

Supplementary Materials: Trust in drinking water quality: understanding the role of risk perception and transparency

Table S1: Test results between customer characteristics and the degree of concern about quality and safety.

	Concern about quality and safety		Test
	U, rho or χ^2	p	
Gender	U = 127788	0,31	Mann-Whitney
Age	rho = 0,05	0,11	Spearman
Level of education	rho = -0,05	0,10	Spearman
Pregnant/children*	U = 114876	<0,01	Mann-Whitney
Pregnant/children under the age of 13	U = 72188	0,06	Mann-Whitney
Chronical disease	U = 88297	0,31	Mann-Whitney
Customer perspective *	$\chi^2 = 120$	<0,001	Chi ²
Source *	$\chi^2 = 33$	<0,01	Chi ²

Significant difference ($p \leq 0.05$) are marked with an asterisk (*). N=1031.

Table S2: Test results between customer characteristics and the opinion that tap water containing a very small amounts of non-natural substances is safe to drink as long as the amount falls within the legal standards.

	Tap water containing a very small amounts of non-natural substances is safe to drink		Test
	U, rho or χ^2	p	
Gender *	U = 140244	<0,01	Mann-Whitney
Age	rho = -0,03	0,40	Spearman
Level of education *	rho = 0,07	<0,05	Spearman
Pregnant/children	U = 128131	0,17	Mann-Whitney
Pregnant/children under the age of 13	U = 75422	0,80	Mann-Whitney
Chronical disease	U = 86812	0,53	Mann-Whitney
Customer perspective *	$\chi^2 = 46$	<0,001	Chi ²
Source	$\chi^2 = 17$	0,38	Chi ²

Significant difference ($p \leq 0.05$) are marked with an asterisk (*). N=1006.