Polarization within Consensus? An audience segmentation of politically dependent climate change attitudes in Denmark

SUPPLEMENTARY MATERIALS

Table of contents

A. Survey

Responses to all items were given on a 5-point Likert scale where
1 = completely disagree, 2 = somewhat disagree, 3 = neither agree nor disagree, 4 = somewhat agree, and 5 = completely agree.

Item code	Item phrase	Included in LCA
BEKN1	Climate change is real.	YES
BEKN2	Human activity is the main cause of climate change.	YES
BEKN3	Nearly all climate scientists agree that the climate is changing due to human activity.	YES
BEKN4	Nearly everyone in Denmark agrees that	YES

	the climate is changing due to human activity.	
BEKN5	Climate scientists are trustworthy.	YES
BEKN6	I feel well informed about climate change.	YES
BEKN7	The lifestyle in industrialized countries like Denmark is the most important cause of climate change.	YES
BEKN8	Population growth and increasing wealth in developing countries is the most important cause of climate change.	YES
BEKN9A	To which extent do you agree that climate change will have serious consequences for the following: - Nature and wildlife	YES
BEKN9B	To which extent do you agree that climate change will have serious consequences for the following: - The population in developing countries	YES
BEKN9C	To which extent do you agree that climate change will have serious consequences for the following: - Danish people	YES
BEKN9D	To which extent do you agree that climate change will have serious consequences for the following: - Yourself	YES
BEKN10R	If climate change is going to have serious consequences for humans, it will not happen until far in the future.	YES
BEKN11	Overall, climate transition would be advantageous to the people of Denmark.	YES
COEN1R	The negative consequences of climate change are being exaggerated.	YES

COEN2	Global climate change is a serious threat.	YES
COEN3R	Climate change could be postponed a little without having serious consequences.	YES
COEN4	I have strong attitudes towards climate change.	YES
COEN5	I often feel ashamed about my consumption or lifestyle not being climate friendly.	YES
COEN6R	The things, I would have to give up to live in a more climate friendly way, are important to my quality of life.	YES
COEN7R	I will not compromise my quality of life to live in a more climate friendly way.	YES
COEN8	I often discuss climate matters with family and friends.	YES
COEN9	People in my social circles are highly engaged in the climate debate.	YES
PSRR1R	Large climate efforts remove focus and resources from more important and urgent matters.	YES
PSRR2	Denmark should make an effort to mitigate climate change, even if it means fewer resources to welfare areas like health and elderly care.	NO
PSRR3	Denmark should make an effort to mitigate climate change, even if it means less economic growth and fewer growth Denmark should make an effort to mitigate climate change, even if it means fewer resources to welfare areas like health and elderly care.	NO
PSRR4	Citizens themselves should do more in order to mitigate climate change.	YES

PSRR5R	I will not be forced to pay more for meat, gas, and other goods to lower CO2 emissions.	NO
PSRR6R	Danish companies should not be burdened with climate taxes.	NO
PSRR7R	The freedom to lead the life you want to is more important than reducing Denmark's carbon footprint.	NO
PSRR8	Denmark should reduce its emissions of greenhouse gasses as fast as possible, regardless of when other countries will.	YES
PSRR9R	New technologies will be able to solve climate change without individuals having to make significant changes to their lifestyles.	YES
PSRR10R	My actions as a single person have no impact on climate change.	YES
PSRR11	I am certain that we together can find a solution to climate change.	NO
PSRR12R	It has no impact on climate change whether the Danish government makes an effort to lower CO2 emissions.	NO
PSRR13	In order to get my vote, a political party must have a clear and ambitious plan for tackling climate change.	YES
PSRR14	Climate transition would be advantageous for business in Denmark.	YES
TEST	This is a test question. Please answer 'completely disagree'.	NO

B. SASSY questionnaire

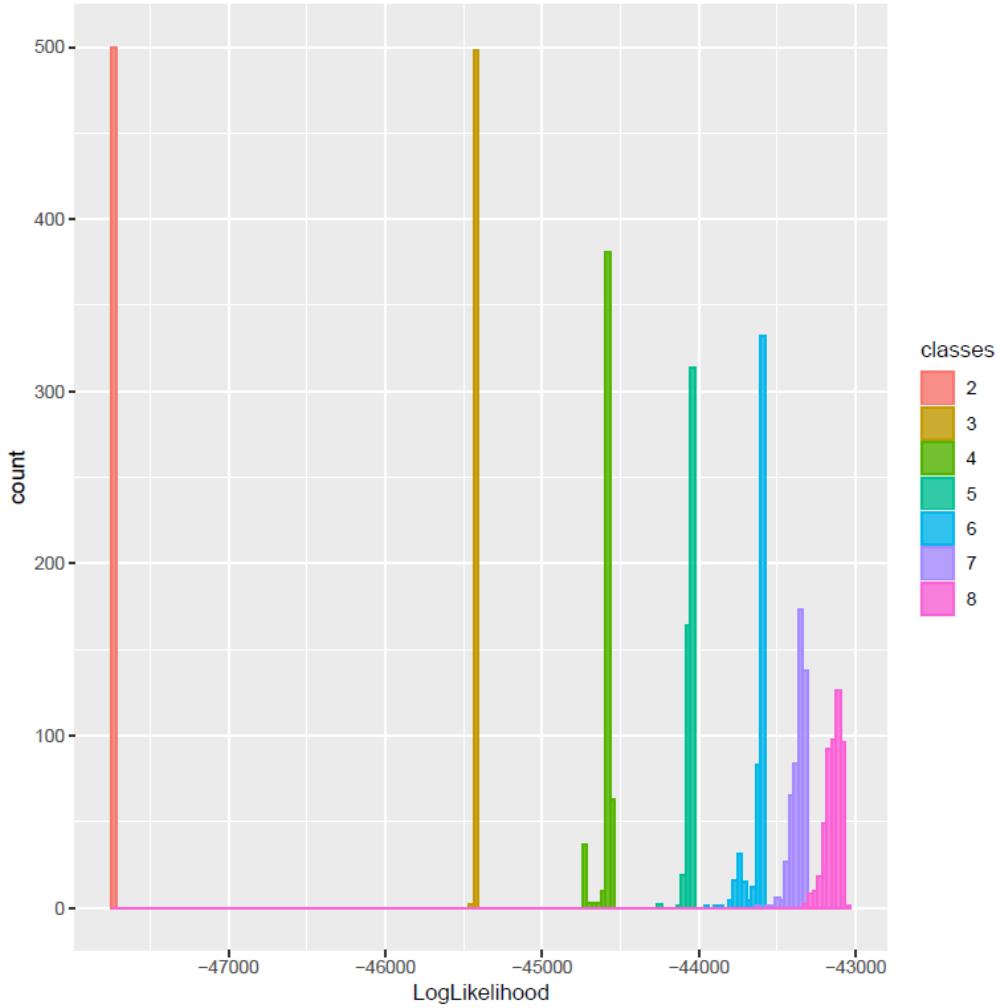
Question	**Response options**
How important is the issue of global	● Extremely important

warming to you personally?	● Very important ● Somewhat important ● Not too important ● Not at all important
How worried are you about global warming?	● Very worried ● Somewhat worried ● Not very worried ● Not at all worried
How much do you think global warming will harm you personally?	● A great deal ● A moderate amount ● Only a little ● Not at all ● Don't know
How much do you think global warming will harm future generations of people?	● A great deal ● A moderate amount ● Only a little ● Not at all ● Don't know

(Chryst et al., 2018)

