



Project Number: 1582

Project Acronym: ProxIMed

Project title: Exploration and Implementation of Products with Alternative Proteins in the Mediterranean Region

Deliverable 2.2

Questionnaire for Consumer Preference and Willingness to Pay for Food Products with Alternative Proteins in Selected Mediterranean Region

WP2 - Lead Beneficiary: University of Applied Sciences Weihenstephan-Triesdorf

Authors:

Tura Kaso Hamo

Agnes Emberger-Klein

Klaus Menrad

Table of Contents

1. Introduction	3
2. Questionnaire	4
2.1. <i>Information for participants</i>	4
2.2. <i>Declaration of consent</i>	5
2.3. <i>Screening Questions</i>	6
2.4. <i>Understanding Consumer Perspectives on Alternative Proteins</i>	6
2.5. <i>Evaluation of consumers' intentions to adopt alternative proteins</i>	10
2.6. <i>Analysis of preferences for Alternative protein sources from traditional, Novel, and Agri-food byproducts</i>	13
2.7. <i>Assessment of an Innovative Date Powder</i>	18
2.8. <i>Demographic Profile of Respondents</i>	20



The information contained in this document reflects only the view of the project PROXIMED and in no way reflects PRIMA's opinion for which cannot be held responsible for any use that may be made of the information it contains

1. Introduction

This document serves as the submission for Deliverable 2.2, part of the ongoing ProxIMed project, supported financially by the European Union, which aims to introduce proteins from sustainable sources into the Mediterranean food and feed systems to promote and establish the use of alternative proteins. The document includes a comprehensive questionnaire to collect vital information about consumer preferences and willingness to pay for alternative protein food products. Through this research, the factors influencing consumer views toward alternative proteins and advising future product development and marketing initiatives can be better understood. The questionnaire was implemented in three Mediterranean countries: Portugal, Tunisia, and Turkey, while additional data from Ethiopia added further depth to the analysis.

The questionnaire starts with information for participants and a declaration of consent, followed by examination questions. The central questions were organized into the following major sections:

The first part is about understanding consumer perspectives on alternative Proteins. This questionnaire section helps to investigate current awareness status, factors affecting awareness, and consumption of alternative protein sources, including perceived benefits and problems.

The second part evaluates consumers' intentions to adopt alternative proteins. In this segment, the standard questionnaire helps to analyze consumers' intentions toward sustainable diets and incorporating alternative proteins into their diets, evaluating the attitudes, perceptions, and intents included.

The third part is the analysis of preferences for alternative protein sources from traditional, novel, and agri-food byproducts: we included the standard questionnaire to evaluate customer preferences for various forms of alternative proteins, such as conventional sources, novel sources, and by-products from the agri-food industries.

The fourth part is the assessment of an innovative date powder. In this section, the questionnaire assessed consumer perceptions of innovative food technology, specifically for an innovative date powder product, which is being tested as a novel alternative protein source.

The last part is the demographic profile of respondents. This final portion includes a demographic questionnaire to contextualize the study findings and provide a more in-depth analysis of patterns across various consumer segments.



The information contained in this document reflects only the view of the project PROXIMED and in no way reflects PRIMA's opinion for which cannot be held responsible for any use that may be made of the information it contains

2. Questionnaire

2.1. Information for participants

Dear Participant,

We are pleased that you are interested in this study on consumer preferences and willingness to pay for food products with alternative proteins in Emerging economy countries.

Information about the study

This study from Weiheinstephan-Triesdorf University of Applied Sciences aims to investigate the consumers' acceptance, preferences, and willingness to pay for food products with alternative proteins in selected Emerging-Economy Countries. The study is part of the EU-funded research project ProxIMed ([Home - ProxIMed \(proximedprima.eu\)](http://proximedprima.eu))

The first section asks you to understand your perspectives on alternative proteins. The second concerns your intentions to adopt alternative proteins, the third concerns your preference among alternative protein sources, and the fourth concerns an innovative date powder assessment. Finally, you will be asked socio-demographic questions.

