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## How to promote healthier and more sustainable food choices: The case of Portugal

### Supplementary Material

#### *Questionnaire script*

##### I. Socio-economic characteristics

(The first section aims to establish the socio-economic profile of the consumer)

1. Age \*

*Enter a numerical value*

2. Gender \*

*Female*

*Male*

*Other: \_\_\_\_*

3. Weight (kg)

*Enter a numerical value*

4. Height (cm) \*

*Enter a numerical value*

5. District of residence \*

*Choose one from the 18 districts*

6. Level of education completed \*

*Choose one from the 8 levels of education*

7. Marital status \*

*Choose one from the 5 statuses*

8. With whom do you share your home \*.

*Family*

*Shared house (excluding family)*

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*Alone*

9. Number of residents in your household (including yourself)? \*

*Enter a numerical value*

10. Number of children under 12 years old \*

*Enter a numerical value*

11. Professional status \*

*Employed*

*Self-employed*

*Part-time employee*

*Domestic Worker*

*Unemployed*

*Retired*

*Student*

*Student part-time worker*

*Full-time student worker*

*Other: \_\_\_\_*

12. Sectoral activity \*

(If you are not employed, please choose your education base or the main sector you usually work or have worked in).

*Choose one from the 21 main sectors*

13. Average number of hours you spend on your craft per week \*

*Enter a numerical value*

14. Monthly disposable income \*

*under 635*

*635€ a 999€*

*1000€ a 1499€*

*1500€ a 1999€*

*2000€ a 2499€*

*2500€ a 2999€*

*3000€ a 3499€*

*3500€ a 3999€*

*4000€ or more*

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15. If you live with the family, what is the monthly family income? \*

*Not applicable*

*under 635*

*635€ a 999€*

*1000€ a 1499€*

*1500€ a 1999€*

*2000€ a 2499€*

*2500€ a 2999€*

*3000€ a 3499€*

*3500€ a 3999€*

*4000€ a 4499€*

*4500€ a 4999€*

*5000€ a 5499€*

*5500€ a 5999€*

*6000€ a 6499€*

*6500€ a 6999€*

*7000€ a 7499€*

*7500€ a 7999€*

*8000€ or more*

16. In the political spectrum, with whom do you most identify? \*

*Far Left*

*Left*

*Centre*

*Right*

*Far-right*

*I do not identify with any of the above*

17. Which of your values do you most identify with? \*

*Extremely liberal*

*Liberal*

*Moderate*

*Conservative*

*Extremely conservative*

*I do not identify with any of the above*

18. From a religious/spiritual perspective, which option best identifies you? \*

*Catholicism*

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*Protestantism*

*Jehovah's Witness*

*Orthodoxy*

*Judaism*

*Islamism*

*Hinduism*

*Buddhism*

*Agnosticism/Atheism*

*Other: \_\_\_\_*

## II. Food preferences

(The second section aims to map consumer preferences)

1. Which diet do you most identify with? \*

*Omnivore*

*Pescatarian (fish-based, excludes meat)*

*Flexitarian (plant-based, significant reduction of animal foodstuffs)*

*Ovo-lacto-vegetarian (plant-based, includes animal by-products)*

*Vegan (plant-based, excludes all types of animal food)*

*Other: \_\_\_\_*

2. Please tick the most important aspects when buying food. \*

(Consider between 1 (not at all important), 2 (not very important), 3 (neutral), 4 (important) and 5 (very important))

*Appearance*

*Animal welfare*

*Taste/Pleasure*

*Health*

*Novelty*

*Source*

*Nutritional value*

*Environmental impact*

*Price*

*Fair trade*

*Convenience and accessibility*

*Natural products*

*Status quo*

*Variety*

*Information available*

3. Do you usually look for information about the products before buying them? \*

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Yes

No

4. In terms of information, how often have you heard about these issues. \*

(Consider between 1 (never heard of), 2 (heard a little), 3 (neutral), 4 (heard of) and 5 (heard a lot))

*Animal welfare abuse*

*Mad cow disease*

*Avian influenza*

*Greenhouse gases from livestock*

*Genetically modified food*

*Salmonella*

*Swine flu*

*Antibiotics used in livestock*

*Pesticides used on fruit and vegetables*

*Growth hormones used in livestock*

*E. coli*

*"Pink slime"*

*Gestation box*

*Beak trimming*

*Cancer and meat consumption*

5. Do you favour organic food (which excludes pesticides and chemical fertilisers)? \*

Yes

No

5.1 How much more expensive would you consider it acceptable for organic food to be than conventional food? \*

*By 10%*

*By 25%*

*By 50%*

*By 100% (double)*

*By 150%*

*By 200% (triple)*

*Other: \_\_\_\_*

6. As a consumer, my concerns are... \*

(Consider between 1 (not at all important), 2 (not very important), 3 (neutral), 4 (important) and 5 (very important))

*Finding food that my children will eat*

*Losing weight*

*Gaining weight*

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*Finding time to cook*

*Avoid certain nutrients/ingredients (e.g., salt, carbohydrates)*

*Read the labels*

*Finding local food*

*Standing up for my principles through what I buy*

*Feeling good about consuming less and consciously*

7. Regarding the preparation of meals, please mark the answer that best describes you. \*

*I mostly cook my own meals*

*I share the task of cooking my meals and the ones from the residence/home*

*I do not cook my own meals*

8. How many meals (lunch and dinner) do you consume during the week that contain... \*

(Insert numerical value considering a total of 14 meals per week).

*White meat (chicken, turkey, rabbit, etc.)*

*Red meat (beef, pork, goat, etc.)*

*Fish, crustaceans, and molluscs*

*Derivatives of animal origin (cheese, eggs, honey)*

*Only foods of plant origin*

*Skip meals (fasting)*

9. Of the meals consumed per week, how many are usually consumed out-of-home (incling takeaway). \*

*Enter a numerical value*

10. Of the meals consumed out-of-home, how many are "packed lunches"? \*

*Enter a numerical value*

11. Of the meals consumed at-home, how many are usually ready-to-eat (pre-cooked)? \*

*Enter a numerical value*

12. Taking into account the relative benefits and harms of meat consumption (health and environmental), would you be willing to change your diet? \*

*Yes*

*No*

*Never thought about it*

12.1 If yes, please indicate to what extent you would be willing to take the following actions.

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(Consider between 1 (not at all willing), 2 (somewhat willing), 3 (neutral), 4 (willing) and 5 (very willing))

*Increasing meat consumption*

*Reducing meat consumption*

*Follow a diet that includes animal derivatives (vegetarian)*

*Follow a plant-based (vegan) diet*

13. What are the most important aspects for you to eat more plant-based meals? \*

(Consider between 1 (not at all important), 2 (not very important), 3 (neutral), 4 (important) and 5 (very important))

*Find out more plant-based recipes*

*Knowing how to prepare these meals*

*Having information on nutritional aspects of these meals*

*Ensure that people close to me agree and support*

*Making these meals more accessible and convenient (supermarkets, restaurants)*

*Meet more people who follow a plant-based diet*

*Taking pleasure in eating plant-based meals*

*Feeling that these meals bring benefits to me*

*Feeling that these meals bring benefits to the planet*

*The good appearance of these meals*

*Having someone else cook these meals for me*

14. I make a point of using food leftovers (soups, compost, produce biodiesel, etc.). \*

*Yes*

*No*

### III. Food consumption

(The third section aims to map consumption choices)

1. When it's time to do the shopping, most of the time... \*

*I buy just for me*

*I buy for the house (family, housemates)*

*I don't do the shopping*

2. On average, what is your weekly expenditure on food for home consumption (considering the previous answer)? \*

*Not applicable*

*Less than 20€*

*20€ - 39€*

*40€ a 59€*

*60€ a 79€*

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80€ a 99€  
100€ a 119€  
120€ a 139€  
140€ or more

3. Do you receive or have your own production? \*

Yes  
No

3.1 If yes, how much of your consumption of plant-based products comes from this source?

Less than 25  
25% a 49%  
50% a 74%  
75% or more

4. How much of the weekly expenditure on food is spent on plant-based foods (natural and processed). \*

Not applicable  
Less than 25  
25% a 49%  
50% a 74%  
75% or more

5. On average, what is your weekly expenditure on food away-from-home (restaurants, cafés)? \*

Less than 10  
10€ a 19€  
20€ a 39€  
40€ a 59€  
60€ a 79€  
80€ a 99€  
100€ a 119€  
120€ or more

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### *Detailed description of the variables used*

The socioeconomic characteristics of the respondents (Group 1) are as follows: age (AGE) recorded as a continuous variable; gender of the respondent (FEM), coded as 1 if female; educational attainment (EDU), coded as 1 if the respondent has higher education; region of residence (SEA), coded as 1 if the respondent lives in the seaside; body mass index (BMI) recorded as a continuous variable; marital status (SNG), coded 1 if single; residence status (FAM), coded 1 if living with family; children (K12), coded 1 if the respondent has kids under 12; working status (STD), coded 1 if student; working hours (HRS) recorded as a continuous variable; family disposable income (INC), recorded as an ordinal variable with seven categories (from less than 635€ - minimum wage at the time - to more than 6000€) and analysed as continuous; for political orientation four dummies were used: (LFT) coded 1 if left, (RGT) coded 1 if right, (CNS) coded as 1 if conservative, and (LIB) coded 1 if liberal. Since in both questions there was a “centre/moderate” and “I do not identify with any”, the dummies are not entirely opposite and could be used simultaneously. Lastly, religion (CTL), coded 1 if catholic.

