**Supplementary Material SC: Robustness check results**

Below we provide the detailed results of all robustness checks presented in Section 3.2.4.

Table SC1 LPM results of the basic models, with intended meat consumption as the outcome variable - pooled sample.

|  |  |  |
| --- | --- | --- |
|  | Intended consumption of red meat | Intended consumption of other meat |
| *Health-risk information* | 0.005 (0.019) [0.796] | -0.010 (0.016) [0.740] |
| *France (vs. Italy)* | -0.082\*\*\* (0.022) | -0.054\*\* (0.019) |
| *Latvia (vs. Italy)* | -0.089\*\*\* (0.024) | -0.053\*\* (0.020) |
| Constant | 0.309\*\*\* (0.019) | 0.203\*\*\* (0.016) |
| N | 2154 | 2154 |
| R² | 0.009 | 0.005 |
| R²adj | 0.007 | 0.004 |
| 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 SC2 LPM results of the heterogeneity models for *food deprivation*, *poor health*, and *unemployed*, with intended meat consumption as the outcome variable - pooled sample.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Food deprivation* | | *Poor health* | | *Unemployed* | |
|  | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat |
| *Health-risk information* | -0.003 (0.023) [0.933] | -0.006 (0.019) [0.933] | 0.003 (0.021) [0.988] | -0.011 (0.018) [0.953] | 0.007 (0.019) [0.977] | -0.011 (0.016) [0.919] |
| *Heterogeneity variable* | 0.053 (0.028) | 0.046 (0.024) | 0.018 (0.035) | 0.012 (0.030) | 0.047 (0.069) | -0.001 (0.057) |
| *Health-risk information # heterogeneity variable* | 0.027 (0.040) | -0.009 (0.034) | 0.010 (0.049) | 0.000 (0.041) | -0.037 (0.095) | 0.018 (0.080) |
| *France (vs. Italy)* | -0.086\*\*\* (0.022) | -0.057\*\* (0.019) | -0.082\*\*\* (0.022) | -0.054\*\* (0.019) | -0.081\*\*\* (0.022) | -0.054\*\* (0.019) |
| *Latvia (vs. Italy)* | -0.095\*\*\* (0.024) | -0.057\*\* (0.021) | -0.091\*\*\* (0.024) | -0.054\*\* (0.021) | -0.088\*\*\* (0.024) | -0.053\* (0.020) |
| Constant | 0.292\*\*\* (0.021) | 0.187\*\*\* (0.018) | 0.307\*\*\* (0.020) | 0.201\*\*\* (0.017) | 0.307\*\*\* (0.019) | 0.203\*\*\* (0.017) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.014 | 0.008 | 0.009 | 0.005 | 0.009 | 0.005 |
| R²adj | 0.012 | 0.006 | 0.007 | 0.003 | 0.007 | 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 SC3 LPM results of the heterogeneity models for *low education*, *first income decile*, and *below median age*, with intended meat consumption as the outcome variable - pooled sample.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Low education* | | *First income decile* | | *Below median age* | |
|  | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat |
| *Health-risk information* | -0.003 (0.023) [0.937] | -0.006 (0.020) [0.937] | 0.009 (0.020) [0.965] | -0.009 (0.017) [0.965] | 0.005 (0.027) [0.997] | -0.018 (0.022) [0.867] |
| *Heterogeneity variable* | 0.002 (0.028) | 0.007 (0.024) | 0.050 (0.042) | 0.074 (0.038) | -0.033 (0.027) | -0.004 (0.023) |
| *Health-risk information # heterogeneity variable* | 0.023 (0.039) | -0.013 (0.033) | -0.027 (0.059) | -0.006 (0.054) | -0.001 (0.038) | 0.016 (0.032) |
| *France (vs. Italy)* | -0.080\*\*\* (0.022) | -0.054\*\* (0.019) | -0.083\*\*\* (0.022) | -0.057\*\* (0.019) | -0.082\*\*\* (0.022) | -0.054\*\* (0.019) |
| *Latvia (vs. Italy)* | -0.086\*\*\* (0.024) | -0.053\* (0.021) | -0.091\*\*\* (0.024) | -0.057\*\* (0.020) | -0.089\*\*\* (0.024) | -0.053\*\* (0.020) |
| Constant | 0.308\*\*\* (0.022) | 0.200\*\*\* (0.019) | 0.304\*\*\* (0.020) | 0.195\*\*\* (0.017) | 0.326\*\*\* (0.024) | 0.205\*\*\* (0.020) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.009 | 0.005 | 0.010 | 0.009 | 0.010 | 0.005 |
| R²adj | 0.007 | 0.003 | 0.007 | 0.007 | 0.008 | 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 SC4 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)*, with intended meat consumption as the outcome variable - pooled sample.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Female* | | *Meat-free diet (vs. varied and high-meat diets)* | | *High-meat diet (vs. low and varied-meat diets)* | |
|  | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat |
| *Health-risk information* | 0.020 (0.026) [0.829] | 0.003 (0.022) [0.960] | 0.010 (0.018) [0.825] | 0.001 (0.015) [0.962] | 0.004 (0.019) [0.926] | -0.016 (0.016) [0.709] |
| *Heterogeneity variable* | 0.087\*\* (0.026) | 0.057\* (0.023) | 0.677\*\*\* (0.044) | 0.770\*\*\* (0.043) | -0.182\*\*\* (0.044) | -0.160\*\*\* (0.013) |
| *Health-risk information # heterogeneity variable* | -0.027 (0.037) | -0.026 (0.032) | -0.065 (0.069) | -0.190\* (0.079) | 0.019 (0.068) | 0.158\* (0.066) |
| *France (vs. Italy)* | -0.080\*\*\* (0.022) | -0.053\*\* (0.019) | -0.061\*\* (0.021) | -0.033 (0.017) | -0.075\*\* (0.022) | -0.051\*\* (0.019) |
| *Latvia (vs. Italy)* | -0.089\*\*\* (0.024) | -0.053\*\* (0.020) | -0.075\*\* (0.023) | -0.039\* (0.019) | -0.084\*\*\* (0.024) | -0.050\* (0.020) |
| Constant | 0.262\*\*\* (0.023) | 0.172\*\*\* (0.020) | 0.265\*\*\* (0.018) | 0.154\*\*\* (0.015) | 0.312\*\*\* (0.019) | 0.206\*\*\* (0.016) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.016 | 0.009 | 0.106 | 0.158 | 0.014 | 0.008 |
| R²adj | 0.014 | 0.007 | 0.104 | 0.156 | 0.011 | 0.006 |
| 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 SC5 LPM results of the heterogeneity models for *dine in canteen*, *support nationally oriented policies*, and *support social policies*, with intended meat consumption as the outcome variable - pooled sample.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Dine in canteen* | | *Support nationally oriented policies* | | *Support social policies* | |
|  | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat |
| *Health-risk information* | -0.007 (0.024) [0.928] | -0.006 (0.020) [0.928] | 0.021 (0.027) [0.883] | -0.009 (0.023) [0.940] | 0.006 (0.026) [0.993] | -0.001 (0.022) [0.993] |
| *Heterogeneity variable* | -0.097\*\* (0.029) | -0.017 (0.025) | -0.027 (0.027) | -0.037 (0.023) | 0.028 (0.027) | 0.020 (0.024) |
| *Health-risk information # heterogeneity variable* | 0.036 (0.038) | -0.011 (0.033) | -0.031 (0.038) | -0.002 (0.032) | -0.002 (0.038) | -0.019 (0.032) |
| *France (vs. Italy)* | -0.081\*\*\* (0.022) | -0.054\*\* (0.019) | -0.081\*\*\* (0.022) | -0.054\*\* (0.019) | -0.073\*\* (0.023) | -0.050\* (0.020) |
| *Latvia (vs. Italy)* | -0.047 (0.027) | -0.041 (0.023) | -0.086\*\*\* (0.024) | -0.051\* (0.020) | -0.088\*\*\* (0.024) | -0.053\* (0.020) |
| Constant | 0.332\*\*\* (0.021) | 0.205\*\*\* (0.018) | 0.322\*\*\* (0.023) | 0.220\*\*\* (0.020) | 0.291\*\*\* (0.025) | 0.191\*\*\* (0.021) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.015 | 0.006 | 0.012 | 0.008 | 0.010 | 0.005 |
| R²adj | 0.013 | 0.004 | 0.009 | 0.005 | 0.007 | 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 SC6 LPM results of the heterogeneity models for *support conservative policies*, *support liberal policies*, and *support environmental policies*, with intended meat consumption as the outcome variable - pooled sample.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Support conservative policies* | | *Support liberal policies* | | *Support environmental policies* | |
|  | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat |
| *Health-risk information* | 0.005 (0.021) [0.994] | -0.012 (0.018) [0.925] | 0.017 (0.022) [0.857] | -0.013 (0.019) [0.857] | -0.009 (0.027) [0.921] | 0.004 (0.023) [0.921] |
| *Heterogeneity variable* | -0.036 (0.033) | -0.033 (0.028) | -0.017 (0.030) | 0.001 (0.026) | 0.041 (0.027) | 0.031 (0.023) |
| *Health-risk information # heterogeneity variable* | 0.000 (0.047) | 0.007 (0.039) | -0.046 (0.041) | 0.008 (0.036) | 0.024 (0.038) | -0.026 (0.032) |
| *France (vs. Italy)* | -0.084\*\*\* (0.022) | -0.056\*\* (0.019) | -0.091\*\*\* (0.023) | -0.053\*\* (0.020) | -0.069\*\* (0.023) | -0.050\* (0.019) |
| *Latvia (vs. Italy)* | -0.090\*\*\* (0.024) | -0.054\*\* (0.020) | -0.097\*\*\* (0.025) | -0.052\* (0.021) | -0.087\*\*\* (0.024) | -0.052\* (0.020) |
| Constant | 0.317\*\*\* (0.020) | 0.210\*\*\* (0.018) | 0.320\*\*\* (0.022) | 0.202\*\*\* (0.019) | 0.281\*\*\* (0.025) | 0.184\*\*\* (0.021) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.010 | 0.006 | 0.011 | 0.005 | 0.013 | 0.006 |
| R²adj | 0.008 | 0.004 | 0.009 | 0.003 | 0.010 | 0.004 |
| 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 SC7 LPM results of the heterogeneity models for *nutrition knowledge*, *climate change acknowledgement*, and *meat reduction social norms*, with intended meat consumption as the outcome variable - pooled sample.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Nutrition knowledge* | | *Climate change acknowledgement* | | *Meat reduction social norms* | |
|  | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat | Intended consumption of red meat | Intended consumption of other meat |
| *Health-risk information* | 0.007 (0.026) [0.990] | 0.003 (0.021) [0.990] | -0.018 (0.028) [0.916] | -0.009 (0.023) [0.916] | 0.000 (0.025) [0.998] | -0.001 (0.020) [0.998] |
| *Heterogeneity variable* | 0.106\*\*\* (0.026) | 0.095\*\*\* (0.023) | 0.028 (0.027) | 0.044 (0.023) | 0.151\*\*\* (0.026) | 0.117\*\*\* (0.022) |
| *Health-risk information # heterogeneity variable* | -0.009 (0.037) | -0.030 (0.031) | 0.036 (0.038) | -0.003 (0.032) | 0.005 (0.036) | -0.018 (0.031) |
| *France (vs. Italy)* | -0.082\*\*\* (0.022) | -0.054\*\* (0.019) | -0.087\*\*\* (0.022) | -0.059\*\* (0.019) | -0.074\*\* (0.022) | -0.049\*\* (0.019) |
| *Latvia (vs. Italy)* | -0.092\*\*\* (0.024) | -0.056\*\* (0.020) | -0.092\*\*\* (0.024) | -0.057\*\* (0.020) | -0.079\*\* (0.024) | -0.046\* (0.020) |
| Constant | 0.254\*\*\* (0.022) | 0.153\*\*\* (0.018) | 0.296\*\*\* (0.023) | 0.181\*\*\* (0.020) | 0.219\*\*\* (0.022) | 0.133\*\*\* (0.018) |
| N | 2154 | 2154 | 2145 | 2145 | 2154 | 2154 |
| R² | 0.022 | 0.017 | 0.012 | 0.008 | 0.039 | 0.026 |
