Survey Questions and Response Options

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| **Questions** | Response Option 1 | Response Option 2 | Response Option 3 | Response Option 4 | Response Option 5 |
| What is your major? | Environmental Studies | Biology | Other |  |  |
| I have heard of the term ‘Genetically Modified Food’ | Agree | Disagree | Unsure |  |  |
| What are 1-3 words that come to mind when you hear ‘Genetically Modified Food’ | [Open answer text box] |  |  |  |  |
| I have seen this label on food at the grocery store [picture of the Non-GMO Project Verified Label] | Agree | Disagree | Unsure |  |  |
| How does this label impact your purchasing decisions? [picture of the Non-GMO Project Verified Label] | More likely to purchase items with this label | Less likely to purchase items with this label | This label has no impact on my purchasing decisions |  |  |
| I have heard of the term ‘Bioengineered Food’ | Agree | Disagree | Unsure |  |  |
| What are 1-3 words that come to mind when you hear ‘Bioengineered Food’ | [Open answer text box] |  |  |  |  |
| I have seen this label before [picture of the USDA Bioengineered Label] | Agree | Disagree | Unsure |  |  |
| How would this label impact your purchasing decisions? [picture of the USDA Bioengineered Label] | More likely to purchase items with this label | Less likely to purchase items with this label | This label has no impact on my purchasing decisions |  |  |
| How important are the following factors in your purchasing decisions? Price Brand Name GMO/Non-GMO Organic Fair Trade Locally Sourced Other [open answer text box] | Extremely important | Very important | Moderately important | Slightly important | Not at all important |
| If price and brand name were equal, which would you be most likely to purchase? | [Picture of milk] [Picture of Non-GMO Project Verified Label] | [Picture of milk] [Picture of USDA Bioengineered Label] | [Picture of milk] \*no label\* | No preference |  |
| If price and brand name were equal, which would you be most likely to purchase? | [Picture of apple] [Picture of Non-GMO Project Verified Label] | [Picture of apple] [Picture of USDA Bioengineered Label] | [Picture of apple] \*no label\* | No preference |  |
| If price and brand name were equal, which would you be most likely to purchase? | [Picture of a carton of eggs] [Picture of Non-GMO Project Verified Label] | [Picture of a carton of eggs] [Picture of USDA Bioengineered Label] | [Picture of a carton of eggs] \*no label\* | No preference |  |
| If price and brand name were equal, which would you be most likely to purchase? | [Picture of a box of cereal] [Picture of Non-GMO Project Verified Label] | [Picture of a box of cereal] [Picture of USDA Bioengineered Label] | [Picture of a box of cereal] \*no label\* | No preference |  |
| If price and brand name were equal, which would you be most likely to purchase? | [Picture of ground beef] [Picture of Non-GMO Project Verified Label] | [Picture of ground beef] [Picture of USDA Bioengineered Label] | [Picture of ground beef] \*no label\* | No preference |  |
| If price and brand name were equal, which would you be most likely to purchase? | [Picture of salmon fillets] [Picture of Non-GMO Project Verified Label] | [Picture of salmon fillets] [Picture of USDA Bioengineered Label] | [Picture of salmon fillets] \*no label\* | No preference |  |
| If price and brand name were equal, which would you be most likely to purchase? | [Picture of ears of corn] [Picture of Non-GMO Project Verified Label] | [Picture of ears of corn] [Picture of USDA Bioengineered Label] | [Picture of ears of corn] \*no label\* | No preference |  |
| If price and brand name were equal, which would you be most likely to purchase? | [Picture of salt] [Picture of Non-GMO Project Verified Label] | [Picture of salt] [Picture of USDA Bioengineered Label] | [Picture of salt] \*no label\* | No preference |  |