The general food consumption orientations (Group 2) are as follows: succeeding the question “Select which of the following factors are more important to you when buying food”, where a 5-point Likert-type scale was used, the respondents gave the respective importance to appearance (APE), animal welfare (AWL), pleasure (PLE), health (HLT), novelty (NVL), region of origin (ORG), nutrition (NTR), environment (ENV), price (PRC), fair-trade (FRT), convenience (CNV), naturalness (NAT), status quo (STQ), variety (VRT), and information (INF).

The specific food consumption orientations and concerns (Group 3) are as follows: succeeding the question “As a consumer, my concerns regarding food are...”, also using a 5-point Likert-type scale, the respondents gave the respective importance to ‘finding food that my children will eat’ (CHLD), ‘losing weight’ (LWGT), ‘gaining weight’ (GWGT), ‘finding time to cook’ (TIME), ‘avoiding certain nutrients/ingredients (salt, carbohydrates)’ (AVOI), ‘read labels’ (LBLS), ‘find local foods’ (LOCA), ‘standing up for my principles through what I buy’ (PRNC), and ‘feeling good about consuming less and consciously’ (CONX).

The food consumption preferences and behaviours (Group 4) are as follows: “Do you usually look for information (nutritional, origin, environmental impact, etc.) on the products before acquiring them?” (INFO), coded as 1 if yes; “Do you favour organic foods (which exclude pesticides and synthetic chemical fertilizers)?” (BIOL), coded 1 if yes; “Regarding the preparation of meals, please mark the answer that best characterizes you.” (COOK), coded 1 if cooks; “Of the meals that you consume per week, how many are usually made away-of-home (incl. takeaway).” (FAFH), recorded as a continuous variable; “Of the meals you consume at home per week, how many are ready-to-eat (pre-cooked)?” (FRTE), recorded as a continuous variable; “I make a point of using leftovers (I make soups, compost, produce biodiesel, etc.).” (LFTO), coded 1 if yes; “When it comes to do the shopping, most of the time...” (SHOP), coded 1 if is the one who buys the food; weekly expenditure on food for home consumption (FEXP), recorded as an ordinal variable with nine categories and analysed as a continuous; “Do you receive or have your own food production?” (ROFP), coded 1 if yes; “Considering the benefits and harms of meat consumption (health and environmental), would you be willing to change your diet?” (CHNG), coded 1 if yes. An additional variable was constructed (summated scale) based on 15 items, measuring the rate of consumers’ awareness about some food-related issues (AWAR). The items used are described in Table S1.

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**Table S1.** Items for the construct AWAR

Q: In terms of information, how often have you heard about these subjects?

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	Mean	Std. Dev.	Min.	Max.
Farm animal wellbeing abuse	4.160	0.957	1	5
Mad cow disease	4.260	0.840	1	5
Bird flu	4.289	0.802	1	5
Greenhouse gas emissions from livestock	4.238	0.988	1	5
Genetically modified food	4.241	0.871	1	5
Salmonella	4.226	0.888	1	5
Swine flu	4.108	0.909	1	5
Antibiotic use in livestock	3.920	1.163	1	5
Pesticides used in fruits and vegetables	4.421	0.753	1	5
Growth hormones use in livestock	4.136	1.016	1	5
E. coli	3.634	1.369	1	5
Pink Slime	1.628	1.049	1	5
Gestational stalls	2.127	1.286	1	5
Beak trimming	1.975	1.248	1	5
Cancer and meat consumption	3.959	1.070	1	5

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Tables reporting the marginal effects for all models

**Table S2.** Results for red meat meals (socioeconomic characteristics)

Red meat meals	0	1 - 3	4 - 6	7 - 7+
<i>FEM</i>				
Female vs male	0.085***	0.067***	-0.125***	-0.026***
<i>EDU</i>				
Higher education vs otherwise	0.027*	0.02*	-0.038*	-0.009*
<i>BMI</i>				
SD increase	-0.026***	-0.024***	0.04***	0.01***
<i>FAM</i>				
Family vs otherwise	-0.058**	-0.026***	0.069***	0.014***
<i>HRS</i>				
SD increase	-0.014**	-0.011*	0.02*	0.005*
<i>RGT</i>				
Right vs otherwise	-0.038**	-0.036*	0.06**	0.014*
<i>LIB</i>				
Liberal vs otherwise	0.045**	0.026***	-0.059***	-0.012***
<i>CTL</i>				
Catholic vs otherwise	-0.059***	-0.038***	0.08***	0.016***

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S3.** Results for white meat meals (socioeconomic characteristics)

White meat meals	0	1 - 3	4 - 6	7 - 7+
<i>BMI</i>				
SD increase	-0.023***	-0.047***	0.029***	0.04***
<i>FAM</i>				
Family vs otherwise	-0.048***	-0.07***	0.068***	0.051***
<i>STD</i>				
Student vs otherwise	-0.029***	-0.054***	0.037***	0.046***
<i>LIB</i>				
Liberal vs otherwise	0.037***	0.062***	-0.054***	-0.045***
<i>CTL</i>				
Catholic vs otherwise	-0.048***	-0.086***	0.072***	0.062***

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S4.** Results for fish meals (socioeconomic characteristics)

Fish meals	0	1 - 3	4 - 6	7 - 7+
<i>AGE</i>				
SD increase	-0.022***	-0.066***	0.065***	0.023***
<i>SNG</i>				
Single vs otherwise	-0.023**	-0.053**	0.058**	0.018**
<i>FAM</i>				
Family vs otherwise	-0.052***	-0.093***	0.118***	0.027***
<i>INC</i>				
SD increase	-0.009***	-0.025**	0.026**	0.008**
<i>LIB</i>				
Liberal vs otherwise	0.021**	0.048**	-0.054**	-0.014**
<i>CTL</i>				
Catholic vs otherwise	-0.033***	-0.079***	0.089***	0.023***

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S5.** Results for ovo-lacto-vegetarian meat meals (socioeconomic characteristics)

O-L-Vegetarian meals	0	1 - 3	4 - 6	7 - 7+
<i>SEA</i>				
Seaside vs otherwise	-0.008*	-0.054*	0.022*	0.041**
<i>STD</i>				
Student vs otherwise	-0.01**	-0.074**	0.023***	0.061**
<i>INC</i>				
SD increase	-0.003*	-0.025**	0.008**	0.02*

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S6.** Results for vegan meals (socioeconomic characteristics)

Vegan meals	0	1 - 3	4 - 6	7 - 7+
<i>FEM</i>				
Female vs male	-0.063***	-0.014***	0.029***	0.047***
<i>BMI</i>				
SD increase	0.061***	0.006**	-0.027***	-0.039***
<i>SEA</i>				
Seaside vs otherwise	0.044*	0.012	-0.02*	-0.036*
<i>SNG</i>				
Single vs otherwise	0.042*	0.009*	-0.019*	-0.032*
<i>FAM</i>				
Family vs otherwise	0.068**	0.024*	-0.031**	-0.06**
<i>CNS</i>				
Conservative vs otherwise	0.095*	0.005	-0.042**	-0.058**
<i>CTL</i>				
Catholic vs otherwise	0.074***	0.019***	-0.035***	-0.058***

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S7.** Results for red meat meals (food consumption orientations)

Red meat meals	0	1 - 3	4 - 6	7 - 7+
<i>APE</i>	-0.025***	-0.022***	0.037***	0.009***
<i>AWL</i>	0.084***	0.02***	-0.087***	-0.017***
<i>PLE</i>	-0.021***	-0.018***	0.032***	0.008***
<i>NTR</i>	0.022**	0.012***	-0.028***	-0.006***
<i>CNV</i>	-0.021***	-0.018***	0.031***	0.008**
<i>STQ</i>	-0.021***	-0.017***	0.031***	0.007**
<i>INF</i>	0.016*	0.009*	-0.02*	-0.004*

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S8.** Results for white meat meals (food consumption orientations)

White meat meals	0	1 - 3	4 - 6	7 - 7+
<i>APE</i>	-0.011**	-0.02**	0.014**	0.017**
<i>AWL</i>	0.035***	0.049***	-0.047***	-0.037***
<i>PLE</i>	-0.021***	-0.041***	0.026***	0.035***
<i>NVL</i>	-0.014***	-0.027***	0.018***	0.023***
<i>PRC</i>	-0.018***	-0.035***	0.023***	0.03***
<i>FRT</i>	0.01	0.017*	-0.014	-0.013*
<i>CNV</i>	-0.01*	-0.019*	0.014*	0.016*

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S9.** Results for fish meals (food consumption orientations)

Fish meals	0	1 - 3	4 - 6	7 - 7+
<i>APE</i>	-0.013***	-0.038***	0.039***	0.012***
<i>AWL</i>	0.016***	0.034***	-0.04***	-0.01***
<i>ORG</i>	-0.012***	-0.032***	0.033***	0.01***
<i>NTR</i>	-0.016***	-0.046***	0.047***	0.015***
<i>VRT</i>	-0.013***	-0.038***	0.039***	0.012***
<i>INF</i>	0.015**	0.033***	-0.039***	-0.01***

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S10.** Results for ovo-lacto-vegetarian meals (food consumption orientations)

O-L-Vegetarian meals	0	1 - 3	4 - 6	7 - 7+
<i>ENV</i>	-0.003**	-0.024**	0.008**	0.02**
<i>PRC</i>	-0.006***	-0.048***	0.014***	0.04***

