

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

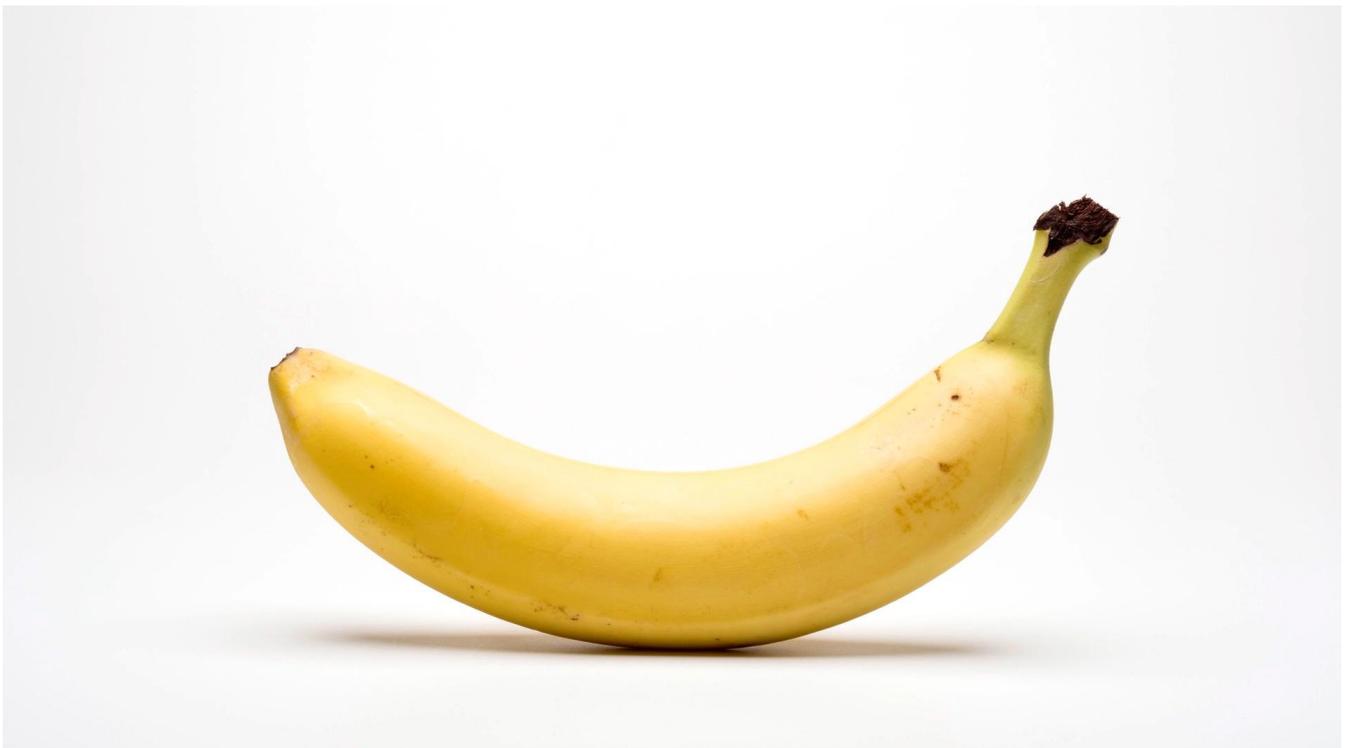
To what extent do you find consuming the following foods disgusting?

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

Blue cheese	<input type="radio"/>					
Avocado	<input type="radio"/>					
Mussels	<input type="radio"/>					
Mango	<input type="radio"/>					
Brussels sprouts	<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	Strongly agree
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"/>	juicy				
not bitter at all	<input type="radio"/>	very bitter				
soft	<input type="radio"/>	hard				
firm	<input type="radio"/>	flexible				
not sour at all	<input type="radio"/>	very sour				
not sweet at all	<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	Strongly agree
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"/>	very sweet				
firm	<input type="radio"/>	flexible				
soft	<input type="radio"/>	hard				
dry	<input type="radio"/>	juicy				
not sour at all	<input type="radio"/>	very sour				
not bitter at all	<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	Strongly agree
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 flexible

