

Appendix 1: Survey Template

Demographics

1. Age
18-24; 25-34; 35-44; 45-54; 55-64; 65+
2. Gender
Female; Male; Non-binary; A gender not listed here; Prefer not to say
3. Education
Lower-Secondary education; Upper-Secondary education; Bachelor's education; Master's education; Doctoral education; Vocational education; Vocational apprenticeship
4. Region
Aberdeen City Council; Aberdeenshire Council; Angus Council; Argyll and Bute Council; City of Edinburgh Council; Clackmannanshire Council; Comhairle nan Eilean Siar; Dumfries and Galloway Council; Dundee City Council; East Ayrshire Council; East Dunbartonshire Council; East Lothian Council; East Renfrewshire Council; Falkirk Council; Fife Council; Glasgow City Council; Inverclyde Council; Midlothian Council; North Ayrshire Council; North Lanarkshire Council; Orkney Islands Council; Perth and Kinross Council; Renfrewshire Council; Scottish Borders Council; Shetland Islands Council; South Ayrshire Council; South Lanarkshire Council; Stirling Council; The Highland Council; The Moray Council; West Dunbartonshire Council; West Lothian Council
5. Length of Residence in Council Area
Sliding Scale

Climate Change Beliefs and Actions

Belief in Climate Change (BCC):

1. Climate change is an unstoppable process; we cannot do anything about it.
2. The seriousness of climate change has been exaggerated.
3. Emission of greenhouse gases has only a marginal impact on climate change.

Climate Change Risk Perception (CCRP):

1. How concerned are you about global warming?
2. How serious of a threat do you believe global warming is to non-human nature?
3. How serious are the current impacts of global warming around the world?

How likely do you think it is that each of the following will occur during the next 50 years due to global warming?

4. Worldwide, many people's standard of living will decrease.
5. Worldwide water shortages will occur.
6. Increased rates of serious disease worldwide.
7. My standard of living will decrease.
8. Water shortages will occur where I live.
9. My chance of getting a serious disease will increase.

Perceived Tractability of Climate Change (PTCC):

1. My individual action would likely do little to aid the fight over climate change.
2. Climate change couldn't be relieved by my day-to-day behaviour.
3. In my everyday life, I can bring a fundamental change to climate change..

Perceived Collective Efficacy (PCE):

1. I can contribute to changing how my local community organises itself.
2. Changing the structure of my community would likely do little to aid the fight over climate change.
3. Transforming my local region could expand into larger societal change.
4. If Scotland, and the wider UK, fully shifted to sustainable food and energy, it would do little to tackle global climate change.

Climate Change Inaction (CCI):

1. "How often, on a scale of 1 (not very often) to 7 (very often), have you taken some kind of action to combat climate change over the last 6 months?"

Media Consumption

1. Which of the following outlets do you read (at least) weekly? If unlisted, please specify.

National (UK): The Guardian; The Financial Times; i; The Morning Star; Metro; The Daily Telegraph; The Week; The Daily Mail; The Times; The Daily Mail

National (Scottish): The Scotsman; The National; The Herald; The Daily Record

Regional: The Press and Journal; The Courier

2. Please list any local news outlets you read, at least, weekly.
3. How often do you read climate or environmental stories about...
 - a. Your council area (daily/weekly/monthly/never)
 - b. Scotland (daily/weekly/monthly/never)
 - c. The UK (daily/weekly/monthly/never)
 - d. Other specific countries in the world (daily/weekly/monthly/never)
 - e. Multinational issues (daily/weekly/monthly/never)
4. Below are a series of local climate related stories from the last months. Please specify how you read these stories (from local, regional and/or national outlets). If you did not read or hear about any of the stories leave the relevant line blank.

The announcement that construction of Scotland's 'Green Freeports' will take place in the Firth of Forth and Inverness and Cromarty Firth - *Local/regional/national*

Winter flooding in areas across the country - *Local/regional/national*

Developments of the Island's Growth deal in Orkney, the Shetlands and the Outer Hebrides - *Local/regional/national*

Cultural Orientation

Horizontal individualism (H-I)

1. I often do “my own thing”.
2. People should live their lives independently of others.
3. I like my privacy.
4. I prefer to be direct and forthright when discussing things with people.
5. I am a unique individual.
6. What happens to me is my own doing.
7. When I succeed, it is usually because of my abilities.
8. I enjoy being unique and different from others in many ways.

