

Figure S1. "Human Emotions and Animal Farming" Questionnaire.

Gender *

- ☐ Male
- ☐ Female

Age *

- ☐ <25
- ☐ 25-40
- ☐ 40-55
- ☐ >55

Education *

- ☐ University
- ☐ Middle school
- ☐ High school
- ☐ Elementary school
- ☐ Post-graduate

Living area *

- ☐ City (above 30.000 citizens)
- ☐ Town (5000-30.000 citizens)
- ☐ Village (up to 5000 citizens)

Profession *

- ☐ Student
- ☐ Employee
- ☐ Workman
- ☐ Working with animals (veterinarian, breeder, etc.)
- ☐ Other:

Household members * (including yourself)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ >3

Do you have animals in your house? *

- ☐ Yes
- ☐ No

If not, please specify:

- ☐ Never had
- ☐ In the past, but not currently

For each of the following pictures:

Please, mark the intensity of each of the following emotions felt while watching at this picture, by using the corresponding scoring scale from 0 to 5, where 0=emotion not felt; 5= emotion felt at maximum intensity. *

	0	1	2	3	4	5
Anger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sadness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shame / Disappointment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resignation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hope	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nostalgia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remorse / Guilt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contempt / Disgust	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, what is the level of animal welfare? *

- ☐ Very poor
- ☐ Poor
- ☐ Good
- ☐ Excellent
- ☐ Don't know

Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7



Photo 8



Photo 9



Photo 10



Photo 11



When you purchase animal products, how important is to you that the animals have been bred with good welfare standards? *

- ☐ Not important at all
- ☐ Of little importance
- ☐ Moderately important
- ☐ Important
- ☐ Very important
- ☐ Other:

How many times a week do you eat the following animal products? *

	Never	Up to 2 times a week	Up to 4 times a week	Everyday
Beef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicken meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rabbit meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pork meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Milk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you vegetarian or vegan? *

- ☐ Yes
- ☐ No

If you are, please indicate the reason beyond your choice:

- ☐ Ethical reasons
- ☐ I do not like meat
- ☐ Health reasons
- ☐ Other:

Thank you so much for your precious contribution!

Table S1. Participants demographic data and eating habits.

		Number	Percentage of respondents	P value [#]
Gender	Female	479	57.4%	<0.001
	Male	356	42.6%	
Age	<25 years	240	28.7%	0.007
	25-40 years	216	25.9%	
	40-55 years	170	20.4%	
	>55 years	209	25.0%	
Study	Primary	145	17.4%	<0.001
	Middle	103	12.3%	
	High school	360	43.1%	
	University degree	149	17.8%	
	Postgraduate	78	9.3%	
Residence	Village (up to 5000 inhabitants)	378	45.3%	<0.001
	Small town (5000-30000 inhabitants)	317	38.0%	
	City (over 30000 inhabitants)	140	16.8%	
Job	Student	237	39.4%	<0.001
	Employe	165	27.4%	
	Artisan	59	9.8%	
	Worked somehow with animals	57	9.5%	
	Housewives	5	0.8%	
	Freelancers/entrepreneurs	21	3.5%	
	Teachers/professors	13	2.2%	
	Unemployed	13	2.2%	
	Retired	28	4.7%	
	Other	4	0.7%	
Family structure	1 member	146	17.5%	<0.001
	2 members	205	24.6%	
	>2 members	484	58.0%	
Animal at home	Yes	639	76.5%	<0.001
	No	196	23.5%	
Animals in the past *	Never owned	24	19.2%	<0.001
	Owned in the past	101	80.8%	
Vegetarian/vegan	Yes	766	91.7%	<0.001
	No	69	8.3%	

[#] estimated by Chi-Square Goodness-of Fit tests. * Only for respondents who said they did not own animals at home

Figure S2. *PC Emotion* scores (means \pm 95% CI) in intensive and extensive farms. *PC Emotion* represents a sadness-joy axis where positive scores indicate joy and hope while negative scores indicate anger, sadness, remorse/guilt, resignation, contempt/disgust and shame/disappointment.