soft hard

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

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

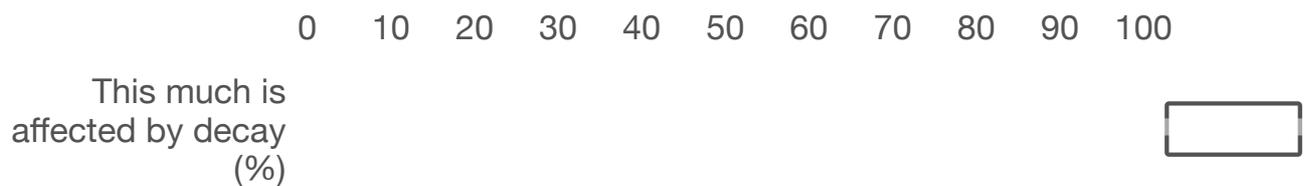
not sweet at all	<input type="radio"/>	very sweet				
not sour at all	<input type="radio"/>	very sour				
not bitter at all	<input type="radio"/>	very bitter				
soft	<input type="radio"/>	hard				
dry	<input type="radio"/>	juicy				
firm	<input type="radio"/>	flexible				

Please look at the image again



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

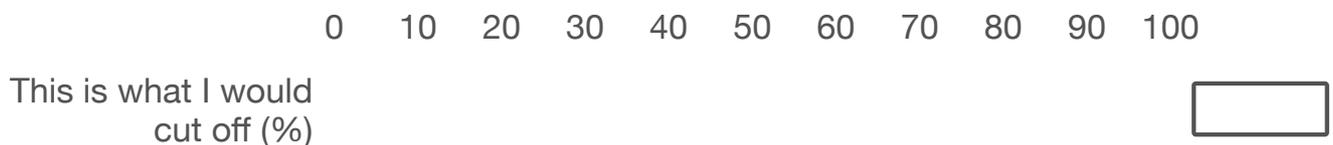
is all fresh; 100 = the whole product has decayed)



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	Strongly agree
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"/>	very sweet				
not sour at all	<input type="radio"/>	very sour				
firm	<input type="radio"/>	flexible				
soft	<input type="radio"/>	hard				
not bitter at all	<input type="radio"/>	very bitter				
dry	<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
(%)

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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	Strongly agree
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 juicy

soft hard

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

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

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



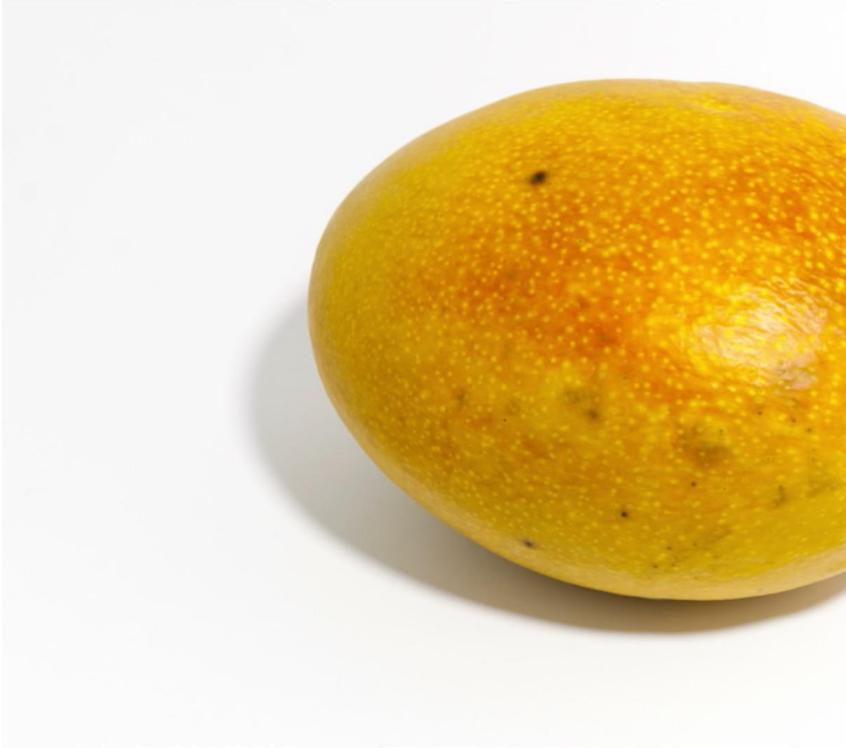
Please record your spontaneous response to the product in the picture.
I think this product is...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
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"/>	very sweet				
not bitter at all	<input type="radio"/>	very bitter				
dry	<input type="radio"/>	juicy				
firm	<input type="radio"/>	flexible				
not sour at all	<input type="radio"/>	very sour				
soft	<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

