SUPPLEMENTARY DATA

Table S1. Parameters of the GLMM for the dependent variable Liking in the comparison between images of flowers and nature.

	β	SE	t	*p*	95% CI
Nature vs. flowers	−0.282	0.043	−6.541	**<0.001**	[−0.366; −0.197]
Gender	0.173	0.112	1.544	0.123	[−0.047; 0.394]
Familiarity	0.267	0.012	22.218	**<0.001**	[0.244; 0.291]
Age	0.001	0.003	0.291	0.771	[−0.005; 0.006]
Geographical Region 1 [1]	0.403	0.127	3.173	**0.002**	[0.154; 0.652]
Geographical Region 2 [1]	0.373	0.137	2.728	**0.006**	[0.105; 0.641]
Geographical Region 3 [1]	0.571	0.146	3.901	**<0.001**	[0.284; 0.858]

[1] Geographical Region 1 = Europe; 2 = North America, 3 Israel, 4 = Japan, Geographical regions 1, 2 and 3 are compared with region 4.

Table S2. Parameter of the GLMM for the dependent variable emotional valence in the comparison between images of flowers and nature.

	β	SE	t	*p*	95% CI
Nature vs. flowers	−0.283	0.041	−6.874	**<0.001**	[−0.393; −0.202]
Gender	0.163	0.119	1.370	0.171	[−0.070; 0.396]
Familiarity	0.248	0.012	21.424	**<0.001**	[0.225; 0.271]
Age	0.001	0.003	0.411	0.681	[−0.005; 0.007]
Geographical Region 1	0.381	0.135	2.834	**0.005**	[0.117; 0.645]
Geographical Region 2	0.331	0.145	2.286	**0.022**	[0.047; 0.615]
Geographical Region 3	0.566	0.155	3.652	**<0.001**	[0.262; 0.870]

Table S3. Parameter of the GLMM for the dependent variable emotional arousal–excitement in the comparison between images of flowers and nature.

	β	SE	t	*p*	95% CI
Nature vs flowers	0.412	0.055	7.435	**<0.001**	[0.303; 0.520]
Gender	−0.143	0.143	−0.995	0.320	[−0.423; 0.138]
Familiarity	−0.135	0.015	−8.772	**<0.001**	[−0.166; −0.105]
Age	0.000	0.004	0.056	0.955	[−0.007; 0.007]
Geographical Region 1	0.513	0.162	3.164	**0.002**	[0.195; 0.831]
Geographical Region 2	0.625	0.174	3.583	**<0.001**	[0.283; 0.966]
Geographical Region 3	0.589	0.187	3.205	**0.001**	[0.232; 0.964]

Table S4. Parameter of the GLMM for the dependent variable emotional arousal–awake in the comparison between images of flowers and nature.

	β	SE	t	*p*	95% CI
Nature vs. flowers	−0.137	0.039	−3.544	**<0.001**	[−0.213; −0.061]
Gender	0.078	0.116	0.671	0.502	[−0.150; 0.305]
Familiarity	0.090	0.011	8.215	**<0.001**	[0.068; 0.111]
Age	0.008	0.003	2.771	0.006	[0.002; 0.014]
Geographical Region 1	0.459	0.131	3.496	<0.001	[0.201; 0.716]
Geographical Region 2	0.012	0.141	0.084	0.933	[−0.265; 0.289]
Geographical Region 3	0.424	0.151	2.805	0.005	[0.128; 0.720]

Table S5. Parameters of the GLMM for the dependent variable Liking in the comparison between images of cultivated flowers and drawings representing flowers.

	β	SE	t	*p*	95% CI
Cultivated flowers and drawings of flowers	0.918	0.071	12.837	**<0.001**	[0.777; 1.058]
Gender	0.206	0.145	1.421	0.156	[−0.078; 0.490]
Familiarity	0.243	0.018	13.749	**<0.001**	[0.208; 0.278]
Age	0.000	0.004	0.136	0.892	[−0.007; 0.008]
Geographical Region 1	−0.004	0.164	−0.026	0.979	[−0.326; 0.318]
Geographical Region 2	0.113	0.176	0.639	0.523	[−0.233; 0.459]
Geographical Region 3	0.370	0.189	1.958	0.05	[−0.001; 0.740]

Table S6. Parameter of the GLMM for the dependent variable emotional valence (pleasant) in the comparison between images of cultivated flowers and drawings representing flowers.

	β	SE	t	*p*	95% CI
Cultivated flowers and drawings of flowers	0.754	0.065	11.527	**<0.001**	[0.626; 0.883]
Gender	0.184	0.142	1.292	0.197	[−0.095; 0.464]
Familiarity	0.206	0.016	12.630	**<0.001**	[0.174; 0.238]
Age	0.001	0.004	0.190	0.849	[−0.006; 0.008]
Geographical Region 1	0.022	0.161	0.136	0.892	[−0.294; 0.338]
Geographical Region 2	0.081	0.173	0.468	0.640	[−0.259; 0.421]
Geographical Region 3	0.382	0.186	2.059	**0.04**	[0.018; 0.746]

Table S7. Parameter of the GLMM for the dependent variable emotional arousal–excitement in the comparison between images of cultivated flowers and drawings representing flowers.

	β	SE	t	*p*	95% CI
Cultivated flowers and drawings of flowers	0.229	0.067	3.409	**0.001**	[0.097; 0.361]
Gender	−0.108	0.145	−0.748	0.454	[−0.393; 0.176]
Familiarity	−0.150	0.017	−8.951	**<0.001**	[−0.182; −0.117]
Age	0.000	0.004	0.117	0.907	[−0.007; 0.008]
Geographical Region 1	0.241	0.164	1.470	0.142	[−0.081; 0.563]
Geographical Region 2	0.251	0.176	1.421	0.156	[−0.095; 0.596]
Geographical Region 3	0.254	0.189	1.347	0.178	[−0.116; 0.624]

Table S8. Parameter of the GLMM for the dependent variable emotional arousal–awake in the comparison between images of cultivated flowers and drawings representing flowers.

	β	SE	t	*p*	95% CI
Cultivated flowers and drawings of flowers	0.695	0.054	12.799	**<0.001**	[0.588; 0.801]
Gender	−0.052	0.121	−0.433	0.665	[−0.290; 0.185]
Familiarity	0.048	0.014	3.574	**<0.001**	[0.022; 0.075]
Age	0.012	0.003	3.812	**<0.001**	[0.006; 0.017]
Geographical Region 1	0.101	0.137	0.737	0.461	[−0.168; 0.369]
Geographical Region 2	−0.245	0.147	−1.666	0.096	[−0.534; 0.044]
Geographical Region 3	0.181	0.157	1.147	0.252	[−0.128; 0.489]