



# **Determinants of Willingness to Bear the Costs for Environmental Protection: Insights from Cross-Country Survey Data**

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# Determinants of Willingness to Bear the Costs for Environmental Protection: Insights from Cross-Country Survey Data\*

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## Abstract

Using data from the 2020 International Social Survey Programme (ISSP), Environment IV module from 26 countries on about 29,183 individuals, we investigate the influence of socio-demographic factors, consumer behavior, environmental beliefs, opinions, and attitudes on the willingness to pay higher prices and higher taxes, as well as the willingness to reduce their standard of living of respondents in support of environmental protection. The findings reveal significant variations in willingness to bear financial burdens for environmental protection across different countries and socio-economic groups. Our analysis highlights the critical role of education, religion, political affiliation, and trust in institutions in shaping environmental attitudes and behaviors. Moreover, after controlling for individual characteristics, significant international disparities persist. Many European countries, despite their progressive environmental policies, show lower willingness for higher taxes, which may be due to already high tax burdens. These findings underscore the importance of tailoring policy communications to different socio-economic groups, emphasizing both the immediate and long-term benefits of environmental protection to enhance acceptance among various demographic segments.

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# 1 Introduction

Climate change is one of the most urgent global challenges of our time and lies at the core of the United Nations’ Sustainable Development Goals (SDGs).<sup>1</sup> While the scientific consensus strongly supports the need for immediate and decisive mitigation efforts, successful implementation of climate policies often depends on broad public acceptance, particularly when such measures entail economic sacrifices, such as higher consumer prices or increased taxation. Understanding public willingness to bear these costs is therefore critical to ensuring the sustainability, effectiveness, and legitimacy of climate action.

In response to the growing threat of climate change, many governments have introduced a wide range of mitigation policies. However, these initiatives frequently face resistance from the public, largely due to the perceived or actual economic burden they impose. A pivotal milestone in the global climate policy landscape was the adoption of the Paris Agreement in 2015.<sup>2</sup> The agreement aims to limit the rise in global average temperature to well below 2°C above pre-industrial levels, and ideally to 1.5°C, acknowledging that achieving this lower target would significantly reduce the risks and impacts of climate change. To remain on track, global greenhouse gas emissions must peak by 2025 and fall by 43% by 2030.

The policies to achieve these emission reduction targets include carbon taxation, incentives for renewable energy adoption, and regulations to enhance energy efficiency across buildings, appliances, vehicles, and industrial processes. Although these measures may initially increase costs and taxes, potentially affecting short-term living standards, public opinion surveys, such as those conducted by Eurobarometer, consistently indicate widespread support for environmental protection (European Commission, 2021).<sup>3</sup> However, there remains significant variation in willingness to bear these higher costs and taxes, both within and across nations.

This paper uses data on approximately 29,183 individuals from 26 countries from the 2020 International Social Survey Programme (ISSP), Environment IV module (hereafter referred to as ISSP EnvIV), to analyze the socio-economic drivers of individual willingness to pay higher prices and taxes for environmental protection. We focus first on variations in willingness to pay for environmental protection across different social groups, then explore cross-country differences, controlling for individual characteristics.

Our key (outcome) variables of interest come from survey questions on (A) the willingness to pay (much) higher prices to protect the environment, (B) the willingness to pay (much) higher

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<sup>1</sup>SDG 13 states “Take urgent action to combat climate change and its impacts”

<sup>2</sup>As of February 2023, 195 members of the United Nations Framework Convention on Climate Change (UNFCCC) have ratified the agreement. Notably, Iran, Libya, and Yemen have not ratified the agreement, while the United States rejoined in 2021 after briefly withdrawing in 2020.

<sup>3</sup>For instance, the Eurobarometer survey on climate change from 2021 found that 93% of EU citizens see climate change as a serious problem, and 90% agree that greenhouse gas emissions should be reduced to a minimum while offsetting the remaining emissions to make the EU climate-neutral by 2050.

taxes to protect the environment, and (C) the willingness to cut the standard of living to protect the environment. These three questions address the same underlying issue of willingness to support environmental protection but from different perspectives. By analyzing the determinants of positive responses to these questions, we offer insights into the similarities and differences in the acceptance of various environmental costs both within and across countries. These findings can inform the development of more tailored and widely acceptable country-specific policies.

Our findings reveal significant variations in willingness to bear financial burdens for environmental protection across countries and socio-economic groups, with education, political affiliation, religion, and trust in institutions emerging as critical factors. Highly educated individuals and those with left-leaning political views show consistently greater willingness, while religious beliefs and trust in institutions introduce additional layers of complexity. In particular, Orthodox Christians exhibit a generally lower willingness, contrasting with higher support among some other religious groups. These findings suggest that certain demographic profiles and attitudes align more closely with environmental protection measures. Some of these factors, such as education and access to information, can be influenced by policy measures, while others are intrinsic, such as religious beliefs and cultural traditions.

After controlling for individual characteristics in our regressions, significant international disparities remain, with countries like India and some East Asian nations (e.g., Japan, South Korea) showing notably high willingness across all measures. In contrast, certain European countries, especially in Eastern and Southern Europe, report lower willingness to bear environmental costs. These differences highlight the importance of implementing country-specific policies, combined with effective communication strategies, to gain broader support for initiatives aimed at combating climate change.

While this paper analyzes general support for environmental protection, the sample, though not exclusively, consists primarily of developed countries, particularly in Europe and North America. These countries typically have well-established environmental regulatory frameworks and long-standing exposure to climate policy instruments such as carbon taxes, the EU Emissions Trading System (EU ETS), or their national equivalents. As a result, individuals in these regions are likely to have more clearly defined preferences and greater familiarity with the economic implications of environmental measures. This context is important when interpreting the findings, which are most relevant to advanced economies with relatively mature systems of climate and environmental governance.

The remainder of the paper is organized as follows. Section 2 reviews the relevant empirical literature. Section 3 describes the survey data used in our analysis. Section 4 explains our empirical approach, and Section 5 presents our empirical findings. Finally, we conclude in Section 6.

## 2 Literature Review

Understanding factors that affect people’s willingness to pay (WTP) higher prices or taxes to mitigate climate change is crucial for designing effective environmental policies. Numerous studies have consistently observed a positive correlation between environmental concerns and willingness to pay for environmental protection (Melis et al., 2014; Pagiaslis & Krontalis, 2014; Davidovic et al., 2020).

In environmental economics, WTP serves as a metric to gauge the monetary value individuals assign to improvements in environmental quality or reductions in pollution levels. However, it is essential to distinguish between WTP and the broader concept of support for environmental initiatives. While support encompasses a comprehensive range of attitudes and behaviors towards environmental issues, WTP focuses explicitly on the monetary dimension of environmental preferences.

Research on eliciting WTP for lowering greenhouse gas emissions has yielded a wide range of estimates, from relatively low values of 6 €/tCO<sub>2</sub>eq (euros per ton of CO<sub>2</sub> equivalent) to significantly higher figures of 100 €/tCO<sub>2</sub>eq (Diederich & Goeschl, 2014; Alberini et al., 2018). Methodologically, studies typically employ stated preference methods such as discrete choice experiments and contingent valuation experiments to elicit WTP. However, the hypothetical nature of these methods may introduce biases in respondents’ stated preferences, potentially leading to an overestimation of actual WTP due to social desirability biases (Johansson-Stenman & Svedsater, 2012). Field experimental studies have attempted to bridge this gap, providing valuable insights into the relationship between individuals’ stated WTP and their actual behavior in electricity consumption or transportation (Jacobsen et al., 2012; Kesternich et al., 2016)<sup>4</sup>.

Studies examining WTP dynamics in different regions have revealed significant heterogeneity in consumer preferences. For example, Alberini et al. (2018) found notable variations in willingness to pay for CO<sub>2</sub> mitigation between Italy and the Czech Republic, indicating differing WTP influenced by income levels and country-specific factors. Moreover, the respondents from both countries have a preference for incentives over other implementation options and consider fossil-fuel taxes unattractive. Individuals in Nordic countries show less general resistance to environmental taxation than reported in other countries (Kallbekken & Aasen, 2010).

Urban residents, who are more exposed to pollution and typically have higher incomes, may be more willing to invest in environmental initiatives than their rural counterparts. Zhao et al. (2019) confirmed this finding for China. Similarly, Chang (2018) explored factors influencing rural residents’ willingness to pay higher prices for policies aimed at mitigating global warming. While most respondents expressed a sense of obligation to address global warming, only a small percentage

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<sup>4</sup>Another example is the paper by Soregaroli et al. (2021), which designs an experiment to assess whether consumers consider carbon footprint information and the additional cost to offset wine carbon emissions when selecting wines in a restaurant.

were willing to bear higher costs to tackle the issue. According to the author, this reluctance may be attributed to low income, a perceived inability to afford the cost, externalization of responsibility, and a lack of knowledge about how individual actions can drive change.

Regional variations in temperature and personal experiences with climate events can significantly influence political behavior and attitudes toward climate policies. For instance, Cotofan et al. (2024) found that exposure to higher temperatures is associated with heightened climate concerns, decreased support for extreme and populist parties, and increased backing for environmentally conscious agendas, particularly among older demographics. These findings underscore the importance of incorporating regional and generational perspectives into the design of effective and inclusive climate policies.

Framing the question posed to respondents is also crucial. Experimental results demonstrate that support for climate policies can vary significantly based on how they are presented (Feinberg & Willer, 2012; Drews & Bergh, 2015). For instance, expressed support for a general concept like ‘paying an environmental tax to solve environmental problems’ is typically higher than for a specific tax, such as higher fuel taxes (OECD, 2006). This discrepancy may occur because people often do not consider the concrete impacts or particular designs of environmental taxes until those details are explicitly presented, reducing the potential for ambiguity.

Additionally, consumers are generally more receptive to paying higher prices for environmentally friendly products than supporting environmental taxes (Franzen & Meyer, 2010). This preference for product-based solutions over tax-based measures may stem from the perceived direct benefit of purchasing environmentally friendly products compared to the indirect and potentially less tangible benefits of environmental taxes.

Carbon taxation has been identified as a crucial fiscal tool for addressing environmental issues. Carbon taxes incentivize energy efficiency and the substitution of fossil fuels with decarbonized energy sources by internalizing the cost of pollution. The effectiveness of carbon taxes in reducing emissions has been documented in various regions, including the EU and OECD countries, where they have been shown to significantly reduce carbon footprints while maintaining economic efficiency (Chiroleu-Assouline & Fodha, 2014; Timilsina, 2022).

However, public support for environmental taxation is not uniform and can be influenced by various factors. One central concept for understanding support for environmental tax reform is tax aversion (Bachus et al., 2019). Kallbekken et al. (2011) and Cherry et al. (2017) found that people sometimes vote against tax reform, even when it benefits them or supports the underlying objective. Despite recognizing the need for environmental protection, individuals may be averse to increased taxation due to concerns about economic burden, fairness, and government accountability (Beuermann & Santarius, 2006). Moreover, skepticism towards government effectiveness and concerns about revenue allocation may further undermine public support for environmental taxation initiatives (Thalmann, 2004). Kallbekken and Aasen (2010) provide evidence that providing more

information, including how the revenues are spent, could provide a relatively cheap and possibly effective way to increase public support for environmental taxes.

Evidence regarding the determinants of support for environmental taxation is mixed. The effects of socioeconomic variables such as income, age, sex, number of children, and employment status are inconclusive. Bachus et al. (2019) emphasize the role of education and environmental awareness as determinants of support for environmental taxation. They find that individuals with higher levels of education are more likely to support such taxes due to their greater awareness of environmental issues and concern for climate change.

Furthermore, ownership of certain assets, such as cars, can also influence support for environmental taxation. Studies have shown that individuals who own cars may be less supportive of environmental taxes, particularly fuel-related ones, due to concerns about increased costs and perceived unfairness (Thalmann, 2004; Baranzini & Carattini, 2017).

In addition to understanding the monetary aspect of willingness to pay, it is crucial to explore the determinants and conditions that shape more general support attitudes towards environmental protection initiatives and, in turn, impact WTP. Research has identified various factors influencing public support and willingness to pay for climate change mitigation measures.

Social and cultural factors are prominent determinants of voluntary contributions to climate protection (Carattini et al., 2019). Fehr and Fischbacher (2004) show that social norms and perceptions impact behavior as individuals want to align with societal expectations. Countries with a high propensity to conform to social norms exhibit a higher willingness to pay for climate change mitigation (Alló & Loureiro, 2014). Moreover, trust in institutions and government plays a crucial role in shaping attitudes towards environmental policies. Based on data on residential energy consumption in the United Kingdom, Volland (2017) finds a negative correlation between respondents' stated level of trust and their reported energy consumption. Earlier empirical evidence also suggests a relationship between trust and various energy-conserving behaviors. Fairbrother (2016) and Tam and Chan (2018) find that countries with high levels of political trust tend to have smaller gaps between environmental concern and pro-environmental behavior, suggesting that trust in institutions enhances public support for environmental initiatives.

Moreover, individual attitudes and perceptions also shape the level of support. Factors such as distance to climate change consequences and perceptions of personal responsibility for mitigating climate change have been found to impact individuals' willingness to engage in low-cost mitigation actions (Heinz et al., 2023). Ayalon and Roy (2022) report that higher levels of ageism are linked to increased fears about the impact of climate change on individuals' lives and families, leading to a greater readiness to pay higher taxes to address climate change.

Religious beliefs have also been shown to influence how individuals respond to environmental policies (Murphy et al., 2016; Shi et al., 2015). While some studies suggest that religious individuals may be less committed to environmental causes (e.g., Arli et al., 2022), others indicate that religious

and spiritual beliefs can influence pro-environmental behavior (Ghazali et al., 2018; Francis et al., 2022). Graafland (2017) found that Christian religiosity increases positive attitudes toward socially responsible products, except for Orthodox Protestants. However, conservative Christian beliefs have been associated with less concern for the environment and, consequently, less environmentally friendly behavior (Francis et al., 2022). This suggests that specific religious orientations within the same broader religious group can significantly influence environmental attitudes.

