

Supplementary File S3

Pairwise Comparisons of All Conditions and Dependent Variables

Table C1
Pairwise Comparisons of Adjusted Mean Pro-Policy Attitudes Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = .448$ $p = .000$ $\eta_p^2 = .015$	--				
3. Non-loss/efficacy-present	$M_{1-3} = .439$ $p = .000$ $\eta_p^2 = .015$	$M_{2-3} = -.009$ $p = .942$ $\eta_p^2 = .000$	--			
4. Loss/efficacy-absent	$M_{1-4} = .652$ $p = .000$ $\eta_p^2 = .032$	$M_{2-4} = .204$ $p = .082$ $\eta_p^2 = .003$	$M_{3-4} = .213$ $p = .070$ $\eta_p^2 = .004$	--		
5. Gain/efficacy-absent	$M_{1-5} = .424$ $p = .000$ $\eta_p^2 = .014$	$M_{2-5} = -.024$ $p = .842$ $\eta_p^2 = .000$	$M_{3-5} = -.015$ $p = .899$ $\eta_p^2 = .000$	$M_{4-5} = -.228$ $p = .052$ $\eta_p^2 = .004$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = .565$ $p = .000$ $\eta_p^2 = .024$	$M_{2-6} = .117$ $p = .320$ $\eta_p^2 = .001$	$M_{3-6} = .126$ $p = .285$ $\eta_p^2 = .001$	$M_{4-6} = -.087$ $p = .458$ $\eta_p^2 = .001$	$M_{5-6} = .141$ $p = .232$ $\eta_p^2 = .002$	--
<i>M</i>	5.768	5.320	5.329	5.116	5.344	5.203
<i>SE</i>	.083	.083	.083	.082	.084	.083

Note. Means are adjusted for political orientation and climate change skepticism covariates.

Table C2
Pairwise Comparisons of Adjusted Mean Open-Ended Willingness-to-Pay Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = 36.321$ $p = .007$ $\eta_p^2 = .008$	--				
3. Non-loss/efficacy-present	$M_{1-3} = 39.485$ $p = .003$ $\eta_p^2 = .009$	$M_{2-3} = 3.164$ $p = .815$ $\eta_p^2 = .000$	--			
4. Loss/efficacy-absent	$M_{1-4} = 57.096$ $p = .000$ $\eta_p^2 = .019$	$M_{2-4} = 20.775$ $p = .122$ $\eta_p^2 = .003$	$M_{3-4} = 17.611$ $p = .189$ $\eta_p^2 = .002$	--		
5. Gain/efficacy-absent	$M_{1-5} = 42.667$ $p = .002$ $\eta_p^2 = .011$	$M_{2-5} = 6.347$ $p = .639$ $\eta_p^2 = .000$	$M_{3-5} = 3.183$ $p = .814$ $\eta_p^2 = .000$	$M_{4-5} = -14.429$ $p = .283$ $\eta_p^2 = .001$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = 43.022$ $p = .001$ $\eta_p^2 = .011$	$M_{2-6} = 6.701$ $p = .620$ $\eta_p^2 = .000$	$M_{3-6} = 3.537$ $p = .793$ $\eta_p^2 = .000$	$M_{4-6} = -14.074$ $p = .294$ $\eta_p^2 = .001$	$M_{5-6} = .354$ $p = .979$ $\eta_p^2 = .000$	--
<i>M</i>	177.812	141.491	138.327	120.716	135.145	134.790
<i>SE</i>	9.495	9.528	9.533	9.430	9.558	9.526

Note. Means are adjusted for political orientation and climate change skepticism covariates.

