

Appendix A: Survey Questionnaires

**A1. SURVEY QUESTIONNAIRE FOR BASELINE AND FOLLOW-UP SURVEYS
[Steps 1 and 3 in the Experimental Design]**

Text to accompany survey link for recruitment:

Paperwork Reduction Act: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0910-0865. The time required to complete this portion of the information collection is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintain the data needed, and completing and reviewing the collection of information.

Survey Introduction:

This survey is being conducted for the U.S. Food and Drug Administration (FDA) and should not take longer than 15 minutes. The information will be used to inform outreach and education efforts on the topic of food and food shopping.

Your participation is voluntary. You are free to stop participating in the survey at any time. Any information you provide will be kept secure to the extent provided by law. Your name will be removed from all records involved in the survey. A number will be assigned to the survey questionnaire instead. Only project staff will have access to the survey data. We will not use your name when we report results of the survey.

Please click here to indicate you have read this and agree to participate in the survey.

1. Have you heard of or are you familiar with the following terms?

RANDOMIZE TERMS

	Yes	No
GMO foods		
Bioengineered foods		
Genetically engineered foods		

2. How knowledgeable about GMOs are you?

- Extremely knowledgeable
- Very knowledgeable
- Moderately knowledgeable
- Slightly knowledgeable
- Not at all knowledgeable

3. Have you ever heard or read about GMOs from any of these sources?

RANDOMIZE STATEMENTS

	Yes	No
A friend or family member		
A brochure, poster, or billboard		
Doctor or other healthcare professional		
On TV		
On the radio		
On the Internet		
Through social media		
In a newspaper		
In a magazine		

4. What are GMOs? Can you give a basic definition of them in your own words?

[open-ended]

5. What are bioengineered foods? Can you give a basic definition of them in your own words?

[open-ended]

6. How important to you is it to buy organic foods?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not at all important

7. Which of the following are GMO crops that are currently available in the U.S.? [Select all that apply]

RANDOMIZE EXCEPT LAST

- Strawberries
- Blueberries
- Peaches
- Corn
- Broccoli
- Carrots
- All of the above
- None of the above
- Don't know

['Corn' is the correct answer]

8. Which of the following are reasons why farmers grow GMO crops? [Select all that apply]

RANDOMIZE EXCEPT LAST

- Higher crop yields
- Longer storage life
- Better appearance
- Better nutrition
- Resistance to insects
- Resistance to drought
- All of the above
- None of the above
- Don't know

[‘All of the above’ is the correct answer]

9. Please indicate if the following statements are true or false.

RANDOMIZE STATEMENTS

	True	False
GMO foods are as safe to eat as their non-GMO counterparts.	x	
Some GMO plants have been modified to improve their nutritional value.	x	
Research shows that GMO plants fed to farm animals are as safe as non-GMO animal food.	x	
GMO crops are grown only in the U.S.		x
Some GMOs are developed to be resistant to insects.	x	
Some GMOs have reduced the need for and use of many pesticides.	x	
GMO apples first became available to consumers in the 1990s.		x
GMO soybeans were developed to have healthier oils that can be used to replace oils that contain <i>trans</i> fats.	x	
“GMO” has become the common term consumers and popular media use to describe foods that have been created through genetic engineering.	x	
If you see “bioengineered” on food labels, it lets you know that the food has detectable genetic material that has been modified through certain lab techniques and cannot be created through conventional breeding or found in nature.	x	

10. How long have GMO foods been available to consumers in the U.S.? [Select one response only]

- Since the 1950s
- Since the 1960s

- Since the 1970s
- Since the 1980s
- Since the 1990s
- Since the 2000s
- Only in the past decade
- Don't know

['Since the 1990s' is the correct answer]

11. Which of the following federal agencies regulate(s) the safety of GMOs? [Select one response only]

- The U.S. Environmental Protection Agency (EPA)
- The U.S. Food and Drug Administration (FDA)
- The U.S. Department of Agriculture (USDA)
- FDA and USDA
- EPA and FDA
- FDA, EPA, and USDA
- Don't know

['FDA, EPA, and USDA' is the correct answer]

