Code Book

Corn Refiners Association Survey

Topline Results

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Date: 1/20/19

This document gives variable definitions and coding of response categories for a nationwide U.S. of 1,290 respondents who met exclusionary criteria (see full report for details). The variable “wts”, when applied to means, forces the sample to match the U.S. population in terms of the distribution of gender, age, education, and region of residence. The variable “ID” is an internal code used to track participants.

Q2 How much of the grocery shopping do you do for your household?

I buy almost all the groceries for my household (1)
I buy most of the groceries for my household (2)
I buy about half of the groceries for my household (3)
I buy less than half the groceries for my household (4)
I rarely buy the groceries for my household (5)
<<(4) and (5) were omitted>>

Q3 Is there additional information you would like to see on food packages that is not typically there?

Yes (5)
No (6)

Display This Question If Q3 = 5

Q4 What additional information would you like to see on food packages? *(please type your answer in the blank below)*

Q5 Which of the following labels or information on food packages do you find to be most informative? (*check up to 3 items that most apply*)

brand name (1)
nutrition facts panel (2)
ingredient list (3)
organic label (4)
healthy label (5)
natural label (6)
health claim (7)
non-GMO label (8)
origin label (9)
package weight or volume (10)

Q6 How important are the following items to you when deciding which foods to buy? *(please drag 3 items in to the most important box and 3 items into the least important box)*

Most Important (Place 3 items here) Variable: Q6_0_GROUP	Least Important (Place 3 items here) Q6_1_GROUP
_____ Naturalness (1)	_____ Naturalness (1)

_____ Taste (2)	_____ Taste (2)
_____ Price (3)	_____ Price (3)
_____ Safety (4)	_____ Safety (4)
_____ Convenience (5)	_____ Convenience (5)
_____ Healthiness (6)	_____ Healthiness (6)
_____ Familiarity (7)	_____ Familiarity (7)
_____ Appearance (10)	_____ Appearance (10)
_____ Environmental Impact (11)	_____ Environmental Impact (11)

Q7 What does it mean to you for a food to be called "natural"? *(please type one or two words in the blank below)*

Q8 What does it mean to you for a food to be called "healthy"? *(please type one or two words in the blank below)*

Q9 If a food was produced with the following processes or practices, would you consider the food to be natural or not natural?

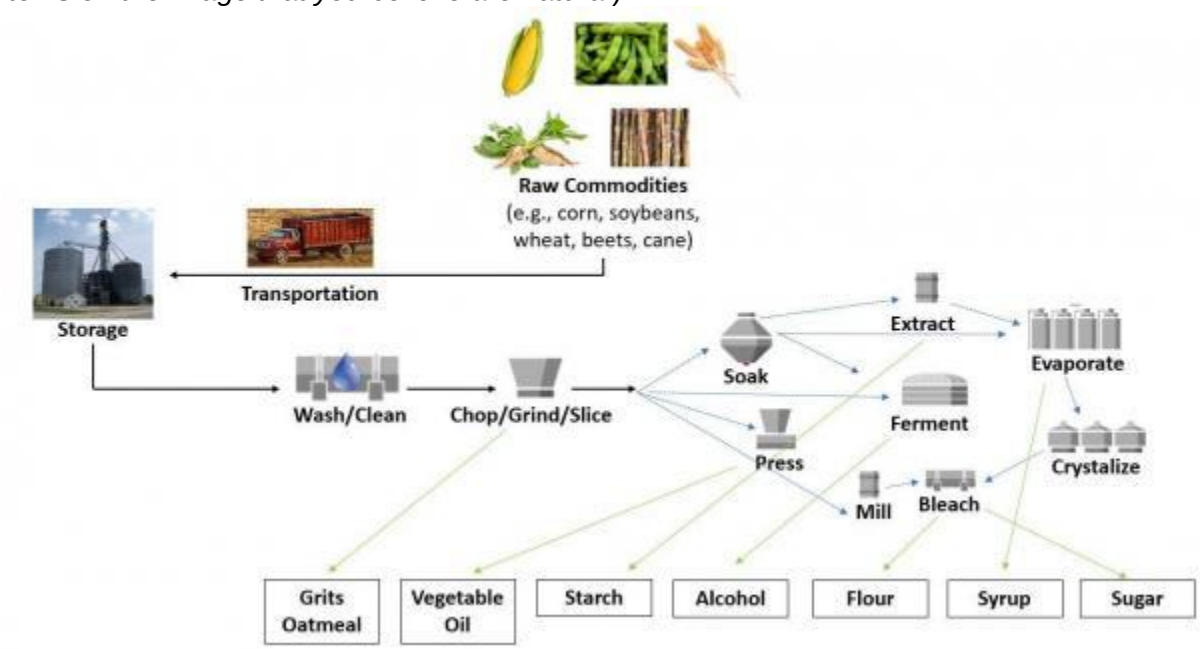
	Natural (1)	Neither Natural or Not (2)	Not Natural (3)
Fermentation (e.g., sauerkraut, yogurt, bread, beer) (Q9_1)		○	○
Added enzymes to improve texture (e.g., in cheese or bread) (Q9_2)	○	○	○
Chopped (e.g., baby carrots, sliced apples, cut watermelon) (Q9_3)	○	○	○
Preserved with sugar, salt, or vinegar (Q9_4)	○	○	○
Preserved by canning, freezing, pasteurization, or smoking (Q9_5)	○	○	○
Preserved with benzoates, nitrites, sulphites, or sorbates (Q9_6)	○	○	○
Flavor enhanced with sugar, salt, or smoking (Q9_7)	○	○	○
Flavor enhanced with MSG, guanylic acid, or Monopotassium glutamate (Q9_8)	○	○	○
Appearance altered through decoloring or bleaching (e.g., flour, sugar, rice) (Q9_9)	○	○	○
Extracted starch from corn, potatoes, or wheat (Q9_12)	○	○	○
Vegetable oil from pressed grains like soybeans, corn, or canola (Q9_13)	○	○	○

