

Supplementary Material S1: Close-ended questionnaire used for the study

Population demographics/General questions:

1. What is your age?
 - a. Younger than 18 years
 - b. 18 to 24 years
 - c. 25 to 30 years
 - d. Older than 30 years
2. What is your gender?
 - a. Male
 - b. Female
 - c. Other
 - d. Prefer not to say
3. What is your occupation?
 - a. Student at school
 - b. Apprentice
 - c. Bachelor/undergraduate student
 - d. Master/postgraduate student
 - e. Employee
 - f. Other
4. Where were you born?
 - a. Africa
 - b. Asia
 - c. Europe
 - d. North America
 - e. South America
 - f. Australia/Oceania
5. Where are you currently living?
 - a. Africa
 - b. Asia
 - c. Europe
 - d. North America
 - e. South America
 - f. Australia/Oceania

6. Have you heard about insect-based products?
 - a. Yes
 - b. No
7. Specify: In which country do you currently live?
8. Have you ever eaten insect-based products (e.g. with insect flour)?
 - a. Yes
 - b. No
9. In what preparations do you think insects would be more attractive?
 - a. If their natural appearance cannot be seen.
 - b. If their natural appearance can be seen.

General neophobia:

For each statement, select the answer option that suits you best.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

10. I feel uncomfortable when I find myself in novel situations.
11. I am afraid of the unknown.
12. I avoid speaking to people I do not know when I go to a party.
13. I don't like sitting next to someone I don't know.

Food neophobia:

For each statement, select the answer option that suits you best.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

14. I am constantly sampling new and different foods.
15. I don't trust new foods.
16. If I don't know what is in a food, I won't try it.
17. I like foods from different countries.
18. In the past year, I have added new foods to my diet.
19. At dinner parties, I will try a new food.
20. I am afraid to eat things I have never had before.
21. I will eat almost anything.
22. When it comes to cooking, I like to try out new things or be innovative with how to prepare my food.

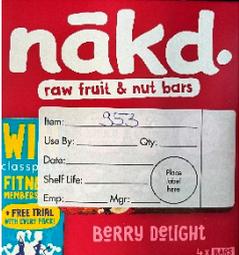
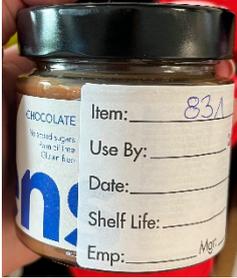
Insect-based (processed) products as new food:

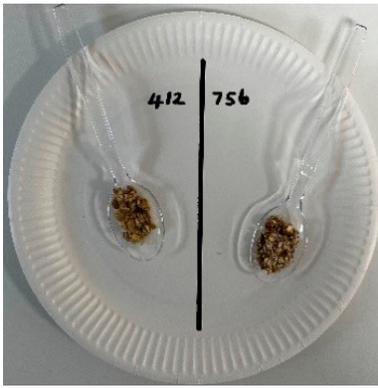
For each statement, select the answer option that suits you best.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

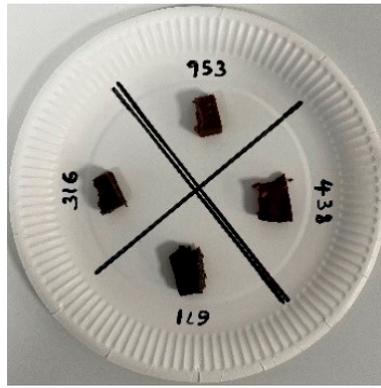
23. I would be more likely to try eating insect-based products if I were in a region in which it is more common.
24. Eating insect-based products is adventurous.
25. Religious beliefs deter me from eating insect-based products.
26. Moral beliefs deter me from eating insect-based products.
27. I would purchase insect-based products to eat.
28. If insect-based products were available at my local market, I would be more likely to purchase them to eat.
29. Insect-based products should be more affordable than other animal-based products.
30. If my friends or family were eating insect-based products, I would eat them too.
31. Eating insect-based products will impress my friends and family.
32. Eating insect-based products is dangerous.
33. I think that the consumption of insect-based products might become a common practice in the future.
34. Eating insect-based products feels familiar to me.
35. Eating insect-based products is enjoyable.
36. I'm afraid eating insect-based products will make me physically ill.
37. Insects are a good source of protein and other nutrients.
38. Insects are a good alternative to eating beef.
39. Eating insect-based products promotes environmental sustainability.
40. Eating insect-based products is disgusting.
41. It is not safe to eat insect-based products.
42. Eating insect-based products is healthy.
43. Eating insect-based products add variety to the diet.
44. Insects are generally the solution to feeding the world.
45. Eating insect-based products is the newest trend.
46. Eating insect-based products is unsanitary.
47. I want to include insect-based products in my usual diet.
48. I think that insect-based products would be welcomed by the general public.
49. Knowing that the consumption of insect-based products has the potential to be a sustainable food practice would encourage me to consume them.

Supplementary Material S2: Insect-based and comparison products including randomly assigned numbers used for the sensory evaluation.

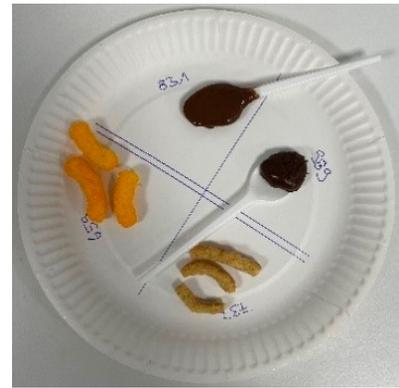
Category	Insect-based products	Comparison products
Granola	 <p data-bbox="635 309 890 448">No. 756 JiMini's Honey & Almond Granola</p>	 <p data-bbox="1182 309 1406 448">No. 412 Tesco Honey & Almond Granola</p>
Bars	 <p data-bbox="635 609 890 748">No. 671 Essento Raw Cacao Protein Bar</p>	 <p data-bbox="1182 609 1406 748">No. 316 Naked Cocoa Delight Bar</p>
	 <p data-bbox="635 855 890 994">No. 438 Entosus Berry Almond Protein Bar</p>	 <p data-bbox="1182 855 1406 994">No. 953 Naked Berry Delight Bar</p>
Hazelnut spread	 <p data-bbox="635 1115 890 1299">No. 831 Sens Hazelnut Chocolate Protein Spread</p>	 <p data-bbox="1182 1115 1406 1254">No. 989 Tesco Hazelnut Chocolate Spread</p>
Cheese puffs	 <p data-bbox="635 1429 890 1568">No. 737 Saved Lentil Puffs Mature Cheese</p>	 <p data-bbox="1182 1429 1406 1532">No. 659 Tesco Cheese Puffs</p>



Granola comparison of the insect-based JiMini's Honey & Almond Granola (756) and the insect-free Tesco Honey & Almond Granola (412).



Chocolate bar comparison of the insect-based Essento Raw Cacao Protein Bar (671) and the insect-free Naked Cocoa Delight Bar (316), Berry bar comparison of the insect-based Entosus Berry Almond Protein Bar (438) and the insect-free Naked Berry Delight Bar (953).



Hazelnut spread comparison of the insect-based Sens Hazelnut Chocolate Protein Spread (831) and the insect-free Tesco Hazelnut Chocolate Spread (989), Puffs comparison of the insect-based Saved Lentil Puffs Mature Cheese (737) and the insect-free Tesco Cheese Puffs (659).