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Supplement to:

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Online supplementary material

Readme

This online supplement to "Dissecting Taste Distinction: Cultural Tastes and Perceptions of Individual's Status and Qualities" presents information on research design, variables, and results from main- and supplementary analyses. If you are interested in this information, you can simply browse through this document. Moreover, if you wish to reproduce our results, you can access the underlying dataset and accompanying R code at https://tinyurl.com/yjm8f9ce. Please be aware that we provide the dataset solely for the purpose of reproducing the results we present in the paper. You may not use the dataset for any other purpose without written consent from the authors (corresponding author: Mikkel Haderup Larsen, mail: mhl@rfintervention.dk). We also provide the link to the pre-registration here: https://tinyurl.com/56h8xtyn.

Appendix A: Survey Experimental Design

We present the design of the vignette experiment in this appendix. We show the basic template that we use in the vignette below and highlight attributes of the hypothetical individual described in the vignette in bold and brackets. Based on this template, we constructed a total of 30,972 vignettes (5,162 participants x 3 tasks x 2 vignettes per task). These vignettes are based on randomized attributes describing the hypothetical individual's tastes (six domains: music, food, performing arts, leisure, sports, literature) and socio-demographic characteristics (occupation, gender, ethnic background, father's occupation, and municipality of residence; see Appendix B for details). The template and survey questions are translated from Danish to English.

Figure A1. Vignette Template

[Name_1]

We would like to introduce **[name]**, who is 38 years old, lives in **[municipality]** and works as a **[occupation]**. In [his/her] leisure time, **[name]** listens to **[music]** and reads **[literature]**. [He/she] practices **[sport]** and loves going to **[performing arts]** and on **[leisure]**. When **[name]** has friends over, he often serves **[food]**. **[name]**s dad worked as a **[father's occupation]**.

[Name_2]

We would like to introduce **[name]**, who is 38 years old, lives in **[municipality]** and works as a **[occupation]**. In [his/her] leisure time, **[name]** listens to **[music]** and reads **[literature]**. [He/she] practices **[sport]** and loves going to **[performing arts]** and on **[leisure]**. When **[name]** has friends over, he often serves **[food]**. **[name]**s dad worked as a **[father's occupation]**.

We now ask you to evaluate some statements about **[Name_1]** and **[Name_2]**. Please answer on a scale from 0 to 10 how each statement applies.

0 [Name_1] is from the bottom of society	1	2	3	4	5	6	7	8	9	10 [Name_1] is from the top of society
0 [Name_2] is from the bottom of society	1	2	3	4	5	6	7	8	9	10 [Name_2] is from the top of society
0 [Name_1] does not at all enjoy others respect	1	2	3	4	5	6	7	8	9	10 [Name_1] enjoys others respect
0 [Name_2] does not at all enjoy others respect	1	2	3	4	5	6	7	8	9	10 [Name_2] enjoys others respect
0 [Name_1] is not at all cultured	1	2	3	4	5	6	7	8	9	10 [Name_1] is very cultured
0 [Name_2] is not at all cultured	1	2	3	4	5	6	7	8	9	10 [Name_2] is very cultured
0 [Name_1] earns very little money	1	2	3	4	5	6	7	8	9	10 [Name_1] earns a lot of money
0 [Name_2] earns very little money	1	2	3	4	5	6	7	8	9	10 [Name_2] earns a lot of money
0 [Name_1] would be very boring to talk to at a party	1	2	3	4	5	6	7	8	9	10 [Name_1] would be very fun to talk to at a party
0 [Name_2] would be very boring to talk to at a party	1	2	3	4	5	6	7	8	9	10 [Name_2] would be very fun to talk to at a party

Appendix B: Variables

In this appendix, we present the operationalization of attributes and our coding of variables in the data. In the vignettes, we randomly varied information on the hypothetical individual's cultural tastes, occupation, father's occupation, name (proxying for gender and ethnicity), and municipality of residence.

Cultural tastes: We measure the hypothetical individual's tastes across six taste domains (music, food, performing arts, leisure, sport, and literature). For each taste domain, we selected six tastes and grouped them into three categories with either low (e.g., rap/hip-hop, heavy metal), medium (e.g., rock/pop, jazz), or high (e.g., opera, classical music) legitimacy. Our grouping is based on a nationally representative survey (n=2,998) we collected in Denmark. In the survey, we asked participants the extent to which they associate specific cultural activities, genres, or objects with people placed at the top (10) or bottom (1) of society. This indicator, which captures implied social rank, is an adapted version of a question from the International Social Survey Programme (ISSP Research Group 2022). Table B1 shows the mean implied rank of 60 tastes in six taste domains, estimated from our survey. Tastes differ significantly in terms of implied social rank, which we interpret as evidence that tastes have different legitimacy.

Table B1. Mean and Standard Deviation (SD) of the Implied Social Rank of 60 Tastes

Variables	Mean (SD)	Variables	Mean (SD)
Music		***Leisure***	
Opera	7.14 (2.10)	**Wine tasting**	6.97 (1.74)
Classical music	6.91 (1.87)	**Art museum**	6.70 (1.71)
Jazz	6.16 (1.71)	Horseback riding	6.65 (1.85)
Rock/pop	5.40 (1.41)	Yoga	5.94 (1.58)
RnB	5.17 (1.37)	**Cinema**	5.46 (1.36)
Country/singer-songwriter	4.88 (1.39)	**Amusement park**	5.27 (1.40)
Electronic music	4.75 (1.41)	Gardening	5.26 (1.43)
Rap/hip-hop	4.47 (1.50)	Live football match	5.12 (1.57)
Schlager	4.46 (1.61)	**Flea market**	4.64 (1.53)
Heavy metal	4.31 (1.48)	**Camping**	4.58 (1.54)
Food		***Sports***	
Caviar	8.07 (1.95)	**Golf**	7.25 (1.96)
Oysters	7.77 (2.05)	**Tennis**	6.76 (1.72)
Salmon	6.39 (1.58)	Fencing	6.51 (2.08)
Almond milk	6.10 (1.85)	Athletics	5.63 (1.42)
Avocado	6.07 (1.50)	Swimming	5.51 (1.34)
Sourdough bread	6.05 (1.56)	**Handball**	5.43 (1.45)
Almonds	5.84 (1.37)	**Football**	5.29 (1.66)
Meatballs	4.95 (1.46)	Bowling	4.57 (1.47)
Cheeseburger	4.35 (1.53)	**Weightlifting**	4.57 (1.44)
Chicken nuggets	4.17 (1.62)	**Boxing**	4.42 (1.54)
Performing arts		***Literature***	
Ballet	7.23 (1.95)	**Philosophy**	6.92 (1.88)
Classical music concert	6.98 (1.89)	**Poetry**	6.47 (1.82)
Play	6.16 (1.51)	History	6.32 (1.57)
Musical	5.77 (1.48)	Play	6.08 (1.56)
Rock/pop concert	5.36 (1.40)	**Biography**	5.99 (1.56)
Standup comedy	5.16 (1.44)	**Crime**	5.46 (1.42)
Circus	4.71 (1.38)	Comedy	5.33 (1.37)
Puppet theatre	4.69 (1.50)	Romance	5.15 (1.42)
Magician show	4.67 (1.33)	**Science Fiction**	5.03 (1.39)
Folk dance	4.62 (1.45)	**Cartoon**	4.74 (1.40)

Notes: The cultural activities, genres, or objects we use in the experiment are shown in bold.

Occupation and father's occupation: To measure occupation and father's occupation (proxy for family background), we divided the two treatments into three levels with two occupations per level (low = cashier or cleaning assistant; medium = schoolteacher or journalist; high = medical doctor or lawyer). Our categorization is derived from the occupational prestige literature showing these occupations rank either at the bottom, in the middle, or in the top of the hierarchy (Hauser and Warren 1997; Nakao and Treas 1994; Treiman 1977).

Name: We use name to measure ethnic background and gender. To signal majority or minority ethnicity, we use names that signal either Nordic or Arabic origin. Table B2 shows that each

level is drawn from a pool of ten names to ensure that we estimate a group-effect rather than a specific name-effect (Clifford and Rainey 2024; Wells and Windschitl 1999). To reduce name-confusion, we introduced the restriction that it is not possible to draw the same name twice within the same task. We constructed a list of Nordic-sounding masculine and feminine names from data on the most popular first names and surnames among children born in 1985 in Denmark (Statistics Denmark 2024a). We chose Arabic-sounding masculine and feminine names from a list of the most popular names among persons with an Arabic background living in Denmark (Stefansson 2006). The full list of names is shown in Table B2.

Table B2. List of names used in vignette experiment by implied gender and ethnicity

Nordic-sounding name		Arabic-sounding name	
Male	Female	Male	Female
Martin G. Nielsen	Maria B. Andersen	Mohammad Bashir	Fatima Hamid
Thomas Johansen	Mette Poulsen	Ahmad Hasan	Yasmin Khan
Henrik S. Madsen	Karoline Rasmussen	Ali Ahmed	Amina Munir
Jens Christiansen	Kirsten Thomasen	Mehmet Abdi	Salma Ismail
Emil Møller	Lene H. Kristensen	Mustafa Dar	Jamila Ali
Anders Petersen	Susanne Jørgensen	Yunus Yazin	Samira Farah
Hans Pedersen	Anne Holm	Ibrahim Sahin	Khadija Osman
Lars Storm	Marianne Christensen	Youssef Omar	Aisha Khadil
Peter Bager	Anna Mortensen	Omar Yildiz	Aida Malik
Michael Jensen	Camilla Olsen	Hassan Ibrahim	Maryam Karim

Municipality of residence: We use municipality of residence as an indicator of the perceived income of people in the hypothetical individual's area of residence. We divided the variable into three status levels with two municipalities per level (high = Gentofte, Klampenborg; medium = Gladsaxe, Ballerup; low = Albertslund, Brøndby). We based our selection on information on mean annual disposable income in Danish municipalities from Statistics Denmark

(Statistics Denmark 2024b), in which the municipalities we include rank high, medium, or low. Our list only contains municipalities from the capital region (i.e., around the Copenhagen area) to avoid masking status differences that are due to the region rather than the municipality.

Participant characteristics: In secondary analysis, we use information on participants in the experiment to assess if the effect of tastes on perceptions of status and qualities we estimate differs across participants' characteristics. Specifically, we have information on the participant's gender, age, level of education, employment status, migration status, self-reported area of residence, cultural participation, status anxiety, perceived social rank, and perceived social class. In the following, we describe how we operationalized participant characteristics. Table B3 reports the sample means and distributions.