C. Histogram of log likelihoods for each model solution run 500 times.

The heavy negative skew for almost all solutions suggests with most runs, the highest log likelihood is most likely to be found by the model. In other words, more iterations would not increase model fit, suggesting that the number of iterations used in the LCA was sufficient.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LogLikelihood
classes
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6
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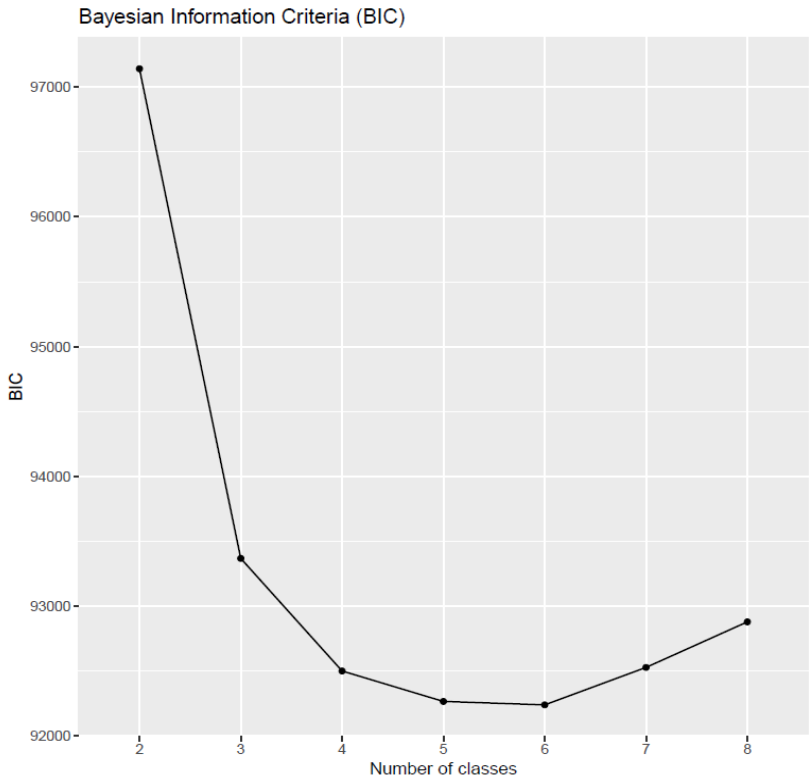
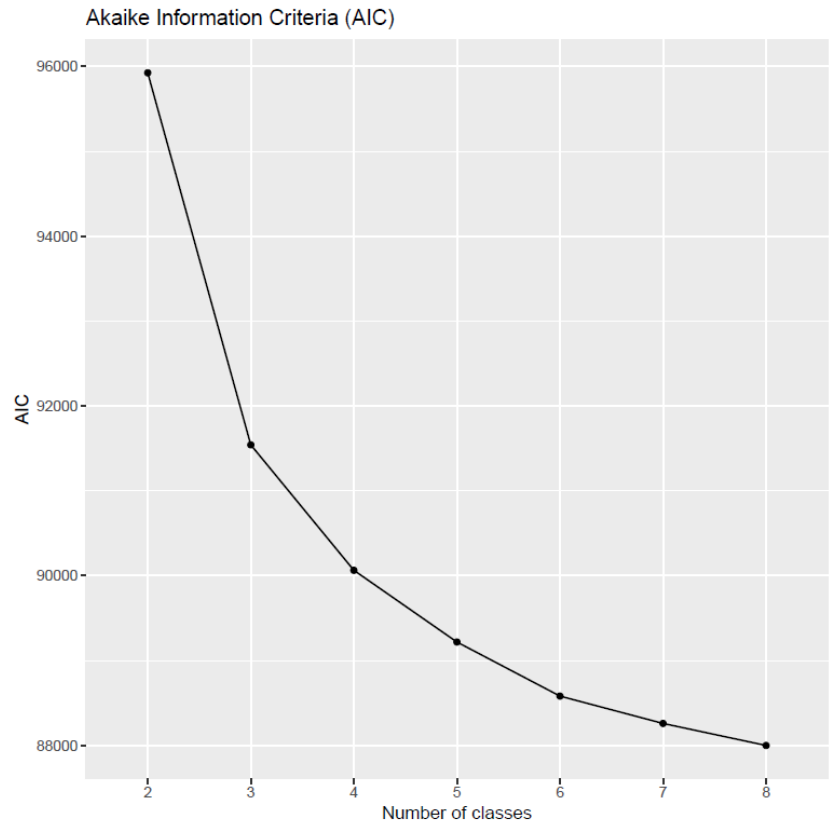
8

D. Fit criteria

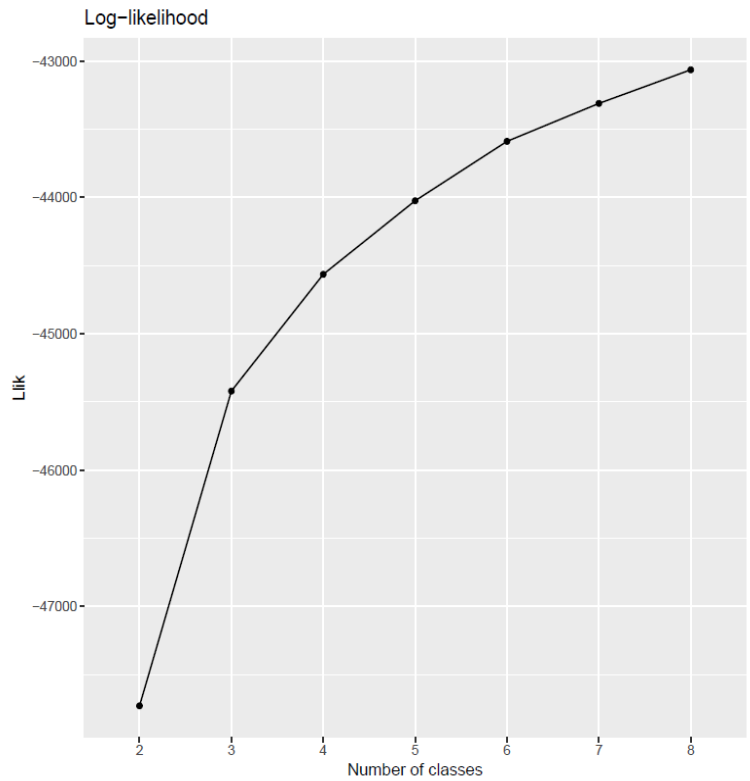
A Vuong-Lo-Meldell-Rubin Likelihood Ratio Test was conducted to identify the model with the smallest number of classes, which would not be significantly improved by adding another class. This test was inconclusive, as it never yielded a non-significant p-value and therefore always favored adding another class. In such cases, Masyn (2013) recommends assessing an elbow plot of the log likelihood values (supplementary figure *D3*) This suggests that the drastic increase in information plateaus around 3 classes with more moderate improvements thereafter.



supplementary figure *D1*) Bayesian Information Criteria for different model solutions



supplementary figure *D2*) Akaike Information Criteria for different model solutions



supplementary figure *D3*) Log likelihood for different model solutions

E. Segment conditional means

	Item	Alarmed	Alert	Ambivalent	Cautious	Indifferent	Doubtful	All
Proportion of sample (%)		15.00	21.00	13.00	27.00	17.00	7.00	100.00
bekn1	Climate change is real.	4.96	4.96	4.74	4.45	3.89	3.05	4.49
bekn2	Human activity is the main cause of climate change.	4.82	4.50	4.38	3.99	3.36	2.20	4.05
bekn3	Nearly all climate scientists agree that the climate is changing due to human activity.	4.76	4.34	4.21	3.91	3.33	2.56	3.98
bekn4	Nearly everyone in Denmark agrees that the climate is changing due to human activity.	4.05	3.77	3.85	3.68	3.27	2.47	3.63
bekn5	Climate scientists are trustworthy.	4.73	4.33	3.99	3.81	3.11	2.16	3.86
bekn6	I feel well informed about climate change.	4.25	3.89	3.76	3.57	3.19	3.16	3.67

bekn7	The lifestyle in industrialized countries like Denmark is the most important cause of climate change.	4.37	4.04	3.89	3.70	2.98	1.79	3.65
bekn8	Population growth and increasing wealth in developing countries is the most important cause of climate change	3.80	3.83	3.95	3.63	3.38	2.98	3.65
bekn9a	To which extent do you agree that climate change will have serious consequences for the following: - Nature and wildlife	4.93	4.83	4.80	4.27	3.93	3.01	4.42
bekn9b	To which extent do you agree that climate change will have serious consequences for the following: - The population in developing countries	4.69	4.45	4.49	3.90	3.53	3.01	4.09
bekn9c	To which extent do you agree that climate change will have serious consequences for the following: - People in Denmark	4.21	3.89	3.88	3.62	3.02	2.11	3.60
bekn9d	To which extent do you agree that climate change will have serious consequences for the following: - Yourself	4.11	3.70	3.62	3.47	2.81	1.82	3.42

bekn10r	If climate change is going to have serious consequences for humans, it will not happen until far in the future.	1.92	2.24	2.82	2.84	3.44	3.71	2.73
bekn11	Overall, climate transition would be advantageous to the people of Denmark.	3.80	3.55	3.32	3.20	3.08	2.43	3.31
coen1r	The negative consequences of climate change are being exaggerated.	1.19	1.71	2.38	2.60	3.33	4.35	2.41
coen2	Global climate change is a serious threat.	4.98	4.66	4.48	3.99	3.39	2.42	4.14
coen3r	Climate transition could be postponed a little without having serious consequences.	1.24	1.83	2.58	2.60	3.13	3.96	2.40
coen4	I have strong attitudes towards climate change.	4.53	3.83	3.06	3.10	2.55	3.04	3.38
coen5	I often feel ashamed about my consumption or lifestyle not being climate friendly.	3.25	3.07	2.15	2.58	1.94	1.25	2.54
coen6r	The things, I would have to give up to live in a more climate friendly way, are important to my quality of life.	2.63	2.97	3.09	2.93	3.06	3.15	2.95

coen7r	I will not compromise my quality of life to live in a more climate friendly way.	1.88	2.41	2.83	2.72	3.19	3.96	2.70
coen8	I often discuss climate matters with family and friends.	3.69	3.29	2.60	2.85	2.37	2.54	2.94
coen9	People in my social circles are highly engaged in the climate debate.	3.15	2.98	2.43	2.82	2.32	2.08	2.72

