

Supplementary material

Acceptance of entomophagy among Canadians at an insectarium

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Table S1. Conversion of the original response options to new categories used in the analyses.

Variable	Original response categories	Final categories
Acceptance of specific insect-based foods (<i>e.g., cricket flour, bars, larvae bar, escamoles, silkworms, cricket bread, cricket fritters, cheese with insects, muffin with insects</i>)	No, never; No, probably not; Yes, if more details; Yes, certainly	No; Yes conditional; Yes
Openness to trying new foods	Rarely; Occasionally; Regularly (from four original frequency statements)	Rarely; Occasionally; Regularly
Age group	18–24; 25–34; 35–44; 45–54; 55–64; >65	18–24; 25–34; 35–44; >45
Diet type	Omnivore; Vegetarian; Vegan; Pescatarian; Low-meat; Free-text other diets	Omnivore; Vegetarian; Pescatarian; Vegan; Limited meat; Other
Highest level of education	No certificate/diploma; High school diploma; College/CEGEP diploma; Trades/apprenticeship certificate; Bachelor's degree; Post-bachelor certificate/diploma; Master's degree; Doctorate	High school or less; College/technical; Bachelor's; Graduate degree

Table S2. Summary of ordinal logistic regression models examining the effects of age and gender on attitudes and behaviors related to insect-based foods. The table presents model estimates, standard errors, z-values, and p-values for predictors across various survey questions, including cooking habits, previous insect consumption, willingness to eat insect-based products, and perceptions of public acceptance. When interactions were not significant, they were removed from the model.

Response variable	Predictor	Estimate	Std. Error	z value	p value
Cooking Creativity	Age 25-34	-0.068	0.287	-0.238	0.8120
	Age 35-44	-0.549	0.392	-1.402	0.1610
	Age >45	0.227	0.384	0.591	0.5550
	Gender (Woman)	0.306	0.252	1.214	0.2250
Insect Experience	Age 25-34	0.388	0.293	1.322	0.1860
	Age 35-44	0.282	0.391	0.721	0.4710
	Age >45	0.122	0.373	0.328	0.7430
	Gender (Woman)	-0.665	0.251	-2.645	0.0080
Include Insects in Diet	Age 25-34	-0.041	0.375	-0.108	0.9140
	Age 35-44	0.331	0.458	0.722	0.4700
	Age >45	0.348	0.457	0.760	0.4470
	Gender (Woman)	-0.549	0.307	-1.787	0.0740
Try in Restaurant	Age 25-34	0.392	0.313	1.254	0.2100
	Age 35-44	0.206	0.415	0.496	0.6200
	Age >45	0.338	0.409	0.827	0.4080
	Gender (Woman)	-0.573	0.270	-2.123	0.0340
Eat Cricket Bar	Age 25-34	-0.128	0.290	-0.441	0.6590
	Age 35-44	0.168	0.386	0.434	0.6640
	Age >45	0.073	0.359	0.204	0.8390
	Gender (Woman)	-0.775	0.256	-3.026	0.0020
Eat Larvae Bar	Age 25-34	-0.152	0.462	-0.329	0.7420
	Age 35-44	1.310	0.652	2.010	0.0440
	Age >45	0.756	0.671	1.126	0.2600
	Gender (Woman)	-0.818	0.385	-2.126	0.0340
Eat Escamoles	Age 25-34	0.134	0.295	0.453	0.6510
	Age 35-44	0.275	0.380	0.723	0.4700
	Age >45	0.128	0.376	0.339	0.7350
	Gender (Woman)	-0.781	0.257	-3.043	0.0020

