

1 Table S2 Constructs of attitudes towards (farm) animals from principal component analyses  
 2 and corresponding items derived from the three studies.

Attitude constructs from principal component analyses and corresponding items	Factor Loadings	Means (SD)
<b>Dataset 1: Involvement in animal protection (KMO=0.50; CA=0.80)</b>		
• How interested are you in animal protection topics? <sup>1</sup>	0.91	3.74 (1.10)
• How informed are you about animal protection topics? <sup>2</sup>	0.91	3.35 (1.06)
<b>Dataset 1: Support of Animal Rights (KMO=0.70; CA=0.83)</b>		
• Animals, as well as humans, should have certain fundamental rights. <sup>3</sup>	0.90	3.98 (1.03)
• Animals should also have the fundamental right to be treated with dignity. <sup>3</sup>	0.88	4.33 (0.87)
• The right of physical integrity should also be granted to animals. <sup>3</sup>	0.81	4.12 (0.99)
<b>Dataset 2: Importance of animal protection (KMO=0.88; CA=0.84)</b>		
• This idle talk about animal protection is getting on my nerves. <sup>3*</sup>	0.81	1.79 (0.96)
• There are much more important issues in the world to think about than animal protection. <sup>3*</sup>	0.71	2.51 (1.09)
• To be honest, I don't think too much about animal protection. <sup>3*</sup>	0.74	2.52 (1.13)
• I don't care about housing conditions of farm animals – they will die anyway. <sup>3*</sup>	0.72	1.49 (0.83)
• The subject animal protection/animal welfare in agriculture is important to me. <sup>3</sup>	-0.73	3.90 (0.98)
• If animals need to die for our food production, they should at least have had a good life. <sup>3</sup>	-0.64	4.38 (0.77)
• Consumers should care more about animal protection and buy products provided by more species-appropriate animal husbandry systems. <sup>3</sup>	-0.70	4.12 (0.91)
<b>Dataset 1: Awareness of animals in daily life (KMO=0.61; CA=0.61)</b>		
• When buying animal products such as meat, milk, eggs, I do not think about the animals (e.g., how they have lived). <sup>4</sup>	0.82	3.80 (1.12)
• I never supported animal protection organizations (e.g., donations). <sup>4</sup>	0.75	2.83 (1.35)
• I enjoy going to events with animals (e.g., zoo, circus), and I do not think about animal well-being. <sup>4</sup>	0.67	3.59 (1.11)
<b>Dataset 3: Involvement in livestock farming (KMO=0.50; CA=0.71)</b>		
• I'm interested in the production of animal-based food. <sup>3</sup>	0.88	3.49 (1.00)
• I regularly inform myself about animal husbandry. <sup>3</sup>	0.88	2.66 (1.03)
<b>Dataset 2: Evaluation of pig farming (KMO=0.91; CA=0.96)</b>		
• The general housing conditions are good (i.e., space offer, thermal comfort, comfortable and clean resting). <sup>3</sup>	0.94	2.87 (1.07)
• The health condition of the pigs is good. <sup>3</sup>	0.89	3.11 (1.02)
• The pigs are able to express appropriate behavior (i.e., exploratory behavior, such as digging, gnawing or licking, social behavior). <sup>3</sup>	0.92	2.74 (1.10)
• The pigs have a positive emotional state (i.e., happy, satisfied, free from fear and frustration, active, playful, relaxed). <sup>3</sup>	0.94	2.75 (1.06)
• Overall, the pigs' welfare is good. <sup>3</sup>	0.94	2.87 (1.06)
<b>Dataset 3: Acceptance of eating animals (KMO=0.50; CA=0.66)</b>		
• In my opinion people who are against keeping animals for meat production are overly sentimental. <sup>3</sup>	0.87	2.64 (1.34)
• In my opinion raising cattle and pigs for human consumption is completely acceptable. <sup>3</sup>	0.87	3.59 (1.19)

KMO=Kaiser-Meyer-Olkin criterion; CA=Cronbach's Alpha. Scales: <sup>1</sup> 1="Not involved" to 5="Very involved"; <sup>2</sup> 1="Not informed" to 5="Very informed"; <sup>3</sup> 1="Disagreement" to 5="Agreement"; <sup>4</sup> Semantic differential scale

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with opposing sentences, displayed is only the left side of the scale with 1="Agree" to 5="Disagree" with the indicated statement. \* Items with a star have been recoded for calculating the indices of each construct.

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