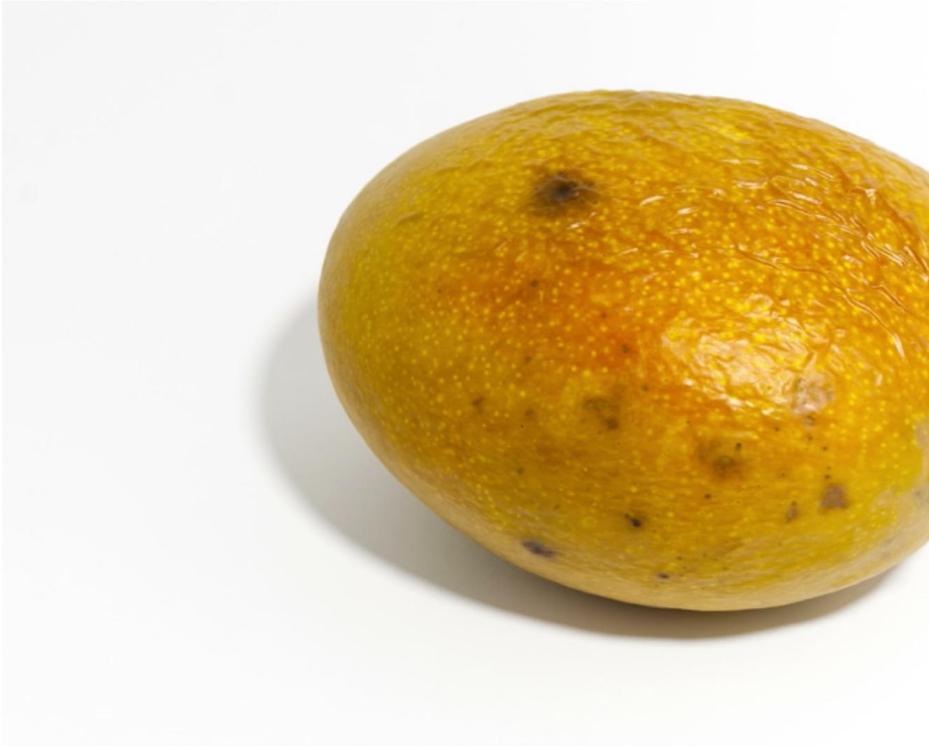
How often do you usually eat mango?

- 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	Strongly agree
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"/>

