**THE EFFECT OF TRAFFIC-LIGHT LABELS AND TIME PRESSURE ON ESTIMATING KILOCALORIES AND CARBON FOOTPRINT OF FOOD**

# APPENDIX 1: Full list of products

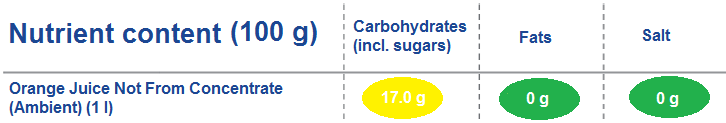
**Table A1:** Full list of products (values per 100g)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ID | Category | Product name | Carbon footprint | Kcal |
| 1 | Vegetables | Carrots Class 1 Pack (1 kg) | 83 | 42 |
| 2 |  | Market Value Carrots 1 Pack (1 kg) | 81 | 42 |
| 3 |  | Yorkshire Carrots Class 1 Pack (1 kg) | 79 | 42 |
| 4 |  | Cucumber Whole (360g) | 133 | 11 |
| 5 |  | Yorkshire Cucumber Whole (360g) | 163 | 11 |
| 6 |  | Closed Cup Mushrooms 250g | 480 | 16 |
| 7 |  | Dorset Closed Cup Mushrooms 250g | 560 | 16 |
| 8 |  | Value Closed Cup Mushrooms 250g | 470 | 16 |
| 9 | Frozen peas | Frozen Petits Pois 1kg | 125 | 59 |
| 10 |  | Frozen Organic Petit Pois 1kg | 225 | 59 |
| 11 | Baked beans | Baked Beans in Tomato Sauce 420g | 130 | 87 |
| 12 |  | Light Choice Baked Beans in tomato sauce 420g | 130 | 70 |
| 13 |  | Value Baked Beans in Tomato Sauce 420g | 140 | 87 |
| 14 | Olive oil | Extra Virgin Olive Oil 500 ml | 467 | 900 |
| 15 |  | Organic Extra Virgin Olive Oil 500 ml | 360 | 900 |
| 16 | Pasta | Whole wheat Spaghetti 500g | 293 | 346 |
| 17 |  | Value Spaghetti (500g) | 320 | 351 |
| 18 |  | Spaghetti 500g | 320 | 360 |
| 19 |  | Organic Spaghetti 500g | 320 | 350 |
| 20 |  | Organic Whole wheat spaghetti 500g | 320 | 340 |
| 21 | Prepared meals | Braised Beef & Mash 450g | 810 | 101 |
| 22 |  | Light Choice Braised Beef and Mash 450g | 990 | 73 |
| 23 |  | Chilli con carne and rice 500g | 1070 | 116 |
| 24 |  | Light Choices Chilli Con Carne & Rice 500g | 900 | 100 |
| 25 |  | Cottage Pie 450g | 1040 | 106 |
| 26 |  | Light Choices Cottage Pie 450g | 900 | 82 |
| 27 |  | Value Cottage Pie 450g | 750 | 73 |
| 28 | Soya milk | Sweetened Soya milk (1 litre) | 80 | 42 |
| 29 |  | Unsweetened Soya milk (1 litre) | 70 | 34 |
| 30 |  | Value Unsweetened Soya milk (1 litre) | 70 | 34 |
| 31 |  | Organic Unsweetened Soya milk (1 litre) | 120 | 34 |
| 32 |  | Organic Sweetened Soya milk (1 litre) | 140 | 42 |
| 33 | Milk | UHT value skimmed milk (1 litre) | 123 | 50 |
| 34 |  | UHT whole milk (1 litre) | 158 | 65 |
| 35 |  | UHT skimmed milk (1 litre) | 123 | 50 |
| 36 | Eggs | Barn Medium eggs (6-pack) | 413 | 131 |

# ONLINE APPENDIX 1: Full questionnaire

**Explanation of Kilocalories** [randomise order of information, presented in different pages]

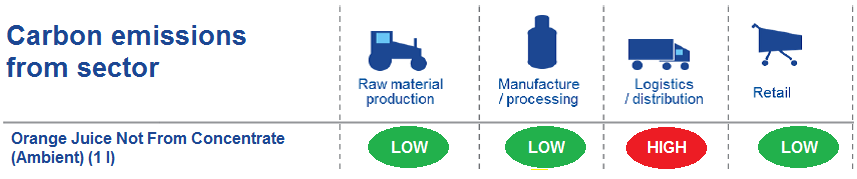
**A kilocalorie is a measure of** **how much energy you get from a certain quantity of food**. Calories from carbohydrates, proteins, and fats provide energy that allows the human body to perform all its functions, such as breathe, engage in physical activity (walking, running), and support growth in infants and children. Other nutrients (e.g. vitamins and minerals) and water are essential parts of a healthy diet, but do not provide energy. Eating too many calories leads to weight gain and obesity, which are associated with several diseases (e.g., heart disease, cancer). Nutrition labels generally present information on carbohydrates (which include sugars), fat, and salt, and use traffic-light colours to allow consumers to identify harmful levels of each, as shown below.



The recommended daily calories intake is 1,800 kilocalories for women and 2,000 kilocalories for men.

**Explanation of Carbon Footprint**

**The carbon footprint of a food is the amount of greenhouse gases emitted to produce and consume the food**. It is expressed in tonnes of carbon dioxide equivalents, or “tonnes of CO2e” for short. The carbon footprint measures the impact of the consumption of a product on global warming by summing all emissions of gases from the production of raw materials, industrial processing, transport, storage, cooking, and consumption. For instance, eating an egg emits CO2 to: make and deliver feed for the hens; heat the shed to maintain the hens healthy; transport the eggs by van; store eggs in chilled rooms; produce the packaging in which eggs are sold; and use energy for cooking it. A possible carbon footprint label can present individuals with information of the level of emissions the product requires at each stage of the food chain, as shown below.



There are currently no agreed guidelines on the optimal daily amount of carbon footprint.

**STEP 1: Rate the Environmental Impact of Food** (randomise order of step 1 and 2; randomise the order of each box)

According to your knowledge and opinion, how damaging would you say each of these foods are towards the environment? Remember that a higher carbon footprint indicates a higher damage.

Note that all products are currently sold in a large UK supermarket chain using their own brand.

