Online Appendix

Individual and Collective Action: Evidence from the Climate Movement

Nathan W. Chan, Jakob Enlund, and Jonas Hjort

Contents

List of Figures **4**

List of Tables **4**

A Experimental Design **6**
A.1 App Treatments . . . 6
A.1.1 Registration . . . 6
A.1.2 Treatment Version of the App . . . 6
A.1.3 Control Version of the App . . . 12
A.2 Carbon Footprint Calculations . . . 13

B Data **14**
B.1 Screening: Pre-treatment Consumption Coverage . . . 14
B.2 Screening: Post-treatment Consumption Coverage . . . 16
B.3 Surveys and Quality Checks . . . 16
B.4 Data Linking and Contractors . . . 18

C Variable Definitions **19**
C.1 Administrative Register Data . . . 19
C.2 Bank Transaction Data . . . 20
C.3 App Registration and Usage Data . . . 21
C.4 Baseline Survey . . . 22
C.5 Election Survey . . . 25

C.6 Endline Survey . . . 29
C.7 Outcomes and Summary Statistics . . . 35

D Analysis and Interpretation **42**
D.1 Attrition . . . 42
D.2 Covariate Selection . . . 44
D.3 Multiple Hypothesis Testing . . . 44
D.4 Experimenter Demand Effects . . . 45
D.5 Measuring Deontology . . . 47
D.6 Pre-Analysis Plan Deviations . . . 50

E Consumption Outcomes **53**
E.1 Alternative Specifications . . . 53
E.2 Additional Results . . . 54
E.3 Back-of-the-Envelope estimates . . . 60

F Political Outcomes **62**
F.1 Alternative Specifications . . . 62
F.2 Additional Results . . . 67

G Auxiliary Analyses **70**
G.1 Deontology over Time . . . 70
G.2 Deontology across Countries . . . 70

H Documents **73**
H.1 Recruitment materials (Original Swedish) . . . 73
H.2 Recruitment materials (English translation) . . . 79
H.3 Election survey invitation (Original Swedish) . . . 85
H.4 Election survey invitation (English translation) . . . 88
H.5 Survey Instruments (Original Swedish) . . . 91
H.5.1 Baseline survey . . . 91
H.5.2 Election survey . . . 103
H.5.3 Endline survey . . . 116
H.6 Survey Instruments (English translation) . . . 134
H.6.1 Baseline survey . . . 134
H.6.2 Election survey . . . 146
H.6.3 Endline survey . . . 158

Bibliography 178

List of Figures

A.1 Personal Agency and Calculating Emissions 7
A.2 Belief Elicitation and Personalized Feedback 8
A.3 Suggested Actions and Individual Impact 9
A.4 Treatment Monthly Report: Feedback, Comparisons, and Individual Impact 11
A.5 The Control App: Dashboard and Peer Comparison 12
C.1 Environmental scores of parties and the measure of the greenness of vote . . 27
C.2 Balance: Individual characteristics 40
C.3 Balance: Baseline survey 41
D.1 Attrition and App Engagement 42
D.2 Correlation between Deontological Trolley Response and Valuation Ratio . . 48
E.1 Dynamic Treatment Effects on Total Carbon Footprint 54
E.2 Individuals' Perceptions of the App and Monthly Reports 57
E.3 Willingness to Adopt Climate-Friendly Behaviors and Estimated Reduction Potential 59
E.4 First-Quarter Effects for Green Individuals, by Action Category 60
F.1 Treatment effects on Political Actions and Preferences, with Donations (SEK) 65
F.2 Treatment Effects on Carbon Knowledge and Perceived Locus of Responsibility for Climate Change 67
G.1 Moral Concern and Personal Responsibility for Climate Change over Time. . 71
G.2 Cross-Country Comparisons of Deontological Reasoning 72

List of Tables

B.1 HUT-Benchmarked Minimum Observed Monthly Spending 15
C.1 Outcome Variables 35
C.2 Summary Statistics: Individual Characteristics 36
C.3 Summary Statistics: Baseline Survey 37
C.4 Summary Statistics: Election Survey 38
C.5 Summary Statistics: Endline Survey 39
D.1 Attrition and Data Quality 43
D.2 Responsiveness to Explicit Hypothesis Revelation at Endline 47
D.3 Correlation between Deontological Trolley Response and Valuation Ratio . . 48
D.4 Baseline Characteristics by Moral Orientation 49
D.5 Data Reliability for Self-Reported Political Action 52

E.1 Treatment Effects on Total Carbon Footprint: With Controls 53
E.2 Effects on Additional Consumption Outcomes 55
E.3 Treatment Effects on Total Carbon Footprint: First-Quarter Heterogeneity . 56
E.4 Willingness to Adopt Climate-Friendly Behaviors 58
F.1 Treatment Effects on Political Action: With Controls 62
F.2 Treatment Effects on Political Attitudes: With Controls 63
F.3 Treatment Effects on Revealed Preferences: With Controls 64
F.4 Treatment Effects on Revealed Preferences, with Donations (SEK) 66
F.5 Treatment Effects on Potential Mediators: Carbon Knowledge and Perceived Locus of Responsibility for Climate Change 68
F.6 Treatment Effects on Greenness of Vote by Swing-Voter Status 69

A Experimental Design

A.1 App Treatments

A.1.1 Registration

Participants in both the treatment and control groups complete the same registration process. They authenticate with BankID, verify their email address, connect their bank accounts, and complete a lifestyle profile. Questions concern transport and vehicles, housing, heating, and food habits. They also select the accounts used for consumption and review uncertain transaction categories. This information is used to interpret transaction data and personalize feedback for both the treatment and control groups; see Andersson (2020) for the underlying app methodology. At the end of registration, participants are randomly assigned to the treatment or control group.

A.1.2 Treatment Version of the App

Treatment onboarding Appendix Figures A.1–A.3 provide illustrative examples of the treatment onboarding sequence, which begins with a message about personal agency and an explanation of how the app calculates emissions from purchases (Appendix Figure A.1). Participants then guess their footprint relative to similar households and in absolute terms, before receiving personalized feedback on both guesses (Appendix Figure A.2). The next stage introduces between zero and seven personalized action suggestions, depending on participants' profiles and consumption (Appendix Figure A.3). Participants are asked to save the actions that they could consider carrying out, in whole or in part, over the next six months. Action cards combine concrete suggestions with estimated emissions and financial savings. Each card also offers expandable information on why individual actions matter, designed to increase self-efficacy and urgency to act. This message adapts the marginal-impact information designed and used by Semken (2025). It explains that each kilogram of emissions contributes to warming and links a one-tonne CO_2 reduction to 4,000 litres less glacier ice melting, six additional hours of aggregate life expectancy across people living this century, and protection of about 5 m^2 from severe vegetation changes. Appendix Figure A.3 pairs the clothing card with this expandable information, followed by a driving example. After onboarding, participants are invited to explore the app, where they can find additional action suggestions.

Figure A.1: Personal Agency and Calculating Emissions

Personal agency



"Your consumption has the power to change. Did you know that a large share of our climate emissions comes from our household choices? According to the IPCC's latest report, it is crucial that we all contribute to reducing emissions."

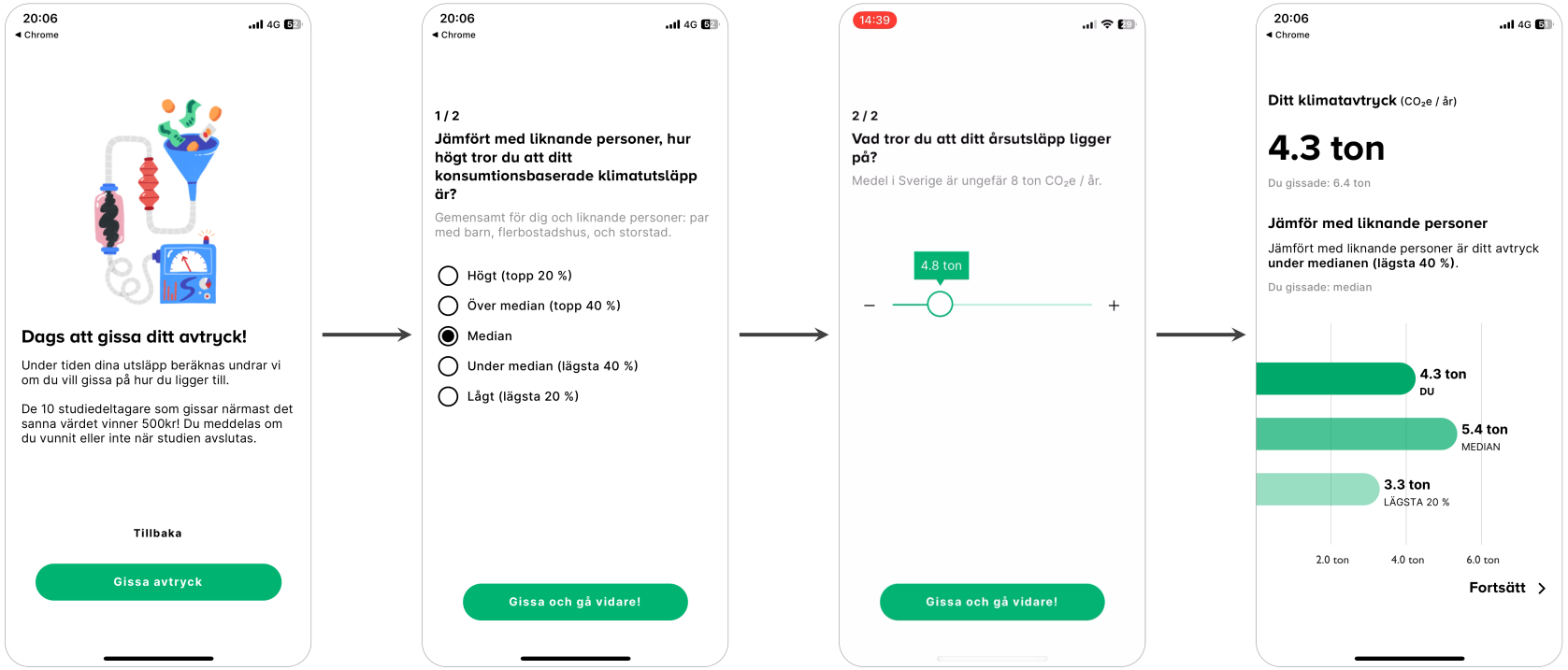
Calculating emissions



"We are now calculating your carbon footprint! Every krona you spend affects the climate. The app automatically calculates your emissions from each purchase using your bank data and your profile answers."

Appendix Figure A.2

Figure A.2: Belief Elicitation and Personalized Feedback



"Time to guess your footprint! While your emissions are being calculated, we wonder whether you would like to guess how you compare. The 10 study participants who guess closest to the true value win 500 SEK! You will be notified whether you have won or not when the study ends."

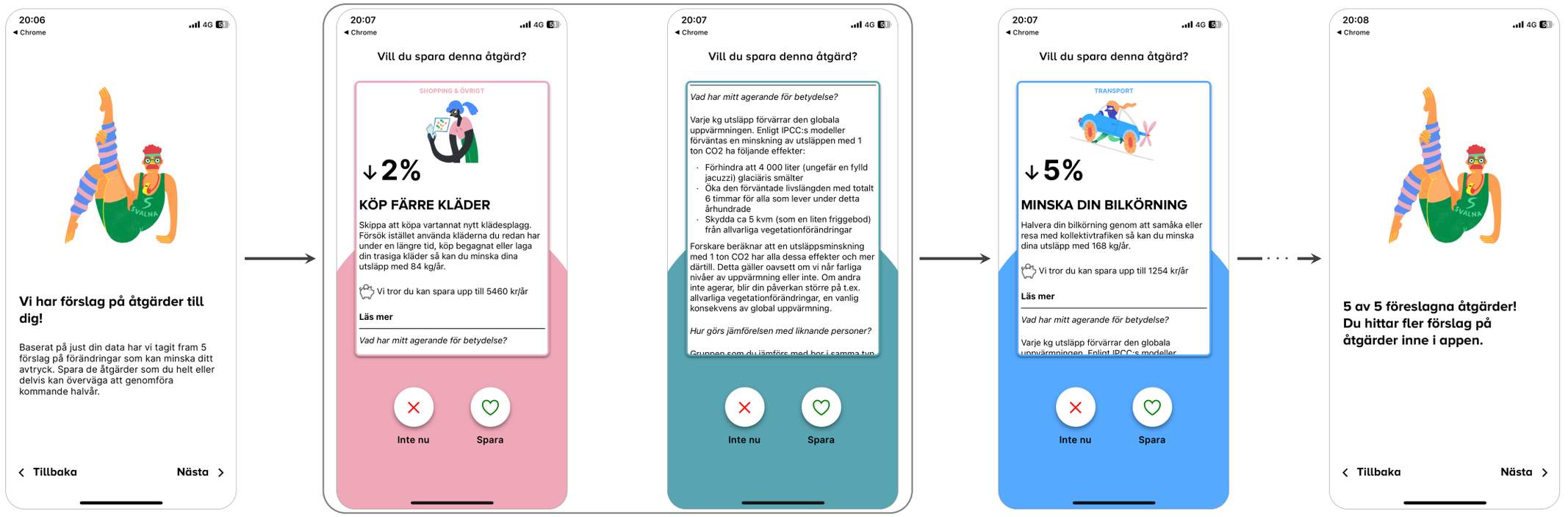
"Compared with similar people, how high do you think your consumption-based climate emissions are?" Responses: high (top 20%), above the median (top 40%), median, below the median (lowest 40%), or low (lowest 20%).

"What do you think your annual emissions are? The average in Sweden is approximately 8 tonnes CO_2e/year." Participants enter a guess using the slider.

"Your carbon footprint (CO_2e/year): 4.3 tonnes. You guessed: 6.4 tonnes." "Compared with similar people, your footprint is below the median (lowest 40%). You guessed: median." The chart compares own emissions with the peer median and lowest 20%.

Notes: Similar households are defined by household composition, dwelling type and location type.

Figure A.3: Suggested Actions and Individual Impact



"We have suggestions for actions for you! Based on your particular data, we have developed 5 suggestions for changes that can reduce your footprint. Save the actions that you could consider carrying out, wholly or partly, over the next six months."

"Buy fewer clothes. Skip buying every other new item of clothing. Instead, try using the clothes you already have for longer, buying second-hand or repairing your damaged clothes, and you can reduce your emissions by 84 kg/year. We think you can save up to 5,460 SEK/year."

"What difference do my actions make?" The expanded message is described in the treatment-onboarding paragraph.

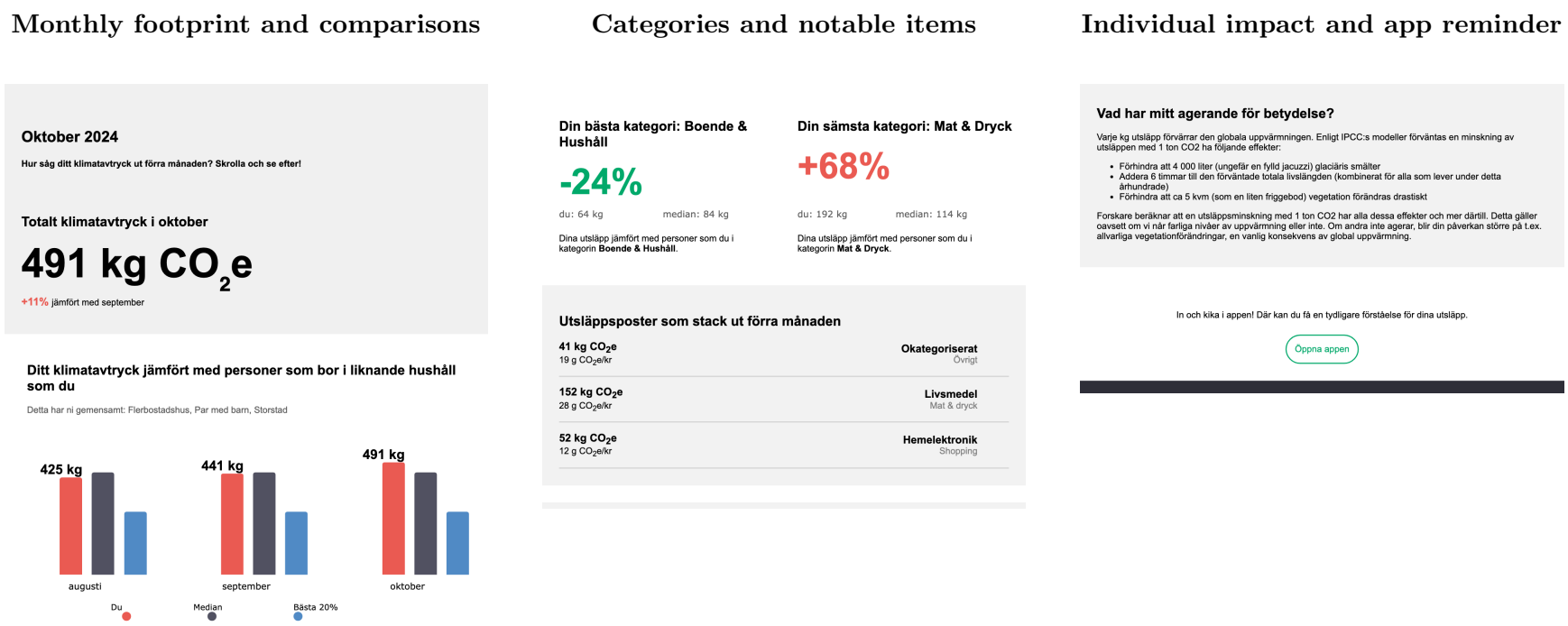
"Reduce your driving. Halve your driving by carpooling or using public transport, and you can reduce your emissions by 168 kg/year. We think you can save up to 1,254 SEK/year."

"5 of 5 suggested actions! You can find more suggestions for actions inside the app."

Using the treatment app After onboarding, participants can explore their carbon footprint through four views: overview, emissions, goals, and comparison (Figure II). The dashboard shows annual emissions, their evolution over time, and breakdowns by categories, subcategories, or individual transactions. The goals view provides an option to set an emissions reduction goal and access saved or unsaved actions. The comparisons section shows the participant alongside similar households and a low-emissions benchmark.

Treatment monthly reports Monthly emails summarize emissions, changes over time, and comparisons with similar households. Appendix Figure A.4 presents an example.

Figure A.4: Treatment Monthly Report: Feedback, Comparisons, and Individual Impact



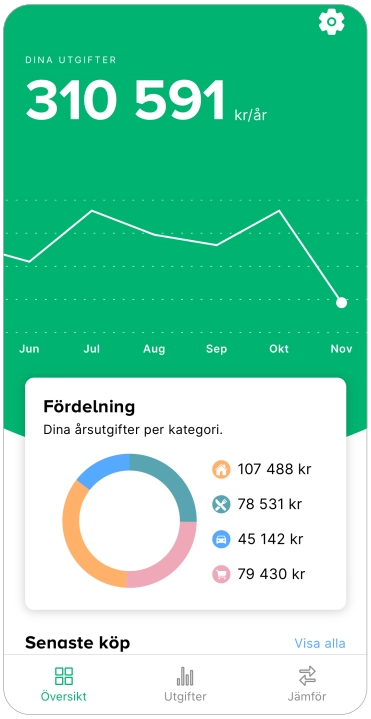
Notes: The left panel reports the previous month's footprint, the change from the preceding month and comparison with similar households. The middle panel highlights the user's best and worst categories relative to peers and lists notable emissions items. The right panel repeats the individual-impact message described above and invites the participant to return to the app: "Take a look in the app! There you can gain a clearer understanding of your emissions."

A.1.3 Control Version of the App

The control version provides personalized expenditure feedback in SEK and comparisons with users in similar households. It has a dashboard, expenditure breakdowns and a comparison view, using the same broad feedback structure as the treatment app but reporting spending rather than carbon emissions (Appendix Figure A.5). It contains no messaging that is designed to induce behavioral change. Control participants also receive monthly reports with expenditure feedback, similar to the treatment version shown in Appendix Figure A.4: it presents spending in SEK and excludes any normative messaging such as the section describing the marginal impact of emissions reduction.

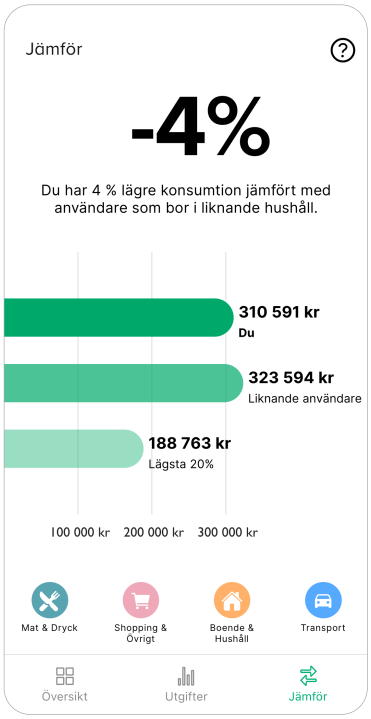
Figure A.5: The Control App: Dashboard and Peer Comparison

Expenditure dashboard



"Your expenses": annual expenditure, spending history and expenditure by category.

Peer comparison



"You have 4% lower consumption compared with users living in similar households."

Notes: The comparison displays expenditure in SEK for the user, similar users and the "Lowest 20%".

A.2 Carbon Footprint Calculations

The Svalna app provides best-in-class estimates of the user's carbon footprint by leveraging a combination of transaction, register, and user-entered data (Andersson, 2020), making it possible to deliver detailed estimates at scale. Even so, there are some natural limitations given the nature of the data. Svalna relies upon bank transactions that are accessed via BankID connection. The bank transactions contain information about the retailer but not specific line items that were purchased, which restricts the specificity of Svalna's carbon footprint estimations. For instance, the app can observe how much a user spent at McDonald's, but it cannot discern whether they purchased a burger or a salad, which have different carbon footprints. Although retailers may offer products with heterogeneous carbon intensities in actuality, Svalna will, for a given user, assign the same carbon footprint intensity to all transactions made at a given retailer due to data constraints. This shortcoming can affect the accuracy of carbon footprint estimates and may lead us to underestimate changes in consumption behavior. For instance, if a treated user continues to purchase from the same retailer but selects more sustainable options, we will not be able to detect changes along this margin in our data.

Hence, there will be some measurement error in the carbon footprint estimates, but there are several factors that mitigate their impact on our estimates of interest. First, our app uses highly rigorous, best-in-class methods for calculating footprints. Second, we use panel data econometrics to analyze consumption, which reduces concerns about time-invariant sources of measurement error. Third, to the extent that there is time-varying measurement error that may be correlated with treatment status (e.g., change in the nature of within-retailer consumption choices), this issue will arise in only specific scenarios and should, at worst, attenuate our estimates.

B Data

We take multiple measures to ensure data reliability and to protect individuals' privacy.

B.1 Screening: Pre-treatment Consumption Coverage

To participate in the study, individuals were required to have a smartphone with BankID linked to the bank account(s) they primarily used for consumption. Recruitment also targeted single-adult households, as indicated by official registers, and the invitation stated that participants should not share household expenditures with other adults, so that the app could provide accurate consumption feedback. If these conditions were satisfied and all relevant accounts were successfully connected, the transaction data should provide a close approximation of the participant's complete consumption profile. In practice, however, coverage could still be incomplete: participants might not have read or followed the eligibility instructions, might have connected only a subset of their accounts, might have used accounts that were unavailable through their BankID connection, or might have shared non-negligible expenses with other adults despite register data indicating otherwise.

We therefore screen the transaction records for signs that they capture only part of participants' consumption, including by comparing them to linked administrative records on income and household composition, as well as household expenditure benchmarks from Statistics Sweden (SCB). This serves two purposes. First, it increases the likelihood that we capture close approximations of complete single-adult expenditure and emissions profiles when analyzing the consumption response to our treatment. Second, it helps ensure that the treatment was delivered as intended, since the quality of the carbon footprint calculations, social comparisons, and personalized suggestions all depend on sufficiently complete pre-treatment expenditure data. Hence, we want to maximize the sample size, while not accepting participants with inadequate consumption data or treatment.

To identify participants with potentially incomplete data, we focus on complete transaction periods during approximately three months preceding treatment and assess their duration, level, and breadth in consumption categories. Specifically, we focus on the window between 22 January 2024, the start of the week in which most people get their first salary in 2024, and up to the last week before participants are treated. We use this time window to assess the plausibility that participants' transaction records reflect their consumption given everything else we know about them, most notably their monthly taxable income. When controlling for pre-treatment means of the outcome variables in our regressions, we also aggregate over this time window. When assessing plausibility, we focus on expenditures that drive emissions, i.e. excluding categories like "transactions" and "savings".

First, we compare observed spending with pseudonymously linked administrative records from SCB on monthly registered income and household composition.[1] The income data cover eight sources—including work, unemployment and study benefits, pensions, sickness and parental-leave benefits, and economic support—and allow us to distinguish relatively regular from irregular income patterns. Among participants with relatively regular registered income, we exclude participants with observed spending below 10% of individual register-based monthly income. For multi-adult households, we apply an additional check for the combination of very low observed spending and high individual and combined family register-based income, which may indicate that important expenditures occur through another household member's account.

Second, we complement this by comparing observed spending with external expenditure benchmarks derived from SCB's 2021 Household Expenditure Survey (HUT). This is important, since we cannot apply the above filter to participants for whom we lack register-based monthly income or to those with highly irregular income patterns. We exclude participants who have pre-treatment transaction data indicating consumption of less than 20% of the mean monthly expenditure levels derived from HUT for the individual's household composition group.[2] For participants classified as living in multi-adult households, we divide the corresponding two-adult HUT benchmark by two. Appendix Table B.1 shows the resulting monthly thresholds.

Table B.1: HUT-Benchmarked Minimum Observed Monthly Spending

Household composition	Minimum mean monthly spending threshold (2024 SEK)
Single adult, no children	6,100
Single adult, with children	6,500
Multi-adult household, no children	5,100
Multi-adult household, with children	6,900

Third, we complement these benchmark floors with checks for temporal and categorical coverage. Participants are excluded if their transaction history does not cover the required

[1] Monthly income comes from the preliminary monthly Population's Labour Market Status register (BAS), which combines administrative records of earnings and public transfers; see SCB's BAS quality documentation. Household composition is constructed from SCB's population and household registers and its Longitudinal Integrated Database for Health Insurance and Labour Market Studies (LISA); see SCB's documentation of the Register of the Total Population and the LISA register.

[2] The benchmarks are derived from SCB table TAB4155, "Utgifter för hushåll efter hushållstyp och utgiftsslag. År 2021". The estimate for single-adult households with children is suppressed as too uncertain to report, so we use the pooled estimate for all single-adult households for this group. To calculate the benchmarks, we convert the annual HUT expenditure values to monthly amounts and apply an approximately 20% CPI adjustment to express them in 2024 prices. The adjustment uses SCB's annual-average Consumer Price Index (KPI), total, 1980=100

pre-treatment window, if spending is recorded in five or fewer consumption categories per month on average, or if average food and transport spending is below 500 SEK per month.

Finally, we also exclude participants where we cannot determine an exact treatment date based on the app data we received from Svalna AB, participants who cannot be assigned to the relevant household-income groups, and participants whose first historical footprint recorded by the app is below one tonne of CO_2e per year.

The thresholds used in these checks are deliberately low, so that we only exclude participants with clear indications of incomplete coverage and allow for relatively low but accurate levels of spending in some categories. Of the 4,683 RCT participants entering the screening procedure, 4,079 pass the combined checks, with 2,049 in the treatment group and 2,030 in the control group. This constitutes the base sample for the analyses, with further availability and quality checks determining the sample for each analysis and outcome.

B.2 Screening: Post-treatment Consumption Coverage

The screening of transaction history in the previous section is based on a one-time scraping of the participants' bank statement at study registration. Post-treatment consumption data however, relies on a continuous connection between the study app and the participants' bank(s), and furthermore requires manual approval every 90 days. This makes post-treatment consumption data coverage more fragile and, therefore, we take additional steps to determine the period over which it remains usable. We identify banks with at least five expenditure transactions that have positive emissions and total at least 2,500 SEK during the 90 days before treatment, and retain participant-observations only while all these banks remain covered by their observed transaction histories. Although this method is conservative and might exclude periods of adequate consumption data for some participants, it helps to ensure that we do not interpret incomplete bank coverage as a decline in consumption. Primarily because of bank-connection failures during the study period and participants not actively confirming their consent to share transaction data, participants contribute different numbers of post-treatment weeks to the consumption analysis. However, as illustrated in Figure D.1 and Appendix Table D.1, this remains highly balanced between treatment and control.

B.3 Surveys and Quality Checks

Following best practices in survey design (e.g. Stantcheva, 2023), we appealed to respondents' sense of responsibility by asking them to answer honestly and carefully; informed them that their responses must pass automatic checks for hasty or incoherent answers to be useful

to researchers; and embedded several questions that enabled us to detect inattention or inconsistency.

In the baseline survey, we used an attention check question to filter out inattentive respondents.[3] We furthermore required participants to provide sufficiently consistent answers to an almost identical pair of questions on political and environmental self-identity, allowing answers to differ by at most two points on the seven-point Likert scales. We also excluded respondents whose environmental, altruistic, and egoistic value scores were identical. Among the 3,994 participants who started the baseline survey, 74% passed these checks.

For the election survey, we check for highly repetitive response patterns and inconsistency between reported voting participation and official voting records, both indicating rushed or unserious answers. First, following e.g. Stantcheva (2023) and Meade and Craig (2012), we evaluate response patterns in a 22-item battery on reasons for voting, and exclude those with 16 or more identical consecutive answers. Second, we exclude respondents with identical ratings for all eight parties in any of our three party-rating batteries. Finally, we exclude respondents whose reported voting participation clearly contradicted the register records, while keeping respondents with missing information or responses like indicating a blank ballot, inability to recall, or unwillingness to answer. The turnout outcome itself is measured using official voting records. 91% of those who started the election survey passed these checks.

In the endline survey, an attention check instructed respondents to select both "Very interested" and "Not at all interested" when answering a question about political interest. As in the baseline survey, we give some leeway to respondents here and also accept "Very strongly interested" as an accepted answer alongside "Not at all interested", provided neither of the two intermediate response options was selected. 78% of those who started the endline survey passed these checks.

The main political analyses require respondents to pass both the baseline checks and those for the relevant follow-up survey. Voting analyses additionally require treatment before election day, while analyses of election-survey preferences require treatment before the respondent started that survey. Appendix Table D.1 reports the resulting number of participants that passed quality checks for the relevant samples used for analyses. The election survey and endline survey inquired about a battery of self-reported political actions in the past month and past six months, respectively, as a way to measure post-treatment political engagement. For participation in a demonstration, we included a follow-up question about the date and location of the demonstration to validate whether action was indeed

[3]The attention check, available in Section H.5, first indicated that respondents should select current ministers in the Swedish Government but later instructed respondents to select only "Daniel Granberg", the only listed name who was not a minister. After receiving some critique from respondents on our phrasing, we also accepted respondents who correctly selected all five actual ministers and left Granberg unselected.

taken post-treatment. Among respondents, 80.6% in the election survey and 40.8% in the endline survey referred to demonstrations during the pre-treatment period (i.e., outside of the requested time frame). Other questions in the battery made reference to the same time periods and are thus likely to be prone to similar errors, so these questions were not used to measure political outcomes.

The endline survey had a carbon quiz to assess individuals' carbon knowledge and learning in the treatment group, further described in Appendix C. To reduce individuals' opportunities to look up answers, particularly among those with access to the treatment app, we set time limits that were calibrated in pilots, giving individuals 30, 60, and 60 seconds to complete the three components, respectively. When the allotted time expired, answers were locked and the survey advanced automatically, with no possibility of returning to previous questions. Individuals were informed about these procedures before the quiz began and before learning the subject of the quiz. They were also informed that the ten best responses would each receive a prize of 200 SEK.

B.4 Data Linking and Contractors

We worked with multiple contractors for recruitment, survey dissemination, and data handling. We maintained strict protocols to protect subjects' privacy.

The initial sample was generated by *Checkbiz AB*, which delivered to the research team a list of social security numbers (SSNs) for potential subjects that matched the recruitment specifications described above. The research team shared these SSNs with *KGM* along with a list of pseudonyms (EF-IDs). *KGM* randomly paired SSNs and EF-IDs and served as the keyholder for linking EF-IDs to actual identities; the research team never held these keys linking SSNs to EF-IDs. *KGM* then served as the data processor for inviting potential subjects to participate via digital mailbox. Each invitation included personalized links that contained the participant-specific EF-ID for data bridging. *Svalna AB* collected bank transactions and carbon footprint data from individuals through the mobile app, while *Enkätfabriken* collected additional data through the aforementioned surveys. These data sources were linked together by EF-ID. Data from official government registers were also linked via EF-ID. The research team shared EF-IDs of participants with *KGM*, which produced a corresponding matched list of SSNs to send to the government agency hosting relevant register data. The government agency matched requested register variables for these individuals by SSN before sending a pseudonymized list (identified using EF-IDs and dropping SSNs) to the research team. The government agency then destroyed the key.

C Variable Definitions

All variables are defined below. Original survey instruments are presented in Sections H.5 and H.6.

C.1 Administrative Register Data

Demographics

Female: Indicator for being registered as female.

Age: Age in years at study launch.

Monthly Income

Mutually exclusive indicators for the individual's mean monthly income bracket in 2024, based on Statistics Sweden register data.

<15k SEK: Equal to 1 if monthly income is below 15,000 SEK.

15k–25k SEK: Equal to 1 if monthly income is between 15,000 and 25,000 SEK.

25k–35k SEK: Equal to 1 if monthly income is between 25,000 and 35,000 SEK.

35k–45k SEK: Equal to 1 if monthly income is between 35,000 and 45,000 SEK.

≥45k SEK: Equal to 1 if monthly income is 45,000 SEK or above.

Education

Mutually exclusive indicators for the individual's highest completed level of education.

Compulsory: Equal to 1 if the individual's highest education is compulsory school (approximately 9 years).

Upper-secondary: Equal to 1 if the individual completed upper-secondary school (*gymnasium*, approximately 12 years).

Post-secondary, <3 years: Equal to 1 if the individual completed some post-secondary education of less than three years.

Post-secondary, ≥3 years: Equal to 1 if the individual completed a post-secondary degree of three or more years (e.g., a bachelor's or master's degree).

Voting

Voted: Indicator equal to one if the individual voted in the 2024 European Parliament election, according to official electoral records, and zero otherwise.

C.2 Bank Transaction Data

Individuals share bank records at the transaction level, where we observe the date, amount, and which of 65 expenditure categories the transaction belongs to. Each category is further grouped into four broader parent categories: Food, Housing, Transport, and Miscellaneous. The app then uses this information along with a number of other sources to estimate the carbon footprint for each transaction, as further described in Appendix A.2.

Data Availability

Pre-treatment days available: Number of days with eligible transaction data before treatment, using all available history and excluding the treatment day.

Post-treatment days available: Number of days with eligible transaction data after treatment, excluding the treatment day.

Basic Measures

Expenditure: Consumption spending measured in Swedish kronor (SEK).[4]

Carbon footprint: Estimated emissions measured in kilograms of CO_2 equivalent (kg CO_2e).

Carbon intensity: Carbon footprint divided by expenditure, expressed in kg CO_2e per 1,000 SEK.

