



GM Polled Survey - Emilie

▾ 1- Opening intro pre-start block

Block Options ▾

■ Q1 **Consent**

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**Funding**

This research is funded by the University of British Columbia.

Recruitment

Participation in this project is open to anyone over 18 years of age. You were recruited to participate in this study using Amazon's Mechanical Turk service.

Risks

There are no known risks in taking this survey. You may leave at any point during the survey.

Confidentiality

We will not collect any information that allows us to identify or contact you individually. The data you provide will be stored in a secure database and will only be accessible to the research team. This online survey is hosted by Qualtrics, a web survey company located in the USA. If you choose to participate, in the survey you understand that your responses will be stored in the USA. The privacy and security policy of the survey service provider can be found at: <http://www.qualtrics.com/privacy-statement/>.

If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or if long distance e-mail RSIL@ors.ubc.ca or call toll free 1-877-822-8598.

Consent

I am over 18 years of age and I understand my participation in this study is entirely voluntary and that I may choose to quit at anytime. I understand that any information I provide will be anonymous and will only be stored and analyzed for the purposes of this research.

YES, I consent

[Add Block](#)

▾ Block 16

Block Options ▾

■ Q45



Thank you for agreeing to participate in this survey!

[Add Block](#)

▾ 2- Thx and genetic modification

Block Options ▾

■ Q3



Genetic modification is the process of using biotechnology to alter the genetic information (DNA) of an organism to produce a certain trait. In the following survey, you will be asked for your opinions about a specific application of genetic modification.

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3- Familiarity Randomized

Block Options

Q48 How much have you read or heard about **horn removal in cattle** (also known as dehorning or disbudding)?

Nothing at all A little A moderate amount A lot A great deal

Page Break

Q49 How much have you read or heard about **genetic modification**?

Nothing at all A little A moderate amount A lot A great deal

Page Break

Q50 How much have you read or heard about **genetically modifying cows to be hornless**?

Nothing at all A little A moderate amount A lot A great deal

Add Block

Block 14

Block Options

Q39 Please carefully read the following information so that you can answer several questions that follow.

Almost all dairy cattle in the United States have their horns removed because horns pose a potential danger to workers and other cattle. Typically, horn removal occurs when the animals are young and involves burning or cutting out horn-growing tissue. This process is painful and about 80% of the time no pain-killing drugs are used to minimize this pain. An alternative to horn removal is genetically modifying cattle so that they never grow horns to begin with. This method involves integrating a "hornless" gene (which is found in some breeds of cattle) into the cow genome and results in all calves being born without horns.

Q40 This question lets you record and manage how long a participant spends on this page. This question will not be displayed to the participant.



Add Block

5- CompCheck Randomized

Block Options

Q71 To make sure you carefully read the previous information, please answer the following questions:



Q69 The majority of dairy cows in the United States have their horns removed at a young age.

- True
- False



Q70 It's impossible to genetically modify cows to be hornless.

- True
- False



Q35 Most of the time, cows are given pain killing drugs to lessen the pain associated with horn removal.

- True
- False



[Add Block](#)

4- Part 2: Introduction

Block Options

Q51 *Almost all dairy cattle in the United States have their horns removed because horns pose a potential danger to workers and other cattle. Typically, horn removal occurs when the animals are young and involves burning or cutting out horn-growing tissue. This process is painful and about 80% of the time no pain-killing drugs are used to minimize this pain. An alternative to horn removal is genetically modifying cattle so that they never grow horns to begin with. This method involves integrating a "hornless" gene (which is found in some breeds of cattle) into the cow genome and results in all calves being born without horns.*



Q46 In your opinion, do you think genetically modifying cows to be hornless would be:

A very bad thing Neither good nor bad A very good thing



Q53 Please explain your response:



[Add Block](#)

6- Risk-Benefit Randomized

Block Options

Q66 How risky do you think genetically modifying cows to be hornless is?

Not at all risky Very risky

⚙️ * X→

Page Break

Q68 How beneficial do you think genetically modifying cows to be hornless is?

Not at all beneficial Very beneficial

⚙️ * X→

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7- Behavelntent

Block Options

Q41 Please tell us how much you agree or disagree with the following statements.

⚙️

Page Break

Q64 ***I am willing*** to consume food products from cows genetically modified to be hornless.

Strongly disagree Disagree Somewhat disagree Neither agree nor disagree Somewhat agree Agree Strongly agree

⚙️ * X→

Page Break

Q65 ***Most Americans*** are willing to consume food products from cows genetically modified to be hornless.

Strongly disagree Disagree Somewhat disagree Neither agree nor disagree Somewhat agree Agree Strongly agree

⚙️ * X→

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8- Knowledge intro

Block Options

Q52 Some people tend to know very little about genetic modification, while others seem to know quite a lot. In the next section we want to see how much you know about genetic modification.

⚙️

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8.1- Knowledge Q - fishy

Block Options

Cows modified with genes from a catfish would probably taste fishy.

Q62

- True
- False



How certain are you about your answer?

Q57

Not at all certain

Very certain



[Add Block](#)

8.2- Knowledge Q - modifypersonsgenes

Block Options ▾

By eating a genetically modified product, a person's genes could also become modified.

Q61

- True
- False



How certain are you about your answer?

Q55

Not at all certain

Very certain



[Add Block](#)

8.3- Knowledge Q - containgenes

Block Options ▾

Genetically modified cows contain genes while ordinary cows do not.

Q80

- True
- False



How certain are you about your answer?

Q81

Not at all certain

Very certain



[Add Block](#)

8.4- Knowledge Q - transfer genes possible

Block Options ▾

It is possible to transfer plant genes into animals.

Q84

- True
- False



■ Q85 How certain are you about your answer?

Not at all certain Very certain

⚙️ * X-

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▼ 8.5- Knowledge Q - bigger Block Options ▼

■ Q57 Genetically modified animals are always bigger than ordinary animals

True False

⚙️ * X-

■ Q58 How certain are you about your answer?

Not at all certain Very certain

⚙️ * X-

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▼ Demo Block Options ▼

■ Q44 **Finally, we have a few questions about you.**

⚙️

■ Q5 Age

⚙️

* X-

■ Q7 Gender

Male Female

⚙️ * X-

■ Q39 Which of the following best describes your ethnicity?

White, Caucasian

Black, African American

Asian, Pacific Islander

Mexican, Latino

American Indian

Other

Q42 What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Some college but no degree
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree
- Professional degree (JD, MD)

Q38 Overall, how would you characterize your political views?

- Very liberal Liberal Somewhat liberal Centrist Somewhat conservative Conservative Very conservative

Q37 Please indicate the answer that includes your entire household income in (previous year) before taxes.

- Less than \$25,000
- \$25,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000 or more

Q29 Do you consider yourself religious?

- Yes
- No

Q15 Which of the following best describes the area where you have lived most of your life?

- Urban
- Suburban
- Rural

Q13 Do you consider yourself a pescatarian, vegetarian, or vegan?

- Yes
- No

Show Discussion (0)

Q73 How important do you think animal welfare is?

- Not important at all Slightly important Moderately important Very important Extremely important

Show Discussion (0)

Q74 In the past year, how many times have you been to a dairy or beef farm?

- Never
- 1 time
- 2 times
- 3 times
- More than 3 times

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End of Survey

[Survey Termination Options...](#)