Table C3
Pairwise Comparisons of Adjusted Mean Dichotomous-Choice Willingness-to-Pay Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = 18.124$ $p = .004$ $\eta_p^2 = .009$	--				
3. Non-loss/efficacy-present	$M_{1-3} = 21.750$ $p = .001$ $\eta_p^2 = .013$	$M_{2-3} = 3.627$ $p = .562$ $\eta_p^2 = .000$	--			
4. Loss/efficacy-absent	$M_{1-4} = 32.000$ $p = .000$ $\eta_p^2 = .028$	$M_{2-4} = 13.876$ $p = .026$ $\eta_p^2 = .005$	$M_{3-4} = 10.250$ $p = .099$ $\eta_p^2 = .003$	--		
5. Gain/efficacy-absent	$M_{1-5} = 23.892$ $p = .000$ $\eta_p^2 = .016$	$M_{2-5} = 5.768$ $p = .357$ $\eta_p^2 = .001$	$M_{3-5} = 2.142$ $p = .732$ $\eta_p^2 = .000$	$M_{4-5} = -8.108$ $p = .192$ $\eta_p^2 = .002$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = 21.081$ $p = .001$ $\eta_p^2 = .012$	$M_{2-6} = 2.957$ $p = .636$ $\eta_p^2 = .000$	$M_{3-6} = -.669$ $p = .914$ $\eta_p^2 = .000$	$M_{4-6} = -10.919$ $p = .079$ $\eta_p^2 = .003$	$M_{5-6} = -2.811$ $p = .652$ $\eta_p^2 = .000$	--
<i>M</i>	110.629	92.505	88.879	78.629	86.737	89.548
<i>SE</i>	4.393	4.408	4.411	4.364	4.423	4.408

Note. Means are adjusted for political orientation and climate change skepticism covariates.

Table C4
Pairwise Comparisons of Adjusted Mean Perceived Threat Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = .480$ $p = .000$ $\eta_p^2 = .032$	--				
3. Non-loss/efficacy-present	$M_{1-3} = .403$ $p = .000$ $\eta_p^2 = .022$	$M_{2-3} = -.077$ $p = .381$ $\eta_p^2 = .001$	--			
4. Loss/efficacy-absent	$M_{1-4} = .116$ $p = .182$ $\eta_p^2 = .002$	$M_{2-4} = -.364$ $p = .000$ $\eta_p^2 = .018$	$M_{3-4} = -.287$ $p = .001$ $\eta_p^2 = .012$	--		
5. Gain/efficacy-absent	$M_{1-5} = .411$ $p = .000$ $\eta_p^2 = .023$	$M_{2-5} = -.070$ $p = .427$ $\eta_p^2 = .001$	$M_{3-5} = .007$ $p = .934$ $\eta_p^2 = .000$	$M_{4-5} = .294$ $p = .001$ $\eta_p^2 = .012$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = .407$ $p = .000$ $\eta_p^2 = .023$	$M_{2-6} = -.073$ $p = .406$ $\eta_p^2 = .001$	$M_{3-6} = .004$ $p = .963$ $\eta_p^2 = .000$	$M_{4-6} = .291$ $p = .001$ $\eta_p^2 = .012$	$M_{5-6} = -.003$ $p = .972$ $\eta_p^2 = .000$	--
<i>M</i>	5.986	5.506	5.583	5.870	5.576	5.579
<i>SE</i>	.062	.062	.062	.061	.062	.062

Note. Means are adjusted for political orientation and climate change skepticism covariates.

