Online Appendix
Public Support for Environmental Policy Depends on Beliefs Concerning Effectiveness, Intrusiveness, and Fairness
Environmental Politics

Robert A. Huber*

Michael L. Wicki†

Thomas Bernauer‡

Additional Information on the Interviews

Table A1: Overview Interview

Interview	Description
1	Cantonal MP of a left-wing party
2	Cantonal MP of a left-wing party and member of interest group
3	Executive of a Cantonal Office of Transport
4	Cantonal MP of a centre-left party
5	Cantonal MP of a right-wing party
6	National MP of a liberal party
7	Advocacy group promoting E Mobility
8	Car industry interest group
9	National MP of a centre-left party
10	National MP of a left-wing party

Writ large, we follow Young *et al.* (2018) and their suggested structure for an interview process. We outline the nine steps below.

*University of Salzburg; robert.huber@sbg.ac.at
†ETH Zurich
‡ETH Zurich

Regarding the initial project design, we proceeded in the following manner. Prior to planning and conducting interviews, the research question was developed and we only decided to conduct semi-structured interviews afterwards. In doing so, we designed an interview guide that provided structure and contained the most important questions. Since the topic of transportation policy is remarkably complex and flexibility is key to our research, this part was essential. Even more so, as our interviews were not expected to test hypotheses but instead provide in-depth insights of the current debate in Switzerland. We later pretested our interview guide with colleagues to further reduce bias and misconceptions.

Upon pretesting our interview guide, we gathered the data and pursued the following path. Since sampling is of utmost importance, we began by determining who to interview. First, we explored the potential population of all important and interesting interview partners. This was necessary as to gain comprehensive insights on the position of different societal actors. We then invited interview partners from a list of approximately 40 potential interview partners from Cantonal and Federal Politics as well as interest groups and public administration. This selection was based mainly on parliamentary and public debates. Moreover, given the geographic focus of the research project, we conducted all interviews in Switzerland. The interviews were specifically conducted in the Cantons of Aargau, Berne, and Zurich. We followed what Newing (2011) would call 'key informant' sampling and selected those individuals who were particularly knowledgeable about transportation policies in Switzerland. We then combined this approach with snow-ball sampling. That is, we asked interviewees to name other individuals they perceived as important in the discussion. As a result, we constantly adjusted our list of interview partners. As outlined above, representativeness or theory testing was explicitly not the aim of these interviews and, therefore, we were not concerned with having, for example, more left-wing than right-wing interviewees. Nevertheless, we ensured to include all major voices and perspectives.

In order to ensure the integrity of our research, we required each interviewee to sign

a consent form before and after the interview (Silverman 2017).[1] This procedure allowed our interviewees to revoke the permission to use some parts or the entire interview. In any case, this did not happen. Next (step six in Young *et al.* 2018), we refined our interview guide after each interview. For instance, we added or removed certain policies if evidence against these policies was overwhelming. All interviews were conducted face-to-face and were recorded only after the interviewee provided consent.

We analysed each interview in a non-standardised fashion. That is, we did not code each statement within an interview as usually done in semi-standardised interviews. It was purposely executed in such way because our interests do not lie in frequencies of statements, or other metrics, but rather in potential insights on the plausibility our policies.

Sample Information

[1] As discussed in the main text, this project was subject to ethics approval by ETH Zurich's ethics committee. For more information, see the footnote 5 in the article.

Figure A1: Joint Distribution of Quota

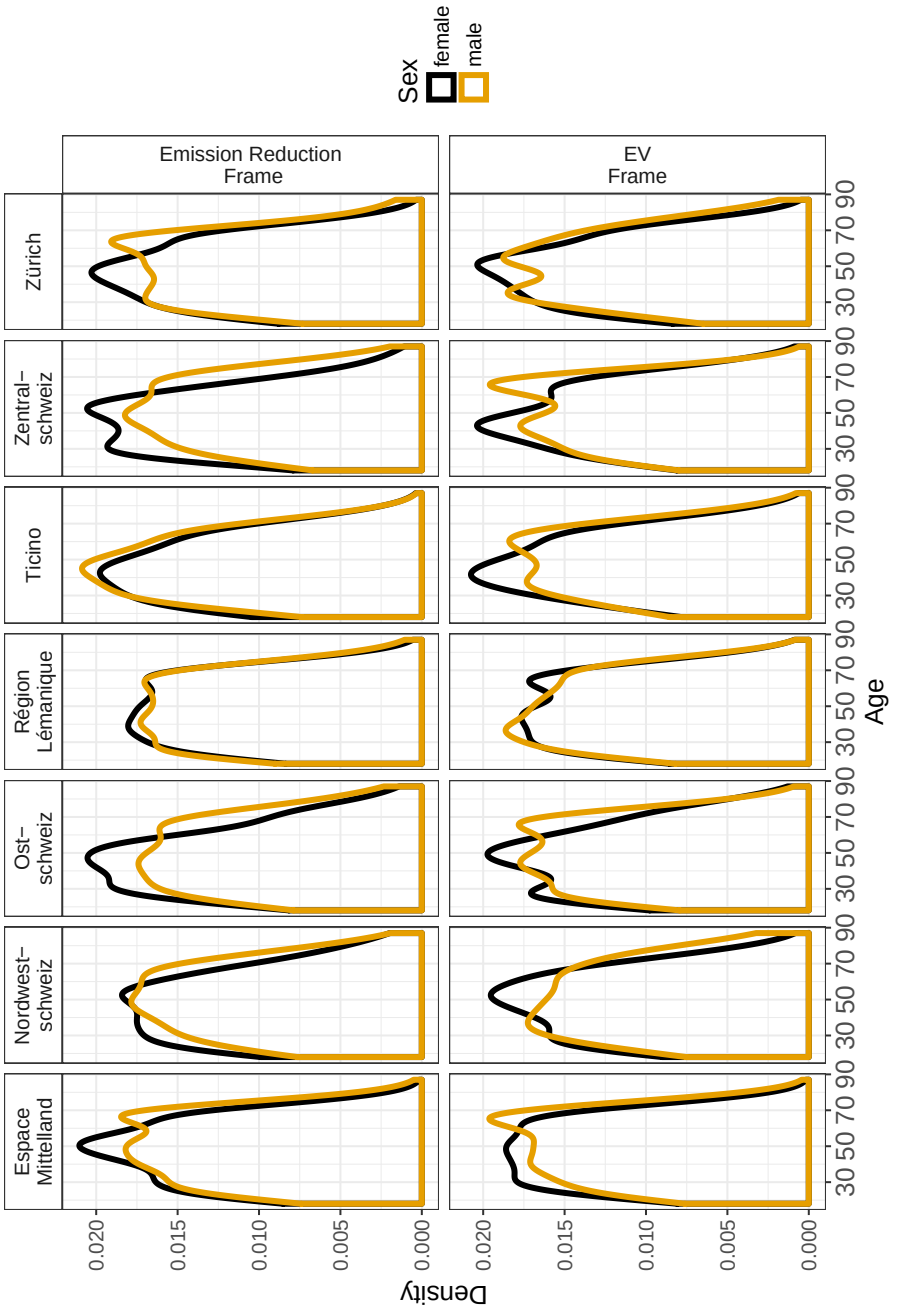
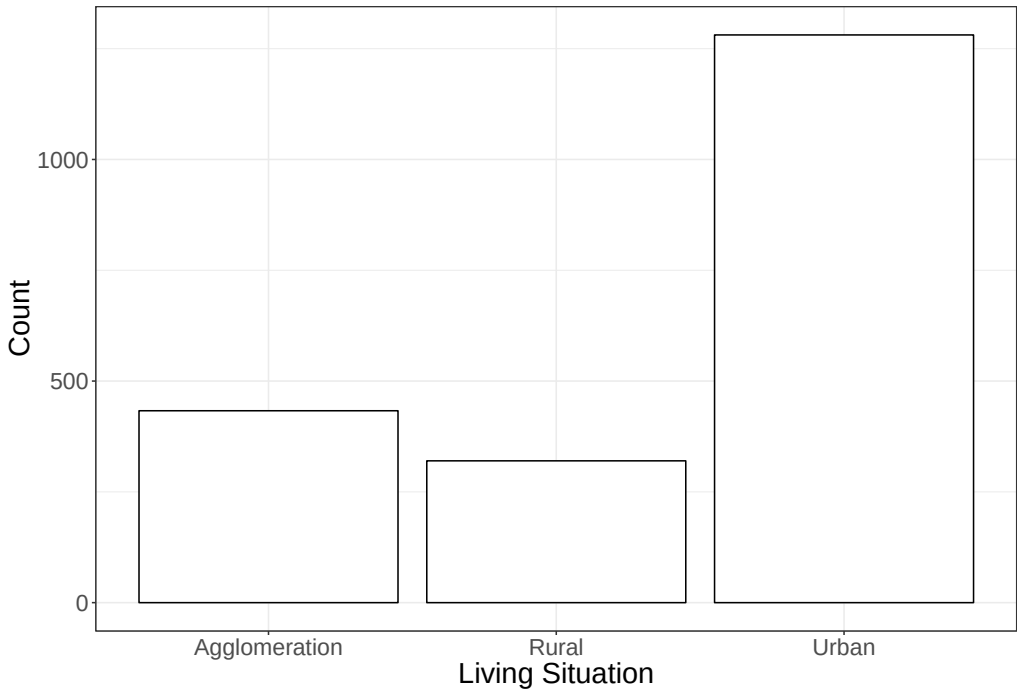


