

### Supplementary Data

**Table S3c.** Turkey's multiple comparisons of branded sea salts: Dependent Variable: Number\_MPs  
Turkey HSD

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
A	B	-57.984	65.987	1.000	-291.46	175.50
	C	-114.679	82.070	.978	-405.07	175.71
	D	-1.429	90.356	1.000	-321.13	318.28
	E	30.238	72.847	1.000	-227.52	287.99
	F	21.238	90.356	1.000	-298.47	340.94
	G	66.905	90.356	1.000	-252.80	386.61
	H	82.571	104.984	1.000	-288.89	454.04
	I	57.321	82.070	1.000	-233.07	347.71
	J	28.238	90.356	1.000	-291.47	347.94
	K	127.238	90.356	.976	-192.47	446.94
	L	80.071	72.847	.997	-177.68	337.83
M	9.905	90.356	1.000	-309.80	329.61	
N	76.071	82.070	1.000	-214.32	366.46	
B	A	57.984	65.987	1.000	-175.50	291.46
	C	-56.694	78.684	1.000	-335.10	221.71
	D	56.556	87.292	1.000	-252.31	365.42
	E	88.222	69.010	.989	-155.96	332.40
	F	79.222	87.292	1.000	-229.64	388.09
	G	124.889	87.292	.973	-183.98	433.75
	H	140.556	102.359	.981	-221.62	502.73
	I	115.306	78.684	.967	-163.10	393.71
	J	86.222	87.292	.999	-222.64	395.09
	K	185.222	87.292	.683	-123.64	494.09
	L	138.056	69.010	.759	-106.12	382.23
M	67.889	87.292	1.000	-240.98	376.75	
N	134.056	78.684	.904	-144.35	412.46	

\* The mean difference is significant at the 0.05 level.

**Table S3c.** Turkey's multiple comparisons of branded sea salts: Dependent Variable: Number\_MPs  
Turkey HSD (cont.)

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
C	A	114.679	82.070	.978	-175.71	405.07
	B	56.694	78.684	1.000	-221.71	335.10
	D	113.250	100.006	.997	-240.60	467.10
	E	144.917	84.520	.900	-154.14	443.97
	F	135.917	100.006	.982	-217.93	489.77
	G	181.583	100.006	.858	-172.27	535.43
	H	197.250	113.396	.890	-203.98	598.48
	I	172.000	92.587	.838	-155.60	499.60
	J	142.917	100.006	.973	-210.93	496.77
	K	241.917	100.006	.483	-111.93	595.77
	L	194.750	84.520	.560	-104.31	493.81
	M	124.583	100.006	.992	-229.27	478.43
	N	190.750	92.587	.723	-136.85	518.35
D	A	1.429	90.356	1.000	-318.28	321.13
	B	-56.556	87.292	1.000	-365.42	252.31
	C	-113.250	100.006	.997	-467.10	240.60
	E	31.667	92.587	1.000	-295.93	359.27
	F	22.667	106.911	1.000	-355.61	400.95
	G	68.333	106.911	1.000	-309.95	446.61
	H	84.000	119.530	1.000	-338.93	506.93
	I	58.750	100.006	1.000	-295.10	412.60
	J	29.667	106.911	1.000	-348.61	407.95
	K	128.667	106.911	.994	-249.61	506.95
	L	81.500	92.587	1.000	-246.10	409.10
	M	11.333	106.911	1.000	-366.95	389.61
	N	77.500	100.006	1.000	-276.35	431.35

\* The mean difference is significant at the 0.05 level.

