# **Appendix**

## Youth Survey

Participant Number: \_\_\_\_\_\_\_

Q1. How old are you? \_\_\_\_\_\_\_

Q2. What is your gender?

[ ]  Girl

[ ]  Boy

[ ]  I don’t want to say

Q3. Do you live in the country or the city?

[ ]  City/suburbs

[ ]  Country side

Q4. Have you ever worked with or handled farm animals?

[ ]  Yes

[ ]  No

[ ]  I don’t want to say

Q5. Have you visited a farm with animals?

[ ]  Yes ­­­­­­

[ ]  No

[ ]  I don’t want to say

Q6. Do any of your loved ones work in the dairy industry or on a dairy farm?

[ ]  Yes

[ ]  No

[ ]  I don’t know

Q7. Have you ever had a pet?

[ ]  Yes

[ ]  No

[ ]  I don’t want to say

Q8. Do you enjoy eating/drinking dairy products like milk, cheese, yogurt, butter, or ice cream?

[ ]  Yes

[ ]  No ­­­­­­

Q9. Do you enjoy eating or drinking any of the following products: almond milk, soymilk, other plant-based milks?

[ ]  Yes

[ ]  No

[ ]  I don’t want to say

Q10. In your opinion, what does a dairy calf need to have a good life?

Q11-13. Think about what a dairy calf needs to have a good life. How important do you think these things are?

The right amount food, water, shelter, and doctor care.

[ ]  Very important

[ ]  Important

[ ]  Moderately important

[ ]  Slightly important

[ ]  Not important

Ability to play with other calves.

[ ]  Very important

[ ]  Important

[ ]  Moderately important

[ ]  Slightly important

[ ]  Not important

Treated calmly and respectfully by owner.

[ ]  Very important

[ ]  Important

[ ]  Moderately important

[ ]  Slightly important

[ ]  Not important

## Adult Survey

Participant Number: \_\_\_\_\_\_\_

Q1. Gender:

[ ]  Female

[ ]  Male

[ ]  Non-binary/other

[ ]  Prefer not to say

Q2. Age:

[ ]  18-24

[ ]  25-34

[ ]  35-44

[ ]  45-54

[ ]  55-64

[ ]  65-74

[ ]  75 years or older

[ ]  Prefer not to answer

Q3. Which best describes where you have lived for most of your life?

[ ]  City/suburbs

[ ]  Country side

Q4. Have you ever worked on a livestock farm?

[ ]  Yes

[ ]  No

[ ]  Prefer not to answer

Q5. Have you ever been on a livestock farm?

[ ]  Yes ­­­­­­

[ ]  No

[ ]  Prefer not to answer

Q6. Do any of your loved ones work in the dairy industry or on a dairy farm?

[ ]  Yes

[ ]  No

[ ]  I don’t know

Q7. Have you ever had a pet?

[ ]  Yes

[ ]  No

[ ]  I don’t want to say

Q8. Do you consume dairy products?

[ ]  Yes

[ ]  No

Q9. Do you consume any of the following products: soymilk, almond milk, flaxseed milk, or other plant-based milk?

[ ]  Yes

[ ]  No

Q10. Consider the dairy calf: in your opinion, what do dairy calves need to have a good quality of life?

Q11-13. Consider the following aspects of dairy calf’s life. Please let us know how important they are to you:

Adequate food, water, shelter, and veterinary care.

[ ]  Very important

[ ]  Important

[ ]  Moderately important

[ ]  Slightly important

[ ]  Not important

Opportunity to socialize (within a week after birth) and play with other calves.

[ ]  Very important

[ ]  Important

[ ]  Moderately important

[ ]  Slightly important

[ ]  Not important

Being treated calmly by caretaker to avoid causing fear and distress.

[ ]  Very important

[ ]  Important

[ ]  Moderately important

[ ]  Slightly important

[ ]  Not important