

Online Appendix for ‘GREENWASHING AND PUBLIC DEMAND FOR GOVERNMENT REGULATION’

A.1. Survey Instrument and Research Design

A.1.1 Wording of the Experimental Treatments (English Translation)

The following texts were used to introduce respondents to the industry contexts. Note that respondents completed the survey experiment just in one of the two contexts. Below them, I list all the treatments (translations from the German originals). “Nationalrat” and “Ständerat” are translated as “National Council” and “Council of States”.

“In the Swiss Parliament, i.e. the National Council and the Council of States, discussions are currently underway on disposable plastic products (e.g. packaging, cups): The debate is about how their use in Switzerland should be reduced. This is because crude oil is used in the manufacture of these products. This pollutes the environment. In addition, disposable plastic generates a lot of waste. Packaging accounts for more than a third of household waste in Switzerland. However, effective measures to reduce the amount of disposable plastic mean higher costs (e.g. higher food prices) and more effort (e.g. more time spent shopping) for consumers.”

“In Switzerland’s Parliament, i.e. the National Council and the Council of States, discussions are currently underway about the cars used in Switzerland. The debate is about how their emissions of climate-damaging greenhouse gases (especially CO₂) should be reduced. Most cars are still powered by petrol or diesel engines. This puts a strain on the climate. One-third of all climate-damaging greenhouse gases in Switzerland are emitted by road traffic. However, effective measures to reduce the amount of greenhouse gases mean

that drivers would have to use more cars with other types of drive (e.g. electric cars) or other means of transport.”

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“Parliament must, therefore, decide whether and how the consumption of disposable plastic should be reduced. The central question is: do we need government measures (for example, new legislation)? Or are voluntary measures by companies in the retail trade sufficient?”

“Parliament must, therefore, decide whether and how CO₂ emissions should be reduced. The central question is: do we need government measures (for example, new legislation)? Or are voluntary measures by companies in the car trade sufficient?”

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Placebo text: The National Council and Council of States are discussing the context because members of the National Council have submitted a so-called “motion”. With a motion, members of the National Council and the Council of States can mandate the Federal Council to submit a draft of legislation or take a [legislative]measure within two years. Any member of Parliament can submit a motion, and any number of other members can co-sign it. If a motion is submitted, the Federal Council allows the Council from which the motion originates to vote on it. If the Council rejects the motion, it is filed. Otherwise, the other Council can vote on it. If the other Council also agrees, the motion becomes a mandate to the Federal Council.

Voluntary action: Swiss companies in the retail trade (e.g. Migros, Coop) see themselves as pioneers in environmental protection. They are already

voluntarily working intensively on how they can design packaging in an environmentally friendly manner and replace disposable plastic products. By 2025 they want to use only recyclable plastic or sustainable materials for packaging and disposable products (e.g. disposable tableware, cotton swabs). For this reason, plastic is largely replaced by vegetable materials (e.g. paper, cardboard) for these products. Retailers promise, for example, to reduce the use of plastic packaging by at least 12,000 tonnes by the end of 2020. This would mean a reduction of almost 5% of the total plastic waste of all Swiss households.

Voluntary action: The Swiss companies in the car trade (e.g. AMAG, Emil Frey AG) see themselves as pioneers in environmental protection. They are already voluntarily working intensively on how they could reduce the CO₂-emissions of cars sold in Switzerland. They want to significantly increase sales of cars with climate-friendly drive systems (primarily electric and hybrid cars). Most major car manufacturers have already presented plans for the production of more and more models with electric drive. Accordingly, the range of models with electric drive in Switzerland is expected to grow steadily. Car traders are promising that by the end of 2020, one in ten new cars will be an electric or hybrid car that can be charged at the socket.

Greenwashing:

“Title: **Paper is not better**

Subtitle: It makes no ecological sense for retailers to replace plastic with paper. However, by making their business appear green, retailers can sell their customers a clear conscience.

Text: “Sales of convenience products (e.g. salads, sandwiches) are currently growing strongly. Retail companies are benefiting greatly from this. However,

finished products are available on the shelves only in disposable packaging. The retail trade has taken up the cause of using “sustainable materials” (e.g. paper) for packaging and other disposable products (e.g. cotton swabs). However, environmental experts say: “Disposable products made of paper do not perform better in the life cycle assessment than disposable products made of plastic. On the contrary: the production of paper fibres requires much more water and energy, and more chemicals must be used.” So to be genuinely environmentally friendly, the retail trade would have to sell fewer convenience products and forego good business. When companies claim that their business is environmentally friendly, wariness is therefore called for. Frequently, this is a bold lie that we, as consumers, like to believe.”

Greenwashing:

“Title: **4x4 boom: New cars put a greater strain on the climate**

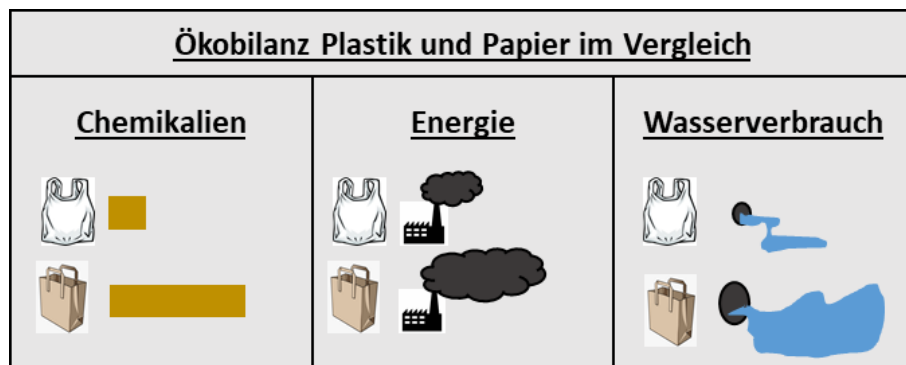
Subtitle: Every second car sold has four-wheel drive. This is why CO₂ emissions from new cars in 2018 are higher than in the previous year. However, by making their business appear green, car traders can sell their customers a clear conscience.