**Table S3c.** Turkey's multiple comparisons of branded sea salts: Dependent Variable: Number\_MPs  
Turkey HSD (cont.)

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
E	A	-30.238	72.847	1.000	-287.99	227.52
	B	-88.222	69.010	.989	-332.40	155.96
	C	-144.917	84.520	.900	-443.97	154.14
	D	-31.667	92.587	1.000	-359.27	295.93
	F	-9.000	92.587	1.000	-336.60	318.60
	G	36.667	92.587	1.000	-290.93	364.27
	H	52.333	106.911	1.000	-325.95	430.61
	I	27.083	84.520	1.000	-271.97	326.14
	J	-2.000	92.587	1.000	-329.60	325.60
	K	97.000	92.587	.998	-230.60	424.60
	L	49.833	75.597	1.000	-217.65	317.32
	M	-20.333	92.587	1.000	-347.93	307.27
N	45.833	84.520	1.000	-253.22	344.89	
F	A	-21.238	90.356	1.000	-340.94	298.47
	B	-79.222	87.292	1.000	-388.09	229.64
	C	-135.917	100.006	.982	-489.77	217.93
	D	-22.667	106.911	1.000	-400.95	355.61
	E	9.000	92.587	1.000	-318.60	336.60
	G	45.667	106.911	1.000	-332.61	423.95
	H	61.333	119.530	1.000	-361.60	484.26
	I	36.083	100.006	1.000	-317.77	389.93
	J	7.000	106.911	1.000	-371.28	385.28
	K	106.000	106.911	.999	-272.28	484.28
	L	58.833	92.587	1.000	-268.77	386.43
	M	-11.333	106.911	1.000	-389.61	366.95
N	54.833	100.006	1.000	-299.02	408.68	

\* The mean difference is significant at the 0.05 level.

**Table S3c.** Turkey’s multiple comparisons of branded sea salts: Dependent Variable: Number\_MPs  
Turkey HSD (cont.)

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
G	A	-66.905	90.356	1.000	-386.61	252.80
	B	-124.889	87.292	.973	-433.75	183.98
	C	-181.583	100.006	.858	-535.43	172.27
	D	-68.333	106.911	1.000	-446.61	309.95
	E	-36.667	92.587	1.000	-364.27	290.93
	F	-45.667	106.911	1.000	-423.95	332.61
	H	15.667	119.530	1.000	-407.26	438.60
	I	-9.583	100.006	1.000	-363.43	344.27
	J	-38.667	106.911	1.000	-416.95	339.61
	K	60.333	106.911	1.000	-317.95	438.61
	L	13.167	92.587	1.000	-314.43	340.77
	M	-57.000	106.911	1.000	-435.28	321.28
	N	9.167	100.006	1.000	-344.68	363.02
H	A	-82.571	104.984	1.000	-454.04	288.89
	B	-140.556	102.359	.981	-502.73	221.62
	C	-197.250	113.396	.890	-598.48	203.98
	D	-84.000	119.530	1.000	-506.93	338.93
	E	-52.333	106.911	1.000	-430.61	325.95
	F	-61.333	119.530	1.000	-484.26	361.60
	G	-15.667	119.530	1.000	-438.60	407.26
	I	-25.250	113.396	1.000	-426.48	375.98
	J	-54.333	119.530	1.000	-477.26	368.60
	K	44.667	119.530	1.000	-378.26	467.60
	L	-2.500	106.911	1.000	-380.78	375.78
	M	-72.667	119.530	1.000	-495.60	350.26
	N	-6.500	113.396	1.000	-407.73	394.73

\* The mean difference is significant at the 0.05 level.

**Table S3c.** Turkey's multiple comparisons of branded sea salts: Dependent Variable: Number\_MPs  
Turkey HSD (cont.)

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
I	A	-57.321	82.070	1.000	-347.71	233.07
	B	-115.306	78.684	.967	-393.71	163.10
	C	-172.000	92.587	.838	-499.60	155.60
	D	-58.750	100.006	1.000	-412.60	295.10
	E	-27.083	84.520	1.000	-326.14	271.97
	F	-36.083	100.006	1.000	-389.93	317.77
	G	9.583	100.006	1.000	-344.27	363.43
	H	25.250	113.396	1.000	-375.98	426.48
	J	-29.083	100.006	1.000	-382.93	324.77
	K	69.917	100.006	1.000	-283.93	423.77
	L	22.750	84.520	1.000	-276.31	321.81
	M	-47.417	100.006	1.000	-401.27	306.43
	N	18.750	92.587	1.000	-308.85	346.35
J	A	-28.238	90.356	1.000	-347.94	291.47
	B	-86.222	87.292	.999	-395.09	222.64
	C	-142.917	100.006	.973	-496.77	210.93
	D	-29.667	106.911	1.000	-407.95	348.61
	E	2.000	92.587	1.000	-325.60	329.60
	F	-7.000	106.911	1.000	-385.28	371.28
	G	38.667	106.911	1.000	-339.61	416.95
	H	54.333	119.530	1.000	-368.60	477.26
	I	29.083	100.006	1.000	-324.77	382.93
	K	99.000	106.911	1.000	-279.28	477.28
	L	51.833	92.587	1.000	-275.77	379.43
	M	-18.333	106.911	1.000	-396.61	359.95
	N	47.833	100.006	1.000	-306.02	401.68

\* The mean difference is significant at the 0.05 level.

