

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

Section 2 Test questions on cognition of fresh pork nutrition

- Q2-1 What is the minimum fat content of pork that can be called fat pork?
A.10% B.20% C.30% D.40% E.50%
- Q2-2 What is the maximum fat content of pork that can be called lean pork?
A.10% B.20% C.30% D.40% E.50%
- Q2-3 Which of the following parts of pork has the lowest fat content?
A. Pork neck B. Griskin C. Streaky pork D. Elbow meat E. Pork rump
- Q2-4 What percentage of saturated fatty acids is in pork fat?
A.25%-35% B. 35%-45% C.45%-55% D. 55%-65% E. 65%-75%
- Q2-5 What is the maximum amount of pork we can eat in a day for a healthy diet?
A. 25 g B.50 g C.75 g D.100 g E.125 g

Section 3 Trust in the FOP 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 shown in Table S1.

Table S1. The FOP labelling applied to fresh pork internationally

FOP nutrition labeling (one example)						
	Swedish Keyhole symbol	American Heart-check mark	Singapore Healthier choice symbol	Choices logo in the Dutch	American Guiding stars labeling	American NuVal labeling
Role	Low saturated fatty acid, low sodium fresh pork labelled with the above keyhole	High overall nutritional quality of fresh pork labelled with the above red heart	Low saturated fatty acid, low sodium fresh pork labelled with the above pyramid	High overall nutritional quality of fresh pork labelled with the above tick graphic	Overall nutritional quality of fresh pork labelled with 0~3 stars. The more stars, the higher the	Overall nutritional quality of fresh pork labelled with 1~100 scores. The more scores, the

graphic	graphic	graphic	overall nutritional quality	higher the overall nutritional quality
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Q3-1 Do you often pay attention to the nutritional value of fresh pork?

A. Yes B. No

Q3-2 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

Section 4 The choice experiment for eliciting consumers' preference for the FOP labeling applied to fresh pork

Suppose that when you visit the fresh pork case in your supermarket during a given month you are presented with two choices of the front of package (FOP) labels on fresh pork (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:

Labeling information expression. The FOP labeling shows nutritional information of fresh pork by one way.

Labeling size. The size of FOP labeling is expressed in percentages of the front area of the fresh pork package.

Labeling color. The FOP labeling is expressed a single color.

Labeling price. The price of FOP labeling is expressed in percentages of the average retail price of common fresh pork per 500 grams.

Consider each of the following eight boxes below as separate sets of choices. In each of the eight boxes please select the FOP labeling choice (Option A, Option B or Option C) that best matches your preferences:

Box 1	Option A	Option B	Option C
Labeling information expression	Digit	Character	
Labeling size	6% of the front area of the package	25% of the front area of the package	Neither
Labeling color	Green	Blue	
Labeling price	0 RMB	10% of the price of pork per 500 grams	
<i>I would choose:</i> (Please mark only one box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Box 2	Option A	Option B	Option C
Labeling information expression	Character	Digit	
Labeling size	6% of the front area of the package	25% of the front area of the package	Neither
Labeling color	Blue	Green	
Labeling price	0 RMB	10% of the price of pork per 500 grams	
<i>I would choose:</i> (Please mark only one box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Box 3	Option A	Option B	Option C
Labeling information expression	Letter	Digit	
Labeling size	25% of the front area of the package	13% of the front area of the package	Neither
Labeling color	Green	Blue	
Labeling price	0 RMB	15% of the price of pork per 500 grams	
<i>I would choose:</i> (Please mark only one box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Box 4	Option A	Option B	Option C
Labeling information expression	Character	Digit	
Labeling size	13% of the front area of the package	6% of the front area of the package	Neither
Labeling color	Green	Blue	
Labeling price	0 RMB	10% of the price of pork per 500 grams	
<i>I would choose:</i> (Please mark only one box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Box 5	Option A	Option B	Option C
Labeling information expression	Graphic	Letter	
Labeling size	13% of the front area of	25% of the front area of	Neither

	the package	the package	
Labeling color	Blue	Green	
Labeling price	10% of the price of pork per 500 grams	15% of the price of pork per 500 grams	
<i>I would choose:</i> (Please mark only one box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Box 6	Option A	Option B	Option C
Labeling information expression	Graphic	Character	
Labeling size	13% of the front area of the package	6% of the front area of the package	Neither
Labeling color	Blue	Green	
Labeling price	15% of the price of pork per 500 grams	10% of the price of pork per 500 grams	
<i>I would choose:</i> (Please mark only one box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Box 7	Option A	Option B	Option C
Labeling information expression	Letter	Digit	
Labeling size	13% of the front area of the package	25% of the front area of the package	Neither
Labeling color	Green	Blue	
Labeling price	10% of the price of pork per 500 grams	0 RMB	
<i>I would choose:</i> (Please mark only one box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Box 8	Option A	Option B	Option C
Labeling information expression	Graphic	Letter	
Labeling size	6% of the front area of the package	13% of the front area of the package	Neither
Labeling color	Green	Blue	
Labeling price	15% of the price of pork per 500 grams	0 RMB	
<i>I would choose:</i> (Please mark only one box)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>