

Table S1. Age, education and location of 110 participants.

	Frequency	Percent
Age		
18-24	15	13.6
25-34	37	33.6
35-44	26	23.6
45-54	10	9.1
55-64	13	11.8
65-74	8	7.3
75 +	1	0.9
Education		
No Education	1	0.9
Primary School	1	0.9
High School	22	20
College/Undergraduate Degree	63	57.3
Postgraduate Degree	20	18.2
Other	3	2.7
Town/City Size		
< 3,000 People	1	0.9
3,000-15,000	9	8.2
15,000-100,000	22	20
100,000-1 Million	48	43.6
1 Million-10 Million	22	20
10 Million +	8	7.3
Total	110	0

Table S2. Household size and annual household income of 110 participants.

	Frequency	Percent
Household Size		
1 Person	43	39.1
2 Persons	36	32.7
3 Persons	18	16.4
4 Persons	6	5.5
5 Persons	6	5.5
6 Persons	1	0.9
Annual Household Income (JPY)		
< 1.3 Million	7	6.4
1.3 - 1.99 Million	1	0.9
2 - 2.99 Million	6	5.5
3 - 3.99 Million	22	20
4 - 4.99 Million	10	9.1

5 - 5.99 Million	14	12.7
6 - 6.99 Million	5	4.5
7 - 8 Million	4	3.6
8 Million +	24	21.8
Prefer not to say	17	15.5
Total	110	100

Note: By Sep. 2023, JPY 1,000,000 \approx USD 6,800.

Table S3. Questionnaire sections, survey items, response measurement and source.

Section	Item Number and Description	Measurement	Source
Section 1: Participant Information Sheet	1: participant information sheet	n/a	n/a
	definition and explanation of cell-based seafood	n/a	BlueNalu [20]; Finless Foods [23]
Section 2: Demographic and Socio-Economic Information	2-9: age, residence country, town/city size, gender identity, education level, household size, annual household income	multiple choice	adapted from Bryant et al. [62]
Section 3: Seafood Consumption Habits	10-11: frequency and usual places of seafood consumption	multiple choice	proposed by BlueNalu staff
	12: purchase priorities	4-point Likert scale	
Section 4: Prior Knowledge, Feelings, Attitudes and Behavioral Intentions about Cell-Based Seafood	13: prior knowledge of cell-based seafood	multiple choice	adapted from Laestadius & Caldwell [61]; Verbeke et al. [48]
	14: spontaneous feelings	5-point Likert scale	
	15: interest in tasting	multiple choice	proposed by BlueNalu staff and adapted from Bryant et al. [62]
	16: likeliness to buy cell-based seafood and replace all conventional seafood	5-point Likert scale	
	17: willingness to pay a higher price	multiple choice	

	18: interest in buying different cell-based seafood species	multiple choice	proposed by BlueNalu staff
	19: opinion on statements about traditional and modern food production	5-point Likert scale	original items
	20: positive and negative terms to describe cell-based seafood	multiple choice	adapted from Verbeke et al. [48]; Franceković et al. [63]
Section 5: Optional Final Comments	21: aspects that remain unclear	free text	original items
	22: prerequisites for consumption		
	23: concerns about consumption		

Note: For item 12, participants were asked to grade the importance of different purchase priorities (e.g., product quality and price) from ‘very important’ to ‘not at all important’ on a 4-point Likert scale. As offering a middle option such as ‘neither important nor unimportant’ was not considered sensible, this item was measured on a 4-point Likert scale instead of a 5-point Likert scale.

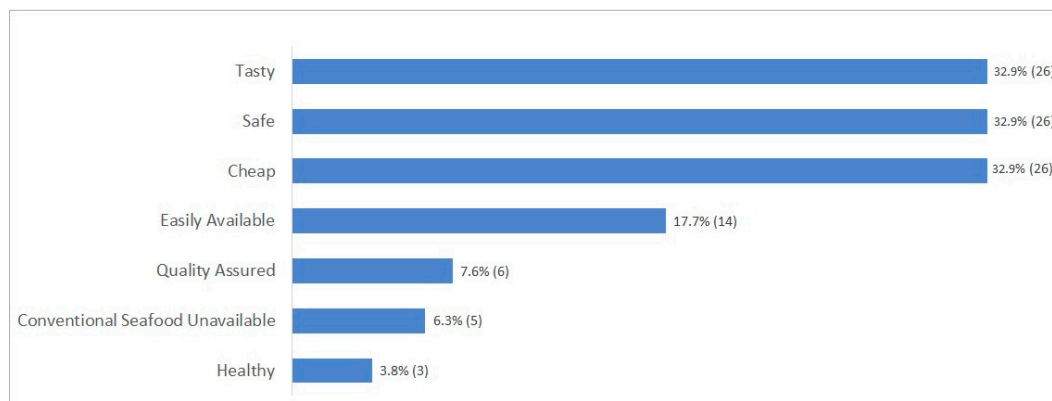


Figure S1. Prerequisites for cell-based seafood consumption among 79 Japanese consumers. Note: Combined percentages exceed 100%, as some respondents selected more than one prerequisite.