

# ONLINE APPENDIX

## Go Vegan? Prejudice, (Blind) Experimentation and Food Choices

Michèle Belot<sup>a\*</sup>, Adelson Teh<sup>b</sup>

<sup>a</sup>Cornell University, CEPR and IZA

<sup>b</sup>Department of Economics, Cornell University

\*Corresponding author: [mb2693@cornell.edu](mailto:mb2693@cornell.edu)

## A Appendix A: Sample Demographics

Table 1: Sample Demographics

	All	No Tasting	Tasting No Info	Tasting Info Before	Tasting Info After
Female	0.71	0.73	0.65	0.74	0.70
Male	0.28	0.23	0.35	0.24	0.30
Age	23.2	23.9	22.7	23.9	22.4
Asian	0.49	0.41	0.51	0.49	0.57
White	0.38	0.37	0.37	0.47	0.31
Black	0.096	0.20	0.078	0.064	0.041
Hispanic	0.13	0.12	0.14	0.11	0.14
American	0.72	0.72	0.71	0.80	0.66
Plant-Based	2.75	2.54	2.87	2.88	2.70
Observations	204	52	52	50	50

‘Consumption’ is a survey-measure of how often individuals currently consume a fully plant-based meal on a scale from 1 to 6 where ‘1’ represents ‘Never’ and ‘7’ represents ‘Following a fully plant-based diet’.

‘Openness (Survey)’ is the survey-measure of openness to the idea of plant-based foods. ‘Openness (Taste)’ is the taste-based measure of openness elicited only in Wave 2 (as described in the main paper).

## B Appendix B: Secondary Analysis

### Texture Evaluation & Overall Enjoyment Across All Four Treatments

#### Sample Split by Taste-Based Measure of Openness

The sample is split by those who had a taste-based measure of openness that is equal or above the median, and those who had a taste-based measure of openness that is below the median. Since this measure was only elicited in wave 2, only the data from wave 2 is used.

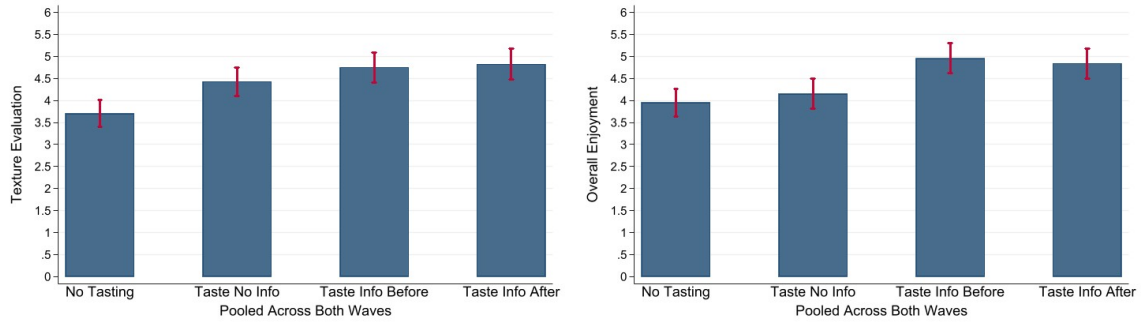


Figure 1: Texture Evaluation and Overall Enjoyment Across all Four Treatments

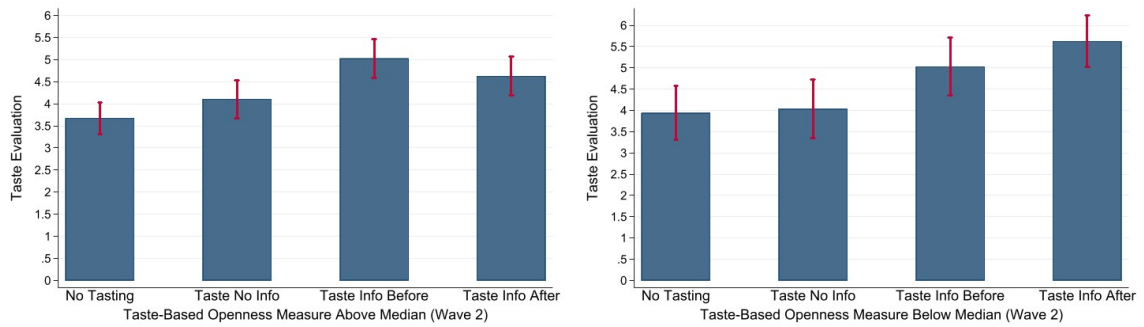


Figure 2: Taste Evaluation Across all Four Treatments Split by Taste-Based Openness Measure

