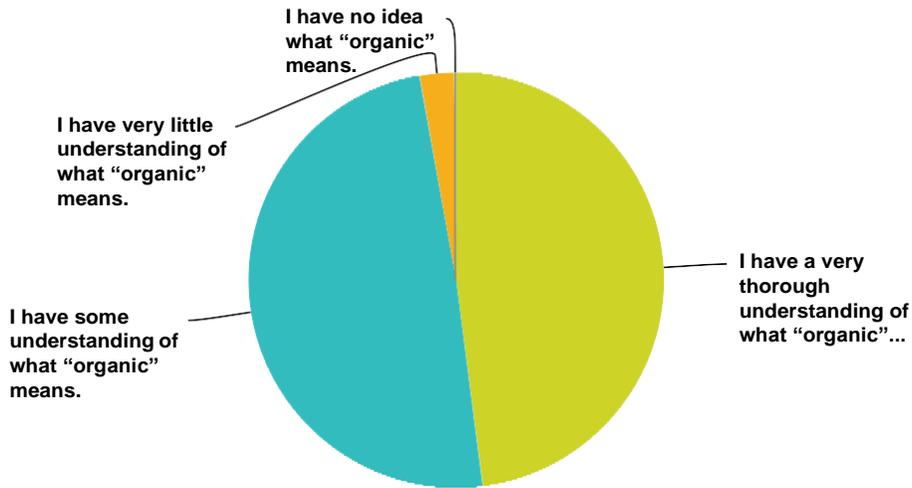


Q1 The word “organic” appears on some product labels or in advertisements. How well do you understand the meaning of this claim?

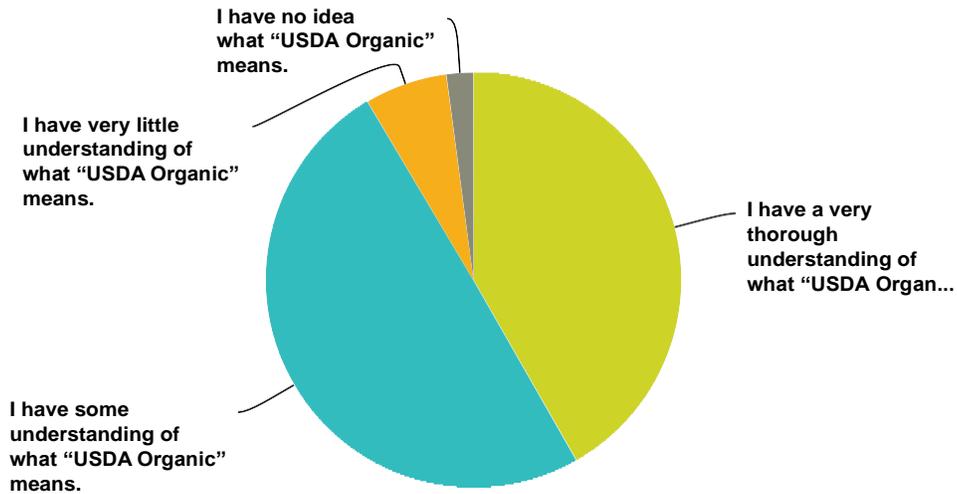
Answered: 1,382 Skipped: 2



Answer Choices	Responses	
I have a very thorough understanding of what "organic" means.	47.97%	663
I have some understanding of what "organic" means.	49.20%	680
I have very little understanding of what "organic" means.	2.68%	37
I have no idea what "organic" means.	0.14%	2
Total		1,382

Q2 The "USDA Organic" seal appears on some product labels or advertisements. How well do you understand the meaning of this label?