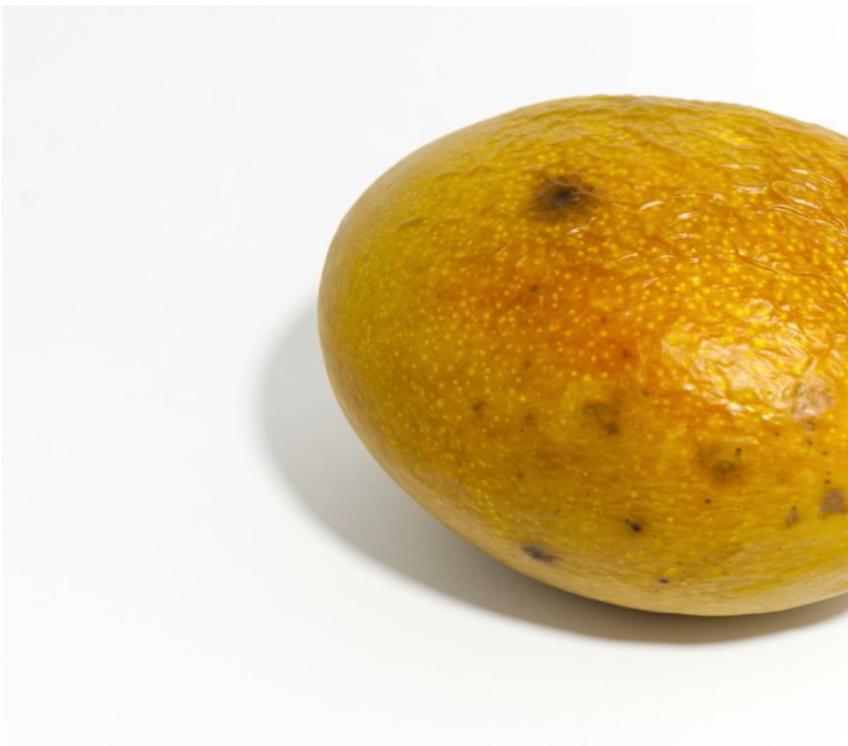
If I try this product, I think it will be...

soft hard

not bitter at all very bitter

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

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

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

not sour at all very sour

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

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

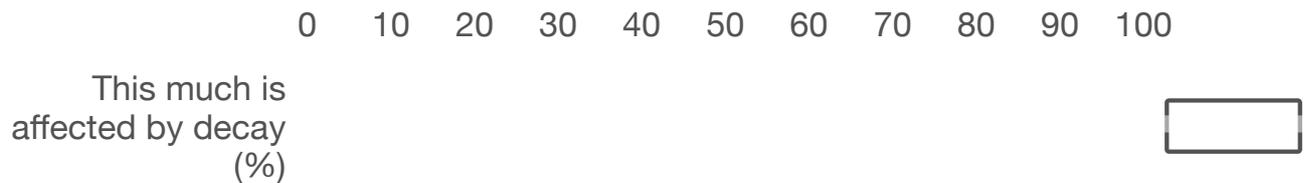
soft	<input type="radio"/>	hard				
not sweet at all	<input type="radio"/>	very sweet				
not sour at all	<input type="radio"/>	very sour				
firm	<input type="radio"/>	flexible				
dry	<input type="radio"/>	juicy				
not bitter at all	<input type="radio"/>	very bitter				

Please look at the image again



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

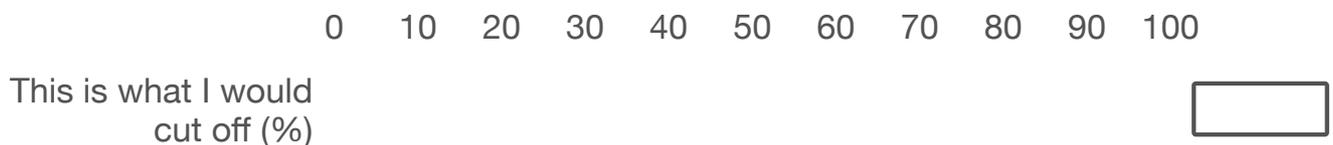
is all fresh; 100 = the whole product has decayed)