Washing (e.g., cleaning grains or fruits and vegetables using organic acids or cholrine) (Q9_15)	○	○	○

Q10 What does it mean to you for a food to be called "natural"? (*check up to 3 items that most apply*)

- no preservatives (1)
- no pesticide residues (2)
- anything I could make in my kitchen (3)
- fresh (4)
- no hormones or antibiotics (5)
- few added ingredients (7)
- uncooked (8)
- local (9)
- none of the above (10)
- close to nature (11)
- foods my grandmother would recognize (12)
- organic (13)

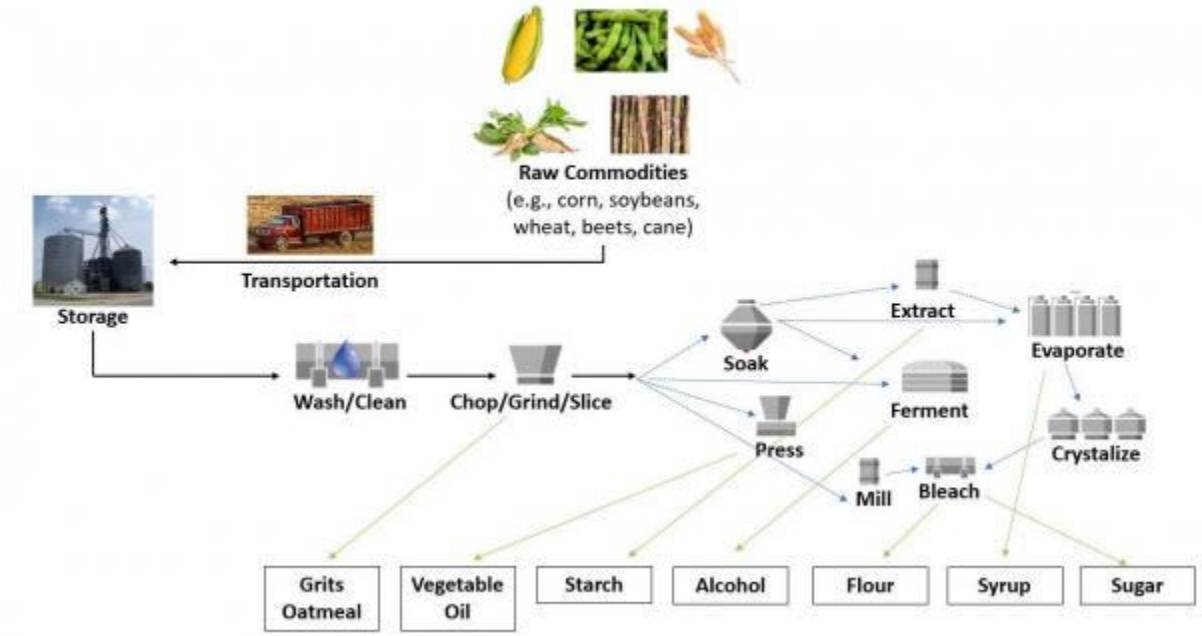
Q11 Which of the following foods or processes do you consider to be natural? (*click up to 5 items on the image that you believe are natural*)



Q11

Region#_1	Raw Commodity
Region#_2	Transportation
Region#_3	Storage
Region#_4	Wash/Clean
Region#_5	Chop/Grind/Slice
Region#_6	Soak
Region#_7	Extract
Region#_8	Evaporate
Region#_9	Ferment
Region#_10	Press
Region#_11	Mill
Region#_12	Bleach
Region#_13	Crystalize
Region#_14	Grits/Oatmeal
Region#_15	Vegetable Oil
Region#_16	Starch
Region#_17	Alcohol
Region#_18	Flour
Region#_19	Syrup
Region#_20	Sugar

Q12 Which of the following foods or processes do you consider to be NOT natural? (*click up to 5 items on the image that you believe are NOT natural*)



Q12

Region#_1	Raw Commodity
Region#_2	Transportation
Region#_3	Storage
Region#_4	Wash/Clean
Region#_5	Chop/Grind/Slice
Region#_6	Soak
Region#_7	Extract
Region#_8	Evaporate
Region#_9	Ferment
Region#_10	Press
Region#_11	Mill
Region#_12	Bleach
Region#_13	Crystalize
Region#_14	Grits/Oatmeal
Region#_15	Vegetable Oil
Region#_16	Starch
Region#_17	Alcohol
Region#_18	Flour
Region#_19	Syrup
Region#_20	Sugar

Q13 If a food was produced from a grain, oilseed, fruit, or vegetable that was grown or farmed using the following processes or practices, would you consider the food to be natural or not natural?

