

**Supplementary Table 1.** Population (aged more than 19 years old) by sex and age in Spain, Cordoba and Zaragoza (%) in 2011. Source: INE (2012)

	Total	Gender		Age			
		Woman	Man	20-34	35-49	50-64	> 64
Spain	37,9084,411	51.18	48.82	26.23	30.41	22.00	21.35
Cordoba	633,129	51.54	48.46	26.48	29.59	21.59	22.40
Zaragoza	794,739	51.02	48.98	24.61	29.64	22.37	23.38

CHEAP-TALK SCRIPT [English translation of the original Spanish cheap talk script included in the questionnaire.]

Prior research has showed that people answer surveys in a different manner to how they would behave in reality. Many times people declare that they would buy a product that when they would not face with a real shopping situation. This is due to the fact that people do not take into account the budget constraint when declaring purchase intentions. It is easy to say one would buy an attractive product when there is no real payment involved. As the objective of this research is to obtain responses that best resemble what would happen in real purchase situations, please consider your budget constraint and real preferences when responding to the following questions where you will be able to choose between different six-egg packages.