

Consent

CONSENT

Thank you for agreeing to participate in our survey.

Before we start, we'd like for you to read the informed consent information below. Informed consent refers to the voluntary choice of an individual to participate in research based on an accurate and complete understanding of its purposes, procedures, risks, benefits, and alternatives. The survey will be completely anonymous and voluntary. We do not ask or identify any individuals who plan to participate in this survey.

Informed consent:

You must be of 18 years or older to participate in this survey.

The purpose of this study is to measure consumer understanding of antibiotics in agriculture. You are being asked to volunteer because you meet the demographic criteria of the study, and you will be asked to take a 15 minute survey. During the survey time, you may also be asked to watch a one-minute video about antibiotics.

The data collected for this study will be retained by the investigator and analyzed even if you choose to withdraw from the research. You may choose to withdraw from the survey at any time. Compensation will be provided by your panel provider in the previously agreed-upon amount after providing a quality completion of this survey.

There are no known risks involved in completing the survey. All data collected by the researcher will be anonymous.

This study has been reviewed and approved by the University of Maryland Baltimore County Institutional Review Board (IRB). A representative of that Board, from the Office of Research Protections and Compliance, is available to discuss the review process or my rights as a research participant. Contact information of the Office is (410) 455-2737 or compliance@umbc.edu.

After reading the consent items, please proceed to the questionnaire on the next page. Click "Next". If you'd like to leave the survey at any time, just click "Exit this survey".

Commitment

We care about the quality of our survey data. For us to get the most accurate measures of your opinions, it is important that you provide thoughtful answers to each question in this survey.

Do you commit to providing thoughtful answers to the questions in this survey?

- I can't promise either way
- Yes, I will
- No, I will not

Do you consume meat?

- Yes
- No

Do you consume dairy?

- Yes
- No

Demo 1

What is your age?

Select one:

What is your gender?

- Female
- Male
- Other

What is your race?

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Two or More Races

Are you Hispanic or Latino?

- Yes

No

What is your household income? Household income is the total amount (USD) that all members of your household made within the last year.

- Less than \$25,000
- \$25,000 to less than \$50,000
- \$50,000 to less than \$75,000
- \$75,000 to less than \$100,000
- \$100,000 to less than \$150,000
- \$150,000 or over

Subjective Knowledge 1

How well informed do you consider yourself to be about the use of antibiotics in livestock production?

- Extremely well informed
- Well informed
- Somewhat informed
- Not very informed
- Not informed at all

WTP - Pre-Treatment

In the next questions we will ask you to indicate the maximum amount you would be willing to pay for some products today. Some of them come from animals bred without the use antibiotics and we indicate this feature with the label "antibiotic - free". If the product does not show this label, it means that

the animal received antibiotics when necessary.

Please carefully decide what is the maximum amount you would be willing to pay for each product today, considering your budget and your consumption of other goods. This exercise is hypothetical, but we ask you to provide the maximum amount you would be willing to pay as if you were going to pay it FOR REAL. Similar previous studies show that some people tend to provide a different amount that they would actually pay. We ask you not to do that. Your truthful answer is very important for us so that we can measure people's preferences correctly.

Please enter the maximum amount you would be willing to spend, in USD, for each of the following products.

Ground beef, raised antibiotic-free, 1 lb



Ground beef, 1 lb



Please enter the maximum amount you would be willing to spend, in USD, for each of the following products.

