



March 16, 2023

Food Safety & Inspection Service
U.S. Department of Agriculture
Email: FSISPetitions@usda.gov

Re: Petition Regarding FSIS's "Pasture Raised" claims

Dear Sir or Madam,

Perdue Foods LLC submits this petition to amend the compliance guidelines in accordance with United States Department of Agriculture (USDA) regulation 9 C.F.R. § 392 and the Administrative Procedure Act (APA) 5 U.S.C. § 551 et seq. Perdue respectfully requests that USDA's Food Safety and Inspection Service (FSIS) promulgate labeling regulations under the Poultry Products Inspection Act (PPIA) that remove "pasture-raised" from claims considered synonymous with "free range" and further amends its current Compliance Guideline such that "pasture-raised" is separately and specifically defined.

Respectfully,

A handwritten signature in blue ink, appearing to read "Herb", is written over the printed name.

Herb Frerichs
General Counsel
Perdue Farms Inc.
(410) 804-1235

UNITED STATES DEPARTMENT OF AGRICULTURE
FOOD AND SAFETY AND INSPECTION SERVICES

Petition for Rulemaking or Policy Change

Submitted to:

FSIS Docket Clerk
Department of Agriculture
Food Safety and Inspection Service
Patriots Plaza 3
1400 Independence Avenue SW
Mailstop 3782, Room 8-163A
Washington, DC 20250-3700

Petition:

To Amend Labeling Compliance Regulations under the *Poultry Products Inspection Act* to remove “pasture-raised” from “free range” synonymous claims and to Define “pasture-raised”

Submitted by:

Perdue Foods LLC

Ryan Perdue, Vice President and General Manager
of Pasture Chicken and Pet Treat Businesses

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Exhibit List

1. Consumer Perception Survey Results and Report, conducted by Applied Marketing Science, presented to the United States Department of Agriculture (“USDA”) in February 2022.
2. PowerPoint presentation regarding Applied Marketing Science Survey Results.
3. Strategy First Partners PowerPoint presentation of results of Marketing Survey by Harris on Demand between September 22 and 24, 2020.

I. Introduction

The Food Safety and Inspection Service (“FSIS”) is charged with developing and implementing regulations that require labels of meat and poultry products to be truthful and not misleading. *See* 21 U.S.C. 601(d); 21 U.S.C. 457(c). Accordingly, FSIS has the responsibility and obligation to ensure consumers are not deceived or otherwise confused by “raising claims” on poultry product labels. Specifically, any label with a “raising claim” must be submitted to FSIS for prior approval. FSIS then verifies the accuracy of the “raising claim” by reviewing supporting documentation submitted with the label approval application.¹

The advertising claims of “free range” and “pasture raised” are NOT synonymous. According to the FSIS, for a “free range” poultry claim, a manufacturer must describe the housing conditions and “demonstrate continuous, free access to the outside throughout their normal growing cycle. However, “free range” does not require chickens spend any time on actual pasture. The outside area for “free range” is allowed to be a varied environment, that might include dirt, shrubs, or trees.

By contrast, consumers understand “pasture raised” to mean raised on pasture, and “pasture” to mean that the ground is covered mostly with grass and other plants. More specifically, in a September 2021 survey designed strictly in accordance with the requirements for use in Federal Court litigation², consumers who purchase and have an opinion about the meaning of “pasture raised” chicken perceive the following:

- **89.8% of those respondents indicated that they believed the term “pasture raised” communicates or implies that chickens are guaranteed to spend at least some of their lives raised on pasture**
- **69.4% of those same respondents indicated that they believe “pasture raised” chickens are guaranteed to spend the *majority* of their lives raised on pasture..**
- FSIS’s definition of “free range” does not require any time on pasture. And “outside” does not meet consumers’ understanding of pasture. Consumers understand “pasture” to mean that the ground is covered mostly with grass and other plants (**55.9%** of survey respondents).
- Among respondents who indicated that they believe the term “pasture raised” means that the chickens are guaranteed to spend at least some of their lives raised on pasture, **72.9%** of those respondents indicated that they would be less likely to consider purchasing the chicken if they learned that “pasture raised” chickens were not guaranteed to spend any of their lives raised on pasture.

¹ This is required because “free range” and “pasture raised” are not defined in FSIS regulations or the *Food Standards and Labeling Policy Book*. Accordingly, FSIS must use Compliance Guidelines to clarify animal raising claims.

² Manual for Complex Litigation, Fourth, Federal Judicial Center, § 11.493; Shari Diamond, Reference Guide on Survey Research, in Reference Manual on Scientific Evidence (Federal Judicial Center, 3d ed. 2011,

Consistent with the federal court compliant survey, in the Fall of 2020, Perdue Foods LLC (“Perdue”) commissioned a statistically valid marketing survey through Strategy First Partners and The Harris Pole. That survey also concluded that consumers who purchase and have an opinion about the meaning of “pasture raised” chicken perceive the following:

- Online Survey conducted by Harris on Demand between September 22 and 24, 2020 among n=2077 respondents, screened down to n=1801 meat shoppers;
- 71% of meat shoppers are very confident or somewhat confident that they know what the term “pasture raised” means when seen on a package label or in an advertisement for chicken, and 60% of meat shoppers have a different definition for “pasture raised” than USDA’s labeling requirements, or don’t know;
- A clear majority (73%) of meat shoppers align around the term “pasture” meaning ground covered with rooted vegetation; and,
- Consumers are literal: 56% agree that “pasture raised” means the chickens spend most of their lives on pasture, while only 13% think the definition includes chickens that don’t necessarily spend time outdoors.

These findings indicate that consumers would be better served if “pasture raised” and “free range” had different meanings to better align with consumer expectations, rather than the current FSIS practice of using the terms interchangeably.

Perdue submits this petition for amending the compliance guidelines in accordance with United States Department of Agriculture (USDA) regulation 9 C.F.R. § 392 and the Administrative Procedure Act (APA) 5 U.S.C. § 551 *et seq.* Perdue respectfully requests that USDA’s Food Safety and Inspection Service (FSIS) promulgate labeling regulations under the Poultry Products Inspection Act (PPIA) to amend its definition of “free range” for use on poultry products. Specifically, this request includes removing “pasture-raised” from claims considered synonymous with “free range” because those two claims are not synonymous. Additionally, Perdue requests that FSIS amend its current Compliance Guideline³ such that “pasture-raised” is separately and specifically defined. Given that all animal raising claims on labels must be evaluated by FSIS on a case-by-case basis, each advertiser must show that its raising claim meets consumer perception (that all chickens spend the majority of their lives on pasture for “pasture-raised” claims) so that consumers are not deceived or otherwise misled by the advertising claim.

³ See USDA FSIS Labeling Guideline on Documentation Needed to Substantiate Animal Raising Claims for Label Submissions (December 2019), available at <https://www.fsis.usda.gov/guidelines/2019-0009>.

II. Interests of the Petitioner

Perdue (“Petitioner”) is the number one brand of fresh chicken in the U.S. As an industry actor, Perdue understands that there are many ways to raise animals, especially chicken, and how they are raised directly impacts the value and nutritional benefits. Perdue itself “follow[s] the highest standards in animal care, because we know that treating our animals right is the best way to achieve products we can be proud of.” Relevant to this petition, Perdue, like any poultry producer, supports clear and reasonable regulations and policy regarding how poultry products are marketed in the United States. For example, the objective of Perdue’s Pasture Raised Process Verified Program is to “ensure that finished products labeled as **Pasture Raised** contain poultry that has been raised in accordance with the Perdue Foods LLC Pasture Raised Program. This being that the product labeled Pasture Raised is sourced from chickens having spent at least 51% of their life on pasture that is covered by at least 51% rooted vegetation of any kind and that is the chicken’s sole locational option other than temporary perches such as feeders, drinkers, and enrichments.” More specifically, the chickens raised by Perdue’s PastureBird spend the majority of their lives on pasture, moving to fresh pasture every twenty-four hours. This, of course, is consistent with the results of the survey referenced above, and in no way synonymous with “free range”.

III. Requested Action

Pursuant to APA 5 U.S.C. § 553(e), and USDA regulation 9 C.F.R. § 392 *et seq.*, Perdue respectfully requests that FSIS amend its interpretation of “free range” raised chicken as defined in its current guideline document⁴ to remove “pasture-raised” from the list of claims synonymous with “free range”, and to define “pasture-raised” individually. Specifically, Petitioner requests that FSIS require “pasture-raised” to mean the following:

- Chickens spend the majority of their lives physically on “pasture”
- “Pasture” to be defined as a majority of rooted-in-soil vegetative cover

IV. Discussion

a. Legal Background

The Secretary of Agriculture delegated power to the Food Safety and Inspection Service (“FSIS”) to develop and implement regulations that require labels of meat and poultry products to be truthful and not misleading. *See* 21 U.S.C. 601(d); 21 U.S.C. 457(c). With this power, FSIS has the rulemaking authority as well as authority to create compliance guidelines to assist industry actors to stay compliant with federal regulations. Specifically, FSIS is authorized to regulate permissible and impermissible animal raising claims, including, not but not limited to, “free range”, “grass fed”, and “pasture raised.”

⁴ *See* USDA FSIS Labeling Guideline on Documentation Needed to Substantiate Animal Raising Claims for Label Submissions (December 2019), available at <https://www.fsis.usda.gov/guidelines/2019-0009>.

While there are no regulations that define “free range,” FSIS promulgates regulations regarding poultry product labeling. Animal raising claims have historically been defined and clarified through compliance guidelines. USDA views “animal raising” claims as voluntary marketing claims, and manufacturers are not required to make any of the claims listed in the guidelines.⁵ However, all animal raising claims on labels must be evaluated by FSIS on a case-by-case basis.⁶ Final labels are required to be submitted to FSIS prior to use.⁷

In the 2002 Guideline, FSIS issued a compliance guideline for minimal requirements needed to make industry production/marketing claims.⁸ In 2016, FSIS issued a compliance guideline detailing its current position for animal-raising claims titled “Documentation Needed to Substantiate Animal Raising Claims for Label Submission.” Importantly, the 2016 guideline stated what information was required to support various “animal raising” claims.⁹ In this guideline, USDA listed examples of animal-raising claims to include, but not limited to: “Raised without antibiotics,” “Organic,” “Grass-Fed,” “Free-Range,” and “Raised without the use of hormones.”¹⁰ The documentation required to support these claims include:

1. “A detailed written description explaining the controls used for ensuring that the raising claim is valid from birth to harvest or the period of raising being referenced by the claim;
2. A signed and dated document describing how the animals are raised (e.g., vegetarian-fed, raised without antibiotics, grass-fed), to support that the specific claim made is truthful and not misleading;
3. A written description of the product-tracing and segregation mechanism from time of slaughter or further processing through packaging and wholesale or retail distribution;
4. A written description for the identification, control, and segregation of non-conforming animals or products; and
5. If a third party certifies a claim, a current copy of the certificate.”¹¹

In 2019, FSIS issued an updated compliance guideline to address comments it received during the agency’s comment period.¹² Many commenters focused on the vagueness of the animal-raising claims and expressed concern that the definition of “free range” was insufficient to serve as the industry standard. The 2019 guideline indicated that USDA believed “pasture-raised” to be synonymous with “free range,” such that evidence sufficient to support a “free

⁵ See 84 Fed. Reg. 71359, 71360 (Feb. 2020).

⁶ See *id.* at 71366; see also Generic Label Approval, 78 Fed. Reg. 66826, 66829 (Nov. 7, 2013).

⁷ See 9 CFR § 412.1(c)(3).

⁸ See 67 Fed. Reg. 79552.

⁹ See Documentation Needed to Substantiate Animal Raising Claims for Label Submission (81 Fed. Reg. 68933)(Oct. 2016).

¹⁰ See 81 Fed. Reg. 68933.

¹¹ See Documentation Needed to Substantiate Animal Raising Claims for Label Submission (81 Fed. Reg. 68933).

¹² See 84 Fed. Reg. 71359 (Dec. 2019).

range” claim could likewise support a “pasture-raised” claim.¹³ That conclusion is inconsistent with consumers’ perception of “pasture-raised.” Furthermore, the 2019 Guideline reiterated that in order to prevent false and misleading labeling claims, “any label with a special statement or claim, including animal-raising claim, not defined in FSIS regulations or the *Food Standards and Labeling Policy Book* must be submitted to FSIS for prior approval.¹⁴ FSIS then verifies the accuracy of the special statement or claim by reviewing supporting documentation submitted with the label approval application.” In this case, “free range” and “pasture raised” are not defined in FSIS regulations or the *Food Standards and Labeling Policy Book*, and it follows that FSIS used Compliance Guidelines to clarify animal raising claims.

For animal-raising claims, FSIS requires documentation to support “free range” or synonymous claims. The documentation required to support these claims include:

1. “A detailed written description explaining the controls used for ensuring that the animals are raised in a manner consistent with the meaning of the raising claim that is valid from birth to harvest or the period of raising being referenced by the claim;
2. A signed and dated document describing how the animals are raised to support that the claims are not false or misleading;
3. A written description of the product-tracing and segregation mechanism from time of slaughter or further processing through packaging and wholesale or retail distribution;
4. A written description for the identification, control, and segregation of non-conforming animals or products.”

For a “free range” poultry claim, a manufacturer must describe the housing conditions and “demonstrate continuous, free access to the outside throughout their normal growing cycle.” Separately, the 2019 Compliance Guideline explains that for all other synonymous claims (free roaming, pasture fed, pasture grown, pasture raised, and meadow raised), the documentation should attest that the chickens have “continuous, free access to the outdoors through their usual grow-out period.” In a response to comments submitted after the release of the 2016 Compliance Guideline, FSIS noted that it does not believe the Agency should define specific living or raising condition claims in regulations or guidelines because its current procedure provides case-by-case review of these animal-raising claims. FSIS believes this method to be effective and, in an attempt to clarify, FSIS updated the 2019 Compliance Guideline to make clear which claims do not require additional terminology.

However, it appears that the case-by-case analysis utilized for “pastured raised” claims does not require that chickens spend anytime on pasture, but rather only have access to the “outdoors” (and not necessarily pasture). All of which is inconsistent with consumers understanding and perception of the meaning of “pasture raised” as discussed throughout this petition.

¹³ See 2019 Guideline at 11, available at https://www.fsis.usda.gov/sites/default/files/media_file/2021-02/RaisingClaims.pdf.

¹⁴ See 9 CFR § 412.1(c)(3); see also 9 CFR § 412.1(e).

b. Factual Background

USDA currently considers the term “free range” to be synonymous with “pasture-raised,” among other phrases.¹⁵ This raises significant concerns at both the producer and consumer level. Specifically, consumers reasonably interpret the claims “free range” and “pasture-raised” differently, which may lead to consumer confusion given USDA’s current policy. In addition, producers are not held to the appropriate standards for the claims USDA considers synonymous. Indeed, “pasture-raised” claims indicate a high level of quality of meat, and of the life of the chicken.

Although “free range” poultry is certainly a valued specific claim and consumer expectation, “pasture-raised” claims indicate to consumers a quality that is a cut above. Whereas “free range” poultry is produced to provide chickens with *access* to the outdoors, “pasture-raised” chickens are more commonly viewed as those that are actually raised on pasture for a majority of their lives. These distinctions mean that consumers are unable to rely on the marketing of poultry products in their grocery stores, because USDA nonetheless considers the claims synonymous.¹⁶

In subsection IV.c below, Perdue provides a summary of its consumer research further supporting this petition.

c. Support for the Requested Action

- i. USDA should update its 2019 Compliance Guideline to clearly state that “free range” is not synonymous, and cannot be considered equal, to pasture-raised.*

Currently, USDA defines “free range” as “access to the outside” and considers the following claims as synonymous: “free roaming,” “pasture fed,” “pasture grown,” “pasture raised,” and “meadow raised.” However, USDA’s current definition of “free range” cannot be considered synonymous to the other terms because each phrase is understood to mean different things by consumers. Thus, each phrase requires different substantiation. The key difference is that “free range” does not require that the animal actually spend any time on the ground or on the pasture itself – only that the chickens have *access* to the outdoors. Conversely, “pasture-raised,” according to the Consumer Survey referenced herein, well more than half of respondents indicated that they believe “pasture raised” chickens are guaranteed to spend the *majority* of their lives ***raised on pasture***.

- ii. According to consumers, “pasture-raised” and “free range” are not synonymous phrases.*

Pasture-raised and “free range” are not synonymous according to consumers. To continue to treat these phrases as synonymous will mislead consumers. This is evident in the substantive and illuminating Consumer Perception Survey (“Consumer Survey”) conducted by

¹⁵ *See id.*

¹⁶ We do also agree with USDA that the terms “Grass Fed” and “Grassfed” are indeed synonymous, as it is unlikely a reasonable consumer would view the two claims as carrying different meanings.

Applied Marketing Science, presented to USDA in February 2022,¹⁷ as well as the marketing survey conducted by Strategy First Partners and The Harris Poll conducted in the Fall of 2020 and provided to the USDA in October 2020. The findings of the Applied Marketing Science Consumer Survey indicate that the current definition of “free range” does not align with consumer perception or expectation of “pasture-raised.” It is important to know that the respondents here are “potential customers... of pasture raised chicken who have at least some involvement in grocery shopping for their household.” These consumers are potential customers of any company that markets “pasture-raised” chicken.

Of 409 respondents in the Consumer Survey, more than half of consumers (55.9%) believe that the term “pasture” means that the ground is covered mostly with grass and other plants.¹⁸ This statistic alone shows at least some dissent and confusion as to what constitutes a pasture from “access to the outdoors”, especially from consumers who identify as potential pasture-raised customers. The overwhelming majority of consumers surveyed (70.9%) believe that the term “pasture-raised” means chickens are guaranteed to spend at least some of their lives on pasture.¹⁹ Moreover, of that group, 69.4% indicated that they believe “pasture raised” chickens are guaranteed to spend the majority of their lives raised on pasture.

Conversely, among respondents who indicated that they believe the term “pasture raised” means that the chickens are guaranteed to spend at least some of their lives raised on pasture, 72.9% of those respondents indicated that they would be less likely to consider purchasing the chicken if they learned that “pasture raised” chickens were not guaranteed to spend any of their lives raised on pasture. According to Applied Marketing Science and as it is known as a general industry and legal standard, a finding that 20% of consumers take away a mistaken impression from an advertising claim is generally sufficient to demonstrate confusion or deception. Using this metric, this consumer survey more than sufficiently demonstrates confusion among potential customers.

Likewise, the Strategy First Partners and The Harris Poll Online Survey, which was conducted between September 22 and 24, 2020 had 2077 respondents which were screened down to 1801 meat shoppers. 71% of meat shoppers were very confident or somewhat confident that they know what the term “pasture raised” means when seen on a package label or in an advertisement for chicken. 60% of meat shoppers have a different definition for “pasture raised” than USDA’s labeling requirements, or don’t know the definition. Importantly, a clear majority (73%) of meat shoppers align around the term “pasture” meaning ground covered with rooted vegetation; and 56% agree that “pasture raised” means the chickens spend most of their lives on pasture, while only 13% think the definition includes chickens that don’t necessarily spend time outdoors. Like the Applied Marketing Science survey, these findings indicate that the consumer would be better served and not deceived if “pasture raised” and “free range” had different meanings to better align with consumer expectations, rather than the current practice of using the terms interchangeably

¹⁷ See Exhibits 1 and 2.

¹⁸ See *id.* at 6.

¹⁹ See *id.* at 7.

iii. Benefits of “pasture-raised” chicken

Pasture-raised chicken, and poultry in general, carry more benefits for a consumer than free range chicken, and thus should be treated as a premium animal-raising claim above free range. In general, pasture-raised chickens are known to have a higher nutritional value than other regular chicken, including free range chicken. According to the American Pastured Poultry Producers Association (“APPPA”), compared to non-pastured chicken, pasture-raised chicken contains 91% more Omega 3 fatty acids, 52% less saturated fats, and 407% more Vitamin E.²⁰ Pasture-raised chicken also tends to be high in iron, increased vitamin D, and lots of antioxidants.²¹ Pasture-raised chicken are guaranteed to live half their lives on a vegetative pasture where they can forage for fresh plants. The chickens receive more nutrients and, in turn impart its nutrients to the consumer.

Because of the increase in overall health benefits, consumers are likely willing to pay a premium price for pasture-raised chicken. In the Consumer Survey, well more than half of consumers indicated that they would be less likely to consider purchasing chicken labeled “pasture-raised” chicken if the chickens were not guaranteed to spend at least some of their lives physically raised on pasture. Based on the current FSIS definition, “free range” and pasture raised are synonymous and, therefore, pasture-raised chicken have *access* to outdoors but are not *guaranteed* to spend any time on pasture. It follows that these consumers believe pasture-raised is a high standard and would purchase pasture-raised at a premium if the definition is in line with their understanding of “pasture-raised”, and that understanding is reflected in Perdue’s proposed definition. Consumers who seek out pasture-raised poultry anticipate a more nutritional experience and, in turn, are willing to pay a premium for a guaranteed nutritional boost.

iv. USDA’s current definition will lead to misbranding

USDA’s current definition of “free range” and synonymous claims does not provide sufficient clarity to the regulated community and poultry producers, which leads to inadvertent misbranding. Indeed, USDA’s current definition does not clarify the specific *requirements* for housing conditions or outdoor time, and only requires that companies submit a description of the housing requirements. As a result, the manner in which “free range” is defined in the FSIS compliance guideline allows for the use of “free range” synonymous claims such as “pasture-raised” without providing more than is required to demonstrate “access” to the outside. Unfortunately, as we have discussed, access to the outdoors is not the same as guaranteed time on a pasture.

FSIS cites consultations with the Agricultural Marketing Service (“AMS”) from the 1990s as evidence that “free range” and pasture-raised are synonymous. The agricultural community and landscape have changed dramatically since the 1990’s and this interpretation does not represent current understandings of the raising claims. FSIS’s definition of “free range” inappropriately and inaccurately encompasses other animal raising claims, specifically “pasture raised” chicken.

²⁰ See <https://www.apppa.org/Healthier-Way-Forward>.

²¹ See <https://apppa.org/The-Nutrition-of-Pasture-Raised-Chicken-and-Meats>.

V. Proposal

FSIS's conflation of the definition of "free range" and "pasture-raised" has caused industry-wide confusion and has led to false and misleading interpretations of "pasture-raised." Perdue proposes the following policy language change to clarify these animal-raising claims:

Perdue's suggested edits:

Living- or Raising- Conditions Claims:

Added information on the use of "Free Range" and synonymous claims ("Free Roaming," "Pasture Fed," Pasture Grown," "~~Pasture Raised~~," and Meadow Raised") on labels of poultry products and the documentation needed to substantiate these claims.²²

Perdue also proposes that FSIS require "pasture-raised" to mean the following:

- Chickens spend at least the majority % of their lives physically on "pasture"
- "Pasture" to be defined as a majority rooted-in-soil vegetative cover

VI. Conclusion

Perdue requests that FSIS amend its 2019 compliance guideline to remove "pasture-raised" as a claim synonymous to "free range," and, that "pasture-raised" be defined as chicken that spends at least a majority of its life on a majority rooted-in-soil vegetative cover pasture. Consumers and industry actors perceive "pasture-raised" and "free range" to be separate classifications, with the former as a more premium claim. This will avoid false and misleading marketing of "free range" chickens that have only access to the outdoors, and "pasture-raised" chicken that physically spend its life on a pasture.

²² See *id.*

UNITED STATES OF AMERICA
BEFORE THE UNITED STATES DEPARTMENT OF AGRICULTURE

IN THE MATTER OF
PERDUE FOODS

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)
)

Expert Report of:

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SUMMARY OF OPINIONS

1. Perdue requested that I design and conduct a survey to measure consumer perceptions of the term “pasture raised” in the context of packaged chicken, as well as to determine whether and to what extent consumers’ likelihood to purchase chicken labeled “pasture raised” would be impacted if the manner in which the chickens were raised did not meet consumer expectations.
2. Based on the results of that survey, it is my professional opinion that:
 - a. The overwhelming majority of relevant consumers do not believe that “pasture raised” means chickens only need to have access to the outdoors.¹ Further, consumers do not believe that “pasture raised” means chickens spend some, but not the majority, of their lives raised on pasture.
 - i. 70.9% of total survey respondents believe that the term “pasture raised” means chickens are guaranteed to spend at least some of their lives on pasture.
 - ii. Half of total survey respondents (49.4%) believe the term “pasture raised” means that chickens spend the majority of their lives on pasture.
 - b. Consumers would be unlikely to consider purchasing chicken labeled “pasture raised” if it does not align with their perception of what “pasture raised” means.
 - i. More than half (51.8%) of total survey respondents indicate that they would be less likely to consider purchasing chicken labeled “pasture raised” if the chickens were not guaranteed to spend at least some of their lives on pasture.

¹ It is my understanding that the current definition of “pasture raised” is synonymous with that of “free range”. In addition, it is my understanding that the definition of “free range” as described by the USDA includes a required demonstration of “continuous, free access to the outside throughout their normal growing cycle” as described in the FSIS Labeling Guideline on Documentation Needed to Substantiate Animal Raising Claims for Label Submissions and as mentioned above.

- c. In the context of pasture raised chicken, the majority (55.9%) of total survey respondents believe that the term “pasture” means that the ground is covered mostly with grass and other plants.

BACKGROUND AND ASSIGNMENT

3. Perdue Foods (“Perdue”) is a poultry processing company that sells chicken and turkey products through retail venues and to foodservice companies in the United States and in more than 30 countries worldwide.²
4. Perdue currently sells pasture raised chicken under the brand name Pasturebird.³ It is my understanding that chickens sold by Perdue under the Pasturebird label are raised in floorless mobile coops that are rotated to fresh pasture daily. It is also my understanding that these chickens are fed a diet of grasses, seeds, insects and grains.⁴
5. As stated above, I have been asked by Perdue to design and conduct a survey to measure consumer perceptions of the term “pasture raised” in the context of packaged chicken. Additionally, I have been asked to determine whether and to what extent likelihood to purchase chicken labeled “pasture raised” would be impacted if the manner in which the chickens were raised did not meet consumer expectations.

INTRODUCTION AND QUALIFICATIONS

6. I am a Principal at Applied Marketing Science, Inc. (“AMS”), a market research and consulting firm. I have been at AMS since 2011, and I have worked in the field of market research since 1996. Prior to joining AMS, I held market research positions at the Forbes

² <https://www.referenceforbusiness.com/history2/41/Perdue-Farms-Inc.html> (last accessed October 15, 2021)

³ <https://www.perdufarm.com/en-US/pasturebird-pastured-chicken> (last accessed October 15, 2021)

⁴ Id.

Consulting Group (2003-2011), Lockheed Martin (2002-2003), MCI WorldCom (1999-2002), and Marketing Analysts, Inc. (1996-1999).

7. In my career, I have personally designed and conducted hundreds of market research surveys, across a broad range of modalities and a broad range of populations.
8. I am a member of the American Association for Public Opinion Research (AAPOR), the Institute for Operations Research and Management Science (INFORMS), and the Council of American Survey Research Organizations (CASRO). I currently serve on the Famous and Well-Known Marks Committee of the International Trademark Association (INTA) and chair the Dilution Subcommittee. In addition, I am the co-host of an annual CLE accredited webinar that focuses on the topic of survey evidence used in intellectual property litigation. I have served as a testifying expert and have submitted reports to Federal and State Courts, as well as the Trademark Trial and Appeal Board, in a variety of litigation matters on behalf of plaintiffs and defendants.
9. I hold a Bachelor of Arts in History from Roanoke College and a Master of Business Administration from the University of Colorado, Colorado Springs. My professional qualifications are described in my curriculum vitae, which is included as Appendix A.

SURVEY METHODOLOGY

10. The survey was designed and conducted in accordance with generally accepted principles of survey research, as set forth in the Federal Judicial Center's Manual for Complex Litigation "Reference Guide on Survey Research."⁵

⁵ Diamond, S. S. (2011). Reference guide on survey research. Federal Judicial Center and The National Research Council of the National Academies, *Reference Manual on Scientific Evidence* (pp. 359-423). Washington, DC: The National Academies Press.

11. To ensure objectivity in survey responses, it is standard practice to conduct surveys in a “double-blind” manner (i.e., withhold information about the purpose and sponsor of the survey from both the interviewer and the respondent).⁶ The survey that I designed for this assignment satisfied these conditions. Specifically, the survey was administered via a programmed Internet questionnaire, eliminating the need for a human interviewer. The questionnaire did not provide any information about the actual purpose of the survey or the survey sponsor. In addition, the screening questions included categories of goods and services unrelated to the survey’s purpose to disguise the “correct” answer for sample selection.
12. It is standard survey practice to instruct respondents not to guess. Accordingly, the instructions at the beginning of the survey state, “If you don’t know an answer to a question or if you don’t have an opinion, please indicate this in your response. It is very important that you do not guess.” In addition, the survey included explicit “Don’t know/Unsure” and “No Opinion” response options. The inclusion of these response options substantially reduces the likelihood that respondents will attempt to guess the answer to a question if they are unsure or do not have an opinion.⁷
13. When designing closed-ended questions, it is good practice to rotate or randomize the order of the response options to control for possible order effects. The survey that I conducted rotated or randomized the order of response options to the closed-ended questions for this reason. The survey deviated from this practice where appropriate to preserve the logical flow of the questions. Specifically, for questions where the answer choices had a predetermined order (e.g., age), the response options were not rotated or randomized. In

⁶ Id., pp. 410-411.

⁷ Id., p.390.

addition, the “Don’t know/Unsure,” “No Opinion,” and “None of the above” answer choices were anchored as the last answer choice.

SURVEY UNIVERSE AND SAMPLE SELECTION

14. To measure consumer perceptions of the term “pasture raised” in the context of packaged chicken, the appropriate survey universe is “prospective purchasers of the goods or services at issue.”⁸ Accordingly, potential customers of pasture raised chicken are the individuals whose impressions are relevant in this matter.
15. To reach a representative sample of the appropriate population, I developed an Internet survey that included U.S. adults aged 18 and older. To qualify, respondents had to indicate that they personally do at least some of the grocery shopping for their household and that they are likely to consider purchasing pasture raised chicken in the next 3 months.
16. Internet surveys are an accepted form of market research.⁹ In addition, there is evidence that data collected using Internet surveys does not differ in quality from that collected using phone or mall-intercept methodologies.¹⁰ The survey was conducted by contracting with a panel company that has pre-recruited potential respondents who have indicated their willingness to participate in consumer surveys. For the present matter, I contracted with Prodege Market Research (“Prodege”), a well-established market research firm that maintains a panel of over 6 million active members in the U.S.¹¹ I have worked with

⁸ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys, US: American Bar Association, p. 298.

⁹ Poret, H. (2010). A Comparative Empirical Analysis of Online Versus Mall and Phone Methodologies for Trademark Surveys. *The Trademark Reporter*, 100(3), 756-804.

¹⁰ Id.

¹¹ Active members are defined as having responded to a survey invitation in the past 12 months.

Prodege on many other projects and have found them to be a consistently reliable and high-quality supplier of qualified survey respondents.

17. The email invitation sent to Prodege panel members included a link to the actual survey. This link contained an embedded identification number that assured each respondent could only complete the survey once. As is customary for consumer surveys, respondents who qualified and completed the survey received a small monetary incentive. Respondents who qualified and completed the survey were awarded 50 “Swagbucks,” a form of Prodege currency. A copy of the invitation is included as Appendix C.

SURVEY DESIGN

18. The survey began with a series of screening questions to determine if the respondent was a member of the relevant population and qualified to participate in the survey. Screenshots taken from the survey and a text version of the survey questionnaire with programmer instructions are included in Appendix D.

Screenener

19. The first screening question (QS0) asked respondents to enter the code shown on the screen exactly as it appeared in a CAPTCHA image box. This question is used to ensure that only actual people, as opposed to computer programs, take the survey. Next, respondents indicated what type of electronic device they were using to complete the survey (QS1). Respondents were allowed to continue only if they selected “Desktop computer,” “Laptop computer,” “Tablet computer,” or “Smartphone.” Respondents who indicated that they were using a mobile or electronic device other than the ones listed above, received an instruction that the survey was not formatted for viewing on such devices and were

prompted to log back into the survey using a desktop, laptop, tablet computer, or smartphone.

20. The gender of the respondent was collected in QS2. Next, respondents were asked to select the age bracket in which their age falls (QS3). Anyone who selected “Under 18” was not permitted to continue. QS4 asked respondents to indicate their current state of residence from a drop-down list of 50 states and the District of Columbia. Respondents who selected “My area is not listed here” were terminated from the survey. For quality control purposes, the gender of the respondent was then used in combination with the age of the respondent to validate that the person taking the survey was the same person who had originally enrolled with the panel provider.

21. After the verification of gender and age, respondents were asked QS5:

QS5. Which of the following statements best describes your involvement, if any, in grocery shopping for your household? (*Select one only*)

- ☐ I personally do all or most of the grocery shopping for my household
- ☐ I personally do some of the grocery shopping for my household
- ☐ I do not do any of the grocery shopping for my household

22. The response options in QS5 were rotated from top to bottom in order to avoid potential response bias. Respondents who selected “I do not do any of the grocery shopping for my household” were terminated from the survey.

23. QS6 asked respondents:

QS6. Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the **next 3 months?** (*Select all that apply*)

- ☐ Chicken
- ☐ Pork
- ☐ Seafood
- ☐ Beef
- ☐ Tofu
- ☐ Eggs
- ☐ Hextall

- ☐ None of the above
 - ☐ Don't know/Unsure

24. The response options to QS6 were randomized in order to avoid potential response bias, with the exception of “None of the above” and “Don’t know/Unsure,” which were anchored to remain at the bottom of the list. Respondents who selected “Chicken” continued to QS7. Respondents who did not select “Chicken” were terminated from the survey. For quality control purposes, respondents who selected “Hextall” were terminated from the survey. QS7 asked respondents:

QS7. Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months? (*Select all that apply*)

- ☐ Pasture raised
 - ☐ Organic
 - ☐ Free range
 - ☐ Antibiotic free
 - ☐ No added hormones
 - ☐ None of the above
 - ☐ Don't know/Unsure

25. The response options to QS7 were randomized in order to avoid potential response bias, with the exception of “None of the above” and “Don’t know/Unsure,” which were anchored to remain at the bottom of the list. Respondents who selected “Pasture raised” continued to QS8. Respondents who did not select “Pasture raised” were terminated from the survey. As a quality control measure, the screening question QS8, asked respondents to select “NORTH,” “SOUTH,” “EAST,” or “WEST” from a list of cardinal directions, in order to make sure respondents were paying attention and not blindly selecting response options. Respondents who did not select the correct cardinal direction were terminated from the survey.

26. At this point, qualified respondents were asked to take the survey in one session, to keep their browser maximized for the entire survey, to take the survey on their own without consulting other people, websites, or other electronic or written materials, and to wear eyeglasses or contact lenses if normally needed for viewing an electronic screen (QS9). Respondents who understood and agreed to these instructions continued to the main questionnaire.

Main Questionnaire

27. The main part of the questionnaire began with the following introduction:

In the next section of the survey, you will be asked questions related to pasture raised chicken that you might consider purchasing at a supermarket or grocery store. If, for any question, you don't know the answer or are unsure, please choose the "Don't know/Unsure" option. It is very important that you do not guess.

Please select the "NEXT" button when you are ready to continue.

28. Q1 asked respondents the following:

Q1. Thinking about chickens, do you have a belief or opinion about what the term "pasture raised" means? *(Select one only)*

- ☐ Yes
- ☐ No
- ☐ Don't know/Unsure

29. The order of "Yes" and "No" in Q1 were rotated in order to avoid any potential response bias. Those who responded "No" or "Don't know/Unsure" were skipped to Intro 2, before Q7. Those who responded "Yes" continued to Q2.
30. The open-ended question, Q2, asked "Thinking about chicken, what does the term "pasture raised" mean to you?" Respondents could enter a response in the text box, or select "Don't know/Unsure." After completing Q2, respondents were directed to either Block A, which consisted of Q3-Q5a, or to Block B, which consisted of Q6. Respondents saw both Block A

and Block B, but the order in which they saw the blocks were rotated in order to avoid any response bias.

31. Q3 asked respondents the following:

Q3. Does the term “pasture raised” communicate or imply that chickens are guaranteed to spend at least some of their lives raised on pasture? *(Select one only)*

- ☐ Yes, the term “pasture raised” does communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture
- ☐ No, the term “pasture raised” does not communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture
- ☐ Don’t know/Unsure

32. Similar to Q1, the order of “Yes” and “No” were rotated in order to avoid potential response bias. Respondents who selected “Yes” continued to Q4. Those respondents who indicated “No” or “Don’t know/Unsure” skipped to Block B if they had seen Block A first, or skipped to Intro 2 if they had already seen Block B.

