

Intro

Informed Consent Form

Introduction

This study attempts to collect information about consumers' opinions on several foods

Procedures

You will be shown 4 images of food products 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 to watch.

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 research 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).

Consent

I consent to participate in this study

☐ Yes

☐ No

Prolific

What is your Prolific ID?

Please note that this response should auto-fill with the correct ID

Disgusts for all products

To what extent do you find consuming the following foods disgusting?

	Not disgusting at all	Slightly disgusting	Moderately disgusting	Very disgusting	Extremely disgusting	Don't know this product
Banana	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cucumber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beef steak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Blue cheese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avocado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mussels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mango	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brussels sprouts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Banana 0s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.
I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat banana?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

banana 3s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting



Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat banana?

☐

Never

☐

about 1-2 times a month

☐

about 1-2 times a week

- ☐ about 4-5 times a week
- ☐ Daily

banana 4s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all



Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.
I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard

dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done



How often do you usually eat banana?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

banana 5s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

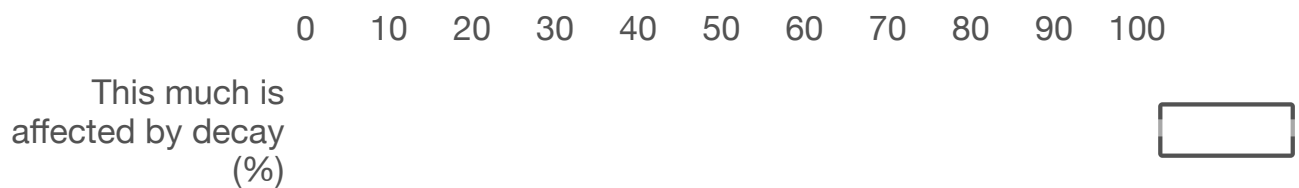
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it

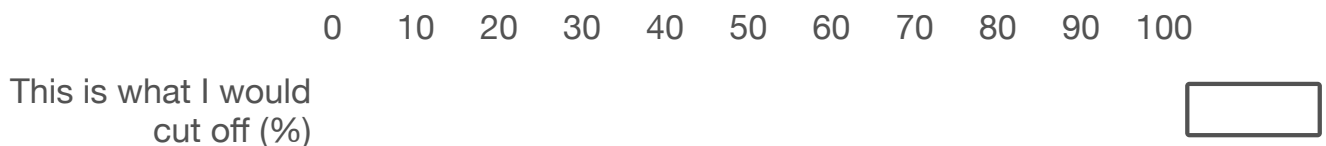
is all fresh; 100 = the whole product has decayed)



Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)



Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat banana?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

banana 8s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat banana?

☐

Never

☐

about 1-2 times a month

☐

about 1-2 times a week

- ☐ about 4-5 times a week
- ☐ Daily

mango 0s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all



Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.
I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard

firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0	10	20	30	40	50	60	70	80	90	100
This much is affected by decay (%)										<input type="text"/>

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done



How often do you usually eat mango?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

mango7s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

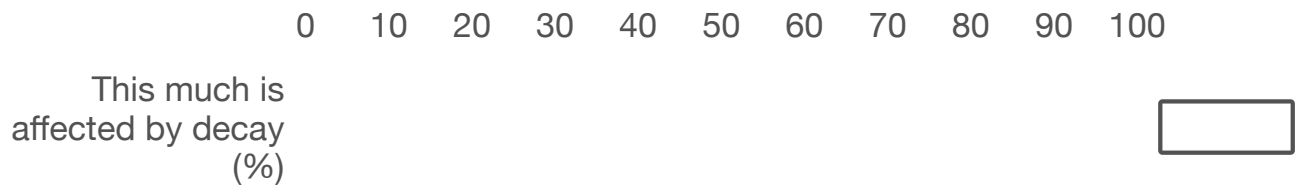
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it

