**Appendix**

This Appendix presents details of the survey instrument. The sample size before data collection is determined by power analysis using G\*Power, a general power analysis program for statistical tests (Faul et al. 2007). Section A.1 reports the supplemental tables. Section A.2 reports the cheap talk script. Section A.3 presents the policy consequentiality script. Second A.4 shows the exact wording of all questions.

**A.1 Tables**

Table A1. Mean percentage distributions for New Ecological Paradigm (NEP) scale items (N=1177)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Statement | Strongly Agree | Agree | Somewhat Agree | Neither Agree nor Disagree | Somewhat Disagree | Disagree | Strongly Disagree |
| 1 | We are approaching the limit of the number of people the earth can support. | 9.52 | 8.58 | 9.60 | 19.71 | 19.80 | 13.68 | 19.12 |
| 2 | Humans have the right to modify the natural environment to suit their needs. | 17.42 | 14.78 | 17.08 | 17.76 | 13.34 | 8.24 | 11.38 |
| 3 | When humans interfere with nature it often produces disastrous consequences. | 1.61 | 2.89 | 6.63 | 14.36 | 21.24 | 21.16 | 32.12 |
| 4 | Human ingenuity will ensure that we do not make the earth unlivable. | 7.39 | 8.84 | 12.99 | 25.4 | 17.59 | 13.68 | 14.10 |
| 5 | Humans are severely abusing the environment. | 1.95 | 3.31 | 6.54 | 10.54 | 17.33 | 19.46 | 40.87 |
| 6 | The earth has plenty of natural resources if we just learn how to develop them. | 3.99 | 5.35 | 6.80 | 15.38 | 19.71 | 19.20 | 29.57 |
| 7 | Plants and animals have as much right as humans to exist. | 2.72 | 3.99 | 5.52 | 10.45 | 15.55 | 18.52 | 43.25 |
| 8 | The balance of nature is strong enough to cope with the impacts of modern industrial nations. | 15.55 | 14.7 | 16.74 | 19.03 | 14.95 | 8.67 | 10.37 |
| 9 | Despite our special abilities, humans are still subject to the laws of nature. | 0.93 | 0.68 | 3.31 | 11.21 | 16.14 | 24.38 | 43.33 |
| 10 | The so-called 'ecological crisis' facing humankind has been greatly exaggerated. | 23.53 | 15.46 | 12.99 | 14.10 | 11.89 | 9.94 | 12.06 |
| 11 | The earth is like a spaceship with very limited room and resources. | 8.58 | 6.29 | 9.77 | 15.97 | 20.48 | 15.04 | 23.87 |
| 12 | Humans were meant to rule over the rest of nature. | 21.5 | 10.71 | 11.55 | 19.29 | 11.13 | 10.45 | 15.38 |
| 13 | The balance of nature is very delicate and easily upset. | 2.55 | 3.31 | 7.99 | 15.04 | 20.14 | 21.92 | 29.06 |
| 14 | Humans will eventually learn enough about how nature work to be able to control it. | 14.78 | 12.23 | 15.55 | 19.12 | 16.48 | 10.45 | 11.38 |
| 15 | If things continue on their present course, we will soon experience a major ecological catastrophe. | 5.01 | 5.01 | 7.39 | 14.44 | 19.46 | 19.93 | 30.76 |

Note: This table presents the mean percentage distributions for New Ecological Paradigm (NEP) scale items. Percentages might not add up to 100 because of rounding.

Table A2. Mean and standard deviation of personality traits and their adjectives based on the MIDI scale.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Trait | Mean | Variable | Mean | Std. Err |
| Agency | 2.68 | Self-confident | 3.08 | 0.86 |
|  |  | Forceful | 2.28 | 0.97 |
|  |  | Assertive | 2.78 | 0.90 |
|  |  | Outspoken | 2.80 | 0.99 |
|  |  | Dominant | 2.44 | 1.00 |
|  |  |  |  |  |
| Agreeableness | 3.32 | Helpful | 3.43 | 0.74 |
|  |  | Warm | 3.20 | 0.80 |
|  |  | Caring | 3.47 | 0.76 |
|  |  | Softhearted | 3.24 | 0.83 |
|  |  | Sympathetic | 3.27 | 0.81 |
|  |  |  |  |  |
| Openness | 3.06 | Creative | 3.04 | 0.91 |
|  |  | Imaginative | 3.10 | 0.87 |
|  |  | Intelligent | 3.34 | 0.74 |
|  |  | Curious | 3.26 | 0.79 |
|  |  | Broadminded | 3.11 | 0.85 |
|  |  | Sophisticated | 2.64 | 0.98 |
|  |  | Adventurous | 2.92 | 0.90 |
|  |  |  |  |  |
| Neuroticism | 2.63 | Moody | 2.41 | 0.99 |
|  |  | Worrying | 2.66 | 1.00 |
|  |  | Nervous | 2.40 | 1.01 |
|  |  | Calm | 3.04 | 0.82 |
|  |  |  |  |  |
| Extraversion | 3.03 | Outgoing | 2.93 | 0.96 |
|  |  | Friendly | 3.41 | 0.75 |
|  |  | Lively | 2.96 | 0.85 |
|  |  | Active | 3.01 | 0.86 |
|  |  | Talkative | 2.80 | 0.98 |
|  |  |  |  |  |
| Conscientiousness | 2.99 | Organized | 3.12 | 0.87 |
|  |  | Responsible | 3.50 | 0.74 |
|  |  | Hardworking | 3.45 | 0.75 |
|  |  | Careless | 1.87 | 0.92 |

