Table S3 Summary table of correlation coefficients between agglomerative hierarchical clusters for appearance traits and sensory data variables within a PCA of consumer appearance liking scores

Appearance attribute	Appearance liking C1	Appearance liking C2*	Appearance liking C3*^	Colour liking C1	Colour liking C3*	Leaf shape liking C1	Leaf shape liking C2	Leaf shape liking C3*	Purchase intent C1	Purchase intent C2*^	Purchase intent C3
Depth of leaf colour_A	0.084	0.507	0.656	-0.117	0.626	-0.635	0.180	0.753	-0.005	0.636	-0.360
Leaf shape_A	0.032	0.178	**0.819**	-0.355	0.426	**-0.887**	0.339	**0.798**	-0.207	0.425	-0.045
Size of leaves_A	-0.176	-0.543	0.274	-0.386	-0.360	-0.412	0.173	0.049	-0.372	-0.415	0.554
Hairiness_A	-0.684	-0.264	0.391	-0.149	-0.003	-0.160	0.356	-0.099	-0.383	-0.563	0.738
Purple Stem_A	-0.039	-0.749	-0.492	-0.138	-0.655	0.128	-0.203	-0.438	0.267	**-0.932**	**0.800**

Numbers in bold indicate a significant correlation (Pearson n-1); green = significance at P<0.05, orange = significance at P<0.01. Abbreviations: A = appearance; O = odour; T = taste; F = flavour; MF = mouthfeel; AE = aftereffects. * = significant differences observed between rocket accessions; ^ = agglomerative hierarchical cluster with <20 individuals