Schuman et al. (2018) conducted research in South African communities, predominantly of the Christian faith, and concluded that distinct religious groups differ in their willingness to adapt their livelihoods to climate change. They found that religious individuals fell into two categories: religious determinists who view climate as a natural process governed by God and those who acknowledge the human impact on the climate. This study underscores the varying interpretations of climate change within religious contexts. For instance, Evangelical Protestants have been shown to exhibit more skepticism toward climate change compared to the religiously unaffiliated (Ecklund et al., 2016; Smith & Veldman, 2020). Some efforts by religious leaders, such as the Catholic Pope Francis, have emphasized the compatibility of climate action with Christian values, potentially altering the relationship between religious identity and climate change beliefs (Drummond & Fischhoff, 2017).

While some studies have concentrated on the relationship between environmental attitudes and Christianity, it is necessary to explore how other religions, such as Buddhism, impact climate change beliefs and behaviors (Morrison et al., 2015). For example, research by Panno et al. (2017) indicates that mindfulness, a fundamental Buddhist practice, is linked to pro-environmental behavior and belief in climate change.

Political orientation plays a significant role in shaping individuals' support for environmental protection initiatives. Research consistently shows that individuals with leftist political orientations tend to support environmental policies and measures more than those with rightist ideologies (Drews & van den Bergh, 2015; Davidovic et al., 2020). This support is often linked to a pro-environmental value system and a preference for government intervention (Davidovic et al., 2020). People on the left of the political spectrum are more likely to endorse pro-environmental positions, such as willingness to pay higher taxes for environmental protection and support for publicly financed environmental programs (Jakobsson et al., 2018). Additionally, Tawiah (2022) found that leftist individuals are more inclined to support environmental taxes even in countries with low-quality governments. These findings suggest that political ideology significantly influences attitudes toward environmental policy, with leftists exhibiting a stronger preference for environmental taxation.

It could be expected that conservatives, valuing tradition and family, would prioritize preserving the world for future generations. Empirically, however, this is not the case. Research consistently finds that political conservatism is associated with lower pro-environmental attitudes (Barnett et al., 2017; Jagers et al., 2017). Right-leaning voters often prioritize economic growth over environmental protection (Dunlap, 1997; Melis et al., 2014; Gullberg & Aardal, 2019). Feinberg and

Willer (2012) suggest that this discrepancy may be influenced by narratives, as reframing pro-environmental rhetoric has been shown to reduce the environmental concern gap between liberals and conservatives.

Socioeconomic factors significantly influence individuals' support for environmental protection, but their effects often point in different directions. Diederich & Goeschl (2014) found that education is the most consistent and positive driver of willingness to pay (WTP) for voluntary climate action. Educational attainment is globally the strongest predictor of climate change awareness (Lee et al., 2015). Income, in contrast, is positively correlated with WTP in most studies where data is available (e.g., Gelissen, 2007; Franzen & Meyer, 2010; Alberini et al., 2018). Karasmanaki (2021), reviewing determinants of WTP for renewable energy among EU citizens during 2010–2020, concluded that age, sex, education level, and income status are key influencing factors. Similarly, Schleich and Alsheimer (2024), using a German sample, found that WTP to offset carbon footprints is higher among younger participants, females, individuals with mid-range income, high levels of education, and low to medium-sized carbon footprints, *ceteris paribus*. However, their study found no evidence that WTP depends on participants' perceptions of whether their carbon footprint is lower or higher than that of others.

Understanding the determinants and conditions that influence support for environmental protection is crucial for designing effective climate policies. As highlighted in this literature review, social, cultural, and socioeconomic factors, alongside attitudes and perceptions, collectively shape individuals' willingness to pay for environmental initiatives. This paper contributes further to the literature by examining the factors that drive individuals' willingness to pay higher prices and taxes, as well as their readiness to accept a reduction in their standard of living to protect the environment.

### 3 Data

This study uses data from the 2020 International Social Survey Programme (ISSP), Environment IV module (ISSP EnvIV). The ISSP is a cross-national collaboration program that conducts annual surveys on various topics relevant to social sciences.<sup>5</sup> The 2020 survey included a comprehensive module on environmental issues, providing rich data for analyzing the socio-economic drivers of individuals' willingness to pay higher prices and taxes to combat climate change.

The survey was administered across 28 countries worldwide, encompassing both developed and developing nations. The countries included in this module represent a diverse range of economic, cultural, and political backgrounds, allowing for robust cross-country comparisons. The participating countries are Australia, Austria, China, Croatia, Denmark, Finland, France, Germany, Hun-

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<sup>5</sup>ISSP data were collected following ethical guidelines and with informed consent from respondents. The ISSP ensures confidentiality and anonymity of survey participants, and the data is used solely for academic research purposes.

gary, Iceland, India, Italy, Japan, Republic of Korea, Lithuania, New Zealand, Norway, Philippines, Russian Federation, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, the Republic of China (Taiwan), Thailand, and the United States of America.

The majority of participating countries are high-income economies. While this enables cross-country comparison in developed contexts, it does limit the extent to which the findings can be generalized to countries with different economic conditions, lower environmental policy engagement, or alternative cultural and institutional settings.

The survey employed a stratified random sampling technique to ensure representativeness within each country. The sample size varied by country, ranging from 993 (New Zealand) to 4,280 (Switzerland) respondents per country. Data for the ISSP EnvIV were collected between October 2019 and May 2023, with each country collecting data over a few months within this period. A full description of the original dataset is available in the GESIS repository (ISSP Research Group, 2023).

The ISSP aims to ensure national representativeness within each country to the extent possible, but the sampling strategies may vary across countries. As a result, the comparability and representativeness of country-level samples may be imperfect, particularly in large or demographically complex countries such as India. Accordingly, while we retain India in the pooled analysis, we are cautious not to overinterpret country-specific findings based on its data. Likewise, due to the small sample size (234 respondents) from the Republic of China (Taiwan), we do not draw strong conclusions based on its data, and we assess robustness by excluding small-sample countries.

**Data cleaning and transformation:** To ensure the accuracy and reliability of our analyses, several steps were taken to handle and clean the data. All variables that had been coded on a counter-intuitive scale (e.g., 1 = "very willing", ..., 5 = "very unwilling") were reversed to maintain consistency. Missing responses, coded as missing due to direct refusal or non-response, were re-coded as a separate category ("Refused") to be included in the analyses. This approach prevents a significant loss of observations and maintains the robustness of our results.

Furthermore, responses to questions offering both a middle answer ("neither willing nor unwilling") and an additional "can't choose" option were harmonized. In cases where "can't choose" was deemed equivalent to the middle answer, these responses were re-coded accordingly to maintain the sample size and preserve analytical integrity. For example, missing values for key willingness variables that reflected uncertainty ("can't choose") were re-coded to the middle category ("neither willing nor unwilling").

## 4 Empirical Approach

We employ standard binary logit models to analyze the factors influencing individuals' willingness to pay higher prices and taxes and to reduce their standard of living for environmental protection.

The dependent variables are binary indicators of willingness to pay higher prices, pay higher taxes, and accept cuts in the standard of living. To ensure the robustness of our findings, we also ran ordered logit models using the categorical version of the dependent variables (on a scale of 1-5). A detailed description of the variables used in the models is provided in the Variable Codebook in the Appendix.

#### 4.1 Outcome Variables

The survey includes a variety of questions related to environmental concerns, behaviors, and attitudes. For this study, the key variables of interest are the respondents' stated willingness to pay higher prices and taxes for environmental protection and their willingness to accept cuts in their standard of living to protect the environment.<sup>6</sup> These variables are captured through the following questions:

- **(A) Prices:** "How willing would you be to pay much higher prices to protect the environment?"
- **(B) Taxes:** "How willing would you be to pay much higher taxes to protect the environment?"
- **(C) Standard:** "How willing would you be to accept cuts in your standard of living to protect the environment?"

The responses to these questions were re-coded on a five-point Likert scale, ranging from "very unwilling" to "very willing." For the logit estimation, we generated binary indicators where responses indicating willingness ("very willing" and "fairly willing") were coded as 1, and all other responses were coded as 0. As mentioned in Section 3, we also re-coded the missing "can't say"/"don't know" responses as "neither willing nor unwilling," thereby including them in the analyses as 0 in the binary indicator. As a robustness check, we also estimated models excluding the missing responses, which yielded consistent results. Furthermore, we estimated a model excluding respondents who answered "neither willing nor unwilling," and again found no impact on our main findings. These results are not included in the paper due to space constraints.

For the ordered logit models, we retained the original 1–5 categorical scale, enabling us to analyze the willingness to pay in finer resolution. The ordered logit results, consistent with our binary logit outcomes, confirm the robustness of our findings and are included in the Supplemental Materials. We chose binary logit models for their ease of interpretation, focusing on whether individuals are willing to make financial sacrifices for environmental protection.

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<sup>6</sup>Previous studies have shown that hypothetical responses can offer valuable insights. For instance, List and Gallet (2001) demonstrated that certain conditions and protocols can help align hypothetical and actual behaviors. More broadly, research indicates that individuals' stated intentions often reflect underlying preferences and can predict future actions, as supported by Blumenschein et al. (2008).

We acknowledge that the survey questions and the resulting construction of the dependent variables simplify the complex nature of environmental attitudes, which often lie along a spectrum of intensity. In particular, the binary format used in our main analysis does not account for respondents' actual knowledge of cost magnitudes or the trade-offs involved in real-world budget constraints. Accordingly, our findings should be interpreted as reflecting stated support for bearing environmental costs in principle, rather than as indicators of concrete behavioral commitments.

## 4.2 Independent Variables

To understand the factors influencing individuals' willingness to pay for environmental protection, we included a range of independent and control variables in our models. These variables were selected based on empirical evidence from prior research. The variables can be grouped into several categories: socio-demographic factors, socio-economic status, consumer behavior, trust in institutions, socio-economic attitudes, and environmental beliefs and attitudes. We progressively expand the specification of our model, where we start with socio-demographic factors only and in the final model include all the other groups of variables mentioned above. This approach shows how robust are different variables included in our analysis.

**Socio-economic factors:** Initially, our analysis incorporates basic socio-demographic and socio-economic factors. These include sex, age (in terms of generation group), education (highest completed level of education), employment status, self-declared social status, religious affiliation, voting behavior, household income (grouped into quantiles relative to a given country), marital status, living location (rural or urban), and country. We also control for having (or not having) children of school age <sup>7</sup> in the household. This is because when children are younger than school age, there is typically a downstream learning process from parents to children. However, once children enter school, they bring new habits and behaviors into the household, which can lead to generational clashes and potentially influence parents' attitudes and behaviors. Therefore, controlling for the presence of school-age children allows us to account for these dynamics that might affect respondents' willingness to support environmental protection measures.

Including these factors provides a foundational understanding of the demographic and socio-economic landscape of the respondents. This allows us to control for basic individual characteristics that may influence willingness to support environmental protection measures.

**Socio-economic attitudes, trust and consumer behavior:** Next, we expand our model to include variables related to socio-economic attitudes, trust, and consumer behavior. Socio-economic attitudes variables, derived from responses to questions about private enterprise, government re-

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<sup>7</sup>between school entry age in a given country (between 5 and 7) and 17

sponsibility, import restrictions, immigration, and international organizations, capture broader social and political attitudes that may impact environmental willingness. For example, a preference for government intervention in reducing income inequality might be associated with greater support for environmental policies.

Trust variables, which include trust in people, universities, media, business, and government, are incorporated to capture the role of institutional trust in shaping environmental attitudes, behaviors, and support for environmental protection. Consumer behavior variables such as car use, plane trips, and meat consumption are included because they reflect individual lifestyle choices that may correlate with environmental concerns and willingness to make financial sacrifices for environmental protection. These variables provide additional context on personal consumption patterns and their relation to environmental attitudes.

**Beliefs and opinions about environment:** In the final specification, we incorporate variables related to environmental beliefs and attitudes. These include opinions on climate change causes, on the causes of climate change, appreciation for spending time in nature, and perspectives on various environmental problems. Including these variables helps us understand whether individuals with stronger environmental beliefs are more likely to support financial sacrifices for environmental sustainability.

### 4.3 Sample Description

The initial dataset comprised 44,100 observations from the 28 countries participating in the ISSP EnvIV survey. After determining the relevant questions for our model, two countries were excluded from the analyses due to missing data on key variables. China (2,741 observations) was excluded because it did not administer questions regarding living location (urban-rural); the presence of children in the household, and there were many missing answers about voting in the last elections. Denmark (1,198 observations) was excluded because the Danish sample did not receive the ISSP EnvIV question about meat consumption, an omission attributed to an oversight during the translation phase, as noted by the ISSP. Moreover, for all countries, there were some missing answers in each category which were dropped. Consequently, the final sample used in this study includes data from 26 countries with a total of 29,183 observations.

Table 1 presents the percentage of respondents who indicate their willingness to pay higher prices and taxes and to decrease their living standard to protect the environment and the sample size included in our analysis for each country.

Table 2 provides an overview of the sample composition and the distribution of key variables across the surveyed countries. The sex distribution in the sample is fairly balanced, with 47.6% male and 52.4% female respondents. In terms of age, the sample spans multiple generations,

with the largest groups being Baby Boomers (31.8%) and Gen X (27.7%), followed by Millennials (24.3%) and Gen Z (9.4%). The education levels of respondents reflect their highest completed level of education, with the majority having completed secondary education (48.4%) or holding a university degree (29.0%). Employment status shows that a significant portion of the sample is currently engaged in paid work (60.4%), while 31.4% are not currently working but have worked in the past, and 8.2% have never had paid work.

We re-coded the self-declared social status variable, originally measured in 10 categories relative to each respondent's country. This grouping involved combining categories with similar characteristics and was informed by a coefficient equality test. In general, most respondents identified with the middle categories (4, 5, and 6), with 23.5% considering themselves to be in category 5.

The variable corresponding to religious affiliation indicates a diverse sample, with the largest groups being Catholic (30.1%), Protestant (20.4%), and those with no religious affiliation (28.4%). Due to small samples, Jewish (originally category 5) and Other Asian (originally category 9) were re-coded as Other (category 10).

Voting behavior from the last election shows that 16.8% did not vote, while the remaining respondents are distributed across the political spectrum. A significant portion of respondents are in the center (17.2%), while 22.7% are jointly on the left side of the spectrum (19.3% left/center left and 3.4% far left), and 24.8% are jointly on the right side of the spectrum (21.0% right/conservative and 3.8% far right). Household income quantiles are fairly evenly distributed, though there is a slight concentration in the 1st quantile (17.9%). Marital status data reveals that the majority of respondents are married (54.9%) or never married (27.0%).

