S3. Demographic variables

In the case of climate change worry, a linear regression established that greater worry about climate change significantly predicted greater support for ammonia technologies in the UK, B = 0.153 (0.044). Worry about climate change accounted for 3.1% of the variance, (F (1,351) = 12.20, p= 0.001). However, this was not the case for the Mexican sample, B= 0.086 (0.049), where no significant relationship was found between variables. The dependant variable only accounted for a non-significant 0.4% of the variance in this country, (F (1, 559) = 3.142, p= 0.077).

For climate change threat (to themselves, their families, developing countries and developed countries) a significant result was found in both countries. Greater perception of threat significantly predicted support for this type of technologies; Mexico, B= 0.156 (0.60), UK, B=0.233 (0.055). For the UK sample, climate change threat accounted for 4.6% of the variance, (F (1,349) = 17.966, $p < 0.001$), whereas in Mexico the explained variance was only 1.0 %, (F (1,558) = 6.825, p= < 0.01).

Similar results were found for perception of risks/benefits of the technology. Data suggests that this independent variable highly predicts support for green ammonia technologies in both countries; Mexico, B= 0.613 (0.043); UK, B=0.475 (0.055). Risks and benefits accounted for 26.5% of the variation in support for green ammonia technologies in Mexico, (F (1,555) = 201.419, $p < 0.001$), and 17.7% in the UK, (F (1,347) = 75.837, p <0.001).