Supplementary Materials

Figure 1. Experimental balance on pre-treatment variables.

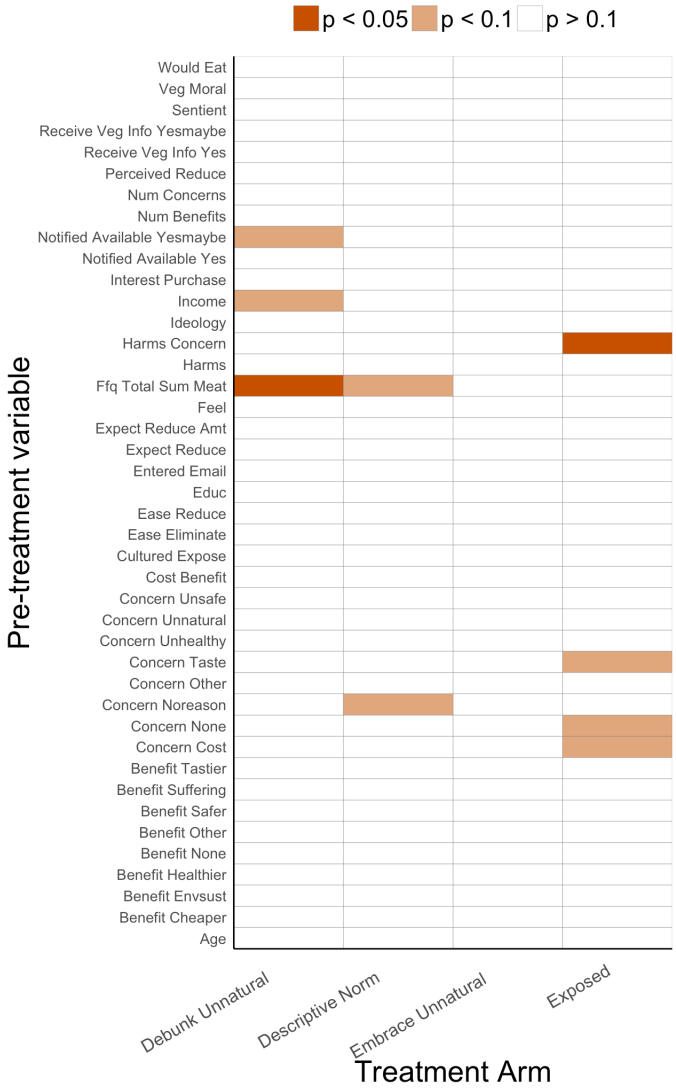

Figure 1. Experimental balance on pre-treatment variables. Displays pre-treatment balance on variables measured in wave 1 among respondents who completed all three survey waves (n=1515). Each cell represents the p-value for a t-test in the difference in means between the control group and the experimental arm (x-axis) on a particular variable measured at baseline (y-axis). As shown, the experimental arms are well balanced with the control group on nearly all pre-treatment covariates. While there is some imbalance in self-reported servings of meat at baseline in the *debunk unnatural* and *descriptive norm* arms, correcting for this difference does not change the results reported above in any substantive way.

Figure 2. Treatment effects (discrete choice, odds ratio).

