

Table 1: Coefficients of the regression model												
	Newsworthiness	Understandability	Expertise	Fun	Importance	Interestingness	Sharing	Benefit	Surprisingness	Controversy	Exaggeration	Reading
Gender: Non-binary	-0.14	0.17	-0.35*	0.06	0.09	0.12	-0.13	0.09	-0.34*	-0.01	-0.16	0.03
Gender: Woman	0.11***	0.03	-0.10***	0.00	0.10***	0.12***	0.08**	0.09***	0.04	0.05	-0.12***	0.09***
Age: 25-29	-0.03	-0.11	0.00	-0.01	-0.02	0.00	-0.04	-0.00	0.04	-0.06	-0.00	-0.00
Age: 30-34	0.01	-0.01	-0.16	-0.15	-0.07	-0.05	-0.13	-0.08	-0.07	-0.03	-0.07	-0.02
Age: 35-39	0.05	-0.06	-0.06	-0.14	0.05	-0.00	-0.10	-0.02	-0.08	-0.05	-0.10	0.02
Age: 40-44	0.07	-0.05	-0.12	-0.14	0.04	-0.00	-0.14	-0.03	-0.06	-0.01	-0.06	0.01
Age: 45-49	0.08	-0.09	-0.13	-0.24***	0.10	0.04	-0.03	-0.00	-0.12	-0.03	-0.12	-0.02
Age: 50-54	0.14	-0.01	-0.20**	-0.11	0.09	0.12	0.01	0.07	-0.06	0.03	-0.18**	0.10
Age: 54-59	0.02	-0.07	-0.19**	-0.29***	0.09	0.04	-0.27***	-0.01	-0.15	0.04	-0.15*	-0.05
Age: 60-64	0.14	-0.05	-0.18*	-0.19**	0.21***	0.11	-0.09	0.02	-0.06	0.10	-0.07	0.02
Age: >65	0.09	-0.07	-0.18**	-0.24***	0.17**	0.09	-0.09	-0.02	-0.11	0.12	-0.08	-0.03
Education: Graduate degree (e.g. MSc, MA, PhD)	-0.11***	-0.02	0.09*	0.04	-0.06	-0.06	-0.05	-0.05	-0.01	-0.03	0.04	-0.02
Education: High school diploma or equivalent	0.01	-0.07*	-0.09*	-0.02	-0.02	-0.01	0.01	-0.01	0.02	-0.05	-0.06	0.01
Education: Less than a high school diploma	0.00	-0.02	0.17	0.09	0.05	-0.10	0.01	-0.06	0.05	0.20	0.14	0.03
Education: Other	0.04	-0.11	-0.02	-0.06	-0.01	-0.02	0.14	0.04	0.18	-0.04	-0.13	-0.02
Science news consumption: Weekly	-0.06	-0.14***	-0.09	-0.20***	-0.07	-0.08	-0.21***	-0.04	-0.02	0.02	-0.03	-0.05
Science news consumption: Monthly	-0.21***	-0.28***	-0.03	-0.37***	-0.16***	-0.21***	-0.38***	-0.13***	0.00	-0.05	-0.02	-0.22***
Science news consumption: Yearly	-0.33***	-0.45***	0.06	-0.55***	-0.20***	-0.31***	-0.53***	-0.20***	-0.06	-0.06	-0.02	-0.39***
Science news consumption: Never	-0.47***	-0.61***	0.09	-0.73***	-0.32***	-0.52***	-0.74***	-0.32***	-0.21***	-0.06	0.01	-0.46***
Trust in science: High trust	-0.19***	-0.20***	0.13	-0.11	-0.08	-0.10	-0.06	-0.07	-0.04	0.22***	0.26***	-0.07
Trust in science: Moderate trust	-0.23***	-0.32***	0.29***	-0.18**	-0.18**	-0.17***	-0.08	-0.12**	-0.00	0.40***	0.45***	-0.12*
Trust in science: Some trust	-0.30***	-0.33***	0.28***	-0.19*	-0.28***	-0.22***	-0.10	-0.17***	-0.02	0.51***	0.61***	-0.20***
Trust in science: Little trust	-0.56***	-0.46***	0.28*	-0.55***	-0.45***	-0.51***	-0.45***	-0.32***	-0.18	0.49***	0.70***	-0.41***
Trust in science: No trust	-0.50*	-0.22	0.20	-0.38	-0.52**	-0.44*	-0.06	-0.35*	-0.31	0.07	0.44*	-0.38*
Women should have the complete right to make decisions about their reproductive health, including access to abortion.	-0.03	-0.02	-0.01	-0.08***	-0.05**	-0.03	-0.10***	-0.04***	-0.03	-0.03	0.03	-0.04**
Drugs, especially softer ones like marijuana, should be decriminalized or legalized.	0.02	0.01	-0.02	0.02	0.00	-0.00	0.03**	0.01	-0.01	-0.00	-0.05***	0.03***
Government should invest heavily in public services like healthcare, education, and welfare.	0.06**	0.05**	-0.04	0.01	0.09***	0.07***	0.04	0.06***	0.03	0.03	-0.03	0.05***
Individuals should have the right to define their own gender identity and marry whomever they choose.	0.01	0.02	-0.02	0.01	0.03	0.02	-0.01	0.03	-0.04	-0.02	-0.04*	0.00
Wealthy individuals and corporations should pay a higher tax rate to fund public services.	0.01	-0.02	0.03	0.03	-0.01	0.01	0.01	0.01	-0.00	0.01	-0.01	0.02
The government should actively intervene in the market to ensure equality and consumer protection.	0.04	-0.02	0.03	-0.00	0.03	0.02	0.03	0.02	0.02	0.01	-0.01	0.03