Eat Silkworms	Age 25-34	-0.057	0.298	-0.192	0.8480
	Age 35-44	0.094	0.402	0.235	0.8140
	Age >45	0.313	0.366	0.856	0.3920
	Gender (Woman)	-0.880	0.259	-3.405	0.0010
Eat Cricket Fritters	Age 25-34	-0.097	0.289	-0.336	0.7370
	Age 35-44	0.249	0.384	0.649	0.5170
	Age >45	0.117	0.367	0.319	0.7490
	Gender (Woman)	-0.640	0.255	-2.507	0.0120
Eat Cheese (Insects undisclosed)	Age 25-34	0.233	0.673	0.515	0.6070
	Age 35-44	1.419	0.665	2.109	0.0350
	Age >45	-0.044	0.382	-0.066	0.9480
	Gender (Woman)	-0.593	0.584	-1.552	0.1210
	Age 25-34 × Gender (Woman)	0.559	0.820	0.957	0.3383
	Age 35-44 × Gender (Woman)	-1.927	0.789	-2.349	0.0188
	Age >45 × Gender (Woman)	0.313	0.308	0.397	0.6912
	Age 25-34	0.247	0.308	0.800	0.4240
	Age 35-44	0.139	0.410	0.338	0.7350
	Age >45	0.601	0.396	1.515	0.1300
Eat Muffin	Gender (Woman)	-0.067	0.264	-0.254	0.7990
	Age 25-34	-1.278	0.498	-2.566	0.0103
	Age 35-44	0.639	0.861	0.741	0.4585
	Age >45	-1.795	0.796	-2.255	0.0242
	Gender (Woman)	-1.010	0.421	-2.400	0.0164
	Age 25-34 × Gender (Woman)	1.738	0.635	2.736	0.0062
	Age 35-44 × Gender (Woman)	-0.988	0.992	-0.996	0.3193
	Age >45 × Gender (Woman)	1.896	0.915	2.072	0.0382
	Age 25-34	-0.504	0.314	-1.602	0.1090
	Age 35-44	-0.959	0.432	-2.221	0.0260
Public Acceptance	Age >45	-0.135	0.405	-0.334	0.7380
	Gender (Woman)	-0.323	0.275	-1.174	0.2410
Future Practice	Age (25–34)	-0.244	0.303	-0.804	0.4220
	Age (35–44)	-0.391	0.413	-0.947	0.3440
	Age (>45)	-0.360	0.395	-0.912	0.3620
	Gender (Woman)	-0.277	0.265	-1.047	0.2950

Table S3. Summary of ordinal logistic regression models examining the effects of the level of education and gender on attitudes and behaviors related to insect-based foods. The table presents model estimates, standard errors, z-values, and p-values for predictors across various survey questions, including cooking habits, previous insect consumption, willingness to eat insect-based products, and perceptions of public acceptance. L, Q, and C refer to the linear, quadratic, and cubic term of the predictor. When interactions were not significant, they were removed from the model.

Response variable	Predictor	Estimate	Std. Error	z value	p value
Cooking Creativity	Education.L	0.554	0.270	2.05	0.0404
	Education.Q	-0.298	0.278	-1.068	0.2853
	Education.C	-0.471	0.291	-1.623	0.1046
	Gender (Woman)	0.246	0.254	0.968	0.3329
Insect Experience	Education.L	-0.225	0.395	-0.569	0.5694
	Education.Q	0.251	0.409	0.615	0.5387
	Education.C	0.235	0.422	0.558	0.5771
	Gender (Woman)	-1.083	0.304	-3.556	0.0004
	Educ.L $\times$ Gender (Woman)	1.246	0.596	2.091	0.0365
	Educ.Q $\times$ Gender (Woman)	-0.330	0.603	-0.547	0.5847
	Educ.C $\times$ Gender (Woman)	-0.706	0.611	-1.156	0.2478
Include Insects in Diet	Education.L	-0.052	0.340	-0.151	0.8797
	Education.Q	-0.192	0.341	-0.564	0.5730
	Education.C	-0.027	0.344	-0.079	0.9367
	Gender (Woman)	-0.542	0.307	-1.763	0.0778
Cook Insects at Home	Education.L	-0.348	0.400	-0.872	0.3830
	Education.Q	-0.206	0.400	-0.514	0.6070
	Education.C	-0.197	0.404	-0.488	0.6250
	Gender (Woman)	-0.429	0.369	-1.165	0.2440
Try in Restaurant	Education.L	0.042	0.295	0.141	0.8879
	Education.Q	-0.304	0.299	-1.018	0.3087
	Education.C	-0.141	0.305	-0.463	0.6437
	Gender (Woman)	-0.631	0.271	-2.331	0.0198