33. Q4 then asked respondents:

Q4. You indicated that the term “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. Do you believe that “pasture raised” chickens are guaranteed to spend... *(Select one only)*

- ☐ Some, but not the majority, of their lives raised on pasture
- ☐ The majority of their lives raised on pasture
- ☐ Don’t know/Unsure

34. The first two response options in Q4 were rotated in order to avoid potential response bias.

All respondents continued to the close-ended question Q5, which asked respondents:

Q5. You previously indicated that you believe “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. If you learned that “pasture raised” chickens were *not* guaranteed to spend any of their lives raised on pasture, would it... *(Select one only)*

- ☐ Make you less likely to consider purchasing the chicken
- ☐ Have no impact on you likelihood to consider purchasing the chicken
- ☐ Don’t know/Unsure

35. Similar to Q4, the first two response options were rotated in order to avoid potential response bias. Respondents who selected “Don’t know/Unsure” were skipped to Block B if they had seen Block A first, or were skipped to Intro 2 if they had already seen Block B. Respondents who selected “less likely” or “no impact” in Q5 continued to the open-ended question Q5a, which asked respondents “Why do you say that?” Respondents could enter a response in the text box, or select “Don’t know/Unsure.”
36. Q6, the sole question of Block B, asked respondents:
- Q6. Does the term “pasture raised” communicate or imply that the chickens are guaranteed to attend continuing education classes? (*Select one only*)

 - ☐ Yes, the term “pasture raised” does communicate or imply that the chickens are guaranteed to attend continuing education classes
 - ☐ No, the term “pasture raised” does not communicate or imply that the chickens are guaranteed to attend continuing education classes
 - ☐ Don’t know/Unsure
37. The order of “Yes” and “No” response options were rotated similar to Q1 and Q3 in order to avoid potential response bias. Q6 was included as a control to measure the level of survey noise—i.e., to account for respondent guessing and other forms of survey noise. This type of internal control question is regularly used in consumer perception surveys.¹²
38. After completing Q6, respondents continued to Intro 2, which instructed them, “For the next questions, please think about the word “pasture” as it relates to pasture raised chicken.”
39. After Intro 2, respondents saw the close-ended Q7 which asked:

¹² Jacoby, J. (2013). Trademark Surveys, Volume 1: Designing, Implementing, and Evaluating Surveys. U.S.: American Bar Association, p.227; Jay, D. (2013). Ten Truths of False Advertising Surveys. *The Trademark Reporter*, 103(5), p.1143 (“Rather than surveying two groups of respondents, a consumer perception survey may include only one group of respondents and show all of them the challenged advertisement. After viewing the challenged advertisement, respondents are asked questions relating to the allegations in the case (the ‘test questions’) and a ‘control question’ about a fictitious topic (something not in the advertisement). Unlike a control group (which is an external control), a control question is a ‘built-in’ or ‘internal’ control.”).

Q7. Do you have a belief or opinion about what the word “pasture” means as it relates to pasture raised chicken? *(Select one only)*

- ☐ Yes
- ☐ No
- ☐ Don’t know/Unsure

40. Similar to Q1, Q3, and Q6, the order of response options “Yes” and “No” were rotated in order to avoid potential response bias. Those respondents who selected “No” or “Don’t know/Unsure” skipped to Q11. Those respondents who selected “Yes” continued to the open-ended question Q8, which asked respondents “What does the word “pasture” mean to you as it relates to pasture raised chicken?” Respondents could enter a response in the text box, or select “Don’t know/Unsure.”
41. After the open-ended question Q8, respondents were then asked either Q9 or control question Q10. Q9 asked respondents the following:

Q9. You may have already mentioned this, but do you believe that the word “pasture” as it relates to pasture raised chicken means... *(Select one only)*

- ☐ The ground is mostly covered with grass and other plants
- ☐ The ground is partly covered with grass and other plants
- ☐ The ground is not covered with grass and other plants
- ☐ Don’t know/Unsure
- ☐ No opinion

42. Control question Q10 asked respondents the following:

Q10. You may have already mentioned this, but do you believe that the word “pasture” as it relates to pasture raised chicken means... *(Select one only)*

- ☐ The ground is mostly covered with concrete and gravel
- ☐ The ground is partly covered with concrete and gravel
- ☐ The ground is not covered with concrete and gravel
- ☐ Don’t know/Unsure
- ☐ No opinion

43. Note that the order of question Q9 and control question Q10 was randomly rotated in order to control for any potential order effects. In addition, the response options in both Q9 and Q10 were rotated to avoid any potential response bias. Control question Q10 was included

as a control to measure the level of survey noise—i.e., to account for respondent guessing and other forms of survey noise, similar to Q6.

44. The last question, Q11, asked respondents if they or a member of their household worked for certain types of companies, with response options randomized. As a standard practice to eliminate respondents with specialized knowledge, those who indicated that they or someone in their household worked for a company that provides market research or advertising services, or a company that produces, distributes, or sells package chicken, were removed from the final data analysis.
45. After answering Q11, respondents were thanked for their participation and the survey was completed.

OVERVIEW OF DATA COLLECTION

46. A total of 1,298 potential respondents responded to the email invitation between September 17 and September 27, 2021. A total of 430 respondents qualified for the survey based on their responses to the screening questions; these respondents completed the survey. Standard data cleaning procedures were used prior to the start of the analysis. Specifically, data from 21 respondents who provided random keystrokes, nonsensical answers, took longer than an hour or less than a minute to complete the survey, or indicated they may have specialized knowledge in Q11, were removed from the data set prior to analysis. The final dataset therefore included 409 respondents. This is a statistically valid sample size that provides an appropriate number of qualifying respondents for purposes of my analysis

and opinion.¹³ Detailed response statistics are shown in Appendix E as well as the Data listing (Appendix F) and Data glossary (Appendix G).

SURVEY RESULTS

47. More than three-quarters (79.0%) of total survey respondents indicated that they had a belief or opinion about what the term “pasture raised” means in the context of chicken. These results are shown in Table 1.

Table 1

Q1. Thinking about chickens, do you have a belief or opinion about what the term “pasture raised” means?

	Q1	
	N	%
Yes	323	79.0%
No	28	6.8%
Don’t know/Unsure	58	14.2%
	409	100.0%

48. In order to measure consumer perceptions of the term “pasture raised”, responses to Q3 and Q6 were analyzed. Specifically, Q3 asked respondents if the term “pasture raised” communicated or implied that chickens were guaranteed to spend at least some of their lives raised on pasture. The closed-ended control question (Q6) asked respondents whether or not the term “pasture raised” communicated or implied that the chickens were guaranteed to attend continuing education classes. The percentage of respondents who indicated that the term “pasture raised” did communicate or imply that the chickens were guaranteed to attend continuing education classes was used to establish the level of guessing and other forms of survey noise within the survey instrument.

¹³ Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys, US: American Bar Association, pp. 439-444.

49. In response to Q3, 76.3% of total survey respondents indicated that the term “pasture raised” communicates or implies that chickens are guaranteed to spend at least some of their lives raised on pasture. In response to the control question (Q6), 5.4% of total respondents indicated a belief that the term “pasture raised” communicates or implies that the chickens are guaranteed to attend continuing education classes. Subtracting the results of the control question from the results of the test question ($76.3\% - 5.4\%$) yields a net of 70.9% of total survey respondents who understand the term “pasture raised” to mean that chickens are guaranteed to spend at least some of their lives raised on pasture. These results are shown in Table 2.

Table 2

Q3. Does the term “pasture raised” communicate or imply that chickens are guaranteed to spend at least some of their lives raised on pasture?

Q6. Does the term “pasture raised” communicate or imply that the chickens are guaranteed to attend continuing education classes?

	Q3		Q6	
	N	%	N	%
(Q3) Yes, the term “pasture raised” <u>does</u> communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture/ (Q6) Yes, the term “pasture” <u>does</u> communicate or imply that the chickens are guaranteed to attend continuing education classes	312	76.3%	22	5.4%
NET	76.3% - 5.4% = 70.9%			
No, the term “pasture raised” <u>does not</u> communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture/No, the term “pasture raised” <u>does not</u> communicate or imply that the chickens are guaranteed to attend continuing education classes	6	1.5%	281	68.7%
Don’t know/Unsure	5	1.2%	20	4.9%
Not asked	86	21.0%	86	21.0%
	409	100.0%	409	100.0%

50. If the data is analyzed only among respondents who indicated they had an opinion about what “pasture raised” meant in Q1, 89.8% of those respondents indicated that they believed the term “pasture raised” communicates or implies that chickens are guaranteed to spend at least some of their lives raised on pasture.
51. In response to Q4, after accounting for guessing and other forms of survey noise, 49.4% of total survey respondents indicated that they believe “pasture raised” means that the chickens are guaranteed to spend the majority of their lives raised on pasture. The results are shown in Table 3.

Table 3

Q4. You indicated that the term “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. Do you believe that “pasture raised” chickens are guaranteed to spend...

	Q4	
	N	%
Some, but not the majority of their lives raised on pasture	69	16.9%
The majority of their lives raised on pasture	202	49.4%
Don’t know/Unsure	20	4.9%
Not asked	118	28.8
	409	100.0%

52. If the data is analyzed only among respondents who indicated in Q3 that they believe the term “pasture raised” means that the chickens are guaranteed to spend at least some of their lives raised on pasture, 69.4% of those respondents indicated that they believe “pasture raised” chickens are guaranteed to spend the *majority* of their lives raised on pasture.
53. In response to Q5, after accounting for guessing and other forms of survey noise, 51.8% of total survey respondents indicated that they would be less likely to consider purchasing chicken labeled “pasture raised” if they learned that the chickens were not guaranteed to spend any of their lives raised on pasture.¹⁴ These results are shown in Table 4.

Table 4

Q5. You previously indicated that you believe “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. If you learned that “pasture raised” chickens were not guaranteed to spend any of their lives raised on pasture, would it...

	Q5	
	N	%
Make you <u>less likely</u> to consider purchasing the chicken	212	51.8%
Have <u>no impact</u> on your likelihood to consider purchasing the chicken	59	14.4%
Don’t know/Unsure	20	4.9%
Not asked	118	28.8%
	409	100.0%*

*Percentages do not sum to 100% due to rounding

¹⁴ Note that these results are directional only and not meant to represent a test of materiality.

54. If the data is analyzed only among respondents who indicated in Q3 that they believe the term “pasture raised” means that the chickens are guaranteed to spend at least some of their lives raised on pasture, 72.9% of those respondents indicated that they would be less likely to consider purchasing the chicken if they learned that “pasture raised” chickens were not guaranteed to spend any of their lives raised on pasture.
55. More than three-quarters (77.3%) of total survey respondents indicated that they had a belief or opinion about what the word “pasture” means in the context of pasture raised chicken. These results are shown in Table 5.

Table 5

Q7. Do you have a belief or opinion about what the word “pasture” means as it relates to pasture raised chicken?

	Q7	
	N	%
Yes	316	77.3%
No	44	10.8%
Don’t know/Unsure	49	12.0%
	409	100.0*%

*Percentages do not sum to 100% due to rounding

56. In order to measure consumer perceptions of the term “pasture” in the context of pasture raised chicken, I analyzed the results of Q9 and Q10. In Q9, respondents were asked if they believed the word “pasture” means that the ground is mostly, partly, or not covered with grass and other plants. In the control question Q10, respondents were asked if they believed the word “pasture” means that the ground is mostly, partly, or not covered with concrete and gravel. The percentage of respondents who indicated that they believe “pasture” means that the ground is mostly covered with concrete and gravel was used to

establish the level of guessing and other forms of survey noise within the survey instruments.¹⁵

57. In response to Q9, 60.1% of total respondents believe the term “pasture” as it relates to pasture raised chicken means that the ground is mostly covered with grass and other plants. In response to control question Q10, 4.2% of total respondents believe the word “pasture” as it relates to pasture raised chicken means that the ground is mostly covered with concrete and gravel. Subtracting the results of the control question Q10 from the results of Q9 (60.1% - 4.2%) yields a net of 55.9%. The results are shown in Table 6.

Table 6

Q9. You may have already mentioned this, but do you believe that the word “pasture” as it relates to pasture raised chicken means ...

Q10. You may have already mentioned this, but do you believe that the word “pasture” as it relates to pasture raised chicken means ...

	Q9		Q10	
	N	%	N	%
The ground is <u>mostly</u> covered with grass and other plants/ The ground is <u>mostly</u> covered with concrete and gravel	246	60.1%	17	4.2%
NET	60.1% - 4.2% = 55.9%			
The ground is <u>partly</u> covered with grass and other plants/ The ground is <u>partly</u> covered with concrete and gravel	47	11.5%	32	7.8%
The ground is <u>not</u> covered with grass and other plants/The ground is <u>not</u> covered with concrete and gravel	9	2.2%	245	59.9%
Don't know/Unsure	11	2.7%	20	4.9%
No opinion	3	0.7%	2	0.5%
Not asked	93	22.7%	93	22.7%
	409	100.0%*	409	100.0%

*Percentages do not sum to 100% due to rounding

¹⁵ The order of question Q9 and control question Q10 was rotated to control for any potential order effects.

58. If the data is analyzed only among respondents who indicated they had an opinion about what “pasture” meant in Q7, 72.5% of said respondents indicate that they believe the word “pasture” means that the ground is mostly covered with grass and other plants.

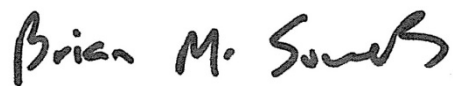
CONCLUSIONS

59. Based on the results of the survey that I designed and conducted, it is my professional opinion that:
- a. The overwhelming majority of relevant consumers do not believe that “pasture raised” means chickens only need to have access to the outdoors.¹⁶ Further, consumers do not believe that “pasture raised” means chickens spend some, but not the majority, of their lives raised on pasture.
 - i. 70.9% of total survey respondents believe that the term “pasture raised” means chickens are guaranteed to spend at least some of their lives on pasture.
 - ii. Half of total survey respondents (49.4%) believe the term “pasture raised” means that chickens spend the majority of their lives on pasture.
 - b. Consumers would be unlikely to consider purchasing chicken labeled “pasture raised” if it does not align with their perception of what “pasture raised” means.
 - i. More than half (51.8%) of total survey respondents indicate that they would be less likely to consider purchasing chicken labeled “pasture raised” if the chickens were not guaranteed to spend at least some of their lives on pasture.

¹⁶ It is my understanding that the current definition of “pasture raised” is synonymous with that of “free range”. In addition, it is my understanding that the definition of “free range” as described by the USDA includes a required demonstration of “continuous, free access to the outside throughout their normal growing cycle” as described in the FSIS Labeling Guideline on Documentation Needed to Substantiate Animal Raising Claims for Label Submissions and as mentioned above.

- c. In the context of pasture raised chicken, the majority (55.9%) of total survey respondents believe that the term “pasture” means that the ground is covered mostly with grass and other plants.

I declare under penalty of perjury that the foregoing is true and correct. Executed on February 16, 2022 in Acton, Massachusetts.

A handwritten signature in black ink that reads "Brian M. Sowers". The signature is written in a cursive, slightly slanted style.

Brian M. Sowers

Appendices

- A. Curriculum vitae of Brian M. Sowers
- B. Materials reviewed and considered
- C. Survey invitation
- D. Screenshots and questionnaire
- E. Response statistics
- F. Data listing
- G. Data glossary

Appendix A: Curriculum Vitae of Brian M. Sowers

Applied Marketing Science, Inc.
303 Wyman Street, Suite 205
Waltham, MA 02451

Voice: (781) 250-6313
Fax: (781) 684-0075
E-mail: bsowers@ams-inc.com

EDUCATION

2012 University of Colorado, Colorado Springs
 Master of Business Administration

1995 Roanoke College
 Bachelor of Arts in History

EMPLOYMENT

2014 – Present Principal
 APPLIED MARKETING SCIENCE, INC., Waltham, MA

- Lead the firm's Litigation Support practice to support expert testimony in civil cases through survey research and other marketing science initiatives.
- Manage referrals and support affiliated academic experts in matters where consumer opinions and behaviors are an important determinant of liability and damages.
- Manage case teams in complex cases (e.g., trademark and trade dress infringement, class action matters, false and deceptive advertising, antitrust issues and patent damages).
- Assist attorneys with assessing the benefits of collecting market research data, critique opposing expert reports, and prepare experts for deposition and trial questioning.
- Provide expert research consultation, expert witness testimony, and rebuttal critiques for consumer surveys designed for trademark, trade dress, false advertising, and class action litigation.

2011 – 2014 Senior Manager
 APPLIED MARKETING SCIENCE, INC., Waltham, MA

- Supported consumer survey expert witnesses and attorneys in market research survey design and provided consultation to help experts prepare for deposition and trial testimony.
- Managed litigation consulting projects involving consumer surveys in trademark, false advertising, class action, and patent infringement matters.
- Coordinated all aspects of research project, including survey design, fieldwork, data analysis, and report development.

- 2003 – 2011
- Senior Project Manager
FORBES CONSULTING GROUP, Lexington, MA
- Independently led all phases of custom quantitative and qualitative research for an industry leading marketing research supplier dedicated to consumer-driven business analysis.
 - Helped clients identify new marketplace opportunities, developed communication and positioning strategies, measured brand equity, and increased customer satisfaction and retention.
 - Managed approximately \$2.5 million of custom research annually.
- 2002 – 2003
- Senior Analyst
LOCKHEED MARTIN CORPORATION, Fairfax, VA
- Developed market analyses and competitive strategies for multiple lines of business.
 - Granted Top Secret security clearance for the position.
- 1999 – 2002
- Market Research Analyst
MCI WORLDCOM, Arlington, VA
- Designed, executed, analyzed, and delivered quantitative and qualitative market research to support internal marketing clients. Insights helped carry singularly focused telecom giant into a world of multiple competitors and diverse product lines.
 - Required a heightened awareness of technology shifts, a sense of consumer appetite, and readiness to navigate the shifting landscape.
 - Honed research skills in variable research methodologies. Received multiple individual and team awards.
- 1996 – 1999
- Project Manager
MARKETING ANALYSTS, INC., Charleston, SC
- Managed custom quantitative market research for a leading Honomichl 50 research supplier.

EXPERT WITNESS (expert opinions and testimony in the last 5 years)

UDAP Industries, Inc. v Bushwacker Backpack & Supply Co.

Case No: 2:16-cv-00027-BMM-JCL, United States District Court, District of Montana
False Advertising (2017 Report and Deposition)

Custom Cutlery, LLC v Leigh Churnick

Case No: 1:16-cv-24491-FAM, United States District Court, Southern District of Florida
Secondary Meaning (2017 Report)

The Hilsinger Company v **Kleen Concepts, LLC**

Case No: 14-cv-14714, United States District Court, District of Massachusetts
Trademark Confusion (2017 Report and Deposition)

James Brickman, et al. v Fitbit, Inc.

Case No: 3:15-cv-2077, United States District Court, Northern District of California
Class Certification (2017 Report and Deposition)

Monster Energy Company v William J. Martin

TTAB Opposition No. 92064681
Trademark Confusion (2017 Report)

Milk Street Cafe, Inc v **CPK Media**

Case No: 1:16-cv-11416-DJC, United States District Court, District of Massachusetts
Secondary Meaning (2017 Report, Deposition, and Trial Testimony)

Organic Consumers Association v **Handsome Brook Farm, LLC**

Case No: 2016-CA-006223-B, Superior Court of the District of Columbia Civil Division
False Advertising (2017 Report)

Glaxo Group Limited v Ansun Biopharma, Inc.

TTAB Opposition No. 91224991
Trademark Confusion (2017 Report)

Eastern Savings Bank, F.S.B. v Eastern Savings Bank

Case No: 3:17-cv-00708, United States District Court, District of Connecticut
Trademark Confusion (2018 Report and Deposition)

Eveden Inc. v Color Image Apparel, Inc.

Case No: 2:17-cv-02121-MWF-JC, United States District Court, Central District of California
Trademark Confusion (2018 Report)

The Choice is Yours, Inc. v **The City of Philadelphia**

Case No: 2:14-cv-10804-JFL, United States District Court, Eastern District of Pennsylvania
Trademark Confusion (2018 Report)

Palm Partners, LLC v Palm Beach Treatment Center, LLC
Case No: 9:17-cv-80582-RLR, United States District Court, Southern District of Florida
Trademark Confusion (2018 Report and Deposition)

Herman Miller, Inc. v Office Star Products
Case No. 2:17-cv-04279-JAK, United States District Court, Central District of California
Trade Dress Confusion (2018 Report and Deposition)

HP Hood, LLC v Cytosport, Inc.
Case No. 01-17-0001-7218, American Arbitration Association
Consumer Behavior Survey (2018 Report, Deposition, and Arbitration Testimony)

Hasbro, Inc. v DC Comics and Warner Bros. Entertainment Inc.
Case No. 1:17-cv-06558, United States District Court, Southern District of New York
Trademark Confusion (2018 Report and Deposition)

Brooks Sports, Inc. v Anta Co. Ltd.
Case No. 1:17-cv-01458, United States District Court, Eastern District of Virginia
Trademark Confusion (2018 Report)

Ford Motor Company v Geely Holding Group Co. Ltd.
TTAB Opposition No. 91239104
Trademark Confusion (2018 Report)

Spangler Candy Company v Tootsie Roll Industries, LLC
Case No: 3:18-cv-01146-JJH, United States District Court, Northern District of Ohio
Trade Dress Confusion (2018 Report and Deposition)

Glaxo Group Limited v Canadian Pharmaceutical Association
Canadian Trademark Opposition No. 1626790 and No. 1626792
Secondary Meaning (2018 Report and Deposition)

Lodestar Anstalt v Route 66 Junkyard Brewery, LLC
Case No: 1:17-cv-00062-JCH-JHR, United States District Court, District of New Mexico
Trademark Confusion (2019 Report)

Judith Marilyn Donoff v Delta Air Lines, Inc.
Case No: 18-cv-81258, United States District Court, Southern District of Florida
False Advertising (2019 Report and Deposition)

Asurion, LLC v Netsurion, LLC
TTAB Opposition No. 91231568
Trademark Confusion (2019 Report)

Maui Jim, Inc. v SmartBuy Guru Enterprises
Case No: 16-cv-09788, United States District Court, Northern District of Illinois
False Advertising (2019 Report and Deposition)

Monster Energy Company v PJ Trailers Manufacturing Company, Inc.
TTAB Opposition No. 92067968
Trademark Confusion (2019 Report)

Louisiana Pacific Corporation v **James Hardie Building Products, Inc.**
Case No: 3:18-cv-00447, United States District Court, Middle District of Tennessee
False Advertising (2019 Report and Deposition)

Milita Barbara Dolan v JetBlue Airways Corporation
Case No: 18-cv-62193-RNS, United States District Court, Southern District of Florida
False Advertising (2019 Report and Deposition)

Provepharm, Inc. v **Akorn, Inc.**
Case No: 17-cv-7087, United States District Court, Eastern District of New York
False Advertising (2019 Report and Deposition)

Mercury Luggage Manufacturing Co. v **Sandpiper of California**
TTAB Opposition No. 92070168
Genericness (2019 Report)

Undiscovered Corporation v Heist Studios
Case No: 2:18-cv-05719, United States District Court, Central District of California
Trademark Confusion (2019 Report and Deposition)

International Association of Home Inspectors v American Society of Home Inspectors
Case No: 1:18:CV-01797-RBJ, United States District Court, District of Colorado
False Advertising (2019 Report and Deposition)

Simplehuman v iTouchless Housewares
Case No: 2:19-cv-02351, United States District Court, Central District of California
Trade Dress Confusion (2020 Report and Deposition)

ALO, LLC v **Acadia Malibu, Inc.**
Case No: 2:19-cv-08389-SVW, United States District Court, Central District of California
Trademark Confusion (2020 Report and Deposition)

Andrew Roley v Google, LLC

Case No: 5:18-cv-07537-BLF, United States District Court, Northern District of California
False Advertising (2020 Report and Deposition)

Scrum Alliance, Inc. v **Scrum, Inc.**

Case No: 4:20-cv-00227, United States District Court, Eastern District of Texas
Trademark Confusion (2020 Report and Deposition)

Healthy Web, Inc. v Xymogen, Inc.

TTAB Opposition No. 91249473
Trademark Confusion (2020 Report and Deposition)

New NGC, Inc. v **Alpinebay, Inc.**

Case No: 1:19-cv-03978, United States District Court, Eastern District of Illinois
Secondary Meaning (2020 Report and Deposition)

Sauer Brands, Inc. v Duke Sandwich Productions, Inc.

Case No: 3:19-cv-00508, United States District Court, Western District of North Carolina
Trademark Confusion (2020 Report and Deposition)

JBR, Inc. v Keurig Green Mountain, Inc.

Case No: 1:14-md-2542, United States District Court, Southern District of New York
False Advertising (2020 Report and Deposition)

Ralph Milan et al. v Clif Bar & Company

Case No: 4:18-cv-02354, United States District Court, Northern District of California
False Advertising (2020 Report and Deposition)

Emerson Radio Corporation v **Emerson Quiet Kool**

Case No: 2:17-cv-05358, United States District Court, District of New Jersey
Trademark Confusion (2020 Report and Deposition)

Pacific Packaging Concepts v Nutrisystem, Inc.

Case No: 2:19-cv-04755, United States District Court, Central District of California
Trademark Confusion (2020 Report and Deposition)

Muzeit Ltd. v ByteDance Ltd.

TTAB Opposition No. 92070954
Trademark Confusion (2021 Report and Deposition)

Elysium Health v ChromaDex, Inc.

Case No: 1:17-cv-07394, United States District Court, Southern District of New York
False Advertising (2021 Report and Deposition)

Fair Isaac Corporation. v Fido Alliance, Inc.

TTAB Opposition No. 91249276

Trademark Confusion (2021 Report and Deposition)

KB Home v **Kookmin Bank Co. Ltd.**

TTAB Opposition No. 91226921

Trademark Confusion (2021 Report and Deposition)

Dewberry Engineers, Inc. v **Dewberry Group, Inc.**

Case No: 1:20-cv-610, United States District Court, Eastern District of Virginia

Trademark Confusion (2021 Report and Deposition)

Horizon AG-Products v **Verdesian Life Sciences, LLC**

Case No: 3:19-cv-00722-X, United States District Court, Northern District of Texas

Trademark Confusion (2021 Report and Deposition)

Coulter Ventures, LLC v **Rogue Ridge, LLC**

TTAB Opposition No. 91252714

Trademark Confusion (2021 Report and Deposition)

Salutare S.A v **Remedy Drinks Pty Ltd.**

TTAB Opposition No. 91256556

Trademark Confusion (2021 Report)

Premier Specialty Brands, LLC v Dansons US, LLC

Case No: 1:20-cv-01573-JPB, United States District Court, Northern District of Georgia

Trademark Confusion (2021 Report and Deposition)

Blumenthal Distributing, Inc. v Herman Miller, Inc.

Case No. 5:14-cv-01926-JAK-SPx, United States District Court, Central District of California

Trade Dress Confusion (2021 Report and Deposition)

Kohler Co. v **Whistling Oak Apartments, LLC**

Case No. 2:20-cv-1563, United States District Court, Eastern District of Wisconsin

Trademark Confusion (2021 Report and Deposition)

Federal Trade Commission v **Nudge, LLC et al.**
Case No. 2:19-cv-00867-RJS, United States District Court, District of Utah, Central Division
False Advertising (2021 Report and Deposition)

Reflex Media, Inc. et al. v Luxy Ltd.
Case No. 2:20-cv-00423-RGK, United States District Court, Central District of California
Genericness (2021 Report and Deposition)

Adidas America, Inc. v **Fashion Nova, Inc.**
Case No. 3:19-cv-740-AC, United States District Court, District of Oregon, Portland Division
Trademark Fame (2021 Report)

Vans, Inc. v Walmart, Inc., et al.
Case No. 8:21-cv-01876, United States District Court, Central District of California
Secondary Meaning; Trademark and Trade Dress Confusion (2021 Report)

M. George Hansen v **Newegg.com Americas, Inc.**
Case No. BC566698, Superior Court of California, County of Los Angeles - Central District
False Advertising (2022 Report and Deposition)

Lettuce Entertain You Enterprises, Inc. v **Siesta Key Summer House LLC.**
Case No. 8:21-cv-01458-VMC-SPF, United State District Court, Middle District of Florida
Trademark Confusion (2022 Report)

PUBLICATIONS

Chorn, J.A., Santana, M.C., & **Sowers, B.M.** (2020). Surveys in Lanham Act Matters. *IP Litigator*, 26(6), 1-7.

PRESENTATIONS

Emerging Issues Related to the Use of Surveys in IP Matters
(Miami Dade Bar Association, November 2021)

PROFESSIONAL AFFILIATIONS

International Trademark Association (INTA)

- Member Impact Studies Committee (2018-2019)
- Member Famous and Well-Known Marks Committee (2020-)
 - o Chair Dilution Subcommittee (2022-)

Insights Association

American Association for Public Opinion Research (AAPOR)

Appendix B: Materials Reviewed and Considered

Diamond, Shari S. (2011). Reference Guide on Survey Research. In Federal Judicial Center and The National Academies Press, *Reference Manual on Scientific Evidence*. Washington, DC: The National Academies Press.

Jacoby, J. (2013). Trademark Surveys Volume 1, Designing, Implementing, and Evaluating Surveys. US: American Bar Association.

Jay, D. (2013). Ten Truths of False Advertising Surveys. *The Trademark Reporter*, 103(5).

Poret, H. (2010). A comparative empirical analysis of online versus mall and phone methodologies for trademark surveys, *The Trademark Reporter*, 100(3).

<https://www.perdufarm.com/en-US/pasturebird-pastured-chicken> (last accessed October 15, 2021)

<https://www.referenceforbusiness.com/history2/41/Perdue-Farms-Inc.html> (last accessed October 15, 2021)

Appendix C: Survey Invitation



New Survey Available

5 Min

Time to Complete

50 SB

Award Value

XXXX, you've been pre-qualified to participate in a survey. This survey is only available for a short time, so please respond ASAP!

[Take Your Survey](#)

Not all of our clients' surveys are designed for certain devices. Please take this survey on a smartphone, tablet, laptop, or desktop.

Can't open the link? You can copy the link below into your browser

[SURVEYURL]

For any concerns or questions regarding your survey please contact:

surveysupport@swagbucks.com.

To make sure our emails do not get sent to your Junk / SPAM inbox, please add surveys@swagbucks.com to your contacts list or address book.

Thank you in advance!

Appendix D: Survey Screenshots and Questionnaire

Introduction and Screening

0%100%

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you are unsure, please indicate this in your response. It is very important that you do not guess.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please select the "NEXT" button.

NEXT

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QS0

0%100%



Please enter the code exactly as it appears in the image above, and then select "NEXT" to continue.

NEXT

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QS1

0%100%

What type of electronic device are you using to complete this survey?

(Select one only)

☐ Desktop computer

☐ Smartphone

☐ Tablet computer

☐ Laptop computer

☐ Other mobile or electronic device

NEXT

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QS2

0%100%

Are you...?

(Select one only)

☐ Male

☐ Female

NEXT

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QS3

0%100%

Into which of the following categories does your age fall?

(Select one only)

☐ Under 18

☐ 18 - 34

☐ 35 - 49

☐ 50 - 64

☐ 65+

NEXT

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QS4

0%100%

In which state do you currently reside?

(Select one only)

NEXT

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QS5

0%100%

Which of the following statements best describes your involvement, if any, in grocery shopping for your household?

(Select one only)

☐ I do not do any of the grocery shopping for my household

☐ I personally do some of the grocery shopping for my household

☐ I personally do all or most of the grocery shopping for my household

NEXT

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QS6

0%100%

Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the **next 3 months**?

(Select all that apply)

☐ Eggs

☐ Beef

☐ Pork

☐ Hextall

☐ Seafood

☐ Tofu

☐ Chicken

☐ None of the above

☐ Don't know/Unsure

NEXT

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QS7

0%100%

Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the **next 3 months**?

(Select all that apply)

- ☐ No added hormones
- ☐ Pasture raised
- ☐ Antibiotic free
- ☐ Organic
- ☐ Free range
- ☐ None of the above
- ☐ Don't know/Unsure

NEXT

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QS8

0%100%

Please select WEST from the following list in order to continue with this survey.

(Select one only)

- ☐ SOUTH
- ☐ WEST
- ☐ EAST
- ☐ NORTH

NEXT

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QS9

0%100%

You have qualified to take this survey. Before continuing, please carefully read these instructions:

- Please take the survey in one session without interruption.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please keep your browser maximized for the entire survey.
- Please answer all questions on your own without consulting any other person.
- If you normally wear eyeglasses or contact lenses when viewing an electronic screen, please wear them for the survey.

(Select one only)

☐ I understand and agree to the above instructions

☐ I do not understand or do not agree to the above instructions

NEXT

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INTRO 1

0%100%

In the next section of the survey, you will be asked questions related to pasture raised chicken that you might consider purchasing at a supermarket or grocery store. If, for any question, you don't know the answer or are unsure, please choose the "Don't know/Unsure" option. It is very important that you do not guess.

Please select the "NEXT" button when you are ready to continue.

NEXT

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Q1

0%100%

Thinking about chicken, do you have a belief or opinion about what the term "pasture raised" means?

(Select one only)

☐ Yes

☐ No

☐ Don't know/Unsure

NEXT

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Q2

0%100%

Thinking about chicken, what does the term "pasture raised" mean to you?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q3

0%100%

Does the term "pasture raised" communicate or imply that chickens are guaranteed to spend at least some of their lives raised on pasture?

(Select one only)

- ☐ Yes, the term "pasture raised" does communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture
- ☐ No, the term "pasture raised" does not communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture
- ☐ Don't know/Unsure

NEXT

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Q4

0%100%

You indicated that the term "pasture raised" communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. Do you believe that "pasture raised" chickens are guaranteed to spend...

(Select one only)

- ☐ Some, but not the majority, of their lives raised on pasture
- ☐ The majority of their lives raised on pasture
- ☐ Don't know/Unsure

NEXT

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Q5

0%100%

You previously indicated that you believe “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. If you learned that “pasture raised” chickens were *not* guaranteed to spend any of their lives raised on pasture, would it...

(Select one only)

- ☐ Make you less likely to consider purchasing the chicken
- ☐ Have no impact on your likelihood to consider purchasing the chicken
- ☐ Don't know/Unsure

NEXT

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Q5a

0%100%

Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q6

0%100%

Does the term "pasture raised" communicate or imply that the chickens are guaranteed to attend continuing education classes?

(Select one only)

- ☐ Yes, the term "pasture raised" does communicate or imply that the chickens are guaranteed to attend continuing education classes
- ☐ No, the term "pasture raised" does not communicate or imply that the chickens are guaranteed to attend continuing education classes
- ☐ Don't know/Unsure

NEXT

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INTRO 2

0%100%

For the next questions, please think about the word "pasture" as it relates to pasture raised chicken.

NEXT

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Q7

0%100%

Do you have a belief or opinion about what the word "pasture" means as it relates to pasture raised chicken?

(Select one only)

☐ Yes

☐ No

☐ Don't know/Unsure

NEXT

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Q8

0%100%

What does the word "pasture" mean to you as it relates to pasture raised chicken?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

☐ Don't know/Unsure

NEXT

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Q9

0%100%

You may have already mentioned this, but do you believe that the word "pasture" as it relates to pasture raised chicken means...

(Select one only)

- ☐ The ground is mostly covered with grass and other plants
- ☐ The ground is partly covered with grass and other plants
- ☐ The ground is not covered with grass and other plants
- ☐ Don't know/Unsure
- ☐ No opinion

NEXT

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Q10

0%100%

You may have already mentioned this, but do you believe that the word "pasture" as it relates to pasture raised chicken means...

(Select one only)

- ☐ The ground is mostly covered with concrete and gravel
- ☐ The ground is partly covered with concrete and gravel
- ☐ The ground is not covered with concrete and gravel
- ☐ Don't know/Unsure
- ☐ No opinion

NEXT

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Q11

0%100%

Just one last question. Do you or does any member of your household work for any of the following types of companies?

(Select all that apply)

- ☐ A company that produces, distributes, or sells packaged chicken
- ☐ A company that provides market research services
- ☐ A company that provides advertising services
- ☐ None of the above

NEXT

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Chicken Survey

[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]

Notes to respondent in italics

Introduction and Screening

[NO SURVEY TITLE TO BE DISPLAYED TO RESPONDENTS]

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you are unsure, please indicate this in your response. It is very important that you do not guess.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please select the "NEXT" button.

["NEXT" BUTTON TAKES RESPONDENT TO QUESTION QS0]

[TEXT FOR TERMINATES "Thank you for your interest in our study. We are no longer looking for people who match your characteristics. We appreciate your time."]

[NEXT PAGE]

QS0. Please enter the code exactly as it appears in the image above, and then select "NEXT" to continue.

[INSERT CAPTCHA]

[NEXT PAGE]

QS1. What type of electronic device are you using to complete this survey? *(Select one only)*

[RANDOMIZE; ANCHOR OTHER MOBILE OR ELECTRONIC DEVICE]

- ☐ Desktop computer **[CONTINUE]**
- ☐ Laptop computer **[CONTINUE]**
- ☐ Tablet computer **[CONTINUE]**
- ☐ Smartphone **[CONTINUE]**
- ☐ Other mobile or electronic device **[ON HOLD]**

[ON HOLD MESSAGE: IF "OTHER" SELECTED IN QS1, DISPLAY: "This survey is not formatted for viewing on this device. Please return to the survey, using the same link, from a desktop, laptop, or tablet computer or a smartphone."]