In terms of living location, a significant portion of respondents live in country-side villages (29.9%) and big cities (22.7%). Lastly, 75.4% of respondents do not have children of school age (between the school entry age in a given country and 17) in the household, compared to 24.6% who do.

Understanding the determinants of individuals' willingness to financially support environmental protection carries substantial societal relevance. First, it informs policymakers about potential public support or resistance to carbon pricing, green taxation, and other climate mitigation instruments. Second, identifying social groups with higher or lower willingness to pay allows for more targeted communication strategies to build broader political coalitions around environmental policy. Finally, cross-country variation in support levels offers insight into how cultural, institutional, and economic differences influence climate-related attitudes, helping shape international coordination efforts. As such, our findings provide evidence-based inputs for designing more inclusive and effective climate policy frameworks.

## 5 Empirical Results

This section presents the results of the binary logit estimations for the three dependent variables: willingness to pay higher prices, willingness to pay higher taxes, and willingness to lower one’s standard of living to protect the environment. We first discuss results regarding individual willingness to incur costs, focusing on both common influences and differences across the three framing categories (prices, taxes, and standards). Next, we analyze geographic heterogeneity, examining the notable cross-country variations in willingness to support environmental protection. It is important to note that these responses reflect stated willingness and may not necessarily translate into actual behavior, which we discuss further in the conclusions.

### 5.1 Individual Willingness To Incur Costs

**Common Influences:** Several factors consistently influence willingness to support environmental measures across all three questions on prices, taxes, and standards of living. Table 3 presents these findings for willingness to pay higher prices, Table 4 for higher taxes, and Table 5 for lowering standard of living. All regressions include country fixed effects.<sup>89</sup>

Higher levels of education and social status are positively associated with stated willingness across all three measures. For example, individuals with higher education, particularly those with postgraduate degrees, consistently exhibit higher WTP. This likely reflects a combination of increased environmental awareness and greater financial capacity. This pattern is most pronounced in Model I for each measure (e.g., PhD with coefficient 0.77 in Table 3). However, the effect diminishes somewhat in Models II and III, suggesting that the initial association is partially explained by socio-economic and environmental attitudes. Similarly, respondents in the highest self-reported social status categories show significantly higher willingness, with positive coefficients across all three measures.

Political orientation also plays a common role across all three measures. Individuals identifying with far-left or center-left political views are more willing to bear environmental costs (e.g., far-left has coefficient 0.71 in Model I for prices and 0.93 in Model I for taxes). This aligns with broader ideological support for environmental policies often associated with left-leaning politics.

Socio-economic attitudes variables also exhibit consistent effects: those supportive of government responsibility in social issues, such as reducing income inequality, are more likely to express

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<sup>8</sup>We placed these result tables at the end of this subsection due to their large size. The number of observations in the regressions is unequal, 29,160, 29,036, and 29,138, respectively, due to missing values in the dependent variables.

<sup>9</sup>Throughout the analysis, we focus on the sign, statistical significance, and consistency of estimated coefficients across models, rather than on the magnitude of effects in probability terms. While we acknowledge that marginal effects can provide a more intuitive understanding of differences between groups, especially for categorical variables such as education or income, our primary aim is to identify robust associations between individual-level characteristics and willingness to bear environmental costs across a diverse set of countries. Given the large number of variables and models estimated, and to maintain clarity and conciseness, we do not report average marginal effects in the main text. We can provide such estimates upon request.

willingness across all measures. Trust in scientific institutions and the perceived direct impact of environmental problems are critical factors influencing willingness across all measures. These variables significantly increase the explanatory power of the models.

Environmental beliefs included in Model III emerge as a critical influence. Respondents who perceive environmental problems as directly impacting their lives or who prioritize environmental action, even at a personal cost, consistently exhibit higher willingness across all measures. The inclusion of environmental attitudes substantially improves model fit in each case, with pseudo  $R^2$  values rising from 0.11 in Model I to 0.21 in Model III for willingness to pay higher prices (and similarly for others), suggesting that these variables alone explain a substantial portion of the variance, and highlighting the significant explanatory power of environmental beliefs.

**Distinct Influences:** While as discussed above commonalities exist, certain factors exhibit distinct effects depending on whether the measure involves paying higher prices, taxes, or lowering living standards.

First, the framing of the financial burden—whether in the form of higher prices or taxes—affects stated willingness. Respondents generally report a higher willingness to pay increased prices rather than supporting environmental taxes, which was also confirmed in earlier literature (see Franzen and Meyer (2010)). This preference for product-based solutions over tax-based measures may stem from the perceived direct benefit of purchasing environmentally friendly products compared to the indirect and potentially less tangible benefits of environmental taxes.

Given the acceptance of higher prices to combat climate change, one potential policy implication is the adoption of “minimum quality standards” or “minimum environmental standards”. Such standards could effectively phase out older, less efficient products by ensuring that all goods in the market meet a baseline level of energy efficiency or environmental performance. This approach avoids the direct financial burden and potential backlash associated with taxes, particularly when the concept of variable taxes is poorly defined or lacks clarity in public perception.

Second, while younger generations (Gen Z) consistently show higher willingness across all measures, generational divides are particularly evident for the willingness to lower living standards, with older generations significantly less willing to make personal sacrifices of this nature (e.g., Baby Boomers: -0.23,  $p < 0.05$  in Model III for standards).

Religious affiliation shows unique patterns across the three measures. Orthodox Christians consistently exhibit a lower willingness to pay across all measures, with statistically significant negative coefficients for each type of cost. Other religious groups, such as Catholics and Protestants, display varying levels of willingness depending on the specific measure, with some reporting higher willingness for increased prices but lower willingness for taxes. These findings suggest that religious beliefs may shape attitudes toward environmental protection in ways that reflect both cultural values and perceptions of the type of financial commitment required.

Political orientation shows greater influence in willingness to pay higher taxes, with left-leaning

individuals demonstrating a stronger preference for taxation as a means of supporting environmental goals. This may reflect an ideological alignment with government interventions in social issues, including environmental sustainability. Notably, far-left political orientations yield larger coefficients in the tax models (e.g., 0.93,  $p < 0.01$  in Model I) compared to prices or living standards, indicating a preference for government-led financial solutions.

Finally, consumer behaviors tied to environmental awareness also vary in their influence. Individuals who actively avoid products that harm the environment are more likely to express willingness to lower their standard of living (e.g., 0.52,  $p < 0.01$  in Table 5), suggesting alignment between lifestyle and stated willingness. However, this behavior shows slightly less predictive power for the other two measures, underscoring that personal lifestyle choices may more directly relate to self-imposed lifestyle adjustments than to financial measures like prices or taxes.

**Summary:** Factors such as education, social status, and environmental attitudes consistently influence willingness to pay across all three measures, underscoring the role of socio-economic characteristics and personal beliefs in shaping public support for environmental policies. Trust in institutions and socio-economic attitudes also play common roles across measures, indicating that institutional trust and a sense of social responsibility contribute to willingness to bear financial burdens for environmental protection. The inclusion of environmental attitudes, in particular, significantly improves model fit and explains a substantial portion of variance across all measures.

Differences in willingness across the specific framing of environmental costs—prices, taxes, and standards of living—suggest that the way financial contributions are presented impacts individuals’ stated support. Respondents tend to be more willing to accept increased prices over higher taxes, which may reflect broader acceptance of market-driven costs compared to direct taxation. Willingness to lower one’s standard of living is notably lower, particularly among older generations, highlighting a generational divide in attitudes toward lifestyle adjustments for environmental purposes. These framing effects indicate that policy communications could consider cost presentation to increase public acceptance, with price-based mechanisms potentially more favorable than direct taxes.

## 5.2 Country-Specific Effects

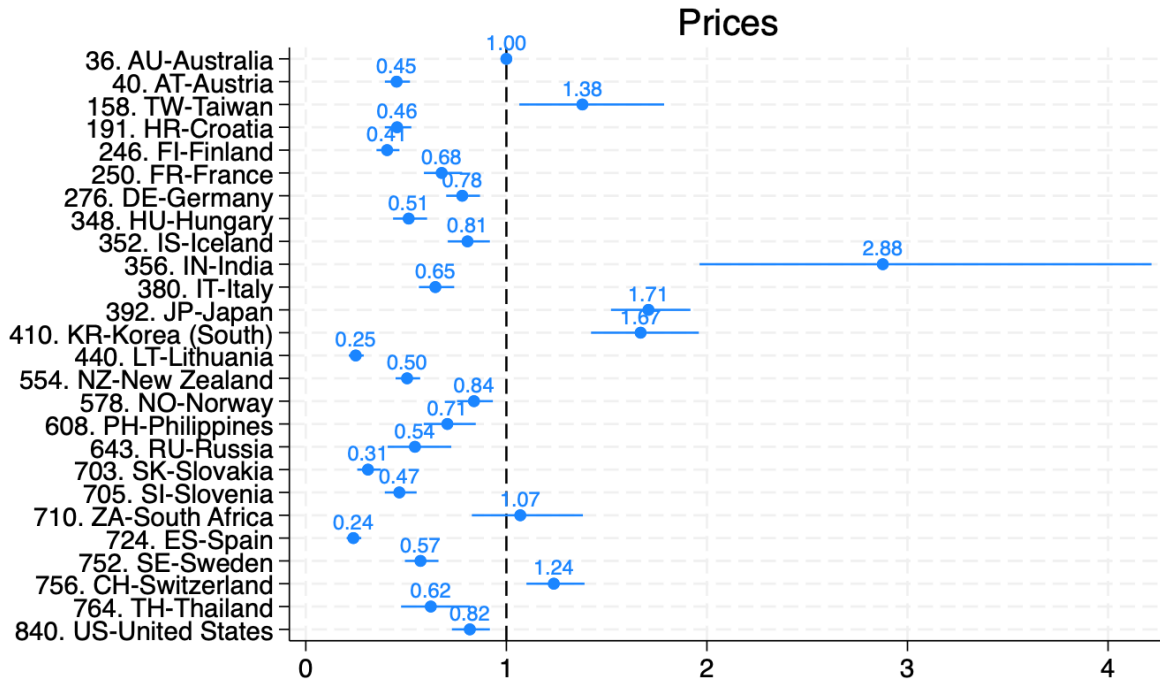
This section examines heterogeneity across countries in stated willingness to pay higher prices, higher taxes, and accept lower living standards to protect the environment, after controlling for individual-specific factors. Specifically, we present the estimates of country odds ratios from the binary logit regressions discussed in the previous section.<sup>10</sup> Figures 1, 2, and 3 show odds ratios

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<sup>10</sup>The odds ratio is derived from the exponential of the coefficient for a predictor variable  $X_i$  denoted as  $OR = \exp(\beta_i)$ . It represents how much the odds of the outcome change when  $X_i$  increases by one unit, with all other variables held constant. When  $OR > 1$  a one-unit increase in  $X_i$  increases the odds of  $Y = 1$ , there is no effect when

for the regressions on prices, taxes, and standard of living, respectively, where Australia is the reference category. Our analysis reveals substantial cross-country variability, highlighting that national context strongly influences attitudes toward environmental costs. Below we emphasize both general trends and unique findings across the three measures, allowing for a comparative view of country fixed effects. We note that some countries, such as India or the Republic of China (Taiwan), have relatively small or potentially non-representative samples given their population sizes, which may affect the precision and generalizability of the estimated effects for these cases.

Figure 1: Odds ratios for prices



$OR = 1$  and a decrease when  $OR < 1$ .

Figure 2: Odds ratios for taxes

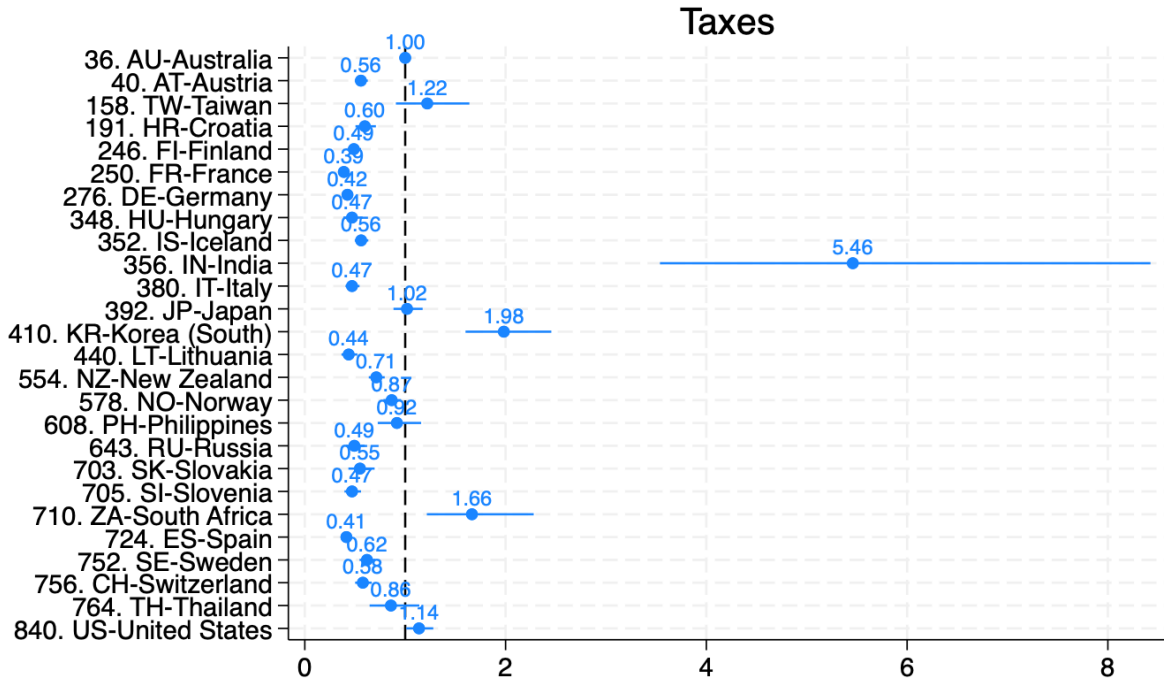
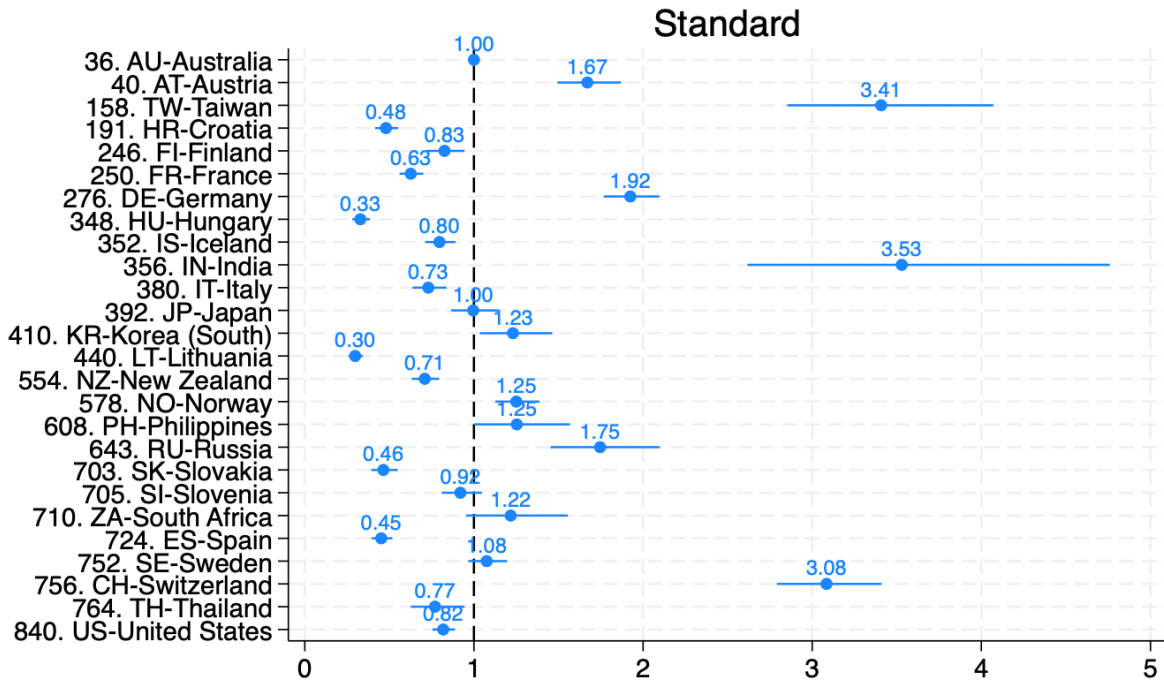