Note: This table presents the mean and standard deviation of the personality traits and their sub-items based on the MIDI scale.

Table A3. Consideration of future consequences (CFC) 14-item scale.

|  |  |  |
| --- | --- | --- |
| CFC | 14-item | Scale |
| 1 | I consider how things might be in the future, and try to influence those things with my day-to-day behavior | F |
| 2 | Often I engage in a particular behavior in order to achieve outcomes that may not result for many years | F |
| 3 | I only act to satisfy immediate concerns, figuring the future will take care of itself | I |
| 4 | My behavior is only influenced by the immediate (i.e., a matter of days or weeks) outcomes of my actions | I |
| 5 | My convenience is a big factor in the decisions I make or the actions I take | I |
| 6 | I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes | F |
| 7 | I think it is important to take warnings about negative outcomes seriously, even if the negative outcome will not occur for many years | F |
| 8 | I think it is more important to perform a behavior with important distant consequences than a behavior with less important immediate consequences | F |
| 9 | I generally ignore warnings about possible future problems because I think the problems will be resolved before they reach crisis-level | I |
| 10 | I think that sacrificing now is usually unnecessary since future outcomes can be dealt with at a later time | I |
| 11 | I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date | I |
| 12 | Since my day-to-day work has specific outcomes, it is more important to me than behavior that has distant outcomes | I |
| 13 | When I make a decision, I think about how it might affect me in the future | F |
| 14 | My behavior is generally influenced by future consequences | F |

Note: This table presents the Consideration of future consequences (CFC) 14-item scale. 7 items represent immediate-oriented (scale I) time preference, while the other 7 represent future-oriented (scale F) time preference.

Table A4. Descriptive statistics of the CFC-I (immediate) and CFC-F (future) subscales

|  |  |  |  |
| --- | --- | --- | --- |
|  | Mean | Median | Std. |
| CFC-I | 4.30 | 4.43 | 1.36 |
| CFC-F | 5.01 | 5.00 | 1.04 |

Note: This table reports the descriptive statistics of the CFC-I (immediate) and CFC-F (future) subscales that represent immediate-oriented and future-oriented time preferences.

**A.2 Cheap talk script**

**Be Aware**

Recent studies show people tend to act differently when facing hypothetical decisions. In other words, they say one thing but in reality do something different. It is common that someone states a different willingness to pay (WTP) than what they would actually be willing to pay for a good in a store or restaurant.  One reason why this happens is that when the time comes to actually make a real payment, people also consider that this money will not be available for other purchases.  It is easy to be generous when not making real choices in a store or restaurant.

In contrast, some people who say they will only pay small amounts often do not think about all the benefits that a proposed measure would provide.  Before answering the willingness to pay questions below, please try to think honestly about whether you are really willing to pay   
 the specified amount to help reduce the **carbon and groundwaterfoodprint** and remember that this amount would no longer be available for other purposes. **It is important to us that you carefully read all the information provided and answer the following questions as thoughtfully as possible.**

**A.3 Policy Consequentiality Script**

Because the goal of this research is to understand consumer preferences, your responses matter! The results of this study could influence policies and practices related to restaurants and food production.  To ensure quality data, it is important that you **carefully read all the information provided, and that you thoughtfully give your best answer to each question in the survey.**

