

Supplementary Material

Table S1 Final cluster centres of the two principal components (PC), as derived from the k-means cluster analysis for the classification of the 972 respondents

	Struggling	Indifferent	Engaged
Opportunity/Capability	-1.88	0.35	0.18
Motivation	-0.19	-0.39	1.81

Table S2 Sociodemographic characteristics of the three clusters (S = Struggling; I = Indifferent; E = Engaged)

	%	S	I	E	%	S	I	E	
Country	ROI	81.4 _a	70.2 _b	63.1 _b	Age	18-24	2.1 _a	6.7 _{a,b}	10.6 _b
	NI	18.6 _a	29.0 _b	36.9 _b		25-34	17.9 _a	21.1 _a	21.30 _a
Gender	Male	48.6 _a	48.8 _a	31.3 _b		35-44	23.0 _a	24.1 _a	28.1 _a
	Female	51.4 _a	51.2 _a	68.8 _b		45-54	22.9 _a	18.8 _a	15.6 _a
Parent	Yes	39.3 _a	43.0 _a	57.5 _b		55-64	18.6 _a	14.6 _a	16.9 _a
	No	60.70 _a	57.0 _a	42.5 _b		65+	15.0 _a	14.7 _a	7.5 _a
Married	Prefer not to say	0.7 _a	0.1 _a	0.0 _a					
	Not married	39.3 _a	43.8 _a	56.9 _b					
	Married	51.4 _a	48.2 _a	38.8 _a					
	Previously married	8.6 _a	7.9 _a	4.4 _a					

Table S3 Meat consumption frequency of the three clusters (S = Struggling; I = Indifferent; E = Engaged)

	%	S	I	E		%	S	I	E
Beef	Never	57.1 _a	18.6 _b	13.8 _b	Pork	Never	62.9 _a	24.0 _b	26.3 _b
	< once a year	8.6 _a	6.7 _a	1.3 _a		< once a year	10.7 _a	7.3 _a	3.1 _a
	Once or twice a year	4.3 _a	7.7 _a	2.5 _a		Once or twice a year	7.9 _a	11.6 _a	8.1 _a
	Every few months	15.0 _a	24.0 _a	18.1 _a		Every few months	12.9 _a	27.1 _a	23.1 _a
	1-4 times a month	8.6 _a	33.3 _b	44.4 _b		1-4 times a month	2.1 _a	25.3 _b	28.1 _b
	A few times a week	6.4 _a	9.1 _a	16.9 _b		A few times a week	2.9 _a	4.3 _a	7.5 _a
	Daily	0.0 _a	0.6 _a	3.1 _b		Daily	0.7 _a	0.4 _a	3.8 _b
Chicken	Never	51.4 _a	15.2 _b	11.9 _b	Dairy	Never	60.0 _a	17.6 _b	11.3 _b
	< once a year	11.4 _a	4.3 _b	1.9 _b		< once a year	7.1 _a	5.2 _a	1.3 _a
	Once or twice a year	3.6 _a	8.5 _a	3.8 _a		Once or twice a year	4.3 _a	6.8 _a	1.3 _a
	Every few months	13.6 _a	24.3 _b	11.9 _a		Every few months	13.6 _a	20.7 _a	12.5 _a
	1-4 times a month	17.9 _a	36.9 _b	43.8 _b		1-4 times a month	5.7 _a	29.8 _b	33.1 _b
	A few times a week	2.1 _a	10.3 _b	22.5 _c		A few times a week	8.6 _a	17.7 _b	32.5 _c
	Daily	0.0 _a	0.6 _a	4.4 _b		Daily	0.7 _a	2.2 _a	8.1 _b
Eggs	Never	45.0 _a	13.8 _b	4.4 _c					
	< once a year	5.0 _a	4.5 _a	0.0 _a					
	Once or twice a year	5.7 _a	6.4 _a	0.6 _a					
	Every few months	7.9 _a	17.0 _a	8.8 _a					
	1-4 times a month	23.6 _a	42.3 _b	50.0 _b					
	A few times a week	12.1 _a	14.1 _a	30.0 _b					
	Daily	0.7 _a	1.9 _a	6.3 _b					