The carbon footprint of this sample is below **1040 gCO2e** per 100g of product. Some examples:

(the table should be visible at all time during the task)

***NOTE: this table must be visible throughout the task***

|  |  |
| --- | --- |
| Product name | CO2 footprint (100g) |
| Red Kidney Beans 500g | 300 |
| Cannellini Beans 500g | 300 |
| Wafer Thin Roast Chicken 205g | 720 |
| Plum Peeled Tomatoes (tin) 400g | 120 |
| Beef Lasagne 400g | 1000 |
| Curly Fries 400g | 260 |
| Wafer Thin Roast Chicken 450g | 680 |
| Corn Flakes 750g pack | 317 |
| Fresh Single Cream 150 ml | 336 |
| Still Water 2 litres bottle | 20 |

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|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Carrots Class 1 Pack (1 kg) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Market Value Carrots 1 Pack (1 kg) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Yorkshire Carrots Class 1 Pack (1 kg) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Cucumber Whole (360g) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Yorkshire Cucumber Whole (360g) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Closed Cup Mushrooms 250g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Dorset Closed Cup Mushrooms 250g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Closed Cup Mushrooms 250g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Tesco Frozen Petits Pois 1kg |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Tesco Frozen Organic Petit Pois 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Baked Beans in Tomato Sauce 420g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Light Choice Baked Beans in tomato sauce 420g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Baked Beans in Tomato Sauce 420g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Extra Virgin Olive Oil 500 ml |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Extra Virgin Olive Oil 500 ml |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Wholewheat Spaghetti 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Spaghetti (500g) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Spaghetti 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Spaghetti 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Wholewheat spaghetti 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Braised Beef & Mash 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Light Choice Braised Beef and Mash 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Chilli con carne and rice 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Light Choices Chilli Con Carne & Rice 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Sweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Unsweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Unweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Unsweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Sweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| UHT value skimmed milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| UHT whole milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| UHT skimmed milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Barn Medium eggs (6-pack) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Medium eggs (6-pack) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Free-Range Medium eggs (6-pack) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Medium eggs (6-pack) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Cola 2 l bottle |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Diet Cola 2 l bottle |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| English Unsalted Butter |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| English Salted Butter |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Good for the environment | Bad for the environment | Unsure | CO2 footprint (100g) |
| Cottage Pie 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Light Choices Cottage Pie 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Cottage Pie 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**STEP 2: Rate the Healthiness of foods** (randomise order of step 1 and 2)

According to your knowledge and opinion, how damaging would you say each of these foods are towards health? Remember that more calories indicate a higher damage to health.

Note that all products are currently sold in a large UK supermarket chain using their own brand.

The calories content of this sample is below **1000 kcal** per 100g of product. Some examples:

(the table should be visible at all time during the task)

***NOTE: this table must be visible throughout the task***

|  |  |
| --- | --- |
| Product name | kcal (100g) |
| Red Kidney Beans 500g | 108 |
| Cannellini Beans 500g | 98 |
| Wafer Thin Roast Chicken 205g | 101 |
| Plum Peeled Tomatoes (tin) 400g | 25 |
| Beef Lasagne al forno 400g | 183 |
| Curly Fries 400g | 243 |
| Wafer Thin Roast Chicken 450g | 101 |
| Corn Flakes 750g pack | 384 |
| Fresh Single Cream 150 ml | 194 |
| Still Water 2 litres bottle | 0 |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Carrots Class 1 Pack (1 kg) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Market Value Carrots 1 Pack (1 kg) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Yorkshire Carrots Class 1 Pack (1 kg) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Cucumber Whole (360g) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Yorkshire Cucumber Whole (360g) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Closed Cup Mushrooms 250g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Dorset Closed Cup Mushrooms 250g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Closed Cup Mushrooms 250g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Tesco Frozen Petits Pois 1kg |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Tesco Frozen Organic Petit Pois 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Baked Beans in Tomato Sauce 420g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Light Choice Baked Beans in tomato sauce 420g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Baked Beans in Tomato Sauce 420g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Extra Virgin Olive Oil 500 ml |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Extra Virgin Olive Oil 500 ml |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Wholewheat Spaghetti 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Spaghetti (500g) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Spaghetti 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Spaghetti 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Wholewheat spaghetti 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Braised Beef & Mash 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Light Choice Braised Beef and Mash 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Chilli con carne and rice 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Light Choices Chilli Con Carne & Rice 500g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Sweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Unsweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Unweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Unsweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Sweetened Soya milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| UHT value skimmed milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| UHT whole milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| UHT skimmed milk (1 litre) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Barn Medium eggs (6-pack) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organic Medium eggs (6-pack) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Free-Range Medium eggs (6-pack) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Medium eggs (6-pack) |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Cola 2 l bottle |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Diet Cola 2 l bottle |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| English Unsalted Butter |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| English Salted Butter |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product name | Healthy | Unhealthy | Unsure | Calories content (100g) |
| Cottage Pie 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Light Choices Cottage Pie 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Value Cottage Pie 450g |  |  |  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**STEP 3: Final Questions**

**Intertemporal discounting** (randomise order) (2 questions)

* Imagine that you receive a voucher for a free dinner at a **steakhouse restaurant** you like **(worth £35)**, valid from today. Imagine also you were asked by the restaurant to wait before using this voucher, in exchange for an additional payment; how much money (in addition to the £35) would you be willing to ask as compensation to delay cashing in the voucher?

|  |  |  |
| --- | --- | --- |
| Waiting for 1 week | Waiting for 2 weeks | Waiting for 4 weeks |
|  |  |  |
| £ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | £ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | £ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

* Imagine that you receive a voucher for an **own-grown-food** **vegetarian restaurant** you like **(worth £35)**, valid today. Imagine also you were asked by the restaurant to wait before using this voucher, in exchange for an additional payment; how much money (in addition to the £35) would you be willing to ask as compensation to delay cashing in the voucher?

|  |  |  |
| --- | --- | --- |
| Waiting for 1 week | Waiting for 2 weeks | Waiting for 4 weeks |
| £ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | £ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | £ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Knowledge** (randomise order of questions, and options within question) (4 questions)

Which one of the following has the most calories per 100 grams? (tick one)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sugar | Starchy foods | Fibre roughage | Fat | Not sure |
|  |  |  |  |  |

Which do you think is higher in calories? (tick one)

|  |  |  |  |
| --- | --- | --- | --- |
| 250 g of unsalted butter | 250 g of regular margarine | Both the same | Not sure |
|  |  |  |  |

Which one of the following has the highest carbon footprint per standard mug (250 ml)? (tick one)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A black tea | A white coffee | A cappuccino | A latte | Not sure |
|  |  |  |  |  |

Which do you think is higher in carbon footprint? (tick one)

|  |  |  |  |
| --- | --- | --- | --- |
| 2 litres of Cola in 1 plastic bottle | 2 litres of Cola in six 330-ml cans | Both the same | Not sure |
|  |  |  |  |

**Attitudes** (randomise order) (1 = very negative, 5 = very positive)

* How do you feel about actions and behaviours that protect the environment?
* How do you feel about actions and behaviours that protect one’s health?