We aggregate this data over periods relevant to each analysis. We use the inverse hyperbolic sine transformations of carbon footprint and expenditures in all regression models. We aggregate the data by all expenditure categories, the four broader parent categories, or by one of the 65 subcategories, as relevant to each analysis. When controlling for pre-treatment means of outcome variables in regressions, we use the available data from 22 January 2024 to the week before treatment, as further explained in Appendix B. The selection of additional baseline controls is described in Appendix D.2. The above-median baseline footprint indicator identifies individuals whose mean weekly footprint from 22 January 2024 to the week before treatment exceeds the median among individuals in the consumption sample who passed the baseline survey quality checks.

[4]Consumption spending excludes categories classified as savings, transfers, charity, and financial services.

C.3 App Registration and Usage Data

Treatment: Indicator for treatment assignment. For individuals assigned treatment this equals 1 in cross-sectional analyses, while in the dynamic consumption analyses it equals 1 after treatment and 0 before.

Region

Mutually exclusive indicators for municipality type, constructed from the SKR municipality classification supplied by Svalna AB.

Big City: Resides in Stockholm, Gothenburg, or Malmö.

Large town: Resides in a large town (outside the three major cities).

Commuting town: Resides in a municipality classified as a commuting town.

Rural town: Resides in a rural municipality, smaller town or municipality with low commuting.

Dwelling

Mutually exclusive indicators for the individual's housing type.

Apartment: Resides in an apartment.

House: Resides in a detached or semi-detached house.

Household Composition

Adults in household: Number of adults (age 18+) living in the individual's household, including the individual.

Children in household: Number of children (age <18) living in the individual's household.

Transport and Commuting

Car owner: Binary indicator equal to 1 if the individual reported owning or leasing a car.

Commuting distance (km): One-way distance in kilometers between the individual's home and primary workplace.

Diet

Mutually exclusive indicators for the individual's diet.

Mixed: Equal to 1 if the individual follows a mixed (omnivore) diet.

Vegan: Equal to 1 if the individual follows a fully plant-based (vegan) diet.

Vegetarian: Equal to 1 if the individual follows a vegetarian diet (no meat or fish, but may include dairy and eggs).

Vegfish: Equal to 1 if the individual follows a pescatarian diet (no meat but includes fish).

App Engagement and Suggested Actions

Days with app engagement: Number of days on which the individual actively engaged with the study app (e.g., opened the app or interacted with feedback content).

Actions suggested: Number of suggested actions, further described in Appendix A.1, presented to the individual at registration.

Actions selected: Number of suggested actions selected by the individual at registration. The share selected uses the number suggested as its denominator.

Potential annual emissions reduction: Estimated annual kg CO_2e reduction associated with suggested actions.

C.4 Baseline Survey

Survey Completion and Quality

Started baseline survey: Indicator for starting the baseline survey.

Number of questions answered: Total number of survey questions completed by the individual out of a fixed set of 80 questions that excludes questions along individualized survey routes.

Passed quality checks: Indicator for passing the baseline quality checks, further described in Appendix B.

Environmental Attitudes

Considers climate change a problem (1–10): The individual's response for "Climate change" to the question: "How serious do you think the following problems are right now?" Responses range from 1 ("Not at all a serious problem") to 10 ("An extremely serious problem").

Considers climate change a problem (≥7): Binary indicator equal to 1 if the individual rates climate change as 7 or higher on the above scale, and 0 otherwise.

Pro-environmental self-identity (1–7): Individuals are asked: "To what extent do the following statements apply to you?" The measure is the mean of responses to three statements:

- "Behaving in an environmentally friendly way is an important part of who I am";
- "I am the kind of person who behaves in an environmentally friendly way";
- "I see myself as an environmentally friendly person".

Each response ranges from 1 ("Applies to me very poorly") to 7 ("Applies to me very well").

Pro-environmental self-identity (≥5): Binary indicator equal to 1 if the individual's pro-environmental self-identity is 5 or higher, and 0 otherwise.

Wish to live more sustainably (1–7): Desire to adopt a more sustainable lifestyle. Individuals are asked: "To what extent do the following statements apply to you?" The measure is the response to the statement "I would like to live more sustainably", on a scale from 1 ("Applies to me very poorly") to 7 ("Applies to me very well").

Wish to live more sustainably (≥5): Binary indicator equal to 1 if the individual rates their wish to live more sustainably as 5 or higher, and 0 otherwise.

Green preferences (0/1): Binary indicator equal to 1 if the individual meets all three criteria: (i) rates climate change concern as 7 or higher out of 10; (ii) has a mean pro-environmental self-identity score of 5 or higher out of 7; and (iii) rates their wish to live more sustainably as 5 or higher out of 7. We also refer to these individuals as "greens" and "green consumers".

Deontologist: Binary indicator based on the following trolley vignette:

> "Imagine the following situation. A runaway tram is rushing along a tram track. A little further ahead, five people are tied to the track, unable to move, and the tram is rushing towards them. You are standing a short distance away on the track area, next to a lever that controls a railway switch. If you pull the lever, the tram will switch to a side track. You notice, however, that there is one person tied to this side track, also unable to move. You have two (and only two) options:

- Do nothing, and the tram will kill the five people on the main track.
- Pull the lever so the tram switches to the side track, thereby killing the lone person there.

You are faced with a moral dilemma. What is the most ethical choice? Simply put, what is the right thing to do?"

The response options are "Do nothing" and "Pull the lever". The indicator equals 1 if the individual chooses "Do nothing" (deontologist), and 0 if they choose "Pull the lever" (consequentialist).

Green deontologist: Individual classified as both green, according to the criteria above, and deontological.

Green consequentialist: Individual classified as both green, according to the criteria above, and consequentialist.

Political Attitudes and Voting Intentions

How interested are you in politics?: The individual's response to the question: "How interested are you in politics in general?" Responses are coded as 1 ("Not at all interested"), 2 ("Not particularly interested"), 3 ("Quite interested"), and 4 ("Very interested").

Left-right political orientation: The individual's response to the question: "It is sometimes said that political opinions can be placed on a left–right scale. Where would you place yourself on such a scale?" Responses are coded as 1 ("Clearly to the left"), 2 ("Somewhat to the left"), 3 ("Neither to the left nor to the right"), 4 ("Somewhat to the right"), and 5 ("Clearly to the right").

Plan to vote: Mutually exclusive indicators based on the question: "Are you planning to vote in this year's European Parliament election on June 9?" The question refers to the 2024 election.

No: Equal to 1 if the individual answers "No", and 0 otherwise.

Undecided: Equal to 1 if the individual answers "Undecided", and 0 otherwise.

Yes: Equal to 1 if the individual answers "Yes", and 0 otherwise.

Sure of party to vote for (0/1): Binary indicator based on the question: "If you plan to vote in the European Parliament election, are you certain which party you will vote for, or are

you hesitating between different parties?" The indicator equals 1 if the individual answers "Yes, I am certain", and 0 if they answer "No, I am hesitating between different parties".

Greenness of intended vote: Individuals are asked: "Which party would you vote for if there were an election to the European Parliament today?" Each individual receives the greenness score of the party they intend to vote for, on a scale from 0 to 100. The same party scores are used for greenness of vote in the election survey; their construction is described in the Election Survey section below. Individuals who do not indicate a party or intend to vote for another party are coded as missing.

Voting intention: Separate binary indicators for the party the individual intended to vote for in the 2024 European Parliament election, as reported in the baseline survey: V, S, C, L, M, KD, MP, SD, or another party.

C.5 Election Survey

Survey Completion and Quality

Started election survey: Binary indicator equal to 1 if the individual began the election survey.

Number of questions answered: Total number of survey questions completed by the individual out of a fixed set of 59 questions that excludes questions along individualized survey routes.

Passed quality check: Indicator for passing the quality checks described in Appendix B.

Voting and Party Ratings

Reported voting: Indicator for reporting having voted in the 2024 European Parliament election, including votes for any party and blank ballots.

Indicators for party voted for: Separate indicators based on the question: "Which party did you vote for in this year's European Parliament election?" The response categories are Left Party, Social Democrats, Centre Party, Liberals, Moderates, Christian Democrats, Green Party, Sweden Democrats, another party, blank ballot, did not vote, cannot remember, and do not want to answer. The same question is used to construct greenness of vote.

Party environmental ratings: Individuals are asked: "If you consider the parties' attitude towards investing in an environmentally friendly society, even if it means lowering the material standard of living, where would you place the parties on the following scale?" Separate

ratings are recorded for the eight named parties, from 1 (the party views this as a "very bad proposal") to 7 (the party views this as a "very good proposal"). These ratings are used to construct the party greenness scores described below.

Greenness of vote: Greenness scores are constructed as follows. In the election survey, individuals rate how environmentally friendly they perceive each party to be. We use individuals' ratings to construct two sets of greenness scores: one based on the average rating among individuals voting for government-supporting parties, and one based on those voting for opposition parties. This approach accounts for the fact that partisanship may affect individuals' perceptions of the parties. Individuals answered the following question: "If you consider the parties' attitude towards investing in an environmentally friendly society, even if it means lowering the material standard of living, where would you place the parties on the following scale?" Responses range from 1 (the party views this as a "very bad proposal") to 7 (the party views this as a "very good proposal"). For each government-supporting party (L, M, KD and SD), we retain its mean score among individuals voting for government-supporting parties; for each opposition party (V, S, C and MP), we retain its mean score among individuals voting for opposition parties. This yields one score per party. We rescale these eight scores jointly to range from 0 to 100 and assign each individual the score of the party they voted for. This provides a continuous measure of the greenness of the individual's vote. The scores, rounded to whole numbers, are: Miljöpartiet (Green Party) = 100, Vänsterpartiet (Left Party) = 84, Socialdemokraterna (Social Democrats) = 57, Centerpartiet (Centre Party) = 48, Liberalerna (Liberals) = 42, Moderaterna (Moderates) = 23, Kristdemokraterna (Christian Democrats) = 22, Sverigedemokraterna (Sweden Democrats) = 0. Higher values indicate a greener vote. Individuals who did not vote, cast a blank ballot, could not remember, declined to answer, or voted for another party are coded as missing. The same party scores are also used to measure greenness of intended vote in the baseline survey (see above).

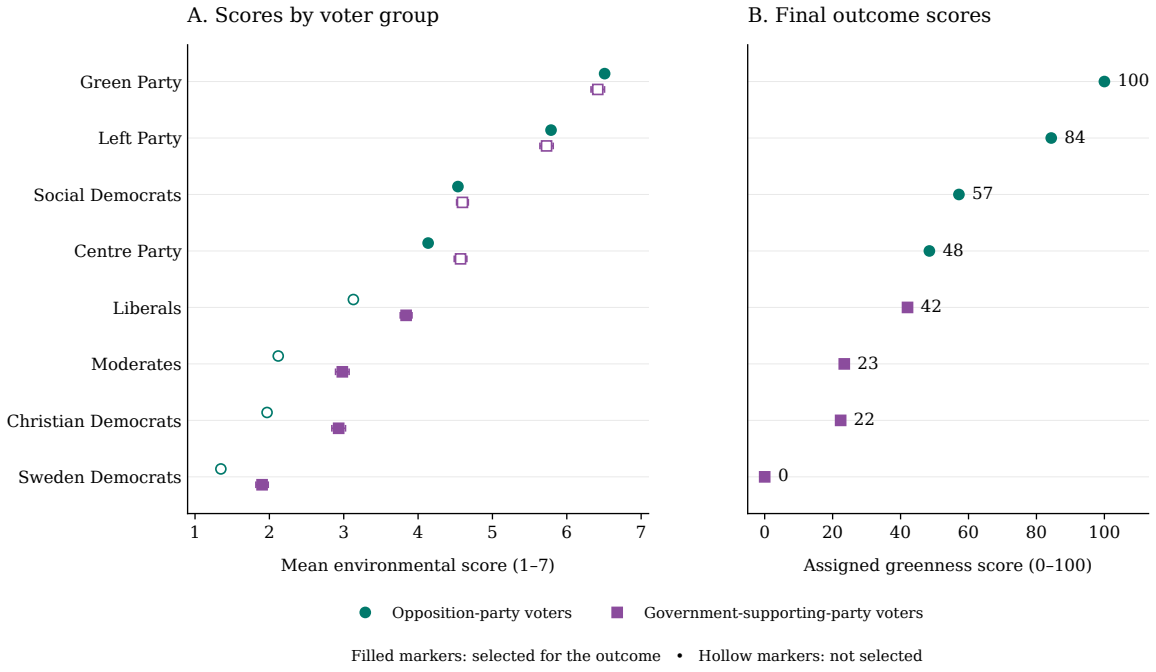


Figure C.1: Environmental scores of parties and the measure of the greenness of vote

Notes: Panel A shows mean environmental scores on the original 1–7 scale separately among voters for opposition parties (V, S, C and MP) and government-supporting parties (L, M, KD and SD). Bars show pointwise 95% confidence intervals. Filled markers identify the selected score for each party: its mean evaluation among voters for parties in the same group. These eight selected scores are jointly rescaled to 0–100 to produce the final continuous measure illustrated in Panel B. Each individual receives the score of the party they voted for in the election survey or intended to vote for in the baseline survey.

Political Action Index: Average of standardized turnout and standardized greenness of vote, followed by standardization of the average. Standardization uses the means and standard deviations of those assigned to the control group before election day and who pass the baseline and election survey quality checks. When greenness of vote is unavailable (e.g. for non-voters), we use the control-group mean for that component when constructing the index.

Climate Policy Preferences

Climate policy support: Average of standardized support for the fossil fuel ban, carbon tax and climate labeling described below, followed by standardization of the average. Standardization uses the means and standard deviations of individuals in the control group who pass the baseline and election survey quality checks and are assigned before starting the election survey. For individuals answering at least one of the three questions, missing answers are

replaced by the mean answer to that question in their treatment or control group before standardization, following Kling et al. (2007). Higher values indicate greater policy support.

Climate Policy: Ban: Individuals are asked: "What is your opinion on the following political proposals?" The measure is the response to the proposal: "Introduce a fossil fuel ban from 2030 that prohibits the use of fossil fuels in industry and all sale of fossil fuels for transport." Responses are coded as 1 ("Very bad proposal"), 2 ("Quite bad proposal"), 3 ("Neither good nor bad"), 4 ("Quite good proposal"), and 5 ("Very good proposal"). "No opinion" is treated as missing.

Climate Policy: Tax: Response to the same question for the proposal: "Raise the carbon dioxide tax to reduce emissions, with an expected increase in expenses for households and businesses in proportion to how much CO_2 they emit." Responses use the same scale as the ban proposal, with "No opinion" treated as missing.

Climate Policy: Nudge: Response to the same question for the proposal: "Introduce mandatory climate labeling of products, so that the degree of climate impact of a product is always visible to the consumer." Responses use the same scale as the ban proposal, with "No opinion" treated as missing.

Climate importance for vote: The individual's response for "The climate" to the question: "How much importance did the following issues have for your choice of party in the European Parliament election?" Responses range from 1 ("Very little importance") to 5 ("Very great importance"). Its standardized version uses the mean and standard deviation of individuals assigned to the control group before election day who pass the baseline and election survey quality checks.

Locus of responsibility for climate: ind. vs soc.: Individuals are asked: "In political debate it is sometimes discussed who has the primary responsibility for achieving certain societal goals or minimizing the harmful effects of various activities: the individual or society at large?" The measure is the response for "Reducing the climate impact of consumption", on a five-point scale. The endpoints are explained as follows: "1 means that the individual has primary responsibility, without the need for societal restrictions or measures, as individuals themselves must take responsibility" and "5 means that society has primary responsibility, with clear common solutions or restrictions to guide people's decisions or actions (e.g. laws, taxes, or subsidies)".

Political Attitudes Index: Average of standardized climate importance for vote and climate policy support, followed by standardization of the average. The two components are stan-

dardized as described above. The final standardization uses the mean and standard deviation of individuals assigned to the control group before election day who pass the baseline and election survey quality checks. The index is missing if either component is unavailable.

Awareness of the Purpose of the Study

Indicators based on answers to the question: "If you were to guess, what do you think the researchers behind this survey from the Swedish National Election Studies are specifically interested in?" Separate indicators identify whether the individual provides an answer and whether it mentions: the app; consumption; climate or the environment; or migration, crime or security. An answer can mention more than one topic. See Appendix D.4 for the diagnostic design and comparison.

C.6 Endline Survey

Survey Completion and Quality

Started endline survey: Binary indicator equal to 1 if the individual began the endline survey.

Number of questions answered: Total number of survey questions completed by the individual out of a fixed set of 89 questions that excludes questions along individualized survey routes.

Passed quality check: Indicator for passing the endline quality checks, further described in Appendix B.

Revealed Preferences

Revealed Preferences Index: Average of standardized petition and donation indicators defined below, followed by standardization of the average. Standardization uses the means and standard deviations of individuals in the control group who pass the baseline and endline quality checks. The index is missing if either component is unavailable. Higher values indicate stronger revealed preferences for climate action.

Signed petition: Individuals are presented with the statement: "I agree that immediate action on climate change is crucial. Now is the time to invest in a future with low carbon dioxide emissions and prevent lasting damage to all living things. Science shows that we cannot afford to wait to reduce harmful emissions. I lend my support to the call on leaders in Sweden and the world to act so that we do not lose the battle against climate change." They are then asked: "Do you support this statement (you will NOT be asked to sign anything; you only need to indicate whether you support the statement here. We will send

the aggregated results to the Prime Minister's Office, while your individual response remains confidential.)?" The indicator equals 1 for "Yes" and 0 for "No".

Donation: Individuals are informed that, by taking part in the survey, they may be randomly selected to receive SEK 500 after the final survey and will be notified a few days after the survey whether they have been selected. They can choose to donate part of this additional payment, if selected, to a reforestation project to combat climate change, certified by The Gold Standard. They are asked: "If you were to be selected to receive SEK 500, please indicate your donation amount using the slider below:" Individuals therefore indicate their donation before learning whether they will receive the payment. The indicator equals 1 if the amount exceeds the median among individuals in the control group who pass the baseline and endline quality checks, and 0 otherwise.

Donation amount (SEK): The amount indicated in response to the donation question above, ranging from SEK 0 to 500.

Climate Policy Preferences

Climate policy support: Average of standardized support for the fossil fuel ban, carbon tax and climate labeling described below, followed by standardization of the average. Standardization uses the means and standard deviations of individuals in the control group who pass the baseline and endline quality checks. For individuals answering at least one of the three questions, missing answers are replaced by the mean answer to that question in their treatment or control group before standardization, following Kling et al. (2007). The index is missing for individuals who answer none of the three questions. Higher values indicate greater policy support.

Climate Policy: Ban: Individuals are asked: "What is your opinion on the following political proposals?" The measure is the response to the proposal: "Introduce a fossil fuel ban from 2030 that prohibits the use of fossil fuels in industry and all sale of fossil fuels for transport." Responses are coded as 1 ("Very bad proposal"), 2 ("Quite bad proposal"), 3 ("Neither good nor bad"), 4 ("Quite good proposal"), and 5 ("Very good proposal"). "No opinion" is treated as missing.

Climate Policy: Tax: Response to the same question for the proposal: "Raise the carbon dioxide tax to reduce emissions, with an expected increase in expenses for households and businesses in proportion to how much CO_2 they emit." Responses use the same scale as the ban proposal, with "No opinion" treated as missing.

Climate Policy: Nudge: Response to the same question for the proposal: "Introduce mandatory climate labeling of products, so that the degree of climate impact of a product is always visible to the consumer." Responses use the same scale as the ban proposal, with "No opinion" treated as missing.

Locus of responsibility for climate: ind. vs soc.: Individuals are asked: "In political debate it is sometimes discussed who has the primary responsibility for achieving certain societal goals or minimizing the harmful effects of various activities: the individual or society at large?" The measure is the response for "Reducing the climate impact of consumption", on a five-point scale. The endpoints are explained as follows: "1 means that the individual has primary responsibility, without the need for societal restrictions or measures, as individuals themselves must take responsibility" and "5 means that society has primary responsibility, with clear common solutions or restrictions to guide people's decisions or actions (e.g. laws, taxes, or subsidies)".

Carbon Knowledge

We measure carbon knowledge using a standardized composite score based on three components of the carbon quiz taken at endline. See Appendix B.3 for a description of quiz administration, timing and incentives. For the full question wording, see questions G1–I1 in the endline survey in Appendix H.5.

The three components are as follows:

1. Individuals estimate their annual carbon footprint in tonnes of CO_2e. The component score is the inverse hyperbolic sine of the absolute difference between the individual's estimate and the latest available estimate from the individual's own transaction data.

2. Individuals are asked to rank four consumption categories (transport, housing and household expenditure, food and drinks, and goods and other expenditures) by their contribution to their own emissions. The component score is the Spearman rank correlation between the individual's ranking and the latest available estimates from the individual's own transaction data.

3. Individuals are asked to estimate emissions from five activities: traveling 900 km by petrol car, train or airplane; buying a laptop; and buying clothing for SEK 5,000. Answers are evaluated against reference values provided by Svalna AB, which are 90, 10, 200, 200 and 250 kg CO_2e, respectively. For each of the ten distinct pairs formed from these five activities, we take the absolute difference between the log of the individual's estimated emissions ratio and the log of the reference ratio, and then average these

differences. The component therefore measures accuracy in relative emissions across activities.

Each component is coded so that higher values indicate greater accuracy and is standardized using its available observations among those in the control group passing the endline quality check. For those with at least one valid component, missing standardized components are replaced by the corresponding mean within their randomly assigned treatment or control group, following Kling et al. (2007). To get the final composite score, we take the mean of the standardized component scores and then standardize again using the control group mean and standard deviation. The resulting score is a continuous measure of carbon knowledge, with mean zero and standard deviation one in the control group.

Willingness to Pay for Effective vs Ineffective CO_2e Reductions

Individuals are asked how much they would be willing to pay to reduce their personal emissions by one tonne in two situations. The introduction explains that reducing emissions can involve costs, such as buying environmentally friendly products, investing in energy-saving solutions or purchasing carbon offsets, and states that economic estimates put the cost of reducing emissions in line with climate targets at SEK 400–800 per tonne of CO_2e.

Valuation ratio: Willingness to pay in the ineffective situation divided by willingness to pay in the effective situation, using the amounts described below. Ratios above 1 are set to 1. The ratio is missing if either answer is missing or willingness to pay in the effective situation is zero. Higher values indicate greater willingness to pay for a reduction that does not lower global emissions, relative to one that does, consistent with being less consequentialist and more deontological. The measure follows that of Kaufmann et al. (2024).

Willingness to pay for one ton effective CO2 reduction

Individuals are presented with the situation: "If you reduce your own CO_2 emissions by one tonne, global CO_2 emissions also decrease by one tonne." They are asked: "How much would you be willing to pay to reduce your CO_2 emissions by one tonne?" The following mutually exclusive indicators identify the selected response. For the valuation ratio, responses are coded as SEK 0, 200, 400, 600, 800 and 1,000, with "1,000 SEK or more" assigned SEK 1,000.

0 SEK: Equal to 1 if the individual selects "0 SEK".

200 SEK: Equal to 1 if the individual selects "200 SEK".

400 SEK: Equal to 1 if the individual selects "400 SEK".

600 SEK: Equal to 1 if the individual selects "600 SEK".

800 SEK: Equal to 1 if the individual selects "800 SEK".

≥1000 SEK: Equal to 1 if the individual selects "1,000 SEK or more".

Willingness to pay for one ton ineffective CO2 reduction

Individuals are presented with the situation: "In this situation, reducing your own CO_2 emissions by one tonne would not affect global emissions. This may be because your reduction makes it cheaper for others to emit more, causing their emissions to increase by the same amount as your reduction." They are asked: "How much would you be willing to pay to reduce your CO_2 emissions by one tonne in this situation?" The following mutually exclusive indicators identify the selected response. The monetary coding for the valuation ratio is the same as above.

0 SEK: Equal to 1 if the individual selects "0 SEK".

200 SEK: Equal to 1 if the individual selects "200 SEK".

400 SEK: Equal to 1 if the individual selects "400 SEK".

600 SEK: Equal to 1 if the individual selects "600 SEK".

800 SEK: Equal to 1 if the individual selects "800 SEK".

≥1000 SEK: Equal to 1 if the individual selects "1,000 SEK or more".

Experimenter-Demand Diagnostic

Vignette framing indicators: Indicators identify the crowd-out, crowd-in and neutral endline vignette arms. Vignettes are further described in Appendix D.4.

Post-vignette carbon-tax support: Support for a carbon tax reported after the endline vignette, standardized using the mean and standard deviation among individuals in the main experiment's control group who passed the baseline and endline quality checks. See Appendix D.4 for the vignette design and analysis.

App Experience

Individuals are asked about their experience of the study's app, Konsumtionskollen, and the associated monthly updates received by email: "To what extent do you agree with the following statements?" Each statement is rated from 1 ("Do not agree at all") to 7 ("Agree completely").

- "The app could correctly categorize my expenses and transactions."
- "The app made me feel satisfied with my consumption choices."
- "I often looked forward to receiving feedback from the app."
- "Sometimes I felt worried about receiving feedback from the app."
- "The app made me feel bad about my consumption choices."
- "I felt that the app was controlling or intrusive."
- "The app was interesting and informative."
- "The app made me more aware of my consumption decisions."
- "The app influenced my consumption decisions."
- "My political engagement and opinions changed during the course of the study."

The following two statements are asked only of individuals in the treatment group, using the same response scale:

- "The app could correctly calculate my carbon footprint."
- "The app strengthened my environmental values."

C.7 Outcomes and Summary Statistics

Table C.1: Outcome Variables

Outcome	**Measurement**
Panel A: Consumption	
Carbon footprint	kg CO_2e[a]
Expenditure	SEK
Carbon intensity	kg CO_2e per 1,000 SEK
Panel B: Political Action	
Voted in EU election	Binary
Greenness of vote	Party greenness score (0–100)
Panel C: Political Attitudes	
Climate importance for vote	Likert scale
Climate policy support	Composite index
Panel D: Revealed Preferences	
Signed petition	Binary
Donation	Binary[b]

[a] *Notes:* CO_2e signifies carbon dioxide equivalent, which captures the impact of all greenhouse gases emitted (e.g., methane, nitrous oxide) and converts their heterogeneous impacts into a standardized unit.

[b] Donation equals one if the amount exceeds the control-group median.

Table C.2: Summary Statistics: Individual Characteristics

	Mean	Sd	Min	Max
Female	0.559	0.497	0	1
Age	31.3	9.7	18	65
Region				
Big City (Stockholm, Gothenburg, Malmö)	0.477	0.500	0	1
Large town	0.348	0.476	0	1
Commuting town	0.111	0.315	0	1
Rural town	0.064	0.244	0	1
Dwelling				
Apartment	0.944	0.230	0	1
House	0.056	0.230	0	1
Adults in household	1.10	0.42	1	10
Children in household	0.12	0.44	0	4
Monthly income				
$<$ 15k SEK	0.179	0.383	0	1
15k – 25k SEK	0.234	0.424	0	1
25k – 35k SEK	0.179	0.384	0	1
35k – 45k SEK	0.205	0.404	0	1
$\geq$ 45k SEK	0.203	0.402	0	1
Education				
Compulsory	0.016	0.126	0	1
Upper-secondary	0.168	0.374	0	1
Post-secondary, $<$3 years	0.294	0.456	0	1
Post-secondary, $\geq$3 years	0.521	0.500	0	1
Car owner	0.272	0.445	0	1
Commuting distance (km)	11.44	21.11	0	300
Diet				
Mixed	0.792	0.406	0	1
Vegan	0.031	0.174	0	1
Vegetarian	0.082	0.274	0	1
Vegfish	0.095	0.293	0	1
Pre-treatment days available	623.4	469.1	47	1,997
Post-treatment days available	135.2	80.2	0	231
Pre-treatment monthly mean				
Total footprint (kg CO2e)	410.0	297.6	46.8	5,959.0
Food	117.5	68.1	0.9	835.0
Housing	53.0	93.3	0	2,729.8
Miscellaneous	144.4	145.3	0	4,392.2
Transport	95.1	151.0	0	3,956.0
Total expenditure (SEK)	25,520	15,493	4,040	372,927
Food	5,822	2,859	63	30,728
Transport	2,054	4,405	0	247,938
Miscellaneous	9,568	8,059	0	158,438
Housing	8,076	7,888	0	183,560
Observations	4,079			

Note: Pre-treatment monthly means are from the available transaction data from complete calendar months the year before treatment.

Table C.3: Summary Statistics: Baseline Survey

	Mean	Sd	Min	Max	N
Started baseline survey	0.979	0.143	0	1	4,079
Passed quality checks (among survey starters)	0.741	0.438	0	1	3,994
Number of questions answered	79.56	1.73	58	80	2,960
Considers climate change a problem (1 – 10)	8.49	1.86	1	10	2,957
Pro-environmental self-identity (1 – 7)	4.44	1.27	1	7	2,960
Wish to live more sustainably (1 – 7)	5.27	1.47	1	7	2,959
Green preferences (0/1)	0.330	0.470	0	1	2,956
Considers climate change a problem (≥7)	0.864	0.343	0	1	2,957
Pro-environmental self-identity (≥5)	0.394	0.489	0	1	2,960
Wish to live more sustainably (≥5)	0.722	0.448	0	1	2,959
Deontologist (=1; consequentialist=0)	0.140	0.347	0	1	2,944
Green deontologist	0.045	0.207	0	1	2,940
Green consequentialist	0.285	0.452	0	1	2,940
How interested are you in politics?	2.86	0.75	1	4	2,959
Left-right political orientation	2.35	1.27	1	5	2,959
Plan to vote					
No	0.046	0.210	0	1	2,957
Undecided	0.143	0.350	0	1	2,957
Yes	0.811	0.391	0	1	2,957
Sure of party to vote for (0/1)	0.424	0.494	0	1	2,867
Voting intention (greenness score)					
Green Party (100)	0.219	0.414	0	1	2,960
Left Party (84)	0.214	0.410	0	1	2,960
Social Democrats (57)	0.202	0.402	0	1	2,960
Centre Party (48)	0.075	0.263	0	1	2,960
Liberals (42)	0.059	0.237	0	1	2,960
Moderates (23)	0.110	0.314	0	1	2,960
Christian Democrats (22)	0.020	0.139	0	1	2,960
Sweden Democrats (0)	0.048	0.213	0	1	2,960
Other	0.033	0.179	0	1	2,960
Observations	4,079				

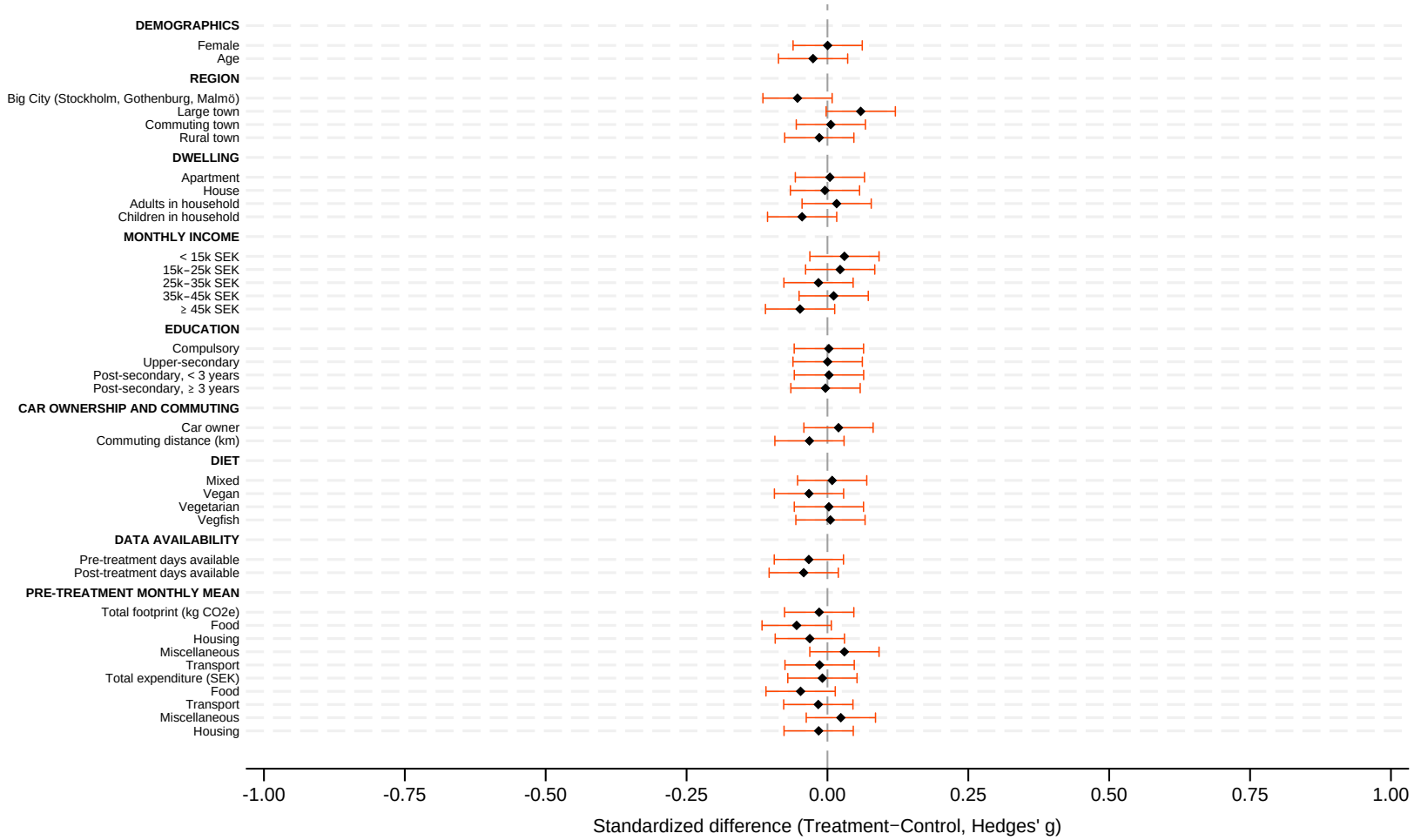
Table C.4: Summary Statistics: Election Survey

	Mean	Sd	Min	Max	N
Started election survey	0.772	0.420	0	1	4,079
Passed quality check (among survey starters)	0.914	0.281	0	1	3,149
Number of questions answered	54.71	13.83	0	59	2,877
Party environmental ratings					
Left Party	5.77	1.16	1	7	2,649
Social Democrats	4.54	1.09	1	7	2,648
Centre Party	4.22	1.25	1	7	2,642
Liberals	3.26	1.22	1	7	2,636
Moderates	2.30	1.22	1	7	2,643
Christian Democrats	2.16	1.17	1	7	2,639
Green Party	6.51	1.03	1	7	2,648
Sweden Democrats	1.45	0.94	1	7	2,647
Voted	0.877	0.328	0	1	2,797
Voted for: (greenness score)					
Green Party (100)	0.275	0.447	0	1	2,797
Left Party (84)	0.197	0.398	0	1	2,797
Social Democrats (57)	0.122	0.328	0	1	2,797
Centre Party (48)	0.087	0.282	0	1	2,797
Liberals (42)	0.049	0.217	0	1	2,797
Moderates (23)	0.064	0.244	0	1	2,797
Christian Democrats (22)	0.024	0.153	0	1	2,797
Sweden Democrats (0)	0.028	0.164	0	1	2,797
Did not vote	0.110	0.313	0	1	2,797
Cannot remember	0.002	0.046	0	1	2,797
Don't want to answer	0.011	0.103	0	1	2,797
Blank vote	0.008	0.088	0	1	2,797
Other	0.024	0.152	0	1	2,797
Greenness of vote (major-party voters)	70.25	29.07	0	100	2,365
Climate policy support	-0.036	1.018	-3.315	1.256	2,660
Climate Policy: Ban	3.51	1.34	1	5	2,608
Climate Policy: Tax	3.64	1.26	1	5	2,598
Climate Policy: Nudge	4.29	0.91	1	5	2,629
Climate importance for vote	4.47	0.87	1	5	2,424
Locus of responsibility for climate: ind. vs soc.	3.75	1.00	1	5	2,665
Observations	4,079				