Milk from cows raised antibiotic-free, 1 gallon

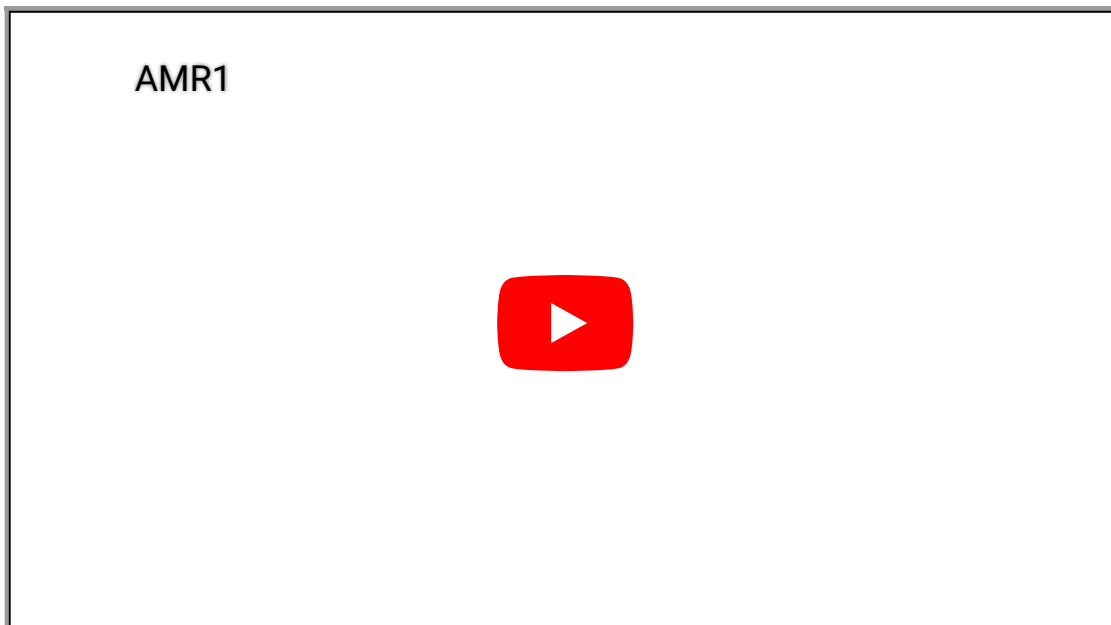


Milk, 1 gallon



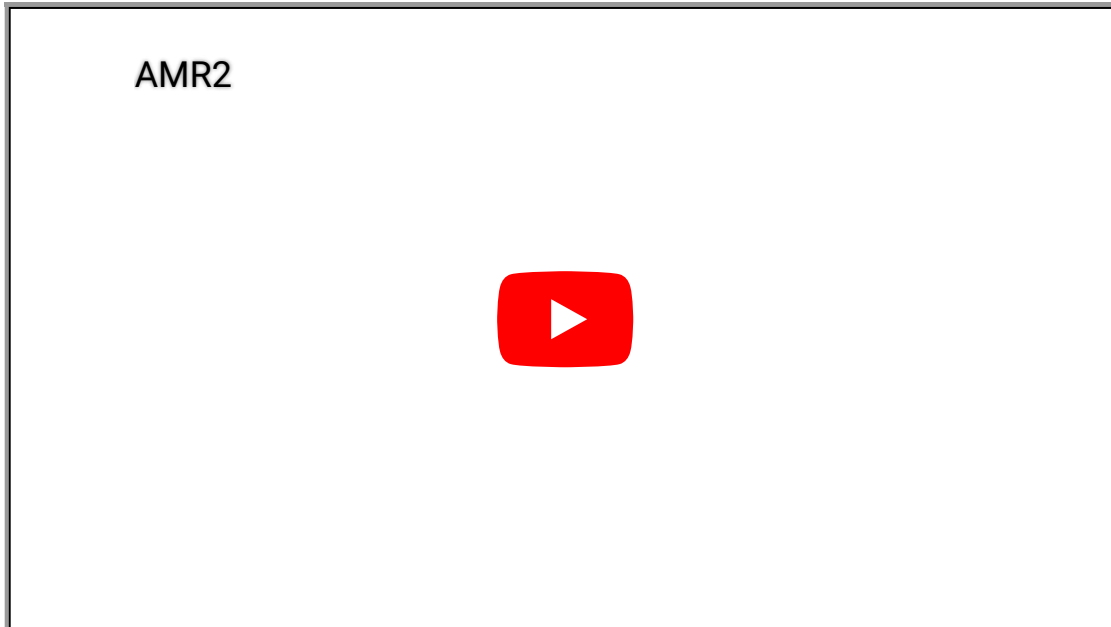
Video 1

Please watch this brief video presentation by Dr. Larry Jennings, School of Public Health, Cornell University.