| R²adj | 0.020 | 0.015 | 0.010 | 0.006 | 0.037 | 0.024 |
| 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 SC8 LPM results of the basic models, recoded outcome variables to test for a ceiling effect - 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* | 0.001 (0.009) [0.984] | -0.000 (0.008) [0.984] | 0.016 (0.020) [0.859] | 0.010 (0.019) [0.928] |
| *France (vs. Italy)* | -0.014 (0.011) | -0.005 (0.010) | -0.068\*\* (0.024) | 0.001 (0.023) |
| *Latvia (vs. Italy)* | -0.022 (0.012) | -0.024\* (0.010) | -0.127\*\*\* (0.026) | -0.125\*\*\* (0.023) |
| Constant | 0.061\*\*\* (0.009) | 0.046\*\*\* (0.008) | 0.393\*\*\* (0.020) | 0.295\*\*\* (0.019) |
| N | 2154 | 2154 | 2154 | 2154 |
| R² | 0.002 | 0.003 | 0.012 | 0.016 |
| R²adj | 0.000 | 0.001 | 0.010 | 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 SC9 LPM results of the heterogeneity models for *food deprivation*, *poor health*, and *unemployed*, recoded outcome variables to test for a ceiling effect - 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* | 0.000 (0.013) [1.000] | 0.002 (0.011) [1.000] | -0.002 (0.026) [1.000] | -0.015 (0.024) [0.981] | -0.001 (0.011) [0.970] | -0.003 (0.009) [0.970] | -0.010 (0.023) [0.970] | -0.013 (0.021) [0.970] | -0.003 (0.010) [0.968] | -0.004 (0.008) [0.966] | 0.007 (0.021) [0.968] | 0.001 (0.019) [0.968] |
| *Heterogeneity variable* | -0.028\* (0.013) | -0.000 (0.012) | -0.080\*\* (0.029) | -0.075\*\* (0.027) | -0.010 (0.016) | -0.012 (0.013) | -0.051 (0.036) | -0.046 (0.033) | -0.055\*\*\* (0.007) | -0.021 (0.021) | -0.120 (0.064) | -0.099 (0.057) |
| *Health-risk information # heterogeneity variable* | 0.001 (0.018) | -0.005 (0.017) | 0.042 (0.042) | 0.064 (0.039) | 0.015 (0.024) | 0.015 (0.020) | 0.141\*\* (0.052) | 0.122\* (0.048) | 0.103\* (0.044) | 0.083 (0.048) | 0.175 (0.096) | 0.191\* (0.092) |
| *France (vs. Italy)* | -0.012 (0.011) | -0.005 (0.010) | -0.064\*\* (0.024) | 0.004 (0.023) | -0.015 (0.011) | -0.005 (0.010) | -0.073\*\* (0.024) | -0.003 (0.023) | -0.015 (0.011) | -0.005 (0.010) | -0.070\*\* (0.024) | -0.000 (0.023) |
| *Latvia (vs. Italy)* | -0.020 (0.012) | -0.024\* (0.010) | -0.122\*\*\* (0.026) | -0.120\*\*\* (0.023) | -0.022 (0.012) | -0.024\* (0.010) | -0.128\*\*\* (0.026) | -0.125\*\*\* (0.023) | -0.022 (0.012) | -0.023\* (0.009) | -0.128\*\*\* (0.026) | -0.125\*\*\* (0.023) |
| Constant | 0.070\*\*\* (0.011) | 0.046\*\*\* (0.009) | 0.421\*\*\* (0.023) | 0.321\*\*\* (0.022) | 0.063\*\*\* (0.010) | 0.048\*\*\* (0.009) | 0.404\*\*\* (0.021) | 0.305\*\*\* (0.020) | 0.064\*\*\* (0.010) | 0.047\*\*\* (0.008) | 0.399\*\*\* (0.021) | 0.300\*\*\* (0.019) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.005 | 0.003 | 0.016 | 0.019 | 0.002 | 0.003 | 0.015 | 0.019 | 0.004 | 0.005 | 0.013 | 0.018 |
| R²adj | 0.003 | 0.000 | 0.014 | 0.017 | -0.000 | 0.001 | 0.013 | 0.016 | 0.002 | 0.003 | 0.011 | 0.015 |
| 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 SC10 LPM results of the heterogeneity models for *low education*, *first income decile*, and *below median age*, recoded outcome variables to test for a ceiling effect - 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* | -0.014 (0.013) [0.749] | -0.003 (0.010) [0.928] | -0.022 (0.026) [0.830] | -0.017 (0.024) [0.844] | 0.005 (0.010) [0.969] | 0.003 (0.009) [0.985] | 0.018 (0.022) [0.954] | 0.006 (0.020) [0.985] | 0.001 (0.012) [0.999] | 0.004 (0.009) [0.996] | 0.016 (0.028) [0.994] | 0.006 (0.027) [0.999] |
| *Heterogeneity variable* | -0.046\*\*\* (0.013) | -0.010 (0.012) | -0.125\*\*\* (0.029) | -0.047 (0.028) | 0.002 (0.020) | 0.016 (0.020) | -0.055 (0.041) | -0.031 (0.038) | 0.016 (0.013) | 0.030\* (0.012) | 0.058\* (0.029) | -0.003 (0.027) |
| *Health-risk information # heterogeneity variable* | 0.042\* (0.019) | 0.008 (0.017) | 0.102\* (0.042) | 0.074 (0.040) | -0.033 (0.025) | -0.023 (0.025) | -0.023 (0.059) | 0.029 (0.056) | 0.003 (0.019) | -0.007 (0.016) | 0.003 (0.041) | 0.007 (0.038) |
| *France (vs. Italy)* | -0.017 (0.011) | -0.005 (0.010) | -0.076\*\* (0.024) | -0.000 (0.023) | -0.014 (0.011) | -0.005 (0.010) | -0.065\*\* (0.024) | 0.002 (0.023) | -0.014 (0.011) | -0.005 (0.010) | -0.068\*\* (0.024) | 0.001 (0.023) |
| *Latvia (vs. Italy)* | -0.028\* (0.012) | -0.026\* (0.010) | -0.144\*\*\* (0.026) | -0.127\*\*\* (0.023) | -0.022 (0.012) | -0.024\* (0.010) | -0.124\*\*\* (0.026) | -0.124\*\*\* (0.023) | -0.022 (0.012) | -0.025\* (0.010) | -0.128\*\*\* (0.025) | -0.124\*\*\* (0.023) |
| Constant | 0.080\*\*\* (0.013) | 0.050\*\*\* (0.011) | 0.446\*\*\* (0.024) | 0.313\*\*\* (0.023) | 0.060\*\*\* (0.010) | 0.044\*\*\* (0.008) | 0.398\*\*\* (0.021) | 0.298\*\*\* (0.019) | 0.053\*\*\* (0.011) | 0.031\*\*\* (0.009) | 0.363\*\*\* (0.024) | 0.296\*\*\* (0.023) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.007 | 0.003 | 0.020 | 0.017 | 0.003 | 0.003 | 0.014 | 0.016 | 0.003 | 0.008 | 0.016 | 0.016 |
| R²adj | 0.005 | 0.001 | 0.018 | 0.015 | 0.000 | 0.001 | 0.012 | 0.014 | 0.001 | 0.005 | 0.013 | 0.013 |
| 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 SC11 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)*, recoded outcome variables to test for a ceiling effect - 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* | -0.008 (0.013) [0.955] | -0.011 (0.009) [0.790] | 0.038 (0.028) [0.712] | -0.001 (0.026) [0.994] | 0.004 (0.008) [0.975] | -0.005 (0.007) [0.966] | 0.017 (0.021) [0.941] | 0.003 (0.019) [0.992] | 0.003 (0.010) [0.999] | -0.000 (0.008) [0.999] | 0.015 (0.021) [0.988] | 0.009 (0.019) [0.996] |
| *Heterogeneity variable* | 0.006 (0.013) | 0.017 (0.012) | 0.145\*\*\* (0.028) | 0.061\* (0.027) | 0.413\*\*\* (0.071) | 0.224\*\*\* (0.062) | 0.354\*\*\* (0.068) | 0.214\*\* (0.072) | 0.013 (0.041) | -0.005 (0.030) | -0.171\*\* (0.064) | -0.166\*\* (0.052) |
| *Health-risk information # heterogeneity variable* | 0.018 (0.019) | 0.022 (0.016) | -0.041 (0.040) | 0.022 (0.038) | -0.028 (0.100) | 0.113 (0.093) | -0.006 (0.097) | 0.163 (0.100) | -0.033 (0.052) | -0.003 (0.042) | 0.002 (0.095) | 0.032 (0.081) |
| *France (vs. Italy)* | -0.014 (0.011) | -0.004 (0.010) | -0.065\*\* (0.024) | 0.003 (0.023) | -0.001 (0.011) | 0.005 (0.010) | -0.056\* (0.024) | 0.012 (0.023) | -0.014 (0.011) | -0.004 (0.010) | -0.062\* (0.024) | 0.007 (0.023) |
| *Latvia (vs. Italy)* | -0.023 (0.012) | -0.025\* (0.010) | -0.127\*\*\* (0.025) | -0.125\*\*\* (0.023) | -0.014 (0.011) | -0.017 (0.009) | -0.120\*\*\* (0.025) | -0.117\*\*\* (0.023) | -0.022 (0.012) | -0.024\* (0.010) | -0.123\*\*\* (0.026) | -0.120\*\*\* (0.023) |
| Constant | 0.058\*\*\* (0.012) | 0.037\*\*\* (0.010) | 0.314\*\*\* (0.024) | 0.261\*\*\* (0.023) | 0.034\*\*\* (0.008) | 0.029\*\*\* (0.008) | 0.369\*\*\* (0.020) | 0.278\*\*\* (0.019) | 0.060\*\*\* (0.009) | 0.046\*\*\* (0.008) | 0.395\*\*\* (0.020) | 0.297\*\*\* (0.019) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.003 | 0.009 | 0.029 | 0.022 | 0.151 | 0.104 | 0.036 | 0.037 | 0.002 | 0.003 | 0.016 | 0.019 |
| R²adj | 0.001 | 0.006 | 0.027 | 0.020 | 0.149 | 0.102 | 0.034 | 0.035 | -0.000 | 0.000 | 0.013 | 0.017 |
| 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 SC12 LPM results of the heterogeneity models for *dine in canteen*, *support nationally oriented policies*, and *support social policies*, recoded outcome variables to test for a ceiling effect - 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* | 0.002 (0.012) [1.000] | 0.000 (0.011) [1.000] | 0.017 (0.025) [0.991] | 0.009 (0.024) [0.999] | 0.018 (0.014) [0.757] | 0.011 (0.012) [0.780] | 0.041 (0.028) [0.666] | 0.030 (0.027) [0.780] | 0.004 (0.012) [0.999] | 0.003 (0.011) [0.999] | 0.043 (0.027) [0.555] | 0.027 (0.026) [0.890] |
| *Heterogeneity variable* | -0.015 (0.014) | 0.002 (0.013) | 0.020 (0.032) | -0.021 (0.029) | 0.005 (0.013) | -0.001 (0.012) | 0.041 (0.029) | 0.027 (0.027) | 0.029\* (0.014) | 0.010 (0.012) | 0.170\*\*\* (0.029) | 0.084\*\* (0.027) |
| *Health-risk information # heterogeneity variable* | -0.000 (0.019) | -0.001 (0.017) | -0.005 (0.042) | 0.004 (0.039) | -0.033 (0.019) | -0.022 (0.016) | -0.051 (0.041) | -0.041 (0.038) | -0.006 (0.019) | -0.005 (0.016) | -0.054 (0.040) | -0.034 (0.038) |
| *France (vs. Italy)* | -0.014 (0.011) | -0.005 (0.010) | -0.068\*\* (0.024) | 0.001 (0.023) | -0.013 (0.011) | -0.004 (0.010) | -0.067\*\* (0.024) | 0.002 (0.023) | -0.006 (0.012) | -0.002 (0.011) | -0.022 (0.025) | 0.023 (0.024) |
| *Latvia (vs. Italy)* | -0.014 (0.014) | -0.025\* (0.011) | -0.137\*\*\* (0.029) | -0.114\*\*\* (0.026) | -0.021 (0.012) | -0.023\* (0.010) | -0.127\*\*\* (0.026) | -0.124\*\*\* (0.023) | -0.021 (0.012) | -0.024\* (0.010) | -0.121\*\*\* (0.025) | -0.121\*\*\* (0.023) |
| Constant | 0.064\*\*\* (0.011) | 0.045\*\*\* (0.009) | 0.388\*\*\* (0.022) | 0.299\*\*\* (0.021) | 0.058\*\*\* (0.012) | 0.046\*\*\* (0.010) | 0.372\*\*\* (0.025) | 0.281\*\*\* (0.023) | 0.043\*\*\* (0.011) | 0.039\*\*\* (0.011) | 0.286\*\*\* (0.025) | 0.242\*\*\* (0.024) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.003 | 0.003 | 0.012 | 0.016 | 0.004 | 0.004 | 0.013 | 0.016 | 0.005 | 0.003 | 0.033 | 0.021 |
| R²adj | 0.000 | 0.000 | 0.010 | 0.014 | 0.002 | 0.002 | 0.010 | 0.014 | 0.003 | 0.001 | 0.031 | 0.019 |
| 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 SC13 LPM results of the heterogeneity models for *support conservative policies*, *support liberal policies*, and *support environmental policies*, recoded outcome variables to test for a ceiling effect - 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* | 0.012 (0.011) [0.822] | 0.004 (0.009) [0.949] | 0.015 (0.023) [0.942] | 0.005 (0.021) [0.949] | 0.010 (0.011) [0.905] | 0.004 (0.009) [0.968] | 0.028 (0.024) [0.848] | 0.023 (0.022) [0.887] | 0.002 (0.010) [1.000] | -0.001 (0.009) [1.000] | 0.033 (0.027) [0.802] | 0.013 (0.026) [0.997] |