Text: Sales of cars with four-wheel drive (e.g. SUVs, off-road vehicles) are currently growing strongly. The companies in the car trade are benefiting greatly from this. At the same time, the car trade is taking up the cause of selling more and more climate-friendly cars (e.g. electric cars, hybrid cars). However, environmental experts say: “Although there have been major technological advances, the cars sold in Switzerland do not emit less CO₂. On the contrary: emissions have increased in the last two years.” This is mainly due to the high proportion of 4x4 cars in new car sales. So to be genuinely environmentally friendly, the car trade would have to sell fewer SUVs and off-road vehicles and forego good business. When companies claim that their business is environ-

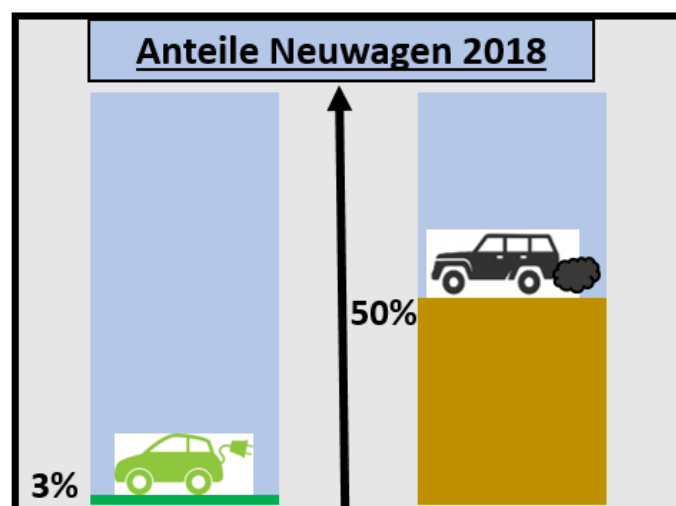
mentally friendly, wariness is therefore called for. Frequently, this is a bold lie that we, as consumers, like to believe.”

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“Please have a look at the following graphic. It compares the life cycle assessment of disposable plastic and paper products.”



“Please have a look at the following graphic. It compares the proportions of electric and hybrid cars (green) that can be charged at the power outlet and 4x4 cars (brown) among new cars in 2018 (blue).”



A.1.2 Wording of the Dependent Variables (English Translation)

Below I list the dependent variable items recording respondents' attitudes and policy preferences.

“Please think again about the text you have just read. Please indicate to what extent you agree or disagree with the following statements. Give your answer on a scale from 1 (disagree at all) to 7 (agree completely).

New legislation should require retailers to write a formal, public report on how exactly are reducing the use of disposable plastic.

The use of disposable products, regardless of the material used, should be drastically reduced by legislation.

The protection of the environment is not in the economic interest of retailers.

The voluntary measures by retailers substantially reduce the environmental impacts of disposable products in Switzerland.

Reducing the use of disposable products lies in the responsibility of consumers, not retailers.

New legislation for fewer disposable products would cause high costs for consumers in Switzerland.

New legislation should require car traders to write a formal, public report on how exactly they are reducing CO₂ emissions of cars.

The use of cars with petrol or diesel engines should be drastically reduced by legislation.

The protection of the climate is not in the the economic interest of car traders.

The voluntary measures by car traders substantially reduce the climate impacts of cars in Switzerland.

Reducing the use of cars with petrol or diesel engines lies in the responsibility of consumers, not car traders.

New legislation for fewer cars with petrol or diesel engines would cause high costs for consumers in Switzerland.”

A.1.3 Wording of the Environmental Issues List (English Translation)

Find the list of environmental issues below; respondents were asked to pick the ‘three most important’ ones (translation from German). In a subsequent question, respondents then ranked the three items they selected from the list.

“Below, you will find a list of some environmental problems that have been discussed and written about recently. Please read the whole list first and then select the three most important environmental problems from your perspective.

- Plastic waste - consumption of plastic in Switzerland: Pollutes land and sea, leads to microplastics in the environment, plastic production contributes to climate change.
- Peat extraction - extraction of peat in Eastern Europe for Switzerland: damages biodiversity and causes climate-damaging drainage of moors.
- Climate-damaging investments - investments by the Swiss financial sector in economic sectors built on fossil fuels (e.g. oil sector, automotive industry): Finances business of major contributors to climate change.

- CO₂ emissions from Swiss cars - High emission of greenhouse gases (e.g. CO₂) by vehicles on Swiss roads: Causes climate change and damages health.
- Asbestos - Use of hazardous substances in old buildings (e.g. asbestos) in Switzerland: if released, poisons the air and is harmful to health.
- Pesticides - Use of pesticides and fertilizers in Swiss agriculture: damages biodiversity and reduces drinking water quality.
- Clothing production - the cultivation/processing of cotton for clothing sold in Switzerland: consumes a lot of water, harms biodiversity, and damages plantation workers' health.
- Food waste - throwing away food that is still edible by retailers and consumers in Switzerland: Causes unnecessary use of land and water.
- None of the problems mentioned is important for Swiss politics. ”

A.2. Appendix Tables

I calculated the balance of means concerning basic socio-demographic covariates between the retail and the car import industry context groups and between the placebo and the two treatment arms (self-regulation and greenwashing). As was to be expected given the random assignment to the groups, no clear pattern in the distribution of covariates was detected. However, for some variables, the balance check returns significant differences induced by the random assignment of respondents to the above-mentioned groups.

