

S2 Appendix- Feline palatability indicators (15)

1. Rapid Approach
2. Vocalisations
3. Eating Quickly
4. Stays Near Bowl
5. Guards Food
6. Flick Ears
7. Flick Tail
8. Licking Lips
9. Licking Nose
10. Licking Food
11. Licking Bowl
12. Sniff/Investigate
13. Drop Food
14. Leaving Food Uneaten
15. Grooming

Nb: Lack of reporting in some cases reduced total numbers, in some following Tables and Figures.

1. Approached meals rapidly

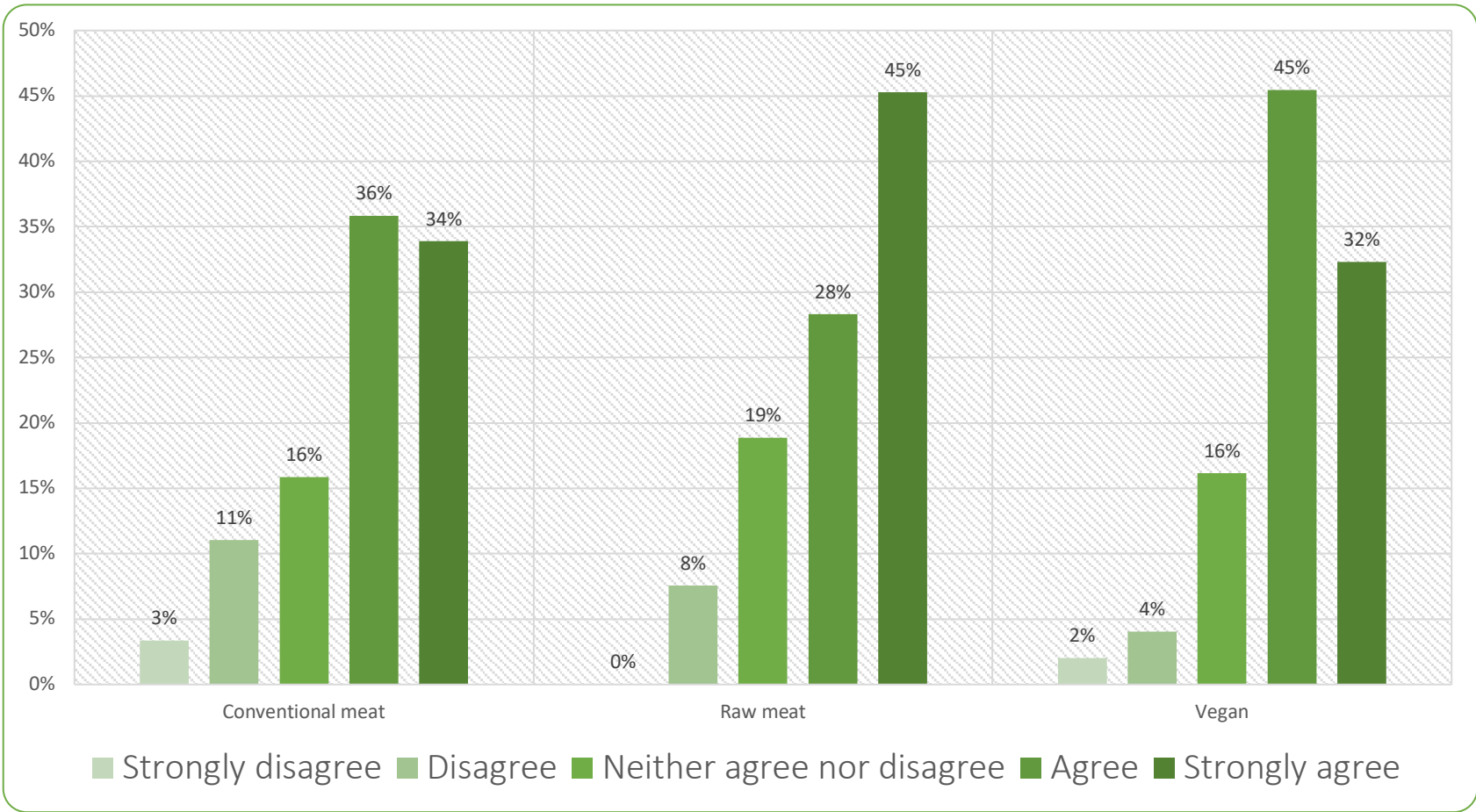


Figure B1. Percentage of cats who approached their meals rapidly.

Table B1. Numbers of cats who approached their meals rapidly.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 33 | | 2 | 35 |
| Disagree | 108 | 4 | 4 | 116 |
| Neither agree nor disagree | 155 | 10 | 16 | 181 |
| Agree | 350 | 15 | 45 | 410 |
| Strongly agree | 331 | 24 | 32 | 387 |
| Total | 977 | 53 | 99 | 1129 |

2. Meowed/vocalised

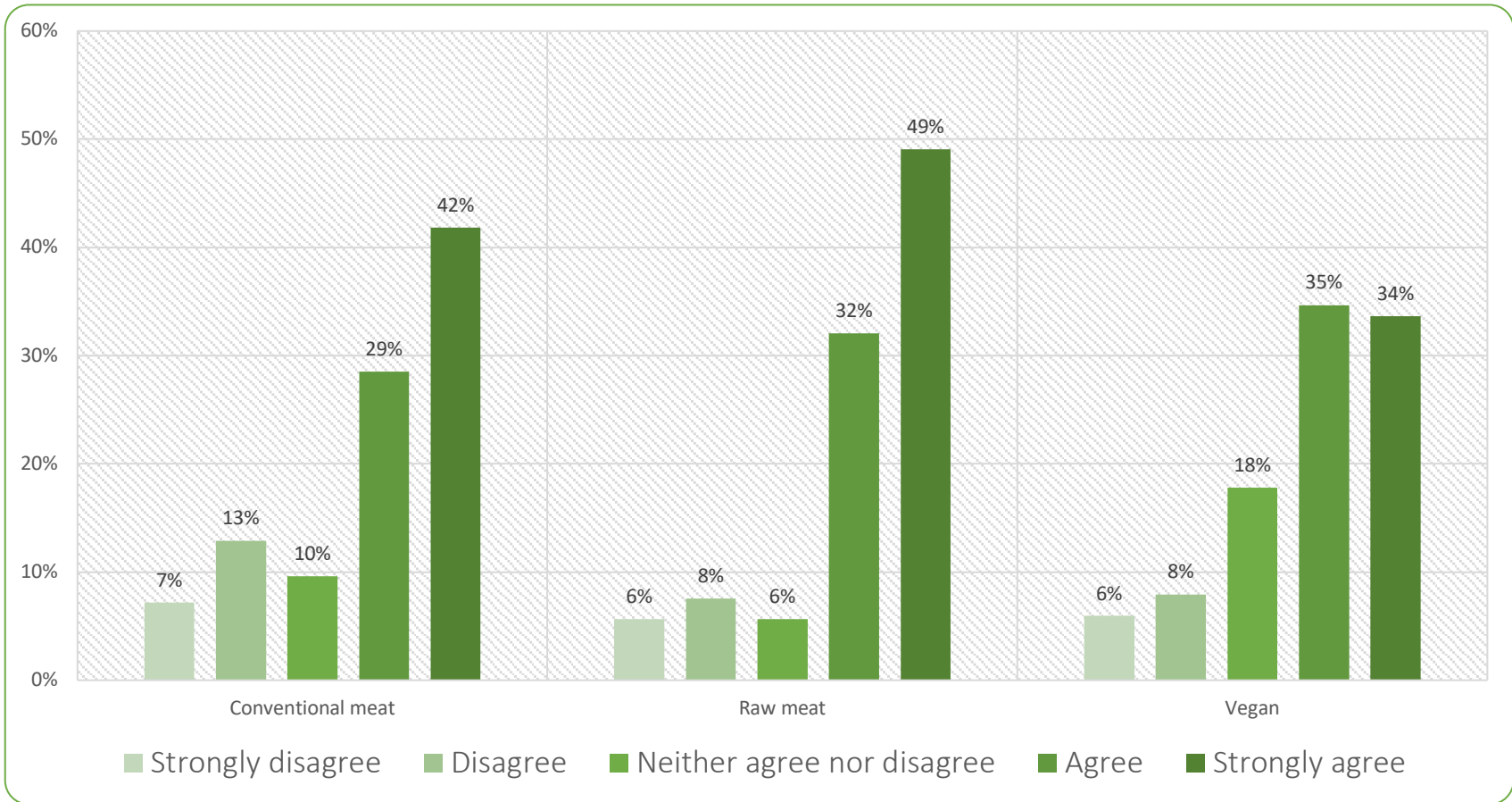


Figure B2. Percentage of cats who meowed/vocalised

Table B2. Numbers of cats who meowed/vocalised.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 70 | 3 | 6 | 79 |
| Disagree | 126 | 4 | 8 | 138 |
| Neither agree nor disagree | 94 | 3 | 18 | 115 |
| Agree | 279 | 17 | 35 | 331 |
| Strongly agree | 409 | 26 | 34 | 469 |
| Total | 978 | 53 | 101 | 1132 |