Figure A2: Distribution of Living Situation



Additional Information on Conjoint Experiment and Policies

Among the most prominent omissions from this list are environmental zones. These are geographic areas within cities where certain types of cars (e.g. diesel cars) are not allowed to drive either permanently or at certain times. For topographical reasons, introducing such zones in Switzerland would lead to an increase in driving distances (Interview 3). On the other hand, policies such as odd-even rules, or those that allow specific cars to use bus lanes, are drastically distant from the status quo and are alien to the current Swiss political debate. Therefore, since our focus is on policies targeting cars and car drivers' decision-making, we consider road pricing but not mobility pricing. Finally, we do not consider carbon taxes as such, because they are already partly captured with road pricing and, like mobility pricing, would affect all citizens.

Table A2: Policy Instruments

Instrument	Description
Car tax	[**To promote switching to electric vehicles / To promote switching from highly emitting to low emission cars**] in Switzerland, it is proposed to adjust and harmonise the car tax on the federal level. The car tax would then mainly consider the respective car's emissions and be more similar for all of Switzerland. Until now, the annual car tax considers several factors such as a car's age, weight, power, and partly its emissions. The federal government would bear the costs of implementing this policy. With this policy, [**electric vehicles / low emission cars**] would pay fewer taxes than [**other cars / highly emitting cars**]. Thereby, the switch [**to electric vehicles / from highly emitting to low emission cars**] would be promoted.

Instrument	Description
Environmental bonus	[**To promote switching to electric vehicles / To promote switching from highly emitting to low emission cars**] in Switzerland, it is proposed to implement an environmental bonus for [**electric vehicles / low emission cars**]. The environmental bonus would consist of a government subsidy and would be paid to buyers of [**electric vehicles / low emission cars**] upon its first registration. Until now, no uniform environmental bonus promotes [**electric vehicles / low emission cars**]. The federal government would bear the costs of implementing this policy. With this policy, [**electric vehicles / highly emitting cars**] would become [**cheaper / more expensive**] than [**other cars / low emission cars**]. Thereby, the switch [**to electric vehicles / from highly emitting to low emission cars**] would be promoted.
Car ban	[**To promote switching to electric vehicles / To promote switching from highly emitting to low emission cars**] in Switzerland, it is proposed to ban cars with high emissions from the registration. The registration of cars should be restricted based on the respective car's emissions. Until now, no uniform restriction of registration promotes electric vehicles. The federal government would bear the costs of implementing this policy. With this policy, [**electric vehicles / highly emitting cars**], [**which do not produce emissions / **], would be [**favoured / disadvantaged**] compared to [**other cars / low emission cars**] as they are [**exempted / harmed**] from this ban. Thereby, the switch [**to electric vehicles / from highly emitting to low emission cars**] would be promoted.
Parking Spaces	[**To promote switching to electric vehicles / To promote switching from highly emitting cars to low emission cars**] in Switzerland, it is proposed to equip public parking spaces with charging infrastructure for [**electric vehicles / low emission cars**]. A large share of the currently available public parking spaces (e.g. Blue Zone) shall then be equipped with charging infrastructure and only be available for electric vehicles. Until now, there is no financial support for parking spaces [**with charging infrastructure / THIS SPACE WAS EMPTY**] by the Swiss government. The federal government would bear the costs of implementing this policy. With this policy, [**electric vehicles / highly emitting cars**] would be [**favoured / disadvantaged**] compared to [**other cars / low emission cars**] as seeking parking spaces [**and charging is facilitated / is aggravated**]. Thereby, the switch [**to electric vehicles / from highly emitting to low emission cars**] would be promoted.