	Natural (1)	Neither Natural or Not (2)	Not Natural (3)
seeds created with genetic engineering or GMOs (Q13_1)	○	○	○
hybrid seeds (Q13_2)	○	○	○
seeds created using gene editing (Q13_3)	○	○	○
seeds created using mutagenesis (Q13_4)	○	○	○
crops sprayed with synthetic pesticides like glyphosate or chlorpyrifos (Q13_5)	○	○	○
crops sprayed with natural pesticides like copper sulfate or bacillus thuringiensis (Q13_6)	○	○	○
crops grown indoors in greenhouses (Q13_7)	○	○	○
hydroponically grown crops (Q13_8)	○	○	○
organically grown crops (Q13_9)	○	○	○

Q14 To what extent do you agree or disagree with each of the following statements?

	Strongly Disagree (1)	Somewhat Disagree (2)	Neither Agree nor Disagree (3)	Somewhat Agree (4)	Strongly Agree (5)
Natural food is healthier (Q14_1)	○	○	○	○	○
Natural food is better for the environment (Q14_2)	○	○	○	○	○
Natural food is tastier (Q14_3)	○	○	○	○	○
Natural food is more affordable (Q14_4)	○	○	○	○	○
Natural food is safer to eat (Q14_5)	○	○	○	○	○
Natural food is more convenient to eat (Q14_7)	○	○	○	○	○
Natural food is more sustainable (Q14_8)	○	○	○	○	○
Click somewhat disagree if you're paying attention (Q14_9)	○	○	○	○	○

<<if Q14_9 not equal to 2 then deleted>>

Q15 Currently, the Food and Drug Administration (FDA) does not define the term "natural" on food packages but food manufacturers are allowed to use the label. How do you believe natural labels should be regulated?

The FDA should not regulate the use of the term "natural" on food packages (1)
The FDA should regulate to use of the term "natural" by requiring companies to follow a uniform, consistent definition (2)
The FDA should regulate to prevent the use of the term "natural" on food packages (3)

Q16 To what extent do you trust or distrust the FDA to define the term "natural" in a way that you would find useful in making food choices?

Highly trust (1)
Somewhat trust (2)
Neither trust nor distrust (3)
Somewhat distrust (4)
Highly distrust (5)

Q17 The U.S. Department of Agriculture (USDA) regulates the use of the label "natural" for meat. Which of the following best matches the current USDA definition for "natural" meat?

minimally processed (1)
no hormones (2)
no antibiotics (3)
grass fed (4)
cage free (5)

Q18 Do you consider each of the following foods to be healthy or unhealthy for you?

	Healthy (1)	Neither Healthy nor Unhealthy (2)	Unhealthy (3)
Fresh fruit (Q18_1)	○	○	○
Frozen fruit (Q18_2)	○	○	○
Canned fruit (Q18_3)	○	○	○
Fresh vegetables (Q18_4)	○	○	○
Frozen vegetables (Q18_5)	○	○	○
Canned vegetables (Q18_6)	○	○	○
Beef (Q18_7)	○	○	○
Milk (Q18_8)	○	○	○
Eggs (Q18_9)	○	○	○
Chicken (Q18_10)	○	○	○
Bakery and cereal items (11)	○	○	○
Vegetable oil (Q18_12)	○	○	○
Fish (Q18_13)	○	○	○
Candy (Q18_14)	○	○	○
Cheese (Q18_15)	○	○	○

Q19 Which of the following affects whether or not you would consider a food healthy for you? (*check up to 3 items that most apply*)

use of preservatives (1)
fiber content (2)
use of processing (3)
fat content (4)
use of hormones or antibiotics (5)
sugar content (7)
protein content (8)
local (9)
number of calories (10)
use of GMOs (11)
none of the above (12)
pesticide residues (13)
vitamin content (14)
organic (15)

Q20 Which of the following diseases or health conditions do you think would affect which foods you consider to be healthy? (*check up to 3 items that most apply*)

diabetes (1)
heart disease (2)
food allergy (3)
obesity (4)
cancer (5)
none of the above (6)

Q21 Which of the following do you consider to be the most healthy for you?

Low sodium (15)
Medium low sodium (20)
Medium sodium (21)
Medium High (22)
High sodium (23)

Q22 Which of the following do you consider to be the most healthy for you?

