix Crispy Minis 600G  5 Kellogg's Crunchy Nut 500G |
| Cereals\_Swap\_C | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Nestle Cookie Crisp Cereal 500G  5 Kellogg's Crunchy Nut 500G |
| Cereals\_Swap\_D | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Nestle Cookie Crisp Cereal 500G  3 Kellogg's All Bran Golden Crunch 390G  5 Kellogg's Crunchy Nut 500G |
| Cereals\_Swap\_E | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Nestle Cookie Crisp Cereal 500G  3 Kellogg's All Bran Golden Crunch 390G  5 Kellogg's Crunchy Nut 500G |
| Basket\_Biscuits | Which product would you like to add to your basket? | 1 Mcvities Club Orange Chocolate Biscuit 8 Pack  2 Tesco Fig Rolls  3 Fox's Golden Crunch Creams  4 Oreo Vanilla  5 Tesco Milk Chocolate Digestive |
| Biscuits\_Swap\_C | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Tesco Fig Rolls  4 Oreo Vanilla |
| Biscuits\_Swap\_D | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Tesco Fig Rolls  3 Fox's Golden Crunch Creams  4 Oreo Vanilla |
| Biscuits\_Swap\_E | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  3 Fox's Golden Crunch Creams  4 Oreo Vanilla  5 Tesco Milk Chocolate Digestive |
| Basket\_Grains | Which product would you like to add to your basket? | 1 Tesco Quinoa  2 Tesco Baby potatoes  3 Tesco Easy Cook Long Grain Rice  4 Tesco Microwave Golden Veg Rice  5 Tesco Whole Wheat Cous Cous |
| Grains\_Swap\_C | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  1 Tesco Quinoa  2 Tesco Baby potatoes |
| Grains\_Swap\_D | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  1 Tesco Quinoa  2 Tesco Baby potatoes  5 Tesco Whole Wheat Cous Cous |
| Grains\_Swap\_E | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Tesco Baby potatoes  4 Tesco Microwave Golden Veg Rice  5 Tesco Whole Wheat Cous Cous |
| Basket\_Snacks | Which product would you like to add to your basket? | 1 Walkers Cheese & Onion 6 pack  2 Sensations Thai Sweet Chilli  3 Propercorn Sweet & Salty popcorn 6 pack  4 Tesco Jumbo Roasted Salted Peanuts  5 Pringles Sour Cream & Onion Crisps |
| Snacks\_Swap\_C | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  1 Walkers Cheese & Onion 6 pack  2 Sensations Thai Sweet Chilli |
| Snacks\_Swap\_D | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  1 Walkers Cheese & Onion 6 pack  2 Sensations Thai Sweet Chilli  5 Pringles Sour Cream & Onion Crisps |
| Snacks\_Swap\_E | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  1 Walkers Cheese & Onion 6 pack  2 Sensations Thai Sweet Chilli  5 Pringles Sour Cream & Onion Crisps |
| Basket\_Yoghurt | Which product would you like to add to your basket? | 1 Tesco Finest Greek Yogurt  2 Alpro Greek Style Plain Yogurt Alternative  3 Arla Skyr Natural Yogurt  4 Yeo Valley Natural Greek Style Yogurt  5 Oatley Greek Style Oatgurt |
| Yoghurt\_Swap\_C | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  4 Yeo Valley Natural Greek Style Yogurt  5 Oatley Greek Style Oatgurt |
| Yoghurt\_Swap\_D | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  1 Tesco Finest Greek Yogurt  4 Yeo Valley Natural Greek Style Yogurt  5 Oatley Greek Style Oatgurt |
| Yoghurt\_Swap\_E | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  1 Tesco Finest Greek Yogurt  4 Yeo Valley Natural Greek Style Yogurt  5 Oatley Greek Style Oatgurt |
| Basket\_Mince | Which product would you like to add to your basket? | 1 Tesco Beef Lean Steak Mince 5% Fat  2 Quorn Meat Free Mince  3 Tesco Turkey Breast Mince 2% Fat  4 Tesco Red Split Lentils  5 Naked Glory Mince |
| Mince\_Swap\_C | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Quorn Meat Free Mince  4 Tesco Red Split Lentils |
| Mince\_Swap\_D | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Quorn Meat Free Mince  4 Tesco Red Split Lentils  5 Naked Glory Mince |
| Mince\_Swap\_E | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Quorn Meat Free Mince  3 Tesco Turkey Breast Mince 2% Fat  5 Naked Glory Mince |
| Basket\_Ready\_Meals | Which product would you like to add to your basket? | 1 Tesco Finest Beef Stroganoff & Rice  2 Tesco Plant Chef Mushroom Cottage Pie  3 Tesco Finest Moussaka  4 Bol Thai Penang Coconut Curry  5 Tesco Finest Spaghetti Bolognese |
| Ready\_Meals\_Swap\_C | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Tesco Plant Chef Mushroom Cottage Pie  4 Bol Thai Penang Coconut Curry |
| Ready\_Meals\_Swap\_D | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Tesco Plant Chef Mushroom Cottage Pie  3 Tesco Finest Moussaka  4 Bol Thai Penang Coconut Curry |
| Ready\_Meals\_Swap\_E | Would you like to swap to any of these more sustainable alternatives? | 0 No swap  2 Tesco Plant Chef Mushroom Cottage Pie  3 Tesco Finest Moussaka  4 Bol Thai Penang Coconut Curry |
| Affect\_Warm\_Cold | Making the swaps made me feel... | 1 Very 'Cold'  2 Somewhat 'cold'  3 Neither 'cold' nor 'warm'  4 Somewhat 'warm'  5 Very 'Warm'  30 Not applicable: I did not make any swaps |
| Affect\_Good\_Bad | Making the swaps made me feel... | 1 Very bad  2 Somewhat bad  3 Neither bad nor good  4 Somewhat good  5 Very good  30 Not applicable: I did not make any swaps |
| Affect\_Responsible\_Irresponsible | Making the swaps made me feel... | 1 Very irresponsible  2 Somewhat irresponsible  3 Neither irresponsible nor responsible  4 Somewhat responsible  5 Very responsible  30 Not applicable: I did not make any swaps |
| Task\_Like\_Dislike | To what extent did you like or dislike the shopping task? | 1 Strongly dislike  2 Somewhat dislike  3 Neither like nor dislike  4 Somewhat like  5 Strongly like |