Figure 3: Odds ratios for living standard



Across all three measures—higher prices, higher taxes, and lower living standards—India stands out with consistently high odds ratios, indicating a strong stated willingness to bear environmental costs (e.g.,  $OR = 2.88$  for prices,  $OR = 5.46$  for taxes, and  $OR = 3.53$  for standards,  $p < 0.01$  for all). This result is surprising but may be explained by several factors, such as India’s cultural heritage emphasizing harmony with nature and the country’s substantial environmental challenges. However, the magnitude of these differences remains striking. These findings suggest a high level of public concern for environmental issues that transcend economic constraints, particularly given India’s comparatively low economic status.

A similar pattern of relatively high willingness is observed in East Asian countries such as Japan, South Korea, and Taiwan across all three measures. For instance, in Japan, willingness to pay higher prices is significantly elevated ( $OR = 1.71$ ,  $p < 0.01$ ), as is willingness to pay higher taxes ( $OR = 1.02$ ,  $p < 0.05$ ), although willingness to reduce living standards is less pronounced ( $OR = 1.00$ ,  $p < 0.05$ ). These results may reflect strong cultural or policy-driven factors that promote collective responsibility for environmental sustainability.

In contrast, many European countries, particularly in Eastern and Southern Europe, exhibit a lower willingness to bear environmental costs across all three measures. For example, regarding willingness to pay higher prices, countries such as Spain, Lithuania, and Slovakia show significantly reduced odds ratios. This trend may reflect the already high costs associated with established environmental policies in these regions, leading to resistance to further price increases. For example, according to the OECD Environmental Policy Stringency (EPS) Index in 2020, the top-scoring countries are in Western Europe: France, Switzerland, Luxembourg, Finland, Norway, Sweden, and Italy, while at the bottom are New Zealand, Brazil, South Africa, Iceland, Israel, and Russia.

A similar pattern emerges for willingness to pay higher taxes, with countries like France, Germany, and several Eastern European nations reporting lower willingness. This could be attributed to existing tax burdens and comprehensive environmental tax regimes, which may dampen support for additional environmental taxes.

Finally, willingness to lower one’s standard of living is also lower in parts of Eastern and Southern Europe, including Lithuania, Hungary, and Spain. This may indicate a perception that wealthier Western European nations should bear a larger share of the environmental burden, influencing lower support for personal sacrifices in these regions.

### 5.3 Country-Level Heterogeneity

While general trends hold across measures, some unique country-level patterns emerge for each type of financial burden.

**Higher prices vs. higher taxes:** Respondents in many countries show greater willingness to accept higher prices than higher taxes. For instance, in Germany, willingness to pay higher prices

is relatively low but significant ( $OR = 0.78, p < 0.05$ ), while willingness to pay higher taxes is even lower ( $OR = 0.42, p < 0.01$ ). This difference may reflect a broader reluctance toward taxation, often perceived as a government-imposed burden, whereas higher prices may be viewed as voluntary market-driven adjustments.

In contrast, some countries, such as South Africa, display unusual patterns. Despite relatively high poverty levels, South Africans report a higher willingness to pay both increased prices and taxes compared to many other countries, with an odds ratio of 1.66 for taxes ( $p < 0.01$ ). This anomaly may reflect unique regional or socio-political dynamics, where heightened environmental awareness intersects with pressing social issues.

**Willingness to lower standard of living:** Willingness to lower living standards shows greater dispersion and a different ranking across countries compared to willingness to pay higher prices or taxes. For example, Switzerland and several Nordic countries, including Norway and Sweden, report relatively high odds ratios, with Switzerland at  $OR = 3.08$  and Norway at  $OR = 1.25$  ( $p < 0.05$  for both). These results align with the strong progressive environmental policies and widespread public support for sustainability initiatives prevalent in these regions.

Interestingly, certain countries that generally report lower willingness to accept increased prices and taxes, such as Russia, display a greater willingness to reduce living standards ( $OR = 1.75, p < 0.01$ ). This may suggest a preference for individual lifestyle changes over financial contributions in these contexts.

In contrast, Lithuania, Hungary, and Slovakia exhibit the lowest odds ratios for willingness to lower living standards (e.g.,  $OR = 0.30$  for Lithuania,  $p < 0.01$ ). This aligns with a broader trend in Eastern Europe of lower support for additional environmental costs, reflecting economic constraints and differing attitudes toward environmental responsibility.

**Summary:** This study demonstrates that different policy interventions to combat climate change, such as higher prices, taxes, or reduced living standards, elicit varying levels of public acceptance, with higher prices generally being preferred over taxes or reductions in living standards. This finding offers practical guidance for policymakers aiming to design environmental strategies that align with public preferences. For instance, enforcing minimum environmental standards for products, which typically entails higher costs, is likely to be more acceptable than taxation.

Socio-demographic patterns offer insights are the key support groups for environmental policies. Younger generations, exhibiting higher willingness across all measures, might respond positively to initiatives that frame environmental protection as an investment in their future, aligning with their longer-term perspective. Left-leaning political views and higher education levels correlate with greater support for environmental costs, suggesting that policy messaging emphasizing the collective benefits of environmental sustainability may resonate particularly well with these groups.

Moreover, more reluctant demographic groups might be reached by highlighting the direct, localized benefits of environmental policies, such as improved public health and the economic opportunities created by green technologies.

Religious and cultural contexts significantly influence responses to environmental policies. For instance, Orthodox Christians report lower willingness to support environmental measures, a trend likely linked to the socioeconomic environment in Russia, where fossil-fuel dependency and a limited focus on environmental issues may reduce support for increased environmental costs. In contrast, differing responses among Catholics and Protestants across various measures suggest that environmental policies could benefit from messaging tailored to align with specific faith values. In communities where creation care is emphasized within religious teachings, highlighting themes of responsibility and the moral imperative to protect the environment could enhance public support for such policies.

Finally, substantial cross-country differences suggest that cultural, economic, and policy contexts exert a strong influence on public willingness to bear environmental costs. Countries like India, Japan, and South Korea demonstrate high stated willingness to pay, likely driven by a mix of acute environmental challenges, cultural values that emphasize collective action, and, in some cases, stronger public trust in government initiatives. In contrast, lower willingness in many European countries, particularly those with existing high tax burdens, points to a need for policy approaches that align more closely with economic realities and public sentiment in these regions. Designing transparent policies that distribute environmental costs and benefits fairly across income groups may improve public acceptance, particularly in these contexts.

## 6 Conclusion

A central challenge in the implementation of climate policy is the varying degree of public willingness to support such policies financially. While environmental economists and political scientists have explored this topic, much of the existing work is either single-country or limited in scope. Our study aims to address the gap in comparative cross-national evidence on the determinants of individual willingness to bear financial costs for environmental protection, which remains a barrier to effective climate action globally.

In this paper, we analyze the determinants of willingness to pay higher prices and taxes and to reduce one's standard of living to support environmental protection. Using data from the 2020 International Social Survey Programme (ISSP), Environment IV module, covering 26 countries and about 29,183 individuals, we investigate the influence of socio-demographic factors, consumer behavior, environmental beliefs, and political and religious affiliations. Education, political orientation, and environmental attitudes emerge as consistent predictors of willingness, while religion and trust in institutions introduce additional variation, especially among certain groups like Orthodox

Christians who report lower willingness across all measures. Additionally, substantial cross-country differences persist: countries like India and several East Asian nations display high willingness across all measures, while many European countries show lower willingness to bear added environmental costs, potentially due to high existing tax burdens.

Our results underscore the importance of cultural, economic, and policy contexts when designing environmental policies. In countries like South Korea and India there is a high level of acceptance of bearing the costs of climate actions, which may be due to cultural background. In contrast, the lower willingness observed in many European countries, especially where tax burdens are already high, indicates a potential need for alternative strategies. These might include offering incentives for environmentally friendly behaviors, and ensuring policies align with public sentiment. Targeted educational campaigns and adjustments to current policies could help address these regional differences.

A key limitation of this study is the geographic composition of the sample, which primarily includes high-income and European countries. These countries have had longer exposure to environmental regulation, climate action mechanisms, and public debate over climate policy. As a result, citizens in these countries may express stronger or more coherent willingness to pay for environmental protection. Future research should extend this analysis to emerging and developing economies, where both environmental awareness and institutional frameworks differ, and where willingness to pay may be shaped by different priorities, constraints, and experiences with environmental degradation.

Moreover, variation in sampling design and coverage across ISSP countries implies that country-specific results should not be overinterpreted. While the pooled analysis provides valuable insights into broad determinants of willingness to pay for environmental protection, fine-grained national comparisons should be treated with caution.

Finally, our study relies on stated preferences derived from binary survey responses. These responses may overstate actual willingness to pay due to the attitude–behavior gap, a phenomenon well documented in the literature. Future research could benefit from combining survey data with experimental or revealed preference data to better understand how individuals trade off environmental goals against financial constraints in practice.

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Table 1: Descriptive statistics of outcome variables

	Prices	Taxes	Standard	Sample size
Australia	50%	36%	43%	821
Austria	33%	25%	54%	1,126
Croatia	19%	14%	19%	916
Finland	32%	25%	39%	904
France	44%	22%	40%	1,105
Germany	46%	24%	57%	1,267
Hungary	23%	13%	14%	901
Iceland	46%	29%	40%	787
India	62%	55%	60%	895
Italy	32%	17%	30%	967
Japan	49%	28%	34%	1,089
Korea (South)	46%	38%	34%	1,149
Lithuania	13%	13%	12%	1,010
New Zealand	38%	33%	38%	767
Norway	48%	38%	47%	825
Philippines	27%	22%	32%	810
Russia	22%	12%	36%	1,320
Slovakia	14%	12%	17%	862
Slovenia	29%	18%	39%	948
South Africa	35%	29%	31%	2,238
Spain	20%	19%	27%	1,389
Sweden	43%	33%	47%	1,309
Switzerland	57%	30%	70%	3,078
Taiwan	45%	32%	63%	234
Thailand	24%	21%	25%	1,041
United States	44%	36%	36%	1,425
Total				29,183

Table 2: Sample Demographics

Variable	Obs.	Percent
N	29,183	
<b>Male</b> [ <i>var: male</i> ]		
0 female	15,287	52.4
1 male	13,896	47.6
<b>Age Group</b> [ <i>var: age_gen_group</i> ]		
Gen Z (1995/2012)	2,737	9.4
Millennials (1980/1994)	7,083	24.3
Gen X (1965/1979)	8,096	27.7
Baby Boomer (1946/1964)	9,296	31.8
SilentGen (1918/1945)	1,971	6.8
<b>Education Level</b> [ <i>var: edu_groups</i> ]		
No education	522	1.8
Primary	1,438	4.9
Secondary	14,118	48.4
Post-secondary/tertiary	4,156	14.2

Table 2: Sample Demographics (continued)

Variable	Obs.	Percent
University BA/MA	8,456	29.0
PhD	493	1.7
<b>Employment Status</b> [ <i>var: work</i> ]		
1. Currently in paid work	17,629	60.4
2. Currently not in paid work, paid work in the past	9,175	31.4
3. Never had paid work	2,379	8.2
<b>Social Status</b> [ <i>var: social_status_grouped</i> ]		
Bottom 1-3	3,312	11.4
4	3,018	10.3
5	6,855	23.5
6	5,998	20.6
7-8	7,903	27.1
Top 9-10	1,101	3.8
11. refused	996	3.4
<b>Religion</b> [ <i>var: religion</i> ]		
0. No religion	8,281	28.4
1. Catholic	8,789	30.1
2. Protestant	5,948	20.4
3. Orthodox	1,023	3.5
4. Other Christian	1,081	3.7
6. Islamic	623	2.1
7. Buddhist	1,660	5.7
8. Hindu	916	3.1
10. Other Religions	428	1.5
11. Refused	434	1.5
<b>Voted in the Last Election</b> [ <i>var: LeftRightSpectrum</i> ]		
0. Didn't vote	4,894	16.8
1. Far left (communist, etc.)	990	3.4
2. Left / center left	5,643	19.3
3. Center / liberal	5,031	17.2
4. Right / conservative	6,140	21.0
5. Far right (fascist, etc.)	1,094	3.8
6. Other or invalid ballot	1,219	4.2
7. Refused	4,172	14.3
<b>Household Income Quantile</b> [ <i>var: hhINC_quant_refused</i> ]		
1st	5,221	17.9
2nd	4,664	16.0
3rd	5,258	18.0
4th	4,561	15.6
5th	4,059	13.9
6. refused	5,420	18.6
<b>Marital Status</b> [ <i>var: marital_status</i> ]		
0. Never married	7,864	27.0
1. Married	16,036	54.9
2. Separated/divorced	2,993	10.3
3. Widowed	1,916	6.6
4. Refused	374	1.3
<b>Living Location</b> [ <i>var: living_loc</i> ]		
1. A farm or home in the country	1,200	4.1
2. A country village	8,738	29.9
3. A town or a small city	7,596	26.0
4. The suburbs or outskirts of a big city	5,021	17.2
5. A big city	6,628	22.7
<b>No school-age children</b> [ <i>var: no_kids</i> ]		
1. No school-age children in the hh	22,010	75.4