Table A.1: Balance tests for retail group vs. car import group

	(1)				
	C / mean	T / mean	Diff In-Means / se	N C	N T
agegroup==18-30	0.20	0.19	0.02 (0.02)	1049	1063
agegroup==31-45	0.24	0.26	-0.02 (0.02)	1049	1063
agegroup==46-60	0.28	0.29	-0.02 (0.02)	1049	1063
agegroup==61-90	0.28	0.26	0.02 (0.02)	1049	1063
education==Anlehre	0.01	0.01	0.00 (0.00)	1049	1063
education==Berufsschule	0.45	0.47	-0.02 (0.02)	1049	1063
education==Diplommittelschule, Fachmittelschule, Verkehrschaule	0.06	0.06	0.01 (0.01)	1049	1063
education==Haushaltslehrjahr, Handelschule	0.01	0.01	0.00 (0.01)	1049	1063
education==Maturität, Berufsmaturität, Lehrerseminar	0.09	0.10	-0.01 (0.01)	1049	1063
education==Obligatorische Schule	0.03	0.03	-0.00 (0.01)	1049	1063
education==Universität, ETH, FH, PH, höhere Berufsausbildung	0.29	0.27	0.02 (0.02)	1049	1063
education==Vollzeiterufschule	0.05	0.05	0.00 (0.01)	1049	1063
education==kein Schulabschluss	0.00	0.00	-0.00 (0.00)	1049	1063
employment==employed	0.55	0.56	-0.01 (0.02)	1049	1063
employment==house	0.04	0.04	-0.00 (0.01)	1049	1063
employment==retired	0.27	0.24	0.03 (0.02)	1049	1063
employment==self-employed	0.05	0.05	-0.00 (0.01)	1049	1063
employment==training	0.07	0.08	-0.01 (0.01)	1049	1063
employment==unemployed	0.02	0.02	-0.00 (0.01)	1049	1063
language==DE	0.72	0.74	-0.01 (0.02)	1049	1063
language==FR	0.23	0.22	0.01 (0.02)	1049	1063
language==IT	0.04	0.04	-0.00 (0.01)	1049	1063
urbarrural==Agglomeration	0.23	0.22	0.01 (0.02)	1049	1063
urbarrural==NA	0.00	0.00	0.00 (0.00)	1049	1063
urbarrural==Rural	0.17	0.17	0.01 (0.02)	1049	1063
urbarrural==Urban	0.60	0.61	-0.02 (0.02)	1049	1063
party==BDP	0.02	0.02	0.00 (0.01)	1049	1063
party==CVP	0.06	0.07	-0.01 (0.01)	1049	1063
party==EVP	0.03	0.02	0.01* (0.01)	1049	1063
party==FDP	0.14	0.11	0.03* (0.01)	1049	1063
party==GLP	0.12	0.14	-0.02 (0.01)	1049	1063
party==GPS	0.08	0.10	-0.01 (0.01)	1049	1063
party==NA	0.07	0.07	-0.00 (0.01)	1049	1063
party==None	0.13	0.12	0.01 (0.01)	1049	1063
party==Other	0.02	0.03	-0.01 (0.01)	1049	1063
party==SP	0.16	0.17	-0.01 (0.02)	1049	1063
party==SVP	0.16	0.15	0.01 (0.02)	1049	1063
polintr== 1.0000	0.05	0.04	0.01 (0.01)	1049	1063
polintr== 2.0000	0.13	0.15	-0.02 (0.02)	1049	1063
polintr== 3.0000	0.43	0.45	-0.01 (0.02)	1049	1063
polintr== 4.0000	0.27	0.27	-0.00 (0.02)	1049	1063
polintr== 5.0000	0.11	0.09	0.02 (0.01)	1049	1063
region==GS	0.20	0.18	0.02 (0.02)	1049	1063
region==ML	0.22	0.21	0.01 (0.02)	1049	1063
region==NW	0.14	0.14	-0.00 (0.02)	1049	1063
region==OS	0.14	0.14	0.01 (0.02)	1049	1063
region==TI	0.04	0.04	-0.00 (0.01)	1049	1063
region==ZH	0.17	0.20	-0.02 (0.02)	1049	1063
region==ZS	0.09	0.09	-0.00 (0.01)	1049	1063
wchummy	0.50	0.52	-0.01 (0.02)	1049	1063
lefright	5.64	5.47	0.17* (0.10)	1049	1063

Observations 2112
 Table reports control group and treatment group N's inside and difference in means with standard errors in parentheses (see panel, as one different industry context group per panel).
 * (+, **, ***) indicates p < 0.05 (0.1, 0.01, 0.001)

Table A.2: Balance tests for placebo group vs. self-regulation treatment and greenwashing treatment groups

