Supplementary Information for "Policy packaging can make food system transformation feasible"

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Criteria for designing policy-packages with majority support

SI-Table 1a - Criteria for designing policy-packages with majority support

Package includes:	**China: 2221 packages feasible (i.e., majority support)**	**United States: 174 packages feasible (i.e., majority support)**	**Germany: 34 packages feasible (i.e., majority support)**
New tax on meat products	▪ High tax (increasing prices by 30%) supported in various packages ▪ Medium tax (increasing prices by 15%) supported in various packages	▪ High tax (increasing prices by 30%) never supported ▪ Medium tax (increasing prices by 15%) supported in few packages that earmark taxes to programs for low-income households, include stringent or organic animal farming standards, frequent or occasional information campaigns and 15% or 30% discounts on alternative products, but no rules for public cafeterias and no producer subsidy reductions	▪ High tax (increasing prices by 30%) never supported ▪ Medium tax (increasing prices by 15%) supported in few packages that include organic animal farming standards, information campaigns, 30% discount on alternative meat products and halving producer subsidies, but no rules for public cafeterias
Rules for public cafeterias	▪ 75% minimum share of vegetarian meals supported in various packages ▪ 50% minimum share of vegetarian meals supported in various packages ▪ 25% minimum share of vegetarian meals supported in various packages	▪ 75% minimum share of vegetarian meals supported in few packages that include organic animal farming standards, information campaigns, discounts on alternative products and halving producer subsidies, but no new tax on meat ▪ 50% minimum share of vegetarian meals supported in few packages that include stringent or organic animal farming standards, but no new tax on meat ▪ 25% minimum share of vegetarian meals supported in few packages that include stringent or organic animal farming standards, but no new tax on meat	▪ 75% minimum share of vegetarian meals never supported ▪ 50% minimum share of vegetarian meals never supported ▪ 25% minimum share of vegetarian meals supported in few packages that include organic animal farming standards and halving or eliminating producer subsidies, but no new tax on meat

Information campaigns about impact of meat consumption	▪ Frequent campaigns supported in various packages ▪ Occasional campaigns supported in various packages	▪ Frequent campaigns supported in various packages ▪ Occasional campaigns supported in various packages	▪ Frequent campaigns supported in various packages ▪ Occasional campaigns supported in various packages
Animal farming standards	▪ Organic farming standards supported in various packages ▪ Stringent farming standards supported in various packages	▪ Organic farming standards supported in various packages ▪ Stringent farming standards supported in various packages	▪ Organic farming standards supported in various packages ▪ Stringent farming standards supported in various packages
Reduction of subsidies for meat producers	▪ Eliminate producer subsidies supported in various packages ▪ Halving producer subsidies supported in various packages	▪ Eliminate producer subsidies supported in few packages that include no new tax on meat ▪ Halving producer subsidies supported in various packages	▪ Eliminate producer subsidies supported in few packages that include organic farming standards, but no new tax on meat ▪ Halving producer subsidies supported in various packages
Discounts for vegetarian meat alternative	▪ Large discount (reducing prices by 30%) supported in various packages ▪ Medium discount (reducing prices by 15%) supported in various packages	▪ Large discount (reducing prices by 30%) supported in various packages ▪ Medium discount (reducing prices by 15%) supported in various packages	▪ Large discount (reducing prices by 30%) supported in few packages that include stringent or organic farming standards ▪ Medium discount (reducing prices by 15%) supported in few packages that include stringent or organic farming standards, but no new tax on meat

SI-Table 1b –Predicted support for least supported, most stringent and most supported policy-packages in each country.

A. China

Least supported package	Most stringent package	Most supported package
High tax (30% higher price of meat/fish products)	High tax (30% higher price of meat/fish products)	Medium tax (15% higher price of meat/fish products)
Revenues into general budget	Revenues used for public climate protection programs	Using revenues to reduce income taxes
At least 75% vegetarian meals in public cafeteria	At least 75% vegetarian meals in public cafeteria	At least 50% vegetarian meals in public cafeteria
No discounts for vegetarian meat/fish alternatives	Reducing prices of vegetarian meat/fish alternatives by 30%	Reducing prices of vegetarian meat/fish alternatives by 30%
No new animal farming standards for producers	Organic animal farming standards for producers	Organic animal farming standards for producers
No campaigns	Frequent campaigns	Frequent campaigns
Elimination of producer subsidies	Elimination of producer subsidies	Halving producer subsidies
Supported by a share of 33% of respondents	**Supported by a share of 55% of respondents**	**Supported by a share of 74% of respondents**

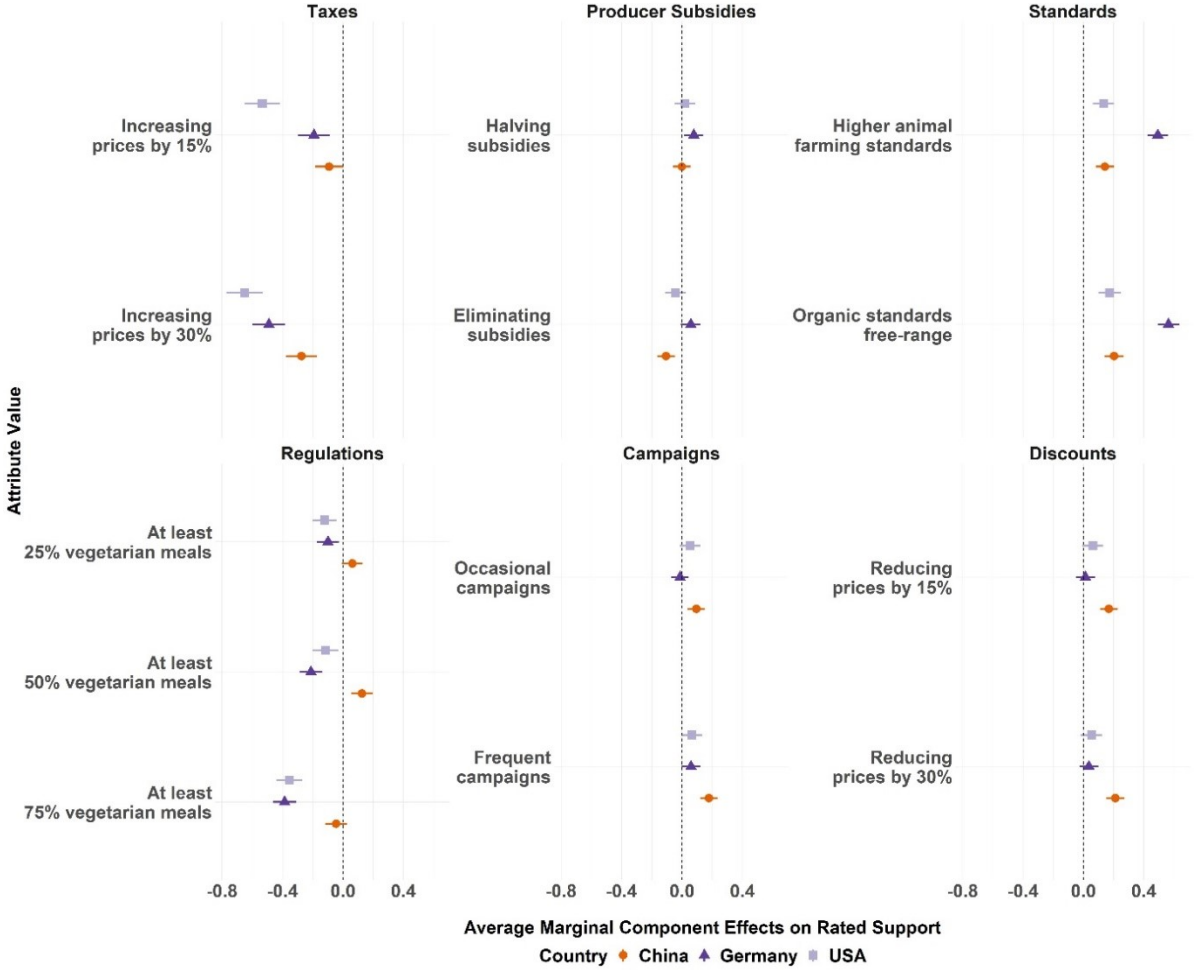
B. Germany

Least supported package	Most stringent package	Most supported package
High tax (30% higher price of meat/fish products)	High tax (30% higher price of meat/fish products)	No new tax on meat/fish products
Revenues into general budget	Revenues used for public climate protection programs	Using revenues for low-income households
At least 75% vegetarian meals in public cafeteria	At least 75% vegetarian meals in public cafeteria	No rules for public cafeteria
No discounts for vegetarian meat/fish alternatives	Reducing prices of vegetarian meat/fish alternatives by 30%	Reducing prices of vegetarian meat/fish alternatives by 30%
No new animal farming standards for producers	Organic animal farming standards for producers	Organic animal farming standards for producers
No campaigns	Frequent campaigns	Frequent campaigns
Keeping current producer subsidies	Elimination of producer subsidies	Halving producer subsidies
Supported by a share of 8% of respondents	**Supported by a share of 34% of respondents**	**Supported by a share of 54% of respondents**

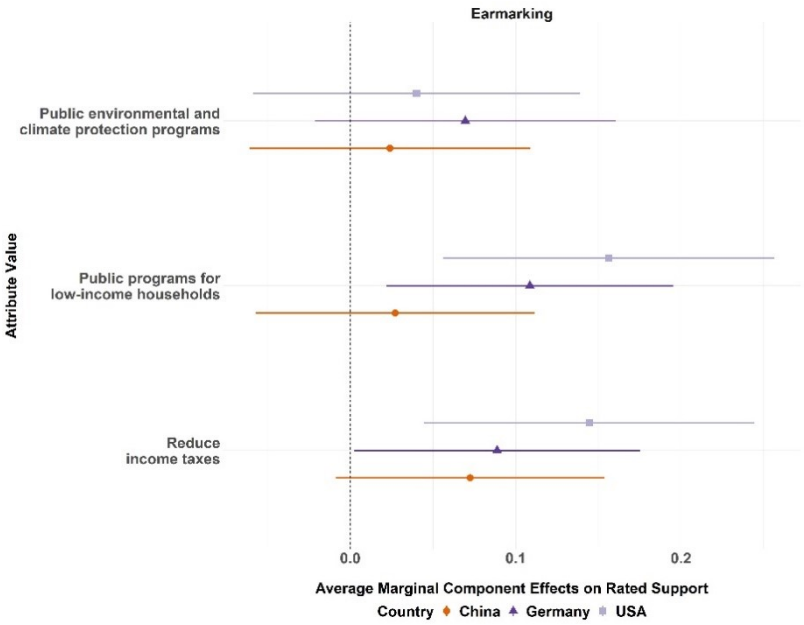
C. United States

Least supported package	Most stringent package	Most supported package
High tax (30% higher price of meat/fish products)	High tax (30% higher price of meat/fish products	No new tax on meat/fish products
Revenues into general budget	Revenues used for public climate protection programs	Using revenues for low-income households
At least 75% vegetarian meals in public cafeteria	At least 75% vegetarian meals in public cafeteria	No rules for public cafeteria
No discounts for vegetarian meat/fish alternatives	Reducing prices of vegetarian meat/fish alternatives by 30%	Reducing prices of vegetarian meat/fish alternatives by 30%
No new animal farming standards for producers	Organic animal farming standards for producers	Organic animal farming standards for producers
No campaigns	Frequent campaigns	Frequent campaigns
Elimination of producer subsidies	Elimination of producer subsidies	Halving producer subsidies
Supported by a share of 8% of respondents	**Supported by a share of 32% respondents**	**Supported by a share of 63% of respondents**