Benefits and costs for participants

You are only required to bring some time. Otherwise, no burden is to be expected. Your benefit will be the opportunity to contribute to research and support the PhD of RESEARCHER.

Voluntariness of participation

Your participation in the study is voluntary, and you have the right to withdraw at any time without any disadvantages and without giving reasons. The data collection is anonymized, and no personal data are collected in this survey.

If you have any questions or problems, please feel free to contact me.

Thank you very much, and kind regards,

RESEARCHER NAME

Weiheinstephan-Triesdorf University of Applied Sciences, Chair of Marketing and Management of Renewable Resources, TUM Campus Straubing

ADDRESS



The information contained in this document reflects only the view of the project PROXIMED and in no way reflects PRIMA's opinion for which cannot be held responsible for any use that may be made of the information it contains

2.2. *Declaration of consent*

I have read and understood the information about the study mentioned above. In writing, I was informed in detail about the purpose and course of study, the benefits and risks of participation, and the rights and obligations.

I have been informed that my participation is voluntary and that I have the right to withdraw my consent at any time without giving reasons and without incurring any disadvantages as a result.

Consent:

☐ I hereby voluntarily agree to participate in the above study.

(For an online document, consent by ticking the box).



The information contained in this document reflects only the view of the project PROXIMED and in no way reflects PRIMA's opinion for which cannot be held responsible for any use that may be made of the information it contains

2.3. Screening Questions

1. How old are you? Please choose one of the following,
 - 1= Less than 18 years (If selected, automatically exit survey)
 - 2= 18-24 years
 - 3= 25-29 years
 - 4= 30-44 years
 - 5= 45-65 years
 - 6= 65 Years
2. How would you best describe yourself in the household you currently reside in? Please choose one of the following answers:
 - 1= I am the only one who has to purchase food supplies (Continue to start the survey)
 - 2= I purchase food supplies; thus, I am partially accountable (Continue to start the survey)
 - 3= I am not responsible for the purchase of food supplies (automatically taken to exit survey)

2.4. Understanding Consumer Perspectives on Alternative Proteins

3. When considering the food and beverages you consume, please select the statement that best describes your food preferences. [ONLY 1 OPTION CAN BE SELECTED]
 - 1= Omnivore (I eat meat from animals, dairy products, seafood, and fish)
 - 2= Pescatarian (I don't eat meat from animals, but I do eat dairy products, seafood and fish)
 - 3= Vegetarian (I don't eat meat from animals, seafood and fish)
 - 4= Vegan (I eat no animal products, including dairy products, eggs, seafood, fish, and meat)
 - 5= Flexitarian (I have a primarily vegetarian diet but occasionally eat meat, dairy, fish, and seafood)
 - 6= Halal 7. Others (Specify)
4. What are the reasons for your diet? (Multiple answers possible?)
 - 1= Health, 2= Ethical, 3= Personal, 4= Religious, 5= I prefer not to answer, 6= Other (Specify)—
5. Have you been aware of food with alternative proteins?
 - 1=Yes, 0= No (if response is no, go to question No. 9)
6. If the response to Question NO.5 is Yes, Please, define or describe alternative proteins in your own words. -----
7. By comparing the accurate description/definition with the response of the respondent, select the following:(do not show to respondent)
 - 1= Not aware, 2= Aware but wrong, 3= Aware and Correct
8. What foods come to your mind when thinking of alternative protein sources? -----
9. Do you know or have heard of any product based on alternative proteins (i.e., animal-free products that aim to replace conventional animal-based products such as meat, eggs, and milk) from the following sources?