**Frequency of purchase**

How often have you done any of these during the last 4 weeks? (randomise order)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Never | 1-3 times  per month | 1-2 times  per week | 3-6 times  per week | More often than 6 times per week |
| Purchased food with a health label (e.g., low fat; low salt) to keep healthy. |  |  |  |  |  |
| Purchased food with an environmentally-friendly label to protect the environment. |  |  |  |  |  |

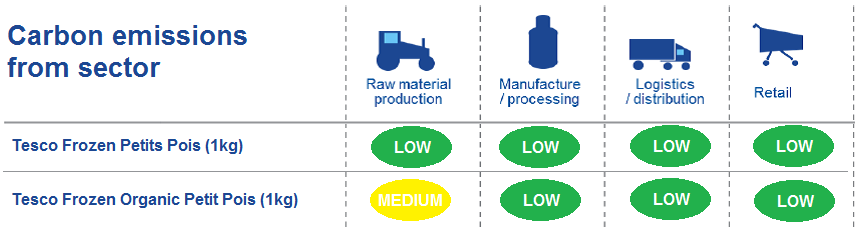
**Self-identity** (1 = totally disagree; 5 = totally agree) (randomise order)

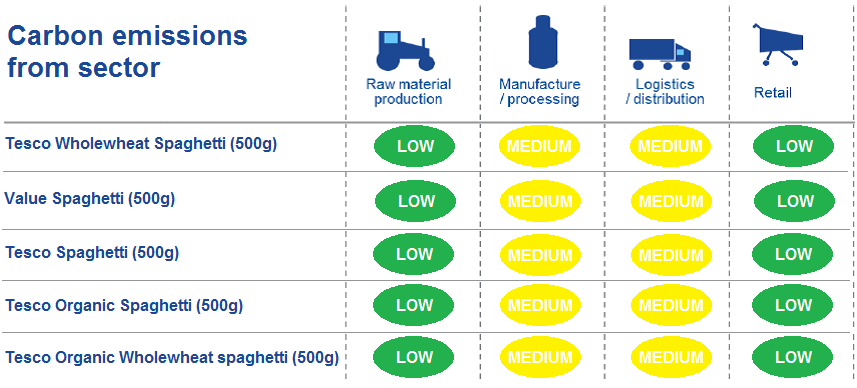
Please answer your level of agreement to each statement, which refer to the adjective on top of it.

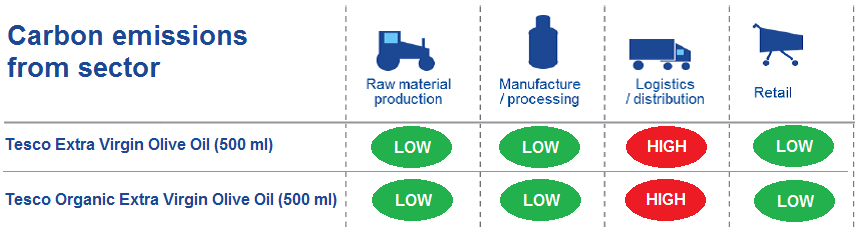
* Being **environmentally-friendly** is an important part of who I am.
* Being **healthy** is an important part of who I am.

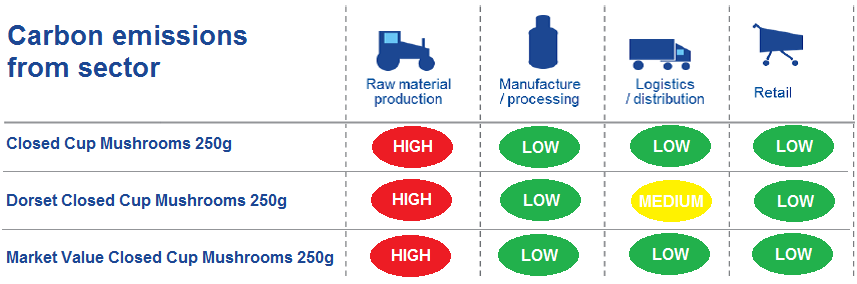
# ONLINE APPENDIX 2: Labels used in the “labelling” condition

