**Questions for which ‘level of income’ was excluded in the analysis**

Q14 How ethical do you think in vitro meat is compared to farmed meat?

* Much more ethical (1)
* Somewhat more ethical (2)
* Neither more ethical nor less ethical (3)
* Somewhat less ethical (4)
* Much less ethical (5)

Q53 How willing would you be to eat in vitro meat compared to meat substitutes (i.e. made from soy)?

* Much more (1)
* Somewhat more (2)
* Neither more nor less (3)
* Somewhat less (4)
* Much less (5)

Strongly agree (1

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Question | Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |
| In vitro meat is ethical (12) |  |  |  |  |  |
| In vitro meat will improve animal welfare conditions (13) |  |  |  |  |  |
| In vitro meat will be able to solve world famine problems (14) |  |  |  |  |  |
| In the future, in vitro meat will be a viable alternative to farmed meat (15) |  |  |  |  |  |
| In vitro meat will reduce the impact of global warming associated with farming (16) |  |  |  |  |  |