[NEXT PAGE]

QS2. Are you...? *(Select one only)*

- ☐ Male [CONTINUE]
- ☐ Female [CONTINUE]

[NEXT PAGE]

QS3. Into which of the following categories does your age fall? *(Select one only)*

- ☐ Under 18 [TERMINATE]
- ☐ 18-34 [CONTINUE]
- ☐ 35-49 [CONTINUE]
- ☐ 50-64 [CONTINUE]
- ☐ 65+ [CONTINUE]

[NEXT PAGE]

QS4. In which state do you currently reside? *(Select one only)* [DROP DOWN LIST OF 50 STATES + DC; TERMINATE IF “MY AREA NOT LISTED HERE” IS SELECTED]

[TERMINATE IF AGE AND GENDER DO NOT MATCH THE VALUES PASSED BY PANEL PROVIDER]

[NEXT PAGE]

QS5. Which of the following statements best describes your involvement, if any, in grocery shopping for your household? *(Select one only)* [ROTATE RESPONSE OPTIONS TOP TO BOTTOM]

- ☐ I personally do all or most of the grocery shopping for my household [CONTINUE]
- ☐ I personally do some of the grocery shopping for my household [CONTINUE]
- ☐ I do not do any of the grocery shopping for my household [TERMINATE]

[NEXT PAGE]

QS6. Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months? *(Select all that apply)*
[RANDOMIZE; ANCHOR “NONE OF THE ABOVE” AND “DON’T KNOW/UNSURE”]

- ☐ Chicken [CONTINUE]
- ☐ Pork
- ☐ Seafood
- ☐ Beef
- ☐ Tofu
- ☐ Eggs
- ☐ Hextall [TERMINATE]
- ☐ None of the above [EXCLUSIVE]
- ☐ Don’t know/Unsure [EXCLUSIVE]

[MUST SELECT “CHICKEN” TO CONTINUE, TERMINATE IF “HEXTALL” IS SELECTED]

[NEXT PAGE]

QS7. Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months? (*Select all that apply*)
[RANDOMIZE; ANCHOR “NONE OF THE ABOVE” AND “DON’T KNOW/UNSURE”]

- ☐ Pasture raised **[CONTINUE]**
- ☐ Organic
- ☐ Free range
- ☐ Antibiotic free
- ☐ No added hormones
- ☐ None of the above **[EXCLUSIVE]**
- ☐ Don’t know/Unsure **[EXCLUSIVE]**

[MUST SELECT “PASTURE RAISED” TO CONTINUE]

QS8. Please select **[RANDOMIZE: “NORTH” “SOUTH” “EAST” “WEST”]** from the following list in order to continue with this survey. (*Select one only*)

[RANDOMIZE LIST]

- ☐ NORTH
- ☐ SOUTH
- ☐ EAST
- ☐ WEST

[IF SELECTED RESPONSE OPTION MATCHES DIRECTION SHOWN IN THE QUESTION, CONTINUE; OTHERWISE TERMINATE]

[NEXT PAGE]

QS9. You have qualified to take this survey. Before continuing, please carefully read these instructions:

- Please take the survey in one session without interruption.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please keep your browser maximized for the entire survey.
- Please answer all questions on your own without consulting any other person.

- If you normally wear eyeglasses or contact lenses when viewing an electronic screen, please wear them for the survey.

(Select one only)

- Ⓐ I understand and agree to the above instructions **[CONTINUE]**
- Ⓑ I do not understand or do not agree to the above instructions **[TERMINATE]**

[NEXT PAGE]

Main Questionnaire

[Intro 1] In the next section of the survey, you will be asked questions related to pasture raised chicken that you might consider purchasing at a supermarket or grocery store. If, for any question, you don't know the answer or are unsure, please choose the "Don't know/Unsure" option. It is very important that you do not guess.

Please select the "NEXT" button when you are ready to continue.

[NEXT PAGE]

Q1. Thinking about chicken, do you have a belief or opinion about what the term "pasture raised" means? *(Select one only)* **[ROTATE ORDER OF YES AND NO]**

- Ⓐ Yes **[CONTINUE]**
- Ⓑ No **[SKIP TO INTRO2]**
- Ⓒ Don't know/Unsure **[SKIP TO INTRO2]**

[NEXT PAGE]

Q2. Thinking about chicken, what does the term "pasture raised" mean to you? *(Please answer as completely as possible. You are not limited by the size of the answer box.)* **[TEXT BOX FOR ANSWER, CHECK BOX FOR DK/UNSURE; DO NOT ALLOW BLANK IF DK/UNSURE BOX IS NOT CHECKED]**

[NEXT PAGE]

[ROTATE ORDER OF BLOCK A AND BLOCK B]

[BLOCK A]

Q3. Does the term "pasture raised" communicate or imply that chickens are guaranteed to spend at least some of their lives raised on pasture? *(Select one only)* **[ROTATE ORDER OF YES AND NO BASED ON ORDER OR Q1]**

- Ⓐ Yes, the term "pasture raised" does communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture **[CONTINUE TO Q4]**

- ☐ No, the term “pasture raised” does not communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture **[SKIP TO QINTRO2 OR BLOCK B]**
- ☐ Don’t know/Unsure **[SKIP TO QINTRO2 OR BLOCK B]**

[NEXT PAGE]

Q4. You indicated that the term “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. Do you believe that “pasture raised” chickens are guaranteed to spend... *(Select one only)* **[ROTATE FIRST TWO RESPONSE OPTIONS]**

- ☐ Some, but not the majority, of their lives raised on pasture
- ☐ The majority of their lives raised on pasture
- ☐ Don’t know/Unsure

[NEXT PAGE]

Q5. You previously indicated that you believe “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. If you learned that “pasture raised” chickens were *not* guaranteed to spend any of their lives raised on pasture, would it... *(Select one only)* **[ROTATE ORDER OF FIRST TWO RESPONSE OPTIONS FROM TOP TO BOTTOM]**

- ☐ Make you less likely to consider purchasing the chicken **[CONTINUE TO Q5a]**
- ☐ Have no impact on your likelihood to consider purchasing the chicken **[CONTINUE TO Q5a]**
- ☐ Don’t know/Unsure **[SKIP TO QINTRO2 OR BLOCK B]**

[NEXT PAGE]

Q5a. Why do you say that? *(Please answer as completely as possible. You are not limited by the size of the answer box.)* **[TEXT BOX FOR ANSWER, CHECK BOX FOR DK/UNSURE; DO NOT ALLOW BLANK IF DK/UNSURE BOX IS NOT CHECKED]**

[NEXT PAGE]

[BLOCK B (JUST Q6)]

Q6. Does the term “pasture raised” communicate or imply that the chickens are guaranteed to attend continuing education classes? *(Select one only)*

- ☐ Yes, the term “pasture raised” does communicate or imply that the chickens are guaranteed to attend continuing education classes
- ☐ No, the term “pasture raised” does not communicate or imply that the chickens are guaranteed to attend continuing education classes
- ☐ Don’t know/Unsure

[NEXT PAGE]

[INTRO 2] For the next questions, please think about the word “pasture” as it relates to pasture raised chicken.

[NEXT PAGE]

Q7. Do you have a belief or opinion about what the word “pasture” means as it relates to pasture raised chicken? *(Select one only)* **[ROTATE ORDER OF YES AND NO]**

- ☐ Yes **[CONTINUE]**
- ☐ No **[SKIP TO Q11]**
- ☐ Don’t know/Unsure **[SKIP TO Q11]**

[NEXT PAGE]

Q8. What does the word “pasture” mean to you as it relates to pasture raised chicken? *(Please answer as completely as possible. You are not limited by the size of the answer box.)* **[TEXT BOX FOR ANSWER, CHECK BOX FOR DK/UNSURE; DO NOT ALLOW BLANK IF DK/UNSURE BOX IS NOT CHECKED]**

[ROTATE Q9 AND Q10]

Q9. You may have already mentioned this, but do you believe that the word “pasture” as it relates to pasture raised chicken means ... *(Select one only)* **[ROTATE ORDER TOP TO BOTTOM; ANCHOR “DON’T KNOW/UNSURE” AND “NO OPINION”]**

- ☐ The ground is mostly covered with grass and other plants
- ☐ The ground is partly covered with grass and other plants
- ☐ The ground is not covered with grass and other plants
- ☐ Don’t know/Unsure
- ☐ No opinion

[NEXT PAGE]

Q10. You may have already mentioned this, but do you believe that the word “pasture” as it relates to pasture raised chicken means ... *(Select one only)* **[ROTATE ORDER TOP TO BOTTOM; ANCHOR “DON’T KNOW/UNSURE” AND “NO OPINION”]**

- ☐ The ground is mostly covered with concrete and gravel
- ☐ The ground is partly covered with concrete and gravel
- ☐ The ground is not covered with concrete and gravel
- ☐ Don’t know/Unsure
- ☐ No opinion

[NEXT PAGE]

Q11. Just one last question. Do you or does any member of your household work for any of the following types of companies? *(Select all that apply)* **[RANDOMIZE; ANCHOR NONE OF THE ABOVE]**

- ☐ A company that produces, distributes, or sells packaged chicken **[POST SCRUB]**
- ☐ A company that provides market research services **[POST SCRUB]**
- ☐ A company that provides advertising services **[POST SCRUB]**
- ☐ None of the above **[EXCLUSIVE]**

[NEXT PAGE]

Thank you for taking the time to complete this survey today.

[END OF SURVEY]

Appendix E: Response Statistics

(A) Invitations sent	11,500
(B) Completed Surveys	430
(C) Disqualified	862
Terminates	854
Failed Gender and/or Age validation	8
(D) Incomplete/Breakoffs	6
(E) Total Responding	1,298
Qualification Rate (E-C)/(E)	33.6%
Completion Rate (B)/(B+D)	98.6%
Response Rate (E)/(A)	11.3%

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529175923	2	2	4	NH	1	1	1	1	1		1				1	1	1	1
1529176165	2	1	4	MN	2	1	1	1	1		1				1	1	1	1
1529175933	3	2	5	NC	1	1	1		1		1				1		1	1
1529176217	2	2	4	PA	1	1	1				1				1		1	1
1529176310	2	2	5	CA	1	1	1	1	1	1	1				1	1	1	1
1529176508	2	1	5	CT	2	1	1	1	1						1		1	
1529176625	2	2	2	NY	1	1	1	1	1	1	1				1	1	1	1
1529176213	1	1	5	SC	1	1		1			1				1	1	1	

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529175923	1			1	1	1	1	This means that the chickens are raised on a farm and are allowed to walk around in a field.	1	3	1
1529176165	1			2	2	1	1	free range and not cage bound	1	2	1
1529175933	1			4	4	1	1	Free-ranging instead of spending their lives in an enclosed space with hundreds of other chickens.	1	3	1
1529176217	1			1	1	1	3				
1529176310	1			2	2	1	1	It has been raised in an outdoor element and has been fed without using modified or lab produced feed.	1	2	1
1529176508				3	3	1	1	That the animals are being raised on a free and rotating range of pastures	1	1	1
1529176625	1			1	1	1	1	That they are raised outside of cages and allowed to graze outside	1	2	1
1529176213				4	4	1	1	It mean that the chickens is out going on a farm	1	1	3

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529175923	I want to know that the chickens had a decent life, and were treated humanely. Also, they would be healthier if they were allowed to spend at least some time in a pasture.	2	1	A pasture would be a field where there is grass.	1	3				1
1529176165	I support more humane treatment of animals	2	1	it's part of the statement	1	3				1
1529175933	I think it would be false advertising to claim one thing and do another, especially since this type of chicken is usually a little more expensive.	2	1	I would think a relatively large fenced open space, giving the chickens enough room to roam.	2	4				1
1529176217			1	the chickens are allowed out of a cage or pen to free range and find bugs and seeds on their own	1	3				1
1529176310	I am careful about what I eat and I want to be sure that the chicken I eat, specifically, has been raised in a proper environment.	2	1	That it is being raised in an outdoor setting, not lab modified.	1	3				1
1529176508	Because I do not like lies	2	1	Open land, possibly grassy, with rotating times of entry for the birds	2	3				1
1529176625	That is false advertising. I would spend more to buy chickens that have been raised on pasture since that is more humane.	2	1	outside, grass	1	3				1
1529176213		2	3							1

Appendix F: Data Listing

ID	StartTime	EndTime
1529175923	9/17/21 10:34	9/17/21 10:40
1529176165	9/17/21 10:34	9/17/21 10:38
1529175933	9/17/21 10:34	9/17/21 10:42
1529176217	9/17/21 10:34	9/17/21 10:37
1529176310	9/17/21 10:34	9/17/21 10:40
1529176508	9/17/21 10:35	9/17/21 10:38
1529176625	9/17/21 10:35	9/17/21 10:37
1529176213	9/17/21 10:35	9/17/21 10:42

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529176580	2	1	4	MO	1	1	1		1		1				1			
1529176441	1	2	2	UT	1	1	1	1	1	1	1				1	1	1	1
1529176671	2	1	4	TX	1	1	1	1	1		1				1	1	1	1
1529176734	1	1	2	AZ	1	1	1	1	1	1	1				1	1	1	1
1529176583	2	1	3	SC	1	1	1		1		1				1	1	1	1
1529176803	2	2	2	AZ	1	1	1	1	1		1				1	1	1	1
1529176979	1	1	3	CA	1	1		1			1				1	1	1	1
1529176972	2	2	2	IL	1	1	1	1	1	1	1				1	1	1	1
1529175871	1	2	4	MI	1	1	1	1	1	1	1				1	1	1	1
1529176265	1	1	4	CA	1	1	1	1	1		1				1	1		

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529176580				4	4	1	1	It means they are raised outdoors in a field or pasture, not in a building.	1	2	2
1529176441	1			1	1	1	1	The chickens are able to roam freely around the farm.	1	2	1
1529176671	1			2	2	1	1	They have space to roam free and arent kept in cages or cramped buildings	1	2	1
1529176734	1			1	1	1	1	ttah they are raised in a farm and have free ranged	1	2	1
1529176583	1			4	4	1	1	Chickens are allowed to roam freely and eat natural things like worms instead of being stuck in cages eating corn.	1	2	1
1529176803	1			1	1	1	1	its chickens that are on a pasture only	1	2	1
1529176979	1			1	1	1	1	i assume this means that they aren't kept in a cage their entire life	1	1	1
1529176972	1			1	1	1	2				
1529175871	1			1	1	1	1	It means it is not cramped into in humane conditions.	1	2	1
1529176265	1			4	4	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529176580	Chickens have to be raised somewhere. If I found out that pasture raised meant they were actually raised in a building, I would feel momentarily betrayed and a bit angry, but I still would buy the chicken.	2	1	Outside in a field that may or may not be grassy.	5	3				1
1529176441	Because if it's actually not able to roam on a pasture then it shouldn't be called pasture-raised. That's false advertising.	2	1	It symbolizes a farm or free space for me.	1	3				1
1529176671	I want the animals to live humanly and feel like they need to be outside some of the time free	2	1	open field or land where they can run free and graze	1	3				1
1529176734	it makes me feel like the chickens are not taken care of right	2	3							1
1529176583	If the company is willing to lie about that, what else will they lie about?	2	1	I think it means the same as "free range," meaning that chickens have the freedom to move around and are not stuck in cages.	1	3				1
1529176803	they lied about the chickens	3	3							1
1529176979	because then the use of the term is entirely disingenuous? why wouldn't it discourage me from buying it	2	1	just that it is an outdoor space	2	4				1
1529176972			2							1
1529175871	Because its alternative has been for chickens to be raised in tight in-humane, and filthy conditions.	2	3							1
1529176265			3							1

Appendix F: Data Listing

ID	StartTime	EndTime
1529176580	9/17/21 10:35	9/17/21 10:40
1529176441	9/17/21 10:35	9/17/21 10:42
1529176671	9/17/21 10:35	9/17/21 10:40
1529176734	9/17/21 10:35	9/17/21 10:41
1529176583	9/17/21 10:35	9/17/21 10:40
1529176803	9/17/21 10:35	9/17/21 10:38
1529176979	9/17/21 10:35	9/17/21 10:40
1529176972	9/17/21 10:35	9/17/21 10:37
1529175871	9/17/21 10:35	9/17/21 10:47
1529176265	9/17/21 10:37	9/17/21 10:38

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529176475	2	1	4	TN	1	1	1	1	1		1				1	1	1	1
1529197817	1	1	3	OH	1	1	1	1	1	1	1				1	1	1	1
1529198425	2	1	3	PA	1	1	1	1	1	1	1				1	1	1	1
1529197990	1	1	4	CA	1	1	1	1	1		1				1		1	
1529198930	3	1	3	NV	1	1	1	1	1		1				1	1	1	1
1529198987	3	1	2	CA	1	1	1	1	1	1	1				1	1	1	1
1529201448	2	1	5	VA	1	1	1		1		1				1		1	
1529201610	2	2	3	TX	1	1	1	1	1	1	1				1	1	1	1
1529201601	1	2	3	CA	1	1	1	1	1		1				1	1	1	1
1529201451	1	2	4	MN	1	1	1	1	1		1				1	1	1	1
1529201385	3	2	4	NJ	1	1	1	1	1		1				1			
1529201464	2	2	2	VA	1	1		1	1		1				1	1	1	1
1529201598	1	1	5	CA	2	1			1		1				1		1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529176475	1			1	1	1	1	The chickens are allowed to roam outside versus being confined to a small cage for their life.	1	2	1
1529197817	1			1	1	1	1	They are able to roam free.	1	2	1
1529198425	1			3	3	1	1	I believe that it means free range chicken...basically chicken that are not trapped in a small box for their entire life.	2		
1529197990				4	4	1	1	Means it wasn't hemmed up in a coup.	1	2	2
1529198930	1			4	4	1	1	Chickens that are raised in a field, not in a dark cramped room.	1	2	1
1529198987	1			2	2	1	1	Free range chicken free to roam.	1	2	1
1529201448				2	2	1	1	That the chickens are not caged up	1	1	1
1529201610	1			4	4	1	1	nothing artificial	1	2	2
1529201601	1			1	1	1	1	They are free to roam in a pasture	1	2	1
1529201451	1			1	1	1	1	That it is not caged or raised in a building	1	1	3
1529201385	1			1	1	1	1	It means for most of the day the animal can roam freely outdoors	1	1	2
1529201464	1			3	3	1	1	It means that the chickens have a certain amount of outdoor time every day.	1	1	1
1529201598	1			3	3	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529176475	I would view that circumstance as false advertising and would feel I cannot trust that company.	2	1	To me, "pasture" means an outdoor area where the chickens are allowed to walk around.	5	5				1
1529197817	It doesn't live up to their claim	3	1	Out in the open	4	4				1
1529198425		2	1	Lives out in a field...free range.	1	3				1
1529197990	I don't believe it impacts the taste of the chicken.	2	1	That they spend some time in a pasture.	1	1				1
1529198930	I would feel that it was false advertising.	2	1	Pasture should mean a somewhat open area where the chickens can roam about.	1	3				1
1529198987	I prefer free range chicken.	2	3							1
1529201448	people do not like it when chicken are caged up all the time.	2	1	that chickens walk around in a pasture	2	3				1
1529201610	Don't know	1	1	nothing artificial	1	1				1
1529201601	If they are pasture raised, they have to be raised on a pasture.	2	1	they are in a field or pasture to live	1	3				1
1529201451		2	1	That it is raised at least part of the time outside	1	2				1
1529201385	Because it means most of the day they can roam freely not the entire day	2	1	Because the chicken can spend most of the day roaming freely	1	3				1
1529201464	While there is a hierarchy in the animal kingdom, I feel like it is still a good idea to make sure that animals for consumption get to live somewhat of a good life before they are butchered.	2	1	It means that they have a certain amount of access to outdoor spaces rather than a coop.	4	4				1
1529201598			1	that chickens roam in a pasture	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1529176475	9/17/21 10:55	9/17/21 11:02
1529197817	9/17/21 10:56	9/17/21 11:03
1529198425	9/17/21 10:56	9/17/21 11:00
1529197990	9/17/21 10:56	9/17/21 11:01
1529198930	9/17/21 10:57	9/17/21 11:02
1529198987	9/17/21 10:57	9/17/21 11:03
1529201448	9/17/21 10:59	9/17/21 11:04
1529201610	9/17/21 10:59	9/17/21 11:03
1529201601	9/17/21 10:59	9/17/21 11:03
1529201451	9/17/21 10:59	9/17/21 11:06
1529201385	9/17/21 10:59	9/17/21 11:05
1529201464	9/17/21 10:59	9/17/21 11:03
1529201598	9/17/21 11:00	9/17/21 11:02

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529201826	1	2	3	GA	1	1	1	1	1		1				1		1	1
1529201875	2	1	4	MO	1	1	1	1	1		1				1			
1529201693	1	1	4	RI	1	1	1	1	1		1				1	1	1	1
1529201831	2	2	3	AL	1	1	1	1	1		1				1	1	1	1
1529201807	1	2	3	FL	1	1					1				1	1	1	1
1529201855	2	2	5	CO	1	1	1	1	1		1				1			1
1529303568	1	1	4	FL	1	1	1	1	1		1				1	1		1
1529303677	2	1	4	AZ	1	1	1	1	1	1	1				1	1	1	1
1529303785	3	1	3	MO	1	1	1	1	1	1	1				1		1	
1529304114	2	1	4	IL	1	1		1	1		1				1			

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529201826	1			3	3	1	1	Raised outside, not in a building.	1	3	1
1529201875				3	3	1	1	no cages and raised in a field	1	2	1
1529201693	1			1	1	1	1	They are raised in a green pasture	1	2	3
1529201831	1			1	1	1	1	where they are raised around the pastures and only eat organically near where they live	1	2	2
1529201807	1			1	1	1	1	It means the chickens are raised outside to mostly roam at their leisure and are not cooped up in a cage or crowded together indoors with other chickens.	1	2	1
1529201855				1	1	1	1	The chickens are not caged and allowed to roam freely in a pasture area.	1	2	1
1529303568	1			3	3	1	1	THIS MEANS THE CHICKEN ARE RAISED IN A PASTURE WITH FREE ROME.	1	2	2
1529303677	1			3	3	1	1	not in cages	1	2	1
1529303785	1			1	1	1	1	Raised in open spaces not stuck in a coup	1	2	2
1529304114				4	4	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529201826	Because that is misleading. Chicken labeled as "pasture-raised" tends to cost more and I only pay it in the hopes that the chickens aren't mistreated. To hear that they aren't actually raised in a pasture would make me stop buying that chicken.	2	1	Outdoors, with grass.	1	3				1
1529201875	because it is just a marketing lie and probably more expensive as well for nothing	2	1	outside in a field or grass	1	3				1
1529201693		2	3							1
1529201831	i want to make sure the chicken i buy is healthy and free of disease	1	2							1
1529201807	If a company claims their chickens are pasture raised, but in reality the chickens aren't actually living freely outdoors, I would have no trust in this company and would not buy from them.	2	1	I think it refers to an outdoor setting mainly on grass.	1	3				1
1529201855	It would conflict with my ideals for animal treatment	2	1	A large natural grassy area.	1	3				1
1529303568	THE CHICKEN THAT IS PASTURE RAISED IS UNDER LESS STRESS.	2	1	CHICKEN IS RAISED OUTSIDE IN A NON STRESSFUL ENVIRONMENT.	1	3				1
1529303677	just fake advertising, pisses me off	2	1	an open yard, if not an actual grassy pasture	2	2				1
1529303785	Just don't know enough about	2	1	Open space with grass not just a coop	1	3				1
1529304114			1	they are in a pasture rather than a coop	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1529201826	9/17/21 11:00	9/17/21 11:04
1529201875	9/17/21 11:00	9/17/21 11:02
1529201693	9/17/21 11:00	9/17/21 11:02
1529201831	9/17/21 11:00	9/17/21 11:09
1529201807	9/17/21 11:00	9/17/21 11:16
1529201855	9/17/21 11:00	9/17/21 11:05
1529303568	9/17/21 12:38	9/17/21 12:43
1529303677	9/17/21 12:38	9/17/21 12:42
1529303785	9/17/21 12:38	9/17/21 12:41
1529304114	9/17/21 12:39	9/17/21 12:41

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529304063	2	1	4	NJ	2	1		1	1		1				1	1	1	1
1529304306	1	1	4	VA	1	1	1	1	1		1				1	1	1	1
1529304467	2	1	3	CA	1	1		1			1				1	1	1	1
1529304334	1	1	5	CA	1	1		1	1		1				1	1	1	1
1529304460	3	2	3	MA	1	1	1	1	1		1				1	1	1	1
1529304129	2	2	5	CA	1	1		1	1		1				1	1	1	1
1529304386	2	2	5	TX	1	1	1	1	1		1				1	1	1	1
1529304231	2	2	5	AZ	1	1	1	1	1		1				1		1	1
1529304632	2	2	3	WA	1	1	1		1						1	1		1
1529304819	1	2	3	AR	1	1		1	1		1				1	1	1	1
1529304835	1	1	4	VA	2	1		1	1		1				1			1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529304063	1			1	1	1	1	For me "pasture raised" means the chicken are not kept in cages.	1	2	1
1529304306	1			1	1	1	1	They are free to roam a outdoor field.	1	2	1
1529304467	1			4	4	1	1	free range	1	2	1
1529304334	1			1	1	1	1	chickens are free to roam in open space	1	2	1
1529304460	1			2	2	1	1	That it's raised on a farm and the chickens get to Graze the pasture	1	1	2
1529304129	1			4	4	1	1	not caged	1	3	3
1529304386	1			1	1	1	1	That they are not caged up and on top of each other.	1	3	1
1529304231	1			4	4	1	1	tHE CHICKEN ARE NOT COOPED UP BUT ALLOWED TO FREELY MOVE OUTSIDE.	1	1	2
1529304632	1			2	2	1	1	raised in a pasture. not caged. allowed to roam and scavenge for food it would eat were it in the wild	1	2	1
1529304819	1			2	2	1	3				
1529304835	1			1	1	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529304063	If the product claims that the chicken are "pasture raised" and the chicken don't spend at least some of their life on the pasture then the product is lying and I would not buy such a product.	2	1	To me "pasture" as it related to pasture raised chicken implies an open area where the chicken have ample space to stretch their legs/wings and eat.	2	2				1
1529304306	They should be raised according to what the package says.	2	1	An outdoor field with or without grass.	1	3				1
1529304467	Don't know	2	1	Don't know	1	4				1
1529304334	it gives a false impression	2	1	an open space with plants	1	3				1
1529304460	Because at least they get to live for some of their life on the pasture not just caged up forever till they die	3	2							1
1529304129		2	1	open land...not cages	4	4				1
1529304386	Because I love animals and don't want them to be miserable for the short time they have on earth.	2	3							1
1529304231	tHEY ALWAYS SEEM TO GET AROUND SOME APPEARANCES. i DON'T BELIEVE THEY HAVE TO SPEND 100% OF THEIR TIME IN PASTURE.	2	1	OUTDOORS, GRASSY AREA, FREE RANGE.	1	3				1
1529304632	I do not want to buy from stores where they lie to their customers	2	1	that's the current market terminology	1	3				1
1529304819			1	Pasture is a grassy area where animals can graze and roam as they please. It is typically a wide area.	1	3				1
1529304835			3							1

Appendix F: Data Listing

ID	StartTime	EndTime
1529304063	9/17/21 12:39	9/17/21 12:46
1529304306	9/17/21 12:39	9/17/21 12:47
1529304467	9/17/21 12:39	9/17/21 12:41
1529304334	9/17/21 12:39	9/17/21 12:43
1529304460	9/17/21 12:39	9/17/21 12:41
1529304129	9/17/21 12:39	9/17/21 12:44
1529304386	9/17/21 12:39	9/17/21 12:43
1529304231	9/17/21 12:39	9/17/21 12:43
1529304632	9/17/21 12:39	9/17/21 12:44
1529304819	9/17/21 12:39	9/17/21 12:52
1529304835	9/17/21 12:39	9/17/21 12:41

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529304252	3	2	2	IL	1	1	1	1	1		1				1	1	1	1
1529304979	1	2	3	MI	1	1	1	1	1	1	1				1	1	1	1
1529305025	3	1	2	OH	1	1	1	1	1		1				1	1	1	1
1529304399	2	2	3	UT	1	1	1	1	1	1	1				1	1	1	1
1529304890	2	1	3	KY	1	1	1	1			1				1	1	1	1
1529305033	2	1	3	TX	2	1	1	1	1		1				1	1	1	1
1529304918	2	1	4	NC	1	1			1		1				1	1		
1529304431	1	1	4	MD	1	1	1	1	1	1	1				1	1	1	1
1529304829	2	2	4	MD	1	1	1	1	1		1				1		1	1
1529304198	2	2	3	VA	1	1	1	1	1	1	1				1	1	1	1
1529304303	1	1	4	CA	2	1					1				1	1	1	1
1529332073	2	2	2	GA	1	1	1	1	1		1				1	1	1	1
1529332132	1	2	4	FL	1	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529304252	1			4	4	1	1	That they are raised in a pasture and are much better for you	1	2	1
1529304979	1			1	1	1	1	they are allowed to roam freely in a field. Not confined in a tight enclosed space	1	2	1
1529305025	1			2	2	1	1	Cleanly raised without the big farm feel	3		
1529304399	1			1	1	1	1	it eats natural grains and cage free	1	2	2
1529304890	1			2	2	1	1	Pasture raised means that chickens are not factory farmed, but free to roam.	1	2	1
1529305033	1			3	3	1	1	the chicken are not put in cages	1	1	3
1529304918	1			1	1	1	3				
1529304431	1			4	4	1	1	Chicken that feed mostly with grass. They spend a lot of time outside.	1	2	1
1529304829				1	1	1	1	free range with chicken having room to rom	1	1	1
1529304198	1			2	2	1	3				
1529304303				1	1	1	1	they are not tightly packed into an enclosed space. that have room to be outside.	1	1	1
1529332073	1			4	4	1	1	Don't know	3		
1529332132	1			1	1	1	1	Chickens that are free range and allowed to be out with free movement.	1	1	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529304252	Then it would seem to be a lie that they are pasture raised. That would be misleading and I would not want to buy it	2	1	They are outside in a pasture and get to eat grass and stuff that are natural	1	3				1
1529304979	Want the chickens to be somewhat happy and free	2	2							1
1529305025		2	1	Don't know	1	3				1
1529304399	as long they spend some time in the pasture is okay for me	1	1	they are able to roam around in the pasture	1	3				1
1529304890	In this case, the term "pasture-raised" would be false advertising.	2	1	A large open field, free from confinement.	2	3				1
1529305033		2	1	it allows them to be in an open space	1	3				1
1529304918			1	A field where the chicken roam free rather than in a coop.	1	3				1
1529304431	The quality will not be the same.	2	2							1
1529304829	i am buying the chicken pasture raised because i would want to be pasture raised	3	1	a gated area where chickens are free for a portion in the day in nature	2	2				1
1529304198			3							1
1529304303	if is it marketing speak and not true I would lose faith in the compnies that use it.	2	1	open space with grass. natural area not a dirt pit	1	3				1
1529332073		3	3							1
1529332132	Because making such a claim would be false and for me that would make the brand less trustworthy.	2	1	That the chickens will be able to free roam in the pasture	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1529304252	9/17/21 12:40	9/17/21 12:57
1529304979	9/17/21 12:40	9/17/21 12:43
1529305025	9/17/21 12:40	9/17/21 12:42
1529304399	9/17/21 12:40	9/17/21 12:48
1529304890	9/17/21 12:40	9/17/21 12:46
1529305033	9/17/21 12:40	9/17/21 12:44
1529304918	9/17/21 12:40	9/17/21 12:44
1529304431	9/17/21 12:40	9/17/21 12:48
1529304829	9/17/21 12:40	9/17/21 12:49
1529304198	9/17/21 12:41	9/17/21 13:02
1529304303	9/17/21 12:52	9/17/21 13:02
1529332073	9/17/21 13:08	9/17/21 13:10
1529332132	9/17/21 13:08	9/17/21 13:13

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529332180	3	2	3	CA	1	1	1	1	1	1	1				1	1	1	1
1529332167	2	2	4	PA	2	1		1	1						1		1	1
1529332375	1	1	3	RI	1	1	1		1		1				1	1	1	1
1529332461	4	1	3	CA	1	1		1	1	1	1				1	1	1	1
1529332436	2	2	2	NY	2	1			1						1		1	1
1529332619	1	2	2	NY	1	1	1		1		1				1			
1529332235	2	1	4	CA	1	1	1	1	1		1				1	1	1	1
1529332856	2	1	2	AR	1	1	1	1	1	1	1				1		1	1
1529332862	2	2	2	WA	1	1	1		1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529332180	1			2	2	1	1	They are raised on a farm with outdoor access in an uncrowned situation.	1	2	1
1529332167	1			2	2	1	3				
1529332375	1			2	2	1	1	raised out in the open, without cages	1	2	1
1529332461	1			1	1	1	3				
1529332436				1	1	1	3				
1529332619	1			1	1	1	1	NO CAGES, FREE TO ROAM A GIANT AREA BUT STILL BE FENCED IN FOR SAFETY, FREE TO GRAZE AND ACTUALLY GET TO BE CHICKENS WITHOUT BEING STUFFED INTO TINY CAGES	1	2	1
1529332235	1			2	2	1	3				
1529332856				4	4	1	1	Don't know	1	1	1
1529332862	1			3	3	1	1	Pasture raised should mean that the chicken is allowed ample space to move around in an area that is "pasture like" as in, having access to grass and other pasture like qualities one would think of when relating to cows, or larger animals. Even if the area available to chickens isn't quite as large as of that of a bigger animal requiring pasture.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529332180	The chickens would not be healthy.	2	1	Green grass to roam and live in.	1	3				1
1529332167			3							1
1529332375	it would be false advertising, like calling a couch potato a pro athlete	2	1	i would like it to be a grassy field, but expect that it could mean any outdoor, open area	1	3				1
1529332461			3							1
1529332436			1	Raised in an open field where they can roam	1	1				1
1529332619	CHICKENS WHO ARE FREE TO RAOM AND ACTUALLY HAVE A LIFE OUTSIDE OF A CAGE ARE LESS STRESSED AND HAPPIER THEREFORE PROVIDING BETTER TASTING CHICKEN FOR THE CONSUMER	2	1	PASTURE MEANS WHIDE OPNE GREEN SPACES WITH LOTS OF GRASS AND ENRICHMENT FOR THOSE CHICKENS	1	3				1
1529332235			1	I think is a ratio of chickens per square footage ; but I don't know it for certain.	4	4				1
1529332856	Don't know	1	1	Don't know	3	3				1
1529332862	I would be less likely to buy a product that was dishonest in its marketing. If I am going to potentially pay more for pasture raised then I want them to be pasture raised.	2	1	Access to space to roam outside and eat freely.	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1529332180	9/17/21 13:08	9/17/21 13:13
1529332167	9/17/21 13:08	9/17/21 13:10
1529332375	9/17/21 13:08	9/17/21 13:12
1529332461	9/17/21 13:08	9/17/21 13:11
1529332436	9/17/21 13:09	9/17/21 13:10
1529332619	9/17/21 13:09	9/17/21 13:12
1529332235	9/17/21 13:09	9/17/21 13:12
1529332856	9/17/21 13:09	9/17/21 13:10
1529332862	9/17/21 13:09	9/17/21 13:15

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529333150	2	2	2	PA	1	1		1	1		1				1	1	1	1
1529333199	2	1	3	TX	1	1	1	1	1	1	1				1	1	1	1
1529333191	1	1	3	IL	2	1		1	1		1				1	1	1	1
1529333548	1	1	2	ME	1	1	1	1	1	1	1				1	1	1	1
1529333495	2	2	2	OH	1	1	1	1	1		1				1	1	1	1
1529333723	2	1	3	OR	1	1		1	1	1	1				1	1	1	1
1529334012	2	1	2	CO	1	1	1		1		1				1	1	1	1
1529334188	2	1	3	UT	1	1	1	1	1	1	1				1	1	1	1
1529334125	2	1	2	CA	1	1	1	1	1	1	1				1	1	1	1
1529334343	2	1	2	MS	1	1	1	1	1	1	1				1	1	1	