Proteins sources	Yes	No	I am not sure
Lentils	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faba beans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Proteins sources	Yes	No	I am not sure
Chia seeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Micro algae	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mycoproteins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tomato Leaves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mallow Leaves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duckweeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agro-industrial by-products (coming from tomato, sesame, or dates processing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Have you ever consumed alternative sources of protein such as Novel food (microalgae, insects, mycoprotein, tomato, and mallow leaves, duckweed) or Agro-industrial byproducts (from tomato, sesame, date)

1=Yes, 0= No? (if your response is no, go to question. no 13).

11. How often do you consume alternative sources of protein? Please indicate how much alternative vs. other sources of proteins you usually consume.

1= At least occasionally consume alternative proteins, but mostly other sources of proteins

2= A balanced diet between products based on alternative proteins and other sources of proteins

3= Mostly or only consume alternative proteins

4= Open to try

5= Not open to try

12. On average, how many alternative protein source products did you purchase/consume last month? -
----- (Kg).

13. If you haven't tried food products with alternative proteins, do you intend to try them in the future?
0=No, 1= Yes. If your response is no, go to question No 15.

14. (If your response for question. # No 13 yes,) Which alternative protein product do you want to try-
-----from the following list (microalgae, insects, mycoprotein, tomato and mallow leaves, duckweed, byproducts from tomato, byproducts sesame, and byproducts of date).

Kindly read the following definition before answering the questions

Hint: Traditional food: refers to dishes that have been passed down through generations within a culture, embodying its history, heritage, and cooking methods. These foods are often linked to specific celebrations, regions, and seasons, showcasing local ingredients and flavors.

Sustainable diets: are those diets with low environmental impacts, which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimising natural and human resources



The information contained in this document reflects only the view of the project PROXIMED and in no way reflects PRIMA's opinion for which cannot be held responsible for any use that may be made of the information it contains

15. Did you use traditional food with alternative proteins in your household?
1=Yes, 0=No
16. If yes, which traditional food with alternative proteins do you apply most -----
17. When opting to adopt a sustainable diet (including food products with alternative proteins), your key priority is... (you can select one or more options from the choices)
1= Environmental impact (carbon footprints, waste, recycling, biodiversity, land and water use, etc.)
2= Social impact (fair labor practices, no child labor, animal welfare, etc.)
3= Economic impact (affordability, supporting local economies, etc.)
4= Health and nutrition impact (personal well-being, dietary choices, etc.)
18. Do you perceive food products with alternative proteins as more innovative than traditional products?
1= Not at all, 2= Slightly, 3= Moderately, 4= Significantly, 5= Extremely
19. How would you consider that food products with alternative proteins are, compared to conventional proteins, cheaper, about the same, or more expensive?
1= Less expensive, 2 = About the same, 3 = More expensive
20. How do you perceive the quality of food products with alternative proteins compared to traditional food products?
1= Much worse, 2= Slightly worse, 3= About the same, 4= Slightly better, F =Much better
21. How easily can you find and purchase food products with alternative proteins in your area?
1=Very difficult, 2=Somewhat difficult, 3=Neutral, 4= Somewhat easy, F=Very easy
22. Where do you primarily get information about food products with alternative proteins? (Select all that apply to you)
1= Social media
2= TV and radio News
3= websites
4= Friends and family
5= Food labels
6= Journals/books?
7= In the shops
8= Other (please specify).
23. Which specific cultural factors have the greatest influence on your food choices related to alternative proteins? (Select all that apply)
1= Traditional family recipes
2= Cultural dietary restrictions or taboos
3= Social traditions and rituals
4= Cultural stigmas or stereotypes
5= Cultural celebrations and festivals
6= Religious
7= None of the above
8= Other (please specify): _____

24. Have you or your family members engaged in cultural or culinary education to incorporate food products with alternative proteins into traditional dishes? (e.g., cooking classes, online resources)
1= Yes, 0= No, 3=Not applicable

Kindly read the paragraph about substituting meat with alternative proteins below. Please answer the following questions after reading.

