**Figure 2 – Figure Supplement 2**

*Factor Loadings on the Components for the Respective Datasets*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Dim.1 | Dim.2 | Dim.3 | Dim.4 | Dim.5 |
| health\_vd | 0.91 | -0.015 | -0.012 | 0.327 | 0.055 |
| taste\_vd | 0.232 | 0.849 | -0.473 | -0.004 | 0.003 |
| nutri\_diff | 0.907 | -0.188 | 0.021 | 0.067 | 0.268 |
| want\_vd | 0.259 | 0.837 | 0.481 | -0.031 | 0.003 |
| cal\_vd | -0.905 | 0.138 | -0.009 | -0.03 | 0.382 |
| total\_cal\_vd | -0.882 | 0.119 | 0.035 | 0.427 | -0.058 |

*Note*. vd refers to value difference left – right option.