Low carbohydrates (15)
Medium low carbohydrates (16)
Medium carbohydrates (17)
Medium high carbohydrates (18)
High carbohydrates (19)

Q23 Which of the following do you consider to be the most healthy for you?

Low fat (15)
Medium low fat (16)
Medium fat (17)
Medium high fat (18)
High fat (19)

Q24 Which of the following do you consider to be the most healthy for you?
- Low protein (15)
- Medium low protein (16)
- Medium protein (17)
- Medium high protein (18)
- High protein (19)

Q25 Which of the following statements best matches your view?
- If I know the nutrient content of the food (the amount of fat, protein, carbs, vitamins, etc.), I know enough to decide whether a food is healthy (1)
- I need to know more than just the nutrient content (the amount of fat, protein, carbs, vitamins, etc.) of a food to decide whether it is healthy (2)

Q26 Which of the following statements best matches your view?
- It is better to think about "healthy" on a food-by-food basis (some foods are healthy and some aren't) (1)
- It is better to think about "healthy" by looking at a whole dietary pattern (healthiness is defined by combinations of foods in a diet) (2)

Q27 If a food is labeled "healthy", what would that mean to you? (*check up to 3 items that most apply*)
- I can eat all I want (1)
- I should increase consumption of this type of food (2)
- My diet isn't healthy unless I eat this type of food (7)
- I shouldn't avoid this type of food (4)
- I should reduce consumption of this type of food (5)
- It wouldn't mean anything to me (6)

Q28 To what extent do you agree or disagree with each of the following statements?

	Strongly Disagree (24)	Somewhat Disagree (25)	Neither Agree nor Disagree (26)	Somewhat Agree (27)	Strongly Agree (28)
Healthy food is more natural (Q28_1)	○	○	○	○	○
Healthy food is better for the environment (Q28_2)	○	○	○	○	○
Healthy food is tastier (Q28_3)	○	○	○	○	○
Healthy food is more affordable (Q28_4)	○	○	○	○	○
Healthy food is safer to eat (Q28_5)	○	○	○	○	○
Healthy food is more convenient to eat (Q28_7)	○	○	○	○	○
Healthy food is more sustainable (Q28_8)	○	○	○	○	○
Individual needs determine whether various foods are healthy for an individual (Q28_9)	○	○	○	○	○
Click somewhat agree if you're paying attention (Q28_10)	○	○	○	○	○

<<if Q28_10 not equal to 4 then deleted>>

Q29 Currently, the Food and Drug Administration (FDA) allows the label "healthy" to be used on foods low in fat and saturated fat and that provide at least 10% of recommended amounts of vitamin A, vitamin C, calcium, iron, protein, or fiber. How do you believe healthy labels should be regulated in the future?

The FDA should regulate to prevent the use of the term "healthy" on food packages (1)
The FDA should regulate the use of the term "healthy" by requiring companies follow a uniform, consistent definition (2)
The FDA should not regulate the use of the term "healthy" on food packages (3)
The FDA should keep the current definition of "healthy" (4)

Q30 To what extent do you trust or distrust the FDA to define the term "healthy" in away that you would find useful in making food choices?

Highly trust (1)
Somewhat trust (2)
Neither trust nor distrust (3)
Somewhat distrust (4)
Highly distrust (5)

Q31 Which of the two words below would you find more informative if you saw it on an ingredient list of a food package? *(Both words mean the same thing but one is the precise scientific description the the other is the common usage)*

Maltodextrin (1)
Corn starch (2)

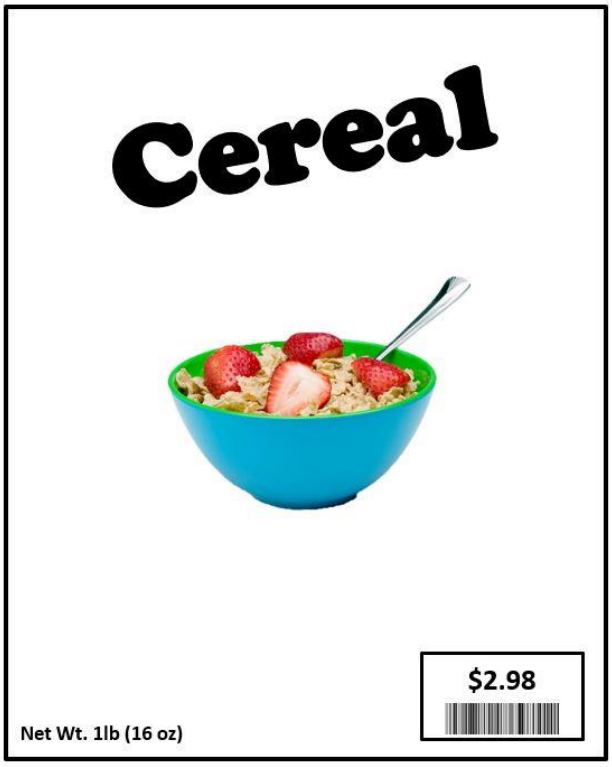
Q32 Which of the two words below would you find more informative if you saw it on an ingredient list of a food package? *(Both words mean the same thing but one is the precise scientific description the the other is the common usage*)