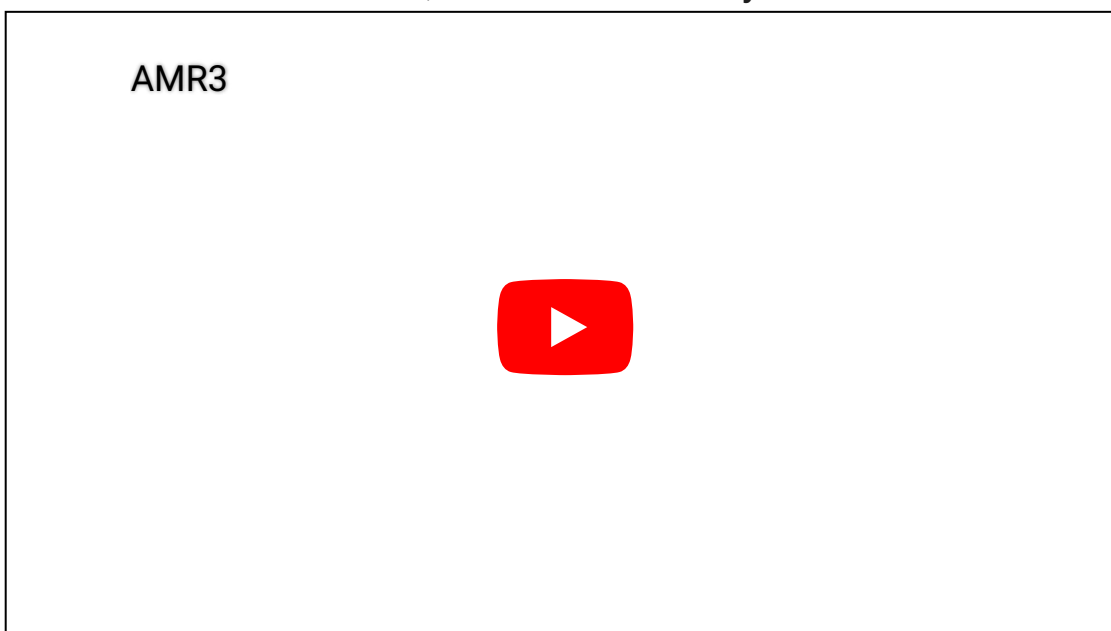
Video 2

Please watch this brief video presentation by Dr. Larry Jennings, School of Public Health, Cornell University.



Video 3

Please watch this brief video presentation by Dr. Larry Jennings, School of Public Health, Cornell University.



Video 4

Please watch this brief video presentation by Dr. Larry Jennings, Cornell University.



WTP - Post-Treatment

In the next questions we will again ask you to indicate the maximum amount you would be willing to pay for beef and milk. If the product comes from a cow raised without the use of antibiotics, it shows the label "antibiotic-free." If the product does not show this label, it means that the cow received antibiotics when necessary.

Please carefully decide what is the maximum amount you would be willing to pay for each product today, considering your budget and your consumption of other goods. This exercise is hypothetical, but we ask you to provide the maximum amount you would be willing to pay as if you were going to pay it FOR REAL. Similar previous studies show that some people tend to provide a different amount that they would actually pay. We ask you not to do that. Your

truthful answer is very important for us so that we can measure people's preferences correctly.

Please enter the maximum amount you would be willing to spend, in USD, for each of the following products.

Ground beef, raised antibiotic-free, 1 lb



Ground beef, 1 lb



Please enter the maximum amount you would be willing to spend, in USD, for each of the following products.

Milk from cows raised antibiotic-free, 1 gallon



Milk, 1 gallon



Intermediate variable questions

How strongly do you agree or disagree with each of these statements about the video you just saw?

The presenter in the video is trustworthy.

- Disagree strongly
- Disagree somewhat
- Neither agree nor disagree
- Agree somewhat
- Agree strongly

The information provided in the video is biased.