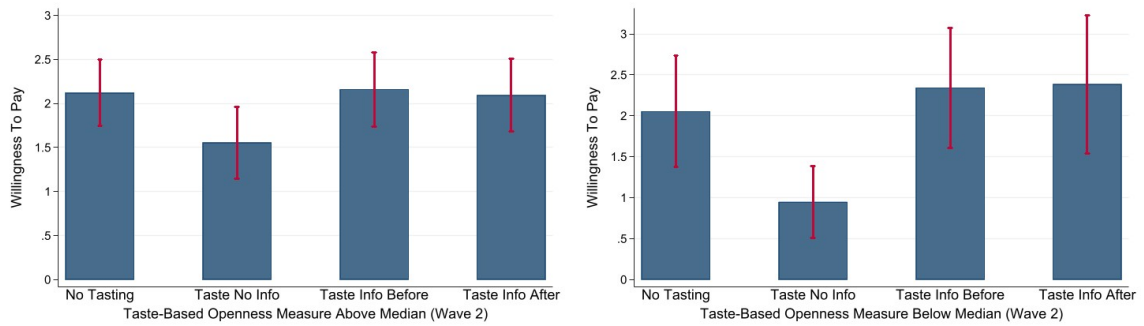


Figure 3: Willingness to Pay Across all Four Treatments Split by Taste-Based Openness Measure

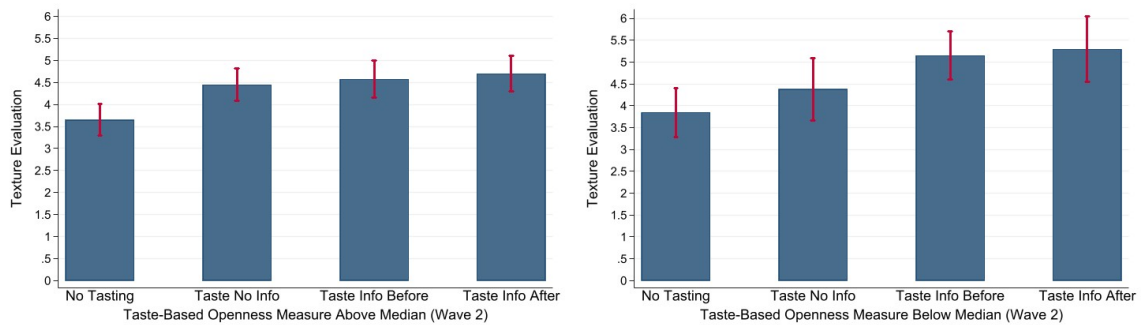


Figure 4: Texture Evaluation Across all Four Treatments Split by Taste-Based Openness Measure

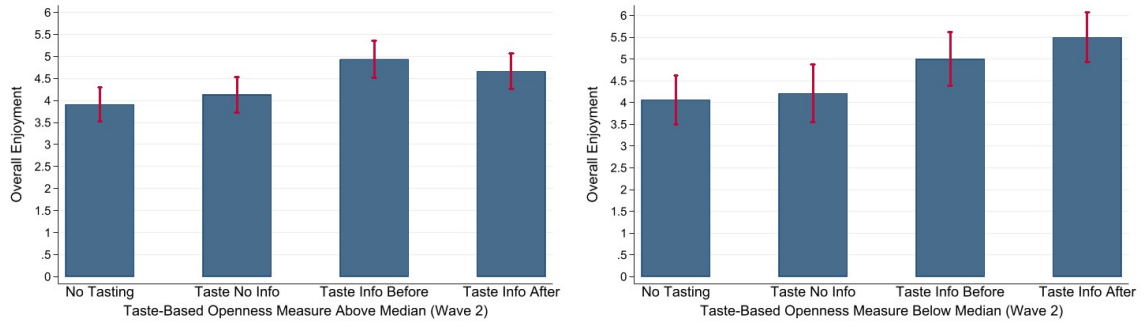


Figure 5: Overall Enjoyment Across all Four Treatments Split by Taste-Based Openness Measure

### Sample Split by Data Collection Wave

The figures below show the taste evaluation, willingness to pay, texture evaluation, and overall enjoyment across the four treatment groups, split by the two different data collection waves.

