Data dictionary

Variable	Description	Values	Type	Note
HOPELESS	Number of days the respondent felt hopeless about the future	1= "Rarely or none of the time (<1 day)"; 2= "Some or a little of the time (1-2 days)"; 3="Occasionally or a moderate amount of time (3-4 days)"; 4="Most or all of the time (5-7 days"; PNR="Prefer not to respond"	Categorical	Original question referred to feeling hopeful; to compare with US Census data from the Household Pulse Survey, the data were recoded so that a 4 (feeling hopeful most/all of the time) was recoded as a 1 (feeling hopeless rarely/none of the time).
INFOAVOID	Choice to view thunderstorm/white noise video rather than AMR video	1=chose to view thunderstorm/white noise video; 0=chose to view AMR video	Categorical (binary)	
GBABFMINUSAB	Change in relative difference in intent to purchase ground beef raised without the use of antibiotics minus intent to purchase conventionally produced ground beef after the video versus before the video.	Original scale for each intent to purchase question ranged from 1=Will definitely not purchase to 5=Will definitely purchase; final data ranged from -5 (indicating much stronger intent to purchase conventional ground beef (GB) relative to GB from animals raised without the use of antibiotics after the	Numeric	

		videos than before) to +8, indicating much stronger intent to purchase GB from animals raised without the use of antibiotics relative to convention GB than after the videos than before.		
INCOMELOSS	Experienced or expected loss of job or income due to impacts of COVID-19 on the economy	3=Expected job loss or pay cut due to COVID-19 but had not experienced; 2=Experienced job loss or pay cut due to COVID-19; 1=Had not experienced and did not expect job loss or pay cut; PNR=Prefer not to answer	Categorical	
VIDERR	Denotes respondents who attempted to view the AMR video but were instead skipped past the screen where the video was watched.	1=Selected AMR video to watch but was skipped past the video viewing stage; 0=all others (viewed AMR video or viewed thunderstorm/white noise video)	Categorical (binary)	
Female	Respondent was female	1=Female; 0=otherwise	Categorical (binary)	
AGE	Age of respondent in ranges	2=19-25 years old; 3=26-34 years old; 4=35-54 years old; 5=55-64 years old; 6=65 or older	Categorical; data were recoded as numeric to be used as control variables in the analyses using the	1=less than 19 years of age, which was an exclusion criterion, so there are no observations =1.

			midpoint of the range.	
EDUCATION	Respondents' education level	1=Less than high school; 2=HS diploma or equivalent; 3=Some college, no degree; 4=Associate Degree; 5=Bachelor's Degree; 6=Master's degree; 7=PhD or professional degree	Categorical. Variables were recoded to be used as control variables in the analyses using expected time (years) to complete the degree: 1=10; 2=12; 3 & 4=14; 5=16; 6=19; 7=20	
INCOME	Respondents' household income	1=Under $10K; 2=$10-25K; 3=$25-40K; 4=$40-55K; 5=$55-70K; 6=$70-85K; 7=$85-100K; 8=$100-150K; 9=≥$150K; 99=Prefer not to answer	Categorical. Variables were recoded to be used as control variables in the analyses using the midpoint of the range.	
ZIPCODE	Respondents' zip code of residence		Numeric	