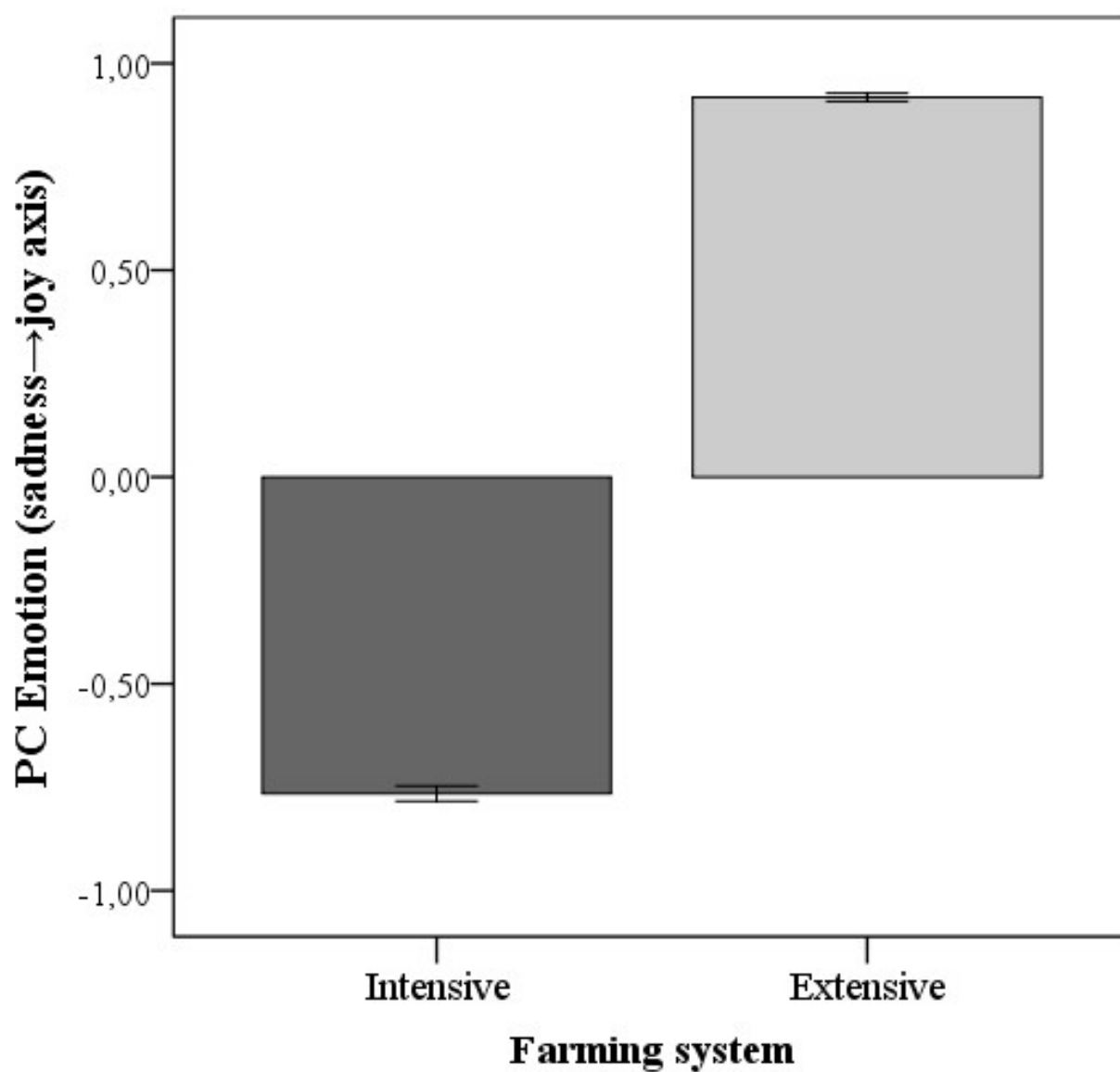


Figure S3. Association between perception of animal welfare conditions and score of *PC Emotion* in each picture according to the farming system.