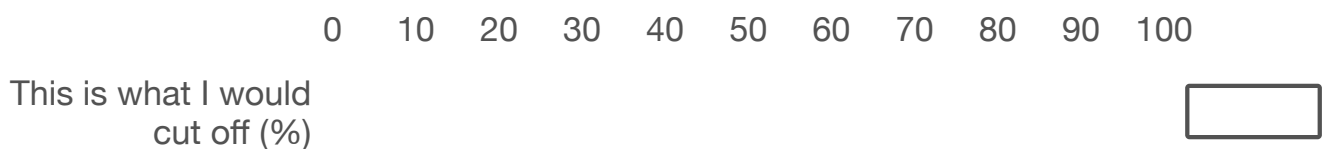
is all fresh; 100 = the whole product has decayed)



Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)



Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat mango?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

mango 16s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat mango?

☐

Never

☐

about 1-2 times a month

☐

about 1-2 times a week

- ☐ about 4-5 times a week
- ☐ Daily

mango 20s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.
I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter

not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0	10	20	30	40	50	60	70	80	90	100
This much is affected by decay (%)										<input type="text"/>

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done



How often do you usually eat mango?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

mango 24s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

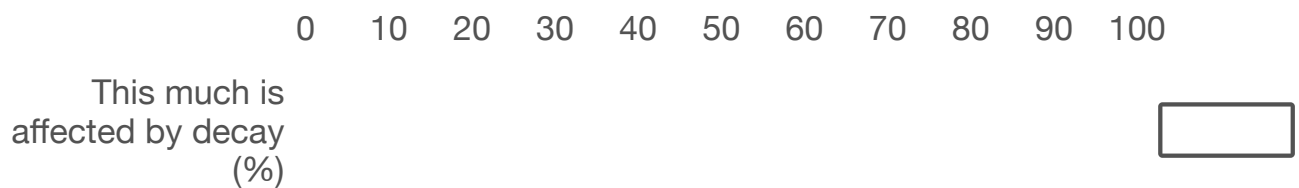
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it

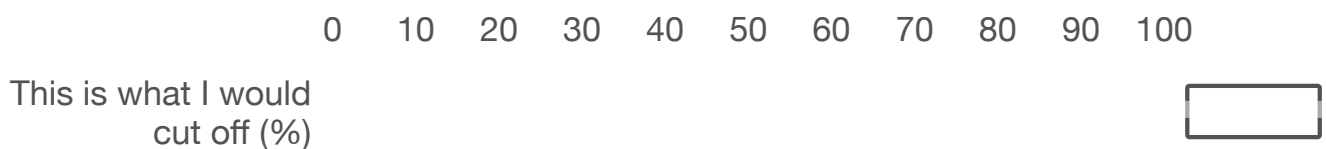
is all fresh; 100 = the whole product has decayed)



Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)



Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat mango?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

cucumber 0s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat cucumber?