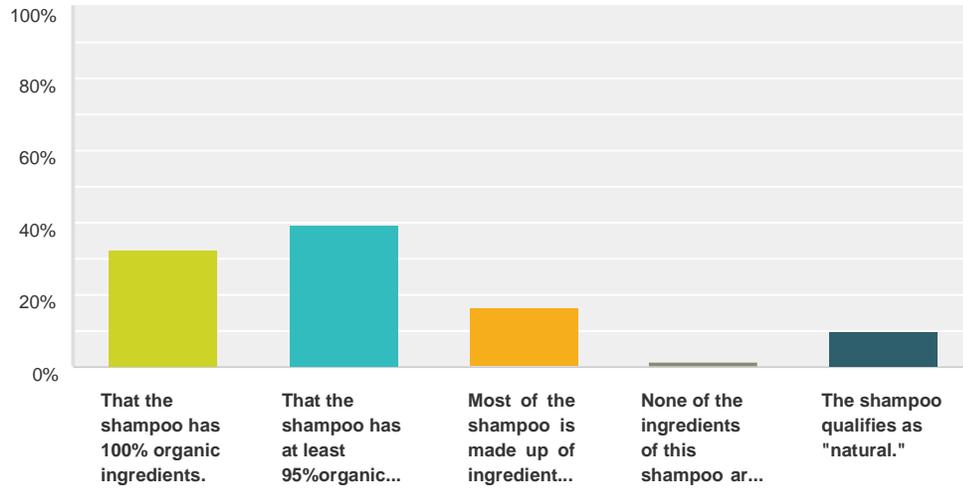
Answered: 1,384 Skipped: 0



Answer Choices	Responses	
I have a very thorough understanding of what "USDA Organic" means.	41.76%	578
I have some understanding of what "USDA Organic" means.	49.71%	688
I have very little understanding of what "USDA Organic" means.	6.43%	89
I have no idea what "USDA Organic" means.	2.10%	29
Total		1,384

Q3 When you see a shampoo with the word "organic" on the label, what does this label make you think about that shampoo?

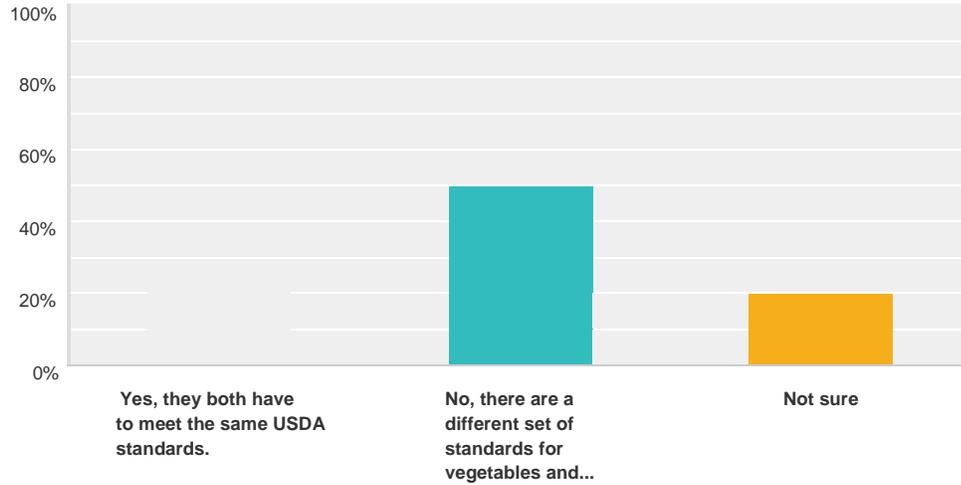
Answered: 1,384 Skipped: 0



Answer Choices	Responses	
That the shampoo has 100% organic ingredients.	32.66%	452
That the shampoo has at least 95% organic ingredients.	39.38%	545
Most of the shampoo is made up of ingredients that are not organic.	16.55%	229
None of the ingredients of this shampoo are organic, but the product has been inspected for safety.	1.37%	19
The shampoo qualifies as "natural."	10.04%	139
Total		1,384

Q4 Suppose you see a shampoo with the word “organic” on the label. Suppose you also see some vegetables labeled as “organic.” Does the word “organic” have the same meaning for both products?