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529333150	1			3	3	1	1	The chickens are raised in a field and not in a controlled, constrained environment. They aren't constricted as if their lives didn't matter.	1	2	1
1529333199	1			1	1	1	1	it isn't raised in a factory and feed natural ingredients	1	2	1
1529333191	1			1	1	1	1	The birds live outside and are free to forage over a large area. They are not given hormones or antibiotics.	1	2	1
1529333548	1			1	1	1	3				
1529333495	1			1	1	1	1	mostly organic diet	1	3	3
1529333723	1			1	1	1	1	Means chickens are nor cooped up in small or even large enclosures, tightly packed together, no fresh air, prone to diseases. It means they are free roaming, eat naturally have room to grow and to roam around.	1	2	1
1529334012	1			1	1	1	1	Ehtically raised on land	1	2	2
1529334188	1			4	4	1	1	It means free range and not raised in a small fenced-in area.	1	2	1
1529334125	1			1	1	1	1	That the chickens have a large pasture of grass to roam, eat bugs and lay eggs.	1	2	1
1529334343	1			4	4	1	1	not kept in a cage, live in the pasture within fencing	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529333150	I don't want factory farmed chicken. It's cruel and inhumane to the chickens to be raised that way. Let them have some dignity.	2	1	A pasture is a field where animals can graze and eat. They can relax at their leisure.	1	3				1
1529333199	If its only part of the life it is kind of a false statement	2	1	means where they live before they go to the stores	1	2				1
1529333191	I would never buy a product that falsely advertises itself. If the birds are said to be pasture raised, yet they do not spend any time in a pasture, then that is false advertising.	2	1	A pasture is a piece of land where the chickens can forage for food.	2	3				1
1529333548			3							1
1529333495		2	1	organic diet raised on pasture	5	5				1
1529333723	The actual truth and the words are contradictory. This would be an attempt to lie to the consumer	2	1	I think it means large open spaces, outside, fresh air, sunshine or even rain, for a good portion of their lives.	1	3				1
1529334012	That wouldn't affect my decision on whether to purchase or not.	1	2							1
1529334188	In this case, the term "pasture-raised" would feel misleading. This would make me less likely to buy "pasture-raised" chicken.	2	1	It should mean that the chickens are raised on a pasture.	1	3				1
1529334125	Because I want to support farmers who actually raise their animals regeneratively.	2	1	It must me a large grass area for them to roam.	1	3				1
1529334343	because they are lying and false advertising	2	1	farm fields, grassy open areas	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1529333150	9/17/21 13:09	9/17/21 13:14
1529333199	9/17/21 13:09	9/17/21 13:13
1529333191	9/17/21 13:09	9/17/21 13:22
1529333548	9/17/21 13:10	9/17/21 13:30
1529333495	9/17/21 13:10	9/17/21 13:15
1529333723	9/17/21 13:10	9/17/21 13:17
1529334012	9/17/21 13:10	9/17/21 13:12
1529334188	9/17/21 13:10	9/17/21 13:14
1529334125	9/17/21 13:10	9/17/21 13:16
1529334343	9/17/21 13:10	9/17/21 13:13

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ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1529334944	2	1	2	PA	2	1	1	1	1		1				1	1	1	1
1529334855	2	2	2	OK	2	1	1	1	1		1				1	1	1	1
1529335033	2	1	3	OH	1	1	1	1	1	1	1				1	1	1	1
1530031593	2	1	3	TX	1	1			1		1				1	1	1	1
1530031725	3	2	3	NY	1	1		1	1		1				1		1	
1530031886	1	1	5	MI	1	1	1	1	1		1				1			1
1530031694	1	1	3	TX	2	1			1	1	1				1	1	1	1
1530031741	2	2	3	IL	1	1			1		1				1	1	1	1
1530031945	2	2	3	MA	1	1	1	1	1	1	1				1	1	1	1
1530032005	2	1	5	TX	2	1	1	1	1		1				1		1	1
1530031803	2	2	5	NY	1	1					1				1	1	1	1
1530032141	1	1	5	NJ	1	1	1	1	1		1				1			1
1530032189	3	1	4	WY	2	1	1	1	1		1				1		1	

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1529334944	1			1	1	1	3				
1529334855	1			2	2	1	2				
1529335033	1			2	2	1	1	the birds were raised on a pasture	1	2	1
1530031593	1			2	2	1	1	It means the chicken was raised in a pasture.	1	1	2
1530031725				3	3	1	1	Raised in a pasture	3		
1530031886	1			1	1	1	1	Chicken who are free to roam the "pasture" and not coopd up in cages.	1	2	1
1530031694	1			3	3	1	1	It means that chickens can walk around and eat in the pasture. They are not kept in a hen house or other very small area.	1	2	1
1530031741	1			1	1	1	3				
1530031945	1			1	1	1	1	free range	1	1	2
1530032005	1			1	1	1	3				
1530031803	1			1	1	1	1	Can freely eat what is available on the ground	1	2	2
1530032141	1			1	1	1	1	it roams free within a fenced off space so it has more freedom of movement than a caged bird , but less than free range. food is more natural	1	1	1
1530032189				3	3	1	1	Raised in a pasture and not a cage	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1529334944			1	I think of "pasture" as the same as free-range or not caged all day.	2	2				1
1529334855			2							1
1529335033	cause the package would be lying	2	1	it means the chickens are free to roam and feed in a field setting	2	3				1
1530031593	I don't care what % of their lives are raised in a pasture. What is the price of the chicken meat? That is all I care about.	2	1	land covered with grass and other low plants suitable for grazing animals, especially cattle or sheep.	1	2				1
1530031725		3	3							1
1530031886	Lies	2	1	Free to roam vs caged.	1	3				1
1530031694	The pasture is a much better place to raise chickens. It means that they are healthier chickens.	2	1	I think that there is grass growing in a pasture and that's how they get their food.	1	3				1
1530031741			3							1
1530031945	the description fits with what i already know	2	2							1
1530032005			1	the chickens have free range on a farm pasture land	1	3				1
1530031803	I have no strong feelings about whether or not they spend an entire time on the "range" or elsewhere.	3	1	have ability to roam outside for a long time	1	3				1
1530032141	I would not purchase something gives the false impression of how it is handles	1	1	open space, maybe fenced off but a much more open area than a caged bird	1	3				1
1530032189	If they lie about that they would lie about other things	2	1	In a field	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1529334944	9/17/21 13:11	9/17/21 13:14
1529334855	9/17/21 13:11	9/17/21 13:13
1529335033	9/17/21 13:12	9/17/21 13:16
1530031593	9/18/21 9:30	9/18/21 9:36
1530031725	9/18/21 9:30	9/18/21 9:32
1530031886	9/18/21 9:31	9/18/21 9:34
1530031694	9/18/21 9:31	9/18/21 9:41
1530031741	9/18/21 9:31	9/18/21 9:33
1530031945	9/18/21 9:31	9/18/21 9:33
1530032005	9/18/21 9:31	9/18/21 9:34
1530031803	9/18/21 9:31	9/18/21 9:39
1530032141	9/18/21 9:31	9/18/21 9:38
1530032189	9/18/21 9:31	9/18/21 9:34

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1530032212	2	2	5	VA	1	1		1	1		1				1		1	1
1530032389	2	2	4	WI	1	1	1	1	1	1	1				1	1	1	1
1530032476	2	2	4	PA	1	1	1	1	1		1				1	1	1	1
1530032783	1	1	3	OH	2	1	1	1	1		1				1	1		
1530032524	2	1	4	PA	2	1	1	1	1		1				1	1	1	1
1530032620	1	1	4	NJ	1	1	1	1	1		1				1	1	1	1
1530052358	1	1	3	CT	1	1		1	1	1	1				1		1	1
1530052499	2	1	3	MA	2	1	1	1	1		1				1	1	1	1
1530052440	2	1	4	CO	2	1	1	1	1	1	1				1	1	1	1
1530053122	2	1	3	OH	1	1	1	1	1	1	1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1530032212	1			1	1	1	1	chickens are given at least 108 square feet each of roaming space, and allowed ample access to the outdoors, fresh air, sunlight, and a steady diet of grass, worms, insects, nuts and seeds.	1	2	1
1530032389	1			1	1	1	1	I believe pasture raised means the chickens spend part of their time outside in a pasture and not live only in cages.	1	1	2
1530032476	1			1	1	1	1	at a farm	1	2	2
1530032783	1			3	3	1	1	It means an animal raised on pasture.	2		
1530032524	1			1	1	1	1	It means the chickens were raised outdoors in a pasture	1	2	1
1530032620	1			1	1	1	1	A healthier meat containing more vitamins and minerals.	1	2	1
1530052358	1			1	1	1	1	They were raised with the appropriate foods under humane circumstances.	1	2	1
1530052499	1			1	1	1	1	I means they are free to roam in a pasture. Similar to free range	1	2	1
1530052440	1			2	2	1	1	raised on a farm outdoors rather than a coop	1	2	1
1530053122	1			4	4	1	1	It is chicken raised to reach a specific size	1	2	2

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1530032212	What did I say? Can't remember	2	1	outside grassy areas where chickens can eat whatever is there	1	3				1
1530032389	I would rather buy chicken that is free range.	2	1	Pasture means to me part of a farm outside.	2	2				1
1530032476	I have been eating my whole life anyway	2	1	free range	1	1				1
1530032783		1	1	It means raised from ground up	2	2				1
1530032524	it is not describing the chicken accurately that I am considering purchasing. It is basically a lie	2	1	it means they were raised more naturally in a pasture or near it	1	3				1
1530032620	I would like to stay away from meat with hormones. Being that i love chicken i'd like to stay with pasture raised.	2	1	Natural foods that haven't been treated with pesticides.	1	3				1
1530052358	I wouldn't be getting good quality chicken.	2	1	They are raised in outside environment condusive to the nature of chickens.	1	3				1
1530052499	Because it sounds like they are conveying that the chicken live in a pasture, which does not seem to be the case.	2	1	Essentially a enclosed field for livestock	1	3				1
1530052440	It is false advertising if that is the case	2	1	open space and free range-ish	1	3				1
1530053122	Don't know	2	1	It is chicken raised to reach a specific size	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1530032212	9/18/21 9:31	9/18/21 9:40
1530032389	9/18/21 9:31	9/18/21 9:37
1530032476	9/18/21 9:31	9/18/21 9:38
1530032783	9/18/21 9:32	9/18/21 9:36
1530032524	9/18/21 9:32	9/18/21 10:26
1530032620	9/18/21 9:33	9/18/21 9:42
1530052358	9/18/21 10:00	9/18/21 10:05
1530052499	9/18/21 10:00	9/18/21 10:04
1530052440	9/18/21 10:00	9/18/21 10:03
1530053122	9/18/21 10:01	9/18/21 10:04

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1530053033	2	2	2	NJ	1	1	1	1	1	1	1				1	1	1	1
1530053629	1	1	3	CA	1	1		1	1		1				1	1		1
1530053437	2	1	3	NC	1	1	1	1	1	1	1				1	1	1	1
1530052592	1	1	3	ME	1	1	1	1	1	1	1				1	1	1	1
1530054171	2	1	3	MT	1	1	1	1	1		1				1	1	1	1
1530055083	2	1	3	OH	1	1	1	1	1		1				1	1	1	1
1530055384	3	2	2	FL	1	1	1		1	1	1				1	1	1	1
1530055377	2	1	3	SC	2	1	1		1		1				1		1	1
1530055065	1	1	3	CA	1	1			1		1				1	1	1	1
1530056248	2	1	2	CO	1	1	1	1	1						1			1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1530053033	1			3	3	1	1	The animals mostly eat organic grass	1	2	1
1530053629	1			2	2	1	1	not confined to cages	1	1	1
1530053437	1			4	4	1	1	I think pasture raised means that they are a bit free to range more than regular farms, but still not as much as free range. It's like farm ranged, but I don't think it's an actually regulated thing.	1	1	2
1530052592	1			1	1	1	2				
1530054171	1			1	1	1	1	I think of cage-free chickens that are force fed or have other unnatural industrial practices for raising food.	1	2	1
1530055083	1			1	1	1	3				
1530055384	1			3	3	1	1	Raised in a farm with healthy diet	2		
1530055377	1			3	3	1	2				
1530055065	1			4	4	1	3				
1530056248	1			3	3	1	1	An animal was raised on pasture	1	1	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1530053033	It would seem like false advertising.	2	1	The chickens are allowed to freely roam on the pasture	1	3				1
1530053629	then the term is false and could be a sign of cruel treatment	2	1	open area with grass	1	2				1
1530053437	There's no real regulation so it's not guided enough.	2	1	It shows that their range is limited by the space of the pasture.	1	2				1
1530052592			2							1
1530054171	It then appears that the term is being used in a disingenuous way to market an item as something it is not.	2	1	Pasture in context to the phrase "pasture raised" carries specific connotations about the treatment of the animal during it's life. Because this is labeled on a product that is for sale, this treatment is a statement on the nature of the companies food processing practices. As a consumer, if I learn the term is being used to seem like something that it is actually not, it reflects on the company and their other brands become questionable to me as well.	2	4				1
1530055083			3							1
1530055384		2	1	Healthy diet fed to the chicken	1	3				1
1530055377			2							1
1530055065			3							1
1530056248	I think that the life on pasture more healthy	2	1	More healthy and naturale	1	1				1

Appendix F: Data Listing

ID	StartTime	EndTime
1530053033	9/18/21 10:01	9/18/21 10:15
1530053629	9/18/21 10:02	9/18/21 10:06
1530053437	9/18/21 10:02	9/18/21 10:10
1530052592	9/18/21 10:02	9/18/21 10:06
1530054171	9/18/21 10:03	9/18/21 10:15
1530055083	9/18/21 10:03	9/18/21 10:05
1530055384	9/18/21 10:04	9/18/21 10:08
1530055377	9/18/21 10:04	9/18/21 10:07
1530055065	9/18/21 10:05	9/18/21 10:08
1530056248	9/18/21 10:05	9/18/21 10:16

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1530056797	2	1	2	MD	1	1		1	1		1				1		1	1
1530056979	2	1	2	UT	1	1			1		1				1	1	1	1
1530057949	3	2	2	WI	1	1	1	1	1		1				1		1	1
1530058418	2	1	3	AL	1	1	1	1	1	1	1				1	1	1	1
1530058840	3	1	3	FL	1	1	1	1	1		1				1	1	1	1
1530058088	2	1	2	SC	1	1	1	1	1	1	1				1	1	1	1
1530059893	2	1	2	PA	1	1		1	1	1	1				1	1	1	1
1530059722	1	1	3	FL	1	1	1	1	1		1				1	1	1	
1530059741	1	1	2	WV	1	1	1	1	1	1	1				1	1	1	1
1530060013	2	1	3	IN	1	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1530056797	1			2	2	1	1	I think that it means they have some type of farm or field that they are raised in, as opposed to being in one of those big long building where all the chicken sit in cages all day.	1	1	2
1530056979	1			1	1	1	3				
1530057949	1			1	1	1	1	Pasture raised means that the chickens were raised on a farm. Perdue, I believe, raises their chickens this way.	1	2	1
1530058418	1			3	3	1	1	THEY'RE NOT IN CAGGIES	1	1	1
1530058840	1			4	4	1	1	It means that the chickens aren't in cages, but a large fenced in area, I'm pretty sure.	1	2	3
1530058088	1			4	4	1	1	Pasture-raised means an animal was raised on pasture	1	2	2
1530059893				1	1	1	1	which is where an animal eats in a pasture	1	1	1
1530059722				4	4	1	3				
1530059741	1			4	4	1	3				
1530060013	1			1	1	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1530056797	It's not a great reason, but I just don't really adjust my shopping habits upon learning that the meat industry isn't an idyllic paradise. It would be great if the chickens were all getting treated better, but at the end of the day I will usually make my decision at the store based on price.	2	1	To me it means some kind of farm with open spaces. I would not assume that pasture-raised chickens spend all day in cages in a coop.	2	3				1
1530056979			3							1
1530057949	I prefer to support farmers as I live in a farming state.	2	1	Pasture is the place on a farm where animals such as cows live and graze.	1	3				1
1530058418	FREE CHICKEN RANGE	1	1	CAN'T THINK OF ANYTHING	1	3				1
1530058840		2	1	It is an open field, albeit fenced in, that is at least fifty times as wide as a chicken is long, or more. And there are only ~50 chickens in each fenced in area.	1	3				1
1530058088	Is the best out there	1	1	Pastured poultry is a sustainable agriculture technique that calls for the raising of laying chickens, meat chickens (broilers), and/or turkeys on pasture	1	1				1
1530059893	can't always trust it	1	1	open area where chickens are raised	1	1				1
1530059722			1	Don't know	3	3				1
1530059741			3							1
1530060013			1	Open fields, not in small cages when chickens cannot move.	1	3				1

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ID	StartTime	EndTime
1530056797	9/18/21 10:06	9/18/21 10:11
1530056979	9/18/21 10:07	9/18/21 10:09
1530057949	9/18/21 10:08	9/18/21 10:15
1530058418	9/18/21 10:08	9/18/21 10:14
1530058840	9/18/21 10:09	9/18/21 10:17
1530058088	9/18/21 10:09	9/18/21 10:24
1530059893	9/18/21 10:10	9/18/21 10:12
1530059722	9/18/21 10:10	9/18/21 10:12
1530059741	9/18/21 10:10	9/18/21 10:13
1530060013	9/18/21 10:10	9/18/21 10:13

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1530060251	1	1	3	CA	1	1	1	1	1	1	1				1	1	1	1
1530074655	2	2	2	VA	1	1	1	1	1	1	1				1	1	1	1
1530074747	3	1	2	KS	1	1	1	1	1		1				1	1	1	1
1530074758	2	1	2	TX	2	1	1		1	1	1				1	1	1	1
1530074732	2	1	3	MI	1	1	1	1	1		1				1	1	1	1
1530075126	2	2	2	OH	1	1			1		1				1	1	1	1
1530079892	2	2	2	CO	1	1	1	1	1		1				1	1	1	
1530092710	2	2	2	CO	1	1	1		1		1				1		1	1
1530761152	1	1	4	FL	1	1		1	1	1	1				1	1	1	1
1530761149	2	1	4	LA	1	1	1	1	1	1	1				1	1	1	1
1530761256	1	1	4	AZ	2	1	1	1		1	1				1	1	1	1
1530761345	1	1	4	KS	1	1	1	1	1		1				1			
1530761081	1	1	5	WV	1	1	1	1	1		1				1		1	1
1530761477	1	2	2	NJ	1	1		1							1		1	
1530762695	3	2	2	TX	1	1		1	1		1				1	1		1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1530060251	1			4	4	1	1	raised in an open area as opposed to cages	1	2	2
1530074655	1			1	1	1	1	that they are raised in a good environment	1	2	1
1530074747	1			2	2	1	1	It means it was raised on a pasture	1	2	1
1530074758	1			1	1	1	1	They let the chickens roam around on a plot of land called a pasture.	1	1	1
1530074732	1			4	4	1	2				
1530075126	1			4	4	1	2				
1530079892				2	2	1	1	chickens are allowed to freely walk around land. they aren't in cages	1	2	1
1530092710	1			3	3	1	1	Chickens that are not raised in small cages.	1	1	1
1530761152	1			2	2	1	1	it is raised in a natural setting where the chickens can roam freely	1	1	1
1530761149	1			4	4	1	1	The chicken is raised in a place that it can roam around.	1	2	1
1530761256	1			1	1	1	1	MEANS NOT IN PENS IN COOP	3		
1530761345				1	1	1	1	They are raised outside where they can run and eat out in the open. They have fresh are all the time	1	2	1
1530761081	1			3	3	1	1	They are allowed to spent time outdoors to find food to eat.	1	2	1
1530761477				4	4	1	1	its not with any chemicals	1	2	1
1530762695	1			3	3	1	1	Chickens that aren't raised in a barn all stuffed together	1	3	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1530060251	i would consider any type of chicken and buy what is most cost effective	2	1	open area	1	3				1
1530074655	i feel like i would be being lied to. i want them to have happy lives	2	1	that they are raised in a good enovirment	1	3				1
1530074747	I want the chickens to be happy	2	1	A big green field with a fence around it	1	3				1
1530074758	Because a healthy chicken lays the most nutritious egg.	2	1	It means the chickens can roam on a field.	3	3				1
1530074732			2							1
1530075126			2							1
1530079892	I don't believe that chickens are treated fairly in the large corporations. I would prefer pasture raised chicken	2	1	grass, free range, land	1	3				1
1530092710	It's false advertising and I wouldn't want to support that.	2	1	It should mean some kind of open, outside area that isn't a cage.	1	3				1
1530761152	it does not seem to be as humane f they cannot live freely	2	1	an open grassy field or area	1	3				1
1530761149	I like to pay extra money to feel that the chicken is happy one.	2	3							1
1530761256		2	1	OUTAIDE	1	3				1
1530761345	I want food from animals that do go out and get exercise as the meat is better quality	2	1	Being out side most of there lives to run and play and eat	1	3				1
1530761081	It indicates that pasture raised is not a true statement.	2	1	They spend time in a field, or pasture outside of a building or enclosure.	1	3				1
1530761477	its a good souce of ingo	1	2							1
1530762695	Because it normally costs more to buy those so if it's not even true why am I paying more	2	1	A field	1	1				1

Appendix F: Data Listing

ID	StartTime	EndTime
1530060251	9/18/21 10:11	9/18/21 10:14
1530074655	9/18/21 10:31	9/18/21 10:33
1530074747	9/18/21 10:31	9/18/21 10:34
1530074758	9/18/21 10:31	9/18/21 10:35
1530074732	9/18/21 10:31	9/18/21 10:33
1530075126	9/18/21 10:33	9/18/21 10:35
1530079892	9/18/21 10:38	9/18/21 10:42
1530092710	9/18/21 10:56	9/18/21 11:01
1530761152	9/19/21 9:46	9/19/21 9:49
1530761149	9/19/21 9:46	9/19/21 9:53
1530761256	9/19/21 9:46	9/19/21 9:49
1530761345	9/19/21 9:46	9/19/21 9:51
1530761081	9/19/21 9:46	9/19/21 9:53
1530761477	9/19/21 9:47	9/19/21 9:50
1530762695	9/19/21 9:49	9/19/21 9:57

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1530858062	2	2	4	CA	2	1	1	1	1	1	1				1	1	1	1
1530858136	3	2	3	AZ	1	1	1		1		1				1	1	1	1
1530858130	1	2	4	CA	1	1		1	1	1	1				1	1	1	1
1530858260	1	2	3	IN	1	1	1	1	1		1				1	1	1	1
1535973466	2	2	5	IN	1	1	1	1	1		1				1		1	1
1535973567	2	2	2	FL	1	1	1	1	1	1	1				1	1	1	1
1535973439	2	1	4	VT	1	1	1	1	1		1				1		1	1
1535973598	2	2	4	GA	1	1	1	1	1	1	1				1	1	1	1
1535973759	2	2	4	MA	1	1		1	1		1				1	1	1	1
1535974003	2	2	4	FL	1	1	1	1	1		1				1	1	1	1
1535974109	2	2	4	IN	1	1	1	1	1	1	1				1	1	1	1
1535975275	2	2	3	NY	1	1	1	1	1	1	1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1530858062	1			1	1	1	1	They aren't stuck in a cage. They are out in a fenced in yard somewhere scratching the dirt and eating bugs and seeds.	1	2	2
1530858136	1			1	1	1	1	Free to roam and eat ordinary chicken food	1	2	1
1530858130	1			1	1	1	1	chickens are allowed to roam outdoors, rather than being kept caged in at all times	1	2	1
1530858260	1			2	2	1	1	Means it wasnt living in a cage.	1	2	2
1535973466				3	3	1	1	That it was raised on a farm free range	1	2	1
1535973567	1			3	3	1	1	It is raised on a pasture and not in a cage	1	2	1
1535973439	1			3	3	1	1	they ate from a pasture, not fed other food	1	2	1
1535973598	1			3	3	1	1	PASTURE FOOD	1	2	2
1535973759	1			3	3	1	3				
1535974003	1			1	1	1	2				
1535974109	1			2	2	1	1	Same as free-range (i.e., not in a cage).	1	2	1
1535975275	1			1	1	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1530858062	I'm not as picky about how the meat I'm consuming is raised. And without knowing exact details, it's hard to judge. Life in a pasture until the last week of life during which they're being trucked to a processing plant versus pasture for 1 month before spending rest of time in cage are both not completely in pasture but there's a pretty big difference between the two so more details are necessary.	2	1	Nature,sun, grass, bugs. Letting then run around an enclosed building is not a pasture.	1	3				1
1530858136	Because it means to company is lying so what can you believe	2	1	They have fee range to walk around when and where they want	1	3				1
1530858130	it shows deception on the part of the producer, since the term definitely implies that the chickens spend at least some time in pasture	2	1	outdoors in an area with grass or other vegetation	1	3				1
1530858260	im not picky	1	2							1
1535973466	Because if the information on the label is a lie how do I know where the chicken even came from	2	2							1
1535973567	Don't know	3	3							1
1535973439	what other things are being deceived	2	2							1
1535973598	Don't know	1	1	PASTURE FOOD	1	1				1
1535973759			3							1
1535974003			2							1
1535974109	The phrase suggests a lie and I don't want to even imagine what else they are lying about.	2	1	Open grassy spaces with no individual cages. probably a fence though, and that is OK.	1	3				1
1535975275			1	Don't know	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1530858062	9/19/21 12:02	9/19/21 12:10
1530858136	9/19/21 12:03	9/19/21 12:09
1530858130	9/19/21 12:03	9/19/21 12:09
1530858260	9/19/21 12:04	9/19/21 12:10
1535973466	9/24/21 13:44	9/24/21 13:48
1535973567	9/24/21 13:44	9/24/21 13:46
1535973439	9/24/21 13:44	9/24/21 13:49
1535973598	9/24/21 13:44	9/24/21 14:26
1535973759	9/24/21 13:44	9/24/21 13:47
1535974003	9/24/21 13:44	9/24/21 13:50
1535974109	9/24/21 13:44	9/24/21 13:52
1535975275	9/24/21 13:46	9/24/21 13:49

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1535975483	3	1	3	NY	1	1	1	1	1		1				1	1	1	1
1535976386	2	1	2	CA	2	1			1		1				1	1	1	1
1535976700	2	2	2	OR	1	1	1	1	1	1	1				1	1	1	1
1535976691	1	1	2	OK	1	1	1		1		1				1	1	1	1
1535979988	3	1	2	HI	1	1	1	1	1		1				1	1	1	1
1535985146	1	1	2	GA	1	1		1	1		1				1	1		
1536163905	1	2	4	NV	1	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1535975483	1			4	4	1	3				
1535976386	1			4	4	1	1	It means that the chickens are able to get some good nutrition without being confined to cages. They're able to move around freely, which properly maintains their health.	1	1	2
1535976700	1			4	4	1	1	Raised in the outdoors with space to engage in normal chicken behaviors.	1	2	1
1535976691	1			3	3	1	1	It means that they were raised on a pasture.	1	1	2
1535979988	1			4	4	1	1	It means the chicken are free to enter the chicken house when they want and feed with real grain not overly process chicken feed	1	2	1
1535985146	1			3	3	1	1	animals get there nutrient fees	2		
1536163905	1			1	1	1	1	It means the chickens are allowed to roam free, they aren't confined to small cages.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1535975483			1	For me, it means an open field without restrictions.	1	3				1
1535976386	Honestly, when I buy food, I don't look at the other things involved as far as how it was made. The same thing applies to the chicken I buy. I just assume that the food I buy is safe and good for me. Therefore, I wouldn't care so much about how my chicken was raised before buying it.	3	3							1
1535976700	I purchase pasture-raised because the chickens are supposed to be raised on pasture and have better treatment and lives, if this was not the case of course I would have no reason to purposefully buy these products and would find a better option.	2	1	Outdoors in open area, clean environment that mimics a chicken's life in nature.	1	3				1
1535976691	It seems like a good way to show that is what pasture raised could mean.	1	1	It means that they were raised well.	1	2				1
1535979988	Because its a false claims that the chickens are raise on a pastor	2	1	It means its more natural chicken with less antibiotics injection into them and feed with real food such as whole grains	1	3				1
1535985146		2	2							1
1536163905	I don't believe in caging animals in small cages and think letting them roam free in a pasture makes for healthier chickens. I wouldn't spend the extra money to buy a chicken that wasn't allowed to roam free.	2	1	a large field or other grassy area	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1535975483	9/24/21 13:46	9/24/21 13:49
1535976386	9/24/21 13:47	9/24/21 14:00
1535976700	9/24/21 13:47	9/24/21 13:52
1535976691	9/24/21 13:47	9/24/21 13:54
1535979988	9/24/21 13:51	9/24/21 13:58
1535985146	9/24/21 13:56	9/24/21 14:04
1536163905	9/24/21 17:17	9/24/21 17:22

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536163911	2	2	5	FL	1	1	1		1		1				1			
1536163811	1	1	5	UT	1	1	1	1	1		1				1		1	1
1536163934	2	1	4	CA	1	1	1	1	1		1				1	1	1	1
1536164097	2	2	2	NJ	1	1		1		1	1				1	1	1	1
1536163997	2	1	3	CA	1	1	1		1	1	1				1	1	1	1
1536164229	1	2	3	GA	1	1	1	1	1	1	1				1	1	1	1
1536164109	1	2	5	PA	2	1					1				1	1	1	1
1536164335	1	2	5	LA	1	1	1	1	1		1				1	1		
1536164203	3	2	5	FL	1	1	1	1	1		1				1		1	1
1536164508	1	1	4	ID	1	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536163911	1			1	1	1	1	I believe it means free range	1	1	2
1536163811	1			2	2	1	1	Chickens allowed free run or pasture land, and not kept caged or boxed up from hatching to use as food	1	3	1
1536163934	1			4	4	1	1	means raised naturally on the land.	1	2	2
1536164097	1			2	2	1	1	not raised in cages	1	1	1
1536163997	1			2	2	1	1	Raised in a pasture farm	1	2	2
1536164229	1			3	3	1	1	not crammed into barns in tight cages or in dense groups - abil	1	1	1
1536164109	1			1	1	1	1	It means the chickens are raised in a pasture where they can roam around	1	2	1
1536164335				1	1	1	1	the chicken are not kept in a coop	1	2	1
1536164203	1			2	2	1	2				
1536164508	1			2	2	1	1	Those that are not caged, but roam free in a pasture, although I know that IS NOT the actual legal definition.	1	1	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536163911	It does not make too much difference to me as long as it is all controlled and inspected	1	1	Raised in an outdoor setting within a pasture	1	3				1
1536163811	Truth in advertising, also the chickens would not be as healthy	2	1	open field to the air and sunlight, natural firmament, such as grass	1	3				1
1536163934	is better for them	2	1	healthier chickens and better for them	1	3				1
1536164097	there is no point in buying pasture raised chicken if the chickens don't actually spend any time on a pasture	2	1	I would guess just an outdoor area	2	2				1
1536163997	Depends on the credibility of the company.	2	1	The chicken was farmed in a pasture faem.	1	3				1
1536164229	Even the fact that they only some time outside is an untruth	2	1	any outdoor area	2	2				1
1536164109	Because I believe animals should be allowed to roam free as much as possible instead of being in cages all their lives.	2	1	Pasture means lots of green grass in a field.	1	3				1
1536164335	i think it is false advertising	2	1	they are not kept in a coop	1	3				1
1536164203			1	I would believe that they would be raised outdoors in grassy pastures. They would be free to roam. They would not be fed any thing that was not natural.	1	3				1
1536164508	A lie is a lie and I don't buy lies.	2	1	Any farm, outdoor area such as a field or other land area.	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536163911	9/24/21 17:17	9/24/21 17:23
1536163811	9/24/21 17:18	9/24/21 17:25
1536163934	9/24/21 17:18	9/24/21 17:30
1536164097	9/24/21 17:18	9/24/21 17:19
1536163997	9/24/21 17:18	9/24/21 17:22
1536164229	9/24/21 17:18	9/24/21 17:31
1536164109	9/24/21 17:18	9/24/21 17:25
1536164335	9/24/21 17:18	9/24/21 17:21
1536164203	9/24/21 17:18	9/24/21 17:27
1536164508	9/24/21 17:18	9/24/21 17:22

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536164520	1	1	4	GA	1	1	1		1		1				1			
1536164565	3	2	3	OH	1	1	1	1	1	1	1				1	1	1	1
1536164639	2	1	4	OH	1	1	1	1	1	1	1				1	1	1	1
1536164360	2	1	3	NM	1	1	1	1	1	1	1				1	1		
1536164617	2	2	5	NY	1	1	1	1	1	1	1				1	1	1	1
1536164625	2	2	4	MN	1	1	1	1	1	1	1				1	1	1	1
1536164566	2	1	2	IL	1	1	1	1	1	1	1				1	1	1	1
1536164832	2	1	5	FL	1	1	1	1	1		1				1	1	1	1
1536164334	2	1	2	FL	1	1	1		1		1				1		1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536164520				1	1	1	1	free range but caged in	1	2	2
1536164565	1			2	2	1	1	They are not kept in cages. They are free to roam around	1	2	2
1536164639	1			1	1	1	1	they are not caged in small cages they are in an area that has room for them to roam	1	2	2
1536164360				2	2	1	1	Pastured raised chicken to me is chicken that was raised humanely in a pasture-like setting with green grass, lots of space to roam around in, and in conditions that allow the chickens to relax.	1	1	1
1536164617	1			4	4	1	1	free range open not caged in the dark pooping on each others	1	3	1
1536164625	1			2	2	1	2				
1536164566	1			2	2	1	1	living comfortably	1	2	2
1536164832	1			1	1	1	1	They can room and exercise and not stuck in a chicken house.	1	2	1
1536164334				1	1	1	1	Raised mainly outside cages,outside.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536164520	no one ever will know how the chickens are raised , tje farms will never be truthful	2	1	larger fenced in pens instead of small cages	1	3				1
1536164565	They are getting sometime outside but I would do some research on how much time they spend outside	2	1	Free to roam around outside in the grass	1	3				1
1536164639	I feel as though they should have room to roam	2	1	room to roam around and not in small cages	1	3				1
1536164360	If you are telling me that the chickens I eat were raised on a pasture, you had better darn well have those chicken raised on a pasture or else you're fibbing to me about where the chickens raised. That is just wrong! In fact, it might even be illegal under our food packaging laws and truth in advertising laws. So why risk it?	2	1	A pasture is a green and grassy area that is well-kept, cool, and pest-free. It is also a nice area that even humans would want to sit around in for a while because it should be free of weeds, trash, and other yucky stuff.	1	3				1
1536164617	although i eat meat id expect the animals to live with some dignity and in as natural conditions as possible until they are slaughtered for consumption	2	1	land covered with green/grass	1	3				1
1536164625			2							1
1536164566	it is unfortunate but it's bound to happen from time to time	3	2							1
1536164832	It is cruel and inhuman. They taste better with more muscle too.	2	1	They can roam in the "pastures" or areas in the farm.	1	3				1
1536164334	Don't know	1	1	Raised outside in the pasture,and not in cages.	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536164520	9/24/21 17:18	9/24/21 17:22
1536164565	9/24/21 17:18	9/24/21 17:22
1536164639	9/24/21 17:18	9/24/21 17:23
1536164360	9/24/21 17:18	9/24/21 17:26
1536164617	9/24/21 17:18	9/24/21 17:24
1536164625	9/24/21 17:18	9/24/21 17:21
1536164566	9/24/21 17:19	9/24/21 17:26
1536164832	9/24/21 17:19	9/24/21 17:23
1536164334	9/24/21 17:19	9/24/21 17:52

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536164730	2	2	3	CA	1	1	1	1	1	1	1				1	1	1	1
1536164719	2	1	5	NY	1	1	1	1	1		1				1		1	1
1536164896	1	2	3	NE	1	1	1	1	1	1	1				1	1	1	1
1536164708	1	2	3	TX	2	1	1		1		1				1	1	1	1
1536164611	2	2	3	WA	1	1	1		1		1				1	1	1	1
1536165792	3	2	5	MA	1	1	1	1	1		1				1			
1536166539	1	2	2	IN	1	1	1	1	1		1				1		1	
1536166456	2	2	3	OH	1	1	1	1	1		1				1	1	1	1
1536167773	1	1	4	TX	1	1		1	1		1				1			1
1536168013	2	2	2	NY	1	1		1		1	1				1	1		
1536168252	2	1	2	MI	1	1	1	1	1		1				1		1	1
1536166259	1	1	3	WA	1	1	1	1	1	1	1				1		1	
1536169665	1	2	2	CA	1	1	1	1	1		1				1	1	1	1
1536169354	2	2	2	TX	2	1	1	1	1	1	1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536164730	1			2	2	1	1	The chicken are allowed to roam free instead of being caged all the time	1	2	1
1536164719	1			3	3	1	1	pasture raised is much like free range, the chickens are not raised in coops	1	3	2
1536164896	1			2	2	1	1	That means that the chickens are raised in an open pasture outdoors with grass underneath their feet.	1	2	1
1536164708	1			1	1	1	1	They eat seeds from a pasture.	1	2	2
1536164611	1			3	3	1	2				
1536165792				1	1	1	3				
1536166539				1	1	1	1	that the animals are raised in captivity	1	1	2
1536166456	1			1	1	1	1	it means they have been free to run around	1	2	1
1536167773	1			2	2	1	1	They are raised out in the open rather than under a roof or in a building.	1	2	2
1536168013	1			4	4	1	1	Don't know	1	2	2
1536168252	1			1	1	1	2				
1536166259				1	1	1	1	It means that the animals are only or mainly raised with room to roam free, and not kept in pens or whatnot	1	2	1
1536169665	1			1	1	1	3				
1536169354	1			2	2	1	1	mass production	3		

