Supplementary Material

New Ecological Paradigm (NEP) (Whitmarsh, 2011 as adapted from Dunlap & Van Liere, 1978)

The NEP is comprised of six statements to which participants indicate their level of agreement using a 5-point Likert scale ranging from strongly disagree to strongly agree.

Humans have the right to modify the natural environment to suit their needs.

Humans are severely abusing the environment.

Plants and animals have as much right to exist as humans.

The balance of nature is strong enough to cope with the impacts of modern industrial nations.

Humans were meant to rule over the rest of nature.

The balance of nature is very delicate and easily upset.

(Statements 1, 4 and 5 are reverse coded for analysis purposes)

Binning criteria/codebook for open response question on opinions about consuming cultured meat

Category	Qualifiers	Example
Animal Welfare	Respondents opinions reference benefits for animals; reduced animal cruelty/harm; reduced impact of slaughterhouses	"I think it's a great alternative to the killing of animals"
Environment	Respondents opinions reference environmental benefits of cultured meat; environmental impact of cultured meat; mentions sustainability of cultured meat	"I would 100% try it, I believe it will be very beneficial to the environment and the future of the earth" "It's not good for you or the environment"
Naturalness	Respondents opinions reference unnaturalness of cultured meat; negative views on production method; distaste of modified food/GMOs; availability of more natural alternatives; mention of chemicals; mention of "real meat"; mentions the word natural or unnatural; refers to cultured meat as fake	"I think it's unnatural and probably harmful to humans" "Would prefer to know long-term effects of consuming GMO's like this before turning to it as my only meat source"
Health	Respondents opinions reference the nutritional value of cultured meat; questions how healthy cultured meat is; mentions health benefits/risks;	"If it…provides the same nutrition without harming the environment or population of animals I think it's a good idea"
Taste	Respondents opinions reference taste/texture of cultured meat; mentions wanting to sample cultured meat to examine how it tastes	"Sounds interesting, but I wonder how the taste really compares" "The idea sounds interesting and I would very much so like to sample this type of meat to test the difference between the two"
Cost	Respondents opinions reference the cost of cultured meat; concerns about cost	"Could save a lot of animals if it were…cost effective"

Want more information	Respondents reference on wanting more information; wanting more research done on cultured meat; questions about cultured meat	"I think it sounds like a good idea, but further research on the effects of it on human health, short term and long term need to be studied"
Other	Respondent does not fit into any of the above categories	"It is important for us to leave the ecosystems of bacteria fungi and plant cells in order for it to sustain, reproduce, and support itself"
Generally Positive	Respondents opinions were overall positive reaction/support for cultured meat; desire to try cultured meat	"Interesting idea, very creative and potentially successful alternative to common meat" "The idea sounds interesting and I would very much so like to sample this type of meat to test the difference between the two"
Generally Negative	Respondent opinions were overall negative; complete rejection of cultured meat; confusion about cultured meat; indication that they would not consume cultured meat; indication of disgust/lack of appeal	"It seems rather disturbing to know that that is an option. It is something I never really knew existed. It is definitely not something that I look out for when considering a food option on a menu or buying it in store, nor do I think it ever will."

The shortened Food Disgust Scale (Hartmann & Siegrist, 2018)

The shortened Food Disgust Scale is comprised of eight statements to which participants indicate how disgusting each of the actions or situations indicated in the statements are to them (6-point scale with 1 anchored as not disgusting at all and 6 anchored as very disgusting).

To put animal cartilage into my mouth.

To eat with dirty silverware in a restaurant.

Food donated from a neighbour whom I barely know.

To eat hard cheese from which mold was cut off.

To eat apple slices that turned brown when exposed to air.

The texture of some kinds of fish in the mouth.

To eat brown-coloured avocado pulp.

There is a little snail in the salad that I wanted to eat.

The Food Neophobia Scale (Pliner & Hobden, 1992)

The Food Neophobia scale is comprised of 10 statements to which participants rate their level of agreement (5-point Likert scale; strongly agree to strongly disagree).

I am constantly sampling new and different food.

I don't trust new foods.

If I don't know what is in a food I won't try it.

I like food from different countries.

Ethnic foods look too weird to eat.

At dinner parties I will try new food.

I am afraid to eat things I have never had before.
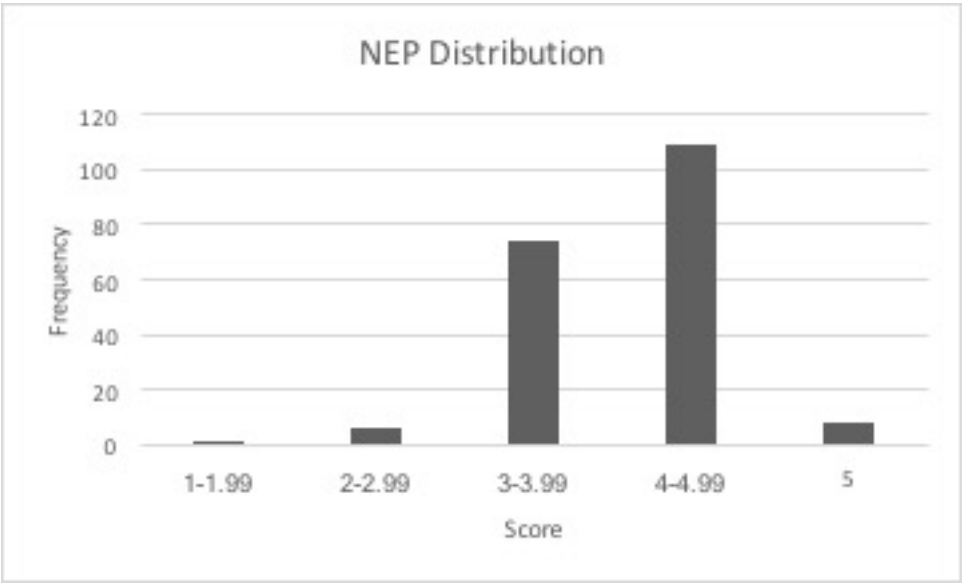
I am very particular about the food I will eat.

