

Baseline Questionnaire

Which devices can participants use to take your study?

- Mobile
- Tablet
- **Desktop**

Does your study require any of the following?

- Audio
- Camera
- Microphone
- **Download software**

0. [Prolific screener question] Are you the main (or shared) grocery shopper for the food that your household eats?

- **Yes**
- No *(If no, participants will not be invited to take this survey)*

1. [Prolific screener question] How often (on average) do you purchase your groceries online?

- **More than once a week**
- **About once per week**
- **Several times a month**
- **About once a month**
- **Once in a few months or longer**
- Never *(Participants will not be invited to take this survey)*
- Don't know/rather not say *(Participants will not be invited to take this survey)*

1. Including you, how many people live in your household?

2. *If answer to q.1 is greater than 1:* How many people of different ages live in the same household and share groceries with you?

(please enter 0 if the answer to any category is none)

Infants and small children (0-4 years old)	
Children (5-11 years old)	
Young people (12-17 years old)	
Adults (18-64 years old)	
Older people (65 years and over)	

2. *If q.2 indicates at least 1 person 18-64 years old:* Is anyone in your household (including you) pregnant?

- Yes
- No
- Don't know or prefer not to say

3. *If q.2 indicates at least 1 infant 0-4 years old:* Is anyone in your household (including you) breastfeeding?
- Yes
 - No
 - Don't know or prefer not to say
3. What is your total household income per year, including all earners in your household (after tax) in GBP?
- Less than £10,000
 - £10,000 - £15,999
 - £16,000 - £19,999
 - £20,000 - £29,999
 - £30,000 - £39,999
 - £40,000 - £49,999
 - £50,000 - £59,999
 - £60,000 - £69,999
 - £70,000 - £79,999
 - £80,000 - £89,999
 - £90,000 - £99,999
 - £100,000 - £149,999
 - More than £150,000
4. In which postcode area do you live? (Please provide only the first half of your postcode)
5. Do you or any member of your household have any special dietary restrictions, and if so which one?
- No *(If no, go to Q9)*
 - Vegan
 - Vegetarian
 - Pescatarian
 - Flexitarian/mostly vegetarian
 - Halal
 - Kosher
 - Gluten-free
 - Lactose-free
 - Other, please describe _____
7. What gender are you currently?
- Man (including trans man)
 - Woman (including trans woman)
 - Non-binary
 - Other (please describe if you wish)
 - Prefer not to say
8. What is your age?
- Please enter age in years: _____
 - Prefer not to say
9. Which of these is the highest level of education you have completed?
- No formal qualifications

- Secondary education (e.g. GED/GCSE)
- High school diploma/A-levels
- Technical/community college
- Undergraduate degree (BA/BSc/other)
- Graduate degree (MA/MSc/MPhil/other)
- Doctorate degree (PhD/other)
- Don't know or prefer not to say

10. What ethnic group do you belong to?

- White
- Black
- Asian
- Mixed
- Other
- Prefer not to say

11. Please state how strongly you agree with the following statements: (all on sliders labelled Strongly agree – Agree – Neither agree nor disagree – Disagree – Strongly disagree)

I am concerned about climate change.

I believe humans are responsible for climate change and environmental degradation.

I believe that food choices can affect the health of the planet.

I believe that one person alone can do very little for the sustainability of our food consumption.

I am willing to pay extra for more environmentally friendly food choices.

3. How important are the following things to you when making decision about your grocery shopping? - PRESENT IN COLUMN FORMAT: Very important/important/not important

- Taste
- Price
- Health
- Animal welfare
- Environmental impact
- Preference for organic
- Country of origin
- Packaging

4. Is there anything else you consider important or very important when you shop? (free text)

5. Do you ever buy groceries online (either for home delivery or click and collect)?

- Yes
- No (*If no, end the survey here [not eligible]*)

4. *If answer to "even buy online" is Yes:* How much of the food you consume at home is purchased online?

- All or almost all
- Most
- About half
- Some
- None (*If none, end the survey here [not eligible]*)







Commented [VT1]: Screen X: Thank you for completing this survey. You are not currently eligible to take part in this study. We would like to contact you in the future if we expand our study eligibility.