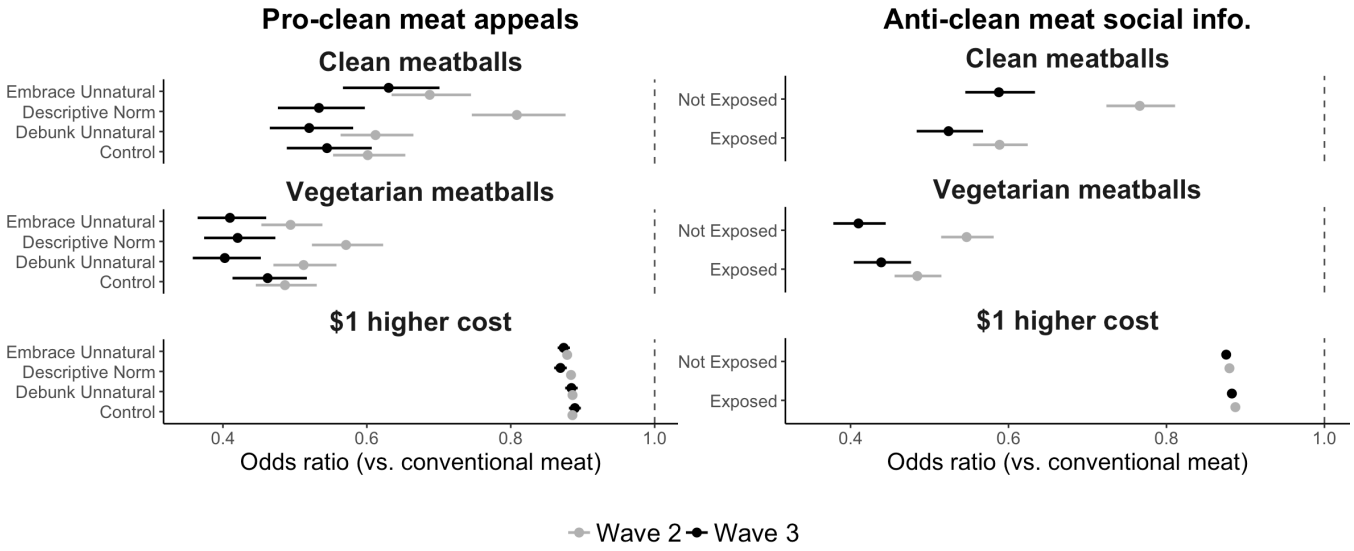

Figure 2. Treatment effects (discrete choice, odds ratio). Displays odds ratios of selecting clean (or vegetarian) meatballs relative to conventional meatballs among respondents in each experimental cell, with results shown separately for waves 2 and 3. A value of 1.0 on the x-axis indicates that respondents were indifferent between clean (or vegetarian) meatballs and conventional meatballs. A value of 0.6 indicates that respondents were only 60% as likely to choose clean (or vegetarian) meatballs relative to conventional meatballs. Horizontal bars represent 90% and 95% confidence intervals. Results estimated using conditional logistic regression.

Figure 3. Heterogeneity in treatment effects by baseline interest in clean meat.