I will eat almost anything.

I like to try new ethnic restaurants.

(Statements 1, 4, 6, 9, & 10 are reverse coded for analysis purposes)

Distribution of NEP, Food Neophobia, and Food Disgust Scores

NEP SCORE	
Mean	3.99
Standard Error	0.04
Median	4
Mode	4.17
Standard Deviation	0.61
Sample Variance	0.38
Kurtosis	-0.27
Skewness	-0.42
Range	3.17
Minimum	1.83
Maximum	5

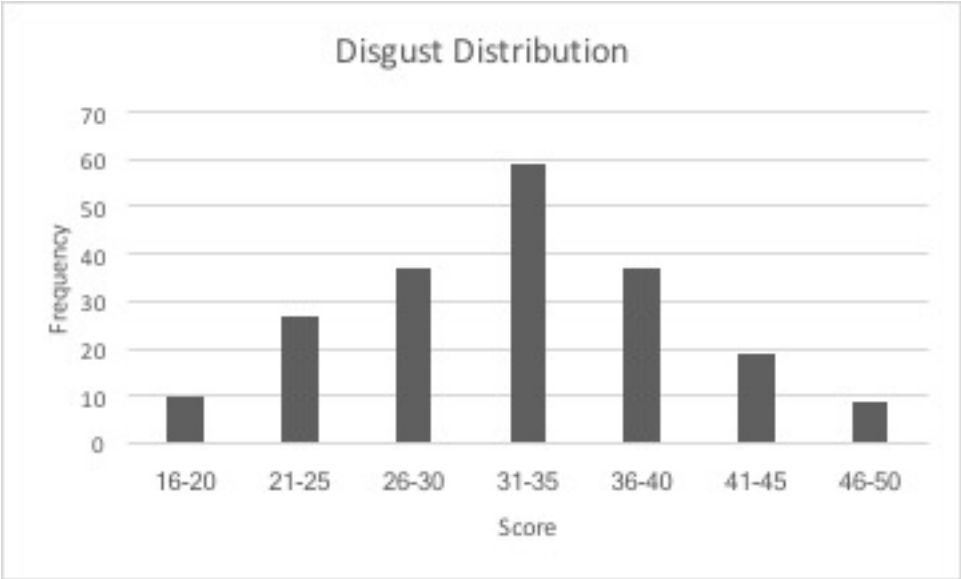|	Neophobia Score
Mean	24.19
Standard Error	0.65
Median	23
Mode	23
Standard Deviation	9.11
Sample Variance	82.92
Kurtosis	-0.48
Skewness	0.51
Range	39
Minimum	10
Maximum	49

Food Disgust Score	
Mean	32.54
Standard Error	0.51
Median	33
Mode	35
Standard Deviation	7.16
Sample Variance	51.32
Kurtosis	-0.53
Skewness	-0.09
Range	32
Minimum	16
Maximum	48

Disgust Distribution

Correlations (r) between predictor variables used to model initial intent to consumer cultured meat (CM) (regression analyses)

	Food disgust	Food neophobia	New Ecological Paradigm
Food disgust	-	-	-
Food neophobia	*0.43****	-	-
New Ecological Paradigm	0.06	0.01	-

*** p(r)<0.001

Sample sizes for examination of group differences between participants who responded positively to messaging (showed increase in intent) and those who did not (no change in intent)

Men (n=40) vs women (n=159)

- Men, increase in intent (n= 25)
- Women, increase in intent (n=104)
- Men, no change in intent (n= 15)
- Women, no change in intent (n=53)

Vegetarians/vegans (n=23) vs meat eaters (n=177)

- Veg, increase in intent (n=13)
- Meat eater, increase in intent (n=116)
- Veg, no change in intent (n=9)
- Meat eater, no change in intent (n=60)

Low meat consumers (n=159) vs high meat consumers (n=41)

- Low, increase in intent (n=61)
- High, increase in intent (n=12)
- Low, no change in intent (n=98)
- High, no change in intent (n=29)

Low NEP score (n=80) vs high NEP score (n=120)

- Low NEP, increase in intent (n=27)
- High NEP, increase in intent (n=46)
- Low NEP, no change in intent (n=53)
- High NEP, no change in intent (n=74)

Religion important (n=115) vs religion not important (n=85)

- Religion important, increase in intent (n=44)
- Religion not important, increase in intent (n=29)
- Religion important, no change in intent (n=71)
- Religion not important, no change in intent (n=56)

Liberals (n=96) vs conservatives (n=25)

- Liberals, increase in intent (n=32)
- Conservatives, increase in intent (n=7)
- Liberals, no change in intent (n=64)
- Conservatives, no change in intent (n=18)