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S11.** Results for vegan meals (food consumption orientations)

Vegan meals	0	1 - 3	4 - 6	7 - 7+
<i>APE</i>	0.033***	0.005***	-0.014***	-0.023***
<i>AWL</i>	-0.065***	-0.024***	0.028***	0.061***
<i>PLE</i>	0.05***	0.006***	-0.022***	-0.034***
<i>HLT</i>	0.028	0.004**	-0.012	-0.02*
<i>ENV</i>	-0.031**	-0.009*	0.013**	0.026**
<i>NAT</i>	-0.043***	-0.013**	0.019***	0.038***

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S12.** Results for red meat meals (food consumption concerns)

Red meat meals	0	1 - 3	4 - 6	7 - 7+
<i>CHLD</i>	-0.026***	-0.024***	0.04***	0.01***
<i>LWGT</i>	-0.015***	-0.012**	0.022***	0.005**
<i>LBLS</i>	0.024***	0.013***	-0.03***	-0.006***
<i>PRNC</i>	0.035***	0.016***	-0.043***	-0.009***
<i>CONX</i>	0.03***	0.015***	-0.037***	-0.008***

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S13.** Results for white meat meals (food consumption concerns)

White meat meals	0	1 - 3	4 - 6	7 - 7+
<i>CHLD</i>	-0.017***	-0.031***	0.021***	0.027***
<i>LWGT</i>	-0.019***	-0.037***	0.024***	0.032***
<i>GWGT</i>	-0.008**	-0.015**	0.011**	0.012**
<i>TIME</i>	-0.008*	-0.015*	0.011*	0.013*
<i>AVOI</i>	-0.011**	-0.02**	0.014**	0.017**
<i>PRNC</i>	0.04***	0.055***	-0.053***	-0.041***
<i>CONX</i>	0.011*	0.018*	-0.015*	-0.015*

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S14.** Results for fish meals (food consumption concerns)

Fish meals	0	1 - 3	4 - 6	7 - 7+
<i>CHLD</i>	-0.008***	-0.023***	0.024***	0.007***
<i>AVOI</i>	-0.023***	-0.072***	0.07***	0.025***
<i>PRNC</i>	0.011**	0.025**	-0.028**	-0.007**

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S15.** Results for ovo-lacto-vegetarian meals (food consumption concerns)

O-L-Vegetarian meals	0	1 - 3	4 - 6	7 - 7+
<i>CHLD</i>	0.003**	0.02**	-0.008**	-0.015**
<i>LWGT</i>	-0.003**	-0.021**	0.007**	0.017**
<i>CONX</i>	-0.006***	-0.043***	0.013***	0.036***

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S16.** Results for vegan meals (food consumption concerns)

Vegan meals	0	1 - 3	4 - 6	7 - 7+
<i>CHLD</i>	0.022***	0.004***	-0.01***	-0.016***
<i>LWGT</i>	0.034***	0.005***	-0.015***	-0.024***
<i>GWGT</i>	-0.016**	-0.004*	0.007**	0.013**
<i>LOCA</i>	-0.034***	-0.01**	0.015***	0.029***
<i>PRNC</i>	-0.057***	-0.02***	0.025***	0.053***
<i>CONX</i>	-0.048***	-0.016***	0.021***	0.044***

Notes: The discrete changes computed are for 1-unit increase. \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S17.** Results for red meat meals (food consumption behaviours)

Red meat meals	0	1 - 3	4 - 6	7 - 7+
<i>INFO</i>				
Looks for info vs otherwise	0.051***	0.043***	-0.077***	-0.017***
<i>BIOL</i>				
Favours bio vs otherwise	0.029**	0.022*	-0.042*	-0.009*
<i>COOK</i>				
Cooks vs otherwise	0.091***	0.133***	-0.174***	-0.05***
<i>FAFH</i>				
1-unit increase	-0.01***	-0.007***	0.014***	0.003***
<i>FEXP</i>				
1-unit increase	-0.014***	-0.01***	0.02***	0.005***
<i>ROFP</i>				
Own production vs otherwise	-0.024*	-0.016	0.033*	0.008
<i>CHNG</i>				
Willing to change vs otherwise	0.078***	0.07***	-0.122***	-0.027***
<i>AWAR</i>				
1-unit increase	0.022*	0.011**	-0.027*	-0.006*

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S18.** Results for white meat meals (food preferences behaviours)

White meat meals	0	1 - 3	4 - 6	7 - 7+
<i>INFO</i>				
Looks for info vs otherwise	0.028***	0.057***	-0.041***	-0.045***
<i>CHNG</i>				
Willing to change vs otherwise	0.022**	0.043**	-0.032**	-0.033**

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S19.** Results for fish meals (food preferences behaviours)

Fish meals	0	1 - 3	4 - 6	7 - 7+
<i>FAFH</i>				
1-unit increase	-0.004**	-0.011**	0.012**	0.003**
<i>FEXP</i>				
1-unit increase	-0.007***	-0.02***	0.021***	0.006***
<i>AWAR</i>				
1-unit increase	-0.014***	-0.043**	0.043***	0.014**

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S20.** Results for ovo-lacto-vegetarian meals (food consumption behaviours)

O-L-Vegetarian meals	0	1 - 3	4 - 6	7 - 7+
<i>FAFH</i>				
1-unit increase	-0.002***	-0.017***	0.006***	0.013***
<i>AWAR</i>				
1-unit increase	-0.006***	-0.049***	0.014***	0.041**

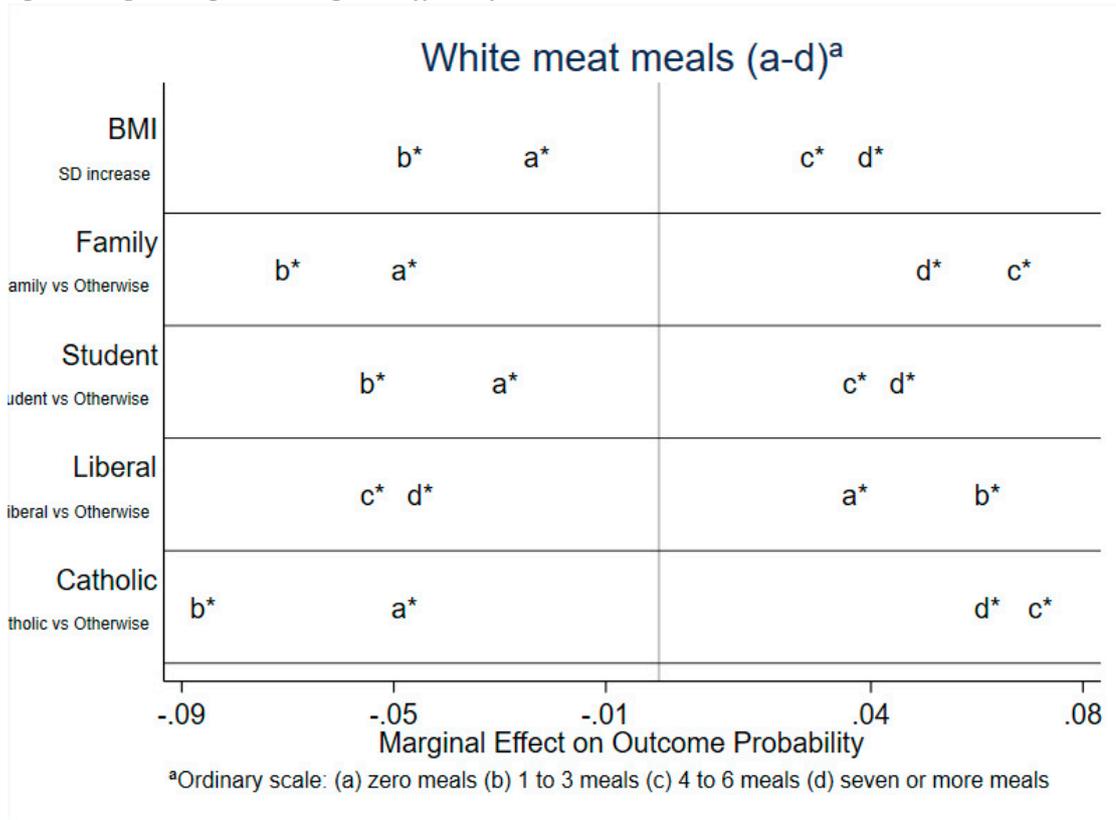
Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