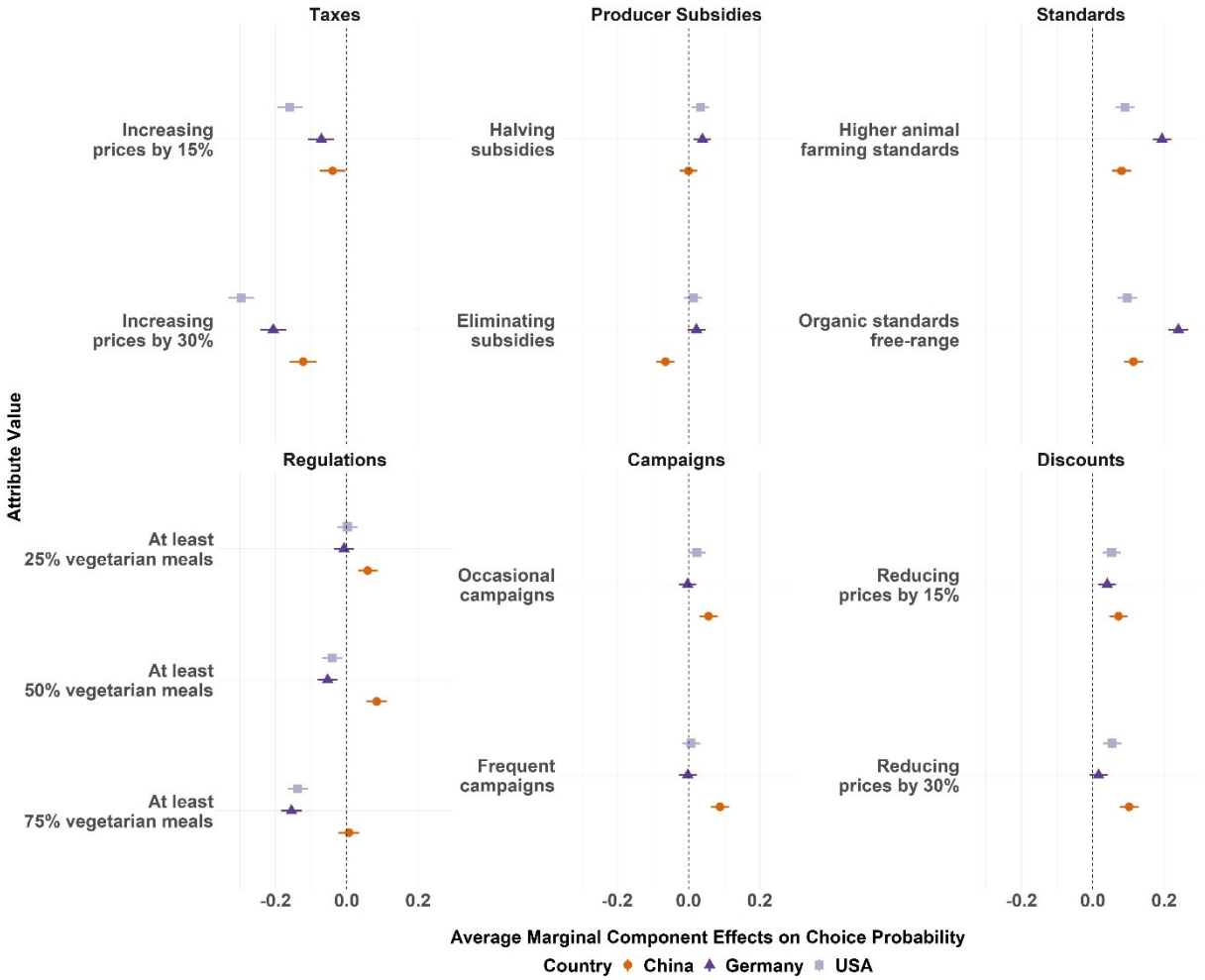
Robustness checks



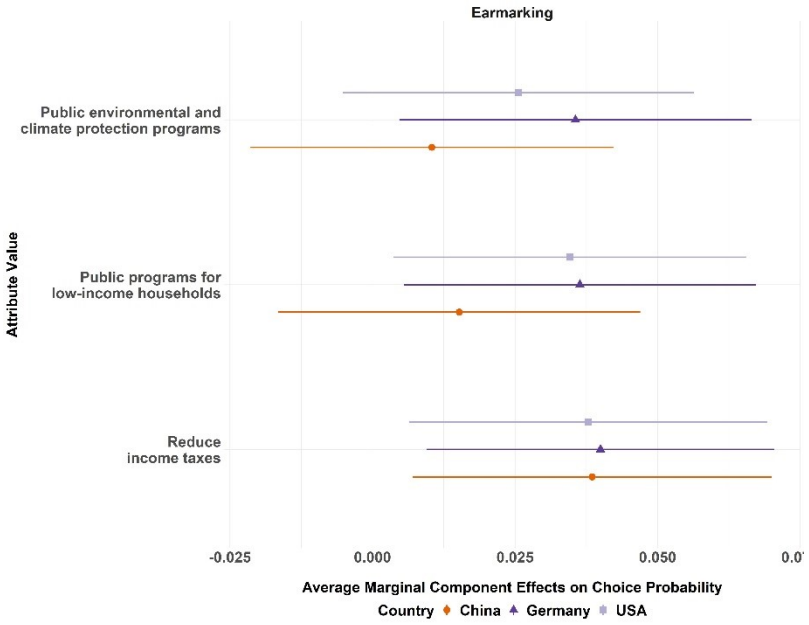
SI-Figure 1a - Effects of policy design attributes on the (7-point scale) rated support for a policy proposal, by countries: *Dots with horizontal lines indicate percentage point estimates for medium and high policy stringency with cluster-robust 95% confidence intervals (CI). The zero line denotes the baseline category, i.e., no change to the status quo.*



SI-Figure 2a – Effects of tax revenue earmarking on the (7-point scale) rated support for a policy proposal, by countries: *Dots with horizontal lines indicate percentage point estimates with cluster-robust 95% confidence intervals (CI) from linear least squares regression. The zero line denotes the reference category, i.e., revenues go to the general budget*

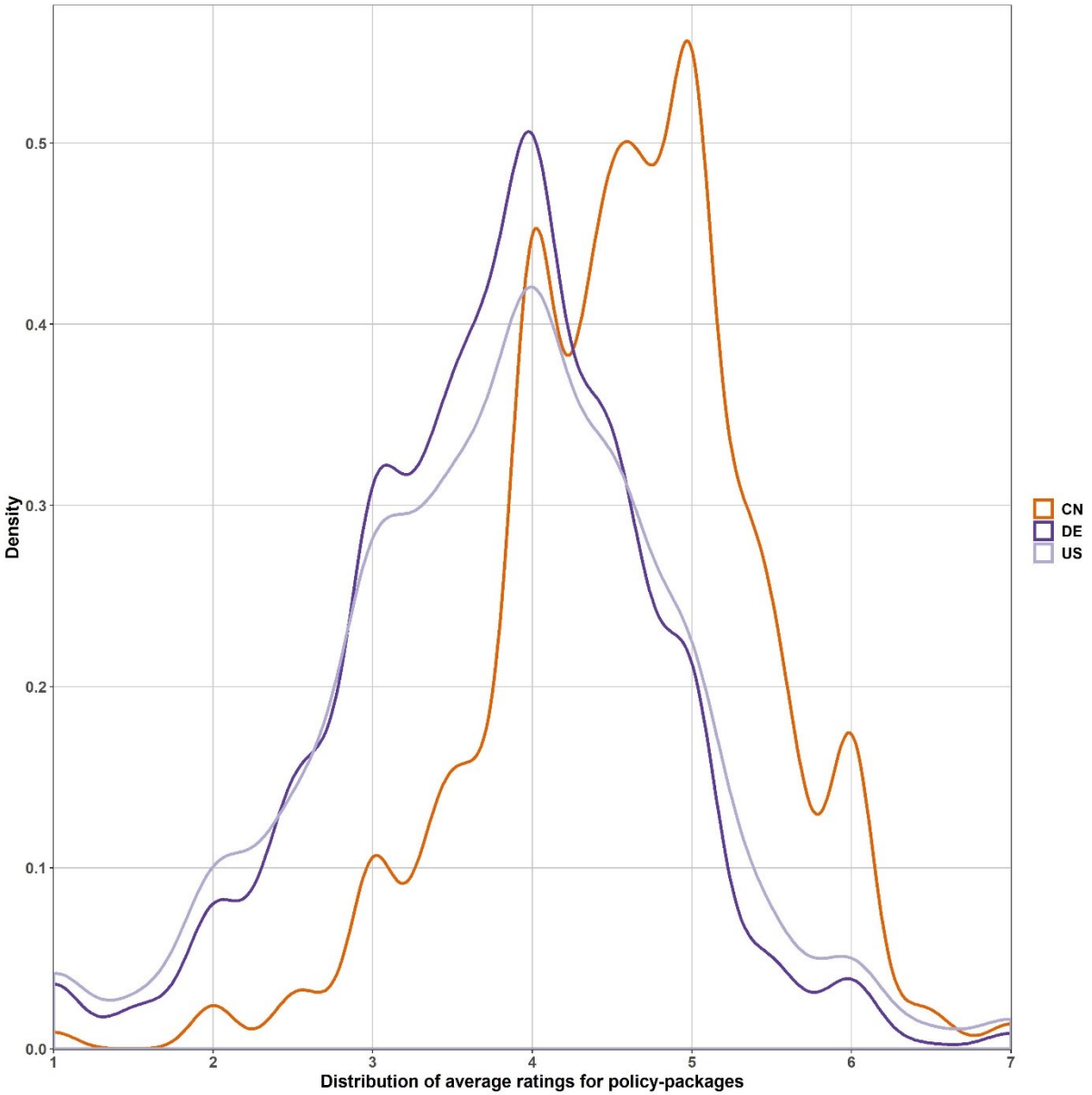


SI-Figure 1b - Effects of policy design attributes on the probability of choosing a policy proposal, by countries: *Dots with horizontal lines indicate percentage point estimates for medium and high policy stringency with cluster-robust 95% confidence intervals (CI) from linear least squares regression. The zero line denotes the baseline category, i.e., no change to the status quo.*



SI-Figure 2b – Effects of tax revenue earmarking on the probability of choosing a policy proposal, by countries: *Dots with horizontal lines indicate percentage point estimates with cluster-robust 95% confidence intervals (CI) from linear least squares regression. The zero line denotes the reference category, i.e., revenues go to the general budget*

Distribution of average rating outcomes



SI-Figure 3 – Distribution of average rating outcomes for policy-packages in China (CN), Germany (DE) and the United States (US)

Regression tables

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.079153401	0.017701536	-4.471555438	7.77E-06	***
	2) Increasing prices by 15%	-0.028578992	0.017451505	-1.637623372	0.101500284	
Revenue Earmarking	1) Public environmental and climate protection programs	0.013665315	0.015129939	0.903196957	0.366421373	
	2) Public programs for low-income households	0.011496395	0.015527455	0.740391472	0.459062492	
	3) Reduce income taxes	0.028000722	0.015115068	1.852503876	0.063953502	
Regulations	1) At least 75% vegetarian meals	-0.00405735	0.012895995	-0.314620916	0.753049496	
	2) At least 50% vegetarian meals	0.063257522	0.012803946	4.940470717	7.79E-07	***
	3) At least 25% vegetarian meals	0.036440729	0.012327236	2.956115146	0.003115408	**
Discounts	1) Reducing prices by 30%	0.071116412	0.011223481	6.336395179	2.35E-10	***
	2) Reducing prices by 15%	0.068613414	0.011002769	6.236013558	4.49E-10	***
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.073548846	0.011253312	6.535751371	6.33E-11	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.049215111	0.011296945	4.356497512	1.32E-05	***
Information Campaigns	1) Frequent campaigns	0.056295911	0.010922123	5.154301222	2.55E-07	***
	2) Occasional campaigns	0.024478403	0.010950203	2.23542913	0.025389189	*
Subsidy Reduction	1) Eliminating subsidies	-0.028893166	0.010981448	-2.631088814	0.008511179	**
	2) Halving subsidies	-5.71E-06	0.010702587	-0.000533089	0.999574656	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	13008					
Number of Respondents	1626					

SI-Table 2a: China –Linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal corresponding to Figure 1 and 2

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.079199439	0.017583094	-4.504294824	6.66E-06	***
	2) Increasing prices by 15%	-0.0285902	0.017407238	-1.642431673	0.100500575	
Revenue Earmarking	1) Public environmental and climate protection programs	0.013987595	0.015071097	0.928107291	0.353351918	
	2) Public programs for low-income households	0.010501049	0.015439623	0.68013638	0.496418111	
	3) Reduce income taxes	0.02801541	0.015021282	1.865047928	0.062174686	
Regulations	1) At least 75% vegetarian meals	-0.00445999	0.012886472	-0.346098647	0.72926858	
	2) At least 50% vegetarian meals	0.062085452	0.012755684	4.867277231	1.13E-06	***
	3) At least 25% vegetarian meals	0.035820546	0.012230847	2.928705301	0.00340377	**
Discounts	1) Reducing prices by 30%	0.069767559	0.011216354	6.220163644	4.97E-10	***
	2) Reducing prices by 15%	0.067510436	0.010937988	6.172107158	6.74E-10	***
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.073730917	0.011214432	6.574645497	4.88E-11	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.049415204	0.011268717	4.38516697	1.16E-05	***
Information Campaigns	1) Frequent campaigns	0.056686493	0.010893098	5.203890982	1.95E-07	***
	2) Occasional campaigns	0.024409805	0.01093926	2.231394658	0.025654998	*
Subsidy Reduction	1) Eliminating subsidies	-0.028713762	0.010959182	-2.620064416	0.008791316	**
	2) Halving subsidies	-0.000494239	0.010654322	-0.046388599	0.963000523	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	13008					
Number of Respondents	1626					

SI-Table 2b: China – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal including control variables (variables age, gender, income, education, and policy frames)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.09438618	0.018750899	-5.033688257	4.81E-07	***
	2) Increasing prices by 15%	-0.033361992	0.017988683	-1.854610005	0.063651938	
Revenue Earmarking	1) Public environmental and climate protection programs	0.021865392	0.015754807	1.387855263	0.165181123	
	2) Public programs for low-income households	0.011277693	0.01614664	0.698454451	0.484893034	
	3) Reduce income taxes	0.038572862	0.015837234	2.435580647	0.01486791	*
Regulations	1) At least 75% vegetarian meals	-0.003403633	0.013434018	-0.253359314	0.799990565	
	2) At least 50% vegetarian meals	0.072894147	0.013309703	5.476767528	4.33E-08	***
	3) At least 25% vegetarian meals	0.043697768	0.012908068	3.385306508	0.000710988	***
Discounts	1) Reducing prices by 30%	0.083471601	0.011785408	7.082623123	1.41E-12	***
	2) Reducing prices by 15%	0.078410917	0.011469024	6.836756082	8.10E-12	***
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.083737645	0.011784359	7.105829308	1.20E-12	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.058485122	0.011891455	4.918247579	8.73E-07	***
Information Campaigns	1) Frequent campaigns	0.065144047	0.011373077	5.727917765	1.02E-08	***
	2) Occasional campaigns	0.032755071	0.011331214	2.890693917	0.003843923	**
Subsidy Reduction	1) Eliminating subsidies	-0.033953181	0.011464176	-2.961676651	0.003059689	**
	2) Halving subsidies	2.62E-05	0.011132135	0.002350417	0.99812464	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	11934					
Number of Respondents	1621					

SI-Table 2c: China – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to those observation without any logical inconsistencies, i.e. dropping those observations for which the chosen policy-package is rated lower than the non-chosen package

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.0796	0.018	-44.223	0	***
	2) Increasing prices by 15%	-0.0289	0.0178	-16.275	0.1036	
Revenue Earmarking	1) Public environmental and climate protection programs	0.0086	0.0153	0.5609	0.5748	
	2) Public programs for low-income households	0.0089	0.0158	0.5618	0.5742	
	3) Reduce income taxes	0.0276	0.0154	1.796	0.0725	
Regulations	1) At least 75% vegetarian meals	-0.0052	0.0131	-0.3949	0.6929	
	2) At least 50% vegetarian meals	0.0628	0.013	48.272	0	***
	3) At least 25% vegetarian meals	0.0384	0.0125	30.815	0.0021	**
Discounts	1) Reducing prices by 30%	0.0722	0.0114	63.419	0	***
	2) Reducing prices by 15%	0.0675	0.0112	60.118	0	***
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.0758	0.0114	66.232	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.0509	0.0114	44.699	0	***
Information Campaigns	1) Frequent campaigns	0.0539	0.0111	4.869	0	***
	2) Occasional campaigns	0.0204	0.0111	18.361	0.0663	
Subsidy Reduction	1) Eliminating subsidies	-0.0287	0.0112	-25.721	0.0101	*
	2) Halving subsidies	-0.0023	0.0109	-0.2102	0.8335	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	12672					
Number of Respondents	1584					

SI-Table 2d: China – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to meat/fish eaters