The benefits of meat substitutes include reducing land and water use and preventing animal suffering. The production of just one 'Impossible burger' (a plant-based meat substitute product) is estimated to use 96% less land, 87% less water, and 89% fewer greenhouse gas emissions than a burger made from cow meat (*Impossible Foods, 2019*).

25. Based on the above information, how willing will you be to use alternative proteins to replace conventional protein sources in the next year?

1= Extremely unwilling (go To Question, No. 27), 2= Moderately unwilling, 3= Slightly unwilling, 4= Neutral, 5= Slightly willing, 6= Moderately willing, 7= Extremely willing

26. Please specify your reason(s) for being extremely unwilling to consider using alternative proteins as a replacement to conventional ones in the next year-----

27. How important are the following factors in motivating you to eat and/or try alternative proteins? (What are the factors influencing the selection of alternative proteins?) 1=Not at all important, 7=very important

Factors influencing Eating/Trying of Food Products with Alternative Proteins	Not at All Important	not Important	Slightly not Important	Am not Sure	Important	Fairly Important	Very Important
Suits My Diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ingredients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Texture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental concern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ethical Concern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Animal welfare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (Specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-----------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

2.5. Evaluation of consumers' intentions to adopt alternative proteins

Operational Definitions

Protein: Protein refers to a macronutrient essential for living organisms' growth, repair, and functioning. It plays a vital role in various physiological processes, including the development of muscles, enzymes, and immune system components.

Plant-based proteins are proteins obtained exclusively from plant-derived sources, and they exclude any proteins derived from animal sources.

Alternative protein encompasses any protein sources that deviate from traditional animal-based sources, including plant-based proteins, cell-cultured proteins, insect proteins, and other emerging protein alternatives.

Conventional protein denotes proteins obtained from animal-derived sources, which are historically common and widely accepted protein sources in human diets.

- 28.** With regard to your current protein consumption, please rate your agreement with the following statements. There are no right or wrong answers. We seek your opinion on each statement, so please answer as honestly as possible.

1=Strongly disagree, 7=Strongly agree

	Strongly disagree	Disagree	Somewhat Disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly Agree
Attitude							
For me, opting for an alternative protein source is a preferable choice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For me, finding pleasure in alternative protein sources is satisfying.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For me, the choice to consume alternative protein sources aligns with my ethical values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For me, integrating alternative protein sources into my diet is beneficial to my health.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For me, eating a conventional form of protein shows a lack	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Disagree	Somewhat Disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly Agree
of respect for life and the environment.							
29. Moral Reflectiveness							
I regularly think about the ethical implications of consuming alternative protein sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I reflect on the morality of choosing alternative proteins sources almost everyday.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often reflect on the moral aspects of my decisions to consume alternative proteins sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to consider the ethics of choosing alternative protein sources over conventional ones.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. Conscientiousness							
I always try to opt for alternative protein sources where I can.	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forgetting to think about alternative protein sources when I plan my diet is something that happens often.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am grateful for my diet's diverse selection of alternative protein sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are occasions when I overlook the advantages of alternative proteins.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Subjective Norm							

	Strongly disagree	Disagree	Somewhat Disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly Agree
Most of the significant individuals in my life believe that I should opt for alternative protein sources in my diets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The individuals who have significance in my life would prefer me to integrate alternative protein sources into my meals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Those whose opinions I value would encourage me to include alternative protein sources in my diet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. Perceived Behavioral Control							
Adding alternative protein sources to my diet is entirely my decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am sure that I can successfully integrate alternative protein sources into my diet whenever I choose to.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I possess the resources, time, and chances to incorporate alternative protein sources into my diet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Intention							
I am willing to incorporate alternative protein sources into my diet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to include alternative protein sources in my meals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will make an effort to choose alternative protein sources in my diet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.6. Analysis of preferences for Alternative protein sources from traditional, Novel, and Agri-food byproducts