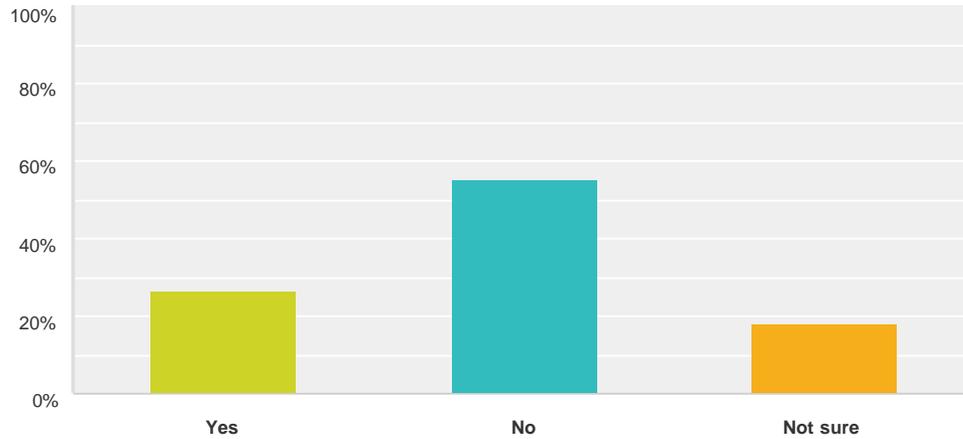
Answered: 1,384 Skipped: 0



Answer Choices	Responses
Yes, they both have to meet the same USDA standards.	27.24% 377
No, there are a different set of standards for vegetables and shampoo.	50.79% 703
Not sure	21.97% 304
Total	1,384

Q5 Suppose you see a shampoo with a label containing the word "organic." Does the presence of the word confirm or imply that the product is certified as "organic" by the U.S. Department of Agriculture ("USDA")?

Answered: 1,384 Skipped: 0



Answer Choices	Responses
Yes	26.59% 368
No	55.49% 768
Not sure	17.92% 248
Total	1,384

Q6 Which of the following most accurately describes what the presence of the word “organic” implies about a shampoo with that word somewhere on the label?