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1068	0.0255	-41.879	0	***
	2) Increasing prices by 15%	-0.0352	0.0253	-13.922	0.1639	
Revenue Earmarking	1) Public environmental and climate protection programs	-0.0218	0.0218	-0.9967	0.3189	
	2) Public programs for low-income households	0.0066	0.0229	0.2861	0.7748	
	3) Reduce income taxes	0.0546	0.0215	25.418	0.011	*
Regulations	1) At least 75% vegetarian meals	-0.0409	0.0188	-21.781	0.0294	*
	2) At least 50% vegetarian meals	0.053	0.0182	29.056	0.0037	**
	3) At least 25% vegetarian meals	0.0399	0.0177	22.497	0.0245	*
Discounts	1) Reducing prices by 30%	0.0701	0.0162	43.165	0	***
	2) Reducing prices by 15%	0.0582	0.0163	3.562	4,00E-04	***
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.0848	0.0164	51.586	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.0578	0.0161	35.895	3,00E-04	***
Information Campaigns	1) Frequent campaigns	0.0498	0.0158	31.488	0.0016	**
	2) Occasional campaigns	0.0219	0.0162	13.538	0.1758	
Subsidy Reduction	1) Eliminating subsidies	-0.0174	0.016	-10.858	0.2776	
	2) Halving subsidies	-0.0032	0.0162	-0.1955	0.845	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	6200					
Number of Respondents	775					

SI-Table 2e: China – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with high meat/fish consumption (median split sample by portions of meat/fish intake per week)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.05	0.0251	-19.904	0.0465	*
	2) Increasing prices by 15%	-0.0123	0.0249	-0.4936	0.6216	
Revenue Earmarking	1) Public environmental and climate protection programs	0.0378	0.0214	17.685	0.077	
	2) Public programs for low-income households	0.013	0.0218	0.5966	0.5508	
	3) Reduce income taxes	0.0051	0.022	0.231	0.8173	
Regulations	1) At least 75% vegetarian meals	0.0328	0.0182	18.009	0.0717	
	2) At least 50% vegetarian meals	0.0785	0.0186	42.166	0	***
	3) At least 25% vegetarian meals	0.0372	0.0178	20.931	0.0363	*
Discounts	1) Reducing prices by 30%	0.0767	0.016	47.812	0	***
	2) Reducing prices by 15%	0.0776	0.0152	5.1	0	***
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.067	0.016	41.824	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.0401	0.0161	24.843	0.013	*
Information Campaigns	1) Frequent campaigns	0.0652	0.0156	41.766	0	***
	2) Occasional campaigns	0.0278	0.0156	17.822	0.0747	
Subsidy Reduction	1) Eliminating subsidies	-0.0378	0.0154	-2.458	0.014	*
	2) Halving subsidies	0.0037	0.0148	0.251	0.8018	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	6416					
Number of Respondents	802					

SI-Table 2f: China – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with low meat/fish consumption (median split sample by portions of meat/fish intake per week)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.119394399	0.016447993	-7.258903969	3.90E-13	***
	2) Increasing prices by 15%	-0.048600394	0.0171225	-2.838393597	0.004534123	**
Revenue Earmarking	1) Public environmental and climate protection programs	0.021166402	0.014121624	1.498864588	0.133908765	
	2) Public programs for low-income households	0.031244955	0.014157831	2.206902714	0.027320857	*
	3) Reduce income taxes	0.029754826	0.014165574	2.100502681	0.035684645	*
Regulations	1) At least 75% vegetarian meals	-0.098304522	0.01266324	-7.762983113	8.30E-15	***
	2) At least 50% vegetarian meals	-0.051278203	0.012490602	-4.105342882	4.04E-05	***
	3) At least 25% vegetarian meals	-0.008573045	0.012481692	-0.686849569	0.492177529	
Discounts	1) Reducing prices by 30%	0.021272396	0.010575316	2.011513918	0.044271202	*
	2) Reducing prices by 15%	0.016267903	0.010648201	1.52776076	0.126571948	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.189829042	0.011551094	16.43385851	1.09E-60	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.156400725	0.011017753	14.19533715	9.79E-46	***
Information Campaigns	1) Frequent campaigns	0.003339664	0.010757447	0.310451316	0.756217776	
	2) Occasional campaigns	0.003004927	0.0100786	0.29814927	0.765589238	
Subsidy Reduction	1) Eliminating subsidies	0.02469856	0.010791484	2.28870838	0.022096302	*
	2) Halving subsidies	0.031740878	0.010709217	2.96388416	0.003037826	**
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	12992					
Number of Respondents	1624					

SI-Table 2a: Germany –Linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal corresponding to Figure 1 and 2

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.118354198	0.016432417	-7.202482395	5.91E-13	***
	2) Increasing prices by 15%	-0.048657843	0.01707436	-2.84976096	0.00437521	**
Revenue Earmarking	1) Public environmental and climate protection programs	0.021490832	0.014049671	1.52963237	0.126107752	
	2) Public programs for low-income households	0.031236639	0.01411436	2.213110529	0.026890026	*
	3) Reduce income taxes	0.029455798	0.014092477	2.090178861	0.036601736	*
Regulations	1) At least 75% vegetarian meals	-0.099062151	0.012641922	-7.836003714	4.65E-15	***
	2) At least 50% vegetarian meals	-0.051397792	0.01249269	-4.114229213	3.88E-05	***
	3) At least 25% vegetarian meals	-0.007931267	0.012470604	-0.635997031	0.524778357	
Discounts	1) Reducing prices by 30%	0.020939799	0.010560857	1.982774522	0.047392621	*
	2) Reducing prices by 15%	0.016334975	0.010651979	1.533515478	0.125148896	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.190318605	0.011533315	16.50163887	3.57E-61	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.156732879	0.011029282	14.21061448	7.87E-46	***
Information Campaigns	1) Frequent campaigns	0.004463149	0.010759977	0.414791723	0.678294379	
	2) Occasional campaigns	0.003235583	0.01007386	0.321186031	0.748069417	
Subsidy Reduction	1) Eliminating subsidies	0.025065994	0.010827296	2.315074317	0.020608865	*
	2) Halving subsidies	0.031644454	0.01072625	2.950187929	0.003175807	**
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	12992					
Number of Respondents	1624					

SI-Table 2b: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal including control variables *(variables age, gender, income, education, and policy frames)*

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.136643533	0.016458226	-8.302446255	1.02E-16	***
	2) Increasing prices by 15%	-0.05328712	0.017662709	-3.016927908	0.002553505	**
Revenue Earmarking	1) Public environmental and climate protection programs	0.031282919	0.014451124	2.164739556	0.030407636	*
	2) Public programs for low-income households	0.036920813	0.014386699	2.566315793	0.01027852	*
	3) Reduce income taxes	0.032502624	0.014278909	2.276267921	0.022829979	*
Regulations	1) At least 75% vegetarian meals	-0.109345227	0.012955556	-8.440025951	3.17E-17	***
	2) At least 50% vegetarian meals	-0.055174805	0.012964343	-4.255889006	2.08E-05	***
	3) At least 25% vegetarian meals	-0.009615831	0.012975641	-0.741067865	0.458652293	
Discounts	1) Reducing prices by 30%	0.021045089	0.010733508	1.960690652	0.04991512	*
	2) Reducing prices by 15%	0.022029882	0.01083545	2.033130399	0.042039351	*
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.210433344	0.011922594	17.64996345	1.02E-69	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.17088024	0.011282102	15.14613486	8.04E-52	***
Information Campaigns	1) Frequent campaigns	0.006970699	0.010946423	0.636801506	0.524254145	
	2) Occasional campaigns	0.003477975	0.010351767	0.335978855	0.736886812	
Subsidy Reduction	1) Eliminating subsidies	0.02560862	0.011112266	2.304536382	0.021192552	*
	2) Halving subsidies	0.032611375	0.010898186	2.992367196	0.002768231	**
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	12238					
Number of Respondents	1622					

SI-Table 2c: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to those observation without any logical inconsistencies, i.e. dropping those observations for which the chosen policy-package is rated lower than the non-chosen package

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1293	0.0165	-78.308	0	***
	2) Increasing prices by 15%	-0.0573	0.0175	-32.802	0.001	**
Revenue Earmarking	1) Public environmental and climate protection programs	0.0198	0.0141	13.985	0.162	
	2) Public programs for low-income households	0.0286	0.0143	1.994	0.0461	*
	3) Reduce income taxes	0.0286	0.0144	19.917	0.0464	*
Regulations	1) At least 75% vegetarian meals	-0.1053	0.0128	-82.069	0	***
	2) At least 50% vegetarian meals	-0.0582	0.0127	-45.907	0	***
	3) At least 25% vegetarian meals	-0.0128	0.0127	-10.083	0.3133	
Discounts	1) Reducing prices by 30%	0.0155	0.0107	14.495	0.1472	
	2) Reducing prices by 15%	0.011	0.0108	1.018	0.3087	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.1851	0.0117	157.846	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.1566	0.0112	139.426	0	***
Information Campaigns	1) Frequent campaigns	9,00E-04	0.0109	0.0815	0.9351	
	2) Occasional campaigns	0.0035	0.0102	0.3447	0.7303	
Subsidy Reduction	1) Eliminating subsidies	0.0205	0.0109	18.723	0.0612	
	2) Halving subsidies	0.029	0.0109	26.514	0.008	**
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	12496					
Number of Respondents	1562					

SI-Table 2d: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to meat/fish eaters

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1663	0.0235	-70.655	0	***
	2) Increasing prices by 15%	-0.1137	0.0254	-44.817	0	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.0384	0.0211	18.221	0.0684	
	2) Public programs for low-income households	0.0481	0.0209	23.053	0.0212	*
	3) Reduce income taxes	0.0435	0.0211	20.652	0.0389	*
Regulations	1) At least 75% vegetarian meals	-0.1202	0.0188	-63.921	0	***
	2) At least 50% vegetarian meals	-0.075	0.0185	-40.659	0	***
	3) At least 25% vegetarian meals	-0.0159	0.0191	-0.8339	0.4043	
Discounts	1) Reducing prices by 30%	0.0035	0.0155	0.229	0.8189	
	2) Reducing prices by 15%	-0.0192	0.0158	-1.213	0.2251	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.1625	0.0168	96.876	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.1501	0.0162	92.779	0	***
Information Campaigns	1) Frequent campaigns	-0.0037	0.0158	-0.2364	0.8131	
	2) Occasional campaigns	0.0029	0.015	0.1954	0.8451	
Subsidy Reduction	1) Eliminating subsidies	0.0328	0.0157	20.829	0.0373	*
	2) Halving subsidies	0.0273	0.0162	16.875	0.0915	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	5584					
Number of Respondents	698					

SI-Table 2e: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with high meat/fish consumption (median split sample by portions of meat/fish intake per week)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.0753	0.0259	-29.066	0.0037	**
	2) Increasing prices by 15%	-0.0028	0.026	-0.1086	0.9135	
Revenue Earmarking	1) Public environmental and climate protection programs	0.0077	0.0221	0.3477	0.7281	
	2) Public programs for low-income households	0.0158	0.022	0.7196	0.4718	
	3) Reduce income taxes	0.0225	0.0217	10.343	0.301	
Regulations	1) At least 75% vegetarian meals	-0.0755	0.0193	-39.184	1,00E-04	***
	2) At least 50% vegetarian meals	-0.0231	0.0193	-11.997	0.2302	
	3) At least 25% vegetarian meals	0.0032	0.0187	0.1699	0.8651	
Discounts	1) Reducing prices by 30%	0.0235	0.0166	14.156	0.1569	
	2) Reducing prices by 15%	0.0347	0.0162	21.417	0.0322	*
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.2189	0.0181	121.181	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.1522	0.0171	88.949	0	***
Information Campaigns	1) Frequent campaigns	0.0058	0.0168	0.3433	0.7314	
	2) Occasional campaigns	0.0015	0.0155	0.0937	0.9254	
Subsidy Reduction	1) Eliminating subsidies	0.0077	0.017	0.4554	0.6488	
	2) Halving subsidies	0.0171	0.0163	10.469	0.2951	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	5776					
Number of Respondents	722					

SI-Table 2f: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with low meat/fish consumption (median split sample by portions of meat/fish intake per week)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.111528969	0.02600931	-4.288040262	1.80E-05	***
	2) Increasing prices by 15%	-0.033403911	0.026923794	-1.240683661	0.214722632	
Revenue Earmarking	1) Public environmental and climate protection programs	-0.011460491	0.023026339	-0.497712256	0.618686868	
	2) Public programs for low-income households	0.006804851	0.021654182	0.314251115	0.753330324	
	3) Reduce income taxes	0.020902021	0.022615589	0.924230687	0.355366221	
Regulations	1) At least 75% vegetarian meals	-0.112642094	0.019482843	-5.781604669	7.40E-09	***
	2) At least 50% vegetarian meals	-0.070818275	0.019898487	-3.558977845	0.000372301	***
	3) At least 25% vegetarian meals	-0.006840138	0.019967507	-0.342563462	0.731926894	
Discounts	1) Reducing prices by 30%	0.007022578	0.015807584	0.444253697	0.656859173	
	2) Reducing prices by 15%	0.010086174	0.016832928	0.599193122	0.549044109	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.199609302	0.018393726	10.85203221	1.95E-27	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.170287652	0.017244814	9.874716568	5.36E-23	***
Information Campaigns	1) Frequent campaigns	0.019008727	0.016419275	1.157708025	0.246983208	
	2) Occasional campaigns	0.01008125	0.015700134	0.642112331	0.52080025	
Subsidy Reduction	1) Eliminating subsidies	0.030176073	0.016791579	1.797095572	0.072320449	
	2) Halving subsidies	0.027324126	0.016501375	1.655869618	0.097748226	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	5128					
Number of Respondents	641					

SI-Table 2g: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to fourth and fifth income quintile

