*Supplementary Materials*

# Beyond Meating Climate Goals

**Note: This is an excerpt of the full appendix designed to adhere to *AJPS'* 20-page limit for initial submissions. An anonymized version of the full appendix can be found here, and is provided for interested reviewers.**

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# A Study 1

## A.1 Effect of Masculine-Threatening Climate Policies

### A.1.1 Controlling for Other Factors

Table A-1 demonstrates that the core results related to $H_1$ and displayed in Figure 3 in the main text are robust to controlling for a host of other factors. Note also that many of the control variables operate as expected. For example, stronger Republicans are, in general, less likely to support climate policy (whether masculine-threatening or more neutral). On the other hand, respondents that have a greater belief in anthropogenic climate change, take personal action to mitigate climate change, live in communities that face climate change challenges, and believe climate policy helps their personal economic situation are more likely to support climate policy. In accordance with our pre-registered expectations, whether respondents were assigned a female or male president in the experiment does not significantly impact whether they support climate change policy in general.

Table A-1: Controlling for Other Factors (5-Point Dependent Variable)

| | (1) Index | (2) Meat | (3) Car | (4) DoD |
|---|---|---|---|---|
| Masculine-Threatening vs. Control Climate Policies | -0.5171*** | -0.7391*** | -0.5020*** | -0.3101*** |
| | (0.0522) | (0.0696) | (0.0667) | (0.0594) |
| Female President | -0.0305 | 0.0070 | -0.0482 | -0.0501 |
| | (0.0522) | (0.0697) | (0.0670) | (0.0591) |
| Stronger Republican | -0.0849*** | -0.0845*** | -0.1077*** | -0.0624*** |
| | (0.0167) | (0.0214) | (0.0219) | (0.0178) |
| Sexism | -0.1394*** | -0.1278*** | -0.1375*** | -0.1530*** |
| | (0.0366) | (0.0468) | (0.0475) | (0.0441) |
| Masculinity | 0.0469 | 0.1422*** | 0.0807* | -0.0822** |
| | (0.0346) | (0.0458) | (0.0432) | (0.0397) |
| Belief in Climate Change | 0.2107*** | 0.1855*** | 0.1678*** | 0.2788*** |
| | (0.0303) | (0.0368) | (0.0365) | (0.0361) |
| Personal Climate Mitigation Actions | 0.2847*** | 0.3390*** | 0.4193*** | 0.0957 |
| | (0.0683) | (0.0933) | (0.0885) | (0.0701) |
| Personal Community Faces Climate Change Challenges | 0.0401* | 0.0302 | 0.0595** | 0.0306 |
| | (0.0233) | (0.0310) | (0.0291) | (0.0264) |
| Climate Policy Helps Personal Economic Situation | 0.1972*** | 0.2002*** | 0.1842*** | 0.2072*** |
| | (0.0260) | (0.0347) | (0.0327) | (0.0290) |
| Follow News Closely | -0.0282 | -0.0433 | -0.0612 | 0.0199 |
| | (0.0300) | (0.0386) | (0.0372) | (0.0348) |
| Trust in Government | 0.2918*** | 0.2804*** | 0.3158*** | 0.2792*** |
| | (0.0412) | (0.0544) | (0.0540) | (0.0443) |
| Religiosity | 0.0106 | 0.0266 | 0.0061 | -0.0009 |
| | (0.0174) | (0.0225) | (0.0220) | (0.0205) |
| Education | 0.0152 | 0.0100 | 0.0253 | 0.0102 |
| | (0.0172) | (0.0221) | (0.0223) | (0.0190) |
| Income | -0.0013 | -0.0047 | 0.0029 | -0.0020 |
| | (0.0047) | (0.0061) | (0.0060) | (0.0054) |
| Woman | -0.1057* | -0.1086 | -0.1037 | -0.1048 |
| | (0.0560) | (0.0742) | (0.0734) | (0.0653) |
| Age | -0.0060*** | -0.0089*** | -0.0066*** | -0.0026 |
| | (0.0016) | (0.0021) | (0.0021) | (0.0019) |
| White | -0.0215 | -0.0633 | -0.0186 | 0.0174 |
| | (0.0650) | (0.0871) | (0.0838) | (0.0711) |
| South | 0.0189 | 0.0023 | 0.0502 | 0.0042 |
| | (0.0561) | (0.0740) | (0.0716) | (0.0635) |
| Constant | 1.5247*** | 1.6894*** | 1.4148*** | 1.4698*** |
| | (0.1785) | (0.2266) | (0.2344) | (0.2029) |
| Observations | 784 | 784 | 784 | 784 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

### A.1.2 Disaggregating the Index

In Figure 3 in the main text we combine the two meat-related policies into their own index measure, the two automobile-related policies into their own index measure, and the two military-related policies into their own index measure. In Table A-2 below we instead analyze the six individual policy comparisons separately. The results are robust to this test, except there is no statistically significant difference in support for the gas car ban and the gas furnace ban. Both are very unpopular, averaging under 30% support.[1]

Table A-2: Analyzing the Six Individual Policy Comparisons Separately

| | (1) Meat Tax vs. Carbon Tax | (2) Anti-Meat Tax Break vs. Mitigation Tax Break | (3) Gas Car Ban vs. Gas Furnace Ban | (4) Truck Ban vs. Plastics Ban | (5) DoD Clean Energy vs. Govt Clean Energy | (6) DoD Envi Justice vs. Govt. Envi Justice | (7) Air Tax Sports vs. Air Tax Art |
|---|---|---|---|---|---|---|---|
| Masculine-Threatening vs. Control Climate Policies | -0.7391*** | -0.7392*** | 0.0438 | -1.0478*** | -0.3322*** | -0.2879*** | 0.1906** |
| | (0.0826) | (0.0782) | (0.0824) | (0.0793) | (0.0712) | (0.0684) | (0.0854) |
| Female President | 0.0191 | -0.0051 | -0.0361 | -0.0604 | -0.0567 | -0.0435 | 0.0635 |
| | (0.0825) | (0.0791) | (0.0826) | (0.0793) | (0.0715) | (0.0681) | (0.0854) |
| Stronger Republican | -0.0910*** | -0.0780*** | -0.1156*** | -0.0998*** | -0.0493** | -0.0755*** | -0.0498* |
| | (0.0255) | (0.0231) | (0.0260) | (0.0259) | (0.0214) | (0.0213) | (0.0268) |
| Sexism | -0.1574*** | -0.0982* | -0.1742*** | -0.1008* | -0.1449*** | -0.1612*** | -0.0866 |
| | (0.0511) | (0.0539) | (0.0567) | (0.0571) | (0.0526) | (0.0497) | (0.0608) |
| Masculinity | 0.1745*** | 0.1099** | 0.1637*** | -0.0023 | -0.1126** | -0.0519 | 0.1078* |
| | (0.0528) | (0.0508) | (0.0533) | (0.0523) | (0.0482) | (0.0440) | (0.0556) |
| Belief in Climate Change | 0.1799*** | 0.1911*** | 0.1683*** | 0.1674*** | 0.3388*** | 0.2187*** | 0.2168*** |
| | (0.0422) | (0.0424) | (0.0403) | (0.0466) | (0.0453) | (0.0388) | (0.0441) |
| Personal Climate Mitigation Actions | 0.3943*** | 0.2837*** | 0.5075*** | 0.3311*** | 0.0746 | 0.1168 | 0.2295** |
| | (0.1145) | (0.1001) | (0.1091) | (0.1028) | (0.0857) | (0.0813) | (0.1092) |
| Personal Community Faces Climate Change Challenges | 0.0477 | 0.0128 | 0.0437 | 0.0753** | 0.0162 | 0.0450 | 0.0291 |
| | (0.0355) | (0.0337) | (0.0352) | (0.0343) | (0.0318) | (0.0286) | (0.0370) |
| Climate Policy Helps Personal Economic Situation | 0.1616*** | 0.2388*** | 0.1840*** | 0.1845*** | 0.1707*** | 0.2438*** | 0.1650*** |
| | (0.0396) | (0.0387) | (0.0406) | (0.0386) | (0.0347) | (0.0329) | (0.0430) |
| Follow News Closely | -0.0688 | -0.0179 | -0.0593 | -0.0632 | 0.0036 | 0.0363 | 0.0033 |
| | (0.0434) | (0.0456) | (0.0456) | (0.0438) | (0.0419) | (0.0395) | (0.0468) |
| Trust in Government | 0.3268*** | 0.2340*** | 0.3155*** | 0.3161*** | 0.2551*** | 0.3033*** | 0.2137*** |
| | (0.0633) | (0.0613) | (0.0629) | (0.0659) | (0.0543) | (0.0523) | (0.0670) |
| Religiosity | -0.0037 | 0.0569** | 0.0040 | 0.0082 | -0.0054 | 0.0035 | -0.0313 |
| | (0.0260) | (0.0259) | (0.0276) | (0.0259) | (0.0252) | (0.0229) | (0.0291) |
| Education | -0.0031 | 0.0231 | 0.0200 | 0.0306 | -0.0024 | 0.0228 | -0.0008 |
| | (0.0260) | (0.0250) | (0.0265) | (0.0263) | (0.0219) | (0.0218) | (0.0263) |
| Income | 0.0022 | -0.0116* | 0.0020 | 0.0038 | 0.0041 | -0.0082 | -0.0027 |
| | (0.0071) | (0.0070) | (0.0073) | (0.0072) | (0.0065) | (0.0059) | (0.0074) |
| Woman | -0.1265 | -0.0906 | -0.1485* | -0.0589 | -0.1046 | -0.1050 | 0.0924 |
| | (0.0879) | (0.0840) | (0.0891) | (0.0900) | (0.0772) | (0.0765) | (0.0932) |
| Age | -0.0084*** | -0.0094*** | -0.0094*** | -0.0038 | -0.0003 | -0.0048** | -0.0133*** |
| | (0.0026) | (0.0024) | (0.0026) | (0.0025) | (0.0023) | (0.0022) | (0.0027) |
| White | -0.0416 | -0.0850 | -0.0120 | -0.0252 | 0.0386 | -0.0038 | -0.0711 |
| | (0.1043) | (0.0971) | (0.1033) | (0.0993) | (0.0838) | (0.0822) | (0.1038) |
| South | 0.0543 | -0.0496 | 0.1404* | -0.0400 | -0.0118 | 0.0202 | 0.1242 |
| | (0.0862) | (0.0837) | (0.0852) | (0.0855) | (0.0782) | (0.0718) | (0.0896) |
| Constant | 1.5791*** | 1.7997*** | 1.0416*** | 1.7880*** | 1.4578*** | 1.4817*** | 1.1834*** |
| | (0.2697) | (0.2640) | (0.2657) | (0.2882) | (0.2469) | (0.2311) | (0.2759) |
| Observations | 784 | 784 | 784 | 784 | 784 | 784 | 784 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

[1] We also find that support for a masculine-threatening air travel tax on sports teams is higher than for a more feminine-threatening tax on performing arts groups. Per our pre-analysis plan, we never intended to include the air travel tax questions in our main dependent variable index.

