

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.

How natural are the following?

_____ **poil.remframe.** Peanut oil that was removed from peanut butter

_____ **yfat.remframe.** Yogurt fat that was removed from yogurt

_____ **pulp.remframe.** Orange pulp that was removed from orange juice

_____ **calc.remframe.** Calcium that was removed from milk

How natural are the following?

_____ **poil.addframe.** Peanut oil that was removed from peanut butter and is going to be added to another batch of peanut butter

_____ **yfat.addframe.** Yogurt fat that was removed from yogurt and is going to be added to another batch of yogurt

_____ **pulp.addframe.** Orange pulp that was removed from orange juice and is going to be added to another batch of orange juice

_____ **calc.addframe.** Calcium that was removed from milk and is going to be added to 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

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

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.

