

Guide to Leafleting Response Data

This is a guide to the response dataset from the ACE leafleting study published in March 2014. The following may also be useful:

- [the dataset](#)
- [the survey](#)
- [the flyer selection sheet](#)

In this dataset, each row represents one respondent. Each column represents one item on the survey, generally either a question or an answer choice. This guide is arranged by column.

A. ID This number was set by the volunteer recording the survey data and corresponds to a number that was written on the physical survey. Because responses were recorded by several geographically separated volunteers, IDs are re-used on responses from different schools and can be used as unique identifiers only in combination with the “school” variable.

B-L. Question 1 For each food category listed in Question 1, the respondent was instructed to mark one of seven columns to indicate frequency of consumption. The number of the column checked has been recorded. Numbers correspond to the following frequencies:

1. 5 or more times a day
2. 3 to 4 times per day
3. 1 to 2 times per day
4. 3 to 6 times per week
5. 1 to 2 times per week
6. Not last week but eat
7. Never

Columns correspond to the following food items:

- B.** Grains (bread, pasta, etc.)
- C.** Fruit
- D.** Vegetables
- E.** Dairy (milk products)
- F.** Red meat (beef, pork, etc.)
- G.** Poultry (chicken, turkey, etc.)
- H.** Fish or other seafood
- I.** Eggs
- J.** Beans, including soy
- K.** Sweets (cookies, soda, etc.)
- L.** Caffeinated drinks

M-U. Question 2 Question 2 instructed the respondent to check each response that applied. Responses that were checked have been marked with a 1 and others have been left blank. If a

write-in response was recorded, it was typed in column **U**. If “Other” was checked but no write-in response was present, column **U** has been marked with a 1. Columns correspond to the following response options:

- M.** Atkins Diet (eat low-carbohydrate, high protein foods)
- N.** Paleolithic Diet (consists of fish, meats, eggs, vegetables, fruit, fungi, roots, and nuts)
- O.** Mediterranean Diet (A diet mimicking the traditional dietary patterns of southern Italy)
- P.** Pescetarian Diet (eat fish, egg, and milk products, but no other meat (including chicken))
- Q.** Vegetarian Diet (eat egg and milk products, but no meat (including fish or chicken))
- R.** Vegan Diet (eat no meat (including fish or chicken), milk products, egg, or other animal products)
- S.** Meat Reduction Diet (A diet reducing meat consumption, for example Meatless Mondays)
- T.** No specific diet (A diet with no specific preferences or exclusions)
- U.** Other

V-AF. Question 3 For each food category listed in Question 3, the respondent was instructed to mark one of seven columns to indicate frequency of consumption. The number of the column checked has been recorded. Numbers correspond to the following frequencies:

- 8.** 5 or more times a day
- 9.** 3 to 4 times per day
- 10.** 1 to 2 times per day
- 11.** 3 to 6 times per week
- 12.** 1 to 2 times per week
- 13.** Not every week but ate
- 14.** Never

Columns correspond to the following food items:

- V.** Grains (bread, pasta, etc.)
- W.** Fruit
- X.** Vegetables
- Y.** Dairy (milk products)
- Z.** Red meat (beef, pork, etc.)
- AA.** Poultry (chicken, turkey, etc.)
- AB.** Fish or other seafood
- AC.** Eggs
- AD.** Beans, including soy
- AE.** Sweets (cookies, soda, etc.)
- AF.** Caffeinated drinks

AG-AO. Question 4 Question 4 instructed the respondent to check each response that applied. Responses that were checked have been marked with a 1 and others have been left blank. If a write-in response was recorded, it was typed in column **AO**. If “Other” was checked but no write-in response was present, column **AO** has been marked with a 1. Columns correspond to

the following response options:

- AG.** Atkins Diet (eat low-carbohydrate, high protein foods)
- AH.** Paleolithic Diet (consists of fish, meats, eggs, vegetables, fruit, fungi, roots, and nuts)
- AI.** Mediterranean Diet (A diet mimicking the traditional dietary patterns of southern Italy)
- AJ.** Pescetarian Diet (eat fish, egg, and milk products, but no other meat (including chicken))
- AK.** Vegetarian Diet (eat egg and milk products, but no meat (including fish or chicken))
- AL.** Vegan Diet (eat no meat (including fish or chicken), milk products, egg, or other animal products)
- AM.** Meat Reduction Diet (A diet reducing meat consumption, for example Meatless Mondays)
- AN.** No specific diet (A diet with no specific preferences or exclusions)
- AO.** Other