☐

Never

☐

about 1-2 times a month

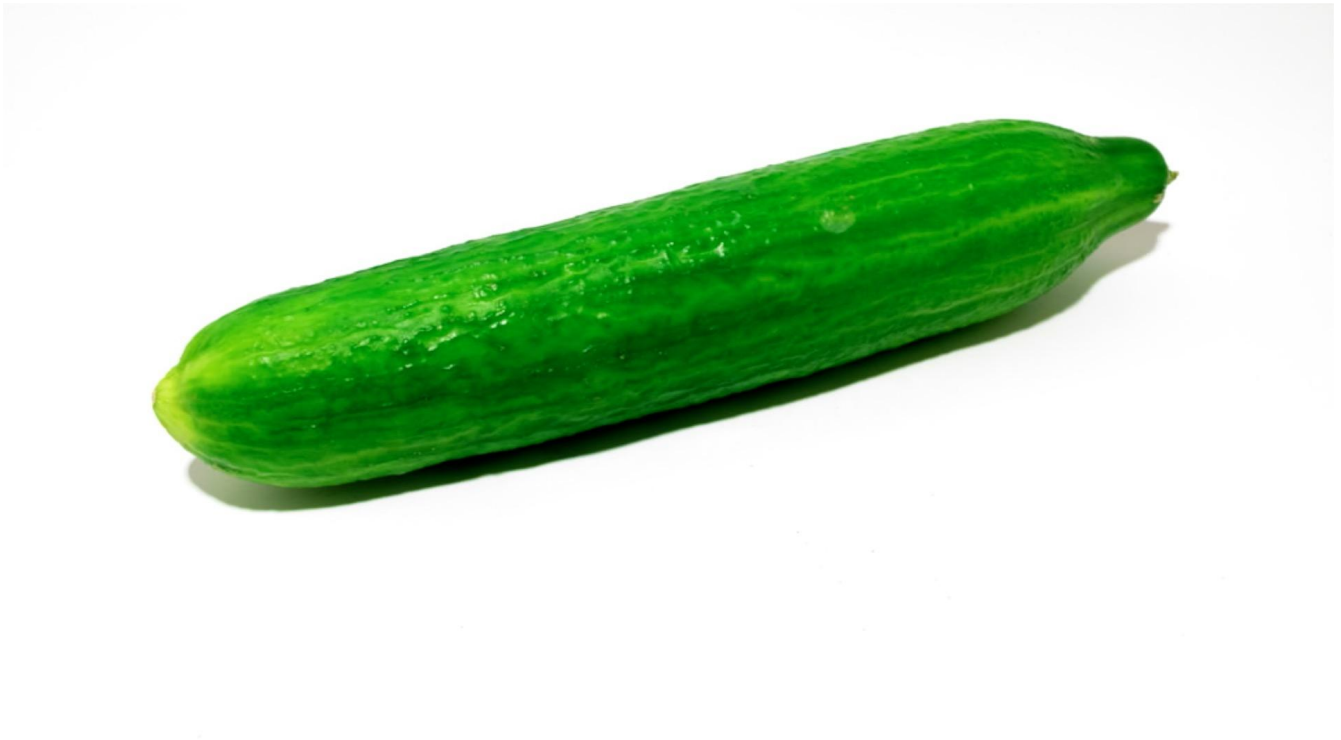
☐

about 1-2 times a week

- ☐ about 4-5 times a week
- ☐ Daily

cucumber 2s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all



Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.
I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour

firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0	10	20	30	40	50	60	70	80	90	100
This much is affected by decay (%)										<input type="text"/>

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done



How often do you usually eat cucumber?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

