Fairness

Treatment group	
Costly No Symbolic	−3.4%* (Highway Speed Limit), −3.2%* (Carbon Tax)
Costly + Symbolic	14.3%*** (Highway Speed Limit), 7.2%*** (Carbon Tax)
Pure Symbolic	34.1%*** (Highway Speed Limit), 27.6%*** (Carbon Tax)
Symbolic No Costly	26.3%*** (Highway Speed Limit), 24.6%*** (Carbon Tax)

Effectiveness

Treatment group	
Costly No Symbolic	0.1% (Highway Speed Limit), 2.7% (Carbon Tax)
Costly + Symbolic	11.2%*** (Highway Speed Limit), 4.3%** (Carbon Tax)
Pure Symbolic	24.6%*** (Highway Speed Limit), 23.0%*** (Carbon Tax)
Symbolic No Costly	17.7%*** (Highway Speed Limit), 21.6%*** (Carbon Tax)

Seriousness

Treatment group	
Costly No Symbolic	−2.3% (Highway Speed Limit), 2.0% (Carbon Tax)
Costly + Symbolic	10.2%*** (Highway Speed Limit), 6.2%*** (Carbon Tax)
Pure Symbolic	24.2%*** (Highway Speed Limit), 20.5%*** (Carbon Tax)
Symbolic No Costly	20.3%*** (Highway Speed Limit), 17.3%*** (Carbon Tax)

Elite perception

Treatment group	
Costly No Symbolic	−0.6% (Highway Speed Limit), 0.8% (Carbon Tax)
Costly + Symbolic	11.7%*** (Highway Speed Limit), 7.5%*** (Carbon Tax)
Pure Symbolic	26.8%*** (Highway Speed Limit), 26.2%*** (Carbon Tax)
Symbolic No Costly	19.9%*** (Highway Speed Limit), 24.3%*** (Carbon Tax)

Change in outcome (% of full 1–4 scale range)

Treatment ● Carbon Tax ● Highway Speed Limit