| Task\_Like\_Open\_Ended | Could you say in your own words what you liked about the shopping experience? | Text |
| Task\_Dislike\_Open\_Ended | Could you say in your own words what you did not like about the shopping experience? | Text |
| NEP\_1 | To what extent do you agree or disagree with the following statements? - If things continue on their present course, we will soon experience a major ecological catastrophe | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| NEP\_2 | To what extent do you agree or disagree with the following statements? - Human ingenuity will insure that we do not make the Earth unlivable. | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| NEP\_3 | To what extent do you agree or disagree with the following statements? - Humans are seriously abusing the environment. | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| Env\_Identity\_1 | To what extent do you agree or disagree with the following statements? - I think of myself as an environmentally-friendly consumer’ | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| Env\_Identity\_2 | To what extent do you agree or disagree with the following statements? - I think of myself as someone who is very concerned with environmental issues | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| Climate\_Cause | Thinking about the causes of climate change, which, if any, of the following best describes your opinion? | 1 Climate change is entirely caused by human activity  2 Climate change is mainly caused by human activity  3 Climate change is caused about equally by natural processes and human activity  4 Climate change is mainly caused by natural processes  5 Climate change is entirely caused by natural processes  6 There is no such thing as climate change |
| Climate\_Worry | How worried, if at all, are you about climate change? | 1 Not at all worried  2 Not very worried  3 Fairly worried  4 Very worried  5 Extremely worried |
| Climate\_Impacts | Overall, how positive or negative do you think the effects of climate change will be on the UK? | 1 Entirely negative  2 More negative than positive  3 Neither positive nor negative  4 More positive than negative  5 Entirely positive |
| 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? | Text |
| Warm\_Glow\_1 | To what extent do you agree or disagree with the following statements? - Doing something good for the environment makes me feel positive about myself | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| Warm\_Glow\_2 | To what extent do you agree or disagree with the following statements? - I feel good when I behave in an environmentally friendly way. | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| Guilt | To what extent do you agree or disagree with the following statements? - I feel guilty if I do NOT behave in an environmentally friendly way | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| Future\_Consequences\_1 | To what extent do you agree or disagree with the following statements? - I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date. | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| Future\_Consequences\_2 | To what extent do you agree or disagree with the following statements? - When I make a decision, I think about how it might affect me in the future. | 1 Strongly disagree  2 Somewhat disagree  3 Neither agree nor disagree  4 Somewhat agree  5 Strongly agree |
| Swaps\_Like\_Shown | In the shopping task we offered you swaps for more sustainable options. Did you like being shown more sustainable options? | 1 Not at all  2 Not really  3 Don't mind  5 Absolutely  6 A little bit  7 Not applicable: I was not offered any swaps |
| Swaps\_Like\_Shopping | Would you like to see sustainable swaps when doing your usual shopping? | 1 Not at all  2 Not really  3 Don't mind  5 Absolutely  6 A little bit  7 Not applicable: I was not offered any swaps |
| Importance\_Price | 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. - Price | 1 Not at all important  2 Not very important  3 Somewhat important  4 Very important  5 Extremely important |
| Importance\_Features | 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. - Product features (e.g. taste, size) | 1 Not at all important  2 Not very important  3 Somewhat important  4 Very important  5 Extremely important |
| Importance\_Sustainability | 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. - Sustainability | 1 Not at all important  2 Not very important  3 Somewhat important  4 Very important  5 Extremely important |
| Importance\_Env\_Impacts | 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. - Environmental impact | 1 Not at all important  2 Not very important  3 Somewhat important  4 Very important  5 Extremely important |
| Importance\_Healthiness | 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. - Healthiness | 1 Not at all important  2 Not very important  3 Somewhat important  4 Very important  5 Extremely important |
| App\_Use | How likely is it that you would use an application (e.g. app on your phone) showing sustainable swaps? | 1 Not at all important  2 Not very important  3 Somewhat important  4 Very important  5 Extremely important |
| App\_Recommend | Would you recommend an application showing more sustainable swaps to a friend? | 1 Not at all likely  2 Not very likely  3 Fairly likely  4 Very likely  5 Extremely likely |
| Gain\_Swaps | Number of swaps for gain condition | Derived variable (number of swaps): 0-7 |
| Loss\_Swaps | Number of swaps for loss condition | Derived variable (number of swaps): 0-7 |
| Swap\_Score | Number of swaps | Derived variable (number of swaps): 0-7 |