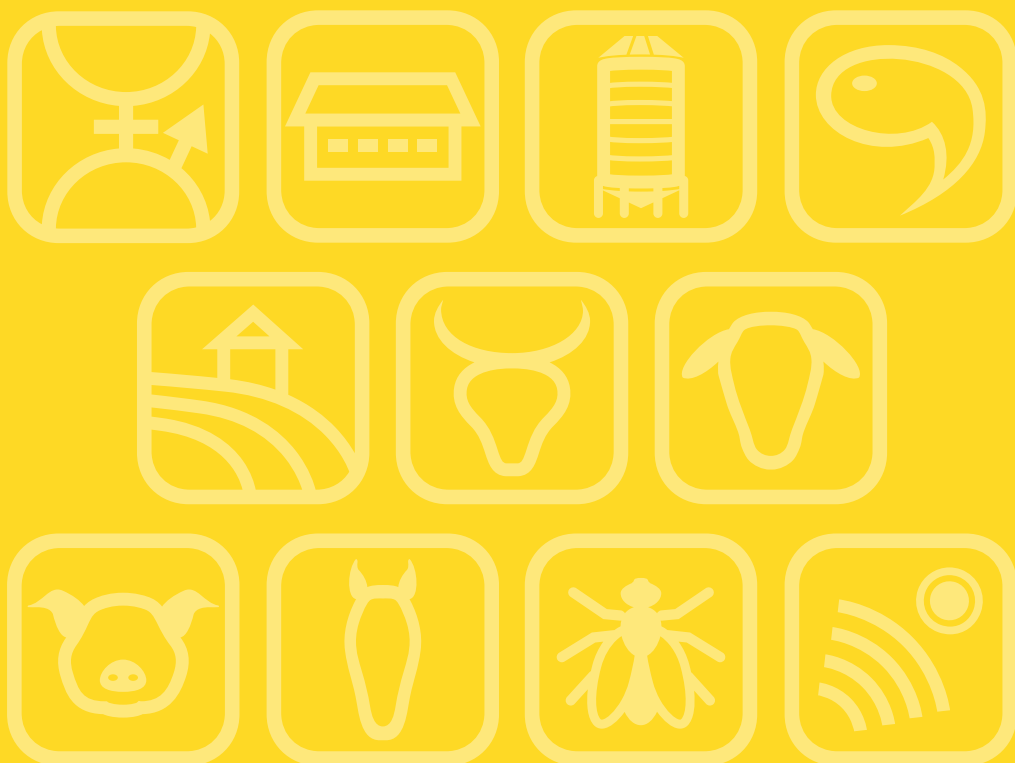


Perception of cultured meat of Italian, Portuguese and Spanish speaking consumers

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This study was aimed at investigating how consumers originating from southern Europe perceive cultured meat (CM) and if demographic characteristics (origin, gender, age, education, activity area and meat consumption) are related to their willingness to try (WTT), to eat regularly (WTE) and to pay for (WTP) cultured meat. The 2,071 respondents were Italian (46.7%), Portuguese (31.0%) and Spanish (22.3%) speaking people, and 48.8% of them perceived CM as ‘promising and/or acceptable’ whereas 28.5% considered it ‘absurd and/or disgusting’ and 22.7% ‘fun and/or intriguing’. In total, 65.5% and 24.7% would be respectively willing and not willing to try CM, 43.3% had no willingness to eat regularly and, 94.3% would not pay more for CM compared to conventional meat. In general, origin, gender, age, activity area and meat consumption had significant effects on WTT and WTE. Young people (18-30 yrs) had the highest WTT, WTE and WTP compared to mid-aged (31-50 yrs) and older people (51-yrs), whereas the effect of gender is more variable. Spanish-speaking consumers had the highest WTT and WTE. Scientists (within or outside the meat sector) had the highest WTT, non-scientific people within the meat sector had the lowest WTT. People outside the meat sector had higher WTE and people working within the meat sector had lower WTE. People with the lowest income had higher WTE. People with vegan and vegetarian diets would pay more for CM but generally no more than for conventional meat. People who heard about CM had higher WTT but lower WTE. The perceptions that CM may be more eco-friendly, ethical and healthy than conventional meat tend to be drivers for the current respondents to try and eat CM, whereas emotional resistance and the negative impacts on livestock farming systems caused by CM production might be the barriers for the current respondents to accept CM.

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