Pyridoxine (1)
Vitamin B-6 (2)

Q33 Which of the two words below would you find more informative if you saw it on an ingredient list of a food package? (*Both words mean the same thing but one is the precise scientific description the the other is the common usage*)

Resistant maltodextrin (1)
Soluble corn fiber (2)

Q34 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q35 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q36 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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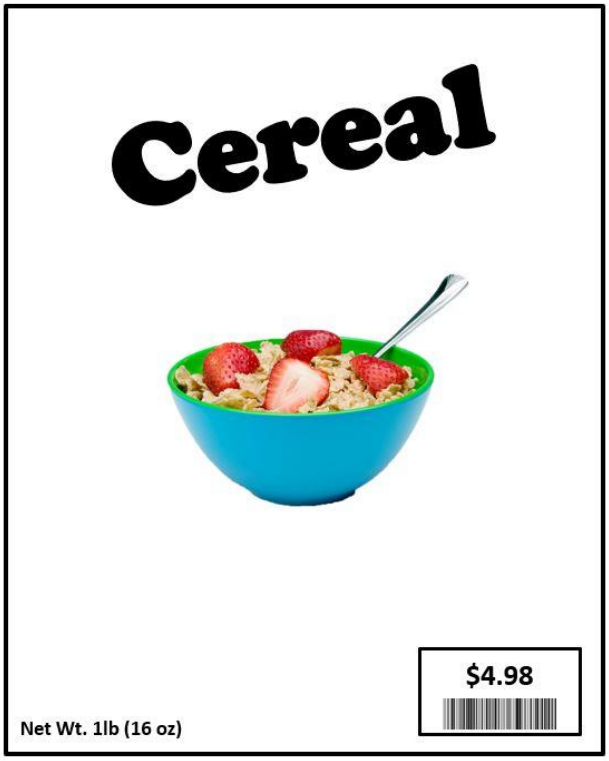
Q37 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q38 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q39 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? (*0 = no chance of buying; 100 = 100% chance of buying*)