3. Ate quickly

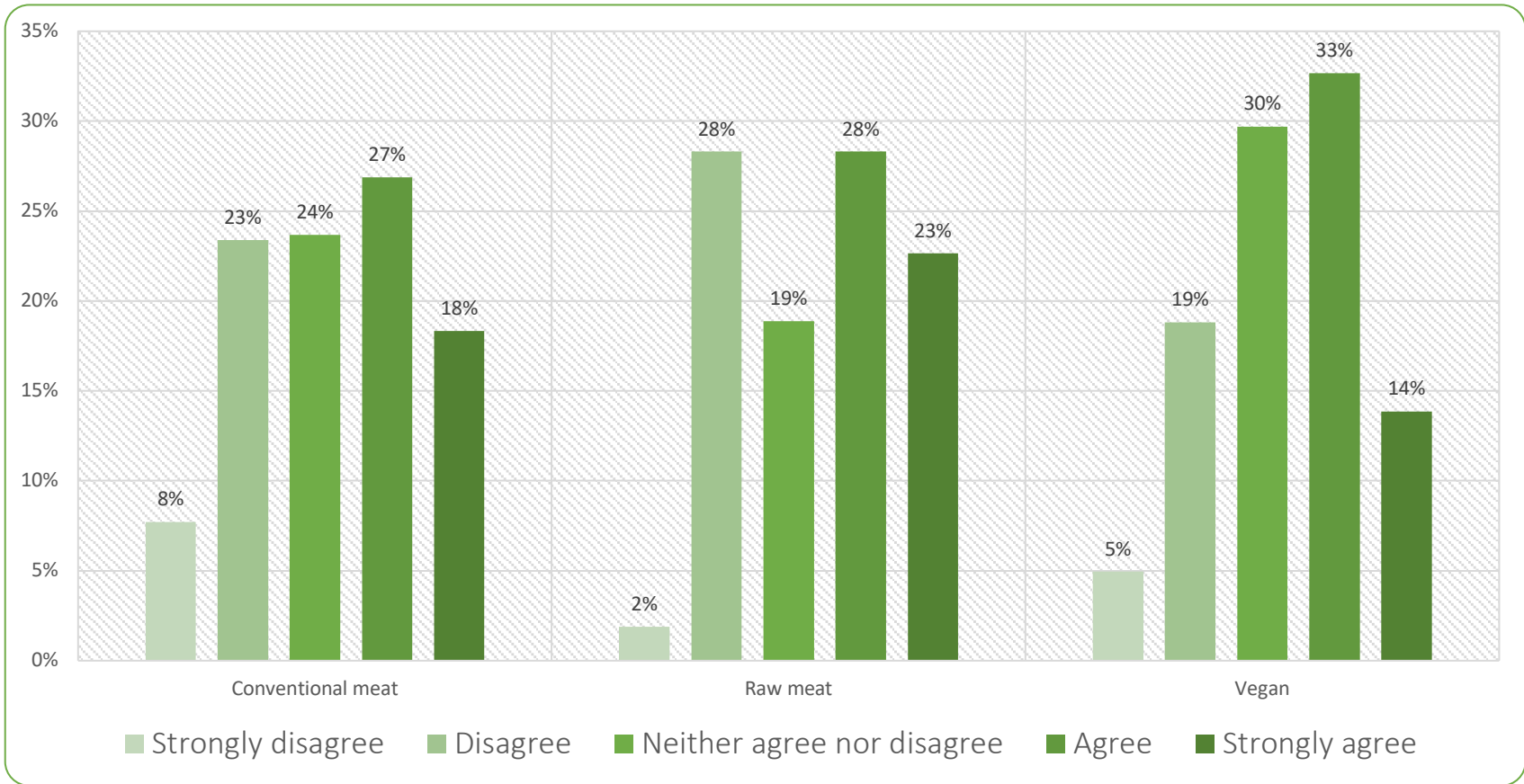


Figure B3. Percentage of cats who ate quickly.

Table B3. Numbers of cats who ate quickly.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 75 | 1 | 5 | 81 |
| Disagree | 227 | 15 | 19 | 261 |
| Neither agree nor disagree | 230 | 10 | 30 | 270 |
| Agree | 261 | 15 | 33 | 309 |
| Strongly agree | 178 | 12 | 14 | 204 |
| Total | 971 | 53 | 101 | 1125 |

4. Remained near food bowls

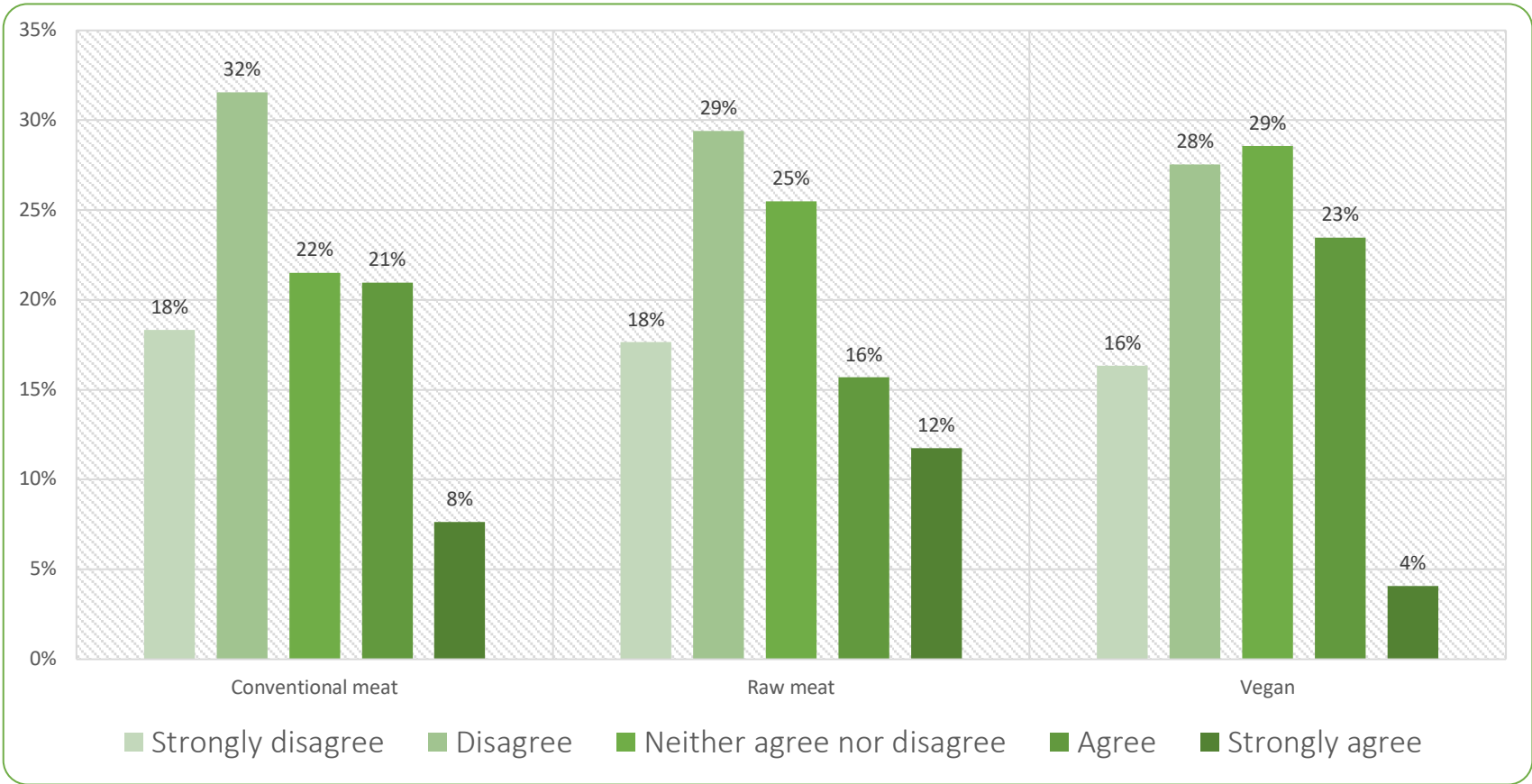


Figure B4. Percentage of cats who remained near their food bowls.

