1. Which one of these booklets did you receive on campus this semester?

A. ______

B. ______

2. Did you ever receive booklet B prior to this semester?  
A. _____ Yes  
B. _____ No

3. What is your grade level?  
A. _____ Freshman  
B. _____ Sophomore  
C. _____ Junior  
D. _____ Senior

4. Did the booklet lead you to change your consumption of any of these foods?  
Because of the booklet...  
I eat MORE  
I eat the SAME  
I eat a LITTLE LESS  
I eat a LOT LESS  
I STOPPED EATING this product  
I ALREADY DID NOT EAT this product when I got the booklet

<table>
<thead>
<tr>
<th>Food</th>
<th>MORE</th>
<th>SAME</th>
<th>LITTLE LESS</th>
<th>LOT LESS</th>
<th>STOPPED EATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken</td>
<td></td>
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<tr>
<td>Beef/Pork</td>
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<td>Fish/Seafood</td>
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<tr>
<td>Eggs</td>
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<tr>
<td>Dairy</td>
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</tbody>
</table>

5. Did the booklet that you received cause any one else to eat less meat (because you talked to them about the booklet, showed them the booklet, or inspired them to change their diet)? Do not answer yes if they received their own booklet.  
A. _____ Yes  
B. _____ No

6. About how long did you look at the booklet?  
A. _____ less than 10 seconds  
B. _____ 10 sec to a min  
C. _____ 1 to 5 min  
D. _____ more than 5 min

EXTRA: If the booklet led you to change your diet in a large way, can you tell us why? (Describe in one sentence below.)