

Table S1

Path Coefficients for Moderated Mediation Model (Study 1)

	Ideology Moderator					
	Conservatism			RWA		
	<i>b</i>	<i>SE</i>	β	<i>b</i>	<i>SE</i>	β
Animal Empathy						
Condition	0.90 ***	0.10	0.45	0.91 ***	0.10	0.45
4Ns	-0.51 ***	0.09	-0.29	-0.52 ***	0.09	-0.29
ConditionX4Ns	0.02	0.09	0.01	0.02	0.09	0.01
Meat Distress						
Condition	0.60 ***	0.09	0.37	0.61 ***	0.08	0.37
4Ns	-0.49 ***	0.07	-0.33	-0.49 ***	0.08	-0.33
ConditionX4Ns	-0.08	0.08	-0.05	-0.08	0.08	-0.06
Anti-Veg*n Attitudes						
Condition	4.42 **	1.70	0.16	4.65 **	1.70	0.17
Ideology	3.39 **	1.06	0.20	2.73 *	1.12	0.15
Empathy	-1.69	1.52	-0.12	-1.87	1.47	-0.14
Distress	-2.01	1.77	-0.12	-2.22	1.71	-0.13
EmpathyXideology	-0.61	1.05	-0.07	1.27	1.07	0.14
DistressXideology	0.78	1.25	0.07	-1.30	1.26	-0.12
Willingness to Eat Meat						
Condition	-0.15	1.03	0.01	-0.34	0.99	-0.01
Ideology	0.56	0.63	0.03	0.50	0.60	0.03
Empathy	-3.80 ***	1.08	-0.27	-3.98 ***	1.06	-0.28
Distress	-10.61 ***	1.15	-0.61	-10.52 ***	1.14	-0.60
EmpathyXideology	0.00	0.74	0.00	-0.30	0.76	-0.03
DistressXideology	-0.50	0.83	-0.05	0.09	0.84	0.01

Note. Animal-meat condition coded as +1, meat-alone condition coded as -1. * $p < .05$, ** $p < .01$, *** $p < .001$

Table S2

Path Coefficients for Moderated Mediation Model (Study 2)

	Ideology Moderator								
	Conservatism			RWA			SDO		
	b	SE	β	b	SE	β	b	SE	β
Animal Empathy									
Condition	0.76***	0.11	0.39	0.77***	0.11	0.40	0.76***	0.11	0.39
Ideology	-0.20**	0.06	-0.18	-0.11	0.08	-0.09	-0.23**	0.09	-0.15
ConditionXideology	-0.01	0.06	-0.01	-0.03	0.08	-0.03	-0.04	0.09	0.03
Meat Distress									
Condition	0.50***	0.09	0.32	0.52***	0.09	0.33	0.51***	0.09	0.33
Ideology	-0.17**	0.05	-0.18	-0.11	0.06	-0.10	-0.16*	0.07	-0.13
ConditionXideology	0.04	0.05	0.04	0.04	0.06	0.04	-0.04	0.07	-0.03
Meat Disgust									
Condition	0.72***	0.09	0.43	0.72***	0.09	0.43	0.72***	0.09	0.43
Ideology	-0.05	0.05	-0.05	0.04	0.06	0.04	-0.06	0.07	-0.04
ConditionXideology	-0.02	0.05	-0.02	0.02	0.06	0.01	-0.11	0.07	-0.09
Anti-Veg*n Attitudes									
Condition	0.14	1.73	0.01	0.37	1.77	0.01	-0.21	1.73	-0.01
Ideology	2.79**	0.99	0.18	2.94**	1.07	0.17	5.00***	1.16	0.25
Empathy	-3.31*	1.38	-0.24	-3.75**	1.39	-0.28	-2.70†	1.39	-0.20
Distress	-0.06	1.77	0.00	0.61	1.81	0.04	-0.35	1.79	-0.02
Disgust	2.13	1.66	0.14	1.69	1.59	0.11	2.16	1.50	0.14
ConditionXideology	-0.76	1.14	-0.05	-0.74	1.24	-0.04	-0.91	1.35	-0.05
EmpathyXideology	2.22**	0.80	0.29	2.55**	0.92	0.31	-0.09	0.98	-0.01
DistressXideology	-2.54*	1.07	-0.26	-2.95**	1.12	-0.29	0.35	1.42	0.03
DisgustXideology	0.60	1.07	0.06	0.13	1.10	0.01	1.33	1.10	0.11
Veg*n Threat									
Condition	0.06	0.08	0.05	0.06	0.08	0.04	0.04	0.08	0.03
Ideology	0.23***	0.04	0.31	0.35***	0.05	0.44	0.38***	0.06	0.39

