Table SB8 LPM results of the basic models - pooled sample.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Meat tax acceptability for oneself | Meat Tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.002 (0.016) [0.883] | 0.012 (0.015) [0.637] | 0.021 (0.020) [0.606] | 0.040 (0.021) [0.161] |
| *France (vs. Italy)* | -0.078\*\*\* (0.020) | -0.033 (0.018) | -0.069\*\* (0.023) | -0.024 (0.024) |
| *Latvia (vs. Italy)* | -0.101\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.090\*\*\* (0.026) | -0.155\*\*\* (0.027) |
| Constant | 0.232\*\*\* (0.017) | 0.170\*\*\* (0.015) | 0.718\*\*\* (0.019) | 0.647\*\*\* (0.020) |
| N | 2154 | 2154 | 2154 | 2154 |
| R² | 0.013 | 0.010 | 0.007 | 0.019 |
| R²adj | 0.012 | 0.009 | 0.006 | 0.018 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | |

Table SB9 LPM results for the basic model by country

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | France | | | | Italy | | | | Latvia | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.019 (0.026) [0.679] | -0.017 (0.025) [0.679] | 0.039 (0.034) [0.570] | 0.032 (0.034) [0.679] | 0.054 (0.030) [0.217] | 0.038 (0.027) [0.345] | -0.034 (0.031) [0.412] | 0.008 (0.033) [0.810] | -0.042 (0.029) [0.242] | 0.013 (0.024) [0.607] | 0.074 (0.041) [0.182] | 0.099\* (0.042) [0.070] |
| Constant | 0.165\*\*\* (0.019) | 0.152\*\*\* (0.018) | 0.640\*\*\* (0.024) | 0.627\*\*\* (0.025) | 0.205\*\*\* (0.020) | 0.156\*\*\* (0.018) | 0.746\*\*\* (0.022) | 0.664\*\*\* (0.024) | 0.152\*\*\* (0.021) | 0.083\*\*\* (0.016) | 0.602\*\*\* (0.029) | 0.464\*\*\* (0.029) |
| N | 782 | 782 | 782 | 782 | 811 | 811 | 811 | 811 | 561 | 561 | 561 | 561 |
| R² | 0.001 | 0.001 | 0.002 | 0.001 | 0.004 | 0.003 | 0.001 | 0.000 | 0.004 | 0.000 | 0.006 | 0.010 |
| R²adj | -0.001 | -0.001 | 0.000 | -0.000 | 0.003 | 0.001 | 0.000 | -0.001 | 0.002 | -0.001 | 0.004 | 0.008 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB10 LPM results of the country affiliation heterogeneity models - pooled sample.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Meat tax acceptability for oneself | Meat Tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.054 (0.030) [0.380] | 0.038 (0.027) [0.541] | -0.034 (0.031) [0.513] | 0.008 (0.033) [0.910] |
| *France (vs. Italy)* | -0.041 (0.028) | -0.005 (0.026) | -0.106\*\* (0.033) | -0.037 (0.034) |
| *Latvia (vs. Italy)* | -0.053 (0.029) | -0.073\*\* (0.025) | -0.144\*\*\* (0.036) | -0.200\*\*\* (0.038) |
| *Health-risk information # France* | -0.073 (0.039) | -0.055 (0.037) | 0.073 (0.046) | 0.024 (0.048) |
| *Health-risk information # Latvia* | -0.096\* (0.041) | -0.026 (0.036) | 0.108\* (0.051) | 0.091 (0.054) |
| Constant | 0.205\*\*\* (0.020) | 0.156\*\*\* (0.018) | 0.746\*\*\* (0.022) | 0.664\*\*\* (0.024) |
| N | 2154 | 2154 | 2154 | 2154 |
| R² | 0.016 | 0.011 | 0.010 | 0.021 |
| R²adj | 0.013 | 0.009 | 0.007 | 0.018 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | |

Table SB11 LPM results of the heterogeneity models for *food deprivation*, *poor health*, and *unemployed* - pooled sample.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Food deprivation* | | | | *Poor health* | | | | *Unemployed* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.003 (0.022) [0.988] | -0.000 (0.019) [0.988] | 0.020 (0.025) [0.930] | 0.032 (0.026) [0.727] | 0.001 (0.018) [0.968] | 0.008 (0.017) [0.942] | 0.016 (0.022) [0.917] | 0.024 (0.023) [0.886] | 0.000 (0.017) [0.998] | 0.010 (0.015) [0.956] | 0.022 (0.020) [0.844] | 0.038 (0.021) [0.382] |
| *Heterogeneity variable* | -0.054\* (0.023) | -0.024 (0.021) | -0.047 (0.030) | -0.046 (0.031) | -0.031 (0.028) | -0.032 (0.025) | 0.003 (0.037) | -0.046 (0.039) | -0.035 (0.055) | 0.013 (0.053) | -0.078 (0.071) | -0.106 (0.073) |
| *Health-risk information # heterogeneity variable* | 0.009 (0.033) | 0.032 (0.031) | -0.000 (0.042) | 0.020 (0.043) | 0.008 (0.040) | 0.020 (0.036) | 0.026 (0.052) | 0.090 (0.053) | 0.045 (0.080) | 0.029 (0.079) | -0.029 (0.102) | 0.041 (0.104) |
| *France (vs. Italy)* | -0.075\*\*\* (0.020) | -0.032 (0.018) | -0.065\*\* (0.023) | -0.022 (0.024) | -0.078\*\*\* (0.020) | -0.033 (0.018) | -0.070\*\* (0.023) | -0.027 (0.024) | -0.079\*\*\* (0.020) | -0.033 (0.018) | -0.070\*\* (0.023) | -0.026 (0.024) |
| *Latvia (vs. Italy)* | -0.096\*\*\* (0.021) | -0.086\*\*\* (0.018) | -0.085\*\* (0.026) | -0.152\*\*\* (0.027) | -0.099\*\*\* (0.021) | -0.085\*\*\* (0.018) | -0.091\*\*\* (0.026) | -0.154\*\*\* (0.027) | -0.101\*\*\* (0.021) | -0.086\*\*\* (0.018) | -0.093\*\*\* (0.026) | -0.158\*\*\* (0.027) |
| Constant | 0.250\*\*\* (0.019) | 0.179\*\*\* (0.017) | 0.734\*\*\* (0.021) | 0.663\*\*\* (0.023) | 0.237\*\*\* (0.018) | 0.176\*\*\* (0.016) | 0.718\*\*\* (0.020) | 0.657\*\*\* (0.021) | 0.234\*\*\* (0.017) | 0.169\*\*\* (0.015) | 0.723\*\*\* (0.019) | 0.654\*\*\* (0.020) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.017 | 0.011 | 0.010 | 0.021 | 0.014 | 0.011 | 0.008 | 0.021 | 0.013 | 0.010 | 0.009 | 0.021 |
| R²adj | 0.015 | 0.008 | 0.007 | 0.018 | 0.011 | 0.008 | 0.005 | 0.018 | 0.011 | 0.008 | 0.007 | 0.018 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB12 LPM results of the heterogeneity models for *low education*, *first income decile*, and *below median age* - pooled sample.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Low education* | | | | *First income decile* | | | | *Below median age* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.024 (0.021) [0.778] | 0.015 (0.019) [0.810] | 0.014 (0.025) [0.824] | 0.029 (0.026) [0.778] | 0.007 (0.018) [0.966] | 0.015 (0.016) [0.888] | 0.020 (0.021) [0.888] | 0.028 (0.022) [0.735] | 0.010 (0.022) [0.985] | 0.014 (0.021) [0.950] | 0.001 (0.029) [0.990] | 0.036 (0.029) [0.687] |
| *Heterogeneity variable* | -0.082\*\* (0.024) | 0.004 (0.022) | -0.035 (0.030) | -0.034 (0.031) | -0.022 (0.033) | 0.015 (0.032) | -0.072 (0.044) | -0.078 (0.044) | 0.042 (0.023) | 0.010 (0.021) | 0.022 (0.029) | 0.026 (0.030) |
| *Health-risk information # heterogeneity variable* | 0.071\* (0.033) | -0.008 (0.032) | 0.019 (0.042) | 0.030 (0.043) | -0.043 (0.045) | -0.030 (0.045) | 0.006 (0.063) | 0.095 (0.063) | -0.013 (0.033) | -0.005 (0.030) | 0.044 (0.040) | 0.010 (0.042) |
| *France (vs. Italy)* | -0.083\*\*\* (0.020) | -0.033 (0.019) | -0.071\*\* (0.023) | -0.027 (0.024) | -0.076\*\*\* (0.020) | -0.033 (0.018) | -0.065\*\* (0.023) | -0.024 (0.024) | -0.078\*\*\* (0.020) | -0.033 (0.018) | -0.069\*\* (0.023) | -0.025 (0.024) |
| *Latvia (vs. Italy)* | -0.111\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.095\*\*\* (0.026) | -0.159\*\*\* (0.027) | -0.099\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.087\*\* (0.026) | -0.154\*\*\* (0.027) | -0.102\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.089\*\*\* (0.026) | -0.155\*\*\* (0.027) |
| Constant | 0.267\*\*\* (0.021) | 0.169\*\*\* (0.018) | 0.733\*\*\* (0.022) | 0.662\*\*\* (0.024) | 0.233\*\*\* (0.017) | 0.168\*\*\* (0.016) | 0.725\*\*\* (0.019) | 0.657\*\*\* (0.020) | 0.211\*\*\* (0.020) | 0.165\*\*\* (0.018) | 0.707\*\*\* (0.024) | 0.634\*\*\* (0.025) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.018 | 0.010 | 0.008 | 0.020 | 0.015 | 0.010 | 0.010 | 0.021 | 0.015 | 0.010 | 0.010 | 0.020 |