Table C.5: Summary Statistics: Endline Survey

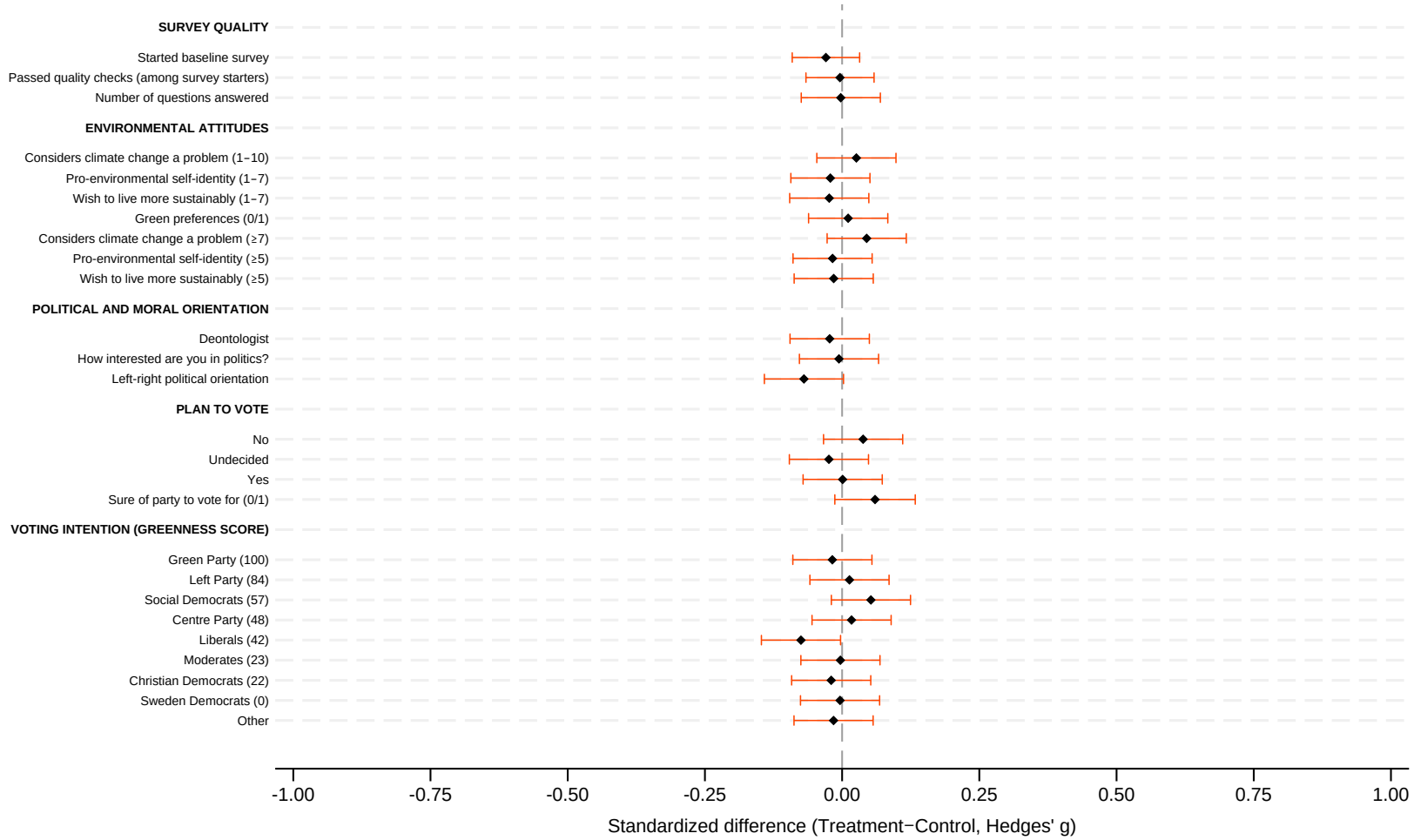
	Mean	Sd	Min	Max	N
Started endline survey	0.603	0.489	0	1	4,079
Passed quality check (among survey starters)	0.779	0.415	0	1	2,461
Number of questions answered	84.59	10.21	32	88	1,917
Revealed Preferences Index	0.040	0.976	-2.105	0.899	1,917
Signed petition	0.853	0.354	0	1	1,917
Donation	0.522	0.500	0	1	1,917
Climate policy support	0.028	0.979	-3.290	1.457	1,913
Climate Policy: Ban	3.30	1.31	1	5	1,854
Climate Policy: Tax	3.58	1.19	1	5	1,848
Climate Policy: Nudge	4.31	0.86	1	5	1,894
Locus of responsibility for climate: ind. vs soc.	3.78	0.94	1	5	1,915
Carbon knowledge	0.123	1.027	-3.266	3.465	1,836
Valuation ratio: valuation if ineffective / valuation if effective	0.265	0.377	0	1	1,597
Willingness to pay for one ton ineffective CO2 reduction					
0 SEK	0.644	0.479	0	1	1,821
200 SEK	0.204	0.403	0	1	1,821
400 SEK	0.075	0.264	0	1	1,821
600 SEK	0.042	0.201	0	1	1,821
800 SEK	0.013	0.114	0	1	1,821
$\geq$ 1000 SEK	0.021	0.145	0	1	1,821
Willingness to pay for one ton effective CO2 reduction					
0 SEK	0.122	0.327	0	1	1,818
200 SEK	0.234	0.423	0	1	1,818
400 SEK	0.248	0.432	0	1	1,818
600 SEK	0.161	0.367	0	1	1,818
800 SEK	0.095	0.293	0	1	1,818
$\geq$ 1000 SEK	0.141	0.348	0	1	1,818
The app could correctly categorize my expenses and transactions	4.32	1.55	1	7	1,804
The app made me feel satisfied with my consumption choices	3.73	1.51	1	7	1,799
I often looked forward to receiving feedback from the app	3.10	1.75	1	7	1,800
Sometimes I felt worried about receiving feedback from the app	2.19	1.65	1	7	1,800
The app made me feel bad about my consumption choices	3.02	1.85	1	7	1,801
I felt the app was controlling or intrusive	1.68	1.16	1	7	1,800
The app was interesting and informative	4.61	1.68	1	7	1,798
The app made me more aware of my consumption decisions	4.21	1.90	1	7	1,799
The app influenced my consumption decisions	2.55	1.59	1	7	1,800
My political engagement and opinions changed during the course of the study	1.51	0.97	1	7	1,802
The app could correctly calculate my carbon footprint	4.58	1.53	1	7	897
The app strengthened my environmental values	4.00	1.77	1	7	896
Observations	4,079				

Figure C.2: Balance: Individual characteristics



Notes: The figure reports standardized differences between the treatment and control groups (treatment minus control), measured using Hedges' g. Horizontal lines show approximate 95% confidence intervals.

Figure C.3: Balance: Baseline survey

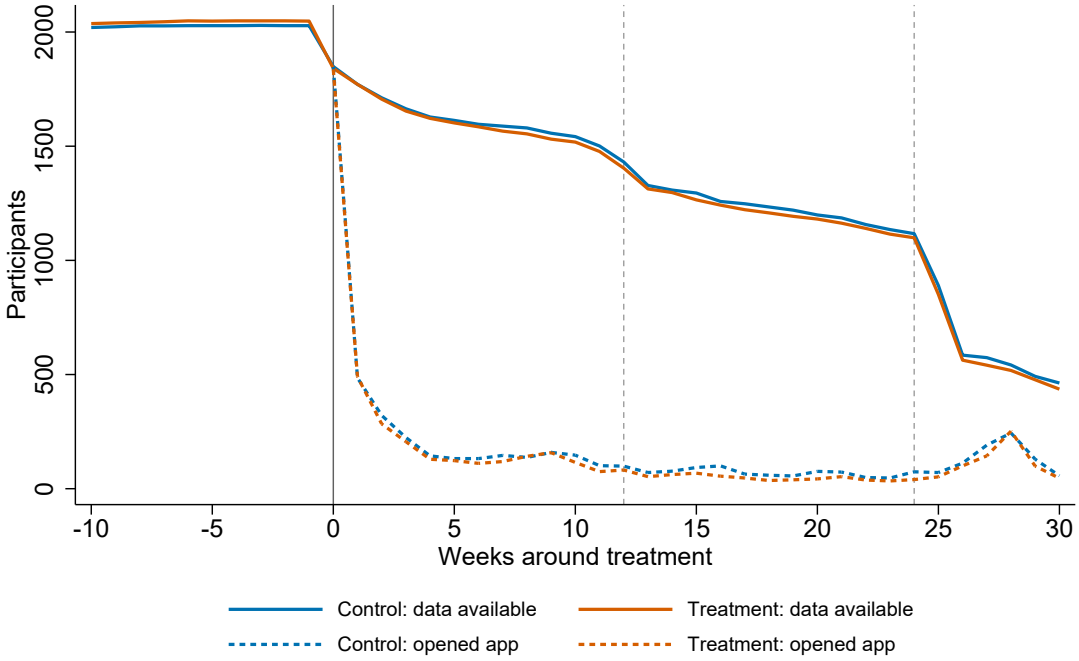


Notes: The figure reports standardized differences between the treatment and control groups (treatment minus control), measured using Hedges' g. Horizontal lines show approximate 95% confidence intervals.

D Analysis and Interpretation

D.1 Attrition

Figure D.1: Attrition and App Engagement



Notes: Solid lines report the number of participants represented in the weekly transaction-data panel; dashed lines report the number who opened the app at least once during the week. Blue lines denote control participants and orange lines treatment participants. Week 0 is the treatment week. The additional vertical lines mark weeks when participants needed to manually consent to continued sharing of transaction data, at weeks 12 and 24. App engagement is measured from treatment onward.

Table D.1: Attrition and Data Quality

	Full sample		Treatment		Control		Difference (C − T)
	(1)		(2)		(3)		(4)
	N	Share	N	Share	N	Share	Share
Passed baseline survey quality checks	2,960	0.726	1,482	0.723	1,478	0.728	0.005
Passed baseline and election survey quality checks	2,176	0.533	1,115	0.544	1,061	0.523	-0.022
Passed baseline and endline survey quality checks	1,534	0.376	762	0.372	772	0.380	0.008
At least 90 days of post-treatment consumption data	3,142	0.770	1,581	0.772	1,561	0.769	-0.003
Baseline survey and at least 90 days of consumption data	2,302	0.564	1,161	0.567	1,141	0.562	-0.005
More than 180 days of post-treatment consumption data	1,498	0.367	747	0.365	751	0.370	0.005
Baseline survey and at least 180 days of consumption data	1,287	0.316	642	0.313	645	0.318	0.004
Observations	4,079		2,049		2,030		4,079

Notes: The table reports the number and share of participants that pass the relevant quality checks for the surveys and post-treatment consumption data, as further described in Section B. All participants passed quality checks for pre-treatment consumption data. Column 4 reports the control group share minus the treatment group share, based on a two-sample comparison of means. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

D.2 Covariate Selection

We implement a machine learning approach to covariate selection as specified in the pre-analysis plan using post-double selection (PDS). This procedure seeks to improve precision through adjustment for predictive baseline characteristics, although gains are not guaranteed in all cases (Cilliers et al., 2024). For each outcome, lasso selects baseline predictors of the outcome and of treatment assignment. The union of the selected covariates enters an unpenalized treatment-effect regression. Following Cilliers et al. (2024), we do not use a kitchen sink approach but chose our candidate covariates restrictively based on their substantive relevance to that outcome.

The benchmark ANCOVA specifications for consumption always control for the pretreatment outcome mean and calendar year-week fixed effects. The adjusted specifications add PDS-selected controls from pretreatment consumption histories, including outcomes and category levels and patterns over time, and baseline participant characteristics, such as demographics, household characteristics, and pre-treatment survey responses. Covariate selection is conducted separately for specifications involving the full study period and those that focus on the short-run or quarterly effects, with the list held fixed for subgroup analyses.

For political outcomes, candidate covariates include baseline voting intention and intended party vote for electoral outcomes, and baseline climate concern for the political attitude and revealed preference outcomes. We select controls separately for each outcome and use the same set for subgroup analyses. Table notes describe the PDS-selected controls for each outcome. For political outcomes, the main text reports unadjusted treatment-control comparisons; for consumption, it reports ANCOVA specifications. The main conclusions are unchanged when adding PDS-selected controls (Appendices E.1 and F.1).

D.3 Multiple Hypothesis Testing

We address multiple hypothesis testing through use of composite indices for outcome families and within-family false-discovery-rate adjustments. For political action, political attitudes, and revealed preferences, we report a family index as well as estimates for their component outcomes. Families are shown in Appendix Table C.1. We calculate Anderson (2008) sharpened q-values for the component outcomes, using a reference false discovery rate of 5%; q-values are shown in brackets below standard errors in the corresponding tables. Each correction is performed separately by outcome family, analysis sample, and estimation specification.

D.4 Experimenter Demand Effects

We address experimenter demand effects (EDE) separately in the election survey and the endline survey as these were administered in different ways. The election survey was obfuscated and sent out by the Swedish National Election Studies Program (SNES) immediately after the European Parliament election. The endline survey was sent out six months later by our research team from the same email that sent out the study app's monthly reports. Therefore, in the election survey we directly evaluate the success of our obfuscation. In the endline survey, we assess the potential influence of EDE using an experiment that explicitly reveals research hypotheses to respondents.

Obfuscating the election survey. We took several measures to obfuscate the link between the election survey and other parts of the study. The invitation was signed by the SNES director, marked with institutional logos, and accompanied by an information sheet closely resembling those used by SNES. The content, format, and presentation also matched closely with standard SNES election surveys. Climate change questions stood alongside analogous questions on other issues, including personal finance, migration, and attitudes toward the European Union. Section H.4 presents the invitation materials.

To test whether the obfuscation worked, we asked respondents at the end of the survey to guess in an open-ended question what the researchers were interested in (Allcott and Taubinsky, 2015; Bursztyn et al., 2020; Semken, 2025). Table V reports coded responses for the sample used to analyze the election survey, i.e. those that passed the quality checks for the baseline and election surveys. Of these participants, 68.8% provided an answer. No respondent mentioned the app, while only 0.7% of the analysis sample mentioned consumption and 5.2% mentioned climate or the environment. Mentioning climate or the environment does not itself indicate awareness of the connection to the app study, since these topics appeared explicitly in the survey. These shares were similar between treatment and control participants. These results indicate that the obfuscation was successful and that EDE is unlikely to explain treatment effects found in the election survey, i.e., for four of our six primary outcomes: voting participation, greenness of vote, importance of climate for voting choice, and climate policy support.

Hypothesis revelation in the endline survey. The endline survey differed in that the research team was identified as the sender, and participants could therefore have connected the survey to the main study and possibly have adjusted their answers to adhere to what they perceived as the researchers' wishes or expectations. To test the sensitivity of respondents to such adjustments, we pre-specified a vignette experiment inspired by de Quidt et al. (2018)

at the end of the survey with roughly 30% of respondents. We explicitly revealed researchers' hypotheses in either a political crowd-out vignette, crowd-in vignette, or a neutral vignette, and then asked respondents to again indicate their support for a carbon tax. Specifically, participants in the two treatment arms were given the following information: *"In this study, you were encouraged to consume in a more environmentally friendly way. Some researchers believe that such encouragement can [strengthen/weaken] support for environmental policies, which is what we want to investigate in this study. Given this, please indicate again what you think about the following policy proposal."*

Appendix Table D.2 reports the effects of each vignette relative to the neutral re-ask. All specifications restrict the sample to participants assigned to one of the three vignette conditions who passed the endline attention check. Column 1 presents estimates without controls and column 2 controls for the respondent's answer to the same question before vignette assignment. Columns 3 and 4 report the same specification separately for the main experiment's treatment and control groups. Results indicate that our crowd-in vignette and repeated question made respondents adjust their answers relative to the neutrally repeated question.

A few remarks on the interpretation of these results. First, the exercise does not provide a formal bound on demand effects in the style of de Quidt et al. (2018), since the neutral condition might not be free of demand effects. The exercise identifies incremental responsiveness to explicit hypothesis framing, on top of any demand effects present in the beginning of the survey. If respondents were already aware of the hypotheses and had beliefs on the expectations of the researchers, our vignette experiment would show very little effects. In that sense, a strong effect here might indicate weak EDE at the beginning of the survey. Second, our within-subject design where a demand treatment is implemented right before repeating a question risks increasing EDE effects in an unnatural way, because it might appear particularly apparent to respondents that they are expected to review their original answer. This concern is related to the discussion of repeated elicitation in Haaland et al. (2023). Third, the questions on policy support were not incentivized and are hence more susceptible to EDE than our revealed preference measures that we primarily focus on: donations and signing a climate petition. We note that the pattern of results for these revealed preference measures closely mirrored results for outcomes in the SNES survey, which did not have EDE. Lastly, the climate policy support question from the endline survey was not used as an outcome for our study, in line with the pre-analysis plan. Hence, to the extent that the vignette experiment reveals EDE, this is only problematic for our mainline findings insofar as it affects the two distinct revealed preference measures from elsewhere in the endline survey. Ultimately, it is unclear to what extent EDE in questions on policy support extend to our

revealed preference measures, particularly because revealed preference elicitations are likely to be less susceptible to EDE than attitudinal ones. Moreover, while EDE may, at worst, be responsible for crowding-in in general, it cannot explain the *differential* impacts that we find between deontologists and consequentialists across our 6 main outcomes.

Table D.2: Responsiveness to Explicit Hypothesis Revelation at Endline

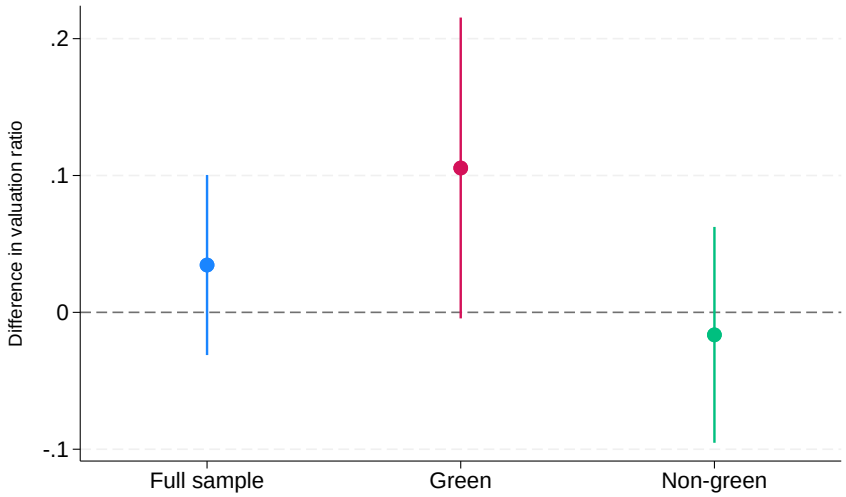
	(1) All	(2) All	(3) Treatment	(4) Control
Crowd-out framing	0.064	0.082	0.139	0.025
	(0.113)	(0.068)	(0.097)	(0.097)
Crowd-in framing	0.207*	0.218**	0.249*	0.189*
	(0.105)	(0.067)	(0.098)	(0.093)
Crowd-in minus crowd-out	0.143	0.135	0.110	0.164
p-value: crowd-in minus crowd-out	0.176	0.021	0.204	0.038
p-value: vignette arms jointly zero	0.121	0.003	0.041	0.047
Mean dep. var., neutral arm	-0.079	-0.076	-0.090	-0.060
Observations	532	531	267	264
Pre-vignette control	No	Yes	Yes	Yes

Notes: The dependent variable is normalized support for a carbon tax, asked again at the end of the endline survey. The omitted category is the neutral vignette where the question is simply asked again. The crowd-out and crowd-in conditions explicitly state opposing hypotheses about how encouragement to consume in a more environmentally friendly way could affect support for environmental policy. Column 1 presents estimates without controls and column 2 controls for the respondent's answer to the same question before vignette assignment, in the beginning of the survey. Columns 3 and 4 report the same specification separately for the main experiment's treatment and control groups. All models use respondents assigned to one of the three vignette arms who passed the endline attention check. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

D.5 Measuring Deontology

The trolley dilemma is a standard approach for classifying deontological and consequentialist reasoning. We provide additional evidence about the informativeness of this measure among our subjects. Trolley dilemma responses do not proxy for other characteristics that predict differential treatment effects on political behaviors. In both the full sample and among green individuals, there is near-perfect balance in baseline characteristics and other attitudes across responses, as shown in Appendix Table D.4. Trolley responses in the baseline survey are correlated with the valuation ratio from Kaufmann et al. (2024) elicited at endline, as shown in Appendix Figure D.2 and Appendix Table D.3. Green deontologists are less concerned about the effects on aggregate emissions than consequentialists ($p = 0.06$), consistent with greater attention to means rather than ends. Treatment does not shift the valuation ratio or affect the relationship between the trolley response and the valuation ratio, as shown in Appendix Table D.3, column 4, which suggests a stable measure of means- or ends-based moral reasoning.

Figure D.2: Correlation between Deontological Trolley Response and Valuation Ratio



Notes: The figure shows coefficients on the deontologist indicator and 95% confidence intervals from an OLS regression of the endline valuation ratio on an indicator for a deontological baseline trolley response, controlling for treatment assignment; a consequentialist response at baseline is the reference category. The valuation ratio is defined as in Kaufmann et al. (2024) and further described in Section C. It is willingness to pay for a personal emissions reduction fully offset by others' emissions divided by willingness to pay for an effective reduction. These are the treatment-adjusted estimates in columns 2, 4 and 6 of Appendix Table D.3.

Table D.3: Correlation between Deontological Trolley Response and Valuation Ratio

	Full sample		Green		Non-green	
	(1)	(2)	(3)	(4)	(5)	(6)
Deontologist	0.035	0.035	0.105	0.106	-0.016	-0.016
	(0.034)	(0.034)	(0.056)	(0.056)	(0.040)	(0.040)
Treatment		0.002		-0.009		0.005
		(0.021)		(0.032)		(0.027)
Observations	1,286	1,286	512	512	774	774
Mean dependent var.	0.251	0.251	0.277	0.277	0.235	0.235
SD dependent var.	0.371	0.371	0.369	0.369	0.372	0.372

Notes: The dependent variable is the endline valuation ratio, defined as in Kaufmann et al. (2024) and further described in Section C. It is willingness to pay for a personal emissions reduction fully offset by others' emissions divided by willingness to pay for an effective reduction. The independent variable is a deontological baseline trolley response, with consequentialist baseline responses as the reference category. Even-numbered columns are illustrated in Appendix Figure D.2. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table D.4: Baseline Characteristics by Moral Orientation

	Full sample			Green sample		
	Deontologists	Consequentialists	Difference	Deontologists	Consequentialists	Difference
	(1)	(2)	(3)	(4)	(5)	(6)
Female	0.606	0.568	-0.038	0.705	0.651	-0.054
Age	30.54	31.14	0.60	32.07	32.38	0.31
Big City (Stockholm, Gothenburg, Malmö)	0.511	0.464	-0.047	0.485	0.484	-0.001
Monthly income						
$<$ 15k SEK	0.190	0.194	0.004	0.212	0.217	0.005
15k – 25k SEK	0.217	0.242	0.026	0.197	0.222	0.025
25k – 35k SEK	0.165	0.165	0.000	0.182	0.185	0.003
35k – 45k SEK	0.212	0.198	-0.014	0.235	0.197	-0.038
$\geq$ 45k SEK	0.217	0.200	-0.016	0.174	0.180	0.006
Education						
Compulsory	0.007	0.013	0.006	0.008	0.013	0.006
Upper-secondary	0.144	0.148	0.003	0.106	0.132	0.026
Post-secondary, $<$3 years	0.306	0.299	-0.007	0.250	0.284	0.034
Post-secondary, $\geq$3 years	0.543	0.540	-0.003	0.636	0.570	-0.066
Car owner	0.229	0.270	0.041	0.220	0.234	0.014
Green preferences (0/1)	0.321	0.332	0.011	—	—	—
Considers climate change a problem (1 – 10)	8.38	8.50	0.13	9.45	9.51	0.06
Pro-environmental self-identity (1 – 7)	4.41	4.44	0.03	5.71	5.68	-0.03
Wish to live more sustainably (1 – 7)	5.14	5.29	0.15	6.27	6.26	-0.02
Intends to vote in the EU election (0/1)	0.783	0.816	0.032	0.841	0.871	0.030
Greenness of intended vote (0 – 100)	63.89	64.05	0.16	77.66	77.05	-0.61
Pre-treatment monthly mean						
Total footprint (kg CO2e)	385.2	407.0	21.7	361.3	365.6	4.3
Total expenditure (SEK)	24,240	25,579	1,339	23,037	23,993	956
Observations	411	2,533		132	839	

Notes: The table reports baseline means for deontologists and consequentialists and differences between them (consequentialists minus deontologists), for the full sample (columns 1–3) and *green individuals* (columns 4–6). Green individuals are those with strong baseline pro-environmental orientation, as defined in Section 3.2. Both samples include only individuals who passed the baseline survey quality checks and answered the trolley dilemma question. Stars indicate statistically significant differences: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

D.6 Pre-Analysis Plan Deviations

Our experiment was pre-registered at the AEA RCT Registry (AEARCTR-0013389) on May 13, 2024, prior to data collection. A detailed pre-analysis plan was posted on August 16, 2024, before any data were available to the research team. It was updated on December 20, 2024, before the endline survey data was available to the research team. Primary outcomes and hypotheses are as pre-specified. Deviations from the plan are described below.

Forced by data or design constraints.

D1 (environmental competency). At baseline, treated users guessed their carbon footprint, which we compared with Svalna's calculation. Replicating this in the control group was unnatural given its non-environmental focus, so the pre-specified environmental competency variable was not elicited and cannot be analyzed as a mediator. *Timing: before survey launch.*

D2 (concern about climate). Concern about climate was elicited at baseline but not in the election or endline surveys, to reduce repetition and strengthen obfuscation. It is therefore unavailable as an outcome. *Timing: before survey launch.*

D3 (green investments). Investments in green stocks and retirement portfolios were not collected, as the costs and the timing of data posting to the administrative registers made this infeasible.

D4 (MHT families). Because of D2, D3, and D9, these outcomes are omitted from the families and indices for the MHT analysis described in the PAP.

Analytic choices.

D5 (weekly aggregation). Consumption outcomes are analyzed weekly rather than daily, to reduce the share of zeros. *Timing: after data receipt.*

D6 (controls). We present unconditional estimates in the main text for clarity, given recent findings from Cilliers et al. (2024) on the relative performance of standard ANCOVA and PDS lasso. Conclusions do not change when using controls selected by PDS lasso, as shown in Appendices E.1 and F.1.

D7 (pure controls). The PAP proposed using subjects who could not connect their bank account for plausibly random connectivity reasons as pure controls, but there were few such cases. These pure controls were not used. *Timing: after data receipt.*

D8 (consumption index). We do not construct the planned consumption index. Carbon footprint is equal to expenditure times carbon intensity, so the three measures are mechanically linked. An index would therefore double-count the same variation and would not be an index of independent measures of the desired outcome. We instead report the three outcomes separately. *Timing: after data receipt.*

D9 (self-reported political actions). We omit self-reported political actions on climate because of evidence of unreliable answers. We asked subjects to report their political actions for the past month (election survey) or past six months (endline survey), so as to measure post-treatment activity. For participation in a demonstration, we asked a follow-up question about the date and location of the demonstration. Among those who responded, 80.6% in the election survey and 40.8% in the endline survey referred to demonstrations outside of the specified time window that would correspond with the pre-treatment period, as shown in Appendix Table D.5. Other self-reported political actions are prone to similar errors given that all questions in the battery made reference to the same time periods, making them unsuitable for analyzing treatment effects. *Timing: after data receipt.*

D10 (donations). We use a binary indicator rather than a continuous measure of donations in our main specifications for revealed outcomes, as in Dechezleprêtre et al. (2025). Results using the pre-specified donation amount (in SEK) as the outcome are shown in Appendix Figure F.1 and Table F.4; findings are similar but estimates are noisier due to skewness in the donation amounts. *Timing: after data receipt.*

D11 (mediators). App engagement, dampening logic, and perceived footprint errors were listed as possible mediators. These variables are measured post-treatment, so they cannot be treated as mediators without further assumptions; this was an oversight in the PAP. *Timing: after data receipt.*

Table D.5: Data Reliability for Self-Reported Political Action

Survey and requested reference period	Election survey: Past month			Endline survey: Past six months		
	Share (%)	Count	N	Share (%)	Count	N
Reported demonstration participation	13.3	384	2,877	11.3	216	1,917
Nonempty time/place response	70.6	271	384	82.4	178	216
Timing classifiable	57.2	155	271	67.4	120	178
Outside requested period	80.6	125	155	40.8	49	120

Notes: We asked if subjects had engaged in five types of political activity during the study period, which was *"during the past month"* in the election survey and *"during the past six months"* in the endline survey. To verify that respondents reported actions taken post-treatment, we asked those who indicated demonstration participation to specify where and when it took place. Share is Count divided by N, expressed as a percentage. The first row includes all that passed the relevant survey quality checks. In each subsequent row, the denominator is the number of respondents meeting the condition in the preceding row.

E Consumption Outcomes

E.1 Alternative Specifications

Table E.1: Treatment Effects on Total Carbon Footprint: With Controls

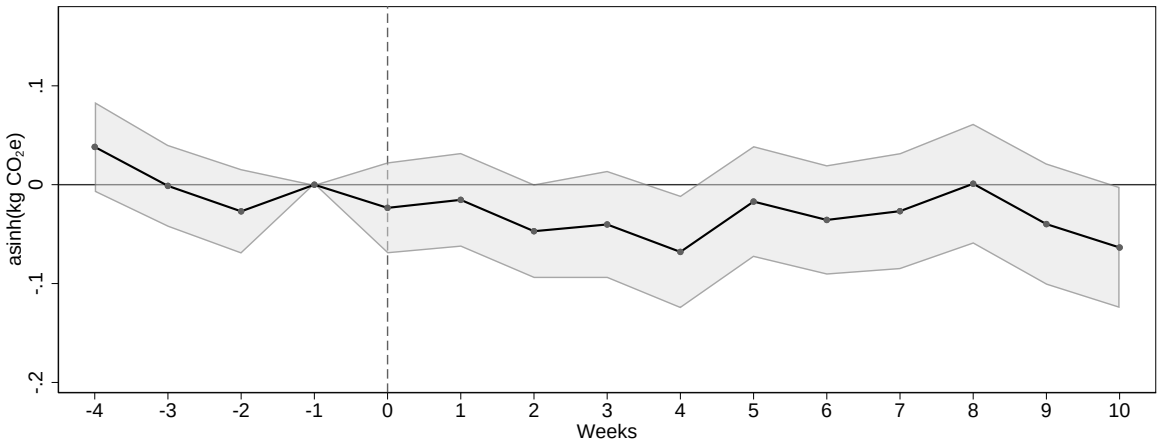
Post-treatment period:	First quarter		Full period			
Individuals:	All		All		Green	
	(1)	(2)	(3)	(4)	(5)	(6)
Treatment	-0.018	0.013		-0.014		-0.039
	(0.017)	(0.022)		(0.014)		(0.026)
Treatment × Green		-0.096**				
		(0.036)				
Green individual		0.028				
		(0.026)				
First quarter			-0.035*		-0.073*	
			(0.015)		(0.029)	
Second quarter			-0.007		-0.021	
			(0.017)		(0.032)	
Third quarter			0.021		0.008	
			(0.022)		(0.039)	
Observations	25,973	25,929	75,335	75,335	18,967	18,967
Individuals	2,593	2,589	3,543	3,543	843	843
Equal weight per:	Individual	Individual	Individual-week	Individual	Individual-week	Individual
Baseline survey required:	Yes	Yes	No	No	Yes	Yes

Note: The dependent variable is asinh(kg CO_2e). Columns 1 and 2 are restricted to the first quarter. Columns 3 and 5 report treatment effects separately for the first, second, and third quarters for all individuals and green individuals, respectively. Columns 4 and 6 report the average treatment effect over the full post-treatment period for the same samples. The quarters are approximate, and estimates use the available post-treatment observations in each, as further explained in Section 5. Columns 1, 2, 5, and 6 are restricted to individuals who passed the baseline survey quality checks. All regressions include year-week fixed effects and control for the individual's pretreatment mean footprint. Columns 1, 2, 4, and 6 give each individual equal total weight within the estimation window regardless of the number of post-treatment weeks available; columns 3 and 5 give each observed individual-week equal weight. Additional controls are chosen in two PDS lasso exercises further described in Section D.2. Columns 4 and 6 use controls selected using the specification and sample of column 4. Columns 1, 2, 3, and 5 use controls selected using the specification of column 1, but without imposing the baseline survey quality restriction. The candidate pool includes variables based on seasonal consumption history. Standard errors clustered at the individual level are in parentheses. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

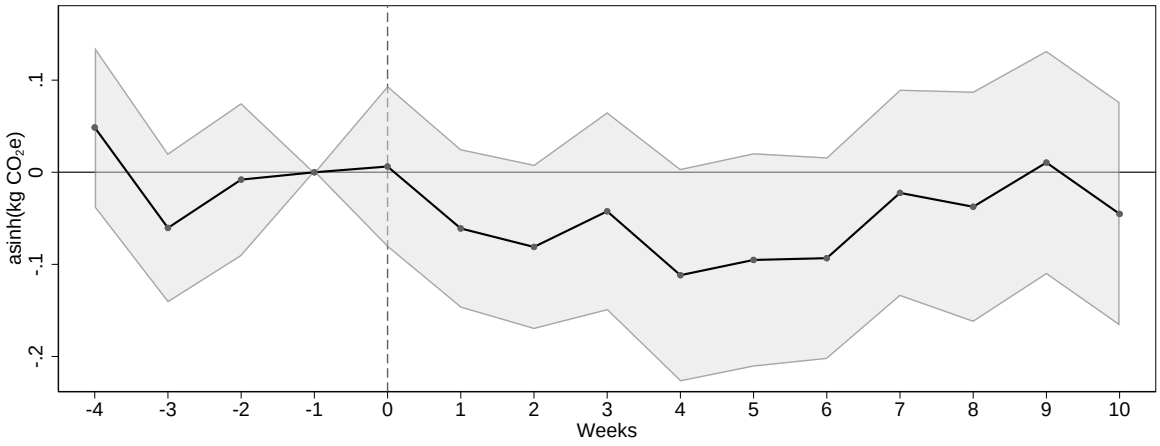
E.2 Additional Results

Figure E.1: Dynamic Treatment Effects on Total Carbon Footprint

Panel A: All individuals



Panel B: Green individuals



Note: Each point shows the estimated treatment effect on asinh(kg CO_2e) relative to week -1, the reference week immediately before treatment. Panel A includes all individuals; Panel B is restricted to *green individuals*, those with strong baseline pro-environmental orientation, as defined in Section 3.2. Both regressions include year-week fixed effects and control for each individual's mean carbon footprint before week -4. Standard errors are clustered at the individual level; shaded areas show 95% confidence intervals. The dashed vertical line marks the first week of treatment.

