

# Testing ordering interventions: Appendix A

## Questionnaire

### MANIPULATIONAWARE

ASK ALL  
SINGLE CODE

In the task you just completed, how were the products on each screen ordered?

- 1 By Popularity
- 2 By Price
- 3 By Sustainability
- 4 By Healthiness
- 5 Randomly
- 6 Don't know

[scripter instructions: first five answers shown in random order]

### ENVIROCONCERN [\(footnote 1\)](#)

ASKALL  
SINGLE CODE

How concerned, if at all, are you about climate change, sometimes referred to as global warming?

1. Not at all concerned
2. Moderately unconcerned
3. Slightly unconcerned
4. Neither concerned nor unconcerned
5. Slightly concerned
6. Moderately concerned
7. Extremely concerned

[scripter instructions: none]

### NUDGEATTITUDE [\(footnote 2\)](#)

ASKALL  
SINGLE CODE

To what extent do you agree or disagree with the following statement:

Advice and recommendations usually induce me to do just the opposite.

- 1 Strongly disagree
- 2 Moderately disagree
- 3 Slightly disagree
- 4 Neither agree nor disagree
- 5 Slightly agree
- 6 Moderately agree
- 7 Strongly agree

[scripter instructions: none]

### **SUSTAINABLENORM**

ASKALL  
SINGLE CODE

How important is it to you to buy food that has a low environmental impact?

- 1 Not at all important
- 2 Moderately unimportant
- 3 Slightly unimportant
- 4 Neither important nor unimportant
- 5 Slightly important
- 6 Moderately important
- 7 Extremely important

[scripter instructions: none]

### **DMDIET**

ASKALL  
SINGLE CODE

Do you eat meat?

- 1 Yes
- 2 No

[scripter instructions: none]

### **DMGENDER**

ASKALL  
SINGLE CODE

What gender do you identify with?

- 1 Male
- 2 Female
- 3 I identify in a different way
- 1 Prefer not to disclose

[scripter instructions: none]

### **DMAGE**

ASK ALL  
LIST (1900-2003)

In which year were you born?

[scripter instructions: none]

## **DMEDUCATION**

ASKALL  
SINGLE CODE

Which of these best describes the highest level of educational qualifications you have?

1. No qualifications
2. GCSEs or equivalent
3. A level or equivalent
4. Certificate of higher education or equivalent
5. Diploma of higher education or equivalent
6. Bachelor degree, graduate certificate or equivalent
7. Master's degree, postgraduate certificate or equivalent
8. Doctorate or equivalent

[scripter instructions: none]

## **DMINCOME**

ASKALL  
SINGLE CODE

What is your household's total income from all sources?

- |    |                 |
|----|-----------------|
| 1  | £0-10,000       |
| 2  | £10,001-20,000  |
| 3  | £20,001-30,000  |
| 4  | £30,001-40,000  |
| 5  | £40,001-50,000  |
| 6  | £50,001-60,000  |
| 1  | £60,001-70,000  |
| 2  | £70,001-80,000  |
| 9  | £80,001-90,000  |
| 10 | £90,001-100,000 |
| 11 | Above £100,000  |

[scripter instructions: none]

1. This question is based on Ipsos survey (Skinner, 2019).
2. This question is taken from the Hong Psychological Reactance Scale (Hong & Faedda, 1996).