

Table 2: Within and Between Variation For Google Trend Score for “vegetarian diet”, COVID-19 Rate, Unemployment Rate. N (state+DC)=48; N (state-months)=447

| Variable | Mean | Standard Deviation | Minimum | Maximum |
|--|--------|-----------------------|---------|---------|
| Overall Google Trend Score | 28.24 | 20.06 | 3.00 | 100.00 |
| between unit variation | | 18.66 | 14.46 | 100.00 |
| within unit variation | | 15.01 | -13.93 | 83.67 |
| Overall COVID-19 Rate (Covid-19 cases per 100K people) | 720.01 | 689.98 | 4.81 | 3259.22 |
| between unit variation | | 250.67 | 122.29 | 1499.88 |
| within unit variation | | 659.51 | -385.02 | 3148.06 |

Overall Unemployment Rate

(percentage of unemployed people in the 8.09 3.66 2.60 29.50
labor force who are at least 16 years old)

between unit variation 2.02 3.92 13.61

within unit variation 3.11 -1.84 23.98

Sources: Google Trends Data captured the search volume index of the keyword “vegetarian diet” among the 50 States and the District of Columbia, State-level Covid-19 Data, 2020 Census Data of the Resident Population and Unemployment Rates for States Data from U.S. Bureau of Labor Statistics