Table B4. Numbers of cats who remained near their food bowls.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 173 | 9 | 16 | 198 |
| Disagree | 298 | 15 | 27 | 340 |
| Neither agree nor disagree | 203 | 13 | 28 | 244 |
| Agree | 198 | 8 | 23 | 229 |
| Strongly agree | 72 | 6 | 4 | 82 |
| Grand | 944 | 51 | 98 | 1093 |

5. Guarded food

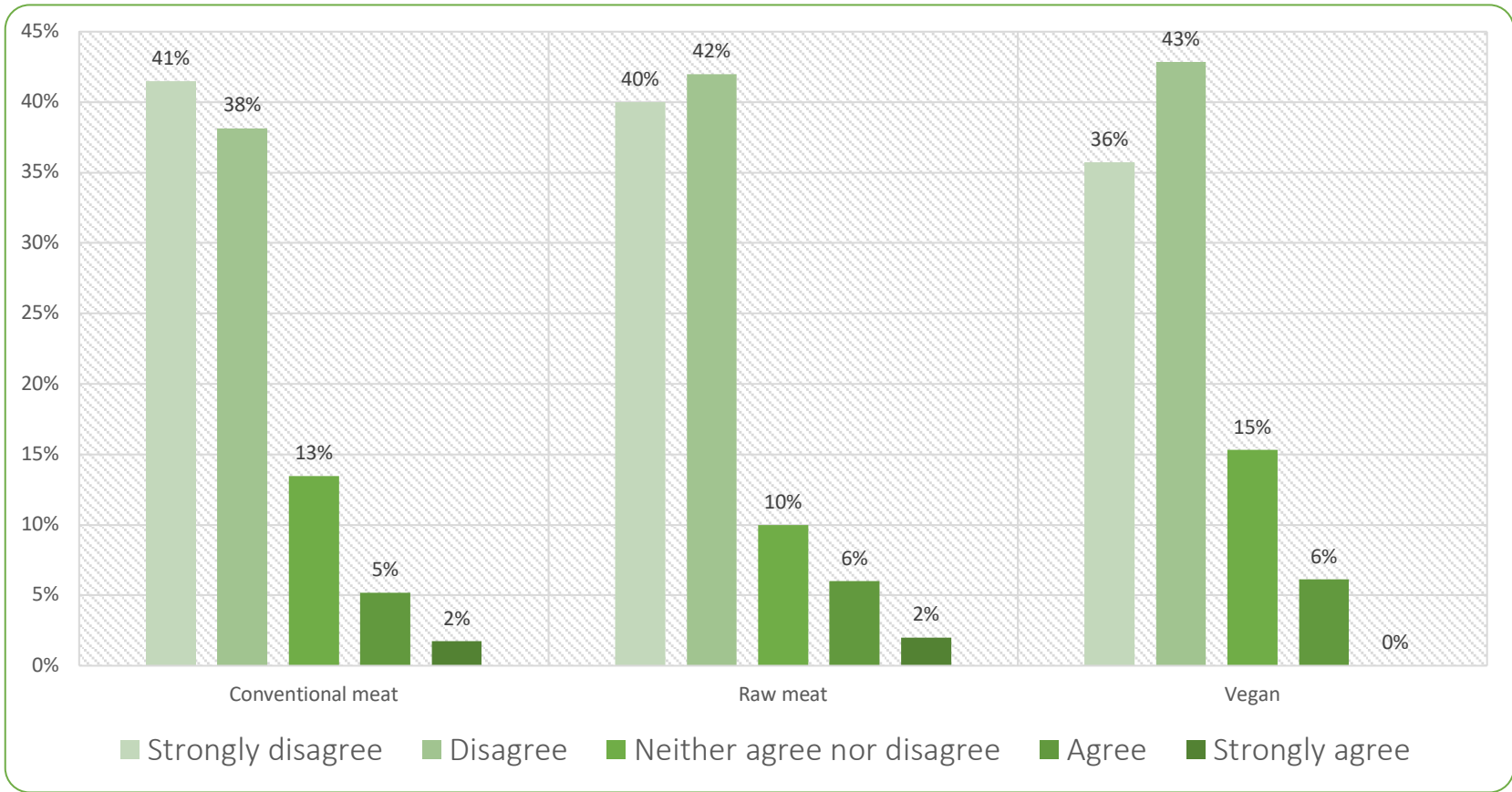


Figure B5. Percentage of cats who guarded their food.

Table B5. Numbers of cats who guarded their food.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 385 | 20 | 35 | 440 |
| Disagree | 354 | 21 | 42 | 417 |
| Neither agree nor disagree | 125 | 5 | 15 | 145 |
| Agree | 48 | 3 | 6 | 57 |
| Strongly agree | 16 | 1 | | 17 |
| Total | 928 | 50 | 98 | 1076 |