- *Gender* is a dummy variable indicating whether the participant identifies as male or female. We use male as the reference category in the analysis.
- *Age* is a continuous variable ranging from 18 to 92 years, with a mean of 51.
- *Education* is a dummy variable measuring if the participant has completed a *university degree*. Having a university degree corresponds to ISCED level 6 (at least a bachelor's degree) or above. We use not having a university degree as the reference category in the analysis.
- *Employment status* is a dummy variable measuring whether the participant is in part- or full-time employment. Students, unemployed, and groups outside the labor force (e.g., pensioners) are coded together as not being in employment. We use not being in employment as the reference category in the analysis.
- *Migration status* is coded into a dummy variable indicating if the participant was born inside or outside Denmark. We use born in Denmark as the reference category in the analysis.
- *Urbanization* is a dummy variable indicating if the participant lives in an urban area (i.e., a large city, the suburbs, or a medium-sized town) or in a rural area (i.e., a village or in a farmhouse). We use living in an urban area as the reference category in the analysis.

- *Copenhagen* is a dummy variable indicating if the participant lives in the capital region or in one of the four other Danish regions (Sjælland, Midtjylland, Nordjylland, Syddanmark). We use living outside the capital region as the reference category in the analysis.
- *Highbrow cultural consumption* is an additive scale indicating the number of highbrow activities, out of five (opera, classical music concert, ballet, play, and art museum), the participant reported attending in the last 12 months.
- *Popular cultural consumption* is an additive scale measuring the number of popular activities, out of six (musical, standup comedy, rock/pop concert, techno/dance concert, rap/hip-hop concert, and amusement park), the participant reported attending in the last 12 months.
- *Status anxiety* is based on Day and Fiske's scale (Keshabyan and Day 2020), which measures the fear of "not keeping up with the Joneses." In our data, Cronbach's Alpha is very high (0.89) for the items in the status anxiety scale.
- *Perceived social rank* is a variable capturing the extent to which, measured on a 10-point scale, participants see themselves as belonging to the top (10) or bottom (1) of society (ISSP Research Group 2022).
- *Perceived social class* is a nominal variable in which participants state if they see themselves as belonging to the (1) underclass, (2) working class, (3) lower-middle-class, (4) middle-class, (5) upper-middle-class, or (6) upper class (ISSP Research Group 2022). In the empirical analysis, we construct three dummy variables, capturing if participants identify as working class (1 +2), middle class (3+ 4) or upper middle to upper class.

Table B3. Summary Statistics for Sample

Participant characteristics	Mean (SD) or % N
Male	48%
Female	52%
Age	51 (19)
Has a university degree	11%
In employment	51%
Immigrant	3.70%
Lives in capital region	31%
Lives in urban area	78%
Lives in rural area	22%
Highbrow cultural participation (0-5 activities)	1.05 (1.27)
Popular cultural participation (0-6 activities)	1.56 (1.42)
Perceived social rank	6.74 (1.64)
Status anxiety (Day & Fiske scale)	2.80 (1.49)
Self-perceived as working class	18%
Self-perceived as middle class	51%
Self-perceived as upper/upper-middle class	15%

Note: Means, standard deviations and % are calculated from a sample of 5,162 participants.

Appendix C: Diagnostic Tests

In this appendix, we show results from diagnostic tests of our experimental design, including statistical power analysis, balance check, and robustness tests.

Power Analysis

Before collecting the data for the experiment, we pre-registered a power analysis that uses the cjpowR package (Schuessler and Freitag 2020) to estimate the minimally required sample size (= 2,088 participants * 3 tasks * 2 vignettes per task = 12,528 vignettes) to detect a 5% AMCE at 80% power for treatment variables with up to 6 levels. However, with our sample size of 30,972 vignettes clustered in 5,162 individuals (= 6 vignettes per individual), we can detect a 5% average marginal component effect (AMCE) at a power close to 1 and a 5% average marginal component interaction effect (AMCIE) at more than 80% power. However, because our outcomes are not binary forced choices, which is assumed in the cjpowR framework, but instead 11-point rating scales, we also conducted a power analysis using the DeclareDesign framework (Blair, Coppock, and Humphreys 2022). Using this setup, we can detect an AMCE of 0.1 with a power close to 1 and an AMCIE of 0.075 at a power close to 90%. Table C1 summarizes the results of this analysis.

Table C1. Results of power analysis

Effect type	Outcome	Effect size	Sample size	Power	Package	Pre-registered
AMCE	Forced choice	0.05	2,088	0.80	cjpowR	Yes
AMCE	Forced choice	0.05	5,162	0.99	cjpowR	No
AMCE	11-point scale	0.1	5,162	0.99	DeclareDesign	No
AMCIE	Forced choice	0.05	5,162	0.83	cjpowR	No
AMCIE	11-point scale	0.075	5,162	0.87	DeclareDesign	No

Covariate Balance

Our experimental design assumes successful randomization of taste attributes, i.e., that there is no association between participants' characteristics and the tastes they were shown in the vignettes. Table C2 panels A-F plot the distribution of taste attributes across participant characteristics and show that taste attributes are balanced on all characteristics. In other words, the randomization procedure worked as intended.

Table C2: Balance Tables

Panel A: Balance across Music Tastes

Music Covariates	Low legitimacy, N=10,287	Medium legitimacy, N=10,232	High legitimacy, N=10,339
Gender			
Male	48% 4,938	48% 4,915	49% 5,051
Female	52% 5,349	52% 5,317	51% 5,288
Age	51 (19)	51 (19)	51 (19)
University degree			
No	89% 9,152	88% 9,037	88% 9,123
Yes	11% 1,135	12% 1,195	12% 1,216
Employment status			
Employed	51% 5,242	51% 5,218	50% 5,212
Not employed	49% 5,045	49% 5,014	50% 5,127
Migration status			
Born in Denmark	96% 9,917	96% 9,858	96% 9,949
Immigrant	3.6% 370	3.7% 374	3.8% 390
Lives in Capital region			
No	69% 7,108	69% 7,044	69% 7,136
Yes	31% 3,179	31% 3,188	31% 3,203
Area of residence			
Urban	78% 8,073	78% 8,017	78% 8,096
Rural	22% 2,214	22% 2,215	22% 2,243
Social rank	6.75 (1.64)	6.74 (1.64)	6.72 (1.65)
Status anxiety social class	2.79 (1.49)	2.81 (1.50)	2.82 (1.49)
Working class	18% 1,862	17% 1,788	18% 1,900
Middle class	51% 5,256	52% 5,289	51% 5,265
Upper class	15% 1,495	15% 1,515	15% 1,502

Panel B: Balance across Food Tastes

Food Covariates	Low legitimacy, N=10,287	Medium legitimacy, N=10,232	High legitimacy, N=10,339
Gender			
Male	48% 4,937	48% 4,951	49% 5,016
Female	52% 5,295	52% 5,411	51% 5,248
Age	51 (19)	51 (19)	52 (19)
University degree			
No	89% 9,099	88% 9,150	88% 9,063
Yes	11% 1,133	12% 1,212	12% 1,201
Employment status			
Employed	51% 5,227	51% 5,246	51% 5,199
Not employed	49% 5,005	49% 5,116	49% 5,065
Migration status			
Born in Denmark	96% 9,860	96% 9,982	96% 9,882
Immigrant	3.6% 372	3.7% 380	3.7% 382
Lives in capital region			
No	70% 7,144	69% 7,165	68% 6,979
Yes	30% 3,088	31% 3,197	32% 3,285
Area of residence			
Urban	78% 8,007	79% 8,172	78% 8,007
Rural	22% 2,225	21% 2,190	22% 2,257
Social rank	6.76 (1.62)	6.74 (1.64)	6.73 (1.67)
Status anxiety	2.78 (1.47)	2.81 (1.50)	2.83 (1.51)
Social class			
Working class	18% 1,879	18% 1,841	18% 1,830
Middle class	51% 5,251	51% 5,307	51% 5,252
Upper class	15% 1,509	15% 1,512	15% 1,491

Panel C: Balance across Tastes in Performing Arts

Perf. arts Covariates	Low legitimacy, N=10,287	Medium legitimacy, N=10,232	High legitimacy, N=10,339
Gender			
Male	48% 4,982	48% 4,976	48% 4,946
Female	52% 5,310	52% 5,341	52% 5,303
Age	51 (19)	51 (19)	51 (19)
University degree			
No	89% 9,125	88% 9,129	88% 9,058
Yes	11% 1,167	12% 1,188	12% 1,191
Employment status			
Employed	51% 5,212	51% 5,303	50% 5,157
Not employed	49% 5,080	49% 5,014	50% 5,092
Migration status			
Born in Denmark	96% 9,909	97% 9,960	96% 9,855
Immigrant	3.7% 383	3.5% 357	3.8% 394
Lives in capital region			
No	69% 7,113	69% 7,084	69% 7,091
Yes	31% 3,179	31% 3,233	31% 3,158
Area of residence			
Urban	79% 8,080	79% 8,114	78% 7,992
Rural	21% 2,212	21% 2,203	22% 2,257
Social rank	6.73 (1.64)	6.73 (1.64)	6.76 (1.64)
Status anxiety social class	2.81 (1.50)	2.80 (1.49)	2.80 (1.49)
Working class	18% 1,879	18% 1,822	18% 1,849
Middle class	51% 5,282	52% 5,352	51% 5,176
Upper class	14% 1,466	14% 1,487	15% 1,559

Panel D: Balance across Tastes in Leisure

Leisure Covariates	Low legitimacy, N=10,287	Medium legitimacy, N=10,232	High legitimacy, N=10,339
Gender			
Male	49% 4,989	48% 4,917	48% 4,998
Female	51% 5,276	52% 5,326	52% 5,352
Age	51 (19)	51 (19)	51 (19)
University degree			
No	88% 9,066	88% 9,061	89% 9,185
Yes	12% 1,199	12% 1,182	11% 1,165
Employment status			
Employed	51% 5,224	50% 5,140	51% 5,308
Not employed	49% 5,041	50% 5,103	49% 5,042
Migration status			
Born in Denmark	96% 9,881	96% 9,876	96% 9,967
Immigrant	3.7% 384	3.6% 367	3.7% 383
Lives in capital region			
No	69% 7,071	69% 7,057	69% 7,160
Yes	31% 3,194	31% 3,186	31% 3,190
Area of residence			
Urban	79% 8,071	79% 8,051	78% 8,064
Rural	21% 2,194	21% 2,192	22% 2,286
Social rank	6.75 (1.65)	6.75 (1.63)	6.73 (1.65)
Status anxiety social class	2.82 (1.49)	2.79 (1.48)	2.80 (1.51)
Working class	18% 1,869	18% 1,801	18% 1,880
Middle class	51% 5,200	52% 5,291	51% 5,319
Upper class	15% 1,521	15% 1,510	14% 1,481