Vertical individualism (V-I)

9. It annoys me when other people perform better than I do.
10. Competition is the law of nature.
11. When another person does better than I do, I get tense.
12. Without competition, it is not possible to have a good society.
13. Winning is everything.
14. It is important that I do my job better than others.
15. Some people emphasise winning; I’m not one of them.

Horizontal Collectivism (H-C)

16. The well being of my co-workers is important to me.
17. If a co-worker gets a prize, I would feel proud.
18. If a relative were in financial difficulty, I would help within my means.
19. It is important to maintain harmony within my group.
20. I like sharing little things with my neighbours.
21. I feel good when I cooperate with others.
22. My happiness depends very much on the happiness of those around me.
23. To me, pleasure is spending time with others.

Vertical Collectivism (V-C)

24. I would sacrifice an activity that I enjoy very much if my family did not approve of it.
25. I would do what would please my family, even if I detested that activity.
26. Before taking a major trip, I consult with most members of my family and many friends.
27. I usually sacrifice my self-interest for the benefit of my group.
28. Children should be taught to place duty before pleasure.
29. We should keep our ageing parents with us at home.
30. Children should feel honoured if their parents receive a distinguished award.

Appendix 2: Correlations between beliefs

Key:

- PTCC: Perceived tractability of climate change
- PCE: Perceived collective efficacy
- BICC: Belief in climate change
- CCRP: Climate change risk perception
- PCCRP: Personal climate change risk perception
- PP: Political power (power of elites to affect climate change)
- NPT: Trust in national political establishment to plan towards a sustainable future
- LPT: Trust in local political establishment to plan towards a sustainable future

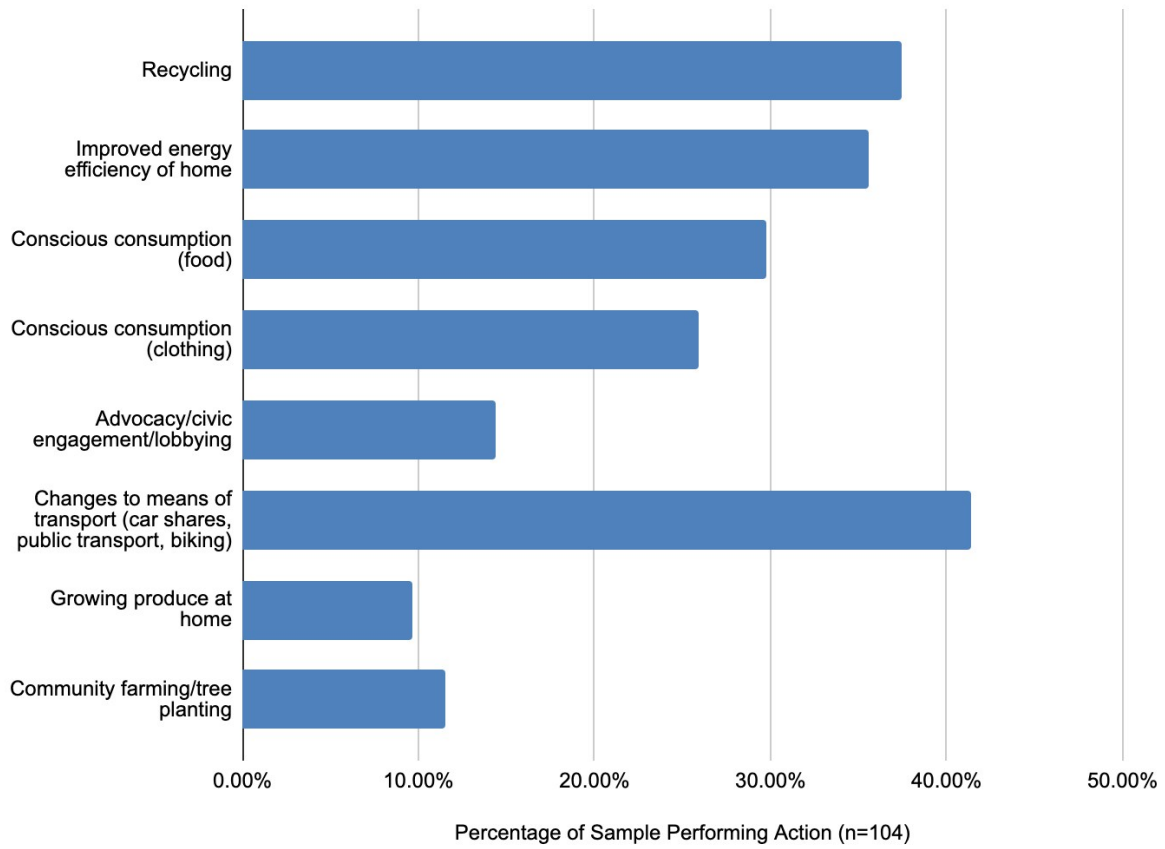
		PTCC	PCE	BICC	CCRP	PCCRP	PP	NPT	LPT
PTCC	Correlation Coefficient	1.000	,593**	,424**	,342**	,226**	,503**	,319**	,300**
	Sig. (2-tailed)		0.000	0.000	0.000	0.002	0.000	0.000	0.000
	N	104	104	104	104	104	96	100	103
PCE	Correlation Coefficient	,593**	1.000	,482**	,399**	,242**	,514**	,386**	,302**
	Sig. (2-tailed)	0.000		0.000	0.000	0.001	0.000	0.000	0.000
	N	104	104	104	104	104	96	100	103
BICC	Correlation	,424**	,482**	1.000	,403**	,189**	,513**	,221**	,187*