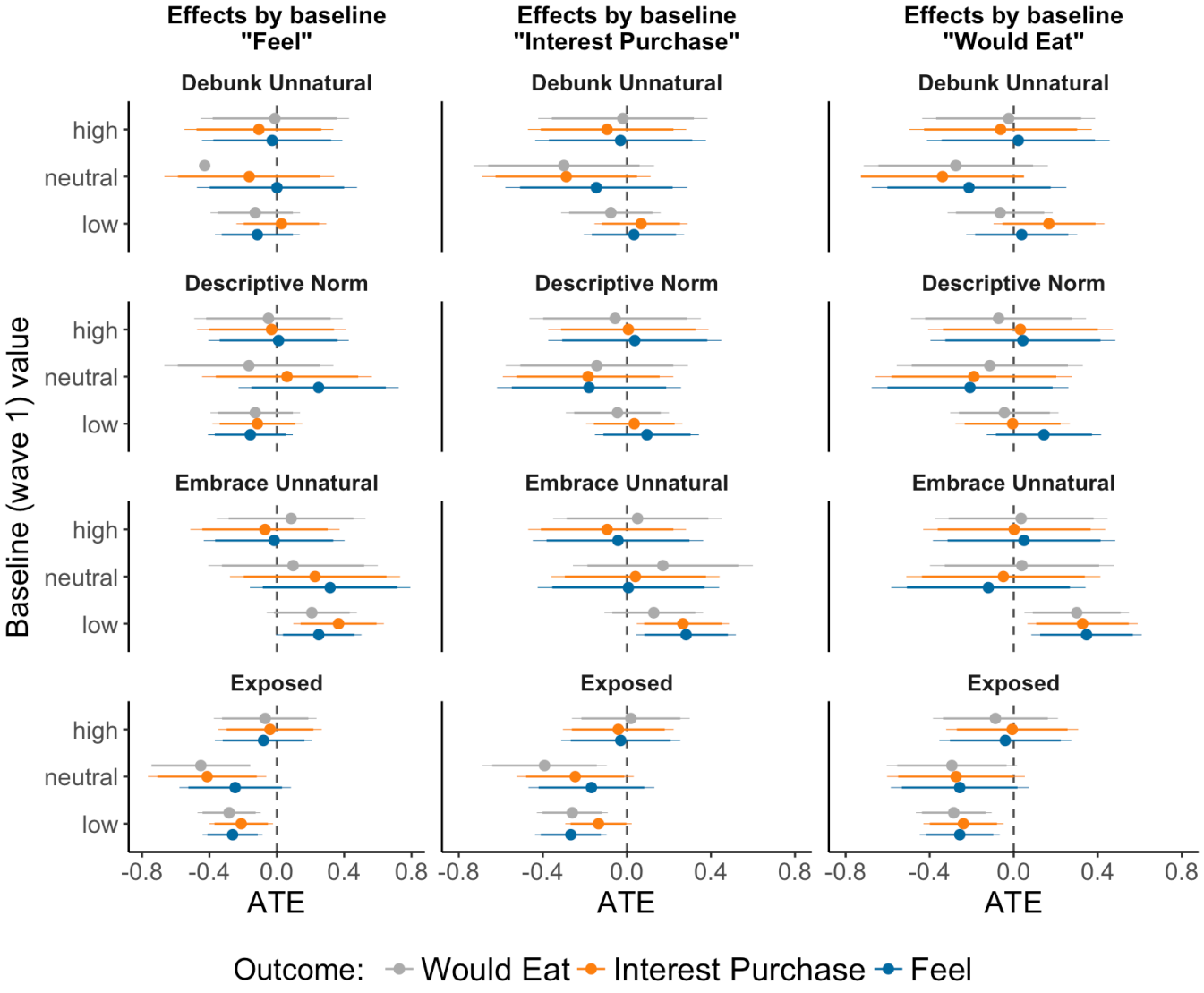

Figure 3. Heterogeneity in treatment effects by baseline interest in clean meat. Displays ATEs of each treatment appeal and negative social information ("exposed") on interest in clean meat. Results are estimated separately conditional on low vs. neutral vs. high levels of baseline interest in clean meat. Column 1 displays treatment effects of the three treatment appeals (and the effects of negative social information) on three measures of interest in clean meat — *would eat* ("Would you eat this product?", 1-5 scale), *interest purchase* ("how interested are you in purchasing the clean meat product you just read about?", 1-5 scale), and *feel* ("How do you feel about clean meat products?", 1-7 scale) — where results are estimated separately for respondents with low vs. neutral vs. high levels of baseline *feel*. Columns 2 and 3 display the same effects, except that results are broken down by baseline *interest purchase* and baseline *would eat*, respectively. All dependent

variables are measured as the change between waves 1 and 3. Points represent ATEs, surrounded by represent 90% and 95% confidence intervals.

Figure 4. Heterogeneity in appeal effects by number of servings of meat consumed per week at baseline.