Panel E: Balance across Tastes in Sport

Sports Covariates	Low legitimacy, N=10,287	Medium legitimacy, N=10,232	High legitimacy, N=10,339
Gender			
Male	48% 4,961	48% 4,894	49% 5,049
Female	52% 5,287	52% 5,345	51% 5,322
Age	51 (19)	51 (19)	51 (19)
University degree			
No	89% 9,080	88% 9,040	89% 9,192
Yes	11% 1,168	12% 1,199	11% 1,179
Employment status			
Employed	51% 5,212	50% 5,169	51% 5,291
Not employed	49% 5,036	50% 5,070	49% 5,080
Migration status			
Born in Denmark	96% 9,853	97% 9,891	96% 9,980
Immigrant	3.9% 395	3.4% 348	3.8% 391
Lives in capital region			
No	69% 7,037	69% 7,054	69% 7,197
Yes	31% 3,211	31% 3,185	31% 3,174
Area of residence			
Urban	78% 7,991	79% 8,085	78% 8,110
Rural	22% 2,257	21% 2,154	22% 2,261
Social rank	6.75 (1.63)	6.75 (1.65)	6.72 (1.65)
Status anxiety	2.82 (1.49)	2.78 (1.49)	2.80 (1.50)
Social class			
Working class	18% 1,832	18% 1,824	18% 1,894
Middle class	51% 5,199	52% 5,310	51% 5,301
Upper class	15% 1,524	14% 1,475	15% 1,513

Panel F: Balance across Literary Tastes

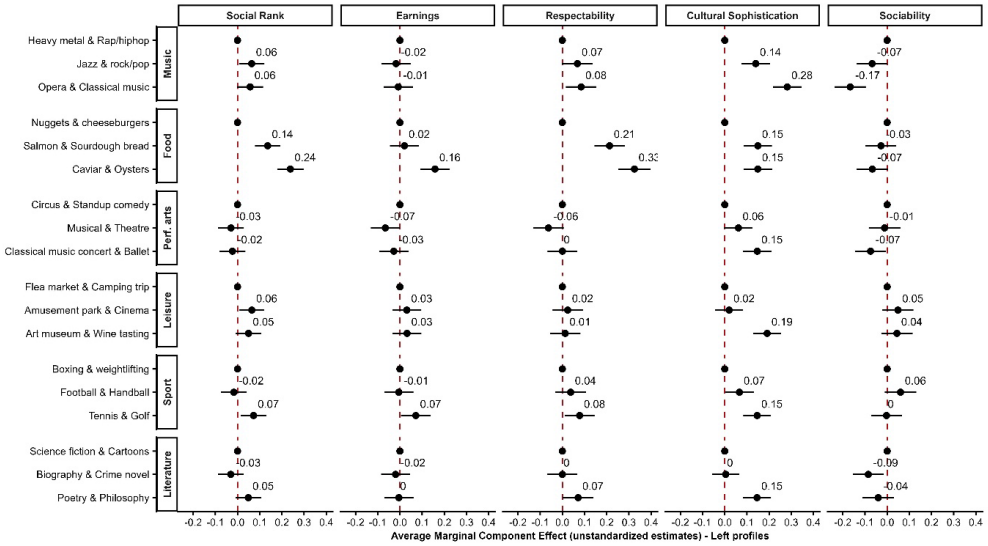
Literature Covariates	Low legitimacy, N=10,287	Medium legitimacy, N=10,232	High legitimacy, N=10,339
Gender			
Male	48% 4,916	49% 4,924	49% 5,064
Female	52% 5,389	51% 5,215	51% 5,350
Age	51 (19)	51 (19)	51 (19)
University degree			
No	89% 9,170	89% 8,989	88% 9,153
Yes	11% 1,135	11% 1,150	12% 1,261
Employment status			
Employed	51% 5,213	50% 5,111	51% 5,348
Not employed	49% 5,092	50% 5,028	49% 5,066
Migration status			
Born in Denmark	96% 9,901	97% 9,802	96% 10,021
Immigrant	3.9% 404	3.3% 337	3.8% 393
Lives in capital region			
No	69% 7,126	69% 7,044	68% 7,118
Yes	31% 3,179	31% 3,095	32% 3,296
Urban or rural area of residence			
Urban	79% 8,123	78% 7,900	78% 8,163
Rural	21% 2,182	22% 2,239	22% 2,251
Social rank	6.73 (1.65)	6.73 (1.64)	6.77 (1.64)
Status anxiety social class	2.81 (1.51)	2.80 (1.50)	2.81 (1.48)
Working class	18% 1,858	18% 1,839	18% 1,853
Middle class	51% 5,292	51% 5,193	51% 5,325
Upper class	14% 1,473	14% 1,443	15% 1,596

Profile and Task Effects

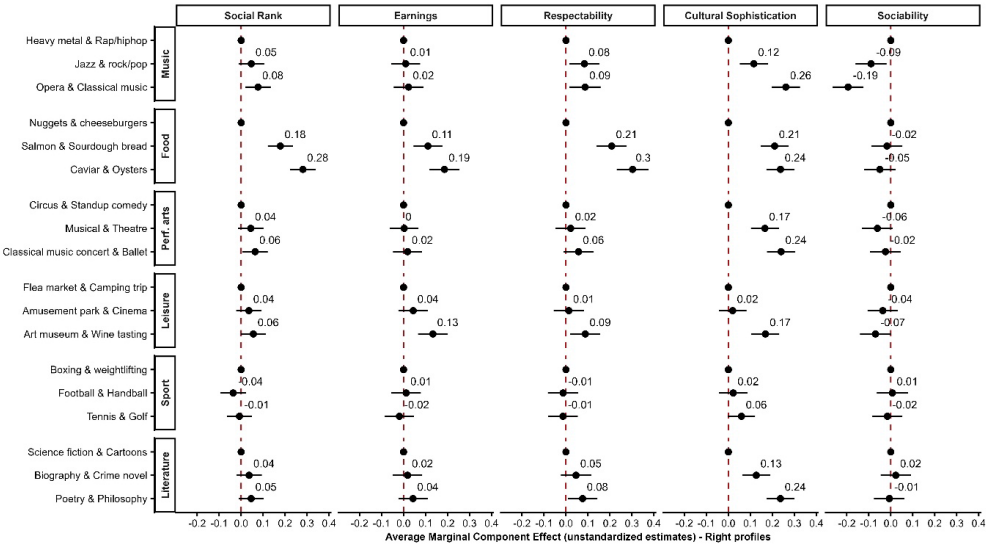
To check the validity of our design, we test for carryover effects across the three rating tasks and inspect that participants did not systematically favor the left or right vignette within tasks. Figures C1-C2 show the results of these tests. First, Figure C1 shows that the results are substantially similar irrespective of which side of the screen (left or right) the vignette was shown.

Figure C1. AMCEs of Cultural tastes by Vignette Side

Panel A: Results - only left-side vignettes



Panel B: Results - only right-side vignettes

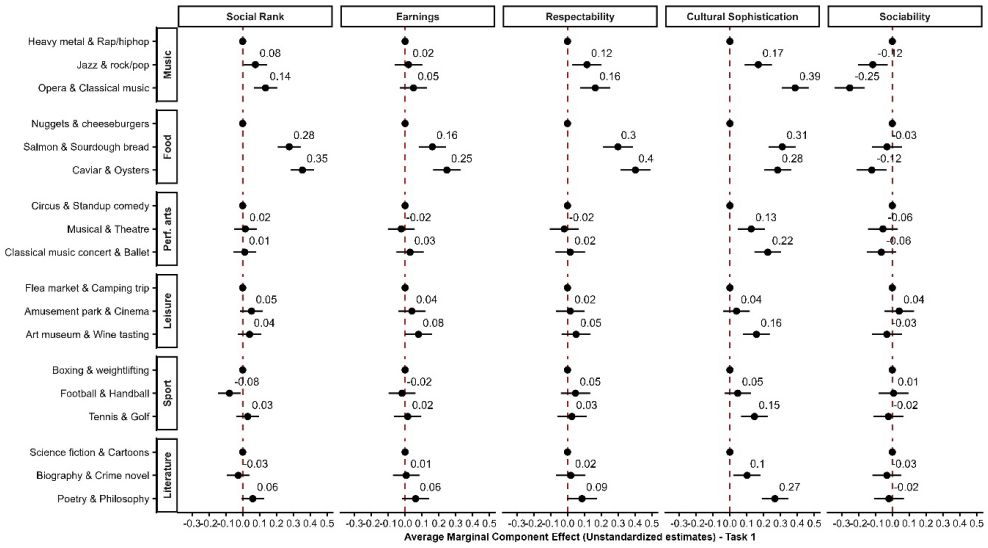


Notes: The figure shows unstandardized point estimates from OLS regressions with associated 95% confidence intervals. All models use individual-level cluster-robust standard errors.

