

## Purchasing Habits of Genetically Modified Organisms in Direct Correlation to Product Labelling

### Instrument

#### Demographics

[Dem\_Intro] We would first like to ask you some demographic questions.

[Age] What is your age?

(Dropdown menu)

*[Skip logic → if “17 and under” is selected for [Age], skip to end of block]*

[TNRes] Are you a Tennessee resident?

☐ Yes

☐ No

*[Skip logic → If “no” is selected for [TNRes], skip to end of block]*

[Gender] With which gender do you identify?

☐ Male

☐ Female

☐ Nonbinary

☐ Other \_\_\_\_\_

[Ethnicity] Do you consider yourself Hispanic/Latino(a)/Chicano(a) (e.g., Mexican, Puerto Rican)?

☐ Yes, I consider myself to be Hispanic/Latino(a)/Chicano(a)

☐ No, I do not consider myself to be Hispanic/Latino(a)/Chicano(a)

[Race] Which category(ies) best describes your race(s)? Feel free to select more than one if applicable.

☐ American Indian or Alaska Native

☐ Asian or Pacific Islander

☐ Black or African American

☐ White

☐ Other (please specify) \_\_\_\_\_

[Income] In 2020, what was your total family income from all sources, before taxes?

☐ \$24,999 or less

☐ \$25,000 to \$49,999

☐ \$50,000 to \$74,999

☐ \$75,000 to \$149,999

☐ \$150,000 to \$249,999

☐ \$250,000 or more

[Education] What is the highest level of education you have completed?

☐ Less than 12<sup>th</sup> grade (did not graduate high school)

☐ High school graduate (includes GED)

☐ Some college, no degree

☐ 2-year college degree (Associates, Technical, etc.)

☐ 4-year college degree (Bachelor's, etc.)

☐ Graduate or Professional degree (Master's, Ph.D., M.B.A., etc.)

[PolBelief] Which of the following best describes your political beliefs or values?

- ☐ Very liberal
- ☐ Liberal
- ☐ Moderate
- ☐ Conservative
- ☐ Very Conservative

[PolAffil] In politics today, with which of the following do you align?

- ☐ Republican
- ☐ Democrat
- ☐ Independent
- ☐ Non-affiliated

[Religion] Which of the following most closely aligns with your religious affiliation?

- ☐ Evangelical Protestant Christian
- ☐ Mainline Protestant Christian
- ☐ Historically Black Protestant Christian
- ☐ Catholic
- ☐ Jewish
- ☐ Muslim
- ☐ Hindu
- ☐ Buddhist
- ☐ No Religion
- ☐ Other \_\_\_\_\_

[Residence] Which best describes where you live?

- ☐ A farm in a rural area
- ☐ Rural area, not a farm
- ☐ Urban or suburban area outside of city limits
- ☐ Subdivision in a town or city
- ☐ Downtown area in a city or town

[Occupation] What is your occupation?

[Shopper] Do you do the majority of the grocery shopping in your household?

- ☐ Never
- ☐ Sometimes
- ☐ About half the time
- ☐ Most of the time
- ☐ Always

## GMO Knowledge

In this section, we will ask you some questions about genetically modified organisms (GMOs).

[GMOKnow] How would you describe your **knowledge** of genetically modified organisms (different from experience)?

- ☐ Not knowledgeable at all
- ☐ Slightly knowledgeable
- ☐ Moderately knowledgeable
- ☐ Very knowledgeable
- ☐ Extremely knowledgeable

## GMO Perceptions (8 items)

Please indicate your level of agreement or disagreement with the following statements about genetically modified organisms (GMOs).

[GMOPerc\_1] Genetically modified organisms are bad for your health. – (RC)

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

[GMOPerc\_2] Genetically modified organisms are beneficial overall.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

[GMOPerc\_3] Genetically modified organisms can cause illnesses such as cancer, autism, allergies, and gluten intolerance. – (RC)

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

[GMOPerc\_4] Genetically modified organisms are harmful to pollinators. (RC)

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

[GMOPerc\_5] Genetically modified organisms were created to provide safe, sustainable alternatives for consumption.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

[GMOPerc\_6] Genetically modified organisms are more nutritious than other products.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

[GMOPerc\_7] Genetically modified products are good for the environment.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

[GMOPerc\_8] Genetically modified products help increase food production.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

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