| *Heterogeneity variable* | 0.021 (0.019) | 0.019 (0.017) | -0.115\*\* (0.034) | -0.076\* (0.032) | 0.029 (0.017) | 0.025 (0.015) | 0.102\*\* (0.033) | 0.072\* (0.031) | 0.052\*\*\* (0.013) | 0.031\*\* (0.012) | 0.254\*\*\* (0.028) | 0.153\*\*\* (0.027) |
| *Health-risk information # heterogeneity variable* | -0.055\* (0.023) | -0.023 (0.022) | 0.001 (0.049) | 0.023 (0.045) | -0.027 (0.022) | -0.012 (0.020) | -0.036 (0.046) | -0.042 (0.043) | -0.001 (0.018) | 0.001 (0.016) | -0.035 (0.039) | -0.009 (0.037) |
| *France (vs. Italy)* | -0.015 (0.011) | -0.004 (0.010) | -0.074\*\* (0.024) | -0.002 (0.023) | -0.011 (0.012) | -0.000 (0.011) | -0.049\* (0.025) | 0.013 (0.024) | -0.002 (0.012) | 0.003 (0.011) | -0.012 (0.024) | 0.036 (0.023) |
| *Latvia (vs. Italy)* | -0.022 (0.012) | -0.024\* (0.010) | -0.130\*\*\* (0.025) | -0.126\*\*\* (0.023) | -0.019 (0.012) | -0.020\* (0.010) | -0.110\*\*\* (0.026) | -0.114\*\*\* (0.023) | -0.020 (0.012) | -0.023\* (0.010) | -0.118\*\*\* (0.025) | -0.119\*\*\* (0.023) |
| Constant | 0.057\*\*\* (0.010) | 0.042\*\*\* (0.008) | 0.418\*\*\* (0.022) | 0.311\*\*\* (0.020) | 0.050\*\*\* (0.011) | 0.035\*\*\* (0.009) | 0.350\*\*\* (0.023) | 0.266\*\*\* (0.022) | 0.027\* (0.010) | 0.025\*\* (0.010) | 0.229\*\*\* (0.025) | 0.196\*\*\* (0.024) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.004 | 0.003 | 0.021 | 0.019 | 0.003 | 0.005 | 0.018 | 0.019 | 0.015 | 0.009 | 0.070 | 0.042 |
| R²adj | 0.002 | 0.001 | 0.018 | 0.017 | 0.001 | 0.003 | 0.016 | 0.016 | 0.012 | 0.007 | 0.068 | 0.040 |
| 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 SC14 LPM results of the heterogeneity models for *nutrition knowledge*, *climate change acknowledgement*, and *meat reduction social norms*, recoded outcome variables to test for a ceiling effect - 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* | 0.007 (0.010) [0.986] | -0.006 (0.010) [0.988] | 0.028 (0.029) [0.934] | 0.015 (0.027) [0.988] | -0.011 (0.008) [0.794] | 0.000 (0.009) [0.995] | 0.021 (0.027) [0.956] | 0.027 (0.025) [0.862] | -0.003 (0.011) [0.997] | 0.004 (0.009) [0.996] | 0.017 (0.029) [0.996] | 0.021 (0.027) [0.984] |
| *Heterogeneity variable* | 0.053\*\*\* (0.013) | 0.022 (0.011) | 0.115\*\*\* (0.029) | 0.087\*\* (0.027) | 0.052\*\*\* (0.013) | 0.037\*\* (0.011) | 0.252\*\*\* (0.027) | 0.183\*\*\* (0.026) | 0.030\* (0.013) | 0.039\*\*\* (0.011) | 0.116\*\*\* (0.029) | 0.111\*\*\* (0.026) |
| *Health-risk information # heterogeneity variable* | -0.013 (0.018) | 0.009 (0.016) | -0.028 (0.041) | -0.015 (0.038) | 0.019 (0.017) | -0.002 (0.015) | -0.012 (0.039) | -0.032 (0.037) | 0.007 (0.018) | -0.007 (0.015) | -0.004 (0.040) | -0.021 (0.037) |
| *France (vs. Italy)* | -0.014 (0.011) | -0.005 (0.010) | -0.068\*\* (0.024) | 0.001 (0.023) | -0.021 (0.012) | -0.009 (0.010) | -0.098\*\*\* (0.023) | -0.020 (0.023) | -0.013 (0.011) | -0.003 (0.010) | -0.063\*\* (0.024) | 0.006 (0.023) |
| *Latvia (vs. Italy)* | -0.024\* (0.012) | -0.025\*\* (0.010) | -0.131\*\*\* (0.026) | -0.127\*\*\* (0.023) | -0.025\* (0.012) | -0.026\*\* (0.010) | -0.142\*\*\* (0.025) | -0.134\*\*\* (0.023) | -0.020 (0.012) | -0.022\* (0.009) | -0.120\*\*\* (0.025) | -0.118\*\*\* (0.023) |
| Constant | 0.033\*\*\* (0.009) | 0.034\*\*\* (0.008) | 0.333\*\*\* (0.024) | 0.249\*\*\* (0.023) | 0.035\*\*\* (0.009) | 0.027\*\* (0.008) | 0.265\*\*\* (0.023) | 0.201\*\*\* (0.021) | 0.043\*\*\* (0.011) | 0.023\*\* (0.008) | 0.323\*\*\* (0.025) | 0.228\*\*\* (0.023) |
| N | 2154 | 2154 | 2154 | 2154 | 2145 | 2145 | 2145 | 2145 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.013 | 0.008 | 0.023 | 0.024 | 0.022 | 0.011 | 0.077 | 0.050 | 0.007 | 0.011 | 0.026 | 0.028 |
| R²adj | 0.011 | 0.005 | 0.021 | 0.021 | 0.019 | 0.009 | 0.075 | 0.048 | 0.005 | 0.009 | 0.023 | 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 SC15 LPM results for the basic model, Likert scale outcome variables - 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* | 0.011 (0.051) [0.956] | 0.007 (0.048) [0.956] | 0.047 (0.055) [0.718] | 0.060 (0.054) [0.590] |
| *France (vs. Italy)* | -0.348\*\*\* (0.061) | -0.216\*\*\* (0.059) | -0.249\*\*\* (0.064) | -0.128\* (0.062) |
| *Latvia (vs. Italy)* | -0.385\*\*\* (0.064) | -0.314\*\*\* (0.059) | -0.347\*\*\* (0.070) | -0.476\*\*\* (0.068) |
| Constant | 2.386\*\*\* (0.051) | 2.228\*\*\* (0.048) | 3.894\*\*\* (0.050) | 3.720\*\*\* (0.049) |
| N | 2154 | 2154 | 2154 | 2154 |
| R² | 0.022 | 0.013 | 0.013 | 0.023 |
| R²adj | 0.020 | 0.012 | 0.012 | 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 SC16 LPM results of the heterogeneity models for *food deprivation*, *poor health*, and *unemployed*, Likert scale outcome variables - 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* | -0.002 (0.067) [0.995] | -0.013 (0.062) [0.995] | 0.033 (0.070) [0.990] | 0.020 (0.069) [0.995] | 0.010 (0.057) [1.000] | 0.007 (0.054) [1.000] | 0.006 (0.061) [1.000] | 0.008 (0.060) [1.000] | 0.007 (0.053) [0.999] | 0.001 (0.049) [0.999] | 0.049 (0.056) [0.920] | 0.057 (0.055) [0.867] |
| *Heterogeneity variable* | -0.186\* (0.074) | -0.036 (0.070) | -0.116 (0.080) | -0.119 (0.078) | -0.121 (0.091) | -0.121 (0.082) | -0.080 (0.102) | -0.136 (0.100) | -0.020 (0.166) | 0.052 (0.162) | -0.117 (0.163) | -0.168 (0.166) |
| *Health-risk information # heterogeneity variable* | 0.023 (0.104) | 0.053 (0.100) | 0.030 (0.114) | 0.104 (0.111) | 0.005 (0.130) | -0.000 (0.121) | 0.223 (0.145) | 0.281\* (0.140) | 0.091 (0.258) | 0.123 (0.253) | -0.053 (0.269) | 0.065 (0.272) |
| *France (vs. Italy)* | -0.337\*\*\* (0.061) | -0.216\*\*\* (0.059) | -0.242\*\*\* (0.064) | -0.124\* (0.062) | -0.346\*\*\* (0.061) | -0.214\*\*\* (0.059) | -0.257\*\*\* (0.064) | -0.138\* (0.062) | -0.349\*\*\* (0.061) | -0.215\*\*\* (0.059) | -0.251\*\*\* (0.064) | -0.131\* (0.062) |
| *Latvia (vs. Italy)* | -0.368\*\*\* (0.064) | -0.313\*\*\* (0.059) | -0.337\*\*\* (0.070) | -0.470\*\*\* (0.068) | -0.374\*\*\* (0.065) | -0.303\*\*\* (0.059) | -0.347\*\*\* (0.070) | -0.474\*\*\* (0.068) | -0.384\*\*\* (0.064) | -0.309\*\*\* (0.059) | -0.352\*\*\* (0.070) | -0.481\*\*\* (0.068) |
| Constant | 2.449\*\*\* (0.059) | 2.242\*\*\* (0.054) | 3.934\*\*\* (0.059) | 3.762\*\*\* (0.058) | 2.405\*\*\* (0.054) | 2.247\*\*\* (0.051) | 3.912\*\*\* (0.053) | 3.748\*\*\* (0.052) | 2.387\*\*\* (0.052) | 2.224\*\*\* (0.049) | 3.902\*\*\* (0.051) | 3.730\*\*\* (0.050) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.026 | 0.013 | 0.015 | 0.024 | 0.023 | 0.015 | 0.014 | 0.025 | 0.022 | 0.014 | 0.014 | 0.024 |
| R²adj | 0.024 | 0.011 | 0.012 | 0.022 | 0.021 | 0.013 | 0.012 | 0.023 | 0.019 | 0.012 | 0.012 | 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 SC17 LPM results of the heterogeneity models for *low education*, *first income decile*, and *below median age*, Likert scale outcome variables - 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* | -0.038 (0.066) [0.937] | 0.037 (0.061) [0.937] | 0.023 (0.069) [0.937] | 0.054 (0.068) [0.937] | 0.031 (0.055) [0.898] | 0.026 (0.052) [0.898] | 0.057 (0.059) [0.889] | 0.047 (0.057) [0.898] | 0.052 (0.070) [0.937] | 0.030 (0.066) [0.980] | 0.009 (0.078) [0.980] | 0.049 (0.077) [0.951] |
| *Heterogeneity variable* | -0.231\*\* (0.074) | 0.018 (0.073) | -0.172\* (0.080) | -0.063 (0.079) | -0.000 (0.106) | 0.105 (0.104) | -0.159 (0.118) | -0.187 (0.115) | 0.145\* (0.073) | 0.067 (0.069) | 0.113 (0.078) | 0.061 (0.077) |
| *Health-risk information # heterogeneity variable* | 0.130 (0.105) | -0.084 (0.101) | 0.060 (0.115) | 0.017 (0.113) | -0.168 (0.148) | -0.149 (0.148) | -0.098 (0.173) | 0.097 (0.172) | -0.077 (0.103) | -0.045 (0.097) | 0.087 (0.110) | 0.028 (0.108) |
| *France (vs. Italy)* | -0.367\*\*\* (0.062) | -0.219\*\*\* (0.059) | -0.265\*\*\* (0.064) | -0.134\* (0.063) | -0.344\*\*\* (0.061) | -0.217\*\*\* (0.059) | -0.239\*\*\* (0.064) | -0.123\* (0.062) | -0.348\*\*\* (0.061) | -0.216\*\*\* (0.059) | -0.250\*\*\* (0.064) | -0.129\* (0.062) |
| *Latvia (vs. Italy)* | -0.421\*\*\* (0.065) | -0.319\*\*\* (0.060) | -0.378\*\*\* (0.070) | -0.488\*\*\* (0.069) | -0.381\*\*\* (0.065) | -0.315\*\*\* (0.059) | -0.337\*\*\* (0.070) | -0.470\*\*\* (0.068) | -0.387\*\*\* (0.064) | -0.315\*\*\* (0.059) | -0.346\*\*\* (0.069) | -0.476\*\*\* (0.068) |
| Constant | 2.488\*\*\* (0.063) | 2.224\*\*\* (0.058) | 3.971\*\*\* (0.061) | 3.748\*\*\* (0.060) | 2.384\*\*\* (0.052) | 2.215\*\*\* (0.049) | 3.909\*\*\* (0.052) | 3.740\*\*\* (0.051) | 2.314\*\*\* (0.061) | 2.194\*\*\* (0.058) | 3.837\*\*\* (0.064) | 3.689\*\*\* (0.064) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.026 | 0.014 | 0.016 | 0.024 | 0.023 | 0.014 | 0.016 | 0.025 | 0.024 | 0.014 | 0.017 | 0.024 |
| R²adj | 0.024 | 0.011 | 0.014 | 0.021 | 0.020 | 0.012 | 0.014 | 0.022 | 0.021 | 0.011 | 0.015 | 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 SC18 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)*, Likert scale outcome variables - 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* | -0.014 (0.075) [0.993] | -0.030 (0.067) [0.978] | 0.013 (0.084) [0.993] | -0.007 (0.082) [0.993] | 0.029 (0.050) [0.890] | -0.007 (0.047) [0.912] | 0.055 (0.057) [0.864] | 0.050 (0.055) [0.872] | 0.003 (0.052) [0.998] | 0.002 (0.049) [0.998] | 0.029 (0.055) [0.925] | 0.042 (0.054) [0.902] |
| *Heterogeneity variable* | 0.176\* (0.074) | 0.168\* (0.069) | 0.372\*\*\* (0.078) | 0.261\*\* (0.077) | 1.856\*\*\* (0.179) | 1.032\*\*\* (0.207) | 0.814\*\*\* (0.132) | 0.498\*\* (0.165) | -0.293 (0.197) | -0.169 (0.175) | -1.070\*\*\* (0.251) | -0.929\*\*\* (0.225) |
| *Health-risk information # heterogeneity variable* | 0.050 (0.103) | 0.072 (0.096) | 0.070 (0.110) | 0.131 (0.108) | -0.263 (0.266) | 0.370 (0.292) | -0.122 (0.188) | 0.255 (0.220) | 0.247 (0.299) | 0.164 (0.260) | 0.540 (0.358) | 0.555 (0.318) |