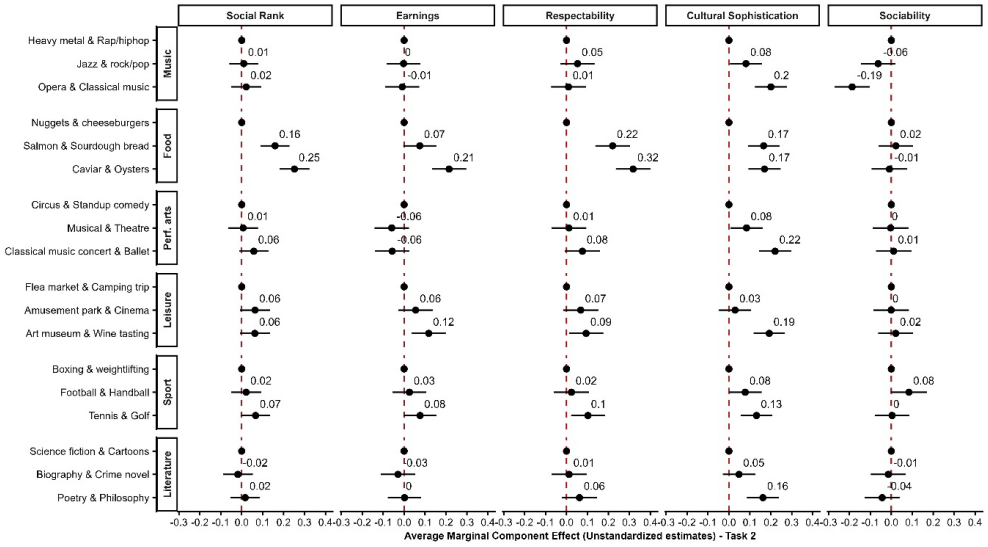
Second, Figure C2a-c illustrates that the main results do not change if we only use results from either the first, second, or third experimental task. This indicates that carryover effects from one task to the next is not an issue in the experiment. There is some trace of response fatigue in the third task, as the confidence intervals are larger and a few effects disappear (e.g., the effect of medium legitimacy food on perceived social rank). However, the overall picture is very similar to the results presented in Figure 2 in the main paper.

Figure C2: AMCEs of Cultural Tastes on Perceptions of Status and Qualities by task

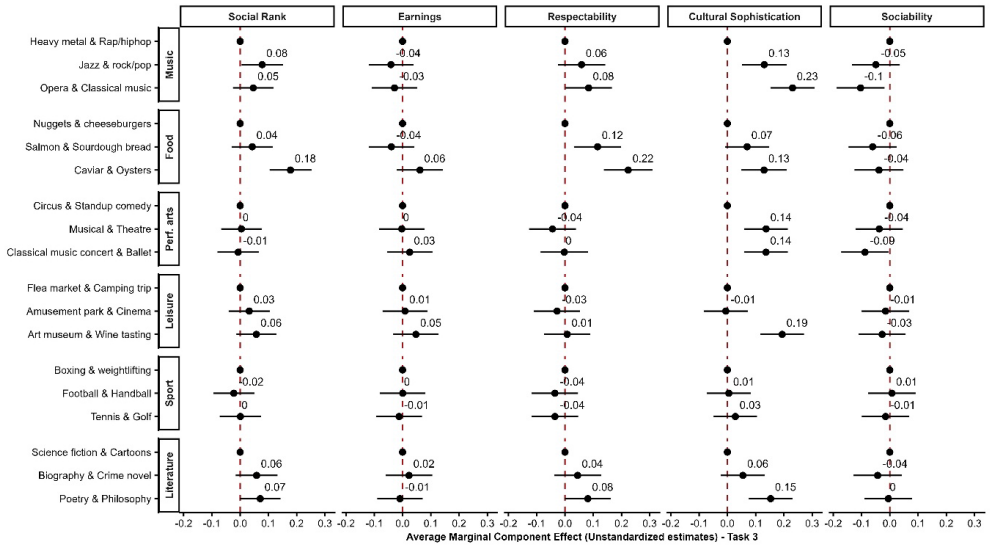
Panel A: Results - only ratings from first task



Panel B: Results – only ratings from second task



Panel C: Results - only ratings from third task



Notes: The figure shows unstandardized point estimates from OLS regressions with associated 95% confidence intervals. All models use individual-level cluster-robust standard errors.

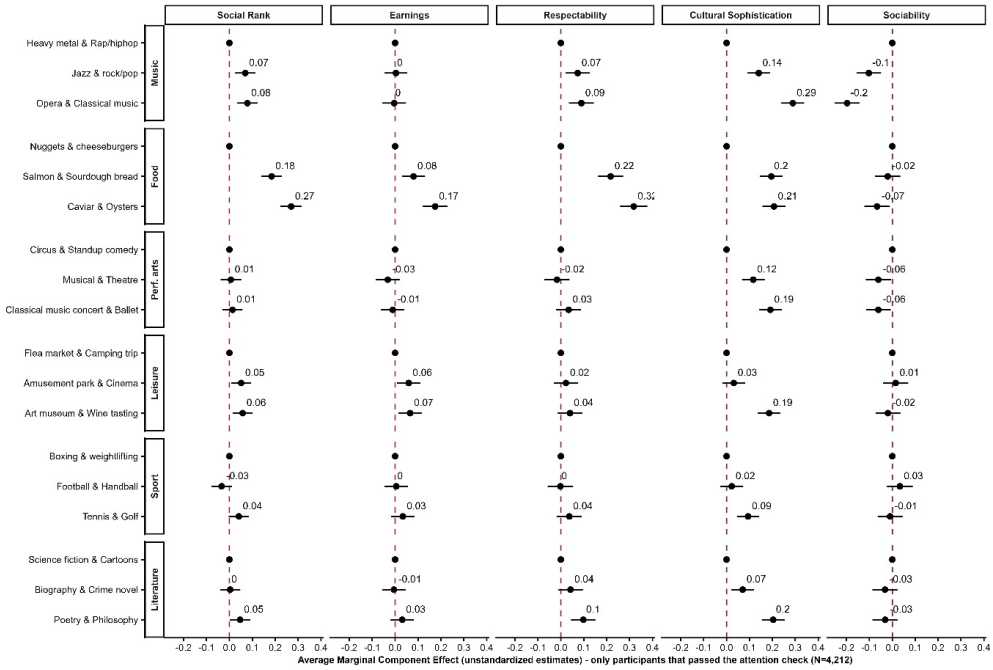
Attention check

We also assessed whether the main results were robust to exclude inattentive participants. To measure lack of attention to the experiment, we included a binary choice question at the end of the survey asking participants if they had just been presented with descriptions of other people's interests in either music, food, film or television. Because tastes in music and food tastes were manipulated in the experiment, while tastes in film or television were not, participants would pass (fail) if they answered yes (no) to music or food and the opposite for film or television. The response distribution is shown in Table C2. Figure C3 shows our results do not change if we remove the approximately 18% of participants that failed our attention check.

Table C2. Distribution of 5,162 participants by response to attention check

	Music or Food	Film or Television
Yes	2122 (41.1 %, passed)	497 (9.6 %, failed)
No	453 (8.8%, failed)	2090 (40.5%, passed)

Figure C3. AMCE of cultural tastes with a sample of participants passing the attention check



Notes: The figure shows unstandardized point estimates from OLS regressions with associated 95% confidence intervals. All models use individual-level cluster-robust standard errors.

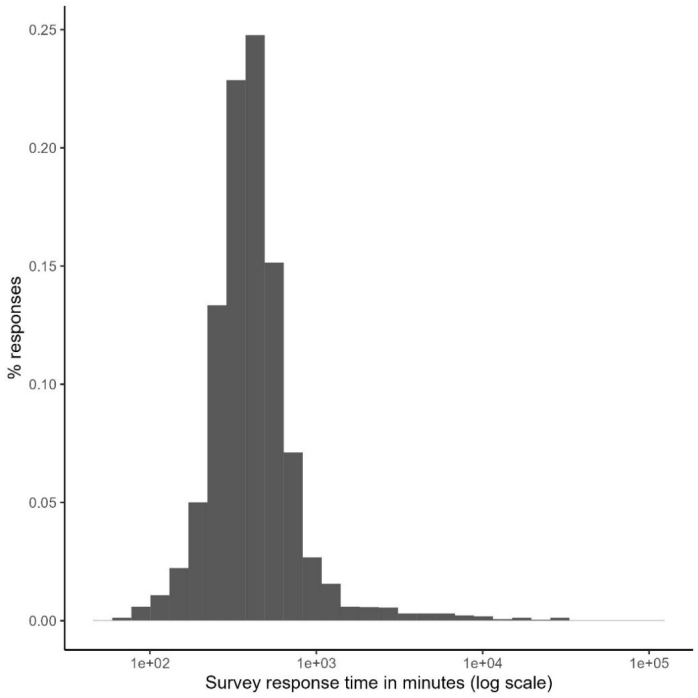
Speeders and slowpokes

Figure C4, panel A shows the distribution of survey response times in the sample. Because of a few unusually long response times, we transformed the x-axis into a log scale. This is also

evidenced by comparing the median response time, which is about 6.5 minutes and the mean response time, which is more than 11 minutes. Figure C4, panel B shows the results do not substantially change if we exclude the 10% fastest (less than 4 minutes) and 10% slowest (more than 12 minutes) from the sample. The only differences are that the negative effect of highly legitimate food tastes (caviar, oysters) on perceived sociability and the positive effect of medium legitimate (salmon, sourdough bread) on perceived earnings are insignificant at $p < .05$.

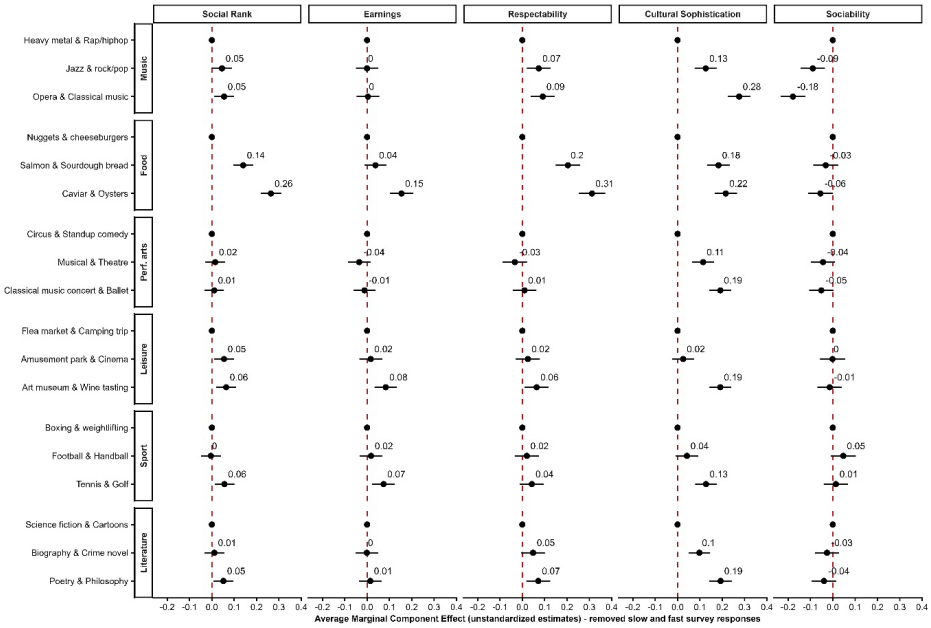
Figure C4. Effects of cultural tastes net of speeders and slowpokes

Panel A: Histogram of response times (log scale)



Notes: The figure exhibits the share of survey responses (N=5,162) on the y-axis by survey response time presented on a log scale on the x-axis to account for a few very slow responses.