6. *If answer to "ever buy online" is Yes:* How often (on average) do you buy groceries online?
- More than once a week
 - About once per week
 - Several times a month
 - About once a month
 - Once in a few months or longer
 - Never (*If none, end the survey here [not eligible]*)
7. Which supermarket do you use most often for your online grocery shopping?
- Tesco
 - Sainsbury's
 - Asda
 - Morrisons
 - Aldi
 - Ocado
 - Amazon
 - Other, please specify _____
8. Which other supermarket(s) do you sometimes use for your online grocery shopping? (choose as many as you like)
- Tesco
 - Sainsbury's
 - Asda
 - Morrisons
 - Aldi
 - Ocado
 - Amazon
 - Other, please specify _____
9. *If answer to "usual supermarket" is not Tesco:* Would you be willing to do all your normal online grocery shopping at Tesco instead of your usual supermarket for the duration of the 2-month study?
- Yes
 - No (*if no, go to the end of the survey [not eligible]*)
10. Which of these devices do you usually use for online grocery shopping?
- Desktop / laptop
 - Tablet / iPad
 - Mobile phone
 - Other, please specify _____
11. What other device(s) do you sometimes use for online grocery shopping?
- No other devices
 - Desktop / laptop
 - Tablet / iPad
 - Mobile phone
 - Other, please specify _____

12. *If answer to q.6 is not desktop/laptop:* Would you be willing to use a desktop/laptop instead of your usual device for the duration of the 2-month study?

- Yes
- No (if no, go to the end of the survey [not eligible])

13. Which browser do you usually use? (Which of the following apps do you click on to access the internet?)

-  Google Chrome
-  Safari
-  Microsoft Edge
-  Mozilla Firefox
-  Opera
-  Other, please specify _____

14. *If answer to "usual browser" is not Google Chrome:* Would you be willing to use Google Chrome instead of your usual browser for the duration of the 2-month study?

- Yes
- No (*If no, end survey here [not eligible]*)

[Download instructions.](#)

Thank you for answering the above questions. Now you are ready to get started with the study by downloading our browser extension.

The study [[link to website with study information and FAQs](#)] is part of research led by the Universities of Oxford, Cambridge, Warwick, and Queen Mary University London, and is conducted in collaboration with Prolific consultants. The software you need to download (a browser extension or "plug in" for Chrome) can give you more information about different food products as well as collecting data on your grocery purchases. The browser extension will only be active at tesco.com, and we will not collect any data about you other than about the groceries you buy from Tesco. Neither Tesco nor any other supermarket are involved in this study and only the researchers will have access to your data. You will receive compensation for shopping using the browser extension.

Please continue to download the extension following the instructions below or watch this video [[link to video on the website](#)].

Step 1. Download the extension

Click on the download link below to install the browser extension. This link is unique to you. The extension will only be active at Tesco.com, and we will not collect any data about you other than about the groceries you buy.

[Click here to download](#)

Step 2. Register the extension

Open **Tesco.com** in Chrome, like you were going to do your online grocery shopping.



Register your Chrome plugin for participation
in the SALIENT project.

Register

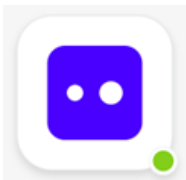
salient.sustained.com says

You have successfully installed and registered the SALIENT project
Chrome plugin.

OK

You should see a **Register** button in the bottom-right corner of the screen. Please **click this button**. You should then see a pop-up window confirming that you have successfully registered. Click OK.

Step 3. Check that the installation was successful



To make sure that the extension is installed correctly, you should look for the Sustained logo at the bottom-right corner of your screen every time you visit Tesco.com. If you do not see the logo immediately, you may need to refresh the page. Remember, you can use tesco.com for home delivery or click and collect.

Step 4. Return to this page to submit this survey

Do not click the next button until you have successfully installed the browser extension. Once you have completed all the steps above, click next to register your completion.

If you have any problem with the installation of the extension, please get in touch with us at Helena.Bentil@warwick.ac.uk and we will help you.

Endline Survey

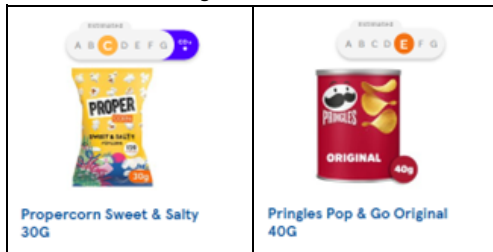
These questions help us understand whether the study worked well and what could be improved in the future.