| R²adj | 0.016 | 0.008 | 0.006 | 0.018 | 0.012 | 0.008 | 0.008 | 0.018 | 0.013 | 0.008 | 0.008 | 0.018 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB13 LPM results of the heterogeneity models for *female*, *meat-free diet (vs. varied and high-meat diets)*, and *high-meat diet (vs. low and varied-meat diets)* - pooled sample.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Female* | | | | *Meat-free diet (vs. varied and high-meat diets)* | | | | *High-meat diet (vs. low and varied-meat diets)* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.013 (0.023) [0.915] | -0.013 (0.020) [0.915] | 0.009 (0.031) [0.915] | 0.027 (0.031) [0.867] | 0.009 (0.016) [0.812] | 0.011 (0.015) [0.812] | 0.028 (0.021) [0.631] | 0.038 (0.021) [0.402] | -0.002 (0.017) [0.926] | 0.010 (0.015) [0.926] | 0.012 (0.020) [0.926] | 0.031 (0.021) [0.494] |
| *Heterogeneity variable* | 0.010 (0.023) | 0.025 (0.021) | 0.126\*\*\* (0.029) | 0.117\*\*\* (0.030) | 0.558\*\*\* (0.066) | 0.282\*\*\* (0.071) | 0.243\*\*\* (0.044) | 0.122 (0.066) | -0.068 (0.051) | -0.034 (0.049) | -0.376\*\*\* (0.080) | -0.358\*\*\* (0.074) |
| *Health-risk information # heterogeneity variable* | 0.029 (0.033) | 0.046 (0.030) | 0.024 (0.040) | 0.027 (0.041) | -0.114 (0.097) | 0.036 (0.101) | -0.145 (0.075) | 0.053 (0.087) | 0.141 (0.092) | 0.039 (0.080) | 0.282\* (0.118) | 0.276\* (0.113) |
| *France (vs. Italy)* | -0.078\*\*\* (0.020) | -0.032 (0.018) | -0.066\*\* (0.023) | -0.022 (0.024) | -0.062\*\* (0.019) | -0.023 (0.018) | -0.064\*\* (0.023) | -0.019 (0.024) | -0.078\*\*\* (0.020) | -0.032 (0.018) | -0.060\* (0.023) | -0.016 (0.024) |
| *Latvia (vs. Italy)* | -0.101\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.091\*\*\* (0.025) | -0.156\*\*\* (0.026) | -0.091\*\*\* (0.020) | -0.080\*\*\* (0.018) | -0.087\*\* (0.026) | -0.152\*\*\* (0.027) | -0.100\*\*\* (0.021) | -0.086\*\*\* (0.018) | -0.082\*\* (0.026) | -0.147\*\*\* (0.027) |
| Constant | 0.227\*\*\* (0.021) | 0.157\*\*\* (0.018) | 0.649\*\*\* (0.025) | 0.584\*\*\* (0.026) | 0.196\*\*\* (0.016) | 0.151\*\*\* (0.015) | 0.703\*\*\* (0.019) | 0.639\*\*\* (0.020) | 0.234\*\*\* (0.017) | 0.171\*\*\* (0.015) | 0.725\*\*\* (0.019) | 0.654\*\*\* (0.020) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.014 | 0.016 | 0.029 | 0.037 | 0.091 | 0.043 | 0.015 | 0.024 | 0.014 | 0.010 | 0.018 | 0.028 |
| R²adj | 0.012 | 0.013 | 0.027 | 0.035 | 0.089 | 0.041 | 0.012 | 0.021 | 0.012 | 0.008 | 0.016 | 0.026 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB14 LPM results of the heterogeneity models for *dine in canteen*, *support nationally oriented policies*, and *support social policies* - pooled sample.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Dine in canteen* | | | | *Support nationally oriented policies* | | | | *Support social policies* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.011 (0.021) [0.980] | 0.000 (0.019) [0.997] | -0.006 (0.025) [0.980] | 0.010 (0.026) [0.980] | 0.018 (0.022) [0.870] | 0.023 (0.020) [0.817] | 0.033 (0.029) [0.817] | 0.052 (0.030) [0.406] | 0.008 (0.021) [0.991] | 0.015 (0.019) [0.933] | 0.037 (0.030) [0.723] | 0.044 (0.030) [0.627] |
| *Heterogeneity variable* | 0.030 (0.026) | -0.009 (0.022) | -0.013 (0.033) | -0.026 (0.034) | 0.043 (0.024) | 0.031 (0.021) | 0.076\*\* (0.029) | 0.089\*\* (0.030) | 0.099\*\*\* (0.024) | 0.066\*\* (0.021) | 0.146\*\*\* (0.029) | 0.120\*\*\* (0.030) |
| *Health-risk information # heterogeneity variable* | -0.025 (0.034) | 0.033 (0.031) | 0.077 (0.042) | 0.085 (0.044) | -0.033 (0.033) | -0.024 (0.030) | -0.026 (0.040) | -0.027 (0.041) | -0.010 (0.032) | -0.006 (0.030) | -0.031 (0.040) | -0.007 (0.041) |
| *France (vs. Italy)* | -0.079\*\*\* (0.020) | -0.033 (0.018) | -0.068\*\* (0.023) | -0.024 (0.024) | -0.078\*\*\* (0.020) | -0.032 (0.018) | -0.068\*\* (0.023) | -0.024 (0.024) | -0.048\* (0.020) | -0.013 (0.019) | -0.027 (0.024) | 0.013 (0.025) |
| *Latvia (vs. Italy)* | -0.111\*\*\* (0.023) | -0.091\*\*\* (0.020) | -0.104\*\*\* (0.029) | -0.164\*\*\* (0.030) | -0.102\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.093\*\*\* (0.026) | -0.159\*\*\* (0.027) | -0.097\*\*\* (0.021) | -0.084\*\*\* (0.018) | -0.084\*\* (0.025) | -0.150\*\*\* (0.027) |
| Constant | 0.224\*\*\* (0.018) | 0.174\*\*\* (0.017) | 0.726\*\*\* (0.021) | 0.659\*\*\* (0.022) | 0.211\*\*\* (0.020) | 0.155\*\*\* (0.018) | 0.681\*\*\* (0.024) | 0.605\*\*\* (0.025) | 0.169\*\*\* (0.020) | 0.128\*\*\* (0.019) | 0.626\*\*\* (0.027) | 0.571\*\*\* (0.027) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.014 | 0.011 | 0.010 | 0.021 | 0.015 | 0.011 | 0.012 | 0.026 | 0.027 | 0.017 | 0.025 | 0.032 |
| R²adj | 0.011 | 0.008 | 0.007 | 0.019 | 0.012 | 0.009 | 0.010 | 0.023 | 0.024 | 0.015 | 0.023 | 0.030 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB15 LPM results of the heterogeneity models for *support conservative policies*, *support liberal policies*, and *support environmental policies* - pooled sample.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Support conservative policies* | | | | *Support liberal policies* | | | | *Support environmental policies* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.023 (0.018) [0.652] | 0.015 (0.016) [0.731] | 0.025 (0.022) [0.675] | 0.031 (0.023) [0.627] | 0.013 (0.018) [0.921] | 0.016 (0.017) [0.863] | 0.043 (0.024) [0.384] | 0.048 (0.025) [0.303] | 0.015 (0.019) [0.931] | 0.008 (0.018) [0.961] | 0.046 (0.032) [0.639] | 0.053 (0.032) [0.505] |
| *Heterogeneity variable* | 0.039 (0.031) | 0.027 (0.028) | -0.080\* (0.037) | -0.098\* (0.038) | 0.099\*\* (0.028) | 0.071\*\* (0.025) | 0.128\*\*\* (0.030) | 0.075\* (0.032) | 0.153\*\*\* (0.023) | 0.113\*\*\* (0.020) | 0.273\*\*\* (0.029) | 0.229\*\*\* (0.029) |
| *Health-risk information # heterogeneity variable* | -0.110\*\* (0.041) | -0.018 (0.039) | -0.025 (0.053) | 0.045 (0.053) | -0.032 (0.039) | -0.012 (0.036) | -0.069 (0.042) | -0.023 (0.045) | -0.024 (0.031) | 0.004 (0.029) | -0.049 (0.040) | -0.026 (0.041) |
| *France (vs. Italy)* | -0.079\*\*\* (0.020) | -0.032 (0.018) | -0.073\*\* (0.023) | -0.028 (0.024) | -0.059\*\* (0.020) | -0.018 (0.019) | -0.047\* (0.024) | -0.010 (0.024) | -0.045\* (0.020) | -0.006 (0.019) | -0.010 (0.023) | 0.026 (0.024) |
| *Latvia (vs. Italy)* | -0.100\*\*\* (0.021) | -0.086\*\*\* (0.018) | -0.092\*\*\* (0.026) | -0.157\*\*\* (0.027) | -0.084\*\*\* (0.021) | -0.073\*\*\* (0.018) | -0.070\*\* (0.026) | -0.142\*\*\* (0.027) | -0.096\*\*\* (0.020) | -0.083\*\*\* (0.018) | -0.080\*\* (0.025) | -0.147\*\*\* (0.026) |
| Constant | 0.224\*\*\* (0.018) | 0.165\*\*\* (0.016) | 0.736\*\*\* (0.020) | 0.668\*\*\* (0.021) | 0.191\*\*\* (0.019) | 0.140\*\*\* (0.017) | 0.666\*\*\* (0.023) | 0.616\*\*\* (0.024) | 0.133\*\*\* (0.019) | 0.097\*\*\* (0.017) | 0.542\*\*\* (0.027) | 0.500\*\*\* (0.027) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.016 | 0.010 | 0.014 | 0.023 | 0.022 | 0.017 | 0.016 | 0.023 | 0.045 | 0.035 | 0.075 | 0.066 |