	Item	Alarmed	Alert	Ambivalent	Cautious	Indifferent	Doubtful	All
psrr1r	Large climate efforts remove focus and resources from more important and urgent matters.	1.61	2.31	3.01	2.90	3.49	4.45	2.79
psrr2	Denmark should make an effort to mitigate climate change, even if it means fewer resources to welfare areas like health and elderly care.	3.63	3.14	2.61	2.84	2.21	1.36	2.79

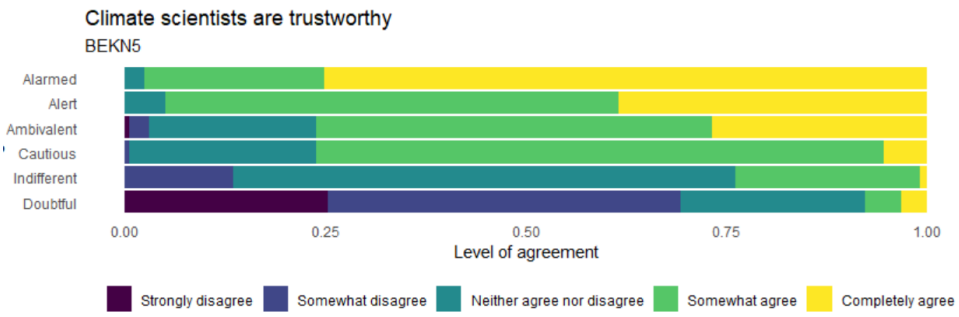
psrr3	Denmark should make an effort to mitigate climate change, even if it means less economic growth and fewer growth Denmark should make an effort to mitigate climate change, even if it means fewer resources to welfare areas like health and elderly care.	4.00	3.57	2.89	3.08	2.38	1.42	3.07
psrr4	Citizens themselves should do more in order to mitigate climate change.	4.71	4.28	3.83	3.89	3.44	2.46	3.92
psrr5r	I will not be forced to pay more for meat, gas, and other goods to lower CO2 emissions.	1.71	2.18	3.21	2.90	3.85	4.62	2.87
psrr6r	Danish companies should not be burdened with climate taxes.	1.50	1.99	2.60	2.62	3.28	4.47	2.55
psrr7r	The freedom to lead the life you want to is more important than reducing Denmark's carbon footprint.	1.33	1.79	2.53	2.53	3.24	4.27	2.42
psrr8	Denmark should reduce its emissions of greenhouse gasses as fast as possible, regardless of when other countries will.	4.77	4.15	3.45	3.52	2.76	1.65	3.59

psrr9r	New technologies will be able to solve climate change without individuals having to make significant changes to their lifestyles.	2.15	2.61	3.13	3.04	3.36	3.84	2.93
psrr10r	My actions as a single person have no impact on climate change.	1.61	2.15	2.82	2.55	3.18	4.38	2.58
psrr11	I am certain that we together can find a solution to climate change.	3.96	3.65	3.68	3.63	3.44	3.00	3.62
psrr12r	It has no impact on climate change whether the Danish government makes an effort to lower CO2 emissions.	1.47	1.92	2.80	2.52	3.30	4.56	2.53
psrr13	In order to get my vote, a political party must have a clear and ambitious plan for tackling climate change.	4.53	3.97	2.85	3.29	2.39	1.66	3.31
psrr14	Climate transition would be profitable/advantageous/ for business/the economy in Denmark.	4.33	4.01	3.69	3.65	3.23	2.79	3.71

F. Detailed segment descriptions

Alarmed

The Alarmed (15%) are certain that climate change is caused by human activity, urgent, and potentially catastrophic. They have full trust in climate scientists. They anticipate that the consequences of climate change will be more severe than any other segment, and believe that these are already causing harm to humans. Similarly, this group perceives the highest level of threat to themselves related to climate change. The strong concern is reflected in the attitudes toward climate action; for example, the Alarmed tend to believe that transition cannot be postponed without major consequences. The Alarmed is the segment most open to compromise in other areas of policy, such as economic growth and employment rates, or healthcare, if the green transition requires it. They strongly support charging climate taxes from Danish companies, and in the private sphere the Alarmed value reducing Denmark's emissions above freedom to live as one pleases. This is reflected in their reports of high willingness to pay more for emission-heavy goods like meat and fossil fuels. Of all segments, the Alarmed report the strongest attitudes towards climate change (93% somewhat or completely agree to strong attitudes) and think of ambitious climate agendas as highly important when considering which political party to vote for.



The Alarmed are more frequently women than men (57,4% female), on average they are both younger (about 5 years) and more likely to live in the capital than the sample mean.

Alert

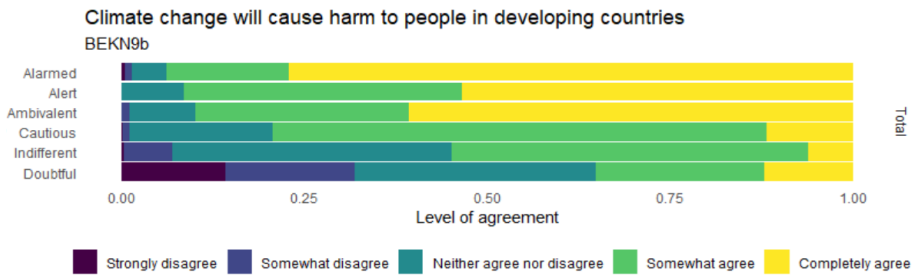
The Alert (21%) are in many ways similar to the Alarmed, only slightly more moderate in their attitudes. It is a large segment with strong concerns about climate change and confidence that climate change is caused primarily by human activity. They perceive CC as an urgent and severe threat, particularly to nature, wildlife, and people in developing countries, but to a lesser extent to the Danish population and themselves. They do not tend to believe that ambitious climate action takes resources away from more important matters, and they are to some extent willing to compromise economic growth and employment-levels to mitigate climate change if necessary. Similarly, they tend to support climate taxes on both private consumption and industrial activity.

Relative to the Alarmed, however, fewer people in this group report strong attitudes towards climate change. Still most agree (75% somewhat or completely "S/C") that they have strong attitudes, and almost all agree (90% S/C) that having an ambitious plan for climate action is a must for the political party they choose to vote for. The Alert do not differ much from the average age, but like the Alarmed, they are more likely to be women than men (55,4% female) and to live in the capital than the average. Finally, they are more likely to hold university degrees than the average Dane.

Ambivalent

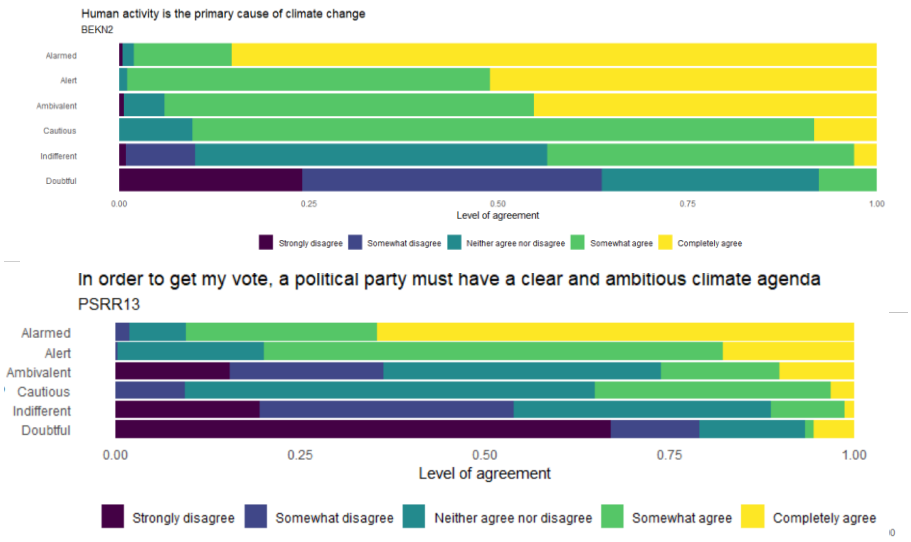
The Ambivalent (13%) are characterised by an unusual divergence between their high risk perceptions, moderate urgency perceptions, and their low willingness to pay and vote to reduce greenhouse gasses. On the level of risk assessment, the Ambivalent are very similar to the Alert. They