### A.1.3 Alternative Dependent Variables

In Table A-3 we show that masculine-threatening climate policies are not only less likely to be supported than non-masculine-threatening policies, but they also reduce both support for the U.S. president and respondents' willingness to vote for the president. These effects are also substantively large. For example, they reduce support for the president by over 13 percentage points and intentions to vote for the president by over 10 percentage points.

Table A-3: Support for the President

| | (1) | (2) | (3) | (4) |
|---|---|---|---|---|
| | Support for President | | Vote for President | |
| | (5-Point) | (Binary) | (5-Point) | (Binary) |
| Masculine-Threatening vs. Control Climate Policies | -0.3958*** | -0.1342*** | -0.3282*** | -0.1080*** |
| | (0.0682) | (0.0293) | (0.0727) | (0.0293) |
| Female President | 0.0111 | 0.0120 | 0.0390 | -0.0120 |
| | (0.0689) | (0.0296) | (0.0737) | (0.0296) |
| Stronger Republican | -0.1290*** | -0.0429*** | -0.1613*** | -0.0560*** |
| | (0.0216) | (0.0091) | (0.0231) | (0.0089) |
| Sexism | -0.0719 | -0.0056 | -0.0756 | -0.0157 |
| | (0.0460) | (0.0193) | (0.0493) | (0.0188) |
| Masculinity | -0.0038 | 0.0002 | -0.0212 | 0.0108 |
| | (0.0425) | (0.0175) | (0.0475) | (0.0179) |
| Belief in Climate Change | 0.2487*** | 0.0832*** | 0.1694*** | 0.0621*** |
| | (0.0376) | (0.0144) | (0.0380) | (0.0134) |
| Personal Climate Mitigation Actions | 0.0956 | 0.0707* | 0.2204** | 0.0882** |
| | (0.0874) | (0.0388) | (0.0944) | (0.0390) |
| Personal Community Faces Climate Change Challenges | 0.0556* | 0.0327*** | 0.0572* | 0.0266** |
| | (0.0296) | (0.0122) | (0.0329) | (0.0128) |
| Climate Policy Helps Personal Economic Situation | 0.2578*** | 0.0688*** | 0.2657*** | 0.0689*** |
| | (0.0332) | (0.0140) | (0.0357) | (0.0139) |
| Follow News Closely | -0.0071 | 0.0549*** | -0.0071 | 0.0409*** |
| | (0.0366) | (0.0153) | (0.0391) | (0.0155) |
| Trust in Government | 0.2453*** | 0.0897*** | 0.3050*** | 0.0755*** |
| | (0.0535) | (0.0223) | (0.0564) | (0.0220) |
| Religiosity | -0.0033 | -0.0126 | -0.0059 | -0.0003 |
| | (0.0236) | (0.0092) | (0.0240) | (0.0091) |
| Education | 0.0276 | 0.0136 | 0.0114 | 0.0062 |
| | (0.0217) | (0.0092) | (0.0230) | (0.0094) |
| Income | -0.0031 | -0.0012 | -0.0045 | -0.0006 |
| | (0.0061) | (0.0025) | (0.0065) | (0.0025) |
| Woman | -0.0748 | -0.0188 | -0.0650 | -0.0281 |
| | (0.0725) | (0.0317) | (0.0786) | (0.0319) |
| Age | -0.0040* | 0.0001 | -0.0054** | -0.0011 |
| | (0.0021) | (0.0009) | (0.0023) | (0.0009) |
| White | 0.0550 | 0.0505 | -0.0760 | 0.0095 |
| | (0.0839) | (0.0366) | (0.0906) | (0.0383) |
| South | -0.0474 | 0.0330 | -0.1403* | -0.0196 |
| | (0.0726) | (0.0306) | (0.0763) | (0.0303) |
| Constant | 1.1914*** | -0.1167 | 1.5920*** | 0.1438 |
| | (0.2252) | (0.0928) | (0.2438) | (0.0946) |
| Observations | 784 | 784 | 784 | 784 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

In Table A-4 we uncover little evidence (in contrast to some of our pre-registered hypotheses) that the proposal of masculine-threatening climate change policies influences respondents' broader views about climate change. For example, it does not significantly reduce perceptions that climate change poses a serious problem or the relative importance subjects place on addressing climate change.[2] Consequently, even though masculine-threatening climate policies themselves are less likely to be supported and may reduce public support for the president that proposes them, they will not necessarily tarnish all climate mitigation efforts.

Table A-4: Other Climate Change-Related Attitudes

| | (1) Climate Tax | (2) Climate Change Serious Problem | (3) Climate Change Big Impact | (4) Relative Importance of Addressing Climate Change | (5) US Must Do More to Address Climate Change | (6) Int'l Community Must Do More to Address Climate Change | (7) Cost of Climate Action High to You Personally | (8) Cost of Climate Action High to US |
|---|---|---|---|---|---|---|---|---|
| Masculine-Threatening vs. Control Climate Policies | -0.1268* | 0.0461 | -0.0207 | -0.0214 | 0.0031 | -0.0438 | 0.0713 | 0.0922 |
| | (0.0761) | (0.0685) | (0.0711) | (0.0672) | (0.0738) | (0.0672) | (0.1069) | (0.1075) |
| Female President | 0.0092 | 0.0820 | 0.0483 | 0.0577 | 0.1389* | -0.0217 | -0.1419 | -0.0730 |
| | (0.0763) | (0.0693) | (0.0705) | (0.0684) | (0.0741) | (0.0666) | (0.1065) | (0.1056) |
| Stronger Republican | -0.1039*** | -0.0808*** | -0.0637*** | -0.0866*** | -0.0363 | -0.0568*** | 0.0084 | 0.0180 |
| | (0.0235) | (0.0219) | (0.0219) | (0.0214) | (0.0231) | (0.0199) | (0.0325) | (0.0321) |
| Sexism | -0.1641*** | -0.1973*** | -0.1451*** | -0.2251*** | -0.1958*** | -0.1132** | 0.1261* | 0.1248* |
| | (0.0498) | (0.0481) | (0.0488) | (0.0457) | (0.0512) | (0.0509) | (0.0737) | (0.0740) |
| Masculinity | 0.0276 | -0.1136** | -0.0112 | -0.0116 | -0.1220** | -0.0485 | 0.0789 | -0.1207 |
| | (0.0488) | (0.0452) | (0.0488) | (0.0442) | (0.0490) | (0.0461) | (0.0728) | (0.0735) |
| Belief in Climate Change | 0.2943*** | 0.5848*** | 0.4109*** | 0.4921*** | 0.4832*** | 0.3692*** | 0.0623 | -0.0075 |
| | (0.0459) | (0.0439) | (0.0447) | (0.0402) | (0.0458) | (0.0427) | (0.0612) | (0.0603) |
| Personal Climate Mitigation Actions | 0.1357 | -0.0657 | 0.1186 | 0.1725** | -0.0278 | 0.1282* | -0.0220 | -0.1400 |
| | (0.0976) | (0.0852) | (0.0870) | (0.0818) | (0.0938) | (0.0769) | (0.1316) | (0.1395) |
| Personal Community Faces Climate Change Challenges | 0.0878*** | 0.0259 | 0.1245*** | 0.0421 | 0.0041 | 0.0374 | 0.1058** | 0.1068** |
| | (0.0332) | (0.0297) | (0.0317) | (0.0306) | (0.0302) | (0.0311) | (0.0464) | (0.0457) |
| Climate Policy Helps Personal Economic Situation | 0.2716*** | 0.1900*** | 0.2232*** | 0.2376*** | 0.1899*** | 0.0907*** | -0.1244** | -0.1720*** |
| | (0.0386) | (0.0338) | (0.0344) | (0.0334) | (0.0395) | (0.0336) | (0.0549) | (0.0523) |
| Follow News Closely | 0.0394 | -0.0385 | -0.0050 | -0.0265 | -0.0167 | 0.0938** | 0.0563 | 0.0549 |
| | (0.0417) | (0.0360) | (0.0393) | (0.0382) | (0.0425) | (0.0383) | (0.0618) | (0.0623) |
| Trust in Government | 0.1928*** | -0.0438 | -0.0307 | 0.0610 | -0.0576 | 0.0589 | -0.0888 | 0.0073 |
| | (0.0601) | (0.0574) | (0.0604) | (0.0560) | (0.0615) | (0.0537) | (0.0870) | (0.0900) |
| Religiosity | -0.0129 | -0.0001 | 0.0062 | 0.0121 | -0.0499* | 0.0248 | 0.0583 | 0.0130 |
| | (0.0253) | (0.0236) | (0.0235) | (0.0226) | (0.0257) | (0.0223) | (0.0363) | (0.0367) |
| Education | 0.0217 | -0.0319 | 0.0024 | -0.0139 | -0.0224 | 0.0364* | -0.0047 | -0.0086 |
| | (0.0240) | (0.0202) | (0.0220) | (0.0214) | (0.0230) | (0.0214) | (0.0339) | (0.0345) |
| Income | 0.0030 | 0.0029 | -0.0010 | 0.0060 | 0.0105 | -0.0003 | 0.0119 | 0.0210** |
| | (0.0064) | (0.0061) | (0.0058) | (0.0057) | (0.0071) | (0.0054) | (0.0095) | (0.0091) |
| Woman | -0.1126 | -0.1727** | 0.0173 | -0.0175 | -0.1471* | -0.0496 | 0.3887*** | 0.1479 |
| | (0.0811) | (0.0772) | (0.0756) | (0.0732) | (0.0808) | (0.0727) | (0.1162) | (0.1145) |
| Age | -0.0004 | 0.0022 | -0.0062*** | 0.0030 | 0.0006 | 0.0061*** | 0.0046 | 0.0049 |
| | (0.0023) | (0.0021) | (0.0022) | (0.0021) | (0.0023) | (0.0020) | (0.0033) | (0.0033) |
| White | -0.1158 | 0.0810 | -0.1277 | -0.0359 | 0.0875 | -0.0518 | -0.0065 | -0.1635 |
| | (0.0962) | (0.0868) | (0.0873) | (0.0843) | (0.0913) | (0.0761) | (0.1285) | (0.1369) |
| South | 0.1812** | -0.0654 | -0.0196 | 0.0828 | -0.0891 | 0.0316 | 0.0321 | 0.0383 |
| | (0.0805) | (0.0722) | (0.0765) | (0.0715) | (0.0781) | (0.0709) | (0.1125) | (0.1147) |
| Constant | 0.4733* | 0.9908*** | 1.1804*** | 0.4584** | 1.1098*** | 1.0212*** | 2.7602*** | 3.5914*** |
| | (0.2559) | (0.2527) | (0.2562) | (0.2335) | (0.2684) | (0.2200) | (0.3824) | (0.3536) |
| Observations | 784 | 784 | 784 | 784 | 784 | 784 | 784 | 784 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

