

Are you responsible for grocery shopping in your household?

- ☐ Yes, mainly responsible
- ☐ Yes, partly responsible
- ☐ No

Info: As (private) household counts /count

- Any group of people living together and forming an economic unit (multi-person households), as well as
 - People who live and manage alone (single households, e.g. subtenants).
-

In the following, we would like to ask you some questions about your purchasing behavior with regards to dairy products.

How often have you bought dairy products in the last four weeks?

- ☐ Daily
 - ☐ 4 to 6 times per week
 - ☐ 2 to 3 times per week
 - ☐ 1 time per week
 - ☐ Less than once per week (Screenout)
 - ☐ Never (Screenout)
-

How often have you purchased organic dairy products in the last four weeks?

- ☐ Daily
 - ☐ 4 to 6 times per week
 - ☐ 2 to 3 times per week
 - ☐ 1 time per week
 - ☐ Less than once a week
 - ☐ Never
-

How important or unimportant are the following criteria to you when buying dairy products?

	Unimportant	Rather unimportant	Neither	Rather important	Important
Environmental friendliness					
Organic production					
Animal Welfare					
Low price					
No genetic modification					
Fat content					
Regionality					
Nutrient content					
Taste					
Fair payment for the Farmer					

How would you rate your knowledge of agricultural production practices in dairy production?

Please drag the slider to the desired position.

Very bad -----Very good

In the following, we describe some people.

Please indicate how similar or dissimilar the person described in each case is to you.

It is important for the person to...

	Not at all similar	Not similar	A little bit similar	Somewhat similar	Similar	Very similar
...to avoid environmental pollution						
...protect the environment						
... respect nature						

... live in harmony with nature						
... that every person receives equal opportunities						
... to take care of people who are worse off						
... that every person is treated fairly						
... to support and assist others						
... to understand and accept people with different views						
... having control over the actions of others						
... exercise authority						
... exert influence on people and events						
... to have money and possessions						
... to work diligently and ambitiously						
... have fun						
... to enjoy the pleasures of life						
... to do things that give her/him pleasure						

* Note: Blue items measure biospheric value, orange items measure altruistic value, green items measure egoistic value, and pink items measure hedonistic value based on Bouman et al. (2018).

Thinking about the last four weeks, how much did your household spend on dairy products each week?
These include, for example, milk, butter, cheese, yogurt, cream, quark, and other products such as kefir or skyr.

Please indicate your household's typical weekly expenditure on dairy products.

_____ €

Have you ever heard of mother-bound Calf rearing?

- ☐ Yes
 - ☐ No
-

Treatments

Control Treatment

In the following we ask for your opinion on a husbandry system in dairy farming. Please read the following text.

In conventional dairy farming, calves are raised separately from their mothers. This practice is common because in this way fewer diseases are transmitted from cow to calf, the risk of injury to the calf is reduced and farmers can ensure adequate intake of Pre-milk.

Instead of separating calves from their mothers, so called mother-bound calf rearing is practiced. In this type of husbandry, the calves stay with their mother for at least three months.

This husbandry system requires investment for the adaptation of barn structures, changes in management, especially more labor, and more space for the animals. In addition, about half of the mother cows' milk cannot be sold while they are feeding their calves. All this increases production costs for farmers.

When you have read the text, please click "Next ".

Emotional Treatment

In the following we ask for your opinion on a husbandry system in dairy farming. Please read the following text.

In conventional dairy farming, calves are raised separately from their mothers. This practice is common because in this way fewer diseases are transmitted from cow to calf, the risk of injury to the calf is reduced and farmers can ensure adequate intake of Pre-milk.

Instead of separating the newborn calves from their mothers after the first days of life, the so-called mother-bond calf rearing is practiced. In this type of husbandry, each calf stays with its mother for at least 3 months so that the mother cow can nurse her calf. In this way, both the calf and the mother can live out their natural behavior, while the calf can enjoy the mother's presence and care.

This husbandry system requires investment for the adaptation of barn structures, changes in management, especially more labor, and more space for the animals. In addition, about half of the mother cows' milk cannot be sold while they are feeding their calves. All this increases production costs for farmers.

When you have read the text, please click "Next ".

Social Treatment

In the following we ask for your opinion on a husbandry system in dairy farming. Please read the following text.

In conventional dairy farming, calves are raised separately from their mothers. This practice is common because in this way fewer diseases are transmitted from cow to calf, the risk of injury to the calf is reduced and farmers can ensure adequate intake of Pre-milk.