	(1)					(2)				
	C/mean	T/mean	Diff-In-Means/se	N C	N T	C/mean	T/mean	Diff-In-Means/se	N C	N T
agegroup==18-30	0.20	0.18	0.01 (0.02)	702	711	0.20	0.20	-0.01 (0.02)	702	699
agegroup==31-45	0.24	0.27	-0.04 (0.02)	702	711	0.24	0.25	-0.01 (0.02)	702	699
agegroup==46-60	0.31	0.26	0.06* (0.02)	702	711	0.31	0.29	0.03 (0.02)	702	699
agegroup==61-90	0.25	0.29	-0.03 (0.02)	702	711	0.25	0.26	-0.01 (0.02)	702	699
education==Aulchue	0.01	0.00	0.01+ (0.00)	702	711	0.01	0.01	0.00 (0.00)	702	699
education==Berufschue	0.47	0.44	0.02 (0.03)	702	711	0.47	0.48	-0.01 (0.03)	702	699
education==Diplommittelschule, Fachmittelschule, Verkehrsschule	0.07	0.06	0.01 (0.01)	702	711	0.07	0.05	0.02 (0.01)	702	699
education==Haushaltslehjahr, Handelschule	0.01	0.02	-0.00 (0.01)	702	711	0.01	0.01	0.00 (0.01)	702	699
education==Maturität, Berufsmaturität, Lehrenseminar	0.10	0.08	0.02 (0.02)	702	711	0.10	0.11	-0.01 (0.02)	702	699
education==Obligatorische Schule	0.03	0.03	-0.01 (0.01)	702	711	0.03	0.03	-0.00 (0.01)	702	699
education==Universität, ETH, FH, PH, höhere Berufsausbildung	0.27	0.30	-0.03 (0.02)	702	711	0.27	0.26	0.01 (0.02)	702	699
education==Vollzeitberufsschule	0.05	0.06	-0.02 (0.01)	702	711	0.05	0.05	-0.00 (0.01)	702	699
education==kein Schulabschluss	0.00	0.00	0.00 (0.00)	702	711	0.00	0.00	-0.00 (0.00)	702	699
employment==employed	0.55	0.55	0.00 (0.03)	702	711	0.55	0.56	-0.01 (0.03)	702	699
employment==house	0.04	0.04	-0.00 (0.01)	702	711	0.04	0.04	-0.01 (0.01)	702	699
employment==retired	0.24	0.28	-0.04 (0.02)	702	711	0.24	0.24	0.00 (0.02)	702	699
employment==self-employed	0.07	0.04	0.02* (0.01)	702	711	0.07	0.05	0.02* (0.01)	702	699
employment==training	0.07	0.07	-0.00 (0.01)	702	711	0.07	0.09	-0.02 (0.01)	702	699
employment==unemployed	0.03	0.02	0.01 (0.01)	702	711	0.03	0.02	0.01* (0.01)	702	699
language==DE	0.72	0.71	0.01 (0.02)	702	711	0.72	0.76	-0.03 (0.02)	702	699
language==FR	0.24	0.24	-0.00 (0.02)	702	711	0.24	0.21	0.03 (0.02)	702	699
language==IT	0.04	0.05	-0.01 (0.01)	702	711	0.04	0.04	0.00 (0.01)	702	699
urbanrural==Agglomeration	0.21	0.22	-0.01 (0.02)	702	711	0.21	0.24	-0.03 (0.02)	702	699
urbanrural==NA	0.00	0.00	-0.00 (0.00)	702	711	0.00	0.00	0.00 (0.00)	702	699
urbanrural==Rural	0.19	0.17	0.02 (0.02)	702	711	0.19	0.14	0.05* (0.02)	702	699
urbanrural==Urban	0.59	0.60	-0.01 (0.03)	702	711	0.59	0.62	-0.03 (0.03)	702	699
party==BDP	0.02	0.02	0.01 (0.01)	702	711	0.02	0.03	-0.01 (0.01)	702	699
party==CVP	0.05	0.06	-0.00 (0.01)	702	711	0.05	0.08	-0.03* (0.01)	702	699
party==EVP	0.02	0.02	-0.00 (0.01)	702	711	0.02	0.02	-0.00 (0.01)	702	699
party==FDP	0.15	0.12	0.03 (0.02)	702	711	0.15	0.11	0.04* (0.02)	702	699
party==GLP	0.12	0.15	-0.02 (0.02)	702	711	0.12	0.13	-0.00 (0.02)	702	699
party==GPS	0.08	0.10	-0.03* (0.02)	702	711	0.08	0.09	-0.01 (0.01)	702	699
party==NA	0.07	0.07	-0.00 (0.01)	702	711	0.07	0.08	-0.01 (0.01)	702	699
party==None	0.14	0.13	0.01 (0.02)	702	711	0.14	0.12	0.02 (0.02)	702	699
party==Other	0.02	0.02	0.00 (0.01)	702	711	0.02	0.02	0.00 (0.01)	702	699
party==SP	0.17	0.16	0.00 (0.02)	702	711	0.17	0.16	0.00 (0.02)	702	699
party==SVP	0.16	0.15	0.02 (0.02)	702	711	0.16	0.15	0.01 (0.02)	702	699
pointnr== 1.0000	0.04	0.05	-0.00 (0.01)	702	711	0.04	0.04	-0.00 (0.01)	702	699
pointnr== 2.0000	0.12	0.15	-0.03 (0.02)	702	711	0.12	0.16	-0.04* (0.02)	702	699
pointnr== 3.0000	0.46	0.41	0.06* (0.03)	702	711	0.46	0.45	0.01 (0.03)	702	699
pointnr== 4.0000	0.26	0.30	-0.04 (0.02)	702	711	0.26	0.25	0.02 (0.02)	702	699
pointnr== 5.0000	0.11	0.10	0.01 (0.02)	702	711	0.11	0.10	0.01 (0.02)	702	699
region==GS	0.19	0.19	-0.00 (0.02)	702	711	0.19	0.18	0.01 (0.02)	702	699
region==ML	0.23	0.21	0.01 (0.02)	702	711	0.23	0.21	0.02 (0.02)	702	699
region==NW	0.14	0.14	-0.00 (0.02)	702	711	0.14	0.14	0.00 (0.02)	702	699
region==OS	0.13	0.14	-0.01 (0.02)	702	711	0.13	0.15	-0.01 (0.02)	702	699
region==TI	0.04	0.05	-0.01 (0.01)	702	711	0.04	0.04	0.01 (0.01)	702	699
region==ZH	0.18	0.18	-0.00 (0.02)	702	711	0.18	0.20	-0.02 (0.02)	702	699
region==ZS	0.09	0.08	0.02 (0.01)	702	711	0.09	0.10	-0.00 (0.02)	702	699
widummy	0.50	0.51	-0.01 (0.03)	702	711	0.50	0.51	-0.01 (0.03)	702	699
leftright	5.66	5.50	0.16 (0.13)	702	711	5.66	5.50	0.16 (0.13)	702	699
Observations	1413					1401				