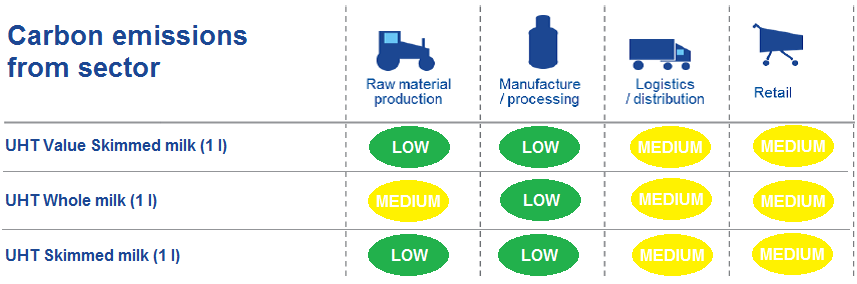
**Carbon label**

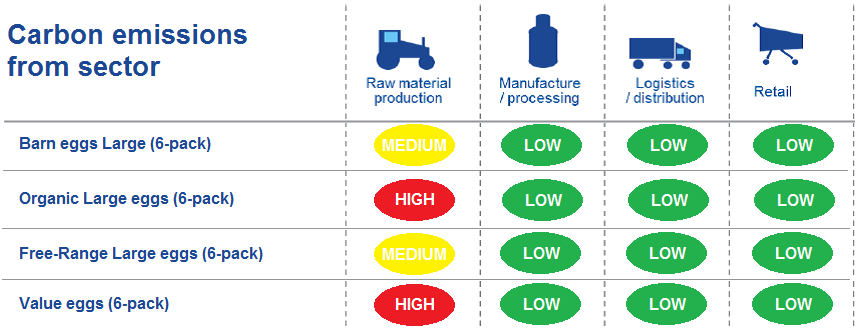


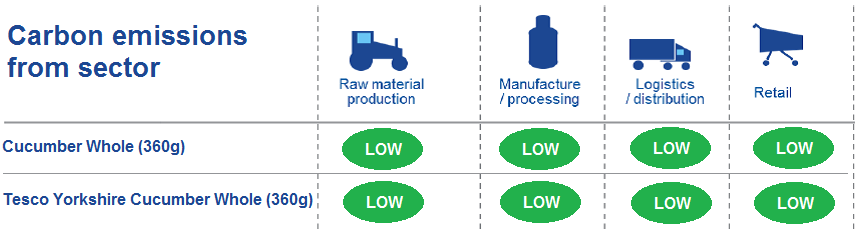


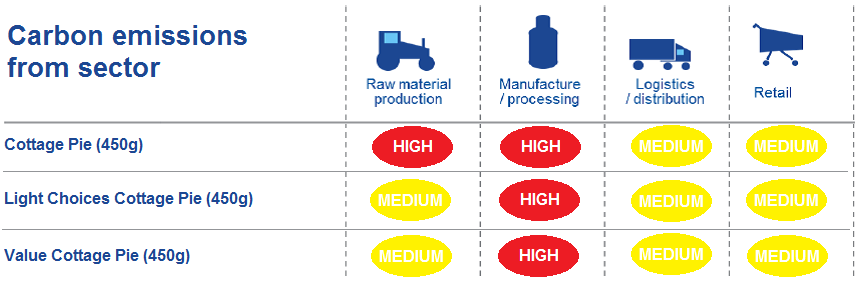


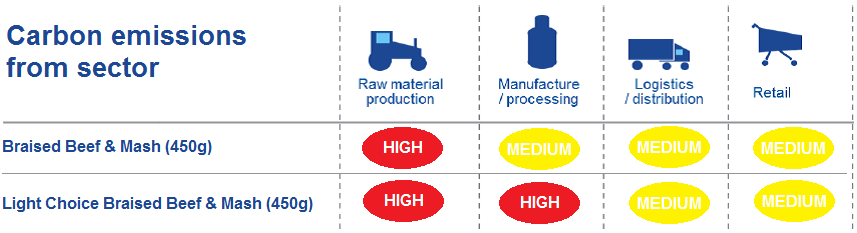


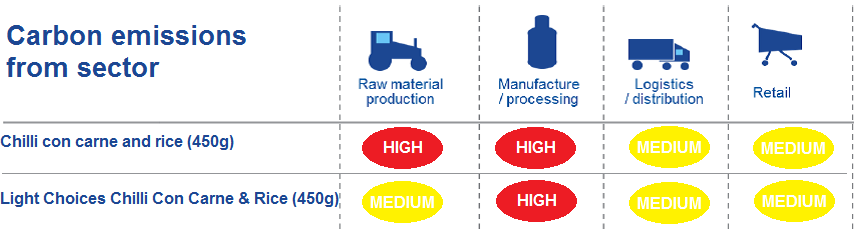


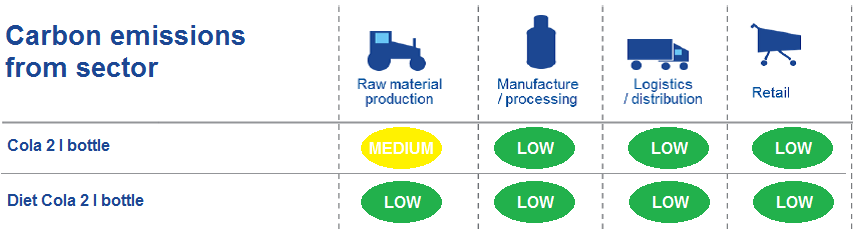


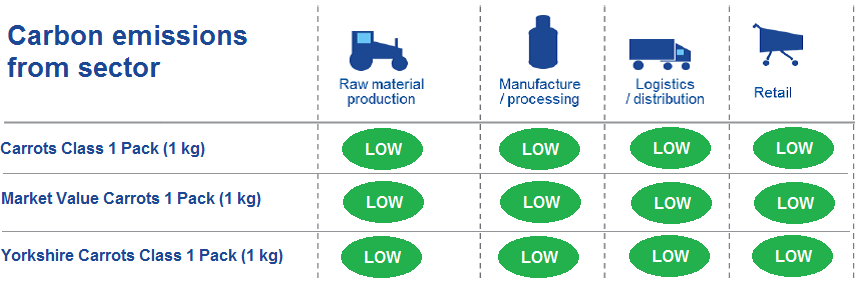


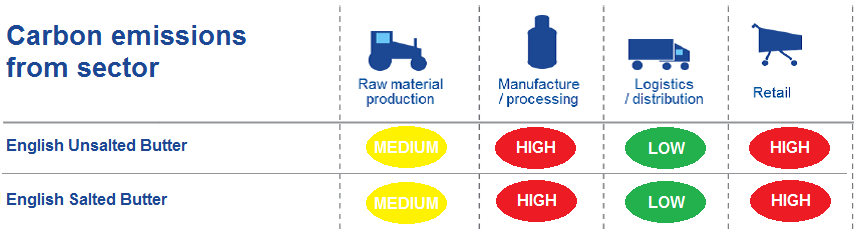


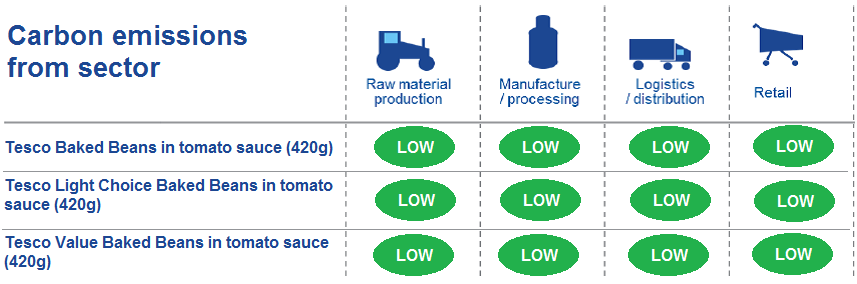


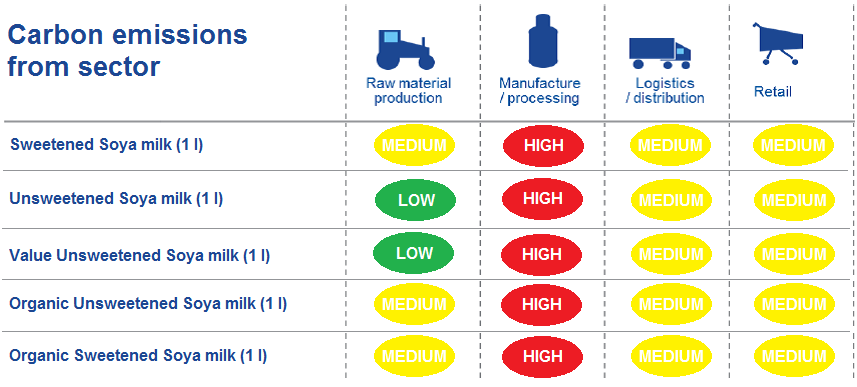




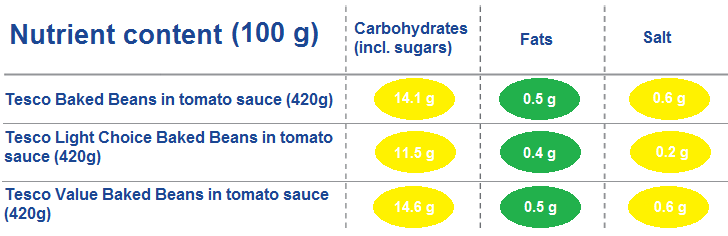
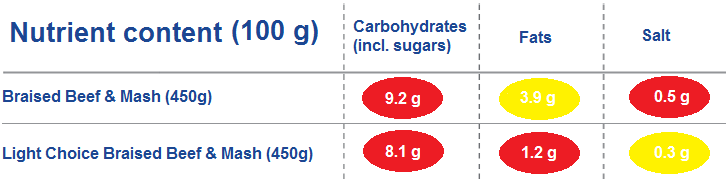