- Disagree strongly
- Disagree somewhat
- Neither agree nor disagree
- Agree somewhat
- Agree strongly

Eating, Cooking, and Purchasing Habits

How often do you purchase beef?

- Once per day
- One or more times per week
- One or more times per month
- One or more times per year

How often do you purchase milk?

Please include your purchases of dairy milk only. Do not include purchases of non-dairy or plant-based milk alternatives.

- Once per day
- One or more times per week
- One or more times per month
- One or more times per year

Where do you usually purchase beef?

- The supermarket
- The local butcher or farmers' market
- Other

Are you the primary grocery shopper in your household?

- Yes
- No

Do you purchase organic milk?

- Never
- Rarely
- Sometimes
- Often
- All the time

Do you purchase organic beef?

- Never
- Rarely
- Sometimes
- Often
- All the time

Health History

Do you now smoke cigarettes every day, some days, or not at all?

- Every day
- Some days
- Not at all

About how long has it been since you last saw a doctor or other health professional for a wellness visit, physical, or general purpose check-up?

Please read: These visits are usually scheduled in advance and occur when you are not sick or injured. This kind of visit typically includes: blood pressure,

cholesterol, and blood sugar checks, height and weight measurements, and vaccinations. The doctor or other health professional may also discuss topics related to your health such as smoking, alcohol use, diet and exercise.

- Never
- Within the past year (anytime less than 12 months ago)
- Within the last 2 years (more than 1 year but less than 2 years ago)
- Within the last 3 years (more than 2 years but less than 3 years ago)
- Within the last 5 years (more than 3 years but less than 5 years ago)
- Within the last 10 years (more than 5 years but less than 10 years ago)
- 10 years ago or more
- I don't know

How important is it to you to eat healthy food?

- Not important at all
- Slightly important
- Important
- Very important
- Extremely important

Per week, how many total hours do you spend doing moderate to vigorous physical activity?

- Less than 1 hour
- 1 to 3 hours
- 3 to 5 hours
- Over 5 hours

How tall are you?

Feet:

Inches:

How much do you weigh in pounds (lbs)?

Cultural Worldview

How much do you agree or disagree with the following statements?

Neither
agree

Disagree
strongly

Disagree
somewhat

nor
disagree

Agree
somewhat

Agree
strongly

The government interferes far too much in our everyday lives.

Sometimes the government needs to make laws to keep people from hurting themselves.

It's not the government's business to try to protect people from themselves.

The government should stop telling people how to live their lives.

The government should do more to advance society's goals, even if that means limiting the freedom and choices of individuals.

The government should put limits on the choices individuals can

			Neither agree nor	Agree	Agree
Disagree	Disagree	Disagree	disagree	somewhat	strongly
strongly	somewhat				

make so that they don't get in the way of what's good for society.

How much do you agree or disagree with the following statements?

			Neither agree nor	Agree	Agree
Disagree	Disagree	Disagree	disagree	somewhat	strongly
strongly	somewhat				

We have gone too far in pushing equal rights in this country.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Our society would be better off if the distribution of wealth was more equal.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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We need to dramatically reduce inequalities between the rich and the poor, whites and people of colour, and men and women.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Discrimination against minorities is still a very serious problem in our society.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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It seems like people of colour, women, LGBTQIA2S+ individuals, and other groups don't want equal rights; they want special rights just for them.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Society as a whole has become too soft and feminine.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Subjective Knowledge 2

How well informed do you consider yourself to be about antibiotic resistance in humans?

- Extremely well informed
- Well informed
- Somewhat informed
- Not very informed
- Not informed at all

How well informed do you consider yourself to be about antibiotic resistance in animals?

- Extremely well informed
- Well informed
- Somewhat informed
- Not very informed
- Not informed at all

How well informed do you consider yourself to be about regulations and laws concerning antibiotic use in livestock production?

- Extremely well informed
- Well informed
- Somewhat informed
- Not very informed
- Not informed at all

Objective Knowledge

Based on what you already know, please indicate whether the following statements are true or false.