Table reports placebo group and treatment group N's means and difference in means with standard errors in parentheses (two panels, as one different vignette treatment group per panel). * (+, **, ***) indicates p < 0.05 (0.1, 0.01, 0.001)

Table A.3: How greenwashing accusations affect public opinion

	<i>Dependent variable:</i>						
	Vm Effective	No Interest	Reporting	Regulation	Cons.Resp.	Reg.Cost	Manipulation
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Firms Self-Regulate	-0.036 (0.087)	-0.100 (0.107)	-0.124 (0.096)	0.007 (0.100)	-0.156 (0.096)	-0.035 (0.093)	0.217*** (0.075)
Firms Greenwash	-0.678*** (0.086)	0.477*** (0.106)	0.035 (0.096)	0.054 (0.099)	0.241** (0.096)	-0.061 (0.093)	-0.353*** (0.074)
Constant	4.651*** (0.389)	3.384*** (0.479)	5.557*** (0.436)	5.504*** (0.448)	3.571*** (0.432)	4.718*** (0.420)	4.201*** (0.337)
Control mean	4.06	4.05	4.89	4.42	4.09	4.39	3.62
Control sd	1.65	2.00	1.9	2.01	1.85	1.78	1.50
Observations	2,037	2,051	2,082	2,084	2,094	2,003	2,111

Linear regression of treatment group indicators on regulatory preferences, indicators of perceptions of corporate environmental action, and the manipulation check item (see model header). Manipulation check item wording: 'How big or small do you consider the commitment of Swiss retailers (car traders) to become more environmentally friendly? Indicate your answer on a scale from 1 (very small) to 7 (very big).' Standard errors displayed in parentheses. Placebo group mean and standard deviation displayed in bottom rows. Control variables (reported below) are used (gender, age group, education level, employment, rurality, language, region of Switzerland, self-placement on left-right scale, party ID, and self-stated interest in politics).

(*, *) indicates $p < 0.05$ (0.1, 0.01)

Table A.4: How greenwashing accusations affect public opinion – control variables

