

## Appendix

**1) What is your current gender identity?**

- Male
- Female
- Prefer not to say

**2) What is your age?**

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- Above 54

**3) What is your highest level of completed education?**

- Primary school
- Some high school
- Completed high school
- Technical qualification or trade certificate
- College/Undergraduate degree
- Postgraduate degree

**4) Would you say you live in a...?**

- Rural area or village
- Small or middle-sized town
- Large town or city

**5) Which of the following do you eat at least occasionally?**

- Beef
- Pork (bacon, ham, ribs)
- Mutton (lamb, goat)
- Poultry (chicken, turkey, duck)
- Fish or shellfish (tuna, lobster, shrimp, oysters)
- Dairy products (milk, yogurt, cheese, ice cream, butter)
- Eggs
- I never eat any of the above

**6) On average, how many meals with meat per week do you consume?**

For breakfast	0	1	2	3	4	more
For lunch						
For dinner						

**7) To what extent do you agree or disagree with the following statements?**

- Strongly disagree (1)
- Somewhat disagree (2)
- Neutral (3)
- Somewhat agree (4)
- Strongly agree (5)

I am concerned about animal welfare

Meat is one of the pleasures in my life

Meat is irreplaceable in my diet

I feel bad when I think of eating meat

I love meals with meat

To eat meat is disrespectful towards life and the environment

To eat meat is right of every person

If I did not eat meat, I would feel weak

Meat reminds me of diseases

By eating meat, I am reminded of animals' suffering and death

I do not picture myself without regular meat-eating

I would feel fine with meatless diet

**8) Conventional meat is**

- Strongly disagree (1)
- Somewhat disagree (2)
- Neutral (3)
- Somewhat agree (4)
- Strongly agree (5)

Healthy

Natural

Impacting the environment

Ethical

Tasty

Safe

Expensive

Good for animals

Sustainable

Nutritious

Necessary

**9) Have you heard of term “clean meat”?**

- Yes, I have
- No, I have not
- Unsure

**10) Imagine that clean meat has become widely available at grocery stores, restaurants, butchers, and markets. How likely would you try it?**

- Extremely unlikely
- Somewhat unlikely
- Neutral
- Somewhat likely
- Extremely likely

**11) How likely you would...**

Purchase clean meat regularly

Eat clean meat as a replacement for usual meat

Pay higher price for clean meat than usual meat

- Extremely unlikely
- Somewhat unlikely
- Unsure
- Somewhat likely
- Extremely likely

**12) Have you heard of term "plant based meat"?**

- Yes, I have
- No, I have not
- Unsure

**13) Imagine that plant-based meat has become widely available at grocery stores, restaurants, butchers, and markets. How likely would you try it?**

- Extremely unlikely
- Somewhat unlikely
- Neutral
- Somewhat likely
- Extremely likely

**14) How likely you would...**

Purchase plant-based regularly

Eat plant-based meat as a replacement for usual meat

Pay higher price for plant-based meat than usual meat

- Extremely unlikely
- Somewhat unlikely
- Unsure
- Somewhat likely
- Extremely likely