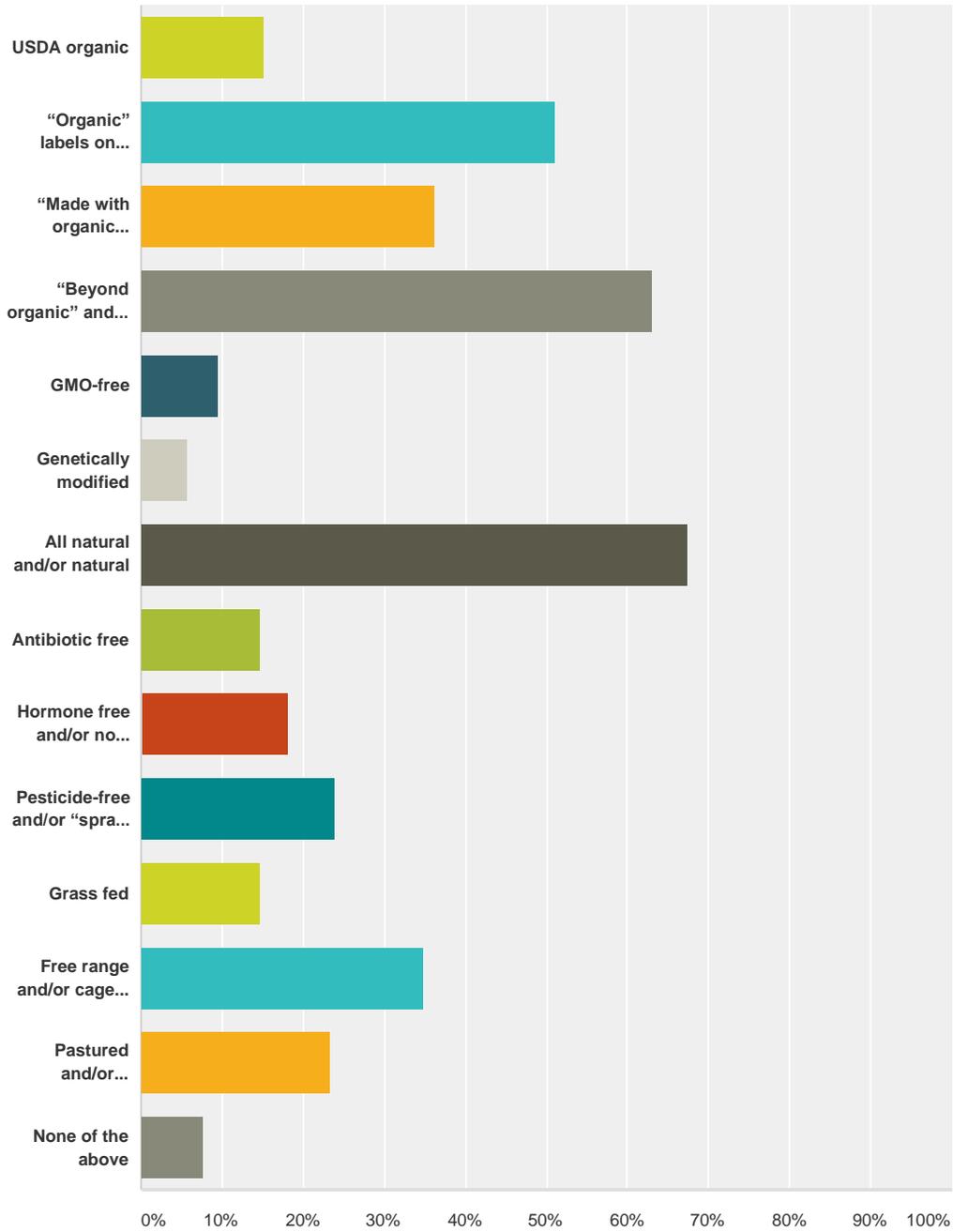
Answered: 1,384 Skipped: 0



Answer Choices	Responses
The government regulates the process used for making the product, but does not necessarily inspect the final product.	33.67% 466
The USDA inspects the final product to ensure that it contains only approved ingredients/materials, but does not necessarily regulate the process used for making the product.	13.37% 185
The USDA regulates the process used for making the product and inspects the final product to ensure that it contains only approved ingredients/materials.	16.40% 227
Not sure.	36.56% 506
Total	1,384

Q7 What labels do you find confusing when you are shopping? (Please check all that apply).

Answered: 1,367 Skipped: 17



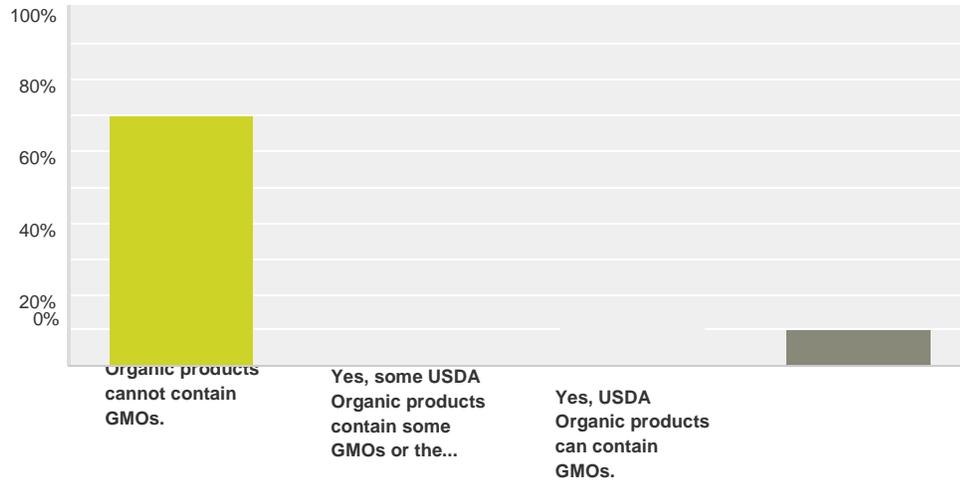
Answer Choices	Responses
USDA organic	15.29% 209
"Organic" labels on non-food items	51.21% 700
"Made with organic ingredients"	36.28% 496

The Cornucopia Institute: What does the word "organic" mean to you in different contexts?