| *France (vs. Italy)* | -0.344\*\*\* (0.061) | -0.212\*\*\* (0.058) | -0.240\*\*\* (0.063) | -0.122 (0.062) | -0.292\*\*\* (0.059) | -0.174\*\* (0.057) | -0.225\*\*\* (0.063) | -0.106 (0.062) | -0.342\*\*\* (0.061) | -0.213\*\*\* (0.059) | -0.219\*\* (0.064) | -0.104 (0.062) |
| *Latvia (vs. Italy)* | -0.386\*\*\* (0.064) | -0.315\*\*\* (0.058) | -0.349\*\*\* (0.068) | -0.479\*\*\* (0.067) | -0.348\*\*\* (0.061) | -0.283\*\*\* (0.057) | -0.330\*\*\* (0.069) | -0.460\*\*\* (0.068) | -0.378\*\*\* (0.065) | -0.310\*\*\* (0.059) | -0.321\*\*\* (0.069) | -0.454\*\*\* (0.068) |
| Constant | 2.291\*\*\* (0.065) | 2.137\*\*\* (0.060) | 3.692\*\*\* (0.068) | 3.578\*\*\* (0.067) | 2.266\*\*\* (0.049) | 2.154\*\*\* (0.047) | 3.841\*\*\* (0.051) | 3.683\*\*\* (0.050) | 2.392\*\*\* (0.051) | 2.232\*\*\* (0.048) | 3.911\*\*\* (0.050) | 3.735\*\*\* (0.049) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.028 | 0.022 | 0.038 | 0.041 | 0.114 | 0.066 | 0.029 | 0.035 | 0.022 | 0.014 | 0.027 | 0.033 |
| R²adj | 0.026 | 0.019 | 0.036 | 0.038 | 0.112 | 0.064 | 0.027 | 0.032 | 0.020 | 0.011 | 0.024 | 0.031 |
| 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 SC19 LPM results of the heterogeneity models for *dine in canteen*, *support nationally oriented policies*, and *support social policies*, Likert scale outcome variables - 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* | 0.027 (0.065) [0.982] | -0.022 (0.061) [0.982] | -0.037 (0.068) [0.970] | -0.025 (0.067) [0.982] | 0.036 (0.072) [0.987] | 0.035 (0.068) [0.987] | 0.101 (0.079) [0.696] | 0.108 (0.077) [0.644] | 0.006 (0.070) [1.000] | 0.002 (0.068) [1.000] | 0.112 (0.082) [0.669] | 0.100 (0.080) [0.722] |
| *Heterogeneity variable* | 0.126 (0.082) | 0.064 (0.077) | -0.075 (0.090) | -0.127 (0.088) | 0.023 (0.074) | -0.014 (0.069) | 0.183\* (0.078) | 0.174\* (0.076) | 0.286\*\*\* (0.075) | 0.194\*\* (0.071) | 0.469\*\*\* (0.080) | 0.328\*\*\* (0.079) |
| *Health-risk information # heterogeneity variable* | -0.048 (0.106) | 0.079 (0.100) | 0.237\* (0.116) | 0.245\* (0.113) | -0.051 (0.103) | -0.056 (0.097) | -0.113 (0.110) | -0.100 (0.108) | 0.011 (0.102) | 0.009 (0.097) | -0.125 (0.110) | -0.077 (0.108) |
| *France (vs. Italy)* | -0.350\*\*\* (0.061) | -0.217\*\*\* (0.059) | -0.248\*\*\* (0.064) | -0.127\* (0.062) | -0.347\*\*\* (0.061) | -0.215\*\*\* (0.059) | -0.247\*\*\* (0.064) | -0.127\* (0.062) | -0.256\*\*\* (0.064) | -0.153\* (0.061) | -0.118 (0.066) | -0.036 (0.065) |
| *Latvia (vs. Italy)* | -0.439\*\*\* (0.073) | -0.369\*\*\* (0.066) | -0.370\*\*\* (0.077) | -0.473\*\*\* (0.076) | -0.384\*\*\* (0.064) | -0.311\*\*\* (0.059) | -0.351\*\*\* (0.070) | -0.481\*\*\* (0.068) | -0.372\*\*\* (0.064) | -0.305\*\*\* (0.059) | -0.327\*\*\* (0.069) | -0.463\*\*\* (0.068) |
| Constant | 2.358\*\*\* (0.056) | 2.221\*\*\* (0.053) | 3.927\*\*\* (0.055) | 3.763\*\*\* (0.054) | 2.375\*\*\* (0.061) | 2.234\*\*\* (0.058) | 3.806\*\*\* (0.064) | 3.635\*\*\* (0.062) | 2.202\*\*\* (0.064) | 2.103\*\*\* (0.063) | 3.600\*\*\* (0.072) | 3.513\*\*\* (0.070) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.023 | 0.015 | 0.015 | 0.025 | 0.022 | 0.014 | 0.016 | 0.026 | 0.035 | 0.020 | 0.037 | 0.035 |
| R²adj | 0.021 | 0.013 | 0.013 | 0.023 | 0.019 | 0.011 | 0.014 | 0.024 | 0.033 | 0.018 | 0.034 | 0.033 |
| 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 SC20 LPM results of the heterogeneity models for *support conservative policies*, *support liberal policies*, and *support environmental policies*, Likert scale outcome variables - 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* | 0.040 (0.057) [0.930] | 0.010 (0.053) [0.996] | 0.054 (0.060) [0.918] | 0.048 (0.059) [0.930] | 0.056 (0.059) [0.850] | 0.040 (0.055) [0.883] | 0.096 (0.067) [0.621] | 0.093 (0.065) [0.621] | 0.063 (0.068) [0.884] | 0.045 (0.066) [0.939] | 0.099 (0.088) [0.836] | 0.085 (0.086) [0.884] |
| *Heterogeneity variable* | -0.076 (0.101) | -0.057 (0.092) | -0.327\*\* (0.102) | -0.310\*\* (0.099) | 0.285\*\* (0.085) | 0.212\*\* (0.080) | 0.345\*\*\* (0.083) | 0.214\* (0.084) | 0.582\*\*\* (0.072) | 0.447\*\*\* (0.068) | 0.820\*\*\* (0.077) | 0.627\*\*\* (0.077) |
| *Health-risk information # heterogeneity variable* | -0.155 (0.133) | -0.017 (0.127) | -0.041 (0.147) | 0.058 (0.143) | -0.141 (0.118) | -0.104 (0.112) | -0.149 (0.116) | -0.100 (0.116) | -0.103 (0.099) | -0.076 (0.094) | -0.105 (0.109) | -0.055 (0.108) |
| *France (vs. Italy)* | -0.357\*\*\* (0.061) | -0.220\*\*\* (0.059) | -0.268\*\*\* (0.063) | -0.143\* (0.062) | -0.299\*\*\* (0.063) | -0.179\*\* (0.060) | -0.187\*\* (0.065) | -0.091 (0.064) | -0.224\*\*\* (0.062) | -0.120\* (0.059) | -0.069 (0.062) | 0.012 (0.061) |
| *Latvia (vs. Italy)* | -0.386\*\*\* (0.064) | -0.315\*\*\* (0.059) | -0.353\*\*\* (0.069) | -0.483\*\*\* (0.067) | -0.340\*\*\* (0.066) | -0.280\*\*\* (0.060) | -0.290\*\*\* (0.071) | -0.442\*\*\* (0.069) | -0.364\*\*\* (0.063) | -0.298\*\*\* (0.058) | -0.317\*\*\* (0.067) | -0.453\*\*\* (0.067) |
| Constant | 2.405\*\*\* (0.053) | 2.241\*\*\* (0.050) | 3.966\*\*\* (0.053) | 3.787\*\*\* (0.052) | 2.271\*\*\* (0.058) | 2.143\*\*\* (0.055) | 3.753\*\*\* (0.061) | 3.633\*\*\* (0.058) | 2.012\*\*\* (0.062) | 1.941\*\*\* (0.060) | 3.365\*\*\* (0.073) | 3.314\*\*\* (0.071) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.025 | 0.014 | 0.025 | 0.031 | 0.028 | 0.018 | 0.023 | 0.027 | 0.067 | 0.044 | 0.097 | 0.076 |
| R²adj | 0.022 | 0.012 | 0.022 | 0.029 | 0.026 | 0.015 | 0.020 | 0.025 | 0.065 | 0.042 | 0.095 | 0.074 |
| 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 SC21 LPM results of the heterogeneity models for *nutrition knowledge*, *climate change acknowledgement*, and *meat reduction social norms*, Likert scale outcome variables - 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* | 0.069 (0.067) [0.875] | 0.029 (0.065) [0.956] | 0.086 (0.085) [0.875] | 0.068 (0.083) [0.893] | -0.037 (0.069) [0.985] | -0.004 (0.068) [1.000] | 0.008 (0.088) [1.000] | 0.011 (0.085) [1.000] | 0.024 (0.071) [0.985] | 0.036 (0.065) [0.978] | 0.063 (0.091) [0.978] | 0.073 (0.088) [0.956] |
| *Heterogeneity variable* | 0.564\*\*\* (0.071) | 0.421\*\*\* (0.067) | 0.388\*\*\* (0.078) | 0.316\*\*\* (0.077) | 0.412\*\*\* (0.072) | 0.261\*\*\* (0.068) | 0.727\*\*\* (0.078) | 0.580\*\*\* (0.076) | 0.553\*\*\* (0.071) | 0.557\*\*\* (0.066) | 0.485\*\*\* (0.080) | 0.437\*\*\* (0.078) |
| *Health-risk information # heterogeneity variable* | -0.136 (0.100) | -0.063 (0.095) | -0.091 (0.111) | -0.032 (0.109) | 0.067 (0.100) | 0.012 (0.096) | 0.051 (0.110) | 0.070 (0.108) | -0.031 (0.100) | -0.061 (0.093) | -0.035 (0.113) | -0.030 (0.110) |
| *France (vs. Italy)* | -0.349\*\*\* (0.060) | -0.216\*\*\* (0.058) | -0.249\*\*\* (0.063) | -0.128\* (0.062) | -0.398\*\*\* (0.061) | -0.249\*\*\* (0.059) | -0.335\*\*\* (0.061) | -0.198\*\* (0.061) | -0.323\*\*\* (0.060) | -0.191\*\* (0.057) | -0.227\*\*\* (0.063) | -0.108 (0.061) |
| *Latvia (vs. Italy)* | -0.400\*\*\* (0.063) | -0.326\*\*\* (0.058) | -0.357\*\*\* (0.070) | -0.485\*\*\* (0.068) | -0.400\*\*\* (0.063) | -0.323\*\*\* (0.058) | -0.387\*\*\* (0.068) | -0.508\*\*\* (0.067) | -0.348\*\*\* (0.063) | -0.277\*\*\* (0.057) | -0.315\*\*\* (0.069) | -0.447\*\*\* (0.068) |
| Constant | 2.093\*\*\* (0.058) | 2.009\*\*\* (0.057) | 3.692\*\*\* (0.066) | 3.555\*\*\* (0.064) | 2.177\*\*\* (0.058) | 2.095\*\*\* (0.056) | 3.524\*\*\* (0.066) | 3.424\*\*\* (0.063) | 2.056\*\*\* (0.062) | 1.895\*\*\* (0.056) | 3.604\*\*\* (0.072) | 3.458\*\*\* (0.069) |
| N | 2154 | 2154 | 2154 | 2154 | 2145 | 2145 | 2145 | 2145 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.064 | 0.043 | 0.031 | 0.037 | 0.054 | 0.027 | 0.096 | 0.081 | 0.070 | 0.067 | 0.046 | 0.050 |
| R²adj | 0.062 | 0.041 | 0.029 | 0.035 | 0.052 | 0.024 | 0.094 | 0.079 | 0.068 | 0.064 | 0.043 | 0.048 |
| 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 SC22 LPM results of the basic models, using meat eaters only - 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* | 0.009 (0.016) [0.596] | 0.011 (0.015) [0.596] | 0.028 (0.021) [0.356] | 0.038 (0.021) [0.178] |
| *France (vs. Italy)* | -0.068\*\*\* (0.019) | -0.034 (0.018) | -0.070\*\* (0.024) | -0.028 (0.025) |
| *Latvia (vs. Italy)* | -0.096\*\*\* (0.020) | -0.086\*\*\* (0.018) | -0.091\*\* (0.026) | -0.155\*\*\* (0.028) |
| Constant | 0.200\*\*\* (0.016) | 0.157\*\*\* (0.015) | 0.707\*\*\* (0.019) | 0.643\*\*\* (0.020) |
| N | 2052 | 2052 | 2052 | 2052 |
| R² | 0.013 | 0.010 | 0.008 | 0.018 |
| R²adj | 0.011 | 0.009 | 0.006 | 0.017 |
| 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 SC23 LPM results of the heterogeneity models for *food deprivation*, *poor health*, and *unemployed*, using meat eaters only - 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* | 0.007 (0.021) [0.975] | 0.000 (0.019) [0.992] | 0.029 (0.026) [0.794] | 0.030 (0.027) [0.794] | 0.010 (0.018) [0.954] | 0.009 (0.017) [0.954] | 0.026 (0.023) [0.826] | 0.025 (0.024) [0.855] | 0.007 (0.016) [0.973] | 0.010 (0.015) [0.973] | 0.029 (0.021) [0.639] | 0.038 (0.022) [0.430] |
| *Heterogeneity variable* | -0.056\* (0.022) | -0.025 (0.021) | -0.042 (0.031) | -0.045 (0.032) | -0.033 (0.027) | -0.029 (0.024) | 0.015 (0.038) | -0.031 (0.040) | -0.023 (0.053) | 0.011 (0.051) | -0.073 (0.072) | -0.088 (0.074) |
| *Health-risk information # heterogeneity variable* | -0.001 (0.031) | 0.028 (0.030) | -0.007 (0.044) | 0.018 (0.045) | -0.003 (0.038) | 0.008 (0.035) | 0.012 (0.054) | 0.073 (0.055) | 0.040 (0.081) | 0.032 (0.079) | -0.032 (0.107) | 0.003 (0.109) |
| *France (vs. Italy)* | -0.064\*\* (0.019) | -0.033 (0.018) | -0.067\*\* (0.024) | -0.025 (0.025) | -0.067\*\*\* (0.019) | -0.034 (0.018) | -0.071\*\* (0.024) | -0.030 (0.025) | -0.069\*\*\* (0.019) | -0.034 (0.018) | -0.071\*\* (0.024) | -0.029 (0.025) |