1. Did you install the browser extension?
 - Yes (*Go to question 3*)
 - No
2. Why not? (free text) (*Go to question 38*)
3. Did you have any problems with the browser extension?
 - Yes
 - No (*Go to question 5*)
4. What problems did you have? (free text)
5. Did you uninstall the browser extension?
 - Yes
 - No (*Go to question 7*)
6. Why? (free text) (*Go to question 10*)
7. Are you planning to uninstall the browser extension?
 - Yes
 - No (*Go to question 9*)
8. Why? (free text) (*Go to question 10*)
9. Why is that? (free text)
10. How much of your household grocery shopping was completed at tesco.com on Chrome while the browser extension was running during the 4-week study?
 - All of my household grocery shopping (*Go to question 12*)
 - Most of my household grocery shopping
 - Some of my household grocery shopping
 - A little of my household grocery shopping
 - None of my household grocery shopping
11. What were the reasons that you did not complete all of your household grocery shopping at tesco.com with the browser extension? (free text)
12. What percentage of the food you ate was **not** purchased from tesco.com (*for example, compared with groceries purchased in-store, food eaten out of the home in cafes, canteens or restaurants, and/or take-aways or delivery from restaurants*)? - ANSWER ON SLIDING SCALE FROM 0 TO 100

13. *Eco-label Intervention group only*: Did you notice the eco-labels while shopping on Tesco.com?



- Yes
 - No (*Go to question 25*)
14. *Eco-label Intervention group only*: Did you find the eco-labels easy to understand and useful?
- Yes, both understandable and useful (*Go to question 15*)
 - Easy to understand, but not useful (*Go to question 16*)
 - Useful, but not easy to understand (*Go to question 17*)
 - No, they are confusing and not useful (*Go to question 16 and continue to Q17*)
15. Anything we could do to make the labels even better? (free text) (*Go to question 18*)
16. What else would have been more useful to you? (free text) (*Go to question 18*)
17. What would have helped you to make sense of the labels? (free text)
18. Which of the following two snacks is more sustainable (less damaging to the environment)?



- The popcorn
 - The Pringles
 - Their environmental impact is very similar
 - I don't know
19. *Eco-label Intervention group only*: Did you consider the eco-labels when making decisions about what to buy?
- Yes (*Go to question 21*)
 - No
20. *Eco-label Intervention group only*: Why not? (free text)

21. *Eco-label Intervention group only*: Did the eco-labels make you change your mind about what to buy?
- Yes (*Go to question 23*)
 - No
22. *Eco-label Intervention group only*: Why not? (free text) (*Go to question 24*)
23. *Eco-label Intervention group only*: Could you tell us what you changed? (free text)
24. *Eco-label Intervention group only*: If you bought something different because of seeing the eco-labels, will you buy these different products again in the future?
- Yes
 - No
 - I didn't change what I bought
25. *All respondents*: Were you offered any swaps during your grocery shopping (Insert a screenshot)?
- Yes
 - No (*Go to question 37*)
26. *If "offered swaps" is Yes*: Were you offered any discounts on these swaps?
- Yes
 - No
27. *If "offered swaps" is Yes*: Did the swaps affect your shopping experience?
- Yes, the swaps made it better
 - Yes, the swaps made it worse
 - No difference
28. *If "swaps affect experience" is Yes*: Why is that? (free text)
29. *If "offered swaps" is Yes*: Overall, how satisfied were you with the products offered as swaps?
- Very satisfied
 - Satisfied
 - Neither satisfied nor dissatisfied
 - Dissatisfied
 - Very dissatisfied
30. *If "offered swaps" is Yes*: Were there any specific products you were offered that you particularly liked? (free text)

31. *If "offered swaps" is Yes:* Were there any specific products you were offered that you particularly **disliked**? (free text)
32. *If "offered swaps" is Yes:* Did you accept any of the swaps that you were offered?
- Yes
 - No
33. *If "accept swaps" is No:* Why not?
34. *If "accept swaps" is Yes:* Did you buy these alternative products again afterwards, or are you planning to buy them again in the future?
- Yes
 - No
35. *If "buy again" is No:* Why not? (Free text)
36. *If "buy again" is Yes:* Why is that? (Free text)
37. Is there anything else you would like to tell us about online shopping with the browser extension or anything else about your experience of taking part in this study? (free text)
38. We would like to invite some participants in this study for a short video or audio call interview with one of our researchers about their experience. We will compensate those participants for their time at the same hourly rate as for this survey (£12/hr). Would you be willing to do such an interview at a time that suits you?
- Yes, I would be willing to take part in a face-to-face video interview
 - Yes, I would be willing to take part in a non-video interview
 - Yes, I would be willing to take part in a video focus group
 - Yes, I would be willing to take part in a non-video focus group
 - No, I would not be willing to take part in an interview or focus group (*If no, end survey here*)