Table E.2: Effects on Additional Consumption Outcomes

			Footprint by category			
	Total expenditure (1)	Carbon intensity (2)	Transport (3)	Miscellaneous (4)	Food (5)	Housing (6)
Panel A: All individuals, full period						
Full-period ATE	-0.019	-0.036	-0.008	-0.034	0.000	-0.026
	(0.017)	(0.119)	(0.025)	(0.021)	(0.018)	(0.017)
Panel B: All individuals, by period						
First quarter	-0.042*	-0.087	-0.011	-0.036	-0.012	-0.033
	(0.017)	(0.122)	(0.025)	(0.022)	(0.019)	(0.017)
Second quarter	-0.031	0.177	-0.010	-0.032	-0.008	-0.004
	(0.021)	(0.126)	(0.027)	(0.024)	(0.021)	(0.018)
Third quarter	0.014	0.130	0.010	-0.005	0.018	-0.016
	(0.025)	(0.179)	(0.038)	(0.034)	(0.029)	(0.028)
Mean dependent var.	8.84	17.98	1.83	3.18	3.49	1.62
SD dependent var.	1.30	10.14	1.87	1.65	1.21	1.59
Observations	75,335	74,811	75,335	75,335	75,335	75,335
Individuals	3,543	3,543	3,543	3,543	3,543	3,543
Panel C: Green individuals, full period						
Full-period ATE	-0.004	-0.283	-0.047	-0.097*	0.003	-0.052
	(0.031)	(0.223)	(0.046)	(0.041)	(0.031)	(0.034)
Panel D: Green individuals, by period						
First quarter	-0.052	-0.105	-0.069	-0.083	-0.040	-0.058
	(0.033)	(0.225)	(0.049)	(0.044)	(0.037)	(0.034)
Second quarter	-0.022	0.341	0.004	-0.095	0.003	-0.039
	(0.039)	(0.234)	(0.051)	(0.049)	(0.037)	(0.032)
Third quarter	0.016	0.174	0.017	-0.049	0.008	0.045
	(0.043)	(0.314)	(0.071)	(0.062)	(0.050)	(0.050)
Mean dependent var.	8.79	17.02	1.74	3.11	3.35	1.59
SD dependent var.	1.23	9.54	1.82	1.62	1.14	1.57
Observations	18,967	18,864	18,967	18,967	18,967	18,967
Individuals	843	843	843	843	843	843

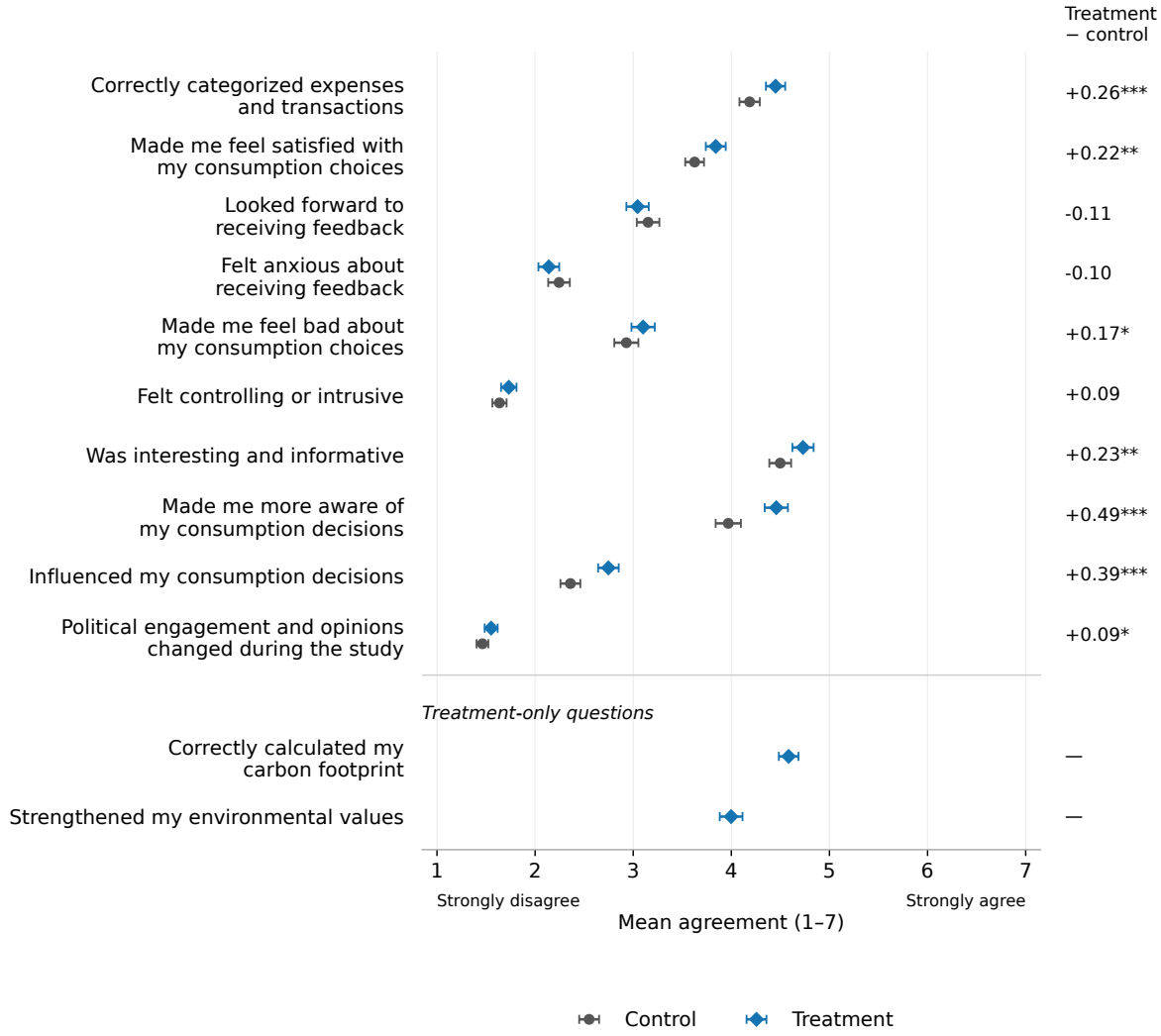
Note: Panels A and C report full-period average treatment effects; Panels B and D report effects separately for the first, second, and third quarters. Green samples require baseline survey quality checks. Expenditure is IHS weekly SEK; category footprints are IHS weekly kg CO_2e; intensity is kg CO_2e per 1,000 SEK. All regressions include calendar-week fixed effects and the corresponding pretreatment outcome mean. Panels A and C weight individuals equally using inverse observed-week weights; Panels B and D weight individual-weeks equally. Summary rows for the means and SDs of the dependent variables are reported once per sample and come from the unweighted by-period models in panels B and D. Standard errors clustered at the individual level are in parentheses. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table E.3: Treatment Effects on Total Carbon Footprint: First-Quarter Heterogeneity

Individuals:	All	Green	All	Green
	(1)	(2)	(3)	(4)
Treatment	-0.022	-0.077*	-0.022	-0.080*
	(0.020)	(0.033)	(0.027)	(0.040)
Treatment × Deontologist	-0.024	-0.038		
	(0.054)	(0.090)		
Deontologist	0.029	0.036		
	(0.038)	(0.065)		
Treatment × Above-median baseline footprint			-0.001	0.002
			(0.037)	(0.060)
Above-median baseline footprint			0.090**	0.141**
			(0.032)	(0.051)
Observations	25,864	8,505	25,973	8,527
Individuals	2,581	840	2,593	842

Note: The table shows the treatment effects on asinh(kg CO_2e) for the first quarter after treatment. All models require individuals to pass the baseline survey quality checks. Columns 2 and 4 additionally restrict the sample to green individuals. Deontologist is classified from the baseline trolley-dilemma response, with consequentialists forming the reference group in columns 1 and 2. Above-median baseline footprint is an indicator for the individual having an above median footprint measured from 22 January 2024 up until the week before treatment among individuals passing the baseline survey checks. Each regression includes year-week fixed effects and the pre-treatment mean footprint. Standard errors clustered at the individual level are in parentheses. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Figure E.2: Individuals' Perceptions of the App and Monthly Reports



Notes: The figure shows mean agreement and 95% confidence intervals for responses to statements about the app in the endline survey. Statistics are reported separately for the treatment and control groups, who used different versions of the app. Responses range from 1 (strongly disagree) to 7 (strongly agree). The sample consists of respondents who passed the endline quality check. The right-hand column reports differences between the treatment and control group means, with stars indicating significance based on Anderson (2008) sharpened q-values controlling the false discovery rate across the ten statements. The bottom two questions were asked only of the treatment group. *Significance levels:* * $q < 0.05$, ** $q < 0.01$, *** $q < 0.001$.

Table E.4: Willingness to Adopt Climate-Friendly Behaviors

Panel A. Individual-level summary

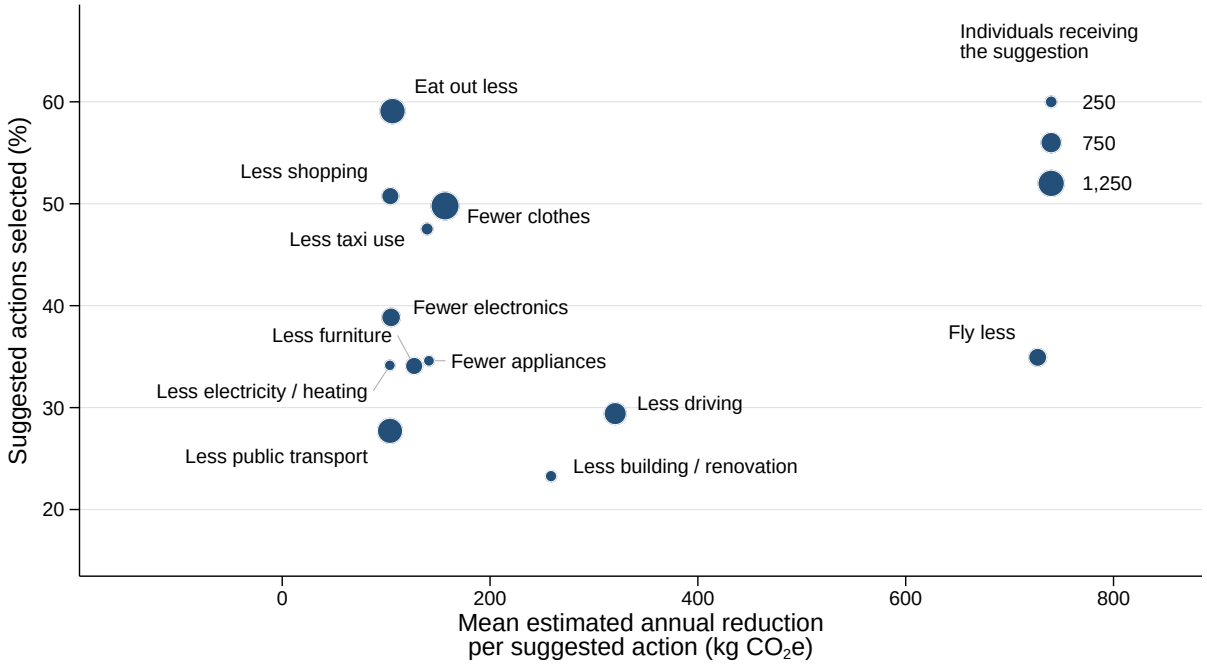
	Mean	SD	Min	Max	Total	N
Actions suggested	4.07	1.58	1	7	7,787	1,912
Actions selected	1.67	1.67	0	7	3,188	1,912
Suggested actions selected (%)	41.5	38.3	0	100	—	1,912
Estimated annual reduction from selected actions (kg CO_2e)	262	511	0	8,202	499,209	1,905

Panel B. Willingness to consider specific behavioral changes

Behavior	Suggested to (N)	Selected by (N)	Selected among suggested (%)	Mean estimated annual reduction per suggested action (kg CO_2e)
Eat out less	1,161	686	59.1	106
Reduce shopping	532	270	50.8	104
Buy fewer clothes	1,416	705	49.8	157
Reduce taxi use	263	125	47.5	139
Buy fewer electronics	628	244	38.9	105
Fly less	584	204	34.9	727
Buy fewer household appliances	211	73	34.6	141
Reduce electricity use or indoor temperature	205	70	34.1	104
Buy less furniture	531	181	34.1	127
Reduce car use	884	260	29.4	320
Reduce public-transport travel	1,140	316	27.7	104
Reduce building and renovation expenditures	232	54	23.3	259
All suggested actions	7,787	3,188	40.9	199

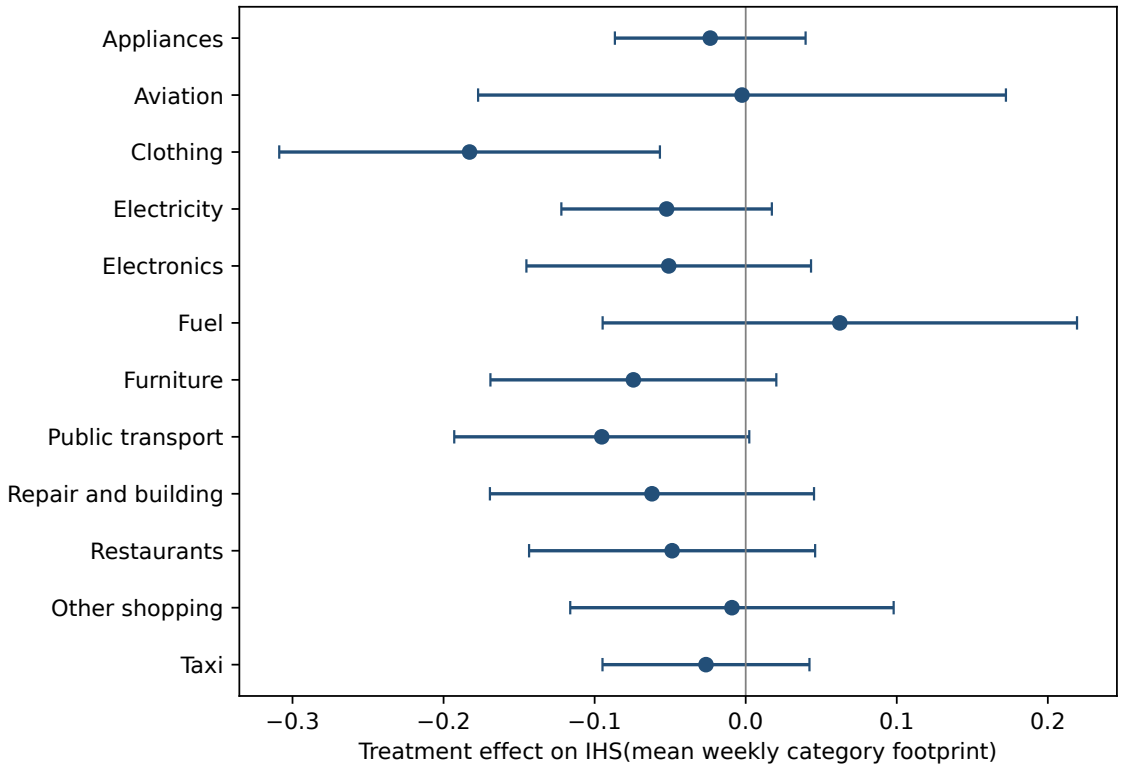
Notes: At registration, participants in the treatment group were asked to select the suggested actions they would consider undertaking, in whole or in part, over the following six months. Suggestions were personalized based on individual consumption history, demographics, individual feasibility, and footprint reduction potential. They were presented together with estimated annual footprint reduction, estimated annual financial savings, and injunctive and descriptive norms. Number of individuals an action category was presented to (column 2, panel B) is thus reflecting how frequently the app identified plausibly feasible actions with substantial reduction potential based on the individual's pre-treatment data. Panel A is restricted to those receiving at least one suggestion. See further Section A.1 and Appendix Figures E.3 and E.4.

Figure E.3: Willingness to Adopt Climate-Friendly Behaviors and Estimated Reduction Potential



Notes: At registration, participants in the treatment group were asked to select the suggested actions they would consider undertaking, in whole or in part, over the following six months. Suggestions were personalized based on individual consumption history, demographics, individual feasibility, and footprint reduction potential. They were presented together with estimated annual footprint reduction, estimated annual financial savings, and injunctive and descriptive norms. In the figure, each point represents a category of suggested behaviors. The vertical axis shows the percentage selecting the suggestion among individuals who received it. Point area is proportional to the number of individuals receiving the suggestion, thus reflecting how frequently the app identified plausibly feasible actions with substantial reduction potential based on the individual's pre-treatment data. The horizontal axis shows the mean estimated annual footprint reduction per suggested action. See further Section A.1, Appendix Table E.4, and Appendix Figure E.4.

Figure E.4: First-Quarter Effects for Green Individuals, by Action Category



Notes: The figure shows first-quarter treatment effects and 95% confidence intervals for each of the action categories covered by the app's personalized suggestions for reducing emissions. The sample is restricted to green individuals, those who had strong baseline pro-environmental orientation, as described in Section 3.2. To reduce the number of zeros in the outcome variables, models are estimated using a collapsed cross-sectional dataset, where outcomes are the inverse hyperbolic sine of the mean observed category emissions in the first quarter after treatment. All models include the corresponding pre-treatment mean of the outcome variable, treatment-week fixed effects, as well as controls chosen with a PDS lasso method for each model, as further described in Section D.2. For clothing, the unadjusted p-value is 0.005 and the Anderson (2008) sharpened q-value adjusted across the 12 categories is 0.057.

E.3 Back-of-the-Envelope estimates

To gauge the potential broader impact of our intervention, we scale our estimates to the Swedish population (10.6 million). Using an average footprint of 410 kg CO2e per month (4,920 kg CO2e per year) from our study,[5] we calculate two scenarios: one based on our lower-end full-sample estimate and one on our higher-end, short-run estimate for green consumers. We intend these calculations to be illustrative of potential orders of magnitude for consumption impacts.

Applying our full-sample estimate (−1.47%), the intervention reduces an average person's

[5]This annual footprint estimate is likely conservative as individuals in our sample have a smaller footprint than the average Swede (Statistics Sweden, 2024).

footprint by about 72 kg CO2e per year. Scaled to the full population, this implies a reduction of roughly 0.77 Mt CO2e per year. Green consumers make up 33% of our sample. Applying our estimate for this group (−6.92%, first quarter), the intervention reduces an average green consumer's footprint by about 340 kg CO2e per year. Scaling up nationwide, while assuming a similar proportion of green consumers, this implies a reduction of 1.19 Mt CO2e per year.[6] Together, the scenarios suggest a rough order of magnitude of ∼1 Mt per year for a broader roll-out of such an intervention.[7] Semken (2025) estimates that reducing 1 tonne of CO2e translates to roughly 3.6 kiloliters of avoided glacier ice melt, 6.2 hours of aggregate life expectancy gained, and 4.7 square meters of avoided loss of vegetated ecosystems. Hence, for a reduction of ∼1 Mt implied by our back-of-the-envelope calculations, there would be 3.6 billion liters of avoided glacier ice melt (∼1400 Olympic swimming pools), 710 gained life-years, or 4.7 km^2 (∼660 football fields) of avoided change in vegetated ecosystems (Semken, 2025). These emissions reductions would alternatively translate into roughly USD $200 million in avoided climate damages annually using a social cost of carbon estimate of USD $200 per tonne.

[6]This estimate is admittedly a more optimistic scenario, given that the effect is based on scaling up short-term ATEs for green consumers that we find to fade over time. These higher ATEs could potentially be sustained through re-engagement or if individuals take on more durable behaviors that we are unable to detect (e.g., dietary changes, alterations to the composition of consumption, or longer-term adoption of efficient durables).

[7]These calculations assume full reach to the broader population. However, only 2–3% of the people we contacted signed up for the study, which suggests a gap. We regard low take-up for our paradigmatic personal agency technology as a conservative indicator of real-world exposure. Relatively low take-up is expected in our study given the steep requirements for data sharing and the opt-in design. By contrast, in natural settings, individuals are frequently confronted with personal agency messaging for climate change through advertising, social media, workplace initiatives, and friends and family. A zeitgeist of individual climate action is, by its nature, difficult to avoid, suggesting that real-world exposure is more pervasive than explicit opt-ins to a particular research study would imply.

F Political Outcomes

F.1 Alternative Specifications

Table F.1: Treatment Effects on Political Action: With Controls

	All	Green	Conseq.	Deont.	Green conseq.	Green deont.
	(1)	(2)	(3)	(4)	(5)	(6)
Panel A: Voted						
Treatment	0.008	0.004	-0.003	0.075*	-0.019	0.144*
	(0.012)	(0.016)	(0.012)	(0.037)	(0.017)	(0.059)
	[1.000]	[1.000]	[1.000]	[0.103]	[1.000]	[0.009]
Observations	2,151	754	1,850	290	651	100
Mean dep. var.	0.897	0.934	0.905	0.848	0.942	0.880
SD dep. var.	0.304	0.249	0.293	0.359	0.235	0.327
p-value: Green conseq. = green deont.						0.003
Panel B: Greenness of Vote						
Treatment	-0.03	0.86	-0.38	2.84	-0.44	10.42**
	(0.75)	(1.16)	(0.80)	(2.09)	(1.24)	(3.35)
	[1.000]	[1.000]	[1.000]	[0.103]	[1.000]	[0.005]
Observations	1,835	684	1,598	228	597	84
Mean dep. var.	71.72	82.27	71.54	73.18	82.11	83.75
SD dep. var.	28.49	22.61	28.45	28.57	22.88	20.62
p-value: Green conseq. = green deont.						0.002
Panel C: Political Action Index						
Treatment	0.019	0.037	-0.007	0.177	-0.040	0.571***
	(0.031)	(0.049)	(0.032)	(0.099)	(0.050)	(0.168)
Observations	2,151	754	1,850	290	651	100
Mean dep. var.	0.020	0.354	0.036	-0.070	0.372	0.238
SD dep. var.	1.000	0.870	0.981	1.098	0.846	1.015
p-value: Green conseq. = green deont.						< 0.001

Notes: The table shows the treatment effects on voting in the 2024 European Parliament election, greenness of the vote, and a political action index combining these two outcomes. Results are reported for the full sample, green individuals, consequentialists, deontologists, green consequentialists, and green deontologists. Regressions include pre-treatment controls picked from a PDS lasso procedure further described in Section D.2: Panel A — Intention to vote; Panel B — Greenness of intended vote, dummies for intending to vote for Christian Democrats or Social Democrats; Panel C — Intention to vote and party greenness of intended vote. Anderson (2008) sharpened q-values controlling the false discovery rate across the two component outcomes, calculated separately by specification and sample, are in brackets. The final row of each panel reports the p-value from the corresponding green-sample interaction model testing equality of the treatment effects for green consequentialists and green deontologists. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table F.2: Treatment Effects on Political Attitudes: With Controls

	All	Green	Conseq.	Deont.	Green conseq.	Green deont.
	(1)	(2)	(3)	(4)	(5)	(6)
Panel A: Climate Importance for Vote						
Treatment	-0.009	0.055	-0.010	-0.014	0.039	0.131
	(0.029)	(0.030)	(0.031)	(0.086)	(0.032)	(0.076)
	[1.000]	[0.148]	[1.000]	[1.000]	[0.440]	[0.098]
Observations	1,886	691	1,637	240	602	86
Mean dep. var.	4.489	4.841	4.492	4.471	4.842	4.837
SD dep. var.	0.854	0.414	0.845	0.914	0.416	0.402
p-value: Green conseq. = green deont.						0.226
Panel B: Climate Policy Support						
Treatment	-0.024	-0.021	-0.031	0.049	-0.058	0.263
	(0.036)	(0.052)	(0.039)	(0.102)	(0.056)	(0.147)
	[1.000]	[0.520]	[1.000]	[1.000]	[0.440]	[0.098]
Observations	2,055	721	1,775	269	623	95
Mean dep. var.	0.004	0.426	0.002	0.013	0.429	0.403
SD dep. var.	0.990	0.744	0.988	1.002	0.748	0.729
p-value: Green conseq. = green deont.						0.061
Panel C: Political Attitudes Index						
Treatment	-0.012	0.032	-0.011	-0.027	0.003	0.227*
	(0.034)	(0.039)	(0.036)	(0.100)	(0.042)	(0.107)
Observations	1,818	664	1,578	231	576	85
Mean dep. var.	0.008	0.473	0.014	-0.028	0.480	0.431
SD dep. var.	0.993	0.543	0.980	1.085	0.541	0.553
p-value: Green conseq. = green deont.						0.046

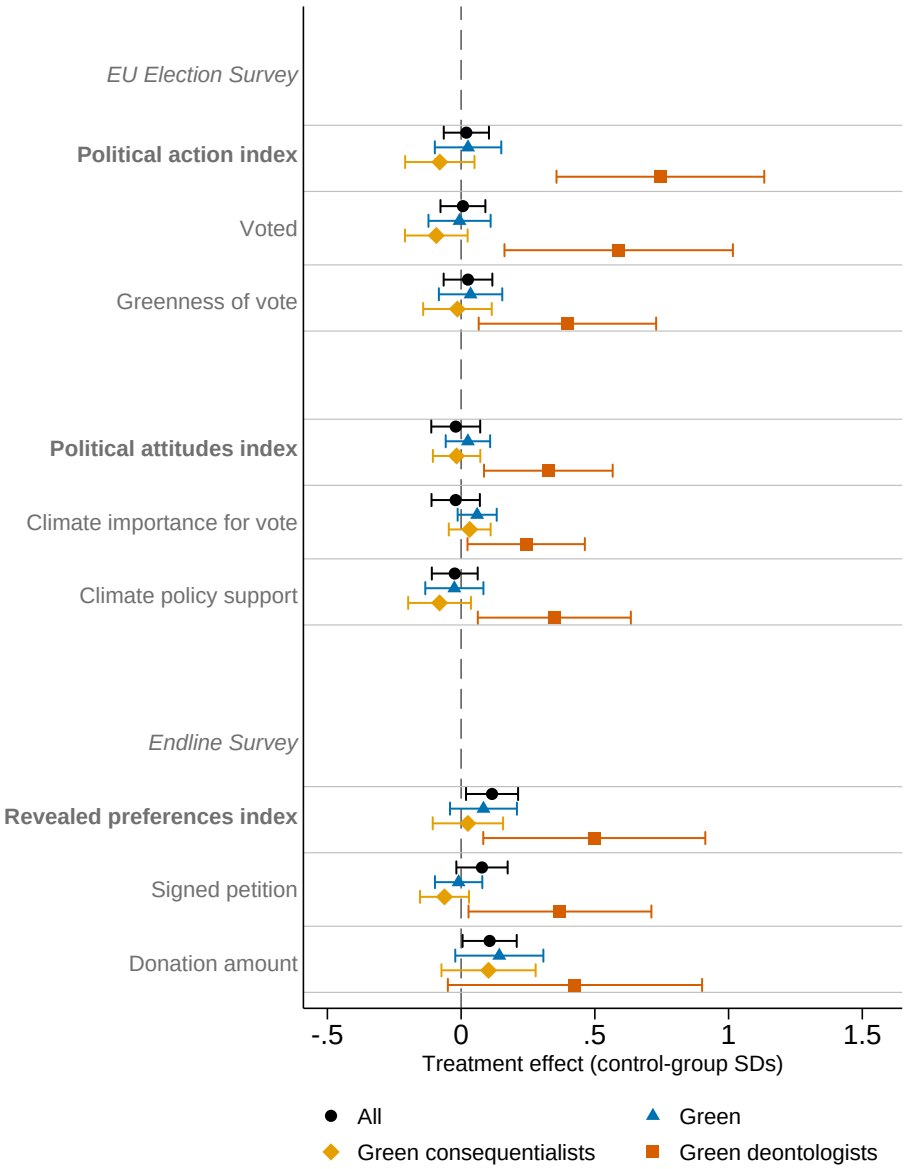
Notes: The table shows the treatment effects on the importance of climate for the respondent's vote, climate policy support, and a political attitudes index combining these two outcomes. Results are reported for the full sample, green individuals, consequentialists, deontologists, green consequentialists, and green deontologists. Regressions include pre-treatment controls picked from a PDS lasso procedure further described in Section D.2: Panel A — Rating of climate change as a serious problem, an indicator for a missing rating, and an indicator for a rating of at least seven; Panel B — Rating of climate change as a serious problem and an indicator for the sixth decile of that rating; Panel C — Rating of climate change as a serious problem and an indicator for a missing rating. Anderson (2008) sharpened q-values controlling the false discovery rate across the two component outcomes, calculated separately by specification and sample, are in brackets. The final row of each panel reports the p-value from the corresponding green-sample interaction model testing equality of the treatment effects for green consequentialists and green deontologists. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table F.3: Treatment Effects on Revealed Preferences: With Controls

	All	Green	Conseq.	Deont.	Green conseq.	Green deont.
	(1)	(2)	(3)	(4)	(5)	(6)
Panel A: Signed Petition						
Treatment	0.008	-0.001	0.000	0.062	-0.019	0.126*
	(0.015)	(0.016)	(0.016)	(0.042)	(0.016)	(0.059)
	[1.000]	[0.936]	[1.000]	[0.223]	[0.974]	[0.040]
Observations	1,534	565	1,331	196	490	74
Mean dep. var.	0.861	0.961	0.865	0.832	0.963	0.946
SD dep. var.	0.346	0.194	0.342	0.375	0.188	0.228
p-value: Green conseq. = green deont.						0.020
Panel B: Donation						
Treatment	0.021	0.049	0.010	0.093	0.023	0.247*
	(0.025)	(0.040)	(0.027)	(0.070)	(0.043)	(0.117)
	[1.000]	[0.791]	[1.000]	[0.223]	[0.974]	[0.040]
Observations	1,534	565	1,331	196	490	74
Mean dep. var.	0.519	0.641	0.525	0.480	0.651	0.581
SD dep. var.	0.500	0.480	0.500	0.501	0.477	0.497
p-value: Green conseq. = green deont.						0.078
Panel C: Revealed Preferences Index						
Treatment	0.044	0.061	0.018	0.228	-0.004	0.531*
	(0.043)	(0.062)	(0.047)	(0.119)	(0.064)	(0.201)
Observations	1,534	565	1,331	196	490	74
Mean dep. var.	0.051	0.379	0.065	-0.050	0.395	0.277
SD dep. var.	0.969	0.742	0.964	1.012	0.727	0.830
p-value: Green conseq. = green deont.						0.012

Notes: The table shows the treatment effects on signing the climate petition, donation, and a revealed preferences index combining these two outcomes. Results are reported for the full sample, green individuals, consequentialists, deontologists, green consequentialists, and green deontologists. Regressions include pre-treatment controls picked from a PDS lasso procedure further described in Section D.2: Panel A — Rating of climate change as a serious problem, an indicator for a rating of at least seven, and an indicator for the first decile of that rating; Panel B — Rating of climate change as a serious problem and an indicator for a rating of two; Panel C — Rating of climate change as a serious problem and an indicator for a rating of at least seven. Anderson (2008) sharpened q-values controlling the false discovery rate across the two component outcomes, calculated separately by specification and sample, are in brackets. The final row of each panel reports the p-value from the corresponding green-sample interaction model testing equality of the treatment effects for green consequentialists and green deontologists. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Figure F.1: Treatment effects on Political Actions and Preferences, with Donations (SEK)



Notes: This figure reproduces Figure III, except donations are originally measured in SEK rather than as a binary indicator for above-median donations. Component outcomes are standardized using the control group mean and standard deviation. See Table F.4 for corresponding donation and revealed preference index estimates using original units. The revealed preferences index is constructed analogously to the main measure, replacing the donation indicator with the standardized donation amount. See Section 3.2 for variable and sample definitions.

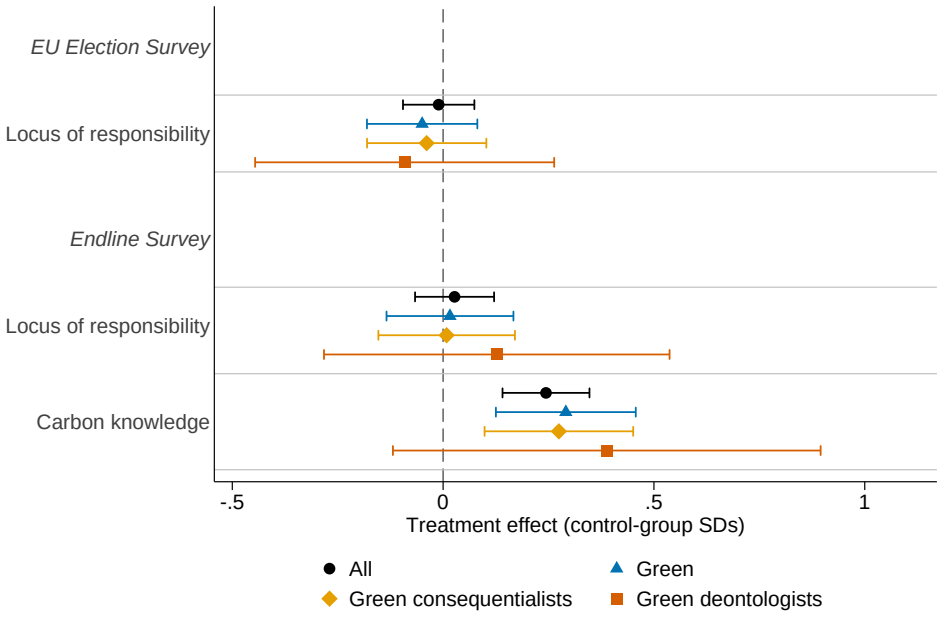
Table F.4: Treatment Effects on Revealed Preferences, with Donations (SEK)

	All	Green	Conseq.	Deont.	Green conseq.	Green deont.
	(1)	(2)	(3)	(4)	(5)	(6)
Panel A: Signed Petition						
Treatment	0.028	-0.003	0.018	0.095	-0.022	0.133*
	(0.018)	(0.016)	(0.019)	(0.053)	(0.017)	(0.063)
	[0.084]	[0.719]	[0.195]	[0.179]	[0.340]	[0.081]
Observations	1,534	565	1,331	196	490	74
Mean dep. var.	0.861	0.961	0.865	0.832	0.963	0.946
SD dep. var.	0.346	0.194	0.342	0.375	0.188	0.228
p-value: Green conseq. = green deont.						0.016
Panel B: Donation amount (SEK)						
Treatment	22.39*	29.96	20.43	37.17	21.53	89.31
	(10.83)	(17.62)	(11.66)	(29.67)	(18.85)	(50.86)
	[0.084]	[0.218]	[0.190]	[0.179]	[0.340]	[0.081]
Observations	1,534	565	1,331	196	490	74
Mean dep. var.	231.95	287.47	235.14	212.16	291.95	261.70
SD dep. var.	212.27	209.74	212.74	207.90	208.87	213.73
p-value: Green conseq. = green deont.						0.208
Panel C: Revealed Preferences Index						
Treatment	0.116*	0.084	0.093	0.276	0.025	0.498*
	(0.050)	(0.064)	(0.053)	(0.146)	(0.067)	(0.212)
Observations	1,534	565	1,331	196	490	74
Mean dep. var.	0.062	0.401	0.077	-0.049	0.418	0.298
SD dep. var.	0.974	0.758	0.968	1.023	0.744	0.843
p-value: Green conseq. = green deont.						0.032

Notes: This table reproduces Table IV, except donations are measured in SEK rather than as a binary indicator for above-median donations. The revealed preferences index is constructed analogously to the main measure, replacing the donation indicator with the standardized donation amount. The final row of each panel reports the p-value from the corresponding green-sample interaction model testing equality of the treatment effects for green consequentialists and green deontologists. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

F.2 Additional Results

Figure F.2: Treatment Effects on Carbon Knowledge and Perceived Locus of Responsibility for Climate Change



Notes: The figure reports the treatment effect with 95% confidence intervals for the full sample, green individuals, green consequentialists, and green deontologists. Outcomes are standardized using the relevant control group mean and standard deviation. Carbon knowledge is the composite standardized result from a quiz taken at endline, fully described in Section C. Locus of responsibility is measured in the election survey and again in the endline survey on a scale from 1 (mainly the individual's responsibility) to 5 (mainly society's responsibility).

