

Please rate the following choices in terms of how natural you believe they are. The scale runs from 0, which is completely unnatural, to 100, which is completely natural. Just move the slider to the appropriate number, from 0 to 100.

How natural are the following items?

_____ **nat.scale.tree.** A tree on a mountain peak in the Andes that has never been climbed

_____ **nat.scale.pistol.** A plastic toy model of a pistol

_____ **nat.scale.egg.** A hard boiled egg

The tree should get a rating at or near 100, the plastic toy model of a pistol should get a rating at or near zero, and the egg should get a rating somewhere in between. Please check to make sure this is true for your ratings, and if not, think a bit before going on.

Many varieties of milk are produced. How natural are the following varieties of milk?

_____ **milk.organ.** Organic whole milk

_____ **milk.regul.** Whole milk (commercially produced and not organic)

_____ **milk.fat.rem.** Organic skim milk (which is organic whole milk with all of the fat removed)

_____ **milk.fat.add.** Organic fat enriched milk (which is organic whole milk with double the fat content, made by adding the fat removed from another batch of organic whole milk in the process of making that batch skim milk)

_____ **milk.sug.rem.** Organic low sugar milk (which is organic whole milk with all the sugar removed)

_____ **milk.sug.add.** Organic high sugar milk (which is organic whole milk with double the sugar content, made by adding the sugar removed from another batch of organic whole milk in the process of making that batch low sugar milk)

_____ **milk.cal.rem.** Organic low calcium milk (which is organic whole milk with 50% of the calcium removed)

_____ **milk.cal.add.** Organic high calcium milk (which is organic whole milk with 50% extra added calcium, made by adding the calcium removed from another batch of organic whole milk in the process of making that batch low calcium milk)

People like all different types of orange juice. How natural are the following orange juices?

_____ **oj.organ.** Organic orange juice

_____ **oj.regul.** Orange juice (commercially produced and not organic)

_____ **oj.pul.rem.** Organic no pulp orange juice (which is organic orange juice with the pulp filtered out)

_____ **oj.pul.add.** Organic extra pulp orange juice (which is organic orange juice with double the pulp content, made by adding the pulp removed from another batch of organic orange juice in the process of making that batch no pulp orange juice)

_____ **oj.vic.rem.** Organic low vitamin C orange juice (which is organic orange juice with the pulp filtered out)

_____ **oj.vic.add.** Organic high vitamin C orange juice (which is organic orange juice with double the vitamin C content, made by adding the vitamin C removed from another batch of organic orange juice in the process of making that batch low vitamin C orange juice)

gender. What is your gender?

- Male
- Female

politics. Politically, I consider myself

- Very conservative
- Conservative
- Neither conservative nor liberal
- Liberal
- Very liberal

attn. Write seventy two as the answer to this question. (Coded as zero if passed, which every participant did.)

neighborhood. What type of neighborhood did you grow up in?

- Rural
- Suburban
- Urban

ethnicity. Which race/ethnicity are you?

- Black
- East or Southeast Asian or Pacific Islander
- Hispanic
- Native American
- South Asian/Indian
- White
- Other

age. What is your age (in years)?

religiosity. How religious are you?

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

religion. What is your religious affiliation?

- Atheist/Agnostic
- Buddhist
- Catholic
- Hindu
- Jewish
- Muslim
- Protestant (non-Catholic Christian)
- Other

country.reside. Which country do you currently reside in?

state.reside. If you currently reside in the United States, which state do you currently reside in?

country.grewup. Which country (or countries) did you grow up in?

state.grewup. If you grew up in the United States, which state(s) did you grow up in?