Table 2: Sample Demographics (continued)

Variable	Obs.	Percent
0. There are school-age children in the hh	7,173	24.6
<b>Country</b> [ <i>var: country</i> ]		
36. AU-Australia	821	2.8
40. AT-Austria	1,126	3.9
158. TW-Taiwan	234	0.8
191. HR-Croatia	916	3.1
246. FI-Finland	904	3.1
250. FR-France	1,105	3.8
276. DE-Germany	1,267	4.3
348. HU-Hungary	901	3.1
352. IS-Iceland	787	2.7
356. IN-India	895	3.1
380. IT-Italy	967	3.3
392. JP-Japan	1,089	3.7
410. KR-Korea (South)	1,149	3.9
440. LT-Lithuania	1,010	3.5
554. NZ-New Zealand	767	2.6
578. NO-Norway	825	2.8
608. PH-Philippines	810	2.8
643. RU-Russia	1,320	4.5
703. SK-Slovakia	862	3.0
705. SI-Slovenia	948	3.3
710. ZA-South Africa	2,238	7.7
724. ES-Spain	1,389	4.8
752. SE-Sweden	1,309	4.5
756. CH-Switzerland	3,078	10.6
764. TH-Thailand	1,041	3.6
840. US-United States	1,425	4.9

Table 3: (A) Binary logit regression: willingness to pay higher prices to protect the environment [*var: prices\_recoded*]

Variable	Prices - Model I	Prices - Model II	Prices - Model II
<b>Sex</b> [ <i>var: male</i> ]			
0 female	(base)	(base)	(base)
1 male	-0.06	0.07*	0.12**
<b>Age generation group</b> [ <i>var: age_gen_group</i> ]			
Gen Z (1995/2012)	(base)	(base)	(base)
Millenials (1980/1994)	-0.14**	-0.13**	-0.10*
Gen X (1965/1979)	-0.09	-0.1	-0.08
Bby Boomer (1946/1964)	-0.03	-0.08	-0.08
SilentGen (1918/1945)	0.07	0	0.06
<b>Education</b> [ <i>var: edu_groups</i> ]			
No education	(base)	(base)	(base)
Primary	-0.32*	-0.31*	-0.34*
Secondary	-0.08	-0.12	-0.2
Post-secondary/tertiary	0.08	0	-0.14
University BA/MA	0.32	0.14	-0.01
PhD	0.77**	0.41	0.31
<b>Work status</b> [ <i>var: work</i> ]			

Table 3 – Continued

Variable	Prices - Model I	Prices - Model II	Prices - Model III
1. Currently in paid work	(base)	(base)	(base)
2. Currently not, previously yes	0.02	0	0
3. Never had paid work	0.05	0.02	0.07
<b>Social status - stated</b> [ <i>var: social_status_grouped</i> ]			
Bottom 1-3	(base)	(base)	(base)
4	0.16**	0.16**	0.15*
5	0.29***	0.25***	0.22***
6	0.43***	0.34***	0.32***
7-8	0.67***	0.55***	0.52***
Top 9-10	0.80***	0.67***	0.66***
11. refused	0.21*	0.09	0.1
<b>Religion</b> [ <i>var: religion</i> ]			
0. No religion	(base)	(base)	(base)
1. Catholic	-0.16*	-0.09	-0.06
2. Protestant	-0.12	-0.05	0
3. Orthodox	-0.49***	-0.53***	-0.45***
4. Other Christian	-0.06	0.06	0.1
6. Islamic	0.03	0	0.05
7. Buddhist	-0.06	-0.15**	-0.15**
8. Hindu	-0.09	-0.2	-0.22
10. Other Religions	-0.02	-0.09	-0.13
11. Refused	-0.19	-0.18	-0.15
<b>Voting in previous election</b> [ <i>var: LeftRightSpectrum</i> ]			
0. Didn't vote	(base)	(base)	(base)
1. Far left (communist, etc.)	0.71***	0.37**	0.28*
2. Left / center left	0.58***	0.29***	0.18*
3. Center / liberal	0.58***	0.37***	0.33***
4. Right / conservative	-0.02	0.02	0.06
5. Far right (fascist, etc.)	-0.29	-0.16	-0.11
6. Other or invalid ballot	0.26	0.12	0.06
7. Refused	0.11	0.05	0.02
<b>Household income quantiles</b> [ <i>var: hhINC_quant_refused</i> ]			
1st	(base)	(base)	(base)
2nd	0.01	0.03	0.05
3rd	0.08	0.13	0.13
4th	0.22***	0.24***	0.24***
5th	0.45***	0.48***	0.48***
6.refused	-0.09	-0.01	0.01
<b>Marital Status</b> [ <i>var: marital_status</i> ]			
0 Never married	(base)	(base)	(base)
1 Married	-0.09	-0.08	-0.09
2 Separated/ divorced	-0.15*	-0.11	-0.11
3 Widowed	-0.13	-0.13	-0.12
4 Refused	0.03	0.12	0.2
<b>Living Location</b> [ <i>var: living_loc</i> ]			
1 A farm/home in the country	(base)	(base)	(base)
2 A country village	-0.1	-0.09	-0.1
3 A town or a small city	-0.09	-0.1	-0.11
4 Suburbs or outskirts	-0.08	-0.08	-0.07
5 A big city	0.04	0.01	0.01

Table 3 – Continued

Variable	Prices - Model I	Prices - Model II	Prices - Model III
<b>No school-age children</b> [ <i>var: no_kids</i> ]	0.05	0.04	0.06
<b>Social orientation</b> [ <i>var: q2a - q2e</i> ]			
a: Private enterprise best solves [country's] econ. problems		-0.03	-0.05*
b: It is the govt's role to reduce income inequality		-0.10***	-0.03
c: [Country] should limit importing foreign products to protect econ.		-0.09**	-0.07*
d: [Country] should limit immigration to protect our way of life		0.14***	0.10***
e: International org. in [country] have too much power		0.07	0.05
<b>Trust</b>			
<i>q4_trust_people</i>		0.08***	0.08***
<i>q5a_trust_uni</i>		0.07***	0.04***
<i>q5b_trust_media</i>		0.03**	0.02*
<i>q5c_trust_business</i>		-0.04**	-0.02*
<i>q5d_trust_gov</i>		0.04**	0.04**
<b>Plane trips (12 months)</b> [ <i>var: plane_trips_cat</i> ]			
0. No trips		(base)	(base)
1. 1-4 trips		0.11*	0.13**
2. +5 trips		0.08	0.15**
<b>Car use (in a week)</b> [ <i>var: cat_use_cat</i> ]			
0. 0h		(base)	(base)
1. 1-7h		-0.06	-0.06
2. +8h		-0.16*	-0.15*
<b>Doesn't eat meat</b> [ <i>var: no_meat</i> ]		-0.09	-0.02
<b>Avoids buying due to env. reasons</b> [ <i>var: q19b_avoid_buyig</i> ]		0.51***	0.30***
<b>Climate change reasons</b> [ <i>var: q8_clim_change_reasons</i> ]			
1. Climate's not changing			(base)
2. Changes due to natural process			-0.34***
3. Equally due to natural and human			-0.39***
4. Mostly due to human activity			-0.17*
<b>Enjoys being in nature</b> [ <i>var: q15_enjoy_being_in_nature</i> ]			0.09*
<b>Environmental perspectives</b> [ <i>var: q10a - q10f</i> ]			
a: Science'll solve env. problems without changing our lifestyle			0.05
b: We worry too much about future env. and too little about prices and jobs			-0.17***
c: Almost everything we do in modern life harms the env.			0.12***
d: People worry too much about human progress harming the env.			-0.01
e: To protect the env. [country] needs economic growth			0.02
f: Economic growth always harms the environment			0.05*
<b>Environmental attitudes</b> [ <i>var: q12a - q12g</i> ]			
a: It is too difficult for someone like me to do much about the env.			-0.02
b: I do what is right for the env., even if it costs more money or time			0.52***
c: There are more important things to do than protect the env.			-0.02
d: No point in doing what I can for the env. unless others do the same			-0.07***
e: Many of the claims about env. threats are exaggerated			-0.15***
f: I don't know whether the way I live is helpful or harmful			0.07***
g: Env. problems have a direct effect on my everyday life			0.14***
Cons	-0.69*	-2.50***	-4.11***
<b>Country dummies included</b>	YES	YES	YES
<i>Standard errors were clustered by country</i>			
Pseudo R2	0.11	0.15	0.21

Table 3 – Continued

Variable	Prices - Model I	Prices - Model II	Prices - Model III
N	29160	29160	29160

Notes: Model I: only demo; Model II: + social orientation & consumer behavior; Model III: + environmental perspectives and attitudes. Significance levels: \* p<0.1, \*\* p<0.05, \*\*\* p<0.01.

Table 4: (B) Binary logit regression: willingness to pay higher taxes to protect the environment [*var: taxes\_recoded*]

Variable	Taxes - Model I	Taxes - Model II	Taxes - Model III
<b>Sex</b> [ <i>var: male</i> ]			
0 female	(base)	(base)	(base)
1 male	0.02	0.17***	0.20***
<b>Age generation group</b> [ <i>var: age_gen_group</i> ]			
Gen Z (1995/2012)	(base)	(base)	(base)
Millenials (1980/1994)	-0.20**	-0.19**	-0.16*
Gen X (1965/1979)	-0.24**	-0.26***	-0.24**
Bby Boomer (1946/1964)	-0.19*	-0.23**	-0.24**
SilentGen (1918/1945)	-0.09	-0.16	-0.11
<b>Education</b> [ <i>var: edu_groups</i> ]			
No education	(base)	(base)	(base)
Primary	-0.44*	-0.43*	-0.46*
Secondary	-0.3	-0.32	-0.38
Post-secondary/tertiary	-0.08	-0.16	-0.28
University BA/MA	0.17	-0.02	-0.15
PhD	0.72**	0.35	0.27
<b>Work status</b> [ <i>var: work</i> ]			
1. Currently in paid work	(base)	(base)	(base)
2. Currently not, but previously yes	-0.01	-0.03	-0.04
3. Never had paid work	0.08	0.04	0.08
<b>Social status - stated</b> [ <i>var: social_status_grouped</i> ]			
Bottom 1-3	(base)	(base)	(base)
4	0.08	0.07	0.05
5	0.24***	0.19**	0.17*
6	0.37***	0.27***	0.25***
7-8	0.62***	0.48***	0.46***
Top 9-10	0.74***	0.58***	0.57***
11. refused	0.24*	0.12	0.14
<b>Religion</b> [ <i>var: religion</i> ]			
0. No religion	(base)	(base)	(base)
1. Catholic	-0.21***	-0.11*	-0.06
2. Protestant	-0.15	-0.06	-0.01
3. Orthodox	-0.52***	-0.54***	-0.46***
4. Other Christian	-0.42**	-0.31*	-0.29**
6. Islamic	-0.2	-0.2	-0.17
7. Buddhist	0.06	-0.04	-0.03
8. Hindu	-0.59	-0.73***	-0.76**
10. Other Religions	0.08	0.01	-0.03
11. Refused	-0.15	-0.16	-0.14

Table 4 – Continued

Variable	Taxes - Model I	Taxes - Model II	Taxes - Model III
<b>Voting in previous election</b> [ <i>var: LeftRightSpectrum</i> ]			
0. Didn't vote	(base)	(base)	(base)
1. Far left (communist, etc.)	0.93***	0.51***	0.42**
2. Left / center left	0.75***	0.40***	0.30***
3. Center / liberal	0.52***	0.29***	0.24***
4. Right / conservative	-0.21	-0.12	-0.09
5. Far right (fascist, etc.)	-0.4	-0.22	-0.2
6. Other or invalid ballot	0.34	0.21	0.15
7. Refused	0.04	-0.04	-0.06
<b>Household income quantiles</b> [ <i>var: hhINC-quant-refused</i> ]			
1st	(base)	(base)	(base)
2nd	-0.04	-0.02	0
3rd	0.04	0.09	0.09
4th	0.15*	0.17*	0.17*
5th	0.27***	0.31***	0.30***
6.refused	-0.17**	-0.06	-0.03
<b>Marital Status</b> [ <i>var: marital_status</i> ]			
0 Never married	(base)	(base)	(base)
1 Married	-0.05	-0.03	-0.02
2 Separated/ divorced	-0.12	-0.06	-0.04
3 Widowed	-0.14	-0.1	-0.08
4 Refused	-0.15	-0.06	0.03
<b>Living Location</b> [ <i>var: living_loc</i> ]			
1 A farm/home in the country	(base)	(base)	(base)
2 A country village	-0.07	-0.06	-0.07
3 A town or a small city	0.02	0	0
4 Suburbs or outskirts	-0.01	-0.02	0
5 A big city	0.12	0.06	0.06
<b>No school-age children</b> [ <i>var: no_kids</i> ]	0.01	0	0.03
<b>Social orientation</b> [ <i>var: q2a - q2e</i> ]			
a: Private enterprise best solves [country's] econ. problems		0.06*	0.05*
b: It is the govt's role to reduce income inequality		-0.18***	-0.11***
c: [Country] should limit importing foreign products to protect econ.		-0.05*	-0.03
d: [Country] should limit immigration to protect our way of life		0.18***	0.14***
e: International org. in [country] have too much power		0.06*	0.05*
<b>Trust</b>			
<i>q4_trust_people</i>		0.12***	0.11***
<i>q5a_trust_uni</i>		0.07***	0.04**
<i>q5b_trust_media</i>		0.04***	0.03***
<i>q5c_trust_business</i>		-0.04	-0.02
<i>q5d_trust_gov</i>		0.06**	0.06***
<b>Plane trips (12 months)</b> [ <i>var: plane_trips_cat</i> ]			
0. No trips		(base)	(base)
1. 1-4 trips		0.07	0.08
2. +5 trips		-0.01	0.05
<b>Car use (in a week)</b> [ <i>var: cat_use_cat</i> ]			
0. 0h		(base)	(base)
1. 1-7h		-0.08	-0.07
2. +8h		-0.14	-0.12*