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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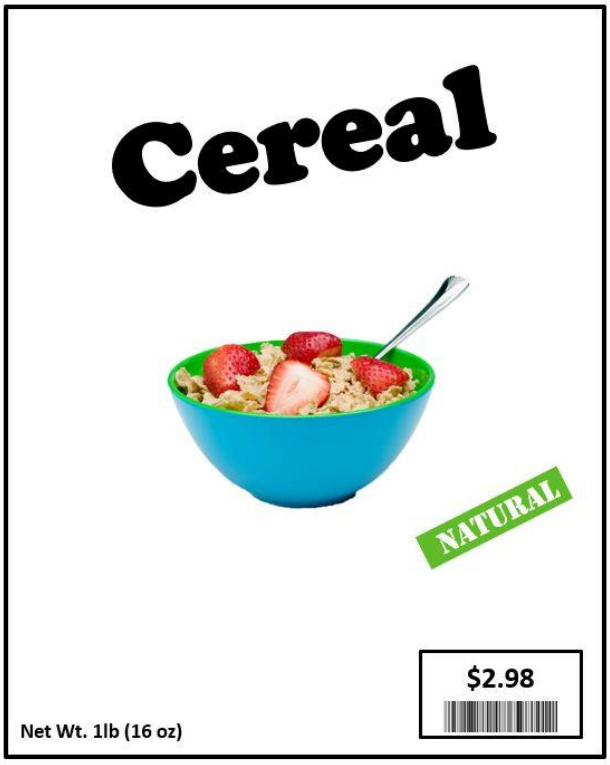
Q40 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q41 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q42 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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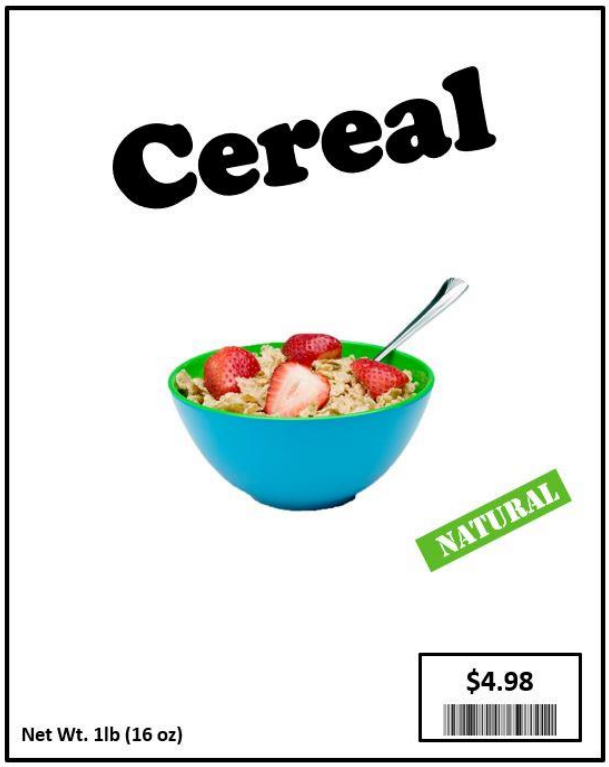
Q43 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q44 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q45 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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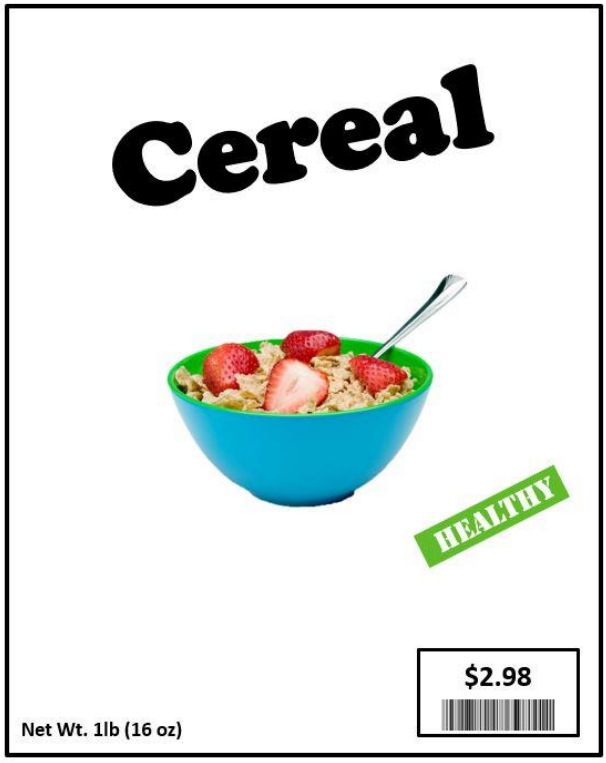
Q46 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q47 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q48 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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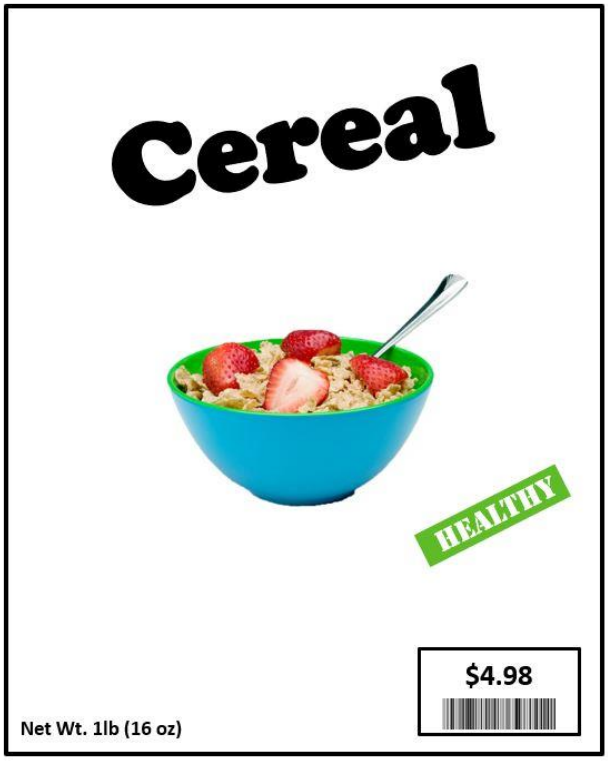
Q49 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q50 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q51 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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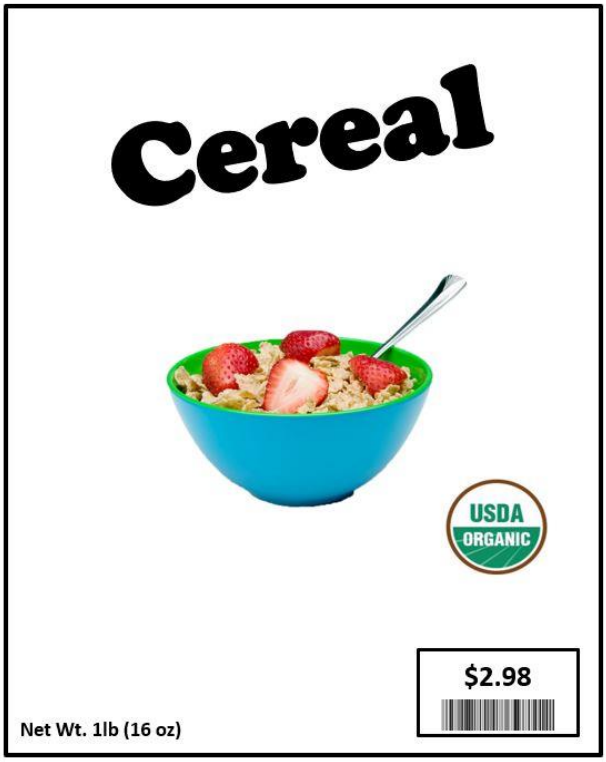
Q52 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q53 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q54 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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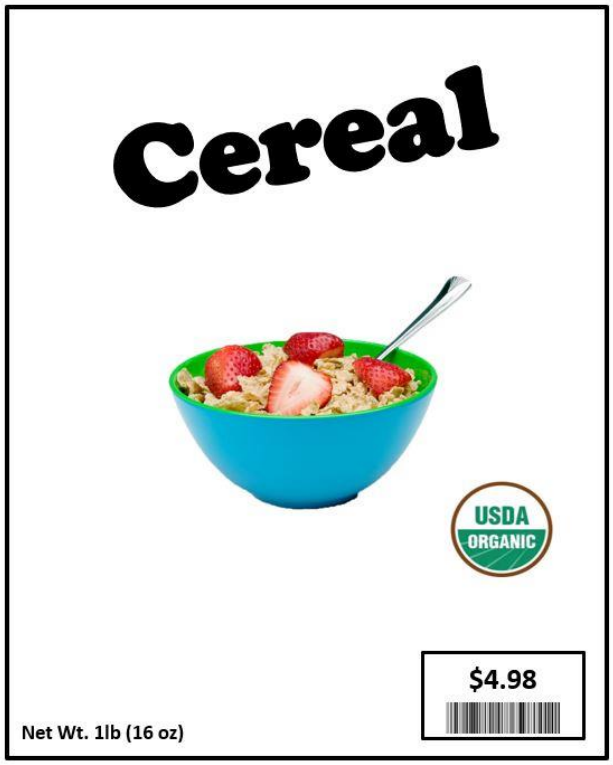
Q55 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q56 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q57 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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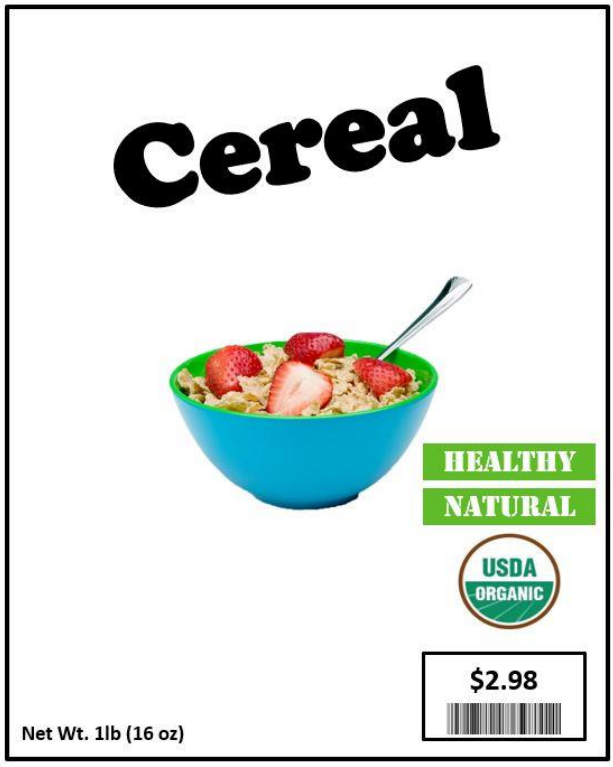
Q58 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q59 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q60 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