[2]Per Model 1, it does significantly reduce support for climate taxes at the 10% level, though this result may be driven by the fact that two of the masculine-threatening policies respondents were presented with explicitly involved taxes.

In Table A-5 we further probe whether the proposal of masculine-threatening climate policies impacts respondents broader attitudes besides support for the policies themselves or the leader proposing them. Generally, we find null effects. For example, the masculine-threatening climate policy treatment does not cause respondents to rate driving cars, having a large military, being masculine, or professional sports teams as more important to their identity as Americans (Models 2-5); does not increase hostile sexism, support for Republican candidates at the local to national levels, or affective polarization (Models 6, 8, and 10); and does not decrease support for the US having a female president, Democrats' general favorability, or support for reducing racial injustice and protecting LGBTQ rights (Models 7, 9, 11, and 12). The one exception is that the treatment does make meat-eating more important to respondents' identity as Americans (Model 1). The explanation may be that the masculine-threatening climate policy treatment provokes some measure of backlash among Americans, causing them to rank meat-eating as more important to their identity.

Table A-5: Other Dependent Variables

| | (1) Identity Meat | (2) Identity Cars | (3) Identity Military | (4) Identity Masculine | (5) Identity Sports | (6) Hostile Sexism | (7) Woman President | (8) Support GOP Candidates | (9) Feeling Therm Democrats | (10) Affective Polarization | (11) Reducing Racial Injustice | (12) Protect LGBT Rights |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Masculine-Threatening vs. Control Climate Policies | 0.2318** | 0.0298 | 0.0445 | -0.0026 | -0.0880 | -0.0103 | 0.0236 | 0.0869 | -1.7819 | -2.1891 | 0.0335 | -0.0359 |
| | (0.0955) | (0.0915) | (0.0859) | (0.0765) | (0.0936) | (0.0547) | (0.0807) | (0.0765) | (1.5114) | (3.4160) | (0.0737) | (0.0760) |
| Female President | 0.0169 | -0.0591 | 0.0084 | -0.0477 | -0.0559 | -0.0393 | -0.0929 | 0.0157 | 0.6292 | 1.4763 | 0.0469 | -0.0314 |
| | (0.0958) | (0.0923) | (0.0857) | (0.0760) | (0.0930) | (0.0541) | (0.0816) | (0.0771) | (1.5146) | (3.4598) | (0.0741) | (0.0772) |
| Stronger Republican | -0.0032 | 0.0416 | 0.0466* | -0.0203 | -0.0338 | -0.0027 | -0.1557*** | 0.3706*** | -8.9641*** | -0.8370 | -0.0796*** | -0.1406*** |
| | (0.0292) | (0.0263) | (0.0238) | (0.0219) | (0.0273) | (0.0184) | (0.0243) | (0.0230) | (0.4844) | (0.8978) | (0.0239) | (0.0258) |
| Sexism | 0.0795 | 0.0547 | 0.2014*** | 0.1053** | 0.0261 | 0.3570*** | -0.2840*** | 0.2330*** | -2.8171*** | -2.2011 | -0.3513*** | -0.3048*** |
| | (0.0658) | (0.0599) | (0.0567) | (0.0529) | (0.0638) | (0.0418) | (0.0525) | (0.0516) | (0.9823) | (2.1815) | (0.0530) | (0.0538) |
| Masculinity | 0.2292*** | 0.3247*** | 0.2124*** | 0.5586*** | 0.3568*** | 0.3445*** | 0.0780 | 0.1209** | -1.2194 | -1.6296 | -0.1021** | -0.2501*** |
| | (0.0635) | (0.0577) | (0.0523) | (0.0504) | (0.0596) | (0.0397) | (0.0511) | (0.0498) | (0.9485) | (2.1197) | (0.0488) | (0.0509) |
| Belief in Climate Change | -0.1640*** | -0.0617 | -0.0980** | -0.1135*** | -0.0853* | 0.0047 | 0.0251 | -0.1875*** | 1.0270 | -1.9323 | 0.0211 | 0.1086** |
| | (0.0525) | (0.0502) | (0.0454) | (0.0402) | (0.0508) | (0.0326) | (0.0441) | (0.0452) | (0.8691) | (2.1103) | (0.0452) | (0.0421) |
| Personal Climate Mitigation Actions | -0.2731** | -0.3462*** | -0.1972* | -0.0334 | -0.1101 | 0.0194 | 0.1685 | 0.1852* | 3.5273* | -5.1792 | 0.0888 | 0.2420** |
| | (0.1223) | (0.1189) | (0.1067) | (0.0916) | (0.1134) | (0.0705) | (0.1073) | (0.0950) | (2.0347) | (3.9996) | (0.0918) | (0.0991) |
| Personal Community Faces Climate Change Challenges | 0.0011 | 0.0173 | 0.0011 | 0.0332 | 0.0859** | 0.0073 | 0.0622* | 0.0354 | -1.2014* | -2.0049 | 0.0625* | -0.0077 |
| | (0.0446) | (0.0431) | (0.0386) | (0.0329) | (0.0403) | (0.0242) | (0.0371) | (0.0344) | (0.7240) | (1.6332) | (0.0333) | (0.0342) |
| Climate Policy Helps Personal Economic Situation | -0.0219 | -0.0136 | 0.0250 | 0.0196 | 0.0609 | -0.0324 | 0.1440*** | -0.0420 | 1.8958** | -0.9631 | 0.2290*** | 0.1041*** |
| | (0.0469) | (0.0428) | (0.0393) | (0.0367) | (0.0460) | (0.0261) | (0.0393) | (0.0390) | (0.7538) | (1.5769) | (0.0359) | (0.0398) |
| Follow News Closely | 0.0487 | 0.0911* | 0.1604*** | 0.0323 | 0.0812 | -0.0701** | 0.0334 | 0.0399 | 0.0205 | 8.4746*** | 0.0100 | 0.0463 |
| | (0.0531) | (0.0519) | (0.0483) | (0.0429) | (0.0519) | (0.0309) | (0.0457) | (0.0421) | (0.8834) | (2.0482) | (0.0454) | (0.0424) |
| Trust in Government | 0.0171 | -0.0271 | 0.0688 | 0.1063* | 0.1368* | -0.0589 | 0.1837*** | 0.0935 | 11.2468*** | -9.1278*** | 0.1453** | 0.2151*** |
| | (0.0745) | (0.0670) | (0.0613) | (0.0595) | (0.0716) | (0.0455) | (0.0649) | (0.0598) | (1.2043) | (2.5684) | (0.0611) | (0.0641) |
| Religiosity | 0.0503 | 0.0685** | 0.0887*** | 0.0905*** | 0.0599* | -0.0048 | 0.0566** | 0.0706*** | -0.4584 | -1.3589 | 0.0485* | -0.0313 |
| | (0.0316) | (0.0307) | (0.0277) | (0.0257) | (0.0309) | (0.0194) | (0.0267) | (0.0259) | (0.4651) | (1.0932) | (0.0263) | (0.0252) |
| Education | -0.0532* | -0.0448 | -0.1077*** | 0.0110 | -0.0126 | -0.0312* | 0.0170 | -0.0130 | 0.1989 | 0.7773 | -0.0683*** | -0.0345 |
| | (0.0302) | (0.0294) | (0.0268) | (0.0239) | (0.0292) | (0.0171) | (0.0259) | (0.0235) | (0.4658) | (1.1049) | (0.0247) | (0.0248) |
| Income | 0.0009 | 0.0218*** | 0.0117 | 0.0016 | 0.0275*** | -0.0043 | -0.0021 | 0.0006 | -0.1008 | -0.0993 | 0.0014 | 0.0111 |
| | (0.0085) | (0.0079) | (0.0074) | (0.0065) | (0.0082) | (0.0046) | (0.0075) | (0.0065) | (0.1280) | (0.2806) | (0.0065) | (0.0069) |
| Woman | 0.1189 | 0.2874*** | 0.0676 | -0.5215*** | -0.1294 | -0.1256** | 0.3298*** | 0.1191 | 0.9962 | 6.0427* | -0.0836 | -0.0638 |
| | (0.1031) | (0.0983) | (0.0892) | (0.0859) | (0.0999) | (0.0608) | (0.0889) | (0.0814) | (1.6205) | (3.6621) | (0.0811) | (0.0820) |
| Age | -0.0001 | -0.0003 | 0.0119*** | -0.0019 | -0.0016 | 0.0002 | -0.0073*** | 0.0012 | 0.0386 | -0.0030 | 0.0004 | -0.0004 |
| | (0.0030) | (0.0029) | (0.0026) | (0.0023) | (0.0029) | (0.0016) | (0.0025) | (0.0024) | (0.0454) | (0.0979) | (0.0024) | (0.0023) |
| White | 0.1478 | 0.0916 | -0.0267 | -0.2149** | -0.3013*** | -0.1172* | -0.1543 | -0.1850* | -2.8526 | 6.0387 | -0.2953*** | -0.1834* |
| | (0.1160) | (0.1136) | (0.1046) | (0.0920) | (0.1099) | (0.0667) | (0.1018) | (0.0947) | (1.7714) | (4.4024) | (0.0907) | (0.0990) |
| South | -0.0510 | -0.0564 | -0.0291 | 0.0586 | -0.1305 | -0.0083 | -0.1240 | 0.0687 | -1.3345 | 4.2204 | 0.0366 | 0.0107 |
| | (0.1015) | (0.0977) | (0.0892) | (0.0809) | (0.0986) | (0.0580) | (0.0832) | (0.0808) | (1.5931) | (3.7432) | (0.0807) | (0.0819) |
| Constant | 2.5941*** | 2.2517*** | 1.9705*** | 2.2711*** | 1.9781*** | 0.6293*** | 1.5714*** | 0.7588*** | 16.9088*** | 57.7635*** | 2.3461*** | 1.7375*** |
| | (0.3039) | (0.2780) | (0.2732) | (0.2430) | (0.3140) | (0.1822) | (0.2771) | (0.2564) | (5.5313) | (12.4410) | (0.2645) | (0.2471) |
| Observations | 783 | 782 | 783 | 783 | 783 | 784 | 784 | 784 | 784 | 438 | 784 | 784 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

