

Spending on Luxury Food Data

Supplementary Material

Eating habits	
<i>v_1074</i>	I like to cook myself.
<i>v_1075</i>	I often go out to eat at inexpensive restaurants, snack bars or cafes.
<i>v_1076</i>	I often go out to eat at more expensive restaurants.
<i>v_1077</i>	Most of the time another family member cooks for me.
<i>v_1078</i>	I often buy ready-made products.
<i>v_1079</i>	I often order from a delivery service (e.g. pizza service).
<i>v_1080</i>	I prefer to eat at home.
<i>v_1087</i>	I often just take something from the bakery (or similar) instead of big meals.
<i>v_1159</i>	On weekends, we (my family and I/my friends and I) take a lot of time to eat together.
Coding:	-2 = 'not true at all', ..., 2 = 'absolutely true'
Shopping places: Where do you buy most of your food?	
<i>v_1089</i>	In discount stores (e.g. Aldi, Lidl, Netto, Penny).
<i>v_1090</i>	At the weekly market.
<i>v_1091</i>	In the organice food store (e.g. Alnatura).
<i>v_1093</i>	In the farm store.
<i>v_1094</i>	In the delicatessen store.
<i>v_1100</i>	In the specialized trade (e.g. meat, cheese, fruit/vegetable, wine store).
Coding:	1 = 'never', ..., 5 = 'very often'
Shopping habits (purchasing involvement)	
<i>v_1116</i>	I like to take my time shopping for groceries.
<i>v_1117</i>	Food shopping has to be fast for me.
Coding:	-2 = 'strongly disagree', ..., 2 = 'fully agree'
What importance does the price of food have for you? (price-value)	
<i>dupl2_v_993</i>	I associate a high price in food with particularly good quality.
<i>dupl1_v_994</i>	I am more likely to buy a certain food item if the price is comparatively high.
<i>dupl1_v_995</i>	When buying food, the price for me is completely undecisive.
Coding:	-2 = 'strongly disagree', ..., 2 = 'fully agree'
Nutrition style	
<i>v_1101</i>	Vegetarian.
<i>v_1102</i>	Vegan.
<i>v_1103</i>	I pay attention to a healthy diet.
<i>v_1104</i>	I eat everything I like.
<i>v_1105</i>	I eat in small quantities.
<i>v_1106</i>	I eat a low-fat diet.
<i>v_1107</i>	I eat a low-carbohydrate diet.
<i>v_1108</i>	I eat a functional diet (e.g. sports nutrition).
<i>v_1109</i>	I eat slimming.
<i>v_1112</i>	I eat a little bit of everything.
Coding:	-2 = 'not true at all', ..., 2 = 'absolutely true'
Luxury food	
<i>v_621</i>	...has a particularly fine taste.
<i>v_622</i>	...is particularly expensive.
<i>v_623</i>	...can impress my guests.
<i>v_624</i>	...has a particularly high quality.
<i>v_625</i>	...comes from organic farming.
<i>v_626</i>	...comes from regional cultivation.
<i>v_627</i>	...bears a fair trade seal.
<i>v_628</i>	...it comes from particularly species-appropriate animal husbandry.
<i>v_629</i>	...has a certain rarity value.
<i>v_631</i>	...is a specialty of a country/region.
<i>v_1155</i>	...is particularly fresh.
<i>v_1156</i>	...has an exclusive brand.
<i>v_1202</i>	...tends to be consumed by the rich/better off.
Coding:	-2 = 'I do not associate with luxury at all', ..., 2 = 'I strongly associate with luxury'

Table S1: Items of the luxury food dataset.

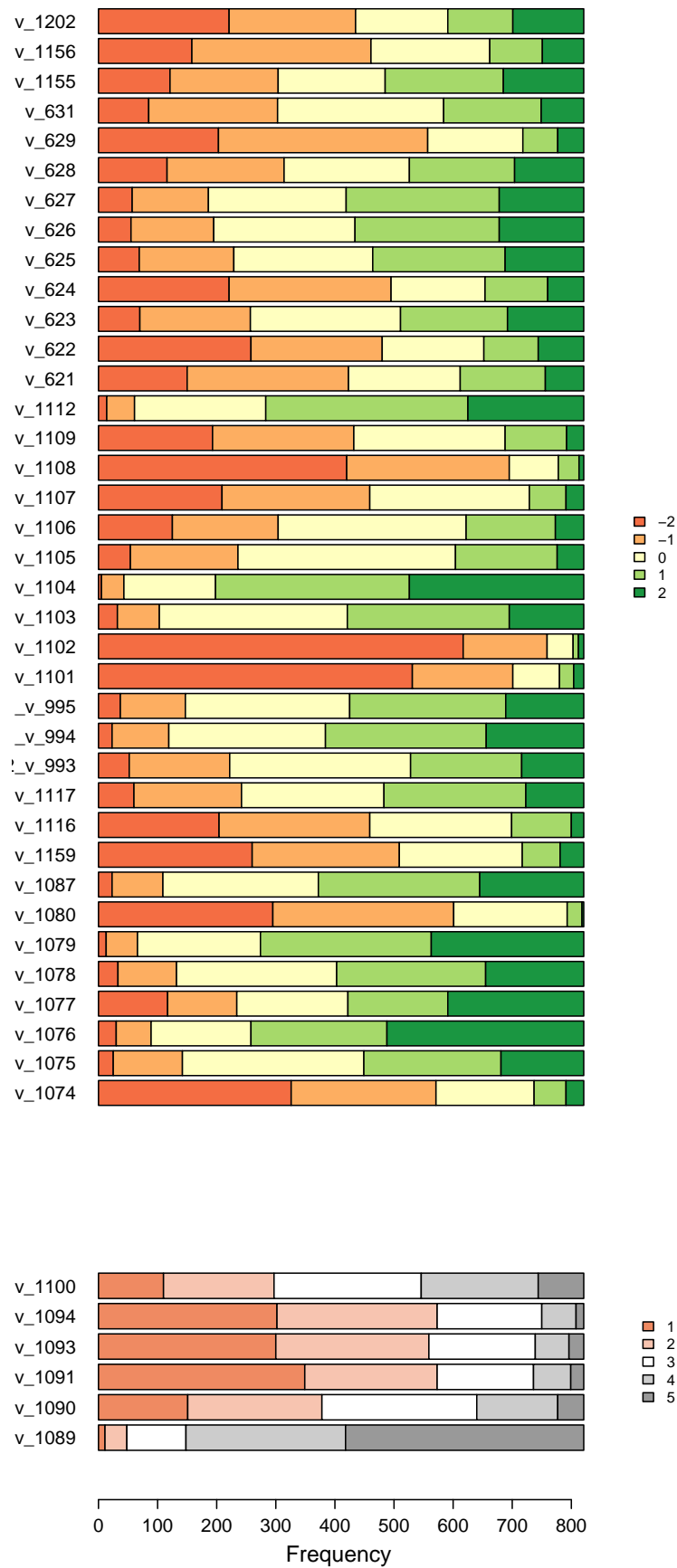


Figure S1: Summary for items of the luxury food dataset on individual level. Coding scheme for items: -2 'strong rejection' to 2 'strong agreement' (top) or 1 'never' to 5 'very often' (bottom).