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.11489359	0.029544265	-3.888862752	0.000100715	***
	2) Increasing prices by 15%	-0.048440108	0.029775137	-1.626864307	0.10376592	
Revenue Earmarking	1) Public environmental and climate protection programs	0.018635555	0.024270403	0.76783045	0.442587922	
	2) Public programs for low-income households	0.04742718	0.0252282	1.879927203	0.060118	
	3) Reduce income taxes	0.03774092	0.024460576	1.542928491	0.122848127	
Regulations	1) At least 75% vegetarian meals	-0.090790639	0.021741297	-4.175953134	2.97E-05	***
	2) At least 50% vegetarian meals	-0.030103217	0.021351034	-1.409918466	0.158563759	
	3) At least 25% vegetarian meals	-0.011835237	0.020648914	-0.573165127	0.566532894	
Discounts	1) Reducing prices by 30%	0.06741469	0.018764313	3.592707577	0.00032726	***
	2) Reducing prices by 15%	0.040096087	0.018120429	2.212755925	0.026914477	*
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.197752762	0.019940673	9.917055781	3.51E-23	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.15880714	0.01888228	8.410379307	4.09E-17	***
Information Campaigns	1) Frequent campaigns	-0.006311218	0.019251418	-0.327831325	0.743039201	
	2) Occasional campaigns	-0.000554489	0.018113391	-0.030612094	0.975578897	
Subsidy Reduction	1) Eliminating subsidies	0.024757559	0.018604065	1.330760726	0.183267754	
	2) Halving subsidies	0.035118217	0.01859361	1.888724996	0.058928687	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	4432					
Number of Respondents	554					

SI-Table 2h: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to first and second income quintile

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1066	0.0314	-33.905	7,00E-04	***
	2) Increasing prices by 15%	0.0035	0.0296	0.1184	0.9057	
Revenue Earmarking	1) Public environmental and climate protection programs	0.0461	0.0271	17.027	0.0886	
	2) Public programs for low-income households	0.048	0.0266	18.039	0.0712	
	3) Reduce income taxes	0.0376	0.0268	14.038	0.1604	
Regulations	1) At least 75% vegetarian meals	-0.0936	0.0238	-39.287	1,00E-04	***
	2) At least 50% vegetarian meals	-0.0543	0.0231	-2.345	0.019	*
	3) At least 25% vegetarian meals	-0.0346	0.0225	-15.357	0.1246	
Discounts	1) Reducing prices by 30%	0.058	0.019	30.466	0.0023	**
	2) Reducing prices by 15%	0.0379	0.0196	19.341	0.0531	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.2243	0.0212	10.589	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.1861	0.021	88.626	0	***
Information Campaigns	1) Frequent campaigns	0.003	0.0204	0.1465	0.8835	
	2) Occasional campaigns	0.0269	0.019	14.164	0.1566	
Subsidy Reduction	1) Eliminating subsidies	0.0582	0.0201	28.973	0.0038	**
	2) Halving subsidies	0.0626	0.0194	3.227	0.0013	**
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	4040					
Number of Respondents	505					

SI-Table 2i: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with left wing ideology (median split sample by left-right variable)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1139	0.0292	-39.018	1,00E-04	***
	2) Increasing prices by 15%	-0.0683	0.03	-22.748	0.0229	*
Revenue Earmarking	1) Public environmental and climate protection programs	4,00E-04	0.0239	0.0171	0.9864	
	2) Public programs for low-income households	0.0258	0.0233	11.069	0.2683	
	3) Reduce income taxes	-0.0026	0.0236	-0.1119	0.9109	
Regulations	1) At least 75% vegetarian meals	-0.118	0.021	-56.288	0	***
	2) At least 50% vegetarian meals	-0.078	0.0208	-37.545	2,00E-04	***
	3) At least 25% vegetarian meals	-0.0068	0.021	-0.3218	0.7476	
Discounts	1) Reducing prices by 30%	0.0197	0.0183	10.795	0.2804	
	2) Reducing prices by 15%	0.0072	0.0185	0.3891	0.6972	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.1669	0.0189	88.278	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.1253	0.0188	66.552	0	***
Information Campaigns	1) Frequent campaigns	0.0048	0.0181	0.2681	0.7886	
	2) Occasional campaigns	-0.0062	0.0167	-0.3718	0.71	
Subsidy Reduction	1) Eliminating subsidies	0.021	0.018	1.164	0.2444	
	2) Halving subsidies	0.0163	0.0182	0.8995	0.3684	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	4488					
Number of Respondents	561					

SI-Table 2j: Germany – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with right wing ideology (median split sample by left-right variable)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.162773245	0.016913303	-9.623977432	6.33E-22	***
	2) Increasing prices by 15%	-0.1317732	0.017391434	-7.576902503	3.54E-14	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.006764001	0.014134143	0.478557542	0.632253429	
	2) Public programs for low-income households	0.04839789	0.01438092	3.365423873	0.000764262	***
	3) Reduce income taxes	0.027874038	0.014435854	1.93088945	0.053496725	
Regulations	1) At least 75% vegetarian meals	-0.079629469	0.01250867	-6.365942066	1.94E-10	***
	2) At least 50% vegetarian meals	-0.022650586	0.012731612	-1.779082343	0.075226263	
	3) At least 25% vegetarian meals	-0.023086868	0.012266923	-1.88204226	0.059830278	
Discounts	1) Reducing prices by 30%	0.026431932	0.010592037	2.495453017	0.012579641	*
	2) Reducing prices by 15%	0.023786097	0.010571923	2.249930914	0.024453331	*
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.065412558	0.011149468	5.866876874	4.44E-09	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.045267002	0.010753725	4.209425273	2.56E-05	***
Information Campaigns	1) Frequent campaigns	0.026787086	0.01034198	2.590131273	0.009593934	**
	2) Occasional campaigns	0.024920698	0.010401846	2.395795606	0.016584335	*
Subsidy Reduction	1) Eliminating subsidies	-0.012650613	0.010512618	-1.203374234	0.228831534	
	2) Halving subsidies	0.013171614	0.010545046	1.249080736	0.211635546	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	12992					
Number of Respondents	1624					

SI-Table 2a: United States –Linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal corresponding to Figure 1 and 2

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.165156851	0.016708567	-9.884561135	4.86E-23	***
	2) Increasing prices by 15%	-0.12875517	0.01717058	-7.498591646	6.45E-14	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.007033024	0.013855144	0.507610989	0.611726182	
	2) Public programs for low-income households	0.047226279	0.014149107	3.337756856	0.000844576	***
	3) Reduce income taxes	0.02743758	0.014149777	1.93908208	0.052491344	
Regulations	1) At least 75% vegetarian meals	-0.07778497	0.012471792	-6.236872153	4.46E-10	***
	2) At least 50% vegetarian meals	-0.025144919	0.012655194	-1.986924778	0.046930733	*
	3) At least 25% vegetarian meals	-0.021836554	0.012207234	-1.7888207	0.073643696	
Discounts	1) Reducing prices by 30%	0.024229731	0.010564422	2.293521669	0.021817989	*
	2) Reducing prices by 15%	0.022472845	0.010524786	2.135230532	0.032742184	*
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.067357629	0.011084635	6.076666671	1.23E-09	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.046642544	0.010776439	4.328196226	1.50E-05	***
Information Campaigns	1) Frequent campaigns	0.02661031	0.010287354	2.586701038	0.009689963	**
	2) Occasional campaigns	0.026846441	0.010305527	2.605052634	0.009186015	**
Subsidy Reduction	1) Eliminating subsidies	-0.012872459	0.010492117	-1.226869654	0.219871586	
	2) Halving subsidies	0.012677897	0.010454074	1.212723069	0.225235717	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	12992					
Number of Respondents	1624					

SI-Table 2b: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal including control variables *(variables age, gender, income, education, and policy frames)*

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.19094761	0.017435841	-10.95144253	6.54E-28	***
	2) Increasing prices by 15%	-0.143655228	0.018073814	-7.948251939	1.89E-15	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.012950289	0.014573672	0.888608526	0.374213507	
	2) Public programs for low-income households	0.04973966	0.014892021	3.340020829	0.000837721	***
	3) Reduce income taxes	0.031438162	0.014883923	2.112222786	0.034667345	*
Regulations	1) At least 75% vegetarian meals	-0.091635853	0.013052012	-7.02082221	2.21E-12	***
	2) At least 50% vegetarian meals	-0.028318604	0.013424258	-2.109509862	0.034900596	*
	3) At least 25% vegetarian meals	-0.023446314	0.012929995	-1.813327396	0.06978134	
Discounts	1) Reducing prices by 30%	0.025518716	0.011016208	2.316470046	0.020532618	*
	2) Reducing prices by 15%	0.029609848	0.010820962	2.73634162	0.006212649	**
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.076166829	0.011738197	6.488801511	8.65E-11	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.058434833	0.011215807	5.210042866	1.89E-07	***
Information Campaigns	1) Frequent campaigns	0.030104465	0.010645132	2.828002879	0.004683939	**
	2) Occasional campaigns	0.02857227	0.010605356	2.694135973	0.007057137	**
Subsidy Reduction	1) Eliminating subsidies	-0.011234222	0.010866143	-1.033873884	0.301195125	
	2) Halving subsidies	0.014781014	0.010925138	1.352936132	0.176076035	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	11944					
Number of Respondents	1621					

SI-Table 2c: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to those observation without any logical inconsistencies, i.e. dropping those observations for which the chosen policy-package is rated lower than the non-chosen package

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1645	0.0171	-9.616	0	***
	2) Increasing prices by 15%	-0.1331	0.0176	-75.628	0	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.0044	0.0142	0.3108	0.7559	
	2) Public programs for low-income households	0.0452	0.0145	31.077	0.0019	**
	3) Reduce income taxes	0.0269	0.0146	18.491	0.0644	
Regulations	1) At least 75% vegetarian meals	-0.0832	0.0126	-6.594	0	***
	2) At least 50% vegetarian meals	-0.0246	0.0128	-19.169	0.0553	
	3) At least 25% vegetarian meals	-0.0225	0.0123	-18.206	0.0687	
Discounts	1) Reducing prices by 30%	0.0233	0.0106	21.896	0.0286	*
	2) Reducing prices by 15%	0.0223	0.0106	20.953	0.0361	*
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.0612	0.0112	54.667	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.0412	0.0108	38.161	1,00E-04	***
Information Campaigns	1) Frequent campaigns	0.026	0.0104	24.936	0.0126	*
	2) Occasional campaigns	0.0237	0.0105	22.569	0.024	*
Subsidy Reduction	1) Eliminating subsidies	-0.0132	0.0106	-12.499	0.2113	
	2) Halving subsidies	0.0128	0.0106	12.005	0.2299	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	12736					
Number of Respondents	1592					

SI-Table 2d: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to meat/fish eaters

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1516	0.0261	-57.973	0	***
	2) Increasing prices by 15%	-0.1674	0.0258	-64.784	0	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.0033	0.0209	0.158	0.8745	
	2) Public programs for low-income households	0.0299	0.0221	13.491	0.1773	
	3) Reduce income taxes	0.0488	0.0219	22.317	0.0256	*
Regulations	1) At least 75% vegetarian meals	-0.0831	0.0192	-4.318	0	***
	2) At least 50% vegetarian meals	-0.0475	0.0189	-25.118	0.012	*
	3) At least 25% vegetarian meals	0.0013	0.0188	0.07	0.9442	
Discounts	1) Reducing prices by 30%	0.0063	0.017	0.3702	0.7113	
	2) Reducing prices by 15%	0.0298	0.0161	18.546	0.0637	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.0555	0.0171	32.432	0.0012	**
	2) Stringent limits on antibiotics/chemicals & large cages	0.0495	0.0168	29.383	0.0033	**
Information Campaigns	1) Frequent campaigns	-0.0016	0.0161	-0.0996	0.9207	
	2) Occasional campaigns	0.0024	0.0165	0.1482	0.8822	
Subsidy Reduction	1) Eliminating subsidies	-0.001	0.0161	-0.0593	0.9527	
	2) Halving subsidies	0.0387	0.0167	23.195	0.0204	*
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	5200					
Number of Respondents	650					

SI-Table 2e: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with high meat/fish consumption (median split sample by portions of meat/fish intake per week)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1685	0.025	-6.732	0	***
	2) Increasing prices by 15%	-0.0926	0.0264	-3.506	5,00E-04	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.01	0.0215	0.4642	0.6425	
	2) Public programs for low-income households	0.0597	0.0216	27.646	0.0057	**
	3) Reduce income taxes	0.012	0.0217	0.552	0.581	
Regulations	1) At least 75% vegetarian meals	-0.0669	0.0187	-35.807	3,00E-04	***
	2) At least 50% vegetarian meals	0.0093	0.0197	0.4704	0.638	
	3) At least 25% vegetarian meals	-0.03	0.0181	-16.552	0.0979	
Discounts	1) Reducing prices by 30%	0.039	0.0152	25.582	0.0105	*
	2) Reducing prices by 15%	0.0286	0.0163	17.517	0.0798	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.0787	0.0165	47.565	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.0631	0.0161	39.109	1,00E-04	***
Information Campaigns	1) Frequent campaigns	0.0405	0.0153	26.512	0.008	**
	2) Occasional campaigns	0.0367	0.0153	23.926	0.0167	*
Subsidy Reduction	1) Eliminating subsidies	-0.0159	0.0159	-1.002	0.3163	
	2) Halving subsidies	-0.0038	0.0155	-0.2478	0.8043	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	5792					
Number of Respondents	724					

SI-Table 2f: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with low meat/fish consumption (median split sample by portions of meat/fish intake per week)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.151179291	0.02667539	-5.667369564	1.45E-08	***
	2) Increasing prices by 15%	-0.105463196	0.028193721	-3.740662579	0.000183536	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.003689445	0.023046087	0.160089847	0.872810299	
	2) Public programs for low-income households	0.056283341	0.022802016	2.468349282	0.01357378	*
	3) Reduce income taxes	0.047940424	0.023390692	2.049551356	0.040408231	*
Regulations	1) At least 75% vegetarian meals	-0.067116235	0.019905474	-3.371747677	0.000746928	***
	2) At least 50% vegetarian meals	-0.011826736	0.019971109	-0.592192252	0.553721857	
	3) At least 25% vegetarian meals	-0.010889684	0.019018528	-0.572582902	0.566927139	
Discounts	1) Reducing prices by 30%	0.048960901	0.016319213	3.000199941	0.002698024	**
	2) Reducing prices by 15%	0.02561344	0.01633193	1.568304504	0.116810085	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.069065753	0.017182249	4.019599093	5.83E-05	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.063492708	0.016562403	3.833544513	0.00012631	***
Information Campaigns	1) Frequent campaigns	0.039660102	0.016054711	2.470309354	0.013499625	*
	2) Occasional campaigns	0.032787006	0.016227233	2.020492641	0.043332313	*
Subsidy Reduction	1) Eliminating subsidies	-0.005577469	0.015684419	-0.355605708	0.722135868	
	2) Halving subsidies	0.025185141	0.016046516	1.569508349	0.116529536	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	5224					
Number of Respondents	653					