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

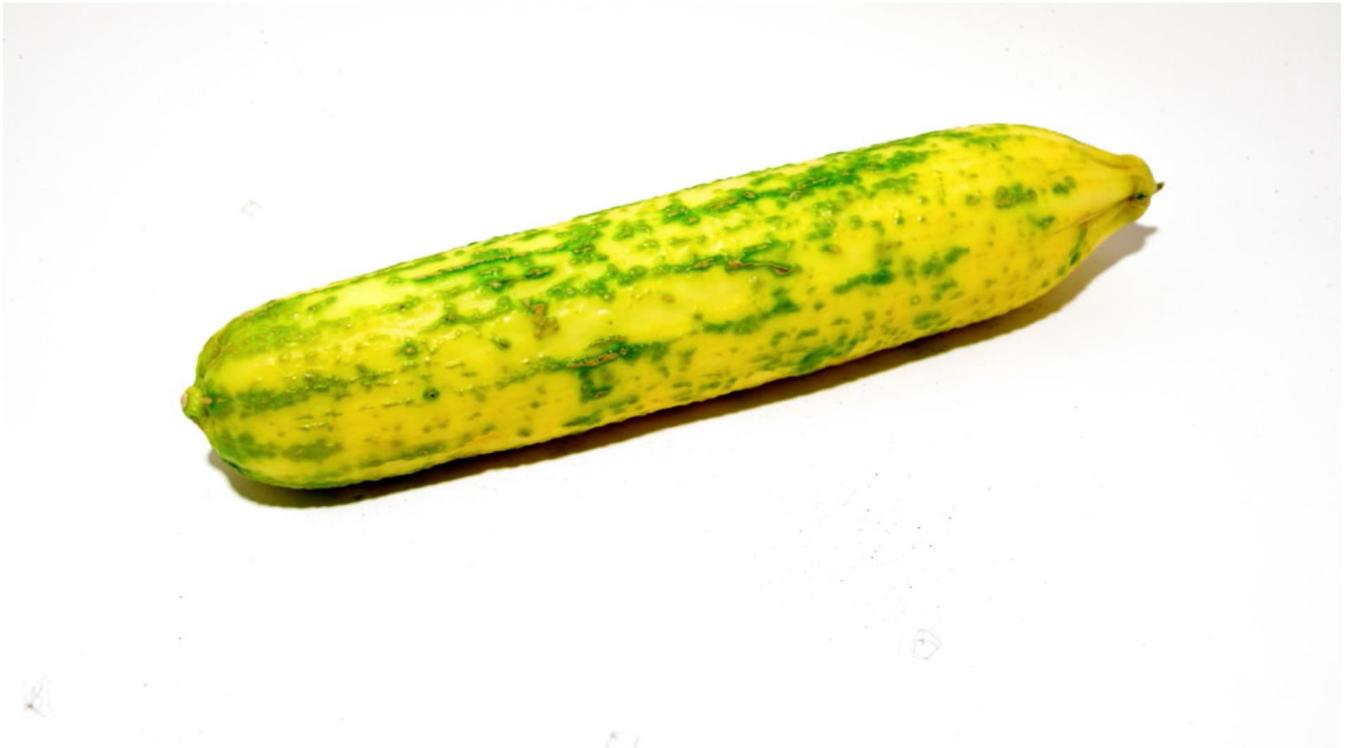
How often do you usually eat cucumber?

- 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	Strongly agree
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"/>