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536164730	It would make me less likely to buy because it is falsely stating that the chicken is pasture raised	2	1	It means that it is open land where the chickens are free to roam	1	3				1
1536164719	i look at the price more than how the chicken was raised	2	1	pasture means a field in which the chickens are raised	1	3				1
1536164896	It's an inadequate statement that is very misleading to consumer and doesn't make me very happy.	2	1	The word pasture should indicate that the chicken lives it's life out in an open pasture on a farm.	1	3				1
1536164708	Don't know	2	1	Pasture is a very large field, acres for animals to roam around to eat seeds, grass, etc.	1	3				1
1536164611			2							1
1536165792			1	The chicken is raised out in the pasture	1	3				1
1536166539	as long as they are treat humanely i will buy the product	2	1	the chickens will spend some time outside	2	3				1
1536166456	I feel that animals should be able to be free in some of their lives before slaughter	2	1	it should mean thatthe chickens are free to run in the pature	1	3				1
1536167773	Would be nice but chicken is chicken.	2	1	An open field or large area where the chickens can roam.	2	3				1
1536168013	Don't know	2	1	Don't know	2	2				1
1536168252			3							1
1536166259	Because that would completely invalidate the chicken being given that designation as it goes against what it SHOULD mean	2	3							1
1536169665			1	pasture raised is not regulated by the USDA	2	4				1
1536169354		2	1	it's not carage free	3	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536164730	9/24/21 17:19	9/24/21 17:22
1536164719	9/24/21 17:19	9/24/21 17:27
1536164896	9/24/21 17:19	9/24/21 17:27
1536164708	9/24/21 17:19	9/24/21 17:32
1536164611	9/24/21 17:20	9/24/21 17:22
1536165792	9/24/21 17:20	9/24/21 17:23
1536166539	9/24/21 17:21	9/24/21 17:24
1536166456	9/24/21 17:21	9/24/21 17:27
1536167773	9/24/21 17:23	9/24/21 17:28
1536168013	9/24/21 17:23	9/24/21 17:25
1536168252	9/24/21 17:23	9/24/21 17:26
1536166259	9/24/21 17:24	9/24/21 17:29
1536169665	9/24/21 17:25	9/24/21 17:27
1536169354	9/24/21 17:25	9/24/21 17:32

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ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536169860	2	1	4	WI	1	1	1		1		1				1		1	
1536169747	2	1	3	PA	2	1	1	1	1	1	1				1	1	1	1
1536170097	2	2	2	IL	2	1	1	1	1	1	1				1		1	
1536170535	2	1	3	MI	1	1	1	1	1		1				1			1
1536171508	2	1	2	NC	1	1	1	1	1		1				1		1	1
1536172326	1	1	3	CA	1	1	1	1	1	1	1				1	1	1	1
1536172274	1	1	3	CA	1	1	1	1	1		1				1	1	1	1
1536172491	2	2	2	WI	1	1	1		1		1				1	1	1	1
1536172772	1	2	2	CA	2	1									1	1	1	1
1536171505	2	1	3	MD	1	1	1	1	1	1	1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536169860				2	2	1	1	They were raised on a farm and fed only things grown on the farm.	1	2	1
1536169747	1			1	1	1	1	The chicken used lived out in the open naturally, with more care and access than regular chicken. This can make the quality of the meat better.	1	3	1
1536170097	1			1	1	1	1	Means that chickens are raised in an pasture area, where there is no antibiotics and make food safer for the consumer to eat	1	1	2
1536170535	1			1	1	1	3				
1536171508	1			3	3	1	1	The animal was raised in a pasture, not in a cramped warehouse	1	1	1
1536172326	1			2	2	1	1	Chickens are not raised in cages and are allowed to roam on a pasture or field.	1	1	1
1536172274	1			4	4	1	3				
1536172491	1			1	1	1	1	They are not stuffed into cages	1	1	3
1536172772	1			1	1	1	1	It means that they are not caged but can run free in the pasture.	1	2	1
1536171505	1			2	2	1	1	The chicken is not confined to a small area and is able to roam freely.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536169860	What else would pasture raised mean? It had to be raised on a farm with a pasture.	2	1	The chicken was raised on and with farm based products.	1	3				1
1536169747	It's claiming something they cannot confirm, which makes me wonder what other claims may not apply. I'd like to have some more certainty.	2	1	A more open outdoor environment with possible access to natural food.	4	4				1
1536170097	It does not matter how chickens are really raised. All I want to eat the chicken so that I can get protein in my diet.	2	1	Chickens raised in pasture area tend to last less	2	2				1
1536170535			2							1
1536171508	It is less humane and doesn't have the same nutritional benefits	2	1	Fields, open space for it move around	1	4				1
1536172326	Why should I spend more money on a product that is lying about how its produced.	2	1	Pasture is like a field I guess. Chickens would spend their lives there, I don't know I'm not a farmer.	2	2				1
1536172274			1	Naturally raised	1	3				1
1536172491		2	3							1
1536172772	I want to discourage the practice of caging chickens their whole lives, so I would not buy chicken that's not guaranteed a life on the pasture.	2	1	Pasture means open ground on a farm like a field or large area that's not covered or enclosed.	1	3				1
1536171505	It is misleading and harmful to say that a "pasture raised" chicken has spent none of its life being even semi-free.	2	1	"Pasture" is an environment similar to a farm or ranch where chickens would be raised.	2	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536169860	9/24/21 17:25	9/24/21 17:32
1536169747	9/24/21 17:26	9/24/21 17:41
1536170097	9/24/21 17:26	9/24/21 17:38
1536170535	9/24/21 17:26	9/24/21 17:27
1536171508	9/24/21 17:27	9/24/21 17:32
1536172326	9/24/21 17:28	9/24/21 17:32
1536172274	9/24/21 17:28	9/24/21 17:31
1536172491	9/24/21 17:29	9/24/21 17:31
1536172772	9/24/21 17:29	9/24/21 17:44
1536171505	9/24/21 17:30	9/24/21 17:42

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536173576	1	1	3	GA	2	1			1		1				1	1	1	1
1536164343	3	2	4	NJ	1	1	1	1	1		1				1	1	1	1
1536188399	3	2	2	FL	2	1	1	1	1		1				1	1	1	1
1536188734	2	1	3	TX	2	1	1		1		1				1		1	
1536189032	1	1	2	KY	1	1	1	1	1		1				1	1	1	1
1536189421	2	1	3	GA	1	1			1	1	1				1	1	1	1
1536189977	2	2	2	GA	1	1		1	1						1	1	1	1
1536190841	2	1	2	CA	1	1				1	1				1	1	1	
1536758110	1	1	4	TX	1	1	1	1	1		1				1	1	1	1
1536758269	2	1	3	AZ	1	1	1	1	1		1				1		1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536173576	1			1	1	1	1	That the chickens are allowed to roam freely and are not crammed together in cages during their lifetime.	1	2	1
1536164343	1			3	3	1	3				
1536188399	1			1	1	1	2				
1536188734				3	3	1	1	Free range raised in a pasture instead of cages or coops.	1	2	2
1536189032	1			2	2	1	1	That they are caged their entire lives.	1	2	1
1536189421	1			3	3	1	1	The chickens have access to pasture for roaming, feeding, etc.	1	1	1
1536189977	1			2	2	1	1	It is not raised in a cage. It is able to roam free in a large pasture.	1	2	1
1536190841				4	4	1	1	The chicken is not caged and is raised on open land with lush grass feeding on worms	1	1	1
1536758110	1			1	1	1	1	It means that they have access to a pasture during the day and are not kept caged 24 hrs a day	1	1	1
1536758269	1			1	1	1	1	It means that chickens are allowed to live in the pasture with grass, fresh air & open space	1	2	2

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536173576	I would consider that deceptive. It would raise questions in my mind as to whether or not the pasture raised chickens were actually more healthy.	2	1	That they live and move about freely within a pasture.	1	3				1
1536164343			3							1
1536188399			2							1
1536188734	I am not sure I could tell the difference between pasture raised and coop raised.	2	1	The chickens were raised in a pasture instead of coops.	1	3				1
1536189032	Because I believe it would be misleading if it didn't mean that.	2	1	Outdoors or a close reproduction of it.	1	3				1
1536189421	Because it seems like dishonest advertising and would make me question the credibility of the company.	2	1	Pasture means a plot of land with grass and sometimes trees/bushes that can accommodate cows, chickens, and other livestock.	1	3				1
1536189977	I think it is cruel to keep chickens caged up for the majority of their life.	2	1	It means not in a cage or enclosure	1	3				1
1536190841	I feel cheated on product description	2	1	Grassland with moisture and chicken feeds on fresh worms and insects	1	3				1
1536758110	then this tells me that the chicken rancher is not telling me the truth and could be hiding other things from me the consumer	2	1	access to a pasture at least part of the day a grassy field next to a chicken coup	2	2				1
1536758269	I don't really care where chickens have been. All these terms are for these people who need a term for their chicken	2	1	It means pasture just like it states	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536173576	9/24/21 17:30	9/24/21 17:40
1536164343	9/24/21 17:37	9/24/21 17:44
1536188399	9/24/21 17:51	9/24/21 17:55
1536188734	9/24/21 17:51	9/24/21 17:57
1536189032	9/24/21 17:52	9/24/21 17:56
1536189421	9/24/21 17:52	9/24/21 17:59
1536189977	9/24/21 17:54	9/24/21 18:00
1536190841	9/24/21 17:54	9/24/21 17:58
1536758110	9/25/21 11:22	9/25/21 11:30
1536758269	9/25/21 11:22	9/25/21 11:27

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536758428	2	1	4	CA	2	1		1		1	1				1	1	1	1
1536758387	2	1	5	MD	1	1	1	1	1		1				1		1	1
1536758487	2	1	5	WA	2	1	1	1	1		1				1	1	1	1
1536758563	1	1	5	MA	1	1	1	1	1		1				1			1
1536758491	2	1	5	WA	1	1	1	1	1		1				1	1	1	1
1536758816	2	2	2	MA	1	1	1		1		1				1	1	1	
1536758895	2	1	4	OR	1	1	1	1	1	1	1				1	1	1	1
1536759265	1	1	4	OH	1	1	1	1	1		1				1			1
1536759291	1	1	3	MI	1	1		1	1		1				1	1	1	1
1536759488	1	1	4	VA	1	1	1	1	1		1				1	1	1	1
1536759498	2	1	5	AZ	1	1			1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536758428	1			3	3	1	1	raised in open field in natural environment and not in a cage	1	2	1
1536758387	1			1	1	1	1	the animal was raised in a pasture as opposed to a confined cage	1	2	1
1536758487	1			1	1	1	1	Free from the confines of crowded chicken barns!	1	2	1
1536758563	1			2	2	1	1	not confined to a coop on a field and fed	1	1	2
1536758491	1			1	1	1	1	it is the same as free range where chickens are allowed to walk around outside	1	1	1
1536758816	1			4	4	1	1	I believe it means that they were not caged, but were free roaming.	1	2	1
1536758895	1			1	1	1	1	In a pasture that has a fence. Chickens are not kept in a coop constantly.	1	2	1
1536759265	1			1	1	1	1	Not raised in a pen. Let free to roam during the day.	1	1	3
1536759291	1			1	1	1	1	chickens are able to use outdoor space where they have freedom to move and be outdoors	1	1	1
1536759488	1			1	1	1	1	openly raised out of doors without cages	1	1	1
1536759498	1			1	1	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536758428	If there is %age time known that the chicken spent in open environment it would help to detrmine the extent. Less than 75% is not acceptable.	3	1	open natural environment out of cage	3	3				1
1536758387	the labeling was dishonest and I do not wish to buy products from a dishonest company	2	1	the animal spends at least part of its life living and eating in a pasture	2	3				1
1536758487	I do not submit to such cruelty to animals!	2	1	That chickens are not always kept in the confines of a chicken enclosure.	1	3				1
1536758563	you can't always belive what is on the package	2	1	letting them out in a confined setting	1	3				1
1536758491	it is healthier for chickens to spend time in a pasture	2	1	an open area of land with grass growing on it	1	3				1
1536758816	I was misguided in the meaning, if thats true. I would consider other options for humane treatment of chickens.	2	1	Pasture to me would mean that the chickens lived in an open field.	1	3				1
1536758895	Free range chicken raising is more human and healthier for the chicken.	2	1	That the chickens spend most of their time outside in the pasture rooming and feeding daily.	1	1				1
1536759265		2	1	A fenced in outside area where the chicken can roam.	1	3				1
1536759291	This is false advertising, and I want animals to have some decency of life before being slaughtered.	2	1	They are able to spend time outdoors on grassed or other covered land and can move about freely.	1	1				1
1536759488	false and misleading	2	1	ibid	1	3				1
1536759498			1	raised on a farm with lots of grass	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536758428	9/25/21 11:22	9/25/21 11:26
1536758387	9/25/21 11:22	9/25/21 11:28
1536758487	9/25/21 11:22	9/25/21 11:27
1536758563	9/25/21 11:22	9/25/21 11:27
1536758491	9/25/21 11:22	9/25/21 11:29
1536758816	9/25/21 11:22	9/25/21 11:25
1536758895	9/25/21 11:23	9/25/21 11:29
1536759265	9/25/21 11:23	9/25/21 11:26
1536759291	9/25/21 11:23	9/25/21 11:27
1536759488	9/25/21 11:23	9/25/21 11:27
1536759498	9/25/21 11:24	9/25/21 11:27

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536759902	2	1	5	VA	2	1	1	1	1		1				1	1	1	1
1536760156	1	1	3	NV	1	1	1	1	1		1				1	1	1	1
1536760509	2	1	2	PA	1	1	1		1	1	1				1	1	1	1
1536758962	2	1	2	OH	1	1	1		1		1				1	1	1	1
1536780424	2	1	3	TX	1	1	1	1	1	1	1				1	1	1	1
1536780483	2	2	2	MI	2	1	1	1	1		1				1		1	1
1536781150	2	2	2	IL	1	1	1	1	1		1				1	1		1
1536781272	1	1	4	IL	1	1	1				1				1	1	1	
1536780477	1	1	4	MD	1	1	1	1	1		1				1	1	1	1
1536783000	3	2	2	TX	1	1	1		1		1				1	1	1	1
1536783986	2	2	2	CA	1	1	1	1	1	1	1				1			1
1536785550	2	2	2	VA	1	1	1		1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536759902	1			3	3	1	1	they are free chicken unlike the othr ones which are caged and not allowed to walk. Im willing to pay more for pasture chicken	1	2	1
1536760156	1			1	1	1	3				
1536760509	1			1	1	1	1	The animals are allowed to roam around a bit and are not housed in tiny cages all of their lives	1	1	2
1536758962	1			1	1	1	2				
1536780424	1			1	1	1	1	talking about an animal raised for food, and you'll find it as a label on meat, dairy and eggs from those animals.	1	2	1
1536780483				1	1	1	1	Animal was raised on a pasture.	1	3	2
1536781150	1			2	2	1	2				
1536781272				3	3	1	1	that it is raised in a pasture	1	2	1
1536780477	1			1	1	1	1	Pasture raised means the chicken are not kept in a "company coup" where they have limited movement.	1	2	1
1536783000	1			3	3	1	1	It means they are raised in a pasture and not in a cage	1	2	1
1536783986	1			1	1	1	1	raise chicken on the grass in field	1	2	1
1536785550	1			4	4	1	1	Chickens lived a 'normal' life in a pasture on a farm	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536759902	Im buying them because they are allowed to live and grow in a natural enviroment. If they are not then Im not going to buy them	2	1	they are not caged. they are allowed to grow in open space, they are provided with a house to which they return to at the end of each day	1	3				1
1536760156			3							1
1536760509	It's a nicety that makes people feel better. But it is not going to make the meat higher quality or taste better	2	1	Some open air area where they can walk around and peck at food and bugs on the ground... outside of a cage or box	2	3				1
1536758962			2							1
1536780424	i feel chickens are treated more humanely when pasturized	2	1	because it just means that	1	3				1
1536780483	It would still mean the animal spent some time on a pasture.	3	1	The chickens are able to go out on a pasture.	1	3				1
1536781150			2							1
1536781272	because i grew up on home grown pasture raised chickens	2	1	that the chickens were raised in a pasture	1	3				1
1536780477	Implying one thing and not guaranteeing it is false advertising and I would not support this practice.	2	1	I implies the ability to freely move in their environment, typically outdoors.	1	2				1
1536783000	Because I purchase pasture raised chicken with the assumption they are not raised in cages	2	1	A large field	1	3				1
1536783986	will be not as healthy as I think	2	1	large space that chicken can live	1	1				1
1536785550	I want to only buy animal products that had animals who were raised in a good conditions	2	1	Pasture raised chickens were raised living on a pasture	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536759902	9/25/21 11:24	9/25/21 11:34
1536760156	9/25/21 11:24	9/25/21 11:29
1536760509	9/25/21 11:24	9/25/21 11:28
1536758962	9/25/21 11:27	9/25/21 11:34
1536780424	9/25/21 11:50	9/25/21 11:55
1536780483	9/25/21 11:50	9/25/21 11:55
1536781150	9/25/21 11:51	9/25/21 11:53
1536781272	9/25/21 11:51	9/25/21 11:57
1536780477	9/25/21 11:52	9/25/21 11:59
1536783000	9/25/21 11:55	9/25/21 12:03
1536783986	9/25/21 11:55	9/25/21 11:58
1536785550	9/25/21 11:57	9/25/21 11:59

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536781266	1	2	2	AL	1	1	1	1	1	1	1				1	1	1	1
1536785487	1	2	2	GA	1	1	1	1	1		1				1			1
1536788612	1	2	2	PA	1	1	1	1	1		1				1	1	1	1
1536790095	3	2	2	NC	1	1			1		1				1	1	1	1
1536791108	2	2	2	MN	1	1	1	1	1	1	1				1	1	1	1
1536791738	1	2	2	NC	1	1	1	1	1	1	1				1		1	1
1536792862	2	2	2	IL	1	1		1	1	1	1				1		1	
1536794048	2	2	2	WI	1	1	1	1	1		1				1	1	1	1
1536837752	1	1	4	GA	1	1	1	1	1						1	1	1	1
1536838582	1	1	3	GA	1	1		1	1		1				1	1		1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536781266	1			2	2	1	2				
1536785487	1			1	1	1	1	It means that chickens are fed healthy foods	1	2	2
1536788612	1			2	2	1	1	i like to think it means they get to fee raon outside in a grassy pasture	1	2	1
1536790095	1			1	1	1	2				
1536791108	1			2	2	1	2				
1536791738	1			2	2	1	1	pasture raised should indicate outdoor activity, a literal "pasture" where the chickens can graze, like one would expect to see on a farm. i think of grass and long wooden fences and horses.	1	2	1
1536792862				4	4	1	1	The chickens are allowed to roam around an outdoor field as they are raised.	1	3	1
1536794048	1			2	2	1	1	It means that the chicken were allowed to roam in controlled areas, rather than being kept in a coop 24/7.	1	3	2
1536837752	1			4	4	1	1	The chickens walk around and feed in a fenced in area that is zoned for livestock	1	2	1
1536838582				1	1	1	1	Pasture raised means a sustainable poultry agricultural technique.I liked this system very much.	1	1	2

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536781266			1	It means to me that chicken's are raised on pastures with all natural feeds and isn't given any steroids.	1	3				1
1536785487	I am going to buy chicken regardless	2	1	Pasture means that they were raised in a field	1	1				1
1536788612	i want the chickens to have a good life	2	1	that they get to be outside for most of their lives	1	3				1
1536790095			1	Not caged	1	3				1
1536791108			2							1
1536791738	a pasture is an open green space. to say the chickens are pasture raised means they spend time in that context. to use the term pasture raised to describe chickens not raised in this environment is a lie. i'm not going to buy something i can't trust. especially something i am going to eat.	2	1	as i indicated earlier, "pasture" implies an open green space, like one would expect to find on a farm. when i hear "pasture raised chicken" i imagine chickens outside in a wide open field enclosed by fencing.	1	3				1
1536792862	I feel it is important to enforce some level of ethics in my purchasing choices and don't want to contribute to the suffering of a once living creature.	2	3							1
1536794048	We live on a tight budget to allow me to be a stay at home mom, so price is usually the biggest determining factor.	2	1	Pasture means that they have a controlled area where they can freely roam outdoors.	1	3				1
1536837752	That is false advertising of the product	2	2							1
1536838582	It did not impact me because I already known about it very much.	1	2							1

Appendix F: Data Listing

ID	StartTime	EndTime
1536781266	9/25/21 11:57	9/25/21 12:46
1536785487	9/25/21 12:00	9/25/21 12:06
1536788612	9/25/21 12:02	9/25/21 12:06
1536790095	9/25/21 12:03	9/25/21 12:05
1536791108	9/25/21 12:04	9/25/21 12:06
1536791738	9/25/21 12:06	9/25/21 12:13
1536792862	9/25/21 12:06	9/25/21 12:11
1536794048	9/25/21 12:08	9/25/21 12:11
1536837752	9/25/21 13:08	9/25/21 13:12
1536838582	9/25/21 13:09	9/25/21 13:14

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536838780	2	1	2	IN	1	1		1	1	1	1				1	1		1
1536840002	3	1	2	SC	2	1	1	1	1		1				1	1	1	
1536840082	3	1	4	GA	2	1	1	1	1		1				1			1
1536841468	1	1	2	IL	1	1	1	1	1	1	1				1	1	1	1
1536841569	2	1	4	NY	1	1	1	1	1		1				1	1	1	1
1536841483	2	2	2	FL	1	1	1	1	1						1	1	1	1
1536841749	1	1	5	GA	1	1	1		1		1				1	1	1	
1536841732	1	1	4	NV	1	1	1	1	1		1				1		1	1
1536841911	2	1	2	FL	1	1	1	1	1		1				1	1	1	1
1536841878	2	2	2	CA	2	1	1	1	1		1				1	1	1	1
1536850178	1	1	5	GA	1	1				1	1				1	1	1	1
1536850133	3	1	3	MN	1	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536838780	1			1	1	1	1	raised in a clean and safe environment with specific conditions	1	1	2
1536840002	1			3	3	1	3				
1536840082	1			3	3	1	1	I believe it means chickens are allowed to walk around outside, not kept inside barns/cages most of the time. They may be caged overnight for security.	1	2	2
1536841468	1			1	1	1	3				
1536841569	1			2	2	1	1	Chickens that are free to roam in a pasture as opposed to a chicken coop.	1	2	1
1536841483	1			3	3	1	1	Means that the animals were raised for at least some portion of their lives on pasture or with access to a pasture	1	2	1
1536841749				2	2	1	1	OPEN RANGE	2		
1536841732	1			1	1	1	1	lives out in the field	1	2	2
1536841911	1			2	2	1	1	I believe it means the chickens were raised normally without eating any extra chemicals	1	2	2
1536841878	1			4	4	1	2				
1536850178	1			1	1	1	1	raised on a farm, not confined	1	1	1
1536850133	1			2	2	1	1	Chickens have free range of a tract of land.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536838780	It does not affect my decision	2	1	it means clean or pure	1	2				1
1536840002			1	Mean big rise on farm in a coop	4	2				1
1536840082	I buy chicken for food. I prefer they are treated humanely. However, short of cruelty for it's own sake (no added value to cost/quality of the product), I am not overly concerned with the treatment of the birds.	2	1	An outdoor area, penned but large enough to move freely in a fenced area.	1	3				1
1536841468			2							1
1536841569	It is false advertising to place pastured raised on package when it might not be true.	2	1	A large open fenced in area outside that chickens can roam freely.	1	3				1
1536841483	Because I want to buy chicken that has been pasture raised.	2	1	Means a land covered with grass.	1	3				1
1536841749		2	1	OPEN RANGE	4	3				1
1536841732	I really don't care where they are raised it all comes down to price and taste	3	1	Live and eat out in a field just like cows, wide open	1	2				1
1536841911	It is just how I feel about it. I like eating chicken. I don't care where they spent their time growing up.	2	1	To me, the pasture is a place where chickens spent their time eating and growing up	1	3				1
1536841878			2							1
1536850178	confined chickens breed diseases	2	1	open air, on grass and dirt	1	3				1
1536850133	It seems like it is a bit misleading.	2	1	A tract of land that is open and free.	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536838780	9/25/21 13:09	9/25/21 13:14
1536840002	9/25/21 13:11	9/25/21 13:16
1536840082	9/25/21 13:11	9/25/21 13:19
1536841468	9/25/21 13:13	9/25/21 13:14
1536841569	9/25/21 13:13	9/25/21 13:21
1536841483	9/25/21 13:13	9/25/21 13:18
1536841749	9/25/21 13:13	9/25/21 13:16
1536841732	9/25/21 13:13	9/25/21 13:20
1536841911	9/25/21 13:13	9/25/21 13:18
1536841878	9/25/21 13:13	9/25/21 13:15
1536850178	9/25/21 13:25	9/25/21 13:29
1536850133	9/25/21 13:25	9/25/21 13:28

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1536849843	1	1	4	AL	1	1	1	1	1		1				1		1	
1536850595	2	1	5	FL	1	1	1	1	1		1				1		1	1
1536850732	1	1	3	TN	1	1	1	1	1		1				1	1	1	1
1536850861	1	1	5	WI	2	1	1	1	1		1				1		1	
1536851133	2	1	4	GA	1	1					1				1			1
1536851336	2	1	2	IL	1	1	1		1		1				1	1	1	1
1536851088	2	1	4	FL	2	1	1	1	1		1				1	1	1	1
1536851574	2	1	4	MI	2	1	1				1				1		1	1
1536851299	1	1	2	OH	1	1		1			1				1	1		
1536851520	2	1	3	AL	1	1	1	1	1		1				1	1	1	1
1538305434	1	1	4	AR	2	1			1						1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1536849843	1			1	1	1	1	They are raised in a pasture. They are not raised in cages and are free.	1	2	2
1536850595	1			1	1	1	2				
1536850732	1			2	2	1	1	cage free	1	2	3
1536850861				1	1	1	1	The birds are raised on a farm with pasture's to wander in. They are not couped up in pen's.	1	2	2
1536851133	1			3	3	1	3				
1536851336	1			1	1	1	2				
1536851088	1			1	1	1	1	Means on a farm or they feed it milk, not sure	1	2	2
1536851574	1			4	4	1	1	When the chickens eat your in the pasture rather than being fed grains or other foods.	1	2	1
1536851299				3	3	1	1	To me pasture raised means the chicken was raised in a civil manner on a pasture without and with nothing added to them.	1	2	1
1536851520				1	1	1	1	not rasied in a cage	1	1	2
1538305434	1			4	4	1	1	Not fed man-made food, not cooped up in tight quarters, lives on insects, worms, etc from their environment.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1536849843	While I would prefer they would spend most time in a pasture, it would not effect my decision because at least they are not fully kept in a cage.	2	1	I think it means that they are free to roam around in a pasture. I see it like a grass area kind of what cows are raised in.	1	3				1
1536850595			2							1
1536850732		3	1	cage free	1	3				1
1536850861	The area that the bird lives in isn't the major factor for me in deciding what chicken to buy. I'm not sure that I could identify any difference in taste based upon where they lived.	2	1	The bird is raised to roam freely on a farm.	2	3				1
1536851133			3							1
1536851336			1	raised in pasture	1	3				1
1536851088	Well I think they are mostly pasturized and guaranteed to be that way	2	1	Chickens spent time on the pasture	3	3				1
1536851574	If they're only on the earth for a short time they should at least have some freedom and joy before they're turned into food.	2	1	To me, pasture is an open grassy area for the animals to live and roam in.	1	3				1
1536851299	Because if they're weren't pasture raised, it's more likely that the quality of the chicken and it's health benefits would be lower, and cheaper.	2	1	To me pasture in relation to chicken means "home grown".	1	3				1
1536851520	i just love taste of chicken	2	1	raised in the open	1	3				1
1538305434	I would think that pasture raised chicken raised somewhere besides a pasture would be false advertising.	2	1	land covered with grass and other low plants suitable for grazing animals	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1536849843	9/25/21 13:25	9/25/21 13:32
1536850595	9/25/21 13:25	9/25/21 13:27
1536850732	9/25/21 13:25	9/25/21 13:38
1536850861	9/25/21 13:26	9/25/21 13:33
1536851133	9/25/21 13:26	9/25/21 13:28
1536851336	9/25/21 13:26	9/25/21 13:29
1536851088	9/25/21 13:26	9/25/21 13:33
1536851574	9/25/21 13:26	9/25/21 13:34
1536851299	9/25/21 13:27	9/25/21 13:34
1536851520	9/25/21 13:27	9/25/21 13:34
1538305434	9/27/21 11:32	9/27/21 11:39

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538305519	2	2	2	MA	1	1	1	1	1		1				1	1	1	1
1538305593	2	2	3	NV	1	1	1	1	1		1				1	1	1	1
1538305513	2	1	2	IL	1	1	1	1	1	1	1				1	1	1	1
1538305613	3	2	4	AZ	1	1	1	1	1		1				1	1	1	1
1538305515	3	1	3	CA	1	1	1	1	1	1	1				1	1	1	1
1538305782	2	2	3	CA	1	1	1	1	1	1	1				1	1	1	1
1538305665	1	1	4	MO	1	1	1	1	1	1	1				1	1	1	1
1538305719	2	2	5	OH	1	1		1	1		1				1			1
1538305794	2	1	2	TX	2	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538305519	1			3	3	1	1	Pasture raised means that the chickens are contained in a small area together and traditionally raised to have a commercialized life of misery.	1	1	3
1538305593	1			3	3	1	1	raised to roam around and not stuck in a building.	1	2	1
1538305513				1	1	1	1	Grown in a pasture	1	2	2
1538305613	1			1	1	1	1	The chickens go out into an open outdoors space and are not confined to a chicken coop.	1	2	1
1538305515	1			2	2	1	2				
1538305782	1			1	1	1	1	Pasture raised gives me the impression that the chicken product is high quality, natural, clean and was raised in the best environment possible to ensure that the product is trusted, credible, reputable, healthy and will be great to serve to everyone in my household.	1	2	2
1538305665	1			4	4	1	1	pasture raised animals with natural habitat	1	2	1
1538305719	1			3	3	1	1	Chicken can roam outside and sheltered at night	1	2	1
1538305794	1			2	2	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538305519		2	1	It means an area of grass or land	2	4				1
1538305593	Pasture raised chickens would be more expensive, I'm not going to over pay if I don't have to.	2	1	outside, in a grass field.	1	3				1
1538305513	Don't know	1	1	Open-spacee	1	3				1
1538305613	Because farm raised or pasture raised come with a higher price and it implies that they aren't confined to an indoor coop 24/7.	2	1	I understand it to mean that the chickens spend at least half of their time outdoors.	1	3				1
1538305515			2							1
1538305782	It's not the first thing that I look for when it comes to purchasing chicken but it's definitely an added trusted benefit and feature. As long as it's a trusted brand, natural and doesn't have any added hormones or alternatives that would be unhealthy then pasture raised wouldn't really matter to me either way.	3	1	This gives me the impression that the chicken was raised naturally outdoors on a farm that ensures that the chicken is all natural, clean and has no added unhealthy or un-natural ingredients to make it look or taste better.	1	3				1
1538305665	I prefer to eat more naturally sourced food	1	1	natural habitat	1	3				1
1538305719	because then they are in confined palce and the term pasture will be misrepresentation of their raising	2	1	Raised in open spaces	1	3				1
1538305794			1	Pasture means chickens that are raised in a clearing of grass similar to that of a cattle pasture.	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538305519	9/27/21 11:32	9/27/21 11:35
1538305593	9/27/21 11:32	9/27/21 11:36
1538305513	9/27/21 11:32	9/27/21 11:35
1538305613	9/27/21 11:32	9/27/21 11:38
1538305515	9/27/21 11:32	9/27/21 11:35
1538305782	9/27/21 11:32	9/27/21 11:38
1538305665	9/27/21 11:32	9/27/21 11:37
1538305719	9/27/21 11:32	9/27/21 11:41
1538305794	9/27/21 11:32	9/27/21 11:36

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538305903	1	2	3	PA	1	1	1	1	1		1				1	1	1	1
1538305603	2	1	5	CA	1	1	1	1	1		1				1		1	1
1538305986	2	1	5	MN	2	1	1	1	1		1				1			
1538305961	1	2	4	MA	2	1	1		1		1				1	1	1	1
1538305963	3	2	3	FL	1	1	1	1	1		1				1	1	1	1
1538306052	1	1	4	IL	1	1	1	1	1		1				1	1	1	
1538305754	2	2	2	WI	1	1	1	1	1	1	1				1	1	1	
1538305975	3	1	4	NJ	1	1	1		1		1				1		1	
1538305738	1	2	5	FL	1	1	1		1		1				1	1	1	1
1538306281	2	2	5	IN	1	1	1	1	1		1				1			1
1538306437	2	2	3	NY	1	1	1	1	1	1	1				1	1	1	1
1538306108	2	2	4	NE	1	1	1	1	1		1				1	1	1	1
1538306100	1	2	3	TX	1	1		1	1		1				1	1	1	1
1538306460	1	2	5	WI	1	1	1		1		1				1		1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538305903	1			1	1	1	1	The chickens aren't kept in cages. They have an open pasture to live and roam.	1	2	1
1538305603	1			3	3	1	1	Open range not in cages	1	2	1
1538305986	1			2	2	1	1	They aren't in cages, they can wander around.	1	2	2
1538305961	1			1	1	1	1	The chickens being raised are free to go outside and walk around in a pasture.	1	1	1
1538305963	1			4	4	1	3				
1538306052				4	4	1	1	I believe it is similar to free range or cage free. As in raised in an open space and not confined to a restricted space with too many chickens in the same confined space.	1	2	1
1538305754	1			2	2	1	1	raised in a pasture	1	2	2
1538305975				1	1	1	3				
1538305738	1			1	1	1	1	They get to go outside to the pasture	1	1	1
1538306281	1			1	1	1	1	"Pasture raised" means to me that the chickens are not in cages and allowed to roam outside in grassy areas.	1	2	1
1538306437	1			2	2	1	3				
1538306108	1			2	2	1	1	The brand Smart Chicken comes to mind...free range chickens here in Nebraska...not cooped up.	1	2	3
1538306100	1			1	1	1	3				
1538306460	1			4	4	1	1	open and free, not caged	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538305903	Whoever is putting pasture raised on the packaging is lying. How do they get away with that?	2	3							1
1538305603	Like them to be raised cage free	2	1	Open spaces	1	3				1
1538305986	I don't think it's that critical to have time in a pasture.	2	1	It's open land with grass or whatever chickens would eat.	1	3				1
1538305961	I think grass-fed animals are healthier than housing chickens in large warehouses.	2	1	I believe a pasture is grassy farmland.	2	2				1
1538305963			3							1
1538306052	If that is true, then the term, or label, is misleading in my opinion.	2	1	An open space or range of land. Not inside a chicken coop.	2	3				1
1538305754	because i didnt know that was something chickens needed	2	2							1
1538305975			3							1
1538305738	If they have to spend all their time inside that is not right	2	1	They get to go outside to the pasture	1	2				1
1538306281	I say that because the claim regarding how the chickens are raised would be fals.	2	1	"Pasture" means a somewhat large grassy and natural area to me.	1	3				1
1538306437			1	Don't know	1	3				1
1538306108		2	1	not being cooped up in a building...being outside	1	3				1
1538306100			3							1
1538306460	I want what they state, if not wholly on pasture I don't want it	2	1	open fields, no cages	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538305903	9/27/21 11:32	9/27/21 11:37
1538305603	9/27/21 11:33	9/27/21 11:38
1538305986	9/27/21 11:33	9/27/21 11:37
1538305961	9/27/21 11:33	9/27/21 11:37
1538305963	9/27/21 11:33	9/27/21 11:36
1538306052	9/27/21 11:33	9/27/21 11:38
1538305754	9/27/21 11:33	9/27/21 11:59
1538305975	9/27/21 11:33	9/27/21 11:37
1538305738	9/27/21 11:33	9/27/21 11:39
1538306281	9/27/21 11:33	9/27/21 11:38
1538306437	9/27/21 11:33	9/27/21 11:37
1538306108	9/27/21 11:33	9/27/21 11:44
1538306100	9/27/21 11:33	9/27/21 11:37
1538306460	9/27/21 11:33	9/27/21 11:39