| *Latvia (vs. Italy)* | -0.090\*\*\* (0.020) | -0.085\*\*\* (0.018) | -0.087\*\* (0.027) | -0.151\*\*\* (0.028) | -0.093\*\*\* (0.020) | -0.083\*\*\* (0.018) | -0.093\*\*\* (0.027) | -0.155\*\*\* (0.028) | -0.096\*\*\* (0.020) | -0.085\*\*\* (0.018) | -0.094\*\*\* (0.027) | -0.157\*\*\* (0.028) |
| Constant | 0.218\*\*\* (0.019) | 0.166\*\*\* (0.017) | 0.721\*\*\* (0.022) | 0.658\*\*\* (0.023) | 0.205\*\*\* (0.017) | 0.161\*\*\* (0.016) | 0.705\*\*\* (0.021) | 0.649\*\*\* (0.022) | 0.201\*\*\* (0.017) | 0.156\*\*\* (0.015) | 0.712\*\*\* (0.020) | 0.648\*\*\* (0.021) |
| N | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 |
| R² | 0.018 | 0.011 | 0.010 | 0.020 | 0.014 | 0.011 | 0.008 | 0.019 | 0.013 | 0.011 | 0.009 | 0.020 |
| R²adj | 0.016 | 0.009 | 0.008 | 0.017 | 0.012 | 0.009 | 0.006 | 0.017 | 0.010 | 0.008 | 0.007 | 0.017 |
| 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 SC24 LPM results of the heterogeneity models for *low education*, *first income decile*, and *below median age*, using meat eaters only - 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* | -0.013 (0.020) [0.838] | 0.018 (0.018) [0.796] | 0.019 (0.026) [0.838] | 0.025 (0.027) [0.796] | 0.013 (0.017) [0.879] | 0.014 (0.016) [0.879] | 0.025 (0.022) [0.817] | 0.024 (0.023) [0.834] | 0.010 (0.022) [0.980] | 0.009 (0.021) [0.980] | 0.001 (0.029) [0.980] | 0.032 (0.030) [0.809] |
| *Heterogeneity variable* | -0.071\*\* (0.022) | 0.010 (0.022) | -0.040 (0.031) | -0.040 (0.032) | -0.033 (0.030) | 0.006 (0.030) | -0.086 (0.046) | -0.095\* (0.045) | 0.019 (0.022) | -0.008 (0.020) | 0.011 (0.030) | 0.021 (0.031) |
| *Health-risk information # heterogeneity variable* | 0.058 (0.032) | -0.021 (0.031) | 0.024 (0.043) | 0.036 (0.044) | -0.038 (0.041) | -0.023 (0.043) | 0.020 (0.065) | 0.110 (0.065) | -0.000 (0.032) | 0.002 (0.029) | 0.057 (0.041) | 0.014 (0.043) |
| *France (vs. Italy)* | -0.073\*\*\* (0.019) | -0.034 (0.018) | -0.073\*\* (0.024) | -0.030 (0.025) | -0.066\*\* (0.019) | -0.034 (0.018) | -0.067\*\* (0.024) | -0.027 (0.025) | -0.068\*\*\* (0.019) | -0.034 (0.018) | -0.071\*\* (0.024) | -0.028 (0.025) |
| *Latvia (vs. Italy)* | -0.106\*\*\* (0.020) | -0.086\*\*\* (0.018) | -0.098\*\*\* (0.027) | -0.160\*\*\* (0.028) | -0.094\*\*\* (0.020) | -0.085\*\*\* (0.018) | -0.088\*\* (0.026) | -0.153\*\*\* (0.028) | -0.096\*\*\* (0.020) | -0.086\*\*\* (0.018) | -0.090\*\* (0.026) | -0.154\*\*\* (0.028) |
| Constant | 0.230\*\*\* (0.020) | 0.153\*\*\* (0.018) | 0.725\*\*\* (0.023) | 0.660\*\*\* (0.024) | 0.202\*\*\* (0.017) | 0.156\*\*\* (0.015) | 0.716\*\*\* (0.020) | 0.654\*\*\* (0.021) | 0.190\*\*\* (0.020) | 0.161\*\*\* (0.019) | 0.701\*\*\* (0.025) | 0.632\*\*\* (0.026) |
| N | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 |
| R² | 0.017 | 0.011 | 0.009 | 0.019 | 0.015 | 0.011 | 0.011 | 0.021 | 0.013 | 0.011 | 0.011 | 0.019 |
| R²adj | 0.015 | 0.008 | 0.006 | 0.017 | 0.013 | 0.008 | 0.008 | 0.018 | 0.011 | 0.008 | 0.008 | 0.017 |
| 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 SC25 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)*, using meat eaters only - 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* | -0.008 (0.023) [0.924] | -0.010 (0.020) [0.924] | 0.015 (0.031) [0.924] | 0.029 (0.032) [0.747] | 0.009 (0.016) [0.658] | 0.011 (0.015) [0.658] | 0.028 (0.021) [0.397] | 0.038 (0.021) [0.218] | 0.005 (0.016) [0.870] | 0.009 (0.015) [0.870] | 0.019 (0.021) [0.817] | 0.029 (0.022) [0.571] |
| *Heterogeneity variable* | -0.013 (0.022) | 0.010 (0.020) | 0.122\*\*\* (0.030) | 0.116\*\*\* (0.030) | 0.000 (.) | 0.000 (.) | 0.000 (.) | 0.000 (.) | -0.042 (0.051) | -0.020 (0.049) | -0.364\*\*\* (0.080) | -0.352\*\*\* (0.074) |
| *Health-risk information # heterogeneity variable* | 0.032 (0.032) | 0.041 (0.029) | 0.026 (0.041) | 0.018 (0.043) | 0.000 (.) | 0.000 (.) | 0.000 (.) | 0.000 (.) | 0.134 (0.092) | 0.040 (0.080) | 0.275\* (0.118) | 0.279\* (0.113) |
| *France (vs. Italy)* | -0.068\*\*\* (0.019) | -0.034 (0.018) | -0.067\*\* (0.024) | -0.025 (0.024) | -0.068\*\*\* (0.019) | -0.034 (0.018) | -0.070\*\* (0.024) | -0.028 (0.025) | -0.069\*\*\* (0.019) | -0.034 (0.018) | -0.061\* (0.024) | -0.020 (0.025) |
| *Latvia (vs. Italy)* | -0.097\*\*\* (0.020) | -0.086\*\*\* (0.018) | -0.092\*\*\* (0.026) | -0.155\*\*\* (0.027) | -0.096\*\*\* (0.020) | -0.086\*\*\* (0.018) | -0.091\*\* (0.026) | -0.155\*\*\* (0.028) | -0.096\*\*\* (0.020) | -0.085\*\*\* (0.018) | -0.083\*\* (0.026) | -0.147\*\*\* (0.028) |
| Constant | 0.207\*\*\* (0.020) | 0.151\*\*\* (0.018) | 0.642\*\*\* (0.026) | 0.580\*\*\* (0.027) | 0.200\*\*\* (0.016) | 0.157\*\*\* (0.015) | 0.707\*\*\* (0.019) | 0.643\*\*\* (0.020) | 0.202\*\*\* (0.016) | 0.157\*\*\* (0.015) | 0.714\*\*\* (0.019) | 0.649\*\*\* (0.021) |
| N | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 |
| R² | 0.013 | 0.014 | 0.029 | 0.035 | 0.013 | 0.010 | 0.008 | 0.018 | 0.014 | 0.011 | 0.018 | 0.027 |
| R²adj | 0.011 | 0.011 | 0.026 | 0.033 | 0.011 | 0.009 | 0.006 | 0.017 | 0.011 | 0.008 | 0.016 | 0.025 |
| 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 SC26 LPM results of the heterogeneity models for *dine in canteen*, *support nationally oriented policies*, and *support social policies*, using meat eaters only - 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* | 0.020 (0.020) [0.789] | 0.001 (0.019) [0.998] | -0.003 (0.026) [0.998] | 0.004 (0.026) [0.998] | 0.020 (0.021) [0.862] | 0.011 (0.020) [0.959] | 0.036 (0.030) [0.778] | 0.040 (0.031) [0.737] | 0.007 (0.019) [0.982] | 0.011 (0.019) [0.971] | 0.043 (0.031) [0.672] | 0.044 (0.031) [0.672] |
| *Heterogeneity variable* | 0.028 (0.025) | -0.000 (0.022) | -0.017 (0.034) | -0.032 (0.035) | 0.048\* (0.023) | 0.025 (0.021) | 0.080\*\* (0.030) | 0.083\*\* (0.030) | 0.094\*\*\* (0.023) | 0.066\*\* (0.021) | 0.145\*\*\* (0.030) | 0.127\*\*\* (0.031) |
| *Health-risk information # heterogeneity variable* | -0.032 (0.033) | 0.027 (0.030) | 0.090\* (0.043) | 0.099\* (0.045) | -0.023 (0.032) | -0.001 (0.029) | -0.020 (0.041) | -0.008 (0.043) | 0.003 (0.031) | -0.002 (0.029) | -0.031 (0.041) | -0.013 (0.043) |
| *France (vs. Italy)* | -0.069\*\*\* (0.019) | -0.034 (0.018) | -0.070\*\* (0.024) | -0.028 (0.025) | -0.068\*\*\* (0.019) | -0.034 (0.018) | -0.069\*\* (0.024) | -0.027 (0.025) | -0.037 (0.020) | -0.013 (0.019) | -0.028 (0.025) | 0.011 (0.026) |
| *Latvia (vs. Italy)* | -0.103\*\*\* (0.023) | -0.093\*\*\* (0.020) | -0.107\*\*\* (0.030) | -0.165\*\*\* (0.031) | -0.098\*\*\* (0.020) | -0.087\*\*\* (0.018) | -0.094\*\*\* (0.027) | -0.158\*\*\* (0.028) | -0.091\*\*\* (0.020) | -0.082\*\*\* (0.018) | -0.084\*\* (0.026) | -0.148\*\*\* (0.027) |
| Constant | 0.192\*\*\* (0.018) | 0.159\*\*\* (0.017) | 0.717\*\*\* (0.021) | 0.656\*\*\* (0.022) | 0.176\*\*\* (0.019) | 0.145\*\*\* (0.018) | 0.668\*\*\* (0.025) | 0.602\*\*\* (0.026) | 0.139\*\*\* (0.019) | 0.114\*\*\* (0.018) | 0.615\*\*\* (0.027) | 0.562\*\*\* (0.028) |
| N | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 |
| R² | 0.013 | 0.011 | 0.011 | 0.021 | 0.015 | 0.012 | 0.014 | 0.025 | 0.028 | 0.019 | 0.026 | 0.032 |
| R²adj | 0.011 | 0.009 | 0.008 | 0.019 | 0.013 | 0.009 | 0.011 | 0.023 | 0.026 | 0.017 | 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 SC27 LPM results of the heterogeneity models for *support conservative policies*, *support liberal policies*, and *support environmental policies*, using meat eaters only - 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* | 0.031 (0.018) [0.407] | 0.012 (0.016) [0.832] | 0.030 (0.023) [0.601] | 0.028 (0.024) [0.649] | 0.014 (0.017) [0.944] | 0.008 (0.016) [0.953] | 0.049 (0.025) [0.295] | 0.046 (0.026) [0.367] | 0.015 (0.018) [0.916] | 0.001 (0.017) [0.997] | 0.048 (0.033) [0.622] | 0.049 (0.033) [0.622] |
| *Heterogeneity variable* | 0.032 (0.030) | 0.017 (0.027) | -0.086\* (0.039) | -0.104\*\* (0.039) | 0.084\*\* (0.028) | 0.047 (0.025) | 0.128\*\*\* (0.031) | 0.073\* (0.034) | 0.135\*\*\* (0.022) | 0.098\*\*\* (0.020) | 0.269\*\*\* (0.029) | 0.230\*\*\* (0.030) |
| *Health-risk information # heterogeneity variable* | -0.112\*\* (0.039) | -0.007 (0.038) | -0.010 (0.055) | 0.051 (0.055) | -0.012 (0.038) | 0.013 (0.035) | -0.067 (0.044) | -0.024 (0.046) | -0.014 (0.030) | 0.014 (0.028) | -0.042 (0.041) | -0.025 (0.042) |
| *France (vs. Italy)* | -0.070\*\*\* (0.019) | -0.033 (0.018) | -0.075\*\* (0.024) | -0.032 (0.025) | -0.050\* (0.020) | -0.022 (0.019) | -0.048 (0.024) | -0.013 (0.025) | -0.038\* (0.020) | -0.009 (0.018) | -0.012 (0.023) | 0.023 (0.024) |
| *Latvia (vs. Italy)* | -0.096\*\*\* (0.020) | -0.085\*\*\* (0.018) | -0.093\*\*\* (0.026) | -0.157\*\*\* (0.027) | -0.079\*\*\* (0.020) | -0.074\*\*\* (0.018) | -0.071\*\* (0.027) | -0.141\*\*\* (0.028) | -0.092\*\*\* (0.020) | -0.082\*\*\* (0.018) | -0.083\*\* (0.026) | -0.148\*\*\* (0.027) |
| Constant | 0.194\*\*\* (0.017) | 0.153\*\*\* (0.016) | 0.726\*\*\* (0.021) | 0.665\*\*\* (0.022) | 0.164\*\*\* (0.018) | 0.135\*\*\* (0.017) | 0.656\*\*\* (0.023) | 0.612\*\*\* (0.024) | 0.114\*\*\* (0.018) | 0.094\*\*\* (0.017) | 0.537\*\*\* (0.028) | 0.496\*\*\* (0.028) |
| N | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 | 2052 |
| R² | 0.017 | 0.011 | 0.014 | 0.023 | 0.021 | 0.016 | 0.017 | 0.022 | 0.042 | 0.034 | 0.074 | 0.065 |
| R²adj | 0.015 | 0.008 | 0.011 | 0.021 | 0.019 | 0.013 | 0.014 | 0.019 | 0.040 | 0.031 | 0.072 | 0.063 |
| 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 SC28 LPM results of the heterogeneity models for *nutrition knowledge*, *climate change acknowledgement*, and *meat reduction social norms*, using meat eaters only - 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 (0.019) [0.927] | -0.004 (0.018) [0.982] | 0.043 (0.031) [0.674] | 0.028 (0.032) [0.927] | -0.007 (0.019) [0.972] | 0.026 (0.019) [0.676] | 0.013 (0.033) [0.972] | 0.039 (0.033) [0.768] | 0.004 (0.021) [0.973] | -0.003 (0.018) [0.973] | 0.037 (0.032) [0.821] | 0.038 (0.033) [0.821] |