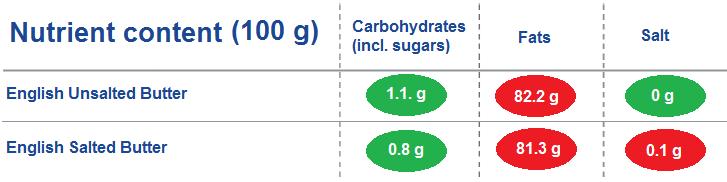
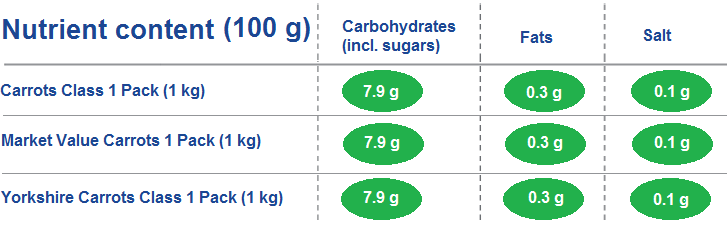
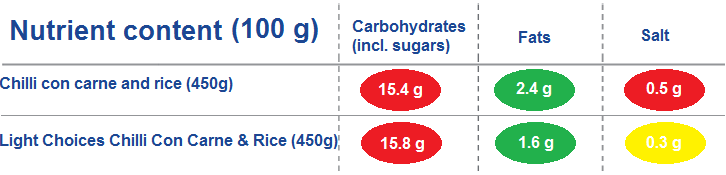
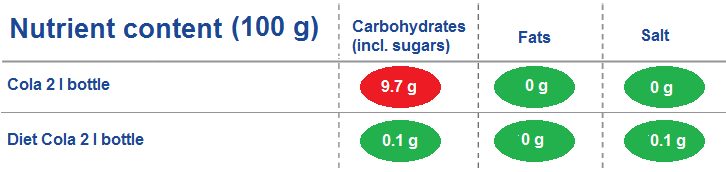
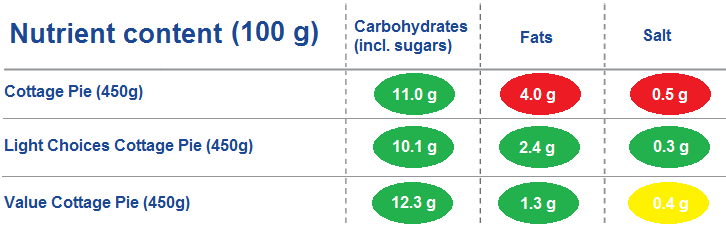
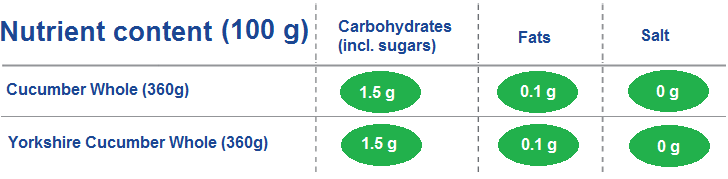
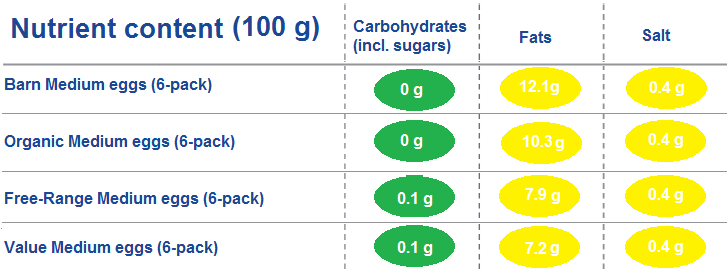
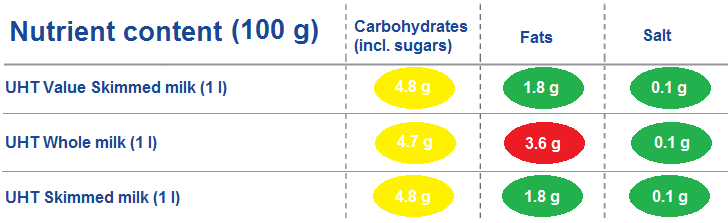
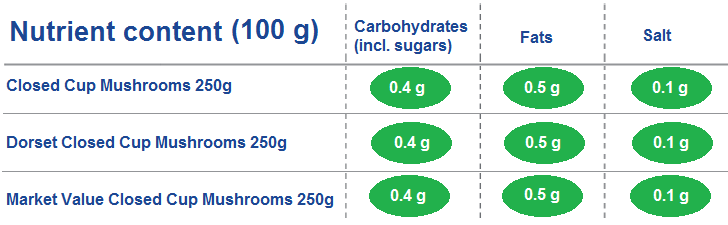
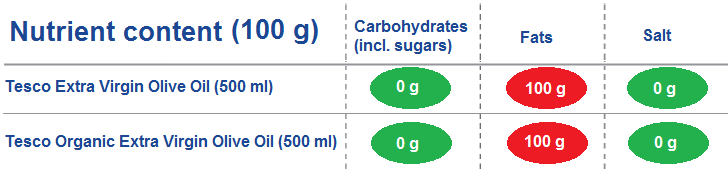
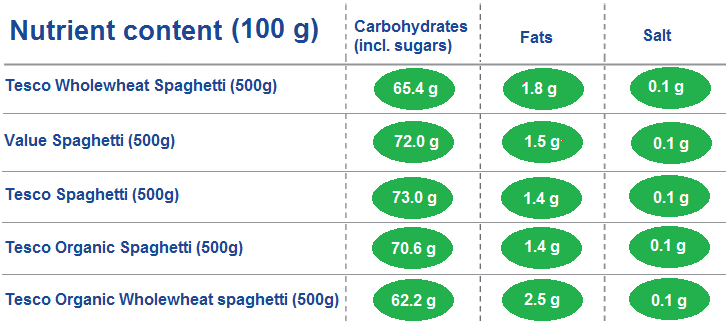
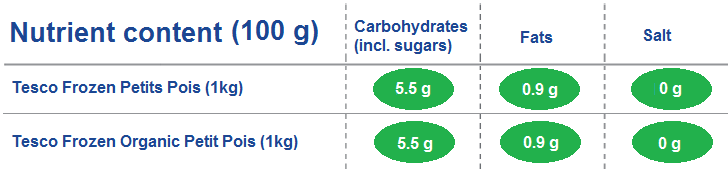
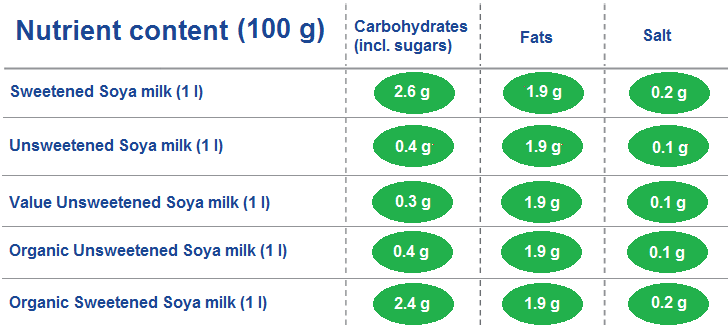