Table 4 – Continued

Variable	Taxes - Model I	Taxes - Model II	Taxes - Model III
<b>Doesn't eat meat</b> [ <i>var: no_meat</i> ]		-0.1	-0.03
<b>Avoids buying due to env. reasons</b> [ <i>var: q19b_avoid_buying</i> ]		0.48***	0.28***
<b>Climate change reasons</b> [ <i>var: q8_clim_change_reasons</i> ]			(base)
1. Climate's not changing			-0.36***
2. Changes due to natural process			-0.54***
3. Equally due to natural and human			-0.32***
4. Mostly due to human activity			
<b>Enjoys being in nature</b> [ <i>var: q15_enjoy_being_in_nature</i> ]			0.06
<b>Environmental perspectives</b> [ <i>var: q10a - q10f</i> ]			
a: Science'll solve env. problems without changing our lifestyle			0.04
b: We worry too much about future env. and too little about prices and jobs			-0.19***
c: Almost everything we do in modern life harms the env.			0.12***
d: People worry too much about human progress harming the env.			-0.01
e: To protect the env. [country] needs economic growth			0.02
f: Economic growth always harms the environment			0.08***
<b>Environmental attitudes</b> [ <i>var: q12a - q12g</i> ]			
a: It is too difficult for someone like me to do much about the env.			0
b: I do what is right for the env., even if it costs more money or time			0.47***
c: There are more important things to do than protect the env.			-0.01
d: No point in doing what I can for the env. unless others do the same			-0.06*
e: Many of the claims about env. threats are exaggerated			-0.14***
f: I don't know whether the way I live is helpful or harmful			0.08***
g: Env. problems have a direct effect on my everyday life			0.17***
Cons	-0.92*	-3.14***	-4.74***
<b>Country dummies included</b>	YES	YES	YES
<i>Standard errors were clustered by country</i>			
Pseudo R2	0.1	0.15	0.2
N	29036	29036	29036

Notes: Model I: only demo; Model II: + social orientation & consumer behavior; Model III: + environmental perspectives and attitudes. Significance levels: \* p< 0.1, \*\* p< 0.05, \*\*\* p< 0.01.

Table 5: (C) Binary logit regression: willingness to cut own standard of living to protect the environment [*var: standard\_recoded*]

Variable	Stand.- Model I	Stand.- Model II	Stand.- Model III
<b>Sex</b> [ <i>var: male</i> ]			
0 female	(base)	(base)	(base)
1 male	-0.14***	0	0.06
<b>Age generation group</b> [ <i>var: age_gen_group</i> ]			
Gen Z (1995/2012)	(base)	(base)	(base)
Millenials (1980/1994)	-0.08	-0.08	-0.06
Gen X (1965/1979)	-0.11	-0.13	-0.14
Bby Boomer (1946/1964)	-0.14	-0.20*	-0.23**
SilentGen (1918/1945)	-0.15	-0.24*	-0.21
<b>Education</b> [ <i>var: edu_groups</i> ]			
No education	(base)	(base)	(base)

Table 5 – Continued

Variable	Stand.- Model I	Stand.- Model II	Stand.- Model III
Primary	-0.29	-0.29*	-0.31
Secondary	-0.16	-0.21	-0.29*
Post-secondary/tertiary	-0.05	-0.17	-0.32
University BA/MA	0.16	-0.03	-0.20
PhD	0.47**	0.10	-0.02
<b>Work status</b> [ <i>var: work</i> ]			
1. Currently in paid work	(base)	(base)	(base)
2. Currently not, but previously yes	-0.05	-0.07	-0.06
3. Never had paid work	0.09	0.07	0.13*
<b>Social status - stated</b> [ <i>var: social_status_grouped</i> ]			
Bottom 1-3	(base)	(base)	(base)
4	0.07	0.08	0.05
5	0.19**	0.16*	0.13
6	0.29***	0.23**	0.18**
7-8	0.35***	0.26**	0.20*
Top 9-10	0.37*	0.26	0.25
11. refused	0.23**	0.15	0.17
<b>Religion</b> [ <i>var: religion</i> ]			
0. No religion	(base)	(base)	(base)
1. Catholic	-0.10	-0.01	0.03
2. Protestant	-0.05	0.03	0.09
3. Orthodox	-0.35***	-0.39***	-0.30***
4. Other Christian	-0.09	0.02	0.07
6. Islamic	0.04	0.01	0.10
7. Buddhist	0	-0.09	-0.07
8. Hindu	-0.23	-0.35**	-0.35*
10. Other Religions	0.16	0.09	0.07
11. Refused	-0.23	-0.22	-0.20
<b>Voting in previous election</b> [ <i>var: LeftRightSpectrum</i> ]			
0. Didn't vote	(base)	(base)	(base)
1. Far left (communist, etc.)	0.80***	0.44***	0.35**
2. Left / center left	0.56***	0.27***	0.17***
3. Center / liberal	0.40***	0.20***	0.16**
4. Right / conservative	-0.17	-0.11	-0.07
5. Far right (fascist, etc.)	-0.37**	-0.23**	-0.19**
6. Other or invalid ballot	0.42*	0.28	0.22
7. Refused	-0.01	-0.09	-0.12
<b>Household income quantiles</b> [ <i>var: hhINC_quant_refused</i> ]			
1st	(base)	(base)	(base)
2nd	-0.05	-0.04	-0.03
3rd	0.08	0.13*	0.12*
4th	0.10	0.12	0.10
5th	0.14	0.17*	0.15
6.refused	-0.17	-0.09	-0.09
<b>Marital Status</b> [ <i>var: marital_status</i> ]			
0 Never married	(base)	(base)	(base)
1 Married	-0.02	-0.01	0
2 Separated/ divorced	0	0.04	0.05
3 Widowed	-0.05	-0.04	-0.01
4 Refused	-0.01	0.07	0.17

Table 5 – Continued

Variable	Stand.- Model I	Stand.- Model II	Stand.- Model III
<b>Living Location</b> [ <i>var: living_loc</i> ]			
1 A farm/home in the country	(base)	(base)	(base)
2 A country village	-0.09	-0.07	-0.06
3 A town or a small city	-0.17	-0.17	-0.17*
4 Suburbs or outskirts	-0.16	-0.14	-0.11
5 A big city	-0.17	-0.18	-0.18
<b>No school-age children</b> [ <i>var: no_kids</i> ]	-0.07*	-0.09*	-0.07
<b>Social orientation</b> [ <i>var: q2a - q2e</i> ]			
a: Private enterprise best solves [country's] econ. problems		0.01	-0.03
b: It is the govt's role to reduce income inequality		-0.15***	-0.08***
c: [Country] should limit importing foreign products to protect econ.		-0.09***	-0.06**
d: [Country] should limit immigration to protect our way of life		0.14***	0.09***
e: International org. in [country] have too much power		0.04	0.02
<b>Trust</b>			
<i>q4_trust_people</i>		0.10***	0.09***
<i>q5a_trust_uni</i>		0.07***	0.05***
<i>q5b_trust_media</i>		0.01	0
<i>q5c_trust_business</i>		-0.05**	-0.02
<i>q5d_trust_gov</i>		0.02	0.02
<b>Plane trips (12 months)</b> [ <i>var: plane_trips_cat</i> ]			
0. No trips		(base)	(base)
1. 1-4 trips		-0.02	-0.01
2. +5 trips		0.02	0.10
<b>Car use (in a week)</b> [ <i>var: cat_use_cat</i> ]			
0. 0h		(base)	(base)
1. 1-7h		0.03	0.03
2. +8h		-0.07	-0.05
<b>Doesn't eat meat</b> [ <i>var: no_meat</i> ]		-0.14*	-0.06
<b>Avoids buying due to env. reasons</b> [ <i>var: q19b_avoid_buyig</i> ]		0.52***	0.31***
<b>Climate change reasons</b> [ <i>var: q8_clim_change_reasons</i> ]			
1. Climate's not changing			(base)
2. Changes due to natural process			-0.25**
3. Equally due to natural and human			-0.29*
4. Mostly due to human activity			-0.13
<b>Enjoys being in nature</b> [ <i>var: q15_enjoy_being_in_nature</i> ]			0.07**
<b>Environmental perspectives</b> [ <i>var: q10a - q10f</i> ]			
a: Science'll solve env. problems without changing our lifestyle			-0.05
b: We worry too much about future env. and too little about prices and jobs			-0.13***
c: Almost everything we do in modern life harms the env.			0.16***
d: People worry too much about human progress harming the env.			-0.05***
e: To protect the env. [country] needs economic growth			-0.10**
f: Economic growth always harms the environment			0.07***
Cons	-0.25	-1.95***	-2.70***
<b>Country dummies included</b>	YES	YES	YES
<i>Standard errors were clustered by country</i>			
Pseudo R2	0.11	0.16	0.21

Table 5 – Continued

Variable	Stand.- Model I	Stand.- Model II	Stand.- Model III
N	29138	29138	29138

Notes: Model I: only demo; Model II: + social orientation & consumer behavior; Model III: + environmental perspectives and attitudes. Significance levels: \* p<0.1, \*\* p<0.05, \*\*\* p<0.01.

## A Variable Codebook

Variable	Description	Statistics
prices_recoded ( <i>binary dependent var</i> )	RECODE of v26 (Q11a How willing would you be to pay much higher prices in order to protect the environment?). Very and fairly willing as 1, Very and fairly unwilling and neither willing nor unwilling as 0. Recoded: "can't choose" recoded as "neither nor" and thus counted here as 0	Obs: 29160, Unique: 2, Mean: 0.37, Min: 0, Max: 1
taxes_recoded ( <i>binary dependent var</i> )	RECODE of v27 (Q11b How willing would you be to pay much higher taxes in order to protect the environment?). Very and fairly willing as 1, Very and fairly unwilling and neither willing nor unwilling as 0. Recoded: "can't choose" recoded as "neither nor" and thus counted here as 0	Obs: 29036, Unique: 2, Mean: 0.26, Min: 0, Max: 1
standard_recoded ( <i>binary dependent var</i> )	RECODE of v28 (Q11c How willing would you be to accept cuts in your standard of living in order to protect the environment?). Very and fairly willing as 1, Very and fairly unwilling and neither willing nor unwilling as 0. Recoded: "can't choose" recoded as "neither nor" and thus counted here as 0	Obs: 29138, Unique: 2, Mean: 0.39, Min: 0, Max: 1
prices_cat_recoded ( <i>categorical dependent var</i> )	RECODE of v26 (Q11a How willing would you be to pay much higher prices in order to protect the environment?), maintaining the original 5-point scale: 1 = Very unwilling, 2 = Fairly unwilling, 3 = Neither nor, 4 = Fairly willing, 5 = Very willing, but ".c (can't choose)" recoded as 3 "Neither nor"	Obs: 29,160, Unique: 5, Mean: 2.91, Std. dev.: 1.18, Min: 1, Max: 5
taxes_cat_recoded ( <i>categorical dependent var</i> )	RECODE of v27 (Q11b How willing would you be to pay much higher taxes in order to protect the environment?), maintaining the original 5-point scale: 1 = Very unwilling, 2 = Fairly unwilling, 3 = Neither nor, 4 = Fairly willing, 5 = Very willing, but ".c (can't choose)" recoded as 3 "Neither nor"	Obs: 29,036, Unique: 5, Mean: 2.56, Std. dev.: 1.2, Min: 1, Max: 5

Table 6 – Continued

Variable	Description	Statistics
standard_cat_recoded ( <i>categorical dependent var</i> )	RECODE of v28 (Q11c How willing would you be to accept cuts in your standard of living in order to protect the environment?), maintaining the original 5-point scale: 1 = Very unwilling, 2 = Fairly unwilling, 3 = Neither nor, 4 = Fairly willing, 5 = Very willing, but ".c (can't choose)" recoded as 3 "Neither nor"	Obs: 29,138, Unique: 5, Mean: 2.95, Std. dev.: 1.19, Min: 1, Max: 5
male	RECODE of SEX (Sex of Respondent)	Obs: 29183, Unique: 2, Mean: 0.48, Min: 0, Max: 1
age_gen_group	RECODE of BIRTH (Year of birth)	Obs: 29183, Unique: 5, Mean: 3.02, Min: 1, Max: 5
edu_groups	RECODE of education (ISCED 2011 simplified: highest completed degree of education). Recoded: (0) No education, (1) Primary, (2) Secondary, (3) Post-secondary/tertiary, (4) University BA/MA, (5) PhD	Obs: 29183, Unique: 6, Mean: 2.69, Min: 0, Max: 5
country	Country ISO 3166 Code	Obs: 29183, Unique: 26
work	Currently, formerly, or never in paid work	Obs: 29183, Unique: 3, Mean: 1.48, Min: 1, Max: 3
social_status_grouped	RECODE of social_status (Top-Bottom self-placement). Grouped based on similar coefficients: (1) Bottom 1-3, (2) 4., (3) 5., (4) 6., (5) 7-8, (6) Top 9-10, (7) 11. refused	Obs: 29183, Unique: 7, Mean: 3.67, Min: 1, Max: 7
religion	Comparative: groups of religious affiliations (derived from nat_RELIG). Recoded: (10) Other, (11) Refused	Obs: 29183, Unique: 10, Mean: 2.05, Min: 0, Max: 11
LeftRightSpectrum	Voted for in last general election: left-right scale. Generated: (0) Didn't vote, (1) Far left, (2) Left, (3) Center, (4) Right, (5) Far right, (6) Other, (7) Refused	Obs: 29183, Unique: 8, Mean: 3.22, Min: 0, Max: 7
hhINC_quant_refused	Household income quantile group own country based, including refused. Generated: category 6 for refused	Obs: 29183, Unique: 6, Mean: 3.47, Min: 1, Max: 6
marital_status	RECODE of MARITAL (Legal partnership status). Recoded: (0) Never married, (1) Married, (2) Separated/ divorced, (3) Widowed, (4) Refused	Obs: 29183, Unique: 5, Mean: 1.00, Min: 0, Max: 4
living_loc	RECODE of URBRURAL (Place of living: urban - rural). Recoded: (1) A farm or home in the country, (2) A country village, (3) A town or a small city, (4) The suburbs or outskirts of a big city, (5) A big city	Obs: 29183, Unique: 5, Mean: 3.24, Min: 1, Max: 5