	Coefficient								
	Sig. (2-tailed)	0.000	0.000		0.000	0.010	0.000	0.005	0.017
	N	104	104	104	104	104	96	100	103
CCRP	Correlation Coefficient	,342**	,399**	,403**	1.000	,664**	,300**	0.121	0.036
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.111	0.637
	N	104	104	104	104	104	96	100	103
PCCRP	Correlation Coefficient	,226**	,242**	,189**	,664**	1.000	0.147	0.051	-0.057
	Sig. (2-tailed)	0.002	0.001	0.010	0.000		0.066	0.512	0.463
	N	104	104	104	104	104	96	100	103
PP	Correlation Coefficient	,503**	,514**	,513**	,300**	0.147	1.000	,422**	,365**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.066		0.000	0.000
	N	96	96	96	96	96	96	95	96
NPT	Correlation Coefficient	,319**	,386**	,221**	0.121	0.051	,422**	1.000	,671**
	Sig. (2-tailed)	0.000	0.000	0.005	0.111	0.512	0.000		0.000
	N	100	100	100	100	100	95	100	100
LPT	Correlation Coefficient	,300**	,302**	,187*	0.036	-0.057	,365**	,671**	1.000
	Sig. (2-tailed)	0.000	0.000	0.017	0.637	0.463	0.000	0.000	
	N	103	103	103	103	103	96	100	103

*Correlation is significant at the 0.05 level (2-tailed)

**Correlation is significant at the 0.01 level (2-tailed)

Appendix 3: Categories of climate action and percentages of sample performing actions



Appendix 4: Coding procedure for one positive and one negative article.

Climate positive article:

The Scotsman's article "Sustainable Scotland: New native trees and wildlife restoration to get under way near historic Bannockburn battlefield" provides a strong example of a well graded text, marked true for four of the five types of improved communication. It focussed on a small community near the city of Stirling and their large scale rewilding project, describing both the extent of woodland in the area/wider country prior to industrialisation, and the positive impacts of renewed forests for carbon-capture. The story was set against the backdrop of the regional history of this location. This story included the improved narrative for: Distance by focussing on a community, in the audiences country, working together to make concrete changes; Doom by emphasising the potential for renewal of what has been lost; Dissonance by highlighting both the positive environmental opportunities and the opportunity for tourism; and Identity by telling a story of collective action and by placing the story into the larger sweep of Scottish history, thereby rousing patriotic sentiments.

Climate negative article:

An example of an article which included many of the negative narratives was the Week's "Global stilling: where has all the wind gone?". This article describes the phenomena of 'global stilling' whereby winds over continental Europe and the UK have become less predictable and generally slower due to a growing balance between oceanic and mainland temperatures. The article claims this will lower the energy production of wind farms making them less reliable. In terms of climate narratives, the article uses; Distance's pro-environment narrative, focussing on technical details and predominantly remaining in the realm of nature; Doom's pro-environment narrative by painting a catastrophic vision of the future, and Doom's anti-environment narrative by building fear of solutions; Dissonance's

anti-environment narrative by heavily emphasising the scientific uncertainty around future weather patterns, making solutions less viable; and thereby using Denial's anti-environment narrative, emphasising how traditional energy sources will remain essential.