Antibiotics are common drugs useful in treating bacterial infections in humans.

- True
- False

Antibiotics are common drugs useful in treating viral infections in humans.

- True
- False

Antibiotics are common drugs useful in treating bacterial infections in food animals.

- True
- False

Antibiotics are common drugs useful in treating viral infections in food animals.

- True
- False

Antibiotic resistance occurs when bacteria become resistant to antibiotics and antibiotics no longer work as well.

- True
- False

Overuse and misuse of antibiotics accelerates antibiotic resistance.

- True
- False

Antibiotic resistance existed before humans developed antibiotics.

- True
- False

Milk and beef meat are regularly tested for antibiotic residue.

- True
- False

Milk and beef meat that are found to have antibiotic residue are thrown out before reaching the consumer.

- True
- False

Antibiotic resistance is responsible for a few hundred deaths worldwide every year.

- True
- False

A farmer needs a prescription from a veterinarian before they can use

antibiotics on animals.

- True
- False

Farmers are allowed to use antibiotics on healthy animals as a form of disease prevention.

- True
- False

It is proven that using antibiotics in animals does not raise the risk of transmitting drug-resistant bacteria to humans.

- True
- False

Animal agriculture uses a small minority of antibiotics used in the United States.

- True
- False

All radioactivity is human-made.

- True
- False

Lasers work by focusing sound waves.

- True

False

Electrons are smaller than atoms.

True

False

Please provide an answer to the following questions.

Which gas makes up most of the Earth's atmosphere?

Hydrogen

Nitrogen

Carbon dioxide

Oxygen

Does the Earth go around the Sun, or does the Sun go around the Earth?

The Earth goes around the Sun

The Sun goes around the Earth

How long does it take for the Earth to go around the Sun?

1 day

1 month

1 year

If it takes 5 machines 5 minutes to make 5 widgets, how long would it take 100

machines to make 100 widgets?

Minutes:

A bat and a ball cost \$1.10 total. The bat costs \$1.00 more than the ball. How much does the ball cost?

Cents:

In a lake, there is a patch of lily pads. Every day, the patch doubles in size. If it takes 48 days for the patch to cover the entire lake, how long would it take for the patch to cover half of the lake?

Days:

Trust and Bias

How strongly do you agree or disagree with the following statements?

All news sources are biased in some way.

- Strongly disagree
- Disagree somewhat
- Neither agree nor disagree
- Agree somewhat
- Strongly agree

Scientists are usually biased in their area of expertise.

- Strongly disagree
- Disagree somewhat

- Neither agree nor disagree
- Agree somewhat
- Strongly agree

I generally trust scientists to be unbiased and objective.

- Strongly disagree
- Disagree somewhat
- Neither agree nor disagree
- Agree somewhat
- Strongly agree

Decisions involving public health should be determined by the best available science.

- Strongly disagree
- Disagree somewhat
- Neither agree nor disagree
- Agree somewhat
- Strongly agree

Regulatory agencies do a good job of keeping us safe and healthy.

- Strongly disagree
- Disagree somewhat
- Neither agree nor disagree
- Agree somewhat
- Strongly agree

Regulation of products makes our lives safer.

- Strongly disagree
- Disagree somewhat
- Neither agree nor disagree
- Agree somewhat
- Strongly agree

How much trust do you have in...

	No trust at all	Little trust	Quite a bit of trust	A lot of trust
Elected public officials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulatory agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your own family, neighbours, and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strangers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics and Personal Information

How many people live in your household, including yourself?

Adults aged 18 or older

Children under the age of 18

What is your highest level of education?

- 12th grade or less, no diploma
- High school diploma or equivalent

- Some college, no degree
- Vocational certificate or trade certificate
- Associate's degree (e.g. AA or AS)
- Bachelor's degree
- Master's degree
- Professional degree (e.g. MD or LL.B.)
- Doctorate degree

In what state do you live?

Select one:

Have you ever lived or worked on a farm that raised livestock?

- Yes
- No

