# Appendix

# Survey Questions

1. What is your gender?

☐ Male ☐ Female

2. What is your age?

☐ Under 20 years ☐ 20-24 years ☐ 25-29 years

☐ 30-34 years ☐ 35-39 years ☐ 40-44 years

☐ 45-49 years ☐ 50-54 years ☐ 55-59 years

☐ 60-64 years ☐ 65-69 years ☐ 70-74 years

☐ 75-79 years ☐ 80 years or later

3. What is the highest level of education you have completed?

☐ Less than High School ☐ High School/GED

☐ Some College ☐ 2-year College Degree

☐ 4-year College Degree ☐ Master’s Degree

☐ Doctoral Degree ☐ Professional Degree (JD, MD)

4. What is your annual income range?

☐ Below $20,000 ☐ $20,000-$29,999 ☐ $30,000-$39,999

☐ $40,000-$49,999 ☐ $50,000-$59,999 ☐ $60,000-$69,999

☐ $60,000-$69,999 ☐ $70,000-$79,999 ☐ $80,000-$89,999

☐ $90,000 or more

5. How often do you cook your meals?

☐ Never ☐ Less than once a week

☐ 1-3 times a week ☐ 4-5 times a week

☐ More than 5 times a week

6. How often do you include broccoli in your meal (dining out included)?

☐ Never ☐ Less than once a week

☐ 1-3 times a week ☐ 4-5 times a week

☐ More than 5 times a week

7. Are you the primary grocery shopper in your household?

☐ Yes ☐ No

**Table A1. Demographic Characteristics of Subjects by Information Treatment**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Overall** | **No Information** | **Information** |
| Female | 0.73 | 0.78 | 0.67 |
| Age | 8.58 | 8.41 | 8.74 |
| Income | 4.61 | 4.49 | 4.74 |
| Education | 4.91 | 4.89 | 4.95 |
| Cooking Frequency | 4.06 | 4.02 | 4.10 |
| Broccoli in Meal | 2.65 | 2.75 | 2.54 |
| Primary Shopper | 0.81 | 0.88 | 0.74 |
| Number of Subjects | 80 | 41 | 39 |