Instrument	Description
Information campaigns	[**To promote switching to electric vehicles / To promote switching from highly emitting cars to low emission cars**] in Switzerland, it is proposed to launch an information campaign for [**electric vehicles / low emission cars**]. This information campaign should highlight [**advantages of electric vehicles / disadvantages of highly emitting cars**] and eliminate potential prejudges concerning [**electric vehicles / low emission cars**] in Switzerland. Until now, there is no uniform information campaign by the Swiss government on [**electric vehicles / low emission cars**]. The federal government would bear the costs of implementing this policy. With this policy, [**electric vehicles / highly emitting cars**] would be [**favoured / disadvantaged**] compared to [**other cars / low emission cars**] as [**potential reservations concerning electric vehicles would be reduced / disadvantages of highly emitting cars would be highlighted**]. Thereby, the switch [**to electric vehicles / from highly emitting to low emission cars**] would be promoted.
Road pricing	[**To promote switching to electric vehicles/ To promote switching from highly emitting cars to low emission cars**] in Switzerland, it is proposed to implement usage fees for roads. This measure is often called "road pricing" and means that car drivers now have to pay a fee which depends on the driven distance and emissions. Until now, there is only a motorway permit sticker with a fixed price and the prices does not reflect emissions and distance. The federal government would bear the costs of implementing this policy. With this policy, [**electric vehicles / highly emitting cars**] would be pay [**lower / higher**] fees than [**other cars / low emission cars**] as they produce [**no / more**] emissions. Thereby, the switch [**to electric vehicles / from highly emitting to low emission cars**] would be promoted.
Tightening of energy labels	[**To promote switching to electric vehicles / To promote switching from highly emitting cars to low emission cars**] in Switzerland, it is proposed to tighten rules for the mandatory energy label. Now energy labels would have to display real emissions and consumption values which stem from independent tests. Until now, there is a federal energy label which displays lower emission and consumption values which stem from the car producers. The federal government would bear the costs of implementing this policy. With this policy, [**electric vehicles / highly emitting cars**] would be [**favoured / disadvantaged**] compared to [**other cars / low emission cars**] as the consciousness concerning emissions and fuel costs increases. Thereby, the switch [**to electric vehicles / from highly emitting to low emission cars**] would be promoted.

Note: Bold text highlights the differences between the frames. The first part in the brackets refers to the EV frame, the second text contains the emission-reduction frame.

Table A3: German Version of Policy Instruments

Instrument	Description
Car tax	[**Um den Umstieg auf Elektroautos in der Schweiz zu fördern / Um den Umstieg weg von Autos mit vielen Abgasen hin zu abgasarmen Autos in der Schweiz zu fördern**], wird vorgeschlagen, die Motorfahrzeugsteuer anzupassen und auf Bundesebene zu harmonisieren. Die Motorfahrzeugsteuer würde sich dann neu vor allem an den Abgasen des betreffenden Autos orientieren und in der ganzen Schweiz einheitlicher bzw. kantonal weniger unterschiedlich ausgestaltet werden. Bisher orientiert sich die jährlich zu bezahlende Motorfahrzeugsteuer an mehreren Faktoren wie Alter, Gewicht, Leistung und nur teilweise an den Abgasen des Autos. Die anfallenden Kosten für die Umsetzung dieser Massnahme würden vom Bund getragen. Mit dieser Massnahme würden [**Elektroautos im Vergleich zu anderen Autos künftig weniger / Autos mit hohen Abgasen im Vergleich zu abgasarmen Autos künftig höher**] besteuert. Der Umstieg [**auf Elektroautos / weg von Autos mit vielen Abgasen hin zu abgasarmen Autos**] würde damit gefördert.
Environmental bonus	[**Um den Umstieg auf Elektroautos in der Schweiz zu fördern / Um den Umstieg weg von Autos mit vielen Abgasen hin zu abgasarmen Autos in der Schweiz zu fördern**], wird vorgeschlagen, eine Umweltprämie für [**Elektroautos/abgasarme Autos**] einzuführen. Diese Umweltprämie besteht aus einem staatlichen Zuschuss, der bei der erstmaligen Zulassung eines [**Elektroautos / abgasarmen Autos**] an den Käufer ausgezahlt wird. Bisher gibt es in der Schweiz keine einheitliche Umweltprämie, die [**Elektroautos / abgasarme Autos**] fördert. Die anfallenden Kosten für die Umsetzung dieser Massnahme würden vom Bund getragen. Mit dieser Massnahme würden [**Elektroautos im Vergleich zu anderen Autos günstiger / Autos mit hohen Abgasen im Vergleich zu abgasarmen Autos teurer**]. Der Umstieg [**auf Elektroautos / weg von Autos mit vielen Abgasen hin zu abgasarmen Autos**] würde damit gefördert.

Instrument	Description
Car ban	[**Um den Umstieg auf Elektroautos in der Schweiz zu fördern / Um den Umstieg weg von Autos mit vielen Abgasen hin zu abgasarmen Autos in der Schweiz zu fördern**], wird vorgeschlagen, Neuzulassungen von Autos mit besonders hohen Abgaswerten zu verbieten. Neuzulassungen sollen auf Grundlage der Abgase des betreffenden Autos beschränkt werden. Bisher spielen Abgaswerte bei der Zulassung von Autos in der Schweiz keine Rolle. Die anfallenden Kosten für die Umsetzung dieser Massnahme würden vom Bund getragen. Mit dieser Massnahme würden [**Elektroautos, die keine Abgase verursachen, / Autos mit hohen Abgasen**] im Vergleich zu [**anderen / abgasarmen**] Autos [**bevorzugt / benachteiligt**], da sie von dieser Zulassungsbeschränkung [ausgenommen / betroffen] sind. Der Umstieg [**auf Elektroautos / weg von Autos mit vielen Abgasen hin zu abgasarmen Autos**] würde damit gefördert.
Parking Spaces	[**Um den Umstieg auf Elektroautos in der Schweiz zu fördern / Um den Umstieg weg von Autos mit vielen Abgasen hin zu abgasarmen Autos in der Schweiz zu fördern**], wird vorgeschlagen, öffentliche Parkplätze [**mit Ladestationen für Elektroautos auszustatten / für abgasarme Autos zur Verfügung stellen**]. Viele der im Moment bestehenden öffentlichen Parkplätze (z.B. blaue Zone) sollen dann [**mit Ladestationen ausgerüstet werden und/**] ausschliesslich [**Elektroautos / abgasarmen Autos**] zur Verfügung stehen. Bisher gibt es in der Schweiz keine Unterstützung von öffentlichen Parkplätzen [**mit Ladeinfrastruktur / für abgasarme Autos**] durch den Bund. Die anfallenden Kosten für die Umsetzung dieser Massnahme würden vom Bund getragen. Mit dieser Massnahme würden [**Elektroautos / Autos mit hohen Abgasen**] im Vergleich zu [**anderen / abgasarmen**] Autos [**bevorzugt / benachteiligt**], da die Parkplatzsuche [**und das Laden des Autos erleichtert werden / erschwert wird**]. Der Umstieg [**auf Elektroautos / weg von Autos mit vielen Abgasen hin zu abgasarmen Autos**] würde damit gefördert.

