**SUPPLEMENTAL FILE S2:**

**RANDOMIZATION CHECK**

**Descriptive overview**

Here is an overview of the number of respondents that received the 20 vignettes. The vignettes ranged from A1 to E4 where the capital letters refer to the breeding method and the numbers refer to goals.

VIGNETTE | Freq. Percent Cum.

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 A1 | 102 5.01 5.01

 A2 | 102 5.01 10.02

 A3 | 102 5.01 15.03

 A4 | 102 5.01 20.04

 B1 | 102 5.01 25.05

 B2 | 101 4.96 30.01

 B3 | 101 4.96 34.97

 B4 | 101 4.96 39.93

 C1 | 102 5.01 44.94

 C2 | 102 5.01 49.95

 C3 | 102 5.01 54.96

 C4 | 102 5.01 59.97

 D1 | 102 5.01 64.98

 D2 | 102 5.01 69.99

 D3 | 102 5.01 75.00

 D4 | 101 4.96 79.96

 E1 | 102 5.01 84.97

 E2 | 102 5.01 89.98

 E3 | 102 5.01 94.99

 E4 | 102 5.01 100.00

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 Total | 2,036 100.00

In the two tables below, the vignettes are further divided into the number of respondents that received the 5 breeding methods (first table below), and the 4 breeding goals (next table below).

 | BREEDING METHOD

VIGNETTE | Bull AI AI+GS AI+OPU AI+

 | /IVP CLONING/GE| Total

-----------+-------------------------------------------------------+----------

 A1 | 102 0 0 0 0 | 102

 A2 | 102 0 0 0 0 | 102

 A3 | 102 0 0 0 0 | 102

 A4 | 102 0 0 0 0 | 102

 B1 | 0 102 0 0 0 | 102

 B2 | 0 101 0 0 0 | 101

 B3 | 0 101 0 0 0 | 101

 B4 | 0 101 0 0 0 | 101

 C1 | 0 0 102 0 0 | 102

 C2 | 0 0 102 0 0 | 102

 C3 | 0 0 102 0 0 | 102

 C4 | 0 0 102 0 0 | 102

 D1 | 0 0 0 102 0 | 102

 D2 | 0 0 0 102 0 | 102

 D3 | 0 0 0 102 0 | 102

 D4 | 0 0 0 101 0 | 101

 E1 | 0 0 0 0 102 | 102

 E2 | 0 0 0 0 102 | 102

 E3 | 0 0 0 0 102 | 102

 E4 | 0 0 0 0 102 | 102

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 Total | 408 405 408 407 408 | 2,036

 | BREEDING GOAL

VIGNETTE | QUANTITY QUALITY CLIM IMPACT WELFARE | Total

-----------+--------------------------------------------+----------

 A1 | 102 0 0 0 | 102

 A2 | 0 102 0 0 | 102

 A3 | 0 0 102 0 | 102

 A4 | 0 0 0 102 | 102

 B1 | 102 0 0 0 | 102

 B2 | 0 101 0 0 | 101

 B3 | 0 0 101 0 | 101

 B4 | 0 0 0 101 | 101

 C1 | 102 0 0 0 | 102

 C2 | 0 102 0 0 | 102

 C3 | 0 0 102 0 | 102

 C4 | 0 0 0 102 | 102

 D1 | 102 0 0 0 | 102

 D2 | 0 102 0 0 | 102

 D3 | 0 0 102 0 | 102

 D4 | 0 0 0 101 | 101

 E1 | 102 0 0 0 | 102

 E2 | 0 102 0 0 | 102

 E3 | 0 0 102 0 | 102

 E4 | 0 0 0 102 | 102

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 Total | 510 509 509 508 | 2,036

**Overview of test results from Randomization check**

The table below gives an overview of results of the randomization checks that were carried out. We examined whether the means or proportions of all independent variables used in multivariable analysis (described in Statistical analysis) were different across the 20 vignettes (statistical analyses employed are described in the notes to the table) at the 0.05 level of significance. We find that just one of the randomization checks returned a statistically significant p-value (p=0.0136). However, a significant p-value is to be expected by mere chance when so many significance tests are carried out. And when we employ bonferroni correction the association is no longer statistically significant[[1]](#footnote-1).

**Table with overview of test results from randomization check**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **Randomization check** **All vignettes** **(20 groups)** | **Randomization check** **Breeding methods** **(5 groups)** | **Randomization check** **Breeding traits** **(4 groups)** |
| Gender a | No significant differences | No significant differences | No significant differences |
| Education b | No significant differences | No significant differences | No significant differences |
| Region in Denmark b(Bonferroni correction)c | No significant differences | P<0.0136(No significant differences) | No significant differences |
| Age d | No significant differences | No significant differences | No significant differences |
| Dairy consumption (grams)d | No significant differences | No significant differences | No significant differences |
| Organic milk consumptiond | No significant differences | No significant differences | No significant differences |
| ATNcd | No significant differences | No significant differences | No significant differences |
| Animal rightsd | No significant differences | No significant differences | No significant differences |
| Cells with the text “No significant difference” means that P-value from the regression analysis is > 0.05A Results are from logit regressionb Results are from multinomial logit regressionc Bonferroni corrected significant P-value= (0.05/8) = 0.00625d Results are from analysis of variance |

1. We determined the Bonferonni corrected significant p-value by dividing the original p-value with number of tests carried out regarding the breeding methods (0.05/8) = 0.00625 [↑](#footnote-ref-1)