| *Heterogeneity variable* | 0.120\*\*\* (0.022) | 0.070\*\* (0.020) | 0.123\*\*\* (0.030) | 0.090\*\* (0.030) | 0.105\*\*\* (0.022) | 0.096\*\*\* (0.020) | 0.235\*\*\* (0.030) | 0.221\*\*\* (0.030) | 0.076\*\*\* (0.022) | 0.075\*\*\* (0.020) | 0.127\*\*\* (0.030) | 0.103\*\* (0.031) |
| *Health-risk information # heterogeneity variable* | -0.017 (0.031) | 0.022 (0.029) | -0.034 (0.042) | 0.013 (0.043) | 0.023 (0.030) | -0.030 (0.028) | 0.017 (0.041) | -0.010 (0.043) | 0.008 (0.031) | 0.023 (0.028) | -0.018 (0.042) | -0.001 (0.043) |
| *France (vs. Italy)* | -0.069\*\*\* (0.019) | -0.034 (0.018) | -0.071\*\* (0.024) | -0.028 (0.024) | -0.081\*\*\* (0.019) | -0.044\* (0.018) | -0.098\*\*\* (0.023) | -0.053\* (0.024) | -0.065\*\* (0.019) | -0.031 (0.018) | -0.065\*\* (0.024) | -0.024 (0.024) |
| *Latvia (vs. Italy)* | -0.100\*\*\* (0.020) | -0.089\*\*\* (0.018) | -0.095\*\*\* (0.027) | -0.158\*\*\* (0.028) | -0.101\*\*\* (0.020) | -0.091\*\*\* (0.018) | -0.105\*\*\* (0.026) | -0.168\*\*\* (0.027) | -0.091\*\*\* (0.020) | -0.080\*\*\* (0.017) | -0.083\*\* (0.026) | -0.148\*\*\* (0.028) |
| Constant | 0.139\*\*\* (0.018) | 0.122\*\*\* (0.017) | 0.645\*\*\* (0.025) | 0.597\*\*\* (0.026) | 0.148\*\*\* (0.018) | 0.109\*\*\* (0.016) | 0.589\*\*\* (0.026) | 0.531\*\*\* (0.027) | 0.155\*\*\* (0.019) | 0.113\*\*\* (0.017) | 0.633\*\*\* (0.027) | 0.582\*\*\* (0.028) |
| N | 2052 | 2052 | 2052 | 2052 | 2043 | 2043 | 2043 | 2043 | 2052 | 2052 | 2052 | 2052 |
| R² | 0.036 | 0.025 | 0.021 | 0.028 | 0.038 | 0.025 | 0.073 | 0.066 | 0.025 | 0.027 | 0.023 | 0.029 |
| R²adj | 0.034 | 0.023 | 0.018 | 0.026 | 0.035 | 0.023 | 0.071 | 0.064 | 0.022 | 0.025 | 0.021 | 0.027 |
| 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 SC29 LPM results of the basic models, including speeders - 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* | 0.005 (0.016) [0.765] | 0.012 (0.015) [0.636] | 0.024 (0.020) [0.507] | 0.043\* (0.021) [0.113] |
| *France (vs. Italy)* | -0.081\*\*\* (0.020) | -0.031 (0.018) | -0.067\*\* (0.023) | -0.024 (0.024) |
| *Latvia (vs. Italy)* | -0.107\*\*\* (0.020) | -0.087\*\*\* (0.018) | -0.088\*\* (0.025) | -0.153\*\*\* (0.026) |
| Constant | 0.236\*\*\* (0.017) | 0.173\*\*\* (0.015) | 0.716\*\*\* (0.019) | 0.648\*\*\* (0.020) |
| N | 2195 | 2195 | 2195 | 2195 |
| R² | 0.014 | 0.010 | 0.007 | 0.019 |
| R²adj | 0.013 | 0.008 | 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 SC30 LPM results of the heterogeneity models for Food deprivation, Poor health, and Unemployed, including speeders - 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* | 0.000 (0.021) [0.996] | -0.001 (0.019) [0.996] | 0.023 (0.025) [0.873] | 0.033 (0.026) [0.680] | 0.005 (0.018) [0.943] | 0.010 (0.017) [0.924] | 0.019 (0.022) [0.890] | 0.026 (0.023) [0.826] | 0.004 (0.017) [0.995] | 0.012 (0.015) [0.937] | 0.026 (0.020) [0.707] | 0.042\* (0.021) [0.260] |
| *Heterogeneity variable* | -0.046\* (0.023) | -0.018 (0.021) | -0.042 (0.030) | -0.043 (0.030) | -0.028 (0.028) | -0.030 (0.025) | 0.004 (0.037) | -0.050 (0.039) | -0.022 (0.056) | 0.027 (0.054) | -0.070 (0.070) | -0.098 (0.073) |
| *Health-risk information # heterogeneity variable* | 0.010 (0.033) | 0.035 (0.031) | 0.001 (0.041) | 0.025 (0.043) | -0.003 (0.040) | 0.012 (0.036) | 0.027 (0.051) | 0.094 (0.053) | 0.021 (0.080) | 0.008 (0.079) | -0.052 (0.101) | 0.016 (0.103) |
| *France (vs. Italy)* | -0.079\*\*\* (0.020) | -0.032 (0.018) | -0.064\*\* (0.023) | -0.022 (0.024) | -0.081\*\*\* (0.020) | -0.031 (0.018) | -0.068\*\* (0.023) | -0.027 (0.024) | -0.081\*\*\* (0.020) | -0.031 (0.018) | -0.068\*\* (0.023) | -0.026 (0.024) |
| *Latvia (vs. Italy)* | -0.103\*\*\* (0.020) | -0.087\*\*\* (0.018) | -0.084\*\* (0.025) | -0.150\*\*\* (0.027) | -0.104\*\*\* (0.021) | -0.084\*\*\* (0.018) | -0.089\*\*\* (0.025) | -0.152\*\*\* (0.027) | -0.107\*\*\* (0.021) | -0.086\*\*\* (0.018) | -0.091\*\*\* (0.025) | -0.157\*\*\* (0.027) |
| Constant | 0.252\*\*\* (0.019) | 0.180\*\*\* (0.017) | 0.730\*\*\* (0.021) | 0.663\*\*\* (0.022) | 0.240\*\*\* (0.018) | 0.178\*\*\* (0.016) | 0.716\*\*\* (0.020) | 0.658\*\*\* (0.021) | 0.237\*\*\* (0.017) | 0.171\*\*\* (0.015) | 0.721\*\*\* (0.019) | 0.654\*\*\* (0.020) |
| N | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 |
| R² | 0.017 | 0.010 | 0.009 | 0.020 | 0.015 | 0.011 | 0.008 | 0.021 | 0.014 | 0.010 | 0.009 | 0.021 |
| R²adj | 0.015 | 0.008 | 0.007 | 0.018 | 0.013 | 0.008 | 0.005 | 0.018 | 0.012 | 0.008 | 0.007 | 0.019 |
| 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 SC31 LPM results of the heterogeneity models for Only secondary education, First income decile, and Below median age, including speeders - pooled sample.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Only secondary 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* | -0.025 (0.021) [0.783] | 0.012 (0.018) [0.808] | 0.013 (0.025) [0.829] | 0.031 (0.026) [0.783] | 0.012 (0.018) [0.962] | 0.017 (0.016) [0.884] | 0.022 (0.021) [0.884] | 0.031 (0.022) [0.734] | 0.009 (0.022) [0.988] | 0.015 (0.021) [0.931] | 0.006 (0.028) [0.988] | 0.040 (0.029) [0.587] |
| *Heterogeneity variable* | -0.087\*\*\* (0.023) | 0.001 (0.022) | -0.041 (0.030) | -0.036 (0.031) | -0.014 (0.033) | 0.022 (0.032) | -0.080 (0.043) | -0.083 (0.044) | 0.047\* (0.023) | 0.018 (0.021) | 0.023 (0.028) | 0.031 (0.029) |
| *Health-risk information # heterogeneity variable* | 0.082\* (0.033) | 0.000 (0.031) | 0.030 (0.041) | 0.033 (0.043) | -0.059 (0.044) | -0.044 (0.044) | 0.012 (0.062) | 0.097 (0.062) | -0.007 (0.033) | -0.007 (0.030) | 0.039 (0.040) | 0.008 (0.041) |
| *France (vs. Italy)* | -0.086\*\*\* (0.020) | -0.031 (0.019) | -0.069\*\* (0.023) | -0.026 (0.024) | -0.079\*\*\* (0.020) | -0.031 (0.018) | -0.064\*\* (0.023) | -0.023 (0.024) | -0.081\*\*\* (0.020) | -0.031 (0.018) | -0.067\*\* (0.023) | -0.024 (0.024) |
| *Latvia (vs. Italy)* | -0.117\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.093\*\*\* (0.026) | -0.157\*\*\* (0.027) | -0.105\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.084\*\* (0.025) | -0.152\*\*\* (0.027) | -0.107\*\*\* (0.020) | -0.087\*\*\* (0.018) | -0.087\*\* (0.025) | -0.153\*\*\* (0.026) |
| Constant | 0.272\*\*\* (0.021) | 0.172\*\*\* (0.018) | 0.734\*\*\* (0.022) | 0.663\*\*\* (0.023) | 0.236\*\*\* (0.017) | 0.170\*\*\* (0.016) | 0.725\*\*\* (0.019) | 0.658\*\*\* (0.020) | 0.212\*\*\* (0.020) | 0.164\*\*\* (0.018) | 0.704\*\*\* (0.024) | 0.632\*\*\* (0.025) |
| N | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 |
| R² | 0.020 | 0.010 | 0.008 | 0.020 | 0.016 | 0.010 | 0.010 | 0.021 | 0.017 | 0.010 | 0.010 | 0.020 |
| R²adj | 0.018 | 0.008 | 0.006 | 0.018 | 0.014 | 0.008 | 0.008 | 0.019 | 0.015 | 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 SC32 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), including speeders - 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* | -0.012 (0.023) [0.866] | -0.014 (0.020) [0.866] | 0.012 (0.031) [0.866] | 0.027 (0.031) [0.866] | 0.014 (0.016) [0.820] | 0.013 (0.015) [0.820] | 0.033 (0.021) [0.453] | 0.044\* (0.021) [0.244] | 0.000 (0.017) [0.987] | 0.010 (0.015) [0.875] | 0.016 (0.020) [0.875] | 0.035 (0.021) [0.396] |
| *Heterogeneity variable* | 0.007 (0.023) | 0.020 (0.021) | 0.128\*\*\* (0.029) | 0.114\*\*\* (0.029) | 0.544\*\*\* (0.064) | 0.288\*\*\* (0.068) | 0.252\*\*\* (0.041) | 0.126\* (0.063) | -0.068 (0.051) | -0.037 (0.049) | -0.376\*\*\* (0.080) | -0.359\*\*\* (0.074) |
| *Health-risk information # heterogeneity variable* | 0.031 (0.033) | 0.048 (0.030) | 0.023 (0.040) | 0.031 (0.041) | -0.128 (0.095) | 0.008 (0.098) | -0.168\* (0.073) | 0.011 (0.086) | 0.141 (0.089) | 0.051 (0.079) | 0.270\* (0.114) | 0.267\* (0.109) |
| *France (vs. Italy)* | -0.081\*\*\* (0.020) | -0.031 (0.018) | -0.063\*\* (0.023) | -0.021 (0.024) | -0.067\*\*\* (0.019) | -0.022 (0.018) | -0.062\*\* (0.023) | -0.020 (0.024) | -0.081\*\*\* (0.020) | -0.031 (0.018) | -0.057\* (0.023) | -0.016 (0.024) |
| *Latvia (vs. Italy)* | -0.107\*\*\* (0.020) | -0.087\*\*\* (0.018) | -0.088\*\*\* (0.025) | -0.154\*\*\* (0.026) | -0.098\*\*\* (0.020) | -0.081\*\*\* (0.018) | -0.086\*\* (0.025) | -0.150\*\*\* (0.027) | -0.106\*\*\* (0.020) | -0.086\*\*\* (0.018) | -0.079\*\* (0.025) | -0.145\*\*\* (0.027) |
| Constant | 0.232\*\*\* (0.021) | 0.162\*\*\* (0.018) | 0.647\*\*\* (0.025) | 0.586\*\*\* (0.026) | 0.200\*\*\* (0.016) | 0.153\*\*\* (0.015) | 0.701\*\*\* (0.019) | 0.639\*\*\* (0.020) | 0.238\*\*\* (0.017) | 0.174\*\*\* (0.015) | 0.723\*\*\* (0.019) | 0.654\*\*\* (0.020) |
| N | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 |
| R² | 0.015 | 0.015 | 0.030 | 0.037 | 0.089 | 0.042 | 0.015 | 0.023 | 0.015 | 0.010 | 0.018 | 0.028 |
| R²adj | 0.013 | 0.013 | 0.027 | 0.035 | 0.086 | 0.040 | 0.013 | 0.020 | 0.013 | 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 SC33 LPM results of the heterogeneity models for Dine in canteen, Support nationally oriented policies, and Support social policies, including speeders - 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* | 0.009 (0.020) [0.990] | -0.004 (0.019) [0.995] | -0.006 (0.025) [0.995] | 0.009 (0.025) [0.991] | 0.016 (0.022) [0.865] | 0.020 (0.020) [0.815] | 0.036 (0.028) [0.815] | 0.055 (0.029) [0.406] | 0.007 (0.020) [0.987] | 0.014 (0.020) [0.929] | 0.039 (0.030) [0.728] | 0.044 (0.030) [0.642] |
| *Heterogeneity variable* | 0.039 (0.026) | -0.002 (0.023) | -0.006 (0.032) | -0.022 (0.033) | 0.046\* (0.023) | 0.033 (0.021) | 0.081\*\* (0.028) | 0.093\*\* (0.029) | 0.097\*\*\* (0.023) | 0.063\*\* (0.021) | 0.146\*\*\* (0.029) | 0.116\*\*\* (0.030) |
| *Health-risk information # heterogeneity variable* | -0.014 (0.034) | 0.043 (0.031) | 0.083\* (0.041) | 0.096\* (0.043) | -0.024 (0.033) | -0.018 (0.030) | -0.026 (0.040) | -0.026 (0.041) | -0.003 (0.032) | -0.004 (0.030) | -0.029 (0.040) | -0.001 (0.041) |
