Attachment 1: Text Analysis - Correlation
Bioplastic Label

Correlations

		Bioplastic_label_Understood/notunderstood	Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen
Bioplastic_label_Understood/notunderstood	Pearson Correlation	1	.214*
	Sig. (2-tailed)		.028
	N	105	105
Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen	Pearson Correlation	.214*	1
	Sig. (2-tailed)	.028	
	N	105	105

*. Correlation is significant at the 0.05 level (2-tailed).

Antibiotic Label

Correlations

		Antibiotics_label_Understood/notunderstood	Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen
Antibiotics_label_Understood/notunderstood	Pearson Correlation	1	-.087
	Sig. (2-tailed)		.383
	N	104	104
Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen	Pearson Correlation	-.087	1
	Sig. (2-tailed)	.383	
	N	104	105

Eco-score Label

Correlations

		Ecoscore_label_Understood/notunderstood	Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen
Ecoscore_label_Understood/notunderstood	Pearson Correlation	1	-.061
	Sig. (2-tailed)		.538
	N	105	105
Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen	Pearson Correlation	-.061	1
	Sig. (2-tailed)	.538	
	N	105	105

Attachment 1.2: Text analysis - Regressions

Coefficient for Antibiotic Label

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.750	.231		20.574	<.001
	Antibiotics_label_Underst ood/notunderstood	−.237	.270	−.087	−.877	.383

a. Dependent Variable: Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen

Coefficient for Bioplastic label

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.393	.208		21.071	<.001
	Bioplastic_label_Understo od/notunderstood	.542	.243	.214	2.227	.028

a. Dependent Variable: Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen

Coefficient for Eco-score label

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.419	.180		24.608	<.001
	Ecoscore_label_Understoo d/notunderstood	−.144	.234	−.061	−.618	.538

a. Dependent Variable: Hvor enig eller uenig er du i følgende påstander om dette øko-merket? – Jeg kan stole på øko-merkingen

Attachement 2.1: Binary Logistic Regression for Tenderloin

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	105	100.0
	Missing Cases	0	.0
	Total	105	100.0
Unselected Cases		0	.0
Total		105	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Dummy_Tenderloin		Percentage
Observed			.00	1.00	Correct
Step 0	Dummy_Tenderloin	.00	0	8	.0
		1.00	0	97	100.0
Overall Percentage					92.4

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	2.495	.368	46.016	1	<.001	12.125

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	REGR factor score for Antibiotic_label	.113	1	.737
		REGR factor score for Bioplastic_label	.228	1	.633
		REGR factor score for Ecoscore_label	.151	1	.698
		REGR factor score for Climate_Concern	1.528	1	.216
		REGR factor score Consequence_ego	3.609	1	.057
		REGR factor score Consequence_bio	9.985	1	.002
		Hvor gammel er du?	1.780	1	.182
		Hvilket kjønn er du?	7.599	1	.006
		Hva er din høyeste fullførte utdanning?	.270	1	.604
	Overall Statistics		20.779	9	.014

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	22.934	9	.006
	Block	22.934	9	.006
	Model	22.934	9	.006

Model Summary

Step	−2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	33.632[a]	.196	.471

a. Estimation terminated at iteration number 9 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4.021	8	.855

Contingency Table for Hosmer and Lemeshow Test

		Dummy_Tenderloin = .00		Dummy_Tenderloin = 1.00		Total
		Observed	Expected	Observed	Expected	
Step 1	1	5	5.169	6	5.831	11
	2	1	1.638	10	9.362	11
	3	2	.632	9	10.368	11
	4	0	.295	11	10.705	11
	5	0	.162	11	10.838	11
	6	0	.058	11	10.942	11
	7	0	.033	11	10.967	11
	8	0	.012	11	10.988	11
	9	0	.002	11	10.998	11
	10	0	.000	6	6.000	6

Classification Table[a]