Eat cricket flour	Education.L	-0.117	0.261	-0.446	0.6560
	Education.Q	0.041	0.269	0.153	0.8790
	Education.C	-0.437	0.280	-1.561	0.1190
	Gender (Woman)	-0.379	0.252	-1.502	0.1330
Eat cricket Bar	Education.L	-0.268	0.273	-0.982	0.3260
	Education.Q	0.320	0.276	1.161	0.2460
	Education.C	-0.422	0.282	-1.499	0.1340
	Gender (Woman)	-0.786	0.257	-3.064	0.0022
Eat Larvae Bar	Education.L	0.336	0.269	1.246	0.2130
	Education.Q	-0.081	0.281	-0.288	0.7730
	Education.C	-0.051	0.294	-0.174	0.8620
	Gender (Woman)	-0.923	0.260	-3.544	0.0004
Eat Escamoles	Education.L	-0.009	0.274	-0.034	0.9730
	Education.Q	-0.401	0.282	-1.419	0.1560
	Education.C	0.278	0.291	0.955	0.3400
	Gender (Woman)	-0.784	0.255	-3.075	0.0021
Eat Silkworms	Education.L	0.259	0.282	0.918	0.3590
	Education.Q	-0.441	0.282	-1.566	0.1170
	Education.C	0.203	0.283	0.715	0.4740
	Gender (Woman)	-0.878	0.260	-3.38	0.0007
Eat Cricket Bread	Education.L	-0.269	0.261	-1.028	0.3040
	Education.Q	0.299	0.267	1.122	0.2620
	Education.C	-0.436	0.274	-1.594	0.1110
	Gender (Woman)	-0.395	0.249	-1.583	0.1140
Eat Cricket Fritters	Education.L	-0.331	0.264	-1.252	0.2110
	Education.Q	0.242	0.271	0.894	0.3710
	Education.C	-0.332	0.278	-1.192	0.2330
	Gender (Woman)	-0.636	0.254	-2.501	0.0124
Eat Cheese (Insects undisclosed)	Education.L	-0.109	0.413	-0.263	0.7923
	Education.Q	0.094	0.431	0.217	0.8282
	Education.C	-0.334	0.450	-0.743	0.4576
	Gender (Woman)	-0.929	0.285	-3.260	0.0011
	Educ.L $\times$ Gender (Woman)	1.104	0.533	2.071	0.0383
	Educ.Q $\times$ Gender (Woman)	0.140	0.560	0.249	0.8031
	Educ.C $\times$ Gender (Woman)	-0.002	0.589	-0.004	0.9966
Eat Casu Marzu (Insects disclosed)	Education.L	-0.149	0.278	-0.534	0.5930
	Education.Q	-0.128	0.287	-0.445	0.6560
	Education.C	0.365	0.298	1.224	0.2210

Eat Muffin with Insects	Gender (Woman)	-0.022	0.265	-0.085	0.9320
	Education.L	-0.384	0.280	-1.372	0.1700
	Education.Q	0.102	0.287	0.356	0.7220
	Education.C	-0.326	0.297	-1.097	0.2730
Eat Muffin with Visible Larvae	Gender (Woman)	-0.350	0.267	-1.309	0.1910
	Education.L	0.146	0.348	0.421	0.6740
	Education.Q	-0.265	0.342	-0.776	0.4380
	Education.C	0.289	0.339	0.852	0.3940
Reaction to Seeing Larvae in Muffin	Gender (Woman)	0.086	0.312	0.274	0.7840
	Education.L	0.696	0.470	1.479	0.1390
	Education.Q	0.906	0.612	1.48	0.1390
	Education.C	-0.878	0.730	-1.203	0.2290
Public Acceptance	Gender (Woman)	-0.357	0.385	-0.926	0.3540
	Education.L	-0.206	0.293	-0.702	0.4820
	Education.Q	0.382	0.303	1.262	0.2070
	Education.C	-0.128	0.313	-0.41	0.6820
Future Practice	Gender (Woman)	-0.248	0.272	-0.912	0.3620
	Education.L	-0.471	0.288	-1.637	0.1020
	Education.Q	0.417	0.297	1.402	0.1610
	Education.C	-0.425	0.308	-1.379	0.1680
	Gender (Woman)	-0.252	0.266	-0.946	0.3440