| *France (vs. Italy)* | -0.082\*\*\* (0.020) | -0.031 (0.018) | -0.067\*\* (0.023) | -0.024 (0.024) | -0.081\*\*\* (0.020) | -0.031 (0.018) | -0.067\*\* (0.023) | -0.024 (0.024) | -0.051\* (0.020) | -0.012 (0.019) | -0.024 (0.024) | 0.012 (0.025) |
| *Latvia (vs. Italy)* | -0.124\*\*\* (0.023) | -0.097\*\*\* (0.020) | -0.107\*\*\* (0.028) | -0.167\*\*\* (0.029) | -0.108\*\*\* (0.020) | -0.087\*\*\* (0.018) | -0.090\*\*\* (0.025) | -0.156\*\*\* (0.027) | -0.102\*\*\* (0.020) | -0.083\*\*\* (0.018) | -0.081\*\* (0.025) | -0.147\*\*\* (0.026) |
| Constant | 0.227\*\*\* (0.018) | 0.176\*\*\* (0.017) | 0.723\*\*\* (0.020) | 0.659\*\*\* (0.022) | 0.214\*\*\* (0.020) | 0.157\*\*\* (0.018) | 0.677\*\*\* (0.024) | 0.603\*\*\* (0.025) | 0.173\*\*\* (0.020) | 0.132\*\*\* (0.019) | 0.624\*\*\* (0.026) | 0.573\*\*\* (0.027) |
| N | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 |
| R² | 0.015 | 0.011 | 0.010 | 0.022 | 0.016 | 0.011 | 0.013 | 0.026 | 0.028 | 0.017 | 0.026 | 0.032 |
| R²adj | 0.013 | 0.009 | 0.008 | 0.020 | 0.014 | 0.009 | 0.010 | 0.024 | 0.026 | 0.015 | 0.024 | 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 SC34 LPM results of the heterogeneity models for Support conservative policies, Support liberal policies, and Support environmental policies, including speeders - 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* | 0.022 (0.018) [0.639] | 0.012 (0.016) [0.824] | 0.028 (0.022) [0.639] | 0.033 (0.023) [0.568] | 0.013 (0.018) [0.911] | 0.015 (0.017) [0.896] | 0.045 (0.024) [0.328] | 0.049\* (0.025) [0.285] | 0.010 (0.019) [0.968] | -0.001 (0.018) [1.000] | 0.047 (0.032) [0.597] | 0.049 (0.032) [0.573] |
| *Heterogeneity variable* | 0.040 (0.031) | 0.027 (0.028) | -0.081\* (0.037) | -0.099\*\* (0.038) | 0.097\*\* (0.028) | 0.069\*\* (0.025) | 0.128\*\*\* (0.030) | 0.074\* (0.032) | 0.147\*\*\* (0.023) | 0.105\*\*\* (0.020) | 0.271\*\*\* (0.028) | 0.222\*\*\* (0.029) |
| *Health-risk information # heterogeneity variable* | -0.089\* (0.042) | -0.003 (0.040) | -0.020 (0.052) | 0.054 (0.052) | -0.023 (0.039) | -0.007 (0.036) | -0.067 (0.042) | -0.015 (0.044) | -0.012 (0.031) | 0.020 (0.029) | -0.047 (0.040) | -0.016 (0.041) |
| *France (vs. Italy)* | -0.081\*\*\* (0.020) | -0.030 (0.018) | -0.072\*\* (0.023) | -0.028 (0.024) | -0.062\*\* (0.020) | -0.016 (0.019) | -0.045 (0.023) | -0.009 (0.024) | -0.048\* (0.020) | -0.005 (0.019) | -0.009 (0.022) | 0.026 (0.023) |
| *Latvia (vs. Italy)* | -0.106\*\*\* (0.020) | -0.086\*\*\* (0.018) | -0.090\*\*\* (0.025) | -0.156\*\*\* (0.026) | -0.089\*\*\* (0.021) | -0.073\*\*\* (0.018) | -0.068\*\* (0.026) | -0.139\*\*\* (0.027) | -0.100\*\*\* (0.020) | -0.082\*\*\* (0.018) | -0.076\*\* (0.025) | -0.144\*\*\* (0.026) |
| Constant | 0.228\*\*\* (0.018) | 0.167\*\*\* (0.016) | 0.734\*\*\* (0.020) | 0.669\*\*\* (0.021) | 0.195\*\*\* (0.019) | 0.143\*\*\* (0.017) | 0.665\*\*\* (0.022) | 0.616\*\*\* (0.023) | 0.141\*\*\* (0.019) | 0.104\*\*\* (0.017) | 0.542\*\*\* (0.027) | 0.504\*\*\* (0.027) |
| N | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 | 2195 |
| R² | 0.016 | 0.011 | 0.013 | 0.023 | 0.024 | 0.017 | 0.016 | 0.023 | 0.046 | 0.035 | 0.074 | 0.065 |
| R²adj | 0.014 | 0.008 | 0.011 | 0.021 | 0.022 | 0.015 | 0.014 | 0.021 | 0.043 | 0.033 | 0.072 | 0.063 |
| 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 SC35 LPM results of the heterogeneity models for Nutrition knowledge, Climate change acknowledgement, and Meat reduction social norms, including speeders - 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* | 0.016 (0.020) [0.910] | -0.001 (0.019) [0.997] | 0.048 (0.031) [0.564] | 0.044 (0.031) [0.645] | -0.002 (0.021) [0.996] | 0.024 (0.019) [0.811] | 0.014 (0.032) [0.996] | 0.046 (0.032) [0.772] | 0.004 (0.021) [0.995] | 0.002 (0.018) [0.995] | 0.035 (0.032) [0.812] | 0.044 (0.032) [0.689] |
| *Heterogeneity variable* | 0.140\*\*\* (0.022) | 0.079\*\*\* (0.020) | 0.137\*\*\* (0.028) | 0.106\*\*\* (0.029) | 0.120\*\*\* (0.023) | 0.093\*\*\* (0.020) | 0.237\*\*\* (0.028) | 0.215\*\*\* (0.029) | 0.106\*\*\* (0.022) | 0.098\*\*\* (0.020) | 0.133\*\*\* (0.029) | 0.106\*\*\* (0.030) |
| *Health-risk information # heterogeneity variable* | -0.027 (0.032) | 0.019 (0.029) | -0.049 (0.040) | -0.007 (0.041) | 0.007 (0.032) | -0.023 (0.029) | 0.011 (0.040) | -0.009 (0.041) | 0.002 (0.032) | 0.016 (0.029) | -0.020 (0.040) | -0.001 (0.042) |
| *France (vs. Italy)* | -0.081\*\*\* (0.019) | -0.031 (0.018) | -0.066\*\* (0.023) | -0.024 (0.023) | -0.094\*\*\* (0.020) | -0.041\* (0.019) | -0.093\*\*\* (0.022) | -0.047\* (0.023) | -0.076\*\*\* (0.019) | -0.026 (0.018) | -0.061\*\* (0.023) | -0.019 (0.023) |
| *Latvia (vs. Italy)* | -0.110\*\*\* (0.020) | -0.089\*\*\* (0.018) | -0.090\*\*\* (0.025) | -0.156\*\*\* (0.026) | -0.111\*\*\* (0.020) | -0.091\*\*\* (0.018) | -0.099\*\*\* (0.025) | -0.164\*\*\* (0.026) | -0.099\*\*\* (0.020) | -0.080\*\*\* (0.018) | -0.079\*\* (0.025) | -0.146\*\*\* (0.027) |
| Constant | 0.163\*\*\* (0.018) | 0.131\*\*\* (0.017) | 0.644\*\*\* (0.025) | 0.592\*\*\* (0.025) | 0.175\*\*\* (0.018) | 0.126\*\*\* (0.017) | 0.596\*\*\* (0.025) | 0.538\*\*\* (0.026) | 0.172\*\*\* (0.019) | 0.113\*\*\* (0.017) | 0.636\*\*\* (0.026) | 0.583\*\*\* (0.027) |
| N | 2195 | 2195 | 2195 | 2195 | 2186 | 2186 | 2186 | 2186 | 2195 | 2195 | 2195 | 2195 |
| R² | 0.041 | 0.026 | 0.022 | 0.030 | 0.039 | 0.023 | 0.073 | 0.065 | 0.033 | 0.032 | 0.024 | 0.031 |
| R²adj | 0.039 | 0.023 | 0.020 | 0.028 | 0.037 | 0.021 | 0.071 | 0.063 | 0.031 | 0.030 | 0.022 | 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 SC36 LPM results of the basic models, controlling for social desirability - 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) [0.888] | 0.012 (0.015) [0.641] | 0.021 (0.020) [0.611] | 0.040 (0.021) [0.162] |
| *Social desirability* | -0.003 (0.017) | -0.009 (0.015) | 0.007 (0.020) | 0.015 (0.021) |
| *France (vs. Italy)* | -0.078\*\*\* (0.020) | -0.033 (0.018) | -0.068\*\* (0.023) | -0.024 (0.024) |
| *Latvia (vs. Italy)* | -0.101\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.090\*\*\* (0.026) | -0.156\*\*\* (0.027) |
| Constant | 0.234\*\*\* (0.019) | 0.176\*\*\* (0.018) | 0.714\*\*\* (0.022) | 0.639\*\*\* (0.023) |
| N | 2154 | 2154 | 2154 | 2154 |
| R² | 0.013 | 0.010 | 0.007 | 0.019 |
| R²adj | 0.011 | 0.008 | 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 SC37 LPM results of the heterogeneity models for Food deprivation, Poor health, and Unemployed, controlling for social desirability - 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) [0.987] | -0.000 (0.019) [0.987] | 0.020 (0.025) [0.929] | 0.032 (0.026) [0.726] | 0.001 (0.018) [0.963] | 0.008 (0.017) [0.937] | 0.016 (0.022) [0.917] | 0.023 (0.023) [0.892] | 0.000 (0.017) [0.998] | 0.010 (0.015) [0.953] | 0.022 (0.020) [0.848] | 0.038 (0.021) [0.391] |
| *Heterogeneity variable* | -0.055\* (0.023) | -0.026 (0.021) | -0.047 (0.030) | -0.044 (0.031) | -0.031 (0.028) | -0.032 (0.025) | 0.003 (0.037) | -0.047 (0.039) | -0.036 (0.055) | 0.013 (0.053) | -0.078 (0.071) | -0.106 (0.073) |
| *Health-risk information # heterogeneity variable* | 0.010 (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 (0.054) | 0.045 (0.080) | 0.029 (0.079) | -0.028 (0.102) | 0.041 (0.104) |
| *Social desirability* | -0.007 (0.017) | -0.010 (0.015) | 0.004 (0.020) | 0.013 (0.021) | -0.003 (0.017) | -0.009 (0.015) | 0.007 (0.020) | 0.016 (0.021) | -0.003 (0.017) | -0.009 (0.015) | 0.007 (0.020) | 0.015 (0.021) |
| *France (vs. Italy)* | -0.075\*\*\* (0.020) | -0.033 (0.018) | -0.065\*\* (0.023) | -0.021 (0.024) | -0.078\*\*\* (0.020) | -0.034 (0.018) | -0.069\*\* (0.023) | -0.027 (0.024) | -0.079\*\*\* (0.020) | -0.033 (0.018) | -0.070\*\* (0.023) | -0.025 (0.024) |
| *Latvia (vs. Italy)* | -0.096\*\*\* (0.021) | -0.086\*\*\* (0.018) | -0.086\*\* (0.026) | -0.152\*\*\* (0.027) | -0.098\*\*\* (0.021) | -0.084\*\*\* (0.018) | -0.091\*\*\* (0.026) | -0.155\*\*\* (0.027) | -0.101\*\*\* (0.021) | -0.085\*\*\* (0.018) | -0.093\*\*\* (0.026) | -0.159\*\*\* (0.027) |
| Constant | 0.255\*\*\* (0.022) | 0.186\*\*\* (0.019) | 0.731\*\*\* (0.025) | 0.656\*\*\* (0.026) | 0.239\*\*\* (0.020) | 0.181\*\*\* (0.018) | 0.714\*\*\* (0.023) | 0.648\*\*\* (0.024) | 0.236\*\*\* (0.020) | 0.174\*\*\* (0.018) | 0.719\*\*\* (0.022) | 0.645\*\*\* (0.024) |
| 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 | 0.014 | 0.008 | 0.007 | 0.018 | 0.011 | 0.008 | 0.005 | 0.018 | 0.010 | 0.008 | 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 SC38 LPM results of the heterogeneity models for Low education, First income decile, and Below median age, controlling for social desirability - 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) [0.780] | 0.015 (0.019) [0.802] | 0.014 (0.025) [0.828] | 0.029 (0.026) [0.780] | 0.007 (0.018) [0.965] | 0.016 (0.016) [0.884] | 0.020 (0.021) [0.884] | 0.028 (0.022) [0.744] | 0.010 (0.022) [0.985] | 0.014 (0.021) [0.948] | 0.000 (0.029) [0.990] | 0.036 (0.029) [0.695] |
| *Heterogeneity variable* | -0.082\*\* (0.024) | 0.004 (0.022) | -0.035 (0.030) | -0.034 (0.031) | -0.023 (0.033) | 0.015 (0.032) | -0.072 (0.044) | -0.078 (0.044) | 0.043 (0.023) | 0.009 (0.021) | 0.024 (0.029) | 0.029 (0.030) |
| *Health-risk information # heterogeneity variable* | 0.071\* (0.034) | -0.009 (0.032) | 0.019 (0.042) | 0.031 (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) |
| *Social desirability* | -0.003 (0.017) | -0.009 (0.015) | 0.008 (0.020) | 0.016 (0.021) | -0.004 (0.017) | -0.009 (0.015) | 0.007 (0.020) | 0.015 (0.021) | 0.002 (0.017) | -0.008 (0.015) | 0.014 (0.020) | 0.020 (0.021) |
| *France (vs. Italy)* | -0.084\*\*\* (0.020) | -0.033 (0.019) | -0.071\*\* (0.023) | -0.026 (0.024) | -0.076\*\*\* (0.020) | -0.033 (0.018) | -0.065\*\* (0.023) | -0.023 (0.024) | -0.078\*\*\* (0.020) | -0.033 (0.018) | -0.068\*\* (0.023) | -0.023 (0.024) |
