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# Methodology

## Survey design - Data collection

Our data come from surveys we administered in 3 countries since February 2020 and that collectively cover more than 6,000 respondents. The countries already covered are the United States, France, and Denmark. Surveys are still ongoing and will cover 17 more countries for a final sample of more than 400,000 respondents (20,000 respondents per country). The additional countries that we will cover are Australia, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Mexico, Poland, Spain, South Africa, South Korea, Turkey, Ukraine, and the United Kingdom. Those 20 countries cover more than 70% of global CO2 emissions (Crippa et al., 2020). We collaborated with the commercial company *Dynata* to distribute the surveys across the different countries.

Those kind of companies have a large pool of survey respondents and typically work with consulting firms for “consumer surveys”. Each respondent who completes the survey is rewarded . Compensations can either be cash or discount, which allow to cover respondents in the higher percentiles. To avoid selection bias, when the link to the survey is sent to participant, neither the topic nor the organization that has sent it are mentioned. On the first page of the survey, we then inform the respondents that this is an academic research survey, destined solely for research purposes, and run by non-partisan researchers.

To ensure the quality and representativeness of our samples, respondents are channelled through screening questions that ensure that the final sample are nationally representative along gender, age, income, region, and education or rural/urban categories. The national samples are finally reweighted in order to correct for small differences between the sample and national population characteristics. Table XX shows the characteristics of our samples, weighted samples, and national population statistics. XXX We also exclude inattentive and quickest respondents. The median time for completion of the survey was 28 minutes.

## Survey design - Survey overview

The full questionnaires are available in Appendix XX, with link to web interfaces of each of them. The survey was translated into the different official languages of each country by native speakers. It contains several random informational branches and is split in blocks. We summarize the content of the more important ones in this section.

**Background socio-economic questions:** We collect information on respondents' gender, age, income, wealth, place of residence, highest level of education achieved, ethnicity, marital status, number of children, employment status, sector of occupation, and political orientation among others. For the latter, we explore several dimensions. First, we asked respondents if themselves or relatives are environmentalists. Then, we asked them for whom they voted in the last main national election. Finally, respondents are asked to classify themselves in terms of their views on economic policy, along a spectrum ranging either from “very liberal” or “very left”, to “very conservative” or “very right.”

**Household energy characteristics:** In addition to the primary socio-economics characteristics, we also collect information on energy characteristics. This blocks allows us to estimate carbon emissions and consuming behaviors of the households, and therefore the effects of different climate policies on the households' consumption and behaviors. Questions relate to gas and heating expenditures, transportation and heating habits, as well as accommodation insulation and public transport availability. This block is followed by an open-ended question on the respondents' main considerations regarding climate change.

**Informational Treatment:** Respondents are then randomly split into four different groups, who are either shown one of two instructional videos, both videos, or neither. The “Climate” video focuses on explaining the impacts of climate change in the respondent's country and provides results from the current scientific consensus about climate change. The “Policy” video contains information about our three main climate policies, namely a ban of combustion engine cars by 2030, a green infrastructure investment program, and a carbon tax with cash transfers. Both videos are short (2-5 minutes), pedagogical and provide information in a neutral manner. The goal of this informational treatment is to understand how perceptions may change after receiving new information and how it translates into policy support.

**Knowledge:** In this block, we assess the respondent's knowledge about climate change. In particular, questions refer to the anthropogenic dimension of climate change, the dynamics of climate change, the elements that contribute to climate change, and the possible consequences of climate change. Moreover, respondents are asked to relatively rank items in terms of greenhouse gases emissions for different topics, including food, mode of transportation, source of electric energy, and regional emissions (either total or per capita).

**Attitudes and Risks:** Here, we ask respondents about their views on what should be done to stop climate change, on the perception of climate change and climate policies on themselves and others, and what they are really to do in order to stop climate change as well as the factors that shape this.

**Preferences for climate policies:** First, we have a set of detailed questions on each of our three main policies. Questions tackle issues such as the effects of the policy, the perceived distributional impacts (“Who will win or lose”), the fairness, as well as the respondent's support for the policy. Respondents are then asked questions about their support for different climate policies (e.g., a tax on flying, subsidies for low-carbon technologies) and their support for a carbon tax depending on the revenue recycling (e.g., equal cash transfers to all households, cash transfers to the poorest households).

**Willingness to Pay and real stake questions:** In this block we ask respondents how much they are willing to pay annually to limit global warming to safe levels. The question is in the form of a yes or no question and the amount we ask them to pay is randomize (with possible values ranging from $10 to $1,000). Moreover, we also inform respondents that in entering the survey they were automatically enrolled in a lottery to win $1,000. We then ask them how much of this prize they are willing to forfeit and donate to a charity that acts to reduce global greenhouse gases emissions through reforestation. This allows us to extract a willingness to pay for limiting climate change.

**International burden-sharing:** This block contains questions about international climate policies and how countries should split the burden of limiting climate change. Questions relates to the intervention of the respondent's national government depending on what other countries do, as well as how countries should bear the costs of fighting climate change depending on their income or emissions. Finally, we ask respondents if they support several international climate policies.

**Housing preferences (ban vs. incentives):** In this section, we measure preferences for ban or incentives policies through the lens of mandatory insulation and consumption of cattle products.

**Final questions:** Eventually, we ask people about their level of trust in other people and in the government, as well as about their views on inequality.

**Petition:** At the very end of the survey, respondents are asked if they are willing to sign a petition to “stand up for real climate action.” We inform them that this petition will be sent to the highest governmental authority (either President or Prime Minister office) by ourselves.

# References

Crippa, M., Guizzardi, D., Muntean, M., Schaaf, E., Solazzo, E., Monforti-Ferrario, F., Olivier, J. and Vignati, E., “Fossil CO2 emissions of all world countries - 2020 Report”, EUR 30358 EN, Publications Office of the European Union, Luxembourg, 2020, ISBN 978-92-76-21515-8, doi:10.2760/143674, JRC121460.