cucumber 4s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

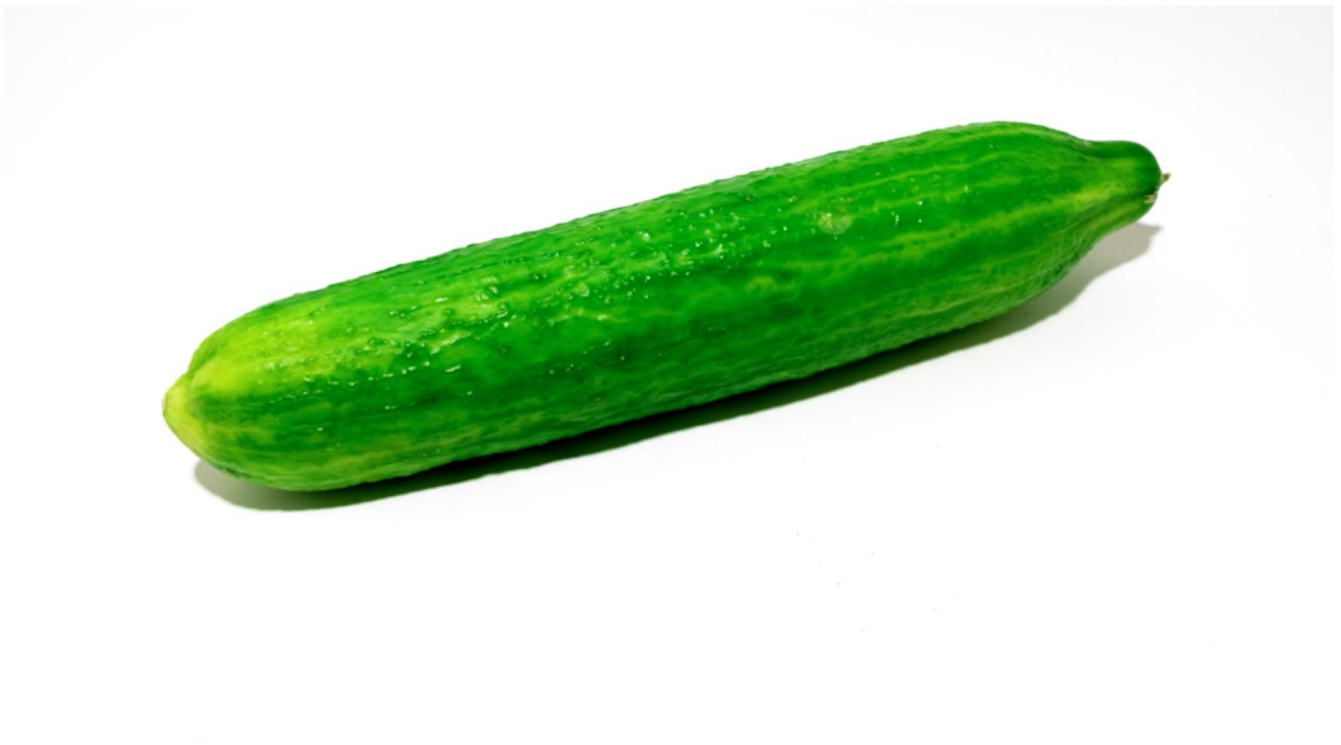
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

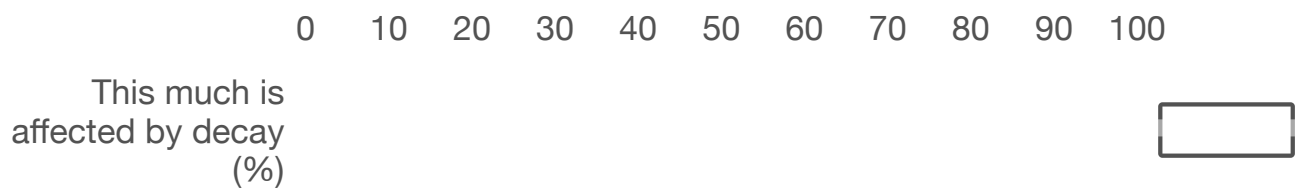
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it

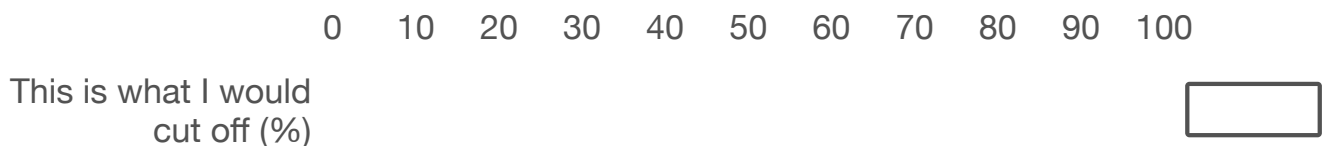
is all fresh; 100 = the whole product has decayed)



Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)



Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

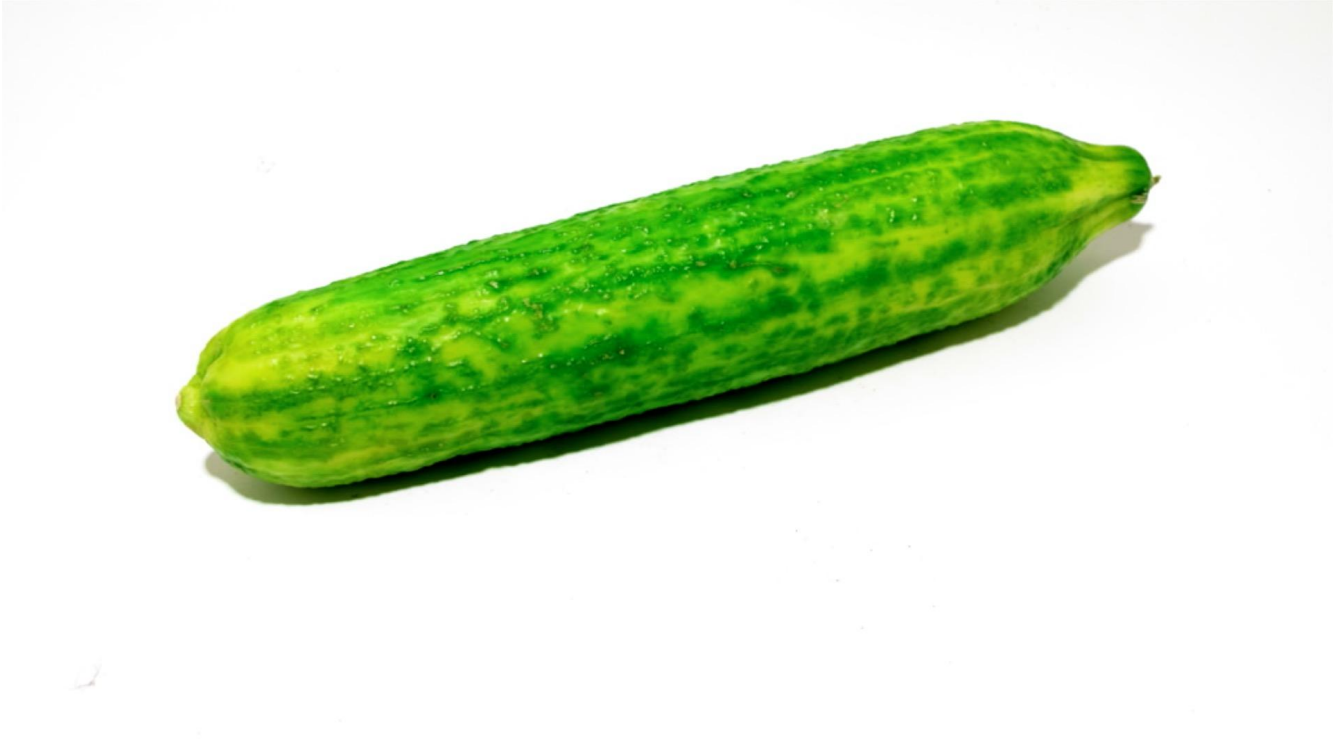
☐

How often do you usually eat cucumber?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