"Beyond organic" and/or "more than organic"	63.06%	862
GMO-free	9.51%	130
Genetically modified	5.85%	80
All natural and/or natural	67.52%	923
Antibiotic free	14.92%	204
Hormone free and/or no hormones	18.07%	247
Pesticide-free and/or "spray free"	24.07%	329
Grass fed	14.92%	204
Free range and/or cage free	34.82%	476
Pastured and/or pasture-raised	23.41%	320
None of the above	7.75%	106
Total Respondents: 1,367		

Q8 Can products labeled with the “USDA Organic” seal contain genetically modified organisms (GMOs) or engineering?

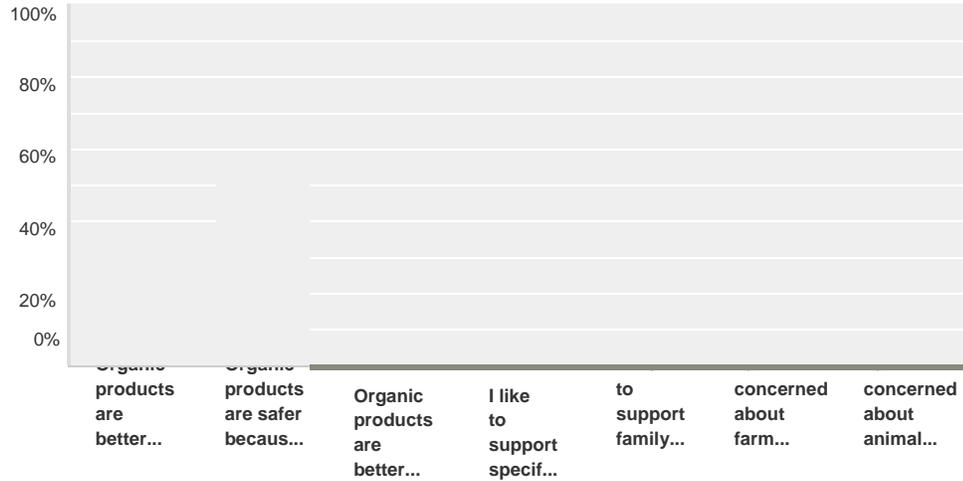
Answered: 1,383 Skipped: 1



Answer Choices	Responses
No, USDA Organic products cannot contain GMOs.	68.84% 952
Yes, some USDA Organic products contain some GMOs or the products of genetic engineering, but it's closely regulated.	6.07% 84
Yes, USDA Organic products can contain GMOs.	13.23% 183
I'm not sure.	11.86% 164
Total	1,383

Q9 If you purchase items with an “organic” label of any kind, whether they are food or non-food items, what is your primary reason for choosing organic over conventional products?