12. Please indicate if the following statements are true or false.

RANDOMIZE STATEMENTS

	True	False
FDA makes sure that foods that are GMOs or have GMO ingredients meet the same strict safety standards as all other foods.	x	
USDA is responsible for protecting human health and the environment, which includes regulating pesticides.		x
USDA's Animal and Plant Health Inspection Service (APHIS) sets regulations to make sure GMO plants are not harmful to other plants.	x	
FDA sets and enforces food safety standards that those who produce, process, store, ship, or sell food must follow, no matter how the foods are created.	x	
FDA's voluntary Plant Biotechnology Consultation Program evaluates the safety of food from new GMOs before they enter the market.	x	

13. Please tell us how much you agree or disagree with the following statements.

RANDOMIZE STATEMENTS

	Strongly disagree	Somewhat disagree	Neither disagree or agree	Somewhat agree	Strongly agree
If I see a food or food product labeled as non-GMO, I am likely to buy it.					
If I see a food or food product labeled as organic, I am likely to buy it.					
If I see a food or food product labeled as GMO, I am likely to buy it.					
GMO foods are as safe to eat as their non-GMO counterparts.					
GMO foods are unhealthy to eat.					

STANDARD DEMOGRAPHIC QUESTIONS

We have just a few more questions for you. Please keep in mind that your answers are confidential, and your personal information will also be kept private.

D1. What is your gender?

- Male
- Female

D2. What is your date of birth? [Year/Month]

D3. Are you of Hispanic or Latino origin?

- Yes
- No
- Don't know
- Prefer not to answer

D4. What is your race? Please select one or more.

- White
- Black or African American
- Asian
- Native Hawaiian or Other Pacific Islander
- Native American or Alaskan Native
- Prefer not to answer

D5. What is the highest degree or level of school you have completed?

- Education through Grade 12
- Grade 4 or less
- Grade 5 to 8

- Grade 9 to 11
- Grade 12 (no diploma)
- High School Graduate
 - Regular High School Diploma
 - GED or alternative credential
- College or Some College
 - Some college credit, but less than 1 year
 - 1 or more years of college credit, no degree
 - Associate's degree (AA, AS)
 - Bachelor's degree (BA, BS)
- After Bachelor's Degree
 - Master's degree (MA, MS, MBA)
 - Professional degree (MD, DDS, JD)
 - Doctorate degree (PhD, EdD)

D6. Which of the following categories best describes your total household income before taxes?

- Less than \$20,000
- \$20,000 - \$30,000
- \$30,000 - \$40,000
- \$40,000 - \$50,000
- \$50,000 - \$60,000
- \$60,000 - \$70,000
- \$70,000 - \$80,000
- \$80,000 - \$90,000
- \$90,000 - \$100,000
- \$100,000 – 150,000
- More than \$150,000
- Don't know
- Prefer not to answer

A2. SURVEY QUESTIONNAIRE FOR INTERVENTION GROUP ONLY
[Step 2 in the Experimental Design]

Text to accompany survey link for recruitment:

This survey is being conducted for the U.S. Food and Drug Administration (FDA) and should not take longer than 15 minutes. Your participation is voluntary and your responses are confidential; only de-identified, aggregated data will be provided to FDA. This information will be used to inform outreach and education efforts on the topic of food and food shopping.

Survey Introduction:

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Your participation is voluntary. You are free to stop participating in the survey at any time. Any information you provide will be kept secure to the extent provided by law. Your name will be removed from all records involved in the survey. A number will be assigned to the survey questionnaire instead. Only project staff will have access to the survey data. We will not use your name when we report results of the survey.

Please click here to indicate you have read this and agree to participate in the survey.

[Participants will be shown a randomized series of educational materials (Attachment B) and will indicate they have read each material by clicking a box. After reading the materials, they will be asked the following questions.]

1. Please tell us how much you agree or disagree with the following statements.

RANDOMIZE STATEMENTS

	Strongly disagree	Somewhat disagree	Neither disagree or agree	Somewhat agree	Strongly agree
The educational materials I read for this study were helpful in learning about GMOs.					
The educational materials I read for this study contained useful information.					
I learned new information by reading the educational materials for this study.					
This study prompted me to learn more about GMOs.					
The educational materials I read for this study were visually appealing.					
The educational materials I read for					

this study were easy to understand.					
The educational materials I read for this study were personally relevant to me.					
The educational materials for this study were credible.					

2. Is there anything that you would like to learn about the topic of GMOs that the educational materials did not cover? Please describe.

[open-ended]