Panel B: AMCE of cultural tastes after having removed the 10% fastest (less than 4 minutes response time) and the 10% slowest (more than 12 minutes response time) responses



Notes: The figure shows unstandardized point estimates from OLS regressions with associated 95% confidence intervals. All models use individual-level cluster-robust standard errors.

Appendix D: Regression Tables

In the main paper, we report all results as coefficient plots. These plots have the advantage of visually presenting our results in straightforward fashion. However, as some readers might be interested in point and inference estimates, we also report this information in regression tables. Tables D2 and D3 also contain information on the AMCEs of the socio-demographic characteristics randomized in the vignettes.

Table D1. Regression table of cultural legitimacy scale treatments

	Social Rank	Earnings	Respectability	Cultural sophistication	Sociability
Cultural tastes					
High	0.060***	0.045***	0.071***	0.143***	-0.044***
	(0.007)	(0.009)	(0.009)	(0.008)	(0.009)
Medium	0.001	-0.013	0.004	-0.003	0.006
	(0.007)	(0.008)	(0.009)	(0.008)	(0.009)
Low	-0.061***	-0.031***	-0.076***	-0.140***	0.038***
	(0.007)	(0.009)	(0.009)	(0.009)	(0.009)
N vignettes	30,972	30,972	30,972	30,972	30,972
N individuals	5,162	5,162	5,162	5,162	5,162

Notes: * $p < 0.05$, ** p< 0.01, *** p< 0.001

Table D2. Regression table of grouped treatments

	Social Rank	Earnings	Respectability	Cultural sophistication	Sociability
Cultural tastes					
Medium music: Jazz & Rock/pop	0.054**	-0.004	0.075**	0.127***	-0.079**
	(0.020)	(0.023)	(0.025)	(0.023)	(0.025)
High music: Opera & Classical music	0.067**	0.008	0.085***	0.271***	-0.180***
	(0.021)	(0.024)	(0.025)	(0.023)	(0.026)
Medium food: Salmon & Sourdough bread	0.158***	0.066**	0.210***	0.180***	-0.023
	(0.021)	(0.024)	(0.025)	(0.023)	(0.026)
High food: Caviar & Oysters	0.260***	0.173***	0.314***	0.194***	-0.058*
	(0.022)	(0.025)	(0.027)	(0.024)	(0.026)
Medium art: Musical & Theatre	0.007	-0.031	-0.020	0.115***	-0.036
	(0.021)	(0.024)	(0.025)	(0.023)	(0.025)
High art: Classical music concert & Ballet	0.020	-0.005	0.030	0.194***	-0.049
	(0.021)	(0.024)	(0.025)	(0.023)	(0.025)
Medium leisure: Amusement park & Cinema	0.050*	0.037	0.019	0.021	0.007
	(0.021)	(0.024)	(0.025)	(0.023)	(0.025)
High leisure: Art Museum & Wine tasting	0.054**	0.083***	0.051*	0.181***	-0.011
	(0.021)	(0.024)	(0.025)	(0.023)	(0.025)
Medium sport: Football & Handball	-0.027	0.002	0.012	0.044	0.034
	(0.021)	(0.024)	(0.025)	(0.023)	(0.026)
High sport: Golf & Tennis	0.032	0.026	0.031	0.102***	-0.010
	(0.021)	(0.024)	(0.025)	(0.023)	(0.025)
Medium literature: Biographies & Crime novels	0.003	-0.000	0.024	0.067**	-0.031
	(0.021)	(0.024)	(0.024)	(0.022)	(0.025)
High literature: Poetry & Philosophy	0.047*	0.019	0.074**	0.192***	-0.023
	(0.021)	(0.024)	(0.025)	(0.023)	(0.026)
Name					
Feminine (vs. masculine) name	0.029	-0.027	0.035	0.093***	0.079***
	(0.017)	(0.019)	(0.020)	(0.018)	(0.020)
Arabic (vs. Nordic) name	-0.046**	-0.015	-0.020	0.063***	0.108***
	(0.017)	(0.019)	(0.020)	(0.019)	(0.021)
Occupation					
Middle-status occupation: Teacher & Journalist	1.270***	1.959***	0.711***	0.441***	0.111***
	(0.025)	(0.030)	(0.027)	(0.024)	(0.027)
High status occupation: Doctor & Lawyer	2.360***	3.863***	1.295***	0.745***	-0.004
	(0.029)	(0.037)	(0.030)	(0.025)	(0.028)
Father's occupation					
Middle-status father's occupation: Teacher & Journalist	0.142***	0.067**	0.078**	0.090***	0.023
	(0.020)	(0.023)	(0.025)	(0.023)	(0.025)
High status father's occupation: Doctor & Lawyer	0.291***	0.125***	0.081**	0.099***	-0.013
	(0.021)	(0.024)	(0.025)	(0.023)	(0.026)
Municipality of residence					
Middle-status municipality: Ballerup & Gladsaxe	0.024	0.016	0.011	0.015	-0.047
	(0.020)	(0.024)	(0.025)	(0.023)	(0.025)
High-status municipality: Gentofte & Klampenborg	0.100***	0.111***	0.051*	0.020	-0.057*
	(0.021)	(0.024)	(0.025)	(0.023)	(0.026)
Adj. R^2	0.302	0.462	0.088	0.049	0.004
N vignettes	30972	30972	30972	30972	30972
N individuals	5162	5162	5162	5162	5162

Table D3. Regression table of single treatments

	Social Rank	Earnings	Respectability	Cultural sophistication	Sociability
Music					
Rap/hiphop	0.005	-0.004	0.037	0.047	-0.046
	(0.029)	(0.033)	(0.036)	(0.033)	(0.036)
Rock/pop	0.029	-0.043	0.066	0.074*	-0.084*
	(0.029)	(0.033)	(0.035)	(0.032)	(0.035)
Jazz	0.085**	0.030	0.126***	0.230***	-0.117**
	(0.028)	(0.033)	(0.035)	(0.032)	(0.036)
Classical music	0.060*	-0.007	0.060	0.272***	-0.221***
	(0.030)	(0.034)	(0.036)	(0.033)	(0.037)
Opera	0.083**	0.020	0.152***	0.321***	-0.182***
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Food					
Cheeseburger	0.054	0.076*	0.080*	0.019	0.051
	(0.029)	(0.033)	(0.035)	(0.032)	(0.035)
Sourdough bread	0.183***	0.093**	0.275***	0.211***	0.003
	(0.029)	(0.033)	(0.036)	(0.033)	(0.036)
Oven-baked salmon	0.187***	0.116***	0.226***	0.168***	0.001
	(0.029)	(0.032)	(0.035)	(0.032)	(0.036)
Oysters	0.277***	0.190***	0.325***	0.196***	-0.023
	(0.030)	(0.033)	(0.037)	(0.033)	(0.036)
Caviar	0.302***	0.239***	0.384***	0.211***	-0.042
	(0.030)	(0.034)	(0.038)	(0.033)	(0.037)
Art					
Stand-up comedy	0.036	0.018	0.029	-0.002	0.055
	(0.030)	(0.033)	(0.035)	(0.033)	(0.036)
Theatre	0.041	-0.008	0.014	0.145***	-0.005
	(0.029)	(0.033)	(0.035)	(0.033)	(0.036)
Musical	0.007	-0.045	-0.023	0.083*	-0.013
	(0.029)	(0.033)	(0.035)	(0.032)	(0.035)
Classical music concert	0.037	0.008	0.076*	0.195***	0.007
	(0.029)	(0.033)	(0.035)	(0.032)	(0.034)
Ballet	0.037	-0.006	0.011	0.191***	-0.052
	(0.029)	(0.033)	(0.035)	(0.033)	(0.036)
Leisure					
Flea market	-0.037	-0.006	-0.034	-0.003	-0.028
	(0.030)	(0.034)	(0.036)	(0.033)	(0.037)
Amusement park	0.030	0.025	-0.032	-0.046	0.001
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Cinema	0.031	0.039	0.038	0.085**	-0.016
	(0.029)	(0.032)	(0.035)	(0.032)	(0.036)
Art museum	0.038	0.070*	0.025	0.225***	-0.043
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Wine tasting	0.026	0.081*	0.042	0.132***	-0.007
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Sport					
Weightlifting	-0.070*	-0.056	-0.046	-0.036	-0.018
	(0.029)	(0.033)	(0.036)	(0.033)	(0.036)
Handball	-0.051	-0.015	0.006	0.030	0.024
	(0.030)	(0.033)	(0.035)	(0.033)	(0.036)
Football	-0.063*	-0.018	-0.024	0.029	0.025
	(0.030)	(0.033)	(0.035)	(0.033)	(0.036)
Tennis	-0.008	-0.017	0.001	0.108***	-0.011
	(0.030)	(0.033)	(0.035)	(0.033)	(0.035)
Golf	0.006	0.020	0.016	0.064*	-0.025
	(0.029)	(0.033)	(0.035)	(0.032)	(0.035)
Literature					
Science fiction	-0.013	-0.002	0.005	-0.005	-0.016
	(0.030)	(0.034)	(0.036)	(0.032)	(0.036)
Crime novels	-0.010	0.017	0.007	0.036	-0.036
	(0.030)	(0.033)	(0.035)	(0.032)	(0.035)
Biographies	0.005	-0.012	0.047	0.094**	-0.044
	(0.029)	(0.033)	(0.035)	(0.032)	(0.035)
Poetry	0.031	0.011	0.066	0.164***	-0.017
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Philosophy	0.054	0.032	0.091**	0.217***	-0.046
	(0.030)	(0.033)	(0.035)	(0.032)	(0.036)