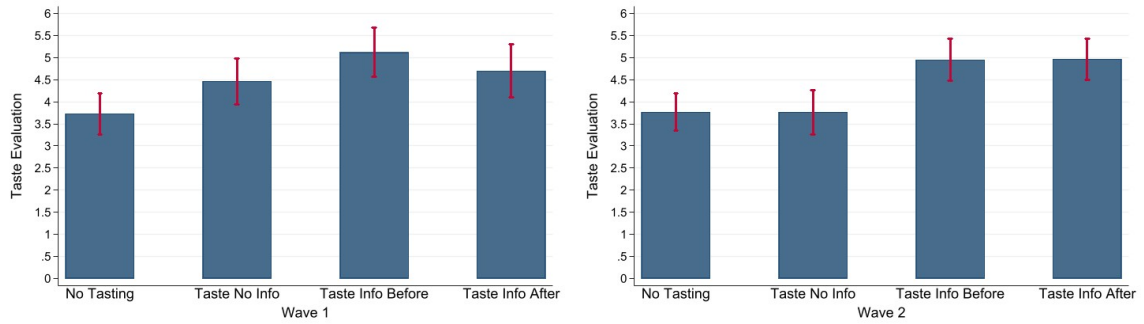


Figure 6: Taste Evaluation Split by Data Collection Wave

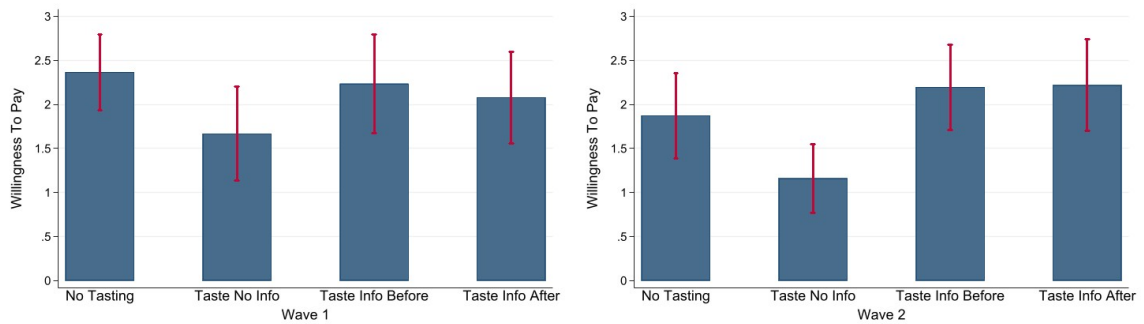


Figure 7: Willingness to Pay Split by Data Collection Wave

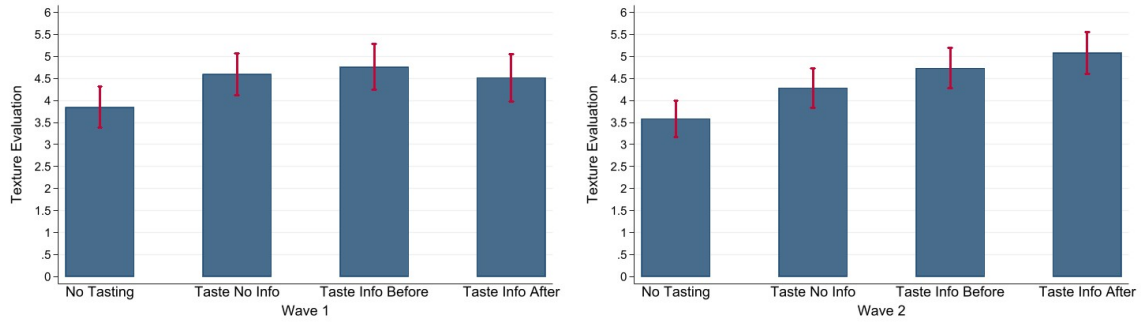


Figure 8: Texture Evaluation Split by Data Collection Wave

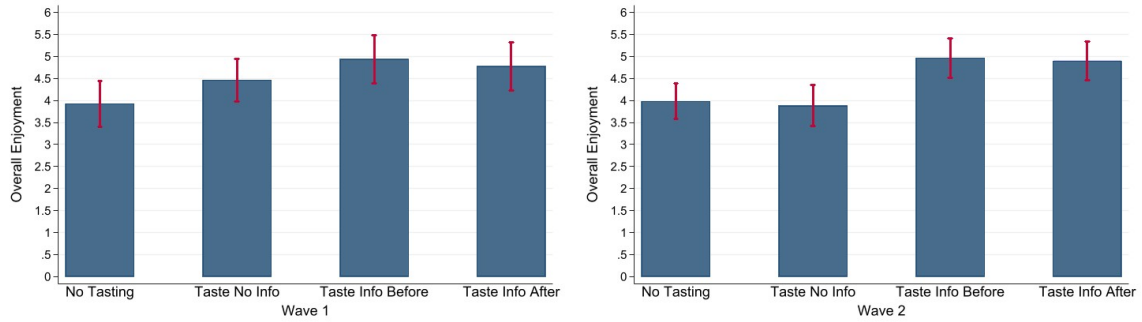


Figure 9: Overall Enjoyment Split by Data Collection Wave

### Sample Split by Survey Measure of Openness

In the survey, we also collected a (self-reported) survey measure of participants' openness to the idea of plant-based foods. The sample is split by those who had a survey measure of openness that is equal or above the median, and those who had a survey measure of openness that is below the median. This measure was elicited both waves.

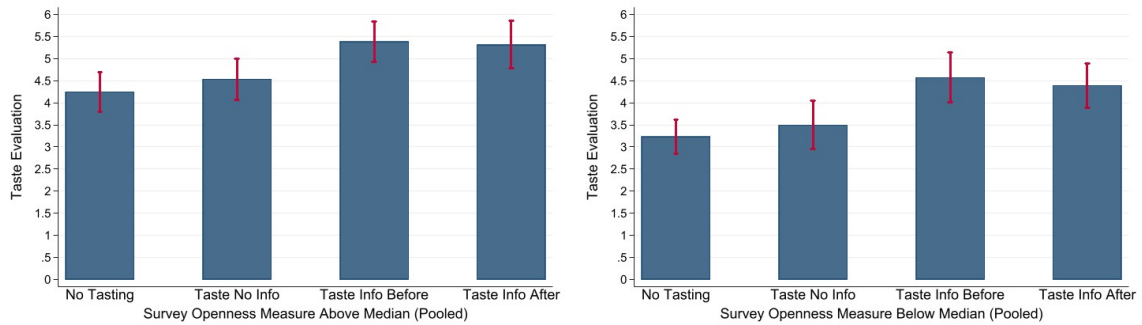


Figure 10: Taste Evaluation Across all Four Treatments Split by Survey Openness Measure