Instrument	Description
Information campaigns	[**Um den Umstieg auf Elektroautos in der Schweiz zu fördern / Um den Umstieg weg von Autos mit vielen Abgasen hin zu abgasarmen Autos in der Schweiz zu fördern**], wird vorgeschlagen, eine Informationskampagne zu [**Elektroautos / Autos mit hohen Abgasen**] durchzuführen. Mit dieser Informationskampagne sollen in der ganzen Schweiz die [**Vorteile von Elektroautos / Nachteile von Autos mit vielen Abgasen**] aufgezeigt und mögliche Vorurteile gegenüber [**Elektroautos / abgasarmen Autos**] ausgeräumt werden. Bisher gibt es in der Schweiz keine einheitliche Informationskampagne des Bundes zu [**Elektroautos / Autos mit hohen Abgasen**]. Die anfallenden Kosten für die Umsetzung dieser Massnahme würden vom Bund getragen. Mit dieser Massnahme würden [**Elektroautos gegenüber anderen Autos gefördert / Autos mit hohen Abgasen im Vergleich zu abgasarmen Autos weniger attraktiv**], da [**mögliche Vorbehalte gegenüber Elektroautos so reduziert würden / Nachteile von Autos mit vielen Abgasen aufgezeigt werden**]. Der Umstieg [**auf Elektroautos / weg von Autos mit vielen Abgasen hin zu abgasarmen Autos**] würde damit gefördert.
Road pricing	[**Um den Umstieg auf Elektroautos in der Schweiz zu fördern / Um den Umstieg weg von Autos mit vielen Abgasen hin zu abgasarmen Autos in der Schweiz zu fördern**], wird vorgeschlagen, Nutzungsgebühren für Strassen einzuführen. Diese Massnahme wird häufig auch Road Pricing genannt und bedeutet, dass Autofahrer neu eine Gebühr zahlen müssen, die von den Abgaswerten und den gefahrenen Kilometern des Autos abhängt. Bisher gibt es in der Schweiz nur die Autobahnvignette, deren Preis fix ist und nicht von den Abgaswerten und den gefahrenen Kilometern abhängt. Die anfallenden Kosten für die Umsetzung dieser Massnahme würden vom Bund getragen. Mit dieser Massnahme würden [**Elektroautos gegenüber anderen Autos weniger / Autos mit hohen Abgasen im Vergleich zu abgasarmen Autos mehr**] Gebühren zahlen, weil sie [**keine / viele**] Abgase verursachen. Der Umstieg [**auf Elektroautos / weg von Autos mit vielen Abgasen hin zu abgasarmen Autos**] würde damit gefördert.

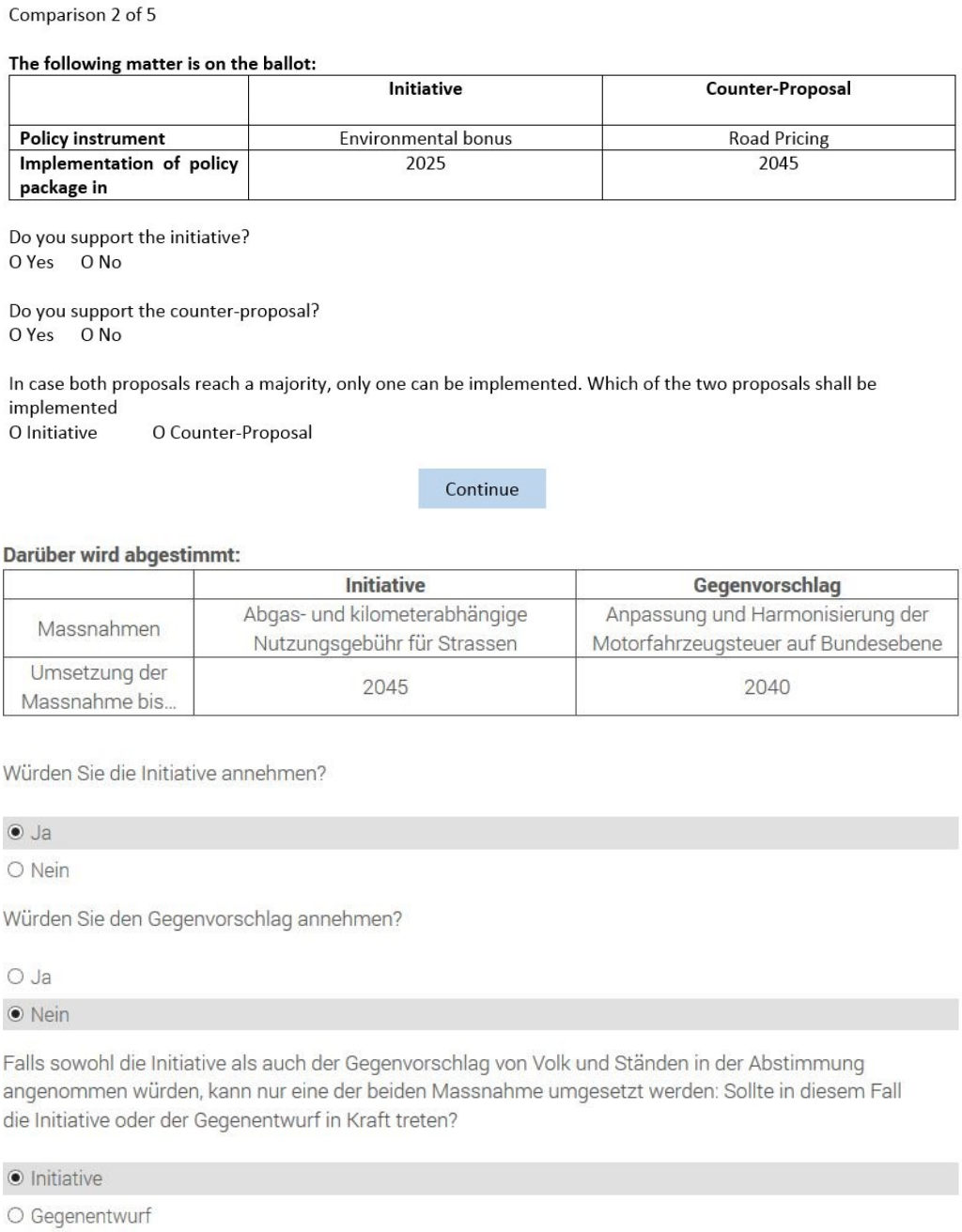
Table A4: Conjoint Attributes

Attributes	Values
Policy	Car tax
	Environmental bonus
	Car ban
	Parking Spaces
	Information Campaign
	Road pricing
	Tightening of energy labels
Implementation until ...	2025
	2030
	2035
	2040
	2045

