

Food choices and opinions on new products (V1.8)

* Required

Consent Form

You are being invited to participate in a marketing study regarding a novel food called *mycoprotein*.

This study is being done by food start-up company Yeti Foods (Denmark). The purpose of this study is to investigate customer views on different terms describing mycoprotein, its associated benefits and its production process.

This survey will take you approximately 20 minutes to complete. We'll ask you how well products with different characteristics resonate with you and what you think is important when buying food. We will also ask you some questions regarding demographics, such as age in years, level of education, household income-range and household composition.

All survey data will be collected and owned by start-up company Yeti Foods, and will be used for the development of marketing strategies for a novel food product. Yeti Foods will have access to all individual-level survey responses. **After aggregation and analysis, the individual-level survey responses will be deleted. No names, email addresses or other directly identifiable personal information will be collected.** A subset of the data will be anonymised and shared with Delft University of Technology (The Netherlands) for usage in academic research. This research aims to discover overall associations with food perceptions and the effect of different types of communication on food acceptance. The anonymised results of this academic research will be aggregated, and the insights will be incorporated in the thesis document which will be publicly available.

As with any online activity the risk of a breach is always possible. **To the best of our ability your answers in this study will remain confidential.** We will minimize any risks by (1) Not collecting your name/email for this research, (2) Storing the obtained data on secure company storage complying with relevant data protection regulations, and (3) Anonymising the subset of results needed by academic research, before sharing the data, therefore also ensuring all published data will be anonymous and aggregated.

Your participation in this study is entirely voluntary and you can withdraw at any time. You are free to omit any questions.

By selecting 'I agree', you confirm that you have read and understood the study information and consent to participate and for your data to be used as described.

1

If you give your consent to take part, please click 'I agree' below. *

I agree

I do not agree

Prolific ID

2

Please enter your Prolific ID *

Pre-Screening Questions

Please answer the following questions to determine whether you are eligible for participating in this study. If you are not, you will still receive payment for the time you've spent. As a reminder, being screened out does not affect your Prolific account in any way.

3

I cook meals from scratch at least three times a week *

Yes

No

4

I regularly buy organic fruits and vegetables *

Yes

No

5

How likely are you to eat pizza containing some form of conventional (animal-based) meat in the future? *

Not at all likely

Not so likely

Somewhat likely

Very likely

Extremely likely

How likely are you personally to eat plant-based meat in the future? This is plant-based beef, pork, chicken, poultry, or seafood that mimics the taste and texture of conventional meat, made out of plant protein. This includes brands like Beyond, Impossible, Gardein, MorningStar Farms, and Tofurky. *

- Not at all likely
- Not so likely
- Somewhat likely
- Very likely
- Extremely likely

Prolific Screener Validation

To ensure data quality and verify eligibility, we kindly ask you to answer a few short questions that may overlap with the information you provided on Prolific (such as your age or dietary preferences). Your responses help us confirm consistency and ensure that the study is only completed by participants who meet our criteria. This is a standard step in many academic studies.

7

What is your current age in years? *

8

How often do you engage in physical exercise per week? *

- Never (0 - 60 minutes per week)
- Sometimes (60 - 150 minutes per week)
- Often (more than 150 minutes per week)

9

Are you the main (or shared) grocery shopper for the food that your household eats? *

- Yes
- No

Demographic information

This information is for research purposes, it helps us understand views across different groups. You can always choose 'Prefer not to say' if you'd rather not answer a question.

10

What gender do you classify as? *

- Male
- Female
- Non-binary
- Prefer not to say

11

Including you, how many people live in your household? *

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 10+
- Prefer not to say

12

Are you currently living with your child(ren)? *

- Yes
- No
- Not applicable
- Prefer not to say

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What is your total household income per year, including all earners in your household (after tax) in USD? *

- Less than \$60,000
- \$60,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 - \$119,999
- \$120,000 - \$139,999
- \$140,000 - \$159,999
- \$160,000 - \$179,999
- More than \$180,000
- Prefer not to say

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Do you currently follow any of the following diets? *

- I do not follow any diet
- Vegetarian diet (you refrain from the consumption of meat (red meat, poultry, seafood, insects and the flesh of any other animal))
- Pescatarian diet (your diet includes fish and seafood, but not the flesh of other animals)
- Vegan diet (you refrain from eating any animal products)
- I follow a diet that isn't listed here
- Prefer not to say

Which of the following best describes the area you live in? *

- Urban (e.g., city center or densely populated area)
- Suburban (e.g., residential area outside a city)
- Rural (e.g. countryside, farmland, or small village)
- Prefer not to say

Which of these is the highest level of education you have completed? *

- No formal qualifications
- Secondary education (e.g. GED/GCSE)
- High school diploma / A-levels
- Technical/community college
- Undergraduate degree (BA/BSc/other)
- Graduate degree (MA/MSc/MPhil/other)
- Doctorate degree (PhD/other)
- Don't know / not applicable
- Prefer not to say

Survey questions

Part I: Your relationship with food

In this section, we'll ask you about your general relationship with food, your attitudes, preferences, and habits. We'll also ask some questions about how meat alternatives fit into your diet and lifestyle.