### A.1.4 Mechanisms

The results from the pre-test indicate that one mechanism that explains why the policies we categorize as masculine-threatening are less supported than the policies we categorize as non-masculine-threatening is the former are indeed perceived of as more masculine-threatening. Table A-6 also provides evidence for another potential mechanism: masculine-threatening climate policies are significantly more likely to be perceived of as affecting respondents' own lives, as well as women, men, and the United States as a whole.

Table A-6: Mechanisms

| | (1) | (2) | (3) | (4) |
|---|---|---|---|---|
| | Extent to Which Policies Affect... | | | |
| | You Personally | US as a Whole | Men | Women |
| Masculine-Threatening vs. Control Climate Policies | 0.3073*** | 0.2089** | 0.1986** | 0.2251*** |
| | (0.0839) | (0.0835) | (0.0845) | (0.0862) |
| Female President | -0.0641 | -0.0905 | -0.0571 | -0.0634 |
| | (0.0841) | (0.0831) | (0.0835) | (0.0856) |
| Stronger Republican | -0.0202 | -0.0134 | 0.0326 | -0.0279 |
| | (0.0241) | (0.0248) | (0.0249) | (0.0260) |
| Sexism | 0.1037* | -0.0412 | 0.0021 | 0.0225 |
| | (0.0572) | (0.0598) | (0.0605) | (0.0624) |
| Masculinity | -0.0186 | -0.0591 | 0.0272 | -0.0682 |
| | (0.0546) | (0.0563) | (0.0552) | (0.0568) |
| Belief in Climate Change | 0.0119 | -0.0043 | -0.0871* | -0.0829 |
| | (0.0506) | (0.0464) | (0.0499) | (0.0504) |
| Personal Climate Mitigation Actions | 0.1427 | -0.0922 | 0.1865* | 0.0811 |
| | (0.1041) | (0.1008) | (0.1010) | (0.1037) |
| Personal Community Faces Climate Change Challenges | 0.1265*** | 0.0760** | 0.1057*** | 0.0779* |
| | (0.0379) | (0.0378) | (0.0405) | (0.0400) |
| Climate Policy Helps Personal Economic Situation | -0.1248*** | -0.0141 | 0.0171 | 0.0170 |
| | (0.0407) | (0.0396) | (0.0403) | (0.0409) |
| Follow News Closely | 0.1233** | 0.1662*** | 0.0599 | 0.1021** |
| | (0.0477) | (0.0469) | (0.0474) | (0.0474) |
| Trust in Government | -0.0242 | -0.0399 | 0.1198* | 0.0905 |
| | (0.0647) | (0.0641) | (0.0630) | (0.0645) |
| Religiosity | 0.0550** | 0.0396 | -0.0158 | 0.0162 |
| | (0.0277) | (0.0271) | (0.0286) | (0.0293) |
| Education | 0.0080 | -0.0180 | 0.0231 | 0.0258 |
| | (0.0271) | (0.0262) | (0.0264) | (0.0270) |
| Income | 0.0043 | 0.0107 | 0.0118 | 0.0054 |
| | (0.0073) | (0.0070) | (0.0072) | (0.0075) |
| Woman | 0.3313*** | 0.1436 | 0.2311*** | 0.2945*** |
| | (0.0910) | (0.0916) | (0.0887) | (0.0918) |
| Age | -0.0019 | -0.0005 | -0.0000 | -0.0020 |
| | (0.0027) | (0.0027) | (0.0026) | (0.0027) |
| White | -0.1191 | -0.1112 | -0.1855* | -0.2278** |
| | (0.1018) | (0.0996) | (0.1010) | (0.1017) |
| South | 0.0259 | 0.0970 | 0.0993 | 0.0954 |
| | (0.0890) | (0.0876) | (0.0883) | (0.0901) |
| Constant | 1.8693*** | 2.2785*** | 1.6358*** | 1.9357*** |
| | (0.2861) | (0.2658) | (0.2725) | (0.2804) |
| Observations | 784 | 784 | 784 | 784 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

### A.1.5 Heterogeneous Effects

In Table A-7 we test a variety of factors that might moderate the effect that masculine-threatening policies have on support for climate policy relative to non-masculine-threatening climate policies. We find that factors like political identification (Model 1), sexism (Model 2), belief in climate change (Model 4), and education (Model 10) do not significantly moderate the effect. Support for masculine-threatening policies compared to non-masculine-threatening climate policies is actually greater for respondents that score higher in a measure of masculinity (Model 3)[3] and among men (Model 12),[4] which is surprising and contrary to our pre-registered expectations. As noted in the main text, this speaks to the broad-based unpopularity of masculine-threatening climate policies, which are not just opposed by sexist and masculine male respondents, but also by others.

