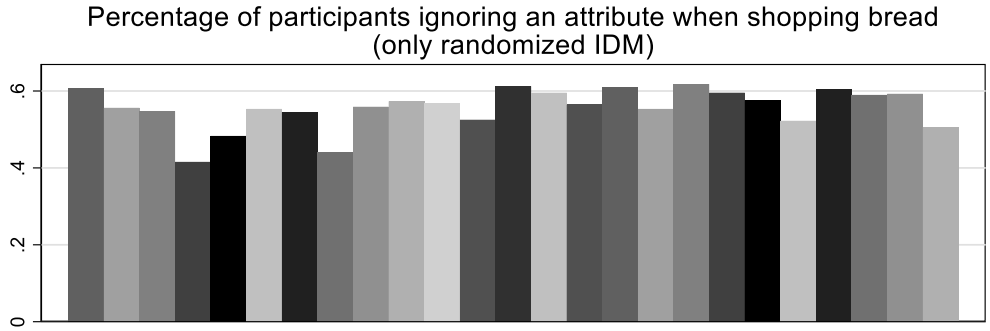
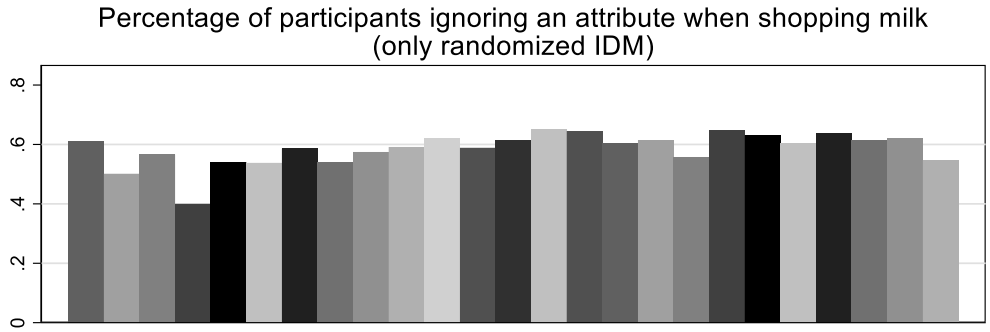
Appendix B

Table B1 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.

Table 2 Spearman correlation between the attention paid to two product attributes

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1																								
2	.35																							
3	.34	.26																						
4	.3	.13	.3																					
5	.12	.19	.23	.29																				
6	.36	.25	.3	.11	,28																			
7	.27	.21	.31	.06	.26	.39																		
8	.19	.20	.20	.12	.27	.30	.28																	
9	.36	.23	.36	.06	.23	.45	.40	.35																
10	.30	.27	.34	.06	.23	.44	.43	.36	.51															
11	.24	.17	.33	.09	.21	.43	.37	.29	.42	.45														
12	.23	.20	.25	.07	.21	.39	.39	.27	.43	.44	.37													
13	.30	.25	.35	.02	.21	.47	.38	.36	.53	.46	.46	.46												
14	.34	.27	.31	.01	.20	.43	.40	.32	.49	.44	.42	.48	.58											
15	.25	.23	.22	.05	.24	.40	.34	.34	.45	.43	.40	.38	.54	.48										
16	.33	.24	.31	.05	.22	.45	.37	.31	.46	.44	.43	.43	.52	.53	.44									
17	.26	.20	.28	.08	.27	.40	.33	.34	.45	.43	.35	.38	.57	.53	.49	.49								
18	.31	.27	.34	.04	.20	.46	.36	.37	.50	.49	.46	.44	.61	.52	.50	.54	.54							
19	.30	.17	.37	.02	.18	.46	.33	.39	.48	.44	.43	.46	.58	.56	.49	.53	.55	.57						
20	.28	.19	.24	.07	.20	.37	.30	.33	.41	.38	.36	.38	.46	.45	.45	.44	.43	.49	.49					
21	.24	.18	.32	.04	.20	.38	.37	.27	.45	.41	.39	.44	.48	.49	.45	.44	.46	.50	.47	.42				
22	.32	.22	.36	.07	.19	.41	.37	.30	.46	.48	.51	.48	.52	.55	.50	.52	.50	.59	.57	.47	.47			
23	.30	.22	.30	.04	.18	.41	.40	.30	.42	.40	.40	.43	.52	.47	.44	.52	.48	.55	.54	.48	.48	.56		
24	.31	.19	.31	.01	.18	.44	.41	.32	.50	.44	.42	.44	.54	.54	.50	.51	.52	.54	.59	.47	.51	.59	.56	
25	.12	.18	.22	.03	.23	.28	.31	.29	.31	.32	.35	.37	.34	.39	.37	.32	.39	.39	.35	.33	.44	.39	.37	.35

(1a) Bivariate Spearman Correlation (r) on the time spend on each attribute when shopping bread as the share of overall time spend on attributes (N=711). Note: attribute 9= environmental footprint, attribute 1=carbon footprint, legend of attributes in Figure 3. For all tables, green = positive correlation and red = negative correlation. The intensity of the colour represents the magnitude of the correlation. Correlations in white background are not statistically significant (p > .05).