SI-Table 2g: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to fourth and fifth income quintile

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.161725387	0.027247353	-5.935453173	2.93E-09	***
	2) Increasing prices by 15%	-0.141343513	0.028809087	-4.906212875	9.29E-07	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.012441643	0.022878675	0.543809607	0.586572497	
	2) Public programs for low-income households	0.057698151	0.023910659	2.413072427	0.015818676	*
	3) Reduce income taxes	0.018535903	0.023170714	0.799971158	0.423727508	
Regulations	1) At least 75% vegetarian meals	-0.106617812	0.020531741	-5.192828575	2.07E-07	***
	2) At least 50% vegetarian meals	-0.024187999	0.021875749	-1.105699248	0.268856716	
	3) At least 25% vegetarian meals	-0.038363201	0.020635382	-1.859098163	0.063013226	
Discounts	1) Reducing prices by 30%	0.007054489	0.018081502	0.390149488	0.69642601	
	2) Reducing prices by 15%	-0.004303118	0.017751929	-0.242402852	0.808468025	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.078864312	0.018424739	4.280348916	1.87E-05	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.039465714	0.018179495	2.170891592	0.029939368	*
Information Campaigns	1) Frequent campaigns	0.018642882	0.016809016	1.109100179	0.267386968	
	2) Occasional campaigns	0.015116768	0.017042106	0.887024654	0.375065627	
Subsidy Reduction	1) Eliminating subsidies	-0.01740225	0.017971379	-0.968331365	0.332878905	
	2) Halving subsidies	-0.005942983	0.017556962	-0.338497254	0.734988496	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	4744					
Number of Respondents	593					

SI-Table 2h: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to first and second income quintile

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1175	0.035	-33.574	8,00E-04	***
	2) Increasing prices by 15%	-0.1026	0.0341	-30.104	0.0026	**
Revenue Earmarking	1) Public environmental and climate protection programs	0.0207	0.0295	0.7025	0.4824	
	2) Public programs for low-income households	0.064	0.0288	22.203	0.0264	*
	3) Reduce income taxes	0.0024	0.0301	0.0784	0.9375	
Regulations	1) At least 75% vegetarian meals	-0.044	0.0257	-17.165	0.0861	
	2) At least 50% vegetarian meals	-0.0338	0.0265	-12.751	0.2023	
	3) At least 25% vegetarian meals	0.0186	0.0251	0.742	0.4581	
Discounts	1) Reducing prices by 30%	0.0452	0.0213	21.164	0.0343	*
	2) Reducing prices by 15%	0.0342	0.0218	15.655	0.1175	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.1265	0.023	55.097	0	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.0779	0.0224	34.741	5,00E-04	***
Information Campaigns	1) Frequent campaigns	0.0267	0.0204	13.044	0.1921	
	2) Occasional campaigns	0.0344	0.0207	16.567	0.0976	
Subsidy Reduction	1) Eliminating subsidies	-0.0145	0.0217	-0.6681	0.5041	
	2) Halving subsidies	0.0135	0.0214	0.6316	0.5277	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	3336					
Number of Respondents	417					

SI-Table 2i: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with left wing ideology (median split sample by left-right variable)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1646	0.0245	-67.305	0	***
	2) Increasing prices by 15%	-0.1427	0.0253	-56.384	0	***
Revenue Earmarking	1) Public environmental and climate protection programs	-0.0095	0.0199	-0.4747	0.635	
	2) Public programs for low-income households	0.0345	0.0206	16.699	0.0949	
	3) Reduce income taxes	0.0381	0.0204	18.678	0.0618	
Regulations	1) At least 75% vegetarian meals	-0.1091	0.0175	-62.155	0	***
	2) At least 50% vegetarian meals	-0.025	0.0178	-14.027	0.1607	
	3) At least 25% vegetarian meals	-0.0386	0.0175	-21.985	0.0279	*
Discounts	1) Reducing prices by 30%	0.013	0.0148	0.8781	0.3799	
	2) Reducing prices by 15%	0.0115	0.0148	0.7736	0.4392	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.034	0.0156	21.734	0.0297	*
	2) Stringent limits on antibiotics/chemicals & large cages	0.0347	0.0151	23.037	0.0212	*
Information Campaigns	1) Frequent campaigns	0.0349	0.0145	24.065	0.0161	*
	2) Occasional campaigns	0.0219	0.0149	1.472	0.141	
Subsidy Reduction	1) Eliminating subsidies	-0.0063	0.0146	-0.436	0.6628	
	2) Halving subsidies	0.0176	0.0147	11.913	0.2335	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	6304					
Number of Respondents	788					

SI-Table 2j: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to individuals with right wing ideology (median split sample by left-right variable)

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1576	0.0311	-50.653	0	***
	2) Increasing prices by 15%	-0.1601	0.0308	-51.951	0	***
Revenue Earmarking	1) Public environmental and climate protection programs	-0.0063	0.0243	-0.2596	0.7952	
	2) Public programs for low-income households	0.031	0.026	11.924	0.2331	
	3) Reduce income taxes	0.0506	0.0249	20.379	0.0416	*
Regulations	1) At least 75% vegetarian meals	-0.1413	0.022	-64.197	0	***
	2) At least 50% vegetarian meals	-0.0669	0.0233	-28.684	0.0041	**
	3) At least 25% vegetarian meals	-0.0368	0.0224	-16.436	0.1003	
Discounts	1) Reducing prices by 30%	0.0207	0.0182	11.347	0.2565	
	2) Reducing prices by 15%	0.0167	0.019	0.8809	0.3784	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.0388	0.0191	20.288	0.0425	*
	2) Stringent limits on antibiotics/chemicals & large cages	0.0354	0.0191	18.525	0.064	
Information Campaigns	1) Frequent campaigns	0.0299	0.0187	16.014	0.1093	
	2) Occasional campaigns	0.0189	0.0191	0.9917	0.3213	
Subsidy Reduction	1) Eliminating subsidies	-0.0287	0.0184	-15.627	0.1181	
	2) Halving subsidies	0.0113	0.0179	0.6319	0.5275	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	3912					
Number of Respondents	489					

SI-Table 2k: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to Republican voters

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1679	0.0299	-56.076	0	***
	2) Increasing prices by 15%	-0.1296	0.0286	-45.313	0	***
Revenue Earmarking	1) Public environmental and climate protection programs	0.028	0.0255	11.005	0.2711	
	2) Public programs for low-income households	0.0926	0.0248	37.335	2,00E-04	***
	3) Reduce income taxes	0.0456	0.0248	18.426	0.0654	
Regulations	1) At least 75% vegetarian meals	-0.0275	0.0224	-12.278	0.2195	
	2) At least 50% vegetarian meals	-0.0043	0.0215	-0.2016	0.8402	
	3) At least 25% vegetarian meals	0.0114	0.0214	0.5353	0.5925	
Discounts	1) Reducing prices by 30%	0.0489	0.0185	26.499	0.0081	**
	2) Reducing prices by 15%	0.0389	0.0185	21.066	0.0352	*
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.0696	0.019	36.698	2,00E-04	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.045	0.0178	25.305	0.0114	*
Information Campaigns	1) Frequent campaigns	0.0193	0.0172	11.215	0.2621	
	2) Occasional campaigns	0.0264	0.0177	14.919	0.1357	
Subsidy Reduction	1) Eliminating subsidies	0.0025	0.0181	0.1388	0.8896	
	2) Halving subsidies	0.0043	0.0183	0.236	0.8135	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	4528					
Number of Respondents	566					

SI-Table 2l: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to Democratic voters

Attribute	Level	Average Marginal Component Effects	Std. Err	Z-Value	Pr(>|z|)	
Tax Increase	1) Increasing prices by 30%	-0.1752	0.0321	-54.525	0	***
	2) Increasing prices by 15%	-0.1183	0.0362	-32.721	0.0011	**
Revenue Earmarking	1) Public environmental and climate protection programs	0.0028	0.0276	0.0999	0.9204	
	2) Public programs for low-income households	0.0191	0.0289	0.6599	0.5093	
	3) Reduce income taxes	-0.001	0.0294	-0.0326	0.974	
Regulations	1) At least 75% vegetarian meals	-0.0874	0.0238	-36.762	2,00E-04	***
	2) At least 50% vegetarian meals	0.0023	0.0255	0.0889	0.9292	
	3) At least 25% vegetarian meals	-0.0413	0.0242	-17.038	0.0884	
Discounts	1) Reducing prices by 30%	0.0234	0.0212	11.048	0.2692	
	2) Reducing prices by 15%	0.0133	0.0197	0.6733	0.5007	
Animal Framing Standards	1) Organic practices (no antibiotics/chemicals) & no cages	0.0775	0.0233	33.254	9,00E-04	***
	2) Stringent limits on antibiotics/chemicals & large cages	0.0431	0.0224	19.265	0.054	
Information Campaigns	1) Frequent campaigns	0.0295	0.0208	14.191	0.1559	
	2) Occasional campaigns	0.0317	0.0202	15.646	0.1177	
Subsidy Reduction	1) Eliminating subsidies	0.0067	0.0214	0.3147	0.753	
	2) Halving subsidies	0.0417	0.0221	18.914	0.0586	
Baseline Level						
Tax Increase	3) No new tax					
Revenue Earmarking	4) General government budget					
Regulations	4) No such rules					
Discounts	3) No discounts					
Animal Framing Standards	3) Standards kept at current level					
Information Campaigns	3) No campaigns					
Subsidy Reduction	3) Keeping subsidies at current level					
Number of Obs.	3304					
Number of Respondents	413					

SI-Table 2m: United States – Robustness linear regression results for estimating average marginal component effects on the proportion of respondents' supporting a policy proposal restricting sample to Independent voters

Sample statistics

SI-Table 3a – Comparison of German national statistics and sample statistics

	Germany	
	National statistics[1]	Sample
Gender		
Male	51%	50.9%
Female	49%	49.1%
Age		
18-24	10%	9.5%
25-34	15%	14.9%
35-44	16%	15.9%
45-54	20%	20.2%
55-65	16%	15.8%
65+	24%	23.8%
Education		
Low	19%	11.5%
Medium	57%	57.2%
High	24%	31.3%
Income (monthly)		
960 € or less	10%	7.4%
960 - 1290 €	10%	8.5%
1290 - 1640 €	10%	10.0%
1640 - 1975 €	10%	7.6%
1975 - 2365 €	10%	13.4%
2365 - 2860 €	10%	13.4%
2860 - 3440 €	10%	14.8%
3440 - 4215 €	10%	12.7%
4215 - 5515 €	10%	7.7%
More than 5515 €	10%	4.4%
Employment status		
Employed full-time (Full time, Part time, self-employed)	58%	57.0%
Not working	42%	43.0%

[1] Source: Eurostats 2013

SI-Table 3b – Comparison of US national statistics and sample statistics

	United States	
	National statistics[2]	Sample
Gender		
Male	48%	48%
Female	52%	52%
Age		
18-24	12%	11.8%
25-34	18%	17.8%
35-44	17%	16.9%
45-54	18%	18.0%
55-64	17%	16.6%
65+	19%	18.8%
Education		
No College	40%	32.3%
Some College	31%	17.8%
College+	29%	49.9%
Income (annualy)		
$22,500 or less	20%	15.5%
$22,501 - $43,500	20%	20.8%
$43,501- $72,000	20%	23.6%
$72,001- $117,000	20%	26.6%
$117,001 - $214'500	15%	11.1%
More than $214'500	5%	2.4%
Employment status		
Employed full-time	48%	45.1%
Employed part-time	10%	12.2%
Other/Not working	42%	42.6%

[2] Source: ACS 2015

SI-Table 3c – Comparison of Chinese national statistics and sample statistics

	China	
	National statistics[3]	Sample
Gender		
Male	51%	50.5%
Female	49%	49.5%
Age		
18-24	16%	16.0%
25-34	19%	25.0%
35-44	23%	25.0%
45-54	18%	34.0%
55+	25%	
Education		
primary middle school or below	70.23%	10.8%
high school or equivalent	16.44%	8.3%
professional college	6.82%	21.0%
university (bachelor)	5.93%	63.7%
master and above	0.59%	6.0%
Income (annualy)		
CNY 6970 or less	20%	1.6%
CNY 6971 - 20,450	20%	8.4%
CNY 20,451 - 37,430	20%	5.6%
CNY 37,431 - 67,100	20%	11.0%
CNY 67,101 - 182,260	15%	48.7%
More than CNY 182,261	5%	24.8%
Employment status		
Full timer, Part timer, Self-employed (Working)	84%	89.0%
Home maker, Student, Retired, Not employed / In between jobs (Not Working)	16%	11.0%
Other	0%	0.2%

[3] Source: Census 2010, Chinese Statistical Yearbook 2016, CHFS 2011

Expert interviews

SI-Table 4 – Explorative expert interviews (N=9)

No.	Interviewee's identity	Date	Location
1	Climate advisor for an NGO's China office	March 2017	Beijing
2	Public opinion expert at a Chinese university	March 2017	Beijing
3	Sustainable food advocate and consultant in China	March 2017	Beijing
4	US and international Sustainable food policy expert (thinktank)	March 2017	Skype
5	Sustainable food policy expert (professor) in Germany	April 2017	Skype
6	Sustainable food policy expert (thinktank) in Germany	April 2017	Skype
7	Sustainable food policy expert (thinktank) in Germany	April 2017	Skype
9	US and international sustainable food policy expert (University professor)	July 2017	Skype