**A.4 Full Survey**

***Pre-screening Demographic Information***

1. What is your age?

Under 18

18-24

25-34

35-44

45-54

55-64

65+

1. Gender

Male

Female

1. Which of the following options best describes your ethnicity?

White

Black or African-American

Hispanic

American Indian or Alaska Native

Asian

Native Hawaiin or Pacific Islander

Other

1. What is your annual household income before taxes?

Less than $25,000

$25,000 to $49,999

$50,000 to $74,999

$75,000 to $99,999

$100,000 to $149,999

$150,000 to $199,999

$200,000 or more

1. In which state do you currently reside?
2. When was the last time that you paid for food at a restaurant?

Within the last week

Within the last 2-3 weeks

Within the last month

Within the last 6 months

Within the last year

More than a year ago

**Introduction**

You are invited to participate in a survey to learn about consumer demand for reducing the footprints of Food & Agriculture associated with *carbon emissions* and *groundwater use*. In particular, we want to know if people would support the reduction of this **carbon and groundwater foodprint**by paying an optional surcharge when dining at a restaurant. The surcharge would go to a national public fund that will pay farmers $10 per ton of carbon that they remove from the atmosphere by altering their production practices.  Similarly, the fund will pay farmers market value for each acre-foot of groundwater conservation.  These payments will help incentivize the transition to renewable farming practices.  
   
Participation in this study is voluntary, and there are no foreseeable risks if you choose to continue.  Your responses will be recorded anonymously. No identifying personal information will be collected, only basic demographic information (e.g., age, gender, income).  **It should take you approximately 15 - 20 minutes to complete the survey diligently.**  
   
Payment is conditional on diligently completing the entire survey; however, you may withdraw from the survey at any time if you so choose (any data collected will be destroyed).  
   
The investigators, Dr. Rodolfo Nayga, Jr. (rnayga@uark.edu); Dr. Dede Long (Dede.Long@csulb.edu); and Dr. Grant West (gwest@uark.edu) can be contacted for questions.  
   
If you have questions or concerns about your rights as a research participant, you may contact Ro Windwalker, University of Arkansas Research Compliance Coordinator (irb@uark.edu). Protocol #:1906201426  
   
If you agree to participate in this study, please continue.   
     
**Note:**Because the goal of this research is to understand consumer preferences, your responses matter! The results of this study could influence policies and practices related to restaurants and food production.  To ensure quality data, it is important that you **carefully read all the information provided, and that you thoughtfully give your best answer to each question in the survey.**  

1. Do you commit to carefully reading and providing your thoughtful and honest answers to the questions in this survey?

I will read carefully and provide my best answers

I will not read carefully and provide my best answers

I can't promise either way

***Dining Habits***

1. Approximately how many times did you go to a restaurant in last month.

0

1-4

4-7

>7

1. What type of restaurants do you usually visit?

Fast food or quick serve

Casual dining

Fine dining

1. What was the average check per person of your restaurant visits in last month?

0-6 dollars

6-15 dollars

15-25 dollars

35-40 dollars

>40 dollars

1. Do you prefer trying new places or returning to the same dining places?

I prefer new places

I prefer the same places

***Environmental Preferences***

For each of the statements shown in the following section, please indicate the extent to which you agree or disagree. If you *Strongly Disagree*, please select “1.” If you *Strongly Agree*, please select “7.” Use the numbers in the middle if you fall between the extremes. (1 = Strongly Disagree and 7 = Strongly Agree)

A1. We are approaching the limit of the number of people Earth can support.

A2. Humans have the right to modify the natural environment to suit their needs.

A3. When humans interfere with nature, it often produces disastrous consequences.

A4. Human ingenuity will ensure that we do NOT make Earth unlivable.

A5. Humans are severely abusing the environment.

A6. Earth has plenty of natural resources if we just learn how to develop them.

A7. Plants and animals have as much right as humans to exist.

A8. The balance of nature is strong enough to cope with the impacts of modern industrial nations.

A9. Despite our special abilities, humans are still subject to the laws of nature.

A10. The so-called “ecological crisis” facing humankind has been greatly exaggerated.

A11. Earth is like a spaceship with very limited room and resources.

A12. Humans were meant to rule over the rest of nature.

A13. The balance of nature is very delicate and easily upset.

A14. Humans will eventually learn enough about how nature works to be able to control it.