Instead of separating the newborn calves from their mothers after the first days of life, so-called mother-bond calf rearing is practiced. In this type of husbandry, calves stay with their mothers for at least three months. Surveys in Germany showed that almost 70% of the population are in favor of separating cows and calves later.

This husbandry system requires investment for the adaptation of barn structures, changes in management, especially more labor, and more space for the animals. In addition, about half of the mother cows' milk cannot be sold while they are feeding their calves. All this increases production costs for farmers.

When you have read the text, please click "Next".

Epistemic Treatment

In the following we ask for your opinion on a husbandry system in dairy farming. Please read the following text.

In conventional dairy farming, calves are raised separately from their mothers. This practice is common because in this way fewer diseases are transmitted from cow to calf, the risk of injury to the calf is reduced and farmers can ensure adequate intake of Pre-milk.

Instead of separating the newborn calves from their mothers after the first days of life, so-called mother-bond calf rearing is practiced. In this type of husbandry, calves stay with their mothers for at least three months. This husbandry requires innovative changes compared to conventional husbandry. For example, the calves need additional lying space in their mothers' stalls and a separate retreat, which is necessary, for example, when the adult cows are led to the milking parlor.

This husbandry system requires investment for the adaptation of barn structures, changes in management, especially more labor, and more space for the animals. In addition, about half of the mother cows' milk cannot be sold while they are feeding their calves. All this increases production costs for farmers.

When you have read the text, please click "Next ".

Please mark whether the following statement is true or false based on the information you read from the text.

In mother-bonded calf rearing, calves stay with their mothers for at least three months.

- ☐ True
- ☐ False

Now imagine that the store where you regularly buy dairy products, sells dairy products from mother-bond calf rearing.

Would you be willing to pay more for dairy products from mother-bond calf rearing than for dairy products from conventional calf rearing?

- ☐ Yes
 - ☐ No (if No, than the following question is skipped)
-

What is the maximum amount you would be willing to pay more for dairy products from mother-bond calf rearing?

Please note that the willingness to pay is indicated to be higher in surveys for environmental goods such as sustainable food.

Presumably, the respondents do not consider in the moment that they have to give up on other things in order to actually pay the price premium. We would therefore like to ask you to indicate below, if possible, only such an amount that you would be willing to pay.

Please select the maximum percentage you would be willing to pay more for dairy products from mother-bonded calf rearing.

- Drop Down Table (10%-100%)

Below you find a list of various statements. Please indicate the extent to which you agree or disagree with these statements.

The purchase of dairy products from Mother bounded calf rearing...

	Do not agree at all	Do not agree	Rather not agree	Neither	Rather agree	Agree	Fully agree
...is something I would enjoy.							
...is something I would feel comfortable with.							
...would give me a good feeling.							
...would bring me joy.							
...would leave a good impression on other people.							
...would give me social recognition.							
...would help me feel accepted by others.							
...would improve the perception of me.							
...would arouse my curiosity.							

...would offer me a new experience.							
...would let me participate in an interesting development.							

* Note: The blue items measure emotional consumption value, the orange items measure social consumption value based on Sweeney and Soutar (2001), and the green items epistemic consumption value based on Hur et al. (2012).

Finally, we would like to ask you some brief information about yourself.

What is your highest educational qualification?

- ☐ Apprenticeship/vocational training
- ☐ Bachelor
- ☐ Master/Diploma
- ☐ Promotion
- ☐ Without vocational qualification

Which of the following categories best describes your current employment status?

- ☐ Student (e.g. high school, middle school)
- ☐ Trainee
- ☐ Student (College, University)
- ☐ Part-time employed
- ☐ Full-time employed
- ☐ On maternity or parental leave other leave of absence
- ☐ Retired
- ☐ Without employment

What is your average monthly net household income?

(from...to... €)

- ☐ under 500
- ☐ 500 - 1000

- ☐ 1000 - 1250
- ☐ 1250 - 1500
- ☐ 1500 - 2000
- ☐ 2000 - 2500
- ☐ 2500 - 3000
- ☐ 3000 - 3500
- ☐ 3500 - 4000
- ☐ 4000 - 5000
- ☐ 5000 and more
- ☐ Not specified

How many people live in your household?

- ☐ 1 person
- ☐ 2 persons
- ☐ 3 persons
- ☐ 4 persons
- ☐ 5 or more persons