Table A-7: Heterogeneous Effects

| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) | (11) | (12) | (13) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Index Measure of Support for Policies (5-Point Scale) | | | | | | | | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Stronger Republican | -0.0252 | | | | | | | | | | | | |
| | (0.0268) | | | | | | | | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Sexism | | 0.0679 | | | | | | | | | | | |
| | | (0.0562) | | | | | | | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Masculinity | | | 0.1265** | | | | | | | | | | |
| | | | (0.0590) | | | | | | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Belief in Climate Change | | | | -0.0209 | | | | | | | | | |
| | | | | (0.0507) | | | | | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Personal Climate Mitigation Action | | | | | 0.3953*** | | | | | | | | |
| | | | | | (0.1274) | | | | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Personal Community Faces Climate Change Challenges | | | | | | -0.0227 | | | | | | | |
| | | | | | | (0.0424) | | | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Climate Policy Helps Economic Situation | | | | | | | -0.0026 | | | | | | |
| | | | | | | | (0.0434) | | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Trust in Government | | | | | | | | 0.1695** | | | | | |
| | | | | | | | | (0.0714) | | | | | |
| Masculine-Threatening vs. Control Climate Policies × Gender Linked Fate | | | | | | | | | 0.1115 | | | | |
| | | | | | | | | | (0.0897) | | | | |
| Masculine-Threatening vs. Control Climate Policies × Education | | | | | | | | | | -0.0147 | | | |
| | | | | | | | | | | (0.0291) | | | |
| Masculine-Threatening vs. Control Climate Policies × Income | | | | | | | | | | | 0.0082 | | |
| | | | | | | | | | | | (0.0080) | | |
| Masculine-Threatening vs. Control Climate Policies × Woman | | | | | | | | | | | | -0.1970* | |
| | | | | | | | | | | | | (0.1057) | |
| Masculine-Threatening vs. Control Climate Policies × Age | | | | | | | | | | | | | -0.0054* |
| | | | | | | | | | | | | | (0.0030) |
| Masculine-Threatening vs. Control Climate Policies | -0.4220*** | -0.5187*** | -0.5172*** | -0.4511*** | -0.6172*** | -0.4895*** | -0.5117*** | -0.6957*** | -0.6022*** | -0.4547*** | -0.5886*** | -0.4156*** | -0.2648* |
| | (0.1096) | (0.0521) | (0.0520) | (0.1681) | (0.0588) | (0.0710) | (0.1069) | (0.0952) | (0.0975) | (0.1367) | (0.0864) | (0.0762) | (0.1511) |
| Stronger Republican | -0.0725*** | -0.0849*** | -0.0861*** | -0.0846*** | -0.0852*** | -0.0849*** | -0.0848*** | -0.0850*** | -0.0718*** | -0.0848*** | -0.0849*** | -0.0844*** | -0.0842*** |
| | (0.0191) | (0.0167) | (0.0164) | (0.0167) | (0.0164) | (0.0167) | (0.0167) | (0.0165) | (0.0191) | (0.0167) | (0.0167) | (0.0166) | (0.0167) |
| Female President | -0.0301 | -0.0307 | -0.0313 | -0.0307 | -0.0314 | -0.0296 | -0.0305 | -0.0275 | -0.0436 | -0.0304 | -0.0288 | -0.0280 | -0.0307 |
| | (0.0522) | (0.0522) | (0.0521) | (0.0523) | (0.0520) | (0.0523) | (0.0523) | (0.0521) | (0.0598) | (0.0522) | (0.0523) | (0.0521) | (0.0521) |
| Sexism | -0.1384*** | -0.1737*** | -0.1369*** | -0.1393*** | -0.1371*** | -0.1397*** | -0.1395*** | -0.1306*** | -0.1316*** | -0.1383*** | -0.1405*** | -0.1420*** | -0.1402*** |
| | (0.0368) | (0.0450) | (0.0359) | (0.0367) | (0.0363) | (0.0367) | (0.0366) | (0.0361) | (0.0423) | (0.0366) | (0.0367) | (0.0365) | (0.0367) |
| Masculinity | 0.0481 | 0.0479 | -0.0129 | 0.0465 | 0.0414 | 0.0473 | 0.0468 | 0.0451 | 0.0412 | 0.0466 | 0.0476 | 0.0473 | 0.0457 |
| | (0.0346) | (0.0348) | (0.0401) | (0.0347) | (0.0347) | (0.0348) | (0.0347) | (0.0342) | (0.0413) | (0.0347) | (0.0347) | (0.0348) | (0.0346) |
| Belief in Climate Change | 0.2120*** | 0.2093*** | 0.2106*** | 0.2209*** | 0.2088*** | 0.2104*** | 0.2107*** | 0.2135*** | 0.2238*** | 0.2108*** | 0.2105*** | 0.2097*** | 0.2130*** |
| | (0.0302) | (0.0304) | (0.0300) | (0.0358) | (0.0301) | (0.0303) | (0.0302) | (0.0302) | (0.0359) | (0.0302) | (0.0302) | (0.0303) | (0.0300) |
| Personal Climate Mitigation Actions | 0.2868*** | 0.2817*** | 0.2754*** | 0.2847*** | 0.0955 | 0.2857*** | 0.2844*** | 0.2853*** | 0.2706*** | 0.2845*** | 0.2845*** | 0.2803*** | 0.2886*** |
| | (0.0684) | (0.0679) | (0.0681) | (0.0684) | (0.0818) | (0.0683) | (0.0682) | (0.0675) | (0.0760) | (0.0683) | (0.0683) | (0.0681) | (0.0678) |
| Personal Community Faces Climate Change Challenges | 0.0395* | 0.0405* | 0.0390* | 0.0404* | 0.0351 | 0.0527* | 0.0401* | 0.0355 | 0.0273 | 0.0400* | 0.0409* | 0.0401* | 0.0404* |
| | (0.0233) | (0.0234) | (0.0233) | (0.0234) | (0.0234) | (0.0313) | (0.0234) | (0.0232) | (0.0285) | (0.0234) | (0.0233) | (0.0233) | (0.0232) |
| Climate Policy Helps Personal Economic Situation | 0.1977*** | 0.1973*** | 0.2007*** | 0.1971*** | 0.2015*** | 0.1970*** | 0.1985*** | 0.1991*** | 0.2016*** | 0.1976*** | 0.1967*** | 0.1944*** | 0.1960*** |
| | (0.0260) | (0.0258) | (0.0256) | (0.0260) | (0.0255) | (0.0260) | (0.0336) | (0.0256) | (0.0293) | (0.0261) | (0.0260) | (0.0260) | (0.0260) |
| Follow News Closely | -0.0268 | -0.0281 | -0.0270 | -0.0285 | -0.0255 | -0.0279 | -0.0283 | -0.0203 | -0.0178 | -0.0275 | -0.0278 | -0.0294 | -0.0292 |
| | (0.0300) | (0.0300) | (0.0299) | (0.0301) | (0.0299) | (0.0300) | (0.0301) | (0.0303) | (0.0342) | (0.0302) | (0.0299) | (0.0300) | (0.0300) |
| Trust in Government | 0.2885*** | 0.2967*** | 0.2913*** | 0.2922*** | 0.2873*** | 0.2927*** | 0.2919*** | 0.1960*** | 0.2818*** | 0.2928*** | 0.2914*** | 0.2916*** | 0.2946*** |
| | (0.0415) | (0.0410) | (0.0406) | (0.0412) | (0.0411) | (0.0411) | (0.0413) | (0.0517) | (0.0483) | (0.0412) | (0.0412) | (0.0412) | (0.0410) |
| Religiosity | 0.0094 | 0.0105 | 0.0107 | 0.0108 | 0.0085 | 0.0108 | 0.0106 | 0.0100 | 0.0172 | 0.0107 | 0.0104 | 0.0113 | 0.0102 |
| | (0.0175) | (0.0174) | (0.0174) | (0.0175) | (0.0172) | (0.0175) | (0.0175) | (0.0173) | (0.0202) | (0.0174) | (0.0174) | (0.0174) | (0.0174) |
| Education | 0.0153 | 0.0143 | 0.0143 | 0.0153 | 0.0151 | 0.0152 | 0.0152 | 0.0126 | 0.0188 | 0.0225 | 0.0150 | 0.0169 | 0.0141 |
| | (0.0172) | (0.0173) | (0.0172) | (0.0172) | (0.0171) | (0.0172) | (0.0172) | (0.0171) | (0.0201) | (0.0209) | (0.0172) | (0.0173) | (0.0173) |
| Income | -0.0013 | -0.0013 | -0.0013 | -0.0013 | -0.0014 | -0.0014 | -0.0013 | -0.0013 | 0.0027 | -0.0013 | -0.0054 | -0.0015 | -0.0014 |
| | (0.0047) | (0.0047) | (0.0047) | (0.0048) | (0.0047) | (0.0048) | (0.0047) | (0.0047) | (0.0054) | (0.0047) | (0.0057) | (0.0048) | (0.0047) |
| Woman | -0.1029* | -0.1045* | -0.1050* | -0.1067* | -0.0990* | -0.1054* | -0.1060* | -0.0984* | -0.0225 | -0.1037* | -0.1054* | -0.0088 | -0.1041* |
| | (0.0559) | (0.0563) | (0.0561) | (0.0564) | (0.0559) | (0.0560) | (0.0563) | (0.0559) | (0.0633) | (0.0564) | (0.0561) | (0.0709) | (0.0559) |
| Age | -0.0060*** | -0.0060*** | -0.0060*** | -0.0060*** | -0.0062*** | -0.0060*** | -0.0060*** | -0.0063*** | -0.0064*** | -0.0061*** | -0.0060*** | -0.0060*** | -0.0034* |
| | (0.0016) | (0.0016) | (0.0016) | (0.0016) | (0.0016) | (0.0016) | (0.0016) | (0.0016) | (0.0019) | (0.0016) | (0.0016) | (0.0016) | (0.0019) |
| White | -0.0220 | -0.0203 | -0.0163 | -0.0228 | -0.0212 | -0.0195 | -0.0215 | -0.0148 | -0.0447 | -0.0219 | -0.0202 | -0.0281 | -0.0198 |
| | (0.0652) | (0.0651) | (0.0648) | (0.0652) | (0.0643) | (0.0653) | (0.0651) | (0.0645) | (0.0737) | (0.0650) | (0.0649) | (0.0649) | (0.0649) |
| South | 0.0176 | 0.0208 | 0.0263 | 0.0179 | 0.0285 | 0.0179 | 0.0187 | 0.0305 | 0.0446 | 0.0209 | 0.0180 | 0.0234 | 0.0277 |
| | (0.0561) | (0.0559) | (0.0556) | (0.0562) | (0.0561) | (0.0562) | (0.0563) | (0.0561) | (0.0642) | (0.0560) | (0.0560) | (0.0561) | (0.0560) |
| Gender Linked Fate | | | | | | | | | -0.0972 | | | | |
| | | | | | | | | | (0.0653) | | | | |
| Constant | 1.4750*** | 1.5249*** | 1.5170*** | 1.4912*** | 1.5825*** | 1.5075*** | 1.5223*** | 1.6128*** | 1.4255*** | 1.4901*** | 1.5580*** | 1.4780*** | 1.3925*** |
| | (0.1819) | (0.1783) | (0.1758) | (0.1826) | (0.1777) | (0.1781) | (0.1841) | (0.1806) | (0.2174) | (0.1863) | (0.1790) | (0.1781) | (0.1882) |
| Observations | 784 | 784 | 784 | 784 | 784 | 784 | 784 | 784 | 594 | 784 | 784 | 784 | 784 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

[3]This effect loses statistical significance if we only analyze either the automobile-related policies or the military-related policies.

[4]This effect loses statistical significance if we only analyze either the meat-related policies or the automobile-related policies.

Table A-8 shows that support for masculine-threatening climate policies related to meat-eating are more popular among vegans/vegetarians, and masculine-threatening climate policies related to automobiles are more popular among respondents that drive electric cars.

Table A-8: Vegans/Vegetarians and Electric Car Drivers

| | (1) Meat Policies | (2) Car Policies |
|---|---|---|
| Masculine-Threatening vs. Control Climate Policies × Vegan/Vegetarian | 1.0929*** | |
| | (0.4007) | |
| Masculine-Threatening vs. Control Climate Policies × Electric Car Drivers | | 1.0176*** |
| | | (0.2886) |
| Masculine-Threatening vs. Control Climate Policies | -0.7853*** | -0.5732*** |
| | (0.0700) | (0.0685) |
| Vegan/Vegetarian | -0.4950* | |
| | (0.2930) | |
| Electric Car Driver | | -0.2231 |
| | | (0.2425) |
| Female President | 0.0046 | -0.0411 |
| | (0.0696) | (0.0664) |
| Stronger Republican | -0.0805*** | -0.1058*** |
| | (0.0214) | (0.0216) |
| Sexism | -0.1268*** | -0.1419*** |
| | (0.0466) | (0.0460) |
| Masculinity | 0.1372*** | 0.0739* |
| | (0.0460) | (0.0429) |
| Belief in Climate Change | 0.1871*** | 0.1634*** |
| | (0.0364) | (0.0359) |
| Personal Climate Mitigation Actions | 0.3469*** | 0.3445*** |
| | (0.0988) | (0.0937) |
| Personal Community Faces Climate Change Challenges | 0.0198 | 0.0478* |
| | (0.0307) | (0.0288) |
| Climate Policy Helps Personal Economic Situation | 0.2067*** | 0.1862*** |
| | (0.0344) | (0.0319) |
| Follow News Closely | -0.0349 | -0.0624* |
| | (0.0388) | (0.0367) |
| Trust in Government | 0.2777*** | 0.3084*** |
| | (0.0541) | (0.0528) |
| Religiosity | 0.0266 | -0.0010 |
| | (0.0225) | (0.0219) |
| Education | 0.0092 | 0.0209 |
| | (0.0220) | (0.0221) |
| Income | -0.0050 | 0.0021 |
| | (0.0062) | (0.0058) |
| Woman | -0.0989 | -0.1074 |
| | (0.0747) | (0.0732) |
| Age | -0.0093*** | -0.0060*** |
| | (0.0022) | (0.0021) |
| White | -0.0666 | -0.0292 |
| | (0.0864) | (0.0837) |
| South | 0.0121 | 0.0579 |
| | (0.0733) | (0.0708) |
| Constant | 1.6962*** | 1.4874*** |
| | (0.2262) | (0.2292) |
| Observations | 784 | 784 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

## A.2 Interaction of Masculine-Threatening Policies & Leader Sex

### A.2.1 Heterogeneous Effects

In Table A-9 we find no statistically significant evidence for $H_2$ when subsetting to Republicans (Model 1), Democrats (Model 2), Independents (Model 3), respondents that score high in sexism (Model 4),[5] low in sexism (Model 5), high in masculinity (Model 6), low in masculinity (Model 7), men (Model 8), or women (Model 9).