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538306519	3	2	3	IL	1	1	1	1	1		1				1	1	1	1
1538306275	2	2	4	OH	1	1	1		1		1				1		1	1
1538306475	2	1	5	OH	2	1		1	1		1				1	1		1
1538306617	2	2	4	PA	2	1	1		1		1				1	1	1	1
1538306779	3	2	3	MO	1	1	1	1	1		1				1	1	1	
1538305619	2	2	3	WA	1	1	1	1	1	1	1				1	1	1	1
1538306558	2	2	5	WA	1	1	1	1	1		1				1		1	1
1538306568	1	2	5	TX	1	1		1	1	1	1				1	1	1	1
1538306391	1	2	4	OR	1	1	1		1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538306519	1			1	1	1	1	Chicken aren't keep in caged for most of the day. They are free to roam around and hunt for bugs to eat	1	1	1
1538306275	1			2	2	1	1	Free to roam well then care of	1	1	1
1538306475				1	1	1	1	they are raised in a open field and eat more natural grain and grass	1	3	1
1538306617	1			1	1	1	1	the chickens are outside and are able to choose to graze on plants, bugs, and worms	1	3	1
1538306779	1			4	4	1	1	Raised in a farm like setting	1	2	1
1538305619	1			1	1	1	1	It is a more natural and stress free way for chickens to be raised.	1	2	3
1538306558	1			3	3	1	1	The chickens are being raised in a humane environment, not in cages.	1	2	1
1538306568	1			2	2	1	1	This chicken was not held in a cage but was allowed to roam free at the facility.	1	2	1
1538306391	1			4	4	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538306519	I am not willing to purchase from a company that lies about how the animals are really raised. Makes me think they are lying about other things	2	1	Chickens get to roam in the pasture	1	3				1
1538306275	I want good chicken. raised good and taken care of	3	1	Free to roam. Raised good and taken care of	1	3				1
1538306475	It would depend on the price I want chickens that are health to eat	2	1	raised more outside and eating more natural food	1	3				1
1538306617	I have raised chickens in the past and they were pasture , free ranged chickens. it makes for the best eggs and chicken meat	2	1	chickens are permitted to graze on plants and grasses, bugs, and worms.	1	3				1
1538306779	Chickens should be allowed to roam about a farm.	2	1	Farmland	1	3				1
1538305619		2	1	Pasture means that the chickens are raised out of doors, on a farm or other area where they can roam free.	1	3				1
1538306558	I don't think chickens need to be caged. They should be able to roam free.	2	1	Chickens can roam free in a large, safe, comfortable environment.	1	3				1
1538306568	First, I would think the company is misleading, perhaps to the point of being dishonest. More importantly, I want the chicken to have a good life for the time it lives...not stuffed in cage.	2	1	I believe it means an open space, relatively large.	2	3				1
1538306391			3							1

Appendix F: Data Listing

ID	StartTime	EndTime
1538306519	9/27/21 11:33	9/27/21 11:38
1538306275	9/27/21 11:33	9/27/21 11:41
1538306475	9/27/21 11:33	9/27/21 11:40
1538306617	9/27/21 11:33	9/27/21 11:42
1538306779	9/27/21 11:34	9/27/21 11:37
1538305619	9/27/21 11:34	9/27/21 11:42
1538306558	9/27/21 11:34	9/27/21 11:41
1538306568	9/27/21 11:34	9/27/21 11:43
1538306391	9/27/21 11:34	9/27/21 11:37

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538306206	3	2	5	OH	1	1	1	1	1		1				1	1	1	1
1538306091	2	1	4	OR	1	1	1		1		1				1	1	1	1
1538334282	1	2	5	VA	1	1			1		1				1	1	1	1
1538334291	2	1	3	IL	1	1	1	1	1		1				1		1	
1538334245	2	1	2	CO	1	1	1	1	1		1				1	1	1	1
1538334327	2	2	3	OR	1	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538306206	1			1	1	1	1	Allowing the chickens to be outside at least a bit to for age	1	1	1
1538306091	1			1	1	1	1	Chicken that is not raised in pens, confined. They may not be free roaming, but have a larger area that is more natural.	1	2	1
1538334282	1			1	1	1	1	Being outdoors where the chickens can eat grass and whatever insects they choose. They won't be crowded together.	1	2	1
1538334291				2	2	1	1	they are not fed in cages raised more in a big pinned area	1	2	1
1538334245	1			3	3	1	1	Pasture Raised means that the chicken is allowed to roam, but likely is fed a diet similar to chicken's raised in warehouses / factories.	1	2	1
1538334327	1			4	4	1	1	Wide open feilds. Not caged in warehouses all in a row.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538306206	Pasture raised implies some amount of time outside to eat. If they do it to out then that's false information and I will not purchase from that company.	2	1	The go out at least a bit each day to forage for themselves no commercial food strewn around. Get commercial feed in chicken houses.	1	3				1
1538306091	Because it would be a lie. How can pasture raised mean anything other than they're raised in/on a pasture. If they're still in a pen, then we've been lied to and manipulated. They should spend at least 50% for this label. Free Range should be 100%	2	1	It means they're not in pens. They may have "homes" to go into at night, but they aren't penned up. They get to roam around and be in a more natural environment.	1	3				1
1538334282	It would mean that adding "pasture raised" to the label is a lie. I wouldn't trust that there's anything natural in the chickens' diet or that I could trust any other claims the company might make.	2	1	Outdoors. Grass.	1	3				1
1538334291	they should be able to move around	2	1	chickens have room to walk around and not fed in cages	1	3				1
1538334245	I am looking for more 'whole' and 'natural' raised chicken, as I believe it provides flavor and health benefits (both for the chicken and for consumption). If they didn't spend most of their lives in a pasture, I think this eliminates the benefits.	2	1	pasture means that the chickens are allowed to free roam.	1	3				1
1538334327	Company's shouldn't false advertise the quality of livestock lives.	2	3							1

Appendix F: Data Listing

ID	StartTime	EndTime
1538306206	9/27/21 11:35	9/27/21 11:50
1538306091	9/27/21 11:42	9/27/21 12:09
1538334282	9/27/21 12:04	9/27/21 12:11
1538334291	9/27/21 12:04	9/27/21 12:10
1538334245	9/27/21 12:04	9/27/21 12:09
1538334327	9/27/21 12:04	9/27/21 12:08

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538334252	1	2	3	SC	1	1		1	1		1				1	1	1	1
1538334377	2	2	3	CA	1	1	1	1			1				1	1		
1538334542	2	1	4	WA	1	1	1	1	1	1	1				1	1	1	1
1538334477	1	1	4	KY	1	1	1	1	1	1	1				1	1	1	1
1538334317	1	2	4	TX	1	1			1		1				1	1	1	1
1538334507	3	2	4	NC	1	1	1		1		1				1	1	1	1
1538334512	1	2	4	SC	1	1	1	1	1		1				1		1	1
1538334549	1	1	4	WY	2	1	1	1	1		1				1		1	
1538334511	3	2	3	TN	1	1		1	1		1				1	1	1	1
1538334792	3	2	4	WA	1	1		1	1		1				1	1	1	1
1538334502	2	1	3	MN	1	1	1	1	1		1				1	1	1	1
1538334499	1	1	3	CA	1	1	1	1	1	1	1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538334252	1			1	1	1	1	that the chickens are not kept in small cages and are instead kept in an open pasture area	1	2	1
1538334377				3	3	1	1	animals are not confined and free to roam	1	2	1
1538334542	1			1	1	1	1	Chickens roam in a pasture and not in a pen or cage. They are free to run and forage for themselves	1	2	1
1538334477	1			3	3	1	3				
1538334317	1			2	2	1	1	I think pasture raise chicken means the chickens are primarily raised outside in their normal setting. Not a lot of time in cages. They eat what they find outdoors, no matter if a person put it there or if the food was naturally there.	1	2	1
1538334507	1			2	2	1	1	Chickens are allowed to graze outside.	1	1	1
1538334512	1			3	3	1	2				
1538334549				2	2	1	3				
1538334511	1			1	1	1	1	Should be raised on grassy land	1	3	1
1538334792	1			4	4	1	1	The chickens can walk around on grass instead of spending their lives in cages	1	1	1
1538334502	1			3	3	1	3				
1538334499	1			1	1	1	1	No antibiotics and no drugs	1	1	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538334252	i choose to purchase the pasture raised chicken because I feel like its more humane for the animals. if i found out that they are not allowed in a pasture and are still kept in small cages i wouldn't support that	2	1	an open area where the chickens have room to move around and be comfortable.	1	3				1
1538334377	I would be paying more for something that is ot true	2	1	farm space, grass	2	2				1
1538334542	It is more humane and healthy eating for both the chicken and myself	2	1	A large open field that the chickens are allowed to enter and leave freely from their house/barn	1	3				1
1538334477			1	I believe it means that the chickens are raised in a Pasture outside in small groups.	1	3				1
1538334317	they should state how the chicks were raised. Semi pasture raised would be a better way to communicate that they only spend half time in pasture	2	1	Pasture, as it relates to chickens, means outdoors, in a natural habitat. It does not mean mostly in a barn or concrete area.	1	3				1
1538334507	I would want them to be able to go outside.	2	1	Not in a building.	2	2				1
1538334512			3							1
1538334549			1	raised in a field	1	4				1
1538334511	Misleading	1	1	Grass	2	2				1
1538334792	It seems like false advertising	2	1	Fenced area outside that is large enough for them to walk around	4	4				1
1538334502			3							1
1538334499	Chicken are healthier when they are roaming freely	2	1	free to roam	2	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538334252	9/27/21 12:04	9/27/21 12:09
1538334377	9/27/21 12:04	9/27/21 12:07
1538334542	9/27/21 12:04	9/27/21 12:08
1538334477	9/27/21 12:04	9/27/21 12:07
1538334317	9/27/21 12:04	9/27/21 12:19
1538334507	9/27/21 12:04	9/27/21 12:08
1538334512	9/27/21 12:04	9/27/21 12:06
1538334549	9/27/21 12:04	9/27/21 12:08
1538334511	9/27/21 12:04	9/27/21 12:07
1538334792	9/27/21 12:05	9/27/21 12:10
1538334502	9/27/21 12:05	9/27/21 12:08
1538334499	9/27/21 12:05	9/27/21 12:09

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ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538334794	2	2	3	FL	1	1		1		1	1				1	1		
1538334607	1	1	2	MA	1	1	1	1	1						1		1	
1538334606	3	2	4	TX	1	1			1		1				1	1	1	1
1538334910	2	2	4	TN	1	1	1	1	1		1				1	1	1	1
1538334801	2	2	4	SC	1	1	1	1	1		1				1	1	1	1
1538334859	1	1	3	IL	1	1	1	1	1	1	1				1	1	1	1
1538334738	2	1	4	OH	1	1	1	1	1		1				1	1	1	1
1538334864	3	1	3	FL	1	1	1	1	1		1				1	1	1	1
1538335077	2	1	2	NJ	2	1		1	1		1				1	1	1	
1538334363	3	2	5	KY	1	1	1				1				1			
1538335156	2	1	3	CA	1	1	1	1	1	1	1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538334794				3	3	1	1	Its Fresh	1	2	2
1538334607				4	4	1	3				
1538334606	1			2	2	1	2				
1538334910	1			4	4	1	1	Raised in a pasture instead of inside or caged.	1	2	1
1538334801	1			4	4	1	1	It means that the chickens are not raised indoors in a tiny space for each chicken but rather allowed to go outside into a contained space.	1	1	1
1538334859	1			2	2	1	3				
1538334738	1			1	1	1	1	not raised in a cage	1	2	1
1538334864	1			1	1	1	1	I believe it means that they are free range chickens.	1	2	2
1538335077				1	1	1	1	This means that the animal was raised and bred on the farm, and the quality of the meat is natural with no added preservatives or genetically modified agents.	1	2	2
1538334363				1	1	1	3				
1538335156	1			1	1	1	1	Pasture raised means that chicken are roaming on a pasture and are not living in a confined space.	1	2	1

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ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538334794	I love chicken . I consider Organic ,pastuerised while buying.	1	1	It means Fresh ,young ,Natural way to me	1	3				1
1538334607			1	it means that they are raised in a pasture	4	4				1
1538334606			1	That the birds are roaming free not caged up	1	3				1
1538334910	If it isn't true they shouldn't say it. If I go to the trouble to look for pasture raised chicken and they falsely advertised I would not buy again!	2	1	A pasture is a open field that is fenced in that has grass, bugs, grubs and other natural insects.	1	3				1
1538334801	Because there would be no difference between that and other chicken. Also no point in paying the high price.	2	1	It means an out door free roaming space but not as in how cows are let out to a wide open space.	3	2				1
1538334859			3							1
1538334738	because it is very misleading. I wouldn't spend extra money for that chicken	2	1	a large contained pasture where the chickens run free not limited to a cage.	1	3				1
1538334864	I would like to know more about it.	2	2							1
1538335077	The companies that packaged all the chicken we eat lie about this sort of thing and get away with it. The people are led to believe anyway that the meat is 100% organic and grass-fed.	2	1	The word pasture to me means an open field or farmland.	1	1				1
1538334363			3							1
1538335156	If pasture raised chickens are not spending time on a pasture, I would find the description deceitful and I would lose trust in the product definition.	2	1	I believe a pasture is a field where chicken are able to get adequate sunlight as well as roam around in their fenced area.	3	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538334794	9/27/21 12:05	9/27/21 12:09
1538334607	9/27/21 12:05	9/27/21 12:06
1538334606	9/27/21 12:05	9/27/21 12:16
1538334910	9/27/21 12:05	9/27/21 12:14
1538334801	9/27/21 12:05	9/27/21 12:12
1538334859	9/27/21 12:05	9/27/21 12:06
1538334738	9/27/21 12:05	9/27/21 12:10
1538334864	9/27/21 12:05	9/27/21 12:08
1538335077	9/27/21 12:05	9/27/21 12:13
1538334363	9/27/21 12:05	9/27/21 12:09
1538335156	9/27/21 12:05	9/27/21 12:11

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538335260	3	2	4	NY	1	1	1	1	1		1				1	1	1	1
1538335047	3	1	4	MI	1	1	1		1		1				1		1	1
1538334900	1	2	4	MN	1	1	1	1			1				1	1	1	1
1538335071	1	2	3	AL	1	1		1			1				1	1	1	1
1538361118	2	1	3	MN	1	1	1	1	1		1				1	1	1	1
1538361347	2	1	2	CA	1	1	1	1	1	1	1				1	1	1	1
1538361860	2	1	4	CA	1	1	1	1	1		1				1	1	1	1
1538362407	1	1	2	TX	1	1	1	1	1		1				1			

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ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538335260	1			3	3	1	1	Chickens live naturally free to roam, feed naturally	1	2	1
1538335047	1			4	4	1	1	Those that are raised in a pasture and allowed to graze and roam as they get their food as they graze.	1	1	2
1538334900	1			1	1	1	1	I think pasture raised chickens are allowed to freely roam about rather than being confined to cages.	1	1	1
1538335071	1			4	4	1	1	They were raised on a pasture	1	2	1
1538361118	1			2	2	1	1	Chickens not raised in cages but in an open field.	1	2	1
1538361347	1			3	3	1	3				
1538361860	1			1	1	1	1	not in cages or houses - allowed to roam free	1	1	1
1538362407				4	4	1	2				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538335260	That is not free range	2	1	They have outdoor space where they live in their natural habitat	3	3				1
1538335047	Those that are pasture raised produce better eggs and better meat so to be honest it would make me more prone to want to buy this chicken over grain-fed chicken.	2	1	Those that are allowed to graze in a pasture for food versus grain-fed.	1	3				1
1538334900	If chicken sold in stores includes advertising that is was pasture raised, then it's my understanding the chicken was allowed to roam on the pasture for at least a portion of its life and I would be more inclined to support this farming practice with my purchase. If this advertising is false and does not guarantee that the chicken was pasture raised, then I would be less likely to buy the product.	2	1	To me pasture raised chicken means that chickens were raised as free range and had the opportunity to roam about the farmyard for part of their lives rather than being confined to cages.	2	3				1
1538335071	That is deception in my opinion. You are implying that the chicken is pasture raised completely but it hardly sees the pasture.	2	1	To me, it means that the chicken actually spent most of its life on the pasture, physically.	1	3				1
1538361118	Because, why would I buy something that says "pasture raised" if it doesn't have any real meaning?	2	1	A pasture is an open area with some type of flora that a farm animal could feed on.	1	3				1
1538361347			1	natural	1	1				1
1538361860	it would be false and misleading to say that	3	1	allowed to be outside	2	4				1
1538362407			2							1

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ID	StartTime	EndTime
1538335260	9/27/21 12:05	9/27/21 12:15
1538335047	9/27/21 12:05	9/27/21 12:16
1538334900	9/27/21 12:06	9/27/21 12:55
1538335071	9/27/21 12:06	9/27/21 12:20
1538361118	9/27/21 12:35	9/27/21 12:40
1538361347	9/27/21 12:35	9/27/21 12:37
1538361860	9/27/21 12:36	9/27/21 12:39
1538362407	9/27/21 12:37	9/27/21 12:38

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538362643	2	1	4	NY	1	1		1	1	1	1				1	1	1	1
1538362417	1	1	4	NY	1	1	1	1	1	1	1				1	1	1	1
1538362471	1	1	2	NJ	1	1	1	1	1	1	1				1	1	1	1
1538362889	2	1	3	CA	1	1	1	1	1	1	1				1	1	1	1
1538362935	2	1	4	OH	2	1	1	1	1		1				1		1	1
1538362981	1	1	3	CA	1	1			1		1				1	1	1	
1538363208	1	1	3	KY	2	1	1		1		1				1	1	1	1
1538363387	2	2	2	MA	1	1	1	1	1		1				1	1	1	1
1538362635	1	1	4	AL	1	1	1	1	1		1				1	1	1	1
1538363298	3	1	4	CT	1	1	1	1	1		1				1	1	1	1
1538363535	2	1	4	MO	1	1	1	1	1		1				1	1	1	1
1538363522	1	1	4	ME	1	1	1	1	1		1				1	1	1	1

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ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538362643	1			1	1	1	1	A pasture-raised chicken is one that has been allowed to roam free in a pasture. It eats seeds, insects, and earthworms found in the field and spends all of its time on grass, out in fresh air and sunshine.	1	2	2
1538362417	1			3	3	1	1	not in a barn or cage	2		
1538362471				3	3	1	1	th animals ere not only allowed access to the outside, but actually roamed and grazed in it	1	2	3
1538362889	1			4	4	1	1	Means they see a field regulary!	1	1	1
1538362935	1			3	3	1	1	chickens are free to feed and roam in a grassy area	1	2	1
1538362981				1	1	1	3				
1538363208	1			1	1	1	1	The animals are allowed to feed in a pasture environment as opposed to being kept in a barn and fed feed their entire lives.	1	1	1
1538363387	1			1	1	1	2				
1538362635	1			1	1	1	1	roaming free in a field	1	2	1
1538363298	1			2	2	1	1	To me,it means that the chickens are cage free and fed naturally	1	2	1
1538363535	1			2	2	1	1	The chickens are raised outside and probably on grass pastures.	1	2	1
1538363522	1			1	1	1	1	free range	1	2	2

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ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538362643	It eats seeds, insects, and earthworms found in the field and spends all of its time on grass, out in fresh air and sunshine.	2	1	A pasture-raised chicken is one that has been allowed to roam free in a pasture.	1	3				1
1538362417		2	1	grass	1	3				1
1538362471		3	1	open fields with grasses and bugs for the animals to eat	1	3				1
1538362889	Because it's false advertising	2	1	A field with grass on	1	3				1
1538362935	if they can't roam and feed in pasture then they are NOT pastured raised chickens	2	1	pasture is a grassy, free open area	1	3				1
1538362981			2							1
1538363208	Pasture raised meats tend to be more expensive, so if they are fed feed in a barn their entire lives, why pay more?	2	1	A pasture is an open area of natural ground with grass on it. It is outdoors and the animals are can eat whatever food they find there.	1	3				1
1538363387			2							1
1538362635	because i dont like being lied to	2	1	open field free from cages	1	3				1
1538363298	The statement would be misleading to the consumer.If the company is willing to mislead the public about this,what else will it mislead about	2	1	It means that the chickens are free to roam and are treated humanely	2	3				1
1538363535	I might need to do more research, but I thought chickens pasture-raised were raised outside on grass pastures where they could roam around and be free and healthy, which is what I would want for them.	2	1	On grass outdoors.	1	3				1
1538363522	some is better than none	2	1	free range	4	4				1

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ID	StartTime	EndTime
1538362643	9/27/21 12:37	9/27/21 12:43
1538362417	9/27/21 12:37	9/27/21 12:40
1538362471	9/27/21 12:37	9/27/21 12:42
1538362889	9/27/21 12:37	9/27/21 12:42
1538362935	9/27/21 12:37	9/27/21 12:41
1538362981	9/27/21 12:37	9/27/21 12:40
1538363208	9/27/21 12:38	9/27/21 12:43
1538363387	9/27/21 12:38	9/27/21 12:39
1538362635	9/27/21 12:38	9/27/21 12:42
1538363298	9/27/21 12:38	9/27/21 12:45
1538363535	9/27/21 12:38	9/27/21 12:44
1538363522	9/27/21 12:38	9/27/21 12:44

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ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538361787	2	1	3	MA	1	1	1	1	1		1				1	1	1	
1538388410	2	1	4	CO	1	1	1	1	1	1	1				1	1	1	1
1538388927	2	1	2	NJ	2	1			1		1				1	1	1	1
1538389617	1	1	3	NY	1	1	1	1	1		1				1	1	1	1
1538389706	2	2	2	TX	1	1		1	1		1				1	1		
1538389682	1	1	3	AZ	1	1	1	1	1						1	1	1	1
1538390244	2	2	2	NY	1	1	1	1	1	1	1				1	1	1	1
1538390383	1	1	2	VA	1	1	1	1	1	1	1				1	1	1	1
1538390210	2	1	3	CA	1	1	1		1		1				1	1	1	1
1538390499	2	1	3	NY	1	1	1	1	1		1				1	1	1	1
1538390835	1	1	2	NJ	1	1	1	1	1	1	1				1		1	
1538390911	2	2	2	MA	1	1	1	1	1	1	1				1	1	1	1
1538391432	2	1	3	OH	1	1	1		1		1				1		1	1
1538390894	1	2	2	FL	1	1		1	1		1				1		1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538361787	1			3	3	1	1	They are not in cages, they are free to roam.	1	2	1
1538388410	1			1	1	1	3				
1538388927	1			1	1	1	1	the chicken spent most of its life outside wandering in a semi natural enclosure	1	2	1
1538389617				1	1	1	1	not kept in pens	1	1	1
1538389706				2	2	1	1	chickens that free roaming on a farm. not caged	1	2	3
1538389682	1			2	2	1	1	It means that the chickens are raised on a pasture that they are allowed to go out and graze on.	1	2	2
1538390244	1			1	1	1	2				
1538390383	1			3	3	1	1	that its raised on a pasture or grass	1	2	1
1538390210	1			4	4	1	1	Naturally raised on a pasture and pasturized so we won't get sick(like milk)	1	1	3
1538390499	1			1	1	1	1	outdoors raised and feed on the natural grass where they roam freely.	1	2	1
1538390835				1	1	1	1	Chickens raised on a pasture and not in cages.	1	2	1
1538390911				1	1	1	1	It means that a chicken is raised in a pasture rather than being cooped up	1	2	1
1538391432				4	4	1	1	To me, it means the animals are allowed to be free to walk around and not be cooped up in buildings.	1	2	1
1538390894	1			4	4	1	1	Raised in the pasture.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538361787	It would be false advertising. Why pay a premium for something if it isn't that different?	2	1	They live on the pasture, are not caged and free to roam within a large space.	2	3				1
1538388410			1	They are supposed to be raised in a pasture and not packed into a coup	1	3				1
1538388927	its just a lie. if theyre lying about that they likely lie about other treatment and content terms	2	1	outside on the ground within a fence for protection	1	3				1
1538389617	it wouldn't meet my expectation of meaning any longer	2	1	not in a pen	2	3				1
1538389706		2	1	a farm	1	4				1
1538389682	Don't know	2	3							1
1538390244			2							1
1538390383	because it's dishonest.	3	1	that they live majority on a pasture	1	3				1
1538390210		2	1	The prcoess of making the chicken extra safe to eat	4	4				1
1538390499	i feel the statement is misleading,	2	1	rasied and allowed to roam freely outdoors in a field.	1	3				1
1538390835	Because it's blatantly lying about the product.	2	2							1
1538390911	It makes me feel like the term "pasture raised" is false and that I've been lied to.	2	2							1
1538391432	It would seem like the labels were lying and I would not buy it because it is just using terms to charge more and get you to buy on falsehoods.	2	3							1
1538390894	It make it seem like that.	2	1	Their home.	1	1				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538361787	9/27/21 12:39	9/27/21 12:42
1538388410	9/27/21 13:06	9/27/21 13:08
1538388927	9/27/21 13:07	9/27/21 13:12
1538389617	9/27/21 13:07	9/27/21 13:09
1538389706	9/27/21 13:08	9/27/21 13:11
1538389682	9/27/21 13:08	9/27/21 13:14
1538390244	9/27/21 13:08	9/27/21 13:10
1538390383	9/27/21 13:08	9/27/21 13:11
1538390210	9/27/21 13:08	9/27/21 13:12
1538390499	9/27/21 13:09	9/27/21 13:12
1538390835	9/27/21 13:09	9/27/21 13:11
1538390911	9/27/21 13:09	9/27/21 13:11
1538391432	9/27/21 13:10	9/27/21 13:17
1538390894	9/27/21 13:10	9/27/21 13:14

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538392015	2	1	3	NJ	1	1	1	1	1		1				1		1	
1538392068	2	1	3	CA	2	1	1	1	1	1	1				1	1	1	1
1538391696	2	1	2	TX	1	1	1	1	1		1				1	1	1	1
1538392322	2	2	2	NC	1	1	1	1	1		1				1	1	1	1
1538391814	2	1	3	MD	1	1	1	1	1		1				1	1	1	1
1538393060	2	1	2	WV	1	1	1	1	1		1				1	1	1	1
1538392487	1	2	2	AL	1	1	1	1	1	1	1				1	1	1	1
1538390284	1	1	3	TX	1	1	1	1	1		1				1	1		1
1538414597	2	2	2	MA	1	1		1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538392015				4	4	1	1	I think it means that the chicken is grown from an egg in the same place, like a farm, until it is ready to be processed into meat used for consumers.	1	2	2
1538392068	1			1	1	1	1	This means that the chickens are raised outdoors and given freedom to move about.	1	2	1
1538391696	1			1	1	1	1	The chickens are able to roam about upon a pasture.	1	1	1
1538392322	1			1	1	1	1	they are raised out in a field not in a coop	1	2	3
1538391814	1			3	3	1	1	The chicken is not kept in a small pen while it is raised, it is allowed to roam around outside.	1	2	1
1538393060	1			1	1	1	1	It means the chicken was raised outside of a cage.	1	2	1
1538392487	1			4	4	1	3				
1538390284	1			2	2	1	1	that grows free on a pasture.	1	2	1
1538414597	1			3	3	1	1	to me it means there's more room for them to roam, eat lots of natural grass, bugs, worms, basically everything that's found in dirt and not disturbed.	1	2	2

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538392015	I don't really care if the chickens are raised mostly on the pasture as long as the chicken is of good quality.	2	1	I think pasture means the farm that the chickens are raised at.	1	3				1
1538392068	I believe that this would be false advertising and calls into question the quality of the chicken.	2	1	Pasture to me means an outdoor area that has grass or dirt, not concrete, wood, or some other surface.	1	3				1
1538391696	Because it is deceptive.	2	1	The meaning is in the word. It feels as though this particular survey is meandering rather than just being concise for fear perhaps of not meeting its quota of pages or something.	2	2				1
1538392322		2	1	open field on a farm	2	3				1
1538391814	I feel the chicken could be healthier if it is allowed to room outside, vs being in a cage all of its life.	2	1	That the chicken spends most of its time outside, and not in a cage.	1	3				1
1538393060	Because if the company would intentionally mislead me about where the chickens were raised what else are they lying about?	2	2							1
1538392487			3							1
1538390284	for animal welfare	2	2							1
1538414597	because i like my chicken natural	2	1	that the chickens are out of the barn and they have room to roam	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538392015	9/27/21 13:10	9/27/21 13:15
1538392068	9/27/21 13:10	9/27/21 13:14
1538391696	9/27/21 13:11	9/27/21 13:23
1538392322	9/27/21 13:11	9/27/21 13:13
1538391814	9/27/21 13:11	9/27/21 13:21
1538393060	9/27/21 13:11	9/27/21 13:14
1538392487	9/27/21 13:12	9/27/21 13:14
1538390284	9/27/21 13:12	9/27/21 13:18
1538414597	9/27/21 13:37	9/27/21 13:41

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538414801	1	1	3	MA	1	1	1	1	1		1				1	1	1	1
1538414891	2	1	3	CA	1	1	1	1	1						1	1	1	1
1538414857	1	1	3	WI	1	1	1	1	1		1				1	1	1	1
1538415121	1	1	2	CA	1	1		1	1	1	1				1	1	1	1
1538414718	2	1	3	IL	1	1	1	1			1				1	1	1	
1538414668	2	2	2	GA	1	1			1		1				1		1	1
1538415809	1	2	2	ND	1	1	1	1	1	1	1				1	1	1	1
1538415867	1	1	3	CA	2	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538414801	1			1	1	1	1	Pasture raised means that they have had access to the outdoors and a pasture (field with grass) while they are growing.	1	1	2
1538414891	1			4	4	1	2				
1538414857	1			3	3	1	1	That the chickens are allowed to roam on grass on the farm.	1	1	3
1538415121	1			1	1	1	1	I believe it means raised in a pasture and free to roam around.	1	2	1
1538414718	1			1	1	1	3				
1538414668	1			4	4	1	1	Chicken are not in cages but are allowed to wander in a larger encaged area.	1	2	3
1538415809	1			3	3	1	1	Means that the chickens were given a good life by being free inside of a pasture	1	2	1
1538415867	1			3	3	1	1	That they will be raised in an open space.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538414801	It's better than nothing. I just want to make sure that the chickens weren't in cramped cages or in huge barns with no access to the outdoors for their whole life. I feel like going too far and saying that it was the whole time would not be necessary and result in a much higher price point. I would like to see a % indicated as the minimum time spent on pasture. So, not more than 50%, but perhaps 30%?	2	1	Pasture to me means that it has access to sunlight and there is at least some grass or spotty patches of grass. I know what chickens do to grass, so as long as they aren't in mud I think that would qualify as pasture.	2	3				1
1538414891			3							1
1538414857		2	2							1
1538415121	It would be false advertising and would give a negative view of the brand, reducing the likelihood of me purchasing it.	2	1	Nice grass covered land for the chicken to roam and be free on.	1	3				1
1538414718			1	Raised outside of a confined structure with room to roam and forage.	1	3				1
1538414668		2	1	Large area of grass enclosed	1	3				1
1538415809	Because I buy them so that I know for sure the chickens were given a good life	2	1	means a place where the chickens can be safe and roam	1	3				1
1538415867	Because it would be lying to say they are pasture raised if they are not. If that is lied about, I would mistrust any other statements pertaining to the chicken.	2	1	Open space. Chickens are raised in the open and not confined to coops.	2	2				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538414801	9/27/21 13:37	9/27/21 13:42
1538414891	9/27/21 13:37	9/27/21 13:40
1538414857	9/27/21 13:37	9/27/21 13:40
1538415121	9/27/21 13:38	9/27/21 13:41
1538414718	9/27/21 13:38	9/27/21 13:40
1538414668	9/27/21 13:38	9/27/21 13:43
1538415809	9/27/21 13:38	9/27/21 13:42
1538415867	9/27/21 13:39	9/27/21 13:43

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538415799	1	1	3	TX	2	1	1		1		1				1	1	1	1
1538415000	2	1	3	TX	2	1	1	1	1		1				1			
1538417040	1	1	3	FL	1	1	1	1	1		1				1	1	1	1
1538416713	2	1	3	MD	1	1	1		1	1	1				1	1	1	1
1538417315	2	2	2	OH	1	1		1	1		1				1	1		1
1538417501	1	2	2	VA	1	1			1		1				1	1	1	1
1538418355	2	1	3	VA	1	1	1	1	1		1				1	1	1	1
1538418411	2	1	3	CA	1	1	1	1	1	1	1				1	1	1	1
1538429062	2	1	3	CA	2	1	1	1	1		1				1	1	1	1
1538429796	2	1	2	NE	2	1		1	1	1	1				1	1	1	1
1538429172	2	2	3	TX	1	1	1	1	1		1				1	1	1	1
1538431050	3	2	3	CA	2	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538415799	1			2	2	1	3				
1538415000				4	4	1	1	Free roaming	1	2	1
1538417040	1			2	2	1	1	Seems like chicken not raised in some kind of factory or plant	1	2	1
1538416713	1			2	2	1	3				
1538417315	1			2	2	1	1	Grass feed	1	3	1
1538417501	1			4	4	1	1	Chickens that don't live their whole lives in small cages	1	1	1
1538418355	1			3	3	1	1	Allowed to be outside.	1	3	1
1538418411	1			1	1	1	1	Means an animal was raised on pasture	1	2	1
1538429062	1			2	2	1	1	It means that they are raised in an environment in which they have some sheltered housing, but access to open air and space.	1	1	1
1538429796	1			1	1	1	1	They are not cooped up in a chicken coop one on top of another. They are free to roam in a pasture.	1	2	1
1538429172	1			3	3	1	1	PASTURE RAISED FOR ME MEANS THAT THE CHICKENS ARE ALLOWED TO ROAM FREE IN A PASTURE, THEY EAT SEEDS AND INSECTS THAT THEY CAN FIND IN THE IN THE FIELD AND SPEND ALL OF THEIR TIME ON GRASS.	1	2	1
1538431050	1			2	2	1	3				

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538415799			1	Raised in outdoor yards with a coop	1	3				1
1538415000	It's a Lie	2	1	Free to roam	1	3				1
1538417040	Nothing specific	2	1	Nothing specific	1	2				1
1538416713			3							1
1538417315	because i believe it to be false	2	1	that it's raised in a pasture and is grass fed	1	3				1
1538417501	It seems deceitful to be able to put that on packaging, and I'd rather buy from an honest company.	2	1	A field as opposed to a cage.	2	3				1
1538418355	I would feel like pasture raised is false advertising.	2	1	open field where livestock can graze freely	1	3				1
1538418411	whats the point to pay extra money for something not as it suppose to be	1	1	means chicken raise at pasture	1	3				1
1538429062	If that was the case, and product still was advertised as "pasture raised," it would be lying.	2	1	It doesn't necessarily mean a wide-open expanse of several rolling acres and pastoral vistas, but it does mean an open-aired area, with some grass and shading.	1	2				1
1538429796	I'd like them to have a nice life in a pasture, versus living in a large chicken coop one on top of another.	2	1	I believe that pasture raised chickens do not spend their whole lives cooped up in a chicken coop, but are allowed free roaming outside.	1	1				1
1538429172	BECAUSE THE QUALITY OF THE MEAT IS BETTER WHEN THE CHICKENS ARE PASTURE RAISE IN MY OPINION.	2	1	BETTER QUALITY.	1	3				1
1538431050			3							1

Appendix F: Data Listing

ID	StartTime	EndTime
1538415799	9/27/21 13:39	9/27/21 13:44
1538415000	9/27/21 13:39	9/27/21 13:45
1538417040	9/27/21 13:40	9/27/21 13:43
1538416713	9/27/21 13:40	9/27/21 13:42
1538417315	9/27/21 13:41	9/27/21 13:45
1538417501	9/27/21 13:41	9/27/21 13:43
1538418355	9/27/21 13:42	9/27/21 13:47
1538418411	9/27/21 13:42	9/27/21 14:04
1538429062	9/27/21 13:55	9/27/21 14:00
1538429796	9/27/21 13:56	9/27/21 13:59
1538429172	9/27/21 13:56	9/27/21 14:12
1538431050	9/27/21 13:57	9/27/21 13:58

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538431021	1	2	3	CA	1	1			1	1	1				1	1	1	1
1538431183	1	2	3	CA	1	1			1	1	1				1			1
1538432332	1	2	3	NC	1	1	1			1	1				1	1	1	1
1538432527	2	2	2	FL	1	1		1		1	1				1		1	1
1538432697	1	2	2	WV	1	1	1	1	1		1				1			
1538432225	1	2	3	MS	1	1	1		1		1				1		1	1
1538453757	2	2	5	NC	1	1	1	1	1		1				1	1	1	1
1538453964	2	2	2	UT	1	1	1		1		1				1			1
1538453775	2	2	5	PA	1	1	1	1	1		1				1		1	
1538454473	2	2	2	PA	2	1		1							1	1	1	1
1538454546	3	2	3	NC	1	1	1	1	1	1	1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538431021	1			2	2	1	2				
1538431183	1			1	1	1	3				
1538432332	1			1	1	1	1	it means the chickens can roam and they are not raised in cages	1	2	1
1538432527	1			2	2	1	1	To me pasture raised would mean synonymous with a farm	1	2	1
1538432697				4	4	1	1	Raised in an open pasture.	1	2	1
1538432225	1			2	2	1	1	That the animals were raised in a pasture instead of in a "chicken house".	1	1	2
1538453757	1			4	4	1	1	It means instead of being confined in cages, the chickens are enclosed in a pasture area.	1	3	3
1538453964	1			3	3	1	1	No antibiotics and organic	1	2	1
1538453775	1			1	1	1	3				
1538454473	1			2	2	1	3				
1538454546	1			1	1	1	1	Raised in an open area that is still contained in some way	1	2	2