cucumber 7s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

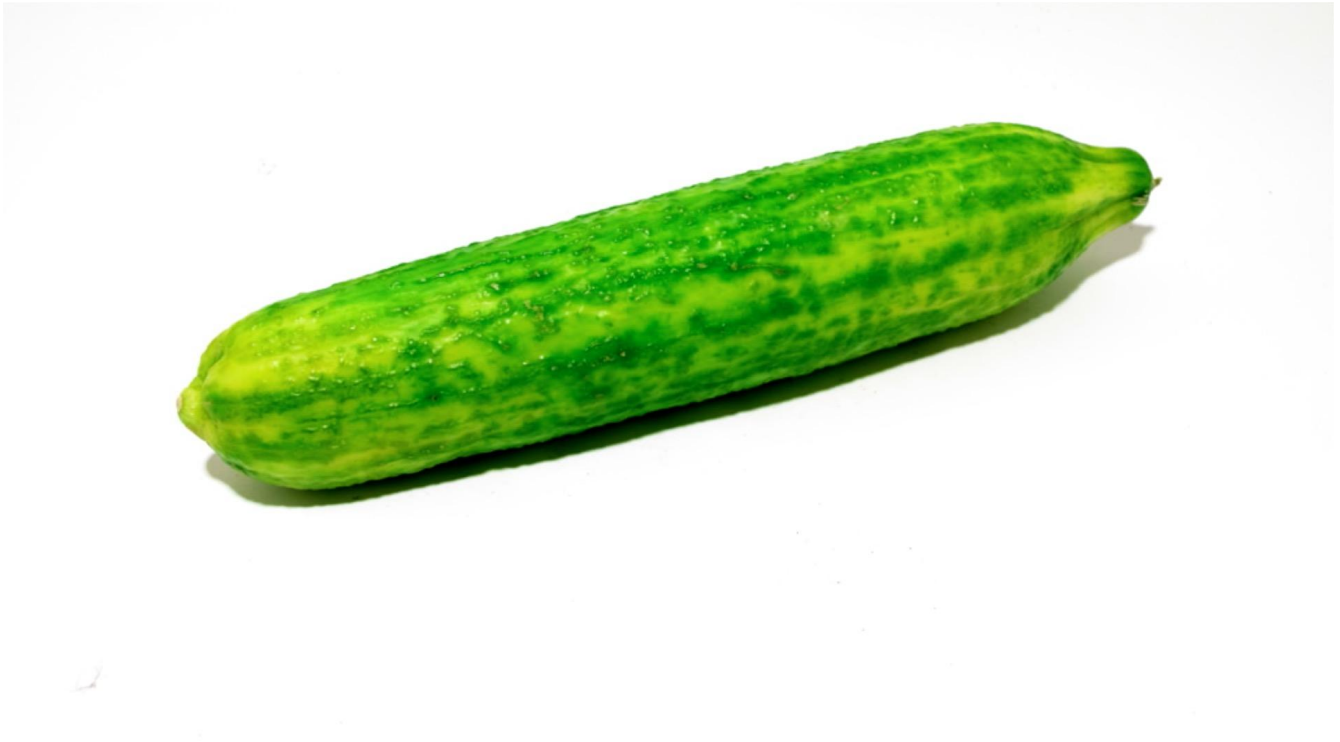
Please record your spontaneous response to the product in the picture.
I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat cucumber?

☐

Never

☐

about 1-2 times a month

☐

about 1-2 times a week

- ☐ about 4-5 times a week
- ☐ Daily

cucumber 25s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all



Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.
I think this product is...