**Table S21.** Results for vegan meals (food consumption behaviours)

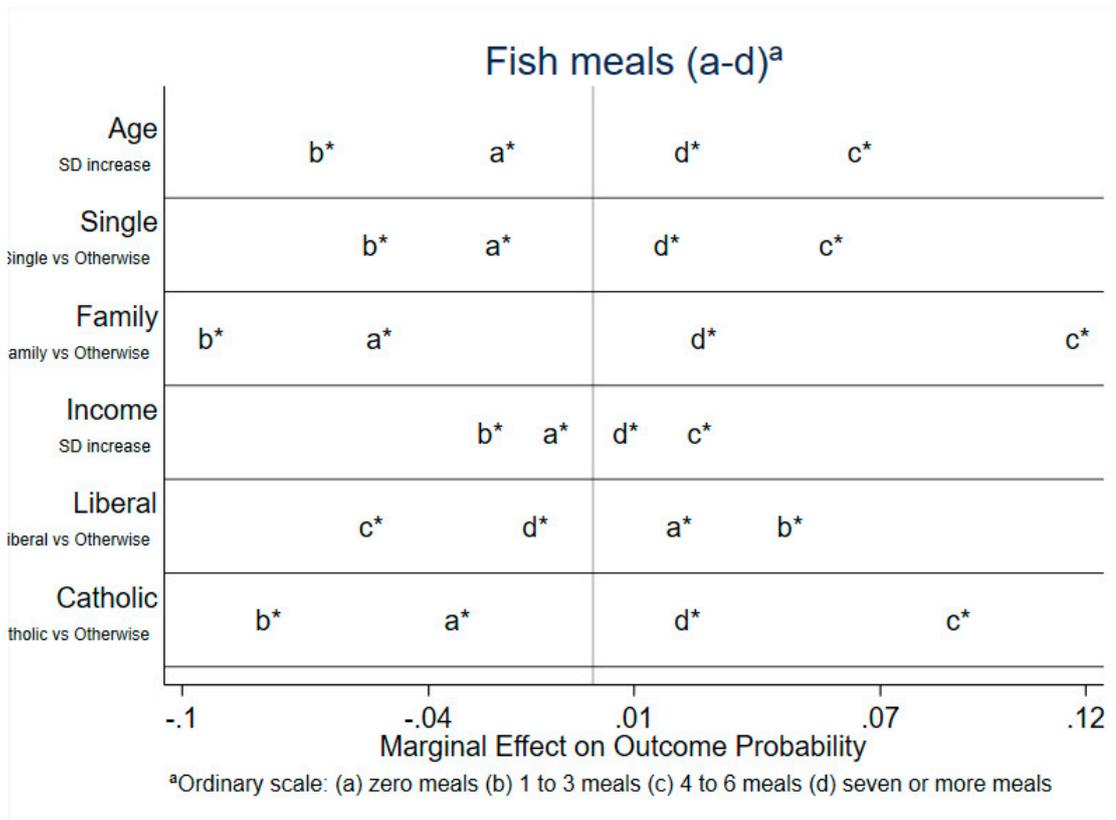
Vegan meals	0	1 - 3	4 - 6	7 - 7+
<i>INFO</i>				
Looks for info vs otherwise	-0.062**	-0.009**	0.028**	0.044***
<i>BIOL</i>				
Favours bio vs otherwise	-0.117***	-0.014***	0.053***	0.078***
<i>COOK</i>				
Cooks vs otherwise	-0.107***	-0.005	0.046***	0.065***
<i>FRTE</i>				
1-unit increase	-0.022***	-0.006***	0.01***	0.018***
<i>FEXP</i>				
1-unit increase	0.012**	0.002**	-0.005**	-0.009**
<i>SHOP</i>				
Buys food vs otherwise	-0.099**	-0.005	0.043**	0.061***
<i>ROFP</i>				
Own production vs otherwise	-0.039*	-0.009*	0.017*	0.031*
<i>CHNG</i>				
Willing to change vs otherwise	-0.09***	-0.014***	0.041***	0.063***
<i>AWAR</i>				
1-unit increase	-0.038**	-0.011*	0.016**	0.032**

Note: \*\*\*, \*\*, \* denote statistical significance at 1, 5 and 10% levels, respectively.

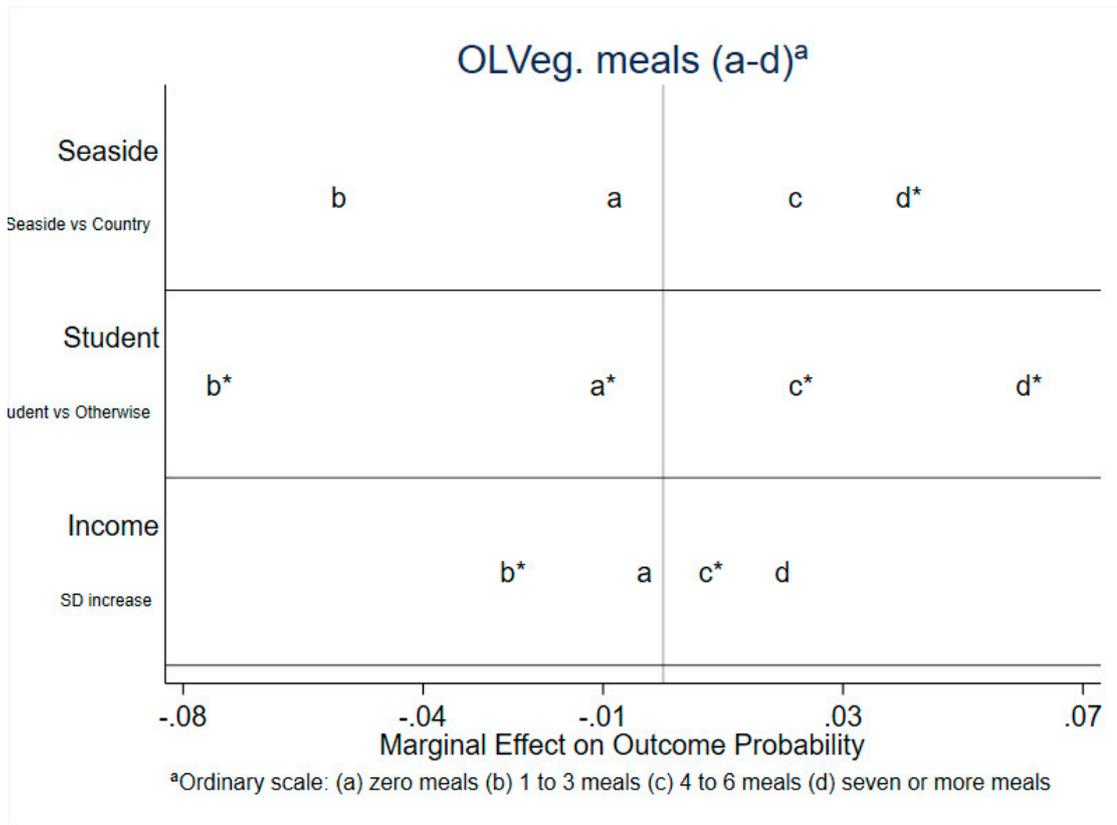
Figures reporting the marginal effects for all models



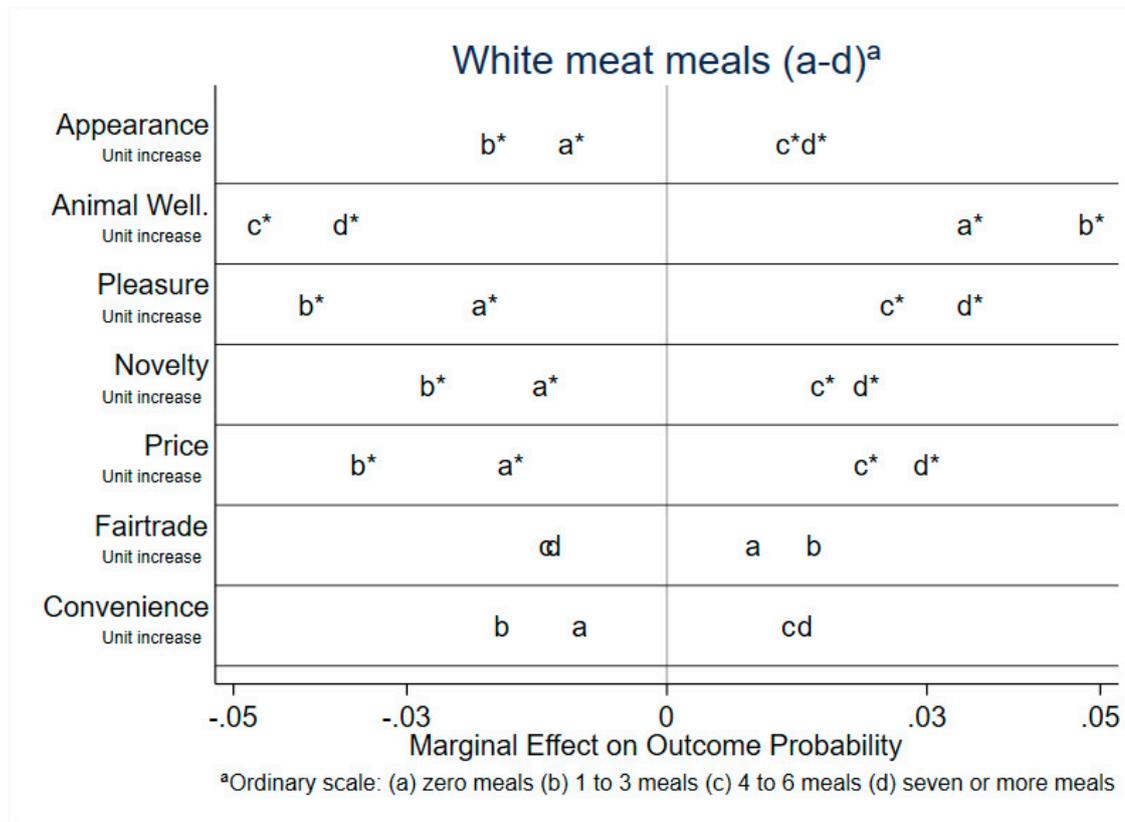
**Figure S1.** Marginal effects of socioeconomic characteristics on white meat meals