**Table S3c.** Turkey’s multiple comparisons of branded sea salts: Dependent Variable: Number\_MPs  
Turkey HSD (cont.)

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
K	A	-127.238	90.356	.976	-446.94	192.47
	B	-185.222	87.292	.683	-494.09	123.64
	C	-241.917	100.006	.483	-595.77	111.93
	D	-128.667	106.911	.994	-506.95	249.61
	E	-97.000	92.587	.998	-424.60	230.60
	F	-106.000	106.911	.999	-484.28	272.28
	G	-60.333	106.911	1.000	-438.61	317.95
	H	-44.667	119.530	1.000	-467.60	378.26
	I	-69.917	100.006	1.000	-423.77	283.93
	J	-99.000	106.911	1.000	-477.28	279.28
	L	-47.167	92.587	1.000	-374.77	280.43
M	-117.333	106.911	.997	-495.61	260.95	
N	-51.167	100.006	1.000	-405.02	302.68	
L	A	-80.071	72.847	.997	-337.83	177.68
	B	-138.056	69.010	.759	-382.23	106.12
	C	-194.750	84.520	.560	-493.81	104.31
	D	-81.500	92.587	1.000	-409.10	246.10
	E	-49.833	75.597	1.000	-317.32	217.65
	F	-58.833	92.587	1.000	-386.43	268.77
	G	-13.167	92.587	1.000	-340.77	314.43
	H	2.500	106.911	1.000	-375.78	380.78
	I	-22.750	84.520	1.000	-321.81	276.31
	J	-51.833	92.587	1.000	-379.43	275.77
	K	47.167	92.587	1.000	-280.43	374.77
M	-70.167	92.587	1.000	-397.77	257.43	
N	-4.000	84.520	1.000	-303.06	295.06	

\* The mean difference is significant at the 0.05 level.

**Table S3c.** Turkey's multiple comparisons of branded sea salts: Dependent Variable: Number\_MPs  
Turkey HSD (cont.)

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
M	A	-9.905	90.356	1.000	-329.61	309.80
	B	-67.889	87.292	1.000	-376.75	240.98
	C	-124.583	100.006	.992	-478.43	229.27
	D	-11.333	106.911	1.000	-389.61	366.95
	E	20.333	92.587	1.000	-307.27	347.93
	F	11.333	106.911	1.000	-366.95	389.61
	G	57.000	106.911	1.000	-321.28	435.28
	H	72.667	119.530	1.000	-350.26	495.60
	I	47.417	100.006	1.000	-306.43	401.27
	J	18.333	106.911	1.000	-359.95	396.61
	K	117.333	106.911	.997	-260.95	495.61
	L	70.167	92.587	1.000	-257.43	397.77
N	66.167	100.006	1.000	-287.68	420.02	
N	A	-76.071	82.070	1.000	-366.46	214.32
	B	-134.056	78.684	.904	-412.46	144.35
	C	-190.750	92.587	.723	-518.35	136.85
	D	-77.500	100.006	1.000	-431.35	276.35
	E	-45.833	84.520	1.000	-344.89	253.22
	F	-54.833	100.006	1.000	-408.68	299.02
	G	-9.167	100.006	1.000	-363.02	344.68
	H	6.500	113.396	1.000	-394.73	407.73
	I	-18.750	92.587	1.000	-346.35	308.85
	J	-47.833	100.006	1.000	-401.68	306.02
	K	51.167	100.006	1.000	-302.68	405.02
	L	4.000	84.520	1.000	-295.06	303.06
M	-66.167	100.006	1.000	-420.02	287.68	

\* The mean difference is significant at the 0.05 level.