Table S4 Cluster motivation to purchase FAW friendly foods (S = Struggling; I = Indifferent; E = Engaged)

	%	S	I	E		S	I	E
I always try to locate animal welfare friendly food where possible					I would rather eat animal welfare friendly food than conventional products			
Strongly disagree	7.1 _a	1.8 _b	0.0 _b		5.0 _a	1.5 _b	0.0 _b	
Disagree	20.0 _a	11.6 _b	0.0 _c		5.7 _a	6.1 _a	0.0 _b	
Neutral	48.6 _a	40.9 _a	3.8 _b		25.0 _a	31.8 _a	1.9 _b	
Agree	22.1 _a	43.2 _b	26.3 _a		41.4 _a	54.2 _b	10.0 _c	
Strongly agree	2.1 _a	2.5 _a	70.0 _b		22.9 _a	6.4 _b	88.1 _c	
I would pay more for animal welfare friendly food than for conventional products					I would source animal welfare friendly food if it were available			
Strongly disagree	7.1 _a	1.9 _b	0.0 _b		5.7 _a	1.6 _b	0.0 _b	
Disagree	15.7 _a	12.8 _a	0.0 _b		5.0 _a	4.3 _a	0.0 _a	
Neutral	28.6 _a	33.8 _a	3.8 _b		30.0 _a	30.2 _a	0.0 _b	
Agree	37.1 _a	49.9 _b	19.4 _c		42.1 _a	60.4 _b	13.1 _c	
Strongly agree	11.4 _a	1.6 _b	76.9 _c		17.1 _a	3.4 _b	86.9 _c	

Table S5 Cluster perceptions towards their opportunity and capability to purchase FAW friendly foods (S = Struggling; I = Indifferent; E = Engaged)

	%	S	I	E		S	I	E		S	I	E
		I find it easy to identify animal welfare friendly food				I know where to buy animal welfare friendly food				There is a sufficient choice of animal welfare friendly food		
Strongly disagree		83.6 _a	1.6 _b	8.1 _c		78.6 _a	2.7 _b	3.1 _b		72.1 _a	1.0 _b	19.4 _c
Disagree		14.3 _a	36.5 _b	29.4 _b		15.0 _a	29.5 _b	16.9 _a		15.7 _a	32.7 _b	34.4 _b
Neutral		0.7 _a	33.9 _b	20.6 _c		3.6 _a	32.1 _b	26.9 _b		11.4 _a	41.1 _b	18.8 _a
Agree		0.7 _a	25.3 _b	26.9 _b		2.9 _a	32.9 _b	35.0 _b		0.7 _a	23.1 _b	14.4 _c
Strongly agree		0.7 _a	2.7 _a	15.0 _b		0.0 _a	2.8 _a	18.1 _b		0.0 _a	2.1 _a	13.1 _b
		There is sufficient information about animal welfare friendly food				Animal welfare friendly products are easily available in food stores				It is easy to identify animal welfare-friendly products using labels		
Strongly disagree		89.3 _a	3.7 _b	24.4 _c		67.9 _a	1.0 _b	11.3 _c		77.1 _a	1.5 _b	2.5 _b
Disagree		9.3 _a	43.3 _b	33.1 _b		25.7 _a	31.8 _a	30.0 _a		18.6 _a	28.6 _a	30.0 _a
Neutral		0.7 _a	30.4 _b	14.4 _c		5.7 _a	40.6 _b	26.9 _c		3.6 _a	35.0 _b	20.0 _c
Agree		0.0 _a	20.1 _b	16.9 _b		0.7 _a	24.0 _b	19.4 _b		0.7 _a	32.3 _b	30.0 _b
Strongly agree		0.7 _a	2.5 _a	11.3 _b		0.0 _a	2.5 _a	12.5 _b		0.0 _a	2.7 _a	17.5 _b

Table S6 Cluster sector specific assessments of current FAW conditions (S = Struggling; I = Indifferent; E = Engaged)