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1																								
2	.30																							
3	.37	.24																						
4	.11	.17	.10																					
5	.27	.21	.33	.32																				
6	.31	.19	.31	.18	.36																			
7	.29	.18	.36	.21	.32	.38																		
8	.22	.25	.23	.30	.35	.34	.28																	
9	.37	.19	.42	.08	.27	.40	.38	.22																
10	.28	.20	.32	.12	.30	.37	.39	.29	.41															
11	.34	.22	.32	.14	.33	.41	.42	.32	.48	.39														
12	.32	.23	.30	.11	.35	.40	.39	.35	.43	.41	.52													
13	.30	.19	.33	.10	.35	.39	.40	.26	.44	.36	.49	.42												
14	.37	.26	.37	.13	.34	.39	.42	.31	.53	.50	.55	.51	.55											
15	.33	.23	.30	.14	.28	.29	.41	.36	.46	.40	.45	.50	.47	.52										
16	.34	.20	.26	.07	.24	.29	.38	.27	.44	.40	.43	.51	.49	.48	.46									
17	.27	.22	.32	.11	.30	.33	.40	.27	.44	.41	.48	.47	.45	.54	.52	.53								
18	.19	.11	.19	.10	.21	.31	.35	.27	.36	.35	.39	.38	.35	.43	.42	.40	.38							
19	.28	.23	.33	.09	.36	.45	.40	.34	.46	.41	.50	.51	.51	.61	.53	.49	.53	.44						
20	.30	.20	.29	.15	.27	.33	.37	.30	.45	.40	.46	.49	.42	.55	.55	.48	.51	.47	.52					
21	.26	.19	.29	.13	.28	.35	.42	.26	.46	.32	.43	.36	.42	.49	.48	.44	.50	.42	.50	.52				
22	.32	.21	.32	.11	.33	.41	.42	.32	.48	.45	.46	.51	.48	.57	.53	.53	.52	.43	.58	.56	.50			
23	.29	.24	.27	.12	.29	.34	.40	.25	.41	.36	.46	.41	.45	.54	.48	.42	.51	.43	.54	.50	.49	.51		
24	.32	.19	.31	.12	.29	.39	.47	.31	.46	.37	.49	.53	.45	.51	.47	.47	.50	.40	.55	.54	.50	.59	.52	
25	.22	.09	.27	.12	.27	.30	.34	.22	.34	.37	.32	.32	.32	.35	.33	.33	.28	.33	.30	.31	.31	.33	.30	.36

(1b) Bivariate Spearman Correlation (r) on the time spend on each attribute when shopping milk as the share of overall time spend on attributes (N=711Note: attribute 9= environmental footprint, attribute 1=carbon footprint, legend of attributes in Figure 3.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1																								
2	.34																							
3	.29	.25																						
4	.01	.12	.01																					
5	.07	.18	.20	.28																				
6	.31	.18	.27	.06	.25																			
7	.22	.17	.28	.02	.25	.36																		
8	.15	.16	.15	.10	.26	.28	.26																	
9	.31	.18	.30	-.01	.19	.39	.36	.32																
10	.24	.20	.30	-.01	.22	.39	.40	.35	.48															
11	.18	.11	.29	.04	.16	.39	.34	.27	.38	.41														
12	.18	.14	.19	.02	.15	.34	.36	.23	.39	.40	.35													
13	.24	.18	.32	-.05	.15	.41	.35	.31	.49	.40	.41	.43												
14	.31	.21	.26	-.05	.15	.37	.35	.26	.44	.39	.37	.43	.55											
15	.20	.17	.18	-.01	.20	.35	.30	.31	.39	.37	.34	.34	.51	.45										
16	.29	.19	.26	.01	.16	.41	.33	.28	.41	.39	.39	.38	.48	.51	.39									
17	.22	.14	.23	.03	.22	.36	.30	.30	.40	.38	.29	.33	.55	.49	.46	.46								
18	.26	.20	.28	-.02	.14	.42	.32	.32	.45	.43	.41	.39	.58	.49	.46	.50	.51							
19	.25	.10	.32	-.02	.14	.40	.29	.34	.44	.40	.38	.43	.53	.52	.45	.50	.51	.53						
20	.24	.13	.19	.02	.15	.33	.28	.30	.36	.32	.33	.34	.42	.42	.43	.42	.40	.46	.46					
21	.20	.13	.27	.00	.15	.35	.34	.23	.42	.37	.36	.40	.45	.45	.40	.41	.43	.46	.43	.40				
22	.27	.14	.33	.02	.16	.36	.35	.27	.41	.43	.48	.45	.46	.51	.47	.50	.45	.54	.54	.43	.44			
23	.26	.16	.25	-.01	.14	.35	.37	.26	.37	.34	.35	.41	.48	.43	.40	.47	.44	.50	.50	.46	.44	.53		
24	.26	.12	.27	-.04	.13	.40	.38	.28	.45	.38	.38	.42	.49	.50	.46	.48	.48	.49	.56	.45	.47	.55	.51	
25	.09	.12	.19	-.01	.21	.24	.28	.27	.27	.28	.31	.33	.29	.36	.34	.28	.35	.34	.32	.29	.41	.37	.33	.32