A15. If things continue on their present course, we will soon experience a major ecological catastrophe

***Time Preferences***

For each of the statements shown in the following section, please indicate whether or not the statement is characteristic of you. If the statement is extremely *uncharacteristic* of you (not like you at all), please select “1.” If the statement is extremely *characteristic* of you (very much like you), please select “7.” Use the numbers in the middle if you fall between the extremes. (1 = Extremely Uncharacteristic and 7 = Extremely Characteristic)

1. I consider how things might be in the future and try to influence those things with my day to day behavior. (F)

2. Often, I engage in a particular behavior in order to achieve outcomes that may not result for many years. (F)

3. I only act to satisfy immediate concerns, figuring the future will take care of itself. (I)

4. My behavior is only influenced by the immediate (i.e., a matter of days or weeks) outcomes of my actions. (I)

5. My convenience is a big factor in the decisions I make or the actions I take. (I)

6. I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes. (F)

7. I think it is important to take warnings about negative outcomes seriously even if the negative outcome will not occur for many years. (F)

8. I think it is more important to perform a behavior with important distant consequences than a behavior with less important immediate consequences. (F)

9. I generally ignore warnings about possible future problems because I think the problems will be resolved before they reach crisis level. (I)

10. I think that sacrificing now is usually unnecessary since future outcomes can be dealt with at a later time. (I)

11. I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date. (I)

12. Since my day-to-day work has specific outcomes, it is more important to me than behavior that has distant outcomes. (I)

13. When I make a decision, I think about how it might affect me in the future. (F)

14. My behavior is generally influenced by future consequences. (F)

***Personality Traits***

Please indicate how well each of the following describes you.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | A LOT | SOME | A LITTLE | NOT AT ALL |
| 1. Outgoing | 1 | 2 | 3 | 4 |
| 1. Helpful | 1 | 2 | 3 | 4 |
| 1. Moody | 1 | 2 | 3 | 4 |
| 1. Organized | 1 | 2 | 3 | 4 |
| 1. Self-confident | 1 | 2 | 3 | 4 |
| 1. Friendly | 1 | 2 | 3 | 4 |
| 1. Warm | 1 | 2 | 3 | 4 |
| 1. Worrying | 1 | 2 | 3 | 4 |
| 1. Responsible | 1 | 2 | 3 | 4 |
| 1. Forceful | 1 | 2 | 3 | 4 |
| 1. Lively | 1 | 2 | 3 | 4 |
| 1. Caring | 1 | 2 | 3 | 4 |
| 1. Nervous | 1 | 2 | 3 | 4 |
| 1. Creative | 1 | 2 | 3 | 4 |
| 1. Assertive | 1 | 2 | 3 | 4 |
| 1. Hardworking | 1 | 2 | 3 | 4 |
| 1. Imaginative | 1 | 2 | 3 | 4 |
| 1. Softhearted | 1 | 2 | 3 | 4 |
| 1. Calm | 1 | 2 | 3 | 4 |
| 1. Outspoken | 1 | 2 | 3 | 4 |
| 1. Intelligent | 1 | 2 | 3 | 4 |
| 1. Curious | 1 | 2 | 3 | 4 |
| 1. Active | 1 | 2 | 3 | 4 |
| 1. Careless | 1 | 2 | 3 | 4 |
| 1. Broad-minded | 1 | 2 | 3 | 4 |
| 1. Sympathetic | 1 | 2 | 3 | 4 |
| 1. Talkative | 1 | 2 | 3 | 4 |
| 1. Sophisticated | 1 | 2 | 3 | 4 |
| 1. Adventurous | 1 | 2 | 3 | 4 |
| 1. Dominant | 1 | 2 | 3 | 4 |

**Willingness to pay for reducing *carbon food-print*.**

**Background**   
Restaurants are considering ways that diners can help fight climate change. One proposed option is to create a national public fund that will pay farmers to reduce the carbon and groundwater footprints of their food production practices (**carbon and groundwater foodprint**).  
   
For example, farmers will receive payments (for example, $10 per ton) to reduce carbon emissions by: shifting production to healthier soils, tilling the earth more gently, and initiating composting and crop rotation. Similarly, farmers will receive market-value payments to conserve groundwater by: adopting conservation practices and alternative water sources, constructing on-farm infrastructure such as surface-water reservoirs and tail-water recovery systems, and pumping less groundwater. Restaurants may add an optional surcharge to diners' checks, and the surcharge will go into the public fund for reducing the **carbon and groundwaterfoodprint**.

**Details**  
According to the U.S. Environmental Protection Agency, human activities contributed to almost all of the increase in greenhouse gases in the atmosphere over the last 150 years.  Greenhouse gases trap heat in the earth’s atmosphere and make the planet warmer.  Higher temperatures lead to more frequent and more severe extreme weather events such as floods and droughts, to other natural disasters such as hurricanes, and to disturbed ecosystems.   
   
Agriculture practices within our food production system are known to contribute substantially to overall greenhouse gas emissions driving climate change.  Groundwater overdraft is an important related issue in agriculture, and more frequent and severe droughts will increase the pressure on groundwater reserves through more groundwater pumping and diminished natural recharge.   
   
The **carbon and groundwater foodprint** is a measure of the impact of food production practices on the environment in terms of their carbon emissions and groundwater use.

