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

| Question                                                                 | Details                                                                 |
|------------------------------------------------------------------------|------------------------------------------------------------------------|
| 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?    | 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?                   |                                                                           |
| 6. What do you think about the current castration practice in Norway?   |                                                                           |
| 7. What do you think about each of these four methods?                  | 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? 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?                 | 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.

- Respondents provided unaided answers to question
- Only asked those who considered animal welfare to be rather or very important in question 2 (N = 416)
- Only asked those who knew that male pigs are castrated in question 4 (N = 400)
- Only asked those who answered that surgical castration with anesthesia was unacceptable in question 7 (N = 54)
- Only asked those who answered that vaccination against boar taint was unacceptable question 7 (N = 104)