6. Flicked ears backwards

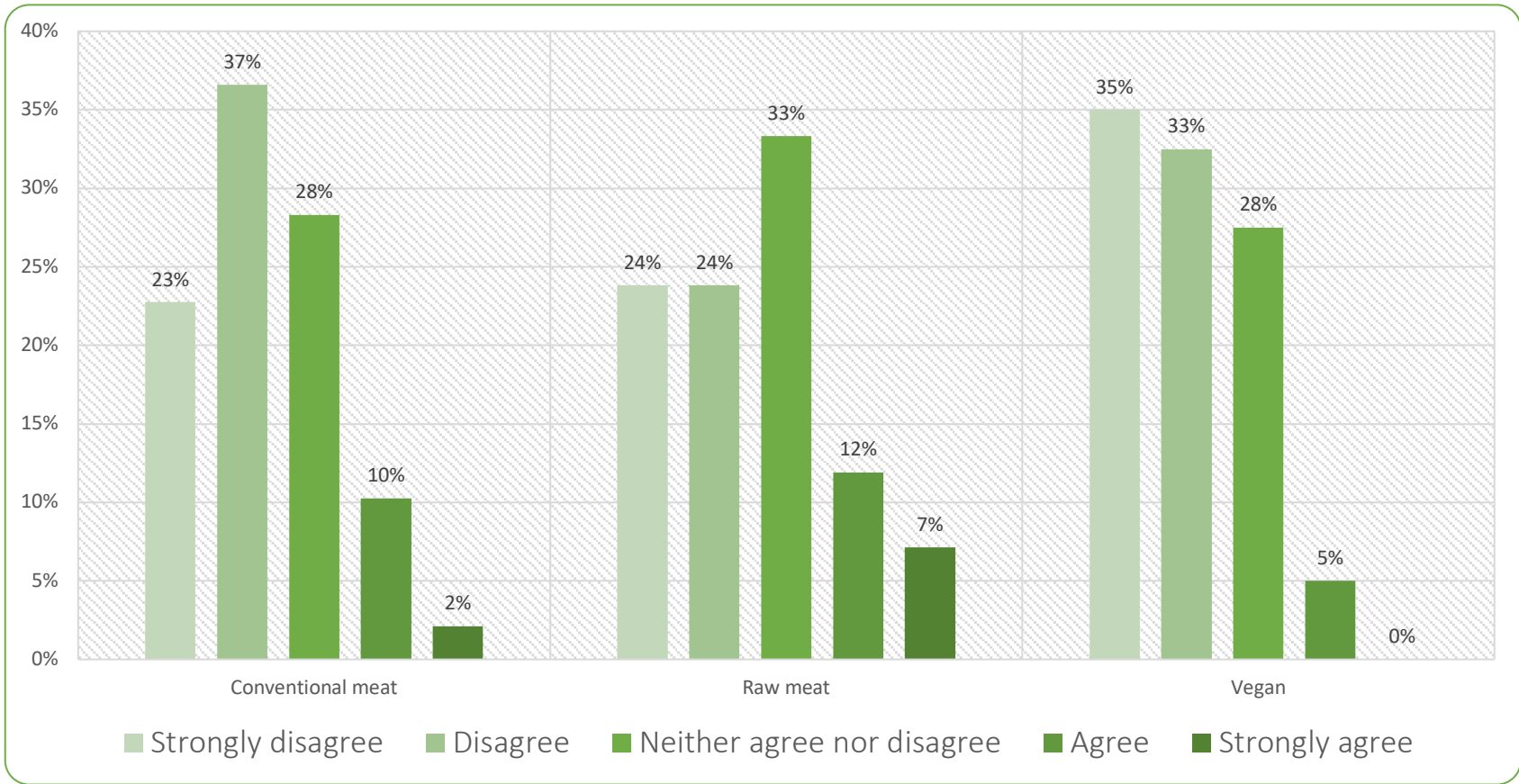


Figure B6. Percentage of cats who flicked their ears backwards.

Table B6. Numbers of cats who flicked their ears backwards.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 184 | 10 | 28 | 222 |
| Disagree | 296 | 10 | 26 | 332 |
| Neither agree nor disagree | 229 | 14 | 22 | 265 |
| Agree | 83 | 5 | 4 | 92 |
| Strongly agree | 17 | 3 | | 20 |
| Total | 809 | 42 | 80 | 931 |

7. Flicked tails

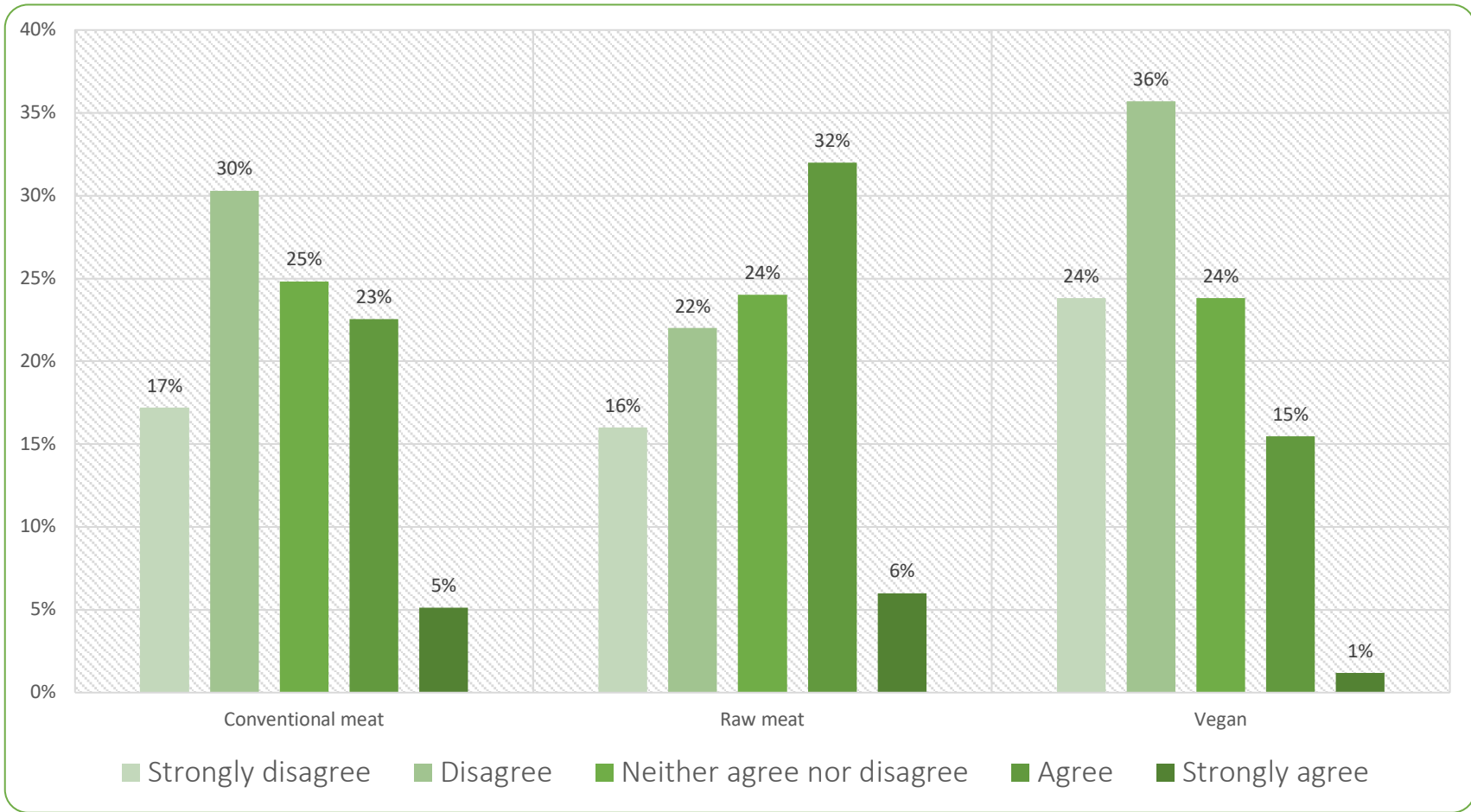


Figure B7. Percentage of cats who flicked their tails.

Table B7. Numbers of cats who flicked their tails.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 151 | 8 | 20 | 179 |
| Disagree | 266 | 11 | 30 | 307 |
| Neither agree nor disagree | 218 | 12 | 20 | 250 |
| Agree | 198 | 16 | 13 | 227 |
| Strongly agree | 45 | 3 | 1 | 49 |
| Total | 878 | 50 | 84 | 1012 |

