

GBD-defaults-collaboration

Start of Block: Consent Block

About this study.

You are invited to participate in a research study conducted by researchers at Stanford University. The purpose of this study is to understand how people make meal choices at catered events.

What you will do.

This study takes approximately 1-2 minutes. You will be asked to imagine attending a catered event and to indicate your meal preference. You will then answer a few short questions about your experience.

Risks and benefits.

There are no foreseeable risks to participating in this study. You will not receive direct benefits beyond compensation for your time. Your responses may contribute to research on food choice and event planning practices.

Confidentiality.

Your responses are anonymous. No identifying information will be collected or stored.

Voluntary participation

Participation is voluntary. You may withdraw at any time without penalty.

Questions.

If you have questions about this study, please contact Seth Ariel Green at setgree@stanford.edu. For questions about your rights as a research participant, contact the Stanford IRB at 650-723-5244.

- I agree to participate (1)
- I do not agree to participate (2)

End of Block: Consent Block

Start of Block: Pre-treatment

Q6 How old are you?

Q7 What is your gender?

- Male (1)
- Female (2)
- Non-binary (3)
- Prefer Not to Say (4)
- Prefer to self-identify (5) _____

Q8 What is the highest level of education you have completed?

- Less than high school (1)
- High school diploma or GED (2)
- Some college (3)
- 2 year degree (4)
- 4 year degree (5)
- Graduate degree (6)
- Prefer not to say (7)

Q1 In which state do you currently reside?

▼ Alabama (1) ... I do not reside in the United States (53)

Q10 Do you have any dietary restrictions or allergies? (optional)

End of Block: Pre-treatment

Start of Block: [attention check]

Please select "strongly disagree" from the following options.

- (1) Strongly agree
- Somewhat agree (2)
- Neither agree nor disagree (3)
- Somewhat disagree (4)
- Strongly disagree (5)

End of Block: [attention check]

Start of Block: Control

Q12 We now ask you to imagine that you're going to an event with a free, catered lunch. The caterers want to know how many of each meal they should provide.

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Q13 Lunch will be served at this event. Please select which of the two options you'd prefer:

- Tofu Bánh Mì (baguette, marinated tofu, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce) (1)
- Chicken Bánh Mì (baguette, grilled chicken, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce) (2)

End of Block: Control

Start of Block: Treatment 1

Q14 We now ask you to imagine that you're going to an event with a free, catered lunch. The caterers want to know how many of each meal they should provide.

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Q15 Lunch will be served at this event. Please select which of the two options you'd prefer:

- Tofu Bánh Mì (baguette, marinated tofu, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce) (1)
- Chicken Bánh Mì (baguette, grilled chicken, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce) (2)

End of Block: Treatment 1

Start of Block: Treatment 2

Q16 We now ask you to imagine that you're going to an event with a free, catered lunch. The caterers want to know how many of each meal they should provide. There are no right answers and we encourage you to answer honestly.

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Q17 Lunch will be served at this event (Tofu Bánh Mì: baguette, marinated tofu, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce). Please uncheck the box below if you wish to have the Chicken Bánh Mì (baguette, grilled chicken, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce) instead.

- Tofu Bánh Mì (baguette, marinated tofu, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce) (1)

End of Block: Treatment 2

Start of Block: Treatment 3

Q18 We now ask you to imagine that you're going to an event with a free, catered lunch. The caterers want to know how many of each meal they should provide.

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Q19 For lunch, we are pleased to serve you a delicious Tofu Bánh Mì (baguette, marinated tofu, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce). We have found this to be the most inclusive option that meets the most diners' needs, including religious groups and people with allergies. If you would like a Chicken Bánh Mì (baguette, grilled chicken, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce) instead, please indicate below.

- Tofu Bánh Mì (1)
- Chicken Bánh Mì (2)

End of Block: Treatment 3

Start of Block: Treatment 4

Q22 We now ask you to imagine that you're going to an event with a free, catered lunch. The caterers want to know how many of each meal they should provide.

Q21 For lunch, we are pleased to serve you a delicious Tofu Bánh Mì (baguette, marinated tofu, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce). We have found this to be the most sustainable option, with significantly lower greenhouse gas emissions than meat-based meals. If you would like a Chicken Bánh Mì (baguette, grilled chicken, pickled daikon, carrots, cucumber, jalapeño, cilantro, sriracha sauce) instead, please indicate below.

- Tofu Bánh Mì (1)
- Chicken Bánh Mì (2)

End of Block: Treatment 4

Start of Block: Endline

Q20 Which meal did you order?

- Chicken Bánh Mì (1)
- Tofu Bánh Mì (2)

Q26 How satisfied were you with the available meal choices?

- Extremely dissatisfied (1)
- Somewhat dissatisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat satisfied (4)
- Extremely satisfied (5)

Q21 How satisfied are you with the meal you chose?

- Extremely dissatisfied (1)
- Somewhat dissatisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat satisfied (4)
- Extremely satisfied (5)

Q22 What percentage of people in this study do you think will select the meal you selected?

Click to write
Label 1

0	10	20	30	40	50	60	70	80	90	100
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% of participants who chose the meal option you chose ()

Q24 Are you satisfied with the way the event organizers presented the meal choices to you?

- Extremely dissatisfied (1)
- Somewhat dissatisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat satisfied (4)
- Extremely satisfied (5)

Q25 Is there anything else you'd like to tell us?

End of Block: Endline
Start of Block: State