| R²adj | 0.014 | 0.008 | 0.011 | 0.021 | 0.020 | 0.015 | 0.014 | 0.020 | 0.043 | 0.033 | 0.073 | 0.064 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB16 LPM results of the heterogeneity models for *nutrition knowledge*, *climate change acknowledgement*, and *meat reduction social norms* - pooled sample.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Nutrition knowledge* | | | | *Climate change acknowledgement* | | | | *Meat reduction social norms* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.014 (0.020) [0.921] | -0.004 (0.019) [0.974] | 0.042 (0.031) [0.712] | 0.038 (0.032) [0.752] | -0.007 (0.021) [0.996] | 0.021 (0.019) [0.811] | 0.007 (0.033) [0.996] | 0.040 (0.033) [0.772] | 0.004 (0.021) [0.997] | 0.002 (0.018) [0.997] | 0.028 (0.032) [0.928] | 0.038 (0.033) [0.820] |
| *Heterogeneity variable* | 0.136\*\*\* (0.023) | 0.076\*\*\* (0.020) | 0.133\*\*\* (0.029) | 0.102\*\* (0.030) | 0.124\*\*\* (0.023) | 0.099\*\*\* (0.020) | 0.235\*\*\* (0.029) | 0.214\*\*\* (0.030) | 0.104\*\*\* (0.023) | 0.094\*\*\* (0.020) | 0.134\*\*\* (0.029) | 0.106\*\*\* (0.030) |
| *Health-risk information # heterogeneity variable* | -0.028 (0.032) | 0.023 (0.029) | -0.045 (0.040) | -0.002 (0.042) | 0.011 (0.032) | -0.019 (0.029) | 0.017 (0.040) | -0.005 (0.042) | -0.004 (0.032) | 0.016 (0.029) | -0.014 (0.041) | 0.003 (0.042) |
| *France (vs. Italy)* | -0.078\*\*\* (0.019) | -0.033 (0.018) | -0.069\*\* (0.023) | -0.024 (0.024) | -0.092\*\*\* (0.020) | -0.044\* (0.018) | -0.096\*\*\* (0.022) | -0.048\* (0.023) | -0.073\*\*\* (0.019) | -0.028 (0.018) | -0.062\*\* (0.023) | -0.019 (0.024) |
| *Latvia (vs. Italy)* | -0.105\*\*\* (0.020) | -0.090\*\*\* (0.018) | -0.093\*\*\* (0.026) | -0.159\*\*\* (0.027) | -0.106\*\*\* (0.020) | -0.092\*\*\* (0.018) | -0.103\*\*\* (0.025) | -0.167\*\*\* (0.027) | -0.094\*\*\* (0.020) | -0.080\*\*\* (0.018) | -0.081\*\* (0.026) | -0.148\*\*\* (0.027) |
| Constant | 0.161\*\*\* (0.018) | 0.131\*\*\* (0.017) | 0.649\*\*\* (0.025) | 0.594\*\*\* (0.026) | 0.169\*\*\* (0.018) | 0.120\*\*\* (0.016) | 0.598\*\*\* (0.025) | 0.537\*\*\* (0.026) | 0.169\*\*\* (0.019) | 0.114\*\*\* (0.017) | 0.638\*\*\* (0.026) | 0.584\*\*\* (0.027) |
| N | 2154 | 2154 | 2154 | 2154 | 2145 | 2145 | 2145 | 2145 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.038 | 0.026 | 0.022 | 0.030 | 0.040 | 0.026 | 0.073 | 0.066 | 0.030 | 0.031 | 0.025 | 0.031 |
| R²adj | 0.036 | 0.024 | 0.020 | 0.028 | 0.038 | 0.024 | 0.071 | 0.063 | 0.028 | 0.028 | 0.023 | 0.029 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB17 LPM results of the heterogeneity models for *food deprivation*, *poor health*, and *unemployed* - France only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Food deprivation* | | | | *Poor health* | | | | *Unemployed* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.058 (0.034) [0.366] | -0.074\* (0.033) [0.140] | 0.040 (0.043) [0.770] | 0.032 (0.043) [0.776] | -0.029 (0.029) [0.832] | -0.025 (0.028) [0.832] | 0.019 (0.038) [0.832] | 0.018 (0.038) [0.832] | -0.020 (0.026) [0.890] | -0.012 (0.025) [0.961] | 0.046 (0.035) [0.696] | 0.035 (0.035) [0.871] |
| *Heterogeneity variable* | -0.082\* (0.037) | -0.082\* (0.035) | -0.052 (0.050) | -0.084 (0.051) | -0.118\*\* (0.041) | -0.080 (0.045) | -0.009 (0.075) | -0.017 (0.076) | 0.126 (0.131) | 0.139 (0.131) | -0.071 (0.145) | -0.206 (0.145) |
| *Health-risk information # heterogeneity variable* | 0.097 (0.052) | 0.146\*\* (0.051) | -0.005 (0.070) | -0.005 (0.071) | 0.094 (0.058) | 0.069 (0.061) | 0.096 (0.093) | 0.071 (0.095) | -0.027 (0.165) | -0.131 (0.155) | -0.093 (0.186) | 0.013 (0.186) |
| Constant | 0.197\*\*\* (0.026) | 0.185\*\*\* (0.026) | 0.661\*\*\* (0.031) | 0.661\*\*\* (0.031) | 0.179\*\*\* (0.021) | 0.162\*\*\* (0.020) | 0.641\*\*\* (0.026) | 0.629\*\*\* (0.026) | 0.160\*\*\* (0.019) | 0.147\*\*\* (0.018) | 0.643\*\*\* (0.025) | 0.635\*\*\* (0.025) |
| N | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 |
| R² | 0.007 | 0.011 | 0.005 | 0.009 | 0.007 | 0.004 | 0.005 | 0.002 | 0.005 | 0.003 | 0.005 | 0.008 |
| R²adj | 0.003 | 0.007 | 0.001 | 0.005 | 0.003 | -0.000 | 0.001 | -0.002 | 0.001 | -0.001 | 0.001 | 0.005 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB18 LPM results of the heterogeneity models for *low education*, *first income decile*, and *below median age* - France only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Low education* | | | | *First income decile* | | | | *Below median age* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.006 (0.033) [0.974] | -0.002 (0.030) [0.974] | 0.043 (0.042) [0.864] | 0.020 (0.043) [0.959] | -0.010 (0.028) [0.982] | -0.007 (0.027) [0.982] | 0.045 (0.037) [0.762] | 0.033 (0.037) [0.838] | -0.003 (0.036) [0.954] | -0.014 (0.035) [0.954] | 0.037 (0.048) [0.926] | 0.042 (0.048) [0.920] |
| *Heterogeneity variable* | 0.005 (0.040) | 0.059 (0.040) | 0.003 (0.051) | -0.011 (0.052) | 0.020 (0.057) | 0.035 (0.056) | 0.017 (0.070) | -0.032 (0.072) | 0.020 (0.038) | 0.014 (0.037) | 0.011 (0.049) | 0.015 (0.049) |
| *Health-risk information # heterogeneity variable* | -0.039 (0.054) | -0.043 (0.054) | -0.012 (0.071) | 0.033 (0.072) | -0.064 (0.073) | -0.067 (0.073) | -0.039 (0.099) | -0.008 (0.101) | -0.033 (0.052) | -0.007 (0.050) | 0.005 (0.068) | -0.020 (0.069) |
| Constant | 0.163\*\*\* (0.023) | 0.131\*\*\* (0.021) | 0.639\*\*\* (0.030) | 0.631\*\*\* (0.031) | 0.162\*\*\* (0.020) | 0.147\*\*\* (0.019) | 0.638\*\*\* (0.026) | 0.632\*\*\* (0.026) | 0.155\*\*\* (0.026) | 0.145\*\*\* (0.025) | 0.635\*\*\* (0.034) | 0.620\*\*\* (0.034) |
| N | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 |
| R² | 0.002 | 0.004 | 0.002 | 0.001 | 0.002 | 0.002 | 0.002 | 0.002 | 0.001 | 0.001 | 0.002 | 0.001 |
| R²adj | -0.002 | 0.000 | -0.002 | -0.002 | -0.002 | -0.002 | -0.002 | -0.002 | -0.003 | -0.003 | -0.002 | -0.003 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB19 LPM results of the heterogeneity models for *female*, *meat-free diet (vs. varied and high-meat diets)*, and *high-meat diet (vs. low and varied-meat diets)* - France only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Female* | | | | *Meat-free diet (vs. varied and high-meat diets)* | | | | *High-meat diet (vs. low and varied-meat diets)* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.024 (0.037) [0.954] | -0.050 (0.034) [0.616] | 0.022 (0.051) [0.973] | 0.006 (0.051) [0.973] | -0.010 (0.025) [0.961] | -0.016 (0.024) [0.941] | 0.043 (0.035) [0.744] | 0.031 (0.035) [0.918] | -0.025 (0.027) [0.800] | -0.025 (0.026) [0.800] | 0.023 (0.035) [0.800] | 0.018 (0.035) [0.800] |
| *Heterogeneity variable* | -0.002 (0.038) | 0.004 (0.037) | 0.090 (0.049) | 0.065 (0.049) | 0.644\*\*\* (0.119) | 0.435\*\* (0.144) | 0.299\*\*\* (0.078) | 0.238\* (0.104) | -0.056 (0.081) | -0.101 (0.060) | -0.438\*\*\* (0.107) | -0.425\*\*\* (0.107) |
| *Health-risk information # heterogeneity variable* | 0.008 (0.052) | 0.064 (0.050) | 0.034 (0.068) | 0.049 (0.069) | -0.139 (0.200) | 0.081 (0.215) | -0.063 (0.126) | 0.112 (0.107) | 0.114 (0.125) | 0.169 (0.113) | 0.355\* (0.159) | 0.310 (0.160) |
