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| --- | --- | --- |
| Independent variable | Description | Coding |
| Perception towards current ecological situation | The so-called “ecological crisis” facing humankind has been greatly exaggerated. | 0: Other  1: agree |
| Health disinterest (snacks) | The healthiness of snacks makes no difference to me. | 0: Other  1: agree |
| Willingness to try new food | I like to try new ethnic restaurants (of other cultures). | 0: Other  1: agree |
| Sensory acceptability | Indicate how much you like the product considering overall its appearance, aroma, texture, and taste | 1: absolutely dislike  2: dislike very much  3: moderately dislike  4: slightly dislike  5: neither like, neither dislike  6: slightly like  7: moderately like  8: like very much  9: absolutely like |
| Interest in specific ingredients | What are the factors that may affect your choice of high-protein snacks, beverages, or protein powder?  Brand, origin, packaging, shelf-life, flavouring ingredient, protein content, protein type, sweetener type, nutrition claim, presence of additives/preservatives | 0: none of the factors selected as important (protein type, sweetener type, flavouring ingredient)  1: At least one of the factors selected as important (protein type, sweetener type, flavouring ingredient) |
| Income | monthly net individual income | 0: below 2000 EUR  1: above 2000 EUR |
| Gender |  | 0: female  1: male |
| Previous experience with edible insects |  | 0: never tried edible insects or only once  1: tried edible insects more than once |

TABLE A1 Explanatory variables description used in binary logistic regression