Supplementary Material

**Table I. Variables used in categorical data analysis**

|  |  |  |
| --- | --- | --- |
| Classification | Variables | Number of categories; type of scale |
| Eating habits | Frequency of eating out | 6; ordinal |
|  | Frequency of eating meat | 5; ordinal |
|  | Carbohydrate restriction | 3; nominal |
|  | Preference for meat | 5; ordinal |
|  | Sympathetic to vegetarianism | 5; nominal |
|  | Interest in fair trade and environmentally friendly foods | 5; nominal |
| Awareness | I have heard about CM | 2; nominal |
| Interest in CM | I would like to try CM (\*objective variable) | 5; ordinal |
| Attitudes to CM | CM is unnatural. | 5; ordinal |
|  | CM is disrespectful to nature. | 5; ordinal |
|  | CM is ethical. | 5; ordinal |
|  | CM will improve animal welfare conditions. | 5; ordinal |
|  | CM will be able to solve world famine problems. | 5; ordinal |
|  | CM will be a viable alternative to farmed meat. | 5; ordinal |
|  | The production of CM will have negative impacts on traditional farmers. | 5; ordinal |
| Perceived animacy | Perceive animacy in bacteria | 2; binary |
|  | Perceive animacy in atoms | 2; binary |
|  | Perceive animacy in cells | 2; binary |
|  | Perceive animacy in animals | 2; binary |
|  | Perceive animacy in DNA | 2; binary |
|  | Perceive animacy in viruses | 2; binary |
|  | Perception of a wide spectrum of animacy (sum of perceived animacy in 6 items) | 0-6; numerical |
| Perceived naturalness | Perceive naturalness of AI in the workplace | 2; binary |
|  | Perceive naturalness of AI used in daily life services | 2; binary |
|  | Perceive naturalness of robots in the workplace | 2; binary |
|  | Perceive naturalness of robots used in daily life services | 2; binary |
|  | Perceive naturalness for organic foods | 2; binary |
|  | Perceive naturalness for vegetables grown in a plant factory | 2; binary |
|  | Perceive naturalness of genetically modified foods | 2; binary |
|  | Perceive organs made from iPS cells | 2; binary |
| Preference for alternative protein | Preference for eating insect meat | 2; binary |
|  | Preference for eating soy meat | 2; binary |
| Demographics | Sex | 2; nominal |
|  | Age | 20-59; numerical |
|  | Marital status | 2; nominal |
|  | Educational level | 4; nominal |
|  | Major in college | 2; nominal |
|  | Occupation | 14; nominal |
|  | Having children | 2; nominal |
|  | Annual income | 5; ordinal |
|  |  |  |

**Table II.** **Distinctive keywords according to cultured meat preferences among the Japanese (p < .05)** *\**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  | respondents who would not like to try cultured meat (N=875) | respondents who answered "unsure"  (N=571) | respondents who would like to try cultured meat (N=554) | *p* |
| Narratives of life image | | | |  |  |  |
| Life (*seimei)* |  |  | 56 | 34 | 59 | 0.043 |
| Life (*inochi)* |  |  | 39 | 24 | 46 | 0.025 |
| See |  |  | 26 | 31 | 20 | 0.049 |
| Be born |  |  | 14 | 18 | 5 | 0.009 |
| Food chain |  |  | 9 | 4 | 14 | 0.044 |
|  |  |  |  |  |  |  |
| Narratives of meat image | | | |  |  |  |
| Dairy life |  |  | 5 | 4 | 13 | 0.013 |
| Steak |  |  | 69 | 35 | 26 | 0.013 |
| Chew |  |  | 6 | 3 | 13 | 0.013 |
| Cattle |  |  | 16 | 15 | 27 | 0.019 |
| Beef |  |  | 26 | 10 | 7 | 0.035 |
| Grilled meat | |  | 9 | 6 | 0 | 0.038 |
|  |  |  |  |  |  |  |
| Narratives of cultured meat image | | | | |  |  |
| Artificial |  |  | 186 | 102 | 97 | 0.021 |
| Cell |  |  | 22 | 14 | 31 | 0.017 |
| Body |  |  | 39 | 15 | 14 | 0.032 |
| Afraid |  |  | 22 | 1 | 4 | <0.001 |
| Feeling |  |  | 22 | 4 | 2 | <0.001 |

\*Chi-square goodness of fit tests used.