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| **Measurement Scale** | **Risk Perception Index Items***P = Personal, G = Global / Societal* (*M* = 4.83, SD = 1.36, α = 0.96) |
| (1 = Not concerned at all, 7 = Very concerned) | How concerned are you about climate change? *(P)* |
| (1 = Very unlikely, 7 = Very likely) | In your judgment, how likely are you, sometime during your life, to experience serious threats to your health or overall well-being, as a result of climate change? *(P)* |
| (1 = Very unlikely, 7 = Very likely) | In your judgment, how likely do you think it is that climate change will have very harmful, long-term impacts on our society? *(G)* |
| (1 = Not serious at all, 7 = Very Serious) | How serious of a threat do you think that climate change is to the natural environment? *(G)* |
| (1 = Not serious at all, 7 = Very Serious) | How serious would you rate current impacts of climate change around the world? *(G)* |
| (1 = Not serious at all, 7 = Very Serious) | How serious of a threat do you believe that climate change is, to you personally? *(P)* |
| (1 = Not serious at all, 7 = Very Serious) | How serious would you estimate the impacts of climate change for the United Kingdom? *(G)* |
| (1 = Very Rarely, 7 = Very Frequently) | How often do you worry about the potentially negative consequences of climate change? *(P)* |

**Appendix Survey Items**

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| **Measurement Scale** | **Knowledge about Climate Change** |
| (1 = Major, 2 = Minor, 3 = No Contribution to Climate Change, 4 = Don’t know) | **Cause-Knowledge Items (Index)**(*M* = 6.24, SD = 1.92, α = 0.90)Driving a car, the sun, burning fossil fuels (coal, oil, gas) for heat and electricity, the hole in the ozone layer, flying / commercial air travel, toxic waste, steadily rising CO2 emissions (carbon dioxide), aerosol spray cans (containing CFC's), nuclear power plants, agricultural activities such as cattle breeding (cows raised for meat consumption), acid rain, deforestation (e.g., destruction of rainforests), smoking cigarettes.**Impact-Knowledge Items (Index)**(*M* = 7.19, SD = 2.52, α = 0.88) |
| (1 = Likely to Decrease 2 = No Change, 3 = Likely to Increase, 4 = Don’t know) | Global sea level, acid rain, melting of glaciers and polar ice caps, areas in the world experiencing drought, global spread of infectious disease, air pollution, global average temperature, extreme weather events (e.g., flooding, hurricanes, etc.), global biodiversity (i.e., variety of plants and animals), volcanic eruptions, the hole in the ozone layer, frequency of hot days and nights, global fresh water supply).**Response-Knowledge Items (Index)**(*M* = 8.03, SD = 2.69, α = 0.94) |
| (1 = Reduce climate change a lot, 2 = Reduce climate change a little, 3 = Not going to reduce climate change at all, 4 = Don’t know) | Switching from fossil fuels to renewable energy (wind, solar, geothermal), generating less toxic waste (nuclear, chemical), recycling paper, glass and plastic, insulating buildings, reducing (commercial) airline flights, conserving energy, purchasing only organic products, fixing the hole in the ozone layer, switching from petrol to electric cars, becoming a member of an environmental group, eating less meat, using more public transportation, planting trees.. |

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| **Measurement Scale** | **Personal Experience with Extreme Weather** |
| (1 = Never, 2 = Once, 3 = Twice, 4 = More than three, 4 = Can’t Remember)(1 = Never, 2 = Once, 3 = Twice, 4 = More than three, 4 = Can’t Remember) | **Personal Experience Index** Experience (1) = 67% (N = 483)No Experience (0) = 33% (N = 234)Considering roughly the last 5 years, how often have you personally experienced flooding in your local area? (Only taking into account your time in the United Kingdom**).**Considering roughly the last 5 years, how often (in total) have you personally experienced any type of *extreme weather event* (other than flooding) in your local UK area? (e.g., severe heat waves, droughts, storms, hurricanes etc.)  |