			Predicted		
			Dummy_Tenderloin		Percentage Correct
	Observed		.00	1.00	
Step 1	Dummy_Tenderloin	.00	3	5	37.5
		1.00	1	96	99.0
	Overall Percentage				94.3

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	REGR factor score for Antibiotic_label	.305	.638	.229	1	.632	1.357
	REGR factor score for Bioplastic_label	−.064	.608	.011	1	.916	.938
	REGR factor score for Ecoscore_label	−.945	.808	1.368	1	.242	.389
	REGR factor score for Climate_Concern	−.005	.429	.000	1	.990	.995
	REGR factor score Consequence_ego	.911	.558	2.665	1	.103	2.487
	REGR factor score Consequence_bio	.886	.509	3.025	1	.082	2.425
	Hvor gammel er du?	.630	.358	3.092	1	.079	1.877
	Hvilket kjønn er du?	−2.231	1.443	2.390	1	.122	.107
	Hva er din høyeste fullførte utdanning?	−.574	1.046	.302	1	.583	.563
	Constant	−6.079	7.437	.668	1	.414	.002

a. Variable(s) entered on step 1: REGR factor score for Antibiotic_label, REGR factor score for Bioplastic_label, REGR factor score for Ecoscore_label, REGR factor score for Climate_Concern, REGR factor score Consequence_ego, REGR factor score Consequence_bio, Hvor gammel er du?, Hvilket kjønn er du?, Hva er din høyeste fullførte utdanning?.

Appendix 2.2: Binary Logistic Regression for Sausages:

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	105	100.0
	Missing Cases	0	.0
	Total	105	100.0
Unselected Cases		0	.0
Total		105	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Dummy_Sausages		Percentage
Observed			.00	1.00	Correct
Step 0	Dummy_Sausages	.00	0	15	.0
		1.00	0	90	100.0
Overall Percentage					85.7

a. Constant is included in the model.
b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1.792	.279	41.277	1	<.001	6.000

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	REGR factor score for Antibiotic_label	.003	1	.954
		REGR factor score for Bioplastic_label	.513	1	.474
		REGR factor score for Ecoscore_label	.776	1	.378
		REGR factor score for Climate_Concern	2.535	1	.111
		REGR factor score Consequence_ego	1.757	1	.185
		REGR factor score Consequence_bio	1.249	1	.264
		Hvor gammel er du?	2.026	1	.155
		Hvilket kjønn er du?	1.511	1	.219
		Hva er din høyeste fullførte utdanning?	1.793	1	.181
Overall Statistics			8.243	9	.510

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	9.651	9	.380
	Block	9.651	9	.380
	Model	9.651	9	.380

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	76.474[a]	.088	.157

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	10.031	8	.263

Contingency Table for Hosmer and Lemeshow Test

		Dummy_Sausages = .00		Dummy_Sausages = 1.00		
		Observed	Expected	Observed	Expected	Total
Step 1	1	7	3.982	4	7.018	11
	2	1	2.837	10	8.163	11
	3	0	2.151	11	8.849	11
	4	1	1.758	10	9.242	11
	5	2	1.503	9	9.497	11
	6	1	1.027	10	9.973	11
	7	1	.765	10	10.235	11
	8	1	.607	10	10.393	11
	9	1	.353	10	10.647	11
	10	0	.017	6	5.983	6

Classification Table[a]

			Predicted		
			Dummy_Sausages		Percentage Correct
	Observed		.00	1.00	
Step 1	Dummy_Sausages	.00	0	15	.0
		1.00	0	90	100.0
	Overall Percentage				85.7