Attitudes Towards Insect Consumption

You are invited to participate in the research study mentioned above which is part of an undergraduate project carried out at Concordia University. This form provides information about what participating would mean. Please read it carefully before deciding if you want to participate or not.

PURPOSE

- The purpose of this research is to understand the social acceptance of direct and indirect consumption of various insects such as larvae, grasshoppers, and crickets. Specifically, we seek to investigate consumer opinions using questionnaire responses, focusing on variations among different sociodemographic groups and factors influencing acceptance.

PROCEDURES

- If you participate, you will be asked to complete the online questionnaire which will take approximately 10 minutes to complete. Participation involves answering questions about your opinions on insect consumption and viewing images of insects and insect-based foods.

RISKS AND BENEFITS

- We do not believe there are any risks associated with this study. However, if you feel uncomfortable viewing images of insects or foods containing insects, you may speak with a member of the team or stop filling out the questionnaire.
- This research is not intended to benefit you personally. However, your responses will contribute to a better understanding of consumer attitudes towards insect consumption and may help inform future strategies for promoting sustainable food practices.

CONFIDENTIALITY

- We will gather the following information as part of this research: your responses to the questionnaire.
- We will not allow anyone to access the information except people directly involved in conducting the research. We will only use the information for the purposes of the research described in this form.
- The information gathered will be anonymous. That means that it will not be possible to make a link between you and the information you provide.
- We will protect the information by storing it securely on the researcher's personal computer and Google Account, which are accessible only to the researcher.

- We intend to publish the results of the research. However, it will not be possible to identify you in the published results.
- We will destroy the information two years after the end of the study.

CONDITIONS OF PARTICIPATION

- Your participation is completely voluntary. There are no negative consequences for not participating. If you decide to participate, you can stop at any time by simply leaving the page or not submitting the questionnaire at the end.

If you have any questions please feel free to contact the researchers.

- Researcher: Nadezhda Velchovska
- Researcher's Contact Information: n_velcho@live.concordia.ca
- Faculty Supervisor: Rassim Khelifa
- Faculty Supervisor's Contact Information: rassim.khelifa@concordia.ca

* Indicates required question

1. PARTICIPANT'S DECLARATION *

Check all that apply.

☐ I have read and understood this form. I understand that I have to be 18+ and that my participation is completely voluntary. I agree to participate in this research under the conditions described.

Section sans titre

2. What was your sex at birth?

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Intersex
- ☐ Prefer not to say

3. What is your gender?

Mark only one oval.

- ☐ Woman
- ☐ Man
- ☐ Non-Binary
- ☐ Prefer not to say
- ☐ Other: _____

4. What age group do you belong to?

Mark only one oval.

- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ 55-64 years old
- ☐ 65 years old or older

5. Which region is your family from? Select one or multiple if applied.

Check all that apply.