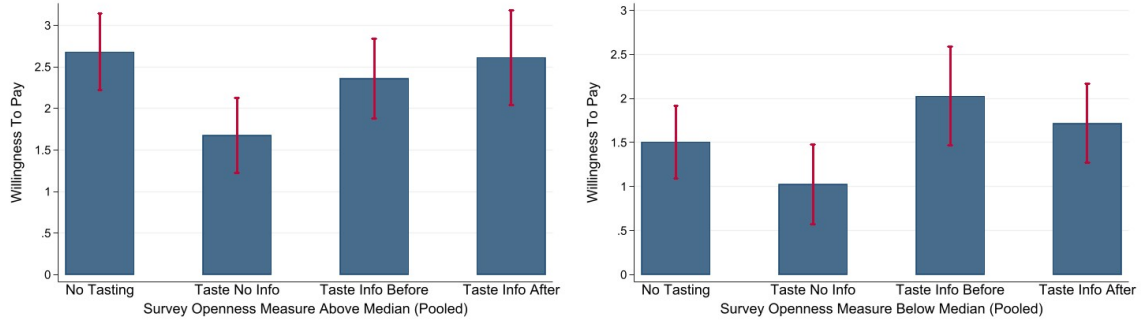


Figure 11: Willingness to Pay Across all Four Treatments Split by Survey Openness Measure

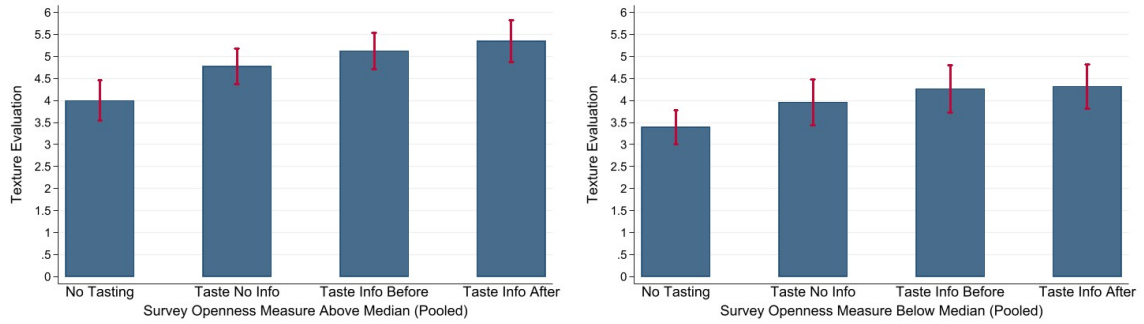


Figure 12: Texture Evaluation Across all Four Treatments Split by Survey Openness Measure

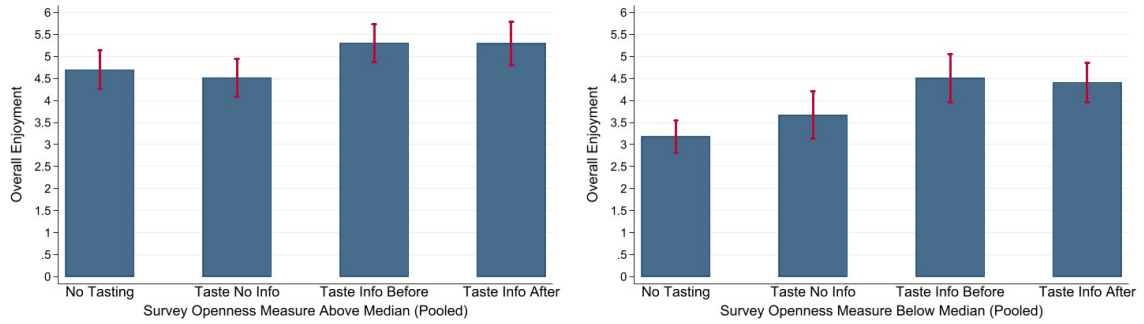


Figure 13: Overall Enjoyment Across all Four Treatments Split by Survey Openness Measure

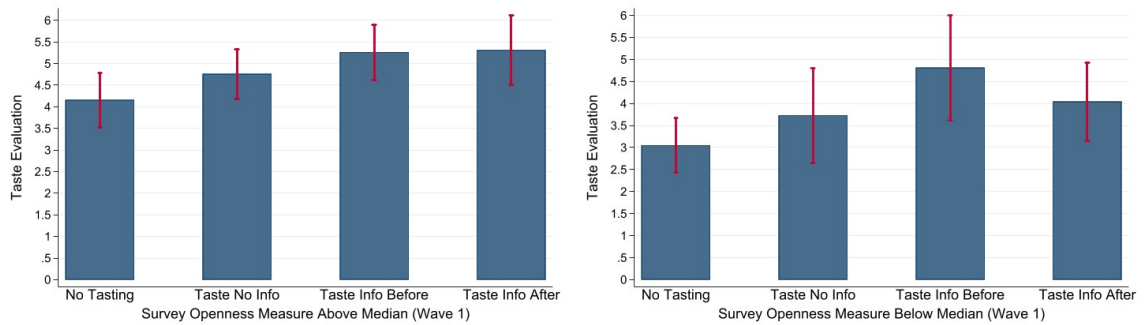


Figure 14: Taste Evaluation Across all Four Treatments Split by Survey Openness Measure (Wave 1)