8. Licked lips

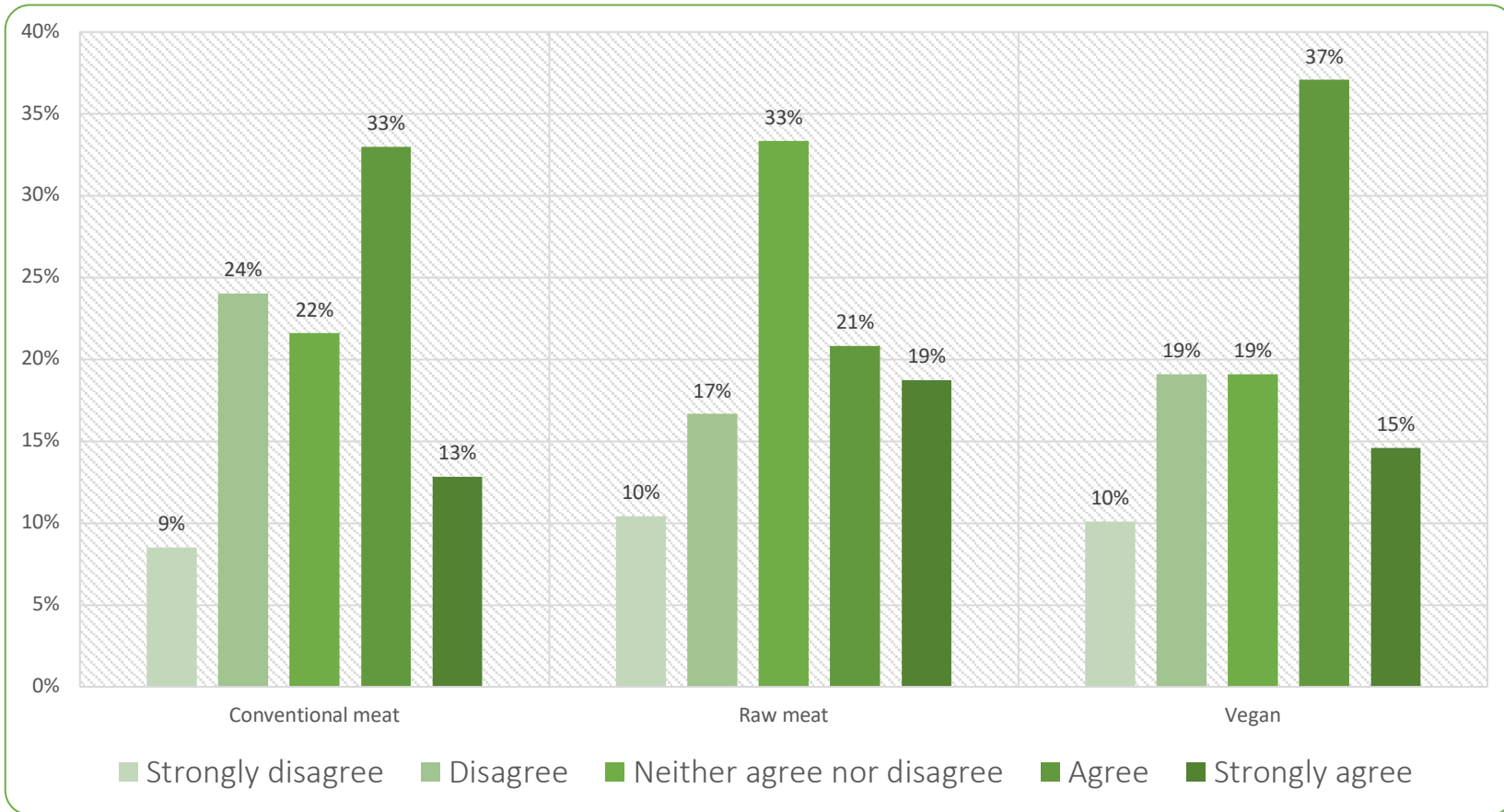


Table B8. Numbers of cats who licked their lips.

Table B8. Numbers of cats who licked their lips.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 77 | 5 | 9 | 91 |
| Disagree | 217 | 8 | 17 | 242 |
| Neither agree nor disagree | 195 | 16 | 17 | 228 |
| Agree | 298 | 10 | 33 | 341 |
| Strongly agree | 116 | 9 | 13 | 138 |
| Total | 903 | 48 | 89 | 1040 |

9. Licked noses

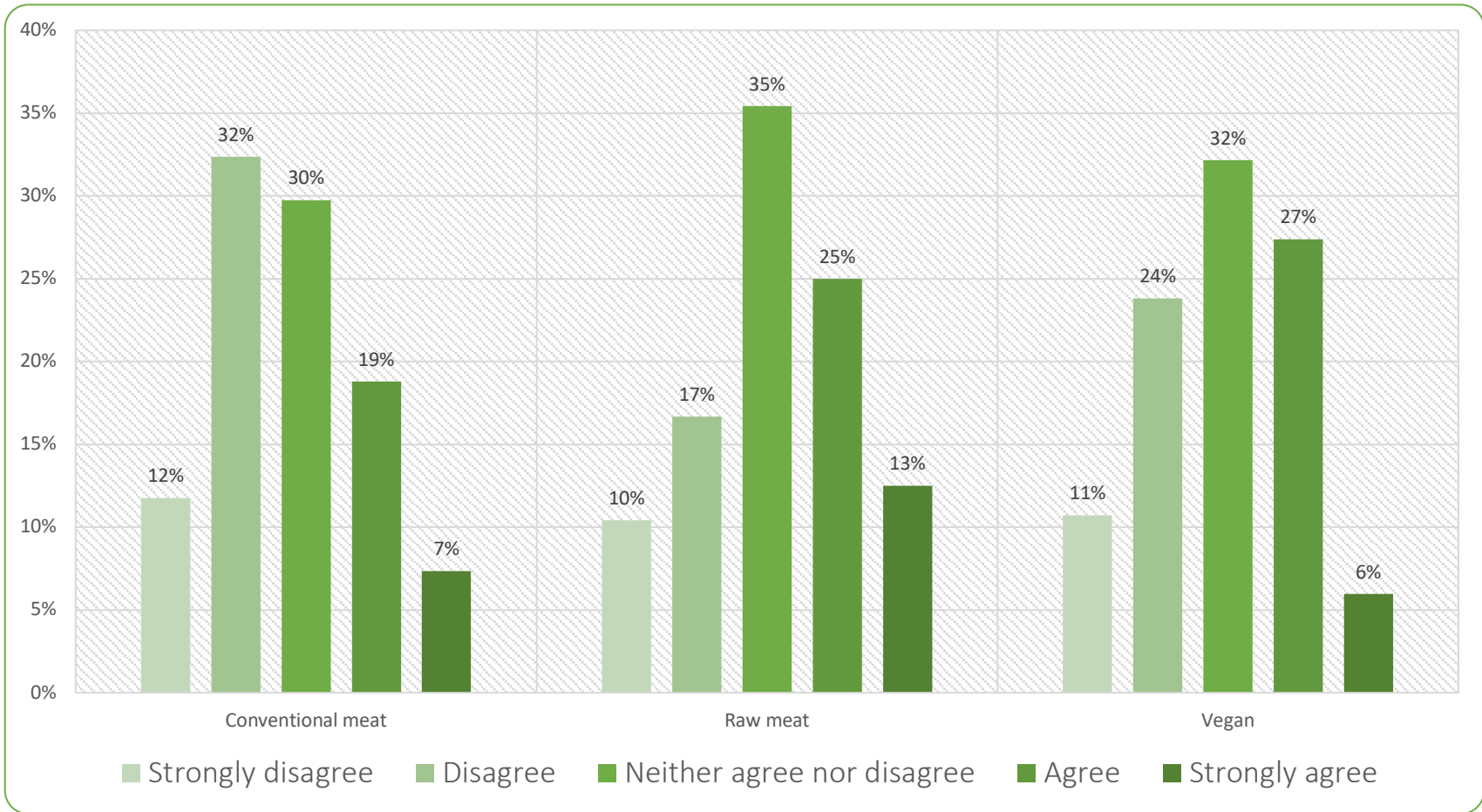


Figure B9. Percentage of cats who licked their noses.

Table B9. Numbers of cats who licked their noses.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 104 | 5 | 9 | 118 |
| Disagree | 286 | 8 | 20 | 314 |
| Neither agree nor disagree | 263 | 17 | 27 | 307 |
| Agree | 166 | 12 | 23 | 201 |
| Strongly agree | 65 | 6 | 5 | 76 |
| Total | 884 | 48 | 84 | 1016 |