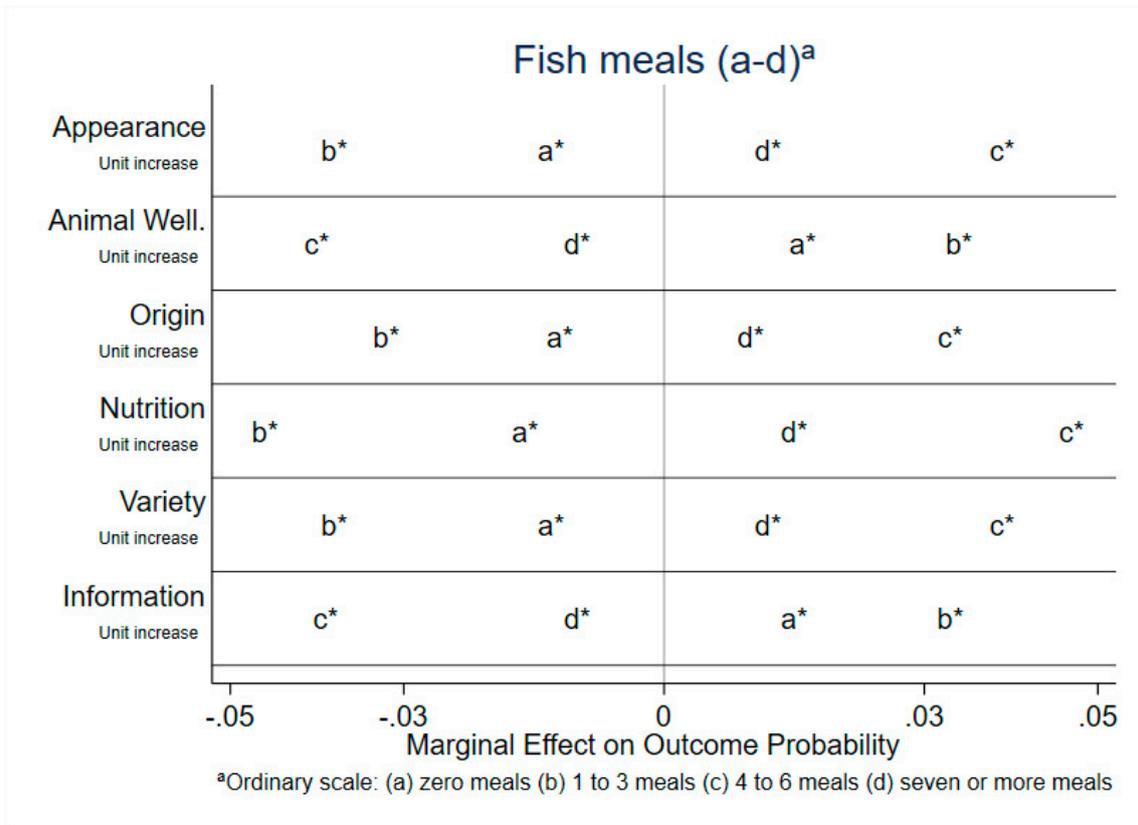
**Figure S2.** Marginal effects of socioeconomic characteristics on fish meals



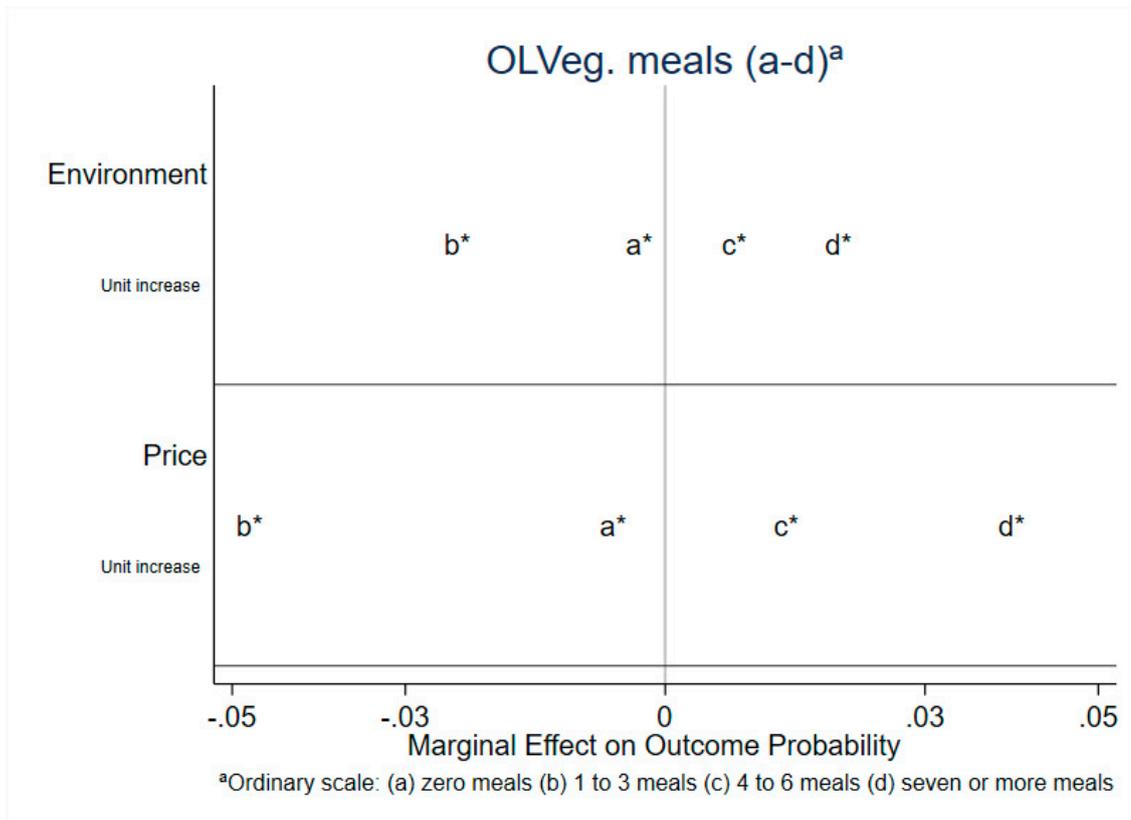
**Figure S3.** Marginal effects of socioeconomic characteristics on OLVeg. meals



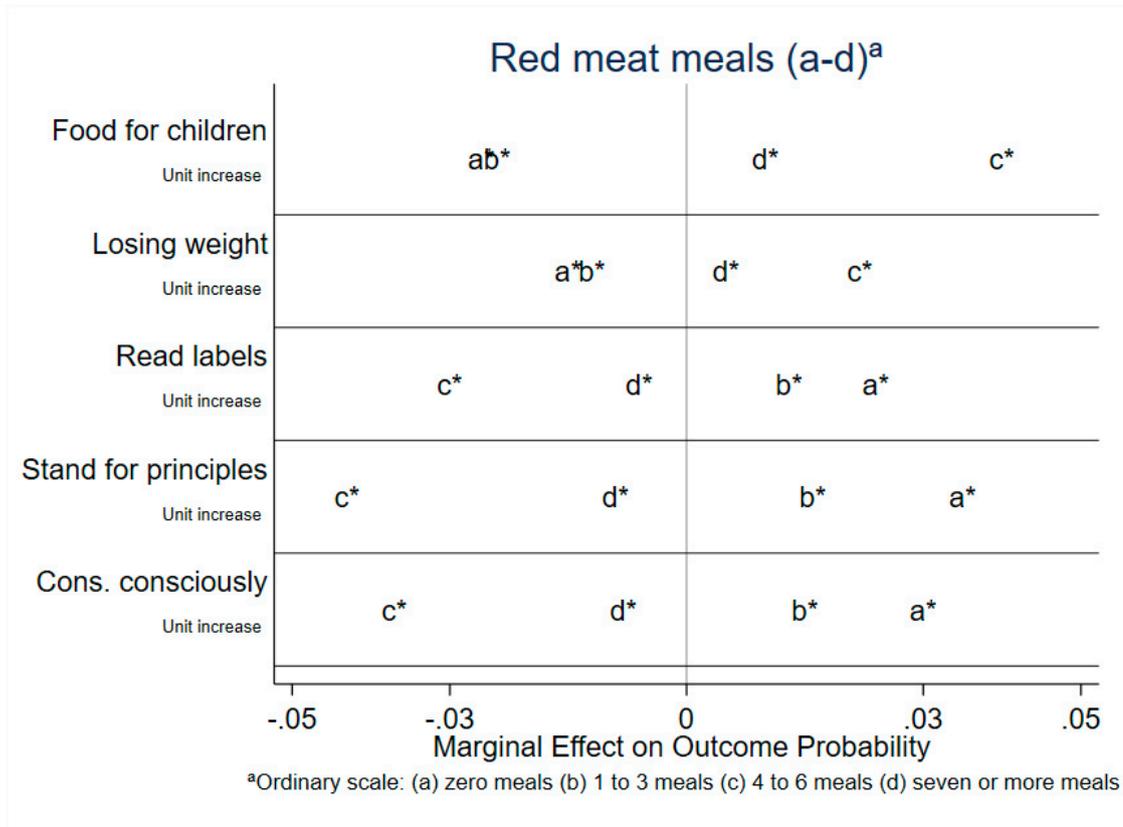
**Figure S4.** Marginal effects of general food consumption orientations on white meat meals