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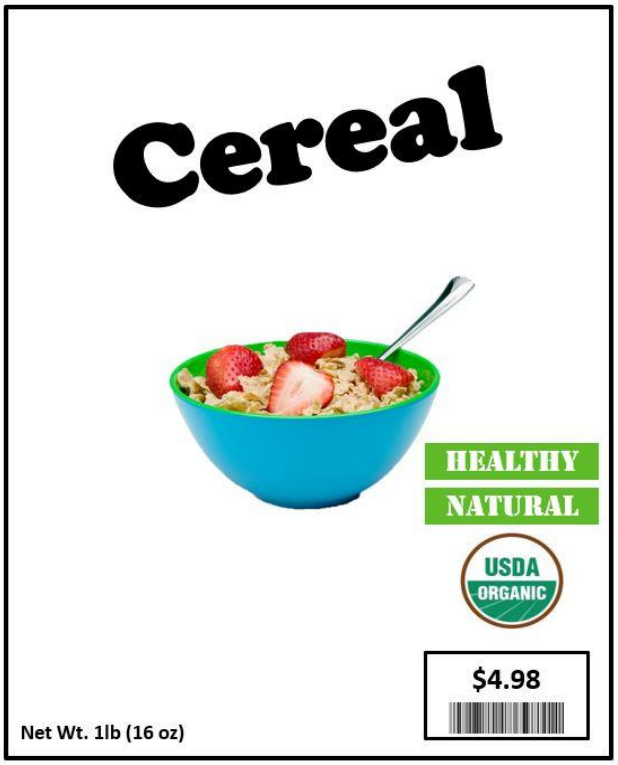
Q61 Which part of the cereal box below is most attractive to you? *(please click or touch the image in the most attractive location)*
Q62 Which part of the cereal box below is least attractive to you? *(please click or touch the image in the most attractive location)*



