

Supplementary Materials

Survey Questions

Table S1: Survey questions and responses.*

Survey Question	Response Type/Options
1. How old are you (in years)?	<ul style="list-style-type: none"> • < 19 • 19-24 • 25-30 • > 30
2. Have you eaten seaweed on at least one occasion over the past 12 months? For example, sushi wrapped in seaweed, seaweed crackers or miso soup.	<ul style="list-style-type: none"> • Yes • No • Unsure
3. Are you comfortable completing this survey in English?	<ul style="list-style-type: none"> • Yes • No
4. What is your gender?	<ul style="list-style-type: none"> • Male • Female • Non-binary/Other • Prefer not to say
5. What is your highest level of education?	<ul style="list-style-type: none"> • Completed primary school • Completed high school or equivalent • Completed diploma, certificate or equivalent • Completed tertiary level education, equivalent, or above • Prefer not to say
6. What is your average household income? (in \$AUD)	<ul style="list-style-type: none"> • Under \$40,000 • \$40,000-\$59,999 • \$60,000-\$99,999 • \$100,000 or over • Prefer not to say
7. What is your postcode?	[Free text]
8. Please list three of the greatest advantages of eating seaweed (what are the 3 best things about eating seaweed).	[Free text] [Free text] [Free text]
9. Please list three of the greatest disadvantages of eating seaweed (what are the 3 worst things about eating seaweed).	[Free text] [Free text] [Free text]

10. Please list three factors that would **enable (make it easier)** for you to eat seaweed. [Free text]
[Free text]
[Free text]

11. Please list three factors that make it **difficult (harder)** for you to eat seaweed. [Free text]
[Free text]
[Free text]

12. How important are the following factors in influencing your decision to purchase seaweed? Please respond to all options.

	Not applicable	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freshness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of preparation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friend/Family preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Which sources of seaweed information would you use? Select all that apply.

- Books
- Brochures/Handouts
- Consumer advocacy groups
- Environmental groups
- Family/Friends
- General practitioners
- Government publications
- Health newsletter
- Internet
- Media
- Nutritionists/Dietitians
- Point of purchase

14. What would be the best way (your preferred way) for you to get information about seaweed? Select one.

- Books
- Brochure/Handouts
- Environmental groups
- Family/Friends
- General practitioners
- Health newsletter
- In-store signs
- Internet
- Media
- Nutritionists/Dietitians
- Point of purchase

15. Can you recall any varieties or types of seaweed?	<ul style="list-style-type: none"> • Yes (please specify): [Free text] • No
16. [Display this question if answer to Q.15 is yes] What varieties or types of seaweed do you like to eat?	[Free text]
17. When do you eat seaweed? Select all that apply.	<ul style="list-style-type: none"> • Lunch • Dinner • Snacks • Special occasion (please specify): [Free text] • Other (please specify): [Free text]

[illegible][illegible]

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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<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"/>	<input type="radio"/>	<input type="radio"/>

*The survey includes an adapted version of the tool used by Hicks et al to assess consumer beliefs and knowledge regarding seafood consumption (Q.13, Q.14, Q.18) [31], and the validated Food Neophobia Scale by Pliner and Hobden (Q.19) [25].