Table F.5: Treatment Effects on Potential Mediators: Carbon Knowledge and Perceived Locus of Responsibility for Climate Change

	All		Green		Consequentialists		Deontologists		Green consequentialists		Green deontologists	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
Panel A: Carbon Knowledge												
Treatment	0.244***	0.244***	0.291***	0.291***	0.253***	0.253***	0.191	0.191	0.275**	0.275**	0.388	0.388
	(0.053)	(0.053)	(0.085)	(0.085)	(0.057)	(0.057)	(0.145)	(0.145)	(0.090)	(0.090)	(0.259)	(0.259)
	[< 0.001]	[< 0.001]	[0.001]	[0.001]	[< 0.001]	[< 0.001]	[0.537]	[0.384]	[0.005]	[0.005]	[0.382]	[0.382]
Pre-treatment controls	No	No	No	No	No	No	No	No	No	No	No	No
Observations	1,475	1,475	540	540	1,279	1,279	190	190	468	468	71	71
Mean dep. var.	0.132	0.132	0.183	0.183	0.125	0.125	0.154	0.154	0.175	0.175	0.240	0.240
SD dep. var.	1.017	1.017	0.994	0.994	1.018	1.018	0.996	0.996	0.982	0.982	1.083	1.083
P-value: Green conseq. = green deont.											0.676	0.676
Panel B: Locus of Responsibility												
Treatment	-0.011	-0.010	-0.050	-0.046	0.000	0.001	-0.116	-0.127	-0.039	-0.028	-0.091	-0.142
	(0.043)	(0.042)	(0.067)	(0.066)	(0.046)	(0.045)	(0.124)	(0.117)	(0.072)	(0.071)	(0.181)	(0.185)
	[0.677]	[0.674]	[0.296]	[0.319]	[0.992]	[0.969]	[0.537]	[0.384]	[0.418]	[0.536]	[0.444]	[0.382]
Pre-treatment controls	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Observations	2,058	2,058	721	721	1,776	1,776	271	271	623	623	95	95
Mean dep. var.	3.797	3.797	3.865	3.865	3.803	3.803	3.771	3.771	3.875	3.875	3.811	3.811
SD dep. var.	0.981	0.981	0.896	0.896	0.974	0.974	1.022	1.022	0.900	0.900	0.867	0.867
P-value: Green conseq. = green deont.											0.787	0.551

Notes: The table shows the treatment effects on carbon knowledge measured at endline and perceived locus of responsibility for climate change measured in the election survey. Carbon knowledge, fully described in Section C, is standardized using the control group mean and standard deviation. Locus of responsibility is measured on a scale from 1 (mainly the individual's responsibility) to 5 (mainly society's responsibility). Even-numbered columns use pre-treatment controls picked from a PDS lasso procedure further described in Section D.2: Panel A — No controls selected; Panel B — Rating of climate change as a serious problem. Anderson (2008) sharpened q-values controlling the false discovery rate across the two outcomes, calculated separately by specification and sample, are in brackets. The final row of each panel reports the p-value from the corresponding green-sample interaction model testing equality of the treatment effects for green consequentialists and green deontologists. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table F.6: Treatment Effects on Greenness of Vote by Swing-Voter Status

	All		Green	
Dependent variable: Greenness of vote	(1)	(2)	(3)	(4)
Treatment	0.94	-0.17	1.25	0.25
	(1.92)	(0.70)	(2.00)	(1.00)
Treatment × Swing voter	-0.01	0.29	-0.17	2.03
	(2.68)	(1.47)	(3.53)	(2.45)
Swing voter	-4.98**	1.40	-8.58***	-1.18
	(1.93)	(1.08)	(2.56)	(1.78)
Pre-treatment controls	No	Yes	No	Yes
Observations	1801	1801	671	671
Mean dep. var.	71.80	71.80	82.39	82.39
SD dep. var.	28.48	28.48	22.53	22.53

Notes: The dependent variable is greenness of vote in the 2024 European Parliament election measured on a 0–100 scale. Swing voters reported being unsure which party to vote for and did not identify as strong party supporters at baseline. Even-numbered columns include pre-treatment controls selected by the PDS procedure: party greenness score for intended vote and indicators for intending to vote for the Christian Democrats, Liberals, or Social Democrats. Robust standard errors are in parentheses. *Significance levels:* * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

G Auxiliary Analyses

G.1 Deontology over Time

Deontological reasoning and feelings of personal duty and moral obligations for climate change have grown in recent years. The Yale Program on Climate Change Communication (YPCCC) and George Mason Center for Climate Change Communication (Mason 4C) ask "Is global warming a moral issue?" in their recurring report "Climate Change in the American Mind". The share of respondents answering affirmatively grew substantially from 2015 to 2026 (YPCCC and Mason 4C, 2026), as shown in the first panel of Appendix Figure G.1. The Special Eurobarometer Climate Change surveys ask "Who within the EU is responsible for tackling climate change", allowing respondents to select "You personally" as a response. The prevalence of this response has also grown in the past decade and a half (Eurobarometer, 2025), as shown in the second panel of Appendix Figure G.1. The European Social Survey asks "To what extent do you feel a personal responsibility to try to reduce climate change", with increases in the average extent (ESS ERIC, 2024; ESS ERIC, 2025), as shown in the third panel of Appendix Figure G.1. Two population studies in the US directly measure the prevalence of deontological reasoning. Markowitz (2012) finds a deontological share of roughly 15%, while a later study by DePalma (2024) finds a share of 26%.[8]

G.2 Deontology across Countries

Deontological shares in Sweden can be compared to other countries. Appendix Figure G.2 presents data from the Moral Machine online platform, which presents participants with trolley-style dilemmas framed around autonomous vehicles (Awad et al., 2018). The study collected roughly 40 million decisions from participants in 233 countries and territories, and found both widely shared preferences and systematic cross-country variation. Sweden has a comparable deontologist share as countries like Finland, Germany, Spain, Italy, Mexico, Brazil, and Argentina. It has a higher deontologist share than some European and North American countries like Iceland, Norway, France, the UK, the US, and Canada and a lower share than Asian countries like Japan, China, and South Korea.

The estimated share of deontologists in our sample is lower than the corresponding shares from the Moral Machine study (Awad et al., 2018). This discrepancy may be due to differences in study design or populations and suggests that our estimate is likely conservative.

[8] These two studies use different samples and methodologies, so this comparison should be taken as suggestive.

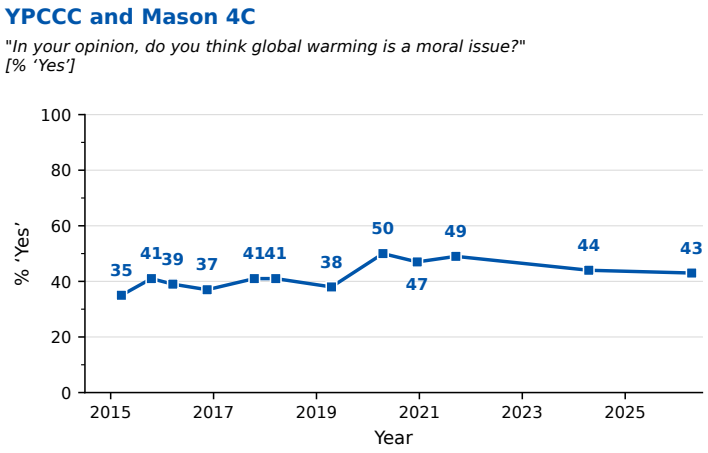
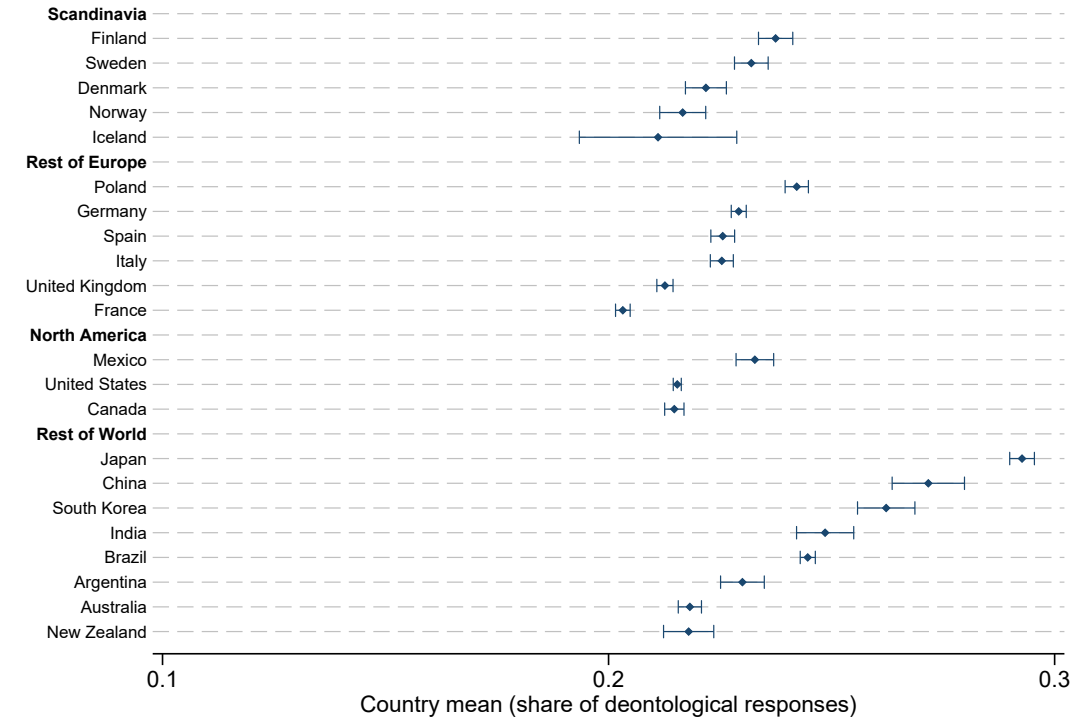


Figure G.1: Moral Concern and Personal Responsibility for Climate Change over Time.

Figure G.2: Cross-Country Comparisons of Deontological Reasoning



Notes: The figure shows country-level means of the share of deontological responses in the Moral Machine experiment (Awad et al., 2018). The sample is restricted to the neutral utilitarian dilemma, in which the respondent chooses between saving more and saving fewer individuals with no other characteristics differing. A response is coded as deontological (1) if the respondent chose not to intervene, and as 0 if they chose to intervene (saving more lives). Each respondent's responses are first averaged into a single individual-level share. These are then averaged within countries, so respondents who answered many dilemmas do not receive extra weight. Markers show country means and horizontal bars show 95% confidence intervals, based on the standard error of the mean (individual-level standard deviation divided by the square root of the number of respondents). Source: Moral Machine data; authors' calculations.

H Documents

This section contains original documents circulated to participants, including initial recruitment materials (invitation letter and information sheet); election survey materials (invitation letter and information sheet); and full survey instruments (baseline, election, and endline). Original Swedish documents are provided along with English translations.

H.1 Recruitment materials (Original Swedish)

Inbjudan till forskningsstudie om konsumtion och attityder

Hej,

Du har blivit utvald att delta i en undersökning om konsumtion och attityder genomförd av Chalmers och Göteborgs universitet. Genom att vara med bidrar du till ny kunskap om hur människor i vårt samhälle tänker och handlar. Du deltar genom att ladda ner en app och dela data om hur du konsumerar, samt besvara en enkät. Studien är ett nytt upplägg för forskning om konsumtion.

Ditt deltagande och just dina åsikter är viktiga för att forskningen ska spegla hela samhället.

Så går det till i korthet

1. Ladda ner appen Konsumtionskollen, särskilt utvecklad för studien
2. Dela bankdata om dina köp med en BankID-signering
3. Ta del av information om din konsumtion och svara på en kort enkät (ca 10 min)

Genom att delta ger du forskarna unika möjligheter att få ny kunskap och besvara samhällsfrågor. På uppdrag av Chalmers och Göteborgs universitet samlar appen Konsumtionskollen in information om dina köp i samarbete med Tink AB. Det är enkelt och säkert att delta. Du delar endast aggregerad information om dina transaktioner.

Du kan också få återkoppling på hur du konsumerar, i appen kontinuerligt och i månatliga mail. En avslutande kort enkät mailas dig om tre månader.

Som tack för ditt deltagande får du en trisslott (värde 30kr) efter den avslutande enkäten och fullständigt deltagande.

Deltagande är frivilligt och du kan avbryta det när som helst. Ytterligare information finns i den bifogade filen.

Starta studien

För att delta och komma till nedladdning av appen, skanna QR-koden nedan. Detta gör du genom att först öppna din mobilkamera och rikta den mot QR-koden. Sedan trycker du på notisen som visas på skärmen.



Om du läser på en mobil, klicka istället här.

Stort tack på förhand för din medverkan!

Har du frågor eller synpunkter, hör gärna av dig!

Med vänlig hälsning,

Jakob Enlund

Affilierad forskare, Göteborgs universitet

konsumtion@gu.se

031-786 13 39

Du är inbjuden att delta i en undersökning om konsumtion och attityder genomförd av forskare vid Chalmers och Göteborgs universitet.

Så går det till

Studien genomförs primärt i appen Konsumtionskollen, särskilt utvecklad för studien.

- Du laddar ner Konsumtionskollen på din mobil via nedan QR-kod eller länk.
- I appen behöver du godkänna att information om dina köp delas med forskningsprojektet. På uppdrag av Chalmers och Göteborgs universitet samlar Konsumtionskollen in information om dina köp i samarbete med Tink AB. Du godkänner detta med en BankID-signering. Att dela bankdata är säkert. Du delar bara information om dina transaktioner och ingen data kopplas till dig som person (mer info nedan). Denna datainsamling möjliggör unik forskning om konsumtion.
- Med hjälp av informationsdelningen och profilfrågor i appen kan du sedan få direkt återkoppling på din konsumtion i appen.
- Sedan ber vi dig svara på enkätfrågor (ca 10 min) som på olika sätt relaterar till konsumtion.

Efter att du startat studien kan du få kontinuerlig återkoppling på din konsumtion, i appen eller via månatliga mail (max 3 email). Du kan jämföra din konsumtion med andra liknande personer, samt se vad förändringar i din konsumtion kan leda till. Det är vår förhoppning att du tycker återkopplingen är intressant! En avslutande enkät (ca 5 min) mailas dig om ca tre månader.

För att delta krävs en smart telefon med BankID kopplat till de bankkonton eller kreditkort som du primärt konsumerar ifrån.

Vi ber dig starta studien så snart så möjligt.

Belöning

Som tack för ditt deltagande får du en trisslott (värde 30kr) efter den avslutande enkäten och fullständigt deltagande.

Starta studien

För att delta och komma till nedladdning av appen, skanna QR-koden nedan. Detta gör du genom att först öppna din mobilkamera och rikta den mot QR-koden. Sedan trycker du på notisen som visas på skärmen.

Om du läser på din mobil, klicka istället här.

Stort tack på förhand för din medverkan!

Med vänlig hälsning,

Fredrik Carlsson, professor, Göteborgs universitet

Jakob Enlund, affilierad forskare, Göteborgs universitet

Undrar du över något? Kontakta oss gärna!

Göteborgs Universitet
Jakob Enlund
konsumtion@gu.se
405 30 Göteborg
Tel 031-786 13 39

Mer om studien

Vilka uppgifter samlas in och hur?

Dina svar och data kommer att hanteras konfidentiellt, i enlighet med dataskyddsförordningen (GDPR), samt så att obehöriga inte kan ta del av dem. Gemensamt personuppgiftsansvariga är Göteborgs universitet och Chalmers tekniska högskola, och personuppgiftsbiträden är Enkätfabriken, som administrerar enkätfrågorna, och Svalna AB, som ansvarar för Konsumtionskollen och dess datainsamling. Du godkänner att information om dina köp delas genom att i appen signera med ditt mobila BankID. Din bank kommer då automatiskt dela information om var, när, och för vilken summa du handlat. Banken delar inte några bankkontouppgifter eller vad för något du handlat. Insamlingen sker i samarbete med Tink AB för att lösa det tekniska kring hämtning av din bankdata. Konsumtionskollen kommer att kategorisera dina köp i olika kategorier såsom "kläder" eller "hyra". Uppgifter kan också komma att inhämtas från offentliga register (tex. SPAR, Energideklarationsregistret, Fordonsregistret), primärt i syfte att förstå konsumtionsdatan så bra så möjligt.

Hur skyddas dina svar?

Dina svar och data kommer att användas i forskningssyfte. Uppgifterna som hanteras av Göteborgs universitet och Chalmers tekniska högskola kommer att vara pseudonymiserade, vilket innebär att uppgifter som kan identifiera enskilda individer i data, såsom personnummer och namn, ersatts med en nyckelkod. Det kommer således inte att framgå vad just dina data och svar visar när data analyseras eller studiens resultat redovisas. Uppgifter om enskildas personliga och ekonomiska förhållanden skyddas av sekretess och alla som arbetar med undersökningen har tystnadsplikt. Sekretessen gäller enligt 24 kap. 8 § offentlighets- och sekretesslagen (2009:400).

Hur behandlas personuppgifterna?

Enligt EU:s dataskyddsförordning har du rätt att kostnadsfritt få ta del av de uppgifter om dig som hanteras i studien, och vid behov få eventuella fel rättade. Du kan också i vissa fall begära att uppgifter om dig raderas samt att behandlingen av dina personuppgifter begränsas. Om du vill ta del av uppgifterna ska du kontakta Jakob Enlund, Institutionen för nationalekonomi med statistik, på adressen: konsumtion@gu.se. Om du är missnöjd med hur dina personuppgifter behandlas har du rätt att lämna klagomål till Integritetsskyddsmyndigheten, som är tillsynsmyndighet. Du kan alltid kontakta universitetets dataskyddsombud om du har frågor om behandlingen av personuppgifter. Dataskyddsombudet nås på dataskyddsombud@gu.se. Mer information om hur Göteborgs universitet behandlar personuppgifter hittar du på https://www.gu.se/omwebbplatsen/behandling-av-personuppgifter.

Var publiceras resultaten?

Resultaten kommer att presenteras i vetenskapliga publikationer och på vetenskapliga konferenser. Vi beräknar att det tar 1–2 år mellan att studien avslutas och att resultaten publiceras.

Deltagandet är frivilligt

Ditt deltagande är frivilligt och du kan när som helst välja att avbryta deltagandet. Vi ser inga betydelsefulla risker med deltagande i studien. Om du väljer att inte delta eller vill avbryta ditt deltagande behöver du inte uppge varför.

Ansvariga för studien

Projektledare och kontaktperson för studien är Jakob Enlund, affilierad forskare, Institutionen för nationalekonomi med statistik, Göteborgs universitet. E-post: konsumtion@gu.se. Huvudansvarig för studien är Fredrik Carlsson, professor, Institutionen för nationalekonomi med statistik, Göteborgs universitet.

H.2 Recruitment materials (English translation)

Invitation to a research study on consumption and attitudes

Hello,

You have been selected to participate in a survey on consumption and attitudes conducted by Chalmers and the University of Gothenburg. By participating, you contribute to new knowledge about how people in our society think and act. You participate by downloading an app and sharing data about your consumption, as well as completing a short survey. The study is a new approach to research on consumption.

Your participation and your opinions in particular are important for the research to reflect society as a whole.

How it works in brief

1. Download the Konsumtionskollen app, specifically developed for the study
2. Share bank data about your purchases with a BankID signature
3. Access information about your consumption and answer a short survey (approx. 10 min)

By participating, you give researchers unique opportunities to gain new knowledge and answer questions of societal importance. On behalf of Chalmers and the University of Gothenburg, the Konsumtionskollen app collects information about your purchases in collaboration with Tink AB. It is easy and safe to participate. You only share aggregated information about your transactions.

You can also receive feedback on your consumption, continuously in the app and in monthly emails. A short closing survey will be sent to you by email in three months.

As a thank-you for your participation, you will receive a scratch card (value 30 SEK) after the closing survey and full participation.

Participation is voluntary and you can withdraw at any time. Further information can be found in the attached file.

Start the study

To participate and access the app download, scan the QR code below. Do this by first opening your mobile camera and pointing it at the QR code. Then tap the notification that appears on the screen.



If you are reading on a mobile device, click here instead.

Thank you very much in advance for your participation!

If you have any questions or comments, please do not hesitate to get in touch!

Yours sincerely,

Jakob Enlund
Affiliated researcher, University of Gothenburg
konsumtion@gu.se
031-786 13 39

You are invited to participate in a survey on consumption and attitudes conducted by researchers at Chalmers and the University of Gothenburg.

How it works

The study is conducted primarily through the Konsumtionskollen app, specifically developed for the study.

- You download Konsumtionskollen on your mobile via the QR code or link below.
- In the app you need to approve that information about your purchases is shared with the research project. On behalf of Chalmers and the University of Gothenburg, Konsumtionskollen collects information about your purchases in collaboration with Tink AB. You approve this with a BankID signature. Sharing bank data is safe. You only share information about your transactions and no data is linked to you as an individual (more info below). This data collection enables unique research on consumption.
- Using the information sharing and profile questions in the app, you can then receive direct feedback on your consumption within the app.
- We then ask you to answer survey questions (approx. 10 min) that relate to consumption in various ways.

After you start the study, you can receive continuous feedback on your consumption, in the app or via monthly emails (max 3 emails). You can compare your consumption with other similar people, and see what changes in your consumption could lead to. It is our hope that you find the feedback interesting! A closing survey (approx. 5 min) will be emailed to you in approximately three months.

Participation requires a smartphone with BankID linked to the bank accounts or credit cards you primarily use for purchases.

We ask you to start the study as soon as possible.

Reward

As a thank-you for your participation, you will receive a scratch card (value 30 SEK) after the closing survey and full participation.

Start the study

To participate and access the app download, scan the QR code below. Do this by first opening your mobile camera and pointing it at the QR code. Then tap the notification that appears on the screen.

If you are reading on your mobile, click here instead.

Thank you very much in advance for your participation!

Yours sincerely,

Fredrik Carlsson, professor, University of Gothenburg

Jakob Enlund, affiliated researcher, University of Gothenburg

Do you have any questions? Please contact us!

University of Gothenburg
Jakob Enlund
konsumtion@gu.se
405 30 Gothenburg
Tel 031-786 13 39

More about the study

What data is collected and how?

Your responses and data will be handled confidentially, in accordance with the General Data Protection Regulation (GDPR), and in a way that prevents unauthorised access. Joint data controllers are the University of Gothenburg and Chalmers University of Technology, and data processors are Enkätfabriken, which administers the survey questions, and Svalna AB, which is responsible for Konsumtionskollen and its data collection. You approve that information about your purchases is shared by signing in the app with your mobile BankID. Your bank will then automatically share information about where, when, and for what amount you have made purchases. The bank does not share any account details or what you have purchased. Collection is carried out in collaboration with Tink AB to handle the technical aspects of retrieving your bank data. Konsumtionskollen will categorise your purchases into different categories such as "clothing" or "rent". Data may also be obtained from public registers (e.g. SPAR, the Energy Declaration Register, the Vehicle Register), primarily in order to understand the consumption data as well as possible.

How are your responses protected?

Your responses and data will be used for research purposes. The data handled by the University of Gothenburg and Chalmers University of Technology will be pseudonymised, which means that data that could identify individuals, such as personal identity numbers and names, will be replaced with a key code. It will therefore not be apparent what your data and responses show when the data is analysed or when the study results are reported. Information about individuals' personal and financial circumstances is protected by confidentiality and all those who work with the survey have a duty of confidentiality. The confidentiality applies pursuant to Chapter 24, Section 8 of the Public Access to Information and Secrecy Act (2009:400).

How is personal data processed?

Under EU data protection regulations, you have the right to free access to information about yourself that is processed in the study, and if necessary have any errors corrected. You can also in certain cases request that data about you is deleted and that the processing of your personal data is restricted. If you wish to access the data, you should contact Jakob Enlund, Department of Economics and Statistics, at: konsumtion@gu.se. If you are dissatisfied with how your personal data is processed, you have the right to submit a complaint to the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten), which is the supervisory authority. You can always contact the university's data protection officer if you have questions about the processing of personal data. The data protection officer can be reached at dataskyddsombud@gu.se. More information about how the University of Gothenburg processes personal data can be found at https://www.gu.se/omwebbplatsen/behandling-av-personuppgifter.

Where will the results be published?

The results will be presented in scientific publications and at scientific conferences. We estimate that it will take 1–2 years between the conclusion of the study and the publication of the results.

Participation is voluntary

Your participation is voluntary and you may choose to withdraw at any time. We see no significant risks associated with participating in the study. If you choose not to participate or wish to withdraw, you do not need to give a reason.

Those responsible for the study

The project leader and contact person for the study is Jakob Enlund, affiliated researcher, Department of Economics and Statistics, University of Gothenburg. E-mail: konsumtion@gu.se. The principal investigator for the study is Fredrik Carlsson, professor, Department of Economics and Statistics, University of Gothenburg.

H.3 Election survey invitation (Original Swedish)

Valforsknings-
programmet

GÖTEBORGS UNIVERSITET

Välkommen till undersökningen Väljarna och Europaparlamentsvalet 2024

Du är inbjuden av Valforskningsprogrammet vid Göteborgs universitet att delta i undersökningen Väljarna och Europaparlamentsvalet 2024. Enkäten tar ungefär 6 minuter att fylla i.

Din medverkan är lika värdefull oavsett om du är intresserad av politik eller inte, och oavsett om du röstat i Europaparlamentsvalet eller inte.

Gå till undersökningen

Det är alltid frivilligt att delta i vetenskapliga undersökningar. Resultaten blir mer tillförlitliga ju fler som svarar. Dina svar kan inte ersättas med någon annans. Ytterligare information finns i bilagan. Om du svarar så snart du kan så slipper du påminnelser.

Med vänlig hälsning,

Henrik Ekengren Oscarsson

Professor

Forskningsledare vid Valforskningsprogrammet

Göteborgs universitet

Valforsknings-
programmet

GÖTEBORGS UNIVERSITET

Vanliga frågor och svar

Vad är Valforskningsprogrammet?

Valforskningsprogrammet är ett forskningsprojekt som sedan 1950-talet bedrivs vid Göteborgs universitet. Huvudsyftet är att beskriva och analysera utvecklingen av den svenska representativa demokratin med fokus på val och väljare. Valundersökningarna ger oss en unik möjlighet att beskriva väljares uppfattningar, attityder och beteenden.

Varför har just jag valts ut att delta?

Inför varje ny valundersökning dras ett slumpmässigt statistiskt urval av röstberättigade medborgare i hela Sverige. I den ordinarie Valundersökningen 2024 består urvalet av 10 000 personer, där de som valts ut representerar ett Sverige "i miniatyr". Du är kontaktad i egenskap av deltagare i en studie om konsumtion och attityder att delta i undersökningen Väljarna och Europaparlamentsvalet 2024. Det är en kortare enkät som kommer utgöra ett komplement till den ordinarie Valundersökningen 2024.

Ska jag svara, jag är inte så insatt i samhällsdebatten?

I Valundersökningarna är allas svar lika viktiga. Det är viktigt för undersökningens tillförlitlighet att så många som möjligt medverkar – även personer som kanske inte är särskilt intresserade av politik och samhällsfrågor. För att kunna studera samhällsopinioner är det lika värdefullt för oss att veta vilka uppfattningar du har, som det är att veta vad du inte har någon uppfattning om.

Kan jag låta någon annan svara i mitt ställe?

Att delta i vetenskapliga undersökningar är alltid frivilligt. Den vetenskapliga metod som undersökningen bygger på gör att du inte kan låta någon annan svara åt dig.

Hur skyddas mina svar?

När du skickat in dina svar inkommer de till fältföretaget som ansvarar för utskick och insamling av enkäten. För att kunna hålla reda på när ditt och andras svar kommer in används ett så kallat löpnummer. Därmed får du ingen påminnelse i onödan. En länk mellan din nyckelkod och dina kontaktuppgifter lagras sedan utanför myndigheten hos en underleverantör, och behålls där endast under projektets insamlingsperiod för att matcha mot registerdata, såsom beskrivits i din ursprungliga inbjudan till forskningsstudien om konsumtion och attityder. Denna länk förstörs så snart det är möjligt eller senast 2026-12-30. All insamlad data upphör därmed att vara personuppgifter eftersom de inte kan härledas till en person. Uppgifter om enskildas personliga och ekonomiska förhållanden skyddas av sekretess och alla som arbetar med undersökningen har tystnadsplikt. Sekretessen gäller enligt 24 kap. 8 § offentlighets- och sekretesslagen (2009:400). Undersökningen är godkänd av Etikprövningsmyndigheten. Det kommer inte att framgå vad just du har svarat när undersökningens resultat redovisas.

Har du frågor om personuppgifter?

Kontakta dataskyddsombuden:
Göteborgs universitet:
031-786 00 00, dataskydd@gu.se
Box 100, 405 30 Göteborg.

Hur lämnade uppgifter används

Enligt EU:s dataskyddsförordning har du rätt att kostnadsfritt få ta del av de uppgifter om dig som hanteras i studien, och vid behov få eventuella fel rättade. Du kan också begära att uppgifter om dig raderas samt att behandlingen av dina personuppgifter begränsas. Du hittar ytterligare information hur uppgifterna hanteras i din ursprungliga inbjudan till forskningsstudien om konsumtion och attityder. Om du är missnöjd med hur dina personuppgifter behandlas har du rätt att lämna klagomål till Integritetsskyddsmyndigheten, som är tillsynsmyndighet. Du kan alltid kontakta universitetets dataskyddsombud om du har frågor om behandlingen av personuppgifter. Ange i så fall din personliga kod för studien: bbbnrdx. Dataskyddsombudet nås på dataskyddsombud@gu.se. Mer information om hur Göteborgs universitet behandlar personuppgifter hittar du på https://www.gu.se/omwebbplatsen/behandling-av-personuppgifter. Om du vill tala med forskarna på valforskningsprogrammet i Göteborg: 031-786 46 66, valforskning@pol.gu.se, Statsvetenskapliga institutionen, Göteborgs universitet.

H.4 Election survey invitation (English translation)

Valforsknings-
programmet

GÖTEBORGS
UNIVERSITET

Welcome to the survey Voters and the European Parliament Election 2024

You are invited by the Swedish National Election Studies Programme at the University of Gothenburg to participate in the survey Voters and the European Parliament Election 2024. The survey takes approximately 6 minutes to fill in.

Your participation is equally valuable regardless of whether you are interested in politics or not, and regardless of whether you voted in the European Parliament election or not.

Go to the survey

It is always voluntary to participate in scientific surveys. The results become more reliable the more people who respond. Your responses cannot be replaced by anyone else's. Further information can be found in the appendix. If you respond as soon as possible, you will avoid reminders.

Sincerely,

Henrik Ekengren Oscarsson
Professor
Research Director at the Swedish National Election Studies Programme
University of Gothenburg

Valforsknings-
programmet

GÖTEBORGS
UNIVERSITET

Frequently Asked Questions

What is the Swedish National Election Studies Programme?

The Swedish National Election Studies Programme is a research project that has been conducted at the University of Gothenburg since the 1950s. Its main purpose is to describe and analyse the development of Swedish representative democracy with a focus on elections and voters. The election surveys give us a unique opportunity to describe voters' perceptions, attitudes and behaviours.

Why have I specifically been selected to participate?

Before each new election survey, a random statistical sample of eligible voters across all of Sweden is drawn. In the ordinary Election Survey 2024, the sample consists of 10,000 people, where those selected represent Sweden "in miniature". You have been contacted as a participant in a study on consumption and attitudes to participate in the survey Voters and the European Parliament Election 2024. It is a shorter survey that will serve as a complement to the ordinary Election Survey 2024.

Should I respond even if I'm not very well-informed about public debate?

In election surveys, everyone's responses are equally important. It is important for the survey's reliability that as many as possible participate – even people who may not be particularly interested in politics and social issues. In order to study public opinion, it is equally valuable for us to know what views you have as to know what you have no view on.

Can I let someone else respond in my place?

Participation in scientific surveys is always voluntary. The scientific method on which the survey is based means that you cannot let someone else respond on your behalf.

How are my answers protected?

When you submit your responses, they go to the field company responsible for sending out and collecting the survey. In order to keep track of your and others' responses, a so-called serial number is used. This means you receive no unnecessary reminders. A link between your personal code and your contact details is then stored outside the authority with a subcontractor, and is retained there only during the project's data collection period in order to match against register data, as described in your original invitation to the research study on consumption and attitudes.

This link will be deleted as soon as possible, or by 2026-12-30 at the latest. All collected data thereby ceases to constitute personal data since it cannot be traced back to an individual. Information about individuals' personal and financial circumstances is protected by confidentiality, and all those who work with the survey have a duty of confidentiality. The confidentiality applies pursuant to Chapter 24, Section 8 of the Public Access to Information and Secrecy Act (2009:400). The survey has been approved by the Swedish Ethical Review Authority. It will not be apparent what you in particular have responded when the survey results are presented.

Do you have questions about personal data?

Contact the data protection officer:
University of Gothenburg:
031-786 00 00, dataskydd@gu.se
Box 100, 405 30 Gothenburg.

How the provided data is used

Under EU data protection regulations, you have the right to free access to information about yourself that is processed in the study, and if necessary have any errors corrected. You can also request that your data be deleted and that the processing of your personal data be restricted. You can find further information about how the data is processed in your original invitation to the research study on consumption and attitudes. If you are dissatisfied with how your personal data is processed, you have the right to submit a complaint to the Swedish Authority for Privacy Protection, which is the supervisory authority. You can always contact the university's data protection officer if you have questions about the processing of your personal data. Please provide your personal code for the study in that case: bbbnrdx. The data protection officer can be reached at dataskyddsombud@gu.se. More information about how the University of Gothenburg processes personal data can be found at https://www.gu.se/omwebbplatsen/behandling-av-personuppgifter. If you would like to speak with the researchers at the Swedish National Election Studies Programme in Gothenburg: 031-786 46 66, valforskning@pol.gu.se, Department of Political Science, University of Gothenburg.

H.5 Survey Instruments (Original Swedish)

H.5.1 Baseline survey

Avdelning A: Inledning

Välkommen och tack för att du deltar i Chalmers och Göteborgs Universitets undersökning om konsumtion och attityder.

Du kommer snart att få ladda ner studiens app Konsumtionskollen för att dela din bankdata med forskningsprojektet. Först vill vi dock att du svarar på några frågor som beräknas ta ca 8 minuter av din tid. Syftet med frågorna är att bättre förstå hur olika individers konsumtionsvanor hänger ihop med deras åsikter och värderingar.

