English ⌄

Intro

Hello,

This survey is about your food preferences.
Your answers will remain **strictly anonymous and will be used exclusively for academic purposes**. No commercial exploitation will be made.
There are no right or wrong answers, we are only interested in your opinions.
Completing this questionnaire will take **about 10 minutes**. Some questions may be similar.

We thank you for your time.

Préparation au scénario

To begin, we will ask you to read **a scenario** carefully. For the rest of the study, it is **essential that you project yourself as much as possible into the fictional situation described below.**

Scénario commun

Take a moment to imagine the situation described below:
(the 'Next' button will appear after a few seconds)

You agree to participate in a survey about new food products. As part of the survey, you are asked to taste different dishes and express your opinion.

First, you are asked to taste a hamburger. At first glance, it looks ordinary. But after tasting it, you find this burger particularly good. The meat is tasty, juicy, well seasoned. You are enjoying it!

Take a few moments to imagine the taste of this delicious burger.

Condition 1 : Steak d'insectes

Once the tasting is over, you learn that the meat inside the burger was not meat but a steak made from mixed insects.

Condition 2 : steak végétal

Once the tasting is over, you learn that the meat inside the burger was not meat but a vegetable steak made from pea protein.

Condition 3 : Steak de viande cellulaire

Once the tasting is over, you learn that the meat inside the burger was not ordinary meat but a steak made from cellular meat, grown in vitro.

Emotions, croyances, attitudes, motivation

How do you feel after this tasting and after knowing the content of the burger?

	1. Strongly disagree	2	3	4	5. Strongly agree
Fun	○	○	○	○	○
Pride	○	○	○	○	○
Relief	○	○	○	○	○
Surprise	○	○	○	○	○
Satisfaction	○	○	○	○	○
Guilt	○	○	○	○	○
Anger	○	○	○	○	○
Disgust	○	○	○	○	○

	1. Strongly disagree	2	3	4	5. Strongly agree
Shame	○	○	○	○	○
Joy	○	○	○	○	○
Fear	○	○	○	○	○
Sadness	○	○	○	○	○

What is your opinion about the alternative to meat described in the scenario you read?

	1. Strongly disagree	2	3	4	5. Strongly agree
It's a solution for the future	○	○	○	○	○
It is a good solution to preserve animal welfare	○	○	○	○	○
It is a good solution to preserve the planet	○	○	○	○	○
It is a good solution to preserve the health of individuals	○	○	○	○	○

What is your overall opinion of the alternative to meat described in the scenario :

	1. Strongly disagree	2	3	4	5. Strongly agree
I am in favor of this type of alternative to meat	○	○	○	○	○
It is a good alternative to the consumption of traditional meat	○	○	○	○	○
It is a good thing that this type of product is being developed	○	○	○	○	○

If you were to use this type of product, what would be your main motivation (only one answer possible):

○ Environmental protection

○ Preserving my health

○ Animal welfare

○ [_____] Other (specify)

○ None of the above

intention d'achat

Regarding the steak used to make the burger described in the scenario, what would be your intention to purchase this product?

	1.Strongly disagree	2	3	4	5. Strongly agree
This is a product I could buy	○	○	○	○	○
I would most likely buy this product if I could find it in a store	○	○	○	○	○

Now that you know what the burger is made of, how appetizing is it?

	1. Strongly disagree	2	3	4	5. Strongly agree
I am salivating at the thought of tasting this burger	○	○	○	○	○
This burger is appetizing	○	○	○	○	○

Rapport à la viande

How often do you eat meat?

- ○ At least once a day
- ○ Every day or almost every day
- ○ More than once a week
- ○ More than once a month
- ○ More than once a year
- ○ Less often
- ○ Never

How would you describe your diet? (1 choice)

- ○ Omnivore (I eat everything)
- ○ Flexitarian (I eat everything but I limit my meat consumption)
- ○ Vegetarian (I eat everything except meat and fish)
- ○ Pesco vegetarian (I eat everything except meat)
- ○ Vegan (I do not eat any animal products)

Do you intend to reduce your meat consumption in the future?

	1. Strongly disagree	2	3	4	5. Strongly agree
I want to reduce my meat consumption	○	○	○	○	○
I am considering not eating meat anymore	○	○	○	○	○

In your immediate circle (friends, family, colleagues...), how many vegetarians or vegans do you know?

[   ]

In the scenario you read at the beginning of the questionnaire, what was in the burger?

○ A steak made from mixed insects
○ A vegetable steak made from pea protein
○ A steak made from cellular meat, grown in vitro

How much do you agree with the following sentences?

	1. Strongly disagree	2	3	4	5	6	7. Strongly agree
Humans must continue to eat meat because we have done so for thousands of years.	○	○	○	○	○	○	○
Eating meat is better for my health.	○	○	○	○	○	○	○
I have eaten meat all my life, I can never give it up.	○	○	○	○	○	○	○

Personnalité & self-concept

The questionnaire is almost finished. Just a few more questions to get to know you better...

I see myself as someone who is...

	1. Strongly disagree	2	3	4	5. Strongly agree

	1. Strongly disagree	2	3	4	5. Strongly agree
Curious	○	○	○	○	○
Open to new experiences	○	○	○	○	○
Creative	○	○	○	○	○

Please indicate your level of agreement or disagreement with the following statements:

	1. Strongly disagree	2	3	4	5. Strongly agree
I consider myself an environmentally conscious consumer	○	○	○	○	○
I consider myself a "green" consumer	○	○	○	○	○
I would describe myself as an environmentally responsible consumer	○	○	○	○	○
	○	○	○	○	○

Socio-demo

Finally...

What is your gender?

○ Masculine
○ Feminine
○ Non-binary

What is your age?

[   ]

What is your socio-professional category?

○ Farmers
○ Craftsmen, tradesmen, company managers
○ Executives and higher intellectual professions
○ Intermediate professions
○ Employees
○ Workers

○ Retired

○ Students

○ Other people without professional activity

How hungry were you when you filled out this questionnaire?

How religious are you?

1. Not
religious
at all

○

2   3

○   ○

4   5

○   ○

6

○

7. Very
religious

○

What is your political orientation?

Very left

○

2   3

○   ○

Center

◯

5   6

◯   ◯

Very right

◯

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