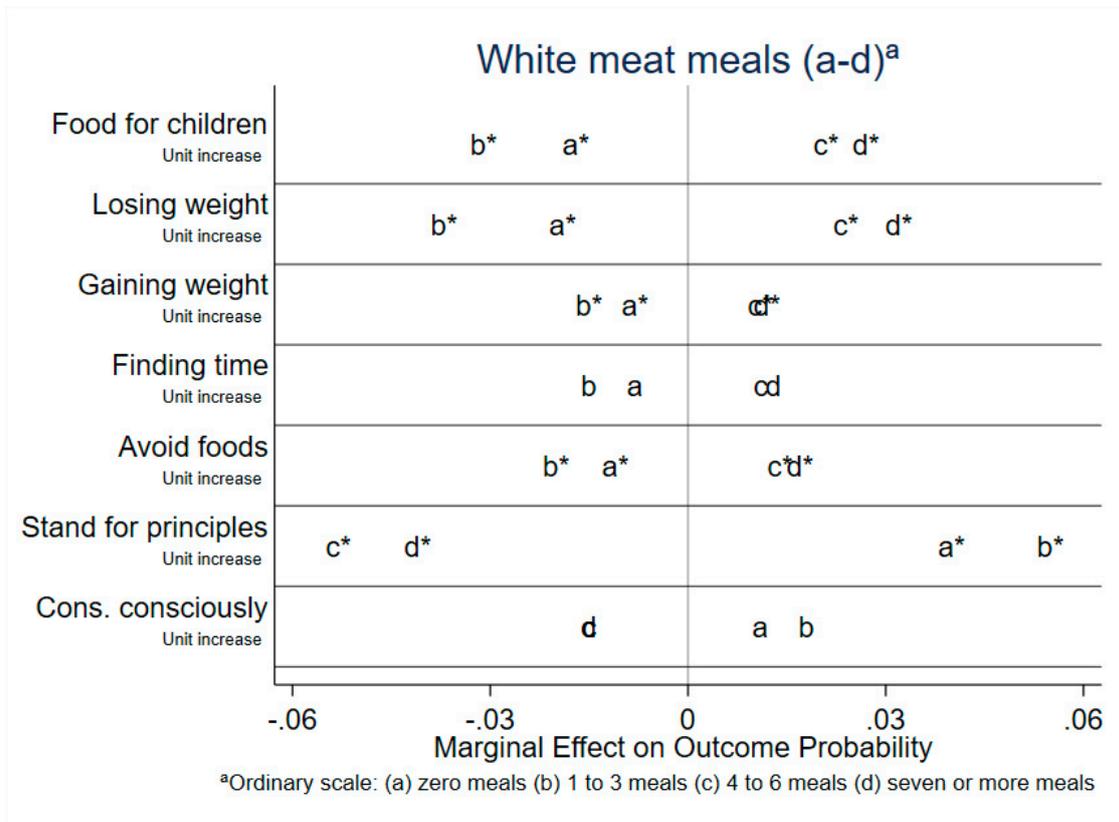
**Figure S5.** Marginal effects of general food consumption orientations on fish meals



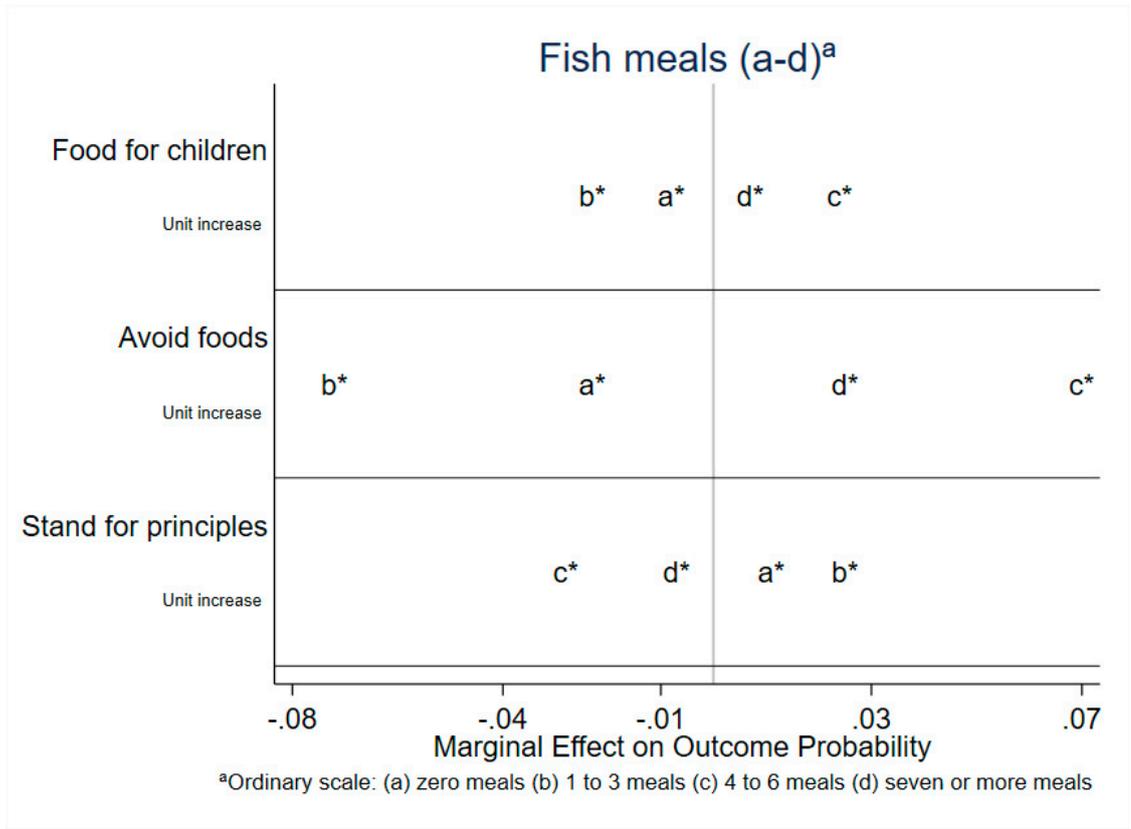
**Figure S6.** Marginal effects of general food consumption orientations on OLVeg. meals



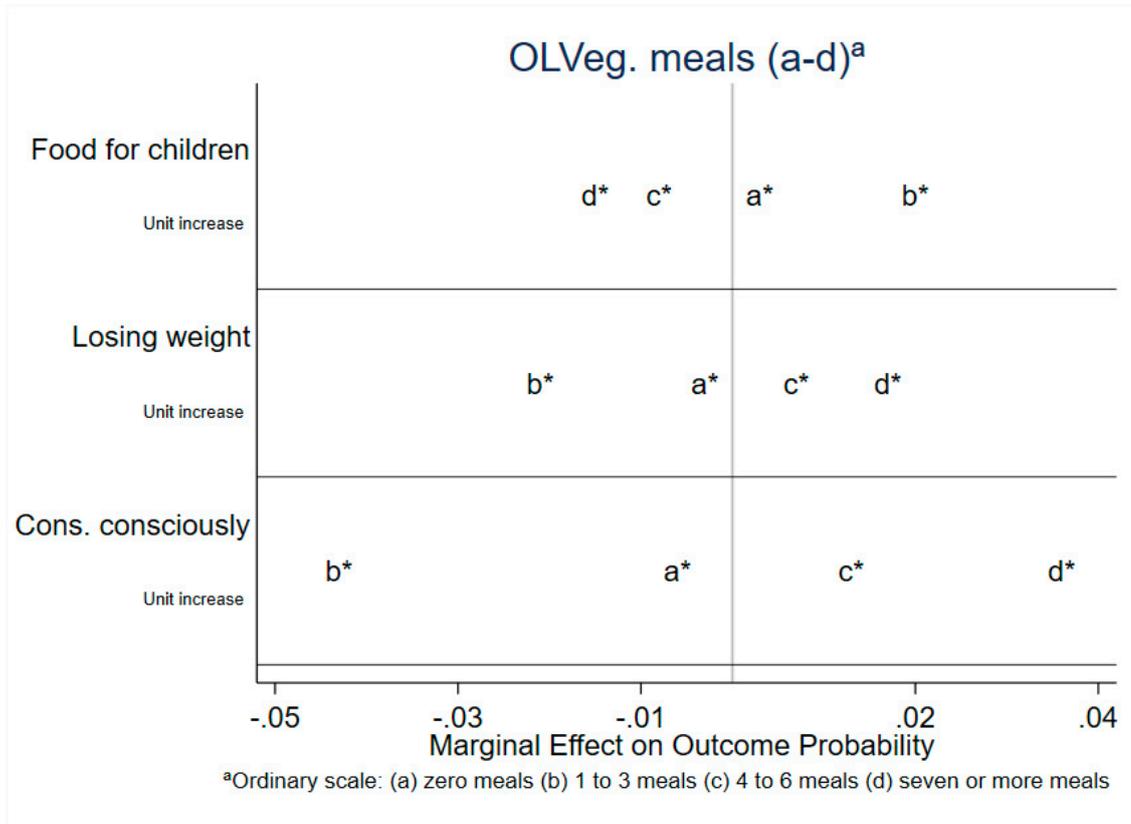
**Figure S7.** Marginal effects of specific food consumption concerns on red meat meals