Instrument	Description
Tightening of energy labels	[**Um den Umstieg auf Elektroautos in der Schweiz zu fördern / Um den Umstieg weg von Autos mit vielen Abgasen hin zu abgasarmen Autos in der Schweiz zu fördern**], wird vorgeschlagen, die Regeln für die verpflichtende Energieetikette für Autos zu verschärfen. Neu müssten auf der Energieetikette die in unabhängigen Tests ermittelten tatsächlichen Abgase und der Treibstoffverbrauch einheitlich gekennzeichnet werden. Bisher gibt es in der Schweiz eine Energieetikette durch den Bund, welche aber ausschliesslich die meist tiefer liegenden Normwerte der Autohersteller angibt. Die anfallenden Kosten für die Umsetzung dieser Massnahme würden vom Bund getragen. Mit dieser Massnahme würden [**Elektroautos / Autos mit hohen Abgasen**] im Vergleich zu [**anderen / abgasarmen**] Autos [**beworben / weniger attraktiv**], da das Bewusstsein über Abgasausstoss und Treibstoffkosten erhöht wird. Der Umstieg [**auf Elektroautos / weg von Autos mit vielen Abgasen hin zu abgasarmen Autos**] würde damit gefördert.

Note: Bold text highlights the differences between the frames. The first part in the brackets refers to the EV frame, the second text contains the emission-reduction frame.

Figure A3: Example Conjoint in English and German



Comparison 2 of 5

The following matter is on the ballot:

	Initiative	**Counter-Proposal**
Policy instrument	Environmental bonus	Road Pricing
Implementation of policy package in	2025	2045

Do you support the initiative?
O Yes O No

Do you support the counter-proposal?
O Yes O No

In case both proposals reach a majority, only one can be implemented. Which of the two proposals shall be implemented
O Initiative O Counter-Proposal

Continue

Darüber wird abgestimmt:

	Initiative	**Gegenvorschlag**
Massnahmen	Abgas- und kilometerabhängige Nutzungsgebühr für Strassen	Anpassung und Harmonisierung der Motorfahrzeugsteuer auf Bundesebene
Umsetzung der Massnahme bis...	2045	2040

Würden Sie die Initiative annehmen?

◉ Ja
○ Nein

Würden Sie den Gegenvorschlag annehmen?

○ Ja
◉ Nein

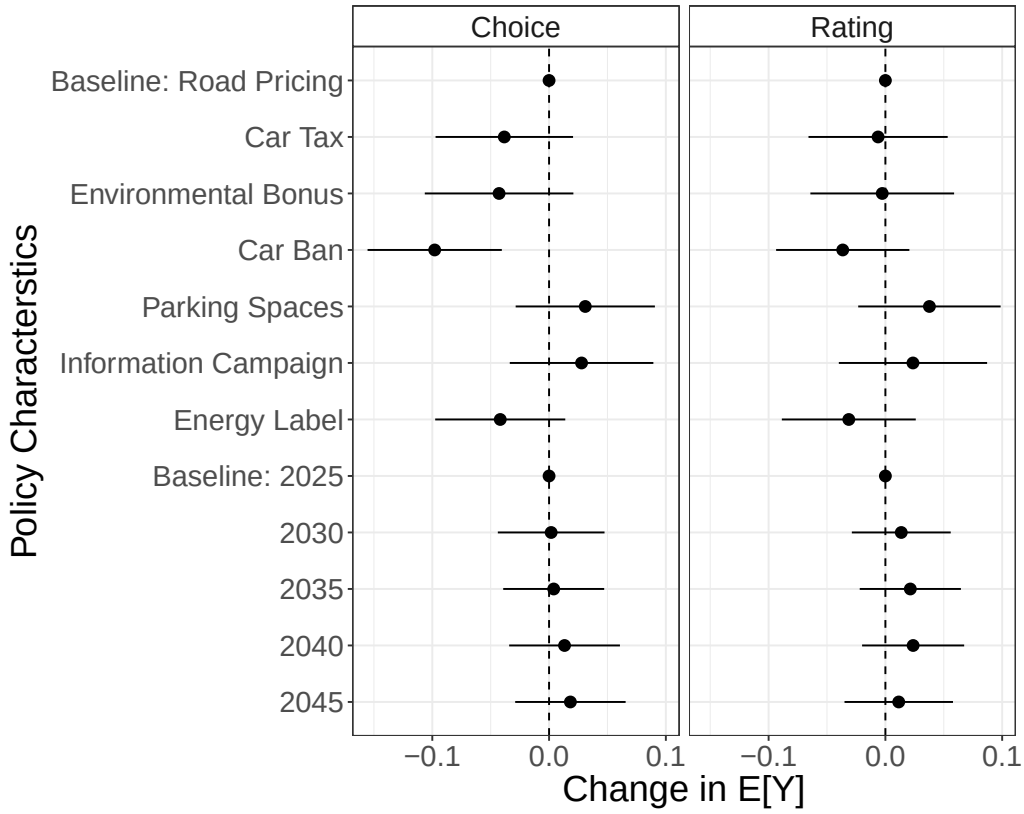
Falls sowohl die Initiative als auch der Gegenvorschlag von Volk und Ständen in der Abstimmung angenommen würden, kann nur eine der beiden Massnahme umgesetzt werden: Sollte in diesem Fall die Initiative oder der Gegenentwurf in Kraft treten?

◉ Initiative
○ Gegenentwurf

Note: In this example, the respondent received road pricing as an initiative and a car tax as the counter-proposal. This respondent would have supported road pricing, rejected the car tax, and subsequently chosen the initiative vis-à-vis the counter-proposal.

To assess the potential moderating effect of the two frames, we plotted the conditional effects of the policy instruments by frame. Thus, the estimates represent the AMCE in the X frame compared to the Y frame for each policy. Figure A4 shows there are no systematic differences between the frames even though, as shown above, there is some variation across policy instruments in the three types of beliefs captured in the survey. This finding suggests that the general pattern of policy support is mostly independent from the frame.

