Table SB1 Balancing check tests

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| country | Control group | | | Treatment group | | | T-test | |
|  | N | Mean | SD | N | Mean | SD | Test statistic | P-value |
| *Age* | | | | | | | | |
| France | 389 | 51.699 | 15.788 | 393 | 51.148 | 16.101 | 0.484 | 0.629 |
| Italy | 390 | 49.674 | 16.684 | 421 | 50.451 | 15.600 | -0.684 | 0.494 |
| Latvia | 289 | 47.273 | 17.035 | 272 | 49.566 | 16.138 | -1.637 | 0.102 |
| Pooled | 1068 | 49.762 | 16.538 | 1086 | 50.482 | 15.915 | -1.028 | 0.304 |
| *Female* | | | | | | | | |
| France | 389 | 0.519 | 0.500 | 393 | 0.517 | 0.500 | 0.077 | 0.939 |
| Italy | 390 | 0.554 | 0.498 | 421 | 0.527 | 0.500 | 0.757 | 0.449 |
| Latvia | 289 | 0.536 | 0.500 | 272 | 0.551 | 0.498 | -0.359 | 0.720 |
| Pooled | 1068 | 0.537 | 0.499 | 1086 | 0.529 | 0.499 | 0.328 | 0.743 |
| *Low education* | | | | | | | | |
| France | 389 | 0.352 | 0.478 | 393 | 0.351 | 0.478 | 0.030 | 0.976 |
| Italy | 390 | 0.469 | 0.500 | 421 | 0.451 | 0.498 | 0.511 | 0.609 |
| Latvia | 289 | 0.249 | 0.433 | 272 | 0.232 | 0.423 | 0.485 | 0.628 |
| Pooled | 1068 | 0.367 | 0.482 | 1086 | 0.360 | 0.480 | 0.338 | 0.736 |
| *Income (in T€)* | | | | | | | | |
| France | 377 | 22.123 | 15.071 | 387 | 22.329 | 16.559 | -0.180 | 0.857 |
| Italy | 366 | 19.552 | 16.930 | 395 | 20.693 | 16.756 | -0.933 | 0.351 |
| Latvia | 267 | 9.477 | 5.698 | 255 | 9.758 | 5.612 | -0.568 | 0.570 |
| Pooled | 1010 | 17.848 | 14.943 | 1037 | 18.614 | 15.581 | -1.136 | 0.256 |
| \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 | | | | | | | | |

Table SB2 Manipulation check tests

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| country | Control group | | | Treatment group | | | T-test | |
|  | N | Mean | SD | N | Mean | SD | Test statistic | P-value |
| *Harmfulness of meat consumption for oneself* | | | | | | | | |
| France | 389 | 2.853 | 0.959 | 393 | 3.036 | 0.942 | -2.680 | 0.008\*\* |
| Italy | 390 | 3.267 | 0.938 | 421 | 3.458 | 0.969 | -2.863 | 0.004\*\* |
| Latvia | 289 | 2.543 | 1.037 | 272 | 2.673 | 0.893 | -1.589 | 0.113 |
| Pooled | 1068 | 2.920 | 1.015 | 1086 | 3.109 | 0.990 | -4.358 | 0.000\*\*\* |
| *Harmfulness of meat consumption for society* | | | | | | | | |
| France | 389 | 3.090 | 0.992 | 393 | 3.313 | 0.983 | -3.158 | 0.002\*\* |
| Italy | 390 | 3.472 | 0.909 | 421 | 3.589 | 0.913 | -1.832 | 0.067 |
| Latvia | 289 | 2.626 | 1.034 | 272 | 2.846 | 0.916 | -2.663 | 0.008\*\* |
| Pooled | 1068 | 3.104 | 1.029 | 1086 | 3.303 | 0.982 | -4.590 | 0.000\*\*\* |
| \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 | | | | | | | | |