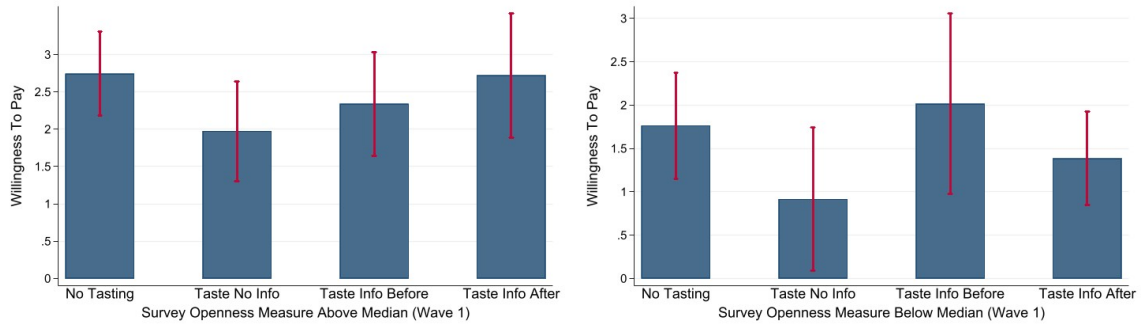


Figure 15: Willingness to Pay Across all Four Treatments Split by Survey Openness Measure (Wave 1)

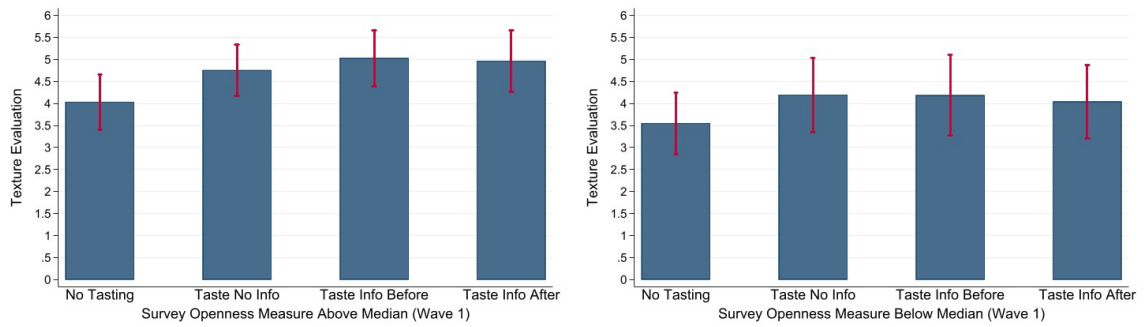


Figure 16: Texture Evaluation Across all Four Treatments Split by Survey Openness Measure (Wave 1)

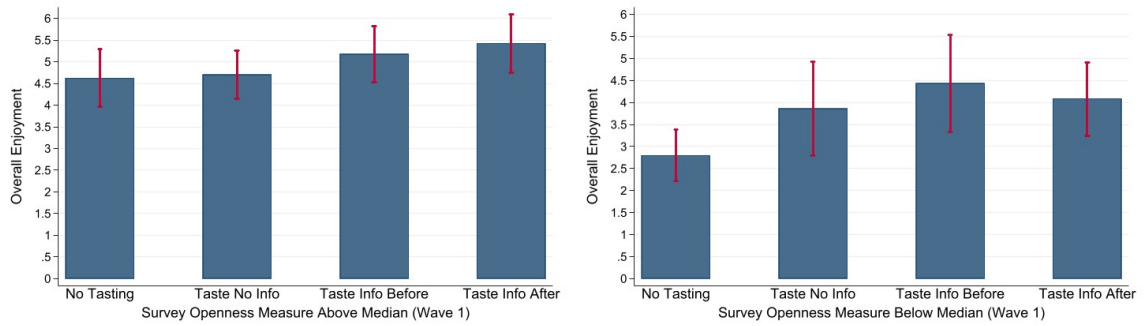


Figure 17: Overall Enjoyment Across all Four Treatments Split by Survey Openness Measure (Wave 1)