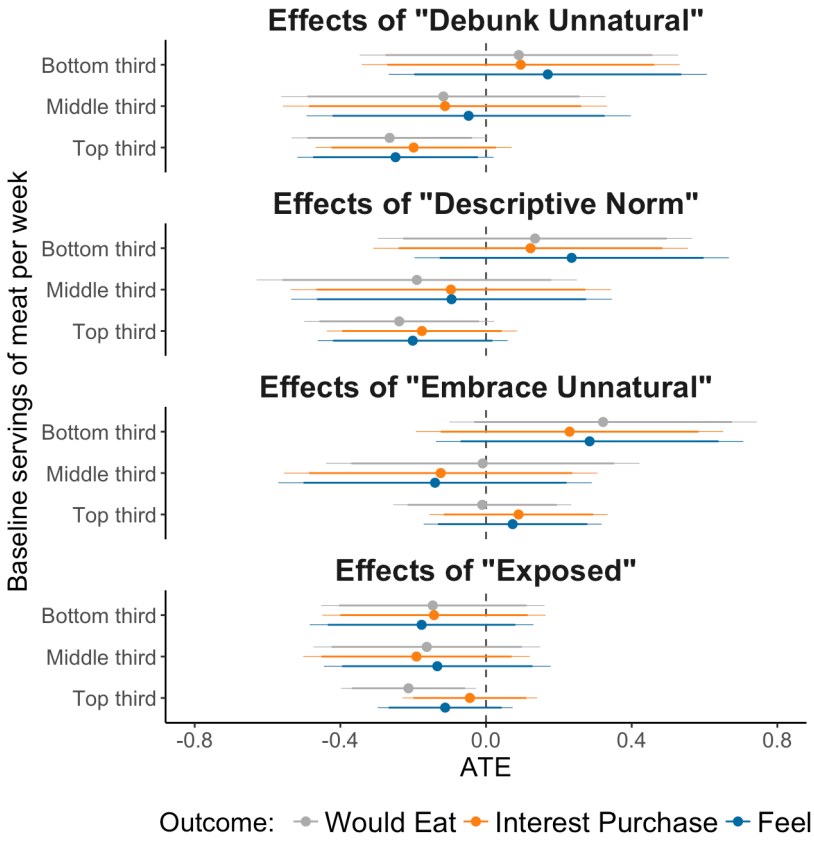

Figure 4. Heterogeneity in appeal effects by number of servings of meat consumed per week at baseline. Displays ATEs of each treatment appeal and negative social information ("exposed") on interest in clean meat. Results are estimated separately conditional on low vs. moderate vs. high levels of baseline self-reported servings of meat consumed per week. Dependent variables are: *would eat* ("Would you eat this product?", 1-5 scale), *interest purchase* ("how interested are you in purchasing the clean meat product you just read about?", 1-5 scale), and *feel* ("How do you feel about clean meat products?", 1-7 scale). All dependent variables are standardized to have mean equal to zero and variance equal to one, and are measured as the change between waves 1 and 3. Panel 1 (top) displays treatment effects of the *debunk unnatural* appeal; Panel 2 displays treatment effects of the *descriptive norm* appeal; Panel 3 displays treatment effects of the *embrace unnatural* appeal; Panel 4 (bottom) displays treatment effects of exposure to negative social information. Points represent ATEs, surrounded by represent 90% and 95% confidence intervals.

Figure 5. Heterogeneity in appeal effects by baseline concern about clean meat naturalness.

