The questionnaire

Section 1 Demographic characteristics

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

Q1-2 Your age: _____years old

Q1-3 Are you Han Chinese people? A. Yes B. No

Q1-4 Your residence: A. Urban area B. Rural area

Q1-5 Your education level: A. Primary school or below B. Junior school C. Senior school D. Junior college or undergraduate E. Postgraduate or above

Q1-6 Your annual disposable income : _____Yuan

Q1-7 There are: _____ permanent residents in your family

Section 2 Consumption status of fresh pork

Q2-1 How often do you consume fresh pork in daily life?

A. always

B. often

C. occasionally

D. rarely

E. not at all

Q2-2 Do you often pay attention to the nutritional value of fresh pork?

A. Yes

B. No

Section 3 Willingness to pay for the FOP nutrition labeling applied to fresh pork

There is a nutrition labeling that uses a symbol or graphic to show the nutritional status of fresh pork, which is known as front of package (FOP) nutrition labeling. The United States, the Netherlands, Sweden, Singapore have applied FOP nutrition labeling to fresh pork. Consumers could know the nutritional value of fresh pork through the symbol, 0~3 stars and 1~100 scores.

Q3-1 If the FOP nutrition labeling similar to Table S1 was applied to fresh pork in China, would you trust the labeling information?

A. very much

B. mostly

C. occasionally

D. rarely

E. not at all

Q3-2 If the FOP nutrition labeling similar to Table S1 was applied to fresh pork now, would you be willing to pay a premium?

A. Yes B. No

If your answer is yes, please continue to answer the following questions:

Q3-3 If the fee of the FOP nutrition labeling that was equivalent to 25% of the average retail price of common fresh pork per 500 grams, would you be willing to pay such premium?

A. Yes B. No

If your answer is yes, please continue to answer the following questions:

Q3-4 If the fee of the FOP nutrition labeling that was equivalent to 50% of the average retail price of

common fresh pork per 500 grams, would you be willing to pay such premium?

A. Yes B. No

If your answer is yes, please continue to answer the following questions:

Q3-5 If the fee of the FOP nutrition labeling that was equivalent to 75% of the average retail price of common fresh pork per 500 grams, would you be willing to pay such premium?

A. Yes B. No

If your answer is yes, please continue to answer the following questions:

Q3-6 If the fee of FOP nutrition labeling that was equivalent to the average retail price of common fresh pork per 500 grams, would you be willing to pay such premium?

A. Yes B. No