What are the first three words that come to mind when you think of the word "additive"?
add.1.text. Word 1
add.2.text. Word 2
add.3.text. Word 3

Now, please rate each word you provided as positive, neutral, or negative.

add.1.val. Please rate the following word you provided: ${q://QID5/ChoiceTextEntryValue/1}
- ○ Positive
- ○ Neutral
- ○ Negative

add.2.val. Please rate the following word you provided: ${q://QID5/ChoiceTextEntryValue/2}
- ○ Positive
- ○ Neutral
- ○ Negative

add.3.val. Please rate the following word you provided: ${q://QID5/ChoiceTextEntryValue/3}
- ○ Positive
- ○ Neutral
- ○ Negative

What are the first three words that come to mind when you think of the word "fortified"?
for.1.text. Word 1
for.2.text. Word 2
for.3.text. Word 3

Now, please rate each word you provided as positive, neutral, or negative.

for.1.val. Please rate the following word you provided: ${q://QID12/ChoiceTextEntryValue/1}
- ○ Positive
- ○ Neutral
- ○ Negative

for.2.val. Please rate the following word you provided: ${q://QID12/ChoiceTextEntryValue/2}
- ○ Positive
- ○ Neutral
- ○ Negative

for.3.val. Please rate the following word you provided: ${q://QID12/ChoiceTextEntryValue/3}
- ○ Positive
- ○ Neutral
- ○ Negative

What are the first three words that come to mind when you think of the word "supplemented"?
sup.1.text. Word 1
sup.2.text. Word 2
sup.3.text. Word 3

Now, please rate each word you provided as positive, neutral, or negative.

sup.1.val. Please rate the following word you provided: ${q://QID13/ChoiceTextEntryValue/1}
- ○ Positive
- ○ Neutral
- ○ Negative

sup.2.val. Please rate the following word you provided: ${q://QID13/ChoiceTextEntryValue/2}
- ○ Positive
- ○ Neutral
- ○ Negative

sup.3.val. Please rate the following word you provided: ${q://QID13/ChoiceTextEntryValue/3}
- ○ Positive
- ○ Neutral
- ○ Negative

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?
_____ **nat.scale.tree.** A tree on a mountain peak in the Andes that has never been climbed
_____ **nat.scale.egg.** A hard boiled egg
_____ **nat.scale.pistol.** A plastic toy model of a pistol

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.

(Display if add.for.supp = add)
How natural are the following?
_____ **oj.** Orange juice
_____ **oj.pul.** Orange juice with a pulp additive (which is orange juice with 50% extra pulp, made by adding pulp removed from another batch of orange juice)
_____ **pb.** Peanut butter
_____ **pb.fat.** Peanut butter with a fat additive (which is peanut butter with 50% extra fat, made by adding fat removed from another batch of peanut butter)

_____ **mi.** Milk

_____ **mi.cal.** Milk with a calcium additive (which is milk with 50% extra calcium, made by adding calcium removed from another batch of milk)

(Display if add.for.supp = for)

How natural are the following?

_____ **oj.** Orange juice

_____ **oj.pul.** Pulp-fortified orange juice (which is orange juice with 50% extra pulp, made by adding pulp removed from another batch of orange juice)

_____ **pb.** Peanut butter

_____ **pb.fat.** Fat-fortified peanut butter (which is peanut butter with 50% extra fat, made by adding fat removed from another batch of peanut butter)

_____ **mi.** Milk

_____ **mi.cal.** Calcium-fortified milk (which is milk with 50% extra calcium, made by adding calcium removed from another batch of milk)

(Display if add.for.supp = sup)

How natural are the following?

_____ **oj.** Orange juice

_____ **oj.pul.** Pulp-supplemented orange juice (which is orange juice with 50% extra pulp, made by adding pulp removed from another batch of orange juice)

_____ **pb.** Peanut butter

_____ **pb.fat.** Fat-supplemented peanut butter (which is peanut butter with 50% extra fat, made by adding fat removed from another batch of peanut butter)

_____ **mi.** Milk

_____ **mi.cal.** Calcium-supplemented milk (which is milk with 50% extra calcium, made by adding calcium removed from another batch of milk)

gender. What is your gender?
- ○ Male
- ○ Female

birthyear. What year were you born? (4 digits, for example: 1975)

education. What is the highest level of education you have received?
- ○ Less than high school
- ○ High School or GED
- ○ Technical School or Associate's Degree
- ○ Some College
- ○ Bachelor's Degree
- ○ Some Graduate School
- ○ Graduate School

politics. When it comes to politics, do you usually think of yourself as liberal, moderate,

conservative, or something else?

- ○ Very Liberal
- ○ Liberal
- ○ Slightly Liberal
- ○ Moderate/middle-of-the-road
- ○ Slightly Conservative
- ○ Conservative
- ○ Very Conservative
- ○ Don't know/not political
- ○ Libertarian
- ○ Other

politics.social. In general, how liberal (left-wing) or conservative (right-wing) are you on social issues?

- ○ Very Liberal
- ○ Liberal
- ○ Slightly Liberal
- ○ Moderate/middle-of-the-road
- ○ Slightly Conservative
- ○ Conservative
- ○ Very Conservative
- ○ Don't know
- ○ Can't pick one label

politics.econ. In general, how liberal (left-wing) or conservative (right-wing) are you on economic issues?

- ○ Very Liberal
- ○ Liberal
- ○ Slightly Liberal
- ○ Moderate/middle-of-the-road
- ○ Slightly Conservative
- ○ Conservative
- ○ Very Conservative
- ○ Don't know
- ○ Can't pick one label

partyid. Generally speaking, do you usually think of yourself as a REPUBLICAN, a DEMOCRAT, an INDEPENDENT, or something else?

- ○ Republican
- ○ Democrat
- ○ Independent
- ○ Other party
- ○ Don't know/No preference

income. What is your household's yearly income before taxes?
- ○ Less than $25,000
- ○ $25,000 - $50,000
- ○ $50,001 - $75,000
- ○ $75,001 - $100,000
- ○ Greater than $100,000

neighborhood. What type of neighborhood did you grow up in?
- ○ Rural
- ○ Suburban
- ○ Urban

sex.orientation. What is your sexual orientation?
- ○ Heterosexual
- ○ Homosexual
- ○ Bisexual
- ○ I'd rather not say.

religion. What religion do you belong to?
- ○ Atheist or Agnostic
- ○ Catholic (Christianity)
- ○ Protestant (Christianity)
- ○ Judaism
- ○ Islam
- ○ Hinduism
- ○ Buddhism
- ○ Other

religiosity. How religious are you?
- ○ Not at all
- ○ Slightly
- ○ Moderately
- ○ Very
- ○ Extremely

ethnicity. What is your ethnicity? (Check all that apply)
- ❑ White
- ❑ Black
- ❑ Hispanic/Latino/a
- ❑ East Asian/Pacific Islander
- ❑ Native American
- ❑ Southeast Asian

ios. Please select the picture that best describes your relationship with nature.

○

Self Nature

○

Self Nature

○

Self Nature

○

Self Nature

○

Self Nature

○

Self Nature

○

Self Nature