	%	S	I	E		S	I	E		S	I	E
Beef	Very Poor	5.0 _a	0.6 _b	2.5 _{a,b}	Chicken	13.6 _a	2.70 _b	9.40 _a	Egg	10.7 _a	1.3 _b	7.5 _a
	Poor	5.7 _a	1.9 _a	5.0 _a		18.6 _a	9.7 _b	12.5 _{a,b}		17.9 _a	7.9 _b	12.5 _{a,b}
	Moderate	12.9 _a	14.0 _a	14.4 _a		22.1 _a	27.7 _a	26.3 _a		22.1 _a	22.3 _a	22.5 _a
	Good	32.9 _a	35.1 _a	35.0 _a		18.6 _a	32.0 _b	18.1 _a		23.6 _a	35.3 _b	20.6 _a
	Very Good	30.7 _a	39.0 _a	33.8 _a		8.6 _a	16.5 _a	23.8 _a		11.4 _a	22.8 _b	26.9 _b
	I don't know	12.9 _a	9.4 _a	9.4 _a		18.6 _a	11.5 _a	10.0 _a		14.3 _a	10.4 _a	10.0 _a
Pork	Very Poor	8.6 _a	0.7 _b	9.4 _a	Dairy	2.1 _a	0.1 _b	3.1 _a				
	Poor	12.1 _a	6.0 _a	10.6 _a		5.0 _a	2.7 _a	0.6 _a				
	Moderate	15.7 _a	22.5 _a	20.0 _a		17.9 _a	13.1 _a	15.6 _a				
	Good	35.7 _a	36.3 _a	25.0 _a		32.9 _a	37.6 _a	30.0 _a				
	Very Good	8.6 _a	19.6 _b	19.4 _b		28.6 _a	38.2 _{a,b}	41.9 _b				
	Don't know	19.3 _a	14.9 _a	15.6 _a		13.6 _a	8.2 _a	8.8 _a				

Table S7 Cluster sector specific assessments of whether FAW conditions have improved in the past decade (S = Struggling; I = Indifferent; E = Engaged)

	%	S	I	E		S	I	E		S	I	E
Beef	Much worse	0.7 _{a,b}	0.4 _b	2.5 _a	Chicken	6.4 _a	1.3 _b	6.3 _a	Egg	2.9 _a	0.6 _b	4.4 _a
	Somewhat worse	7.1 _a	3.3 _a	3.8 _a		14.3 _a	7.7 _a	9.4 _a		16.4 _a	5.2 _b	6.3 _b
	The same	29.3 _a	23.4 _a	27.5 _a		36.4 _a	26.0 _a	20.6 _a		32.1 _a	25.9 _a	18.1 _a
	Improved											
	somewhat	31.4 _a	38.7 _a	30.0 _a		19.3 _a	37.1 _b	29.4 _{a,b}		24.3 _a	39.4 _b	32.5 _{a,b}
	Improved a great deal	18.6 _a	24.0 _a	26.9 _a		7.9 _a	16.7 _b	23.8 _b		10.0 _a	17.4 _a	28.7 _b
	I don't know	12.9 _a	10.3 _a	9.4 _a		15.7 _a	11.2 _a	10.6 _a		14.3 _a	11.5 _a	10.0 _a
Pork	Much worse	2.1 _{a,b}	1.0 _b	5.0 _a	Dairy	0.0 _{a,b}	0.6 _b	3.1 _a				
	Somewhat worse	14.3 _a	5.8 _b	10.0 _a		7.1 _a	3.1 _a	3.8 _a				
	The same	30.0 _a	27.7 _a	27.5 _a		24.3 _a	22.5 _a	21.3 _a				
	Improved											
	somewhat	27.1 _a	34.5 _a	25.6 _a		39.3 _a	36.6 _a	29.4 _a				
	Improved a great deal	9.3 _a	17.4 _a	18.1 _a		16.4 _a	27.5 _b	33.1 _b				
	I don't know	17.1 _a	13.5 _a	13.8 _a		12.9 _a	9.7 _a	9.4 _a				