

Supplementary Materials: Survey

Consumer Perceptions of Food Labeling Policies

We would now like to ask some questions about you and about the food you buy, prepare and eat in your home in order to inform ongoing food policy discussions taking place in the United States. These questions are being asked by Professor Brian Roe of Ohio State University and will take about 10 minutes to answer. Your participation is voluntary and you may skip any questions for any reason. This study does not require the study coordinator to access any of your personal information. You will not be asked to provide any personal or sensitive information. Information provided to this study does not have the potential to damage your financial standing, employability or reputation, or place you at risk of criminal or civil liability. Efforts will be made to keep your study-related information confidential. If you have questions about the questions in this part of the study you may contact Brian Roe at 614-688-5777. For questions about your rights as a participant in this study or to discuss other study-related concerns or complaints with someone who is not part of the research team, you may contact Ms. Sandra Meadows in the Office of Responsible Research Practices at 1-800-678-6251.

Are you willing to answer these questions?

Yes [[links to questions](#)]

No [[ends survey](#)]

Are you the primary food purchaser and preparer in your household?

☐ No (1)

☐ Yes (2)

Answer If Are you the primary food purchaser and preparer in your household? No Is Selected

How much food purchasing and preparation do you do?

☐ None (1)

☐ occasionally (2)

☐ Nearly half (3)

What is your age?

☐ 18-24 (1)

☐ 25-44 (2)

☐ 45-64 (3)

☐ 65+ (4)

Are you male or female?

- ☐ Male (1)
- ☐ Female (2)

Including yourself, how many people are there living in your household?

- ☐ One (1)
- ☐ Two (2)
- ☐ Three (3)
- ☐ Four (4)
- ☐ Five (5)
- ☐ Six (6)
- ☐ Seven (7)
- ☐ Eight or more (8)

In your household, how many children are under the age of 6?

In your household, how many children are between 6-11?

In your household, how many children are between 12-17?

What is the last grade of school you completed?

- ☐ Less than a high school graduate (1)
- ☐ High School graduate (2)
- ☐ Some college (3)
- ☐ Graduated college (4)
- ☐ graduate school or more (5)
- ☐ technical school/other (6)

Is your total annual household income from all sources and before taxes?

- ☐ Under \$15,000 (1)
- ☐ 15,000 to \$24,999 (2)
- ☐ \$25,000 to \$34,999 (3)
- ☐ \$35,000 to \$49,999 (4)
- ☐ \$50,000 to \$74,999 (5)
- ☐ \$75,000 to \$99,999 (6)
- ☐ Over \$99,999 (7)

What is your race?

- ☐ White Non-Hispanic (1)
- ☐ Black Non-Hispanic (2)
- ☐ White Hispanic (3)
- ☐ Black Hispanic (4)
- ☐ Unspecified Hispanic (5)
- ☐ Asian/Chinese/Japanese (6)
- ☐ Native American/American Indian/Alaska Native (7)
- ☐ Native Hawaiian or other Pacific Islander (8)
- ☐ Other race (9)
- ☐ multiple racial identifications (10)

Section 2

On a scale from 1-5, how concerned are you about the way foods are produced and processed in the United States?

Not Concerned at All		Somewhat Concerned		Very Concerned
1	2	3	4	5

_____ Level of Concern

On a scale from 1-5, how concerned are you about the way foods are produced and processed in other countries?

Not Concerned at All		Somewhat Concerned		Very Concerned
1	2	3	4	5

_____ Level of concern

Please list specific concerns with food production and processing in the United States?

Please rank in order of importance factors you look at in purchasing food

- _____ Nutritional Facts Panel (1)
- _____ Date labels (use by, best by, ect.) (2)
- _____ Ingredient information (GMO, organic, ect.) (3)
- _____ Sustainability information (fairtrade, rainforest alliance, ect) (4)

Section 3

Do you have a smartphone with access to wireless internet or a cellular network?

- ☐ Yes (1)
- ☐ No (2)

In thinking about the store where you most frequently purchase groceries, do you have access to the wireless internet or cellular network while in the store?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't know (3)

Do you have access to make phone calls, from a personal device or store landline phone, while at the grocery store?

- ☐ Yes (1)
- ☐ No (2)

Have you noticed electronic and digital link scanners in your grocery store (such as one seen in this picture below)?

- ☐ Yes (1)
- ☐ No (2)



Answer If Have you noticed electronic and digital link scanners in your grocery store (such as one seen in... Yes Is Selected

If you have scanned a QR Code, was it for a food product?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Not sure/ Can't remember (3)

Answer If Have you noticed electronic and digital link scanners in your grocery store (such as one seen in... No Is Selected

If you haven't scanned a QR Code, why not? (select all that apply)

- ☐ Wrong type of phone (1)
- ☐ Don't know how to do it (2)
- ☐ Find it inconvenient (3)
- ☐ Not sure what scanning it does (4)

Are you interested in knowing if your food contains Genetically Modified Ingredients (GMOs)?

- ☐ Yes (1)
- ☐ No (2)

Answer If Are you interested in knowing if your food contains Genetically Modified Ingredients (GMOs)? Yes Is Selected

If yes, would you say you are somewhat interested or very interested in if your food contains Genetically Modified Ingredients (GMOs)?

