

Additional file 1. Questions included in the consumer survey on different methods of piglet castration.

Question	
1	How often do you eat pork products such as ham, pork chops, pork loin, shredded pork, sausages or other pork products?
2	How much do the following factors influence you when buying pork? <ol style="list-style-type: none"> 1. Appealing appearance 2. Good taste 3. Easy to prepare 4. Low cost 5. Low fat 6. Free of additives 7. Animal welfare 8. Produced in Norway
3	Which factors do you consider to be the most important for pig welfare in Norway? ^{a, b}
4	Did you know that almost all male pigs in Norway, except breeding pigs, are castrated when young?
5	Do you know why male pigs in Norway are castrated? ^c
6	What do you think about the current castration practice in Norway?
7	What do you think about each of these four methods? <ol style="list-style-type: none"> 1. Surgical castration with anesthesia 2. Surgical castration without anesthesia 3. Vaccination against boar taint 4. No castration
8	When answering the previous question, what was more important to you? Animal welfare, food safety or eating quality?
9	Why do you consider surgical castration without anesthesia to be unacceptable? ^{a, d}
10	Why do you consider vaccination against boar taint to be unacceptable? ^{a, e}
11	What do you think about each of these four methods? <ol style="list-style-type: none"> 1. Surgical castration with anesthesia 2. Surgical castration without anesthesia 3. Vaccination against boar taint 4. No castration

Stippled line indicates where respondents were provided the three statements regarding castration presented in Table 1.

^a Respondents provided unaided answers to question

^b Only asked those who considered animal welfare to be rather or very important in question 2 (N = 416)

^c Only asked those who knew that male pigs are castrated in question 4 (N= 400)

^d Only asked those who answered that surgical castration with anesthesia was unacceptable in question 7 (N= 54)

^e Only asked those who answered that vaccination against boar taint was unacceptable question 7 (N= 104)