Food policy context

SI-Table 5 – Overview of food policy context in the three country cases

Food Policy Context - China		
Instrument	**Adopted at national level**	**Discussed at national level**
New tax on meat and fish products	No	No
Rules about minimum share of vegetarian meals in public cafeterias	No	No
Information campaigns	Yes, *The Chinese Dietary Guidelines* published in 2016 by the National Health and Family Planning Commission recommends Chinese consumers to limit their daily consumption to 200 g (i.e., 27 kg for annual consumption), which means cutting China's meat consumption by 50%. WildAid launched a public service announcement in Chinese on social media recommending the Chinese to eat less meat.	Yes, recommendations on the reduction of meat consumption have been proposed by government agencies, NGOs, and media.
Discounts for low-emission (vegetarian) alternatives	No	No
Animal farming standards	Yes, in 2013, the State Council enacted the *Regulation on the Prevention and Control of Pollution from Large-scale Breeding of Livestock and Poultry*. Following this regulation, the Ministry of Environment began to update the national discharge standard of pollutants for livestock and poultry breeding since 2014 and several provincial governments have strengthened their local standards.	Yes, in recent years, there have been many discussions across the country on the implementation of stricter animal farming standards for pollution control.
Food Policy Context - Germany		
Instrument	**Adopted at national level**	**Discussed at national level**
New tax on meat and fish products	No	Yes, since 2015 after report by the Scientific Advisory Board for Agricultural Policy of the Federal Ministry of Food and Agriculture (2015) and proposal for sales tax increase made by German Environmental Agency (2016). National public debate became salient in December 2016 and again in August 2019.
Rules about minimum share of vegetarian meals in public cafeterias	Not at national level. In some cities (e.g., Bremen) and in some selected canteens on voluntary basis.	Yes, since 2013 after discussions about "veggie-day" proposal of Green party during federal election campaign. Public debate was most salient before elections in September 2013, but continued to

		be salient in media debate about sustainability and food issues.
Information campaigns	No official public campaign at national level, but only private NGO campaigns. Animal welfare label will be introduced in 2020.	To some degree. Since 2015 discussions about introduction of official animal welfare label. First political announcements made in 2017. Official announcement about introduction of label made by Federal Ministry of Food and Agriculture in February 2019. So far, no debate about official information campaigns on climate, local environmental and health impacts of meat consumption.
Discounts for low-emission (vegetarian) alternatives	No	To some degree. Discussions about reductions or abolishment of sales tax for organic and vegetarian products in combination with sales tax increase after report by the Scientific Advisory Board for Agricultural Policy of the Federal Ministry of Food and Agriculture (2015) and proposal made by German Environmental Agency (2016). Discussion became salient in December 2016 and again in August 2019.
Animal farming standards	No stricter animal farming standards	Since public debate about the "Veggie-day" in 2013, the Green party and many environmental NGOs focused the public debate on increasing animal welfare standards. Since 2011 annual large-scale demonstrations against industrial farming (" Wir haben es satt!) in Berlin with around 30'000 participants.
Food Policy Context - United States		
Instrument	**Adopted at national level**	**Discussed at national level**
New tax on meat and fish products	No	Yes, specifically in the realm of the Fitch Solutions report proposing a sin tax on meat worldwide. However, the current agriculture minister objects to introducing such a meat tax, specifically because there are concerns the policy would affect farmers' incomes and poorer members of society most.
Rules about minimum share of vegetarian meals in public cafeterias	No, only at the subnational state level to some degree. In California, State Bill 1138 requires licensed health care facilities and state prisons to make available plant-based meal options containing no animal products or by-products, including meat, poultry, fish, dairy, or eggs	No, only discussed at subnational level.
Information campaigns	No. The only official information that suggests reductions in meat intake are the nutrition guidelines developed by the USDA. There is,	No, discussions about official campaigns nationwide. Most discussions arise around pro-meat campaigns by the powerful meat

	however, no official nationwide information campaign to highlight the benefits of meat reduction.	industry. Non-state actors have campaigned under the slogan "Meatless Monday", especially highlighting the benefits of reduced (red) meat consumption for health.
Discounts for low-emission (vegetarian) alternatives	No, only at the subnational level. In Massachusetts, all eligble citizens for the supplemental nutrition assistance program (formally food stamps) can participate in the Healthy Incentives Program that incentivizes plant-based diets. California's Plant-Based School Lunch Bill (AB 479) provides extra funding to schools that add or increase the number of plant-based products on their menus.	No, only discussed at subnational level.
Animal farming standards	To a limited extent in politics around food safety. For example, the Food Safety Modernization Act (FSMA) signed into law in 2011 allows the FDA to regulate the way foods are grown, harvested and processed. Similarly, the Federal Meat Inspection Act allows the Department of Agriculture to monitor and inspect slaughter and processing operations. Such inspections are required since the Wholesome Meat Act that passed in 1967.	Before the Food Safety Modernization Act (FSMA), "Kevin's Law", also known as "Meat and Poultry Pathogen Reduction and Enforcement Act of 2003" was a proposed legislation to close down plants that produce contaminated meat. Kevin's Law would have strengthend the U.S. government's ability to prevent contaminated meat and poultry from entering the food supply. However, the bill never became law

Survey instrument

Please only use for review purposes. Programming instructions are marked in red color. Survey items apply to all countries if not highlighted otherwise. German and Chinese translation of the survey is available from the authors upon request.

If you want to participate in this survey, please select "I have read this statement and agree to participate in this survey" at the bottom of this page. If you do not want to participate, please select "Cancel".

<Line Break>

This survey is carried out for a university based research project. Its objective is to better understand public opinion concerning food policy. It is solely for scientific purposes and has no commercial or government-related purpose. The survey is anonymous. The information you provide will not be stored or used in any way that could reveal your personal identity.

1. I have read this statement and agree to participate in this survey
2. Cancel [Finish survey]

Timing Mark

Page break

Q1. Section: Introduction to survey

Welcome to this survey. We are very grateful for your participation. Our research will only produce meaningful results if you read and think about each question carefully and express your true personal opinion. Thank you for keeping this in mind! It will take you no longer than 15 minutes to complete the survey.

Timing Mark

Page break

Q2. Section: General Socio Demographics

Q2.1. SA - to use Age/Gender module

What is your gender?

1. Male
2. Female

Timing Mark

Page break

Q2.2. OE NUMERIC – to use Age/Gender module

What is your year of birth?

1. Open box

[YYYY format, only allow numbers between 1900- 1999]

Screened-out if <18yo

Timing Mark
Page break

Q2.3. SA / Education

What is the highest level of education you have completed?

1. Some education, but no high school degree
2. Graduated from high school
3. 2-year / Associate's degree
4. Bachelor's degree
5. Master's degree or higher
6. [German extra item]
7. [German extra item]
8. [German extra item]

Timing Mark
Page break

Q3.4. SA / Region – [ASKED FOR CHINA ONLY]
For China:
Q3.4.1 SA Where do you live?
Please choose the province you live in:

Q3.4.2 SA Please select the city you live in:

Q3.4.3 SA Please select the district you live in:

DROPDOWN MENU (CHINA ONLY): Please use excel file and recode into region. We need to ask the 3 levels/respondent: Province/City/District

ChinaZipcode_Region.xlsx

Q3.5. OE NUMERIC / Region – [POSTAL CODE – USE MARKET SIZE MODULE FOR GERMANY AND USA]

What is your zip code?

[NUMERICAL OE]

MKT size US and Germany.xlsx

TO INCLUDE AREA SIZE VARIABLE FOR EACH COUNTRY IN THE DATA AT THE END OF FIELDWORK

Timing Mark
Page break

Q3.6. SA /Citizenship

Are you a citizen of the United States?

1. Yes
2. No [screen out]

Timing Mark

Page break

Q3.7. MA – NUMERIC/Adults-Children

Including yourself, how many people live in your household? Please indicate adults and children separately.

1. Adults (18 and older): _**[OE, Error message if not 1 at code 1 then "Please enter at least one adult person", Instructions: allow numbers only; 1-100]**
2. Children, Teenagers (younger than 18): _**[OE]**
   [Instructions: allow numbers only; 0-100]

Timing Mark

Page break

Q3.8. SA /Income

Thinking back over the last year (2017), what was the total annual income of your household (meaning your own income of any kind including all wages, salaries, dividends, pensions and government payments and the income of other persons in your household combined) before taxes?

[Dropdown menu]

1. $22,500 or less
2. $22,501 - $43,500
3. $43,501- $72,000
4. $72,001- $117,000
5. $117,001 - $214'500
6. More than $214'500
7. [German extra item]
8. [German extra item]
9. [German extra item]
10. [German extra item]

Timing Mark

Page break

Q3.9. SA /Employment Status

Which statement best describes your current employment status?

1. Working full time
2. Working part time
3. Temporarily laid off
4. Unemployed
5. Retired
6. Permanently disabled
7. Homemaker
8. Student
9. Other (Please specify) [OE]

Timing Mark

Page break

Q3. Section: Political views [Not shown in China]

We would now like to ask you some more general questions. Thank you for answering these questions!

Timing Mark
Page Break

Q3.1. SA / SCALE FROM 1 TO 7 (1 on the left & 7 on the right) – NOT ASKED IN CHINA

Some people think the government is trying to do too many things that should be left to individuals and businesses. Others think that the government should do more to solve our country's problems. How would you place your own views on a scale from "government is doing too much" (1) to "government should do more" (7)?

[Horizontal scale answers as per Q5.5]

Government is doing too much (1), 2, 3, 4, 5, 6, Government should do more (7)

Timing Mark
Page Break

Q3.2. SA / SCALE FROM 1 TO 10 (1 on the left & 10 on the right) NOT ASKED IN CHINA

In political matters, people talk of "left" and "right".
How would you place your own views on a scale from left (1) to right (10)?
[Horizontal scale answers as per Q5.5]

Left (1), 2, 3, 4, 5, 6, 7, 8, 9, Right (10)

Timing Mark
Page Break

Q3.3. SA / Party

[Filter and show only if country case "USA"]

Do you usually think of yourself as a Democrat, a Republican, an Independent, or something else?
[Please randomize the order of items 1, 2, 3]

1. Democrat
2. Republican
3. Independent
4. Something else (Please specify) [OE]
5. Not close to any party

Q3.3.1. SA / Party I Germany

[Filter and show only if country case "Germany"]

Betrachten Sie sich selbst als Anhänger einer bestimmten politischen Partei oder gibt es eine Partei, der Sie sich näher fühlen als allen anderen?

1. Ja [go to follow-up question 4.3.2 „Welche Partei ist das?“]
2. Nein [skip follow-up question]
3. Weiß nicht [skip follow-up question]

Q3.3.2. SA / Party II Follow-Up Germany – randomize items

Welche Partei ist das? [Filter: only if “Ja” (code 1) in previous question 4.3.1]

1. CDU - Christlich Demokratische Union Deutschlands
2. CSU - Christlich-Soziale Union in Bayern
3. SPD - Sozialdemokratische Partei Deutschlands
4. FDP - Freie Demokratische Partei
5. Grüne – Bündnis 90/Die Grünen
6. Die Linke – Linkspartei
7. AfD – Alternative für Deutschland
8. Andere Partei (bitte geben Sie an welche):_____ [OE]

Timing Mark
Page Break

Q4. Section: Food Consumption Habits

Now, we will ask you some questions about your eating habits. Thank you for your answers.

Timing Mark
Page Break

Q4.1. SA / Eating habits

What are your eating habits?

1. I eat fish and meat products
2. I eat meat, but no fish products
3. I eat fish, but no meat products
4. I am Vegetarian (no meat and no fish products)
5. I am Vegan (no animal products)

Timing Mark
Page Break

Q4.2. SA / Meat-Fish Frequency – show two questions on one page

Q4.2.1. SA / Total Meal Frequency

[Filter and show only if people eat fish and/or meat products, i.e. filter and show only if items 1,2,3 are selected in Q 5.1]

Think of a normal week in your life: How many main meals, such as breakfast, lunch or dinner, do you eat in such a week? Please give a rough estimate.

[Dropdown menu without scrolling down – all items displayed at the same time:]

1. 7 main meals
2. 8 main meals
3. 9 main meals
4. 10 main meals
5. 11 main meals

6. 12 main meals
7. 13 main meals
8. 14 main meals
9. 15 main meals
10. 16 main meals
11. 17 main meals
12. 18 main meals
13. 19 main meals
14. 20 main meals
15. 21 main meals
16. More
17. Please specify: To be displayed if code 16 selected in the dropdown menu [NUMERIAL OE – RANGE FROM 22 TO 50]

Q4.2.2. SA / Total Meat/Fish Frequency

[Filter and show only if people eat fish and/or meat products, i.e. filter and show only if items 1,2,3 are selected in Q 5.1]

Please indicate how many times in a normal week you eat [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] for your main meal? Please give a rough estimate.

[Dropdown without scrolling down – all items displayed at the same time:]: values dependent on prior input in Q5.2.1 on the same page, i.e. maximum number of meals containing meat or fish = to number of total main meals/week indicated beforehand. For instance, if person eats 14 main meals per week (Code: Q5.2.1, 8) then the dropdown options in this question range from "1 time per week for main meal" up to "14 times per week for main meal"] – [We can't go above the maximum answered at Q5.2.1 code 17 for code 23 at Q5.2.2]

1. 1 time per week for main meal
2. 2 times per week for main meal
3. 3 times per week for main meal
4. 4 times per week for main meal
5. 5 times per week for main meal
6. 6 times per week for main meal
7. 7 times per week for main meal
8. 8 times per week for main meal
9. 9 times per week for main meal
10. 10 times per week for main meal
11. 11 times per week for main meal
12. 12 times per week for main meal
13. 13 times per week for main meal
14. 14 times per week for main meal
15. 15 times per week for main meal
16. 16 times per week for main meal
17. 17 times per week for main meal
18. 18 times per week for main meal
19. 19 times per week for main meal
20. 20 times per week for main meal
21. 21 times per week for main meal
22. More
23. Please specify: To be displayed if code 22 selected in the dropdown menu [OE - RANGE FROM 22 TO 50 – Answer shouldn't be over answer code 17 at Q5.2.1, if so please display error message "You can't eat more times per week for main meal than the number of main meals you're having during a normal week, please revise your answer"]

Q4.3. SA / Meat-Fish Amount

[Filter and show only if people eat fish and meat products, i.e. filter and show only if items 1, 2, 3 are selected in Q 5.1]

Think of a normal week in your life: Approximately how many pounds of [if Q 5.1, item 1 use "meat and fish products (including sausages and other processed meat or fish)"; if Q5.1, item 2 use "meat products (including sausages and other processed meat)", Q5.1, item 3 use "fish products (including processed fish)"] do you usually eat during such a week? Note that an average piece of meat or fish in the US weighs around half a pound (½ lb). If you do not know the exact amount, please estimate as best as you can.
[Instruction: Dropdown menu without scrolling down – all items displayed at the same time]

1. Up to 1 pound
2. Between 1 and 2 pounds
3. Between 2 and 3 pounds
4. Between 3 and 4 pounds
5. Between 4 and 5 pounds
6. Between 5 and 6 pounds
7. Between 6 and 7 pounds
8. Between 7 and 8 pounds
9. Between 8 and 9 pounds
10. Between 9 and 10 pounds
11. Between 10 and 11 pounds
12. Between 11 and 12 pounds
13. More than 12 pounds
14. Please specify: To be displayed if code 13 selected in the dropdown menu [US and China OE - RANGE FROM 13 TO 100, Germany OE - RANGE FROM 7 TO 50]

Timing Mark
Page Break

Q4.4. A / Meat-Fish Type

[Filter and show only if people eat fish and meat products, i.e. filter and show only if items 1 or 2 are selected in Q 5.1]

What is the type of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products"] you eat most frequently?
[Please randomize the order of items 1, 2, 3, 4, 5]

1. Beef
2. Lamb
3. Pork
4. Chicken
5. Fish & Seafood [not shown if people only eat meat, i.e. Q5.1 item 2]

Timing Mark
Page Break

Q4.5. SA/Difficulty to reduce

[Filter and show only if people eat fish and/or meat products, i.e. filter and show only if items 1,2,3 are selected in Q 5.1]

How difficult would it be for you personally to completely stop eating [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"]?