| Constant | 0.166\*\*\* (0.027) | 0.150\*\*\* (0.026) | 0.594\*\*\* (0.036) | 0.594\*\*\* (0.036) | 0.141\*\*\* (0.018) | 0.136\*\*\* (0.018) | 0.629\*\*\* (0.025) | 0.619\*\*\* (0.025) | 0.167\*\*\* (0.019) | 0.156\*\*\* (0.019) | 0.660\*\*\* (0.025) | 0.647\*\*\* (0.025) |
| N | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 |
| R² | 0.001 | 0.005 | 0.015 | 0.011 | 0.082 | 0.057 | 0.012 | 0.013 | 0.002 | 0.003 | 0.021 | 0.020 |
| R²adj | -0.003 | 0.001 | 0.011 | 0.007 | 0.079 | 0.053 | 0.008 | 0.009 | -0.002 | -0.001 | 0.017 | 0.016 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB20 LPM results of the heterogeneity models for *dine in canteen*, *support nationally oriented policies*, and *support social policies* - France only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Dine in canteen* | | | | *Support nationally oriented policies* | | | | *Support social policies* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.020 (0.029) [0.942] | -0.026 (0.028) [0.869] | 0.008 (0.039) [0.989] | -0.002 (0.039) [0.989] | -0.005 (0.030) [0.993] | 0.026 (0.032) [0.879] | 0.053 (0.049) [0.789] | 0.037 (0.049) [0.879] | -0.021 (0.028) [0.947] | -0.006 (0.027) [0.982] | 0.045 (0.042) [0.868] | 0.033 (0.042) [0.947] |
| *Heterogeneity variable* | -0.002 (0.046) | -0.001 (0.044) | -0.046 (0.060) | -0.074 (0.061) | 0.134\*\* (0.038) | 0.116\*\* (0.037) | 0.173\*\*\* (0.048) | 0.155\*\* (0.048) | 0.116\*\* (0.044) | 0.123\*\* (0.043) | 0.098 (0.051) | 0.081 (0.052) |
| *Health-risk information # heterogeneity variable* | 0.002 (0.063) | 0.044 (0.064) | 0.146 (0.081) | 0.155 (0.083) | -0.043 (0.052) | -0.096 (0.051) | -0.046 (0.067) | -0.028 (0.068) | 0.001 (0.061) | -0.037 (0.059) | -0.022 (0.071) | -0.009 (0.072) |
| Constant | 0.165\*\*\* (0.021) | 0.152\*\*\* (0.021) | 0.650\*\*\* (0.027) | 0.644\*\*\* (0.028) | 0.104\*\*\* (0.021) | 0.099\*\*\* (0.021) | 0.561\*\*\* (0.034) | 0.557\*\*\* (0.034) | 0.128\*\*\* (0.021) | 0.113\*\*\* (0.019) | 0.609\*\*\* (0.030) | 0.602\*\*\* (0.030) |
| N | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 |
| R² | 0.001 | 0.002 | 0.006 | 0.006 | 0.025 | 0.014 | 0.027 | 0.023 | 0.023 | 0.021 | 0.009 | 0.007 |
| R²adj | -0.003 | -0.002 | 0.002 | 0.002 | 0.022 | 0.011 | 0.023 | 0.019 | 0.020 | 0.017 | 0.005 | 0.003 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB21 LPM results of the heterogeneity models for *support conservative policies*, *support liberal policies*, and *support environmental policies* - France only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Support conservative policies* | | | | *Support liberal policies* | | | | *Support environmental policies* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.005 (0.028) [0.963] | -0.010 (0.027) [0.963] | 0.038 (0.037) [0.856] | 0.026 (0.038) [0.963] | -0.001 (0.028) [0.990] | -0.014 (0.026) [0.978] | 0.055 (0.038) [0.638] | 0.042 (0.039) [0.803] | 0.007 (0.025) [0.995] | 0.003 (0.025) [0.999] | 0.068 (0.047) [0.632] | 0.055 (0.047) [0.805] |
| *Heterogeneity variable* | 0.036 (0.053) | 0.069 (0.054) | -0.016 (0.066) | -0.018 (0.066) | 0.131\* (0.055) | 0.131\* (0.054) | 0.113 (0.058) | 0.097 (0.059) | 0.219\*\*\* (0.040) | 0.189\*\*\* (0.038) | 0.320\*\*\* (0.045) | 0.300\*\*\* (0.046) |
| *Health-risk information # heterogeneity variable* | -0.091 (0.069) | -0.035 (0.075) | 0.007 (0.093) | 0.034 (0.094) | -0.091 (0.072) | -0.015 (0.074) | -0.077 (0.082) | -0.051 (0.084) | -0.060 (0.055) | -0.044 (0.053) | -0.063 (0.063) | -0.050 (0.065) |
| Constant | 0.158\*\*\* (0.020) | 0.140\*\*\* (0.019) | 0.643\*\*\* (0.027) | 0.630\*\*\* (0.027) | 0.138\*\*\* (0.020) | 0.125\*\*\* (0.019) | 0.617\*\*\* (0.028) | 0.608\*\*\* (0.028) | 0.071\*\*\* (0.017) | 0.071\*\*\* (0.017) | 0.504\*\*\* (0.034) | 0.500\*\*\* (0.034) |
| N | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 | 782 |
| R² | 0.003 | 0.004 | 0.002 | 0.001 | 0.012 | 0.021 | 0.007 | 0.005 | 0.069 | 0.057 | 0.093 | 0.082 |
| R²adj | -0.001 | 0.000 | -0.002 | -0.003 | 0.008 | 0.017 | 0.003 | 0.001 | 0.066 | 0.053 | 0.090 | 0.079 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB22 LPM results of the heterogeneity models for *nutrition knowledge*, *climate change acknowledgement*, and *meat reduction social norms* - France only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Nutrition knowledge* | | | | *Climate change acknowledgement* | | | | *Meat reduction social norms* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.016 (0.029) [0.927] | 0.000 (0.029) [1.000] | 0.071 (0.052) [0.677] | 0.060 (0.052) [0.761] | -0.034 (0.036) [0.866] | 0.022 (0.036) [0.922] | 0.021 (0.059) [0.949] | 0.020 (0.059) [0.949] | -0.005 (0.033) [0.978] | -0.005 (0.030) [0.978] | 0.049 (0.053) [0.931] | 0.049 (0.054) [0.931] |
| *Heterogeneity variable* | 0.175\*\*\* (0.036) | 0.130\*\*\* (0.035) | 0.212\*\*\* (0.048) | 0.208\*\*\* (0.049) | 0.075\* (0.037) | 0.099\*\* (0.035) | 0.291\*\*\* (0.050) | 0.303\*\*\* (0.050) | 0.111\*\* (0.036) | 0.118\*\* (0.035) | 0.181\*\*\* (0.049) | 0.168\*\* (0.049) |
| *Health-risk information # heterogeneity variable* | -0.069 (0.050) | -0.032 (0.049) | -0.062 (0.068) | -0.055 (0.068) | 0.020 (0.050) | -0.064 (0.049) | 0.022 (0.071) | 0.011 (0.071) | -0.027 (0.050) | -0.022 (0.048) | -0.020 (0.068) | -0.033 (0.069) |
| Constant | 0.071\*\*\* (0.019) | 0.082\*\*\* (0.020) | 0.527\*\*\* (0.037) | 0.516\*\*\* (0.037) | 0.118\*\*\* (0.027) | 0.090\*\*\* (0.024) | 0.458\*\*\* (0.042) | 0.437\*\*\* (0.042) | 0.103\*\*\* (0.023) | 0.086\*\*\* (0.021) | 0.540\*\*\* (0.038) | 0.534\*\*\* (0.038) |
| N | 782 | 782 | 782 | 782 | 779 | 779 | 779 | 779 | 782 | 782 | 782 | 782 |
| R² | 0.041 | 0.027 | 0.039 | 0.037 | 0.014 | 0.011 | 0.096 | 0.098 | 0.019 | 0.024 | 0.034 | 0.026 |
| R²adj | 0.037 | 0.024 | 0.035 | 0.034 | 0.010 | 0.007 | 0.093 | 0.094 | 0.015 | 0.020 | 0.030 | 0.022 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB23 LPM results of the heterogeneity models for *food deprivation*, *poor health*, and *unemployed* - Italy only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Food deprivation* | | | | *Poor health* | | | | *Unemployed* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.065 (0.037) [0.437] | 0.056 (0.033) [0.437] | -0.022 (0.037) [0.975] | -0.003 (0.040) [0.997] | 0.048 (0.032) [0.581] | 0.040 (0.029) [0.625] | -0.040 (0.034) [0.687] | -0.021 (0.036) [0.917] | 0.050 (0.031) [0.506] | 0.034 (0.028) [0.713] | -0.034 (0.032) [0.760] | 0.003 (0.034) [0.936] |
| *Heterogeneity variable* | -0.056 (0.042) | 0.017 (0.040) | -0.043 (0.048) | -0.046 (0.051) | -0.017 (0.053) | -0.011 (0.048) | -0.013 (0.059) | -0.074 (0.066) | -0.101 (0.066) | -0.009 (0.074) | -0.125 (0.099) | -0.117 (0.102) |
| *Health-risk information # heterogeneity variable* | -0.040 (0.061) | -0.054 (0.057) | -0.042 (0.069) | 0.031 (0.072) | 0.037 (0.083) | -0.015 (0.073) | 0.047 (0.087) | 0.194\* (0.090) | 0.047 (0.111) | 0.067 (0.120) | -0.012 (0.146) | 0.067 (0.147) |
| Constant | 0.224\*\*\* (0.026) | 0.151\*\*\* (0.022) | 0.761\*\*\* (0.027) | 0.680\*\*\* (0.029) | 0.208\*\*\* (0.023) | 0.158\*\*\* (0.020) | 0.748\*\*\* (0.024) | 0.677\*\*\* (0.026) | 0.212\*\*\* (0.022) | 0.157\*\*\* (0.019) | 0.755\*\*\* (0.023) | 0.672\*\*\* (0.025) |