Table C5
Pairwise Comparisons of Adjusted Mean Fear Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = .843$ $p = .000$ $\eta_p^2 = .029$	--				
3. Non-loss/efficacy-present	$M_{1-3} = 1.018$ $p = .000$ $\eta_p^2 = .041$	$M_{2-3} = .175$ $p = .278$ $\eta_p^2 = .001$	--			
4. Loss/efficacy-absent	$M_{1-4} = .307$ $p = .055$ $\eta_p^2 = .004$	$M_{2-4} = -.535$ $p = .001$ $\eta_p^2 = .012$	$M_{3-4} = -.710$ $p = .000$ $\eta_p^2 = .021$	--		
5. Gain/efficacy-absent	$M_{1-5} = 1.017$ $p = .000$ $\eta_p^2 = .041$	$M_{2-5} = .175$ $p = .280$ $\eta_p^2 = .001$	$M_{3-5} = -.001$ $p = .997$ $\eta_p^2 = .000$	$M_{4-5} = .710$ $p = .000$ $\eta_p^2 = .021$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = 1.172$ $p = .000$ $\eta_p^2 = .054$	$M_{2-6} = .329$ $p = .041$ $\eta_p^2 = .004$	$M_{3-6} = .154$ $p = .338$ $\eta_p^2 = .001$	$M_{4-6} = .864$ $p = .000$ $\eta_p^2 = .031$	$M_{5-6} = .155$ $p = .337$ $\eta_p^2 = .001$	--
<i>M</i>	4.556	3.713	3.538	4.248	3.539	3.384
<i>SE</i>	.113	.114	.114	.113	.114	.114

Note. Means are adjusted for political orientation and climate change skepticism covariates.

Table C6
Pairwise Comparisons of Adjusted Mean Message Processing Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = .327$ $p = .005$ $\eta_p^2 = .009$	--				
3. Non-loss/efficacy-present	$M_{1-3} = .523$ $p = .000$ $\eta_p^2 = .022$	$M_{2-3} = .196$ $p = .091$ $\eta_p^2 = .003$	--			
4. Loss/efficacy-absent	$M_{1-4} = .471$ $p = .000$ $\eta_p^2 = .018$	$M_{2-4} = .144$ $p = .211$ $\eta_p^2 = .002$	$M_{3-4} = -.052$ $p = .651$ $\eta_p^2 = .000$	--		
5. Gain/efficacy-absent	$M_{1-5} = .687$ $p = .000$ $\eta_p^2 = .037$	$M_{2-5} = .360$ $p = .002$ $\eta_p^2 = .010$	$M_{3-5} = .164$ $p = .159$ $\eta_p^2 = .002$	$M_{4-5} = .216$ $p = .062$ $\eta_p^2 = .004$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = .581$ $p = .000$ $\eta_p^2 = .027$	$M_{2-6} = .254$ $p = .029$ $\eta_p^2 = .005$	$M_{3-6} = .058$ $p = .619$ $\eta_p^2 = .000$	$M_{4-6} = .110$ $p = .341$ $\eta_p^2 = .001$	$M_{5-6} = -.106$ $p = .361$ $\eta_p^2 = .001$	--
<i>M</i>	5.359	5.032	4.836	4.888	4.672	4.778
<i>SE</i>	.082	.082	.082	.081	.082	.082

Note. Means are adjusted for political orientation and climate change skepticism covariates.

Table C7
Pairwise Comparisons of Adjusted Mean Hope Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = -.342$ $p = .031$ $\eta_p^2 = .005$	--				
3. Non-loss/efficacy-present	$M_{1-3} = -.068$ $p = .666$ $\eta_p^2 = .000$	$M_{2-3} = .274$ $p = .085$ $\eta_p^2 = .003$	--			
4. Loss/efficacy-absent	$M_{1-4} = .711$ $p = .000$ $\eta_p^2 = .022$	$M_{2-4} = 1.053$ $p = .000$ $\eta_p^2 = .046$	$M_{3-4} = .779$ $p = .000$ $\eta_p^2 = .026$	--		
5. Gain/efficacy-absent	$M_{1-5} = .166$ $p = .296$ $\eta_p^2 = .001$	$M_{2-5} = .508$ $p = .001$ $\eta_p^2 = .011$	$M_{3-5} = .234$ $p = .141$ $\eta_p^2 = .002$	$M_{4-5} = -.545$ $p = .001$ $\eta_p^2 = .013$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = .090$ $p = .569$ $\eta_p^2 = .000$	$M_{2-6} = .432$ $p = .007$ $\eta_p^2 = .008$	$M_{3-6} = .158$ $p = .318$ $\eta_p^2 = .001$	$M_{4-6} = -.621$ $p = .000$ $\eta_p^2 = .016$	$M_{5-6} = -.076$ $p = .634$ $\eta_p^2 = .000$	--
<i>M</i>	4.655	4.997	4.723	3.944	4.489	4.565
<i>SE</i>	.112	.112	.112	.111	.113	.112

Note. Means are adjusted for political orientation and climate change skepticism covariates.