Table A-9: Heterogeneous Effects

| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) |
|---|---|---|---|---|---|---|---|---|---|
| | Index Measure of Support for Policies (5-Point Scale) | | | | | | | | |
| | Rep | Dems | Indep | High Sexism | Low Sexism | High Masculinity | Low Masculinity | Men | Women |
| Masculine-Threatening / Female President | 0.3175 | 0.7109** | 0.8970*** | 1.0103*** | 0.5427* | 0.9653*** | 0.7943*** | 0.9577*** | 0.9084*** |
| | (0.3657) | (0.3315) | (0.2451) | (0.1913) | (0.3218) | (0.1965) | (0.2603) | (0.2651) | (0.2374) |
| Masculine-Threatening / Male President | 0.5648 | 0.8540*** | 0.8879*** | 1.1498*** | 0.5558* | 1.0568*** | 0.8295*** | 0.9574*** | 1.1083*** |
| | (0.3655) | (0.3272) | (0.2524) | (0.1930) | (0.3053) | (0.1918) | (0.2610) | (0.2684) | (0.2332) |
| Non-Masculine-Threatening / Female President | 0.9275** | 1.2348*** | 1.5029*** | 1.5935*** | 1.1415*** | 1.5057*** | 1.4140*** | 1.3809*** | 1.6809*** |
| | (0.3836) | (0.3261) | (0.2545) | (0.1907) | (0.3172) | (0.1929) | (0.2642) | (0.2635) | (0.2402) |
| Non-Masculine-Threatening / Male President | 1.0611*** | 1.2179*** | 1.3576*** | 1.6342*** | 1.1091*** | 1.4048*** | 1.4277*** | 1.3790*** | 1.6184*** |
| | (0.3658) | (0.3270) | (0.2387) | (0.1830) | (0.3165) | (0.1884) | (0.2519) | (0.2540) | (0.2354) |
| Stronger Republican | | | | -0.0901*** | -0.0926*** | -0.0598*** | -0.1190*** | -0.0778*** | -0.0883*** |
| | | | | (0.0184) | (0.0261) | (0.0191) | (0.0231) | (0.0233) | (0.0245) |
| Sexism | -0.0240 | -0.1896*** | -0.1247** | | | -0.0929** | -0.1408*** | -0.1553*** | -0.1478*** |
| | (0.0725) | (0.0635) | (0.0501) | | | (0.0406) | (0.0438) | (0.0545) | (0.0491) |
| Masculinity | 0.1413* | 0.0486 | -0.0643 | 0.0198 | -0.0521 | | | 0.0278 | 0.0519 |
| | (0.0836) | (0.0555) | (0.0525) | (0.0385) | (0.0494) | | | (0.0466) | (0.0513) |
| Belief in Climate Change | 0.2315*** | 0.1516** | 0.1995*** | 0.1921*** | 0.2641*** | 0.2156*** | 0.2087*** | 0.2772*** | 0.1370*** |
| | (0.0521) | (0.0609) | (0.0447) | (0.0290) | (0.0577) | (0.0315) | (0.0449) | (0.0448) | (0.0409) |
| Personal Climate Mitigation Actions | 0.3295* | 0.3959*** | 0.1689 | 0.2765*** | 0.2630*** | 0.2719*** | 0.2588*** | 0.2979*** | 0.2209** |
| | (0.1858) | (0.0954) | (0.1080) | (0.0765) | (0.0936) | (0.0794) | (0.0931) | (0.0874) | (0.1077) |
| Personal Community Faces Climate Change Challenges | -0.0168 | 0.0553 | 0.0640* | -0.0032 | 0.0720** | 0.0290 | 0.0586* | 0.0113 | 0.0728** |
| | (0.0586) | (0.0375) | (0.0338) | (0.0261) | (0.0332) | (0.0281) | (0.0306) | (0.0310) | (0.0353) |
| Climate Policy Helps Personal Economic Situation | 0.2509*** | 0.1059*** | 0.2549*** | 0.2380*** | 0.1673*** | 0.1736*** | 0.2027*** | 0.2211*** | 0.1582*** |
| | (0.0541) | (0.0403) | (0.0421) | (0.0306) | (0.0341) | (0.0314) | (0.0327) | (0.0382) | (0.0344) |
| Follow News Closely | -0.0629 | 0.1435** | -0.1167*** | -0.0467 | 0.0229 | -0.0608* | 0.0039 | -0.0257 | -0.0356 |
| | (0.0755) | (0.0631) | (0.0392) | (0.0342) | (0.0442) | (0.0360) | (0.0404) | (0.0435) | (0.0423) |
| Trust in Government | 0.3553*** | 0.1796** | 0.2964*** | 0.2795*** | 0.2857*** | 0.3477*** | 0.1831*** | 0.3099*** | 0.2860*** |
| | (0.0948) | (0.0729) | (0.0561) | (0.0447) | (0.0660) | (0.0480) | (0.0592) | (0.0570) | (0.0623) |
| Religiosity | 0.0421 | 0.0630* | -0.0165 | 0.0318* | -0.0293 | 0.0276 | 0.0078 | 0.0327 | -0.0169 |
| | (0.0374) | (0.0337) | (0.0265) | (0.0180) | (0.0283) | (0.0206) | (0.0250) | (0.0246) | (0.0249) |
| Education | 0.0171 | -0.0059 | 0.0303 | -0.0008 | 0.0290 | 0.0181 | 0.0198 | 0.0081 | 0.0243 |
| | (0.0402) | (0.0321) | (0.0245) | (0.0184) | (0.0239) | (0.0201) | (0.0226) | (0.0249) | (0.0232) |
| Income | -0.0048 | -0.0034 | 0.0005 | -0.0073 | 0.0023 | -0.0020 | -0.0009 | -0.0071 | 0.0022 |
| | (0.0105) | (0.0079) | (0.0072) | (0.0054) | (0.0067) | (0.0055) | (0.0058) | (0.0062) | (0.0071) |
| Woman | 0.0773 | -0.1476 | -0.2134** | 0.0376 | -0.1119 | 0.0023 | -0.1223 | | |
| | (0.1178) | (0.0968) | (0.0842) | (0.0645) | (0.0795) | (0.0647) | (0.0744) | | |
| Age | -0.0048 | -0.0020 | -0.0081*** | -0.0075*** | -0.0021 | -0.0077*** | -0.0020 | -0.0102*** | -0.0024 |
| | (0.0038) | (0.0028) | (0.0025) | (0.0019) | (0.0023) | (0.0020) | (0.0022) | (0.0025) | (0.0021) |
| White | -0.3619 | 0.1317 | -0.1174 | -0.0106 | -0.0168 | -0.0808 | 0.0278 | 0.0376 | -0.0797 |
| | (0.2218) | (0.0980) | (0.0882) | (0.0751) | (0.0880) | (0.0763) | (0.0842) | (0.0917) | (0.0963) |
| South | -0.0742 | 0.2073** | -0.0656 | 0.0906 | 0.0063 | 0.0261 | -0.0004 | 0.0545 | -0.0037 |
| | (0.1227) | (0.0965) | (0.0847) | (0.0632) | (0.0812) | (0.0658) | (0.0746) | (0.0813) | (0.0775) |
| Difference-in-Difference | -0.1137 | -0.1600 | -0.1363 | -0.0988 | -0.0454 | –0.1924 | -0.0214 | -0.0015 | -0.2624 |
| | (0.2290) | (0.1786) | (0.1579) | (0.1193) | (0.1484) | (0.1255) | (0.1387) | (0.1531) | (0.1414) |
| Observations | 182 | 256 | 346 | 594 | 377 | 577 | 396 | 378 | 406 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

[5]We utilize the median split to classify respondents as high or low in a factor.

### A.2.2 Explaining the Null Result

To help explain the null result for $H_2$, we assess in Table A-10 the factors that impact respondent surprise that President Richards proposed climate policies. If going against type logic applies to the domain of climate policy in the way we hypothesized, then masculine-threatening climate policies proposed by male leaders should be more surprising than masculine-threatening climate policies proposed by female leaders. That would mean that male leaders are acting against type when they propose these kinds of policies, which might increase their credibility. By contrast, female leaders would be acting according to type and so would have a harder time convincing the public that these policies are prudent. However, data from our experiment suggests this assumption was incorrect. Models 1, 3, and 5 show that respondents were indeed more surprised that any kind of president proposed masculine-threatening policies relative to more neutral policies. They were also generally less surprised that female leaders proposed climate policies in general (Models 2 and 4). However, per Models 5-7, respondents were not less surprised that female presidents proposed masculine-threatening climate policies relative to non-masculine threatening ones.[6] Since proposing these kinds of policies was not viewed as more out-of-character for male presidents, going against type logic cannot operate,

[6]For Model 5, the key quantity of interest is the difference-in-difference at the bottom of the table. For Models 6 and 7, the key quantity of interest is the interaction effect in the third row.