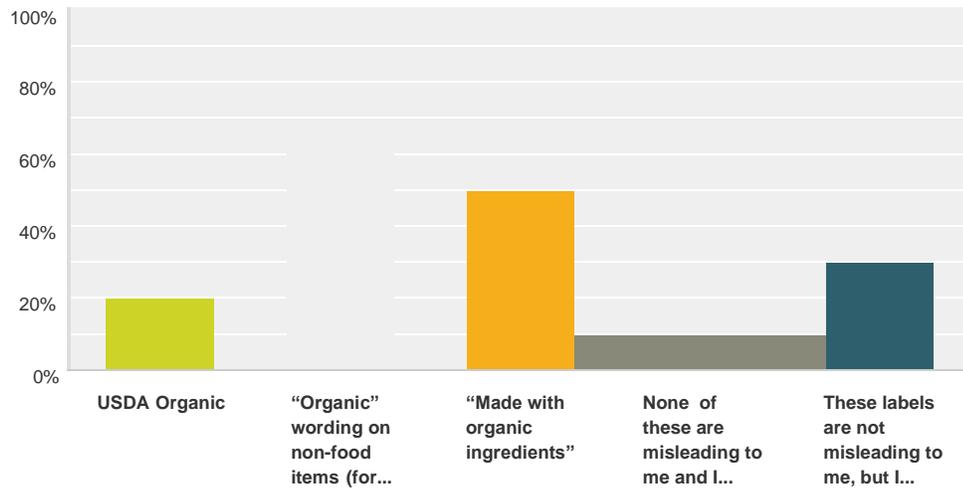
Answered: 1,344 Skipped: 40



Answer Choices	Responses
Organic products are better for my health.	33.48% 450
Organic products are safer because certain pesticides, herbicides, and other chemicals are prohibited in their production.	54.09% 727
Organic products are better for our environment.	7.51% 101
I like to support specific brands because I trust certain brands more than the "USDA Organic" seal.	1.79% 24
I like to support family farms.	1.41% 19
I am concerned about farm worker welfare.	0.52% 7
I am concerned about animal welfare.	1.19% 16
Total	1,344

Q10 What labels do you find misleading to consumers? (Check all that apply.)

Answered: 1,367 Skipped: 17



Answer Choices	Responses	
USDA Organic	19.46%	266
"Organic" wording on non-food items (for example: shampoo, dry cleaning chemicals, or mattresses)	62.47%	854
"Made with organic ingredients"	51.57%	705
None of these are misleading to me and I don't think they are misleading for others.	4.17%	57
These labels are not misleading to me, but I believe they are misleading to others.	29.99%	410
Total Respondents: 1,367		

Q11 I am a (check all that apply):

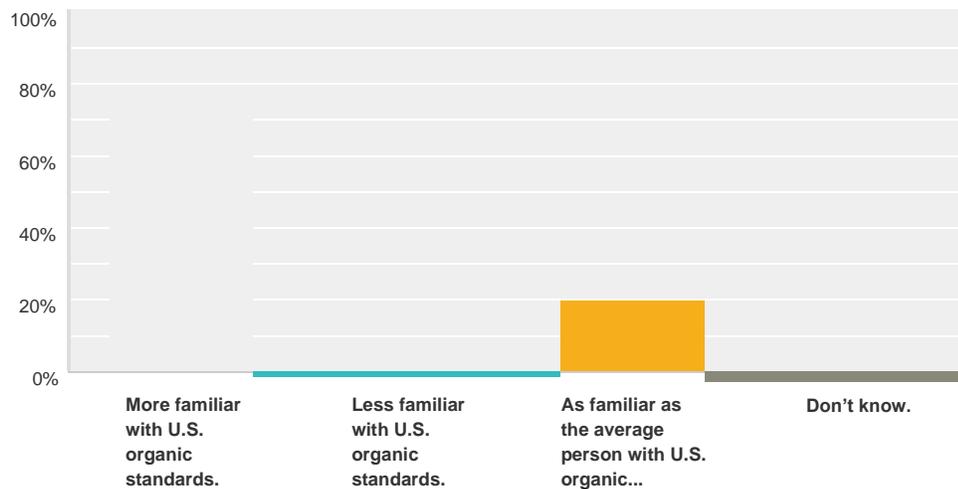
Answered: 1,384 Skipped: 0



Answer Choices	Responses	
Consumer of organic products.	98.70%	1,366
Consumer of products with "natural" labels.	24.13%	334
Producer of organic products.	8.53%	118
Seller of organic products.	4.70%	65
Manufacturer of organic products.	1.30%	18
I am not a consumer or producer of organic products, but I am interested in the topic.	1.08%	15
None of the above.	0.14%	2
Total Respondents: 1,384		

Q12 Compared to the average person, I believe that I am:

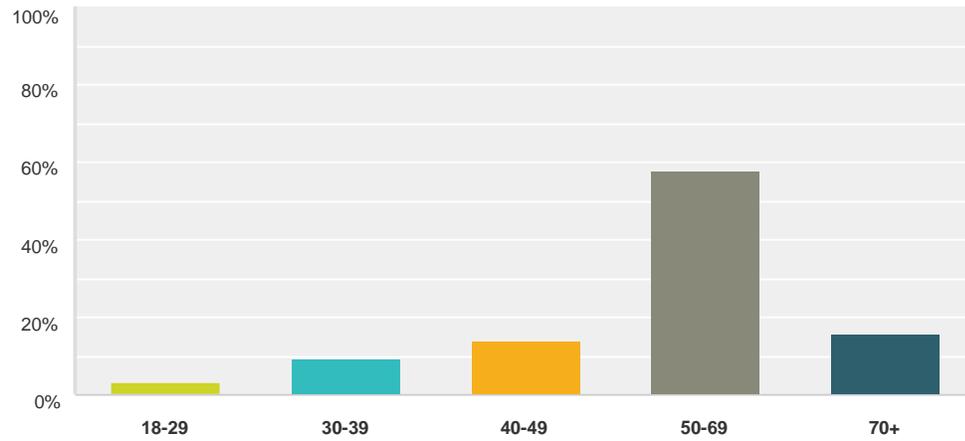
Answered: 1,384 Skipped: 0



Answer Choices	Responses
More familiar with U.S. organic standards.	74.78% 1,035
Less familiar with U.S. organic standards.	2.02% 28
As familiar as the average person with U.S. organic standards.	19.87% 275
Don't know.	3.32% 46
Total	1,384

Q13 What is your age?

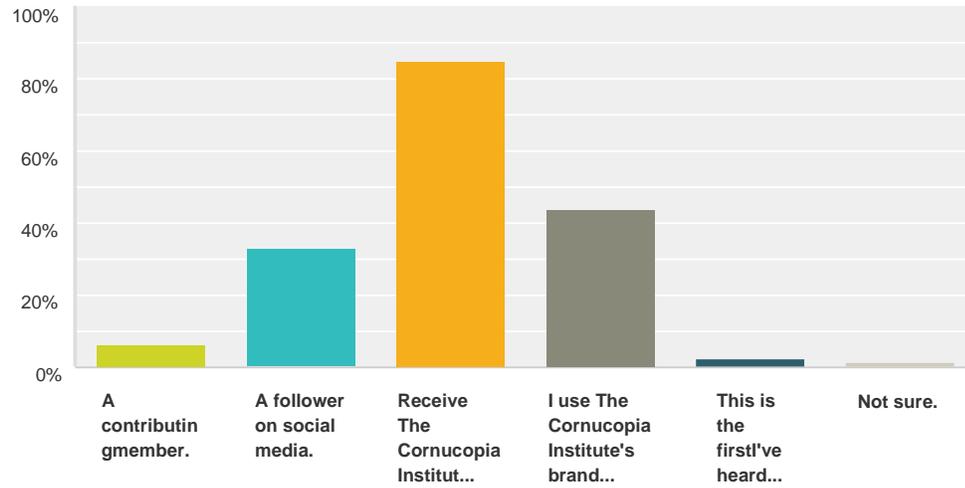
Answered: 1,383 Skipped: 1



Answer Choices	Responses
18-29	3.11% 43
30-39	9.26% 128
40-49	13.81% 191
50-69	57.85% 800
70+	15.98% 221
Total	1,383

Q14 With respect to The Cornucopia Institute, I am (check all that apply):

Answered: 1,384 Skipped: 0



Answer Choices	Responses
A contributing member.	6.65% 92
A follower on social media.	32.88% 455
Receive The Cornucopia Institute's free eNewsletter.	84.90% 1,175
I use The Cornucopia Institute's brand scorecards to help me shop.	43.79% 606
This is the first I've heard about The Cornucopia Institute.	2.75% 38
Not sure.	1.66% 23
Total Respondents: 1,384	