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How familiar are you with meat alternatives like plant-based meat (products used as an alternative to animal-based meat)? *

- I am aware of their existence, but I have not tried them
- I am aware of their existence, and I have tried them
- I am not familiar with meat alternatives

How much do you agree with the following statements about trying new foods? *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I am constantly sampling new and different foods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't trust new foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I don't know what is in a food, I won't try it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like foods from different countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethnic food looks too weird to eat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At dinner parties, I will try a new food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am afraid to eat things I have never had before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very particular about the foods I will eat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will eat almost anything.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to try new ethnic restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree with the following statements about your food behaviour in general? *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
To me product information is of high importance. I need to know what the product contains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not like spending too much time on cooking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When grocery shopping, I only buy things on my list	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look for store specials in advertisements, such as in flyers, emails, on apps, or social media, and plan to take advantage of them when I go shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find that dining with friends is an important part of my social life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frozen food accounts for a large part of the food products I use in our household.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always try to get the best quality for the best price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I compare labels to select the most nutritious food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to have ample time in the kitchen (for cooking/preparing meals).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We often get together with friends to enjoy an easy-to-cook, casual dinner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We use a lot of ready-to-eat foods in our household.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Enjoying the taste of food products is important to me when I am eating.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to know that I get quality for all my money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating is to me a matter of touching, smelling, tasting and seeing, all the senses are involved. It is a very exciting sensation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I compare prices between product variants in order to get the best value for money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over a meal one may have a lovely chat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooking is a task that is best over and done with.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy a good meal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me to be able to eat delicious food on weekdays as well as weekends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I compare product information labels to decide which brand to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey questions

Part I: Your relationship with food (continued)

In this section, we'll ask you about your general relationship with food, your attitudes, preferences, and habits. We'll also ask some questions about how meat alternatives fit into your diet and lifestyle.

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How much do you agree with the following statements about your food behaviour in general? *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
To me the naturalness of the food that I buy is an important quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is more important to choose food products for their nutritional value rather than for their taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read nutrition labels to track fat, salt, or additives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make a point of using natural or organic food products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I eat high-protein foods to help build or maintain muscle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to avoid processed foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I exercise regularly to stay fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to buy natural products, i.e. products without artificial ingredients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree regarding the following statements about GM (Genetically Modified) foods?

	Strongly disagree	Disagree	Neutral	Agree	Extremely agree
Genetically modified food products are healthier than other food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying gene technology in food production will increase the product choice in supermarkets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying gene technology in food production will reduce the price of food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying gene technology in food production will cause environmental hazards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genetically modified food products are better quality than other food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying gene technology in food production is a necessary activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genetically modified food products will cause allergy in human beings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying gene technology in food production can be used to solve environmental problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Genetically modified food products are a threat to human health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree Disagree Neutral Agree Extremely agree

Genetically modified organisms are likely to interfere with wild species in nature

Nobody knows the long-term consequences on the environment and human health of applying gene technology in food production

Applying gene technology in food production will only benefit the producer

Applying gene technology in food production is unnatural

Survey questions

Part I: Your relationship with food (continued)

In this section, we'll ask you about your general relationship with food, your attitudes, preferences, and habits. We'll also ask some questions about how meat alternatives fit into your diet and lifestyle.

For each of the following statements, please indicate if you believe the information to be true or false *

	True	False	Not sure
Lentils contain only few useful nutrients, therefore their health benefit is not great	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you have eaten high-fat foods, you can reverse the effects by eating apples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If cream is whipped it contains less calories than in its liquid form	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fat contains fewer calories than the same amount of fiber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A salad dressing made with mayonnaise is as healthy as the same dressing made with mustard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fat is always bad for your health; you should therefore avoid it as much as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasta with tomato sauce is healthier than pasta with mushroom and cream sauce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A balanced diet implies eating all foods in the same amounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The health benefit of fruit and vegetables lies alone in the supply of vitamins and minerals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bacon contains more calories than ham	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	True	False	Not sure
Oily fish (salmon, mackerel) contain healthier fats than red meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To eat healthily, you should eat less fat. Whether you also eat more fruit and vegetables does not matter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A scoop of chocolate ice cream is just as healthy as a scoop of lemon sorbet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The same amount of beef steak and chicken breast contains equally many calories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The same amount of sugar and fat contains equally many calories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A sandwich with mozzarella contains as many calories as the same sandwich with cheddar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For a healthy nutrition, dairy products should be consumed in the same amounts as fruit and vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skimmed milk contains fewer minerals than full-fat milk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brown sugar is much healthier than white sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A healthy meal should consist of half meat, a quarter vegetables and a quarter side dishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey questions