**Instructions**   
In a moment, you will be asked questions about your willingness to pay a specified restaurant surcharge to help reduce the **carbon and groundwaterfoodprint**. For each scenario given, please indicate whether you would be willing to pay the amount listed.  Questions will be hypothetical, that is, you will not actually have to pay.   
  
**Click continue to see an example question.**

This question is only an example.  Your response here will not be recorded.  
   
Consider that you are dining out at a restaurant and you have the option to add a surcharge to your check to help reduce the **carbon and groundwaterfoodprint**.   
   
Are you willing to add a surcharge of 1% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

***Cheap Talk Script***

**Be Aware**   
Recent studies show people tend to act differently when facing hypothetical decisions. In other words, they say one thing but in reality do something different. It is common that someone states a different willingness to pay (WTP) than what they would actually be willing to pay for a good in a store or restaurant.  One reason why this happens is that when the time comes to actually make a real payment, people also consider that this money will not be available for other purchases.  It is easy to be generous when not making real choices in a store or restaurant.   
   
 In contrast, some people who say they will only pay small amounts often do not think about all the benefits that a proposed measure would provide.  Before answering the willingness to pay questions below, please try to think honestly about whether you are really willing to pay   
 the specified amount to help reduce the **carbon and groundwaterfoodprint** and remember that this amount would no longer be available for other purposes. **It is important to us that you carefully read all the information provided and answer the following questions as thoughtfully as possible.**   
    
Consider that you are dining out at a restaurant and you have the option to add a surcharge to your check to help reduce the **carbon and groundwaterfoodprint**.    
Are you willing to add a surcharge of 2% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 3% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 1% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Consider that you are dining out at a restaurant and you have the option to add a surcharge to your check to help reduce the **carbon and groundwaterfoodprint**.    
Are you willing to add a surcharge of 4% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 5% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 3% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Consider that you are dining out at a restaurant and you have the option to add a surcharge to your check to help reduce the **carbon and groundwaterfoodprint**.   
 Are you willing to add a surcharge of 6% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 7% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 5% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Consider that you are dining out at a restaurant and you have the option to add a surcharge to your check to help reduce the **carbon and groundwaterfoodprint**.

Are you willing to add a surcharge of 8% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 9% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 7% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Consider that you are dining out at a restaurant and you have the option to add a surcharge to your check to help reduce the **carbon and groundwaterfoodprint**.   
 Are you willing to add a surcharge of 10% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 11% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

Are you willing to add a surcharge of 9% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**?

Yes

No

This question is only an example.  Your response here will not be recorded.  
   
Consider that you are dining out at a restaurant and there is a surcharge on your check to help reduce the **carbon and groundwaterfoodprint** that you may elect to remove.   
Are you willing to keep a surcharge of 1% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Consider that you are dining out at a restaurant and there is a surcharge on your check to help reduce the **carbon and groundwaterfoodprint** that you may elect to remove.

Are you willing to keep a surcharge of 2% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 3% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 1% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Consider that you are dining out at a restaurant and there is a surcharge on your check to help reduce the **carbon and groundwater***Foodprint* that you may elect to remove.   
Are you willing to keep a surcharge of 4% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 5% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 3% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Consider that you are dining out at a restaurant and there is a surcharge on your check to help reduce the **carbon and groundwaterfoodprint** that you may elect to remove.   
Are you willing to keep a surcharge of 6% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 7% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 5% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Consider that you are dining out at a restaurant and there is a surcharge on your check to help reduce the **carbon and groundwaterfoodprint** that you may elect to remove.   
Are you willing to keep a surcharge of 8% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 9% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 7% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Consider that you are dining out at a restaurant and there is a surcharge on your check to help reduce the **carbon and groundwaterfoodprint** that you may elect to remove.   
Are you willing to keep a surcharge of 10% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 11% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Are you willing to keep a surcharge of 9% when you dine out at a restaurant in order to help reduce the **carbon and groundwaterfoodprint**, or would you prefer to remove it from your check?

Keep

Remove

Marital status?

Single

Married

Divorced

Widow(er)

Age?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please indicate the highest level of education that you have completed

Some high school

GED/High school diploma

Some college

Associate's degree

Bachelor's degree

Graduate degree

How many people, including you, live in your household?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How would you describe your political ideology in terms of social issues?

Extremely liberal

Liberal

Slightly liberal

Middle of the road

Slightly conservative

Conservative

Extremely conservative

How would you describe your political ideology in terms of economic issues?

Extremely liberal

Liberal

Slightly liberal

Middle of the road

Slightly conservative

Conservative

Extremely conservative