**Nutrition label**



# ONLINE APPENDIX 3: Mean and the 95% confidence interval of a metric for each product

a) Carbon footprint

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Control | | | Time pressure | | | Labelling | | | | | Labelling + Time pressure | | | | |
| Product name | **Mean** | **95% conf. int.** | | **Mean** | **95% conf. int.** | | **Mean** | | **95% conf. int.** | | | **Mean** | | **95% conf. int.** | | |
| Carrots Class 1 Pack (1 kg) | 4.65 | 4.54 | 4.54 | 4.62 | 4.50 | 4.50 | 4.22 | 4.10 | | 4.10 | 4.18 | | 4.04 | | 4.04 |
| Market Value Carrots 1 Pack (1 kg) | 4.68 | 4.56 | 4.56 | 4.65 | 4.52 | 4.52 | 4.24 | 4.12 | | 4.12 | 4.17 | | 4.03 | | 4.03 |
| Yorkshire Carrots Class 1 Pack (1 kg) | 4.62 | 4.50 | 4.50 | 4.55 | 4.43 | 4.43 | 4.21 | 4.09 | | 4.09 | 4.17 | | 4.03 | | 4.03 |
| Cucumber Whole (360g) | 4.39 | 4.26 | 4.26 | 4.38 | 4.25 | 4.25 | 3.99 | 3.86 | | 3.86 | 4.02 | | 3.88 | | 3.88 |
| Yorkshire Cucumber Whole (360g) | 4.33 | 4.20 | 4.20 | 4.30 | 4.16 | 4.16 | 3.98 | 3.85 | | 3.85 | 4.02 | | 3.88 | | 3.88 |
| Closed Cup Mushrooms 250g | 4.56 | 4.43 | 4.43 | 4.62 | 4.50 | 4.50 | 5.09 | 4.97 | | 4.97 | 5.05 | | 4.93 | | 4.93 |
| Dorset Closed Cup Mushrooms 250g | 4.54 | 4.42 | 4.42 | 4.60 | 4.49 | 4.49 | 5.18 | 5.07 | | 5.07 | 5.10 | | 4.98 | | 4.98 |
| Value Closed Cup Mushrooms 250g | 4.65 | 4.53 | 4.53 | 4.66 | 4.54 | 4.54 | 5.10 | 4.98 | | 4.98 | 5.07 | | 4.95 | | 4.95 |
| Frozen Petits Pois 1kg | 5.10 | 4.98 | 4.98 | 5.03 | 4.92 | 4.92 | 4.62 | 4.50 | | 4.50 | 4.60 | | 4.46 | | 4.46 |
| Frozen Organic Petit Pois 1kg | 5.05 | 4.93 | 4.93 | 4.99 | 4.87 | 4.87 | 4.74 | 4.62 | | 4.62 | 4.69 | | 4.56 | | 4.56 |
| Baked Beans in Tomato Sauce 420g | 5.53 | 5.43 | 5.43 | 5.51 | 5.42 | 5.42 | 4.90 | 4.79 | | 4.79 | 4.97 | | 4.84 | | 4.84 |
| Light Choice Baked Beans in tomato sauce 420g | 5.52 | 5.42 | 5.42 | 5.50 | 5.40 | 5.40 | 4.90 | 4.79 | | 4.79 | 4.96 | | 4.83 | | 4.83 |
| Value Baked Beans in Tomato Sauce 420g | 5.53 | 5.44 | 5.44 | 5.55 | 5.46 | 5.46 | 4.94 | 4.83 | | 4.83 | 4.96 | | 4.83 | | 4.83 |
| Extra Virgin Olive Oil 500 ml | 5.38 | 5.25 | 5.25 | 5.40 | 5.28 | 5.28 | 5.39 | 5.28 | | 5.28 | 5.32 | | 5.19 | | 5.19 |
| Organic Extra Virgin Olive Oil 500 ml | 5.32 | 5.18 | 5.18 | 5.37 | 5.25 | 5.25 | 5.39 | 5.28 | | 5.28 | 5.32 | | 5.19 | | 5.19 |
| Whole wheat Spaghetti 500g | 5.39 | 5.28 | 5.28 | 5.36 | 5.25 | 5.25 | 5.32 | 5.22 | | 5.22 | 5.29 | | 5.17 | | 5.17 |
| Value Spaghetti (500g) | 5.45 | 5.33 | 5.33 | 5.46 | 5.35 | 5.35 | 5.34 | 5.24 | | 5.24 | 5.34 | | 5.22 | | 5.22 |
| Spaghetti 500g | 5.44 | 5.33 | 5.33 | 5.42 | 5.32 | 5.32 | 5.34 | 5.23 | | 5.23 | 5.32 | | 5.20 | | 5.20 |
| Organic Spaghetti 500g | 5.33 | 5.21 | 5.21 | 5.34 | 5.23 | 5.23 | 5.32 | 5.21 | | 5.21 | 5.28 | | 5.16 | | 5.16 |
| Organic Whole wheat spaghetti 500g | 5.30 | 5.17 | 5.17 | 5.30 | 5.18 | 5.18 | 5.29 | 5.18 | | 5.18 | 5.27 | | 5.15 | | 5.15 |
