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Table AM1. Survey's questions and structure

	Question
Section 1	Gender
	Age
	Residence
Section 2 (non-fat reduced mayonnaise)	What is your mayonnaise consumption frequency?
	What is the most important characteristic of mayonnaise?
	What is the main feature for you to decide on purchasing mayonnaise?
	What is the main component to make mayonnaise a healthier product?
Section 3 (low-fat mayonnaise)	What is your low-fat mayonnaise consumption frequency?
	What is the main characteristic for you to decide the purchase a low-fat mayonnaise?
	What would you like in novel low-fat mayonnaise products in the market? (Consumer preference for new low-fat mayonnaise formulations)