[horizontal scale] Randomize Direction of the scale from 1 to 7 or from 7 to 1

1. Very difficult
2. Difficult
3. Somewhat difficult
4. Neither difficult nor easy
5. Somewhat easy
6. Easy
7. Very easy

Timing Mark
Page Break

Q4.6. SA/Importance for quality of life

[Filter and show only if people eat fish and/or meat products, i.e. filter and show only if items 1,2,3 are selected in Q 5.1]

How important is eating [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] for your quality of life?

[horizontal scale] Randomize Direction of the scale from 1 to 7 or from 7 to 1

1. Not important at all
2. Unimportant
3. Rather unimportant
4. Neither unimportant nor important
5. Rather important
6. Important
7. Very important

Timing Mark
Page break

Q4.7. SA PER ITEM / DISPLAY ITEMS ONE AFTER THE OTHER – Shopping criteria

When you buy groceries, how important is the following aspect to you?

[Instructions: RANDOM ORDER OF ITEMS, show each item separately in flipping type format, i.e. keep scale for each item constant and just "flip in a new item" automatically after respondents indicated their response to the prior item]

	Not important at all (1)	Unimportant (2)	Rather unimportant (3)	Neither unimportant nor important (4)	Rather important (5)	Important (6)	Very important (7)
Taste (1)	❍	❍	❍	❍	❍	❍	❍
Freshness (2)	❍	❍	❍	❍	❍	❍	❍
Price (3)	❍	❍	❍	❍	❍	❍	❍
Personal health and nutritional value (4)	❍	❍	❍	❍	❍	❍	❍
Fair trade (5) [Not shown in China]	❍	❍	❍	❍	❍	❍	❍
Animal welfare (6)	❍	❍	❍	❍	❍	❍	❍
Food safety/no harmful substances (7)	❍	❍	❍	❍	❍	❍	❍
Organic (8)	❍	❍	❍	❍	❍	❍	❍
Climate impact (9)	❍	❍	❍	❍	❍	❍	❍
Environmental impact (10)	❍	❍	❍	❍	❍	❍	❍
Convenience (11)	❍	❍	❍	❍	❍	❍	❍

Timing Mark

Page Break

Q5. Section: Problem awareness

Instructions: Random allocation of 325 participants to each of the following informational treatment groups and the control group, see information treatments further below, do not show treatment here but only allocate people to the groups

Issue
Global Climate Protection (1)
Local Environment Protection (3)
Personal Health Protection (4)
Animal Welfare Protection (5)
Control Group/Placebo

Q5.1. SA – item dependent on respective framing treatment, see allocation above/ Personal awareness – Ask if treatment group=1

[Instruction: if assigned to treatment group 1, global climate]

Do you think that the majority of scientists believes that the consumption of meat and fish products has a positive, negative or no effect on the global climate?

[horizontal scale]

1. Negative effect
2. Somewhat negative effect
3. No effect
4. Somewhat positive effect
5. Positive effect
6. I don't know BELOW THE SCALE

Q5.2. SA – item dependent on respective framing treatment, see allocation above/ Personal awareness – Ask if treatment group=2

[Instruction: if assigned to treatment group 2, local environment]

Do you think that the majority of scientists believes that the consumption of meat and fish products has a positive, negative or no effect on the environment in the United States?

[horizontal scale]

1. Negative effect
2. Somewhat negative effect
3. No effect
4. Somewhat positive effect
5. Positive effect
6. I don't know BELOW THE SCALE

Q5.3. SA – item dependent on respective framing treatment, see allocation above/ Personal awareness– Ask if treatment group=3

[Instruction: if assigned to treatment group 3, personal health]

Do you think that the majority of scientists believes that the consumption of meat and fish products has a positive, negative or no effect on Americans' personal health?

[horizontal scale]

1. Negative effect
2. Somewhat negative effect
3. No effect
4. Somewhat positive effect
5. Positive effect
6. I don't know BELOW THE SCALE

Q5.4. SA – item dependent on respective framing treatment, see allocation above/ Personal awareness – Ask if treatment group=4

[Instruction: if assigned to treatment group 4, animal welfare]

Do you think that the majority of scientists believes that the consumption of meat and fish products has a positive, negative or no effect on the welfare of animals?

[horizontal scale]

1. Negative effect
2. Somewhat negative effect
3. No effect
4. Somewhat positive effect
5. Positive effect
6. I don't know BELOW THE SCALE

Q5.5. SA – item dependent on respective framing treatment, see allocation above/ Personal awareness –if treatment group=5

[Instruction: if assigned to control group 5 do not show question Q7.5]

Timing Mark

Page Break

Q6. Section: Information Treatments

[Instructions: Show respective treatments and placebo groups according to the random allocation of respondents in section 7; set timing mark to stay at least 10 sec on page – We show text and illustration for each treatment group assigned]

Issue
Global Climate Protection (1)
Local Environment Protection (3)
Personal Health Protection (4)
Animal Welfare Protection (5)
Control Group/Placebo

Timing Mark
Page break

Q6.1. SA - Allow one choice/Comprehension check

Could you please tell us what was the main message in the text and illustration you just looked at, regardless of whether you agree or disagree with that message? Please select one of the following.

[Instruction: if assigned in section 7 to treatment group 1, global climate]
[Instructions: Randomize order of items]

1. Negative consequences of consuming meat and fish products for the global climate.
2. Positive consequences of consuming meat and fish products for the global climate.
3. Consuming meat and fish products during holidays.
4. Consuming meat and fish products after sports.

[Instruction: if assigned in section 7 to treatment group 2, local environment]
[Instructions: Randomize order of items]

5. Negative consequences of consuming meat and fish products for the environment in the United States.
6. Positive consequences of consuming meat and fish products for the environment in the United States.
7. Consuming meat and fish products during holidays.
8. Consuming meat and fish products after sports.

[Instruction: if assigned in section 7 to treatment group 3, personal health]
[Instructions: Randomize order of items]

9. Negative consequences of consuming meat and fish products for Americans' personal health.
10. Positive consequences of consuming meat and fish products for Americans' personal health.
11. Consuming meat and fish products during holidays.
12. Consuming meat and fish products after sports.

[Instruction: if assigned in section 7 to treatment group 4, animal welfare]
[Instructions: Randomize order of items]

13. Negative consequences of consuming meat and fish products for the welfare of animals.
14. Positive consequences of consuming meat and fish products for the welfare of animals.
15. Consuming meat and fish products during holidays.
16. Consuming meat and fish products after sports.

[Instruction: if assigned in section 7 to treatment group 5, control group]
[Instructions: Randomize order of items]

17. Online cooking books and blogs
18. Consuming meat and fish products and sport fishing
19. Consuming meat and fish products during holidays.
20. Consuming meat and fish products after sports.

Q7. Section: General Response Questions

Q7.1. Slider/General reduction of consumption

According to some estimates, Americans currently eat on average 6 pounds meat and fish products per week.
[line break]

Do you think that this amount should be reduced or not reduced? If reduced, by how much?

[line break]

Please choose your answer on the scale below, 0% means that the average consumption of meat and fish products should not be reduced, and 100% means that Americans should stop eating meat and fish products.

[Slider item from 0% to 100% in 10% steps/text displaying 5% marks without text]

Not reduce at all (0% less)- Completely stop eating meat and fish products (100% less)

Based on your answer, Americans would then eat on average X [Please change number dynamically depending on respondent's answer on slider] pounds of meat and fish products per week.

USA [Instructions: use average (which is at 6 pounds) American consumption amount of meat/fish to calculate the respective amount dependent on respondents' choice in Q12.1]

Germany [Instructions: use average (which is at 2.5 kg) German consumption amount of meat/fish to calculate the respective amount dependent on respondents' choice in Q12.1]

China [Instructions: use average (which is at 4 jin) Chinese consumption amount of meat/fish to calculate the respective amount dependent on respondents' choice in Q12.1]

Example for USA: If 60% answered on the slider then it means 60% reduction based on 6 pounds average so we'll display dynamically "2.4" for the new average → [6-(6*60%)=2.4] and display "60% less than the current average consumption"

→ Please allow 2 Decimal for all results

Germany [Instructions: use average (which is at 2.5 kg) German consumption amount of meat/fish to calculate the respective amount dependent on respondents' choice in Q12.1]

Example for Germany: If 50% answered on the slider then it means 50% reduction based on 2.5 kg average so we'll display dynamically "1.25" for the new average → [2.5-(2.5*50%)=1.25]

Timing Mark
Page break
[Filter and show only if people eat fish and/or meat products, i.e. filter and show only if items 1,2,3 are selected in Q 5.1]

Q7.2. Slider/Personal reduction of consumption – amount measure

Earlier you indicated that your current personal consumption of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] is around **X [Instruction: based on earlier answer in Q5.3 on personal meat/fish consumption. Please remove capital letter for the word "Between" to make it fit in the sentence]** pounds during a normal week.

[line break]

If at all, how much would you personally be willing to reduce your consumption of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] in an average week?
[line break]

Please choose your answer on the scale below.

[Slider item from 0% to 100% in 10% steps/text displaying 5% marks without text]

Not reduce at all (0% less) - Completely stop eating [if Q 5.1, item 1 use "**meat and fish products**"; if Q5.1, item 2 use "**meat products**", Q5.1, item 3 use "**fish products**"] **(100% less)**

Based on your answer, you would then eat on average X [Please change number dynamically depending on respondent's answer on slider] pounds of [if Q 5.1, item 1 use "**meat and fish products**"; if Q5.1, item 2 use "**meat product**, Q5.1, item 3 use "**fish products**"] **per week.**

[Instructions: use respondents' personal consumption amount of meat/fish indicated in Q5.3 to calculate the respective amount dependent on respondents' choice in Q12.2. For the calculation, please use the average in the range so if btw 6 to 7 pounds selected at Q5.3, then please choose 6.5 and display accordingly]

[For Germany: Instructions: use respondents' personal consumption amount of meat/fish indicated in Q5.3 to calculate the respective amount dependent on respondents' choice in Q12.2. For the calculation, please use the average in the range so if btw 2.5 to 3 kg selected at Q5.3, then please choose 2.75 and display accordingly]

Allow 2 decimals

Timing Mark
Page break **[Filter and show only if people eat fish and/or meat products, i.e. filter and show only if items 1,2,3 are selected in Q 5.1]**

Q7.3. SA/Personal reduction of consumption – times measure

Earlier you indicated that in a normal week you eat [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] for your main meal around X times **[Instruction: based on earlier question on frequency of personal meat/fish consumption indicated in Q5.2.2]**. Would you be willing or not be willing to reduce your consumption of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"]?

Allow 2 decimals

[Dropdown menu with reduction values dependent on answer in Q5.2.2, i.e. items between first item 1 "completely stop eating meat and fish products" and last item 24 "Not reduce at all" should go up to the times per week indicated in Q5.2.2 minus 1 time, e.g. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 times a week for a main meal if in Q5.2.2 item 13 was selected]:

1. Completely stop eating [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"]
2. Willing to reduce to 1 time per week for main meal
3. Willing to reduce to 2 times per week for main meal
4. Willing to reduce to 3 times per week for main meal
5. Willing to reduce to 4 times per week for main meal
6. Willing to reduce to 5 times per week for main meal
7. Willing to reduce to 6 times per week for main meal
8. Willing to reduce to 7 times per week for main meal
9. Willing to reduce to 8 times per week for main meal
10. Willing to reduce to 9 times per week for main meal
11. Willing to reduce to 10 times per week for main meal
12. Willing to reduce to 11 times per week for main meal
13. Willing to reduce to 12 times per week for main meal
14. Willing to reduce to 13 times per week for main meal
15. Willing to reduce to 14 times per week for main meal
16. Willing to reduce to 15 times per week for main meal
17. Willing to reduce to 16 times per week for main meal
18. Willing to reduce to 17 times per week for main meal
19. Willing to reduce to 18 times per week for main meal
20. Willing to reduce to 19 times per week for main meal
21. Willing to reduce to 20 times per week for main meal
22. Willing to reduce to 21 times per week for main meal
23. Willing to reduce to more than 21 times per week for main meal
24. Not reduce at all [Always displayed]
25. Please specify up to how many times per week you would reduce: Display only if code 23 is selected and value from 23 inserted [OE NUMERIC RANGE FROM 22 to 50 – Maximum value should be the number selected at Q5.2.2 minus 1. E.g: If someone indicated 27 meals, they should be able to type between 22-26 here – Please display following error message if so "You cannot choose a number that is higher than the weekly number of main meals you indicated earlier, please revise accordingly"

Q8. Section: Willingness to pay and act

[Filter and show only if people eat fish and/or meat products, i.e. Q 5.1 item 1, 2 or 3 is selected]

Q8.1. Slider/Personal WTP

A pound of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] currently costs on average around $3 in the United States.

[Insert line break]

One possibility to reduce the consumption of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] is to increase the price of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] by adding a tax. The reason is that people consume less when the price of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] goes up. Would you be willing or not be willing to accept such an increase in prices to reduce people's consumption of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"]? If so, by how much?