Den insamlade bankdatan och dina enkätsvar hanteras säkert och konfidentiellt, och kommer inte att kopplas till dig som person.

Det är väldigt viktigt för vår forskning att du svarar ärligt och att du läser frågorna noggrant innan du svarar. Det finns inga korrekta eller felaktiga svar. Men för att vi ska kunna använda dina svar måste alla frågor besvaras och svaren klara vår automatiska kvalitetskontroll. Denna kvalitetskontroll använder statistiska metoder för att upptäcka osammanhängande eller förhastade svar.

A1.

A2.

Avdelning B: Innan vi börjar…

B1. **Som tack för att du deltar i studien kan vi erbjuda dig en belöning efter registrering. Belöningen är en elektronisk trisslott (värde 30kr).**

Vill du att vi skickar dig belöningen?

(du kommer att erbjudas ytterligare en trisslott om ca 6 månader som tack för ditt fullständiga deltagande i studien)

Ja tack! Jag vill gärna att ni skickar belöningen till mig efter att jag registrerat mig. ☐

Nej tack! Jag avstår från belöningen den här gången. ☐

Avdelning C: Politik

C1. Hur intresserad är du i allmänhet av politik?

- ☐ Mycket intresserad
- ☐ Ganska intresserad
- ☐ Inte särskilt intresserad
- ☐ Inte alls intresserad

C2. Hur allvarligt tycker du att följande problem är just nu?

	1 Inte alls ett allvarligt problem	2	3	4	5	6	7	8	9	10 Ett extremt allvarligt problem
Ökad antibiotikaresistens	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Klimatförändringarna	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Utrotning av växt- och djurarter	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Global fattigdom och svält	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Internationell terrorism	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Organiserad brottslighet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Stor arbetslöshet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Militära konflikter	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Globala epidemier	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Ökade sociala klyftor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

C3. Man talar ibland om att politiska åsikter kan placeras in på en vänster–högerskala. Var någonstans skulle du placera dig själv på en sådan skala?

- ☐ Klart till vänster
- ☐ Något till vänster
- ☐ Varken till vänster eller till höger
- ☐ Något till höger
- ☐ Klart till höger

C4. Planerar du att rösta i årets Europaparlamentsval den 9 juni?

- Ja ☐
- Obeslutsam ☐
- Nej ☐

C5. Om du planerar att rösta i Europaparlamentsvalet, är du säker på vilket parti du ska rösta på eller tvekar du mellan olika partier?

- Ja, jag är säker ☐
- Nej, jag tvekar mellan olika partier ☐

C6. Vilket parti skulle du rösta på om det vore <u>val till Europaparlamentet</u> idag?

- Vänsterpartiet ☐
- Liberalerna ☐
- Miljöpartiet ☐
- Socialdemokraterna ☐
- Moderaterna ☐
- Sverigedemokraterna ☐
- Centerpartiet ☐
- Kristdemokraterna ☐
- Annat parti: ☐

Annat parti:

C7. Anser du dig vara en övertygad anhängare av detta parti?

- Ja, mycket övertygad ☐
- Ja, något övertygad ☐
- Nej ☐

C8. Med <u>Europaparlamentsvalet</u> i åtanke, vänligen rangordna de politiska partierna baserat på hur nära de ligger i linje med dina egna politiska åsikter.

Placera det parti som ligger närmast dina egna åsikter överst.

- Vänsterpartiet ☐
- Liberalerna ☐
- Miljöpartiet ☐
- Socialdemokraterna ☐
- Moderaterna ☐
- Sverigedemokraterna ☐
- Centerpartiet ☐
- Kristdemokraterna ☐

C9. Har du deltagit i några politiska protester eller demonstrationer under de senaste 3 åren?

- Ja ☐
- Nej ☐

C10. Vilka frågor handlade protesterna eller demonstrationerna om?

- Coronarestriktioner ☐
- Migrationsfrågor ☐
- Rysslands invasion av Ukraina ☐
- Klimat- eller miljöfrågor ☐
- Sveriges medlemskap i Nato ☐
- Första maj-demonstration ☐
- Annat (vänligen beskriv): ☐

Annat (vänligen beskriv):

C11. **Vi vill veta vilka av följande ministrar i Sveriges regering du känner till?Vi vill också veta om du är uppmärksam på frågorna som ställs. Vänligen svara endast Daniel Granberg nedan, oavsett vilka du känner till och vilka som sitter i regering.**

Tobias Billström ☐

Elisabeth Svantesson ☐

Peter Kullgren ☐

Ebba Busch ☐

Romina Pourmokhtari ☐

Daniel Granberg ☐

C12.

Avdelning D: Konsumtionsvanor

D1. **Ungefär hur mycket brukar du betala för följande varor/tjänster?**

Om du aldrig handlar detta eller inte kan ange ett svar, lämna bara tomt.

Frisörbesök	
Gymnastikskor	
Vinterskor	
Långärmad tröja	
Byxor	
Solglasögon	
En flaska vin	
En semesterövernattning	
Mobiltelefon (hela värdet även om du abonnerar)	
Restaurangbesök (endast din andel)	
Lunch	
Soffa	

D2. I vilken utsträckning stämmer följande påståenden in på dig?

	1 Aldrig	2	3	4	5	6	7 Alltid
Jag köper saker utan att tänka på om jag behöver dem	☐	☐	☐	☐	☐	☐	☐
Jag köper nya kläder innan de gamla är utslitna	☐	☐	☐	☐	☐	☐	☐
Jag köper bara saker jag behöver	☐	☐	☐	☐	☐	☐	☐
Jag köper saker på impuls när jag är ute och shoppar	☐	☐	☐	☐	☐	☐	☐
Jag tar hand om mina saker så att de håller så länge som möjligt	☐	☐	☐	☐	☐	☐	☐
Jag byter ut hushållsapparater även om de fortfarande fungerar	☐	☐	☐	☐	☐	☐	☐
Jag köper produkter med hög kvalitet som håller länge även om de kostar mer	☐	☐	☐	☐	☐	☐	☐

D3. Ungefär hur ofta har du använt följande utrustning under de senaste 3 månaderna?

	Ej använt	Mer sällan än varje vecka	1–6 gånger i veckan	Dagligen	Flera gånger om dagen	Flera gånger i timmen
Stationär/bärbar dator	☐	☐	☐	☐	☐	☐
Mobiltelefon eller smartphone	☐	☐	☐	☐	☐	☐
TV	☐	☐	☐	☐	☐	☐
Spelkonsol	☐	☐	☐	☐	☐	☐
Surfplatta/Läsplatta	☐	☐	☐	☐	☐	☐
VR-glasögon	☐	☐	☐	☐	☐	☐
Annan enhet med skärm, t.ex. VR-glasögon, annan hemutrustning	☐	☐	☐	☐	☐	☐

D4. Ungefär hur ofta har du gjort följande saker under de senaste 3 månaderna?

	Ej använt	Mer sällan än varje vecka	1–6 gånger i veckan	Dagligen	Flera gånger om dagen	Flera gånger i timmen
Tittat på film/serier/Youtube	☐	☐	☐	☐	☐	☐
Pratat i telefon eller haft videosamtal	☐	☐	☐	☐	☐	☐
Använt sociala medier (t.ex. Facebook)	☐	☐	☐	☐	☐	☐
Sökt information på internet	☐	☐	☐	☐	☐	☐
Spelat dataspel/tv-spel	☐	☐	☐	☐	☐	☐

	Ej använt	Mer sällan än varje vecka	1–6 gånger i veckan	Dagligen	Flera gånger om dagen	Flera gånger i timmen
Läst böcker/tidskrifter digitalt	☐	☐	☐	☐	☐	☐
Handlat på e-handelssidor	☐	☐	☐	☐	☐	☐
Sålt något (t.ex. på Blocket)	☐	☐	☐	☐	☐	☐

D5. För dig som lönearbetar, arbetar du heltid eller deltid?

- ☐ Heltid
- ☐ Deltid
- ☐ Det varierar
- ☐ Jag lönearbetar inte

D6. Hur många procent av heltid?

☐☐☐☐☐☐☐☐☐☐

Avdelning E: Värderingar

E1. I vilken utsträckning stämmer följande påståenden in på dig?

	1 Stämmer mycket dåligt	2	3	4	5	6	7 Stämmer mycket bra
Jag ser mig själv som en politiskt engagerad person	☐	☐	☐	☐	☐	☐	☐
Jag ser mig själv som en sparsam person	☐	☐	☐	☐	☐	☐	☐
Att vara politiskt engagerad är en viktig del av vem jag är	☐	☐	☐	☐	☐	☐	☐
Jag är självisk	☐	☐	☐	☐	☐	☐	☐
Jag är en sådan person som är politiskt engagerad	☐	☐	☐	☐	☐	☐	☐
Att bete sig ordentligt är en viktig del av vem jag är	☐	☐	☐	☐	☐	☐	☐
Jag ser mig själv som en impulsiv person	☐	☐	☐	☐	☐	☐	☐
Att bete sig miljövänligt är en viktig del av vem jag är	☐	☐	☐	☐	☐	☐	☐
Jag är en sådan person som beter sig miljövänligt	☐	☐	☐	☐	☐	☐	☐
Jag är hjälpsam	☐	☐	☐	☐	☐	☐	☐
Jag ser mig själv som en miljövänlig person	☐	☐	☐	☐	☐	☐	☐

E2. **Människor har olika lätt att föreställa sig sitt framtida jag – den person du kommer att vara i en avlägsen framtid.**

Svara på följande frågor genom att ange hur tydligt du kan föreställa dig ditt framtida jag, på en skala från 1 (inte tydligt alls) till 6 (mycket tydligt).

	1 Inte tydligt alls	2	3	4	5	6 Mycket tydligt
Hur tydligt kan du föreställa dig vem du kommer att vara om 10 år?	☐	☐	☐	☐	☐	☐
Hur tydligt kan du föreställa hur du ser ut om 10 år?	☐	☐	☐	☐	☐	☐
Hur tydligt kan du föreställa dig dina familjerelationer om 10 år?	☐	☐	☐	☐	☐	☐

E3. **I vilken utsträckning stämmer följande påståenden in på dig?**

	1 Stämmer mycket dåligt	2	3	4	5	6	7 Stämmer mycket bra
Jag skulle vilja leva mer hållbart	☐	☐	☐	☐	☐	☐	☐
Jag skulle vilja vara mer sparsam	☐	☐	☐	☐	☐	☐	☐
Jag skull vilja vara mer politiskt engagerad	☐	☐	☐	☐	☐	☐	☐

E4.

Föreställ dig följande situation. En skenande spårvagn rusar fram på ett spårvagnsspår. En bit längre fram ligger fem personer fastbundna på spåren, oförmögna att röra sig och spårvagnen rusar mot dem. Du står en bit därifrån på spårområdet, bredvid en spak som styr en järnvägsväxel. Om du drar i spaken kommer spårvagnen växla över till ett sidospår. Du noterar dock att det ligger en person fastbunden på detta spår, också oförmögen att röra sig. Du har två (och endast två) alternativ:

- **Gör ingenting, och spårvagnen kommer att döda de fem personerna på huvudspåret.**

- **Dra i spaken så spårvagnen växlas till sidospåret, och därigenom dödar den ensamma personen där.**

Du står inför ett moraliskt dilemma. Vilket är det mest etiska valet? Helt enkelt, vad är det rätta att göra?

Göra ingenting ☐

Dra i spaken ☐

E5.

E6. Enligt din mening, i vilken utsträckning går det att lita på människor i allmänhet?

0 = Det går inte att lita på människor i allmänhet ☐
1 ☐
2 ☐
3 ☐
4 ☐
5 ☐
6 ☐
7 ☐
8 ☐
9 ☐
10 = Det går att lita på människor i allmänhet ☐

E7. Enligt din mening, i vilken utsträckning anser du att det går att lita på människor i det område där du bor?

0 = Det går inte att lita på människor i det område där jag bor ☐
1 ☐
2 ☐
3 ☐
4 ☐
5 ☐
6 ☐
7 ☐
8 ☐
9 ☐
10 = Det går att lita på människor i det område där jag bor ☐

Avdelning F:

F1. **Alla människor har värden som fungerar som vägledande principer i deras liv. Vanligtvis har man dock olika uppfattningar om hur viktiga dessa värden är. Vi vill att du anger hur viktigt var och ett av följande värden är <u>som en vägledande princip i ditt liv</u>.**

Läs först igenom alla värden innan du börjar svara. Försök sedan få spridning i svaren så att endast ett fåtal värden tillskrivs ingen eller yttersta vikt.

	1 Inte alls viktigt	2	3	4	5	6	7 Mycket viktigt
Inflytande (att kunna påverka människor och händelser)	☐	☐	☐	☐	☐	☐	☐
Förhindra nedsmutsning (motarbeta miljöförstöring och nedsmutsning)	☐	☐	☐	☐	☐	☐	☐
Hjälpsamhet (att arbeta för andras välbefinnande)	☐	☐	☐	☐	☐	☐	☐
Värna om miljön (bevara naturen)	☐	☐	☐	☐	☐	☐	☐
Social makt (ha kontroll över andra, dominera)	☐	☐	☐	☐	☐	☐	☐
En värld i fred (att sträva efter en värld fri från krig och konflikter)	☐	☐	☐	☐	☐	☐	☐
Auktoritet (ha rätten att leda och bestämma)	☐	☐	☐	☐	☐	☐	☐
Social rättvisa (att motarbeta orättvisor, bry sig om de svaga)	☐	☐	☐	☐	☐	☐	☐
Jämlikhet (sträva efter att alla ges samma möjligheter)	☐	☐	☐	☐	☐	☐	☐
Ambitioner (att arbeta hårt, vara målmedveten)	☐	☐	☐	☐	☐	☐	☐
Respektera jorden (leva i harmoni med andra arter)	☐	☐	☐	☐	☐	☐	☐
Harmoni med naturen (passa in i naturen)	☐	☐	☐	☐	☐	☐	☐
Välstånd (ha materiella ägodelar, pengar)	☐	☐	☐	☐	☐	☐	☐

Tack! Dina enkätsvar är sparade.

Nu är det dags att ladda ner appen Konsumtionskollen, som är utvecklad särskilt för denna studie av Chalmers och Göteborgs universitet. Appen gör det möjligt för oss att på ett säkert sätt samla in och analysera konsumtionsdata.

<u>Säkerhet och sekretess</u> Ditt deltagande innebär att du delar information om dina transaktioner via din bank, vilket sker på ett säkert sätt och utan att några uppgifter kopplas till dig som person. Ingen specifik information om vad du köper delas, utan endast aggregerad data om köptillfällen, såsom datum och belopp, i kategorier som kläder och hyra. Du delar ingen information om dina bankkonton. All data behandlas konfidentiellt och enligt dataskyddsförordningen (GDPR).

Forskningsprojektet samarbetar med banktjänsten Tink AB för att hämta data från din bank på ett säkert sätt. Mer information finns i din inbjudan till studien, samt i appen.

<u>Ladda ner Konsumtionskollen</u> För att komma till nedladdning av appen, skanna QR-koden nedan. Detta gör du genom att först öppna din mobilkamera och rikta den mot QR-koden. Sedan trycker du på notisen som visas på skärmen.

Om du läser på en mobil, klicka istället här.

Har du tackat ja till en trisslott så kommer den automatiskt att skickas till den mail du registrerar i appen. Just nu kan det vara någon veckas fördröjning i utskicken av trisslotter.

Har du frågor eller synpunkter, hör gärna av dig!

Med vänlig hälsning,

Jakob Enlund Ansvarig forskare, Göteborgs universitet konsumtion@gu.se 031-786 13 39

H.5.2 Election survey

Avdelning A:

Välkommen till undersökningen Väljarna och Europaparlamentsvalet 2024 Undersökningen tar ungefär 6 minuter att fylla. Resultatet bidrar bland annat till forskning om inflytande och demokrati i Sverige och EU. Tycker du att en fråga känns svår att besvara kan du hoppa över den.

Avdelning B: Europaparlamentsvalet 2024

B1. Vilket parti röstade du på i årets Europaparlamentsval?

- ☐ Vänsterpartiet (V)
- ☐ Socialdemokraterna (S)
- ☐ Centerpartiet (C)
- ☐ Liberalerna (L)
- ☐ Moderaterna (M)
- ☐ Kristdemokratema (KD)
- ☐ Miljöpartiet (MP)
- ☐ Sverigedemokratema (SD)
- ☐ Röstade inte
- ☐ Röstade blankt
- ☐ Kommer inte ihåg
- ☐ Vill inte svara
- ☐ Annat parti (ange vilket):

Annat parti *(ange vilket)*:

B2. Vilken betydelse hade följande frågor för ditt val av parti i Europaparlamentsvalet?

	Mycket stor betydelse	Ganska stor betydelse	Varken stor eller liten betydelse	Ganska liten betydelse	Mycket liten betydelse
EU:s stöd till Ukraina	☐	☐	☐	☐	☐
Miljön	☐	☐	☐	☐	☐
Klimatet	☐	☐	☐	☐	☐
Ekonomin	☐	☐	☐	☐	☐

	Mycket stor betydelse	Ganska stor betydelse	Varken stor eller liten betydelse	Ganska liten betydelse	Mycket liten betydelse
Sysselsättningen	☐	☐	☐	☐	☐
Frågan om jordbruksstödet i EU	☐	☐	☐	☐	☐
Freden i Europa	☐	☐	☐	☐	☐
Den nationella självständigheten	☐	☐	☐	☐	☐
Om Sverige ska införa euron som valuta	☐	☐	☐	☐	☐
Flyktingar/invandring	☐	☐	☐	☐	☐
Företagens villkor	☐	☐	☐	☐	☐
Jämställdheten mellan kvinnor och män	☐	☐	☐	☐	☐
Försvarsfrågan i EU	☐	☐	☐	☐	☐
Demokratin i EU	☐	☐	☐	☐	☐
Sociala välfärden	☐	☐	☐	☐	☐
Drogpolitiken (alkohol, narkotika etc)	☐	☐	☐	☐	☐
Brottsbekämpning	☐	☐	☐	☐	☐
Energi och kärnkraft	☐	☐	☐	☐	☐
EU:s utrikespolitik	☐	☐	☐	☐	☐
Matkvaliteten	☐	☐	☐	☐	☐
Frågan om upphovsrätt på nätet	☐	☐	☐	☐	☐
Rörligheten på arbetsmarknaden i EU	☐	☐	☐	☐	☐

B3. Vilket parti skulle du ha röstat på <u>om du hade röstat</u> i årets Europaparlamentsval?

- Vänsterpartiet (V) ☐
- Socialdemokraterna (s) ☐
- Centerpartiet (C) ☐
- Liberalerna (L) ☐
- Moderaterna (M) ☐
- Kristdemokratema (KD) ☐
- Miljöpartiet (MP) ☐
- Sverigedemokratema (SD) ☐
- Blankt ☐
- Vet inte ☐
- Vill inte svara ☐
- Annat parti (ange vilket): ☐

Annat parti *(ange vilket)*:

Avdelning C: Värderingar och ideologi

C1. Man brukar ju ibland tänka sig att partierna ordnas från vänster till höger efter politisk ställning. Om du använder nedanstående skala, var någonstans på skalan skulle du vilja placera <u>dig själv</u>?

Långt till vänster0	1	2	3	4	Varken vänster eller höger5	6	7	8	9	Långt till höger10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Avdelning D: Värderingar och ideologi

D1. På den här skalan vill vi att du placerar de olika partierna efter hur du uppfattar deras inställning till hur många flyktingar Sverige bör ta emot.

	Vi bör vara restriktiva när det gäller hur många flyktingar vi tar emot i Sverige1	2	3	4	5	6	Vi bör vara generösa när det gäller hur många flyktingar vi tar emot i Sverige7
Vänsterpartiet (V)	☐	☐	☐	☐	☐	☐	☐

	Vi bör vara restriktiva när det gäller hur många flyktingar vi tar emot i Sverige1	2	3	4	5	6	Vi bör vara generösa när det gäller hur många flyktingar vi tar emot i Sverige7
Socialdemokraterna (S)	☐	☐	☐	☐	☐	☐	☐
Centerpartiet (C)	☐	☐	☐	☐	☐	☐	☐
Liberalerna (L)	☐	☐	☐	☐	☐	☐	☐
Moderaterna (M)	☐	☐	☐	☐	☐	☐	☐
Kristdemokratema (KD)	☐	☐	☐	☐	☐	☐	☐
Miljöpartiet (MP)	☐	☐	☐	☐	☐	☐	☐
Sverigedemokratema (SD)	☐	☐	☐	☐	☐	☐	☐

D2. Var skulle du placera <u>dig själv</u> på samma skala?

Vi bör vara restriktiva när det gäller hur många flyktingar vi tar emot i Sverige1	2	3	4	5	6	Vi bör vara generösa när det gäller hur många flyktingar vi tar emot i Sverige7
☐	☐	☐	☐	☐	☐	☐

Avdelning E: Värderingar och ideologi

E1. Om du tänker på partiernas inställning till EU. Var skulle du placera partierna på nedanstående skala?

	Negativ till EU1	2	3	Varken positiv eller negativ till EU4	5	6	Positiv till EU7
Vänsterpartiet (V)	☐	☐	☐	☐	☐	☐	☐
Socialdemokraterna (S)	☐	☐	☐	☐	☐	☐	☐
Centerpartiet (C)	☐	☐	☐	☐	☐	☐	☐
Liberalerna (L)	☐	☐	☐	☐	☐	☐	☐
Moderaterna (M)	☐	☐	☐	☐	☐	☐	☐
Kristdemokratema (KD)	☐	☐	☐	☐	☐	☐	☐
Miljöpartiet (MP)	☐	☐	☐	☐	☐	☐	☐
Sverigedemokratema (SD)	☐	☐	☐	☐	☐	☐	☐

E2. Var skulle du placera <u>dig själv</u> på samma skala?

Negativ till EU1	2	3	Varken positiv eller negativ till EU4	5	6	Positiv till EU7
☐	☐	☐	☐	☐	☐	☐

Avdelning F: Värderingar och ideologi

F1. Om du tänker på partiernas inställning till att satsa på ett miljövänligt samhälle även om det innebär sänkt materiell levnadsstandard. Var skulle du placera partierna på nedanstående skala?

	Mycket dåligt förslag1	2	3	Varken bra eller dåligt förslag4	5	6	Mycket bra förslag7
Vänsterpartiet (V)	☐	☐	☐	☐	☐	☐	☐
Socialdemokraterna (S)	☐	☐	☐	☐	☐	☐	☐
Centerpartiet (C)	☐	☐	☐	☐	☐	☐	☐
Liberalerna (L)	☐	☐	☐	☐	☐	☐	☐
Moderaterna (M)	☐	☐	☐	☐	☐	☐	☐
Kristdemokratema (KD)	☐	☐	☐	☐	☐	☐	☐
Miljöpartiet (MP)	☐	☐	☐	☐	☐	☐	☐
Sverigedemokratema (SD)	☐	☐	☐	☐	☐	☐	☐

F2. Var skulle du placera <u>dig själv</u> på samma skala?

Mycket dåligt förslag1	2	3	Varken bra eller dåligt förslag4	5	6	Mycket bra förslag7
☐	☐	☐	☐	☐	☐	☐

Avdelning G: Sakfrågor

Vilken är din åsikt om följande politiska förslag?

G1. I den politiska debatten diskuteras ibland vem som har huvudansvaret för att uppnå vissa samhälleliga mål eller minimera skadeverkningarna från olika aktiviteter; individen eller samhället i stort?

Vi ber dig nu skatta detta ansvar på en femgradig skala.

1 innebär att individen har huvudansvaret, utan behov av samhälleliga restriktioner eller åtgärder, eftersom enskilda individer själva måste ta ansvar.

5 innebär att samhället har huvudansvaret, med tydliga gemensamma lösningar eller restriktioner för att styra människors beslut eller handlingar (t.ex. lagar, skatter, eller subventioner).

	Huvudsaklig en individens ansvar	Mer individens ansvar	Lika mycket individens och samhällets ansvar	Mer samhällets ansvar	Huvudsaklig en samhällets ansvar
Att minska användningen av tobak	☐	☐	☐	☐	☐
Att minska konsumtionen av alkohol	☐	☐	☐	☐	☐
Att minska konsumtionens klimatpåverkan	☐	☐	☐	☐	☐
Att öka människors pensionssparande	☐	☐	☐	☐	☐
Att minska konsumtionen av socker	☐	☐	☐	☐	☐
Att minska människors överbelåning	☐	☐	☐	☐	☐

G2. Motverka klimatförändringarna

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Inför ett fossilförbud från 2030 som förbjuder användning av fossila bränslen i industrin och all försäljning av fossila drivmedel.	☐	☐	☐	☐	☐	☐
Höj koldioxidskatten för att minska utsläppen, med en förväntad ökning av utgifter för hushåll och företag i förhållande till hur mycket koldioxid de släpper ut.	☐	☐	☐	☐	☐	☐
Inför obligatorisk klimatmärkning av produkter, så att graden av klimatpåverkan från en produkt alltid är synlig för konsumenten.	☐	☐	☐	☐	☐	☐

G3. Skydd av havsmiljön

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Förbjud farliga kemikalier som anses skadliga för havsmiljön	☐	☐	☐	☐	☐	☐
Inför en skatt på farliga kemikalier som anses skadliga för havsmiljön	☐	☐	☐	☐	☐	☐
Inför obligatorisk märkning av produkter som innehåller kemikalier som anses skadliga för havsmiljön	☐	☐	☐	☐	☐	☐

G4. Mat och hälsa

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Förbjud viss försäljning av produkter med särskilt höga sockerhalter eller ohälsosamma fetter (t.ex. totalt förbud för barnmat med höga sockerhalter, eller förbud mot godisautomater i offentliga miljöer)	☐	☐	☐	☐	☐	☐
Höj skatten på onyttig mat med hög sockerhalt och ohälsosamma fetter.	☐	☐	☐	☐	☐	☐
Inför obligatorisk märkning av mat efter hur nyttig den är	☐	☐	☐	☐	☐	☐

G5. Privatekonomi och sparande

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Förbjud kreditlån med särskilt hög ränta (tex sms-lån eller snabblån med höga räntor)	☐	☐	☐	☐	☐	☐
Inför en särskild skatt på företag som ger snabblån.	☐	☐	☐	☐	☐	☐
Inför obligatoriska varningstexter i samband med marknadsföring av snabblån.	☐	☐	☐	☐	☐	☐

G6. Tycker du att svenska staten bör minska eller öka utgifterna på följande områden?

	Minska utgifterna mycket	Minska utgifterna något	Utgifterna bör varken minska eller öka	Öka utgifterna något	Öka utgifterna mycket	Ingen uppfattning
Internationellt bistånd	☐	☐	☐	☐	☐	☐
Försvar och samhällets krisberedskap	☐	☐	☐	☐	☐	☐
Hälsovård, sjukvård och social omsorg	☐	☐	☐	☐	☐	☐
Allmän miljö- och naturvård	☐	☐	☐	☐	☐	☐

Avdelning H: Politiskt intresse och engagemang

H1. Röstade du i riksdagsvalet 2022?

- ☐ Ja
- ☐ Nej
- ☐ Kommer inte ihåg
- ☐ Ej röstberättigad 2022

H2. Vilket parti röstade du på i riksdagsvalet 2022?

- ☐ Vänsterpartiet (V)
- ☐ Socialdemokraterna (s)
- ☐ Centerpartiet (C)
- ☐ Liberalerna (L)
- ☐ Moderaterna (M)
- ☐ Kristdemokratema (KD)
- ☐ Miljöpartiet (MP)
- ☐ Sverigedemokratema (SD)
- ☐ Röstade blankt
- ☐ Kommer inte ihåg
- ☐ Vill inte svara
- ☐ Annat parti (ange vilket):

Annat parti *(ange vilket)*:

H3. Det finns olika sätt att engagera sig politiskt. Har du själv gjort något av följande saker månaden innan du bjöds in till denna enkät, dvs 10 maj – 10 juni?

	Ja, flera gånger	Ja, någon gång	Nej
Skrivit under en namninsamling	☐	☐	☐
Kontaktat en politiker	☐	☐	☐
Deltagit i en demonstration	☐	☐	☐

	Ja, flera gånger	Ja, någon gång	Nej
Diskuterat politik i forum på internet	☐	☐	☐
Skrivit insändare till en tidning	☐	☐	☐

H4. Vilken eller vilka politiska frågor gällde <u>namninsamlingen</u>?

- ☐ Miljö och klimat
- ☐ Sociala frågor och välfärd
- ☐ Ekonomi och sysselsättning
- ☐ Säkerhet, försvar och internationella konflikter
- ☐ Migration och integration
- ☐ Demokrati och rättigheter
- ☐ Annan fråga/utveckla ditt svar:

Annan fråga/utveckla ditt svar:

H5. Vilken eller vilka politiska frågor gällde din <u>kontakt med politiker</u>?

- ☐ Miljö och klimat
- ☐ Sociala frågor och välfärd
- ☐ Ekonomi och sysselsättning
- ☐ Säkerhet, försvar och internationella konflikter
- ☐ Migration och integration
- ☐ Demokrati och rättigheter
- ☐ Annan fråga/utveckla ditt svar:

Annan fråga/utveckla ditt svar:

H6. Berätta gärna mer om <u>demonstrationen</u>. Vilken eller vilka politiska frågor gällde det?

- ☐ Miljö och klimat
- ☐ Sociala frågor och välfärd

Ekonomi och sysselsättning ☐

Säkerhet, försvar och internationella konflikter ☐

Migration och integration ☐

Demokrati och rättigheter ☐

Annan fråga/utveckla ditt svar: ☐

Annan fråga/utveckla ditt svar:

H7. När och var ägde demonstrationen rum?

H8. Ungefär hur många personer deltog tror du?

H9. Vilken eller vilka politiska frågor diskuterade du på internet?

Miljö och klimat ☐

Sociala frågor och välfärd ☐

Ekonomi och sysselsättning ☐

Säkerhet, försvar och internationella konflikter ☐

Migration och integration ☐

Demokrati och rättigheter ☐

Annan fråga/utveckla ditt svar: ☐

Annan fråga/utveckla ditt svar:

H10. Vilken eller vilka politiska frågor handlade din insändare om?

Miljö och klimat ☐

Sociala frågor och välfärd ☐

Ekonomi och sysselsättning ☐

Säkerhet, försvar och internationella konflikter ☐

Migration och integration ☐

Demokrati och rättigheter ☐

Annan fråga/utveckla ditt svar: ☐

Annan fråga/utveckla ditt svar:

H11. Allmänt sett, hur stort förtroende har du för svenska politiker?

Mycket stort förtroende	Ganska stort förtroende	Ganska litet förtroende	Mycket litet förtroende
☐	☐	☐	☐

H12. Hur intresserad är du i allmänhet av politik?

Mycket intresserad	Ganska intresserad	Inte särskilt intresserad	Inte alls intresserad
☐	☐	☐	☐

Avdelning I: Avslutningsvis

I1. Om du skulle gissa, vad tror du forskarna bakom denna enkät från Valforskningsprogrammet specifikt är intresserade av?

Avdelning J: Incitament

J1. Har du blivit erbjuden en belöning för att fylla i denna enkät?

Ja ☐

Nej ☐

J2. Ange dina swishuppgifter:

Ditt telefonnummer: ☐☐☐☐☐☐☐☐☐☐

Ditt personnummer:

Ett stort tack för att du har svarat på enkäten!

H.5.3 Endline survey

Avdelning A: Inledning

Välkommen till den avslutande enkäten!

Tack för att du deltar i forskningsstudien om konsumtion och attityder, genomförd av Göteborgs universitet och Chalmers. Din medverkan har varit ovärderlig för oss, och nu närmar vi oss slutet av studien. Den här enkäten tar cirka 15 minuter att besvara och hjälper oss att bättre förstå frågor kopplade till konsumtion, attityder samt hur du har upplevt studien, datainsamlingen och appen vi har använt.

Som tack för ditt fullständiga deltagande i enkäten kommer vi att maila dig en trisslott (värde 30 kr) när dina svar har registrerats.

Det finns också möjlighet till extra ekonomisk ersättning – bland annat genom ett kort quiz där deltagare med högst poäng kan vinna priser.

Det är väldigt viktigt för vår forskning att du svarar ärligt och läser frågorna noggrant innan du svarar. Det finns inga rätt eller fel svar, men för att vi ska kunna använda dina svar måste alla frågor besvaras och svaren klara vår automatiska kvalitetskontroll. Denna kvalitetskontroll använder statistiska metoder för att upptäcka osammanhängande eller förhastade svar. Extra ekonomisk ersättning utgår endast vid fullständiga svar som klarar kvalitetskontrollen.

Avdelning B: Sakfrågor

Vilken är din åsikt om följande politiska förslag?

B1. I den politiska debatten diskuteras ibland vem som har huvudansvaret för att uppnå vissa samhälleliga mål eller minimera skadeverkningarna från olika aktiviteter; individen eller samhället i stort?

Vi ber dig nu skatta detta ansvar på en femgradig skala.

1 innebär att individen har huvudansvaret, utan behov av samhälleliga restriktioner eller åtgärder, eftersom enskilda individer själva måste ta ansvar.

5 innebär att samhället har huvudansvaret, med tydliga gemensamma lösningar eller restriktioner för att styra människors beslut eller handlingar (t.ex. lagar, skatter, eller subventioner).

	Huvudsaklig en individens ansvar	Mer individens ansvar	Lika mycket individens och samhällets ansvar	Mer samhällets ansvar	Huvudsaklig en samhällets ansvar
Att minska användningen av tobak	☐	☐	☐	☐	☐
Att minska konsumtionen av alkohol	☐	☐	☐	☐	☐
Att minska konsumtionens klimatpåverkan	☐	☐	☐	☐	☐
Att öka människors pensionssparande	☐	☐	☐	☐	☐

	Huvudsaklig en individens ansvar	Mer individens ansvar	Lika mycket individens och samhällets ansvar	Mer samhällets ansvar	Huvudsaklig en samhällets ansvar
Att minska konsumtionen av socker	☐	☐	☐	☐	☐
Att minska människors överbelåning	☐	☐	☐	☐	☐

B2. *Motverka klimatförändringarna*

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Inför ett fossilförbud från 2030 som förbjuder användning av fossila bränslen i industrin och all försäljning av fossila drivmedel.	☐	☐	☐	☐	☐	☐
Höj koldioxidskatten för att minska utsläppen, med en förväntad ökning av utgifter för hushåll och företag i förhållande till hur mycket koldioxid de släpper ut.	☐	☐	☐	☐	☐	☐
Inför obligatorisk klimatmärkning av produkter, så att graden av klimatpåverkan från en produkt alltid är synlig för konsumenten.	☐	☐	☐	☐	☐	☐
Höja koldioxidskatten på bensin	☐	☐	☐	☐	☐	☐
Införa en klimatskatt i EU på flygresor	☐	☐	☐	☐	☐	☐
Höja koldioxidskatt på elproduktion	☐	☐	☐	☐	☐	☐

B3. *Skydd av havsmiljön*

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Förbjud farliga kemikalier som anses skadliga för havsmiljön	☐	☐	☐	☐	☐	☐
Inför en skatt på farliga kemikalier som anses skadliga för havsmiljön	☐	☐	☐	☐	☐	☐
Inför obligatorisk märkning av produkter som innehåller kemikalier som anses skadliga för havsmiljön	☐	☐	☐	☐	☐	☐

B4. *Mat och hälsa*

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Förbjud viss försäljning av produkter med särskilt höga sockerhalter eller ohälsosamma fetter (t.ex. totalt förbud för barnmat med höga sockerhalter, eller förbud mot godisautomater i offentliga miljöer)	☐	☐	☐	☐	☐	☐
Höj skatten på onyttig mat med hög sockerhalt och ohälsosamma fetter.	☐	☐	☐	☐	☐	☐
Inför obligatorisk märkning av mat efter hur nyttig den är	☐	☐	☐	☐	☐	☐

B5. *Privatekonomi och sparande*

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Förbjud kreditlån med särskilt hög ränta (tex sms-lån eller snabblån med höga räntor)	☐	☐	☐	☐	☐	☐

	Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
Inför en särskild skatt på företag som ger snabblån.	☐	☐	☐	☐	☐	☐
Inför obligatoriska varningstexter i samband med marknadsföring av snabblån.	☐	☐	☐	☐	☐	☐

B6. Tycker du att svenska staten bör minska eller öka utgifterna på följande områden?