	Social Rank	Earnings	Respectability	Cultural sophistication	Sociability
Name					
Feminine (vs. masculine) name	0.025	-0.033	0.034	0.093***	0.078***
	(0.017)	(0.019)	(0.020)	(0.018)	(0.020)
Arabic (vs. Nordic) name	-0.048**	-0.019	-0.020	0.063***	0.107***
	(0.017)	(0.019)	(0.020)	(0.019)	(0.021)
Occupation					
Cashier	0.098**	-0.078*	0.089*	0.012	0.030
	(0.032)	(0.038)	(0.037)	(0.034)	(0.036)
Journalist	1.565***	2.395***	0.828***	0.504***	0.207***
	(0.033)	(0.040)	(0.038)	(0.034)	(0.038)
Teacher	1.069***	1.437***	0.680***	0.388***	0.045
	(0.031)	(0.038)	(0.036)	(0.033)	(0.037)
Lawyer	2.361***	3.812***	1.281***	0.698***	-0.082*
	(0.037)	(0.044)	(0.039)	(0.034)	(0.038)
Doctor	2.458***	3.835***	1.399***	0.805***	0.104**
	(0.037)	(0.045)	(0.040)	(0.034)	(0.038)
Father's occupation					
Father cashier	0.009	-0.017	0.004	0.001	0.003
	(0.029)	(0.033)	(0.036)	(0.032)	(0.036)
Father journalist	0.198***	0.083*	0.083*	0.088**	0.030
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Father teacher	0.106***	0.047	0.082*	0.095**	0.022
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Father lawyer	0.319***	0.127***	0.112**	0.103**	0.002
	(0.029)	(0.034)	(0.036)	(0.032)	(0.037)
Father doctor	0.276***	0.111**	0.056	0.098**	-0.023
	(0.030)	(0.034)	(0.036)	(0.032)	(0.035)
Municipality of residence					
Albertslund	0.038	-0.021	-0.027	-0.023	0.027
	(0.029)	(0.034)	(0.035)	(0.032)	(0.035)
Ballerup	0.045	-0.009	-0.011	0.020	-0.053
	(0.029)	(0.033)	(0.034)	(0.032)	(0.035)
Gladsaxe	0.044	0.022	0.007	-0.011	-0.015
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Klampenborg	0.123***	0.104**	0.030	0.006	-0.049
	(0.029)	(0.033)	(0.035)	(0.032)	(0.036)
Gentofte	0.114***	0.106**	0.047	0.011	-0.040
	(0.030)	(0.033)	(0.035)	(0.031)	(0.036)
Adj. R^2	0.310	0.476	0.089	0.052	0.005
N vignettes	30972	30972	30972	30972	30972
N individuals	5162	5162	5162	5162	5162

Appendix E: Effect Heterogeneity

In this appendix, we investigate heterogenous effects both in terms of who is rating the vignettes (i.e., heterogenous effects across participant characteristics) and who is being evaluated (i.e., interactions between the tastes and socio-demographic characteristics in the vignettes).

First, we explore potential heterogeneity in the observed AMCEs of cultural tastes across participant characteristics. To model these sub-group effects, we use Bayesian additive regression trees (BART) (Robinson & Duch, 2023). This method has more statistical power than an OLS model with an interaction term between a treatment variable and a pre-treatment covariate because it utilizes the full nested structure of the conjoint data to estimate individual marginal component effects (IMCEs). Table E1 illustrates the three-level nested structure of our survey experimental data, showing that *vignettes* (level 1) are nested in *rounds* (level 2) that are nested in *participants* (level 3).

Table E1. The nested structure of the data

Participant	Round	Vignette	Attribute	y
1	1	1	High	8
1	1	2	Medium	6
1	2	1	Low	4
1	2	2	Low	2
.	.	.	.	.
.	.	.	.	.
.	.	.	.	.
N	K	1	Medium	5
N	K	2	High	9

Notes: The above example reflects the three-nested structure of our data for an attribute with three levels (high, medium, and low). *Y* is the observed rating outcome (from 0 to 10).

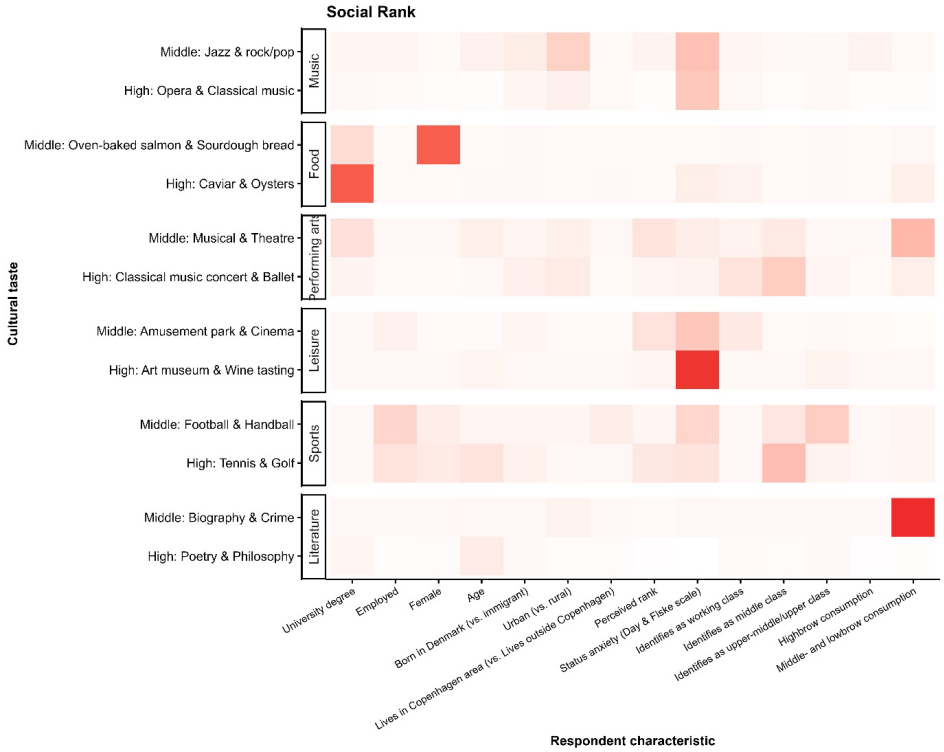
Using this BART technique, we can predict observational marginal component effects (OMCEs) that can be aggregated into individual marginal component effects (IMCEs),

assuming there are no carryover effects across rounds (see Appendix C on diagnostic tests). To estimate sub-group effects, we employ a three-step approach described in detail in Robinson and Duch (2023) and briefly explained here. First, we train a model that estimates the relationship between the outcome, the vignette attributes, and the individual-level participant characteristics. Second, we predict the OMCEs and, finally, aggregate these to uncover IMCEs. We summarize our sub-group findings with a variable importance score (VIMP) describing how well the different participant characteristics in the data predict the IMCE-distributions of the cultural tastes on perceptions of status and qualities (Ishwaran and Lu 2019). We estimate sub-group effects for characteristics capturing the participant's socioeconomic status (SES) (university degree, employment status, status anxiety, self-perceived social rank, self-perceived social class), demographics (age, gender, migration status, urban vs. rural living, lives in capital area), or cultural participation (highbrow, popular). The measurements of these covariates are detailed in appendix B.

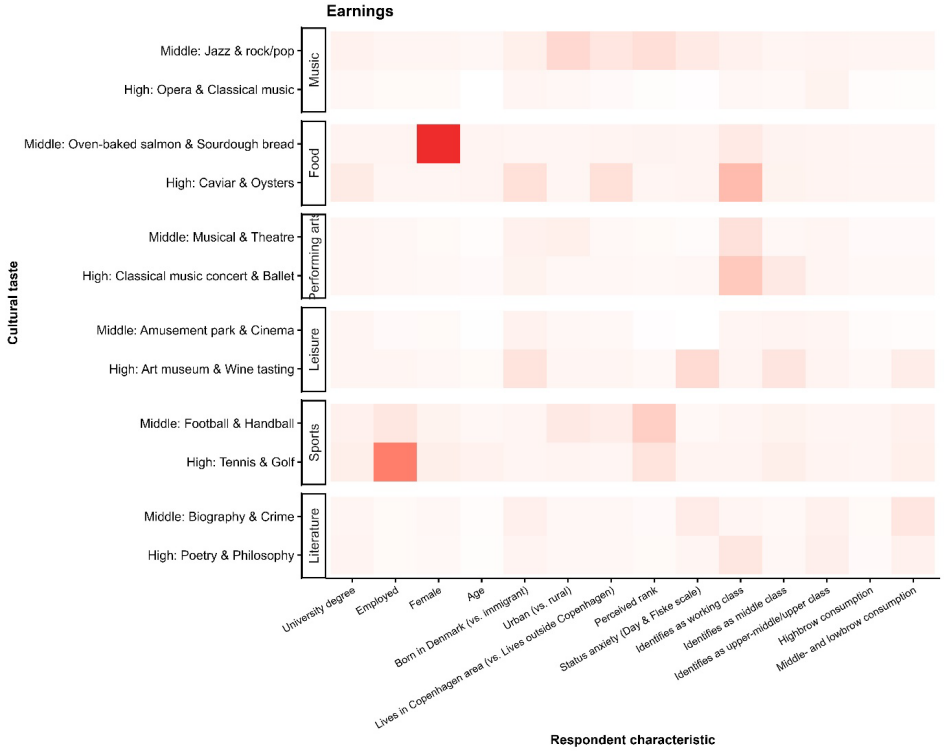
Figure E1, panels A-E exhibit the results of each BART model. Overall, there is limited evidence of effect heterogeneity across participant differences in SES, demographics, and cultural participation. Yet, we do observe that some of the tastes have slightly different signaling power between social groups. For example, men and women have dissimilar perceptions of how medium legitimacy food tastes (oven-baked salmon, sourdough bread) convey social rank and earnings. Age also structures how tastes in middle- and highly legitimate tastes in multiple domains convey respectability and sociability. Moreover, educational level moderates the effect of highly legitimate literature tastes (philosophy, poetry) on perceptions of cultural sophistication. Finally, having a popular cultural consumption influences how one perceives medium legitimacy literature (biography, crime) as an indicator of social rank. These results notwithstanding, the cultural tastes we study appear to be very coherent signals of status and qualities across a plethora of sub-groups in the Danish population.

Figure E1. Matrix of VIMP scores of covariates by cultural tastes across taste domains.