Part II: Your opinion on different packaging statements (3B)

In this section, we'll show you a new type of food product called *Mycoprotein* and ask your thoughts on its packaging and product information.

About Mycoprotein:

- It is a type of food made by fermenting a naturally occurring yeast (like the one used in beer brewing and bread making).
- It has a texture similar to meat and can be used to make animal-free products like burger patties, nuggets and cutlets that are minimally processed.
- It is high in protein and fiber, low in saturated fat, and seen as a healthy and environmentally friendly alternative to meat.

You'll see 4 front and back packages of the product. Take a moment to look at the full packaging before answering the following questions. Note: The *Nutrition Facts* and ingredient list are the same on all options.



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Indicate which of the following elements are present on the product packaging

- Product name
- Nutrition, ingredient or health claim
- Product picture
- Nutrition facts
- Ingredient list
- Logo's

24

How natural or artificial do you assess this product?

- | Very artificial | Artificial | Neither artificial
nor natural | Natural | Very natural |
|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

25

How healthy do you perceive this product to be

- | Very unhealthy | Unhealthy | Neither healthy
nor unhealthy | Somewhat healthy | Very healthy |
|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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To which extent do you agree with the following statements?

- | | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I trust that this product is safe to consume | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I have confidence in how this product was made or engineered | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I trust the health benefits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Considering the description of mycoprotein and the front and back of the package, how likely are you to:

	Extremely unlikely	Unlikely	Neutral	Likely	Extremely likely
Try this product if it was offered to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey questions

Part II: Your opinion on different packaging statements (1B)

Note: The **Nutrition Facts** and ingredient list are the same on all options.



28

Indicate which of the following elements are present on the product packaging

- Product name
- Nutrition, ingredient or health claim
- Product picture
- Nutrition facts
- Ingredient list
- Logo's

29

How natural or artificial do you assess this product?

- Very artificial Artificial Neither artificial nor natural Natural Very natural
-

30

How healthy do you perceive this product to be

Very unhealthy	Unhealthy	Neither healthy nor unhealthy	Somewhat healthy	Very healthy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31

To which extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I trust that this product is safe to consume	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have confidence in how this product was made or engineered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the health benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32

Considering the description of mycoprotein and the front and back of the package, how likely are you to:

	Extremely unlikely	Unlikely	Neutral	Likely	Extremely likely
Try this product if it was offered to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey questions

Part II: Your opinion on different packaging statements (4B)

Note: The **Nutrition Facts** and ingredient list are the same on all options.



33

Indicate which of the following elements are present on the product packaging

- Product name
- Nutrition, ingredient or health claim
- Product picture
- Nutrition facts
- Ingredient list
- Logo's

34

How natural or artificial do you assess this product?

- Very artificial Artificial Neither artificial nor natural Natural Very natural
-

35

How healthy do you perceive this product to be

Very unhealthy	Unhealthy	Neither healthy nor unhealthy	Somewhat healthy	Very healthy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36

To which extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I trust that this product is safe to consume	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have confidence in how this product was made or engineered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the health benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37

Considering the description of mycoprotein and the front and back of the package, how likely are you to:

	Extremely unlikely	Unlikely	Neutral	Likely	Extremely likely
Try this product if it was offered to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey questions

Part II: Your opinion on different packaging statements (2B)

Note: The **Nutrition Facts** and ingredient list are the same on all options.



38

Indicate which of the following elements are present on the product packaging

- Product name
- Nutrition, ingredient or health claim
- Product picture
- Nutrition facts
- Ingredient list
- Logo's

39

How natural or artificial do you assess this product?

- Very artificial Artificial Neither artificial nor natural Natural Very natural
-

40

How healthy do you perceive this product to be

Very unhealthy	Unhealthy	Neither healthy nor unhealthy	Somewhat healthy	Very healthy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41

To which extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I trust that this product is safe to consume	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have confidence in how this product was made or engineered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the health benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42

Considering the description of mycoprotein and the front and back of the package, how likely are you to:

	Extremely unlikely	Unlikely	Neutral	Likely	Extremely likely
Try this product if it was offered to you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey questions

Part III: Exploring names and health messages for mycoprotein

In this final section, we'll explore different names and health claims for *Mycoprotein*, the product you saw in the previous section.