| N | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 |
| R² | 0.012 | 0.004 | 0.006 | 0.001 | 0.004 | 0.003 | 0.002 | 0.006 | 0.006 | 0.003 | 0.007 | 0.002 |
| R²adj | 0.008 | 0.000 | 0.003 | -0.002 | 0.001 | -0.001 | -0.002 | 0.002 | 0.003 | -0.000 | 0.003 | -0.001 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB24 LPM results of the heterogeneity models for *low education*, *first income decile*, and *below median age* - Italy only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Low education* | | | | *First income decile* | | | | *Below median age* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.019 (0.042) [0.963] | 0.020 (0.038) [0.963] | -0.067 (0.042) [0.496] | -0.015 (0.045) [0.963] | 0.060 (0.031) [0.323] | 0.038 (0.028) [0.667] | -0.030 (0.033) [0.883] | 0.004 (0.035) [0.992] | 0.049 (0.041) [0.776] | 0.038 (0.038) [0.840] | -0.047 (0.045) [0.840] | 0.017 (0.047) [0.950] |
| *Heterogeneity variable* | -0.139\*\* (0.040) | -0.048 (0.037) | -0.057 (0.044) | -0.057 (0.048) | -0.011 (0.067) | 0.016 (0.063) | -0.043 (0.076) | -0.006 (0.080) | 0.023 (0.041) | -0.024 (0.037) | 0.023 (0.044) | 0.032 (0.048) |
| *Health-risk information # heterogeneity variable* | 0.157\*\* (0.059) | 0.038 (0.053) | 0.073 (0.063) | 0.050 (0.067) | -0.071 (0.096) | 0.001 (0.095) | -0.046 (0.113) | 0.048 (0.113) | 0.010 (0.059) | -0.000 (0.054) | 0.028 (0.063) | -0.018 (0.067) |
| Constant | 0.271\*\*\* (0.031) | 0.179\*\*\* (0.027) | 0.773\*\*\* (0.029) | 0.691\*\*\* (0.032) | 0.206\*\*\* (0.022) | 0.155\*\*\* (0.019) | 0.751\*\*\* (0.023) | 0.665\*\*\* (0.025) | 0.194\*\*\* (0.028) | 0.168\*\*\* (0.027) | 0.735\*\*\* (0.032) | 0.648\*\*\* (0.034) |
| N | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 |
| R² | 0.017 | 0.004 | 0.004 | 0.002 | 0.006 | 0.003 | 0.004 | 0.000 | 0.005 | 0.004 | 0.003 | 0.001 |
| R²adj | 0.014 | 0.001 | -0.000 | -0.002 | 0.002 | -0.001 | -0.000 | -0.003 | 0.001 | -0.000 | -0.000 | -0.003 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB25 LPM results of the heterogeneity models for *female*, *meat-free diet (vs. varied and high-meat diets)*, and *high-meat diet (vs. low and varied-meat diets)* - Italy only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Female* | | | | *Meat-free diet (vs. varied and high-meat diets)* | | | | *High-meat diet (vs. low and varied-meat diets)* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.036 (0.043) [0.855] | 0.022 (0.038) [0.910] | 0.004 (0.050) [0.937] | 0.053 (0.051) [0.781] | 0.053 (0.029) [0.362] | 0.029 (0.027) [0.746] | -0.022 (0.033) [0.839] | -0.005 (0.034) [0.987] | 0.054 (0.030) [0.574] | 0.045 (0.027) [0.578] | -0.036 (0.031) [0.702] | 0.003 (0.033) [0.913] |
| *Heterogeneity variable* | 0.018 (0.041) | 0.023 (0.037) | 0.175\*\*\* (0.045) | 0.161\*\* (0.048) | 0.475\*\*\* (0.106) | 0.157 (0.102) | 0.224\*\*\* (0.050) | -0.013 (0.107) | -0.207\*\*\* (0.021) | 0.514 (0.409) | -0.080 (0.409) | 0.003 (0.409) |
| *Health-risk information # heterogeneity variable* | 0.035 (0.059) | 0.032 (0.053) | -0.062 (0.063) | -0.078 (0.067) | -0.072 (0.141) | 0.100 (0.140) | -0.201\* (0.100) | 0.186 (0.130) | 0.113 (0.185) | -0.712 (0.409) | 0.203 (0.448) | 0.330 (0.410) |
| Constant | 0.195\*\*\* (0.030) | 0.144\*\*\* (0.027) | 0.649\*\*\* (0.036) | 0.575\*\*\* (0.038) | 0.177\*\*\* (0.020) | 0.147\*\*\* (0.019) | 0.733\*\*\* (0.023) | 0.665\*\*\* (0.025) | 0.207\*\*\* (0.021) | 0.152\*\*\* (0.018) | 0.747\*\*\* (0.022) | 0.664\*\*\* (0.024) |
| N | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 |
| R² | 0.006 | 0.006 | 0.028 | 0.018 | 0.069 | 0.023 | 0.008 | 0.005 | 0.005 | 0.011 | 0.002 | 0.004 |
| R²adj | 0.003 | 0.002 | 0.024 | 0.014 | 0.066 | 0.019 | 0.005 | 0.001 | 0.002 | 0.007 | -0.002 | 0.000 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB26 LPM results of the heterogeneity models for *dine in canteen*, *support nationally oriented policies*, and *support social policies* - Italy only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Dine in canteen* | | | | *Support nationally oriented policies* | | | | *Support social policies* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.038 (0.033) [0.739] | 0.022 (0.030) [0.903] | -0.041 (0.035) [0.739] | 0.005 (0.037) [0.990] | 0.082\* (0.042) [0.295] | 0.043 (0.038) [0.826] | -0.018 (0.043) [0.947] | 0.033 (0.047) [0.914] | 0.122\*\*+ (0.043) [0.034] | 0.050 (0.042) [0.783] | -0.011 (0.057) [0.971] | 0.010 (0.058) [0.971] |
| *Heterogeneity variable* | 0.003 (0.052) | -0.065 (0.041) | 0.009 (0.056) | 0.014 (0.060) | 0.002 (0.041) | -0.024 (0.037) | 0.003 (0.044) | 0.063 (0.048) | 0.150\*\*\* (0.038) | 0.053 (0.037) | 0.155\*\* (0.049) | 0.111\* (0.052) |
| *Health-risk information # heterogeneity variable* | 0.073 (0.076) | 0.083 (0.063) | 0.035 (0.076) | 0.012 (0.082) | -0.062 (0.059) | -0.012 (0.053) | -0.034 (0.063) | -0.048 (0.067) | -0.100 (0.058) | -0.015 (0.054) | -0.027 (0.068) | 0.003 (0.071) |
| Constant | 0.204\*\*\* (0.023) | 0.169\*\*\* (0.021) | 0.744\*\*\* (0.025) | 0.661\*\*\* (0.027) | 0.204\*\*\* (0.029) | 0.168\*\*\* (0.027) | 0.745\*\*\* (0.031) | 0.633\*\*\* (0.035) | 0.106\*\*\* (0.027) | 0.121\*\*\* (0.029) | 0.644\*\*\* (0.042) | 0.591\*\*\* (0.043) |
| N | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 |
| R² | 0.007 | 0.005 | 0.002 | 0.000 | 0.007 | 0.004 | 0.002 | 0.002 | 0.019 | 0.006 | 0.024 | 0.013 |
| R²adj | 0.003 | 0.001 | -0.001 | -0.003 | 0.003 | 0.000 | -0.002 | -0.001 | 0.016 | 0.002 | 0.021 | 0.009 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB27 LPM results of the heterogeneity models for *support conservative policies*, *support liberal policies*, and *support environmental policies* - Italy only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Support conservative policies* | | | | *Support liberal policies* | | | | *Support environmental policies* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.090\*\* (0.034) [0.057] | 0.052 (0.030) [0.405] | -0.017 (0.034) [0.921] | -0.007 (0.037) [0.978] | 0.076\* (0.038) [0.258] | 0.061 (0.034) [0.356] | -0.021 (0.043) [0.965] | -0.006 (0.045) [0.965] | 0.089\* (0.042) [0.200] | 0.042 (0.036) [0.812] | -0.026 (0.059) [0.901] | -0.015 (0.060) [0.901] |
| *Heterogeneity variable* | 0.043 (0.051) | 0.033 (0.046) | -0.098 (0.056) | -0.095 (0.059) | 0.078 (0.042) | 0.062 (0.038) | 0.082 (0.044) | 0.032 (0.048) | 0.165\*\*\* (0.038) | 0.113\*\* (0.034) | 0.193\*\*\* (0.049) | 0.159\*\* (0.052) |
| *Health-risk information # heterogeneity variable* | -0.169\* (0.069) | -0.064 (0.065) | -0.085 (0.081) | 0.064 (0.083) | -0.049 (0.061) | -0.051 (0.055) | -0.023 (0.062) | 0.037 (0.067) | -0.054 (0.057) | -0.005 (0.051) | -0.011 (0.069) | 0.035 (0.071) |
| Constant | 0.195\*\*\* (0.023) | 0.149\*\*\* (0.021) | 0.768\*\*\* (0.024) | 0.685\*\*\* (0.027) | 0.171\*\*\* (0.026) | 0.129\*\*\* (0.023) | 0.710\*\*\* (0.031) | 0.650\*\*\* (0.033) | 0.097\*\*\* (0.026) | 0.082\*\* (0.024) | 0.619\*\*\* (0.042) | 0.560\*\*\* (0.043) |
| N | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 | 811 |
| R² | 0.013 | 0.004 | 0.020 | 0.004 | 0.009 | 0.006 | 0.008 | 0.003 | 0.029 | 0.021 | 0.042 | 0.032 |