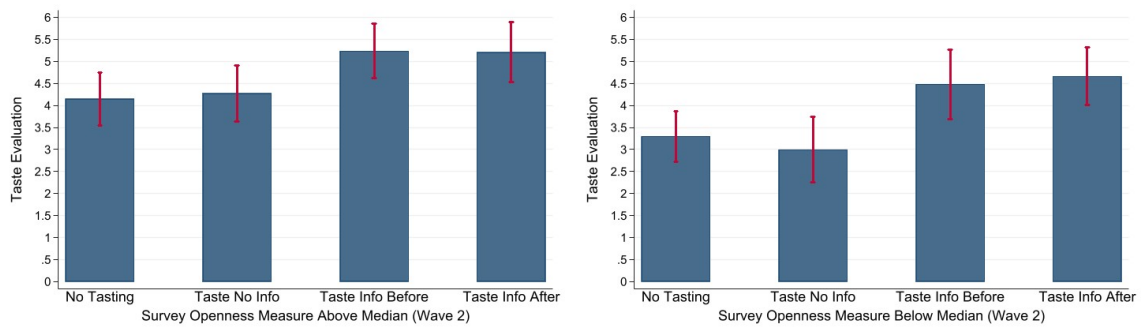


Figure 18: Taste Evaluation Across all Four Treatments Split by Survey Openness Measure (Wave 2)

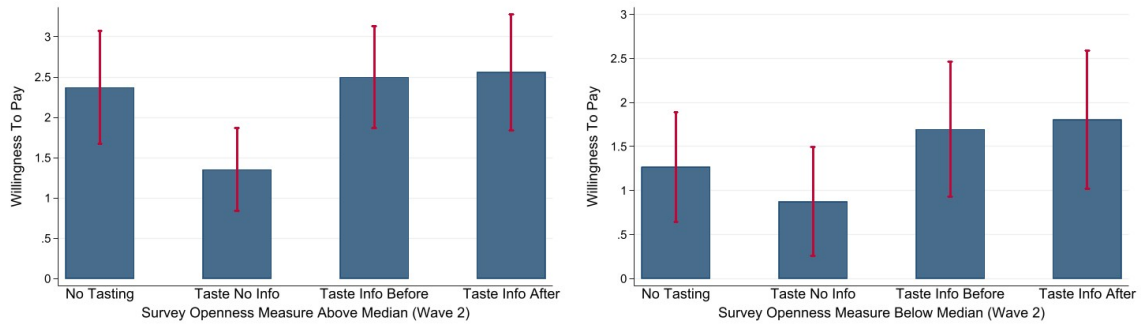


Figure 19: Willingness to Pay Across all Four Treatments Split by Survey Openness Measure (Wave 2)

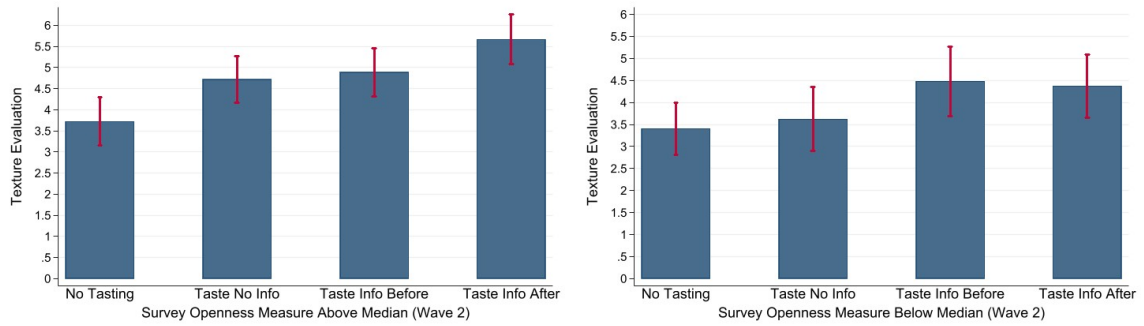


Figure 20: Texture Evaluation Across all Four Treatments Split by Survey Openness Measure (Wave 2)

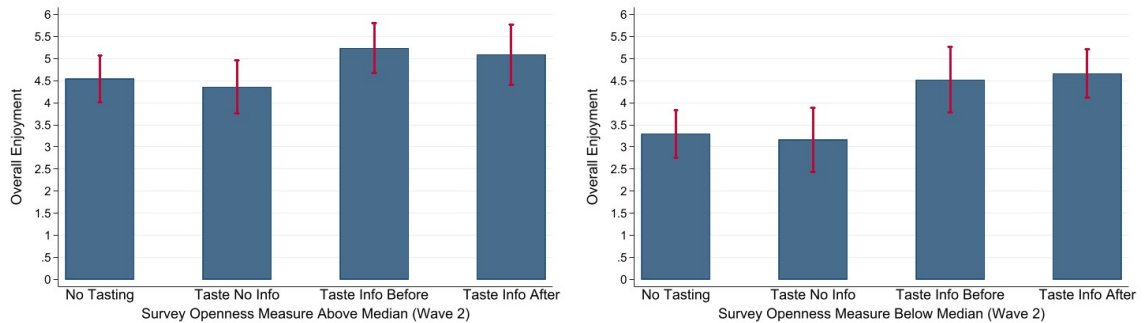


Figure 21: Overall Enjoyment Across all Four Treatments Split by Survey Openness Measure (Wave 2)