As a reminder, the following was explained about *mycoprotein*:

- It is a type of food made by fermenting a naturally occurring yeast (like the one used in beer brewing and bread making).
- It has a texture similar to meat and can be used to make animal-free products like burger patties, nuggets and cutlets that are minimally processed.
- It is high in protein and fiber, low in saturated fat, and seen as a healthy and environmentally friendly alternative to meat.

We'll show you several possible names for the product, and ask you about the associations that come to mind. We'll also ask you how appealing certain health benefits sound to you.

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Based on the description above, would you be interested in trying this type of product?
If yes, why are you interested in trying this type of product?

- No, I'm not interested in trying this product
- Because of health benefits
- Out of curiosity or because of novelty
- Because of environmental reasons
- Because of how I think it would taste
- Because of low cholesterol
- Because of lack of antibiotics or hormones
- Because it is lactose-free

Please select all terms that you would associate with the term **'Nutritional Yeast'**

- Animal-based
- Healthy
- Processed
- Artificial
- Lab-grown
- None of the above
- Fungal
- Innovative
- Plant-based (made from plants)
- Sustainable
- Ethical
- Not from plant or animal
- Unhealthy
- Natural

Please select all terms that you would associate with the term **'Yeast biomass'**

- Sustainable
- Natural
- Innovative
- Animal-based
- Healthy
- Processed
- None of the above
- Lab-grown
- Fungal
- Ethical
- Unhealthy
- Plant-based (made from plants)
- Not from plant or animal
- Artificial

Please select all terms that you would associate with the term **'Mycelium'**

- Artificial
- Sustainable
- Natural
- Plant-based (made from plants)
- Not from plant or animal
- Lab-grown
- Ethical
- Healthy
- Innovative
- None of the above
- Unhealthy
- Animal-based
- Fungal
- Processed

Please select all terms that you would associate with the term **'Yeast protein'**

- Innovative
- Plant-based (made from plants)
- Natural
- Unhealthy
- Sustainable
- Ethical
- Animal-based
- Healthy
- None of the above
- Not from plant or animal
- Fungal
- Artificial
- Lab-grown
- Processed

Please select all terms that you would associate with the term **'Mycoprotein'**

- Animal-based
- Processed
- Ethical
- Lab-grown
- Sustainable
- Not from plant or animal
- Artificial
- Unhealthy
- Fungal
- Innovative
- Plant-based (made from plants)
- Natural
- Healthy
- None of the above

To what extent would each of the following health-related statements make the product more or less appealing to you?

	Much less appealing	Somewhat less appealing	Not sure / no opinion	Somewhat more appealing	Much more appealing
High in protein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A complete protein that contains all essential amino acids	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Source of dietary fiber	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Made without antibiotics or hormones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protein helps maintain muscle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A healthy choice for your heart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helps you stay focused and energized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fiber supports a healthy gut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you personally, to eat food that is genetically modified (bioengineered) in the future?

Very unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Very likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If the product was genetically modified, which of these health benefits would make it worth trying despite being genetically modified?

- High in protein
- Protein helps maintain muscle
- A complete protein that contains all essential amino acids
- A source of dietary fiber
- Fiber supports a healthy gut
- Made without antibiotics or hormones
- A healthy choice for your heart
- Helps you stay focused and energized

Does not consent

As you do not wish to participate in this study, please return your submission on Prolific by selecting the 'Stop without completing' button.

Inconsistent screening responses

You are ineligible for this study as you have provided information which is inconsistent with your Prolific prescreening responses. Please return your submission on Prolific by selecting the 'Stop without completing' button.

Not eligible for further participation

Thank you for completing the initial part of this study. Based on your answers, you are not eligible to continue to the full study. As mentioned earlier by Prolific, you will **still receive payment for the time you've spent**. As a reminder, **being screened out does not affect your Prolific account in any way**.

We appreciate your time, you can receive your payment by performing the following steps:

- 1) Make a note of this completion code: **C1D1KISX**
- 2) Click 'Submit' on this page to record your response.
- 3) Enter the completion code on Prolific to register your submission

End of survey

Thank you for completing this study, we appreciate your time. Please complete the following three steps to record your survey response and receive your reward:

1) Make a note of this completion code: **CNEOZBWZ**

2) Click 'Submit' on this page to record your response.

If you do not complete the second step, we will not receive your data and we will be unable to reward you.

3) Enter the completion code on Prolific to register your submission

Thank you for your participation

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

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