

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

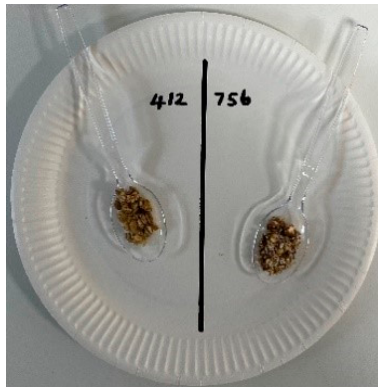
Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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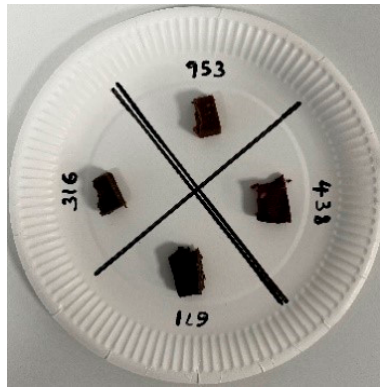
23. I would be more likely to try eating insect-based products if I were in a region in which it is more common.
24. Eating insect-based products is adventurous.
25. Religious beliefs deter me from eating insect-based products.
26. Moral beliefs deter me from eating insect-based products.
27. I would 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.

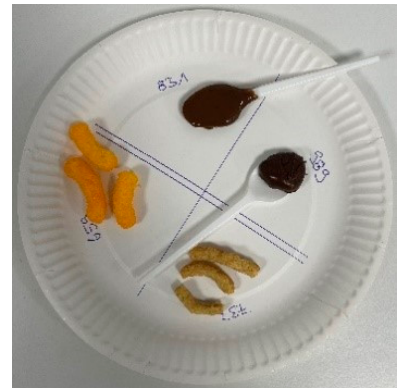
Category	Insect-based products		Comparison products	
Granola		No. 756 JiMini's Honey & Almond Granola		No. 412 Tesco Honey & Almond Granola
Bars		No. 671 Essento Raw Cacao Protein Bar		No. 316 Naked Cocoa Delight Bar
		No. 438 Entosus Berry Almond Protein Bar		No. 953 Naked Berry Delight Bar
Hazelnut spread		No. 831 Sens Hazelnut Chocolate Protein Spread		No. 989 Tesco Hazelnut Chocolate Spread
Cheese puffs		No. 737 Saved Lentil Puffs Mature Cheese		No. 659 Tesco Cheese Puffs



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).