are convinced of human caused climate change, generally have trust in climate scientists, and perceive climate change to be a serious threat to both nature and wildlife, people in developing countries (90% S/C agree), and to a lesser extent people in Denmark (70% S/C agree) and themselves (57% S/C agree). This level of threat perception is similar to the Alert segment, however, their urgency perceptions distinguish the two. For example, the Ambivalent show more uncertainty than the Alert about whether humans are already being harmed by CC, as well as the urgency of mitigating action. That is, the Ambivalent appear to perceive climate change as a serious yet still temporally distant threat. While this segment tends to be more concerned about the severity of climate change than people in the Cautious segment, surprisingly they report less willingness to make compromises in their lifestyle (e.g. by paying carbon taxes on goods), and experience less shame from emission-heavy consumption. On a social level they discuss climate matters less frequently than the Cautious and fewer people in their social circles are engaged in the climate debate. Interestingly, they are also much less likely to value climate agendas highly when voting than the cautious. The Ambivalent are equally likely to be female or male, and slightly younger than the average respondent (around 4 years). Of all segments, this group has the highest proportion of degrees at master's level (6% more than average). They are more likely than average to live in mid-size towns, and less likely to live in the cities and smaller towns (less than 10.000 inhabitants).



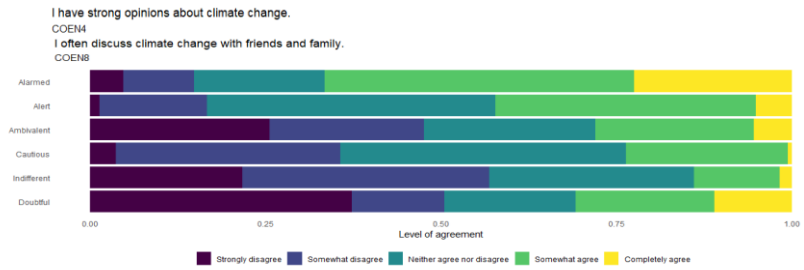
Cautious

The Cautious (27%) constitute the largest segment, characterised by moderate attitudes and beliefs about climate change. Overall, this group reports a relatively high awareness of the human caused nature of climate change. Contrasting this group with the Alarmed, however, the Cautious clearly display more uncertainty about this fact (see figure***). Where 85% of the alarmed "completely agreed" that human activity is the primary cause of climate change, the prevailing sentiment of the Cautious was more moderate and 82% "somewhat agree" with this item. The Cautious perceive climate change as a much less urgent issue than the Alert and Alarmed. However, this segment is still somewhat willing to make compromises in their way of life in order to mitigate climate change, for example by paying a higher price for meat and fossil fuels. They generally believe that



citizens should themselves do more to mitigate climate change, but also that Danish companies should be taxed for their emissions.
Relative to the Ambivalent, Indifferent, and Doubtful, this segment shows high self- and governmental response efficacy and collective collective efficacy, indicating that this segment is hopeful about the effectiveness of mitigation actions. While this group is more likely than the ambivalent to prioritize climate agendas when voting for political parties, this priority is inconsistent (55% report neither agree nor disagree that an ambitious climate agenda is essential in their voting behavior).
The Cautious are equally likely to be female (49,4%) or male and slightly older (approx. 2 years) than the sample mean. This group is markedly less likely to live in the capital area than average, slightly more than average report bachelor degrees or medium-cycle higher education as their highest level of education, while less than average have completed a degree at master's level.

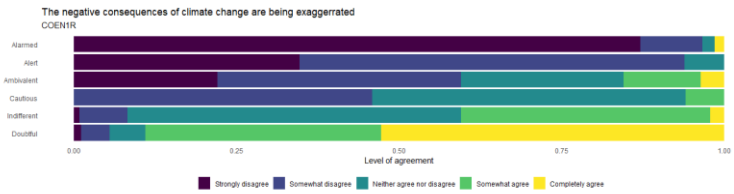
Indifferent
The Indifferent (17%) stand out in their striking lack of engagement in climate matters. Most people in this group are aware that climate change is happening (77% S/C agree) but less than half acknowledge that human activity is the primary cause (43% S/C agree). Compared to the Cautious, Ambivalent, Alert, and Alarmed, the awareness of these matters is extremely low, and while most segments have a pronounced trust in climate scientists that is not the case in this segment (63% believe that climate scientists are neither trustworthy, nor untrustworthy). Still the acknowledgement of human caused climate change is much higher than in the Doubtful.
For the Indifferent, climate change appears to be a distant threat as they generally believe that potential harm to people will only be far off in the future, and are not expecting to be harmed by climate change themselves.



Of all segments, the Indifferent report having the very weakest attitudes towards climate change as well as being the ones who most rarely discuss climate matters in their social circles. In fact, a t-test revealed that the Indifferent (M = 2.55, SD =) on average reported weaker perceived attitudes than the Doubtful (M = 3.04, SD), t(117) = -3.17, p = .002.
Members of this segment are more frequently men (55%) than women, and are slightly older than the sample mean (approximately 2 years). Of all segments, the indifferent are those most likely live in a village or in the countryside. Larger proportions than average report their highest level of education to be either lower secondary school or short-cycle higher education.

Doubtful
The Doubtful (7%) is the smallest segment and displays the highest rejection of climate science and responsibility for climate action. While 38% of the Doubtful agree (S/C) that climate change is real, a mere 8% in this group agree (S/C) that human activity is its primary cause while 64% disagree (S/C). That is, this group to some extent accepts (or is at least indifferent about) the existence of climate change, rather than outright denial, but is reluctant to attribute the responsibility to humans. This stance is reflected in the Doubtful's mistrust in climate scientists, where 70% disagree (S/C) that climate scientists are trustworthy. Interestingly, this segment perceives the absolute lowest amount of public and scientific consensus on the man made nature of climate change.

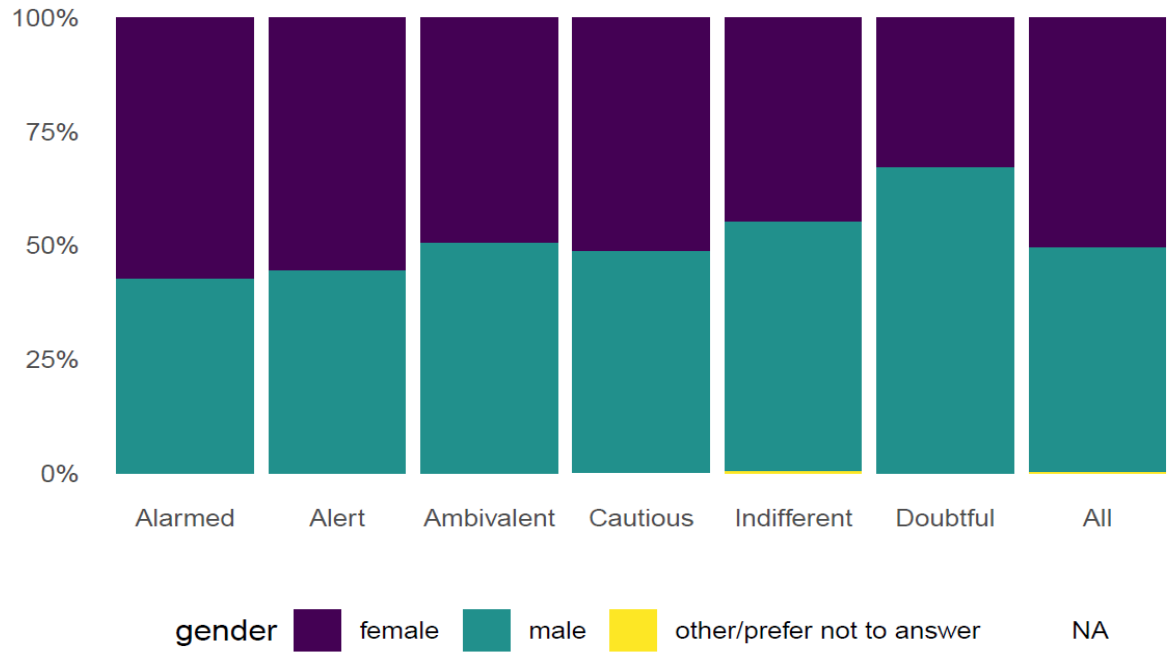
While there are differing views on whether climate change will cause serious harm to nature and wildlife (32% disagree S/C; 38% agreeS/C) as well as people in developing countries (32% disagree S/C; 35% agree S/C), there is a pronounced rejection of serious harm to the Danish population (69% disagree S/C; 4% agree S/C) and particularly to the respondent personally (80% disagree S/C; 2% agree S/C). That is, a major shift in severity perceptions occurs as the issue moves closer to home, thus it appears that the active rejection of severe consequences are particularly tied to geographically near and personal perceptions.The perception of a distant problem extends to time too, as 63% believe that if humans will be harmed by climate change it will not be until far in the future.
Turning towards climate engagement, there is a strong sentiment among the Doubtful that the climate crisis is being exaggerated, and that ambitious action takes ressources from more important and urgent issues. Furthermore, it is a pervasive notion that both personal and governmental action is futile as a means to reduce climate change. This is reflected in the group's pronounced opposition to carbon taxes on personal goods and industrial activity.