Table 6 – Continued

Variable	Description	Statistics
no_kids	No children of school age in the household. Generated: 1 if HHCHILDR==0. Missing for China.	Obs: 29183, Unique: 2, Mean: 0.75, Min: 0, Max: 1
q2a_private_better_recoded	Q2a Solve economic problems: private enterprise. Recoded: .c as 3 'neither agree nor disagree'	Obs: 29183, Unique: 5, Mean: 2.80, Min: 1, Max: 5
q2b_redistribution_recoded	Q2b Responsibility of government: reduce income differences. Recoded: .c as 3 'neither agree nor disagree'	Obs: 29183, Unique: 5, Mean: 2.29, Min: 1, Max: 5
q2c_limit_import_recoded	Q2c [COUNTRY] should limit import of foreign products to protect national economy. Recoded: .c as 3 'neither agree nor disagree'	Obs: 29183, Unique: 5, Mean: 2.65, Min: 1, Max: 5
q2d_limit_immigration_recoded	Q2d [COUNTRY] should limit immigration to protect national way of life. Recoded: .c as 3 'neither agree nor disagree'	Obs: 29183, Unique: 5, Mean: 2.73, Min: 1, Max: 5
q2e_org_power_recoded	Q2e International organizations are taking away too much power from the government. Recoded: .c as 3 'neither agree nor disagree'	Obs: 29183, Unique: 5, Mean: 2.76, Min: 1, Max: 5
q4_trust_people	Q4 Amount of trust in most people	Obs: 29183, Unique: 5, Mean: 2.93, Min: 1, Max: 5
q5a_trust_uni	Q5a Trust in institutions: University research centres	Obs: 29183, Unique: 11, Mean: 6.63, Min: 0, Max: 10
q5b_trust_media	Q5b Trust in institutions: The news media	Obs: 29183, Unique: 11, Mean: 4.73, Min: 0, Max: 10
q5c_trust_business	Q5c Trust in institutions: Business and industry	Obs: 29183, Unique: 11, Mean: 5.22, Min: 0, Max: 10
q5d_trust_gov	Q5d Trust in institutions: The [COUNTRY NATIONALITY PARLIAMENT]	Obs: 29183, Unique: 11, Mean: 4.58, Min: 0, Max: 10
plane_trips_cat	RECODE of q17a_plane_use (Q17a Last 12 months: number of trips by plane?)	Obs: 29183, Unique: 3, Mean: 0.36, Min: 0, Max: 2
car_use_cat	RECODE of q17b_car_use (Q17b Typical week: number of hours spend in car/ another)	Obs: 29183, Unique: 3, Mean: 1.10, Min: 0, Max: 2
no_meat	Generated: 1 if q17c_meat_cons==0 or if vegetarian in India. Missing for Denmark	Obs: 29183, Unique: 2, Mean: 0.80, Min: 0, Max: 1
q19b_avoid_buyig	RECODE of v53 (Q19b How often avoid buying certain products for environmental reasons?)	Obs: 29183, Unique: 4, Mean: 2.46, Min: 1, Max: 4
q8_clim_change_reasons	Q8 Opinion on climate change and potential causes?	Obs: 29183, Unique: 4, Mean: 2.89, Min: 1, Max: 4
q15_enjoy_being_in_nature	Q15 Extent of pleasure being outside in nature?	Obs: 29183, Unique: 5, Mean: 3.59, Min: 1, Max: 5
q10a_science_solve_recoded	RECODE of v20 (Q10a Science will solve environmental problems). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 2.85, Min: 1, Max: 5

Table 6 – Continued

Variable	Description	Statistics
q10b_pragmatism_recoded	RECODE of v21 (Q10b Worry too much about environment and not enough about prices). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 3.00, Min: 1, Max: 5
q10c_all_harm_recoded	RECODE of v22 (Q10c Modern life harms the environment). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 3.29, Min: 1, Max: 5
q10d_overconcern_recoded	RECODE of v23 (Q10d Worry too much about progress harming environment). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 2.65, Min: 1, Max: 5
q10e_growth_needed_recoded	RECODE of v24 (Q10e [COUNTRY] needs economic growth to protect environment). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 2.89, Min: 1, Max: 5
q10f_growth_bad_recoded	RECODE of v25 (Q10f Economic growth harms environment). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 3.21, Min: 1, Max: 5
q12a_helpless_recoded	RECODE of v30 (Q12a Too difficult to do much about environment). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 2.79, Min: 1, Max: 5
q12b_committed_recoded	RECODE of v31 (Q12b I do what is right, even when it costs more money and time). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 3.51, Min: 1, Max: 5
q12c_other_prio_recoded	RECODE of v32 (Q12c There are more important things than protect environment). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 2.55, Min: 1, Max: 5
q12d_group_respons_recoded	RECODE of v33 (Q12d No point unless others do the same). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 3.10, Min: 1, Max: 5
q12e_threats_exagg_recoded	RECODE of v34 (Q12e Many claims about environment exaggerated). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 2.85, Min: 1, Max: 5
q12f_uncertain_recoded	RECODE of v35 (Q12f Hard to know whether the way I live is helpful or harmful to). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 2.76, Min: 1, Max: 5
q12g_direct_impact_recoded	RECODE of v36 (Q12g Environmental problems have direct effect on everyday life). Recoded: .c as 3 'neither nor'	Obs: 29183, Unique: 5, Mean: 3.30, Min: 1, Max: 5

## Supplemental Materials

Table 7: (A) Ordered logit regression: willingness to pay higher prices to protect the environment  
[var: prices\_cat\_recoded]

Variable	Prices - Model I	Prices - Model II	Prices - Model III
<b>Sex</b> [var: male]			
0 female	(base)	(base)	(base)
1 male	-0.10***	0.02	0.07*
<b>Age generation group</b> [var: age_gen_group]			
Gen Z (1995/2012)	(base)	(base)	(base)
Millennials (1980/1994)	-0.17**	-0.16**	-0.12*
Gen X (1965/1979)	-0.09	-0.11*	-0.08
Bby Boomer (1946/1964)	-0.04	-0.08	-0.08
SilentGen (1918/1945)	0.05	-0.03	0
<b>Education</b> [var: edu_groups]			
No education	(base)	(base)	(base)
Primary	-0.28*	-0.29**	-0.34**
Secondary	-0.15	-0.20	-0.29
Post-secondary/tertiary	-0.01	-0.11	-0.24
University BA/MA	0.19	-0.02	-0.16
PhD	0.69***	0.28	0.19
<b>Work status</b> [var: work]			
1. Currently in paid work	(base)	(base)	(base)
2. Currently not in paid work	0.01	-0.01	-0.01
3. Never had paid work	0.02	-0.02	0.02
<b>Social status - stated</b> [var: social_status_grouped]			
Bottom 1-3	(base)	(base)	(base)
4	0.30***	0.27***	0.25***
5	0.50***	0.42***	0.41***
6	0.61***	0.50***	0.49***
7-8	0.78***	0.63***	0.61***
Top 9-10	0.93***	0.74***	0.76***
11. refused	0.47***	0.33***	0.37***
<b>Religion</b> [var: religion]			
0. No religion	(base)	(base)	(base)
1. Catholic	-0.11*	-0.04	-0.02
2. Protestant	-0.09	-0.03	0.02
3. Orthodox	-0.36***	-0.42***	-0.38***
4. Other Christian	-0.12	-0.01	0.01
6. Islamic	0.04	0.01	0.08
7. Buddhist	-0.04	-0.14*	-0.15**
8. Hindu	-0.43***	-0.58***	-0.61***
10. Other Religions	0.02	-0.03	-0.07
11. Refused	-0.13	-0.13	-0.09
<b>Voting in previous election</b> [var: LeftRightSpectrum]			
0. Didn't vote	(base)	(base)	(base)
1. Far left (communist, etc.)	0.64***	0.28*	0.16
2. Left / center left	0.54***	0.25***	0.14*
3. Center / liberal	0.52***	0.30***	0.24***
4. Right / conservative	-0.03	0	0.03
5. Far right (fascist, etc.)	-0.34	-0.15	-0.09

Table 7 – Continued

Variable	Prices - Model I	Prices - Model II	Prices - Model III
6. Other or invalid ballot	0.21	0.08	0.04
7. Refused	0.13*	0.05	0.02
<b>Household income quantiles</b> [ <i>var: hhINC_quant_refused</i> ]			
1st	(base)	(base)	(base)
2nd	-0.02	-0.01	0.01
3rd	0.03	0.06	0.05
4th	0.16*	0.14*	0.13*
5th	0.38***	0.37***	0.35***
6.refused	-0.10	-0.03	-0.02
<b>Marital Status</b> [ <i>var: marital_status</i> ]			
0 Never married	(base)	(base)	(base)
1 Married	-0.09	-0.08	-0.08
2 Separated/ divorced	-0.09	-0.05	-0.04
3 Widowed	-0.17**	-0.17**	-0.16**
4 Refused	0.07	0.11	0.17
<b>Living Location</b> [ <i>var: living_loc</i> ]			
1 A farm/home in the country	(base)	(base)	(base)
2 A country village	-0.08	-0.08	-0.10*
3 A town or a small city	-0.06	-0.08	-0.09
4 Suburbs or outskirts	-0.06	-0.07	-0.07
5 A big city	-0.01	-0.05	-0.06
<b>No school-age children</b> [ <i>var: no_kids</i> ]	0.06	0.06	0.07
<b>Social orientation</b> [ <i>var: q2a - q2e</i> ]			
a: Private enterprise best solves [country's] econ. problems		-0.02	-0.03
b: It is the govt's role to reduce income inequality		-0.10***	-0.03
c: [Country] should limit importing foreign products to protect econ.		-0.09***	-0.07**
d: [Country] should limit immigration to protect our way of life		0.15***	0.09***
e: International org. in [country] have too much power		0.10**	0.09**
<b>Trust</b>			
<i>q4_trust_people</i>		0.09***	0.09***
<i>q5a_trust_uni</i>		0.06***	0.03*
<i>q5b_trust_media</i>		0.03**	0.02*
<i>q5c_trust_business</i>		-0.04**	-0.01
<i>q5d_trust_gov</i>		0.05***	0.04**
<b>Plane trips (12 months)</b> [ <i>var: plane_trips_cat</i> ]			
0. No trips		(base)	(base)
1. 1-4 trips		0.07*	0.08**
2. +5 trips		0.11*	0.17***
<b>Car use (in a week)</b> [ <i>var: cat_use_cat</i> ]			
0. 0h		(base)	(base)
1. 1-7h		-0.03	-0.04
2. +8h		-0.08	-0.08
<b>Doesn't eat meat</b> [ <i>var: no_meat</i> ]		-0.04	0.03
<b>Avoids buying due to env. reasons</b> [ <i>var: q19b_avoid_buyig</i> ]		0.52***	0.30***
<b>Climate change reasons</b> [ <i>var: q8_clim_change_reasons</i> ]			
1. Climate's not changing			(base)
2. Changes due to natural processes			-0.14

Table 7 – Continued

Variable	Prices - Model I	Prices - Model II	Prices - Model III
3. Equally due to natural and human			-0.11
4. Mostly due to human activity			0
<b>Enjoys being in nature</b> [ <i>var: q15-enjoy-being-in-nature</i> ]			0.04
<b>Environmental perspectives</b> [ <i>var: q10a - q10f</i> ]			
a: Science'll solve env. problems without changing our lifestyle			0.08*
b: We worry too much about future env. and too little about prices and jobs			-0.17***
c: Almost everything we do in modern life harms the env.			0.11***
d: People worry too much about human progress harming the env.			-0.02
e: To protect the env. [country] needs economic growth			-0.02
f: Economic growth always harms the environment			0.08***
<b>Environmental attitudes</b> [ <i>var: q12a - q12g</i> ]			
a: It is too difficult for someone like me to do much about the env.			0
b: I do what is right for the env., even if it costs more money or time			0.47***
c: There are more important things to do than protect the env.			-0.07*
d: No point in doing what I can for the env. unless others do the same			-0.06***
e: Many of the claims about env. threats are exaggerated			-0.16***
f: I don't know whether the way I live is helpful or harmful			0.10***
g: Env. problems have a direct effect on my everyday life			0.15***
/cut1	-1.73***	0.15	1.28***
/cut2	-0.42	1.54***	2.77***
/cut3	0.77***	2.81***	4.15***
/cut4	3.16***	5.33***	6.81***
<b>Country dummies included</b>	YES	YES	YES
<i>Standard errors were clustered by country</i>			
Pseudo R2	0.06	0.10	0.13
N	29160	29160	29160

Notes: Model I: only demo; Model II: + social orientation & consumer behavior; Model III: + environmental perspectives and attitudes. Significance levels: \*  $p < 0.1$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$ .