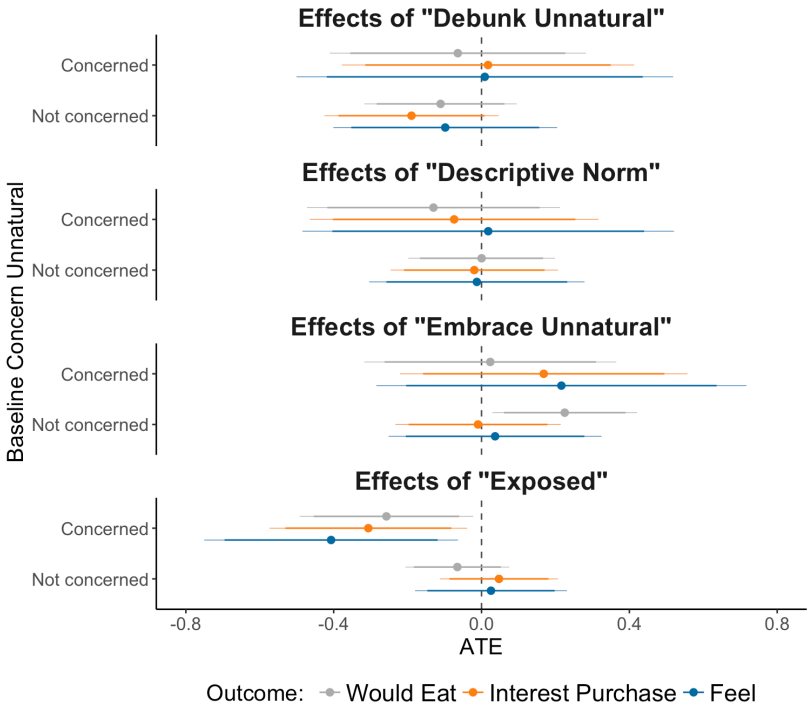

Figure 5. Heterogeneity in appeal effects by baseline concern about clean meat naturalness. Displays ATEs of each treatment appeal and negative social information ("exposed") on interest in clean meat, conditional on whether respondents were concerned about the naturalness of clean meat at baseline (y-axis). Dependent variables are: *would eat* ("Would you eat this product?", 1-5 scale), *interest purchase* ("how interested are you in purchasing the clean meat product you just read about?", 1-5 scale), and *feel* ("How do you feel about clean meat products?", 1-7 scale). All dependent variables are standardized to have mean equal to zero and variance equal to one, and are measured as the change between waves 1 and 3. Panel 1 (top) displays treatment effects of the *debunk unnatural* appeal, estimated separately for respondents who were concerned versus not concerned about the naturalness of clean meat at baseline; Panel 2 displays treatment effects of the *descriptive norm* appeal; Panel 3 displays treatment effects of the *embrace unnatural* appeal; Panel 4 (bottom) displays treatment effects of exposure to negative social information. Points represent ATEs, surrounded by represent 90% and 95% confidence intervals.

Figure 6. Heterogeneity in appeal effects by exposure to anti-acceptance social information.