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	REGR factor score for Antibiotic_label	−.396	.460	.740	1	.390	.673
	REGR factor score for Bioplastic_label	.146	.423	.119	1	.730	1.157
	REGR factor score for Ecoscore_label	.453	.425	1.138	1	.286	1.573
	REGR factor score for Climate_Concern	.053	.341	.025	1	.875	1.055
	REGR factor score Consequence_ego	.319	.326	.956	1	.328	1.375
	REGR factor score Consequence_bio	.316	.350	.813	1	.367	1.371
	Hvor gammel er du?	.149	.145	1.057	1	.304	1.160
	Hvilket kjønn er du?	−.336	.603	.310	1	.578	.715
	Hva er din høyeste fullførte utdanning?	.494	.483	1.046	1	.306	1.638
	Constant	−2.688	3.610	.554	1	.457	.068

a. Variable(s) entered on step 1: REGR factor score for Antibiotic_label, REGR factor score for Bioplastic_label, REGR factor score for Ecoscore_label, REGR factor score for Climate_Concern, REGR factor score Consequence_ego, REGR factor score Consequence_bio, Hvor gammel er du?, Hvilket kjønn er du?, Hva er din høyeste fullførte utdanning?.

Attachement 2.3: Binary Logistic Regression for Beef:

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	105	100.0
	Missing Cases	0	.0
	Total	105	100.0
Unselected Cases		0	.0
Total		105	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			Dummy_Ecolabel_Beef		Percentage Correct
Observed			.00	1.00	
Step 0	Dummy_Ecolabel_Beef	.00	0	18	.0
		1.00	0	87	100.0
Overall Percentage					82.9

a. Constant is included in the model.
b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1.576	.259	37.022	1	<.001	4.833

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	REGR factor score for Antibiotic_label	1.992	1	.158
		REGR factor score for Bioplastic_label	.727	1	.394
		REGR factor score for Ecoscore_label	1.012	1	.314
		REGR factor score for Climate_Concern	19.825	1	<.001
		REGR factor score Consequence_ego	8.070	1	.005
		REGR factor score Consequence_bio	5.379	1	.020
		Hvor gammel er du?	.368	1	.544
		Hvilket kjønn er du?	1.876	1	.171
		Hva er din høyeste fullførte utdanning?	.523	1	.469
	Overall Statistics		26.726	9	.002

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	24.721	9	.003
	Block	24.721	9	.003
	Model	24.721	9	.003

Model Summary

Step	−2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	71.489[a]	.210	.350

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Classification Table[a]

			Predicted		
			Dummy_Ecolabel_Beef		Percentage Correct
Observed			.00	1.00	
Step 1	Dummy_Ecolabel_Beef	.00	7	11	38.9
		1.00	1	86	98.9
	Overall Percentage				88.6

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	95% C.I.for EXP(B) Upper
Step 1[a]	REGR factor score for Antibiotic_label	.425	.437	.944	1	.331	1.529	.649	3.604
	REGR factor score for Bioplastic_label	−.242	.465	.270	1	.603	.785	.316	1.953
	REGR factor score for Ecoscore_label	−.010	.422	.001	1	.981	.990	.433	2.265
	REGR factor score for Climate_Concern	1.117	.390	8.194	1	.004	3.056	1.422	6.565
	REGR factor score Consequence_ego	.232	.314	.545	1	.460	1.261	.681	2.335
	REGR factor score Consequence_bio	.108	.342	.100	1	.752	1.114	.570	2.177
	Hvor gammel er du?	.030	.056	.293	1	.588	1.031	.924	1.149
	Hvilket kjønn er du?	−.391	.624	.394	1	.530	.676	.199	2.296
	Hva er din høyeste fullførte utdanning?	−.775	.571	1.841	1	.175	.461	.150	1.411
	Constant	4.183	2.763	2.291	1	.130	65.560		

a. Variable(s) entered on step 1: REGR factor score for Antibiotic_label, REGR factor score for Bioplastic_label, REGR factor score for Ecoscore_label, REGR factor score for Climate_Concern, REGR factor score Consequence_ego, REGR factor score Consequence_bio, Hvor gammel er du?, Hvilket kjønn er du?, Hva er din høyeste fullførte utdanning?.