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538431021			2							1
1538431183			1	they get all their food from a pasture raised farm	1	3				1
1538432332	i believe if you are going to take a life for food you need to make sure that life was lived well. and in regards to chickens that means they get to roam outdoors	2	1	it means they are raised in a way that they can roam outdoors and are not locked in cages their whole lifes.	1	3				1
1538432527	Saying a chicken is pasture raised makes me think that the chicken is spending its life in a good environment before it kills if I were to find out that was not the case I would be horrified and probably not shop at a place that said it was	2	1	pasture means it was raised on a farm or a very large field at least	1	3				1
1538432697	Misleading marketing is crap	2	1	That the chicken is kept in an open and natural living environment.	1	3				1
1538432225	Don't know	2	1	Pasture raised animals should actually live at least half of their lives raised in an open area.	1	3				1
1538453757		2	3							1
1538453964	I am looking for organic antibiotic free meat	2	1	Raised organically and no antibiotics	1	3				1
1538453775			1	Means that the chicken s are not in an enclosed setting. they are able to roam freely	1	3				1
1538454473			3							1
1538454546	I believe all food packaging is intentionally misleading but I still have to eat	2	1	An open area that is still generally contained	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538431021	9/27/21 13:57	9/27/21 14:00
1538431183	9/27/21 13:58	9/27/21 14:21
1538432332	9/27/21 13:59	9/27/21 14:04
1538432527	9/27/21 13:59	9/27/21 14:06
1538432697	9/27/21 14:03	9/27/21 14:36
1538432225	9/27/21 14:13	9/27/21 14:17
1538453757	9/27/21 14:25	9/27/21 14:29
1538453964	9/27/21 14:25	9/27/21 14:28
1538453775	9/27/21 14:25	9/27/21 14:32
1538454473	9/27/21 14:26	9/27/21 14:35
1538454546	9/27/21 14:26	9/27/21 14:30

Appendix F: Data Listing

ID	Qs1	Qs2	Qs3	Qs4	Qs5	Qs6_1	Qs6_2	Qs6_3	Qs6_4	Qs6_5	Qs6_6	Qs6_7	Qs6_8	Qs6_9	Qs7_1	Qs7_2	Qs7_3	Qs7_4
1538454333	3	2	4	CA	1	1	1		1		1				1	1	1	1
1538454449	2	2	4	TX	1	1	1	1	1		1				1		1	1
1538454928	2	2	2	FL	2	1					1				1	1	1	1
1538454949	2	2	3	GA	1	1	1	1	1		1				1	1	1	1

Appendix F: Data Listing

ID	Qs7_5	Qs7_6	Qs7_7	Qs8	Qs8Index	Qs9	Q1	Q2	Q3	Q4	Q5
1538454333	1			1	1	1	1	They are able to move around in a certain area. They are not caged all day	1	1	1
1538454449	1			1	1	1	1	That the chicken were allowed to move around freely in an enclosed area where they could actually peck at the dirt.	1	3	1
1538454928	1			4	4	1	1	chickens roam free on an open pasture	1	2	1
1538454949	1			3	3	1	1	They are allowed to roam free throughout the day and are not raised in a cage.	1	2	1

Appendix F: Data Listing

ID	Q5a	Q6	Q7	Q8	Q9	Q10	Q11_1	Q11_2	Q11_3	Q11_4
1538454333	If they are not spending any time out of cages then it should not say pasture anywhere on the label	2	1	They are not in cages. They are able to move	1	4				1
1538454449	It is basically if they are lying about how their chickens are raised I wouldn't trust them to be honest about much else.	2	1	Any piece of land. With or without grass where chickens can peck and scratch at the ground.	2	3				1
1538454928	I believe chickens living in a more natural/free environment is better	3	1	open, green field	1	3				1
1538454949	I would feel mislead and wouldn't trust that brand.	2	1	It means farm land.	1	3				1

Appendix F: Data Listing

ID	StartTime	EndTime
1538454333	9/27/21 14:26	9/27/21 14:33
1538454449	9/27/21 14:26	9/27/21 14:38
1538454928	9/27/21 14:26	9/27/21 14:30
1538454949	9/27/21 14:27	9/27/21 14:31

Appendix G: Data Glossary

Variable	Description	Code
ID		
Qs1	What type of electronic device are you using to complete this survey?	1 = Desktop computer 2 = Laptop computer 3 = Tablet computer 4 = Smartphone 5 = Other mobile or electronic device
Qs2	Are you...?	1 = Male 2 = Female
Qs3	Into which of the following categories does your age fall?	1 = Under 18 2 = 18 - 34 3 = 35 - 49 4 = 50 - 64 5 = 65+
Qs4	In which state do you currently reside?	
Qs5	Which of the following statements best describes your involvement, if any, in grocery shopping for your household?	1 = I personally do all or most of the grocery shopping for my household 2 = I personally do some of the grocery shopping for my household 3 = I do not do any of the grocery shopping for my household
Qs6_1	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = Chicken
Qs6_2	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = Pork
Qs6_3	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = Seafood
Qs6_4	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = Beef
Qs6_5	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = Tofu
Qs6_6	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = Eggs

Qs6_7	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = Hextall
Qs6_8	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = None of the above
Qs6_9	Which, if any, of the following types of packaged products are you likely to personally purchase from a supermarket or grocery store in the next 3 months?	1 = Don't Know/Unsure
Qs7_1	Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months?	1 = Pasture raised
Qs7_2	Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months?	1 = Organic
Qs7_3	Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months?	1 = Free range
Qs7_4	Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months?	1 = Antibiotic free
Qs7_5	Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months?	1 = No added hormones
Qs7_6	Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months?	1 = None of the above
Qs7_7	Which, if any, of the following types of packaged chicken are you likely to consider purchasing from a supermarket or grocery store in the next 3 months?	1 = Don't know/Unsure
Qs8	Please select ["NORTH" "SOUTH" "EAST" "WEST"] from the following list in order to continue with this survey.	1 = North 2 = South 3 = East 4 = West
Qs8Index	The correct response for Qs8	
Qs9	<p>You have qualified to take this survey. Before continuing, please carefully read these instructions:</p> <ul style="list-style-type: none"> • Please take the survey in one session without interruption. • While taking the survey, please do not consult any other websites or other electronic or written materials. • Please keep your browser maximized for the entire survey. 	<p>1 = I understand and agree to the above instructions</p> <p>2 = I do not understand or do not agree to the above instructions</p>

	<ul style="list-style-type: none"> • Please answer all questions on your own without consulting any other person. • If you normally wear eyeglasses or contact lenses when viewing an electronic screen, please wear them for the survey. 	
Q1	Thinking about chicken, do you have a belief or opinion about what the term “pasture raised” means?	1 = Yes 2 = No 3 = Don’t know/Unsure
Q2	Thinking about chicken, what does the term “pasture raised” mean to you?	
Q3	Does the term “pasture raised” communicate or imply that chickens are guaranteed to spend at least some of their lives raised on pasture?	1 = Yes, the term “pasture raised” does communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture 2 = No, the term “pasture raised” does not communicate or imply that the chickens are guaranteed to spend at least some of their lives raised on pasture 3 = Don’t know/Unsure
Q4	You indicated that the term “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. Do you believe that “pasture raised” chickens are guaranteed to spend...	1 = Some, but not the majority, of their lives raised on pasture 2 = The majority of their lives raised on pasture 3 = Don’t know/Unsure
Q5	You previously indicated that you believe “pasture raised” communicates or implies that the chickens are guaranteed to spend at least some of their lives raised on pasture. If you learned that “pasture raised” chickens were <i>not</i> guaranteed to spend any of their lives raised on pasture, would it...	1 = Make you less likely to consider purchasing the chicken 2 = Have no impact on your likelihood to consider purchasing the chicken 3 = Don’t know/Unsure
Q5a	Why do you say that?	
Q6	Does the term “pasture raised” communicate or imply that the chickens are guaranteed to attend continuing education classes?	1 = Yes, the term “pasture raised” does communicate or imply that the chickens are guaranteed to attend continuing education classes 2 = No, the term “pasture raised” does not communicate or imply that the chickens are

		guaranteed to attend continuing education classes 3 = Don't know/Unsure
Q7	Do you have a belief or opinion about what the word "pasture" means as it relates to pasture raised chicken?	1 = Yes 2 = No 3 = Don't know/Unsure
Q8	What does the word "pasture" mean to you as it relates to pasture raised chicken?	
Q9	You may have already mentioned this, but do you believe that the word "pasture" as it relates to pasture raised chicken means ...	1 = The ground is mostly covered with grass and other plants 2 = The ground is partly covered with grass and other plants 3 = The ground is not covered with grass and other plants 4 = Don't Know/Unsure 5 = No opinion
Q10	You may have already mentioned this, but do you believe that the word "pasture" as it relates to pasture raised chicken means ...	1 = The ground is mostly covered with concrete and gravel 2 = The ground is partly covered with concrete and gravel 3 = The ground is not covered with concrete and gravel 4 = Don't know/Unsure 5 = No opinion
Q11_1	Do you or does any member of your household work for any of the following types of companies?	1 = A company that produces, distributes, or sells packaged chicken
Q11_2	Do you or does any member of your household work for any of the following types of companies?	1 = A company that provides market research services
Q11_3	Do you or does any member of your household work for any of the following types of companies?	1 = A company that provides advertising services
Q11_4	Do you or does any member of your household work for any of the following types of companies?	1 = None of the above
StartTime	Date and time survey started	
EndTime	Date and time survey ended	

FEBRUARY 2022

CONSUMER PERCEPTION SURVEY RESULTS

PRESENTED TO THE UNITED STATES DEPARTMENT OF AGRICULTURE



INTRODUCTION

- **Principal at Applied Marketing Science, Inc. (“AMS”), a full-service market research and consulting firm.**
- **More than 25 years of experience in the field of market research.**
 - The last 10+ years designing and conducting surveys specifically for litigation purposes.
 - Conducted well over 1,000 surveys measuring consumer perceptions
- **Serve as a testifying survey expert and have submitted reports to Federal and State Courts, the Trademark Trial and Appeal Board (TTAB), and the National Advertising Division (NAD) of the Better Business Bureau in a variety of litigation matters on behalf of plaintiffs and defendants.**
 - Regularly conduct surveys and testify on matters related to consumer confusion and deception
- **Bachelor of Arts in History from Roanoke College and a Master of Business Administration from the University of Colorado.**



BACKGROUND & SURVEY ASSIGNMENT

- **It is my understanding that the USDA considers “pasture raised” to be synonymous with other raising claims**
 - To be labeled as “pasture raised” the USDA requires demonstration of “continuous, free access to the outside throughout their normal growing cycle” for such a claim*
 - The USDA does not currently define the term “pasture” in these requirements
- **I was asked by Perdue to design and conduct a survey to measure consumer perceptions of the term “pasture raised” in the context of packaged chicken**
 - I was also asked to determine whether and to what extent consumers’ likelihood to purchase chicken labeled “pasture raised” would be impacted if the manner in which chickens were raised did not meet consumer expectations.

*USDA considers “pasture raised” to be synonymous with “free range”, and lists the qualifications for a “free range” claim in the FSIS Labeling Guideline on Documentation Needed to Substantiate Animal Raising Claims for Label Submissions pdf document



SURVEY METHODOLOGY

- **Conducted a consumer perception survey in accordance with generally accepted principles of survey research, as set forth in the Federal Judicial Center’s Manual for Complex Litigation.**
- **Specifically, the survey included the following:**
 - Double-blind administration
 - Instructions for respondents not to guess and “don’t know/unsure” response options
 - “Click balancing” to ensure that the sample is representative of the relevant population
 - Neutrally worded questions and rotated response options to eliminate any potential bias in which respondents feel that the survey is leading them toward an intended response
 - Controls to account for guessing and other forms of survey noise

*Federal Judicial Center’s Manual for Complex Litigation “Reference Guide on Survey Research.” Diamond, S. S. (2011). Reference guide on survey research. Federal Judicial Center and The National Research Council of the National Academies, *Reference Manual on Scientific Evidence* (pp. 359-423). Washington, DC: The National Academies Press.



SURVEY INSTRUMENT

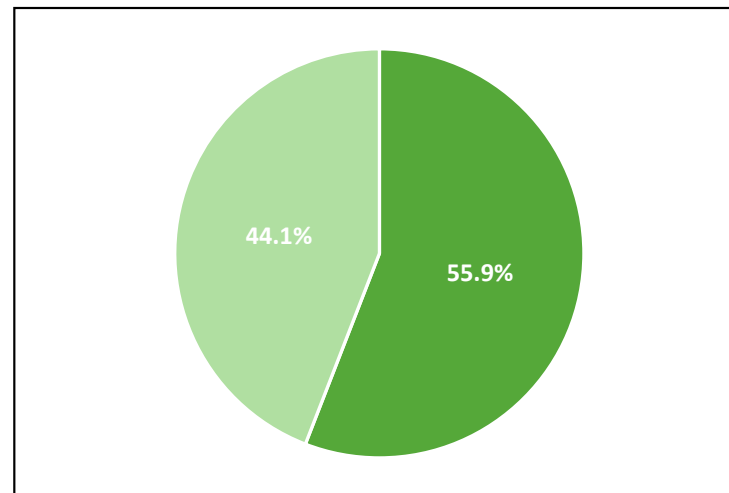
- The survey was conducted between September 17 and September 27, 2021.
- The relevant universe was potential customers (next 3 months) of pasture raised chicken who have at least some involvement in grocery shopping for their household
 - After standard data cleaning procedures, the final survey sample size is 409 respondents
- The survey followed a “funnel format” typically used in surveys to determine whether an advertising claim is likely to confuse or deceive consumers.
 - Respondents were asked whether they had an opinion about what “pasture raised” means
 - Those who did were asked open and closed-ended questions about what they believe it means
 - Respondents were also asked a control question to establish a baseline of noise
 - The same types of questions were asked in relation to perceptions of “pasture”



SURVEY FINDINGS: PASTURE

- It is my understanding that the USDA has not defined the term “pasture” in relation to their requirements for making a label claim of “pasture raised” or other synonymous claims
- However, the majority (55.9%) of consumers believe that the term “pasture” means that the ground is covered mostly with grass and other plants.

Q9. You may have already mentioned this, but do you believe that the word “pasture” as it relates to pasture raised chicken means...



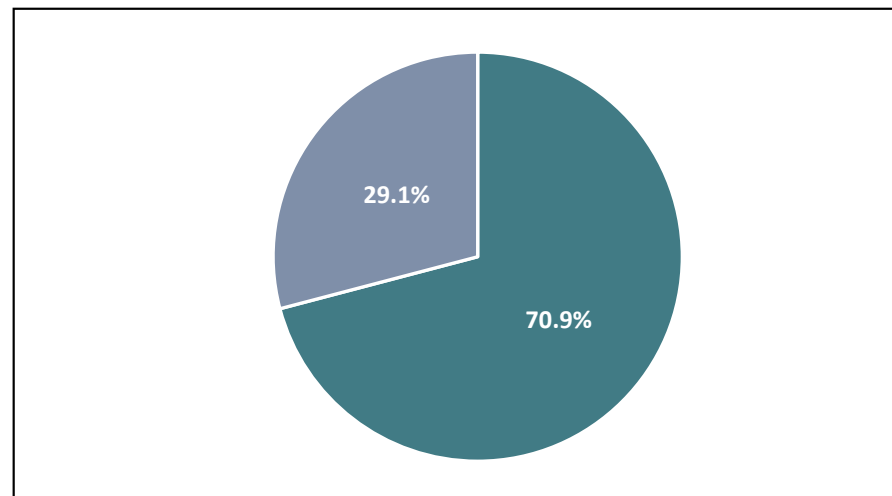
*Full data from my survey can be found in my written, submitted report



SURVEY FINDINGS: PASTURE RAISED

- The overwhelming majority (70.9%) of consumers believe that the term “pasture raised” means chickens are guaranteed to spend at least some of their lives on pasture.*
 - Further, 49.4% of consumers indicate that they believe “pasture raised” chickens are guaranteed to spend the majority of their lives raised on pasture

Q3. Does the term “pasture raised” communicate or imply that chickens are guaranteed to spend at least some of their lives raised on pasture?



*Full data from my survey can be found in my written, submitted report

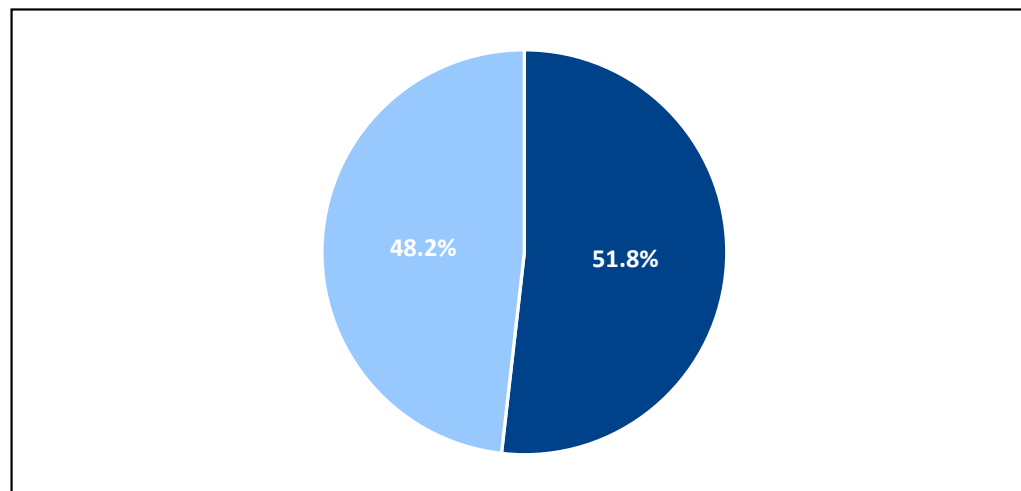
Source:

Confidential and Proprietary



SURVEY FINDINGS: LIKELIHOOD TO PURCHASE

Q5. If you learned that “pasture raised” chickens were not guaranteed to spend any of their lives raised on pasture, would it...



More than half (51.8%)* of consumers indicate that they would be **less likely** to consider purchasing chicken labeled “pasture raised” if the chickens **were not guaranteed** to spend at least some of their lives raised on pasture.

*Note that these results are directional only and not meant to represent a test of materiality.



CONSUMER PERCEPTIONS LIE IN THE USE OF “GUARANTEE” RATHER THAN “ACCESS”

- Currently, part of the requirement in making a “pasture raised” claim is a demonstration of “continuous, free access to the outside throughout their normal growing cycle”
- The findings of my survey indicate that the current definition does not align with consumer perceptions or expectations of packaged chicken labeled “pasture raised.”
 - Consumers overwhelmingly (70.9%) believe “pasture raised” means, at a minimum, that the chickens are **guaranteed** to spend at least some of their lives on pasture.
 - Indeed, almost half of the consumers (49.4%) believe “pasture raised” means that the chickens are **guaranteed** to spend the majority of their lives on pasture.
- The magnitude of these survey results are striking.
 - Note that in surveys used for litigation, a finding that 20% of consumers take away a mistaken impression from an advertising claim is generally sufficient to demonstrate confusion or deception.



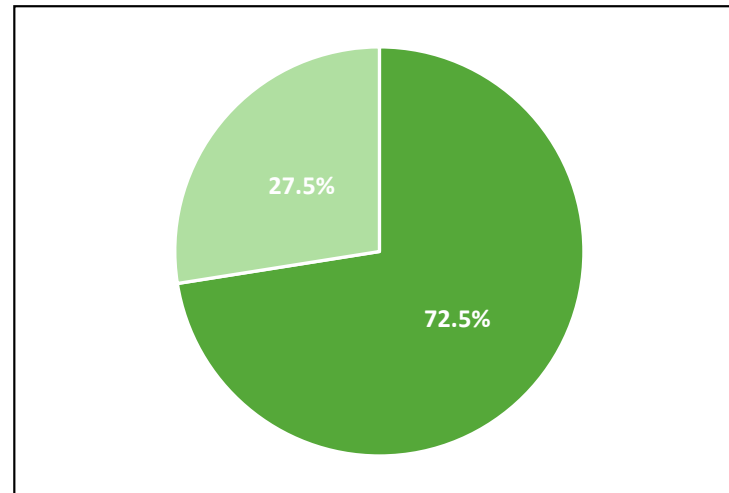
APPENDIX



PASTURE FINDINGS, ONLY RELEVANT CONSUMERS

- If the data is analyzed only among respondents who indicated they had an opinion about what “pasture” meant in Q7, **72.5%** of respondents indicate that they believe the word “pasture” means that the ground is mostly covered with grass and other plants.

Q9. You may have already mentioned this, but do you believe that the word “pasture” as it relates to pasture raised chicken means...



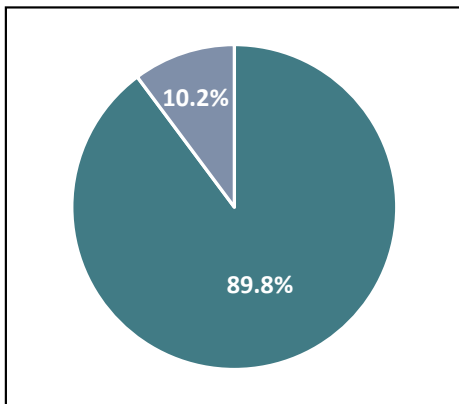
*Full data from my survey can be found in my written, submitted report



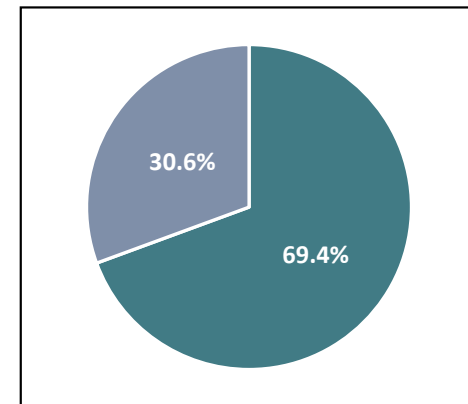
PASTURE RAISED FINDINGS, ONLY RELEVANT CONSUMERS

- If the data is analyzed only among respondents who indicated that they had an opinion about what “pasture raised” meant in Q1, 89.8% of those respondents indicated that they believed the term “pasture raised” communicates or implies that chickens are guaranteed to spend at least some of their lives raised on pasture
 - Further, if the data is analyzed only among respondents who indicated in Q3 that they believe the term “pasture raised” means that the chickens are guaranteed to spend at least some of their time on pasture, 69.4% of those respondents indicated that they believe “pasture raised” chickens are guaranteed to spend the *majority* of their lives raised on pasture.

Q3. Does the term “pasture raised” communicate or imply that chickens are guaranteed to spend at least some of their lives raised on pasture?



Q4. Do you believe that “pasture raised” chickens are guaranteed to spend...

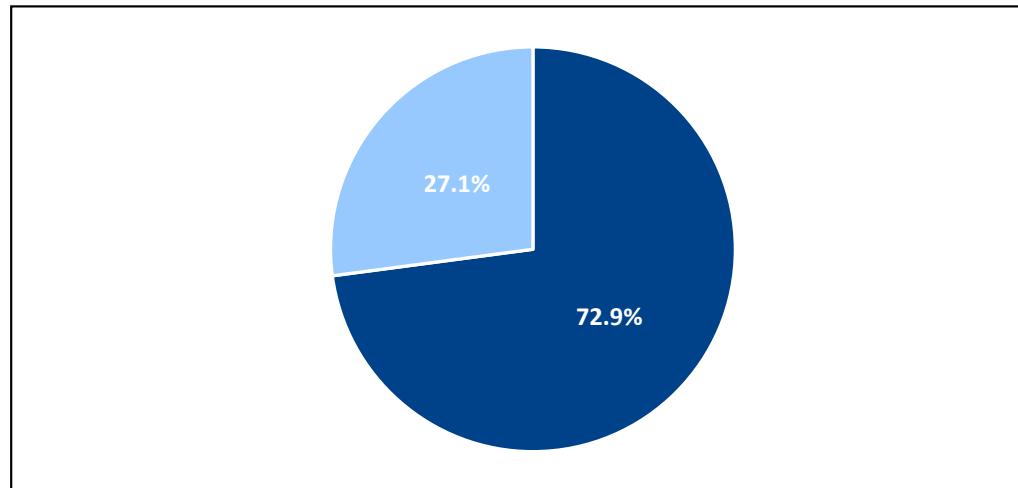


*Full data from my survey can be found in my written, submitted report

LIKELIHOOD TO PURCHASE FINDINGS, ONLY RELEVANT CONSUMERS


- If the data is analyzed only among respondents who indicated in Q3 that they believe the term “pasture raised” means that the chickens are guaranteed to spend at least some of their lives raised on pasture, **72.9%** of those respondents indicated that they would be less likely to consider purchasing the chicken if they learned that “pasture raised” chickens were not guaranteed to spend any of their lives raised on pasture.

Q5. If you learned that “pasture raised” chickens were not guaranteed to spend any of their lives raised on pasture, would it...



•Note that these results are directional only and not meant to represent a test of materiality.





Understanding Consumer Perceptions of “Pasture Raised”

October 2020



Strategy First
Partners

Objectives and Methodology

- **Project Objective:** Establish consumer understanding of 'pasture raised' and determine any terminology confusion
- **Methodology:** Online survey conducted by Harris on Demand between September 22 and 24, 2020
- **Base Size:** Study conducted among n=2077 US respondents weighted to census, screened down to n=1801 meat shoppers for relevant questions

Executive Summary

- Shoppers believe they know what “pasture raised” means, but when they're pressed there is no common understanding
- Most don't agree with the current USDA definition of “pasture raised”
- After seeing the USDA definition of “pasture raised”, half don't agree that it accurately describes what “pasture raised” means
- Almost half agree that “pasture raised” and “free range” don't mean the same thing
- Consumers expect “pasture” to refer to “ground covered in rooted vegetation”

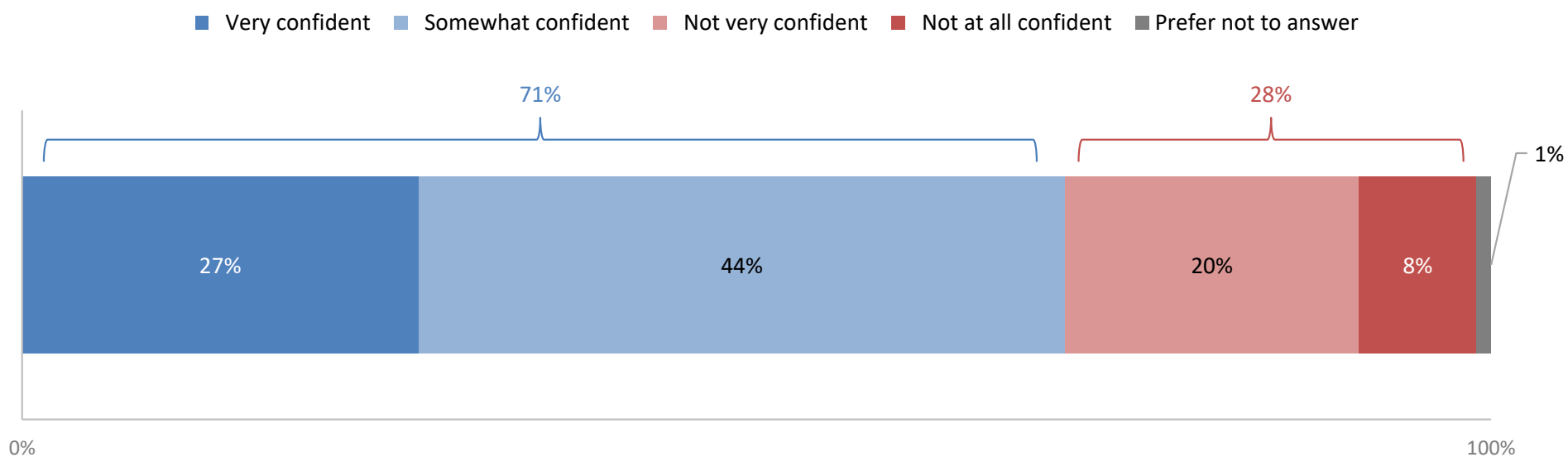
Implications

- We can confidently make the case that there is substantial confusion around the term “pasture raised”
- Most shoppers don’t agree with the USDA’s definition of “pasture raised,” “pasture,” or that the practices currently called “pasture raised” are acceptable under that label
- These findings indicate that the consumer would be better served if “pasture raised” and “free range” had different meanings to better align with consumer expectations, rather than the current practice of using the terms interchangeably

Research Results

Shoppers *believe* they know what “pasture raised” means...

Confidence in Knowledge of “Pasture Raised” Definition Among Meat Shoppers



Base size: n=1801

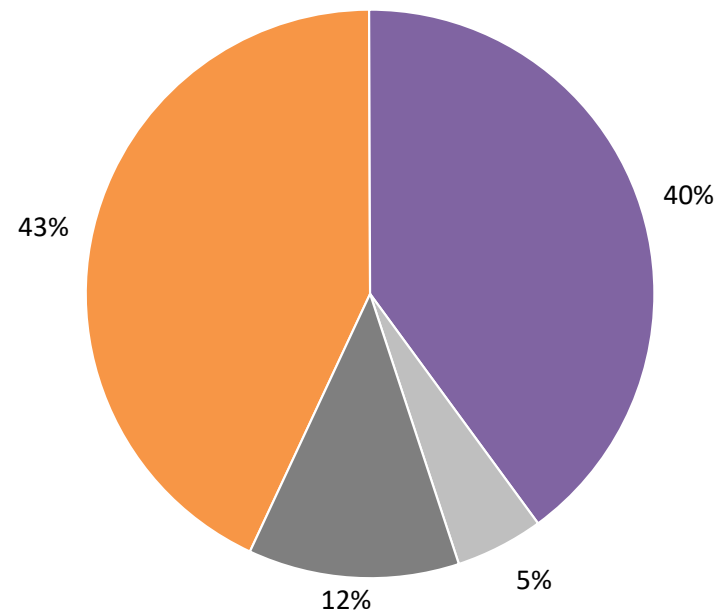
Q4 The term "pasture raised" might be seen on a package label or in an advertisement for chicken. How confident are you that you understand what the term "pasture raised" means?

...However, in reality they define it in different ways

Definition of "Pasture Raised"

Among Meat Shoppers

- All chickens spend most of their life on pasture
- Chickens are raised in a conventional chicken house with doors to an outside area that may include pasture
- None of the above
- Don't know



60% of shoppers have a different definition from the USDA or don't know

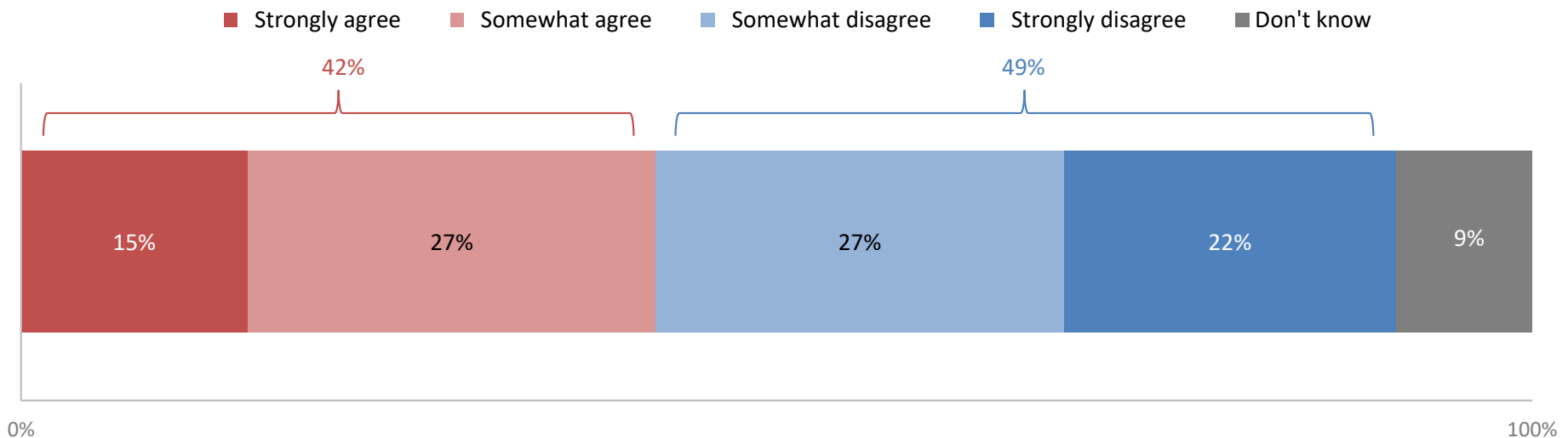
Base size: n=1801

Q5 What does a "pasture raised" label on chicken mean to you?

When given the USDA definition, half disagree that it accurately describes what "pasture raised" means

Acceptance of Current "Pasture Raised" Practices Among Meat Shoppers

Currently, chicken companies are permitted to label chicken "pasture raised" as long as the birds were raised in a conventional chicken house with doors to an outside area, even if they didn't necessarily spend any time on pasture. How much do you agree or disagree with labeling chicken raised this way as "pasture raised"?

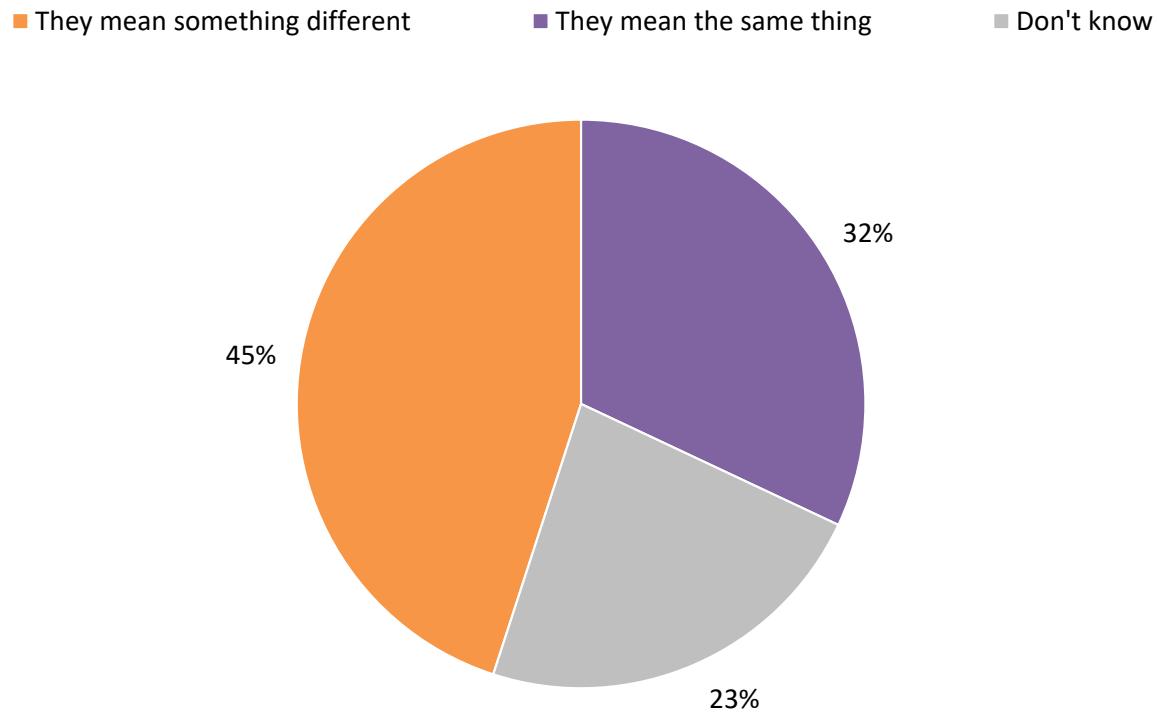


Base size: n=1801

Q9 Currently, chicken companies are permitted to label chicken "pasture raised" as long as the birds were raised in a conventional chicken house with doors to an outside area, even if they didn't necessarily spend any time on pasture. How much do you agree or disagree with labeling chicken raised this way as "pasture raised"?

