

## 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?**

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**What is your gender?**

Male

Female

End of Block: Consent + Quota Screener

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Start of Block: Part I: Intro

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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

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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**

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**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

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(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

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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?

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Which of these two cereals would most likely taste best?

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

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Page Break

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(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"/>

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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

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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"/>

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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

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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**

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**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, Blackfoot 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):

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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
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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**

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