| Braised Beef & Mash 450g | 6.19 | 6.08 | 6.08 | 6.08 | 5.97 | 5.97 | 6.28 | 6.17 | | 6.17 | 6.09 | | 5.96 | | 5.96 |
| Light Choice Braised Beef and Mash 450g | 6.13 | 6.02 | 6.02 | 6.03 | 5.92 | 5.92 | 6.23 | 6.12 | | 6.12 | 6.05 | | 5.92 | | 5.92 |
| Chilli con carne and rice 500g | 6.18 | 6.07 | 6.07 | 6.09 | 5.98 | 5.98 | 6.24 | 6.14 | | 6.14 | 6.06 | | 5.93 | | 5.93 |
| Light Choices Chilli Con Carne & Rice 500g | 6.14 | 6.03 | 6.03 | 6.07 | 5.96 | 5.96 | 6.28 | 6.18 | | 6.18 | 6.09 | | 5.97 | | 5.97 |
| Sweetened Soya milk (1 litre) | 5.36 | 5.24 | 5.24 | 5.34 | 5.22 | 5.22 | 5.72 | 5.60 | | 5.60 | 5.60 | | 5.47 | | 5.47 |
| Unsweetened Soya milk (1 litre) | 5.23 | 5.10 | 5.10 | 5.23 | 5.11 | 5.11 | 5.61 | 5.49 | | 5.49 | 5.51 | | 5.38 | | 5.38 |
| Value Unsweetened Soya milk (1 litre) | 5.30 | 5.17 | 5.17 | 5.27 | 5.15 | 5.15 | 5.61 | 5.50 | | 5.50 | 5.52 | | 5.39 | | 5.39 |
| Organic Unsweetened Soya milk (1 litre) | 5.22 | 5.10 | 5.10 | 5.21 | 5.10 | 5.10 | 5.69 | 5.57 | | 5.57 | 5.55 | | 5.42 | | 5.42 |
| Organic Sweetened Soya milk (1 litre) | 5.31 | 5.19 | 5.19 | 5.30 | 5.18 | 5.18 | 5.71 | 5.60 | | 5.60 | 5.58 | | 5.45 | | 5.45 |
| UHT value skimmed milk (1 litre) | 5.34 | 5.22 | 5.22 | 5.31 | 5.19 | 5.19 | 5.09 | 4.97 | | 4.97 | 5.12 | | 4.99 | | 4.99 |
| UHT whole milk (1 litre) | 5.40 | 5.28 | 5.28 | 5.30 | 5.17 | 5.17 | 5.20 | 5.08 | | 5.08 | 5.20 | | 5.07 | | 5.07 |
| UHT skimmed milk (1 litre) | 5.32 | 5.20 | 5.20 | 5.29 | 5.17 | 5.17 | 5.09 | 4.97 | | 4.97 | 5.11 | | 4.98 | | 4.98 |
| Barn Medium eggs (6-pack) | 5.33 | 5.21 | 5.21 | 5.23 | 5.12 | 5.12 | 5.19 | 5.08 | | 5.08 | 5.06 | | 4.93 | | 4.93 |
| Organic Medium eggs (6-pack) | 5.22 | 5.11 | 5.11 | 5.11 | 5.00 | 5.00 | 5.30 | 5.18 | | 5.18 | 5.15 | | 5.01 | | 5.01 |
| Free-Range Medium eggs (6-pack) | 5.15 | 5.03 | 5.03 | 5.05 | 4.95 | 4.95 | 5.15 | 5.04 | | 5.04 | 4.98 | | 4.84 | | 4.84 |
| Value Medium eggs (6-pack) | 5.39 | 5.27 | 5.27 | 5.31 | 5.20 | 5.20 | 5.35 | 5.24 | | 5.24 | 5.24 | | 5.11 | | 5.11 |
| Cola 2 l bottle | 5.71 | 5.59 | 5.59 | 5.81 | 5.70 | 5.70 | 4.97 | 4.86 | | 4.86 | 5.16 | | 5.03 | | 5.03 |
| Diet Cola 2 l bottle | 5.65 | 5.52 | 5.52 | 5.79 | 5.69 | 5.69 | 4.77 | 4.65 | | 4.65 | 4.99 | | 4.84 | | 4.84 |
| English Unsalted Butter | 5.43 | 5.32 | 5.32 | 5.34 | 5.22 | 5.22 | 5.78 | 5.68 | | 5.68 | 5.72 | | 5.60 | | 5.60 |
| English Salted Butter | 5.49 | 5.38 | 5.38 | 5.37 | 5.26 | 5.26 | 5.80 | 5.71 | | 5.71 | 5.74 | | 5.62 | | 5.62 |
| Cottage Pie 450g | 6.08 | 5.96 | 5.96 | 5.98 | 5.87 | 5.87 | 6.26 | 6.15 | | 6.15 | 6.14 | | 6.03 | | 6.03 |
| Light Choices Cottage Pie 450g | 6.03 | 5.91 | 5.91 | 5.96 | 5.85 | 5.85 | 6.19 | 6.09 | | 6.09 | 6.01 | | 5.90 | | 5.90 |
| Value Cottage Pie 450g | 6.08 | 5.95 | 5.95 | 6.00 | 5.89 | 5.89 | 6.19 | 6.09 | | 6.09 | 6.01 | | 5.89 | | 5.89 |