10. Licked food

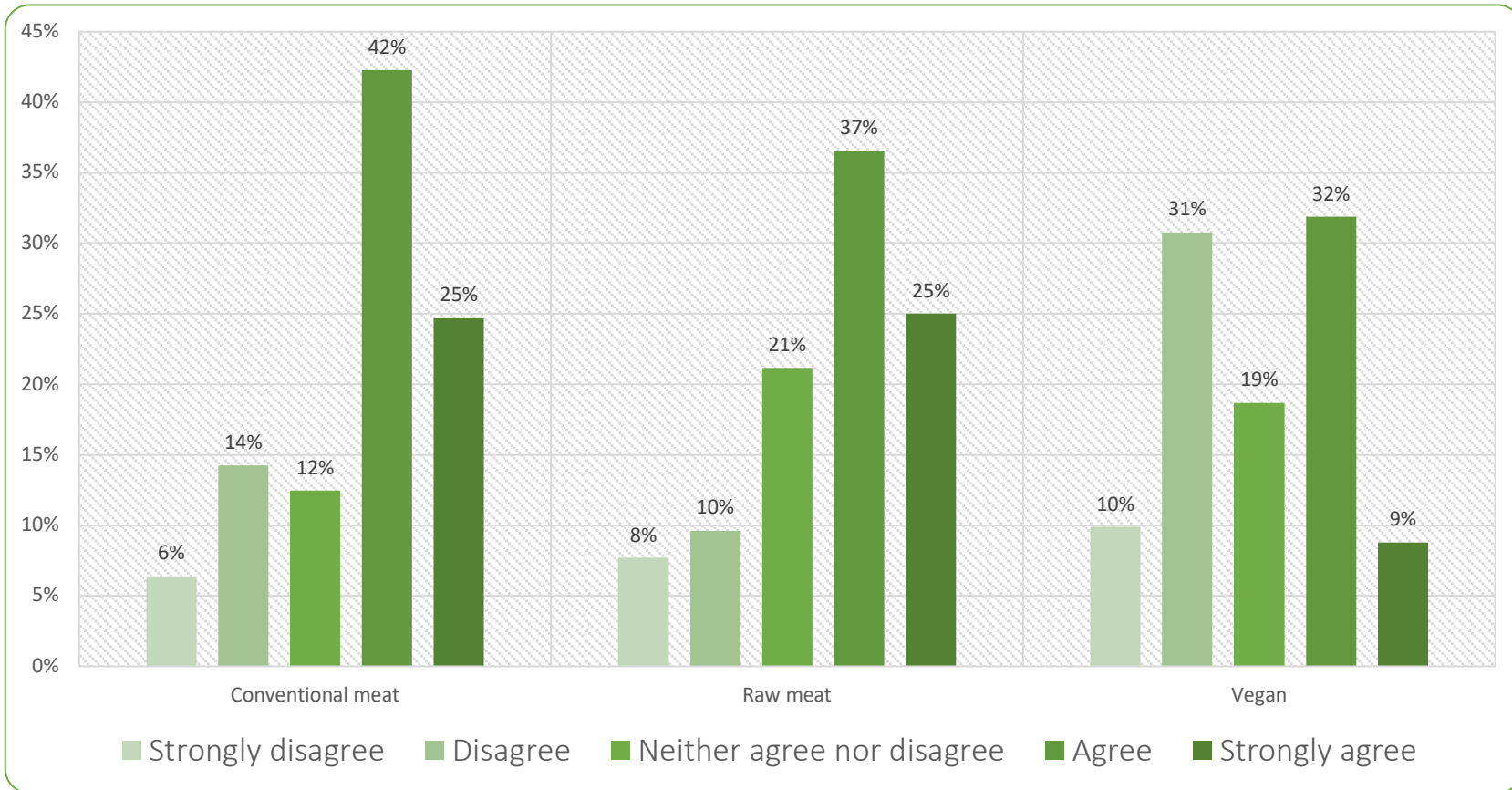


Figure B10. Percentage of cats who licked their food.

Table B10. Numbers of cats who licked their food.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 61 | 4 | 9 | 74 |
| Disagree | 136 | 5 | 28 | 169 |
| Neither agree nor disagree | 119 | 11 | 17 | 147 |
| Agree | 404 | 19 | 29 | 452 |
| Strongly agree | 236 | 13 | 8 | 257 |
| Total | 956 | 52 | 91 | 1099 |

11. Licked food bowls

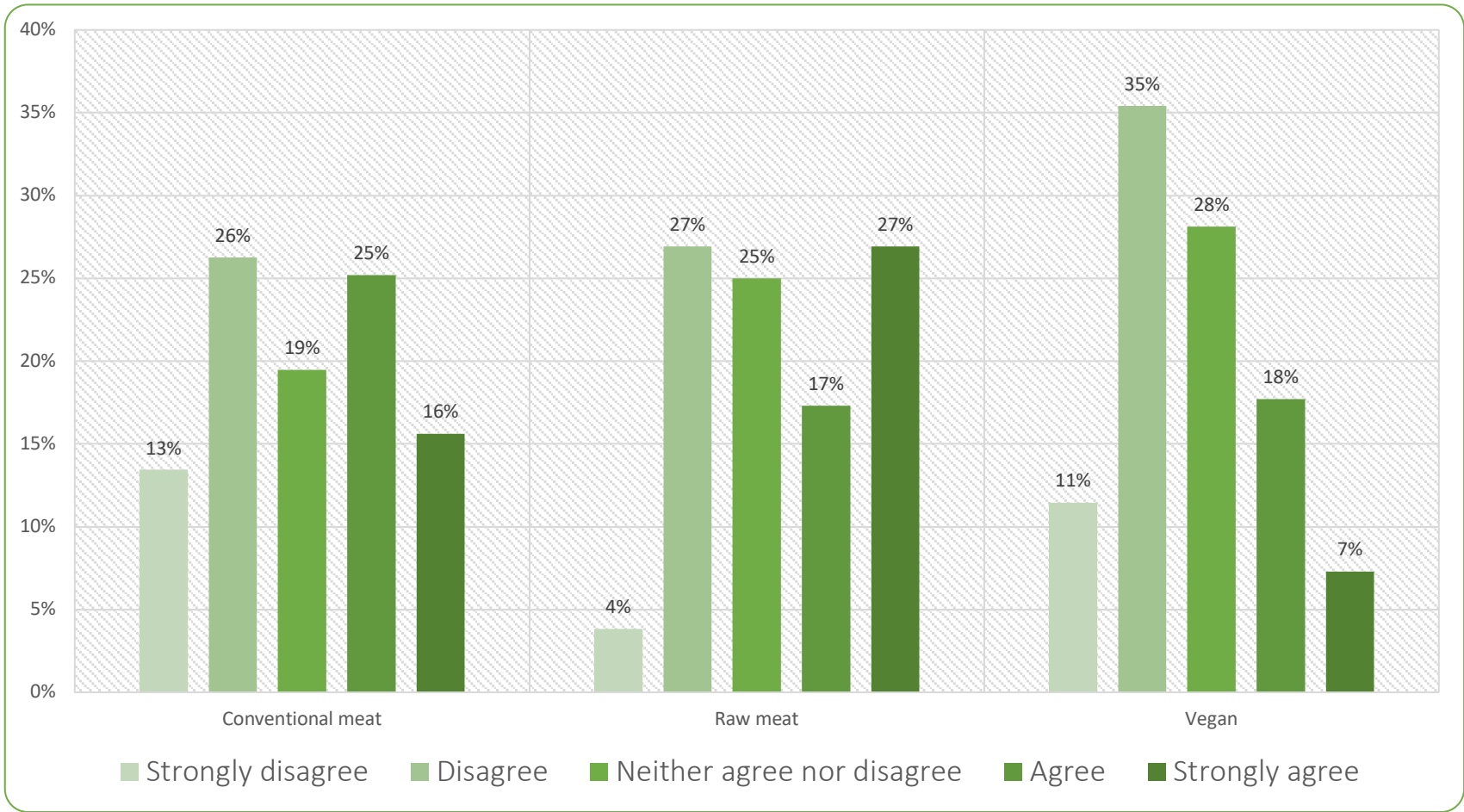


Figure B11. Percentage of cats who licked their food bowls.

Table B11. Numbers of cats who licked their food bowls.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 129 | 2 | 11 | 142 |
| Disagree | 252 | 14 | 34 | 300 |
| Neither agree nor disagree | 187 | 13 | 27 | 227 |
| Agree | 242 | 9 | 17 | 268 |
| Strongly agree | 150 | 14 | 7 | 171 |
| Total | 960 | 52 | 96 | 1108 |