Figure A4: Conditional Effects of Frame on Choice and Rating by Policy

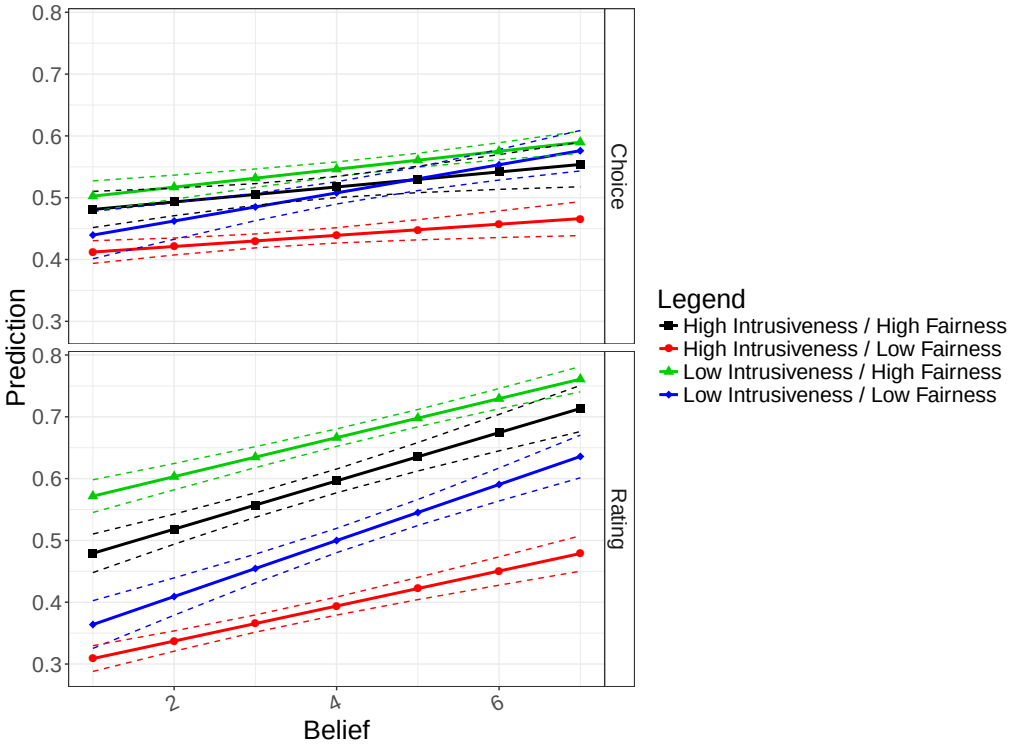


Interactions Between Beliefs

We further assess the interaction of these beliefs. These explorations might further shed light on which beliefs are traded-off by citizens. Figures A5, A6, and A7 in the Appendix visualise the interaction of effectiveness, intrusiveness, and fairness perceptions. Starting with effectiveness (Figure A5), perceived effectiveness is particularly important when intrusiveness and fairness are low (blue line in figure A5). Moving to intrusiveness (figure

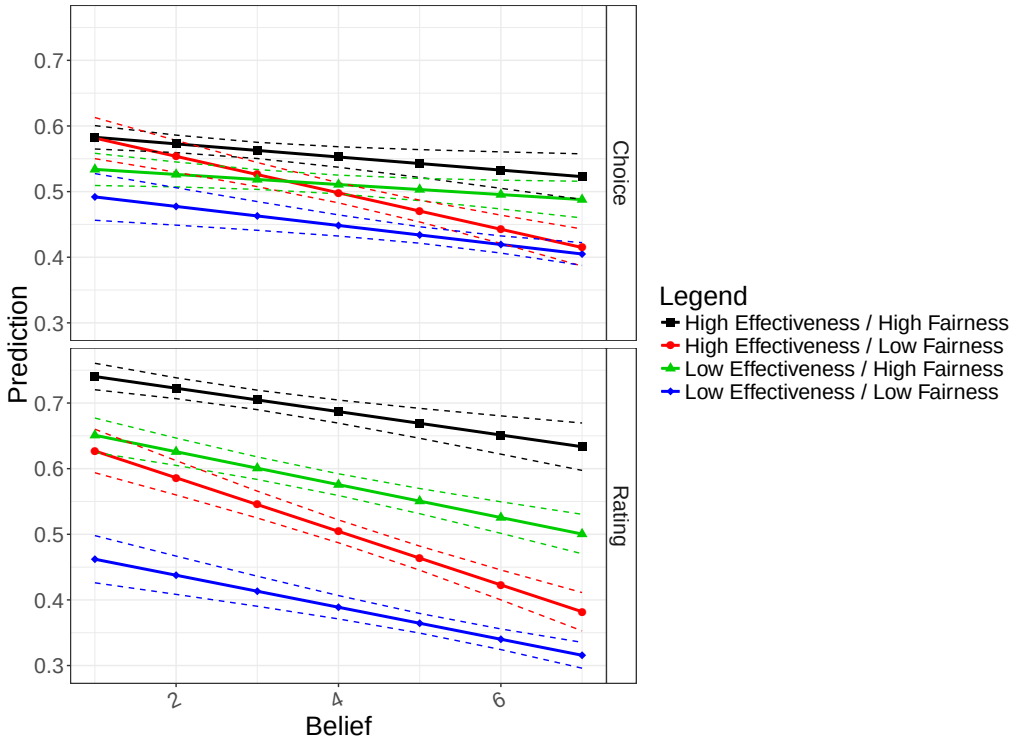
A6), the effect of intrusiveness on policy support is especially strong when perceived effectiveness is high but fairness is low (red line in figure A6). Lastly, perceived fairness is more strongly associated with policy support when both effectiveness and intrusiveness are perceived as high (black line figure A7).