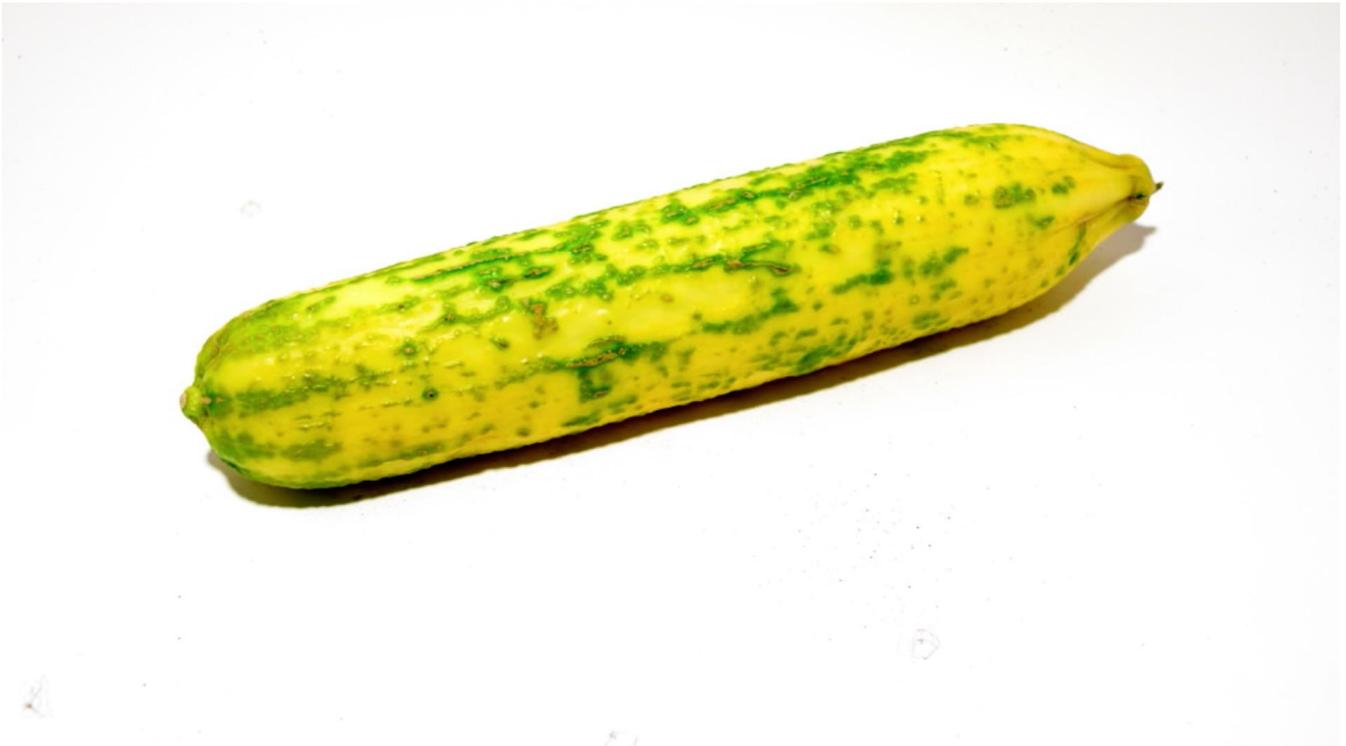
If I try this product, I think it will be...

not sweet at all very sweet

soft hard

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

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

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

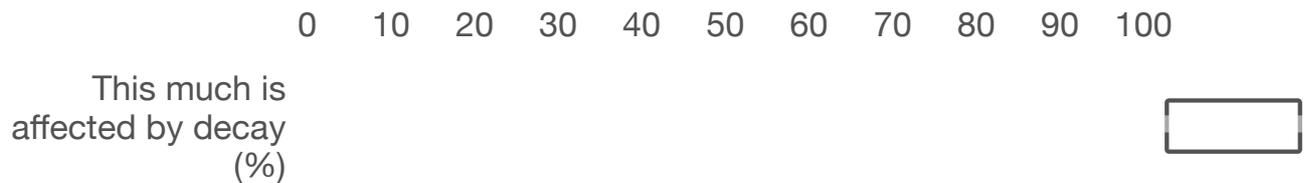
soft	<input type="radio"/>	hard				
not sweet at all	<input type="radio"/>	very sweet				
not sour at all	<input type="radio"/>	very sour				
not bitter at all	<input type="radio"/>	very bitter				
dry	<input type="radio"/>	juicy				
firm	<input type="radio"/>	flexible				

Please look at the image again



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

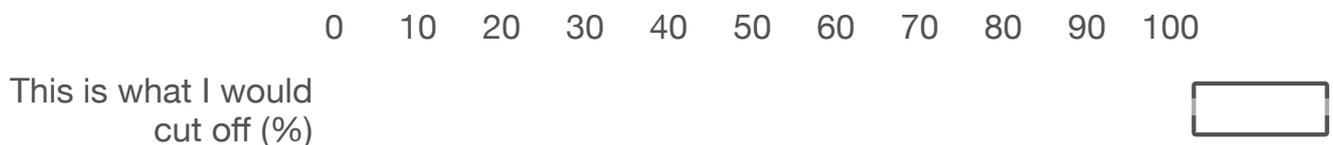
is all fresh; 100 = the whole product has decayed)



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

firm flexible

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

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

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

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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