12. Sniffed/investigated food

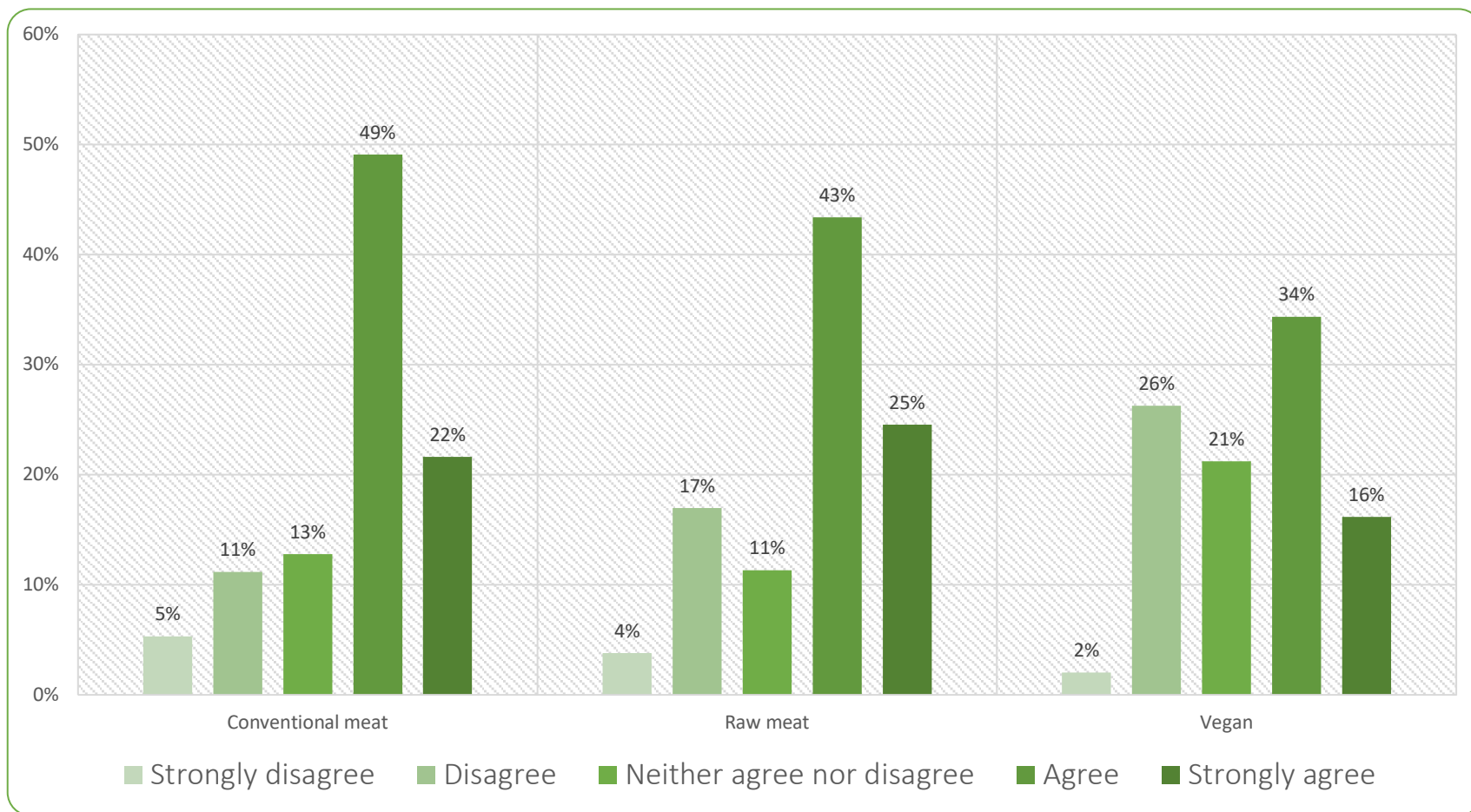


Figure B12. Percentage of cats who sniffed/investigated their food.

Table B12. Numbers of cats who sniffed/investigated their food.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 52 | 2 | 2 | 56 |
| Disagree | 109 | 9 | 26 | 144 |
| Neither agree nor disagree | 125 | 6 | 21 | 152 |
| Agree | 479 | 23 | 34 | 536 |
| Strongly agree | 211 | 13 | 16 | 240 |
| Total | 976 | 53 | 99 | 1128 |

13. Dropped food

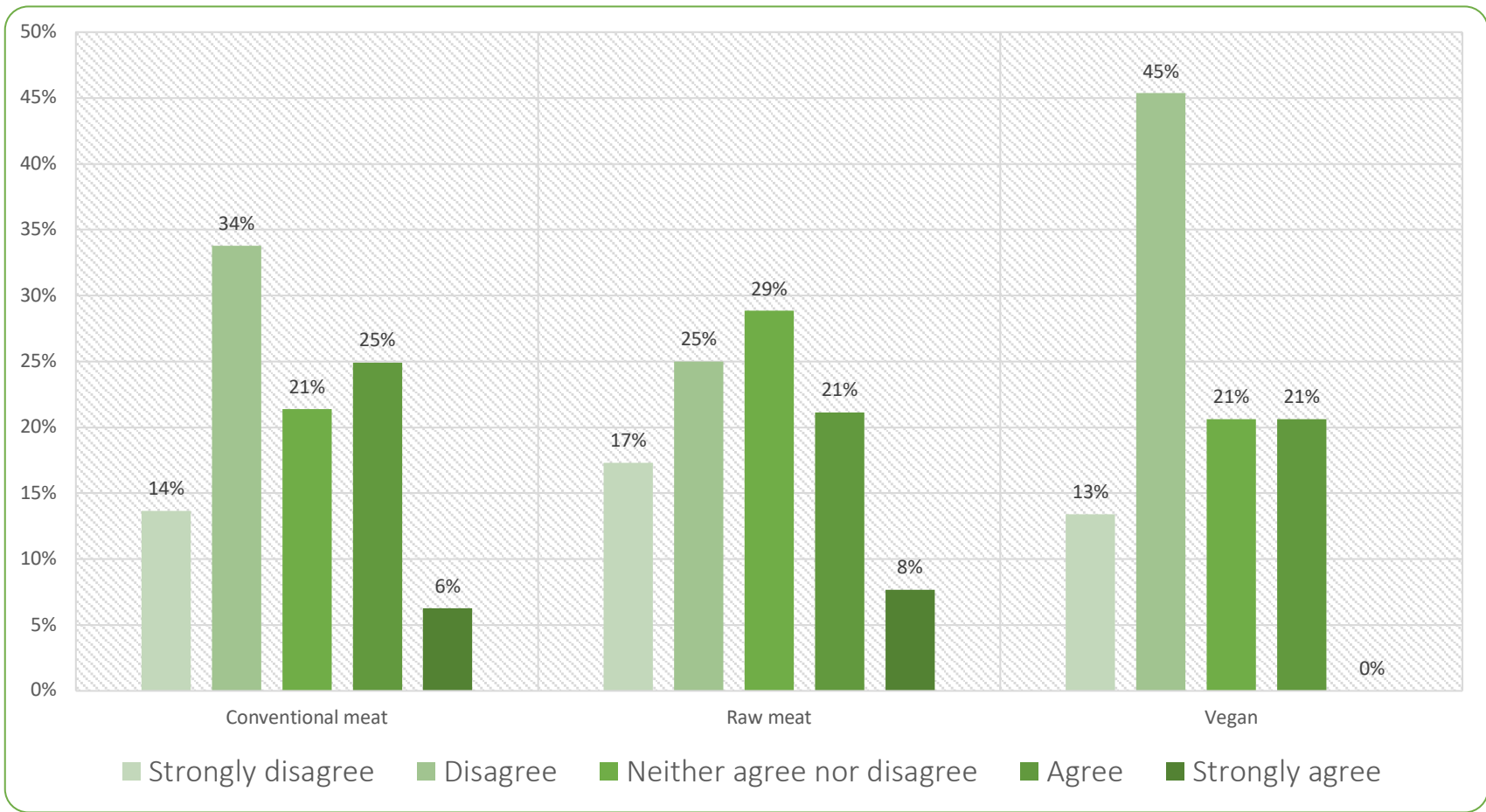


Figure B13. Percentage of cats who dropped their food.