Figure A5: Three-way interaction effects for Effectiveness



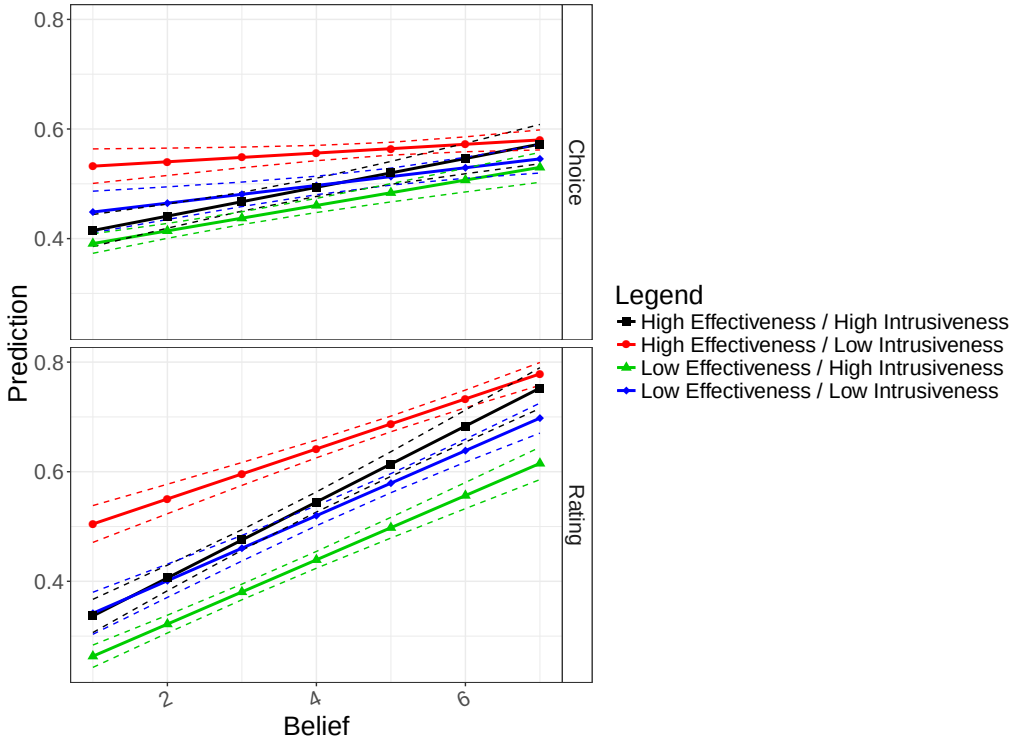
Note: Dashed lines show 95% confidence intervals.

Figure A6: Three-way interaction effects for Intrusiveness



Note: Dashed lines show 95% confidence intervals.

Figure A7: Three-way interaction effects for Fairness



Note: Dashed lines show 95% confidence intervals.

Additional Information on Beliefs

To assess the interrelation between the three central independent variables, we pooled the effectiveness, intrusiveness, and fairness ratings of all individuals (2034 respondents $\times$ 7 policies = 14236 observations). The correlation between effectiveness and intrusiveness is r(14236) = 0.35, p $<$ .01, between effectiveness and fairness r(14236) = 0.24, p $<$ .01 and between intrusiveness and fairness r(14236) = -0.47, p $<$ .01.

Table A5: Correlates of Beliefs

	Effectiveness	Intrusiveness	Fairness
Car Tax	0.24^{***}	-0.67^{***}	0.50^{***}
	(0.04)	(0.04)	(0.04)
Env. Bonus	0.32^{***}	-1.13^{***}	0.66^{***}
	(0.04)	(0.04)	(0.04)
Car Ban	0.28^{***}	-0.46^{***}	0.46^{***}
	(0.04)	(0.04)	(0.04)
Parking Spaces	-0.00	-0.31^{***}	0.21^{***}
	(0.04)	(0.04)	(0.04)
Information Campaign	0.04	-1.25^{***}	0.87^{***}
	(0.04)	(0.04)	(0.04)
Energy Label	0.07	-0.84^{***}	0.65^{***}
	(0.04)	(0.04)	(0.04)
Frame (ref = EV)	-0.01	0.01	-0.01
	(0.02)	(0.02)	(0.02)
Age	0.01	0.01	-0.01
	(0.01)	(0.01)	(0.01)
Age Sq.	-0.00	-0.00	0.00
	(0.00)	(0.00)	(0.00)
Gender (ref = Female)	-0.09	-0.01	-0.03
	(0.05)	(0.04)	(0.05)
Education (Other)	0.75^{*}	-0.47	0.40
	(0.29)	(0.29)	(0.29)
Education (Secondary)	0.21	-0.02	0.09
	(0.11)	(0.11)	(0.11)
Education (Tertiary)	0.29^{*}	-0.16	0.28^{*}
	(0.12)	(0.11)	(0.12)
Mobility Profile	-0.15^{***}	0.26^{***}	-0.25^{***}
	(0.03)	(0.03)	(0.03)
Living Situation - Agglomeration	0.06	-0.07	0.06
	(0.08)	(0.07)	(0.08)
Living Situation - Rural	0.06	0.05	-0.04
	(0.06)	(0.06)	(0.06)
Political Ideology	-0.00^{**}	0.00	-0.00
	(0.00)	(0.00)	(0.00)
Intercept	3.36^{***}	4.44^{***}	3.80^{***}
	(0.22)	(0.21)	(0.22)
AIC	50474.68	50622.03	49871.41
BIC	50625.95	50773.30	50022.68
Log Likelihood	-25217.34	-25291.01	-24915.70
Number of observations	14238	14238	14238
Number of individuals	2034	2034	2034
Var: id (Intercept)	0.79	0.74	0.80
Var: Residual	1.63	1.66	1.55

$^{***}p < 0.001$, $^{**}p < 0.01$, $^{*}p < 0.05$. Entries are unstandardised regression coefficients from a linear mixed effects regression.

Additional Regression Tables

Table A6: Perceived Policy Consequences and Policy Support using Fixed Effects

	Choice: Baseline	Choice: Three-way Interaction	Rating: Baseline	Rating: Three-way Interaction	Rating by Frame
Effectiveness	0.03 (0.00)***	0.07 (0.02)***	0.03 (0.00)***	0.08 (0.02)***	0.04 (0.00)***
Fairness	0.04 (0.00)***	0.03 (0.02)*	0.05 (0.00)***	0.07 (0.01)***	0.04 (0.00)***
Intrusiveness	−0.03 (0.00)***	−0.03 (0.01)	−0.03 (0.00)***	0.00 (0.01)	−0.03 (0.00)***
Effectiveness x Fairness		−0.01 (0.00)		−0.01 (0.00)**	
Effectiveness x Intrusiveness		−0.01 (0.00)		−0.01 (0.00)***	
Intrusiveness x Fairness		0.00 (0.00)		−0.01 (0.00)*	
Effectiveness x Intrusiveness x Fairness		0.00 (0.00)		0.00 (0.00)***	
Frame (Ref = EV)					−0.67 (0.20)***
Effectiveness x Frame					−0.01 (0.01)
Fairness x Frame					0.01 (0.01)
Intrusiveness x Frame					−0.01 (0.01)
Intercept	0.15 (0.17)	0.16 (0.19)	0.06 (0.14)	−0.07 (0.16)	0.75 (0.14)***
Adj. R^2	-0.08	-0.08	0.23	0.23	0.23
Number of observations	20340	20340	20340	20340	20340
RMSE	0.52	0.52	0.44	0.44	0.44

$^{***}p < 0.001$, $^{**}p < 0.01$, $^{*}p < 0.05$. Entries are unstandardised regression coefficients from a linear regression with individual-fixed-effects.