34. Please rate your agreement with the following statements: 1= Strongly disagree, 7=Strongly agree

		Strongly disagree	Disagree	Some what disagree	Neither Agree Nor Disagree	Some what agree	Agree	Strongly Agree
	Food Neophobic Scale (FNS)							
1	I am constantly sampling new and different foods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I do not trust new foods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I like foods from different countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	If I do not know what is in a food, I will not eat it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	At dinner parties, I will try a new food.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Some foods look too weird to eat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I am afraid to eat things I have never had before.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I am very particular about the foods I eat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I will eat almost anything.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I like to try new foods from all over the world.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35.	Food Technology Neophobia Scale (FTNS)							
11	The benefits of new food technologies are often grossly overstated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	There are plenty of tasty foods around, so we do not need to use new food technologies to produce more.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	New food technologies decrease the natural quality of foods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	The media (TV, radio, newspapers, magazines, internet sources, etc.) usually provide a balanced and unbiased view of new food technologies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	New products using new food technologies can help people have a balanced diet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Innovations in food technology can help us produce foods in a sustainable manner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		Strongly disagree	Disagree	Some what disagree	Neither Agree Nor Disagree	Somewhat agree	Agree	Strongly Agree
36.	Impact of the healthiness of food choices							
17	Healthiness has little impact on my food choices.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	I am very particular about the healthiness of the food I eat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	I eat what I like, and I do not worry much about its healthiness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37.	Convenience in relation to the food							
20	The less I have to do to prepare a meal - the better!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	I love cooking and will spend a lot of time and effort to prepare foods daily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	At home, I preferably eat meals that can be prepared quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	Even though I live a busy life, whenever possible, I love to cook and bake.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	When I buy foods, I try to consider how my use of them will affect the environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	I am worried about humankind's ability to provide the nutritional needs of the current world's population.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	Something drastic has to change to feed all the people on earth by 2050.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	The world can easily sustain the food demands of a growing population in one or two generations time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	Global warming is a fad dreamt up by a bunch of hippies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

38. Scale of the perception of health and nutritional benefits of conventional protein and sensory experience 1=Strongly disagree, 7=Strongly agree

	Variables	Strongly disagree	Disagree	Somewhat disagree	Neither Agree Nor Disagree	Somewhat agree	Agree	Strongly Agree
1	Eating conventional proteins is necessary for obtaining beneficial nutrients.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The nutritional benefits of conventional proteins can easily be matched by alternative protein sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Conventional protein is an important part of a healthy diet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The taste of conventional protein is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The texture of conventional protein is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	The smell of conventional protein is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

39. How do you rate the characteristics of food products with traditional alternative protein sources (lentils, faba beans, and chia seed)? Such products are called “TRADITIONAL ALTERNATIVE PROTEIN SOURCES**” in the following list to Conventional proteins** 1= Strongly disagree, 7= Strongly agree

	Variables	Strongly disagree	Disagree	Somewhat disagree	Neither Agree Nor Disagree	Somewhat agree	Agree	Strongly Agree
1	“Traditional alternative protein sources” are considered as a source of dietary proteins for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	“Traditional alternative protein sources” is healthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	“Traditional alternative protein sources” is safe to eat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	“Traditional alternative protein sources” is nutritious.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	“Traditional alternative protein sources” is much more sustainable than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	“Traditional alternative protein sources” is much tastier than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Variables	Strongly disagree	Disagree	Somewhat disagree	Neither Agree Nor Disagree,	Somewhat agree	Agree	Strongly Agree
7	“Traditional alternative protein sources” is much cheaper than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I would personally be willing to try “Traditional alternative protein sources” .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I would personally be willing to purchase “Traditional alternative protein sources” .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I would personally be willing to pay more for “Traditional alternative protein sources” .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

40. How do you rate the characteristics of food products with **NOVEL FOOD (Terrestrial new sources (Mallow & Tomato Leaves), Aquatic sources (Duckweed), microalgae, mycoproteins, and insects)**. Such products are called **“NOVEL FOOD PROTEIN SOURCES”** in the following list to Conventional proteins 1=Strongly disagree, 7=Strongly agree