Table B13. Numbers of cats who dropped their food.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 131 | 9 | 13 | 153 |
| Disagree | 324 | 13 | 44 | 381 |
| Neither agree nor disagree | 205 | 15 | 20 | 240 |
| Agree | 239 | 11 | 20 | 270 |
| Strongly agree | 60 | 4 | | 64 |
| Total | 959 | 52 | 97 | 1108 |

14. Left food uneaten

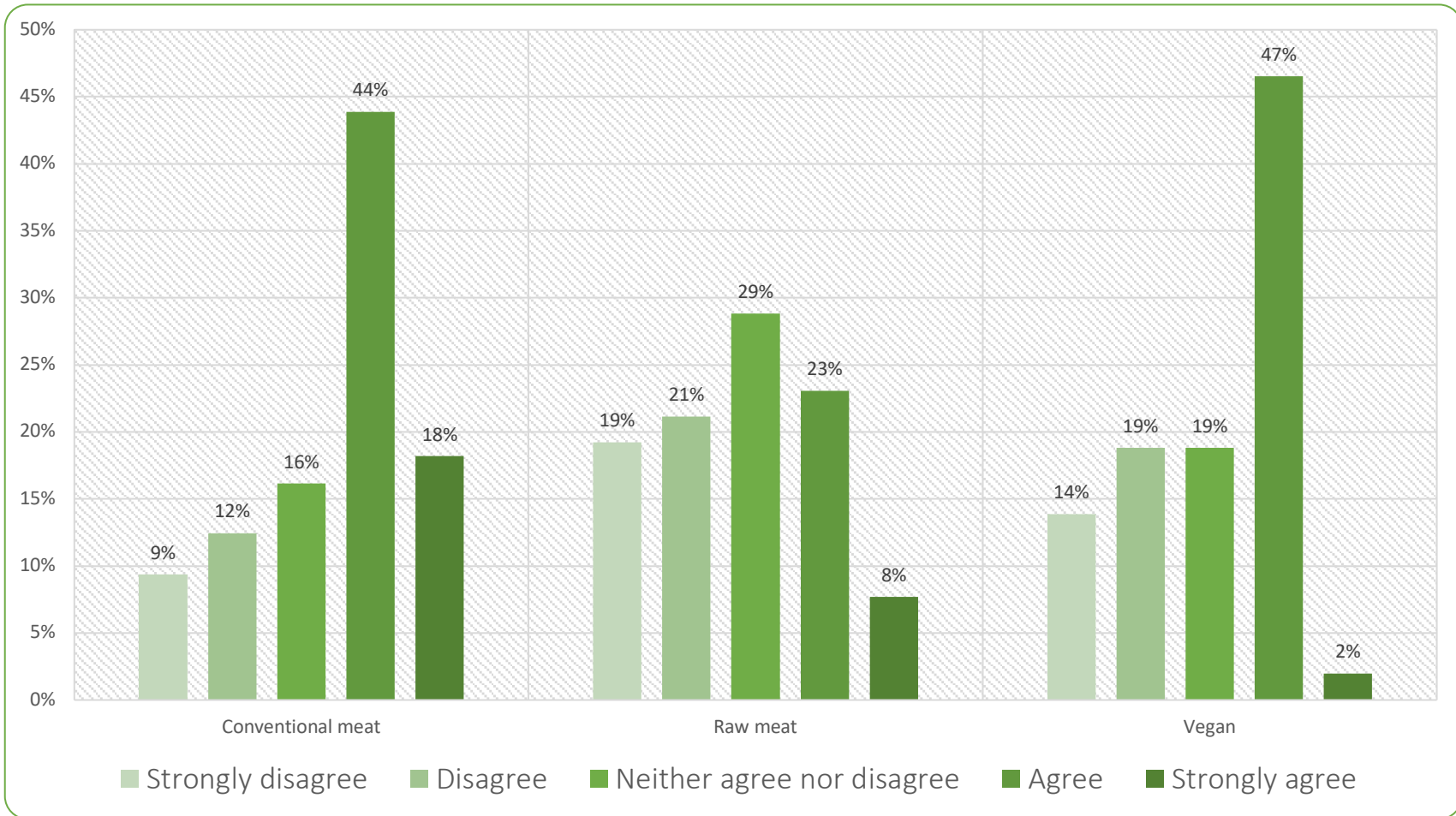


Figure B14. Percentage of cats who left food uneaten.

Table B14. Numbers of cats who left food uneaten.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 91 | 10 | 14 | 115 |
| Disagree | 121 | 11 | 19 | 151 |
| Neither agree nor disagree | 157 | 15 | 19 | 191 |
| Agree | 427 | 12 | 47 | 486 |
| Strongly agree | 177 | 4 | 2 | 183 |
| Total | 973 | 52 | 101 | 1126 |

15. Grooming

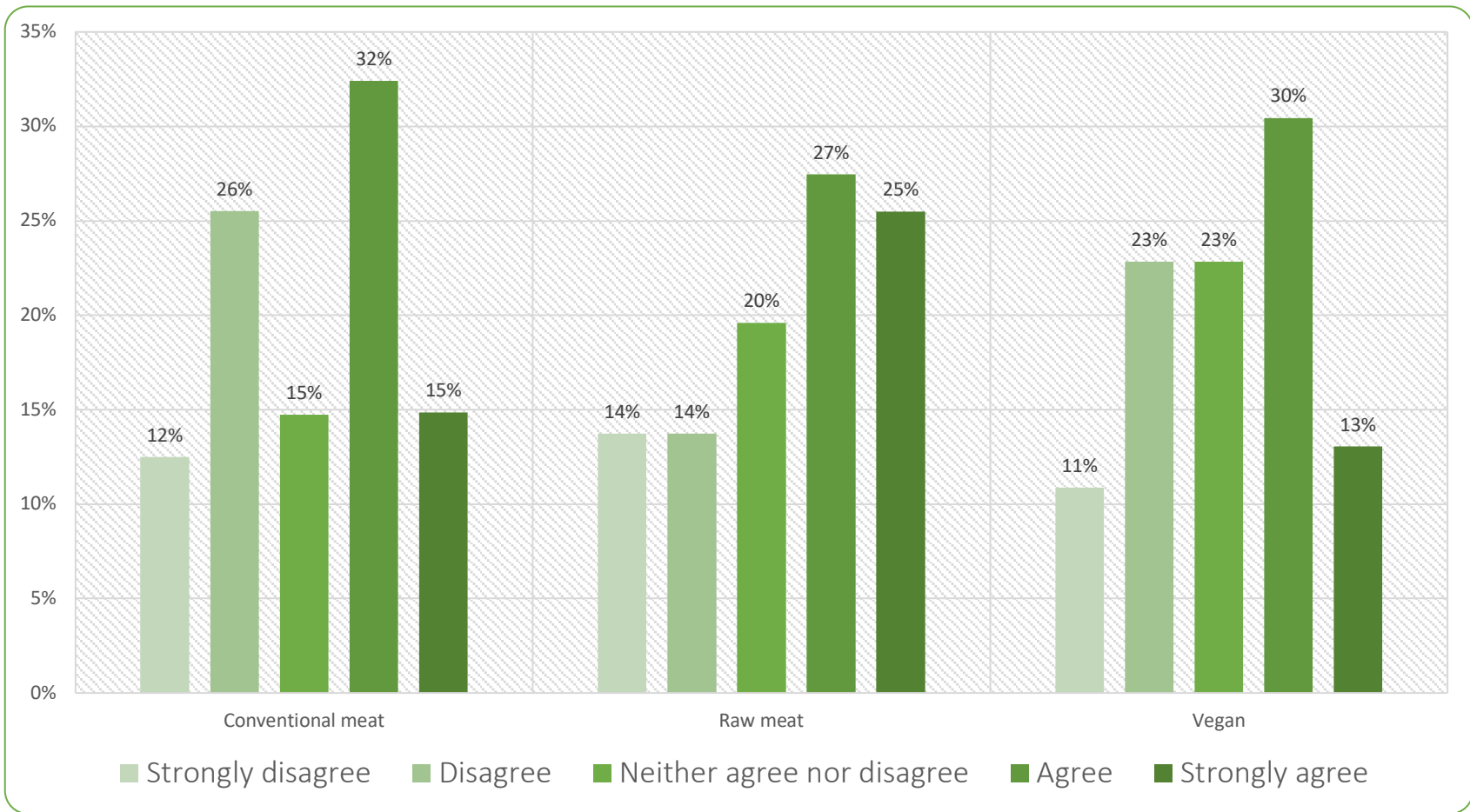


Figure B15. Percentage of cats who groomed themselves.

Table B15. Numbers of cats who groomed themselves.

| Agreement level | Conventional meat | Raw meat | Vegan | Total |
|----------------------------|-------------------|----------|-------|-------|
| Strongly disagree | 116 | 7 | 10 | 133 |
| Disagree | 237 | 7 | 21 | 265 |
| Neither agree nor disagree | 137 | 10 | 21 | 168 |
| Agree | 301 | 14 | 28 | 343 |
| Strongly agree | 138 | 13 | 12 | 163 |
| Total | 929 | 51 | 92 | 1072 |