| *Latvia (vs. Italy)* | -0.111\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.096\*\*\* (0.026) | -0.160\*\*\* (0.027) | -0.099\*\*\* (0.021) | -0.086\*\*\* (0.018) | -0.087\*\* (0.026) | -0.154\*\*\* (0.027) | -0.102\*\*\* (0.021) | -0.087\*\*\* (0.018) | -0.090\*\*\* (0.026) | -0.156\*\*\* (0.027) |
| Constant | 0.268\*\*\* (0.023) | 0.174\*\*\* (0.020) | 0.729\*\*\* (0.025) | 0.653\*\*\* (0.026) | 0.236\*\*\* (0.020) | 0.174\*\*\* (0.018) | 0.721\*\*\* (0.023) | 0.648\*\*\* (0.024) | 0.209\*\*\* (0.023) | 0.170\*\*\* (0.021) | 0.698\*\*\* (0.027) | 0.621\*\*\* (0.028) |
| 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 | 0.021 |
| R²adj | 0.015 | 0.007 | 0.005 | 0.017 | 0.012 | 0.008 | 0.007 | 0.018 | 0.012 | 0.007 | 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 SC39 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), controlling for social desirability - 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) [0.914] | -0.013 (0.020) [0.914] | 0.009 (0.031) [0.914] | 0.027 (0.031) [0.868] | 0.009 (0.016) [0.808] | 0.011 (0.015) [0.808] | 0.028 (0.021) [0.637] | 0.038 (0.021) [0.410] | -0.002 (0.017) [0.920] | 0.011 (0.015) [0.920] | 0.012 (0.020) [0.920] | 0.031 (0.021) [0.493] |
| *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) | 0.123 (0.066) | -0.068 (0.051) | -0.035 (0.049) | -0.375\*\*\* (0.080) | -0.357\*\*\* (0.074) |
| *Health-risk information # heterogeneity variable* | 0.029 (0.033) | 0.046 (0.030) | 0.024 (0.040) | 0.026 (0.041) | -0.114 (0.097) | 0.036 (0.101) | -0.145 (0.075) | 0.053 (0.086) | 0.141 (0.092) | 0.039 (0.080) | 0.282\* (0.118) | 0.276\* (0.113) |
| *Social desirability* | -0.004 (0.017) | -0.011 (0.015) | 0.002 (0.020) | 0.011 (0.021) | 0.001 (0.016) | -0.007 (0.015) | 0.009 (0.020) | 0.017 (0.021) | -0.003 (0.017) | -0.010 (0.015) | 0.003 (0.020) | 0.012 (0.021) |
| *France (vs. Italy)* | -0.078\*\*\* (0.020) | -0.033 (0.018) | -0.065\*\* (0.023) | -0.021 (0.024) | -0.062\*\* (0.019) | -0.023 (0.018) | -0.063\*\* (0.023) | -0.018 (0.024) | -0.079\*\*\* (0.020) | -0.033 (0.019) | -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) | -0.148\*\*\* (0.027) |
| Constant | 0.229\*\*\* (0.023) | 0.163\*\*\* (0.020) | 0.648\*\*\* (0.028) | 0.578\*\*\* (0.029) | 0.196\*\*\* (0.018) | 0.155\*\*\* (0.017) | 0.698\*\*\* (0.023) | 0.629\*\*\* (0.024) | 0.236\*\*\* (0.019) | 0.177\*\*\* (0.018) | 0.723\*\*\* (0.022) | 0.647\*\*\* (0.023) |
| 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 | 0.011 | 0.007 | 0.015 | 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 SC40 LPM results of the heterogeneity models for Dine in canteen, Support nationally oriented policies, and Support social policies, controlling for social desirability - 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) [0.988] | -0.007 (0.025) [0.980] | 0.010 (0.026) [0.980] | 0.018 (0.022) [0.866] | 0.024 (0.020) [0.816] | 0.033 (0.029) [0.816] | 0.052 (0.030) [0.410] | 0.008 (0.021) [0.990] | 0.015 (0.019) [0.927] | 0.037 (0.030) [0.726] | 0.044 (0.030) [0.634] |
| *Heterogeneity variable* | 0.030 (0.026) | -0.009 (0.022) | -0.012 (0.033) | -0.024 (0.034) | 0.043 (0.024) | 0.032 (0.021) | 0.076\*\* (0.029) | 0.089\*\* (0.030) | 0.099\*\*\* (0.024) | 0.067\*\* (0.022) | 0.146\*\*\* (0.029) | 0.119\*\*\* (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 (0.042) | -0.011 (0.032) | -0.006 (0.030) | -0.031 (0.040) | -0.007 (0.041) |
| *Social desirability* | -0.003 (0.017) | -0.009 (0.015) | 0.009 (0.020) | 0.017 (0.021) | -0.006 (0.017) | -0.011 (0.016) | 0.001 (0.020) | 0.008 (0.021) | -0.008 (0.017) | -0.012 (0.015) | 0.001 (0.020) | 0.010 (0.021) |
| *France (vs. Italy)* | -0.079\*\*\* (0.020) | -0.033 (0.018) | -0.068\*\* (0.023) | -0.023 (0.024) | -0.078\*\*\* (0.020) | -0.033 (0.018) | -0.068\*\* (0.023) | -0.024 (0.024) | -0.049\* (0.020) | -0.013 (0.019) | -0.027 (0.024) | 0.013 (0.025) |
| *Latvia (vs. Italy)* | -0.111\*\*\* (0.023) | -0.090\*\*\* (0.020) | -0.104\*\*\* (0.029) | -0.166\*\*\* (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) | -0.151\*\*\* (0.027) |
| Constant | 0.225\*\*\* (0.021) | 0.180\*\*\* (0.019) | 0.721\*\*\* (0.024) | 0.649\*\*\* (0.025) | 0.214\*\*\* (0.022) | 0.161\*\*\* (0.020) | 0.681\*\*\* (0.026) | 0.601\*\*\* (0.027) | 0.173\*\*\* (0.021) | 0.135\*\*\* (0.020) | 0.625\*\*\* (0.029) | 0.566\*\*\* (0.029) |
| 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 | 0.018 | 0.025 | 0.032 |
| R²adj | 0.011 | 0.008 | 0.007 | 0.019 | 0.012 | 0.008 | 0.009 | 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 SC41 LPM results of the heterogeneity models for Support conservative policies, Support liberal policies, and Support environmental policies, controlling for social desirability - 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) [0.650] | 0.015 (0.016) [0.727] | 0.025 (0.022) [0.678] | 0.031 (0.023) [0.632] | 0.013 (0.018) [0.917] | 0.016 (0.017) [0.860] | 0.043 (0.024) [0.385] | 0.048 (0.025) [0.304] | 0.015 (0.019) [0.924] | 0.008 (0.018) [0.960] | 0.046 (0.032) [0.631] | 0.053 (0.032) [0.505] |
| *Heterogeneity variable* | 0.039 (0.031) | 0.027 (0.028) | -0.080\* (0.037) | -0.098\* (0.038) | 0.098\*\* (0.028) | 0.071\*\* (0.025) | 0.128\*\*\* (0.030) | 0.075\* (0.032) | 0.154\*\*\* (0.023) | 0.114\*\*\* (0.021) | 0.274\*\*\* (0.029) | 0.229\*\*\* (0.030) |
| *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) | -0.011 (0.036) | -0.070 (0.042) | -0.024 (0.045) | -0.025 (0.031) | 0.004 (0.029) | -0.049 (0.040) | -0.026 (0.041) |
| *Social desirability* | -0.003 (0.017) | -0.009 (0.015) | 0.007 (0.020) | 0.015 (0.021) | -0.004 (0.017) | -0.009 (0.015) | 0.007 (0.020) | 0.015 (0.021) | -0.014 (0.016) | -0.018 (0.015) | -0.011 (0.020) | 0.000 (0.021) |
| *France (vs. Italy)* | -0.079\*\*\* (0.020) | -0.033 (0.018) | -0.073\*\* (0.023) | -0.028 (0.024) | -0.060\*\* (0.020) | -0.019 (0.019) | -0.047\* (0.024) | -0.009 (0.024) | -0.046\* (0.020) | -0.007 (0.019) | -0.011 (0.023) | 0.026 (0.024) |
| *Latvia (vs. Italy)* | -0.100\*\*\* (0.021) | -0.086\*\*\* (0.018) | -0.092\*\*\* (0.026) | -0.158\*\*\* (0.027) | -0.084\*\*\* (0.021) | -0.073\*\*\* (0.018) | -0.071\*\* (0.026) | -0.143\*\*\* (0.027) | -0.095\*\*\* (0.020) | -0.082\*\*\* (0.018) | -0.080\*\* (0.025) | -0.147\*\*\* (0.027) |
| Constant | 0.226\*\*\* (0.020) | 0.170\*\*\* (0.018) | 0.731\*\*\* (0.023) | 0.660\*\*\* (0.024) | 0.193\*\*\* (0.021) | 0.145\*\*\* (0.019) | 0.662\*\*\* (0.026) | 0.607\*\*\* (0.026) | 0.140\*\*\* (0.021) | 0.106\*\*\* (0.019) | 0.548\*\*\* (0.029) | 0.500\*\*\* (0.029) |
| N | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 | 2154 |
| R² | 0.016 | 0.011 | 0.014 | 0.024 | 0.022 | 0.017 | 0.016 | 0.023 | 0.045 | 0.036 | 0.075 | 0.066 |
| R²adj | 0.014 | 0.008 | 0.011 | 0.021 | 0.020 | 0.014 | 0.014 | 0.020 | 0.043 | 0.033 | 0.072 | 0.063 |
| 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 SC42 LPM results of the heterogeneity models for Nutrition knowledge, Climate change acknowledgement, and Meat reduction social norms, controlling for social desirability - 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) [0.922] | -0.004 (0.019) [0.972] | 0.042 (0.031) [0.713] | 0.038 (0.032) [0.754] | -0.007 (0.021) [0.996] | 0.021 (0.019) [0.812] | 0.007 (0.033) [0.996] | 0.039 (0.033) [0.770] | 0.004 (0.021) [0.997] | 0.002 (0.018) [0.997] | 0.028 (0.032) [0.932] | 0.037 (0.033) [0.828] |
| *Heterogeneity variable* | 0.136\*\*\* (0.023) | 0.077\*\*\* (0.020) | 0.133\*\*\* (0.029) | 0.102\*\* (0.030) | 0.124\*\*\* (0.023) | 0.100\*\*\* (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) | 0.024 (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) | 0.015 (0.029) | -0.014 (0.041) | 0.003 (0.042) |
| *Social desirability* | -0.008 (0.016) | -0.013 (0.015) | 0.003 (0.020) | 0.012 (0.021) | -0.005 (0.017) | -0.010 (0.015) | 0.006 (0.020) | 0.014 (0.021) | -0.001 (0.017) | -0.007 (0.015) | 0.010 (0.020) | 0.018 (0.021) |
| *France (vs. Italy)* | -0.079\*\*\* (0.019) | -0.033 (0.018) | -0.069\*\* (0.023) | -0.024 (0.024) | -0.092\*\*\* (0.020) | -0.044\* (0.018) | -0.095\*\*\* (0.022) | -0.047\* (0.023) | -0.073\*\*\* (0.020) | -0.029 (0.018) | -0.062\*\* (0.023) | -0.018 (0.024) |
| *Latvia (vs. Italy)* | -0.105\*\*\* (0.020) | -0.089\*\*\* (0.018) | -0.093\*\*\* (0.026) | -0.159\*\*\* (0.027) | -0.106\*\*\* (0.020) | -0.091\*\*\* (0.018) | -0.103\*\*\* (0.025) | -0.168\*\*\* (0.027) | -0.094\*\*\* (0.020) | -0.080\*\*\* (0.018) | -0.081\*\* (0.026) | -0.149\*\*\* (0.027) |
| Constant | 0.166\*\*\* (0.021) | 0.138\*\*\* (0.020) | 0.647\*\*\* (0.027) | 0.588\*\*\* (0.028) | 0.172\*\*\* (0.021) | 0.125\*\*\* (0.019) | 0.595\*\*\* (0.028) | 0.529\*\*\* (0.029) | 0.170\*\*\* (0.022) | 0.118\*\*\* (0.019) | 0.632\*\*\* (0.029) | 0.574\*\*\* (0.030) |
| 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 | 0.026 | 0.032 |
| R²adj | 0.036 | 0.024 | 0.019 | 0.027 | 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 SC43 Two stage least square results of the basic models, with harmfulness of meat consumption instrumented on health-risk information - pooled sample.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Meat tax acceptability for oneself | Meat Tax acceptability for society | Meat-free days acceptability for oneself | Meat-free days acceptability for society |
| *Harmfulness of meat consumption* | 0.052 (0.380) | 0.220 (0.287) | 0.491 (0.479) | 0.766 (0.431) |
| *France (vs. Italy)* | -0.070 (0.061) | -0.008 (0.036) | 0.007 (0.077) | 0.061 (0.054) |
| *Latvia (vs. Italy)* | -0.085 (0.114) | -0.027 (0.080) | 0.057 (0.145) | 0.052 (0.121) |
| Constant | 0.188 (0.325) | -0.021 (0.256) | 0.308 (0.411) | -0.017 (0.386) |
| N | 2154 | 2154 | 2154 | 2154 |
| Note: Robust standard errors in parentheses. \*\*\*p<0.001, \*\*p<0.01, \*p<0.05 | | | | |