Table A-10: Explaining the Null Result

| | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
|---|---|---|---|---|---|---|---|
| | Surprise the President Proposed Climate Policies | | | | | | |
| | (Binary) | (Binary) | (Binary) | (5-Point) | (Binary) | (Binary) | (5-Point) |
| Masculine-Threatening vs. Control Climate Policies | 0.0926*** | | 0.1106* | 0.3649** | | 0.0554 | 0.2469 |
| | (0.0353) | | (0.0623) | (0.1443) | | (0.0840) | (0.1852) |
| Female President | | -0.0963*** | -0.0624 | -0.3087** | | -0.1270 | -0.4468** |
| | | (0.0352) | (0.0607) | (0.1533) | | (0.0786) | (0.2032) |
| Masculine-Threatening vs. Control Climate Policies × Female President | | | | | | 0.1243 | 0.2656 |
| | | | | | | (0.1184) | (0.2966) |
| Masculine-Threatening / Female President | | | | | 0.2245*** | | |
| | | | | | (0.0345) | | |
| Masculine-Threatening / Male President | | | | | 0.3427*** | | |
| | | | | | (0.0398) | | |
| Non-Masculine-Threatening / Female President | | | | | 0.1481*** | | |
| | | | | | (0.0307) | | |
| Non-Masculine-Threatening / Male President | | | | | 0.2282*** | | |
| | | | | | (0.0345) | | |
| Stronger Republican | | | -0.0323* | -0.0765* | | -0.0325* | -0.0771* |
| | | | (0.0194) | (0.0449) | | (0.0194) | (0.0448) |
| Sexism | | | -0.0361 | -0.0046 | | -0.0312 | 0.0057 |
| | | | (0.0440) | (0.1218) | | (0.0436) | (0.1200) |
| Masculinity | | | 0.1205*** | 0.2384*** | | 0.1187*** | 0.2346** |
| | | | (0.0397) | (0.0910) | | (0.0391) | (0.0906) |
| Belief in Climate Change | | | 0.0375 | 0.1187 | | 0.0400 | 0.1241 |
| | | | (0.0278) | (0.0789) | | (0.0274) | (0.0782) |
| Personal Climate Mitigation Actions | | | 0.1384 | 0.3731* | | 0.1435 | 0.3839* |
| | | | (0.0905) | (0.2034) | | (0.0907) | (0.2046) |
| Personal Community Faces Climate Change Challenges | | | -0.0337 | -0.1032* | | -0.0352 | -0.1063* |
| | | | (0.0228) | (0.0547) | | (0.0227) | (0.0543) |
| Climate Policy Helps Personal Economic Situation | | | 0.0069 | 0.0421 | | 0.0051 | 0.0382 |
| | | | (0.0277) | (0.0705) | | (0.0273) | (0.0700) |
| Follow News Closely | | | 0.0130 | -0.0406 | | 0.0135 | -0.0395 |
| | | | (0.0415) | (0.0944) | | (0.0413) | (0.0939) |
| Trust in Government | | | 0.0656 | 0.0695 | | 0.0721 | 0.0834 |
| | | | (0.0481) | (0.1182) | | (0.0487) | (0.1188) |
| Religiosity | | | 0.0076 | -0.0153 | | 0.0057 | -0.0193 |
| | | | (0.0214) | (0.0552) | | (0.0211) | (0.0546) |
| Education | | | -0.0229 | -0.0634 | | -0.0230 | -0.0636 |
| | | | (0.0203) | (0.0519) | | (0.0203) | (0.0519) |
| Income | | | 0.0016 | 0.0035 | | 0.0019 | 0.0041 |
| | | | (0.0055) | (0.0137) | | (0.0055) | (0.0138) |
| Woman | | | -0.0429 | 0.0535 | | -0.0441 | 0.0510 |
| | | | (0.0700) | (0.1587) | | (0.0701) | (0.1592) |
| Age | | | -0.0041* | -0.0108** | | -0.0040* | -0.0106** |
| | | | (0.0021) | (0.0051) | | (0.0021) | (0.0052) |
| White | | | 0.1327* | 0.3171* | | 0.1312* | 0.3137* |
| | | | (0.0754) | (0.1885) | | (0.0755) | (0.1879) |
| South | | | 0.0184 | -0.1806 | | 0.0105 | -0.1974 |
| | | | (0.0720) | (0.1752) | | (0.0708) | (0.1744) |
| Constant | 0.1901*** | 0.2842*** | 0.3541* | 2.4157*** | | 0.3752** | 2.4607*** |
| | (0.0233) | (0.0264) | (0.1816) | (0.4047) | | (0.1825) | (0.3932) |
| Difference-in-Difference | | | | | -0.0381 | | |
| | | | | | (0.0701) | | |
| Observations | 574 | 574 | 190 | 190 | 574 | 190 | 190 |

Notes: Standard errors in parentheses. *p<0.10; **p< 0.05; ***p<0.01.

## A.3 Pre-Registration Plan

**An anonymized version of the pre-registration can be found at this link.**

## A.4 Questionnaire

### Attention Screener

We would like to get a sense of your general preferences.

Most modern theories of decision making recognize that decisions do not take place in a vacuum. Individual preferences and knowledge, along with situational variables, can greatly impact the decision process. To demonstrate that you've read this much, just go ahead and select both red and green among the alternatives below, no matter what your favorite color is. Yes, ignore the question below and select both of these options.

What is your favorite color?[7]

- Black, Red, Pink, Green, Blue

### Pre-Treatment Questions[8]

1. In general, I think of myself as:
   (a) Extremely liberal, Liberal, Slightly liberal, Moderate, middle of the road, Slightly conservative, Conservative, Extremely conservative
2. How often do you attend religious services?
   (a) More than once a week, Once a week, A few times a month, A few times a year, Once a year or less, Never
3. Would you describe yourself as a born-again or evangelical Christian, or not?
   (a) Yes, No, Other/prefer not to answer
4. Which of these options best describes your situation (in the last seven days)?
   (a) Employed full time, Employed part time, Unemployed, Student, Retired, Homemaker, Self-employed
5. How much of the time do you think you can trust the government in Washington to do what is right?

[7] If respondents do not choose both "red" and "green", then they are removed from the study.

[8] The order of these questions is randomized. We also randomly reverse response options or the order items appear in a matrix question.

(a) Just about always, Most of the time, Only some of the time

6. Would you say you follow what's going on in government and public affairs:

   (a) Most of the time, Some of the time, Only now and then, Hardly at all

7. Based on the evidence you have read and heard, what can you reasonably conclude about climate change?

   (a) The climate is changing, and human activity plays a significant role, The climate is changing, and human activity may play a significant role, The climate is changing, and human activity does not play a significant role, The climate is not changing, Don't know / Unsure

8. In the recent past, has your local community been impacted by any of the following weather events? Select all that apply.

   (a) Floods, Hurricanes, Wildfires, Droughts, Heatwaves, None of the above

9. Which, if any, of the following industries are important to your community's economy? Select all that apply.

   (a) Oil, gas, or coal, Green industry (e.g., green technology, solar/wind/geothermal energy), Automotive, None of the above

10. Do you believe that climate change policies would help or hurt your personal economic situation?

    (a) Hurt a lot, Hurt a little, Neither help nor hurt, Help a little, Help a lot

11. Do any of the following statements apply to you? Select as many as possible.

    (a) I drive an electric car, I drive a hybrid or plug-in car, I am a vegetarian or vegan, I use public transportation as my main transportation source, None of the above

12. How much do you agree or disagree with the following statements? *For each item, respondent selects: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.*

    (a) Women seek to gain power by getting control over men

    (b) Women exaggerate the problems they have at work

    (c) Once a women gets a man to commit, she puts him on a tight leash

    (d) When women demand equality these days, they are actually seeking special favor

    (e) The media **does not** pay enough attention to discrimination against women

    (f) Society has reached the point where women and men have equal opportunities for achievement

13. How much do you agree or disagree with the following statements? *For each item, respondent selects: Strongly agree, agree, somewhat agree, neither agree nor disagree, somewhat disagree, disagree, or strongly disagree.*

    (a) Men should watch football games instead of soap operas

    (b) Boys should prefer to play with trucks rather than dolls

    (c) A man should always be the boss

    (d) I think a young man should try to be physically tough, even if he's not big

    (e) Men should not be too quick to tell others that they care about them

14. In general, would you trust a male politician or a female politician more to develop policy in each of these issue areas: *For each item, respondent selects: Trust male policymaker a lot more, Trust male policymaker somewhat more, Trust male and female policymaker equally, Trust female policymaker somewhat more, Trust female policymaker a lot more.*

    (a) Climate change

    (b) Healthcare

    (c) Military

    (d) Taxes

    (e) Infrastructure

15. Previously you said that you are a [woman/man]. How closely do you identify with your gender (i.e., other [women/men])? Using a scale from 0–100 where 0 means not at all close and 100 means extremely close, how closely do you identify with other [women/men]?

16. Do you think what happens to [women/men] in this country in general will have something to do with what happens in your own life?[9]

    (a) No, not very much at all

    (b) Some

    (c) Yes, a lot

17. On the next page, you will read about a hypothetical scenario set in 2030. Please read the scenario carefully because you will be asked questions to check your attention and comprehension. Do you agree to read the details very carefully, and then give your most thoughtful answers?

    (a) Yes, I agree to read the details carefully

[9]Male respondents are asked about men and female respondents are asked about women.

(b) No, I don't agree to read the details carefully

**Treatments & Policy Questions**[10]

Imagine the year is 2030. The U.S. President in 2030 is *[Stephen/Stephanie/Eric/Erica]* Richards, who is a lifelong Democrat. President Richards is very concerned about climate change and so *[he/she]* has proposed the following policies.

1. *(Meat-Gendered):* Meat production contributes significantly to climate change in many ways. For example, cows emit methane when they burp, and methane is a potent greenhouse gas that warms the environment. Therefore, President *[Stephen/Stephanie/Eric/Erica]* Richards is proposing a policy that would tax meat consumption in order to discourage people from eating as much meat. The expected cost is $250 per year per person, and the policy is expected to reduce greenhouse gas emissions by 3%. To what extent would you support or oppose this policy?

   (a) Strongly Support to Strongly Oppose (5-point)

2. *(Meat-Gendered):* Meat production contributes significantly to climate change in many ways. For example, cows emit methane when they burp, and methane is a potent greenhouse gas that warms the environment. Therefore, President *[Stephen/Stephanie/Eric/Erica]* Richards is proposing a policy that would give farmers tax breaks if they switched from producing meat to growing vegetables. The expected loss in government revenue is $5 billion per year, and the policy is expected to reduce greenhouse gas emissions by 3%. To what extent would you support or oppose this policy?

   (a) Strongly Support to Strongly Oppose (5-point)

3. *(Meat-Not-Gendered):* President *[Stephen/Stephanie/Eric/Erica]* Richards is proposing a policy that would tax carbon, which is a potent greenhouse gas that warms the environment. This means that products whose use or manufacturing process contributes to climate change will be taxed. The expected cost is $250 per year per person, and the policy is expected to reduce greenhouse gas emissions by 3%. To what extent would you support or oppose this policy?