AP-BE. Question 5 Question 5 instructed the respondent to check each response that applied. Responses that were checked have been marked with a 1 and others have been left blank. If a write-in response was recorded, it was typed in the column **BC**. If “Other” was checked but no write-in response was present, column **BC** has been marked with a 1. Columns correspond to the following response options:

- AP.** Health reasons (my idea)
- AQ.** Health reasons (doctor’s suggestion)
- AR.** Allergies
- AS.** Environmental reasons
- AT.** Animal cruelty
- AU.** Social justice
- AV.** Religious reasons
- AW.** Ethical reasons
- AX.** Like the taste better
- AY.** Cost
- AZ.** Convenience
- BA.** Changed where I get food or who prepares food for me because of other life changes
- BB.** Seasonal variation
- BC.** Other
- BD.** Don’t know
- BE.** Not applicable: I did not change my diet

BF-BL. Question 6 Question 6 instructed the respondent to check each response that applied. Responses that were checked have been marked with a 1 and others have been left blank. Columns correspond to the following response options:

- BF.** A (The Cruelty Behind the Cuteness)
- BG.** B (Even If You Like Meat, back cover)

- BH.** C (Compassionate Choices)
- BI.** D (Even If You Like Meat, front cover)
- BJ.** E (fictional with cat)
- BK.** None
- BL.** Not sure

Not all flyers were distributed at all locations. Flyer A was distributed as the control at all locations. Flyer C was distributed at Harvard Sq, UW-Madison, SDSU, UCR, and UMN. Flyer B/D was distributed at Malcolm X College, UBC, UNT, and UTA. UTA and UMN also experienced other leaflet distribution during the semester according to www.adoptacollege.org.

BM. Question 7 instructed the respondent to choose one response. The number of the response is indicated in this column. Numbers correspond to the following response options.

1. Yes, all of it.
2. Yes, some of it.
3. I glanced at it.
4. No.

BN-BO. Question 8 instructed the reader to choose one response. The number of the response chosen is indicated in column **BN**. If the respondent chose to write in an explanation for response 4, that explanation is provided in column **BO**. Numbers correspond to the following response options.

1. Yes, I am eating differently.
2. Yes, I am eating the same but am thinking differently about farming practices.
3. Yes, I am thinking differently about pet cats and dogs.
4. Yes, in a different way:
5. Maybe a little.
6. No.

BP-BT. Question 9 For each statement in Question 9, the respondent was instructed to mark one of five columns to indicate the extent to which the statement applied to them. The number of the column checked has been recorded. Numbers correspond to the following response options:

1. Definitely true
2. Mostly true
3. Don't know
4. Mostly false
5. Definitely false

Columns correspond to the following statements:

- BP.** I am always courteous even to people who are disagreeable.
- BQ.** There have been occasions when I took advantage of someone.
- BR.** I sometimes try to get even rather than forgive and forget.
- BS.** I sometimes feel resentful when I don't get my way.
- BT.** No matter who I'm talking to, I am always a good listener.

Together, these items form the RAND SDRS-5, a social desirability scale which is scored from

0-100 by assigning 20 points to responses of 1 in columns **BP** or **BT** and to responses of 5 in columns **BQ**, **BR**, or **BS**, and no points to any other response.

BU. Question 10 Question 10 instructed the respondent to mark one choice. Numbers correspond to the following response options:

1. Female
2. Male

BV. Question 11 Question 11 instructed the response to provide their age in years, which has been recorded.

BW. School The volunteer recorded where the response was collected. Locations include:

Harvard Sq Harvard Square, Cambridge MA

Malcolm X College Chicago IL

UBC University of British Columbia (Vancouver)

UW Madison University of Wisconsin - Madison

SDSU San Diego State University, CA

UCR University of California - Riverside

UMN University of Minnesota - Twin Cities

UNT University of North Texas (Denton)

UTA University of Texas - Arlington