## **Appendix C: List of 20 Products Used to Elicit Taste-Based Measure of Openness**

### **The 5 plant-based products were:**

1. Meatless Plant-Based Chicken Style Nuggets
2. Parmesan Style Plant-Based Shredded Cheese
3. Plant-Based Burgers
4. Coconut Milk Plant-Based Yogurt, Vanilla
5. Cookies & Cream Plant-Based Almond Milk Ice Cream

### **The 15 non-plant-based products were:**

1. Frozen Fully Cooked Chicken Breast Nuggets
2. Shredded Parmesan Cheese
3. Plain Beef Burgers
4. Greek Vanilla Nonfat Yogurt
5. Madagascar Vanilla Premium Ice Cream
6. Chocolate Chip Cookies
7. Oven-Baked Meatballs
8. Grass Fed Spreadable Butter With Olive Oil
9. Frozen Chicken Dumpling Bites
10. Mozzarella Sticks
11. Feta Cheese
12. Mini Chocolate Chip Muffins
13. Uncured Beef Franks in Puff Pastry with Everything Seasoning
14. Butter Chicken with Basmati Turmeric Rice
15. Vitamin D Whole Milk

## **Appendix D: Qualtrics Survey**



## Survey

[ALL VERSIONS]

Participants will first be asked to enter an anonymous identifier they will have received at arrival for the study.

Please enter the unique ID number given to you by the research assistant at the beginning of this study:

[text box]

Participants will then be presented a list of 20 food products, one by one, and asked to report (1) whether they have seen the product before; (2) whether they have tasted the product before; (3) how tasty they think the product is; (4) how healthy they think the product is.

You will now be shown pictures of 20 food products, one at a time. For each product, you will need to answer some questions.

### 1. Frozen Fully Cooked Chicken Breast Nuggets



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

### 2. Chocolate Chip Cookies



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

3. Feta Cheese



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

4. Frozen Chicken Dumpling Bites



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

5. Coconut Milk Plant-Based Yogurt, Vanilla



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 6. Plain Beef Burgers



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 7. Mini Chocolate Chip Muffins



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 8. Cookies & Cream Plant-Based Almond Milk Ice Cream



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 9. Vitamin D Whole Milk



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 10. Meatless Plant-Based Chicken Style Nuggets



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 11. Greek Vanilla Nonfat Yogurt



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 12. Oven-Baked Meatballs



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 13. Grass Fed Spreadable Butter With Olive Oil



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 14. Plant-Based Burgers



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 15. Mozzarella Sticks



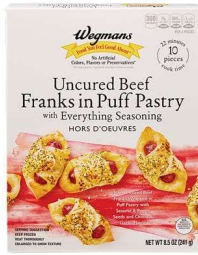
Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 16. Uncured Beef Franks in Puff Pastry with Everything Seasoning



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 17. Parmesan Style Plant-Based Shredded Cheese



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

#### 18. Butter Chicken with Basmati Turmeric Rice



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

19. Madagascar Vanilla Premium Ice Cream



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]

20. Shredded Parmesan Cheese



Have you seen this product before? [Yes/No]

Have you tasted this product before? [Yes/No]

How much would you expect to enjoy the taste of this product? [Scale from 1 to 7]

How healthy do you think this product is? [Scale from 1 to 7]



**[for treatment with no tasting – GROUP 1]**

A picture of a food product is shown below. This product is a plant-based cheese free from dairy, soy, gluten, lactose, nuts and preservatives. It is fortified with coconut oil and vitamin B12.

You will be asked to indicate how much you expect to like it.



How much would you expect to enjoy this product? (scale from 1 to 7)

How much would you expect to enjoy the taste of this product? (scale from 1 to 7)

How much would you expect to enjoy the texture of this product? (scale from 1 to 7)

What do you think are the main ingredients in this product?

You will receive \$7 for participating in this study. We now give you the opportunity to use all or part of this \$7 to purchase one 7oz pack (200g) of the product and take it home with you right away. The product is worth \$6 on the market.

We now ask you to indicate whether you would like to purchase the product at the different possible prices listed below. One of these price scenarios will then be picked at random and your choice (to purchase or not) will be implemented.

	Choice	
	Buy	Don't Buy
\$0		
\$0.50		
\$1.00		
\$1.50		
\$2.00		
\$2.50		
\$3.00		
\$3.50		
\$4.00		
\$4.50		

\$5.00		
\$5.50		
\$6.00		
\$6.50		
\$7.00		

Have you ever tasted this product before? [Yes/No/Not Sure]

**[for treatments with tasting]**

**NO INFORMATION – (GROUP 2)**

The research assistant will bring you a plate with a food item. We kindly ask you to taste it.

Please raise your hand to indicate you are ready for the tasting.

How much did you like this product? (scale from 1 to 7)

Rate the taste of this product (scale from 1 to 7)

Rate the texture of this product (scale from 1 to 7)

What do you think are the main ingredients in this product?

You will receive \$7 for participating in this study. We now give you the opportunity to use all or part of this \$7 to purchase one pack (7oz or 200g) of the product you just tasted and take it home with you right away. The product is worth \$6 on the market.

We now ask you to indicate whether you would like to purchase the product at the different possible prices listed below. One of these price scenarios will then be picked at random and your choice (to purchase or not) will be implemented.