- ☐ North America (e.g., Canada, United States)
- ☐ Central America (e.g., Mexico, Honduras, Costa Rica)
- ☐ South America (e.g., Brazil, Colombia, Argentina)
- ☐ Caribbean (e.g, Cuba, Puerto Rico, Dominican Republic)
- ☐ Western Europe (e.g., Germany, France, Italy, Czechia)
- ☐ Northern Europe (e.g., United Kingdom, Sweden, Norway)
- ☐ Eastern-Europe (e.g., Bulgaria, Russia, Romania)
- ☐ Southern Europe (e.g., Portugal, Croatia, Greece)
- ☐ Middle East (e.g., Turkey, Iran, Iraq, Saudi Arabia)
- ☐ North Africa (e.g., Egypt, Morocco, Algeria)
- ☐ Africa (e.g., Nigeria, Congo, South Africa)
- ☐ Central Asia (e.g., Kazakhstan, Kyrgyzstan)
- ☐ Southern Asia (e.g., Iran, Pakistan, India)
- ☐ East Asia (e.g., China, Mongolia, Korea, Japan)
- ☐ Southeast Asia (e.g., Vietnam, Cambodia, Thailand, Philippines)
- ☐ Australia/New Zealand
- ☐ Native American or Alaska Native
- ☐ Other: _____

6. What is the highest level of education you have completed or you are completing at the moment?

Mark only one oval.

- ☐ No certificate, diploma or degree
- ☐ High school diploma or equivalency certificate
- ☐ Registered Apprenticeship or trades certificate or diploma
- ☐ College, CEGEP or other non-university certificate or diploma
- ☐ Bachelor's degree
- ☐ University certificate or diploma above bachelor level; Degree in medicine, dentistry, veterinary medicine or optometry
- ☐ Master's degree
- ☐ Doctorate (PhD/Psy.D)

7. What was the major field of study of your highest certificate, diploma or degree completed or that you are currently completing ?

Mark only one oval.

- ☐ Arts and Humanities
- ☐ Business and Management
- ☐ Education
- ☐ Engineering
- ☐ Health and Medicine
- ☐ Law
- ☐ Science
- ☐ Social Sciences
- ☐ Technology
- ☐ Other: _____

8. To assess your knowledge of insects, please identify which of the following animals are insects by selecting all that apply:

Check all that apply.



☐ Butterfly



☐ Spider



☐ Ant



☐ Fish



☐ Bee



☐ Frog

☐ Grasshopper☐ Bird☐ Caterpillar☐ Snail

9. When it comes to cooking, do you like trying new things or being innovative with how you prepare your food?

Mark only one oval.

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

10. In the past year, have you introduced new foods into your diet?

Mark only one oval.

- ☐ Yes, I try new foods regularly, at least once a week.
- ☐ Yes, I try new foods occasionally, every few weeks or so.
- ☐ No, I haven't really tried many new foods.
- ☐ No, I haven't tried any new foods in the past year.

11. Select the statements that best describe you from the options provided. Select multiple options if they apply.

Check all that apply.

- ☐ I often try new foods.
- ☐ I don't trust new foods.
- ☐ If I don't know what's in a food, I avoid it.
- ☐ On special occasions (group dinners or evenings), I enjoy trying new foods.
- ☐ I feel anxious about eating foods I've never tried before.
- ☐ I am very selective about the food I eat.
- ☐ I eat almost anything.

12. Which of the following best describes your dietary preferences?

Mark only one oval.

- ☐ Vegetarian (no meat or fish, but may include dairy and eggs)
- ☐ Vegan (no animal products including meat, dairy, eggs, and honey)
- ☐ Omnivore (eats both plant-based and animal-based foods)
- ☐ Other: _____

13. Have you ever eaten insects in any way, visibly or not?

Mark only one oval.

- ☐ Yes, I have tried them and would eat them again.
- ☐ Yes, I have tried them but would not eat them again.
- ☐ No, I have never tried them but would be willing to.
- ☐ No, and I am not interested in trying them.

14. Would you include insects in your usual diet?

Mark only one oval.

- ☐ Yes, I would include them regularly.
- ☐ Yes, I would include them occasionally.
- ☐ No, I would not include them in my diet.

15. Would you cook insects at home?

Mark only one oval.

- ☐ Yes, I would be willing to cook them regularly.
- ☐ Yes, I would be willing to cook them occasionally.
- ☐ No, I would not be willing to cook them at home.