	Minska utgifterna mycket	Minska utgifterna något	Utgifterna bör varken minska eller öka	Öka utgifterna något	Öka utgifterna mycket	Ingen uppfattning
Internationellt bistånd	☐	☐	☐	☐	☐	☐
Försvar och samhällets krisberedskap	☐	☐	☐	☐	☐	☐
Hälsovård, sjukvård och social omsorg	☐	☐	☐	☐	☐	☐
Allmän miljö- och naturvård	☐	☐	☐	☐	☐	☐

Avdelning C: Politiskt intresse och engagemang

C1. Röstade du i riksdagsvalet 2022?

- Ja ☐
- Nej ☐
- Kommer inte ihåg ☐
- Ej röstberättigad 2022 ☐

C2. Vilket parti röstade du på i riksdagsvalet 2022?

- Vänsterpartiet (V) ☐
- Socialdemokraterna (s) ☐
- Centerpartiet (C) ☐
- Liberalerna (L) ☐
- Moderaterna (M) ☐
- Kristdemokratema (KD) ☐
- Miljöpartiet (MP) ☐
- Sverigedemokratema (SD) ☐
- Röstade blankt ☐
- Kommer inte ihåg ☐
- Vill inte svara ☐
- Annat parti (ange vilket): ☐

Annat parti *(ange vilket)*:

C3. Det finns olika sätt att engagera sig politiskt. Har du själv gjort något av följande saker de senaste 6 månaderna?

	Ja, flera gånger	Ja, någon gång	Nej
Skrivit under en namninsamling	☐	☐	☐
Kontaktat en politiker	☐	☐	☐
Deltagit i en demonstration	☐	☐	☐
Diskuterat politik i forum på internet	☐	☐	☐
Skrivit insändare till en tidning	☐	☐	☐

C4. Vilken eller vilka politiska frågor gällde <u>namninsamlingen</u>?

- ☐ Miljö och klimat
- ☐ Sociala frågor och välfärd
- ☐ Ekonomi och sysselsättning
- ☐ Säkerhet, försvar och internationella konflikter
- ☐ Migration och integration
- ☐ Demokrati och rättigheter
- ☐ Annan fråga/utveckla ditt svar:

Annan fråga/utveckla ditt svar:

C5. Vilken eller vilka politiska frågor gällde din <u>kontakt med politiker</u>?

- ☐ Miljö och klimat
- ☐ Sociala frågor och välfärd
- ☐ Ekonomi och sysselsättning
- ☐ Säkerhet, försvar och internationella konflikter
- ☐ Migration och integration
- ☐ Demokrati och rättigheter
- ☐ Annan fråga/utveckla ditt svar:

Annan fråga/utveckla ditt svar:

C6. Vilken eller vilka politiska frågor <u>diskuterade du på internet</u>?

- ☐ Miljö och klimat

Sociala frågor och välfärd ☐
Ekonomi och sysselsättning ☐
Säkerhet, försvar och internationella konflikter ☐
Migration och integration ☐
Demokrati och rättigheter ☐
Annan fråga/utveckla ditt svar: ☐

Annan fråga/utveckla ditt svar:

C7. Berätta gärna mer om <u>demonstrationen</u>. Vilken eller vilka politiska frågor gällde det?

Miljö och klimat ☐
Sociala frågor och välfärd ☐
Ekonomi och sysselsättning ☐
Säkerhet, försvar och internationella konflikter ☐
Migration och integration ☐
Demokrati och rättigheter ☐
Annan fråga/utveckla ditt svar: ☐

Annan fråga/utveckla ditt svar:

C8. När och var ägde demonstrationen rum?

C9. Ungefär hur många personer deltog tror du?

C10. Vilken eller vilka politiska frågor handlade din <u>insändare</u> om?

Miljö och klimat ☐
Sociala frågor och välfärd ☐
Ekonomi och sysselsättning ☐
Säkerhet, försvar och internationella konflikter ☐

Migration och integration ☐

Demokrati och rättigheter ☐

Annan fråga/utveckla ditt svar: ☐

Annan fråga/utveckla ditt svar:

C11. Nästa fråga handlar om följande problem. I enkäter som denna händer det ibland att deltagare inte läser frågorna noggrant och bara klickar sig snabbt igenom undersökningen. Detta påverkar resultaten av forskningsstudien negativt. För att visa att du läser enkäten noggrant, vänligen välj både ”Mycket intresserad” och ”Inte alls intresserad” som ditt svar på nästa fråga.

Givet ovanstående, hur intresserad är du av politik?

Mycket starkt intresserad ☐

Mycket intresserad ☐

Lite intresserad ☐

Inte särskilt intresserad ☐

Inte alls intresserad ☐

C12. Är du villig att skriva under en namninsamling för att stödja kraftfulla klimatåtgärder? Så snart undersökningen är klar kommer vi att skicka resultaten till statsministerns kansli och informera honom om hur stor andel av de personer som deltog i denna undersökning som var villiga att stödja följande uttalande:

"Jag håller med om att omedelbara åtgärder mot klimatförändringarna är avgörande. Nu är det dags att satsa på en framtid med låga koldioxidutsläpp och förhindra bestående skador på allt levande. Vetenskapen visar att vi inte har råd att vänta med att minska skadliga utsläpp. Jag ger mitt stöd till uppmaningen till ledare i Sverige och världen att agera så att vi inte förlorar kampen mot klimatförändringarna."

Stöder du detta uttalande (du kommer INTE att bli ombedd att skriva under något; du behöver bara ange om du stöder uttalandet här. Vi kommer att skicka de sammanställda resultaten till Statsministerns kansli, medan ditt individuella svar förblir konfidentiellt.)?

Ja ☐

Nej ☐

C13. **Genom att delta i den här undersökningen har du möjlighet att bli slumpmässigt utvald att få 500 kr efter den avslutande enkäten. Några dagar efter enkäten får du besked om du har blivit utvald. Betalningen görs via Swish, eller om du vill genom ett presentkort. Eventuell skatt betalas av deltagaren. Du kan också välja att donera en del av denna extra ersättning (om du skulle bli utvald) till ett projekt för återplantering av skog för att motverka klimatförändringarna, certifierat av organisationen The Gold Standard. Organisationens projekt har redan visat sig effektivt minska 304 miljoner ton CO2e och har noggrant valts ut av vårt team.**

Om du skulle bli utvald till att få 500 kr, vänligen ange ditt donationsbelopp med skjutreglaget nedan:

Avdelning D: Din konsumtions påverkan på den globala marknaden

D1.

I denna del vill vi veta hur du tror att förändringar i din egen konsumtion påverkar den globala konsumtionen. Här är två exempel:

Minska din bränsleförbrukning

Bränsleförbrukning har stor påverkan på klimatet, och transportbränslen står för en betydande del av de globala växthusgasutsläppen. Vi vill veta vad du tror skulle hända med den globala bränsleförbrukningen om du minskade din egen bränsleförbrukning.

Tänk på följande två scenarier:

Scenario 1: Du förbrukar 500 liter bränsle varje år.

Scenario 2: Du förbrukar 250 liter bränsle varje år.

I jämförelse med scenario 1, skulle du alltså permanent minska din årliga bränsleförbrukning med 250 liter i scenario 2.

Vad tror du skulle hända med den årliga globala bränsleförbrukningen?

För att upprepa, du minskar din årliga bränsleförbrukning med 250 liter. Hur skulle detta påverka den årliga totala globala bränsleförbrukningen?

- Det skulle minska den årliga globala bränsleförbrukningen med mer än 250 liter. ☐
- Det skulle minska den årliga globala bränsleförbrukningen med 250 liter. ☐
- Det skulle minska den årliga globala bränsleförbrukningen med mindre än 250 liter. ☐
- Det skulle inte påverka den årliga globala bränsleförbrukningen. ☐
- Det skulle faktiskt öka den årliga globala bränsleförbrukningen. ☐

D2.

Byta från ny till begagnad klädsel

Du kan välja mellan två typer av klädinköp: nya kläder och begagnade kläder. Produktion av kläder är resurskrävande och ofta förknippad med dåliga arbetsförhållanden. Vi vill veta vad du tror skulle hända med den globala konsumtionen av kläder om du bytte från att köpa nya kläder till att enbart köpa begagnade.

Tänk på följande två scenarier:

Scenario 1: Du köper endast nya kläder. Varje år köper du 40 nya plagg.

Scenario 2: Du köper enbart begagnade kläder. Varje år köper du 40 begagnade plagg.

I jämförelse med scenario 1, skulle du alltså permanent byta till begagnade kläder i scenario 2.

Vad tror du skulle hända med den årliga globala konsumtionen av nya kläder?

För att upprepa, du byter från att köpa 40 nya plagg per år till att köpa begagnade. Hur skulle detta påverka den årliga globala konsumtionen av nya kläder?

- Det skulle minska den årliga globala konsumtionen av nya kläder med mer än 40 plagg. ☐
- Det skulle minska den årliga globala konsumtionen av nya kläder med 40 plagg. ☐
- Det skulle minska den årliga globala konsumtionen av nya kläder med mindre än 40 plagg. ☐
- Det skulle inte påverka den årliga globala konsumtionen av nya kläder. ☐
- Det skulle faktiskt öka den årliga globala konsumtionen av nya kläder. ☐

Avdelning E: Tidsanvändning

E1. Hur ofta har du under de senaste 12 månaderna gjort följande?

	Ingen gång	Någon gång under de senaste 12 månaderna	Någon gång i halvåret	Någon gång i kvartalet	Någon gång i månaden	Någon gång i veckan	Flera gånger i veckan
Arbetat ideellt/volontärarbetat	☐	☐	☐	☐	☐	☐	☐
Arbetat hemifrån	☐	☐	☐	☐	☐	☐	☐
Arbetat övertid	☐	☐	☐	☐	☐	☐	☐

	Ingen gång	Någon gång under de senaste 12 månaderna	Någon gång i halvåret	Någon gång i kvartalet	Någon gång i månaden	Någon gång i veckan	Flera gånger i veckan
Besökt bibliotek	☐	☐	☐	☐	☐	☐	☐
Besökt idrottsevenemang	☐	☐	☐	☐	☐	☐	☐
Besökt kulturevenemang (konst, teater, konsert etc.)	☐	☐	☐	☐	☐	☐	☐
Bjudit hem någon på middag	☐	☐	☐	☐	☐	☐	☐
Dansat	☐	☐	☐	☐	☐	☐	☐
Deltagit i studiecirkel/kursverksamhet	☐	☐	☐	☐	☐	☐	☐
Köpt något jag inte hade råd med	☐	☐	☐	☐	☐	☐	☐
Lyssnat på ljudbok	☐	☐	☐	☐	☐	☐	☐
Lyssnat på musik	☐	☐	☐	☐	☐	☐	☐
Läst en bok	☐	☐	☐	☐	☐	☐	☐
Sett på film	☐	☐	☐	☐	☐	☐	☐
Läst högt ur bok/tidning för något barn	☐	☐	☐	☐	☐	☐	☐
Sett på tv-serie	☐	☐	☐	☐	☐	☐	☐
Sovit för lite för att känna mig utvilad	☐	☐	☐	☐	☐	☐	☐
Motionerat/tränat	☐	☐	☐	☐	☐	☐	☐
Skjutit upp betalning av vara/tjänst (köp nu, betala sen)	☐	☐	☐	☐	☐	☐	☐
Umgåtts med vänner	☐	☐	☐	☐	☐	☐	☐
Varit ute i naturen/friluftsliv	☐	☐	☐	☐	☐	☐	☐

E2. På det hela taget, hur nöjd är du med ditt liv i stort nuförtiden?

0=extremt missnöjd	1	2	3	4	5	6	7	8	9	10=extremt nöjd	Vet ej	Vägrar
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

E3. Allt sammantaget, hur lycklig skulle du säga att du är?

0=extremt olycklig	1	2	3	4	5	6	7	8	9	10=extremt lycklig	Vet ej	Vägrar
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

E4. **Hur mycket tid spenderar du framför mobilen? För att besvara frågan så korrekt som möjligt vill vi be dig öppna inställningarna för 'Skärmtid' (iOS) eller 'Digitalt välmående' (Android) på din telefon och notera den genomsnittliga dagliga skärmtiden i timmar och minuter för föregående vecka (mån-sön).**

Så hittar du informationen:

iOS: Inställningar -> Skärmtid -> Visa all app- och webbplatsaktivitet -> Välj "1 vecka"-> Swipe:a tillbaka en vecka och skriv ned tidsangivelsen (1:23).

Android: Inställningar -> Digital Wellbeing och föräldrakontroller -> klicka på den lilla ikonen som ser ut som ett stapeldiagram uppe till höger och skriv ned tidsangivelsen (1:23).

Timmar ☐

Kommentar

Minuter ☐

Kommentar

Jag har inte aktiverat den funktionen. ☐

Kommentar

Hoppa över frågan/jag hittar inte informationen. ☐

Kommentar

E5. **Under den senaste månaden, hur ofta har du…**

	Aldrig	Nästan aldrig	Ibland	Ganska ofta	Mycket ofta
… känt att du inte har kunnat kontrollera de saker som är viktiga i ditt liv	☐	☐	☐	☐	☐
… känt dig nervös och "stressad"	☐	☐	☐	☐	☐
… känt att du inte har kunnat hantera alla saker som du har varit tvungen att göra	☐	☐	☐	☐	☐
… känt att svårigheter har hopat sig i sådan utsträckning att du inte kunde övervinna dem	☐	☐	☐	☐	☐

Avdelning F:

Quiz med möjlighet till ytterligare ersättning!

Nu ska du få göra ett kort quiz om konsumtion. De 10 bästa deltagarna belönas med 200 kr.*

Notera följande förutsättningar: Varje fråga har en tidsbegränsning. När tiden är slut låses dina svar och du slussas automatiskt vidare till nästa fråga. Du kan inte gå tillbaka och ändra dina svar, så svara så snabbt och noggrant du kan. Du kan ändra dina svar tills tiden är slut.

Lycka till!

*Utbetalningen görs via Swish, eller om du vill ett presentkort, under januari 2025. Eventuellt skatt betalas av deltagaren.

Avdelning G: Quizfråga 1/3

G1. Varje krona du spenderar påverkar klimatet. Baserat på din konsumtion senaste året, vad tror du att ditt årsutsläpp i ton ligger på? (Medel i Sverige är ungefär 8 ton CO2e / år)

Avdelning H: Quizfråga 2/3

H1. Baserat på din konsumtion senaste året, vänligen rangordna följande kategorier baserat på hur mycket utsläpp du tror att din konsumtion genererar.

Placera kategorin som släpper ut mest koldioxidekvivalenter (CO2e) överst:

Transport	
Boende och hushåll (t.ex. renoveringar, möbler, hyra, internet, el, värme, etc)	
Mat och dryck	
Varor och övrigt (t.ex. kläder, prylar, elektronik, etc)	

Avdelning I: Quizfråga 3/3

I1. Hur mycket utsläpp (kg CO2e) genererar följande aktiviteter, i genomsnitt per person i Sverige

Resa 900 km själv i en medelstor bensinbil	
Resa 900 km med snabbtåg	
Resa 900 km med flyg	
Köp av en ny dator (15 tum laptop)	
Köp av nya kläder för 5 000 kr	

Avdelning J:

Tack! Nu är quizet slut och enkäten fortsätter utan någon tidspress.

Avdelning K: Koldioxidutsläpp och betalningsvilja

Att minska sina CO2-utsläpp kan ibland medföra en ekonomisk kostnad, till exempel för att köpa mer miljövänliga produkter, investera i energibesparande lösningar, eller köpa klimatkompensation. Enligt ekonomiska uppskattningar varierar kostnaden för att minska ett ton koldioxid (CO_2e) mellan 400 och 800 kronor per ton för att ligga i linje med klimatmålen. Vi vill veta hur mycket du skulle vara villig att betala för att minska dina personliga utsläpp med ett ton i två olika situationer.

K1. Situation 1: Din åtgärd minskar de globala utsläppen

Om du minskar dina egna CO2-utsläpp med ett ton, minskar de globala CO2-utsläppen också med ett ton.

Hur mycket skulle du vara villig att betala för att minska dina CO2-utsläpp med ett ton?

- 0 kr
- 200 kr
- 400 kr
- 600 kr
- 800 kr
- 1 000 kr eller mer

K2. Situation 2: Din åtgärd påverkar inte de globala utsläppen

I denna situation skulle en minskning av dina egna CO2-utsläpp med ett ton inte påverka de globala utsläppen. Detta kan bero på att din minskning gör det billigare för andra att släppa ut mer, vilket leder till att deras utsläpp ökar med samma mängd som din minskning.

Hur mycket skulle du vara villig att betala för att minska dina CO2-utsläpp med ett ton i denna situation?

- 0 kr ☐
- 200 kr ☐
- 400 kr ☐
- 600 kr ☐
- 800 kr ☐
- 1 000 kr eller mer ☐

Avdelning L: Appen Konsumtionskollen och månadsuppdateringarna

L1. Vi vill nu höra hur du upplevt studiens app Konsumtionskollen och de tillhörande månadsuppdateringarna som du fått via mejl.

I vilken utsträckning instämmer du med följande påståenden?

	Instämmer inte alls 1.	2.	3.	4.	5.	6.	Instämmer helt 7.
Appen kunde korrekt kategorisera mina utgifter och transaktioner.	☐	☐	☐	☐	☐	☐	☐
Appen kunde korrekt beräkna mitt klimatavtryck.	☐	☐	☐	☐	☐	☐	☐
Appen stärkte mina miljövärderingar.	☐	☐	☐	☐	☐	☐	☐

L2. Om du inte upplevde att appens beräkningar eller kategoriseringar var korrekt, vänligen beskriv felen eller dina tvivel här:

L3.

	Instämmer inte alls 1.	2.	3.	4.	5.	6.	Instämmer helt 7.
Appen fick mig att känna mig nöjd med mina konsumtionsval.	☐	☐	☐	☐	☐	☐	☐
Jag såg ofta fram emot att få återkoppling från appen.	☐	☐	☐	☐	☐	☐	☐
Ibland kände jag oro inför att få återkoppling från appen.	☐	☐	☐	☐	☐	☐	☐

	Instämmer inte alls 1.	2.	3.	4.	5.	6.	Instämmer helt 7.
Appen fick mig att känna mig dålig över mina konsumtionsval.	☐	☐	☐	☐	☐	☐	☐
Jag upplevde att appen var kontrollerande eller påträngande.	☐	☐	☐	☐	☐	☐	☐
Appen var intressant och informativ.	☐	☐	☐	☐	☐	☐	☐
Appen gjorde mig mer medveten om mina konsumtionsbeslut.	☐	☐	☐	☐	☐	☐	☐
Appen påverkade mina konsumtionsbeslut.	☐	☐	☐	☐	☐	☐	☐
Mitt politiska engagemang och mina åsikter förändrades under studiens gång.	☐	☐	☐	☐	☐	☐	☐

Avdelning M: Avslutningsvis

M1. Vad tror du att denna studie handlar om?

M2. Skulle du vara intresserad av att delta i liknande studier i framtiden?

Ja ☐
Nej ☐

M3. Skulle du rekommendera en släkting eller vän att delta i en liknande studie?

Ja ☐
Nej ☐

M4. Har du några andra synpunkter på studien får du gärna dela med dig.

M5. if(slump1 >= 1, slump1, floor(rand(1, 10.9999)))

M6.

Avdelning N: En sista fråga

N1. **if(slump2 >= 1, slump2, floor(rand(1, 3.9999)))**

N2. **I den här studien har du blivit uppmuntrad att konsumera mer miljövänligt. Vissa forskare tror att sådan uppmuntran kan försvaga stödet för miljöpolitik, något som vi vill undersöka i den här studien. Givet detta, vänlig ange igen vad du tycker om följande politiska förslag:**

Höj koldioxidskatten för att minska utsläppen, med en förväntad ökning av utgifter för hushåll och företag i förhållande till hur mycket koldioxid de släpper ut.

Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
☐	☐	☐	☐	☐	☐

N3. **I den här studien har du blivit uppmuntrad att konsumera mer miljövänligt. Vissa forskare tror att sådan uppmuntran kan förstärka stödet för miljöpolitik, något som vi vill undersöka i den här studien. Givet detta, vänlig ange igen vad du tycker om följande politiska förslag:**

Höj koldioxidskatten för att minska utsläppen, med en förväntad ökning av utgifter för hushåll och företag i förhållande till hur mycket koldioxid de släpper ut.

Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
☐	☐	☐	☐	☐	☐

N4. **Vi vill fråga dig igen om vad du tycker om följande politiska förslag:**

Höj koldioxidskatten för att minska utsläppen, med en förväntad ökning av utgifter för hushåll och företag i förhållande till hur mycket koldioxid de släpper ut.

Mycket bra förslag	Ganska bra förslag	Varken bra eller dåligt förslag	Ganska dåligt förslag	Mycket dåligt förslag	Ingen uppfattning
☐	☐	☐	☐	☐	☐

Avdelning O: Swish

O1. **För att få eventuell extra ersättning via Swish, ange dina Swish-uppgifter här. Om du föredrar ersättning via presentkort behöver du inte fylla i dessa uppgifter – vi kontaktar dig via e-post om du har rätt till ytterligare ersättning.**

Ange ditt telefonnummer: ☐☐☐☐☐☐☐☐☐☐

Ange ditt personnummer: ☐☐☐☐☐☐☐☐☐☐

Avdelning P:

Det var sista frågan i enkäten, vänligen tryck på "skicka" för att skicka in dina svar

Enkäten är inskickad – stort tack för din medverkan i studien om konsumtion och attityder!

Ditt deltagande i studien och insamlingen av din data avslutas automatiskt vid årsskiftet. Du behöver inte göra något mer. Utbetalning av en trisslott kommer att göras via e-post innan julledigheten. Eventuell ytterligare ersättning utbetalas i januari. Du kan radera appen Konsumtionskollen om du vill, men den kommer fortfarande att fungera fram till årsskiftet. Viktigt! Avsluta inte ditt deltagande själv i appen Konsumtionskollen. Om du gör det, raderas all din data och vi har ingen möjlighet att kontakta dig för utbetalning av trisslotten.

Har du frågor eller ytterligare synpunkter är du välkommen att kontakta ansvarig forskare Jakob Enlund på konsumtion@gu.se.

H.6 Survey Instruments (English translation)

H.6.1 Baseline survey

Pre-Treatment Survey

Section A: Introduction

Welcome and thank you for participating in Chalmers University of Technology and the University of Gothenburg's survey on consumption and attitudes.

You will soon be able to download the study app *Konsumtionskollen* to share your bank data with the research project. First, we would like you to answer a few questions that should take approximately 8 minutes of your time. The purpose of the questions is to better understand how different individuals' consumption habits are connected to their opinions and values.

The collected bank data and your survey responses are handled securely and confidentially, and will not be linked to you as a person.

It is very important for our research that you answer honestly and that you read the questions carefully before answering. There are no correct or incorrect answers. But in order for us to be able to use your responses, all questions must be answered and your answers must pass our automatic quality control. This quality control uses statistical methods to detect incoherent or hasty answers.

A1. *[Pre-printed participant identifier fields]*

A2. *[Open text response field]*

Section B: Before We Begin...

B1. As a thank you for participating in the study, we can offer you a reward after registration. The reward is an electronic scratch lottery ticket (worth 30 SEK).

Would you like us to send you the reward?

(You will also be offered an additional scratch ticket after approximately 6 months as a thank you for your full participation in the study.)

☐ Yes please! I would like you to send me the reward after I have registered.

☐ No thank you! I will decline the reward this time.

Section C: Politics

C1. How interested are you in politics in general?

☐ Very interested

☐ Quite interested

☐ Not particularly interested

☐ Not at all interested

C2. How serious do you think the following problems are right now?

	1 = Not at all a serious problem									*10 = An extremely serious problem*
	1	2	3	4	5	6	7	8	9	10
Increased antibiotic resistance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Climate change	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Extinction of plant and animal species	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Global poverty and hunger	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
International terrorism	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Organized crime	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
High unemployment	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Military conflicts	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Global epidemics	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Growing social inequality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

C3. It is sometimes said that political opinions can be placed on a left–right scale. Where would you place yourself on such a scale?

☐ Clearly to the left

☐ Somewhat to the left

☐ Neither to the left nor to the right

☐ Somewhat to the right

☐ Clearly to the right

C4. Are you planning to vote in this year's European Parliament election on June 9?

☐ Yes

☐ Undecided

☐ No

C5. If you plan to vote in the European Parliament election, are you certain which party you will vote for, or are you hesitating between different parties?

☐ Yes, I am certain

☐ No, I am hesitating between different parties

C6. Which party would you vote for if there were an election to the European Parliament today?

☐ Vänsterpartiet (Left Party)

☐ Liberalerna (The Liberals)

☐ Miljöpartiet (The Green Party)

☐ Socialdemokraterna (The Social Democrats)

☐ Moderaterna (The Moderates)

☐ Sverigedemokraterna (Sweden Democrats)

☐ Centerpartiet (The Centre Party)

☐ Kristdemokraterna (Christian Democrats)

☐ Other party: _____

C7. Do you consider yourself a committed supporter of this party?

☐ Yes, very committed

☐ Yes, somewhat committed

☐ No

C8. With the European Parliament election in mind, please rank the political parties based on how closely they align with your own political views.

Place the party closest to your own views at the top (write rank 1–8).

___ Vänsterpartiet (Left Party)

___ Liberalerna (The Liberals)

___ Miljöpartiet (The Green Party)

___ Socialdemokraterna (The Social Democrats)

___ Moderaterna (The Moderates)

___ Sverigedemokraterna (Sweden Democrats)

___ Centerpartiet (The Centre Party)

___ Kristdemokraterna (Christian Democrats)

C9. Have you participated in any political protests or demonstrations in the past 3 years?

☐ Yes

☐ No

C10. What issues were the protests or demonstrations about?

☐ Corona restrictions

☐ Migration issues

☐ Russia's invasion of Ukraine

☐ Climate or environmental issues

☐ Sweden's NATO membership

☐ May Day demonstration

☐ Other (please describe): _____

C11. We want to know which of the following ministers in Sweden's government you are familiar with. We also want to know if you are paying attention to the questions being asked. Please only mark *Daniel Granberg* below, regardless of which ministers you know and who is currently in the government.

☐ Tobias Billström

☐ Elisabeth Svantesson

☐ Peter Kullgren

☐ Ebba Busch

☐ Romina Pourmokhtari

☐ Daniel Granberg

C12. *[Content not shown in original survey]*

Section D: Consumption Habits

D1. Approximately how much do you usually pay for the following goods/services?

If you never purchase this item or cannot provide an answer, leave it blank.

Item	**Amount (SEK)**
Haircut	_____
Sneakers/running shoes	_____
Winter boots	_____
Long-sleeved sweater	_____
Trousers/pants	_____
Sunglasses	_____
A bottle of wine	_____
A holiday overnight stay	_____
Mobile phone (full value, even if on a subscription)	_____
Restaurant visit (your share only)	_____
Lunch	_____
Sofa	_____

D2. To what extent do the following statements apply to you?

	1 = Never						*7 = Always*
	1	2	3	4	5	6	7
I buy things without thinking about whether I need them	□	□	□	□	□	□	□
I buy new clothes before the old ones are worn out	□	□	□	□	□	□	□
I only buy things I need	□	□	□	□	□	□	□
I buy things on impulse when I am out shopping	□	□	□	□	□	□	□
I take care of my belongings so that they last as long as possible	□	□	□	□	□	□	□
I replace household appliances even when they still work	□	□	□	□	□	□	□
I buy high-quality products that last a long time even if they cost more	□	□	□	□	□	□	□

D3. Approximately how often have you used the following equipment in the past 3 months?

	Not used	Less than once a week	1–6 times a week	Daily	Several times a day	Several times an hour
Desktop/laptop computer	□	□	□	□	□	□
Mobile phone or smartphone	□	□	□	□	□	□
TV	□	□	□	□	□	□
Gaming console	□	□	□	□	□	□
Tablet/e-reader	□	□	□	□	□	□
VR glasses	□	□	□	□	□	□
Other device with a screen (e.g. VR glasses, other home equipment)	□	□	□	□	□	□

D4. Approximately how often have you done the following things in the past 3 months?

	Not at all	Less than once a week	1–6 times a week	Daily	Several times a day	Several times an hour
Watched films/series/YouTube	☐	☐	☐	☐	☐	☐
Talked on the phone or had video calls	☐	☐	☐	☐	☐	☐
Used social media (e.g. Facebook)	☐	☐	☐	☐	☐	☐
Searched for information on the internet	☐	☐	☐	☐	☐	☐
Played computer/video games	☐	☐	☐	☐	☐	☐
Read books/magazines digitally	☐	☐	☐	☐	☐	☐
Shopped on e-commerce sites	☐	☐	☐	☐	☐	☐
Sold something (e.g. on Blocket)	☐	☐	☐	☐	☐	☐

D5. For those of you who are employed, do you work full-time or part-time?

☐ Full-time

☐ Part-time

☐ It varies

☐ I am not employed

D6. What percentage of full-time? _____

Section E: Values

E1. To what extent do the following statements apply to you?

	1 = Strongly disagree						*7 = Strongly agree*
	1	2	3	4	5	6	7
I see myself as a politically engaged person	□	□	□	□	□	□	□
I see myself as a thrifty/frugal person	□	□	□	□	□	□	□
Being politically engaged is an important part of who I am	□	□	□	□	□	□	□
I am selfish	□	□	□	□	□	□	□
I am the kind of person who is politically engaged	□	□	□	□	□	□	□
Behaving properly is an important part of who I am	□	□	□	□	□	□	□
I see myself as an impulsive person	□	□	□	□	□	□	□
Behaving in an environmentally friendly way is an important part of who I am	□	□	□	□	□	□	□
I am the kind of person who behaves in an environmentally friendly way	□	□	□	□	□	□	□
I am helpful	□	□	□	□	□	□	□
I see myself as an environmentally friendly person	□	□	□	□	□	□	□

E2. People differ in how easily they can imagine their future self — the person you will be in the distant future.

Answer the following questions by indicating how clearly you can imagine your future self, on a scale from 1 (not clearly at all) to 6 (very clearly).

	1 = Not clearly at all					*6 = Very clearly*
	1	2	3	4	5	6
How clearly can you imagine who you will be in 10 years?	□	□	□	□	□	□
How clearly can you imagine what you will look like in 10 years?	□	□	□	□	□	□
How clearly can you imagine your family relationships in 10 years?	□	□	□	□	□	□

E3. To what extent do the following statements apply to you?

	1 = Strongly disagree						*7 = Strongly agree*
	1	2	3	4	5	6	7
I would like to live more sustainably	□	□	□	□	□	□	□
I would like to be more thrifty/frugal	□	□	□	□	□	□	□
I would like to be more politically engaged	□	□	□	□	□	□	□

E4. Imagine the following situation. A runaway tram is rushing along a tram track. A little further ahead, five people are tied to the track, unable to move, and the tram is rushing towards them. You are standing a short distance away on the track area, next to a lever that controls a railway switch. If you pull the lever, the tram will switch to a side track. You notice, however, that there is one person tied to this side track, also unable to move. You have two (and only two) options:

- Do nothing, and the tram will kill the five people on the main track.
- Pull the lever so the tram switches to the side track, thereby killing the lone person there.

You are faced with a moral dilemma. What is the most ethical choice? Simply put, what is the right thing to do?

□ Do nothing

□ Pull the lever

E5. *[Content not shown in original survey]*

E6. In your opinion, to what extent is it possible to trust people in general?

0 = It is not possible to trust people in general	☐
1	☐
2	☐
3	☐
4	☐
5	☐
6	☐
7	☐
8	☐
9	☐
10 = It is possible to trust people in general	☐

E7. In your opinion, to what extent do you think it is possible to trust people in the area where you live?

0 = It is not possible to trust people in the area where I live	☐
1	☐
2	☐
3	☐
4	☐
5	☐
6	☐
7	☐
8	☐
9	☐
10 = It is possible to trust people in the area where I live	☐

Section F: Guiding Values

F1. All people have values that serve as guiding principles in their lives. However, people typically have different views on how important these values are. We want you to indicate how important each of the following values is as a guiding principle in your life.

First read through all the values before you begin answering. Then try to spread your answers so that only a few values are assigned no importance or utmost importance.

	1 = Not at all important						*7 = Very important*
	1	2	3	4	5	6	7
Influence (being able to influence people and events)	□	□	□	□	□	□	□
Preventing pollution (combating environmental pollution and contamination)	□	□	□	□	□	□	□
Helpfulness (working for the wellbeing of others)	□	□	□	□	□	□	□
Protecting the environment (preserving nature)	□	□	□	□	□	□	□
Social power (having control over others, dominating)	□	□	□	□	□	□	□
A world at peace (striving for a world free from war and conflict)	□	□	□	□	□	□	□
Authority (having the right to lead and decide)	□	□	□	□	□	□	□
Social justice (combating injustice, caring for the weak)	□	□	□	□	□	□	□
Equality (striving for everyone to have the same opportunities)	□	□	□	□	□	□	□
Ambition (working hard, being goal-oriented)	□	□	□	□	□	□	□
Respecting the earth (living in harmony with other species)	□	□	□	□	□	□	□
Harmony with nature (fitting in with nature)	□	□	□	□	□	□	□
Wealth (having material possessions, money)	□	□	□	□	□	□	□

Closing

Thank you! Your survey responses have been saved.

Now it is time to download the app *Konsumtionskollen*, which was developed specifically for this study by Chalmers University of Technology and the University of Gothenburg.

The app makes it possible for us to collect and analyze consumption data in a secure manner.

Security and privacy Your participation means that you share information about your transactions via your bank, which is done in a secure manner and without any data being linked to you as a person. No specific information about what you buy is shared; only aggregated data about purchase occasions — such as dates and amounts — in categories such as clothing and rent. You share no information about your bank accounts. All data is handled confidentially and in accordance with the General Data Protection Regulation (GDPR).

The research project works with the banking service Tink AB to retrieve data from your bank in a secure manner. More information can be found in your study invitation and in the app.

Download Konsumtionskollen To access the app download, scan the QR code below. Do this by first opening your mobile camera and pointing it at the QR code, then press the notification that appears on the screen.

If you are reading on a mobile phone, click here instead.

If you accepted a scratch ticket, it will be sent automatically to the email address you register in the app. There may currently be a delay of a few weeks in sending out the scratch tickets.