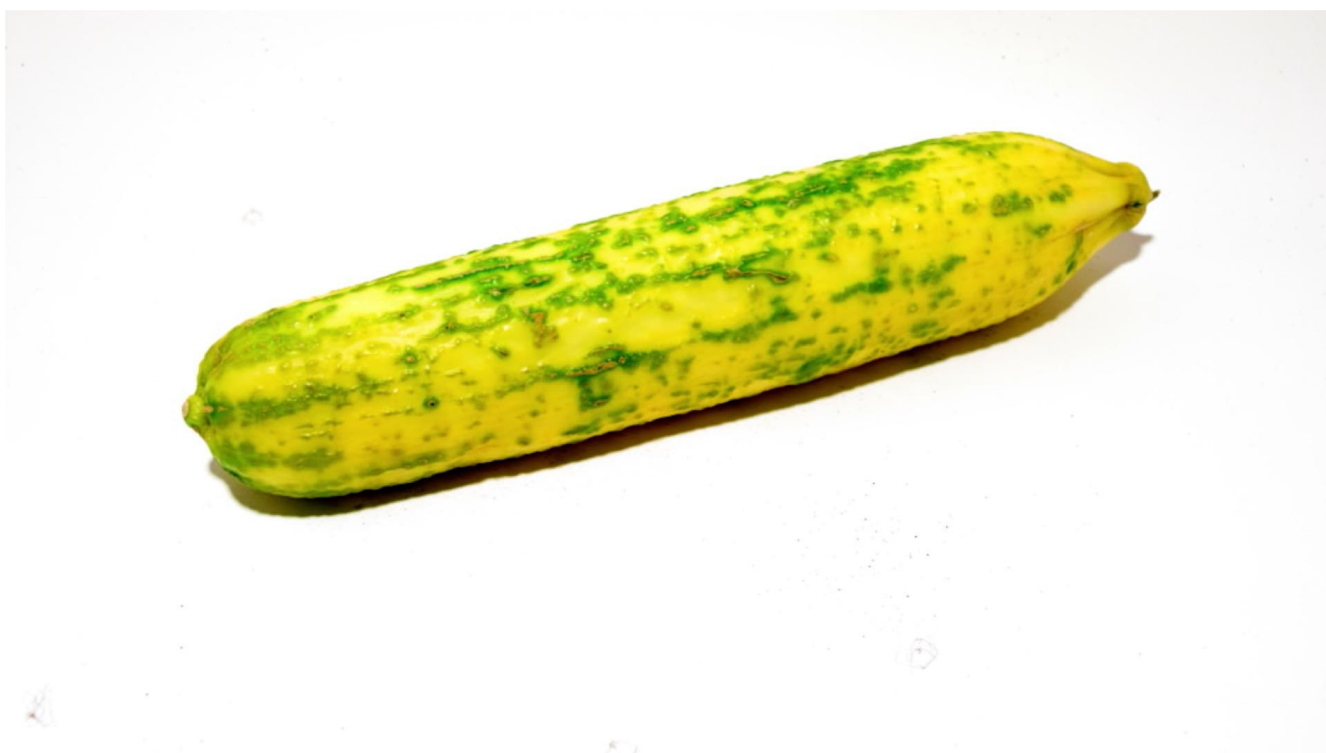
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard

not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0	10	20	30	40	50	60	70	80	90	100
This much is affected by decay (%)										<input type="text"/>

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done



How often do you usually eat cucumber?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

avocado 0s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

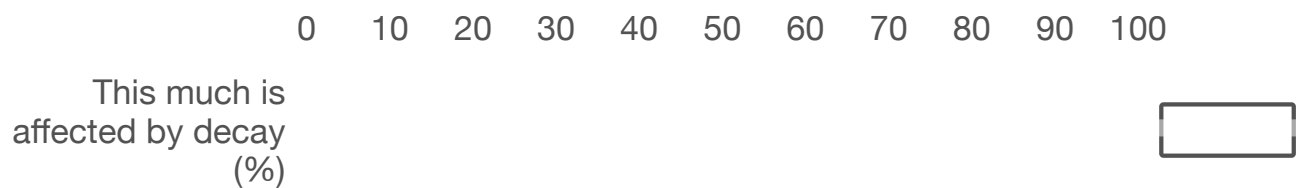
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it

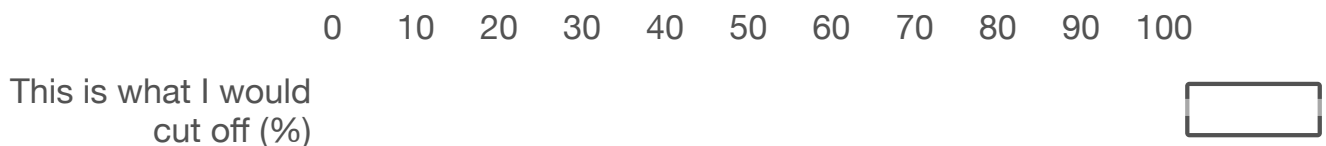
is all fresh; 100 = the whole product has decayed)



Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)



Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat avocado?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

avocado 6s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat avocado?

