The questionnaire

Section 1 Demographic characteristics

Q1-1 Your gender: A. Male B. Female

Q1-2 Your birth year: _____

Q1-3 Your height: _____cm

Q1-4 Your weight: _____kg

Q1-5 You are from:_____ province/autonomous regions

Q1-6 Your residence: A. Urban area B. Rural area

Q1-7 Your education level: A. Primary school or below B. Junior school C. Senior school D. Junior college or undergraduate E. Postgraduate or above

Q1-8 Your household's annual disposable income last year : _____Chinese Yuan

A.Less than 10,000 yuan

B.10,000～49,999 yuan

C.50,000～99,999 yuan

D.100,000～149,999 yuan

E.150,000～199,999 yuan

F.200,000 yuan and above

Section 2 Food consumption habits

Q2-1 Are you responsible for food shopping or cooking at home?

A. always

B. often

C. occasionally

D. rarely

E. not at all

Q2-2 Are you concerned about the nutritional value of your food?

A. always

B. often

C. occasionally

D. rarely

E. not at all

Q2-3 Do you buy prepackaged foods?

A. always

B. often

C. occasionally

D. rarely

E. not at all

Section 3 The choice experiment for eliciting consumers' preference for the nutrition facts table

Suppose that when you visit the prepackaged foods case in your supermarket during a given month you are presented with two choices of the nutrition facts table on prepackaged foods (Option A and Option B). Label A and Label B have different attributes but we have described below for you. While many attributes vary from Label A to Label B. The following are

descriptions of the attributes but may vary from Label A to Label B:

Mandatory nutrients. They are the foods nutrients which are regulated to mark in the nutrition facts table by the government standard.

Nutrient value units. They are used to display specific information on mandatory nutrients.

Food measurement units. They are used to specify the calculation unit of the total content of nutrients.

Premium. It is expressed in percentages of the unit price of foods.

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium, trans fatty acids, cholesterol, dietary fiber, iron, vitamin C	
Nutrient value units	both the nutrient content values and NRV%	only the nutrient content values	
Food measurement units	per 100 g/mL and per serving	per 100 g/mL	
Premium	0 RMB	10% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium, trans fatty acids, cholesterol, dietary fiber, iron, vitamin C	
Nutrient value units	only the nutrient content values	only NRV%	
Food measurement units	per 100 g/mL	per serving	
Premium	0 RMB	20% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium, trans fatty acids, cholesterol, dietary fiber, iron, vitamin C	
Nutrient value units	both the nutrient content values and NRV%	only the nutrient content values	
Food measurement units	per serving	per 100 g/mL and per serving	
Premium	10% of the unit price of foods	0 RMB	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar	
Nutrient value units	both the nutrient content values and NRV%	only NRV%	
Food measurement units	per 100 g/mL	per 100 g/mL and per serving	
Premium	10% of the unit price of foods	5% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium	carbohydrates, protein, fat, sodium	
Nutrient value units	only the nutrient content values	only NRV%	
Food measurement units	per serving	per 100 g/mL	
Premium	0 RMB	5% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar	carbohydrates, protein, fat, sodium	
Nutrient value units	both the nutrient content values and NRV%	only NRV%	
Food measurement units	per 100 g/mL and per serving	per serving	
Premium	20% of the unit price of foods	15% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium	carbohydrates, protein, fat, sodium	
Nutrient value units	only NRV%	only the nutrient content values	
Food measurement units	per 100 g/mL and per serving	per serving	
Premium	10% of the unit price of foods	20% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium, trans fatty acids, cholesterol, dietary fiber, iron, vitamin C	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium	
Nutrient value units	both the nutrient content values and NRV%	only NRV%	

Food measurement units	per serving	per 100 g/mL	
Premium	5% of the unit price of foods	20% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium, trans fatty acids, cholesterol, dietary fiber, iron, vitamin C	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar,vitamin A, calcium	
Nutrient value units	only NRV%	only the nutrient content values	
Food measurement units	per 100 g/mL	per 100 g/mL and per serving	
Premium	0 RMB	15% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium, trans fatty acids, cholesterol, dietary fiber, iron, vitamin C	
Nutrient value units	only NRV%	both the nutrient content values and NRV%	
Food measurement units	per serving	per 100 g/mL and per serving	
Premium	5% of the unit price of foods	15% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium	
Nutrient value units	only the nutrient content values	both the nutrient content values and NRV%	
Food measurement units	per 100 g/mL and per serving	per 100 g/mL	
Premium	10% of the unit price of foods	15% of the unit price of foods	
I would choose:(Please mark only one box)			

	Option A	Option B	Option C
Mandatory nutrients	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar	carbohydrates, protein, fat, sodium, saturated fatty acids, sugar, vitamin A, calcium	
Nutrient value units	only NRV%	both the nutrient content values and NRV%	
Food measurement units	per serving	per 100 g/mL	
Premium	15% of the unit price of foods	5% of the unit price of foods	
I would choose:(Please mark only one box)			