- ☐ Somewhat interested (1)
- ☐ Very interested (2)

When it comes to Genetically Modified Ingredients (GMOs), how important are the following publicized concerns to you? (1 = not important, 2 = somewhat important, 3 = moderately important, 4 = very important, 5 = extremely important)

- _____ a. Unknown or unanticipated allergens introduced (1)
- _____ b. Unknown or unanticipated toxins produced (2)
- _____ c. Unknown long term health effects (3)
- _____ d. Increased risk of antibiotic resistance (4)
- _____ e. Control of agriculture by biotechnology companies (5)
- _____ f. Unknown long term environmental effects (6)
- _____ g. Genetic contamination of the environment (7)
- _____ h. Increased use of pesticides (8)
- _____ i. Increased use of herbicides (9)
- _____ j. Spread of pest resistance to undesirable weeds (10)
- _____ k. Spread of disease resistance to weeds (11)
- _____ l. Spread of herbicide tolerance to weeds (12)
- _____ m. Ethical issues with genetic modification of nature (13)
- _____ n. risks to species diversity (14)
- _____ o. Damage to topsoil (15)
- _____ p. Risks to wildlife & insects (16)
- _____ q. Other – specify and rate: (17)

How likely is it that you would scan QR codes with your smartphone to determine if ingredients were genetically modified?

- ☐ Extremely unlikely (1)
- ☐ Somewhat unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat likely (4)
- ☐ Extremely likely (5)

How likely is it that you would scan product QR codes with an in-store scanner to determine if ingredients were genetically modified?

- ☐ Extremely unlikely (1)
- ☐ Somewhat unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat likely (4)
- ☐ Extremely likely (5)

Section 4

Do you agree that the federal government should be allowed to regulate how food companies are able to use the term "healthy" on food packages?

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

Rate the following based on importance of what the government should consider when determining how to determine if a food should be declared healthy (1=disagree, 2 = somewhat agree, 3 = neither agree nor disagree, 4 = somewhat agree, 5 = agree):

- _____ a. low sugar (1)
- _____ b. low fat (2)
- _____ c. low saturated fat (3)
- _____ d. no trans-fat (4)
- _____ e. non GMO (5)
- _____ f. high animal welfare standards (6)
- _____ g. low calorie (7)
- _____ h. high vitamins (8)
- _____ i. low sodium (9)
- _____ j. high in protein (10)
- _____ k. no artificial ingredients (11)
- _____ l. high in antioxidants (12)
- _____ m. other (please list) (13)

Section 5

Do you agree that the federal government should be allowed to regulate how food companies are able to use the term "natural" on food packages?

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Somewhat disagree (3)
- ☐ Neither agree nor disagree (4)
- ☐ Somewhat agree (5)

Do you agree that a food labeled "natural" should provide nutritional or health benefits?

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

How important are the following when considering if a food is "natural"? (1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = very important, 5 = extremely important)

- _____ a. The food contains no artificial/synthetic ingredients (1)
- _____ b. The food contains no artificial/synthetic colors (2)
- _____ Please select slightly important (3)

If 'Please select slightly important...' is Not Equal to 2, Then Skip To End of Block

How important are the following food processing techniques when considering if a food is "natural"? (1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = very important, 5 = extremely important)

- _____ a. No Fortification (adding vitamins or minerals) (1)
- _____ b. No Pasteurization (2)
- _____ c. No artificial/synthetic additives (3)
- _____ d. No artificial/synthetic flavorings (4)
- _____ e. no irradiation (5)

How important are the following farming practices when considering if a food is "natural"? (1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = very important, 5 = extremely important)

- _____ a. no pesticide usage (1)
- _____ b. no herbicide usage (2)
- _____ c. Organic production methods (3)
- _____ d. No Biotech seeds (4)
- _____ e. Free-range animal husbandry practices (5)
- _____ f. Cage-free animal husbandry practices (6)
- _____ g. No antibiotics (7)

Section 6

When you see dates printed on foods, how strongly do you agree with the following statements (strongly disagree = 1, somewhat disagree = 2, neither agree nor disagree = 3, somewhat agree = 4, strongly agree = 5)

- _____ The food becomes unsafe to eat after the label date has passed. (1)
- _____ The food quality decreases after the label date has passed. (2)
- _____ The importance of the label date for food safety depends on the type of food. (3)

How likely are you to throw out the following food if it is past the date printed on the package? (1 = very unlikely, 2 = somewhat unlikely, 3 = neither likely nor unlikely, 4 = somewhat likely, 5 = very likely):

- _____ a. Milk (1)
- _____ b. Cheese (2)
- _____ c. Yogurt (3)
- _____ d. Packaged Fresh Vegetables (4)
- _____ e. Packaged Fresh Fruits (5)
- _____ f. Fresh meats (6)
- _____ g. Packaged Deli Meats (7)
- _____ h. Eggs (8)
- _____ i. Fresh Fish (9)
- _____ j. Cereals (10)
- _____ k. Condiments (11)

Please indicate the information the following food date phrases would appear to be suggesting to you (1 = food safety, 2 = food quality, 3 = depends on type of food)

- _____ Best if Used By (1)
- _____ Expires On (2)
- _____ Best Before (3)
- _____ Use By (4)

<https://osu.az1.qualtrics.com/ControlPanel/Ajax.php?action=GetSurveyPrintPreview>