   (a) Strongly Support to Strongly Oppose (5-point)

4. *(Meat-Not-Gendered):* Farming contributes significantly to climate change in many ways. For example, certain soil management practices release more greenhouse gasses than others. Therefore, *[Stephen/Stephanie/Eric/Erica]* Richards is proposing a policy that would give farmers tax breaks if they adopted policies that reduce climate change.

[10] Respondents are randomly assigned to the two treatments: (1) male or female president, and (2) whether the president proposes masculine-threatening or non-masculine-threatening climate policies. We block randomize into treatments based on respondent gender and their political identification.

The expected loss in government revenue is $5 billion per year, and the policy is expected to reduce greenhouse gas emissions by 3%. To what extent would you support or oppose this policy?

(a) Strongly Support to Strongly Oppose (5-point)

5. *(Car-Gendered):* In order to reduce emissions from cars, President *[Stephen/Stephanie/Eric/Erica]* Richards is proposing that the sale of all gasoline-powered cars be banned by 2035. Instead, people will have to buy electric-powered cars. The expected cost is $7500 per person, and the policy is expected to reduce overall US greenhouse gas emissions in the long-term by 6%. To what extent would you support or oppose this policy?

   (a) Strongly Support to Strongly Oppose (5-point)

6. *(Car-Gendered):* In order to reduce emissions from cars, President *[Stephen/Stephanie/Eric/Erica]* Richards is proposing that the sale of all non-commercial trucks and SUVs be banned by 2035. Instead, people will have to buy smaller, more fuel-efficient sedans. The policy is expected to reduce greenhouse gas emissions in the long-term by 6%. To what extent would you support or oppose this policy?

   (a) Strongly Support to Strongly Oppose (5-point)

7. *(Car-Not-Gendered):* In order to reduce emissions from homes, President *[Stephen/Stephanie/Eric/E*
   Richards is proposing that the sale of all gas-powered heat furnaces be banned by 2035. Instead, people will have to buy electric heating systems. Instead, people will have to buy electric-powered heaters. The expected cost is $7500 per person, and the policy is expected to reduce overall US greenhouse gas emissions in the long-term by 6%. To what extent would you support or oppose this policy?

   (a) Strongly Support to Strongly Oppose (5-point)

8. *(Car-Not-Gendered):* In order to reduce emissions from the production of plastics, President *[Stephen/Stephanie/Eric/Erica]* Richards is proposing that the sale of thick plastic bottles and containers be banned by 2035. Instead, people will have to buy bottles and containers that use less plastic and thus are less thick. The policy is expected to reduce greenhouse gas emissions in the long-term by 6%. To what extent would you support or oppose this policy?

   (a) Strongly Support to Strongly Oppose (5-point)

9. *(Defense-Gendered):* Given its size, the US military contributes significantly to climate change. Therefore, President *[Stephen/Stephanie/Eric/Erica]* Richards is recommending the US military to take tangible steps to use more clean sources of energy to power their bases and vehicles. The policy is expected to save about $5 billion per year in reduced energy costs, and the policy is expected to reduce US greenhouse gas emissions by 6%. To what extent would you support or oppose this policy?

(a) Strongly Support to Strongly Oppose (5-point)

10. *(Defense-Gendered):* President *[Stephen/Stephanie/Eric/Erica]* Richards is recommending that the US military develop an environmental justice plan that will outline how the military can minimize adverse environmental impacts on disadvantaged communities as a result of US military activities. (Environmental justice is the fair treatment and meaningful involvement of all people with respect to the development, implementation and enforcement of environmental laws, regulations and policies.) To what extent would you support or oppose this policy?

    (a) Strongly Support to Strongly Oppose (5-point)

11. *(Defense-Not-Gendered):* Given its size, the US government contributes significantly to climate change. Therefore, President *[Stephen/Stephanie/Eric/Erica]* Richards is recommending the US government to take tangible steps to use more clean sources of energy to power their offices and vehicles. The policy is expected to save about $5 billion per year in reduced energy costs, and the policy is expected to reduce US greenhouse gas emissions by 6%. To what extent would you support or oppose this policy?

    (a) Strongly Support to Strongly Oppose (5-point)

12. *(Defense-Not-Gendered):* President *[Stephen/Stephanie/Eric/Erica]* Richards is recommending the US government to develop an environmental justice plan that will outline how the government can minimize adverse environmental impacts on disadvantaged communities as a result of US government activities. (Environmental justice is the fair treatment and meaningful involvement of all people with respect to the development, implementation and enforcement of environmental laws, regulations and policies.) To what extent would you support or oppose this policy?

    (a) Strongly Support to Strongly Oppose (5-point)

13. *(Air-Masculine):* In order to reduce emissions from air travel, President *[Stephen/Stephanie/Eric/Eri* Richards is proposing an increased tax on businesses that travel by plane from $0.22 per gallon of fuel to $1.95 per gallon, which is nearly a nine-fold increase. One type of business the tax is expected to be particularly costly for is professional football, baseball, hockey, and basketball teams that travel frequently to play games, which could lead to ticket price increases for consumers. To what extent would you support or oppose this policy?

    (a) Strongly Support to Strongly Oppose (5-point)

14. *(Air-Feminine):* In order to reduce emissions from air travel, President *[Stephen/Stephanie/Eric/Eric* Richards is proposing an increased tax on businesses that travel by plane from $0.22 per gallon of fuel to $1.95 per gallon, which is nearly a nine-fold increase. One type of business the tax is expected to be particularly costly for is ballet, musical, and related

groups that travel frequently to perform, which could lead to ticket price increases for consumers.To what extent would you support or oppose this policy?

(a) Strongly Support to Strongly Oppose (5-point)

**General Outcome Measures**[11]

1. What was gender of the president in the article you read about?

   (a) Female, Male, Other, Not Mentioned

2. How much do you support or oppose President *[Stephen/Stephanie/Eric/Erica]* Richards?

   (a) Strongly Support to Strongly Oppose (5-point)

3. How likely would you be to vote for President *[Stephen/Stephanie/Eric/Erica]* Richards in a future election?

   (a) Extremely Likely to Extremely Unlikely (5-point)

4. How likely would you be to donate to President *[Stephen/Stephanie/Eric/Erica]* Richards' campaign in a future election?

   (a) Extremely Likely to Extremely Unlikely (5-point)

5. How much of a priority do you believe it should be to have a female president in the US by 2035?

   (a) Not a priority at all to Top priority (5-point)

6. How much of a policy priority do you believe the following areas should be to the United States? Response on a 5 point scale: Not a priority at all, Slight priority, Medium level priority, Fairly high priority, Top priority.

   (a) Reducing racial injustice
   (b) Protecting LGBTQ rights
   (c) Strengthening the nation's economy
   (d) Strengthening the U.S. military
   (e) Addressing climate change
   (f) Improving infrastructure

7. How much do you think the types of policies that you evaluated would affect: Response on a 5 point scale: Not have an effect at all, Affect a little bit, Moderately effect, Affect somewhat, Affect a lot..

[11]The order of questions was randomized.

(a) You individually

(b) The United States as a whole

(c) Men in the United States

(d) Women in the United States

8. Please indicate how much you agree or disagree with each of the following statements about climate change, a change in climate patterns, including extreme weather events. Response on a 5 point scale: Definitely disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Definitely agree.

   (a) Climate change is not a serious problem.

   (b) Climate change will have a serious impact during my lifetime.

   (c) I would vote for a politician who promised to take action to reduce climate change.

   (d) I would personally support a tax increase to fund national programs to reduce climate change.

   (e) The U.S. should not do more to reduce climate change.

   (f) The international community should do more to reduce climate change.

9. We'd like to get your feelings about some groups in American society. Rate the following groups between 0 and 100. Ratings from 50-100 mean that you feel favorably toward the group; ratings from 0-50 mean that you don't feel favorably towards the group and that you don't care too much for the group. Response on a 100-point scale.

   (a) Democrats

   (b) Republicans

10. How likely is it that you will support Republican candidates in the following elections in 2024? Response on a 5-point scale: Extremely likely, Somewhat likely, Neither likely nor unlikely, Somewhat Unlikely, Extremely Unlikely .

    (a) Local and State Elections

    (b) Congressional Elections

    (c) Presidential Election

11. How much do you agree or disagree with the following statements?. Response on a 5 point scale: Definitely disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Definitely agree.

    (a) Once a woman gets a man to commit, she puts him on a tight leash

    (b) Women are too easily offended

12. How high do you believe the costs of policies to reduce climate are to... Response on a 7 point scale: Very low, Low, Somewhat low, Neither high nor low, Somewhat high, High, Very High.

    (a) Your personally

    (b) The United States as a whole

13. How important is each of the following to your identity as an American? Response on a 5 point scale: Not important at all, Slightly unimportant, Neither important nor unimportant, Slightly important, Very important.

    (a) Eating meat

    (b) Driving cars

    (c) Having a large military

    (d) Professional sports teams

    (e) Being masculine

14. How surprised [are you/would you be] that... Response on a 5 point scale: Extremely surprised, Somewhat surprised, Neither surprised nor unsurprised, Mostly unsurprised, Totally unsurprised.

    (a) President Richards proposed these climate policies

    (b) if a hypothetical Republican female president proposed these climate policies?

    (c) if a hypothetical Republican male president proposed these climate policies?

15. Which of the policies that you read was most important in forming your evaluation of President Richards?[12]

    (a) Meat consumption tax on consumers

    (b) Tax breaks for farmers switching from meat to vegetable production

    (c) Ban gasoline powered cars

    (d) Ban non-commercial trucks and SUVs

    (e) More clean energy to power US military offices and vehicles

    (f) Environmental justice plan for US military

    (g) Increased tax on air travel for business like professional sports teams

[12]Respondents assigned to receive masculine-threatening climate policies received this question.

16. Which of the policies that you read was most important in forming your evaluation of President Richards?[13]

    (a) Carbon tax on consumers

    (b) Tax breaks for farmers adopting climate mitigation policies

    (c) Ban gas-powered furnaces

    (d) Ban plastic bottles and containers

    (e) More clean energy to power US government offices and vehicles

    (f) Environmental justice plan for US government

    (g) Increased tax on air travel for business like ballet and musical groups

17. In 1-5 sentences, please explain how you feel about President Richards.

[13]Respondents assigned to receive non-masculine-threatening climate policies received this question.