b) kilocalories

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Control | | | Time pressure | | | Labelling | | | Labelling + Time pressure | | |
| Product name | **Mean** | **95% conf. int.** | | **Mean** | **95% conf. int.** | | **Mean** | **95% conf. int.** | | **Mean** | **95% conf. int.** | |
| Carrots Class 1 Pack (1 kg) | 3.87 | 3.76 | 3.76 | 3.91 | 3.80 | 3.80 | 3.73 | 3.61 | 3.61 | 3.82 | 3.70 | 3.70 |
| Market Value Carrots 1 Pack (1 kg) | 3.89 | 3.77 | 3.77 | 3.93 | 3.82 | 3.82 | 3.73 | 3.62 | 3.62 | 3.83 | 3.71 | 3.71 |
| Yorkshire Carrots Class 1 Pack (1 kg) | 3.88 | 3.76 | 3.76 | 3.93 | 3.82 | 3.82 | 3.73 | 3.62 | 3.62 | 3.82 | 3.70 | 3.70 |
| Cucumber Whole (360g) | 3.16 | 3.04 | 3.04 | 3.27 | 3.15 | 3.15 | 3.01 | 2.90 | 2.90 | 3.18 | 3.05 | 3.05 |
| Yorkshire Cucumber Whole (360g) | 3.16 | 3.04 | 3.04 | 3.29 | 3.17 | 3.17 | 3.01 | 2.90 | 2.90 | 3.22 | 3.09 | 3.09 |
| Closed Cup Mushrooms 250g | 3.71 | 3.60 | 3.60 | 3.77 | 3.65 | 3.65 | 3.53 | 3.42 | 3.42 | 3.67 | 3.55 | 3.55 |
| Dorset Closed Cup Mushrooms 250g | 3.71 | 3.61 | 3.61 | 3.78 | 3.67 | 3.67 | 3.52 | 3.41 | 3.41 | 3.68 | 3.56 | 3.56 |
| Value Closed Cup Mushrooms 250g | 3.72 | 3.62 | 3.62 | 3.79 | 3.68 | 3.68 | 3.52 | 3.41 | 3.41 | 3.68 | 3.56 | 3.56 |
| Frozen Petits Pois 1kg | 4.14 | 4.03 | 4.03 | 4.11 | 4.00 | 4.00 | 4.00 | 3.90 | 3.90 | 4.11 | 4.00 | 4.00 |
| Frozen Organic Petit Pois 1kg | 4.07 | 3.96 | 3.96 | 4.09 | 3.98 | 3.98 | 3.96 | 3.86 | 3.86 | 4.08 | 3.97 | 3.97 |
| Baked Beans in Tomato Sauce 420g | 4.96 | 4.87 | 4.87 | 5.00 | 4.92 | 4.92 | 4.85 | 4.77 | 4.77 | 4.93 | 4.84 | 4.84 |
| Light Choice Baked Beans in tomato sauce 420g | 4.76 | 4.68 | 4.68 | 4.82 | 4.73 | 4.73 | 4.68 | 4.60 | 4.60 | 4.78 | 4.69 | 4.69 |
| Value Baked Beans in Tomato Sauce 420g | 4.97 | 4.89 | 4.89 | 5.03 | 4.95 | 4.95 | 4.85 | 4.76 | 4.76 | 4.93 | 4.84 | 4.84 |
| Extra Virgin Olive Oil 500 ml | 5.22 | 5.10 | 5.10 | 5.03 | 4.90 | 4.90 | 5.31 | 5.19 | 5.19 | 5.20 | 5.08 | 5.08 |
| Organic Extra Virgin Olive Oil 500 ml | 5.22 | 5.10 | 5.10 | 5.02 | 4.89 | 4.89 | 5.32 | 5.20 | 5.20 | 5.19 | 5.07 | 5.07 |
| Whole wheat Spaghetti 500g | 4.95 | 4.86 | 4.86 | 4.91 | 4.83 | 4.83 | 5.03 | 4.95 | 4.95 | 5.03 | 4.93 | 4.93 |
| Value Spaghetti (500g) | 5.06 | 4.97 | 4.97 | 5.04 | 4.95 | 4.95 | 5.10 | 5.01 | 5.01 | 5.09 | 4.99 | 4.99 |
| Spaghetti 500g | 5.05 | 4.96 | 4.96 | 5.03 | 4.95 | 4.95 | 5.11 | 5.02 | 5.02 | 5.10 | 5.00 | 5.00 |
| Organic Spaghetti 500g | 4.99 | 4.90 | 4.90 | 5.00 | 4.91 | 4.91 | 5.07 | 4.98 | 4.98 | 5.05 | 4.95 | 4.95 |
| Organic Whole wheat spaghetti 500g | 4.93 | 4.84 | 4.84 | 4.92 | 4.83 | 4.83 | 5.05 | 4.96 | 4.96 | 5.02 | 4.92 | 4.92 |
| Braised Beef & Mash 450g | 5.67 | 5.58 | 5.58 | 5.65 | 5.56 | 5.56 | 5.69 | 5.60 | 5.60 | 5.77 | 5.68 | 5.68 |
| Light Choice Braised Beef and Mash 450g | 5.47 | 5.38 | 5.38 | 5.47 | 5.39 | 5.39 | 5.53 | 5.45 | 5.45 | 5.63 | 5.54 | 5.54 |
| Chilli con carne and rice 500g | 5.74 | 5.66 | 5.66 | 5.71 | 5.62 | 5.62 | 5.66 | 5.58 | 5.58 | 5.79 | 5.71 | 5.71 |
| Light Choices Chilli Con Carne & Rice 500g | 5.57 | 5.48 | 5.48 | 5.54 | 5.45 | 5.45 | 5.52 | 5.44 | 5.44 | 5.67 | 5.59 | 5.59 |
| Sweetened Soya milk (1 litre) | 4.80 | 4.69 | 4.69 | 4.79 | 4.69 | 4.69 | 4.55 | 4.44 | 4.44 | 4.68 | 4.56 | 4.56 |
| Unsweetened Soya milk (1 litre) | 4.44 | 4.33 | 4.33 | 4.46 | 4.36 | 4.36 | 4.14 | 4.02 | 4.02 | 4.32 | 4.20 | 4.20 |
| Value Unsweetened Soya milk (1 litre) | 4.48 | 4.37 | 4.37 | 4.50 | 4.40 | 4.40 | 4.15 | 4.04 | 4.04 | 4.37 | 4.25 | 4.25 |
| Organic Unsweetened Soya milk (1 litre) | 4.44 | 4.34 | 4.34 | 4.48 | 4.38 | 4.38 | 4.13 | 4.02 | 4.02 | 4.30 | 4.17 | 4.17 |
| Organic Sweetened Soya milk (1 litre) | 4.76 | 4.65 | 4.65 | 4.75 | 4.65 | 4.65 | 4.46 | 4.35 | 4.35 | 4.60 | 4.48 | 4.48 |
| UHT value skimmed milk (1 litre) | 4.33 | 4.22 | 4.22 | 4.35 | 4.24 | 4.24 | 4.36 | 4.26 | 4.26 | 4.53 | 4.42 | 4.42 |
| UHT whole milk (1 litre) | 4.84 | 4.74 | 4.74 | 4.82 | 4.71 | 4.71 | 4.79 | 4.69 | 4.69 | 4.96 | 4.85 | 4.85 |
| UHT skimmed milk (1 litre) | 4.32 | 4.20 | 4.20 | 4.33 | 4.22 | 4.22 | 4.36 | 4.25 | 4.25 | 4.54 | 4.42 | 4.42 |
| Barn Medium eggs (6-pack) | 4.74 | 4.63 | 4.63 | 4.68 | 4.57 | 4.57 | 4.76 | 4.67 | 4.67 | 4.80 | 4.69 | 4.69 |
| Organic Medium eggs (6-pack) | 4.71 | 4.61 | 4.61 | 4.67 | 4.57 | 4.57 | 4.73 | 4.64 | 4.64 | 4.77 | 4.66 | 4.66 |
| Free-Range Medium eggs (6-pack) | 4.71 | 4.60 | 4.60 | 4.66 | 4.55 | 4.55 | 4.67 | 4.57 | 4.57 | 4.74 | 4.62 | 4.62 |
| Value Medium eggs (6-pack) | 4.73 | 4.63 | 4.63 | 4.69 | 4.58 | 4.58 | 4.67 | 4.57 | 4.57 | 4.74 | 4.63 | 4.63 |
| Cola 2 l bottle | 5.50 | 5.40 | 5.40 | 5.57 | 5.48 | 5.48 | 5.25 | 5.14 | 5.14 | 5.44 | 5.34 | 5.34 |
| Diet Cola 2 l bottle | 4.23 | 4.01 | 4.01 | 4.58 | 4.38 | 4.38 | 3.60 | 3.38 | 3.38 | 3.90 | 3.65 | 3.65 |
| English Unsalted Butter | 5.48 | 5.38 | 5.38 | 5.28 | 5.18 | 5.18 | 5.45 | 5.35 | 5.35 | 5.54 | 5.44 | 5.44 |
| English Salted Butter | 5.55 | 5.44 | 5.44 | 5.35 | 5.24 | 5.24 | 5.47 | 5.36 | 5.36 | 5.58 | 5.48 | 5.48 |
| Cottage Pie 450g | 5.61 | 5.52 | 5.52 | 5.67 | 5.58 | 5.58 | 5.59 | 5.51 | 5.51 | 5.74 | 5.66 | 5.66 |
| Light Choices Cottage Pie 450g | 5.42 | 5.33 | 5.33 | 5.49 | 5.40 | 5.40 | 5.36 | 5.28 | 5.28 | 5.50 | 5.42 | 5.42 |
| Value Cottage Pie 450g | 5.64 | 5.55 | 5.55 | 5.73 | 5.65 | 5.65 | 5.51 | 5.43 | 5.43 | 5.66 | 5.57 | 5.57 |