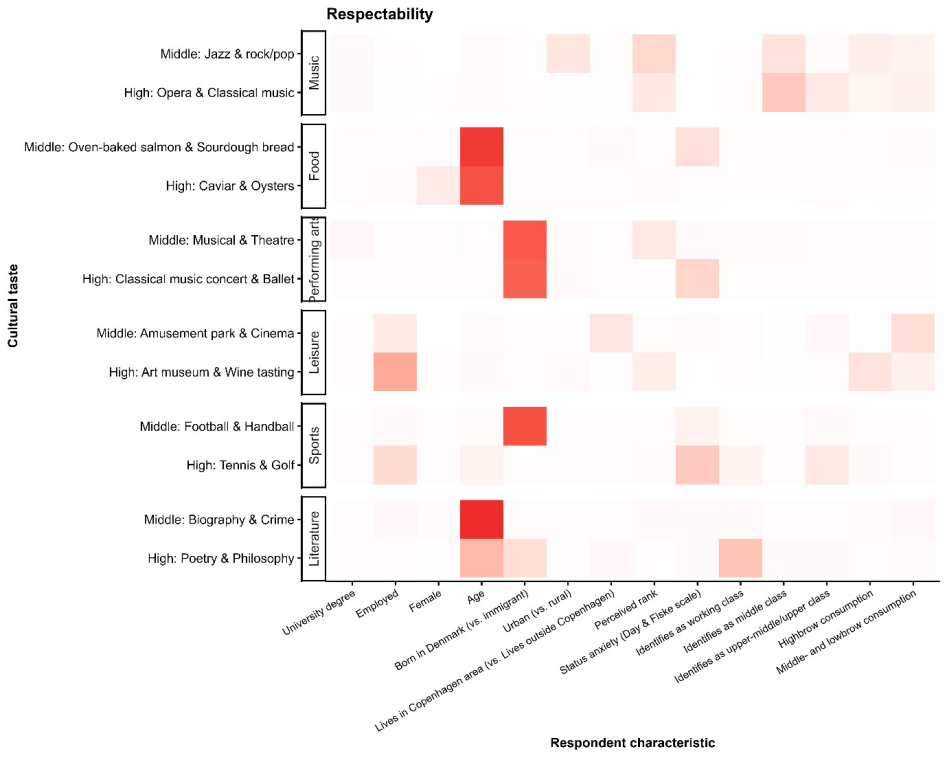
Panel A: Social Rank



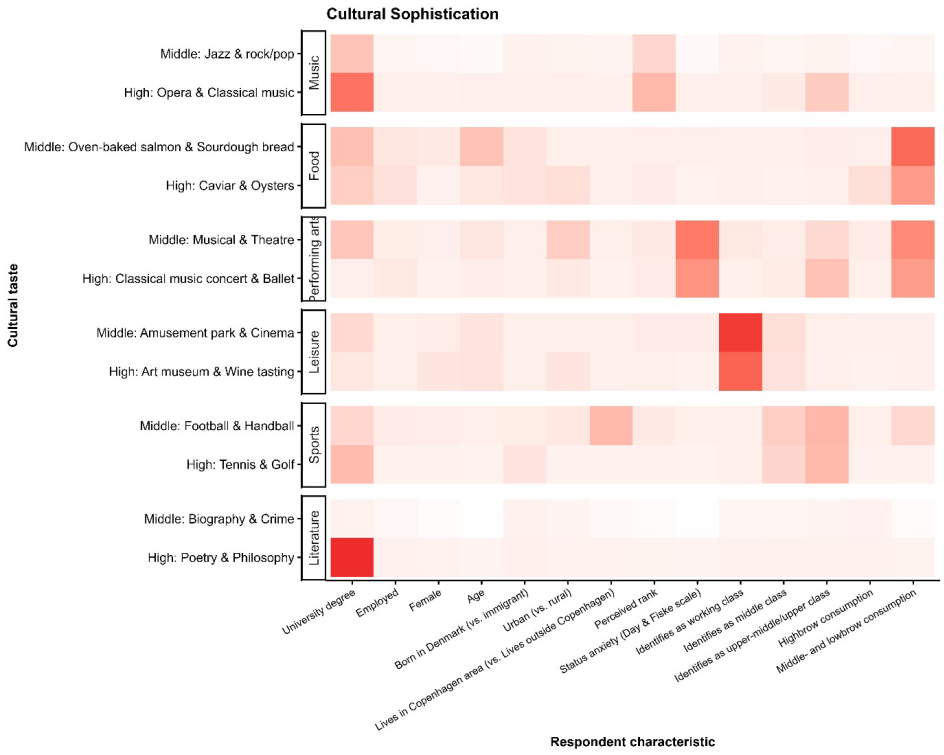
Panel B: Earnings



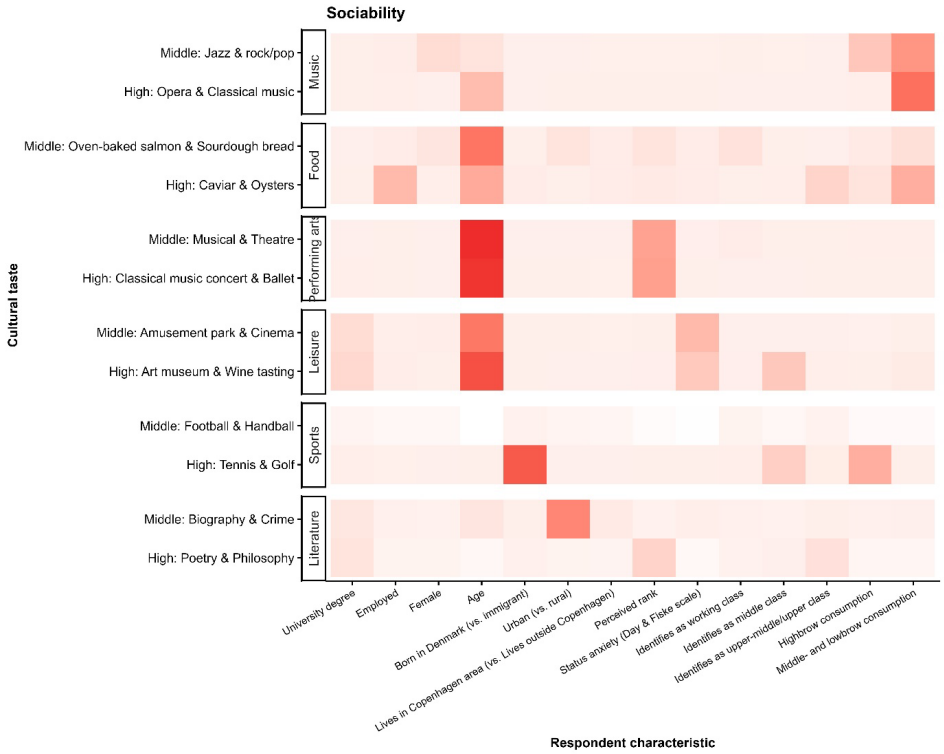
Panel C: Respectability



Panel D: Cultural Sophistication



Panel E: Sociability



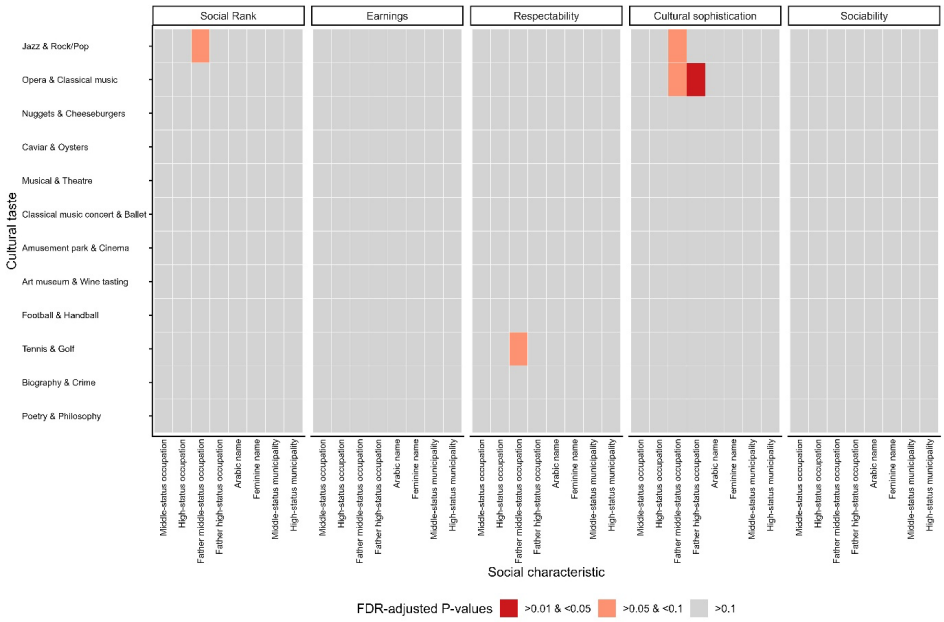
Note: The VIMP-scores in Figures E2, panels A-E are based on Bayesian additive regression trees (BART). A dark red color indicates that the pre-treatment covariate is very important for predicting the distribution of individual marginal component effects (IMCEs).

Secondly, we investigate the intersection between cultural tastes and other socio-demographic characteristics in affecting perceptions of status and qualities. Figure E2 displays a heatmap of p-values extracted from 150 OLS models that estimate all possible treatment-by-treatment interactions between the cultural tastes and socio-demographic characteristics across the five outcomes. Because we conduct many comparisons, we adjust the p-values by the false discovery rate. The false discovery rate is the expected proportion of false discoveries (i.e., type-I-errors) relative to the total number of rejections of the null hypothesis (Benjamini and

Hochberg 1995). We adjust the p-values by outcome and taste domain. As such, we conduct 16 tests across six taste domains and five outcomes (i.e., 480 interactions). A darker red color on the heatmap indicates a p-value close to zero whereas grey indicates p-values above 0.1.

We find that most interactions are statistically insignificant at this threshold of statistical significance, implying that cultural tastes are homogenous signals of status and qualities across other status groups. Yet, we do observe a few interaction effects that are statistically significant at $p<0.1$. First, we find a penalty for signaling music tastes with middle or high (vs. low) legitimacy on perceptions of social rank and cultural sophistication among individuals whose father had a medium (vs. low) prestige occupation. There is also a penalty for signaling sports tastes with high (vs. low) legitimacy on respectability among individuals whose father had a medium (vs. low) prestige occupation. Finally, we observe a penalty of signaling music tastes with high (vs. low legitimacy) on cultural sophistication among individuals whose father had a high (vs. low) prestige occupation. While we find some empirical support that family background moderates the signaling power of music- and sports tastes, the results still overall indicate that cultural tastes are clear and independent signals of status and qualities.

Figure E2. Heatmap of p-values of interactions between the cultural tastes and social characteristics in the vignettes.