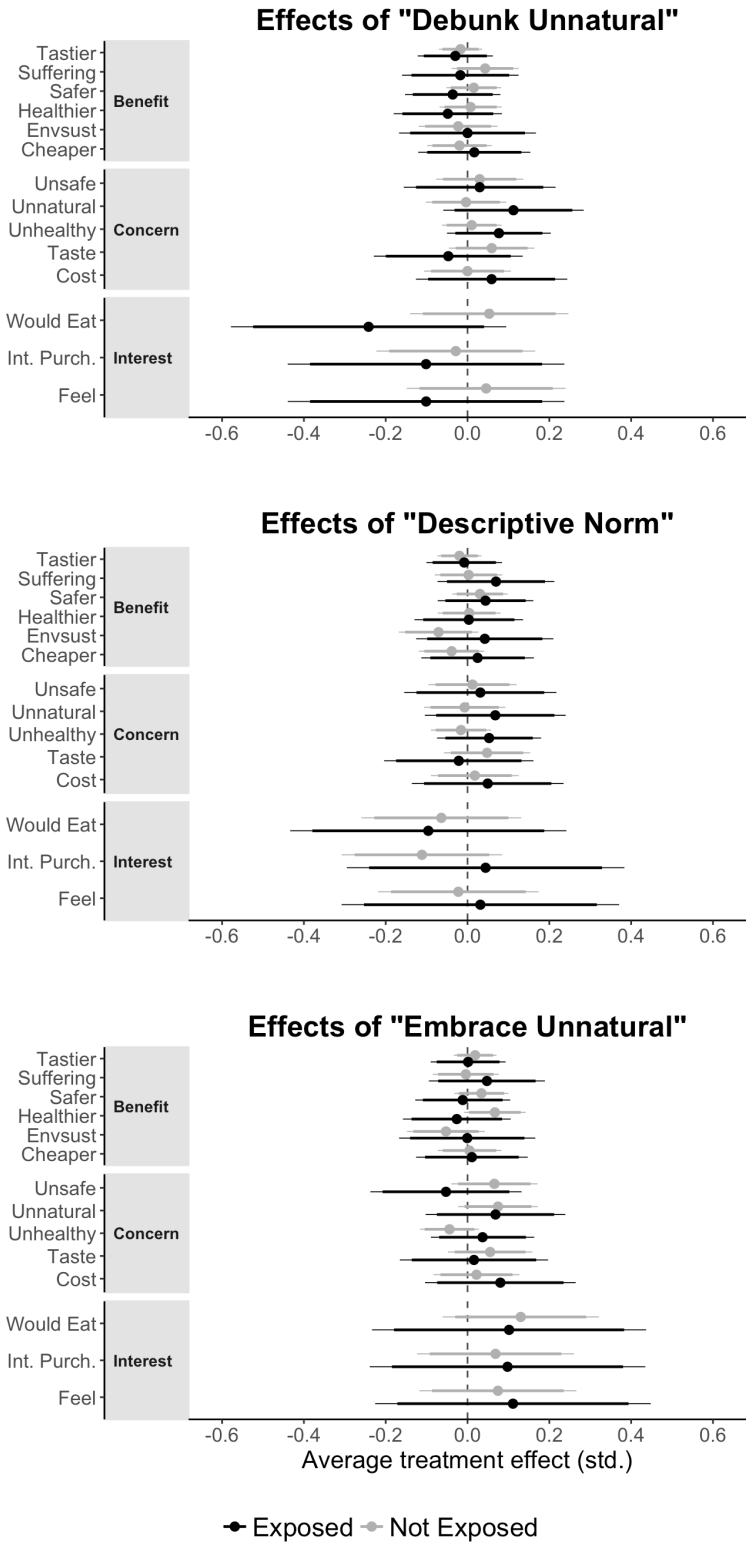

Figure 6. Heterogeneity in appeal effects by exposure to anti-acceptance social information. Displays the effects of each treatment appeal, estimated separately for respondents exposed to anti-acceptance social information versus

respondents that were not exposed. Panel 1 (top) displays treatment effects of the *debunk unnatural* appeal; Panel 2 displays treatment effects of the *descriptive norm* appeal; Panel 3 (bottom) displays treatment effects of the *embrace unnatural* appeal. The "concerns" and "benefits" variables are dichotomous, representing whether a respondent raised the concern/ benefit (*y=1*) or not (*y=0*). Interest variables include: *would eat* ("Would you eat this product?", 1-5 scale), *interest purchase* ("how interested are you in purchasing the clean meat product you just read about?", 1-5 scale), and *feel* ("How do you feel about clean meat products?", 1-7 scale). The three interest variables are standardized to have mean equal to zero and variance equal to one. All dependent variables are measured as the change between waves 1 and 3. Points represent ATEs, surrounded by represent 90% and 95% confidence intervals.

Figure 7. Descriptive statistics: Interest in clean meat products.

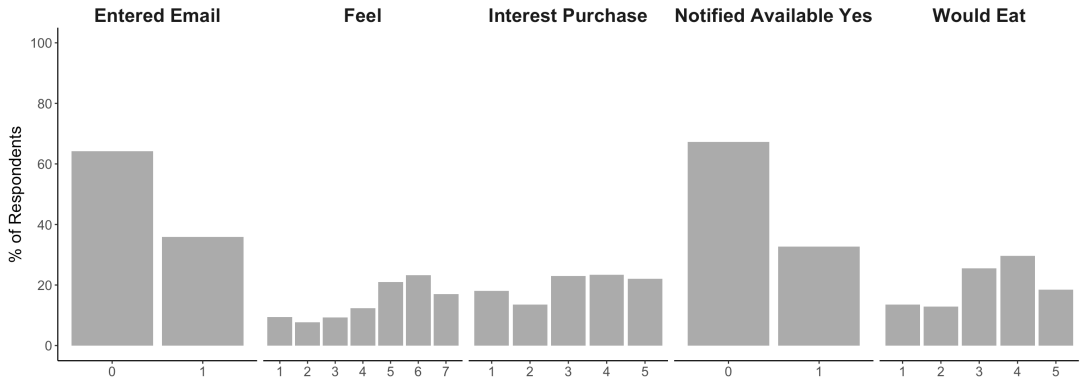

Figure 7. Descriptive statistics: Interest in clean meat products. Displays distributions of measures of interest in clean meat, as measured at baseline. Interest variables include: *entered email* (whether or not respondent entered email after "yes" response to "Would you like to be notified when clean meat products are available in your area?"), *feel* ("How do you feel about clean meat products?", 1-7 scale), *interest purchase* ("how interested are you in purchasing the clean meat product you just read about?", 1-5 scale), *notified available (yes)* ("Would you like to be notified when clean meat products are available in your area?"), *would eat* ("Would you eat this product?", 1-5 scale).