	<i>Dependent variable:</i>						
	Vm Effective (1)	No Interest (2)	Reporting (3)	Regulation (4)	Cons. Resp. (5)	Reg.Cost (6)	Manip.Pooled (7)
Firms Self-Regulate	-0.036 (0.087)	-0.100 (0.107)	-0.124 (0.096)	0.007 (0.100)	-0.156 (0.096)	-0.035 (0.093)	0.217*** (0.075)
Firms Greenwash	-0.678*** (0.086)	0.477*** (0.106)	0.035 (0.096)	0.054 (0.099)	0.241** (0.096)	-0.061 (0.093)	-0.353*** (0.074)
Age 31-45	-0.298** (0.123)	0.246 (0.151)	-0.061 (0.136)	0.086 (0.141)	-0.011 (0.135)	-0.315** (0.130)	-0.135 (0.105)
Age 46-60	-0.207* (0.123)	-0.097 (0.151)	-0.051 (0.136)	-0.017 (0.141)	0.230* (0.135)	-0.120 (0.131)	-0.085 (0.105)
Age 61-90	-0.351** (0.174)	0.009 (0.214)	-0.029 (0.192)	-0.248 (0.199)	0.209 (0.192)	-0.137 (0.185)	-0.138 (0.149)
Education Years	-0.083*** (0.022)	0.037 (0.027)	-0.062** (0.024)	-0.058** (0.025)	0.018 (0.024)	-0.007 (0.024)	-0.058*** (0.019)
House Work	-0.060 (0.185)	0.270 (0.233)	-0.189 (0.211)	-0.305 (0.216)	0.154 (0.207)	-0.002 (0.200)	0.069 (0.161)
Retired	0.212 (0.145)	-0.070 (0.179)	0.191 (0.161)	0.151 (0.166)	0.130 (0.161)	-0.018 (0.154)	0.117 (0.125)
Self-Employed	0.142 (0.166)	-0.166 (0.203)	-0.062 (0.184)	-0.011 (0.190)	-0.026 (0.183)	-0.201 (0.179)	0.110 (0.143)
Training	-0.125 (0.102)	0.200 (0.196)	0.230 (0.178)	0.050 (0.184)	-0.231 (0.177)	-0.012 (0.171)	0.011 (0.137)
Unemployed	-0.086 (0.230)	0.332 (0.294)	0.265 (0.264)	0.291 (0.270)	-0.077 (0.263)	-0.347 (0.249)	-0.130 (0.203)
French	-0.045 (0.153)	0.285 (0.191)	0.297* (0.171)	0.208 (0.176)	-0.394** (0.169)	0.264 (0.166)	-0.217* (0.131)
Italian	-0.425 (1.132)	2.361* (1.394)	0.216 (1.274)	-0.264 (1.315)	-0.301 (1.270)	-0.833 (1.204)	0.191 (0.991)
Leftright	0.076*** (0.022)	-0.055** (0.026)	-0.156*** (0.024)	-0.211*** (0.025)	0.132*** (0.024)	0.104*** (0.023)	0.052*** (0.019)
CVP	0.394 (0.270)	-0.208 (0.334)	0.268 (0.306)	-0.066 (0.313)	-0.338 (0.302)	-0.069 (0.290)	0.319 (0.236)
EVP	0.007 (0.331)	0.084 (0.407)	0.363 (0.372)	-0.105 (0.382)	-0.061 (0.369)	-0.127 (0.354)	-0.021 (0.288)
FDP	0.275 (0.253)	-0.101 (0.311)	0.134 (0.286)	-0.398 (0.293)	-0.114 (0.283)	-0.185 (0.272)	0.232 (0.221)
GLP	-0.106 (0.253)	0.297 (0.311)	0.579** (0.287)	0.286 (0.294)	-0.282 (0.283)	-0.446 (0.272)	0.101 (0.221)
GPS	-0.210 (0.272)	0.439 (0.334)	1.005*** (0.307)	0.823*** (0.315)	-0.431 (0.304)	-0.694** (0.292)	-0.194 (0.237)
PartyNA	0.344 (0.268)	0.237 (0.330)	0.326 (0.304)	-0.026 (0.312)	-0.046 (0.301)	0.023 (0.289)	0.308 (0.234)
No Party	-0.174 (0.253)	0.225 (0.311)	0.131 (0.286)	-0.291 (0.293)	-0.275 (0.282)	-0.226 (0.271)	-0.055 (0.220)
Other Party	-0.204 (0.333)	0.190 (0.407)	0.689* (0.377)	-0.159 (0.389)	-0.326 (0.369)	-0.523 (0.354)	0.067 (0.288)
SP	0.136 (0.259)	0.272 (0.319)	0.579** (0.293)	0.080 (0.300)	-0.203 (0.290)	-0.370 (0.279)	0.019 (0.226)
SVP	0.369 (0.250)	0.159 (0.308)	0.199 (0.284)	-0.276 (0.290)	-0.172 (0.280)	0.144 (0.268)	0.354 (0.218)
Political Interest	-0.133*** (0.042)	0.086* (0.051)	0.035 (0.047)	0.092* (0.048)	0.032 (0.046)	-0.119*** (0.045)	-0.083** (0.036)
Mittelland	-0.111 (0.152)	0.345* (0.189)	-0.134 (0.170)	0.049 (0.175)	-0.215 (0.168)	0.042 (0.165)	-0.276** (0.131)
North-West	-0.012 (0.187)	0.057 (0.232)	-0.493** (0.209)	-0.023 (0.215)	0.114 (0.207)	-0.088 (0.203)	-0.078 (0.161)
East	-0.076 (0.188)	0.313 (0.233)	-0.296 (0.209)	-0.124 (0.215)	-0.176 (0.207)	0.159 (0.203)	-0.223 (0.161)
Ticino	0.336 (1.144)	-2.177 (1.409)	0.475 (1.287)	0.667 (1.329)	-0.345 (1.283)	0.873 (1.217)	-0.512 (1.001)
Zurich	-0.005 (0.180)	0.266 (0.224)	-0.159 (0.202)	0.183 (0.208)	0.024 (0.200)	0.104 (0.196)	-0.213 (0.156)
Central	0.027 (0.201)	-0.008 (0.250)	-0.082 (0.225)	0.362 (0.232)	0.039 (0.223)	0.070 (0.218)	-0.058 (0.173)
Rural	0.009 (0.114)	0.091 (0.141)	0.270** (0.128)	0.080 (0.131)	-0.066 (0.127)	-0.161 (0.122)	-0.182* (0.099)
Urban	-0.016 (0.090)	0.045 (0.110)	0.158 (0.100)	0.111 (0.103)	-0.238** (0.099)	-0.192** (0.096)	-0.126 (0.077)
Woman	0.210*** (0.075)	-0.108 (0.092)	0.101 (0.083)	0.110 (0.086)	-0.178** (0.083)	-0.079 (0.080)	0.096 (0.064)
Constant	4.651*** (0.389)	3.384*** (0.479)	5.557*** (0.436)	5.504*** (0.448)	3.571*** (0.432)	4.718*** (0.420)	4.201*** (0.337)
Control mean	4.06	4.05	4.89	4.42	4.09	4.39	3.62
Control sd	1.65	2.00	1.9	2.01	1.85	1.78	1.50
Observations	2.037	2.051	2.082	2.084	2.094	2.003	2.111

Linear regression of treatment group indicators on regulatory preferences, indicators of perceptions of corporate environmental action, and the manipulation check item (see model header). Manipulation check item wording: 'How big or small do you consider the commitment of Swiss retailers (car traders) to become more environmentally friendly?' Give your answer on a scale from 1 (very small) to 7 (very big). Standard errors displayed in parentheses. Placebo group mean and standard deviation displayed in bottom rows.