More men (67%) are Doubtful than women, and this group tends to be older than the sample mean (about 7 years). Members of this group are the second most likely to have a research education (PhD) topped only by the Alarmed. They are less likely to live in the major cities or capital than average.

G. Demographics

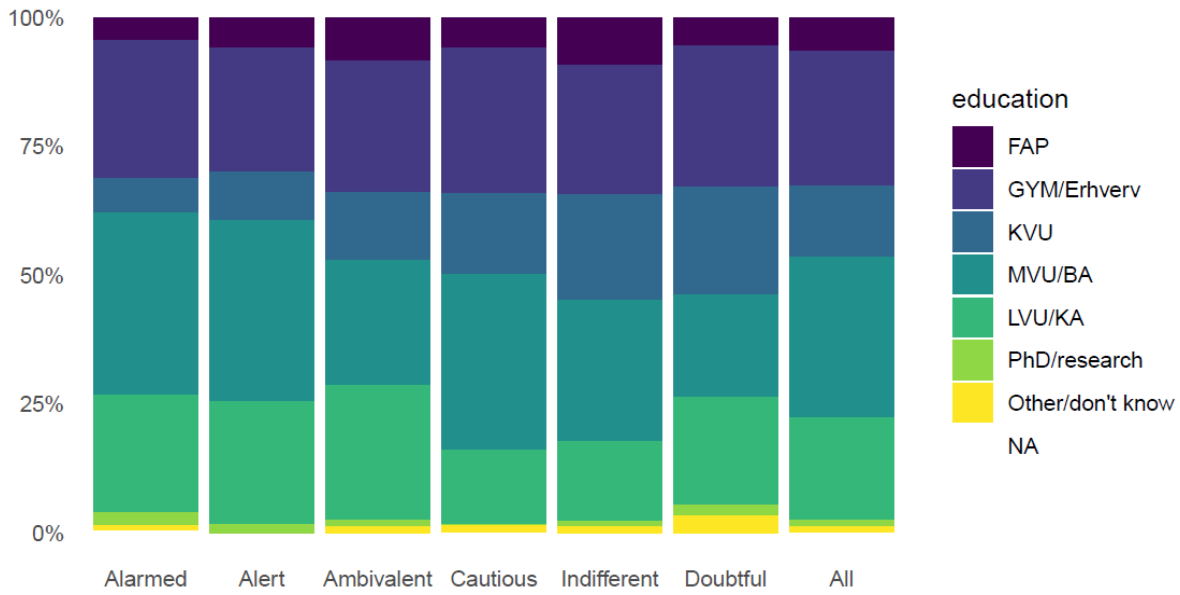
i. Gender



A Chi Squared test showed a significant association between gender and segment membership (X^2 (5, 1364) = 21.035, p < .001)

ii. Education

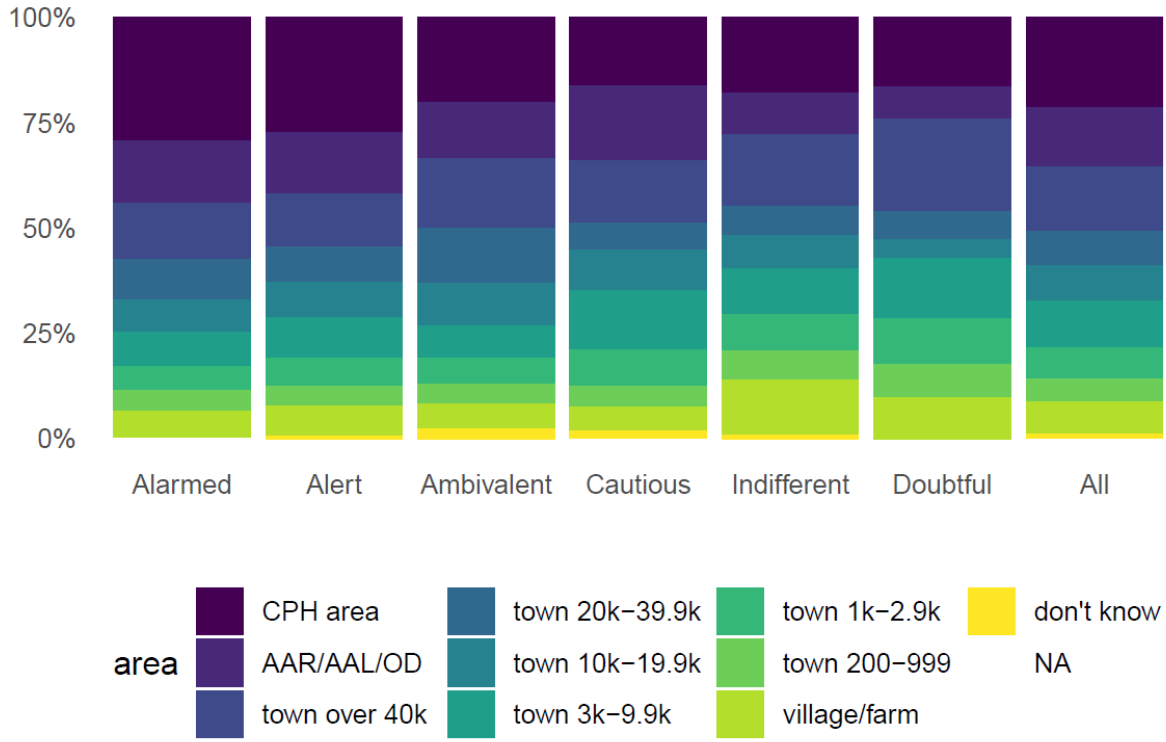
Segment-conditional answers to *"Which one of the options below most accurately describe the highest level of education you've finished?"*



Supplementary figure *Dii*) Abbreviations: FAP: folkeskolens afgangprøve (leaving examination of the primary and lower secondary school); GYM/Erhverv: gymnasial eller erhvervsuddannelse (general upper secondary education or vocational college); KVU: kort videregående uddannelse (short-cycle higher education); MVU/BA: mellemlang videregående uddannelse/bachelor (medium-cycle higher education/undergraduate); LVU/KA: lang videregående uddannelse/kandidat (long-cycle higher education/master's. A Chi-Squared test showed a significant association between segment and education, $X2(25, 1349) = 61.646$, $p < .001$. Percentage of segment members with a type of higher education: Alarmed = 68, Alert = 70, Ambivalent = 66, Cautious = 65, Indifferent = 65, Doubtful = 66.