If you have any questions or comments, please feel free to get in touch!

Sincerely,

Jakob Enlund, Principal Researcher, University of Gothenburg

konsumtion@gu.se 031-786 13 39

H.6.2 Election survey

SNES Survey: Voters and the European Parliament Election 2024

Section A: Introduction

Welcome to the survey "Voters and the European Parliament Election 2024". The survey takes approximately 6 minutes to fill in. The results contribute among other things to research on influence and democracy in Sweden and the EU. If you find a question difficult to answer, you can skip it.

Section B: European Parliament Election 2024

B1. Which party did you vote for in this year's European Parliament election?

☐ Vänsterpartiet — Left Party (V)

☐ Socialdemokraterna — Social Democrats (S)

☐ Centerpartiet — Centre Party (C)

☐ Liberalerna — The Liberals (L)

☐ Moderaterna — The Moderates (M)

☐ Kristdemokraterna — Christian Democrats (KD)

☐ Miljöpartiet — Green Party (MP)

☐ Sverigedemokraterna — Sweden Democrats (SD)

☐ Did not vote

☐ Voted blank/spoiled ballot

☐ Don't remember

☐ Prefer not to answer

☐ Other party (specify): _____

B2. How much importance did the following issues have for your choice of party in the European Parliament election?

	Very great importance	Quite great importance	Neither great nor little	Quite little importance	Very little importance
EU's support for Ukraine	☐	☐	☐	☐	☐
The environment	☐	☐	☐	☐	☐
The climate	☐	☐	☐	☐	☐
The economy	☐	☐	☐	☐	☐
Employment	☐	☐	☐	☐	☐
Agricultural support in the EU	☐	☐	☐	☐	☐
Peace in Europe	☐	☐	☐	☐	☐
National independence	☐	☐	☐	☐	☐
Whether Sweden should adopt the euro	☐	☐	☐	☐	☐
Refugees/immigration	☐	☐	☐	☐	☐
Business conditions	☐	☐	☐	☐	☐
Gender equality between women and men	☐	☐	☐	☐	☐
Defense issues in the EU	☐	☐	☐	☐	☐
Democracy in the EU	☐	☐	☐	☐	☐
Social welfare	☐	☐	☐	☐	☐
Drug policy (alcohol, narcotics, etc.)	☐	☐	☐	☐	☐
Crime prevention	☐	☐	☐	☐	☐
Energy and nuclear power	☐	☐	☐	☐	☐
EU's foreign policy	☐	☐	☐	☐	☐
Food quality	☐	☐	☐	☐	☐
Online copyright	☐	☐	☐	☐	☐
Labor mobility in the EU	☐	☐	☐	☐	☐

B3. Which party would you have voted for <u>if you had voted</u> in this year's European Parliament election?

☐ Vänsterpartiet — Left Party (V)

☐ Socialdemokraterna — Social Democrats (S)

☐ Centerpartiet — Centre Party (C)

☐ Liberalerna — The Liberals (L)

☐ Moderaterna — The Moderates (M)

☐ Kristdemokraterna — Christian Democrats (KD)

☐ Miljöpartiet — Green Party (MP)

☐ Sverigedemokraterna — Sweden Democrats (SD)

☐ Blank ballot

☐ Don't know

☐ Prefer not to answer

☐ Other party (specify): _____

Section C: Values and Ideology

C1. Parties are often thought of as arranged from left to right on a political scale. If you use the scale below, where on the scale would you place yourself?

0	1	2	3	4	5	6	7	8	9	10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

0 = Far left; 5 = Neither left nor right; 10 = Far right

Section D: Values and Ideology

D1. On this scale, please place the different parties according to how you perceive their position on how many refugees Sweden should accept.

	1 More restric-tive	2	3	4	5	6	7 More generous
Vänsterpartiet (V)	□	□	□	□	□	□	□
Socialdemokraterna (S)	□	□	□	□	□	□	□
Centerpartiet (C)	□	□	□	□	□	□	□
Liberalerna (L)	□	□	□	□	□	□	□
Moderaterna (M)	□	□	□	□	□	□	□
Kristdemokraterna (KD)	□	□	□	□	□	□	□
Miljöpartiet (MP)	□	□	□	□	□	□	□
Sverigedemokraterna (SD)	□	□	□	□	□	□	□

Scale: 1 = We should be more restrictive about the number of refugees we accept in Sweden; 7 = We should be more generous about the number of refugees we accept in Sweden.

D2. Where would you place yourself on the same scale?

1	2	3	4	5	6	7
□	□	□	□	□	□	□

Section E: Values and Ideology

E1. Thinking about the parties' position on the EU. Where would you place the parties on the following scale?

	1 Negative towards EU	2	3	4 Neither/ nor	5	6	7 Positive towards EU
Vänsterpartiet (V)	□	□	□	□	□	□	□
Socialdemokraterna (S)	□	□	□	□	□	□	□
Centerpartiet (C)	□	□	□	□	□	□	□
Liberalerna (L)	□	□	□	□	□	□	□
Moderaterna (M)	□	□	□	□	□	□	□
Kristdemokraterna (KD)	□	□	□	□	□	□	□
Miljöpartiet (MP)	□	□	□	□	□	□	□
Sverigedemokraterna (SD)	□	□	□	□	□	□	□

E2. Where would you place yourself on the same scale?

1	2	3	4	5	6	7
□	□	□	□	□	□	□

Section F: Values and Ideology

F1. Thinking about the parties' position on investing in an environmentally friendly society even if it means a reduced material standard of living. Where would you place the parties on the following scale?

	1 Very bad proposal	2	3	4 Neither good nor bad	5	6	7 Very good proposal
Vänsterpartiet (V)	□	□	□	□	□	□	□
Socialdemokraterna (S)	□	□	□	□	□	□	□
Centerpartiet (C)	□	□	□	□	□	□	□
Liberalerna (L)	□	□	□	□	□	□	□
Moderaterna (M)	□	□	□	□	□	□	□
Kristdemokraterna (KD)	□	□	□	□	□	□	□
Miljöpartiet (MP)	□	□	□	□	□	□	□
Sverigedemokraterna (SD)	□	□	□	□	□	□	□

F2. Where would you place yourself on the same scale?

1	2	3	4	5	6	7
□	□	□	□	□	□	□

Section G: Policy Issues

What is your opinion on the following political proposals?

G1. In political debate it is sometimes discussed who has the primary responsibility for achieving certain societal goals or minimizing the harmful effects of various activities: the individual or society at large?

We now ask you to rate this on a five-point scale.

1 means that the individual has primary responsibility, without the need for societal restrictions or measures, as individuals themselves must take responsibility.

5 means that society has primary responsibility, with clear common solutions or restrictions to guide people's decisions or actions (e.g. laws, taxes, or subsidies).

	1 Primarily individual's responsibility	2 More individual's	3 Equally both	4 More society's	5 Primarily society's responsibility
Reducing tobacco consumption	□	□	□	□	□
Reducing alcohol consumption	□	□	□	□	□
Reducing the climate impact of consumption	□	□	□	□	□
Increasing people's pension savings	□	□	□	□	□
Reducing sugar consumption	□	□	□	□	□
Reducing people's over-indebtedness	□	□	□	□	□

G2. *Combating climate change*

	Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
Introduce a fossil fuel ban from 2030 that prohibits the use of fossil fuels in industry and all sale of fossil fuels	□	□	□	□	□	□
Raise the carbon dioxide tax to reduce emissions, with an expected increase in expenses for households and businesses in proportion to how much CO_2 they emit	□	□	□	□	□	□
Introduce mandatory climate labeling of products, so that the degree of climate impact of a product is always visible to the consumer	□	□	□	□	□	□

G3. *Protection of the marine environment*

	Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
Ban hazardous chemicals considered harmful to the marine environment	□	□	□	□	□	□
Introduce a tax on hazardous chemicals considered harmful to the marine environment	□	□	□	□	□	□
Introduce mandatory labeling of products containing chemicals considered harmful to the marine environment	□	□	□	□	□	□

G4. *Food and health*

	Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
Ban certain sales of products with particularly high sugar content or unhealthy fats (e.g. a total ban on children's food with high sugar content, or a ban on candy machines in public spaces)	□	□	□	□	□	□
Raise taxes on unhealthy food with high sugar content and unhealthy fats	□	□	□	□	□	□
Introduce mandatory labeling of food according to how healthy it is	□	□	□	□	□	□

G5. *Personal finances and savings*

	Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
Ban credit loans with particularly high interest rates (e.g. SMS loans or quick loans with high interest rates)	☐	☐	☐	☐	☐	☐
Introduce a special tax on companies that provide quick loans	☐	☐	☐	☐	☐	☐
Introduce mandatory warning labels in connection with the marketing of quick loans	☐	☐	☐	☐	☐	☐

G6. Do you think the Swedish state should reduce or increase spending in the following areas?

	Reduce greatly	Reduce somewhat	Neither reduce nor increase	Increase somewhat	Increase greatly	No opinion
International aid	☐	☐	☐	☐	☐	☐
Defense and society's emergency preparedness	☐	☐	☐	☐	☐	☐
Healthcare, medical care and social services	☐	☐	☐	☐	☐	☐
General environmental and nature conservation	☐	☐	☐	☐	☐	☐

Section H: Political Interest and Engagement

H1. Did you vote in the 2022 parliamentary election?

☐ Yes

☐ No

☐ Don't remember

☐ Not eligible to vote in 2022

H2. Which party did you vote for in the 2022 parliamentary election?

☐ Vänsterpartiet — Left Party (V)

☐ Socialdemokraterna — Social Democrats (S)

☐ Centerpartiet — Centre Party (C)

☐ Liberalerna — The Liberals (L)

☐ Moderaterna — The Moderates (M)

☐ Kristdemokraterna — Christian Democrats (KD)

☐ Miljöpartiet — Green Party (MP)

☐ Sverigedemokraterna — Sweden Democrats (SD)

☐ Voted blank/spoiled ballot

☐ Don't remember

☐ Prefer not to answer

☐ Other party (specify): _____

H3. There are various ways to engage politically. Have you yourself done any of the following things during the month before you were invited to this survey, i.e. May 10 – June 10?

	Yes, several times	Yes, once	No
Signed a petition	☐	☐	☐
Contacted a politician	☐	☐	☐
Participated in a demonstration	☐	☐	☐
Discussed politics in an internet forum	☐	☐	☐
Written a letter to the editor of a newspaper	☐	☐	☐

H4. Which political issue(s) did the petition concern?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

H5. Which political issue(s) did your contact with politicians concern?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

H6. Please tell us more about the demonstration. Which political issue(s) did it concern?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

H7. When and where did the demonstration take place?

H8. Approximately how many people do you think participated?

H9. Which political issue(s) did you discuss on the internet?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

H10. Which political issue(s) did your letter to the editor concern?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

H11. In general, how much trust do you have in Swedish politicians?

Very great trust	Quite great trust	Quite little trust	Very little trust
☐	☐	☐	☐

H12. How interested are you in politics in general?

Very interested	Quite interested	Not particularly interested	Not at all interested
☐	☐	☐	☐

Section I: In Closing

I1. If you were to guess, what do you think the researchers behind this survey from the Swedish Election Research Program are specifically interested in?

Section J: Incentives

J1. Have you been offered a reward for filling in this survey?

☐ Yes

☐ No

J2. Enter your Swish details:

Your phone number: _____

Your personal identification number: _____

Closing

Thank you very much for answering the survey!

H.6.3 Endline survey

Endline Survey

Section A: Introduction

Welcome to the final survey!

Thank you for participating in the research study on consumption and attitudes, conducted by the University of Gothenburg and Chalmers University of Technology. Your participation has been invaluable to us, and we are now approaching the end of the study. This survey takes approximately 15 minutes to answer and helps us better understand questions related to consumption, attitudes, and how you have experienced the study, the data collection and the app we have used.

As a thank you for your full participation in the survey, we will email you a scratch lottery ticket (worth 30 SEK) once your responses have been registered.

There is also the possibility of additional financial compensation — among other things through a short quiz where participants with the highest scores can win prizes.

It is very important for our research that you answer honestly and read the questions carefully before answering. There are no right or wrong answers, but in order for us to be able to use your responses, all questions must be answered and your responses must pass our automatic quality control. This quality control uses statistical methods to detect incoherent or hasty responses. Additional financial compensation is only awarded for complete responses that pass the quality control.

Section B: Policy Issues

What is your opinion on the following political proposals?

B1. In political debate it is sometimes discussed who has the primary responsibility for achieving certain societal goals or minimizing the harmful effects of various activities: the individual or society at large?

We now ask you to rate this on a five-point scale.

1 means that the individual has primary responsibility, without the need for societal restrictions or measures, as individuals themselves must take responsibility.

5 means that society has primary responsibility, with clear common solutions or restrictions to guide people's decisions or actions (e.g. laws, taxes, or subsidies).

	1 Primarily individual's responsibility	2 More individual's	3 Equally both	4 More society's	5 Primarily society's responsibility
Reducing tobacco consumption	□	□	□	□	□
Reducing alcohol consumption	□	□	□	□	□
Reducing the climate impact of consumption	□	□	□	□	□
Increasing people's pension savings	□	□	□	□	□
Reducing sugar consumption	□	□	□	□	□
Reducing people's over-indebtedness	□	□	□	□	□

B2. *Combating climate change*

	Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
Introduce a fossil fuel ban from 2030 that prohibits the use of fossil fuels in industry and all sale of fossil fuels	□	□	□	□	□	□
Raise the carbon dioxide tax to reduce emissions, with an expected increase in expenses for households and businesses in proportion to how much CO_2 they emit	□	□	□	□	□	□
Introduce mandatory climate labeling of products, so that the degree of climate impact of a product is always visible to the consumer	□	□	□	□	□	□
Raise the carbon dioxide tax on petrol	□	□	□	□	□	□
Introduce a climate tax in the EU on air travel	□	□	□	□	□	□
Raise the carbon dioxide tax on electricity production	□	□	□	□	□	□

B3. *Protection of the marine environment*

	Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
Ban hazardous chemicals considered harmful to the marine environment	□	□	□	□	□	□
Introduce a tax on hazardous chemicals considered harmful to the marine environment	□	□	□	□	□	□
Introduce mandatory labeling of products containing chemicals considered harmful to the marine environment	□	□	□	□	□	□

B4. ***Food and health***

	Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
Ban certain sales of products with particularly high sugar content or unhealthy fats (e.g. a total ban on children's food with high sugar content, or a ban on candy machines in public spaces)	□	□	□	□	□	□
Raise taxes on unhealthy food with high sugar content and unhealthy fats	□	□	□	□	□	□
Introduce mandatory labeling of food according to how healthy it is	□	□	□	□	□	□

B5. ***Personal finances and savings***

	Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
Ban credit loans with particularly high interest rates (e.g. SMS loans or quick loans with high interest rates)	□	□	□	□	□	□
Introduce a special tax on companies that provide quick loans	□	□	□	□	□	□
Introduce mandatory warning labels in connection with the marketing of quick loans	□	□	□	□	□	□

B6. Do you think the Swedish state should reduce or increase spending in the following areas?

	Reduce greatly	Reduce somewhat	Neither reduce nor increase	Increase somewhat	Increase greatly	No opinion
International aid	☐	☐	☐	☐	☐	☐
Defense and society's emergency preparedness	☐	☐	☐	☐	☐	☐
Healthcare, medical care and social services	☐	☐	☐	☐	☐	☐
General environmental and nature conservation	☐	☐	☐	☐	☐	☐

Section C: Political Interest and Engagement

C1. Did you vote in the 2022 parliamentary election?

☐ Yes

☐ No

☐ Don't remember

☐ Not eligible to vote in 2022

C2. Which party did you vote for in the 2022 parliamentary election?

☐ Vänsterpartiet — Left Party (V)

☐ Socialdemokraterna — Social Democrats (S)

☐ Centerpartiet — Centre Party (C)

☐ Liberalerna — The Liberals (L)

☐ Moderaterna — The Moderates (M)

☐ Kristdemokraterna — Christian Democrats (KD)

☐ Miljöpartiet — Green Party (MP)

☐ Sverigedemokraterna — Sweden Democrats (SD)

☐ Voted blank/spoiled ballot

☐ Don't remember

☐ Prefer not to answer

☐ Other party (specify): _____

C3. There are various ways to engage politically. Have you yourself done any of the following things in the past 6 months?

	Yes, several times	Yes, once	No
Signed a petition	☐	☐	☐
Contacted a politician	☐	☐	☐
Participated in a demonstration	☐	☐	☐
Discussed politics in an internet forum	☐	☐	☐
Written a letter to the editor of a newspaper	☐	☐	☐

C4. Which political issue(s) did the petition concern?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

C5. Which political issue(s) did your contact with politicians concern?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

C6. Which political issue(s) did you discuss on the internet?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

C7. Please tell us more about the demonstration. Which political issue(s) did it concern?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

C8. When and where did the demonstration take place?

C9. Approximately how many people do you think participated?

C10. Which political issue(s) did your letter to the editor concern?

☐ Environment and climate

☐ Social issues and welfare

☐ Economy and employment

☐ Security, defense and international conflicts

☐ Migration and integration

☐ Democracy and rights

☐ Other issue/elaborate: _____

C11. The next question is about the following problem. In surveys like this, it sometimes happens that participants do not read the questions carefully and just click through quickly. This affects the results of the research study negatively. To show that you are reading the survey carefully, please select both "Very strongly interested" and "Not at all interested" as your response to the next question.

Given the above, how interested are you in politics?

☐ Very strongly interested

☐ Very interested

☐ Somewhat interested

☐ Not particularly interested

☐ Not at all interested

C12. Are you willing to sign a petition to support strong climate measures? As soon as the survey is complete, we will send the results to the Prime Minister's Office and inform him of what share of the people who participated in this survey were willing to support the following statement:

"I agree that immediate action on climate change is crucial. Now is the time to invest in a future with low carbon dioxide emissions and prevent lasting damage to all living things. Science shows that we cannot afford to wait to reduce harmful emissions. I lend my support to the call on leaders in Sweden and the world to act so that we do not lose the battle against climate change."

Do you support this statement (you will NOT be asked to sign anything; you only need to indicate whether you support the statement here. We will send the aggregated results to the Prime Minister's Office, while your individual response remains confidential.)?

☐ Yes

☐ No

C13. By participating in this survey, you have the opportunity to be randomly selected to receive 500 SEK after the final survey. A few days after the survey you will find out if you have been selected. Payment is made via Swish, or if you prefer, via a gift card. Any tax is paid by the participant. You can also choose to donate part of this additional compensation (if you were to be selected) to a reforestation project to combat climate change, certified by the organization The Gold Standard. The organization's project has already proven effective in reducing 304 million tons of CO_2e and has been carefully selected by our team.

If you were to be selected to receive 500 SEK, please indicate your donation amount using the slider below:

Donation amount: _____

Section D: Your Consumption's Impact on the Global Market

D1.

Reduce your fuel consumption

In this section we want to know how you think changes in your own consumption affect global consumption. Fuel consumption has a large impact on the climate, and transport fuels account for a significant share of global greenhouse gas emissions. We want to know what you think would happen to global fuel consumption if you reduced your own fuel consumption.

Think about the following two scenarios:

Scenario 1: You consume 500 liters of fuel per year.
Scenario 2: You consume 250 liters of fuel per year.

Compared to scenario 1, you would therefore permanently reduce your annual fuel consumption by 250 liters in scenario 2.

What do you think would happen to the annual global fuel consumption?

To repeat, you reduce your annual fuel consumption by 250 liters. How would this affect the annual total global fuel consumption?

☐ It would reduce the annual global fuel consumption by more than 250 liters.

☐ It would reduce the annual global fuel consumption by 250 liters.

☐ It would reduce the annual global fuel consumption by less than 250 liters.

☐ It would not affect the annual global fuel consumption.

☐ It would actually increase the annual global fuel consumption.

D2.

Switching from new to second-hand clothing

You can choose between two types of clothing purchases: new clothes and second-hand clothes. Clothing production is resource-intensive and often associated with poor working conditions. We want to know what you think would happen to the global consumption of clothes if you switched from buying new clothes to buying only second-hand.

Think about the following two scenarios:

Scenario 1: You only buy new clothes. Every year you buy 40 new items of clothing.
Scenario 2: You only buy second-hand clothes. Every year you buy 40 second-hand items of clothing.

Compared to scenario 1, you would therefore permanently switch to second-hand clothing in scenario 2.

What do you think would happen to the annual global consumption of new clothes?

To repeat, you switch from buying 40 new items of clothing per year to buying second-hand. How would this affect the annual global consumption of new clothes?

☐ It would reduce the annual global consumption of new clothes by more than 40 items.

☐ It would reduce the annual global consumption of new clothes by 40 items.

☐ It would reduce the annual global consumption of new clothes by less than 40 items.

☐ It would not affect the annual global consumption of new clothes.

☐ It would actually increase the annual global consumption of new clothes.

Section E: Time Use

E1. How often have you done the following in the past 12 months?

	Never	Once in the past 12 months	Once per half-year	Once per quarter	Once per month	Once per week	Several times per week
Volunteered/done voluntary work	☐	☐	☐	☐	☐	☐	☐
Worked from home	☐	☐	☐	☐	☐	☐	☐
Worked overtime	☐	☐	☐	☐	☐	☐	☐
Visited a library	☐	☐	☐	☐	☐	☐	☐
Visited a sports event	☐	☐	☐	☐	☐	☐	☐
Visited a cultural event (art, theatre, concert, etc.)	☐	☐	☐	☐	☐	☐	☐
Invited someone home for dinner	☐	☐	☐	☐	☐	☐	☐
Danced	☐	☐	☐	☐	☐	☐	☐
Participated in a study circle/course	☐	☐	☐	☐	☐	☐	☐
Bought something I could not afford	☐	☐	☐	☐	☐	☐	☐
Listened to an audiobook	☐	☐	☐	☐	☐	☐	☐
Listened to music	☐	☐	☐	☐	☐	☐	☐
Read a book	☐	☐	☐	☐	☐	☐	☐
Watched a film	☐	☐	☐	☐	☐	☐	☐
Read aloud from a book/magazine to a child	☐	☐	☐	☐	☐	☐	☐
Watched a TV series	☐	☐	☐	☐	☐	☐	☐
Slept too little to feel rested	☐	☐	☐	☐	☐	☐	☐
Exercised/trained	☐	☐	☐	☐	☐	☐	☐
Deferred payment for goods/services (buy now, pay later)	☐	☐	☐	☐	☐	☐	☐
Socialised with friends	☐	☐	☐	☐	☐	☐	☐
Been out in nature/outdoor activities	☐	☐	☐	☐	☐	☐	☐

E2. Overall, how satisfied are you with your life in general at present?

0 = Extremely dissatisfied; 10 = Extremely satisfied

0	1	2	3	4	5	6	7	8	9	10	Don't know	Refuse
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

E3. All things considered, how happy would you say you are?

0 = Extremely unhappy; 10 = Extremely happy

0	1	2	3	4	5	6	7	8	9	10	Don't know	Refuse
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

E4. How much time do you spend in front of your phone? To answer this question as accurately as possible, we would like you to open the settings for 'Screen Time' (iOS) or 'Digital Wellbeing' (Android) on your phone and note the average daily screen time in hours and minutes for the previous week (Mon–Sun).

Here is how to find the information:

iOS: Settings → Screen Time → Show All App and Website Activity → Select "1 Week" → Swipe back one week and note the time reading (e.g. 1:23).

Android: Settings → Digital Wellbeing and parental controls → click the small icon that looks like a bar chart at the top right and note the time reading (e.g. 1:23).

Hours: _____ Comment: _____

Minutes: _____ Comment: _____

☐ I have not activated this function. Comment: _____

☐ Skip question/I cannot find the information. Comment: _____

E5. In the past month, how often have you...

	Never	Almost never	Sometimes	Quite often	Very often
...felt that you have been unable to control the things that are important in your life	☐	☐	☐	☐	☐
...felt nervous and "stressed"	☐	☐	☐	☐	☐
...felt that you have been unable to handle all the things that you have been forced to deal with	☐	☐	☐	☐	☐
...felt that difficulties have piled up to such an extent that you could not overcome them	☐	☐	☐	☐	☐

Section F: Quiz — Opportunity for Additional Compensation

Now you will take a short quiz on consumption. The 10 best participants will be rewarded with 200 SEK.*

Note the following conditions: Each question has a time limit. When the time is up, your answers are locked and you are automatically moved to the next question. You cannot go back and change your answers, so answer as quickly and carefully as you can. You can change your answers until the time is up.

Good luck!

*Payment will be made via Swish, or if you prefer a gift card, in January 2025. Any tax is paid by the participant.

Section G: Quiz Question 1/3

G1. Every krona you spend affects the climate. Based on your consumption in the past year, what do you think your annual emissions in tons amount to? (The average in Sweden is approximately 8 tons CO_2e per year.)

Answer: _____ tons CO_2e

Section H: Quiz Question 2/3

H1. Based on your consumption in the past year, please rank the following categories based on how much CO_2e you think your consumption generates.

Place the category that emits the most carbon dioxide equivalents (CO_2e) at the top (write rank 1–4):

___ Transport

___ Housing and household (e.g. renovations, furniture, rent, internet, electricity, heating, etc.)

___ Food and drink

___ Goods and other (e.g. clothes, gadgets, electronics, etc.)

Section I: Quiz Question 3/3

I1. How much CO_2e do the following activities generate, on average per person in Sweden?

Activity	kg CO_2e
Travelling 900 km by yourself in an average-sized petrol car	_____
Travelling 900 km by high-speed train	_____
Travelling 900 km by plane	_____
Buying a new computer (15-inch laptop)	_____
Buying new clothes for 5 000 SEK	_____

Section J

Thank you! The quiz is now over and the survey continues without any time pressure.

Section K: CO_2 Emissions and Willingness to Pay

Reducing one's CO_2 emissions can sometimes entail an economic cost, for example to buy more environmentally friendly products, invest in energy-saving solutions, or purchase carbon offsets. According to economic estimates, the cost varies between 400 and 800 kronor per ton to reduce one ton of carbon dioxide (CO_2e) in order to align with climate goals. We want to know how much you would be willing to pay to reduce your personal emissions by one ton in two different situations.

K1. Situation 1: Your action reduces global emissions

If you reduce your own CO_2 emissions by one ton, the global CO_2 emissions also decrease by one ton.

How much would you be willing to pay to reduce your CO_2 emissions by one ton?

☐ 0 SEK

☐ 200 SEK

☐ 400 SEK

☐ 600 SEK

☐ 800 SEK

☐ 1 000 SEK or more

K2. Situation 2: Your action does not affect global emissions

In this situation, a reduction of your own CO_2 emissions by one ton would not affect global emissions. This may be because your reduction makes it cheaper for others to emit more, which leads to their emissions increasing by the same amount as your reduction.

How much would you be willing to pay to reduce your CO_2 emissions by one ton in this situation?

☐ 0 SEK

☐ 200 SEK

☐ 400 SEK

☐ 600 SEK

☐ 800 SEK

☐ 1 000 SEK or more

Section L: The Konsumtionskollen App and the Monthly Updates

L1. We now want to hear how you have experienced the study's app *Konsumtionskollen* and the associated monthly updates you received by email.

To what extent do you agree with the following statements?

	1 = Disagree completely						*7 = Agree completely*
	1	2	3	4	5	6	7
The app could correctly categorize my expenses and transactions	☐	☐	☐	☐	☐	☐	☐
The app could correctly calculate my carbon footprint	☐	☐	☐	☐	☐	☐	☐
The app strengthened my environmental values	☐	☐	☐	☐	☐	☐	☐

L2. If you did not feel that the app's calculations or categorizations were correct, please describe the errors or your doubts here:

L3. To what extent do you agree with the following statements?

	1 = Disagree completely						*7 = Agree completely*
	1	2	3	4	5	6	7
The app made me feel satisfied with my consumption choices	□	□	□	□	□	□	□
I often looked forward to receiving feedback from the app	□	□	□	□	□	□	□
I sometimes felt worried about receiving feedback from the app	□	□	□	□	□	□	□
The app made me feel bad about my consumption choices	□	□	□	□	□	□	□
I felt that the app was controlling or intrusive	□	□	□	□	□	□	□
The app was interesting and informative	□	□	□	□	□	□	□
The app made me more aware of my consumption decisions	□	□	□	□	□	□	□
The app influenced my consumption decisions	□	□	□	□	□	□	□
My political engagement and opinions changed during the course of the study	□	□	□	□	□	□	□

Section M: In Closing

M1. What do you think this study is about?

M2. Would you be interested in participating in similar studies in the future?

☐ Yes

☐ No

M3. Would you recommend a relative or friend to participate in a similar study?

☐ Yes

☐ No

M4. If you have any other comments on the study, you are welcome to share them.

M5. *[Survey randomization variable — not displayed to respondents]*

M6. *[Content not shown in original survey]*

Section N: One Final Question

N1. *[Survey randomization variable — not displayed to respondents]*

N2. In this study you have been encouraged to consume in a more environmentally friendly way. Some researchers believe that such encouragement can *weaken* support for environmental policy, something we want to investigate in this study. Given this, please indicate again what you think about the following political proposal:

Raise the carbon dioxide tax to reduce emissions, with an expected increase in expenses for households and businesses in proportion to how much carbon dioxide they emit.

Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
☐	☐	☐	☐	☐	☐

N3. In this study you have been encouraged to consume in a more environmentally friendly way. Some researchers believe that such encouragement can

strengthen **support for environmental policy, something we want to investigate in this study. Given this, please indicate again what you think about the following political proposal:**

Raise the carbon dioxide tax to reduce emissions, with an expected increase in expenses for households and businesses in proportion to how much carbon dioxide they emit.

Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
☐	☐	☐	☐	☐	☐

N4. We would like to ask you again what you think about the following political proposal:

Raise the carbon dioxide tax to reduce emissions, with an expected increase in expenses for households and businesses in proportion to how much carbon dioxide they emit.

Very good proposal	Quite good proposal	Neither good nor bad	Quite bad proposal	Very bad proposal	No opinion
☐	☐	☐	☐	☐	☐

Note: N2, N3, and N4 are randomized framing conditions — each respondent receives only one of these three versions.

Section O: Swish

O1. To receive any additional compensation via Swish, enter your Swish details here. If you prefer compensation via a gift card, you do not need to fill in these details — we will contact you by email if you are entitled to additional compensation.

Your phone number: _____

Your personal identification number: _____

Section P: Closing

The survey has been submitted — thank you very much for your participation in the study on consumption and attitudes!

Your participation in the study and the collection of your data conclude automatically at the turn of the year. You do not need to do anything more. Payment of a scratch ticket

will be made by email before the Christmas holidays. Any additional compensation will be paid in January. You can delete the *Konsumtionskollen* app if you wish, but it will continue to function until the turn of the year.

Important! Do not end your participation yourself in the *Konsumtionskollen* app. If you do, all your data will be deleted and we will not be able to contact you for payment of the scratch ticket.

If you have questions or further comments, you are welcome to contact the responsible researcher Jakob Enlund at `konsumtion@gu.se`.

Bibliography

Allcott, Hunt and Dmitry Taubinsky, "Evaluating behaviorally motivated policy: Experimental evidence from the lightbulb market," *American Economic Review*, 2015, *105* (8), 2501–2538.

Anderson, Michael L., "Multiple Inference and Gender Differences in the Effects of Early Intervention: A Reevaluation of the Abecedarian, Perry Preschool, and Early Training Projects," *Journal of the American Statistical Association*, 2008, *103* (484), 1481–1495.

Andersson, David, "A novel approach to calculate individuals' carbon footprints using financial transaction data–App development and design," *Journal of Cleaner Production*, 2020, p. 120396.

Awad, Edmond, Sohan Dsouza, Richard Kim, Jonathan Schulz, Joseph Henrich, Azim Shariff, Jean-François Bonnefon, and Iyad Rahwan, "The moral machine experiment," *Nature*, 2018, *563* (7729), 59–64.

Bursztyn, Leonardo, Ingar K Haaland, Aakaash Rao, and Christopher P Roth, "Disguising prejudice: Popular rationales as excuses for intolerant expression," Technical Report, National Bureau of Economic Research 2020.

Cilliers, Jacobus, Noha Elashmawy, and David McKenzie, "Using Post-Double Selection Lasso in Field Experiments," World Bank Policy Research Working Paper 10931, World Bank, Washington, D.C. September 2024.

de Quidt, Jonathan, Johannes Haushofer, and Christopher Roth, "Measuring and Bounding Experimenter Demand," *American Economic Review*, November 2018, *108* (11), 3266–3302.

Dechezleprêtre, Antoine, Adrien Fabre, Tobias Kruse, Bluebery Planterose, Ana Sanchez Chico, and Stefanie Stantcheva, "Fighting Climate Change: International Attitudes toward Climate Policies," *American Economic Review*, April 2025, *115* (4), 1258–1300.

DePalma, Victoria, "Persuasive ethical appeals and climate messaging: A survey of religious Americans' philosophical preferences," *Philosophical Psychology*, 2024, *37* (2), 455–486.

European Commission, "Special Eurobarometer "Climate Change" Series (2008–2025) [Waves 69.2, 72.1, 75.4, 80.2, 83.4, 87.1, 91.3, 95.1, 99.1, 103.1]," Primary data files

ZA4744, ZA4973, ZA5479, ZA5877, ZA6594, ZA6861, ZA7551, ZA7781, ZA7993, ZA8821 2025. TNS Opinion / Kantar Public / Ipsos European Public Affairs [producers].

European Social Survey European Research Infrastructure (ESS ERIC), "CRONOS-2 Panel Data: Wave 1 (Climate Change)," 2024. Cross-National Online Survey Panel (CRONOS-2 sub-study). Variable: ccrdprs.

_ , "European Social Survey Integrated Files (Rounds 8 and 10)," 2025. Data retrieved from Sikt Data Portal. Variables: ccrdprs, anweight, pswght.

Haaland, Ingar, Christopher Roth, and Johannes Wohlfart, "Designing information provision experiments," *Journal of economic literature*, 2023, *61* (1), 3–40.

Kaufmann, Marc, Peter Andre, and Botond Kőszegi, "Understanding Markets with Socially Responsible Consumers*," *The Quarterly Journal of Economics*, 03 2024, *139* (3), 1989–2035.

Kling, Jeffrey R, Jeffrey B Liebman, and Lawrence F Katz, "Experimental Analysis of Neighborhood Effects," *Econometrica*, 2007, *75* (1), 83–119.

Markowitz, Ezra M., "Is climate change an ethical issue? Examining young adults' beliefs about climate and morality," *Climatic Change*, 2012, *114*, 479–495.

Meade, Adam W and S Bartholomew Craig, "Identifying careless responses in survey data.," *Psychological methods*, 2012, *17* (3), 437.

Semken, Christoph, "The marginal impact of emission reductions: Estimates, beliefs and behavior," 2025.

Stantcheva, Stefanie, "How to run surveys: A guide to creating your own identifying variation and revealing the invisible," *Annual Review of Economics*, 2023, *15*, 205–234.

Statistics Sweden, "Greenhouse Gas Emissions from Swedish Consumption Increased in 2024," Statistical News, Statistics Sweden, Stockholm, Sweden October 2024. Accessed: 2026-11-11.

Yale Program on Climate Change Communication and George Mason University Center for Climate Change Communication, "Climate Change in the American Mind: Beliefs & Attitudes, Spring 2026," Report, Yale Program on Climate Change Communication and George Mason University Center for Climate Change Communication, New Haven, CT 2026. Section 7.1, p. 84.