

1 **S1 Table. Choice sets with mean perceived level of attractiveness and healthiness.**

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<u>Unhealthy choice set</u>			
	<i>Target</i>	<i>Competitor</i>	<i>Decoy</i>
<i>Products</i>	M&M's	Bonbons	Sweets
<i>Attractiveness</i>	80.64	83.96	54.08
<i>Healthiness</i>	19.16	13.16	17.84
<u>Healthy choice set</u>			
	<i>Target</i>	<i>Competitor</i>	<i>Decoy</i>
<i>Products</i>	Snack Tomatoes	Unsalted Cashews	Granola Cookies
<i>Attractiveness</i>	58.36	60.40	36.32
<i>Healthiness</i>	86.48	67.04	66.88
<u>Mixed choice set</u>			
	<i>Target</i>	<i>Competitor</i>	<i>Decoy</i>
<i>Products</i>	White Grapes	Chocolate Chip Cookies	Carrots
<i>Attractiveness</i>	76.52	77.88	56.00
<i>Healthiness</i>	78.16	18.04	86.00

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