Table 8: (B) Ordered logit regression: willingness to pay higher taxes to protect the environment [*var: taxes\_cat\_recoded*]

Variable	Taxes - Model I	Taxes - Model II	Taxes - Model III
<b>Sex</b> [ <i>var: male</i> ]			
0 female	(base)	(base)	(base)
1 male	-0.06*	0.07**	0.11***
<b>Age generation group</b> [ <i>var: age_gen_group</i> ]			
Gen Z (1995/2012)	(base)	(base)	(base)
Millenials (1980/1994)	-0.16*	-0.14*	-0.11
Gen X (1965/1979)	-0.13	-0.13*	-0.11*
Bby Boomer (1946/1964)	-0.08	-0.10	-0.11*
SilentGen (1918/1945)	0.02	-0.03	0
<b>Education</b> [ <i>var: edu_groups</i> ]			
No education	(base)	(base)	(base)
Primary	-0.32*	-0.31*	-0.35*
Secondary	-0.21	-0.24	-0.31
Post-secondary/tertiary	-0.09	-0.17	-0.27

Table 8 – Continued

Variable	Taxes - Model I	Taxes - Model II	Taxes - Model III
University BA/MA	0.15	-0.04	-0.15
PhD	0.77***	0.35	0.28
<b>Work status</b> [ <i>var: work</i> ]			
1. Currently in paid work	(base)	(base)	(base)
2. Currently not in paid work	0	-0.02	-0.02
3. Never had paid work	0.13	0.09	0.12
<b>Social status - stated</b> [ <i>var: social_status_grouped</i> ]			
Bottom 1-3	(base)	(base)	(base)
4	0.29***	0.25***	0.23***
5	0.46***	0.39***	0.38***
6	0.61***	0.49***	0.48***
7-8	0.73***	0.56***	0.55***
Top 9-10	0.79***	0.59***	0.62***
11. refused	0.40***	0.27**	0.31**
<b>Religion</b> [ <i>var: religion</i> ]			
0. No religion	(base)	(base)	(base)
1. Catholic	-0.10	-0.03	0
2. Protestant	-0.09	-0.04	0.02
3. Orthodox	-0.30***	-0.35***	-0.28**
4. Other Christian	-0.25	-0.15	-0.13
6. Islamic	-0.19	-0.23*	-0.19
7. Buddhist	-0.01	-0.14**	-0.12**
8. Hindu	-0.89**	-1.05***	-1.10***
10. Other Religions	0.11	0.05	0.04
11. Refused	-0.05	-0.07	-0.05
<b>Voting in previous election</b> [ <i>var: LeftRightSpectrum</i> ]			
0. Didn't vote	(base)	(base)	(base)
1. Far left (communist, etc.)	0.83***	0.41***	0.31**
2. Left / center left	0.66***	0.31***	0.21***
3. Center / liberal	0.51***	0.26***	0.21***
4. Right / conservative	-0.14	-0.08	-0.05
5. Far right (fascist, etc.)	-0.47*	-0.21	-0.16
6. Other or invalid ballot	0.30	0.20	0.18
7. Refused	0.10	0.02	0.01
<b>Household income quantiles</b> [ <i>var: hhINC_quant_refused</i> ]			
1st	(base)	(base)	(base)
2nd	-0.04	-0.03	-0.02
3rd	-0.01	0.02	0.01
4th	0.07	0.07	0.06
5th	0.17*	0.17**	0.15*
6.refused	-0.17*	-0.08	-0.09
<b>Marital Status</b> [ <i>var: marital_status</i> ]			
0 Never married	(base)	(base)	(base)
1 Married	-0.06	-0.05	-0.04
2 Separated/ divorced	-0.11	-0.05	-0.04
3 Widowed	-0.16**	-0.16**	-0.14*
4 Refused	-0.05	-0.01	0.04
<b>Living Location</b> [ <i>var: living_loc</i> ]			
1 A farm/home in the country	(base)	(base)	(base)
2 A country village	0.04	0.02	0

Table 8 – Continued

Variable	Taxes - Model I	Taxes - Model II	Taxes - Model III
3 A town or a small city	0.08	0.03	0.02
4 Suburbs or outskirts	0.11	0.07	0.07
5 A big city	0.17*	0.10	0.08
<b>No school-age children</b> [ <i>var: no_kids</i> ]	0.04	0.03	0.06
<b>Social orientation</b> [ <i>var: q2a - q2e</i> ]			
a: Private enterprise best solves [country's] econ. problems		0.04	0.02
b: It is the govt's role to reduce income inequality		-0.15***	-0.09***
c: [Country] should limit importing foreign products to protect econ.		-0.07***	-0.05**
d: [Country] should limit immigration to protect our way of life		0.20***	0.16***
e: International org. in [country] have too much power		0.10***	0.08***
<b>Trust</b>			
<i>q4_trust_people</i>		0.13***	0.12***
<i>q5a_trust_uni</i>		0.04**	0.02
<i>q5b_trust_media</i>		0.06***	0.04***
<i>q5c_trust_business</i>		-0.05**	-0.02
<i>q5d_trust_gov</i>		0.08***	0.08***
<b>Plane trips (12 months)</b> [ <i>var: plane_trips_cat</i> ]			
0. No trips		(base)	(base)
1. 1-4 trips		0.06	0.07*
2. +5 trips		0.05	0.09
<b>Car use (in a week)</b> [ <i>var: cat_use_cat</i> ]			
0. 0h		(base)	(base)
1. 1-7h		-0.04	-0.04
2. +8h		-0.06	-0.05
<b>Doesn't eat meat</b> [ <i>var: no_meat</i> ]		-0.01	0.05
<b>Avoids buying due to env. reasons</b> [ <i>var: q19b_avoid_buyig</i> ]		0.44***	0.26***
<b>Climate change reasons</b> [ <i>var: q8_clim_change_reasons</i> ]			
1. Climate's not changing			(base)
2. Changes due to natural processes			-0.31***
3. Equally due to natural and human			-0.35***
4. Mostly due to human activity			-0.26*
<b>Enjoys being in nature</b> [ <i>var: q15_enjoy_being_in_nature</i> ]			-0.02
<b>Environmental perspectives</b> [ <i>var: q10a - q10f</i> ]			
a: Science'll solve env. problems without changing our lifestyle			0.06***
b: We worry too much about future env. and too little about prices and jobs			-0.18***
c: Almost everything we do in modern life harms the env.			0.10***
d: People worry too much about human progress harming the env.			-0.04*
e: To protect the env. [country] needs economic growth			-0.02
f: Economic growth always harms the environment			0.10***
<b>Environmental attitudes</b> [ <i>var: q12a - q12g</i> ]			
a: It is too difficult for someone like me to do much about the env.			0.02
b: I do what is right for the env., even if it costs more money or time			0.38***
c: There are more important things to do than protect the env.			-0.06*
d: No point in doing what I can for the env. unless others do the same			-0.05*
e: Many of the claims about env. threats are exaggerated			-0.14***
f: I don't know whether the way I live is helpful or harmful			0.11***
g: Env. problems have a direct effect on my everyday life			0.14***
/cut1	-1.06***	1.04***	1.69***

Table 8 – Continued

Variable	Taxes - Model I	Taxes - Model II	Taxes - Model III
/cut2	0.20	2.42***	3.14***
/cut3	1.36***	3.67***	4.46***
/cut4	3.56***	5.98***	6.86***
<b>Country dummies included</b>	YES	YES	YES
<i>Standard errors were clustered by country</i>			
Pseudo R2	0.05	0.09	0.12
N	29036	29036	29036

Notes: Model I: only demo; Model II: + social orientation & consumer behavior; Model III: + environmental perspectives and attitudes. Significance levels: \* p<0.1, \*\* p<0.05, \*\*\* p<0.01.

Table 9: (C) Ordered logit regression: willingness to cut own standard of living to protect the environment [*var: standard\_cat\_recoded*]

Variable	Standard - Model I	Standard - Model II	Standard - Model III
<b>Sex</b> [ <i>var: male</i> ]			
0 female	(base)	(base)	(base)
1 male	-0.16***	-0.02	0.04
<b>Age generation group</b> [ <i>var: age_gen_group</i> ]			
Gen Z (1995/2012)	(base)	(base)	(base)
Millenials (1980/1994)	-0.12	-0.10	-0.08
Gen X (1965/1979)	-0.10	-0.11	-0.12
Bby Boomer (1946/1964)	-0.13	-0.18**	-0.21***
SilentGen (1918/1945)	-0.11	-0.20*	-0.18*
<b>Education</b> [ <i>var: edu_groups</i> ]			
No education	(base)	(base)	(base)
Primary	-0.27	-0.28*	-0.30*
Secondary	-0.17	-0.21	-0.28
Post-secondary/tertiary	-0.05	-0.14	-0.27
University BA/MA	0.12	-0.07	-0.21
PhD	0.50**	0.13	0.03
<b>Work status</b> [ <i>var: work</i> ]			
1. Currently in paid work	(base)	(base)	(base)
2. Currently not in paid work	-0.04	-0.06*	-0.04
3. Never had paid work	0.07	0.04	0.10
<b>Social status - stated</b> [ <i>var: social_status_grouped</i> ]			
Bottom 1-3	(base)	(base)	(base)
4	0.25***	0.24***	0.20***
5	0.42***	0.37***	0.35***
6	0.49***	0.41***	0.37***
7-8	0.53***	0.42***	0.37***
Top 9-10	0.50**	0.36*	0.36*
11. refused	0.45***	0.37***	0.38***
<b>Religion</b> [ <i>var: religion</i> ]			
0. No religion	(base)	(base)	(base)
1. Catholic	-0.10*	-0.01	0.02
2. Protestant	-0.10	-0.03	0.01
3. Orthodox	-0.39***	-0.42***	-0.35**

Table 9 – Continued

Variable	Standard - Model I	Standard - Model II	Standard - Model III
4. Other Christian	-0.06	0.05	0.08
6. Islamic	0.12	0.06	0.16
7. Buddhist	0.01	-0.08	-0.08
8. Hindu	-0.54***	-0.69***	-0.73***
10. Other Religions	0.22	0.14	0.11
11. Refused	-0.20	-0.19	-0.16
<b>Voting in previous election</b> [ <i>var: LeftRightSpectrum</i> ]			
0. Didn't vote	(base)	(base)	(base)
1. Far left (communist, etc.)	0.82***	0.45***	0.32***
2. Left / center left	0.51***	0.22***	0.10**
3. Center / liberal	0.43***	0.23***	0.18***
4. Right / conservative	-0.14	-0.08	-0.04
5. Far right (fascist, etc.)	-0.35*	-0.18*	-0.11
6. Other or invalid ballot	0.35*	0.24	0.19*
7. Refused	0.08	0.00	-0.04
<b>Household income quantiles</b> [ <i>var: hhINC_quant_refused</i> ]			
1st	(base)	(base)	(base)
2nd	-0.09	-0.08	-0.09
3rd	-0.01	0.04	0.00
4th	0.00	0.00	-0.03
5th	0.00	0.01	-0.03
6.refused	-0.24*	-0.17	-0.17
<b>Marital Status</b> [ <i>var: marital_status</i> ]			
0 Never married	(base)	(base)	(base)
1 Married	-0.03	-0.02	0.00
2 Separated/ divorced	0.01	0.05	0.06
3 Widowed	-0.09	-0.07	-0.04
4 Refused	0.16	0.22*	0.29**
<b>Living Location</b> [ <i>var: living_loc</i> ]			
1 A farm/home in the country	(base)	(base)	(base)
2 A country village	-0.06	-0.06	-0.06
3 A town or a small city	-0.10	-0.11	-0.11
4 Suburbs or outskirts	-0.07	-0.07	-0.04
5 A big city	-0.12	-0.15	-0.15
<b>No school-age children</b> [ <i>var: no_kids</i> ]	-0.02	-0.02	-0.01
<b>Social orientation</b> [ <i>var: q2a - q2e</i> ]			
a: Private enterprise best solves [country's] econ. problems		0.00	-0.03
b: It is the govt's role to reduce income inequality		-0.13***	-0.07**
c: [Country] should limit importing foreign products to protect econ.		-0.09***	-0.06**
d: [Country] should limit immigration to protect our way of life		0.17***	0.10***
e: International org. in [country] have too much power		0.07**	0.04*
<b>Trust</b>			
<i>q4_trust_people</i>		0.09***	0.08**
<i>q5a_trust_uni</i>		0.06***	0.03*
<i>q5b_trust_media</i>		0.02	0.01
<i>q5c_trust_business</i>		-0.05***	-0.02
<i>q5d_trust_gov</i>		0.04*	0.03*
<b>Plane trips (12 months)</b> [ <i>var: plane_trips_cat</i> ]			
0. No trips		(base)	(base)

Table 9 – Continued

Variable	Standard - Model I	Standard - Model II	Standard - Model III
1. 1-4 trips		-0.01	0.00
2. +5 trips		0.03	0.10
<b>Car use (in a week)</b> [ <i>var: cat_use_cat</i> ]			
0. 0h		(base)	(base)
1. 1-7h		0.00	0.00
2. +8h		-0.04	-0.03
<b>Doesn't eat meat</b> [ <i>var: no_meat</i> ]		-0.12	-0.04
<b>Avoids buying due to env. reasons</b> [ <i>var: q19b_avoid_buyig</i> ]		0.51***	0.29***
<b>Climate change reasons</b> [ <i>var: q8_clim_change_reasons</i> ]			
1. Climate's not changing			(base)
2. Changes due to natural processes			-0.19*
3. Equally due to natural and human			-0.16
4. Mostly due to human activity			-0.08
<b>Enjoys being in nature</b> [ <i>var: q15_enjoy_being_in_nature</i> ]			0.03
<b>Environmental perspectives</b> [ <i>var: q10a - q10f</i> ]			
a: Science'll solve env. problems without changing our lifestyle			-0.02
b: We worry too much about future env. and too little about prices and jobs			-0.15***
c: Almost everything we do in modern life harms the env.			0.13***
d: People worry too much about human progress harming the env.			-0.06***
e: To protect the env. [country] needs economic growth			-0.12***
f: Economic growth always harms the environment			0.10***
<b>Environmental attitudes</b> [ <i>var: q12a - q12g</i> ]			
a: It is too difficult for someone like me to do much about the env.			-0.03
b: I do what is right for the env., even if it costs more money or time			0.41***
c: There are more important things to do than protect the env.			-0.06*
d: No point in doing what I can for the env. unless others do the same			-0.08***
e: Many of the claims about env. threats are exaggerated			-0.12***
f: I don't know whether the way I live is helpful or harmful			0.07**
g: Env. problems have a direct effect on my everyday life			0.19***
/cut1	-1.83***	-0.20	0.03
/cut2	-0.60**	1.10***	1.43***
/cut3	0.55*	2.33***	2.76***
/cut4	2.98***	4.89***	5.50***
<b>Country dummies included</b>	YES	YES	YES
<i>Standard errors were clustered by country</i>			
Pseudo R2	0.06	0.09	0.13
N	29138	29138	29138

Notes: Model I: only demo; Model II: + social orientation & consumer behavior; Model III: + environmental perspectives and attitudes. Significance levels: \* p<0.1, \*\* p<0.05, \*\*\* p<0.01.