(2a) Bivariate Spearman Correlation (r) on the amounts of clicks on each attribute when shopping bread as the share of overall clicks on attributes (N=711), Note: attribute 9= environmental footprint, attribute 1=carbon footprint, legend of attributes in Figure 3.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
1																								
2	0,27																							
3	0,34	0,23																						
4	0,11	0,17	0,09																					
5	0,21	0,18	0,29	0,29																				
6	0,27	0,15	0,28	0,17	0,35																			
7	0,25	0,14	0,32	0,17	0,28	0,35																		
8	0,18	0,22	0,19	0,25	0,33	0,30	0,25																	
9	0,33	0,15	0,35	0,06	0,22	0,35	0,35	0,18																
10	0,24	0,16	0,27	0,07	0,27	0,34	0,35	0,25	0,36															
11	0,28	0,17	0,26	0,10	0,28	0,37	0,37	0,27	0,42	0,34														
12	0,27	0,17	0,24	0,06	0,30	0,35	0,34	0,30	0,39	0,36	0,47													
13	0,24	0,15	0,27	0,06	0,28	0,35	0,37	0,21	0,40	0,32	0,46	0,37												
14	0,31	0,22	0,31	0,09	0,29	0,35	0,38	0,25	0,48	0,45	0,50	0,48	0,52											
15	0,27	0,19	0,24	0,10	0,22	0,23	0,36	0,32	0,40	0,37	0,40	0,46	0,42	0,48										
16	0,30	0,16	0,20	0,03	0,19	0,24	0,33	0,23	0,40	0,35	0,38	0,48	0,46	0,44	0,41									
17	0,22	0,18	0,26	0,06	0,25	0,28	0,36	0,22	0,36	0,37	0,42	0,42	0,41	0,49	0,48	0,49								
18	0,14	0,07	0,14	0,06	0,16	0,26	0,31	0,23	0,31	0,31	0,34	0,33	0,31	0,37	0,40	0,37	0,34							
19	0,23	0,18	0,28	0,04	0,32	0,40	0,36	0,28	0,40	0,37	0,44	0,45	0,47	0,58	0,50	0,45	0,49	0,42						
20	0,24	0,17	0,24	0,12	0,23	0,27	0,32	0,25	0,39	0,37	0,41	0,44	0,37	0,51	0,51	0,44	0,48	0,44	0,49					
21	0,20	0,15	0,24	0,10	0,23	0,29	0,39	0,22	0,40	0,28	0,38	0,30	0,37	0,45	0,44	0,39	0,47	0,39	0,47	0,51				
22	0,28	0,16	0,27	0,06	0,27	0,36	0,38	0,28	0,44	0,43	0,40	0,47	0,44	0,53	0,50	0,50	0,49	0,39	0,55	0,54	0,48			
23	0,24	0,20	0,23	0,08	0,23	0,30	0,37	0,19	0,37	0,33	0,42	0,35	0,41	0,50	0,44	0,38	0,47	0,41	0,52	0,48	0,48	0,48		
24	0,28	0,15	0,27	0,07	0,23	0,35	0,44	0,27	0,41	0,33	0,44	0,48	0,40	0,46	0,43	0,41	0,45	0,37	0,51	0,52	0,46	0,56	0,48	
25	0,21	0,05	0,22	0,09	0,22	0,26	0,31	0,18	0,30	0,33	0,28	0,27	0,27	0,31	0,30	0,27	0,24	0,31	0,28	0,29	0,28	0,30	0,26	0,32

(2b) Bivariate Spearman Correlation (r) on the amounts of clicks on each attribute when shopping milk as the share of overall clicks on attributes (N=711), Note: attribute 9= environmental footprint, attribute 1=carbon footprint, legend of attributes in Figure 3.