Table C8
Pairwise Comparisons of Adjusted Mean Perceived Collective Efficacy Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = .079$ $p = .513$ $\eta_p^2 = .000$	--				
3. Non-loss/efficacy-present	$M_{1-3} = .171$ $p = .161$ $\eta_p^2 = .002$	$M_{2-3} = .091$ $p = .455$ $\eta_p^2 = .001$	--			
4. Loss/efficacy-absent	$M_{1-4} = .465$ $p = .000$ $\eta_p^2 = .016$	$M_{2-4} = .385$ $p = .002$ $\eta_p^2 = .011$	$M_{3-4} = .294$ $p = .015$ $\eta_p^2 = .006$	--		
5. Gain/efficacy-absent	$M_{1-5} = .144$ $p = .237$ $\eta_p^2 = .002$	$M_{2-5} = .064$ $p = .598$ $\eta_p^2 = .000$	$M_{3-5} = -.027$ $p = .827$ $\eta_p^2 = .000$	$M_{4-5} = -.321$ $p = .008$ $\eta_p^2 = .008$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = .155$ $p = .202$ $\eta_p^2 = .002$	$M_{2-6} = .076$ $p = .535$ $\eta_p^2 = .000$	$M_{3-6} = -.015$ $p = .899$ $\eta_p^2 = .000$	$M_{4-6} = -.310$ $p = .011$ $\eta_p^2 = .007$	$M_{5-6} = .011$ $p = .927$ $\eta_p^2 = .000$	--
<i>M</i>	4.609	4.530	4.439	4.144	4.465	4.454
<i>SE</i>	.086	.086	.086	.085	.086	.086

Note. Means are adjusted for political orientation and climate change skepticism covariates.

Table C9
Pairwise Comparisons of Adjusted Mean Perceived Message Strength Among Framing Conditions

Conditions	1	2	3	4	5	6
1. Loss/efficacy-present	--					
2. Gain/efficacy-present	$M_{1-2} = .317$ $p = .006$ $\eta_p^2 = .008$	--				
3. Non-loss/efficacy-present	$M_{1-3} = .470$ $p = .000$ $\eta_p^2 = .017$	$M_{2-3} = .153$ $p = .189$ $\eta_p^2 = .002$	--			
4. Loss/efficacy-absent	$M_{1-4} = .768$ $p = .000$ $\eta_p^2 = .046$	$M_{2-4} = .451$ $p = .000$ $\eta_p^2 = .016$	$M_{3-4} = .298$ $p = .010$ $\eta_p^2 = .007$	--		
5. Gain/efficacy-absent	$M_{1-5} = .426$ $p = .000$ $\eta_p^2 = .014$	$M_{2-5} = .109$ $p = .350$ $\eta_p^2 = .001$	$M_{3-5} = -.044$ $p = .703$ $\eta_p^2 = .000$	$M_{4-5} = -.342$ $p = .003$ $\eta_p^2 = .009$	--	
6. Non-loss/efficacy-absent	$M_{1-6} = .399$ $p = .001$ $\eta_p^2 = .013$	$M_{2-6} = .082$ $p = .480$ $\eta_p^2 = .001$	$M_{3-6} = -.071$ $p = .541$ $\eta_p^2 = .000$	$M_{4-6} = -.369$ $p = .001$ $\eta_p^2 = .011$	$M_{5-6} = -.027$ $p = .818$ $\eta_p^2 = .000$	--
<i>M</i>	5.751	5.433	5.281	4.983	5.325	5.352
<i>SE</i>	.082	.082	.082	.081	.082	.082

Note. Means are adjusted for political orientation and climate change skepticism covariates.