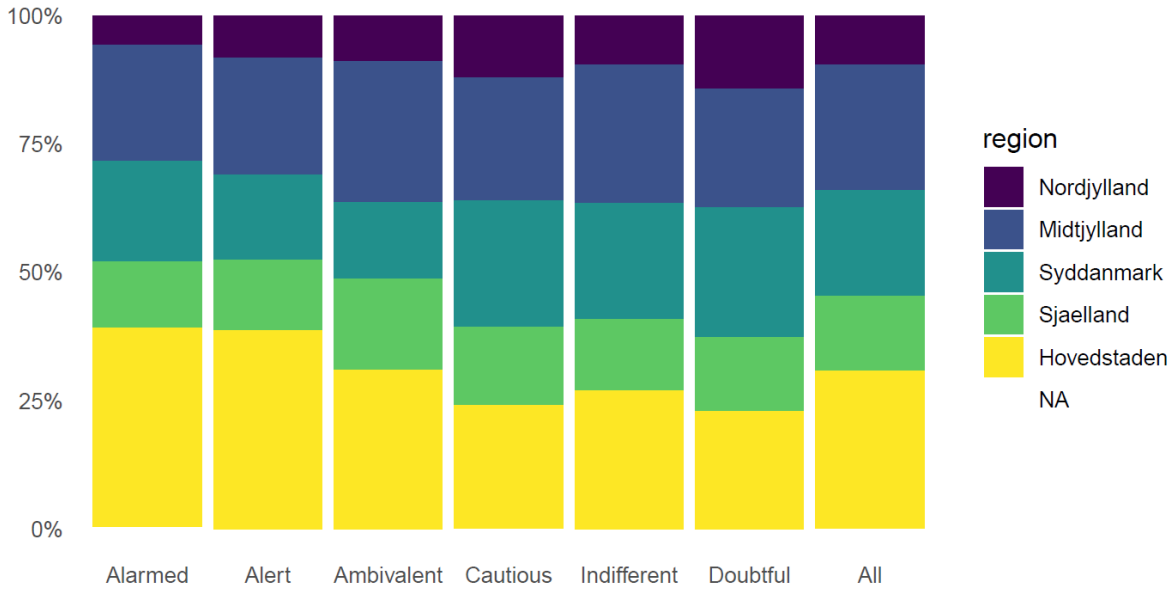
iii. Area of residence

Segment-conditional answers to *"Which of the options below most accurately describes the area you live in?"*



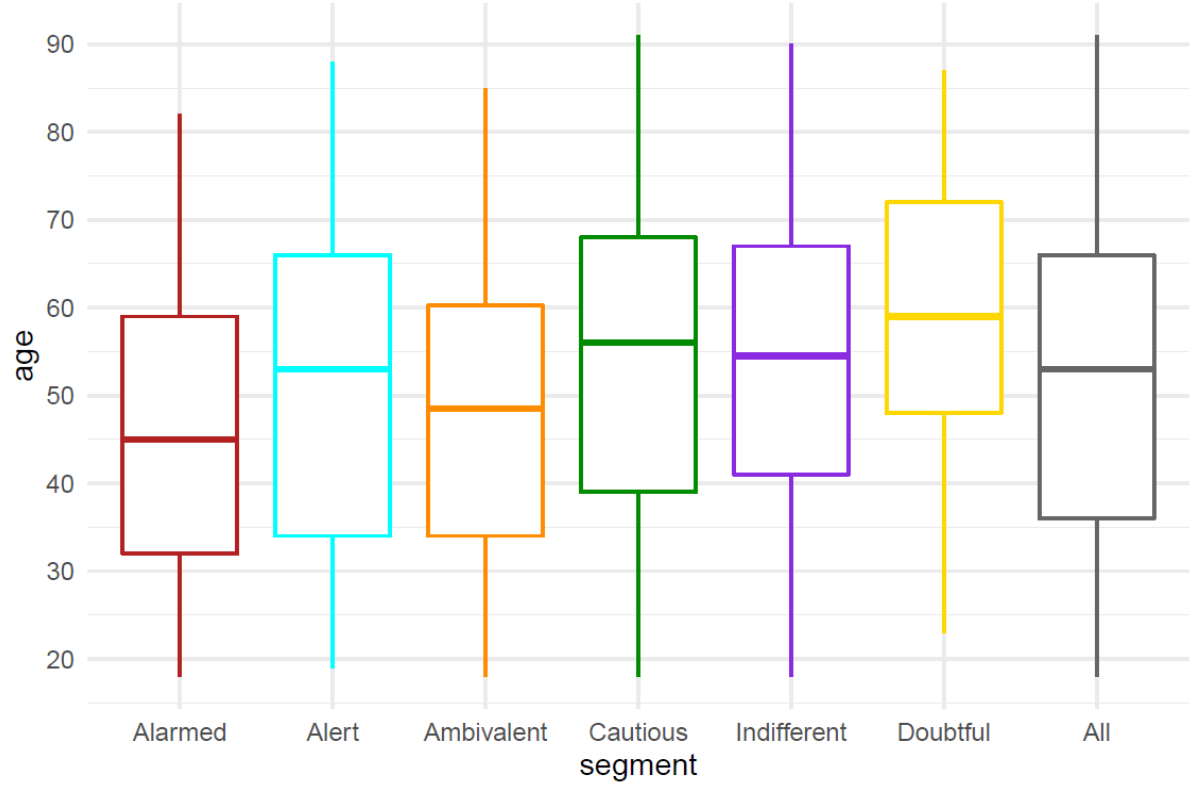
Supplementary figure *Diii*) Abbreviations: CPH area: Copenhagen Area; AAR/AAL/OD: Aarhus/Aalborg/Odense. A Chi-Squared test showed a significant association between segment membership and area of residence, $X^2(40, 1349) = 70.327$, $p < .005$. Percentage of segment members living in the larger cities (CPH, AAR, AAL, or OD): Alarmed = 44, Alert = 42, Ambivalent = 34, Cautious = 35, Indifferent = 28, Doubtful = 24.

iv. Region



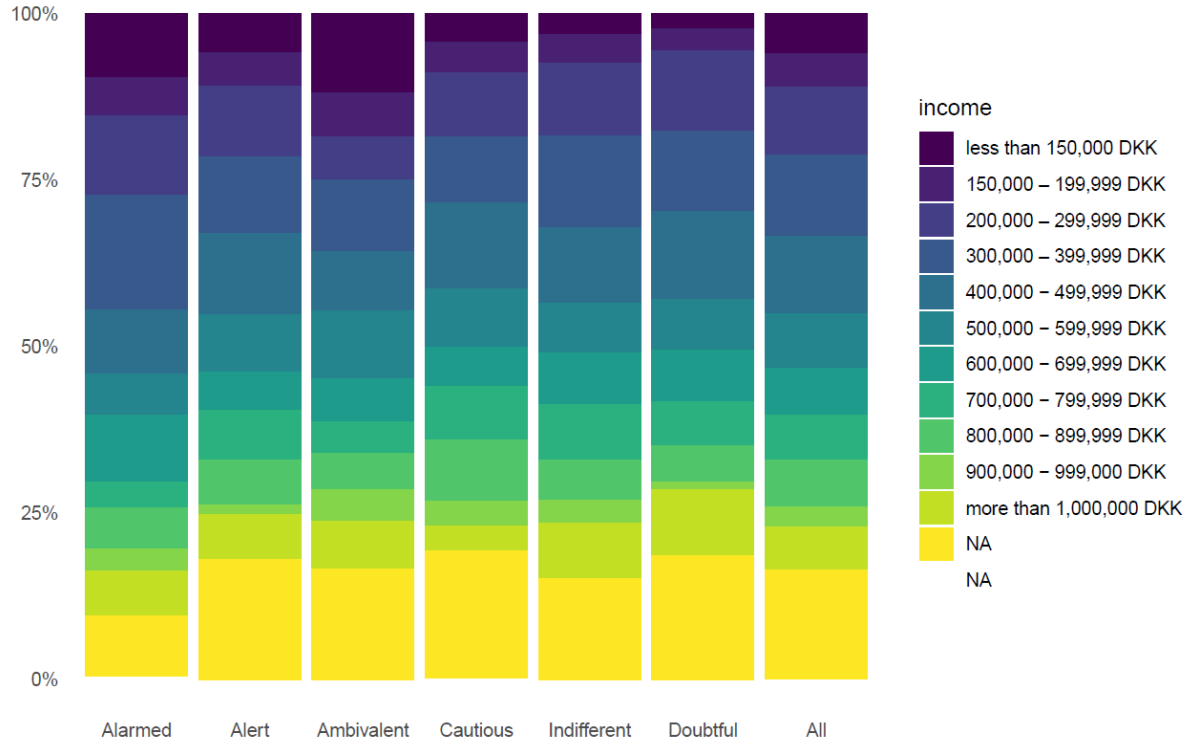
A Chi-Squared test showed a significant association between segment membership and area of residence, $X^2(20, 1363) = 40.871$, $p < .005$.