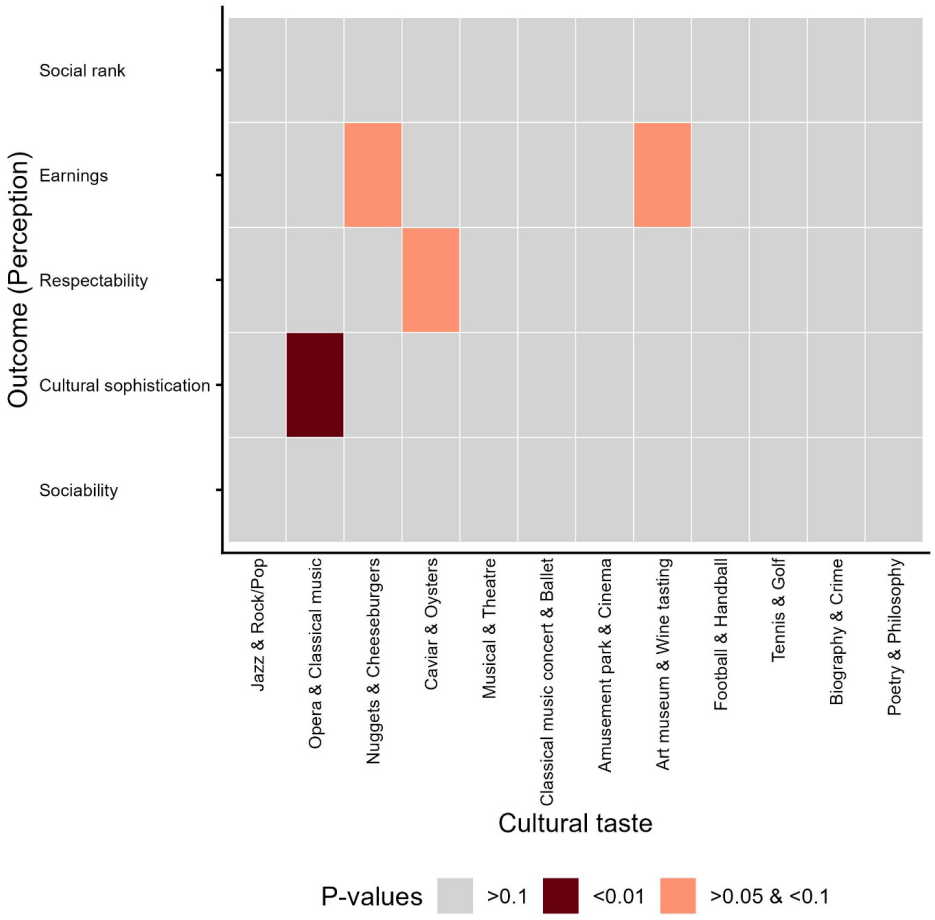


Notes: The p-values are extracted from 150 OLS regression models with individual-level cluster-robust standard errors.

Third, Figure 3 in the main article shows that occupational status is a dominant information signal, accounting for more than 90 percent of the explained variance in perceptions of social rank, earnings, and respectability and more than 30% of the explained variance in perceptions of cultural sophistication and sociability. In line with a model of lexicographic preferences, it might be that cultural tastes matter more when occupational prestige is tied in the two vignettes. We test for this by estimating the interaction effect between each of the cultural taste signals and a binary indicator of whether occupational prestige is the same (vs. not the same) within each task on the difference in ratings on the five outcomes. In contrast to a model of lexicographic ordering, Figure E3 shows that the cultural taste signals are not statistically different when occupational status is tied. In fact, we even find the opposite for some

of the relationships e.g., legitimate music tastes (i.e., opera and classical music) are a weaker signal of cultural sophistication when the two profiles have the same occupational prestige.

Figure E3. Heatmap of p-values of interactions between cultural tastes and a binary indicator of whether occupational status is the same in the two profiles.



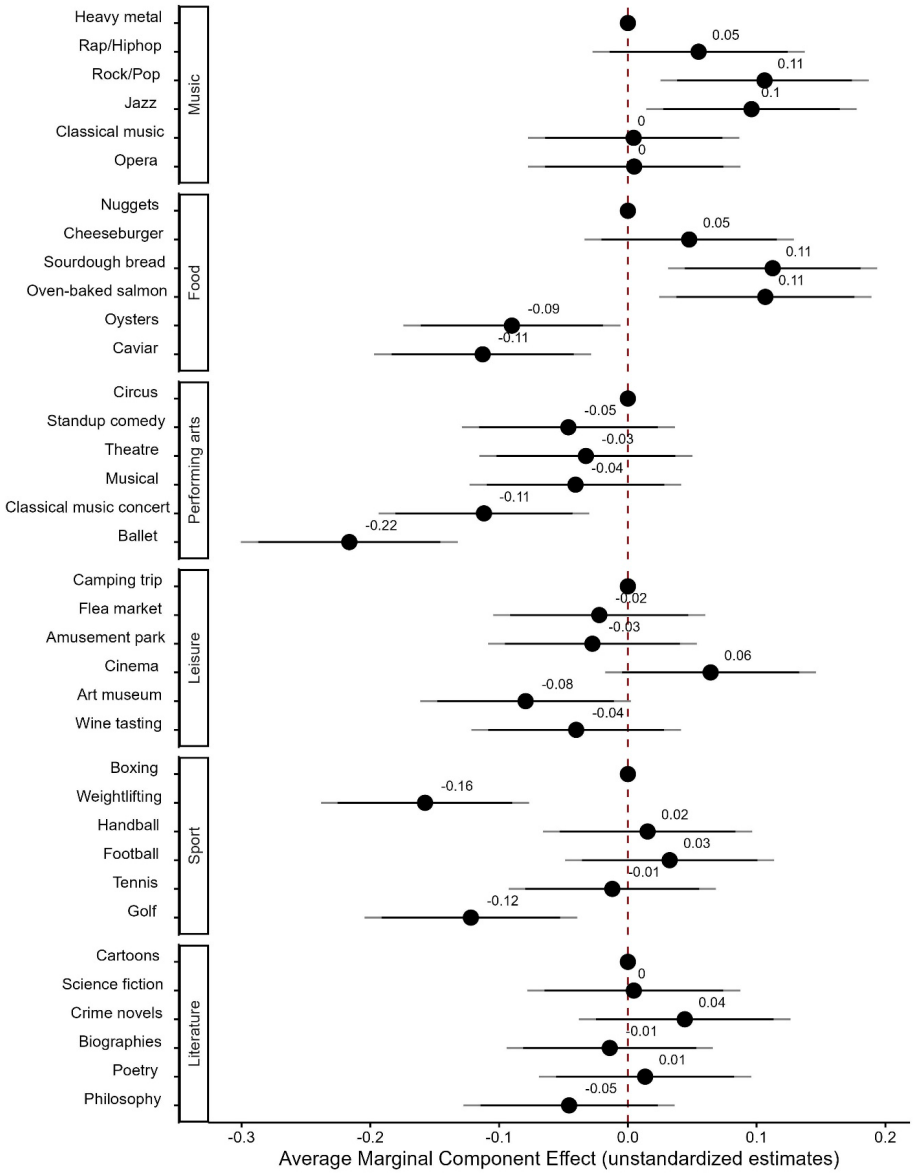
Notes: The p-values are extracted from 30 OLS regression models with individual-level cluster-robust standard errors. The outcomes are measured as within-task differences in ratings between the vignettes (e.g., $Social\ rank_{vignette\_1} - Social\ rank_{vignette_2} = \Delta Social\ rank$).

Appendix F: Vignette Realism

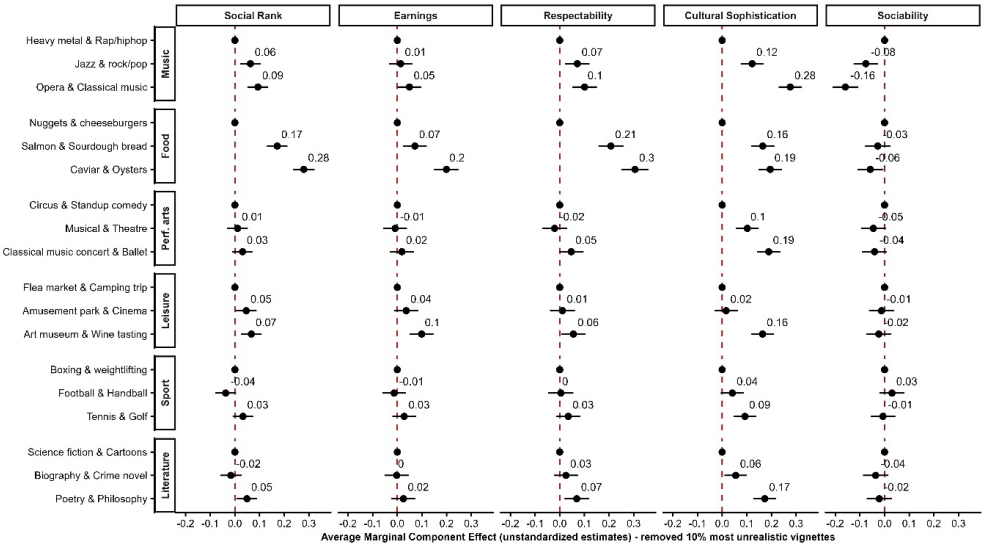
In appendix F, we examine if our results are robust to the perceived realism of the hypothetical individuals presented in the vignettes. After each task, we asked participants to rate the vignettes in terms of whether they thought they could not (1) or could easily (11) meet the hypothetical individual in their daily life (see Online supplement A). We find that the vignettes generally are perceived as realistic (mean = 7.99), which supports the ecological validity of our design. Going one step further, we dissect the tastes into single objects and estimate their AMCE on realism. Figure F1, panel A shows that vignettes in which the individual displays highly legitimate tastes such as ballet, caviar, or golf are perceived as more unrealistic than when exhibiting less legitimate tastes such as circus, nuggets, or boxing. Furthermore, on average, displaying medium legitimacy music- and food tastes are perceived as more realistic than exhibiting low legitimacy music- and food tastes. Figure F1, panel B shows the findings are robust to removing the 10% least realistic profiles from the sample.

Figure F1. Vignette realism

Panel A: AMCEs of cultural tastes on vignette realism by taste domain



Panel B: AMCEs of cultural tastes after having removed the 10% least realistic vignettes



Notes: The figure shows unstandardized point estimates from OLS regressions with associated 95% confidence intervals. All models use individual-level cluster-robust standard errors.

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