## Table S2. Estimated Model Parameters: Dataset 3, separately by Sample 3a, 3b, and 3c

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| --- | --- |
|  | Sample 3a (N = 36) |
| Param. | Natural Response | Focus on Taste | Focus on Health |
| w*Taste* | .0086±.0024a | .0086±.0025a | .0026±.0032b |
| w*Health* | -.0002±.002a | -.0007±.0016a | .0064±.0035b |
| w*Constant* | -.0051±.040a | .014±.042b | -.0139±.0399a |
| *B* | .1162±.0338a | .12±.0289a | .124±.0293a |
| *ndt* | .607±.118a | .623±.105a | .643±.153a |
|  | Sample 3b (N = 33) |
| w*Taste* | .0065±.0029a,b | .0074±.0025a | .0048±.0032b |
| w*Health* | .0013±.0024a | .001±.0024a | .0041±.0032b |
| w*Constant* | -.0108±.0535a,b | -.0027±.043b | -.0314±.0369a |
| *B* | .1104±.0223a | .1202±.042a | .1195±.0244a |
| *ndt* | .623±.105a | .658±.174a | .643±.153a |
|  | Sample 3c (N = 44) |
| w*Taste* | .0030±.0028a | .0019±.0023a | .0011±.0025b |
| w*Health* | .0003±.0022a | .0003±.0021a | .0025±.0024b |
| w*Constant* | -.0031±.042a | .0082±.0371b | -.0221±.0357a |
| *B* | .0951±.0138a | .0969±.0169a | .0958±.0137a |
| *ndt* | .817±.140a | .809±.192a | .826±.175a |