v. Age



vi. Income

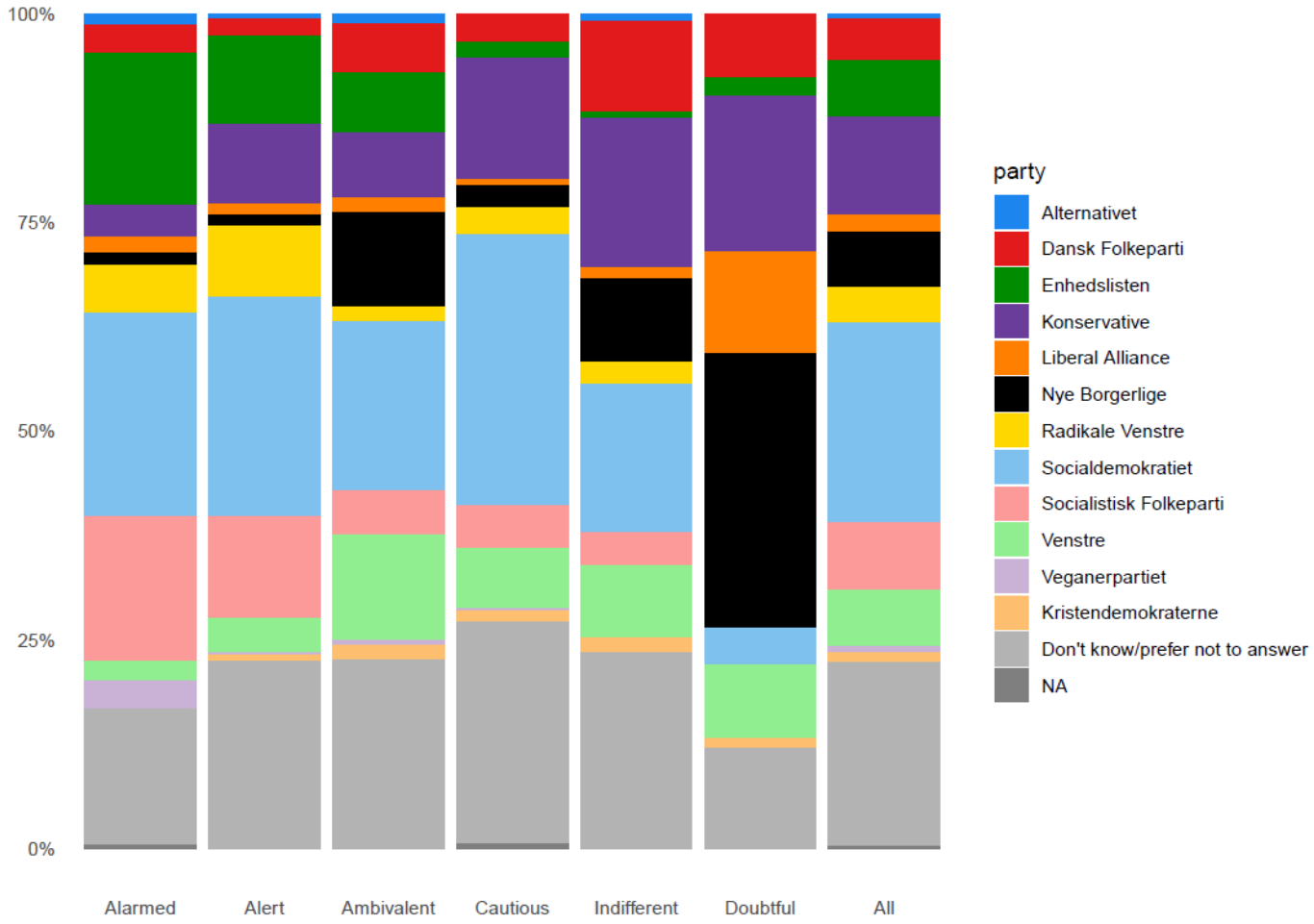
Segment-conditional answers to *"Which of the options below are most fitting to the income levels of your household in 2019 before taxes?"*



An ANOVA showed no significant differences in household income level across segments, $F(1, 1138) = 2.023$, $p = .155$. The median reported income level for every segment was between 400.000 - 499.999 DKK.

vii. Political party

Segment-conditional answers to "*If there were elections for parliament tomorrow, who would you vote for?*"



H. Perceptions of primary contributors to climate change

Segments show major differences in their perceptions of the primary contributors of climate change. To get an indication of how each segment places the responsibility for causing climate change, we asked respondents to indicate whether they believe the primary cause of climate change to be 1) the consumption and lifestyle in the Western, industrialized countries(in the first question), and 2) population growth and increasing wealth in the developing countries (in the second question). An interesting pattern emerged here.

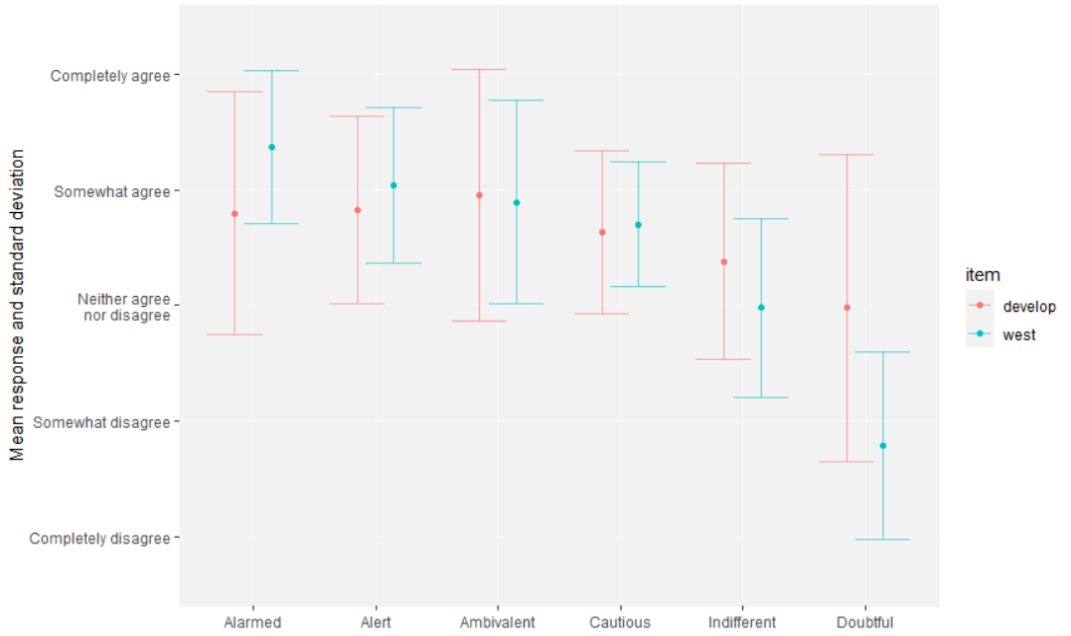


*Figure H) The Alarmed perceive activity in the West as a more important cause for climate change than in the developing world. As segments become less concerned and engaged, this pattern changes to the opposite relation. Note that response means are used here to illustrate the pattern clearly. As this can compromise the interpretability of ordinal data, we refer to barplots in appendix*** for full display of the reponses.*

The strong sentiment among the Alarmed is that the Western lifestyle and consumption is a primary cause of climate change and to a lesser (but still high) degree the developing countries. The same pattern is reflected to a smaller extent by the Alert, and diminishes across the middle segments, who perceive the West and developing countries as equal contributors. The pattern shifts dramatically in the Indifferent and Doubtful; not only is it unlikely that people in these segments perceive either as a primary cause of climate change, they also show a strong tendency to perceive Western lifestyle as a less important cause than growth in the developing countries. This pattern is particularly evident in the Doubtful group, who largely deny the influence of Western consumption and lifestyle.

I. Differences in political orientation between segments

	Individualism*		Hierarchy*		Right-orientation	
	Mean	SD	Mean	SD	Mean	SD
Alarmed	2.88	0.99	1.82	0.71	4.25	2.64
Alert	3.19	0.85	2.08	0.66	4.91	2.3
Ambivalent	3.84	1.14	2.52	0.94	6.13	2.96
Cautious	3.65	0.75	2.53	0.65	6.03	2.48
Indifferent	4.05	0.88	2.85	0.74	7.22	2.5
Doubtful	4.96	0.93	3.32	0.97	8.34	2.55

*Note that individualism is the inverse communitarianism, and hierarchy the inverse egalitarianism.

