Scale Items:

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| Health Consciousness (HC) | 1. I think about my health 2. I am aware of my health 3. I am aware of changes in my health 4. I have responsibility for the state of my health 5. I monitor my health status daily |
| Environmental Concerns (EC) | 1. The Balance of nature is very delicate and can easily be changed 2. Human beings, when they interfere with nature, often cause disastrous consequences 3. Human beings must live in harmony with nature to survive 4. Humanity is abusing the environment 5. Humanity was not created to dominate the rest of nature |
| Animal Welfare (AW) | 1. Animals must be kept in their natural habitat 2. I care about the welfare of animals. 3. Animals must not suffer. 4. Companies must think about their profits, but also about animals. |
| Food Choice Measures | *Health (H):*   1. Keeps me healthy 2. Is Nutritious 3. Is high in protein 4. Is high in fiber and roughage   *Sustainable (S):*   1. Has been prepared in an environmentally friendly way 2. Has been produced in a way which has not disrupted the balance of nature.   *Cruelty-Free (CF):*   1. Has been prepared in a manner that does not exploit animals 2. Has been produced in a way that is cruelty-free   *Sensory Appeal (SA):*   1. Smells nice 2. Looks nice 3. Tastes good 4. Has a pleasant texture |
| Meat Attachment  (MA) | 1. To eat meat is one of the good pleasures in life 2. I love meals with meat. 3. I'm a big fan of meat. 4. By eating meat I'm reminded of the death and suffering of animals. (r) 5. To eat meat is disrespectful towards life and the environment. (r) 6. I feel bad when I think of eating meat. (r) 7. To eat meat is an unquestionable right of every person. 8. According to our position in the food chain, we have the right to eat meat. 9. Eating meat is a natural and undisputable practice 10. I would feel fine with a meatless diet. (r) 11. If I was forced to stop eating meat I would feel sad. 12. Meat is irreplaceable in my diet. |
| Food Neophobia  (FN) | 1. I am constantly sampling new and different foods (r) 2. I don’t trust new foods 3. If I don’t know what is in a food, I don’t try it 4. I like foods from different countries (r) 5. At dinner parties, I will try new foods (r) 6. I am afraid to eat things I have never tried before 7. I am very particular about the foods I will eat 8. I will eat almost anything (r) |
| Subjective Norms  (normative beliefs) | 1. My family thinks I should eat more plant-based meat alternatives 2. My friends think I should eat more plant-based meat alternatives 3. My significant other thinks I should eat more plant-based meat alternatives |
| Behavioral Control (self-efficacy)  (BC) | 1. I can find plant-based meat alternatives easily in shops and supermarkets, if I want to buy them 2. Plant-based meat alternatives are not expensive for me, if I want to buy them 3. I can cook plant-based meat alternatives easily, if I want to |
| Attitude towards PBMA  (A) | 1. For me, buying plant-based meat alternatives is   Good — bad   1. For me, buying plant-based meat alternatives is   Acceptable — Unacceptable   1. For me, buying plant-based meat alternatives is a   Good idea — bad idea |
| Adoption of PBMA  (PI) | 1. I intend to buy more plant-based meat alternatives 2. I intend to include plant-based meat alternatives in my diet 3. I intend to try eating more plant-based meat alternatives |