Mushroom, cheese, meat and disgust\_Posters

Start of Block: Opening statement

Q1.1   
  
  
  
  
**Informed Consent Form**  
**Introduction**This study collects information about consumers' opinions on aspects of several foods.   
**Procedures**You will be shown a promotional image of a food product and asked to complete a short questionnaire. **Risks/Discomforts**  
There appear to be no risks and discomforts associated with the study, although you may find some images unpleasant.  
**Confidentiality** All data obtained from participants will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones). **Compensation**  
You will receive the compensation as indicated on the Prolific website. **Participation**  
Participation in this study is completely voluntary. You have the right to withdraw at anytime or refuse to participate entirely.  
**Questions about the research**   If you have questions regarding this study, you may send an email to h.n.j.schifferstein@tudelft.nl (Dr. H.N.J. Schifferstein, Delft University of Technology, the Netherlands). 

End of Block: Opening statement

Start of Block: Consent

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Q2.1 I consent to participate in this study.

* Yes (1)
* No (2)

End of Block: Consent

Start of Block: Prolific ID

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Q3.1 What is your Prolific ID?   
 *Please note that this response should auto-fill with the correct ID*

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End of Block: Prolific ID

Start of Block: Consumption of product

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Q4.1 How often do you normally eat the following food products?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never (1) | About 1-2 times a month (2) | About 1-2 times a week (3) | About 4-5 times a week (4) | Daily (5) |
| Mushrooms (1) |  |  |  |  |  |
| Meat (2) |  |  |  |  |  |
| Cheese (3) |  |  |  |  |  |

End of Block: Consumption of product

Start of Block: Poster response\_mushroom mix 1

Q5.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **mushrooms**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q5.2 Please look carefully at the image below

Q5.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

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Q5.4 Please look carefully again at the image below

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Q5.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q5.6 Please look carefully again at the image below

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Q5.7 Would you still buy **mushrooms** for your recipe?

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q5.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **mushrooms**?

|  |  |  |  |  |  |  |  |
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|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q5.9 Please look carefully again at the image below

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Q5.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q5.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q5.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_mushroom mix 1

Start of Block: Poster response\_mushroom mix 2

Q6.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **mushrooms**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q6.2 Please look carefully at the image below

Q6.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

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Q6.4 Please look carefully again at the image below

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Q6.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q6.6 Please look carefully again at the image below

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Q6.7 Would you still buy **mushrooms** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q6.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **mushrooms**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q6.9 Please look carefully again at the image below

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Q6.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q6.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q6.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_mushroom mix 2

Start of Block: Poster response\_mushroom pos

Q7.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **mushrooms**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q7.2 Please look carefully at the image below

Q7.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

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Q7.4 Please look carefully again at the image below

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Q7.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q7.6 Please look carefully again at the image below

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Q7.7 Would you still buy **mushrooms** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q7.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **mushrooms**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q7.9 Please look carefully again at the image below

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Q7.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q7.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q7.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_mushroom pos

Start of Block: Poster response\_mushroom neg

Q8.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **mushrooms**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q8.2 Please look carefully at the image below

Q8.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

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Q8.4 Please look carefully again at the image below

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Q8.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q8.6 Please look carefully again at the image below

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Q8.7 Would you still buy **mushrooms** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q8.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **mushrooms**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q8.9 Please look carefully again at the image below

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Q8.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q8.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q8.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_mushroom neg

Start of Block: Poster response\_cheese mix1

Q9.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **cheese**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q9.2 Please look carefully at the image below

Q9.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

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Q9.4 Please look carefully again at the image below

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Q9.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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| Page Break |  |

Q9.6 Please look carefully again at the image below

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Q9.7 Would you still buy **cheese** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q9.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **cheese**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q9.9 Please look carefully again at the image below

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Q9.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

|  |  |
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Q9.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q9.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_cheese mix1

Start of Block: Poster response\_cheese mix2

Q10.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **cheese**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q10.2 Please look carefully at the image below

Q10.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q10.4 Please look carefully again at the image below

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Q10.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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| Page Break |  |

Q10.6 Please look carefully again at the image below

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Q10.7 Would you still buy **cheese** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q10.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **cheese**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q10.9 Please look carefully again at the image below

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Q10.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

|  |  |
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Q10.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q10.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_cheese mix2

Start of Block: Poster response\_cheese pos

Q11.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **cheese**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q11.2 Please look carefully at the image below

Q11.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q11.4 Please look carefully again at the image below

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Q11.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q11.6 Please look carefully again at the image below

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Q11.7 Would you still buy **cheese** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q11.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **cheese**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q11.9 Please look carefully again at the image below

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Q11.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

|  |  |
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Q11.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q11.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_cheese pos

Start of Block: Poster response\_cheese neg

Q12.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **cheese**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q12.2 Please look carefully at the image below

Q12.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q12.4 Please look carefully again at the image below

