

## Appendix B. Questionnaire

{All Groups} You are being asked to participate in an academic research study. This involves reading a brief event description and then responding to several questions about what you read as well as a few questions about yourself.

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{All Groups} Please read the following description and then respond to the following questions about it. At the end of the survey, we also ask you a few questions about yourself. Please answer the questions to the best of your ability. There are no right or wrong answers to these questions. We are only interested in your opinion regarding each question based on the information provided. Your answers will be strictly confidential.

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Random assignment to one of the following 8 event descriptions (see table above):

Jamal Washington stops by the store at the end of his work day. As usual, he wants to buy a 12-pack of Coca-Cola before going home to have dinner with his family. As he reaches out to grab the soda, he notices a sign about a sweetened beverage tax. The price of soda has gone up by \$2.50 as a result of this tax on sugary drinks. He buys the soda anyway and takes it home.

Charlie Meyer stops by the store at the end of his work day. As usual, he wants to buy a 12-pack of Coca-Cola before going home to have dinner with his family. As he reaches out to grab the soda, he notices a sign about a sweetened beverage tax. The price of soda has gone up by \$2.50 as a result of this tax on sugary drinks. He buys the soda anyway and takes it home.

Jamal Washington stops by the store at the end of his work day. As usual, he buys a 12-pack of Coca-Cola before going home to have dinner with his family.

Charlie Meyer stops by the store at the end of his work day. As usual, he buys a 12-pack of Coca-Cola before going home to have dinner with his family.

Jamal Washington works as a janitor at a local middle school. He stops by the store at the end of his work day. As usual, he wants to buy a 12-pack of Coca-Cola before going home to have dinner with his family. As he reaches out to grab the soda, Jamal notices a sign about a sweetened beverage tax. The price of soda has gone up by \$2.50 as a result of this tax on sugary drinks. Jamal buys the soda anyway and takes it home.

Charlie Meyer works as a janitor at a local middle school. He stops by the store at the end of his work day. As usual, he wants to buy a 12-pack of Coca-Cola before going home to have dinner with his family. As he reaches out to grab the soda, Charlie notices a sign about a sweetened beverage tax. The price of soda has gone up by \$2.50 as a result of this tax on sugary drinks. Charlie buys the soda anyway and takes it home.

Jamal Washington works as a janitor at a local middle school. He stops by the store at the end of his work day. As usual, he buys a 12-pack of Coca-Cola before going home to have dinner with his family.

Charlie Meyer works as a janitor at a local middle school. He stops by the store at the end of his work day. As usual, he buys a 12-pack of Coca-Cola before going home to have dinner with his family.

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Many people see buying soda as wrong, for different reasons. Do you agree or disagree with the following statement: It is wrong for [Name] to buy sugar-sweetened soda.

(“Strongly disagree” to “Strongly agree”, 7 horizontal choices with “neither agree nor disagree” in the middle)

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It would be wrong if [Name] shared the soda with his kids.

(“Strongly disagree” to “Strongly agree”, 7 multiple choices in horizontal format with “neither agree nor disagree” in the middle)

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Consumption of sugary drinks should be included in [Name]’s medical record.

(“Strongly disagree” to “Strongly agree”, 7 horizontal choices with “neither agree nor disagree” in the middle)

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Consumption of sugary drinks should go into the calculation of [Name]’s health insurance premiums.

(“Strongly disagree” to “Strongly agree”, 7 horizontal choices with “neither agree nor disagree” in the middle)

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Consumption of sugary drinks should influence [Name]’s right to health insurance.

(“Strongly disagree” to “Strongly agree”, 7 horizontal choices with “neither agree nor disagree” in the middle)

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Say [Name] were receiving public assistance monies, such as SNAP (Supplemental Nutritional Assistance Program); previously known as the Food Stamp Program. It would be wrong for him to use this to buy sugary drinks.

(“Strongly disagree” to “Strongly agree”, 7 horizontal choices with “neither agree nor disagree” in the middle)

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Please answer the following questions about yourself.

How old are you? Enter numeric age.

What is your gender?

Male

Female

Other (describe: \_\_\_\_)

What is the highest level of education you have completed?

Less than a high school diploma

High school degree or equivalent (e.g. GED)

Some college, no degree

Associate degree (e.g. AA, AS)

Bachelor’s degree (e.g. BA, BS)

Professional degree (e.g. MD, DDS, DVM)

Doctorate (e.g. PhD, EdD)

Are you Spanish, Hispanic, or Latino or none of these?

Yes

None of these

Choose one or more races that you consider yourself to be:

White

Asian

Black or African American

Native Hawaiian or Pacific Islander

American Indian or Alaska Native

Other (list: \_\_\_\_)

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

Information about your current personal income is an important part of our research question. Please give the best estimate of your current yearly income in the categories below.

Less than \$19,999

\$20,000 to \$29,999

\$30,000 to \$39,999

\$40,000 to \$49,999

\$50,000 to \$59,999

\$60,000 to \$69,999

\$70,000 to \$79,999

\$80,000 to \$89,999

\$90,000 to \$99,999

\$100,000 to \$124,999

\$125,000 to \$149,999

\$150,000 or more

{End of Survey-mechanical turk custom code for monetary compensation}