(*, *) indicates $p < 0.05$ (0.1, 0.01)

Table A.5: How greenwashing accusations affect public opinion – controlling for duration

	<i>Dependent variable:</i>			
	Reporting Time (1)	Reporting (2)	Regulation Time (3)	Regulation (4)
Firms Self-Regulate	-0.148 (0.109)	-0.119 (0.102)	0.034 (0.115)	0.056 (0.107)
Firms Greenwash	0.100 (0.107)	0.099 (0.101)	0.136 (0.112)	0.117 (0.106)
Constant	4.880*** (0.077)	4.886*** (0.072)	4.413*** (0.081)	4.420*** (0.075)
Control mean	4.88	4.93	4.41	4.47
Control sd	1.91	1.87	2.05	1.76
Observations	1,871	2,082	1,875	2,084

Linear regression of treatment group indicators on regulatory preferences. Models labelled ‘time’ report estimates for subgroup above 60% of median survey duration (13.4 minutes). Estimates are pooled over both industry contexts. Standard errors displayed in parentheses. Placebo group mean and standard deviation displayed in bottom rows. No control variables are used.

(*, *) indicates $p < 0.05$ (0.1, 0.01)

Table A.6: Saliency of Plastic/Cars Industry Contexts

Either a top 3 evt. issue in Swiss politics?		Either the top evt. issue in Swiss politics?	
Yes	No	Yes	No
1842	269	936	1175

Distribution for questions 1) “Below, you will find a list of some environmental problems that have been discussed and written about recently. Please read the whole list first and then select the three most important environmental problems from your perspective.” and 2) “Please now rank the environmental issues you selected in order of political importance.” See Appendix Section A.1.3 for the full list.

Table A.7: Policy Preferences in Subsets of Placebo Group

	Mandatory Reporting			Top-Down Regulation		
	Mean (7-point)	Median (7-point)	N	Mean (7-point)	Median (7-point)	N
HiEvt	5.4	6	527	4.9	5	529
HiPrio	5.1	5	328	4.7	5	328
Left	5.3	6	459	4.9	5	459
LoEvt	3.4	3	167	2.9	2	167
LoPrio	4.7	5	368	4.2	4	370
Right	4.2	5	237	3.5	3	239

Placebo group frequencies and descriptive statistics based on stratification used in Figure 4.

A.3. Sample Validity and External Validity

Figure A.1 reports the distributions of two non-quota relevant individual characteristics – environmental attitudes (left panel) and left-right self-placement (right panel). The blue line shows the respective distribution in this paper’s online quota sample, the red line shows the distribution in an address-based random sample of the Swiss population (survey administered dual-mode) (Bernauer et al, 2021). A global test of equality rejects a difference in distributions for left-right ideology (right panel) and reports small differences for environmental attitudes (left panel), but only at the upper bound of the scale (black dots in Figure A.1, between 4.13 and 4.75). Thus, both distributions are highly comparable and the paper’s online quota sample is a valid basis for inferences on the full Swiss population.

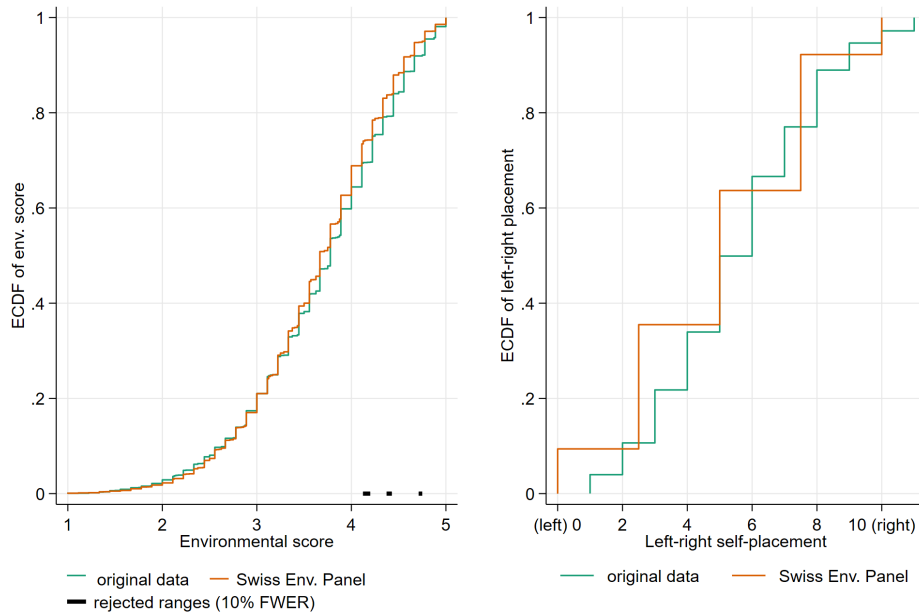


Figure A.1: Left panel: environmental attitudes, Right panel: left-right self-placement (5-point scale in the SEP, 11-point scale in the present quota sample). SEP sample based on a random address-based sample of the Swiss population drawn by the Swiss Federal Statistical Office (FSO) collected in 2018 (N=4813). Quota online sample of the Swiss population analyzed in the paper drawn from Intervista’s online panel analyzed in this paper and collected in November/December 2019 (N=2112).

The figure below compares Swiss citizens' attitudes towards regulation with regulatory preferences of citizens from other high-income countries. The graphic draws on ISSP data from the year 2016. The ISSP questionnaire 2016 focused on the "Role of Government". The Figure below shows proportions of responses on binary indicator variables based on the following survey items. The item ordering in the list corresponds to the top to bottom order of the panels in the Figure. Text in square brackets indicates piped text or a battery item. The binary categories are ordered within the Figure panels such that the top category implies attitudes in favour of **more** government intervention.

