

Supplementary material 2 – Questionnaire for Study 1

[Initially, participants read an informative text about the project and the research participants. Then, they informed whether they wanted to continue in the research (TCLE). After that, the following questions followed:]

Socioeconomic data

Instructions: Now, we would like to know a little about you, so please fill out the following questions.

Data collected:

Age

Place of birth, State, Municipality

Place of residence, State, Municipality

Gender (Female, Male, I prefer not to say, Other)

Net monthly family income (Less than 1000 reais, Between 1001 and 2000 reais, Between 2001 and 3000 reais, Between 3001 and 4000 reais, Between 4001 and 5000 reais, Between 5001 and 6000 reais, Between 6001 and 7000 reais, Between 7001 and 8000 reais, More than 8000 reais).

Number of residents in your residence: [Click or tap here to enter text.](#)

What is your level of education? (No education, Incomplete elementary school, Complete elementary school, Incomplete high school, Complete high school, Incomplete undergraduate degree, Undergraduate degree in progress, Complete Undergraduate degree, Master's degree in progress, Complete Master's degree, Doctorate in progress, Complete Doctorate)

University

Name of the University

Campus or Academic Unit

Is your course an undergraduate degree? (Yes, No)

If so, which of the following areas is your course or postgraduate program related to:

☐ Ecology

☐ Environmental Sciences

☐ Nutrition

☐ None of the above

Name of your undergraduate course or master's/doctorate program: (text response)

What is your political orientation (Far right, Right, Center, Left, Far left, I don't know, I prefer not to answer)

Have you ever heard about wild food plants? (Yes, No)

What are wild edible plants? (text response)

Attention: We want to know about your prior knowledge, please do not look for information to answer this question.

What are wild food plants?

Wild food plants (WFPs) are those that serve as food for humans and grow naturally in areas such as forests, deserts, roadsides or vacant lots. Therefore, they do not need to be planted by people. They can be herbs, shrubs and trees. The parts that serve as food can also be their leaves, flowers, fruits, roots, seeds, among others.

This research aims to know your opinion on the consumption of this kind of plants.

[Beginning of the questionnaire]

To begin, we would like you to answer the following question:

What do you think about the consumption of wild food plants?

Click or tap here to enter text.

Wild food plants in advertising

[Section where one of the Images of Advertisement treatments for egoistic, altruistic, biospheric and hedonic values provided on Supplementary Material 1 is used. Following, an example of an item is included.]

Instructions: Please read and observe the advertisement below carefully. Then, on the next page, we ask that you respond to some questions.



As plantas alimentícias silvestres podem enriquecer sua alimentação com nutrientes que, em alimentos convencionais, estão presentes em pequena quantidade.



[Translation: Wild food plants can enrich your diet with nutrients that, in conventional foods, are present in small quantities.]

Your opinions on buying wild edible plants

[Section where Hoppe et al. (2012) and Iwaya et al. (2021) scales for purchase attitudes and willingness to buy are used. Following, an example of an item is included.]

Instructions: We would like to know your attitudes regarding the purchase of wild edible plants (WFP).

We understand the purchase as obtaining the WFP through payment.

[Purchase attitudes]

I think buying wild edible plants is:

(Please select the option that applies)

(Very irrelevant, Irrelevant, Neither irrelevant nor relevant, Relevant, Very relevant)

[Willingness to buy]

I am willing to buy wild food plants if they are available:

(Please select the option that applies)

☐ I totally disagree

☐ I disagree

☐ Nor I disagree, neither I agree

☐ I agree

☐ I totally agree

Your opinions on consuming wild edible plants

[Section where Hoppe et al. (2012) and Iwaya et al. (2021) scales for consumption attitudes and willingness to consume are used. Following, an example of an item is included.]

Instructions: We would now like to know your attitudes regarding the acquisition [consumption] of WFP. Understanding acquisition as obtaining WFP in general, whether through purchase (by means of payment), or by collecting them in the forest, on the side of the road, vacant land or in any area where they are freely available.

[Consumption attitudes]

I think acquiring wild food plants is:

(Please select the option that applies)

(Very irrelevant, Irrelevant, Neither irrelevant nor relevant, Relevant, Very relevant)

[Willingness to consume]

I am willing to acquire wild food plants if they are available

(Please select the option that applies)

☐ I totally disagree

☐ I disagree

☐ Nor I disagree, neither I agree

☐ I agree

☐ I totally agree

Thank you page for participants

[In this page, we thank participants for having participated]

Thank you very much for participating in this survey!

Send questionnaire

Thank you for completing the questionnaire.