

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. For this scale and all scales with a slider, you must move the slider for your answer to register. Even if you want your answer to be 50, you still have to move the slider away and back to 50 for your answer to count.

How natural are the following items?

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

_____ **intro.pistol.** A plastic toy model of a pistol

_____ **intro.egg.** A hard boiled egg

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

base.milk. Imagine a bottle of organic milk. The milk was produced in the following manner. Day 1: The cow was milked. The milk was placed in a large refrigeration tank and cooled to 40 degrees Fahrenheit. Day 2: The milk remained in the refrigeration tank. Day 3: The milk remained in the refrigeration tank. Day 4: The milk remained in the refrigeration tank. Day 5: The milk was pumped into a plastic bottle and sealed.

_____ How natural is this bottle of organic milk?

base.oraj. Imagine a bottle of organic orange juice. The juice was produced in the following manner. Day 1: The oranges were picked. The oranges were washed. The oranges are cut in half and compressed in order to extract the juice. The juice is stored in a refrigeration tank at 40 degrees Fahrenheit. Day 2: The juice remained in storage. Day 3: The juice remained in storage. Day 4: The juice remained in storage. Day 5: The juice was pumped into a carton and sealed.

_____ How natural is this carton of organic orange juice?

onedose.low.fat. Imagine a bottle of organic milk. The milk was produced in the following manner. Day 1: The cow was milked. The milk was placed in a large refrigeration tank and cooled to 40 degrees Fahrenheit. Day 2: The milk remained in the refrigeration tank. Day 3: The milk remained in the refrigeration tank. Day 4: Extra milk fat from another batch of organic milk was added to the refrigeration tank. The milk now contains 5% more fat than it did on day 3. Day 5: The milk was pumped into a plastic bottle and sealed.

_____ How natural is this bottle of organic milk (which now contains 5% more fat)?

onedose.low.cal. Imagine a bottle of organic milk. The milk was produced in the

following manner. Day 1: The cow was milked. The milk was placed in a large refrigeration tank and cooled to 40 degrees Fahrenheit. Day 2: The milk remained in the refrigeration tank. Day 3: The milk remained in the refrigeration tank. Day 4: Extra calcium from another batch of organic milk was added to the refrigeration tank. The milk now contains 5% more calcium than it did on day 3. Day 5: The milk was pumped into a plastic bottle and sealed.

_____ How natural is this bottle of organic milk (which now contains 5% more calcium)?

onedose.low.pul. Imagine a bottle of organic orange juice. The juice was produced in the following manner. Day 1: The oranges were picked. The oranges were washed. The oranges are cut in half and compressed in order to extract the juice. The juice is stored in a refrigeration tank at 40 degrees Fahrenheit. Day 2: The juice remained in storage. Day 3: The juice remained in storage. Day 4: Extra orange pulp from another batch of organic orange juice was added to this batch of juice. The orange juice now contains 5% more pulp than it did on day 3. Day 5: The juice was pumped into a carton and sealed.

_____ How natural is this carton of organic orange juice (which now contains 5% more pulp)?

onedose.high.fat. Imagine a bottle of organic milk. The milk was produced in the following manner. Day 1: The cow was milked. The milk was placed in a large refrigeration tank and cooled to 40 degrees Fahrenheit. Day 2: The milk remained in the refrigeration tank. Day 3: The milk remained in the refrigeration tank. Day 4: Extra milk fat from another batch of organic milk was added to the refrigeration tank. The milk now contains 15% more fat than it did on day 3. Day 5: The milk was pumped into a plastic bottle and sealed.

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_____ How natural is this carton of organic orange juice (which now contains 15% more pulp)?

gender. What is your gender?

- Male
- Female

politics. Politically, I consider myself

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

race. 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

religiousaffil. What is your religious affiliation?

- Atheist/Agnostic
- Buddhist
- Catholic

- Hindu
- Jewish
- Muslim
- Protestant (non-Catholic Christian)
- Other