Comparison of means: t-tests (all reported p-values are bonferroni adjusted)

Hierarchy

The Alert showed significantly higher levels of hierarchy than the Alarmed ($t(430.99) = -4.1083$, $p < .001$)

The Ambivalent showed significantly higher levels of hierarchy than the Alert ($t(262.97) = -5.3979$, $p < .001$)

The Cautious did not differ significantly in hierarchy from the Ambivalent ($t(240.82) = -0.0728$, $p = 1$)

The Indifferent showed significantly higher levels of hierarchy than the Cautious ($t(437.28) = -5.3807$, $p < .001$)

The Doubtful showed significantly higher levels of hierarchy than the Indifferent ($t(133.46) = -4.2151$, $p < .001$)

Individualism

The Alert showed significantly higher levels of individualism than the Alarmed ($t(405.24) = -3.6519$ $p < .001$)

The Ambivalent showed significantly higher levels of individualism than the Alert ($t(275.08) = -6.5852$, $p < .001$)

The Ambivalent did not differ significantly in individualism from the Cautious ($t(234.87) = 2.131$, $p = 0.1$) or from the Indifferent ($t(301.16) = -1.7888$, $p = 0.22$)

The Indifferent showed significantly higher levels of individualism than the Cautious ($t(430.03) = -5.6455$, $p < .001$)

The Doubtful showed significantly higher levels of individualism than the Indifferent ($t(156.45) = -8.0772$, $p < .001$)

Right-orientation

The Alert showed significantly stronger identification with the Right than the Alarmed ($t(386.29) = -2.8508$, $p <=.01$)

The Ambivalent showed significantly stronger identification with the Right than the Alert ($t(242.94) = -4.3621$, $p< .001$)

The Ambivalent did not differ significantly from the Cautious in identification with the Right ($t(241.7) = -0.3554$, $p = 1$)

The Indifferent showed significantly stronger identification with the Right than the Cautious ($t(430.11) = -5.411$, $p< .001$)

The Doubtful showed significantly stronger identification with the Right than the Indifferent (t(154.05) = -3.4163, $p < .01$)

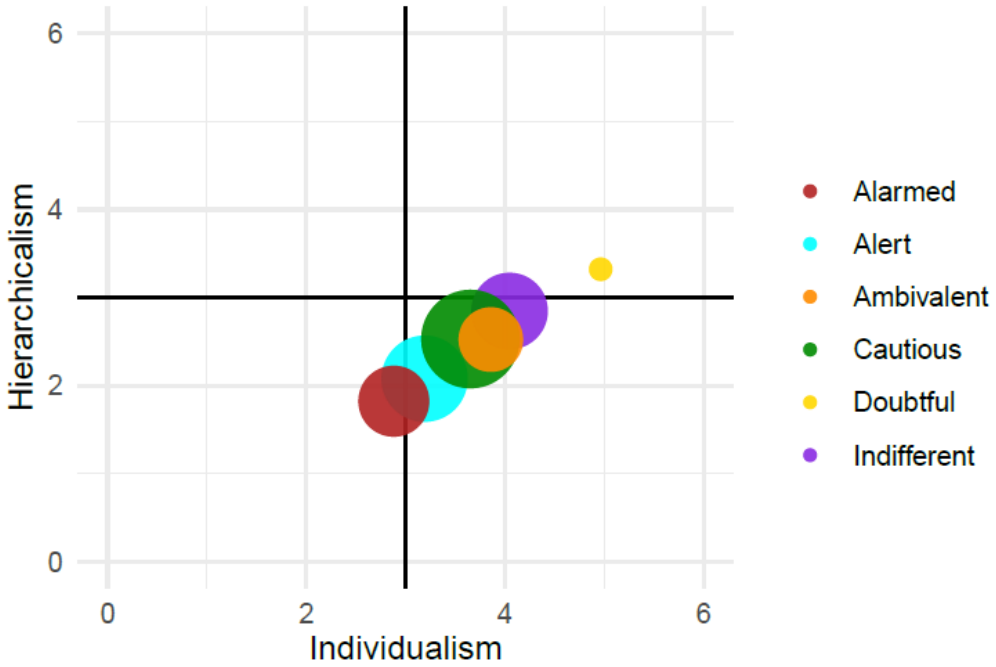


Figure I1) Segment means for individualism and hierarchy

J. Confusion table: overlap between AAACID membership and SA membership

Percentage of members in each segment allocated to each of the Six Americas (SA) segments

SA groups	AAACID groups						% of sample
	Alarmed	Alert	Ambivalent	Cautious	Indifferent	Doubtful	
Alarmed	69	33	10	2	0	0	8
Concerned	29	53	46	42	5	3	13
Cautious	2	13	39	52	64	21	14
Disengaged	0	0	1	1	5	2	1
Doubtful	0	0	5	2	25	60	7
Dismissive	0	0	0	0	1	13	1

SM J) Confusion table showing the overlap between segment memberships. Each respondent was assigned a segment membership to both the A^3CID *model and the SA model, using their scores on the current battery and the SASSY questionnaire, respectively.*

K. Analyses of Variance

		df	F	Sig.
bekn1	Between Groups	5	258,730	<,001
	Within Groups	1359		
	Total	1364		
bekn2	Between Groups	5	372,392	<,001
	Within Groups	1359		
	Total	1364		
bekn3	Between Groups	5	218,010	<,001
	Within Groups	1359		
	Total	1364		
bekn4	Between Groups	5	68,784	<,001
	Within Groups	1359		
	Total	1364		
bekn5	Between Groups	5	318,230	<,001
	Within Groups	1359		
	Total	1364		
bekn6	Between Groups	5	58,819	<,001
	Within Groups	1359		
	Total	1364		
bekn7	Between Groups	5	240,657	<,001
	Within Groups	1359		
	Total	1364		
bekn8	Between Groups	5	21,005	<,001
	Within Groups	1359		
	Total	1364		
bekn9a	Between Groups	5	228,726	<,001
	Within Groups	1359		
	Total	1364		
bekn9b	Between Groups	5	131,511	<,001
	Within Groups	1359		
	Total	1364		
bekn9c	Between Groups	5	133,239	<,001
	Within Groups	1359		
	Total	1364		
bekn9d	Between Groups	5	130,896	<,001
	Within Groups	1359		
	Total	1364		
bekn10r	Between Groups	5	110,855	<,001
	Within Groups	1359		

	Total	1364		
bekn11	Between Groups	5	23,863	<,001
	Within Groups	1359		
	Total	1364		
coen1r	Between Groups	5	408,683	<,001
	Within Groups	1359		
	Total	1364		
coen2	Between Groups	5	465,339	<,001
	Within Groups	1359		
	Total	1364		
coen3r	Between Groups	5	238,337	<,001
	Within Groups	1359		
	Total	1364		
coen4	Between Groups	5	190,187	<,001
	Within Groups	1359		
	Total	1364		
coen5	Between Groups	5	113,536	<,001
	Within Groups	1359		
	Total	1364		
coen6r	Between Groups	5	7,566	<,001
	Within Groups	1359		
	Total	1364		
coen7r	Between Groups	5	108,859	<,001
	Within Groups	1359		
	Total	1364		
coen8	Between Groups	5	52,569	<,001
	Within Groups	1359		
	Total	1364		
coen9	Between Groups	5	40,757	<,001
	Within Groups	1359		
	Total	1364		
psrr1r	Between Groups	5	251,294	<,001
	Within Groups	1359		
	Total	1364		
psrr4	Between Groups	5	166,682	<,001
	Within Groups	1359		
	Total	1364		
psrr8	Between Groups	5	259,414	<,001
	Within Groups	1359		
	Total	1364		
psrr9r	Between Groups	5	70,414	<,001
	Within Groups	1359		

	Total	1364		
psrr10r	Between Groups	5	141,517	<,001
	Within Groups	1359		
	Total	1364		
psrr13	Between Groups	5	264,754	<,001
	Within Groups	1359		
	Total	1364		

SM K) ANOVAs of each item included in the LCA, testing the effect of segment membership on item means. The purpose of this is to get an indication of whether each of the items included in the LCA captures attitude differences. An item in which all segments answer similarly would not be informative in a segmentation analysis. Questions corresponding with item code can be found in SM E.

L. Notes on the adapted Danish version of Cultural Cognition Worldview Scale

The items of the original Cultural Cognition Worldview Scales were translated into Danish by professional translators, one of whom was a cultural anthropologist, using the forward translation and reconciliation method. In addition, a set of 90 novel items designed to capture polarizing issues in the Danish context (e.g. taxation and welfare, and attitudes toward migration and refugees) was generated. All items were administered to a sample of 1,000 Danish with quotas applied to gender, age groups and educational level to ensure representativeness. The final 28-item scale, consisting of both translations of the original items and novel ones, was arrived at through iterative exploratory factor analyses (Andersen & Hallsson, 2022).

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Andersen, A. & Hallsson, B. G. (2022): *Measurement of hierarchy in an egalitarian society – development and validation of CCWS-DAN.* [Unpublished manuscript]. Department of Communication, University of Copenhagen.

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Masyn, K. E. (2013, March 21). Latent Class Analysis and Finite Mixture Modeling. The Oxford Handbook of Quantitative Methods in Psychology: Vol. 2. https://doi.org/10.1093/oxfordhb/9780199934898.013.0025