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Q12.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q12.6 Please look carefully again at the image below

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Q12.7 Would you still buy **cheese** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q12.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **cheese**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q12.9 Please look carefully again at the image below

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Q12.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

|  |  |
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Q12.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q12.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_cheese neg

Start of Block: Poster response\_meat mix1

Q13.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **meat**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q13.2 Please look carefully at the image below

Q13.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q13.4 Please look carefully again at the image below

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Q13.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q13.6 Please look carefully again at the image below

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Q13.7 Would you still buy **meat** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q13.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **meat**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q13.9 Please look carefully again at the image below

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Q13.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

|  |  |
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Q13.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q13.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_meat mix1

Start of Block: Poster response\_meat mix2

Q14.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **meat**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q14.2 Please look carefully at the image below

Q14.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

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Q14.4 Please look carefully again at the image below

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Q14.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q14.6 Please look carefully again at the image below

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Q14.7 Would you still buy **meat** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q14.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **meat**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q14.9 Please look carefully again at the image below

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Q14.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q14.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q14.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_meat mix2

Start of Block: Poster response\_meat pos

Q15.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **meat**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q15.2 Please look carefully at the image below

Q15.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q15.4 Please look carefully again at the image below

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Q15.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q15.6 Please look carefully again at the image below

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Q15.7 Would you still buy **meat** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q15.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **meat**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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Q15.9 Please look carefully again at the image below

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Q15.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q15.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q15.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_meat pos

Start of Block: Poster response\_meat neg

Q16.1 You are planning a dinner for your family or friends. You obviously chose to make your favorite recipe. For this recipe you need **meat**. You go to the (super)market to buy it. On your way to the (super)market, you see this poster hanging.

Q16.2 Please look carefully at the image below

Q16.3 In maximum 3 words, how would you describe your thoughts on this product, after seeing this poster?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q16.4 Please look carefully again at the image below

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Q16.5 To what extent does the poster make you feel the following emotions?   
This poster makes me feel...

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | not at all (1) | (2) | (3) | (4) | (5) | (6) | very much (7) |
| Pride (1) |  |  |  |  |  |  |  |
| Shame (2) |  |  |  |  |  |  |  |
| Admiration (3) |  |  |  |  |  |  |  |
| Contempt (4) |  |  |  |  |  |  |  |
| Joy (5) |  |  |  |  |  |  |  |
| Sadness (6) |  |  |  |  |  |  |  |
| Hope (7) |  |  |  |  |  |  |  |
| Fear (8) |  |  |  |  |  |  |  |
| Anger (9) |  |  |  |  |  |  |  |
| Satisfaction (10) |  |  |  |  |  |  |  |
| Desire (11) |  |  |  |  |  |  |  |
| Disgust (12) |  |  |  |  |  |  |  |
| Boredom (13) |  |  |  |  |  |  |  |
| Fascination (14) |  |  |  |  |  |  |  |

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Q16.6 Please look carefully again at the image below

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Q16.7 Would you still buy **meat** for your recipe?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Highly unlikely (1) | (2) | (3) | Neither likely nor unlikely (4) | (5) | (6) | Highly likely (7) |
| (4) |  |  |  |  |  |  |  |

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Q16.8 Do you think that seeing the poster is likely to increase or decrease your consumption of **meat**?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Eat much less (1) | (2) | (3) | Eat exactly as I did before (4) | (5) | (6) | Eat much more (7) |
| After seeing this image, I am likely to… (1) |  |  |  |  |  |  |  |

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| Page Break |  |

Q16.9 Please look carefully again at the image below

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Q16.10 What would be the reasons for you to recommend this product to others (multiple answers possible)

* I think it is healthy (1)
* I think the product is environment-friendly (2)
* I like the taste (3)
* It matches with my moral convictions (4)
* other reasons, please specify: (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q16.11 What would be the reasons for you NOT to recommend it to others (multiple answers possible)

* I think it is not healthy (1)
* I think the product is not environment-friendly (2)
* I don’t like the taste (3)
* It clashes with my moral convictions (4)
* other reasons, please specify (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* None of the above (6)

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Q16.12 Overall, would you recommend others to buy the product?

* Definitely not (1)
* Probably not (2)
* Maybe (3)
* Probably yes (4)
* Definitely yes (5)

End of Block: Poster response\_meat neg

Start of Block: Attention check question

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Q17.1 Please click "Strongly agree" to confirm that you are paying attention to this question.

* Strongly agree (1)
* Agree (2)
* Disagree (3)
* Strongly disagree (4)

End of Block: Attention check question

Start of Block: Math

Q18.1 And now for some math: Please calculate 7 times 4

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

End of Block: Math

Start of Block: End of survey

Q19.1 If you have any comments on the questionnaire, please feel free to add them below

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Q19.2 Thank you for taking part in the study. Please click the "next" button to be redirected back to Prolific and register your submission.

End of Block: End of survey