| R²adj | 0.009 | 0.000 | 0.016 | 0.000 | 0.005 | 0.002 | 0.004 | -0.000 | 0.025 | 0.018 | 0.038 | 0.029 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB28 LPM results of the heterogeneity models for *nutrition knowledge*, *climate change acknowledgement*, and *meat reduction social norms* - Italy only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Nutrition knowledge* | | | | *Climate change acknowledgement* | | | | *Meat reduction social norms* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.050 (0.039) [0.725] | -0.004 (0.035) [0.966] | -0.025 (0.048) [0.966] | -0.015 (0.050) [0.966] | 0.018 (0.035) [0.972] | 0.013 (0.032) [0.972] | -0.044 (0.049) [0.869] | 0.022 (0.050) [0.972] | 0.023 (0.039) [0.972] | 0.003 (0.032) [0.999] | -0.002 (0.053) [0.999] | 0.024 (0.055) [0.983] |
| *Heterogeneity variable* | 0.121\*\* (0.040) | 0.047 (0.037) | 0.103\* (0.044) | 0.046 (0.048) | 0.149\*\*\* (0.041) | 0.102\*\* (0.037) | 0.215\*\*\* (0.043) | 0.171\*\*\* (0.047) | 0.131\*\* (0.039) | 0.116\*\* (0.035) | 0.123\*\* (0.047) | 0.129\* (0.050) |
| *Health-risk information # heterogeneity variable* | -0.001 (0.058) | 0.073 (0.053) | -0.023 (0.063) | 0.037 (0.067) | 0.050 (0.058) | 0.040 (0.053) | -0.001 (0.062) | -0.042 (0.066) | 0.054 (0.056) | 0.061 (0.050) | -0.050 (0.065) | -0.024 (0.069) |
| Constant | 0.143\*\*\* (0.026) | 0.132\*\*\* (0.025) | 0.693\*\*\* (0.034) | 0.640\*\*\* (0.035) | 0.132\*\*\* (0.024) | 0.107\*\*\* (0.022) | 0.640\*\*\* (0.034) | 0.579\*\*\* (0.035) | 0.125\*\*\* (0.027) | 0.086\*\*\* (0.023) | 0.671\*\*\* (0.038) | 0.586\*\*\* (0.040) |
| N | 811 | 811 | 811 | 811 | 808 | 808 | 808 | 808 | 811 | 811 | 811 | 811 |
| R² | 0.024 | 0.017 | 0.012 | 0.005 | 0.047 | 0.029 | 0.059 | 0.026 | 0.039 | 0.040 | 0.014 | 0.015 |
| R²adj | 0.020 | 0.013 | 0.008 | 0.002 | 0.044 | 0.025 | 0.056 | 0.022 | 0.035 | 0.037 | 0.010 | 0.011 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB29 LPM results of the heterogeneity models for *food deprivation*, *poor health*, and *unemployed* - Latvia only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Food deprivation* | | | | *Poor health* | | | | *Unemployed* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.036 (0.039) [0.723] | 0.013 (0.032) [0.901] | 0.059 (0.053) [0.697] | 0.089 (0.055) [0.518] | -0.028 (0.033) [0.896] | 0.006 (0.028) [0.966] | 0.102\* (0.047) [0.198] | 0.106\* (0.049) [0.198] | -0.042 (0.029) [0.468] | 0.008 (0.025) [0.745] | 0.068 (0.041) [0.443] | 0.092\* (0.043) [0.325] |
| *Heterogeneity variable* | -0.029 (0.042) | -0.005 (0.033) | -0.032 (0.059) | 0.015 (0.060) | 0.011 (0.048) | -0.012 (0.035) | 0.038 (0.064) | -0.027 (0.066) | -0.054 (0.108) | -0.086\*\*\* (0.017) | -0.002 (0.175) | 0.038 (0.178) |
| *Health-risk information # heterogeneity variable* | -0.018 (0.057) | -0.001 (0.049) | 0.036 (0.083) | 0.026 (0.086) | -0.062 (0.063) | 0.025 (0.058) | -0.117 (0.097) | -0.041 (0.100) | -0.058 (0.109) | 0.192 (0.225) | 0.332 (0.177) | 0.408\* (0.181) |
| Constant | 0.165\*\*\* (0.029) | 0.085\*\*\* (0.022) | 0.616\*\*\* (0.038) | 0.457\*\*\* (0.039) | 0.149\*\*\* (0.025) | 0.087\*\*\* (0.020) | 0.591\*\*\* (0.034) | 0.471\*\*\* (0.035) | 0.154\*\*\* (0.022) | 0.086\*\*\* (0.017) | 0.602\*\*\* (0.029) | 0.462\*\*\* (0.030) |
| N | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 |
| R² | 0.007 | 0.001 | 0.007 | 0.011 | 0.006 | 0.001 | 0.009 | 0.012 | 0.005 | 0.003 | 0.010 | 0.017 |
| R²adj | 0.002 | -0.005 | 0.001 | 0.005 | 0.000 | -0.005 | 0.003 | 0.006 | -0.000 | -0.002 | 0.005 | 0.012 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB30 LPM results of the heterogeneity models for *low education*, *first income decile*, and *below median age* - Latvia only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Low education* | | | | *First income decile* | | | | *Below median age* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.051 (0.035) [0.580] | 0.027 (0.028) [0.697] | 0.062 (0.046) [0.610] | 0.085 (0.048) [0.430] | -0.048 (0.032) [0.572] | 0.012 (0.026) [0.925] | 0.061 (0.043) [0.589] | 0.059 (0.046) [0.620] | -0.026 (0.034) [0.908] | 0.019 (0.029) [0.908] | 0.022 (0.059) [0.908] | 0.061 (0.060) [0.861] |
| *Heterogeneity variable* | -0.092\* (0.042) | 0.019 (0.040) | -0.099 (0.068) | -0.063 (0.068) | -0.099\* (0.046) | -0.018 (0.043) | -0.201\* (0.082) | -0.198\* (0.077) | 0.097\* (0.041) | 0.054 (0.032) | 0.040 (0.058) | 0.038 (0.059) |
| *Health-risk information # heterogeneity variable* | 0.031 (0.057) | -0.061 (0.055) | 0.045 (0.097) | 0.054 (0.099) | 0.034 (0.063) | 0.001 (0.066) | 0.075 (0.121) | 0.267\* (0.117) | -0.013 (0.057) | -0.003 (0.049) | 0.126 (0.081) | 0.095 (0.084) |
| Constant | 0.175\*\*\* (0.026) | 0.078\*\*\* (0.018) | 0.627\*\*\* (0.033) | 0.479\*\*\* (0.034) | 0.167\*\*\* (0.024) | 0.086\*\*\* (0.018) | 0.633\*\*\* (0.031) | 0.494\*\*\* (0.032) | 0.099\*\*\* (0.026) | 0.053\*\* (0.020) | 0.580\*\*\* (0.043) | 0.443\*\*\* (0.044) |
| N | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 |
| R² | 0.014 | 0.003 | 0.011 | 0.011 | 0.012 | 0.001 | 0.022 | 0.021 | 0.022 | 0.009 | 0.021 | 0.019 |
| R²adj | 0.008 | -0.003 | 0.006 | 0.006 | 0.006 | -0.004 | 0.016 | 0.016 | 0.016 | 0.004 | 0.016 | 0.014 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB31 LPM results of the heterogeneity models for *female*, *meat-free diet (vs. varied and high-meat diets)*, and *high-meat diet (vs. low and varied-meat diets)* - Latvia only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Female* | | | | *Meat-free diet (vs. varied and high-meat diets)* | | | | *High-meat diet (vs. low and varied-meat diets)* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.068 (0.039) [0.360] | -0.011 (0.027) [0.970] | -0.004 (0.063) [0.970] | 0.014 (0.062) [0.970] | -0.025 (0.027) [0.886] | 0.022 (0.023) [0.886] | 0.078 (0.042) [0.378] | 0.110\* (0.043) [0.131] | -0.054 (0.029) [0.424] | 0.007 (0.025) [0.904] | 0.067 (0.041) [0.490] | 0.092\* (0.043) [0.347] |
| *Heterogeneity variable* | 0.019 (0.042) | 0.057 (0.032) | 0.107 (0.058) | 0.127\* (0.059) | 0.613\*\*\* (0.124) | 0.334\* (0.136) | 0.209 (0.115) | 0.214 (0.134) | -0.085 (0.077) | -0.087\*\*\* (0.017) | -0.332\* (0.133) | -0.337\*\* (0.105) |
| *Health-risk information # heterogeneity variable* | 0.047 (0.056) | 0.042 (0.046) | 0.139 (0.081) | 0.150 (0.083) | -0.152 (0.225) | -0.088 (0.224) | 0.011 (0.167) | -0.221 (0.231) | 0.358 (0.211) | 0.118 (0.136) | 0.022 (0.238) | 0.015 (0.206) |
| Constant | 0.142\*\*\* (0.030) | 0.052\*\* (0.019) | 0.545\*\*\* (0.043) | 0.396\*\*\* (0.043) | 0.120\*\*\* (0.020) | 0.066\*\*\* (0.015) | 0.591\*\*\* (0.030) | 0.453\*\*\* (0.030) | 0.156\*\*\* (0.022) | 0.087\*\*\* (0.017) | 0.618\*\*\* (0.029) | 0.480\*\*\* (0.030) |
| N | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 |
| R² | 0.009 | 0.020 | 0.044 | 0.055 | 0.116 | 0.047 | 0.014 | 0.014 | 0.014 | 0.003 | 0.023 | 0.026 |