16. Would you try insect-based dishes in a restaurant?

Mark only one oval.

- ☐ Yes, I would try them regularly.
- ☐ Yes, I would try them occasionally.
- ☐ No, I would not try them in a restaurant.

17. What reasons would motivate you to include insects-based food in your diet? Select multiple if applied.

Check all that apply.

- ☐ Nutritional value
- ☐ Environmental sustainability
- ☐ Taste
- ☐ Curiosity
- ☐ Trend
- ☐ Cultural acceptance
- ☐ Affordability
- ☐ Health benefits (e.g., high protein content)
- ☐ Recommendation from friends/family
- ☐ Recommendation from professionals
- ☐ None

18. What reasons would discourage you from including insects-based food in your diet? Select multiple if applied.

Check all that apply.

- ☐ Disgust
- ☐ Health concerns
- ☐ Fear of trying new foods
- ☐ Fear of the insect
- ☐ Uncertainty about safety
- ☐ Lack of availability in stores
- ☐ Ethical concerns
- ☐ Allergies
- ☐ Negative social perceptions
- ☐ None

19. In what preparations do you think insects would be more appealing?

Mark only one oval.

☐ If their natural appearance cannot be seen.

☐ If their natural appearance can be seen.

20. What reasons would motivate you to include foods containing insects in your diet among the following ecological benefits?

Check all that apply.

☐ Insects are a potential solution to meet the growing global demand for protein.

☐ Insect farming requires less space (e.g., mealworms need 18 m² for 1 kg of protein, compared to 201 m² for beef).

☐ Insect farming produces much less greenhouse gas (e.g., the production of mealworms generates 7.58 g of CO₂/kg, compared to 2850 g for beef).

☐ Insect farming contributes to the reduction of overall water consumption in animal protein production (e.g., 23 liters for mealworms compared to 112 liters for beef).

☐ The ecological footprint of insects is comparatively smaller than that of other sources of protein for human consumption.

21. Health Canada has approved the consumption of insect-based flour and protein. Would you eat baked goods made with cricket flour?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

22. Would you eat a cricket based energy/protein bar?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

23. Would you eat a chocolate-covered larvae bar ?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

24. Would you eat a dish prepared with ant larvae and pupae (Escamoles)?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

25. Would you eat Deep-Fried Silk Worms (Hon mhai)?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

26. Would you eat bread made with powdered dried crickets (Sirkkaleipä)?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

27. Would you eat fritters made of cricket flour?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

28. Would you eat this cheese?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

29. Would you be more or less likely to eat the same cheese if you knew it was aged with the help of a 'cheese fly'? The larvae of this fly transform the cheese over months, giving it a very creamy texture and a unique taste. (Casu Marzu)



Mark only one oval.

- ☐ Less likely
- ☐ More likely
- ☐ It won't change my preference

30. Would you eat this banana muffin?



Mark only one oval.

- ☐ Yes, certainly
- ☐ Yes, if I had more details about the benefits or the taste.
- ☐ No, probably not
- ☐ No, never

31. Would you be more or less likely to eat the same banana muffin if you knew that it was made with dried larvae?



Mark only one oval.

- ☐ Less likely
- ☐ It won't change my preference
- ☐ More likely

32. Would you be more or less likely to eat the same banana muffin if you could see that it was made with dried larvae?



Mark only one oval.

- ☐ Less likely
- ☐ More likely
- ☐ It won't change my preference

33. Do you think insect-based food, whether at home or in restaurants, would be well received by the general public?

Mark only one oval.

- ☐ Yes, I believe they would be widely accepted.
- ☐ Yes, but only by a niche group of people.
- ☐ No, I think they would be met with strong resistance.

34. Do you think that insect consumption, whether at home or in restaurants, will become a common practice in the future?

Mark only one oval.

- ☐ Yes, I believe it will become very common.
- ☐ Yes, but only to a certain extent, not widespread.
- ☐ No, I think it will remain a niche practice.

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