

S1. Survey Instrument

(The informed consent was shown to participants here.)

Do you agree to participate in this study?

☐ Yes.

☐ No.

In which state do you currently reside?

▼ Alabama ... Wyoming

What is your age?

What is your gender?

☐ Male

☐ Female

End of Block: Consent + Quota Screener

Start of Block: Part I: Intro

Start of Block: Control Special K

(The stimuli of the SK-ORIG cereal image was shown here.)

Please answer the following questions about the product shown above.

How familiar are you with this product?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

How often have you eaten this product in the last year?

- ☐ Never
- ☐ A few times
- ☐ Often
- ☐ Very often
- ☐ Extremely often

How healthy is this product?

- ☐ Not healthy at all
- ☐ Slightly healthy
- ☐ Moderately healthy
- ☐ Very healthy
- ☐ Extremely healthy

How nutritious is this product?

- ☐ Not nutritious at all
- ☐ Slightly nutritious
- ☐ Moderately nutritious
- ☐ Very nutritious
- ☐ Extremely nutritious

Page Break

(The stimuli of the SK-ORIG cereal image was shown here again.)

How good do you think this product tastes?

- ☐ Not good at all
- ☐ Somewhat good
- ☐ Moderately Good
- ☐ Very Good
- ☐ Extremely good

How likely would you be to purchase this product in the next 6 months?

- ☐ Extremely likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Extremely unlikely

End of Block: Control Special K

Start of Block: Protein Special K

(The stimuli of the SK-PRO cereal image was shown here.)

Please answer the following questions about the product shown above.

How familiar are you with this product?

- ☐ Not familiar at all
- ☐ Slightly familiar
- ☐ Moderately familiar
- ☐ Very familiar
- ☐ Extremely familiar

How often have you eaten this product in the last year?

- ☐ Never
- ☐ A few times
- ☐ Often
- ☐ Very often
- ☐ Extremely often

How healthy is this product?

- ☐ Not healthy at all
- ☐ Slightly healthy
- ☐ Moderately healthy
- ☐ Very healthy
- ☐ Extremely healthy

How nutritious is this product?

- ☐ Not nutritious at all
- ☐ Slightly nutritious
- ☐ Moderately nutritious
- ☐ Very nutritious
- ☐ Extremely nutritious

Page Break

(The stimuli of the SK-PRO cereal image was shown here again.)

How good do you think this product tastes?

- ☐ Not good at all
- ☐ Somewhat good
- ☐ Moderately Good
- ☐ Very Good
- ☐ Extremely good

How likely would you be to purchase this product in the next 6 months?

- ☐ Extremely likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Extremely unlikely

End of Block: Protein Special K

Start of Block: Comparison Questions

After looking at the pictures of the two boxes of cereal below, please answer the questions that follow.

(The two product images were shown side-by-side here.)

If you saw these two boxes of cereal on the shelf, which would you be more likely to purchase?

☐ Special K Original

☐ Special K Protein

Why would you be more likely to purchase this cereal?

Which of these two cereals would most likely taste best?

☐ Special K Original

☐ Special K Protein

☐ No difference

☐ I don't know

Page Break

(The product images were shown again.)

Which of these two cereals would be most likely to help you...

	Special K Original	Special K Protein	No difference	I don't know
Lose weight?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build muscle?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feel stronger?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay healthy?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live longer?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have stronger bones?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have a healthier digestive system?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

(The product images were shown again.)

Which of these two cereals is likely to cost more for the same size box of cereal?

- ☐ Special K Original
- ☐ Special K Protein
- ☐ No difference
- ☐ I don't know

In comparison to Special K Original, how much more or less would you be willing to pay for Special K Protein?

- ☐ Much more
- ☐ Moderately more
- ☐ Slightly more
- ☐ About the same
- ☐ Slightly less
- ☐ Moderately less
- ☐ Much less

Page Break

Per serving, which of the two products likely has more... (Your best guess is fine.)

	Special K Original	Special K Protein	No difference
Protein?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sugar?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sodium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calories?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fiber?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vitamin A?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vitamin D?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Folic Acid?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whole grains?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raisins?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

I looked at the nutrition facts information on the front of the boxes to compare them.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

Which of the two products had the bigger serving size? (Your best guess is fine.)

- ☐ Special K Original
- ☐ Special K Protein
- ☐ No difference
- ☐ I don't know.

End of Block: Comparison Questions

Start of Block: Attention Check

Do you disagree or agree with the following statement: "I read the material in this study carefully"?

- ☐ Completely disagree 1
- ☐ Somewhat disagree 2
- ☐ Neither disagree nor agree 3
- ☐ Somewhat agree 4
- ☐ Completely agree 5

Do you disagree or agree with the following statement: "I rushed through answering the questions in this study"?

- ☐ Completely disagree 1
- ☐ Somewhat disagree 2
- ☐ Neither disagree nor agree 3
- ☐ Somewhat agree 4
- ☐ Completely agree 5

End of Block: Attention Check

Start of Block: Demographics

Education (Highest Degree Received)

- ☐ Less than high school
- ☐ High school diploma or GED
- ☐ Some college
- ☐ Bachelor's degree
- ☐ Post graduate
- ☐ Prefer not to answer

Which of the following best describes you?

Select all boxes that apply. Note, you may select more than one group.

- ☐ **White** For example, German, Irish, English, Italian, Polish, French, etc.
- ☐ **Hispanic, Latino, or Spanish origin** For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.
- ☐ **Black or African Am.** For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- ☐ **Asian** For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.
- ☐ **American Indian or Alaska Native** For example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- ☐ **Middle Eastern or North African** For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.
- ☐ **Native Hawaiian or Other Pacific Islander** For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.
- ☐ **Some other race, ethnicity, or origin.**
- ☐ Prefer not to answer.

Number of people living in household (including yourself):

Do you have any child under 18 live in your household?

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

Household income:

- ☐ Less than \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 or more
- ☐ Prefer not to answer

Marital status

- ☐ Single, never married
 - ☐ Married
 - ☐ Widowed
 - ☐ Divorced
 - ☐ Separated
 - ☐ Living with partner
 - ☐ Prefer not to answer
-

When it comes to grocery shopping for your household:

- ☐ You do all of it
- ☐ You do most of it
- ☐ You do about half of it
- ☐ Someone else does most of it, you do some of it
- ☐ Someone else does all of it
- ☐ Prefer not to answer

Q177 What is your native language/mother tongue?

- ☐ English
- ☐ Spanish
- ☐ Other, specify _____

End of Block: Demographics