- On the whole, do you think it should or should not be the government's responsibility to [impose strict laws to make industry do less damage to the environment]. (4-point scale, "definitely should be" to "definitely should not be", response categories 2 and below coded as "Pro")
- In general, how often do you think that major private companies in [country] do the following? [Comply with laws and regulations?]. (4-point scale, "almost always" to "almost never", response categories 3 and over coded as "Rarely")
- Listed below are various areas of government spending. Please show whether you would like to see more or less government spending in each area. Remember that if you say 'much more', it might require a tax increase to pay for it. [The environment]. (5-point scale, "spend much more" to "spend much less", response categories 2 and below coded as "More")
- Here are some things the government might do for the economy. Please show which actions you are in favour of and which you are against. [Less government regulation of business]. (5-point scale, "strongly in favour of" to "Strongly against", response categories 3 and over coded as "Disagree").

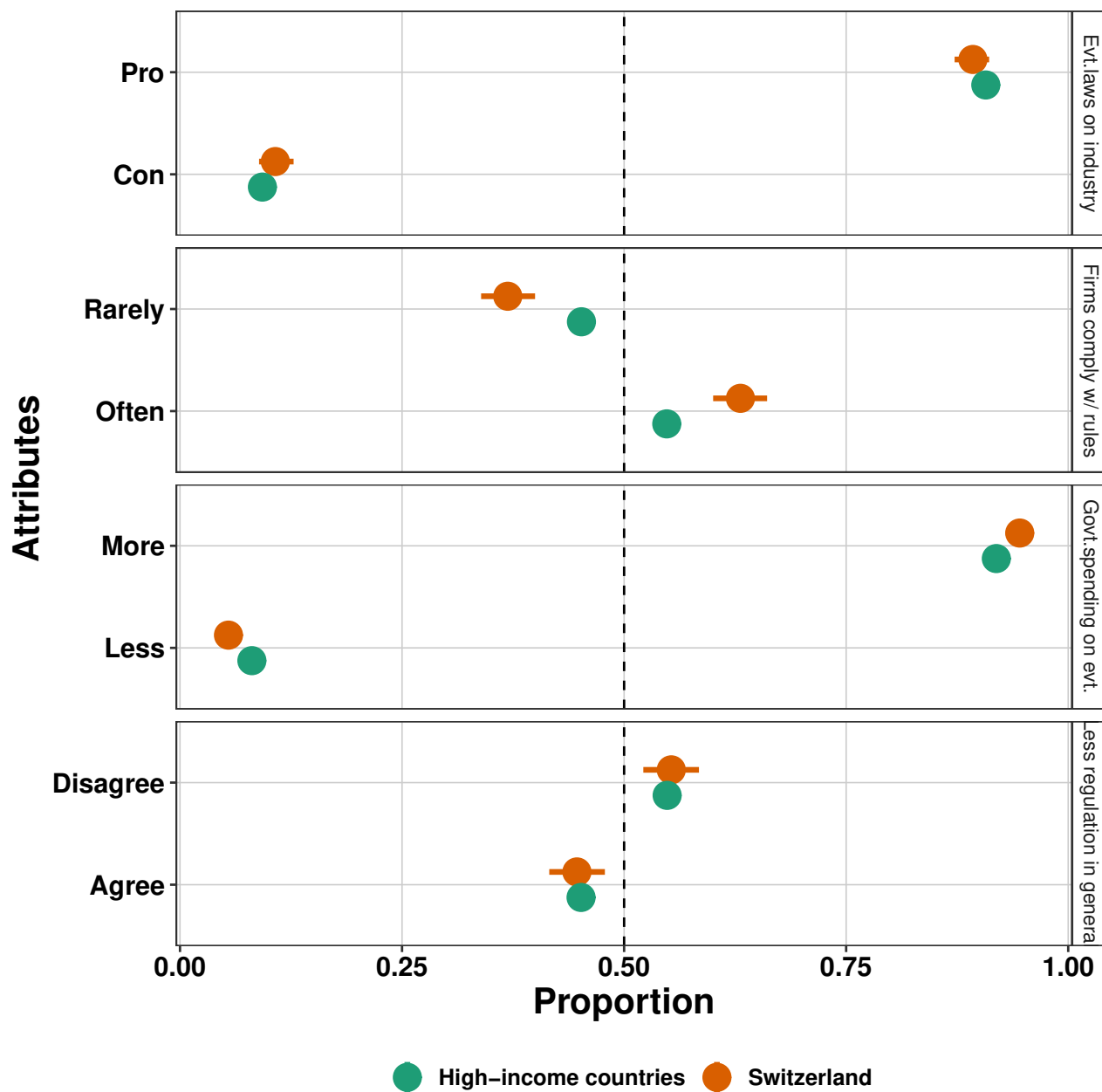


Figure A.2: Proportions on binary indicators of regulatory preferences of Swiss citizens (orange, N top to bottom 1'025, 1'000, 1'026, 998) and citizen of other high-income countries (green, N top to bottom=16'100, 15'430, 16'087, 15'201). Whiskers denote 95% confidence intervals. High-income countries: Australia, Belgium, Denmark, Finland, France, Germany, Iceland, New Zealand, Norway, Sweden, United Kingdom, United States

Appendix References

Bernaer T, Gomm S, Quoß F, Rudolph L (2021) Swiss Environmental Panel Study 2018-2019, Wave 1-3, Cumulative Data. DOI 10.23662/FORS-DS-1220-1