	Variables	Strongly disagree	Disagree	Somewhat disagree	Neither Agree nor Disagree,	Somewhat agree	Agree	Strongly Agree
1	“Novel food” alternative proteins are considered a source of dietary proteins.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	“Novel food” is healthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	“Novel food” is safe to eat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	“Novel food” is nutritious.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	“Novel food” is much more sustainable than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	“Novel food” is much tastier than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	“Novel food” is much cheaper than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I would personally be willing to try “Novel food” alternatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I would personally be willing to purchase “Novel food” alternatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I would personally be willing to pay more for “Novel food” alternatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

41. How do you rate the characteristics of food products with AGRI-FOOD BY PRODUCTS-BASED ALTERNATIVES (tomato pomace, dates, and sesame by products)? Such products are called “AGRI-FOOD BY PRODUCTS-BASED ALTERNATIVES” protein sources” in the following list to Conventional proteins 1=Strongly disagree 7=Strongly agree

	Variables	Strongly disagree	Disagree	Somewhat disagree	Neither Agree Nor Disagree	Somewhat agree	Agree	Strongly Agree
1	“Agri-Food by-products” alternative proteins are considered a source of dietary proteins.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	“Agri-Food by-products” are healthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	“Agri-Food by products” are safe to eat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	“Agri-Food by products” are nutritious.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	“Agri-Food by products” are much more sustainable than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	“Agri-Food by products” are much tastier than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Agri-Food by products” are much cheaper than traditional meat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I would personally be willing to try “Agri-Food by products”.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I would personally be willing to purchase “Agri-Food by products”.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I would personally be willing to pay more for “Agri-Food by-products”.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

42. Score your level of appreciation of the following alternative protein food products. (1= I don’t like at all, 7= I like it very much)

	I don’t like at all	Dislike	Somewhat dislike	Neither like Nor Dislike	Somewhat like	like	I like it very much
Lentils	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faba beans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chia seeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Micro Algae	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	I don't like at all	Dislike	Somewh at dislike	Neither like Nor Dislike	Somewh at like	like	I like it very much
Myco-Proteins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tomato Leaves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mallow Leaves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duckweeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agro-Industrial By-Products (tomato)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agro-Industrial By-Products (sesame)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agro-Industrial By-Products dates)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.7. Assessment of an Innovative Date Powder

Kindly read the paragraph about the innovation on date (*Phoenix dactylifera*) protein powder that is provided below. Please answer the following questions after reading:

Dates protein powder is a creative and sustainable protein source made from the organic leftovers of the manufacture of dates. Date protein powder reduces its environmental effect and supports conservation effects by recycling production waste that would otherwise be thrown away or unused. This special powder provides a high-quality source of protein, satisfying the demands of customers who are health conscious and in line with plant-based diets. Additionally, date protein powder is treated to preserve all the nutritional value of dates, guaranteeing that customers will receive wholesome and satisfying products without artificial preservatives or additives.

43. Please rate your agreement with the following statements. 1=Strongly disagree, 7=Strongly agree

	Strongly disagree	Disagree	Somewh at Disagree	Neither agree or disagree	Some what agree	Agree	Strongly Agree
Innovation-related Perception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The environmental impact of the product is negative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is harmful to the health.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am aware of every side effect when using the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can avoid the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is really a natural product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is very familiar to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is based on an innovative idea.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can integrate the product very well into my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using the product would be very unpleasant for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have great knowledge about the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Disagree	Somewhat Disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly Agree
Using the product is morally inexcusable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is an improvement for my life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I trust the responsible authorities that there is no risk from this product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is readily available and reasonably priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is suitable for diverse dietary needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is additive-free protein sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

44. Customer Perceived Value

This product evokes positive perceptions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This product offers a lot for its price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This product is very suitable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who use this product will be seen in a positive light.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