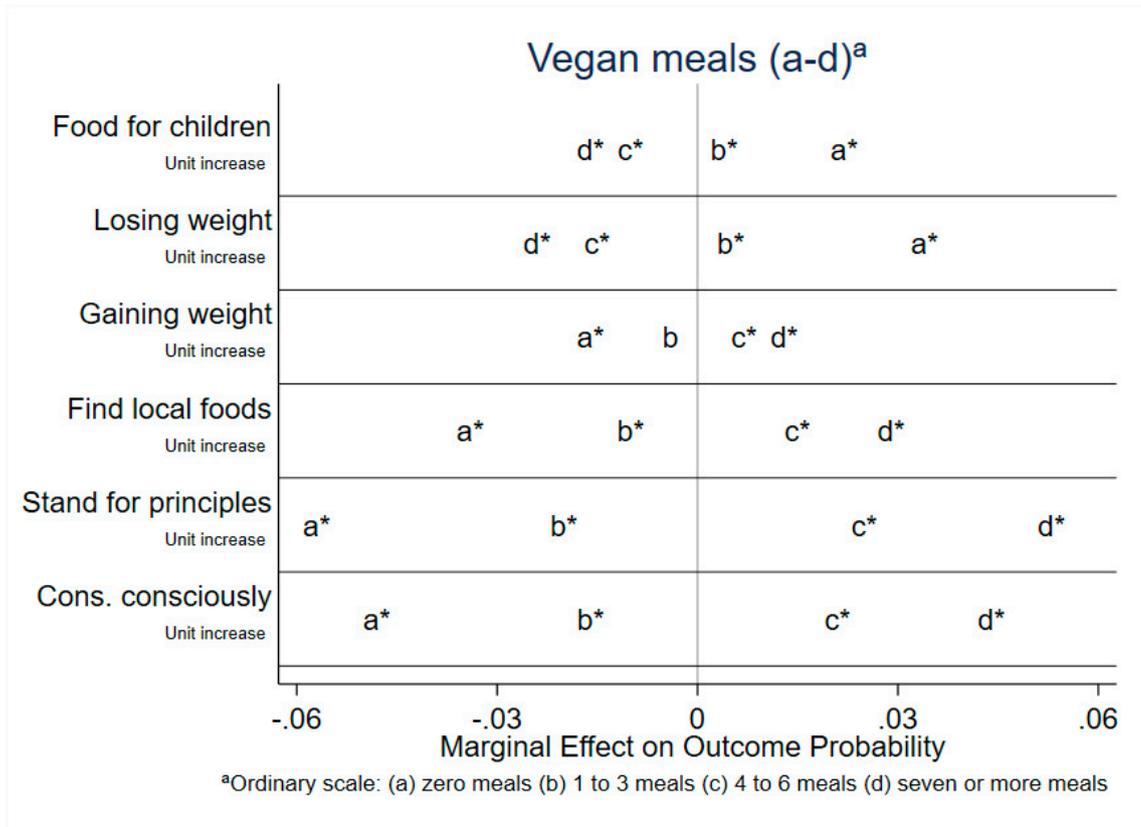
**Figure S8.** Marginal effects of specific food consumption concerns on white meat meals



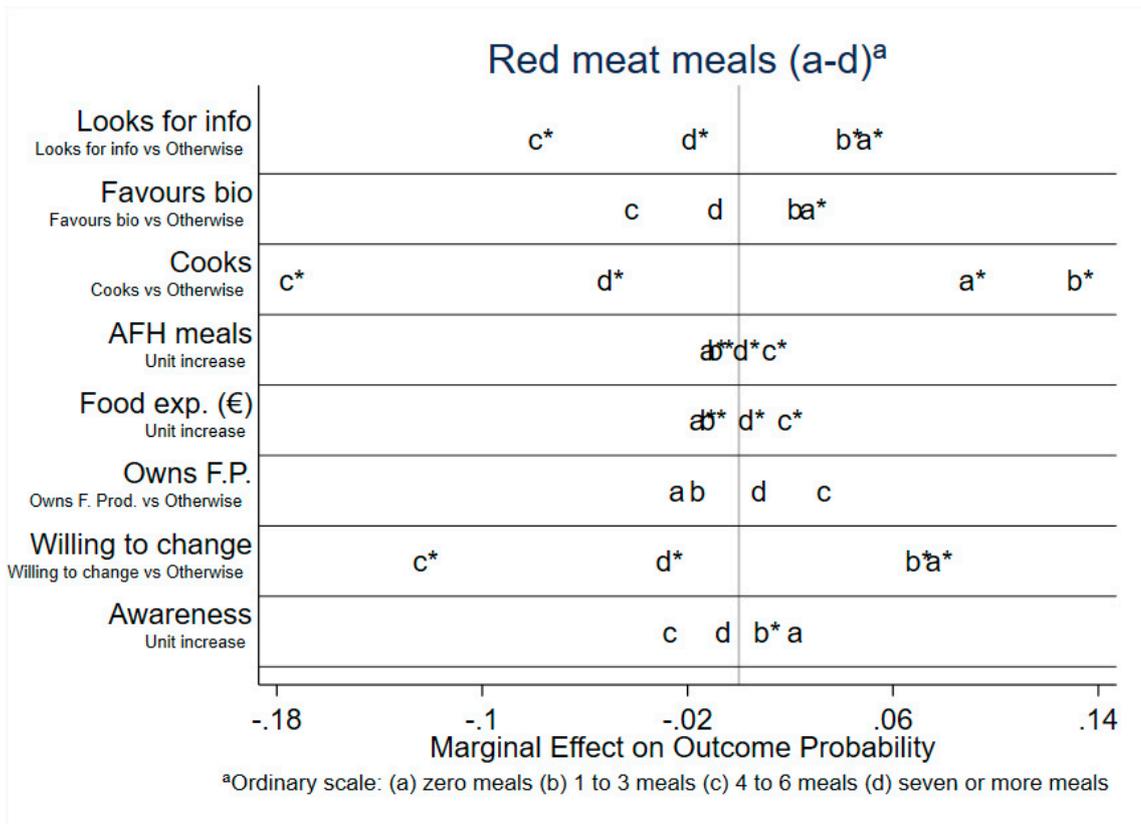
**Figure S9.** Marginal effects of specific food consumption concerns on fish meals



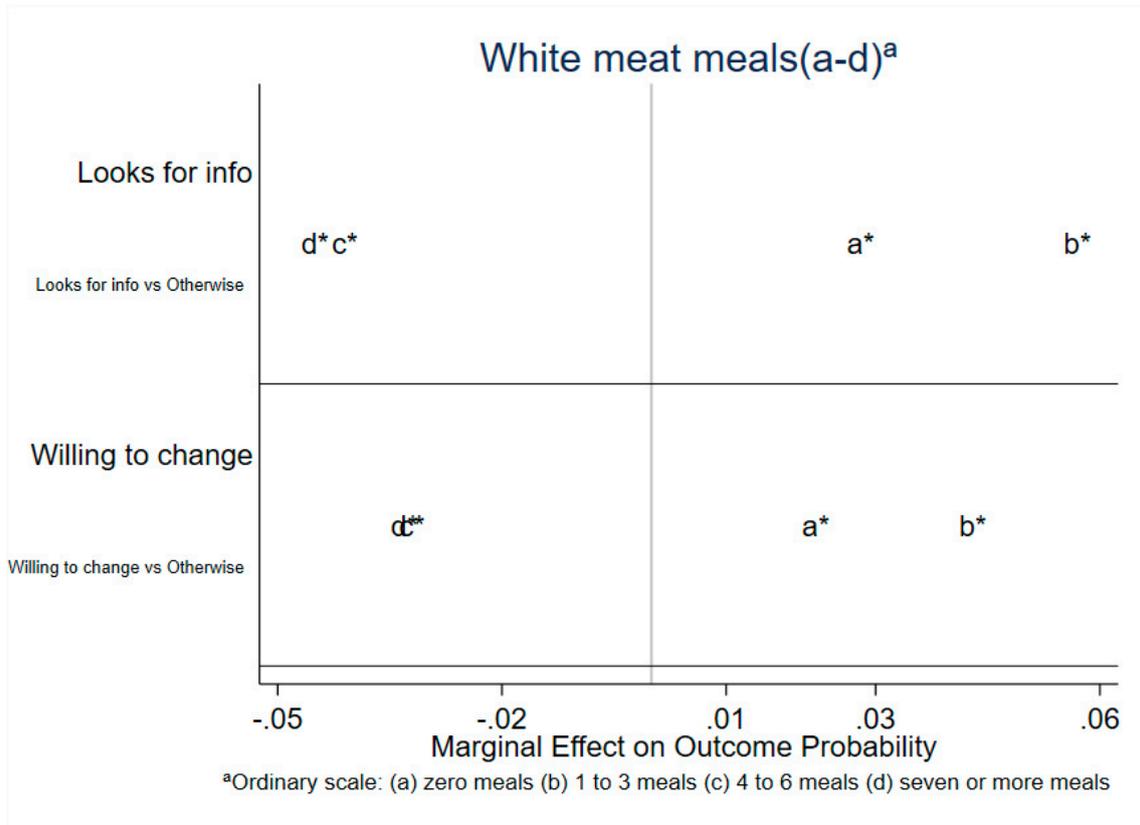
**Figure S10.** Marginal effects of specific food consumption concerns on OLVeg. meals