| R²adj | 0.004 | 0.015 | 0.039 | 0.050 | 0.111 | 0.042 | 0.009 | 0.009 | 0.009 | -0.003 | 0.018 | 0.021 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB32 LPM results of the heterogeneity models for *dine in canteen*, *support nationally oriented policies*, and *support social policies* - Latvia only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Dine in canteen* | | | | *Support nationally oriented policies* | | | | *Support social policies* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.021 (0.056) [0.961] | 0.012 (0.043) [0.961] | 0.090 (0.082) [0.748] | 0.082 (0.085) [0.783] | -0.060 (0.042) [0.599] | -0.022 (0.032) [0.751] | 0.069 (0.060) [0.648] | 0.101 (0.062) [0.523] | -0.068 (0.038) [0.425] | 0.018 (0.034) [0.851] | 0.081 (0.067) [0.692] | 0.108 (0.066) [0.487] |
| *Heterogeneity variable* | 0.050 (0.045) | 0.026 (0.034) | 0.034 (0.066) | 0.020 (0.067) | -0.023 (0.043) | -0.005 (0.033) | 0.046 (0.058) | 0.040 (0.059) | 0.047 (0.042) | 0.042 (0.032) | 0.175\*\* (0.059) | 0.180\*\* (0.059) |
| *Health-risk information # heterogeneity variable* | -0.085 (0.066) | 0.000 (0.052) | -0.022 (0.094) | 0.022 (0.098) | 0.035 (0.057) | 0.064 (0.048) | 0.007 (0.082) | -0.006 (0.085) | 0.040 (0.055) | -0.011 (0.048) | -0.019 (0.084) | -0.024 (0.085) |
| Constant | 0.115\*\* (0.037) | 0.064\* (0.028) | 0.577\*\*\* (0.057) | 0.449\*\*\* (0.057) | 0.164\*\*\* (0.032) | 0.086\*\*\* (0.024) | 0.579\*\*\* (0.042) | 0.443\*\*\* (0.042) | 0.125\*\*\* (0.030) | 0.058\*\* (0.022) | 0.500\*\*\* (0.046) | 0.358\*\*\* (0.044) |
| N | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 |
| R² | 0.007 | 0.002 | 0.007 | 0.011 | 0.005 | 0.006 | 0.009 | 0.011 | 0.014 | 0.005 | 0.035 | 0.037 |
| R²adj | 0.002 | -0.003 | 0.001 | 0.005 | -0.001 | 0.000 | 0.003 | 0.006 | 0.008 | -0.001 | 0.029 | 0.032 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB33 LPM results of the heterogeneity models for *support conservative policies*, *support liberal policies*, and *support environmental policies* - Latvia only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Support conservative policies* | | | | *Support liberal policies* | | | | *Support environmental policies* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.031 (0.032) [0.647] | 0.000 (0.027) [0.995] | 0.068 (0.045) [0.558] | 0.096\* (0.047) [0.256] | -0.035 (0.029) [0.755] | 0.011 (0.026) [0.973] | 0.093\* (0.047) [0.270] | 0.114\* (0.048) [0.121] | -0.060 (0.037) [0.520] | -0.017 (0.033) [0.805] | 0.088 (0.069) [0.707] | 0.141\* (0.068) [0.235] |
| *Heterogeneity variable* | 0.049 (0.060) | -0.031 (0.038) | -0.148 (0.077) | -0.214\*\* (0.072) | 0.147\* (0.059) | 0.045 (0.043) | 0.193\*\* (0.063) | 0.105 (0.070) | 0.069 (0.042) | 0.025 (0.032) | 0.294\*\*\* (0.058) | 0.219\*\*\* (0.058) |
| *Health-risk information # heterogeneity variable* | -0.058 (0.076) | 0.063 (0.061) | 0.055 (0.106) | 0.047 (0.103) | -0.012 (0.084) | 0.017 (0.068) | -0.061 (0.091) | -0.058 (0.103) | 0.022 (0.054) | 0.044 (0.047) | -0.043 (0.084) | -0.082 (0.086) |
| Constant | 0.143\*\*\* (0.023) | 0.089\*\*\* (0.019) | 0.629\*\*\* (0.032) | 0.502\*\*\* (0.033) | 0.118\*\*\* (0.022) | 0.072\*\*\* (0.018) | 0.557\*\*\* (0.034) | 0.439\*\*\* (0.034) | 0.111\*\*\* (0.029) | 0.068\*\* (0.024) | 0.427\*\*\* (0.046) | 0.333\*\*\* (0.044) |
| N | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 | 561 |
| R² | 0.005 | 0.002 | 0.016 | 0.033 | 0.034 | 0.007 | 0.027 | 0.015 | 0.017 | 0.008 | 0.082 | 0.042 |
| R²adj | 0.000 | -0.003 | 0.011 | 0.028 | 0.029 | 0.001 | 0.022 | 0.009 | 0.012 | 0.002 | 0.078 | 0.037 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB34 LPM results of the heterogeneity models for *nutrition knowledge*, *climate change acknowledgement*, and *meat reduction social norms* - Latvia only.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Nutrition knowledge* | | | | *Climate change acknowledgement* | | | | *Meat reduction social norms* | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.043 (0.034) [0.661] | -0.006 (0.030) [0.851] | 0.109 (0.063) [0.435] | 0.093 (0.065) [0.616] | -0.017 (0.032) [0.852] | 0.033 (0.028) [0.660] | 0.074 (0.065) [0.660] | 0.091 (0.063) [0.590] | 0.002 (0.040) [0.990] | 0.019 (0.033) [0.955] | 0.036 (0.062) [0.955] | 0.045 (0.063) [0.940] |
| *Heterogeneity variable* | 0.101\* (0.041) | 0.042 (0.032) | 0.071 (0.058) | 0.037 (0.059) | 0.136\*\* (0.040) | 0.087\*\* (0.030) | 0.207\*\*\* (0.058) | 0.166\*\* (0.059) | 0.074 (0.042) | 0.036 (0.032) | 0.073 (0.058) | -0.015 (0.059) |
| *Health-risk information # heterogeneity variable* | -0.007 (0.055) | 0.026 (0.047) | -0.064 (0.082) | 0.007 (0.086) | -0.041 (0.054) | -0.034 (0.046) | 0.012 (0.082) | 0.026 (0.084) | -0.085 (0.057) | -0.014 (0.048) | 0.064 (0.082) | 0.097 (0.085) |
| Constant | 0.098\*\*\* (0.026) | 0.060\*\* (0.021) | 0.564\*\*\* (0.043) | 0.444\*\*\* (0.043) | 0.074\*\* (0.024) | 0.033\* (0.016) | 0.479\*\*\* (0.046) | 0.364\*\*\* (0.044) | 0.114\*\*\* (0.027) | 0.064\*\* (0.021) | 0.564\*\*\* (0.042) | 0.471\*\*\* (0.042) |
| N | 561 | 561 | 561 | 561 | 558 | 558 | 558 | 558 | 561 | 561 | 561 | 561 |
| R² | 0.024 | 0.010 | 0.009 | 0.011 | 0.034 | 0.016 | 0.055 | 0.042 | 0.010 | 0.003 | 0.019 | 0.013 |
| R²adj | 0.019 | 0.005 | 0.003 | 0.006 | 0.029 | 0.011 | 0.049 | 0.037 | 0.005 | -0.002 | 0.013 | 0.008 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |

Table SB35 LPM estimation results for the comprehensive model - pooled sample.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Meat tax acceptability for oneself | Meat Tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | 0.008 (0.012) [0.784] | 0.005 (0.012) [0.784] | 0.012 (0.014) [0.784] | 0.018 (0.015) [0.653] |
| *Expense* | -0.027 (0.015) | 0.000 (0.015) | -0.074\*\* (0.022) | -0.023 (0.021) |
| *Effectiveness* | 0.063\*\*\* (0.018) | 0.087\*\*\* (0.015) | 0.177\*\*\* (0.020) | 0.195\*\*\* (0.024) |
| *Fairness* | 0.635\*\*\* (0.029) | 0.542\*\*\* (0.031) | 0.505\*\*\* (0.024) | 0.527\*\*\* (0.026) |
| *Poor health* | 0.001 (0.015) | -0.021 (0.015) | 0.015 (0.018) | -0.035 (0.020) |
| *Food deprivation* | -0.020 (0.013) | 0.010 (0.013) | -0.024 (0.016) | -0.007 (0.017) |
| *Unemployed* | -0.006 (0.036) | 0.010 (0.032) | -0.041 (0.039) | -0.044 (0.042) |
| *Low education* | 0.001 (0.013) | 0.018 (0.013) | 0.012 (0.015) | -0.003 (0.017) |
| *Age* | 0.000 (0.000) | 0.001 (0.000) | 0.000 (0.000) | 0.001 (0.001) |
| *Female* | -0.001 (0.013) | 0.020 (0.013) | 0.043\*\* (0.015) | 0.044\*\* (0.016) |
| *Income (in T€)* | 0.001\* (0.001) | 0.000 (0.001) | 0.000 (0.001) | -0.001 (0.001) |
| *Dine in canteen* |  |  | -0.002 (0.018) | 0.011 (0.020) |
| *Meat-free diet (vs. varied and high-meat diets)* | 0.195\*\*\* (0.047) | 0.058 (0.038) | 0.038 (0.034) | -0.014 (0.039) |
| *Low-meat diet (vs. varied and high-meat diets)* | 0.041\* (0.016) | 0.036\* (0.016) | 0.056\*\* (0.016) | 0.016 (0.018) |
| *Support nationally oriented policies* | 0.032\* (0.015) | 0.003 (0.014) | 0.029 (0.016) | 0.025 (0.017) |
| *Support social policies* | 0.015 (0.017) | -0.003 (0.015) | 0.010 (0.018) | 0.013 (0.019) |
| *Support conservative policies* | -0.033\* (0.017) | -0.000 (0.016) | -0.057\*\* (0.020) | -0.057\*\* (0.020) |
| *Support liberal policies* | 0.019 (0.017) | 0.017 (0.016) | 0.019 (0.017) | -0.001 (0.018) |