☐

Never

☐

about 1-2 times a month

☐

about 1-2 times a week

- ☐ about 4-5 times a week
- ☐ Daily

avocado 12s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all



Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.
I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible

not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done



How often do you usually eat avocado?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

avocado 24s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

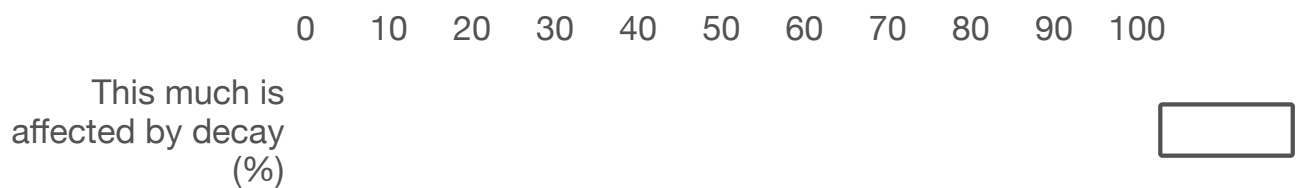
dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it

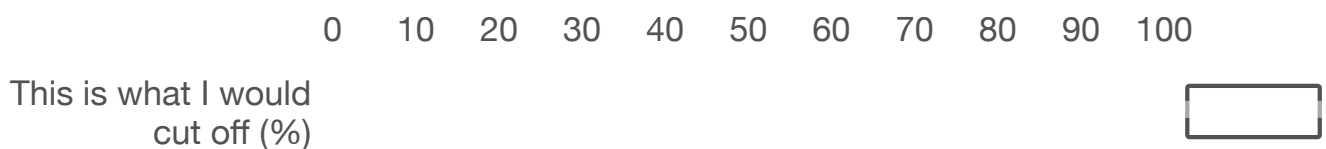
is all fresh; 100 = the whole product has decayed)



Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)



Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat avocado?

- ☐ Never
- ☐ about 1-2 times a month
- ☐ about 1-2 times a week
- ☐ about 4-5 times a week
- ☐ Daily

avocado 27s

Please look at this image carefully



05

To what extent would you find consuming the food in the image disgusting?

Not disgusting
at all

☐

Slightly
disgusting

☐

Moderately
disgusting

☐

Very
disgusting

☐

Extremely
disgusting

☐

Please record your spontaneous response to the product in the picture.

I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Stron agre
attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fresh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
nutritious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
overripe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If I try this product, I think it will be...

dry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	juicy
soft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hard
not sweet at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sweet
not sour at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very sour
not bitter at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very bitter
firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	flexible

Please look at the image again



How much of this product is affected by decay in your opinion (0 = nothing, it is all fresh; 100 = the whole product has decayed)

0 10 20 30 40 50 60 70 80 90 100

This much is
affected by decay
(%)

Would you consider eating this product?

- ☐ Yes, definitely.
- ☐ Yes, but only after cutting off part of it
- ☐ I might, but I first need to peel it to decide
- ☐ Definitely not

How much of this product would you cut off, before you would consume it?
(0 = I would eat it all; 100 = I would not eat anything)

0 10 20 30 40 50 60 70 80 90 100

This is what I would
cut off (%)

Before consuming this product, I would first ... (pick all that apply)

peel it

☐

wash it

☐

cut it into
pieces

☐

cook it

☐

mash it

☐

cut off
any bad
parts

☐

nothing
needs to
be done

☐

How often do you usually eat avocado?

☐

Never

☐

about 1-2 times a month

☐

about 1-2 times a week

- ☐ about 4-5 times a week
- ☐ Daily

Check math

And now for some math: Please calculate 3 times 5

Attention question

An attention question

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Please select 'somewhat disagree'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographic

My gender

My age

The country where I was born

The country where I currently live

Please feel free to write down any comments that you may have on the study.

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