[Slider item from 0% to 100% in 10% steps/text displaying 5% marks without text]

Not willing to accept any price increase (0% more) – Willing to accept double the price (100% more)

You would then pay around X [Please change number dynamically depending on respondent's answer on slider] Dollars for a pound of meat and fish products [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products, Q5.1, item 3 use "fish products]**.**

USA [Instructions: use the hypothetical average price of $3 to calculate the respective additional Dollar amount that people would be willing to pay dependent on the % choice of respondents in Q14.1 – The maximum shown for USA will be $6 if 100% selected in the slider]

Germany [Instructions: use the hypothetical average price of 6 Euros/kg to calculate the respective additional EUR amount that people would be willing to pay dependent on the % choice of respondents in Q14.1]

China [Instructions: use the hypothetical average price of 20 RMB per half kg to calculate the respective additional RMB amount that people would be willing to pay dependent on the % choice of respondents in Q14.1]

ALLOW 2 DECIMALS

Example for USA: If 60% selected on the slider → [3+(60%*3)]=4.8 so you'll display "You would then pay 4.8 Dollars for a pound of…" "This is 60% more than you currently pay"

Timing Mark
Page break
[Filter and show only if people eat fish and/or meat products, i.e. Q 5.1 item 1, 2 or 3 is selected]

Q8.2. SA PER ITEM / DISPLAY ITEMS ONE AFTER THE OTHER – Meat Alternatives

How willing or unwilling would you be to replace [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"] in your diet with the following alternatives?

[Instructions: RANDOM ORDER OF ITEMS, show each item separately in flipping type format, i.e. keep scale for each item constant and just "flip in a new item" automatically after respondents indicated their response to the prior item]

	Extremely unwilling (1)	Unwilling (2)	Somewhat willing (3)	Neither unwilling nor willing (4)	Somewhat willing (5)	Willing (6)	Extremely willing (7)	Don't know
1. **Synthetic [if Q 5.1, item 1 use "meat and fish"; if Q5.1, item 2 use "meat", Q5.1, item 3 use "fish"] alternatives such as cell-cultured (in-vitro) [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"]**	❍	❍	❍	❍	❍	❍	❍	❍
2. **Vegetarian [if Q 5.1, item 1 use "meat and fish"; if Q5.1, item 2 use "meat", Q5.1, item 3 use "fish"] alternatives such as tofu, seitan or lentils**	❍	❍	❍	❍	❍	❍	❍	❍
3. **[if Q 5.1, item 1 use "Meat and fish"; if Q5.1, item 2 use "Meat", Q5.1, item 3 use "Fish"] alternatives based on insects**	❍	❍	❍	❍	❍	❍	❍	❍

Timing Mark

Page break

Q8.3. SA PER ITEM/ Policy Support Reduction

To what extent would you support or oppose government policies to reduce the consumption of meat and fish products [if Q 5.1, item 1, 4 or 5 use "meat and fish products"; if Q5.1, item 2 use "meat products, Q5.1, item 3 use "fish products] in the United States?

Strongly oppose (1), Oppose (2), Slightly Oppose (3), Neither oppose nor support (4), Slightly support (5), Support (6), Strongly support (7)

Timing Mark
Page break

Q8.4. SA PER ITEM/ Policy Support Alternatives

To what extent would you support or oppose government policies to support the following alternatives to [if Q 5.1, item 1, 4 or 5 use "meat and fish products"; if Q5.1, item 2 use "meat products, Q5.1, item 3 use "fish products], in the United States?

[Instructions: RANDOM ORDER OF ITEMS, show each item separately in flipping type format, i.e. keep scale for each item constant and just "flip in a new item" automatically after respondents indicated their response to the prior item – allow respondent to go back to previous answer as similar question's type]

1. Synthetic [if Q 5.1, item 1, 4 or 5 use "meat and fish"; if Q5.1, item 2 use "meat", Q5.1, item 3 use "fish"] alternatives such as cell-cultured (in-vitro) [if Q 5.1, item 1, , 4 or 5 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"]
2. Vegetarian [if Q 5.1, item 1, 4 or 5 use "meat and fish"; if Q5.1, item 2 use "meat", Q5.1, item 3 use "fish"] alternatives such as tofu, seitan or lentils
3. [if Q 5.1, item 1, 4 or 5 use "Meat and fish"; if Q5.1, item 2 use "Meat", Q5.1, item 3 use "Fish"] alternatives based on insects

[Use answer scale for all 3 alternatives]

Strongly oppose (1), Oppose (2), Slightly Oppose (3), Neither oppose nor support (4), Slightly support (5), Support (6), Strongly support (7)

Timing Mark
Page break

Q9. Section: Manipulation checks

Q9.1. SA PER ITEM / DISPLAY ITEMS ONE AFTER THE OTHER – Manipulation Check

[Instructions: Show respective information graph, not the text, dependent on treatment group, i.e. show graph for treatment group 1 if respondent was allocated to group 1 in section 7, show graph for treatment group 2 if respondent was allocated to group 2 in section 7, show graph for treatment group 3 if respondent was allocated to group 3 in section 7, show graph for treatment group 4 if respondent was allocated to group 4 in section 7, show graph for control group 5 if respondent was allocated to group 5 in section 7].

Please look again at the image below and think about the text you read earlier about the consequences of consuming meat and fish products. Then please tell us how much you agree or disagree with the following statements.

[Instructions: RANDOM ORDER OF ITEMS, show each item separately in flipping type format, i.e. keep scale for each item constant and just "flip in a new item" automatically after respondents indicated their response to the prior item]

I am very concerned about the consequences of meat and fish consumption for…	Strongly disagree	Disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Agree	Strongly agree
1. myself	❍	❍	❍	❍	❍	❍	❍
2. my family	❍	❍	❍	❍	❍	❍	❍
3. people in my region	❍	❍	❍	❍	❍	❍	❍
4. people in the United States	❍	❍	❍	❍	❍	❍	❍
5. people around the world	❍	❍	❍	❍	❍	❍	❍
6. animals	❍	❍	❍	❍	❍	❍	❍
7. nature and the environment	❍	❍	❍	❍	❍	❍	❍

Timing Mark
Page break

Section: Description of Specific Policy Instruments

Various policies are being considered with respect to meat and fish consumption in the United States. Please carefully look at the following policy proposals, we will later ask you some questions about the different proposals.

[Instructions: Randomize order of instruments and show only text. Flip one text after each other in and keep all text on the same page – Leave 3 second timer/text and display text after the other when clicking on next]

Q9.2. New tax on meat and fish products

New tax on meat and fish products:

[line break]

The government could introduce a new tax on meat and fish products, in addition to the existing sales tax on all food products. This tax would increase prices for meat and fish products, and would thus motivate consumers to buy and eat less meat and fish and more alternatives.

Timing Mark

Q9.3. Rules for public cafeterias

Rules for public cafeterias:

[line break]

The government could introduce minimum amounts or shares of vegetarian products that must be offered in public cafeterias (e.g. schools, universities, hospitals, government offices). This would obligate cafeterias to offer less meat and fish products and more alternatives, and would motivate consumers to buy and eat less meat and fish and more alternatives.

Timing Mark

Q9.4. Standards for animal farming and feed

Animal farming standards:

[line break]

The government could introduce stricter standards for animal farming by: reducing the use of artificial chemicals including antibiotics, growth hormones for animals as well as pesticides and fertilizers in animal feed production, and increasing the minimum living space for animals. This would control water and other environmental contamination, limit resistance to antibiotics and increase animal welfare. It would result in higher production costs and higher prices for meat and fish products, and would thus motivate consumers to buy and eat less meat and fish and more alternatives.

Timing Mark

Q9.5. Information campaign on the impact of meat and fish consumption

Information campaigns:

[line break]

The government could organize and fund nation-wide campaigns to inform consumers about the negative impacts of meat and fish consumption for human health, animal welfare, the climate and the environment. This would motivate consumers to buy and eat less meat and fish and more alternatives.

Timing Mark

Q9.6. Discounts for vegetarian alternatives

Discounts for vegetarian alternatives:

[line break]

The government could put in place financial discounts for vegetarian alternatives to meat and fish, such as tofu, seitan or lentils. Incentives such as subsidies and tax breaks would lower prices of alternatives to meat and fish. This would motivate consumers to buy and eat more of these products and less meat and fish.

Timing Mark

Q9.7. Reduced financial support for meat and fish producers

Reducing subsidies for meat and fish producers:

[line break]

The government could reduce its current financial support (subsidies) for meat and fish producers. This would result in higher prices for meat and fish and would motivate consumers to buy and eat less meat and fish and more alternatives.

Timing Mark

Page break

Q10. Section: Conjoint Experiment

Policy-makers are currently considering the possibilities for new policies you just read about, and which of these possible policies to include or not include in an overall package of measures.

[Insert line break]

We will now ask you to compare different policy packages that deal with the consumption of meat and fish. We will show you two policy packages side-by-side. Please look at them carefully, compare them, and then let us know which policy package you prefer. Even if you don't really support either of the two packages, please choose the one you oppose less.

[Insert line break]

We will ask you to do this for several such pairs of policy packages. Some may look similar at first glance, but in fact differ in at least one or more respects. So please read and compare carefully.

[Instruction: Each respondent receives 4 conjoint tasks, i.e. has to make 4 times a forced choice between Proposal 1 and Proposal 2. The order of the attributes is random, but fixed per respondent. The attribute 1 "level of new tax on meat and fish products" has to always occur before the attribute 2 "use of tax revenues". In each conjoint task the values (forms of policy) are randomly displayed per attribute. Please see the conditional restrictions for attribute 2 "use of tax revenues".]

ASK Q2011, Q2012 and Q2013 at the end of each rotation on the same page

PAGE BREAK

POLICY	FORM OF POLICY
1. New tax on meat and fish products:	1. Increasing prices by 30% 2. Increasing prices by 15% 3. No new tax
2. Use of tax revenues:	1. Public environmental and climate protection programs **[Instructions: never with 0% tax, i.e. 1, item 3]** 2. General government budget **[Instructions: never with 0% tax, i.e. 1, item 3]** 3. Public programs for low-income households **[Instructions: never with 0% tax, i.e. 1, item 3]** 4. Reduce income taxes **[Instructions: never with 0% tax, i.e. 1, item 3]** 5. No tax revenues **[Instructions: only display with 0% tax, i.e. 1, item 3]**
3. Rules for public cafeterias:	1. At least 75% vegetarian meals 2. At least 50% vegetarian meals 3. At least 25% vegetarian meals 4. No such rules
4. Discounts for vegetarian alternatives:	1. Reducing prices by 30% 2. Reducing prices by 15% 3. No discounts

5. Animal farming standards:	1. Organic practices (no antibiotics/chemicals) & no cages 2. Stringent limits on antibiotics/chemicals & large cages 3. Standards kept at current level
6. Information campaigns:	1. Frequent campaigns 2. Occasional campaigns 3. No campaigns
7. Reducing subsidies for meat and fish producers:	1. Eliminating subsidies 2. Halving subsidies 3. Keeping subsidies at current level

Q2011. SA
Which policy package do you prefer?

1. Policy Package A

2. Policy Package B

Q2012. SA HORIZONTAL 7 POINTS SCALE
How much do you personally support policy package A?

Strongly oppose (1), Oppose (2), Slightly Oppose (3), Neither oppose nor support (4), Slightly support (5), Support (6), Strongly support (7)

Q2013. SA HORIZONTAL 7 POINTS SCALE
How much do you personally support policy package B?
Strongly oppose (1), Oppose (2), Slightly Oppose (3), Neither oppose nor support (4), Slightly support (5), Support (6), Strongly support (7)

Example Conjoint Task
Timing Mark
Page Break

Q11. Section: Low-Impact/High-Impact vs. general reduction

Q11.1. Text

You have almost reached the end of the survey. Here are a few more questions.

Q11.2. SA PER ITEM/General reduction

[Instructions: Only in 4 treatments groups 1, 2, 3, 4 as allocated in section 7, filter only if people that eat meat or fish see question, i.e. Q5.1, items 1,2,3]

A large body of scientific evidence has shown that the consumption of meat and fish products (such as farmed beef, lamb, pork, chicken, and fish) has negative effects on the climate worldwide. Notably, meat and fish farming result in large emissions of so called greenhouse gases. Greenhouse gases, such as methane and carbon dioxide, cause climate change (also known as global warming), which in turn leads to sea level rise and increases the frequency and intensity of droughts, floods, storms, and other extreme weather events in countries around the world.

Would you personally be willing or unwilling to reduce your consumption of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"]?

Extremely unwilling (1)	Unwilling (2)	Somewhat willing (3)	Neither unwilling nor willing (4)	Somewhat willing (5)	Willing (6)	Extremely willing (7)

Q11.3. SA PER ITEM/General reduction

[Instructions: Only in control group 5 as allocated in section 7, filter only if people that eat meat or fish see question, i.e. Q5.1, items 1,2,3]

Would you personally be willing or unwilling to reduce your consumption of [if Q 5.1, item 1 use "meat and fish products"; if Q5.1, item 2 use "meat products", Q5.1, item 3 use "fish products"]?

Extremely unwilling (1)	Unwilling (2)	Somewhat willing (3)	Neither unwilling nor willing (4)	Somewhat willing (5)	Willing (6)	Extremely willing (7)

Q11.4. SA PER ITEM/Low-Impact/High Impact

[Instructions: Only in 4 treatments groups 1, 2, 3, 4 as allocated in section 7, filter only if people that eat meat or fish see question, i.e. Q5.1, items 1,2]

Scientists also agree that chicken and fish is less damaging for the global climate than pork, lamb and beef. Would you personally be willing or unwilling to replace pork, lamb and beef products in your diet with chicken or fish?

Extremely unwilling (1)	Unwilling (2)	Somewhat willing (3)	Neither unwilling nor willing (4)	Somewhat willing (5)	Willing (6)	Extremely willing (7)

Q11.5. SA PER ITEM/replace

[Instructions: Only in control group 5 as allocated in section 7, filter only if people that eat meat or fish see question, i.e. Q5.1, items 1,2]

Would you personally be willing or unwilling to replace pork, lamb and beef products in your diet with chicken or fish?

Extremely unwilling (1)	Unwilling (2)	Somewhat willing (3)	Neither unwilling nor willing (4)	Somewhat willing (5)	Willing (6)	Extremely willing (7)

Q12. Section: End of Survey (show for both food and mobility group, 1 + 2)

Q12.1. OE/ End of Survey – [not mandatory to answer]

You have reached the end of this survey.
Thank you very much for your participation.

We would be happy if you could provide us with brief feedback:

What did you like about this survey?

[Open textfield]

What did you dislike about this survey?

[Open textfield]