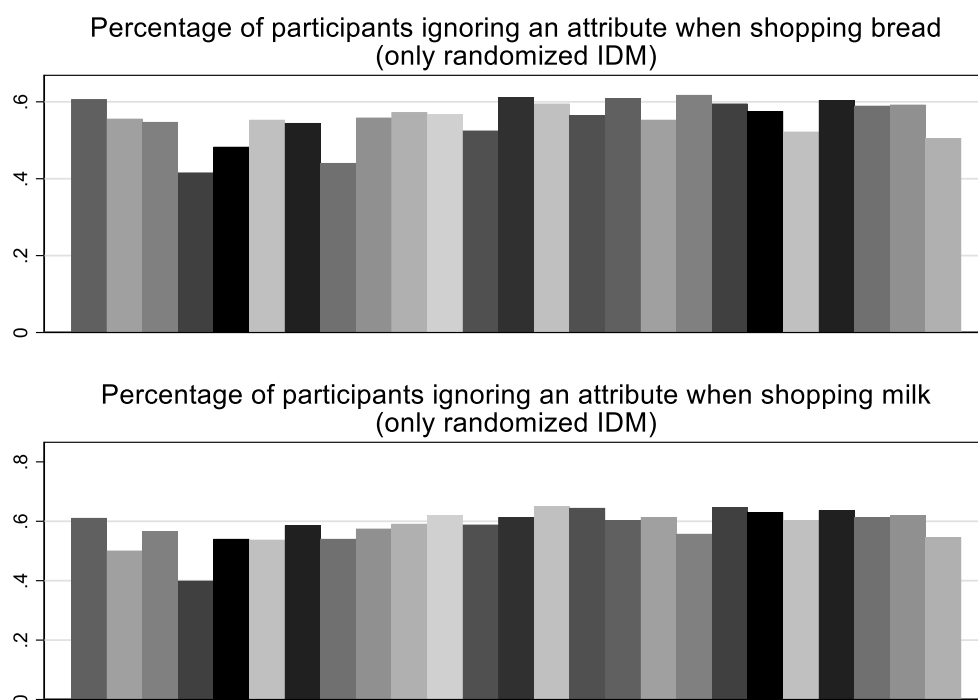


Appendix B The percentage of participants that ignored an attribute when shopping for milk and bread



1 Carbon label: CO2-footprint	14 Information on Containing Gluten
2 Brandname	15 Nutritional Claims
3 Productionmethod: organic or conventional	16 Nutritional Labelling: Nutri-Score
4 Price of product	17 Nutritional Value: Energy
5 Size of packaging ltr	18 Nutritional Value: Total Fat
6 Packaging Material	19 Nutritional Value: Saturated Fats
7 With or without Genetically Modified Organisms	20 Nutritional Value: Total Carbohydrates
8 Best Before Date	21 Nutritional Value: Sugar
9 Environmental Labelling: Enviro-Score	22 Nutritional Value: Fibre
10 Origin Labelling	23 Nutritional Value: Protein
11 Processing: Sourdough/ Pasteurized	24 Nutritional Value: Salt
12 Processing: Preservatives/ Homogenized	25 Info whole grain/ Animal Welfare: Husbandry System
13 Information on Containing Lactose	

Example Interpretation:

Price is the least ignored attribute. About 60% of participants ignored the CO2-footprint when shopping milk or bread.