Table A7: Perceived Policy Consequences and Policy Support using Clustered Standard Errors

	Choice: Baseline	Choice: Three-way Interaction	Rating: Baseline	Rating: Three-way Interaction	Rating by Frame
Effectiveness	0.01 (0.00)***	0.05 (0.01)**	0.03 (0.00)***	0.09 (0.02)***	0.04 (0.00)***
Fairness	0.02 (0.00)***	0.02 (0.01)	0.06 (0.00)***	0.10 (0.02)***	0.05 (0.01)***
Intrusiveness	−0.01 (0.00)***	−0.00 (0.01)	−0.02 (0.00)***	0.00 (0.01)	−0.02 (0.00)***
Frame (Ref = EV)			−0.00 (0.01)	−0.01 (0.01)	−0.00 (0.06)
Age			−0.00 (0.00)*	−0.00 (0.00)*	−0.00 (0.00)*
Gender (Ref = Female)			−0.02 (0.01)	−0.01 (0.01)	−0.02 (0.01)
Education Other			0.07 (0.07)	0.07 (0.07)	0.07 (0.07)
Education - Secondary			−0.00 (0.03)	0.00 (0.03)	−0.00 (0.03)
Education - Tertiary			0.03 (0.03)	0.03 (0.03)	0.03 (0.03)
Mobility Profile			−0.02 (0.01)***	−0.02 (0.01)***	−0.02 (0.01)***
Living Situation - Agglomeration			0.02 (0.02)	0.02 (0.02)	0.03 (0.02)
Living Situation - Rural			0.02 (0.01)	0.02 (0.01)	0.01 (0.01)
Effectiveness x Fairness		−0.01 (0.00)*		−0.01 (0.00)***	
Effectiveness x Intrusiveness		−0.01 (0.00)**		−0.01 (0.00)**	
Intrusiveness x Fairness		−0.00 (0.00)		−0.01 (0.00)*	
Effectiveness x Intrusiveness x Fairness		0.00 (0.00)*		0.00 (0.00)***	
Political Ideology			0.00 (0.00)	0.00 (0.00)	0.00 (0.00)
Effectiveness x Frame					−0.01 (0.01)
Fairness x Frame					0.01 (0.01)*
Intrusiveness x Frame					−0.00 (0.01)
Intercept	0.43 (0.02)***	0.37 (0.07)***	0.28 (0.04)***	0.10 (0.09)	0.28 (0.05)***
AIC	29342.63	29381.32	26258.59	26286.94	26280.31
BIC	29390.15	29460.53	26385.32	26445.34	26430.80
Log Likelihood	-14665.32	-14680.66	-13113.30	-13123.47	-13121.16
Number of observations	20340	20340	20340	20340	20340
Number of individuals	2034	2034	2034	2034	2034
Var: id (Intercept)	0.00	0.00	0.04	0.03	0.04
Var: Residual	0.25	0.25	0.19	0.19	0.19

$^{***}p < 0.001$, $^{**}p < 0.01$, $^{*}p < 0.05$. Entries are unstandardised regression coefficients from a linear regression with clustered standard errors.

Table A8: Perceived Policy Consequences and Policy Support

	Choice: Baseline	Choice: Threeway Interaction	Rating: Baseline	Rating: Threeway Interaction	Rating by Frame
Effectiveness	−0.01 (0.00)***	−0.05 (0.01)**	−0.03 (0.00)***	−0.08 (0.01)***	−0.04 (0.00)***
Fairness	0.02 (0.00)***	−0.02 (0.01)	0.06 (0.00)***	0.00 (0.01)	0.05 (0.00)***
Intrusiveness	−0.01 (0.00)***	−0.06 (0.01)***	−0.03 (0.00)***	−0.09 (0.01)***	−0.02 (0.00)***
Frame (Ref = EV)			−0.00 (0.01)	−0.01 (0.01)	−0.07 (0.04)
Age			−0.00 (0.00)*	−0.00 (0.00)*	−0.00 (0.00)*
Gender (Ref = Female)			−0.02 (0.01)	−0.01 (0.01)	−0.02 (0.01)
Education Other			0.07 (0.07)	0.07 (0.07)	0.07 (0.07)
Education - Secondary			−0.00 (0.03)	−0.00 (0.03)	−0.00 (0.03)
Education - Tertiary			0.03 (0.03)	0.03 (0.03)	0.03 (0.03)
Mobility Profile			−0.02 (0.01)***	−0.02 (0.01)***	−0.03 (0.01)***
Living Situation - Agglomeration			0.03 (0.02)	0.02 (0.02)	0.03 (0.02)
Living Situation - Rural			0.02 (0.01)	0.02 (0.01)	0.01 (0.01)
Effectiveness x Fairness		0.01 (0.00)*		0.01 (0.00)***	
Effectiveness x Intrusiveness		0.01 (0.00)**		0.01 (0.00)***	
Intrusiveness x Fairness		0.01 (0.00)***		0.01 (0.00)***	
Effectiveness x Intrusiveness x Fairness		−0.00 (0.00)*		−0.00 (0.00)***	
Political Ideology			0.00 (0.00)	0.00 (0.00)	0.00 (0.00)
Effectiveness x Frame					0.01 (0.00)*
Fairness x Frame					0.01 (0.01)*
Intrusiveness x Frame					−0.00 (0.01)
Intercept	0.54 (0.02)***	0.73 (0.06)***	0.56 (0.04)***	0.81 (0.07)***	0.60 (0.04)***
AIC	29342.63	29381.32	26258.59	26286.94	26280.31
BIC	29390.15	29460.53	26385.32	26445.34	26430.80
Log Likelihood	-14665.32	-14680.66	-13113.30	-13123.47	-13121.16
Number of observations	20340	20340	20340	20340	20340
Number of individuals	2034	2034	2034	2034	2034
Var: id (Intercept)	0.00	0.00	0.04	0.03	0.04
Var: Residual	0.25	0.25	0.19	0.19	0.19

$^{***}p < 0.001$, $^{**}p < 0.01$, $^{*}p < 0.05$. Entries are unstandardised regression coefficients from a linear mixed effects regression.

References

Newing, H., 2011. *Conducting research in conservation: social science methods and practice.* New York: Routledge.
Silverman, D., 2017. *Doing qualitative research.* London: SAGE.
Young, J.C., Rose, D.C., Mumby, H.S., Benitez-Capistros F., Derrick, C.J., Finch, T., Garcia, C., Home, C., Marwaha, E., Morgans, C., Parkinson, S., Shah, J., Wilson, K.A., and Mukherjee N., 2018. A methodological guide to using and reporting on interviews in conservation science research. *Methods in Ecology and Evolution*, 9(1), 10–19.