| *Support environmental policies* | 0.005 (0.017) | 0.025 (0.015) | 0.038 (0.020) | 0.016 (0.020) |
| *Nutrition knowledge* | 0.023 (0.013) | 0.012 (0.012) | 0.007 (0.015) | 0.004 (0.017) |
| *Climate change acknowledgement* | 0.029\* (0.014) | 0.022 (0.013) | 0.067\*\*\* (0.017) | 0.036\* (0.017) |
| *Meat reduction social norms* | 0.021 (0.013) | 0.027\* (0.013) | 0.020 (0.015) | -0.005 (0.016) |
| *France (vs. Italy)* | 0.003 (0.017) | 0.021 (0.017) | 0.034 (0.018) | 0.035 (0.019) |
| *Latvia (vs. Italy)* | 0.010 (0.019) | -0.012 (0.020) | 0.015 (0.023) | -0.078\*\* (0.025) |
| Constant | -0.029 (0.032) | -0.087\*\* (0.031) | 0.152\*\*\* (0.038) | 0.145\*\*\* (0.041) |
| N | 2039 | 2039 | 2039 | 2039 |
| R² | 0.492 | 0.422 | 0.541 | 0.517 |
| R²adj | 0.486 | 0.415 | 0.535 | 0.511 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | |

Table SB36 LPM results for the basic model by country

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | France | | | | Italy | | | | Latvia | | | |
|  | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society | Meat tax acceptability for oneself | Meat tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Health-risk information* | -0.006 (0.020) [0.885] | -0.016 (0.019) [0.801] | 0.011 (0.025) [0.885] | -0.013 (0.024) [0.885] | 0.030 (0.022) [0.530] | 0.024 (0.022) [0.575] | -0.017 (0.021) [0.620] | 0.021 (0.025) [0.620] | 0.007 (0.021) [0.788] | 0.017 (0.022) [0.575] | 0.057 (0.032) [0.191] | 0.082\* (0.033) [0.055] |
| *Expense* | -0.042 (0.021) | -0.031 (0.021) | -0.132\*\* (0.044) | -0.062 (0.038) | 0.023 (0.028) | 0.045 (0.025) | 0.032 (0.031) | 0.032 (0.032) | -0.086\* (0.035) | -0.019 (0.042) | -0.130\*\* (0.044) | -0.049 (0.042) |
| *Effectiveness* | 0.049 (0.027) | 0.097\*\*\* (0.025) | 0.137\*\*\* (0.034) | 0.191\*\*\* (0.041) | 0.083\* (0.034) | 0.130\*\*\* (0.029) | 0.162\*\*\* (0.029) | 0.146\*\*\* (0.038) | 0.024 (0.031) | 0.012 (0.024) | 0.257\*\*\* (0.043) | 0.251\*\*\* (0.049) |
| *Fairness* | 0.567\*\*\* (0.054) | 0.576\*\*\* (0.054) | 0.485\*\*\* (0.039) | 0.506\*\*\* (0.043) | 0.647\*\*\* (0.042) | 0.531\*\*\* (0.046) | 0.582\*\*\* (0.040) | 0.566\*\*\* (0.043) | 0.690\*\*\* (0.068) | 0.449\*\*\* (0.077) | 0.430\*\*\* (0.048) | 0.502\*\*\* (0.050) |
| *Poor health* | -0.033 (0.027) | -0.008 (0.024) | 0.000 (0.031) | -0.037 (0.029) | 0.030 (0.030) | -0.034 (0.029) | 0.032 (0.031) | 0.000 (0.036) | 0.014 (0.022) | -0.001 (0.027) | 0.025 (0.037) | -0.054 (0.041) |
| *Food deprivation* | 0.004 (0.023) | 0.007 (0.021) | -0.016 (0.028) | -0.022 (0.027) | -0.042 (0.023) | 0.030 (0.024) | -0.046 (0.025) | -0.022 (0.028) | 0.004 (0.024) | -0.009 (0.023) | -0.008 (0.033) | 0.039 (0.034) |
| *Unemployed* | 0.143\* (0.065) | 0.064 (0.060) | -0.010 (0.063) | -0.118\* (0.057) | -0.089 (0.050) | 0.002 (0.048) | -0.115 (0.059) | -0.037 (0.068) | -0.052 (0.063) | -0.042 (0.060) | 0.083 (0.095) | 0.148 (0.121) |
| *Low education* | 0.020 (0.022) | 0.035 (0.022) | 0.029 (0.027) | 0.022 (0.028) | -0.003 (0.023) | -0.006 (0.022) | -0.002 (0.022) | -0.031 (0.027) | -0.031 (0.023) | 0.013 (0.027) | 0.028 (0.037) | 0.023 (0.036) |
| *Age* | 0.001 (0.001) | 0.000 (0.001) | -0.000 (0.001) | 0.001 (0.001) | 0.000 (0.001) | 0.002\* (0.001) | 0.000 (0.001) | -0.001 (0.001) | -0.001 (0.001) | -0.001 (0.001) | 0.001 (0.001) | 0.002 (0.001) |
| *Female* | -0.011 (0.021) | -0.003 (0.021) | 0.042 (0.027) | 0.037 (0.026) | 0.011 (0.023) | 0.030 (0.022) | 0.049\* (0.023) | 0.041 (0.028) | 0.007 (0.021) | 0.052\* (0.023) | 0.040 (0.034) | 0.047 (0.035) |
| *Income (in T€)* | 0.002\* (0.001) | 0.001 (0.001) | 0.000 (0.001) | -0.001 (0.001) | 0.000 (0.001) | -0.000 (0.001) | 0.000 (0.001) | -0.001 (0.001) | 0.004 (0.002) | -0.001 (0.002) | 0.005 (0.003) | 0.003 (0.003) |
| *Dine in canteen* |  |  | 0.036 (0.032) | 0.016 (0.032) |  |  | 0.019 (0.027) | 0.031 (0.032) |  |  | -0.057 (0.039) | -0.020 (0.040) |
| *Meat-free diet (vs. varied and high-meat diets)* | 0.338\*\*\* (0.094) | 0.160\* (0.063) | 0.099 (0.073) | 0.029 (0.064) | 0.134 (0.070) | -0.067 (0.056) | -0.015 (0.042) | -0.039 (0.061) | 0.138 (0.076) | 0.157 (0.082) | 0.093 (0.083) | 0.011 (0.105) |
| *Low-meat diet (vs. varied and high-meat diets)* | 0.073\* (0.031) | 0.019 (0.028) | 0.071\* (0.031) | 0.053 (0.030) | 0.035 (0.025) | 0.039 (0.025) | 0.039 (0.023) | 0.011 (0.027) | -0.004 (0.027) | 0.033 (0.034) | 0.065 (0.041) | -0.003 (0.044) |
| *Support nationally oriented policies* | 0.054\* (0.024) | -0.010 (0.023) | 0.062\* (0.028) | 0.046 (0.028) | 0.042 (0.026) | -0.009 (0.025) | 0.003 (0.023) | 0.002 (0.028) | -0.022 (0.025) | 0.020 (0.026) | 0.020 (0.034) | 0.004 (0.038) |
| *Support social policies* | -0.027 (0.030) | 0.029 (0.026) | -0.034 (0.029) | -0.047 (0.029) | 0.056 (0.029) | -0.047 (0.028) | 0.072\* (0.033) | 0.044 (0.034) | 0.022 (0.027) | 0.013 (0.025) | -0.022 (0.038) | 0.050 (0.043) |
| *Support conservative policies* | -0.046 (0.031) | 0.002 (0.032) | -0.040 (0.035) | -0.041 (0.033) | -0.044 (0.030) | -0.007 (0.026) | -0.053 (0.030) | 0.004 (0.034) | 0.007 (0.024) | -0.001 (0.025) | -0.074 (0.040) | -0.173\*\*\* (0.044) |
| *Support liberal policies* | -0.002 (0.034) | 0.046 (0.031) | -0.007 (0.035) | 0.011 (0.032) | 0.004 (0.026) | 0.014 (0.024) | 0.014 (0.023) | -0.006 (0.028) | 0.045 (0.027) | -0.005 (0.030) | 0.065 (0.037) | 0.008 (0.042) |
| *Support environmental policies* | 0.070\* (0.028) | 0.053\* (0.024) | 0.084\*\* (0.030) | 0.052 (0.030) | -0.034 (0.031) | 0.036 (0.027) | -0.045 (0.037) | 0.006 (0.035) | -0.040 (0.026) | -0.020 (0.024) | 0.035 (0.041) | -0.048 (0.044) |
| *Nutrition knowledge* | 0.031 (0.021) | 0.028 (0.020) | 0.039 (0.026) | 0.021 (0.026) | -0.004 (0.023) | -0.014 (0.022) | -0.010 (0.022) | -0.014 (0.027) | 0.032 (0.021) | 0.022 (0.023) | -0.031 (0.033) | -0.010 (0.036) |
| *Climate change acknowledgement* | 0.020 (0.021) | 0.011 (0.021) | 0.106\*\*\* (0.029) | 0.108\*\*\* (0.028) | 0.035 (0.025) | 0.032 (0.024) | 0.058\* (0.025) | -0.018 (0.028) | 0.019 (0.025) | 0.021 (0.023) | 0.025 (0.036) | 0.020 (0.036) |
| *Meat reduction social norms* | 0.006 (0.021) | 0.021 (0.022) | 0.010 (0.026) | -0.015 (0.026) | 0.052\* (0.022) | 0.052\* (0.022) | 0.031 (0.023) | 0.037 (0.028) | -0.007 (0.021) | -0.006 (0.024) | 0.016 (0.033) | -0.061 (0.034) |
| Constant | -0.077 (0.052) | -0.064 (0.046) | 0.156\* (0.061) | 0.134\* (0.059) | -0.054 (0.056) | -0.143\*\* (0.055) | 0.170\*\* (0.056) | 0.219\*\* (0.068) | 0.096 (0.065) | 0.048 (0.072) | 0.159 (0.087) | 0.000 (0.095) |
| N | 761 | 761 | 761 | 761 | 758 | 758 | 758 | 758 | 520 | 520 | 520 | 520 |
| R² | 0.459 | 0.475 | 0.536 | 0.568 | 0.527 | 0.456 | 0.599 | 0.495 | 0.536 | 0.322 | 0.526 | 0.518 |
| R²adj | 0.443 | 0.460 | 0.522 | 0.555 | 0.514 | 0.441 | 0.587 | 0.479 | 0.517 | 0.293 | 0.505 | 0.496 |
| Note: Robust standard errors in parentheses. For health-risk information, Westfall-Young MHT adjusted p-values in brackets with 10,000 bootstrap replications.  \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 for standard p-values, +++p< 0.001, ++p < 0.01, +p < 0.05 for Westfall-Young MHT adjusted p-values. | | | | | | | | | | | | |