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| **Measurement Scale** | **Generalized / Holistic Affect** |
| (1 = Very pleasant, 7 = Very unpleasant)(1 = Very favorable, 7 = Very unfavorable)(1 = Very positive, 7 = Very negative) | **Generalized Affect Index** (*M* = 5.33, SD = 1.20, α = 0.85)I see climate change as something that isOverall, I feel that climate change isTo me, climate change is  |

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| **Measurement Scale** | **Social Norms** |
| (1 = Strongly disagree, 7 = Strongly agree)(1 = Strongly disagree, 7 = Strongly agree)(1 = Very unlikely, 7 = Very likely)(1 = Strongly disagree, 7 = Strongly agree)(1 = Strongly disagree, 7 = Strongly agree)(1 = Strongly disagree, 7 = Strongly agree)(1 = Strongly agree, 7 = Strongly disagree) | **Descriptive Norm (Index)** (*M* = 4.21, SD = 1.46, α = 0.97)Most people who are important to me, are personally doing something to help reduce the risk of climate change.Most people I care about are doing their bit to help slow climate change.How likely do you think it is that people close to you are taking personal action to address climate change?**Prescriptive Norm (Index)** (*M* = 4.52, SD = 1.11, α = 0.81)It is generally expected of me that I do my bit to help reduce the risk of climate change.People that are important to me, would support me if I decided to help reduce climate change.People whose opinion I value, think that I should personally act to reduce climate change.I feel that helping to tackle climate change is something that is NOT expected of me. |
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| **Measurement Scale** | **Broad Value Orientations** |
| (-1 = Opposed to my values, 9 = Of Supreme Importance)(-1 = Opposed to my values, 9 = Of Supreme Importance)(-1 = Opposed to my values, 9 = Of Supreme Importance) | **Biospheric Values (Index)** (*M* = 6.22, SD = 1.79, α = 0.93)Respecting the Earth (harmony with other species), Protecting the Environment (preserving nature), Preventing Pollution (protecting natural resources), Unity with Nature (fitting into nature).**Socio-Altruistic Values (Index)** (*M* = 6.76, SD = 1.56, α = 0.87)Peace (a world free of war and conflict),Equality (equal opportunity for all),Helpful (working for the welfare of others), Social Justice (correcting injustice, care for the weak).**Egoistic Values (Index)** (*M* = 4.55, SD = 1.45, α = 0.79)Authority (the right to lead or command), Influential (having an impact on people and events),Social Power (control over others, dominance), Wealth (material possessions, money). |
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| **Measurement Scale** | **Socio-Demographics** |
| (0 = Male, 1 = Female) (1 = 18-24, 2 = 25-34, 3 = 35-44, 4 = 45-54, 5 = 55-65)(1 = No qualification, 2 = GSCE / O-level or BTEC NVQ, 3= A-level / International baccalaureate, 4 = Higher education / national certificate, 5 = Bachelor’s degree or equivalent, 6 = Master’s degree / postgraduate, 7 = Doctoral degree, 8 = Prefer not to answer)(1 = Conservative Party, 2 = Labour Party, 3 = Liberal Democrats, 4 = UK Independence Party, 5 = Green Party, 6 = None of the above, 7 = Prefer not to answer)(1 = up to £9,999, 2 = £10,000 to £19,999, 3 = £20,000 to £29,999, 4 = £30,000 to £39,999, 5 = £40,000 to £49,999, 6 = £50,000 to £59,999, 7 = £60,000 and above, 8 = Prefer not to answer).(1= Christianity, 2 = Islam, 3 = Judaism, 4 = Hinduism, 5 = Buddhism, 6 = Sikhism, 7 = other, 8 = No religion, 9 = Prefer not to answer) |  **Gender**(Male = 50%, Female = 50%)  **Age**  (mode = 35-44)**Education** Higher (1) = 53% (N = 407) Lower (0) = 47% (N = 367)**Political Party** Conservative (0) = 30% (N = 187) Liberal (1) = 70% (N = 469) **Income** **(**mode **=** £10,00 to £19,999) **Religion** Religious (1) = 60% (N = 448) No Religion (0) = 40% (N = 302) |
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