

The questionnaire

Table S1. Variables used in the questionnaire.

Item groups	Items	Issues	Source
Section 1: consumers' habits about food (mean score on 10-point scale)			
1		Responsibility for the grocery shopping in family (0=no, 1=yes)	
2	Aspects you pay attention when you consume food (<i>Health aspects</i>)	The hygienic requirements of food (hygienic) The effects on human health (health_effects) The caloric intake of food (caloric) The food protein intake (proteic_aspects) The food fat intake (fat) The environmental impact of food consumption (environmental_impact) The geographic origin of food (geographic) The food and culinary traditions (traditions) The social impact of food consumption (social_impact) The production method of food (production_methodt) The seasonality of food (seasons)	[1,2]
3	Agreement or disagreement with the following statements (<i>Food neophobia</i>)	I am very particular about the foods I will eat (attention) I like to try new ethnic restaurants (ethnic_restaurant*) If I don't know what is in a food, I won't try it" (do_not_try) I am constantly sampling new and different foods (new*) I like foods from different cultures (different_culture*) At dinner parties, I will try a new food (new_food*) Ethnic food looks too weird to eat (strange) I don't trust new food (do_not_trust) I am afraid to eat things I have never had before (fear)	[3]
4	Agreement or disagreement with the following statements (<i>Food technology neophobia</i>)	I don't have enough knowledge on effects of new food technologies on human health (don't_know_effect on health) New food technologies decrease the natural quality of food (low_quality)	[3]

		There is no sense in trying out high-tech food products because the ones I eat are already good enough" (good_enough)	
		The benefits of new food technologies to reduce world hunger are often overstated (world_hunger_overestimated)	
		The environmental benefits of new food technologies are often overstated (environmental_benefits_overestimated)	
		New food technologies are unnecessary (no_tecnology)	
		Section 2: consumers' habits about pasta choices	
5	Frequency of durum wheat pasta consumption (0= never; 1=once a month; 2=once a week; 3= twice a week; 4= more than twice a week; 5= every day)	never once a month once a week twice a week more than twice a week every day	[1]
6	Places of consumption	at home out of home -bars, restaurants both	[1]
7	Agreement or disagreement with the following statements (Italian pasta tradition)	The origin of the wheat is a qualitative indicator for Pasta (origin as quality indicator) I preference to consume pasta produced with durum wheat cultivated only in Italy (Italian_wheat) I preference to consume pasta produced with durum wheat cultivated only in the South of Italy (Southern_Italy_wheat) I believe Italian pasta is produced only with Italian durum wheat (Italy) I believe Italian pasta is produced with durum wheat cultivated both in Italy and abroad (Italy_and_abroad) I preference to buy pasta with recyclable packaging (recycle_packaging) I believe it is important to have information about benefits effect of pasta (info_health_benefits) I believe it is important to have information about production process of pasta (info_production) I prefer to buy Italian pasta brands regardless of the origin of durum wheat (no_origin) I prefer to buy pasta with a brand linked to an Italian territory with traditions of durum wheat cultivation (territorial_brand) I prefer to buy pasta low environmental impact (low_impact) I prefer to buy pasta with quality certifications (i.e. organic certification etc) (quality_certification) I prefer to buy pasta with healthy certifications (healthy_certification) I prefer to buy pasta with ethical certifications (ethical_certification)	[1]
8	Attributes you pay attention when you choose pasta (Attributes of pasta)	Production method (method) Pasta types (type) Origin of durum wheat (origin) Producer brand (pasta_brand) Nutritional information on label (label_nutrition) Color (color) Cooking time (time) Cooking type (cook_type) Quality certifications (quality_certification) Price (price)	[1]
9		Section 3: consumers' behavior towards functional pasta comprising Opuntia (mean score on 10-point scale)	
10		Have you ever heard about functional pasta comprising Opuntia? (fam) (0=No; 1=Yes)	[2]
11		Have you ever eaten functional pasta comprising Opuntia before? (cons) (0=No; 1=Yes)	
12		Would you be willing to eat functional pasta comprising Opuntia? (willing) (0=No; 1=Yes)	
13	How much would you be willing to pay for functional pasta featuring Opuntia compared with that 1 kg of conventional pasta? (WTP) (0= none, 1= ≤ 50%, 2= > 50%)		
14	What functional pasta characteristics could affect your decision to eat it? (Functional pasta)	If I think to eat functional pasta comprising Opuntia, I'm curious to try it (curiosity) If functional pasta comprising Opuntia produces health benefits, I would eat it (health_benefits) If functional pasta comprising Opuntia are more nutrient than conventional pasta, I would eat it (more_nutrient) If functional pasta production is less environmentally impactful than conventional pasta, I would eat it (low_env_impact) If functional pasta is less expensive than conventional pasta, I would eat it (low_cost) If functional pasta is produced by my trusted pasta manufacturing, I would eat it (pasta_factory) If I get more information about functional pasta comprising Opuntia, I would eat it (more_info) I'm disgusted to the idea of eating functional pasta comprising Opuntia (disgust*)	[2]
		Section 4: sociodemographic information	
15		Age	
16		Gender (0=female; 1=male)	
17		Education (edu) : 0=primary or secondary (low education); 1=degree, master and/or PhD (high education)	
18		Annual Income (income): 0=< 10,000; 1=10,001 – 20,000; 2=20,001 – 30,000; 3=30,001 – 40,000; 4=40,001 – 50,000; 5=> 50,001	

*Reversed coded.

Word in brackets refers to the abbreviation of the variable in the manuscript.

Source: adapted from Palmieri et al., 2021.

References

1. Altamore, L.; Ingrassia, M.; Columba, P.; Chironi, S.; Bacarella, S. Italian Consumers' Preferences for Pasta and Consumption Trends: Tradition or Innovation? *J. Int. Food Agribus. Mark.* **2019**, *0*, 1–24.
2. Palmieri, N.; Suardi, A.; Stefanoni, W.; Pari, L. Opuntia ficus-indica as an Ingredient in New Functional Pasta : Consumer Preferences in Italy. **2021**.
3. Verbeke, W. Profiling consumers who are ready to adopt insects as a meat substitute in a Western society. *Food Qual. Prefer.* **2015**, *39*, 147–155.