	Choice	
	Buy	Don't Buy
\$0		
\$0.50		
\$1.00		
\$1.50		
\$2.00		
\$2.50		
\$3.00		
\$3.50		
\$4.00		
\$4.50		
\$5.00		
\$5.50		
\$6.00		
\$6.50		
\$7.00		

Do you know this food product already? If yes, what do you think it is?

[Text Box]

**INFO BEFORE (GROUP 3)**

The research assistant will bring you a plate with a food item. This product is a plant-based cheese free from dairy, soy, gluten, lactose, nuts and preservatives. It is fortified with coconut oil and vitamin B12. It is fortified with coconut oil and vitamin B12. We kindly ask you to taste it.

Please raise your hand to indicate you are ready for the tasting.

How much did you like the product? (scale from 1 to 7)

Rate the taste of the plant-based cheese (scale from 1 to 7)

Rate the texture of the plant-based cheese (scale from 1 to 7)

What do you think are the main ingredients in this product?

You will receive \$7 for participating in this study. We now give you the opportunity to use all or part of this \$7 to purchase one 7oz pack (200g) of the plant-based cheese you just tasted and take it home with you right away. The product is worth \$6 on the market.

We now ask you to indicate whether you would like to purchase the product at the different possible prices listed below. One of these price scenarios will then be picked at random and your choice (to purchase or not) will be implemented.

	Choice	
	Buy	Don't Buy
\$0		
\$0.50		
\$1.00		
\$1.50		
\$2.00		
\$2.50		
\$3.00		
\$3.50		
\$4.00		
\$4.50		
\$5.00		
\$5.50		
\$6.00		
\$6.50		
\$7.00		

Do you know this food product already? If yes, what do you think it is?  
[Text Box]

*INFO AFTER (GROUP 4)*

The research assistant will bring you a plate with a food item. We kindly ask you to taste it.

Please raise your hand to indicate you are ready for the tasting.

Wait until you have finished tasting to proceed to the next screen.

Please confirm you have finished tasting the product.

I confirm

This product you tasted is a plant-based cheese free from dairy, soy, gluten, lactose, nuts and preservatives. It is fortified with coconut oil and vitamin B12.

How much did you like this product? (scale from 1 to 7)

Rate the taste of this product (scale from 1 to 7)

Rate the texture of this product (scale from 1 to 7)

What do you think are the main ingredients in this product?

You will receive \$7 for participating in this study. We now give you the opportunity to use all or part of this \$7 to purchase one 7oz pack (200g) of the product you just tasted and take it home with you right away. This product is worth \$6 on the market.

We now ask you to indicate whether you would like to purchase it at the different possible prices listed below. One of these price scenarios will then be picked at random and your choice (to purchase or not) will be implemented.

	Choice	
	Buy	Don't Buy
\$0		
\$0.50		
\$1.00		
\$1.50		
\$2.00		
\$2.50		
\$3.00		
\$3.50		
\$4.00		
\$4.50		
\$5.00		
\$5.50		
\$6.00		

\$6.50		
\$7.00		

Do you know this food product already? If yes, what do you think it is?

[Text Box]

## Individual characteristics

As a last step, we kindly ask you to provide basic information about yourself.

Gender:

Nationality:

Racial Identity:

Age:

How open would you say you are to experimenting with new foods (on a scale from 1 to 10)?

How familiar are you with plant-based products, such as plant-based cheese or ice cream (0 = had not heard of these products prior to this survey, 10 = consume regularly)?

How open are you to plant-based products in general (on a scale from 1 to 10)?

How often do you eat a fully plant-based meal?

- Never
- Rarely (less than once a month)
- Sometimes (say around 5-10 times a month)
- Frequently (a few times a week)
- Very frequently (once a day or more)
- I am following a fully plant-based diet

What are your key reasons for not adopting a fully plant-based diet? (You may choose more than one.) --- only display if diet is not fully plant-based.

- Concerns about meeting dietary recommendations
- Concerns about taste and enjoyment
- Concerns about social stigma associated with veganism
- Difficulty of access to plant-based foods
- Lack of familiarity
- Prices of plant-based foods
- Other [with a text box]

Please rank these reasons from most important (starting with 1) to least important. You may do so by clicking and dragging the options into the desired order. --- Only display the choices from the previous question that were selected. The question only appears if they selected more than one option.

Do you have particular concerns about including plant-based cheese in your diet? If so, what are they? (You can pick more than one.)



- Taste
- Texture
- Properties while cooking (stretchiness when melting, etc.)
- Price
- I do not like cheese (non-plant-based included)
- Others [with a text box]
- No concerns

Thank you for completing this survey. Please note that it is important for the study that participants do not talk to others about the study.

I have read the above statement and acknowledge that I will not talk about the contents of this study.

We thank you for your time spent taking this survey. Your response has been recorded.

The research assistant will now implement one of your purchasing choices at random and you will be paid accordingly.

Please raise your hand to indicate you are done with the survey. A research assistant will come to you and provide you with details about your compensation.

[Research assistant will provide participant with payment information.]