45. Customer Perceived Risk

I can spend my money in a better way.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product will not provide the level of benefits I expect.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is associated with potential physical risks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product makes me feel worried.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People I appreciate don't like the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can spend my time better than with the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

46. Reflective measurement 1=Strongly disagree 7=Strongly agree

	Strongly disagree	Disagree	Somewhat disagree	Neither Agree or disagree	Somewhat agree	Agree	Strongly Agree
Affective Attitude Component							
The product suits me completely.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find the product very pleasant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is very distinctive.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47. Cognitive Attitude Component							
In my opinion, the quality of the product is very high.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither Agree or disagree	Somewhat agree	Agree	Strongly Agree
The product keeps to its promise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am very satisfied with the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product meets my expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48. Conative Attitude Component							
I intend to buy the product in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am very faithful to the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product is worth a higher price than other products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend the product to my friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49. Implementation	Extremely unwilling	Unwilling	Somewhat unwilling	Neutral	Somewhat willing	willing	Extremely willing
How willing would you be to eat the product?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How likely will you integrate the product into your everyday life?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50. Confirmation	Very unlikely	Unlikely	Somewhat unlikely	Neutral	Somewhat likely	likely	Very likely
How probable is it that you will be satisfied with the product?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.8. Demographic Profile of Respondents

51. What gender do you identify?

- 1= Male
- 2= Female
- 3= Divers
- 4= Preferred not to declare

52. What is your current Marital status?

- 1= Single
- 2= Married
- 3= Divorced
- 4= Widowed
- 5= Other



The information contained in this document reflects only the view of the project PROXIMED and in no way reflects PRIMA's opinion for which cannot be held responsible for any use that may be made of the information it contains

- 53.** What is the highest level of education that you have completed?
- 1= No Qualification/Primary school
 - 2= Technical/trade/diploma/Vocational Training
 - 3= Completed university Graduate (bachelor's degree)
 - 4= Completed master's degree
 - 5= Doctorate
 - 6= Prefer not to say
- 54.** What is your religious preference?
- 1= Catholic
 - 2= Protestant
 - 3= Jewish
 - 4= Islam
 - 5 = Orthodox Christians
 - 6= No religious belief
 - 7= Prefer not to say
 - 8= Other (Specify)_____
- 55.** How many adults (aged 18 and over) currently live in your household, including you? -----
- 56.** How many children (younger than 18) currently live in your household? -----
- 57.** What is your source of income? (Multiple answer possible)
- 1= Wage/salary
 - 2= Self-employment like farming
 - 3= Pensions
 - 4= Unemployment benefit
 - 5= Income from Rental Property
 - 6= Public transfer payments (like children and family allowance)
 - 7= Other_____
- 58.** Do you have livestock?
- 0= No, 1=Yes
- 59.** Which of the following categories best describes your monthly income?
- | | |
|-------------------------|---------------------------|
| A. Under €100 PER month | H. €800-€1000 |
| B. €101-€200 | I. €1000-€1500 |
| C. €201-€300 | J. €1501-€3000 |
| D. €301-€ 400 | K. €3001-€4500 |
| E. \$401-\$ 500 | L. Above €4500 |
| F. €501-€600 | M. I prefer not to answer |
| G. €6001-€800 | |
- 60.** Perceived Economic status
- 1= Under the average
 - 2= Equal to the average
 - C= Over the average
- 61.** Regarding your current residence, which of the following best describes your location?
- 1= Urban, 2= peri-urban, 3= Rural area

62. What is your preferred method of food preparation?

1= Home cooking

2= Takeaway

3= Frozen meals

4= I prefer not to answer

63. Which country are you from?

1= Portugal

2= Turkey

3= Tunisia

4= Ethiopia

Thank you for taking part in our survey

This study has received funding from the European Union's Horizon 2020-PRIMA Section I Program under grant agreement #2232 (ProxIMed)