S4 Text. Treatment of polling data prior to analysis

Level of support for proposals

Original question: *See section 2 in appendix 2*.

For cluster analysis: Likert responses treated as continuous data and kept in original form.

For summary statistics and ordinal logistic regression, Likert were converted into 5 categories and treated as ordinal data. The following conversions were used:

- 0 to 2 = Strongly opposed
- 3 to 4 = Oppose
- 5 = Neutral
- 6 to 7 = Support
- 8 to 10 = Strongly support

Efficacy belief in proposals

Original question: *See section 2 in appendix 2*.

For ordinal logistic regression Likert were converted into 5 categories and treated as ordinal data. The following conversions were used:

- 0 to 2 = Strongly believe will not be effective
- 3 to 4 = Do not believe will be effective
- 5 = Neutral
- 6 to 7 = Believe will be effective
- 8 to 10 = Strongly believe will be effective

Gender

Original question: Gender [*Male; Female; Prefer not to say*]

For chi-squared analysis: Kept original three categories

Age

Original question: Age [*exact scale*]

For chi-squared analysis: reduced to 6 categories, there were no 'refused' or <18 years old

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Education level

Original question: What is the highest educational level that you have achieved to date? [*No formal education; Primary; Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.; University degree or equivalent professional qualification, NVQ*

level 4, etc.; Higher university degree, doctorate, MBA, NVQ level 5, etc.; Still in full time education; Don't know; Refused]

For chi-squared analysis: Reduced down to five categories based on highest attained:

- None = No formal education
- Primary = Primary
- Secondary = Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.
- University = University degree or equivalent professional qualification, NVQ level 4, etc.; Higher university degree, doctorate, MBA, NVQ level 5, etc.
- Other = Still in full time education; Don't know; Refused

Social class

Original question: Social Grade[!; B; C1; C2; D; E; Refused]

For chi-squared analysis: Reduced to two categories (no 'refused' answers registered):

- ABC1
- C2DE

Political worldview

Original question: *See section 4 in appendix 2*.

For chi-squared analysis: Original responses reduced down to three categories:

- Left wing = Labour; Scottish National Party; Plaid Cymru; Green Party
- Right wing = Conservative; United Kingdom Independence Party; Reform UK
- Other = Independent; A mixture/ somewhere between various parties; Any party I agree with at the time; Other; Prefer not to say/Refuse.

Level of concern about climate change

Original question: *See section 1 in appendix 2*.

For chi-squared analysis: Original Likert scores converted to 5 point scale:

- 0 to 2 = Not at all concerned
- 3 to 4 = Not very concerned
- 5 = Indifferent
- 6 to 7 = Concerned
- 8 to 10 = Very concerned

Attitudes towards the advertising sector

Original question: *See section 3 in appendix 2*.

For chi-squared analysis: Conducted factor analysis (details below), then used 'negative view of advertising' factor scores as proxy for attitudes in chi-squared test.

- Testing for suitability for factor analysis
    - KMO: overall MSA = 0.83
    - Bartlett's test: $p < 0.0005$
- Rotation type = oblique

- Initial run with 8 factors implies 3 factors.

Table A

```
Standardized loadings (pattern matrix) based upon correlation matrix
       MR1   MR2   MR3   MR7   MR5   MR4   MR6 MR8   h2   u2 com
q3_1  0.02  0.01  0.83 -0.07  0.06  0.07  0.03   0 0.74 0.26 1.0
q3_2  0.73 -0.02  0.02 -0.03 -0.04  0.12 -0.05   0 0.57 0.43 1.1
q3_3  0.01 -0.01  0.86  0.07 -0.06 -0.07 -0.03   0 0.79 0.21 1.0
q3_4  0.79 -0.01  0.03 -0.03  0.00  0.00  0.12   0 0.70 0.30 1.1
q3_5  0.81  0.02  0.01  0.06  0.03 -0.08 -0.07   0 0.70 0.30 1.1
q3_6 -0.05  0.79 -0.04 -0.09  0.03 -0.01 -0.06   0 0.67 0.33 1.1
q3_7  0.05  0.64  0.06  0.10  0.13 -0.01  0.03   0 0.48 0.52 1.2
q3_8  0.01  0.82  0.01  0.03 -0.08  0.01  0.04   0 0.65 0.35 1.0

                       MR1  MR2  MR3  MR7  MR5  MR4  MR6  MR8
SS loadings           1.90 1.72 1.51 0.05 0.05 0.04 0.03 0.00
Proportion Var        0.24 0.21 0.19 0.01 0.01 0.01 0.00 0.00
Cumulative Var        0.24 0.45 0.64 0.65 0.65 0.66 0.66 0.66
Proportion Explained  0.36 0.32 0.29 0.01 0.01 0.01 0.01 0.00
Cumulative Proportion 0.36 0.68 0.97 0.98 0.99 0.99 1.00 1.00
```

- Run with 3 factor target results, implied third factor resting on just one item. This item not substantially different from rest of Qs 1 to 5 and so this factor rejected, and two factor solution accepted.

Table B

```
Standardized loadings (pattern matrix) based upon correlation matrix
       MR1   MR2   MR3   h2     u2 com
q3_1  0.47  0.09  0.35 0.60 0.3965 1.9
q3_2  0.77 -0.04 -0.05 0.55 0.4476 1.0
q3_3  0.00 -0.01  1.00 1.00 0.0039 1.0
q3_4  0.85 -0.01 -0.02 0.70 0.2982 1.0
q3_5  0.75  0.02  0.06 0.63 0.3702 1.0
q3_6 -0.09  0.79 -0.06 0.66 0.3447 1.0
q3_7  0.10  0.68  0.05 0.46 0.5397 1.1
q3_8  0.01  0.79  0.01 0.63 0.3700 1.0

                       MR1  MR2  MR3
SS loadings           2.25 1.72 1.26
Proportion Var        0.28 0.21 0.16
Cumulative Var        0.28 0.50 0.65
Proportion Explained  0.43 0.33 0.24
Cumulative Proportion 0.43 0.76 1.00
```

- Run with 2 factor target

Table C

```
Standardized loadings (pattern matrix) based upon correlation matrix
       MR1   MR2   h2   u2 com
q3_1  0.79  0.09 0.63 0.37 1.0
q3_2  0.70 -0.09 0.52 0.48 1.0
q3_3  0.83  0.06 0.68 0.32 1.0
q3_4  0.80 -0.07 0.66 0.34 1.0
q3_5  0.79 -0.03 0.62 0.38 1.0
q3_6 -0.13  0.79 0.65 0.35 1.1
q3_7  0.15  0.68 0.46 0.54 1.1
q3_8  0.03  0.80 0.63 0.37 1.0

                       MR1  MR2
SS loadings           3.12 1.74
Proportion Var        0.39 0.22
Cumulative Var        0.39 0.61
Proportion Explained  0.64 0.36
Cumulative Proportion 0.64 1.00
```

- Factor 1 named ‘negative view of advertising, Factor 2 named ‘positive view of advertising’.