Q63 If you encountered this box of cereal in the grocery store, how likely would you be to purchase it? *(0 = no chance of buying; 100 = 100% chance of buying)*

0%=Very unlikely Very likely=100%

0 10 20 30 40 50 60 70 80 90 100

. ()

Q64

Finally, Some Questions About You

Q65 Do you currently work on a farm or ranch?
Yes (1)
No (2)

Q66 What is your gender?
Male (1)
Female (2)

Q67 What is your current age?
- 18 - 24 years old (1)
- 25 - 34 years old (2)
- 35 - 44 years old (3)
- 45 - 54 years old (4)
- 55 - 64 years old (5)
- 65 - 74 years old (6)
- 74 years or older (7)

Q68 What is your current marital status?
- Single, Never Married (1)
- Married (2)
- Separated (3)
- Divorced (4)
- Widowed (5)

Q69 How many people (including yourself) live in your household?
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 or more (5)

Q70 Are there children under the age of 12 living in your household?
- Yes (1)
- No (2)

Q71 Are you a vegetarian or vegan?
- Yes (1)
- No (2)

Q72 Are you currently on SNAP (or food stamps)?
- Yes (1)
- No (2)

Q73 In what US state do you live?
- Alabama (1)
- Alaska (2)
- Arizona (3)
- Arkansas (4)
- California (5)
- Colorado (6)
- Connecticut (7)
- Delaware (8)
- District of Columbia (9)
- Florida (10)
- Georgia (11)
- Hawaii (12)
- Idaho (13)
- Illinois (14)
- Indiana (15)
- Iowa (16)
- Kansas (17)
- Kentucky (18)
- Louisiana (19)
- Maine (20)
- Maryland (21)
- Massachusetts (22)
- Michigan (23)
- Minnesota (24)
- Mississippi (25)
- Missouri (26)
- Montana (27)
- Nebraska (28)
- Nevada (29)
- New Hampshire (30)
- New Jersey (31)
- New Mexico (32)
- New York (33)
- North Carolina (34)
- North Dakota (35)
- Ohio (36)
- Oklahoma (37)
- Oregon (38)

Pennsylvania (39)
Rhode Island (40)
South Carolina (41)
South Dakota (42)
Tennessee (43)
Texas (44)
Utah (45)
Vermont (46)
Virginia (47)
Washington (48)
West Virginia (49)
Wisconsin (50)
Wyoming (51)

Q74 What is the highest level of education you have completed?
Less than High School (1)
High School/GED (2)
Some College (3)
2-Year College Degree (Associates) (4)
4-Year College Degree (BA, BS) (5)
Master's Degree (6)
Professional Degree (Ph.D., J.D., M.D., etc.) (7)

Q75 What is your approximate annual household income before taxes?
Less than $20,000 (1)
$20,000 - $39,999 (2)
$40,000 - $59,999 (3)
$60,000 - $79,999 (4)
$80,000 - $99,999 (5)
$100,000 - $119,999 (6)
$120,000 - $139,999 (7)
$140,000 - $159,999 (8)
$160,000 or greater (9)

Q76 What has been you (or your household's) usual WEEKLY expense for meals or snacks from restaurants, fast food places, cafeterias, carryout or other such places?
less than $20 (1)
$20 - $39 (2)
$40 - $59 (3)
$60 - $79 (4)
$80 - $99 (5)
$100 - $119 (6)
$120 - $139 (7)
$140 - $159 (8)
$160 or more (9)

Q77 What has been your (or your household's) usual WEEKLY expense for food bought during grocery shopping?

- less than $20 (1)
- $20 - $39 (2)
- $40 - $59 (3)
- $60 - $79 (4)
- $80 - $99 (5)
- $100 - $119 (6)
- $120 - $139 (7)
- $140 - $159 (8)
- $160 or more (9)

Q78 Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin? (1)
- Yes, Mexican, Mexican Am., Chicano (2)
- Yes, Puerto Rican (3)
- Yes, Cuban (4)
- Yes, another Hispanic, Latino, or Spanish origin (5)

Q79 What is your race?

- White (1)
- Black or African American (2)
- American Indian or Alaskan Native (3)
- Asian Indian (4)
- Chinese (5)
- Filipino (6)
- Japanese (7)
- Korean (8)
- Vietnamese (9)
- Native Hawaiian (10)
- Guamanian or Chamorro (11)
- Samoan (12)
- Other Pacific Islander (13)
- Other (14)

Q80 When it comes to politics, do you usually think of yourself as liberal or conservative?

- Extremely liberal (1)
- Slightly liberal (2)
- Moderate or middle of the road (3)
- Slightly conservative (4)
- Extremely conservative (5)
- I don't know (6)

Q81 Which political party do you most identify with?

- Democratic (1)
- Republican (2)
- I am an independent (4)
- Other (e.g., Green, Tea Party, Libertarian, etc.) (5)