Only one out of three shoppers agree with the USDA that "pasture raised" and "free range" mean the same thing

Difference between "Pasture Raised" and "Free Range"
Among Meat Shoppers



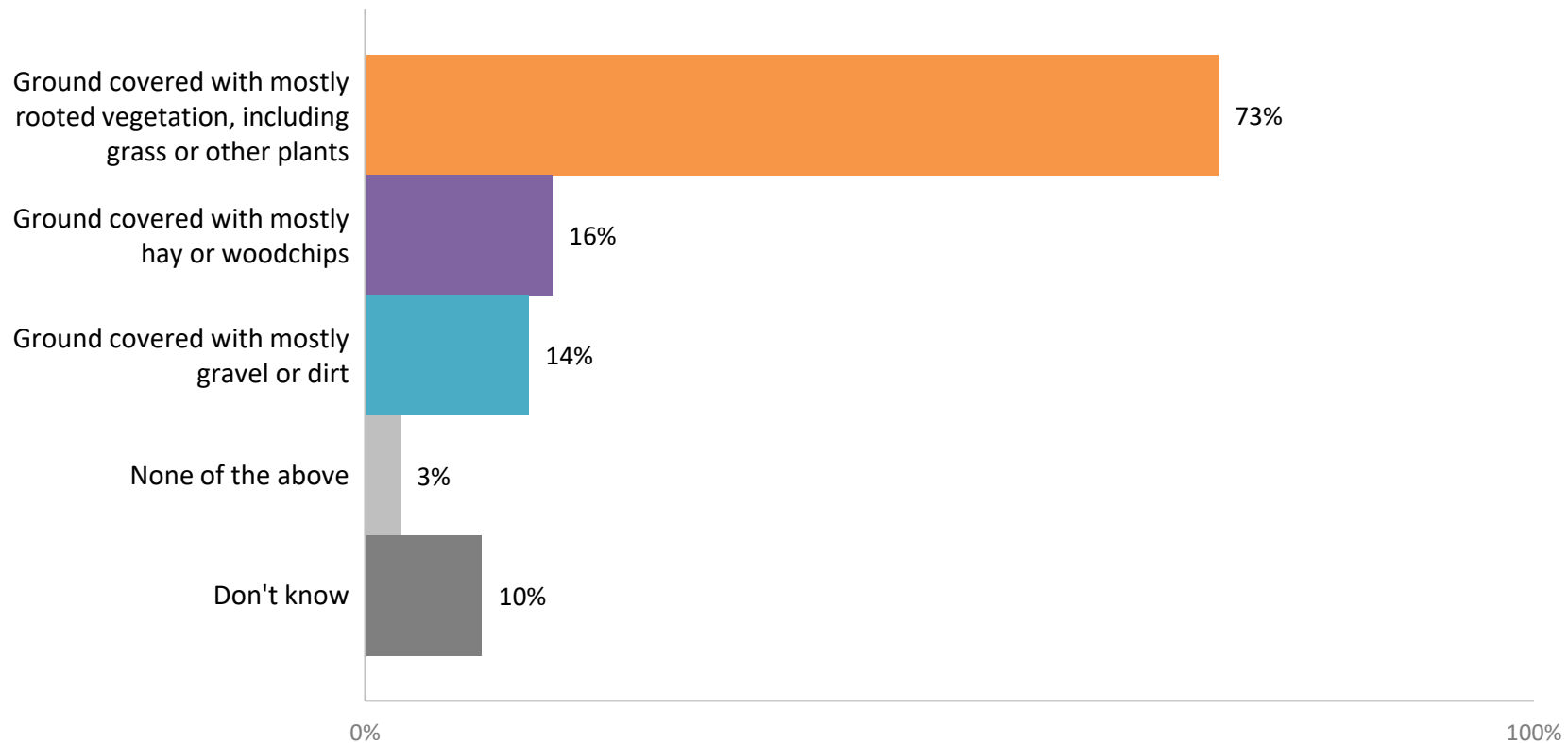
Base size: n=1801

Q8 Thinking about the terms "pasture raised" and "free range," how similar or different are they?

A clear majority align around a common definition of “pasture” - but that definition differs from the USDA’s

Definition of Pasture

Among Meat Shoppers



Base size: n=1801

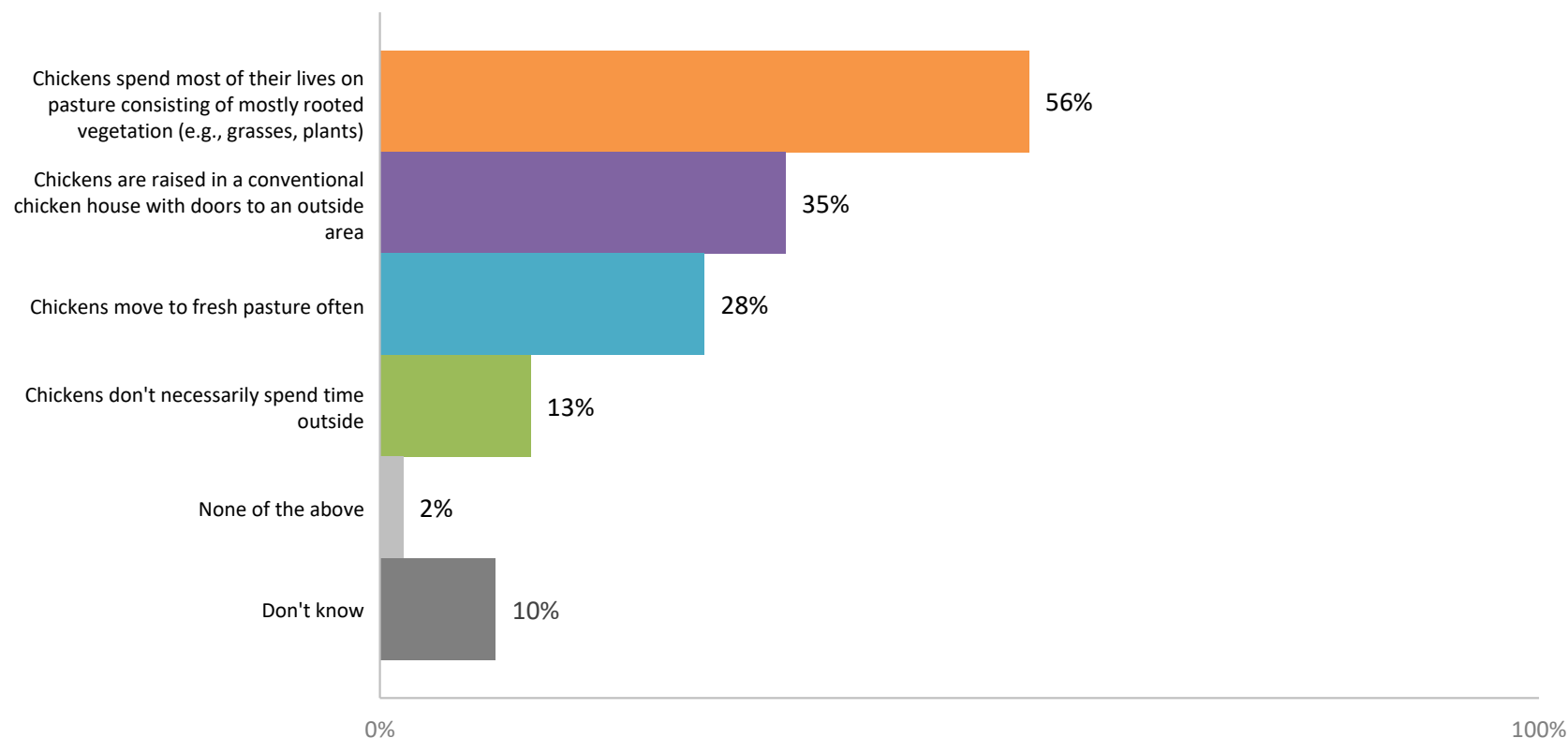
Q6 When thinking about the term "pasture raised," which of the following fits with what "pasture" means to you? Please select all that apply.

Appendix

Consumers are literal: when given the chance to select multiple options, most agree that “pasture raised” means chickens spend most of their lives on pasture

Definition of “Pasture Raised”

Among Meat Shoppers, Multiple Answers Permitted

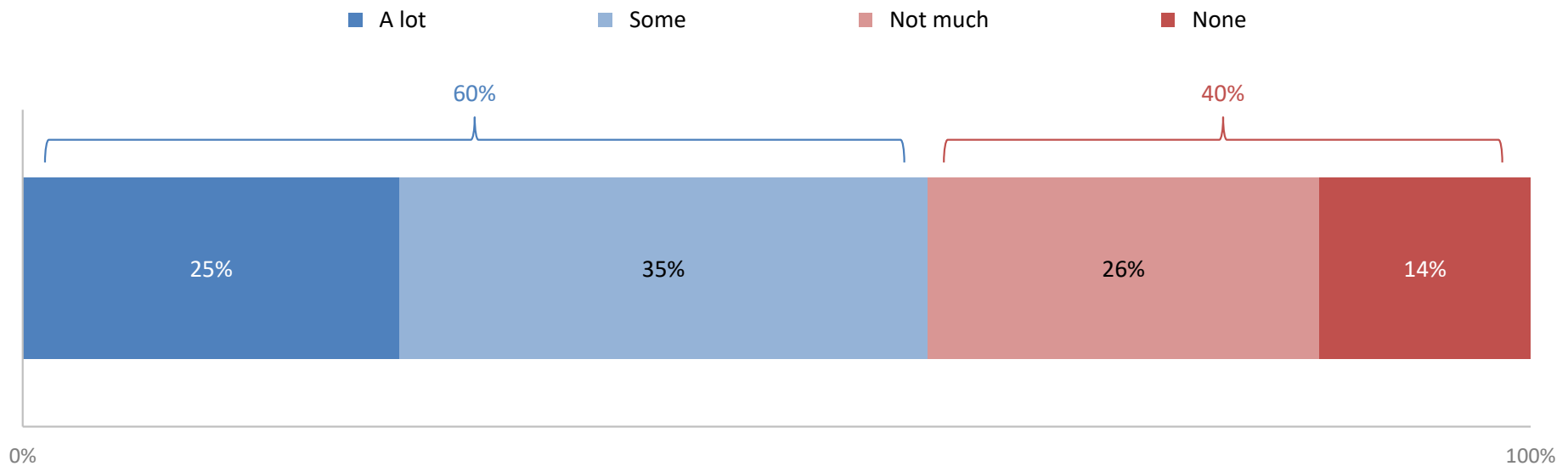


Base size: n=1801

Q7 Below, we've included a list of different statements about how chickens are raised. Select each statement that you feel is true about chickens that are "pasture raised."

A majority pay attention to label claims

Attention Paid to Label Claims Among Meat Shoppers



Base size: n=1801

Q3 When shopping for meat and poultry products, how much attention do you pay to label claims about how the animals were raised (such as "no antibiotics," "sustainably farmed," "no added hormones")?

Additional Data Cuts

Additional Data Cuts

- **Label Readers** are those who pay at least some attention to label claims (Q3). **Non-Label Readers** include all other respondents.
- **Confident in Understanding** are those who are at least somewhat confident in their understanding of the phrase “pasture raised.” **Not Confident in Understanding** includes all other respondents.
- **Elites** are those with a college degree and at least \$100,000/year household income. **Non-Elites** are all others.

Summary

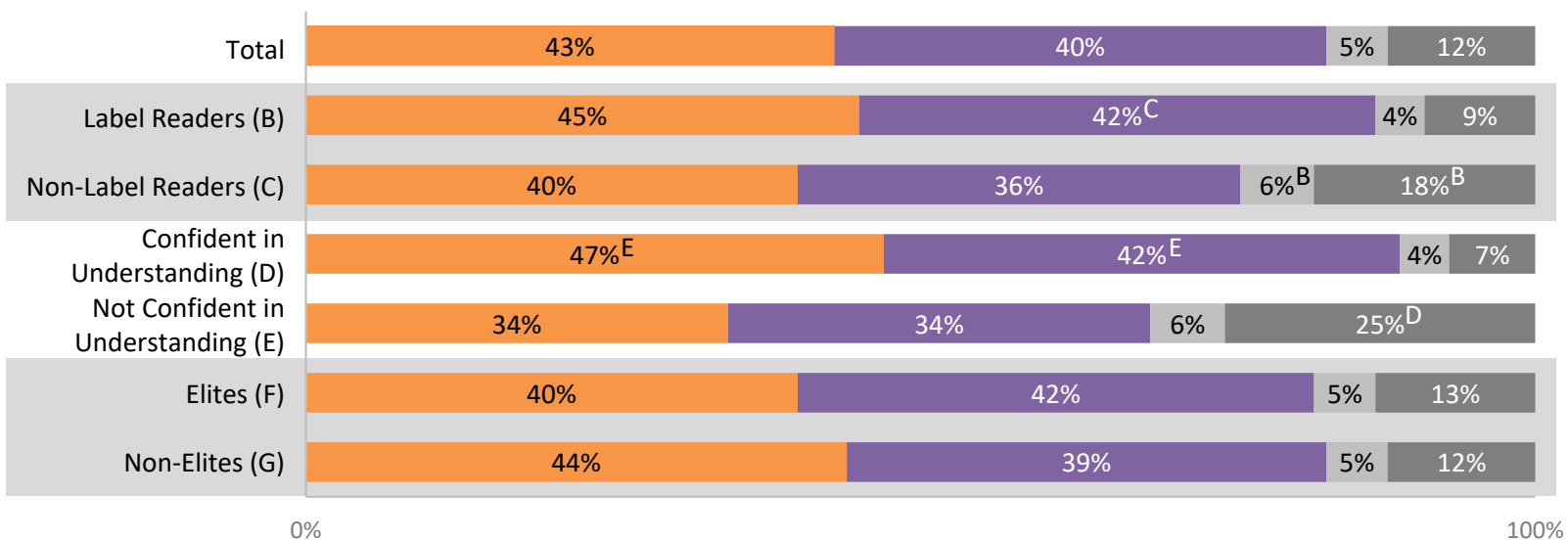
- Those who say they are confident in their knowledge of what “pasture raised” means are not actually any clearer on what the term means according to the USDA
- Label Readers say they are more confident in their knowledge, but are likewise not any clearer on what “pasture raised” means
- The data show that self-reported knowledge levels or familiarity with labels does not actually mean respondents are more informed – in some cases, they’re actually more likely to be wrong

Label Readers and Confidents are split on what “pasture raised” means

Definition of “Pasture Raised”

Among Meat Shoppers

- All chickens spend most of their life on pasture
- Chickens are raised in a conventional chicken house with doors to an outside area that may include pasture
- None of the above



However, Label Readers and Confident are more likely to give the “correct” answer

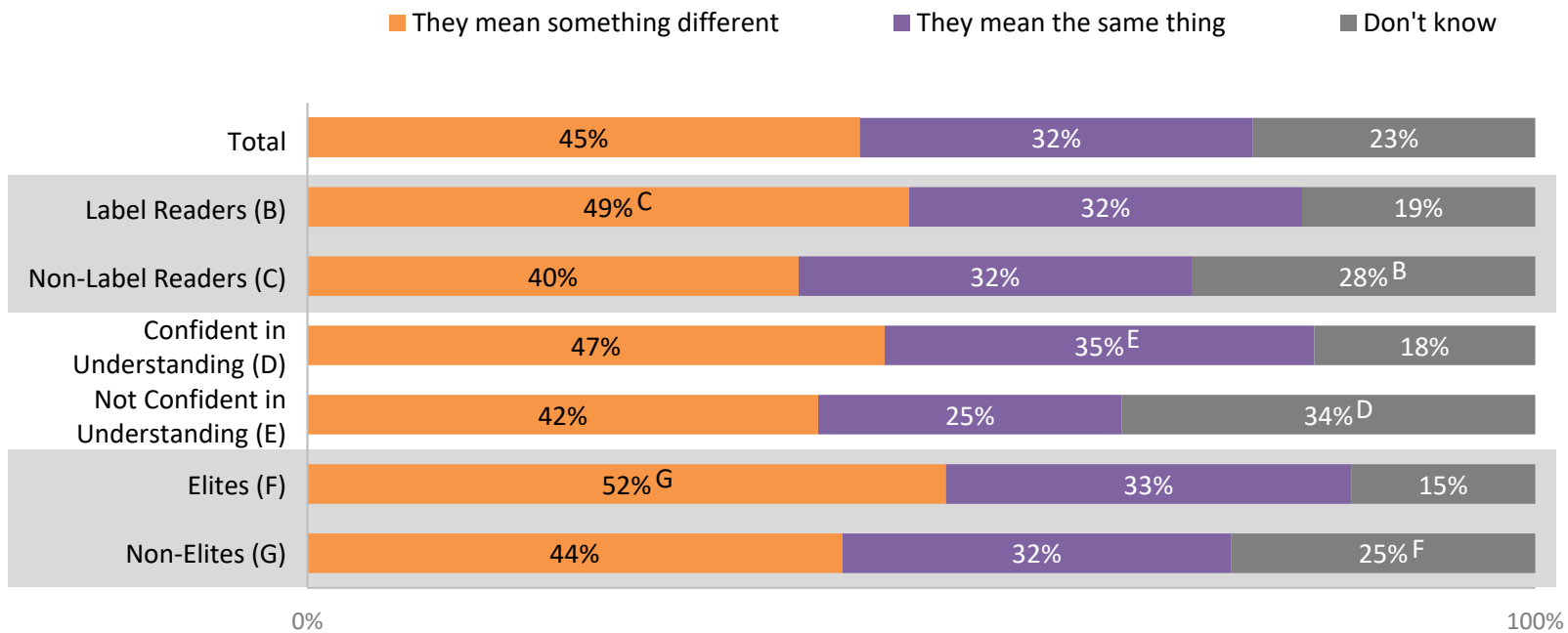
ABCDEF G Letter indicates statistically significantly higher than referenced group at 95% confidence interval

Base size: Total n=1801; Label Readers n=1072, Non-Label Readers n=729; Confident in Understanding n=1284, Not Confident in Understanding n=497; Elites n=308, Non-Elites n=1493

Q5 What does a “pasture raised” label on chicken mean to you?

Almost half of Confidents and Label Readers believe the terms mean something different

Difference between “Pasture Raised” and “Free Range”
Among Meat Shoppers



Label Readers are more likely to say they mean something different

ABCDEF G Letter indicates statistically significantly higher than referenced group at 95% confidence interval

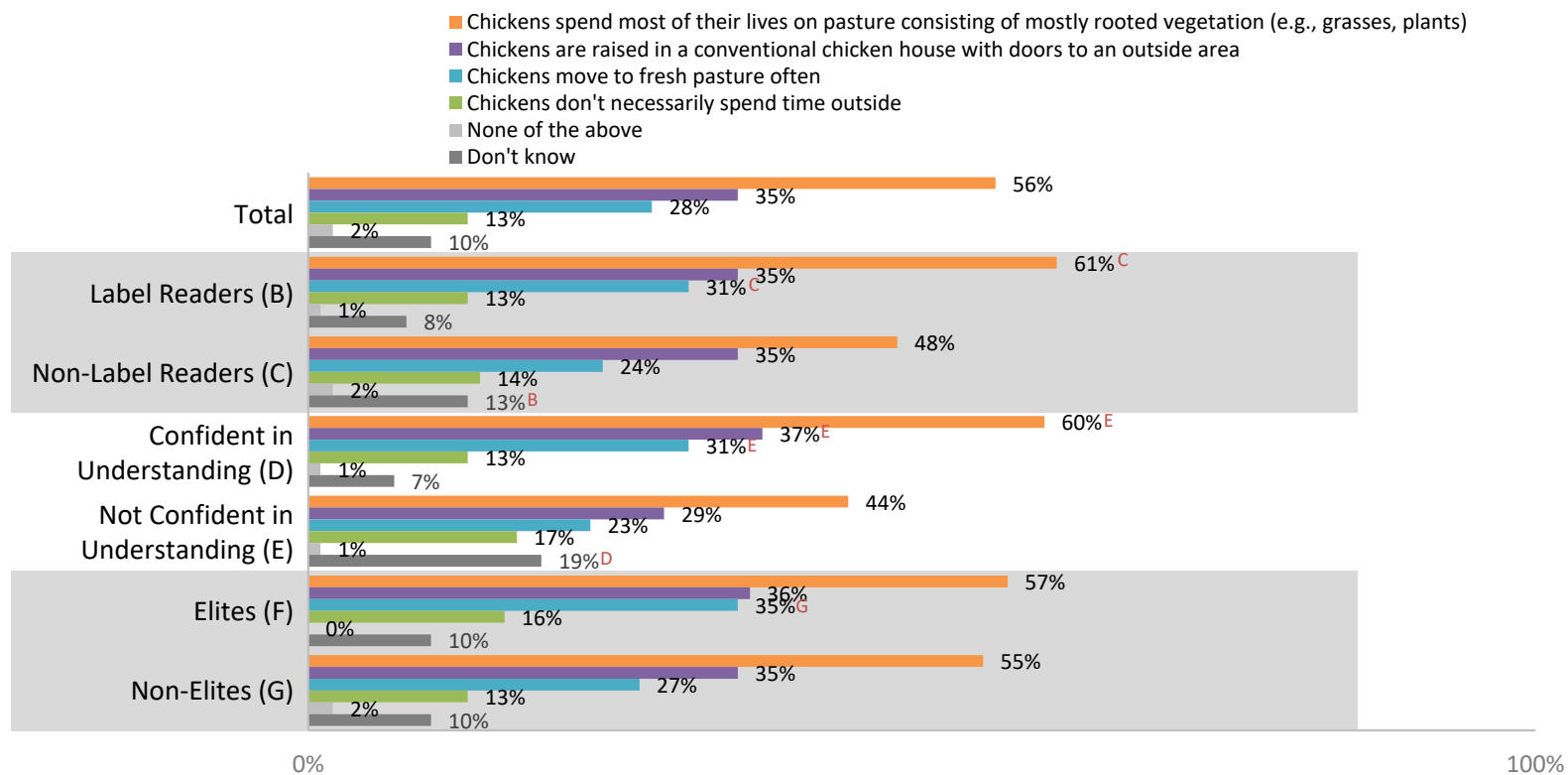
Base size: Total n=1801; Label Readers n=1072, Non-Label Readers n=729; Confident in Understanding n=1284, Not Confident in Understanding n=497; Elites n=308, Non-Elites n=1493

18 Q8 Thinking about the terms "pasture raised" and "free range," how similar or different are they?

Label Readers and Confidents are more likely to give the “wrong” answer

Definition of “Pasture Raised”

Among Meat Shoppers, Multiple Answers Permitted



ABCDEF G Letter indicates statistically significantly higher than referenced group at 95% confidence interval

Base size: Total n=1801; Label Readers n=1072, Non-Label Readers n=729; Confident in Understanding n=1284, Not Confident in Understanding n=497; Elites n=308, Non-Elites n=1493

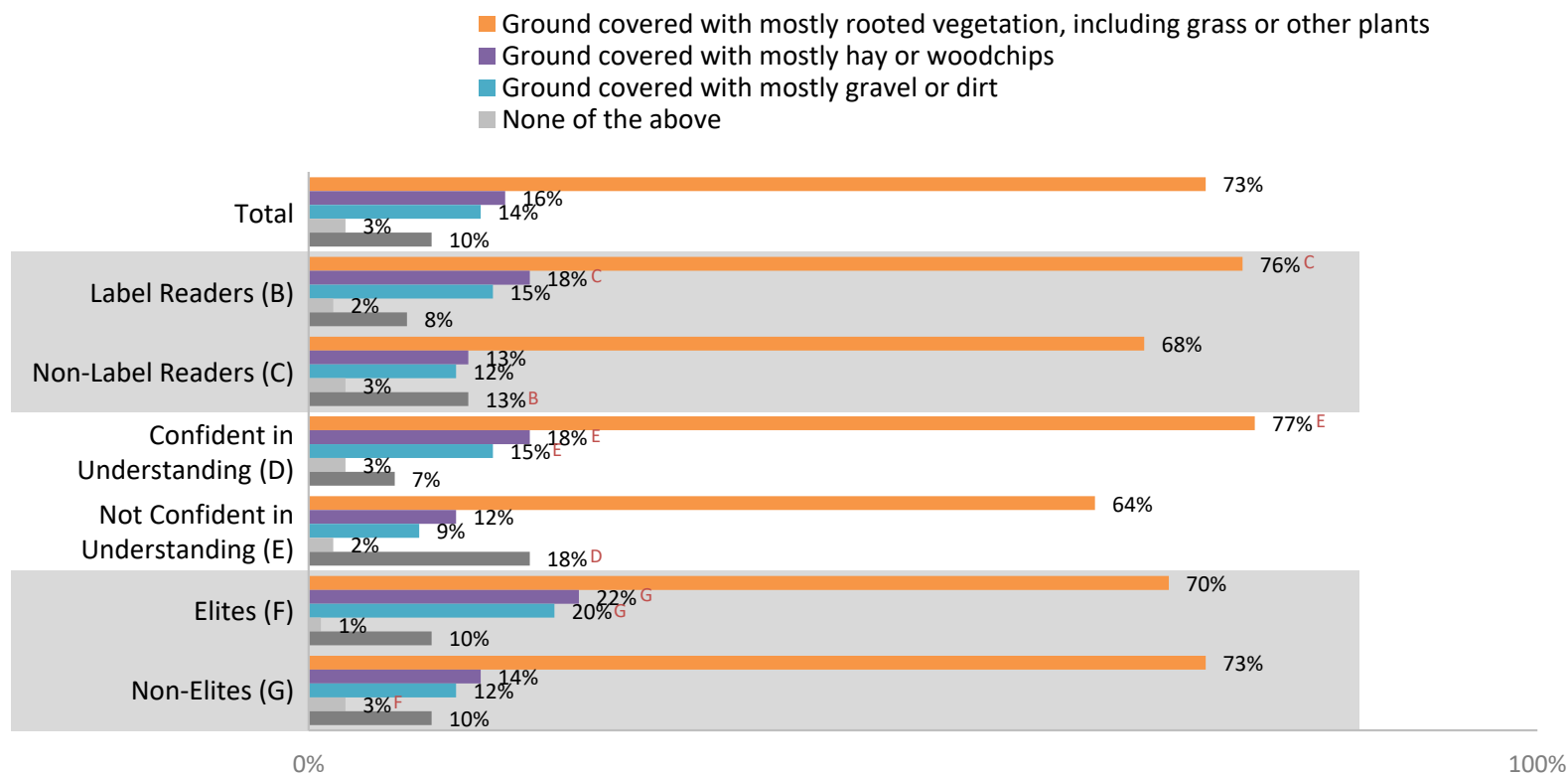
Q7 Below, we've included a list of different statements about how chickens are raised. Select each statement that you feel is true about chickens that are "pasture raised."

Appendix

Groups are consistent in their alignment around a definition for pasture

Definition of Pasture

Among Meat Shoppers



ABCDEF G Letter indicates statistically significantly higher than referenced group at 95% confidence interval

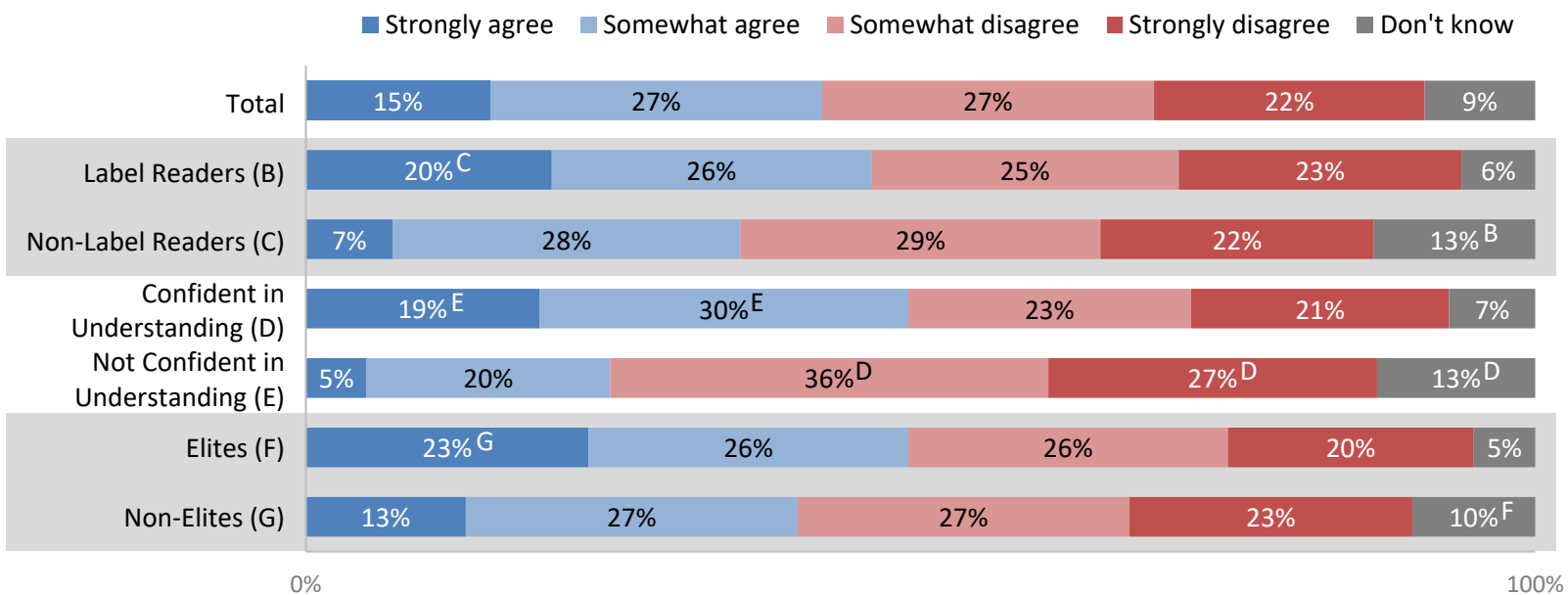
Base size: Total n=1801; Label Readers n=1072, Non-Label Readers n=729; Confident in Understanding n=1284, Not Confident in Understanding n=497; Elites n=308, Non-Elites n=1493

Q6 When thinking about the term "pasture raised," which of the following fits with what "pasture" means to you? Please select all that apply.

Label Readers and Confidents are still split on their acceptance of current pasture raised practices

Acceptance of Current "Pasture Raised" Practices Among Meat Shoppers

Currently, chicken companies are permitted to label chicken "pasture raised" as long as the birds were raised in a conventional chicken house with doors to an outside area, even if they didn't necessarily spend any time on pasture. How much do you agree or disagree with labeling chicken raised this way as "pasture raised"?



However, Label Readers and Confidents are more likely to accept these practices

Those not confident in their understanding of "pasture raised" are less likely to accept these practices

ABCDEF G Letter indicates statistically significantly higher than referenced group at 95% confidence interval

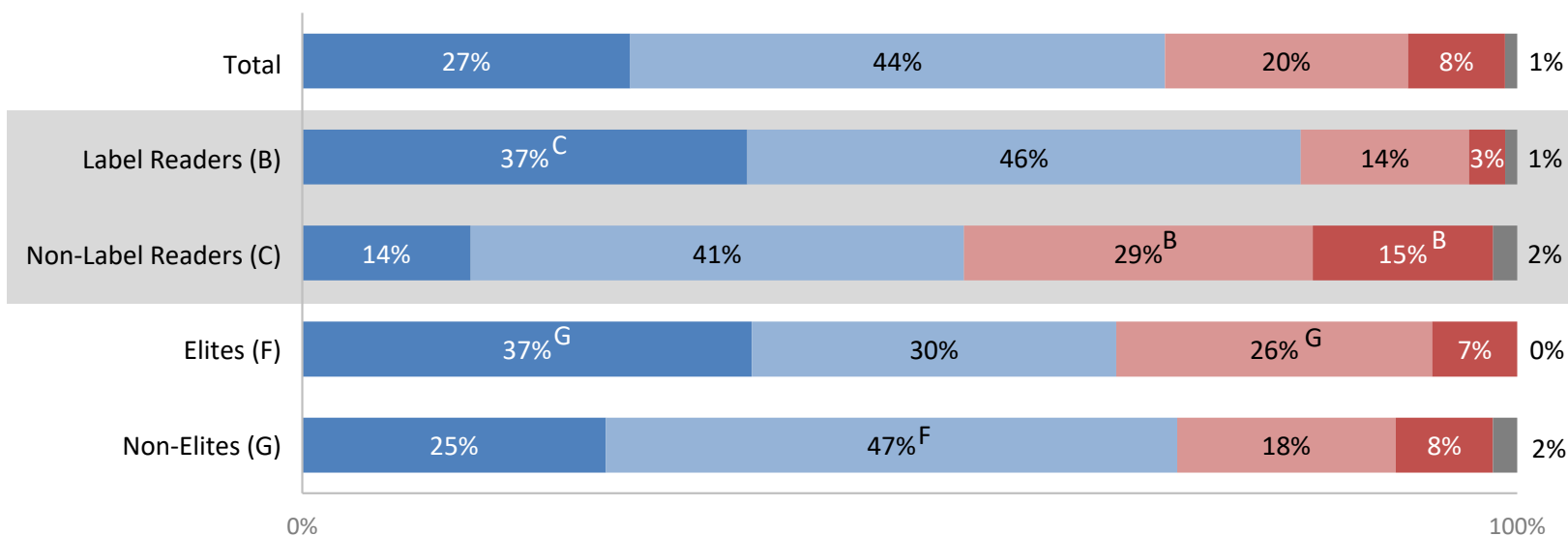
Base size: Total n=1801; Label Readers n=1072, Non-Label Readers n=729; Confident in Understanding n=1284, Not Confident in Understanding n=497; Elites n=308, Non-Elites n=1493

Q9 Currently, chicken companies are permitted to label chicken "pasture raised" as long as the birds were raised in a conventional chicken house with doors to an outside area, even if they didn't necessarily spend any time on pasture. How much do you agree or disagree with labeling chicken raised this way as "pasture raised"?

Label readers are confident they know what “pasture raised” means

Confidence in Knowledge of “Pasture Raised” Definition Among Meat Shoppers

■ Very confident ■ Somewhat confident ■ Not very confident ■ Not at all confident ■ Prefer not to answer



Non-Label Readers are more likely to be not very/not at all confident in their knowledge

Elites are more split in their knowledge

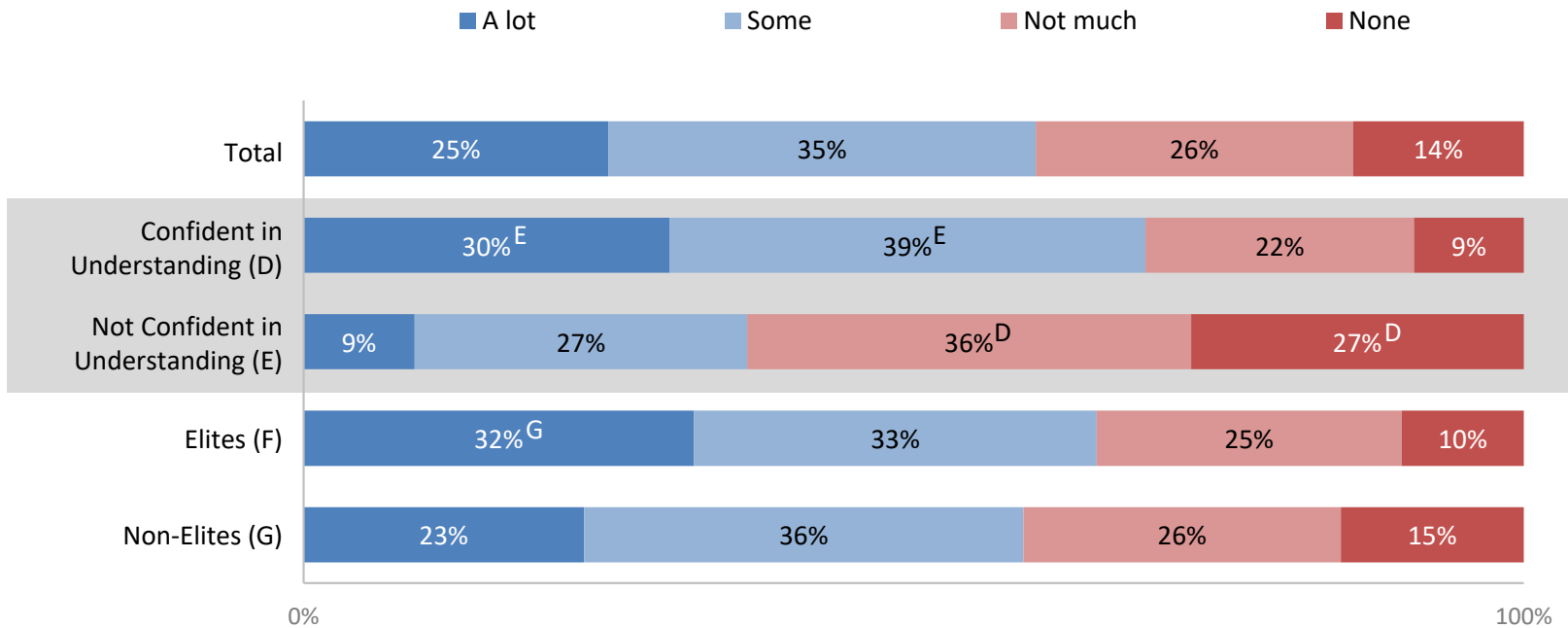
ABCDEF G Letter indicates statistically significantly higher than referenced group at 95% confidence interval

Base size: Total n=1801; Label Readers n=1072, Non-Label Readers n=729; Confident in Understanding n=1284, Not Confident in Understanding n=497; Elites n=308, Non-Elites n=1493

23 Q4 The term "pasture raised" might be seen on a package label or in an advertisement for chicken. How confident are you that you understand what the term "pasture raised" means?

Confidents and Elites pay more attention to label claims

Attention Paid to Label Claims Among Meat Shoppers



ABCDEF G Letter indicates statistically significantly higher than referenced group at 95% confidence interval

Base size: Total n=1801; Label Readers n=1072, Non-Label Readers n=729; Confident in Understanding n=1284, Not Confident in Understanding n=497; Elites n=308, Non-Elites n=1493

Q3 When shopping for meat and poultry products, how much attention do you pay to label claims about how the animals were raised (such as "no antibiotics," "sustainably farmed," "no added hormones")?