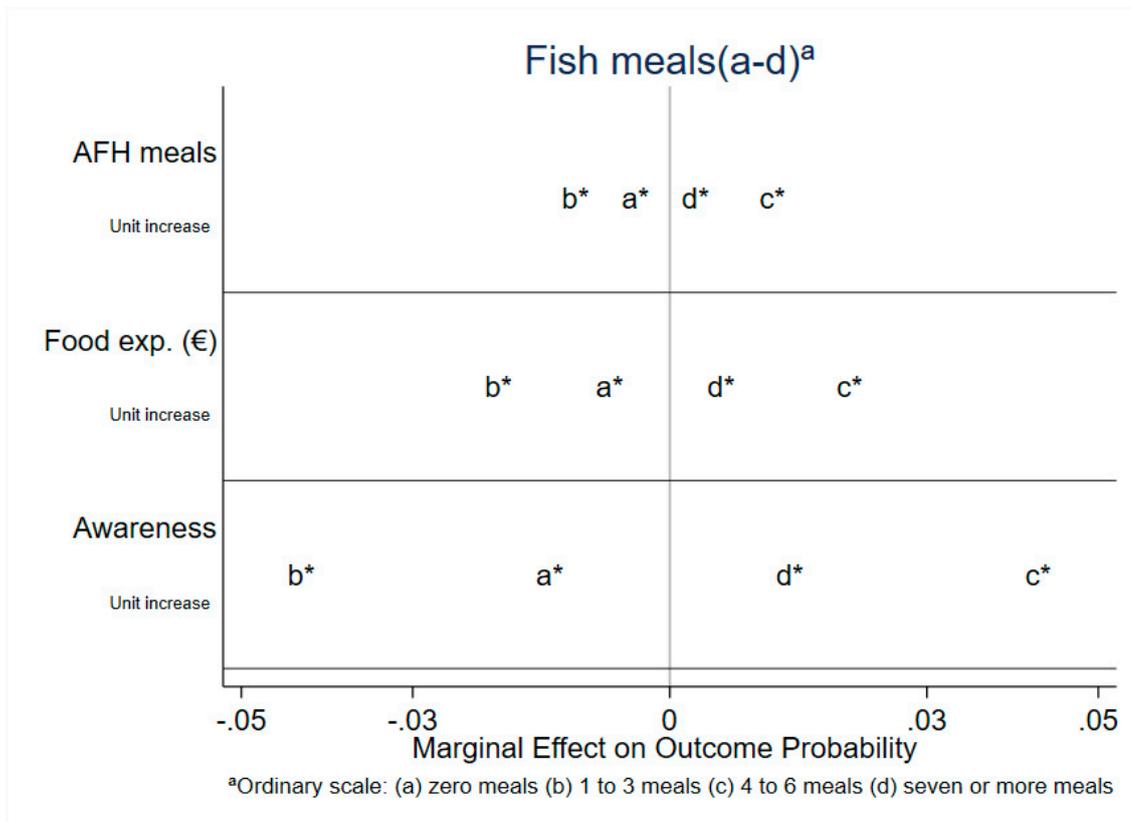
**Figure S11.** Marginal effects of specific food consumption concerns on vegan meals



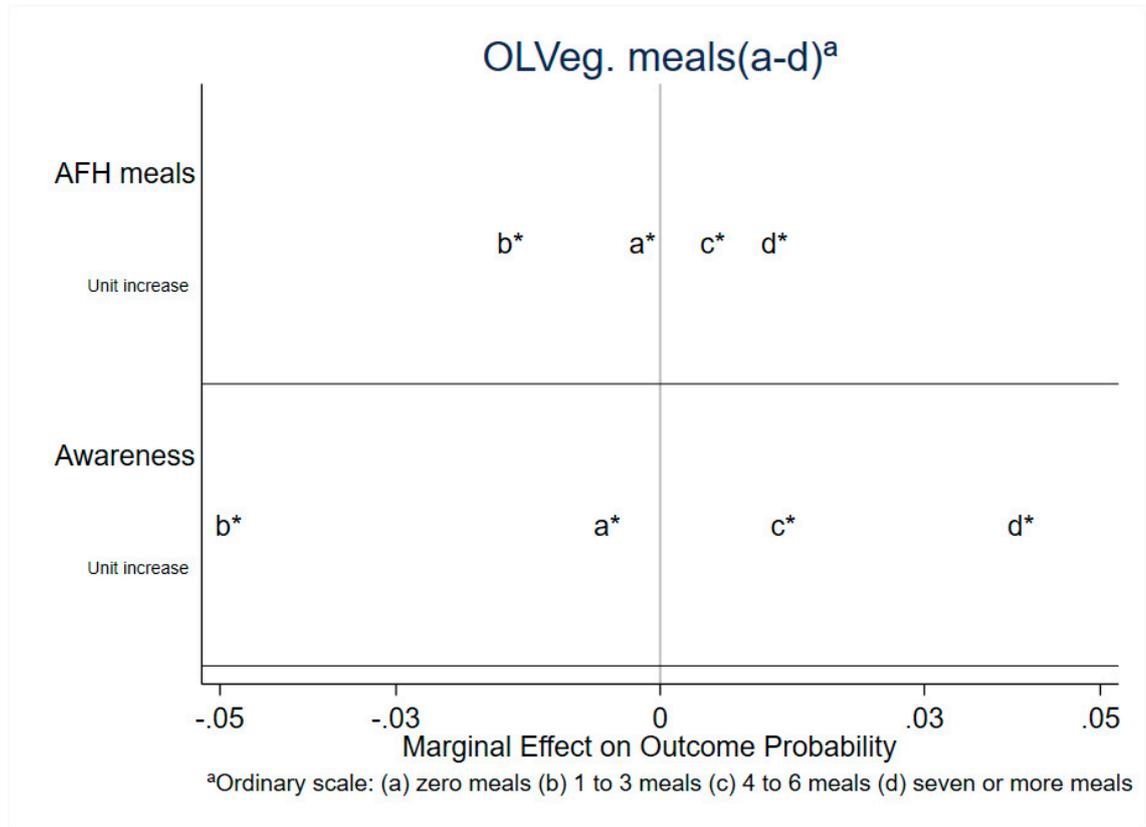
**Figure S12.** Marginal effects of food consumption preferences/behaviours on red meat meals



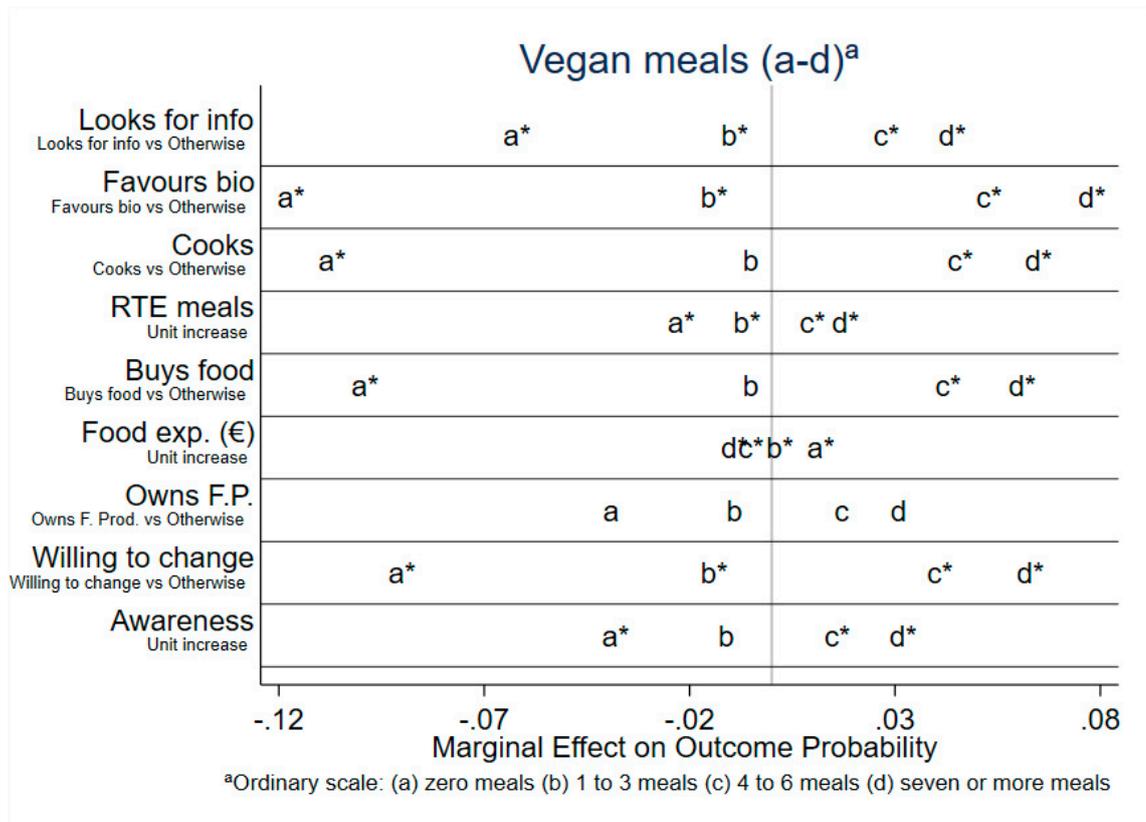
**Figure S13.** Marginal effects of food consumption preferences on white meat meals



**Figure S14.** Marginal effects of food consumption preferences/behaviours on fish meals



**Figure S15.** Marginal effects of food consumption preferences/behaviours on OLVeg. meals



**Figure S16.** Marginal effects of food consumption preferences/behaviours on vegan meals