Empathy	0.00	0.08	0.01	0.01	0.07	-0.01	0.05	0.07	0.07
Distress	-0.18†	0.09	-0.23	-0.15	0.09	-0.19	-0.24**	0.09	-0.29
Disgust	0.12	0.08	0.16	0.08	0.08	0.11	0.14†	0.07	0.18
ConditionXideology	-0.08	0.05	-0.11	-0.02	0.05	-0.03	-0.07	0.06	-0.07
EmpathyXideology	0.10*	0.04	0.27	0.05	0.05	0.13	-0.08	0.06	-0.16
DistressXideology	-0.08	0.06	-0.18	-0.03	0.06	-0.07	-0.09	0.08	0.13
DisgustXideology	-0.01	0.04	-0.01	-0.03	0.05	-0.07	-0.07	0.06	0.11
Willingness to Eat Meat									
Condition	0.14	1.24	-0.01	-0.32	1.24	-0.01	-0.07	1.21	0.00
Ideology	0.50	0.67	0.03	0.54	0.68	0.03	-1.17	0.77	-0.06
Empathy	-3.90***	1.01	-0.26	-3.77***	1.04	-0.25	-3.83***	1.00	-0.31
Distress	-5.60***	1.41	-0.31	-5.42***	1.36	-0.30	-6.04***	1.35	-0.39
Disgust	-5.32***	1.05	-0.31	-5.72***	1.02	-0.33	-5.43***	1.00	-0.38
ConditionXideology	-0.38	0.80	-0.02	-0.30	0.86	-0.02	-1.07	0.87	-0.06
EmpathyXideology	-0.22	0.62	0.03	-0.57	0.70	-0.06	-1.52*	0.66	-0.16
DistressXideology	-1.24	0.78	-0.12	-0.06	0.94	-0.01	0.26	1.01	0.02
DisgustXideology	0.88	0.72	0.08	0.69*	0.75	0.06	1.06	0.72	0.09

Note. Animal-meat reminder condition coded as +1, meat-alone condition coded as -1. † $p \leq .08$, * $p < .05$, ** $p < .01$, *** $p < .001$

Table S3

Cronbach's Alpha Coefficients for Animals and Conditions Separately

	Study 1		Study 2	
	Meat-Animal Association	Meat-Alone	Meat-Animal Association	Meat-Alone
Conservatism (α)	0.92	0.92	0.94	0.94
RWA (α)	0.93	0.93	0.93	0.94
SDO (α)	-	-	0.90	0.90
4 Ns (α)	0.92	0.92	-	-
Empathy (α)				
Pig	0.98	0.96	0.97	0.94
Cow	0.97	0.94	0.97	0.91
Lamb	0.98	0.95	0.96	0.95
Distress (α)				
Pig	0.84	0.67	0.76	0.65
Cow	0.85	0.64	0.80	0.65
Lamb	0.86	0.75	0.82	0.68
Disgust (α)				
Pig	-	-	0.96	0.95
Cow	-	-	0.97	0.97
Lamb	-	-	0.97	0.96
Meat consumption willingness (α)	0.95	0.87	0.93	0.88
Veg*n Threat (α)	-	-	0.87	0.89
Anti-Vegan Attitudes (r)	0.84	0.90	0.90	0.86