

Natural Portion of U.S. Survey

D1 What is your gender?

☐ Male (1)

☐ Female (2)

D2 What is your age?

☐ 18 - 34 (1)

☐ 35 - 54 (2)

☐ 55 + (3)

D3 What is the highest degree you completed?

☐ Primary School or less (1)

☐ High School (2)

☐ College or University (3)

Q1 I care about the ingredients in my food.

- ☐ Strongly Disagree (1)
- ☐ Disagree (2)
- ☐ Disagree somewhat (3)
- ☐ Neither agree nor disagree (4)
- ☐ Agree somewhat (5)
- ☐ Agree (6)
- ☐ Strongly Agree (7)

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Q2 I look for only Non-GMO (Non-Genetically Modified Organisms) ingredients on the food I eat.

- ☐ Strongly Disagree (1)
- ☐ Disagree (2)
- ☐ Disagree somewhat (3)
- ☐ Neither agree nor disagree (4)
- ☐ Agree somewhat (5)
- ☐ Agree (6)
- ☐ Strongly Agree (7)

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Q3 I do not read the ingredient statements and don't worry about natural ingredients.

- ☐ Strongly Disagree (1)
- ☐ Disagree (2)
- ☐ Disagree somewhat (3)
- ☐ Neither agree nor disagree (4)
- ☐ Agree somewhat (5)
- ☐ Agree (6)
- ☐ Strongly Agree (7)

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Q14 I always follow a healthy and balanced diet.

- ☐ Strongly Disagree (1)
- ☐ Disagree (2)
- ☐ Disagree somewhat (3)
- ☐ Neither agree nor disagree (4)
- ☐ Agree somewhat (5)
- ☐ Agree (6)
- ☐ Strongly Agree (7)

Q. Please check each ingredient that you **would consider “Natural”**. (note: the numbers after the ingredients were used simply for randomization on each questionnaire and did not appear on the questionnaire)

- ☐ Wheat flour (1)
- ☐ Sorghum flour (2)
- ☐ Soybean (3)
- ☐ Sodium Bicarbonate (4)
- ☐ Corn (5)
- ☐ Salt (6)
- ☐ BHA (Butylated hydroxyanisole) (7)
- ☐ Gluten (8)
- ☐ SAPP (Sodium Acid Pyrophosphate) (9)
- ☐ Insect powder (10)
- ☐ Xanthan Gum (11)
- ☐ Pea flour (12)
- ☐ Canola Oil (13)
- ☐ Black beans (14)
- ☐ Baking Soda (15)
- ☐ Lecithin (16)
- ☐ Corn Syrup (17)
- ☐ Sugar (18)

☐ Molasses (19)

☐ Maltodextrins (20)

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