

Supplementary Material

Table S1. Descriptive statistics full sample.

Variable	Values	N (% of valid)	Valid	Missing
Sentiment	1. Positive	347 (8.6%)	4046 (100%)	0 (0%)
	2. Fantasy	96 (2.4%)		
	3. List	2390 (59.1%)		
	4. Negative	423 (10.5%)		
	5. Resources	199 (4.9%)		
	6. SDG-pin	27 (0.7%)		
	7. Unknown	470 (11.6%)		
	8. Varia	94 (2.3%)		
Gender	1. Female	2037 (50.3%)	4046 (100%)	0 (0%)
	2. Male	2009 (49.7%)		
Age	1. 1959 or earlier	1807 (44.7%)	4046 (100%)	0 (0%)
	2. 1960-1989	1942 (48.0%)		
	3. 1990 or earlier	297 (7.3%)		
Education	1. Higher education	2577 (65.2%)	3954 (97.7%)	92 (2.3%)
	2. Not higher education	1377 (34.8%)		
Place of living	1. Nord-Norge	338 (8.4%)	4046 (100%)	0 (0%)
	2. Oslo	660 (16.3%)		
	3. Sørlandet	201 (5.0%)		
	4. Trøndelag	318 (7.9%)		
	5. Vestlandet	1047 (25.9%)		
	6. Østlandet	1482 (36.6%)		
Party preference	1. The Progress Party	292 (7.2%)	4036 (99.8%)	10 (0.25%)
	2. Not entitled to vote	70 (1.7%)		
	3. Other	119 (2.95%)		
	4. The Centre Party	700 (17.34%)		
	5. The Christian Democrats	115 (2.85%)		
	6. The Conservative Party	896 (22.2%)		
	7. The Green Party	268 (6.64%)		
	8. The Labour Party	697 (17.27%)		
	9. The Liberal Party	126 (3.12%)		
	10. The Red Party	228 (5.65%)		
	11. The Socialist Left Party	372 (9.22%)		
	12. Would cast a blank vote	95 (2.35%)		
	13. Would cast a blank vote	58 (1.44%)		

Table S2. Descriptive statistics value laden responses

Variable	Values	N (% of valid)	Valid	Missing
Sentiment	1. Negative	423 (55%)	770 (100%)	0 (0%)
	2. Positive	347 (45%)		
Gender	1. Female	300 (39%)	770 (100%)	0 (0%)
	2. Male	469 (61%)		
Age	1. 1959 or earlier	331 (43%)	770 (100%)	0 (0%)
	2. 1960-1989	372 (48.4%)		
	3. 1990 or earlier	66 (8.6%)		
Education	1. Higher education	480 (63.9%)	752 (97.7%)	18(2.3%)
	2. Not higher education	271 (36.1%)		
Place of living	1. Nord-Norge	47 (6.1%)	770 (100%)	0 (0%)
	2. Oslo	139 (18.1%)		
	3. Sørlandet	41 (5.3%)		
	4. Trøndelag	58 (7.5%)		
	5. Vestlandet	197 (25.6%)		
	6. Østlandet	287 (37.3%)		
Party preference	1. The Progress Party	96 (12.5%)	768(99.7%)	2(0.3%)
	2. Not entitled to vote	19 (2.5%)		
	3. Other	30 (3.9%)		
	4. The Centre Party	131 (17.1%)		
	5. The Christian Democrats	18 (2.3%)		
	6. The Conservative Party	151 (19.7%)		
	7. The Green Party	49 (6.4%)		
	8. The Labour Party	103 (13.4%)		
	9. The Liberal Party	23 (3.0%)		
	10. The Red Party	57 (7.4%)		
	11. The Socialist Left Party	55 (7%)		
	12. Would cast a blank vote	18 (2.4%)		
	13. Would cast a blank vote	18 (2.4%)		

Table S3. OLS regression model (model 1 and model 2) and logistic regression model (model 3). Individual's background and attitudes and negative or positive views on SDGs

	<i>Dependent variable: Positive views on SDGs (as compared to negative views)</i>		
	<i>OLS</i>		<i>logistic</i>
	(1)	(2)	(3)
Male (compared to female)	-0.188*** (0.036)	-0.136*** (0.034)	-0.684*** (0.175)
Born 1960-1989 (compared to born earlier than 1960)	0.094** (0.037)	0.072** (0.035)	0.366** (0.180)
Born 1990 or later (compared to born earlier than 1960)	0.313*** (0.066)	0.224*** (0.065)	1.187*** (0.352)
Not higher education (compared to higher education)	-0.183*** (0.037)	-0.079** (0.036)	-0.434** (0.189)
Living in Oslo (compared to Nord-Norge)	-0.031 (0.081)	-0.074 (0.077)	-0.384 (0.402)
Living in Sørlandet (compared to Nord-Norge)	-0.060 (0.104)	-0.087 (0.098)	-0.440 (0.514)
Living in Trøndelag (compared to Nord-Norge)	0.029 (0.094)	-0.033 (0.088)	-0.165 (0.460)
Living in Vestlandet (compared to Nord-Norge)	-0.002 (0.078)	-0.017 (0.073)	-0.069 (0.385)
Living in Østlandet (compared to Nord-Norge)	0.033 (0.076)	0.021 (0.071)	0.137 (0.374)
Not entitled to vote (compared to the Progress party)		0.427*** (0.115)	2.326*** (0.610)
Other Party (compared to the Progress Party)		0.053 (0.098)	0.574 (0.623)
Centre Party (compared to the Progress Party)		0.167*** (0.061)	1.244*** (0.409)
Christian Democrats (compared to the Progress Party)		0.443*** (0.116)	2.427*** (0.616)
Conservative Party (compared to the Progress Party)		0.372*** (0.060)	2.158*** (0.396)
Green Party (compared to the Progress Party)		0.545*** (0.083)	2.925*** (0.505)
Labour Party (compared to the Progress Party)		0.502*** (0.065)	2.712*** (0.417)
Liberal Party (compared to the Progress Party)		0.514*** (0.106)	2.773*** (0.593)
Red Party (compared to the Progress Party)		0.205*** (0.077)	1.406*** (0.461)

Socialist Left Party (compared to the Progress Party)		0.533***	2.867***
		(0.079)	(0.483)
Would cast a blank vote (compared to the Progress Party)		0.014	0.300
		(0.118)	(0.760)
Would not vote (compared to the Progress Party)		0.061	0.692
		(0.115)	(0.682)
Constant	0.555***	0.227**	-1.673***
	(0.079)	(0.089)	(0.529)
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Observations	752	750	750
R ²	0.099	0.231	
Adjusted R ²	0.088	0.209	
Log Likelihood			-420.060
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* p < 0.05; ** p < 0.01; *** p < 0.001. Standard error in parentheses.

Table S4. Multinomial logistic regression model. Individual's background and attitudes and views on SDGs

	Dependent variable: expressed views on SDGs (as compared to positive views)						
	Fantasy (1)	List (2)	Negative (3)	Resources (4)	SDG-pin (5)	Unknown (6)	Varia (7)
Male (compared to female)	0.145 (0.242)	-0.235** (0.119)	0.652*** (0.160)	0.155 (0.185)	-0.812* (0.450)	-0.490*** (0.152)	0.054 (0.245)
Born 1960-1989 (compared to born earlier than 1960)	-0.128 (0.250)	-0.197 (0.128)	-0.333** (0.162)	-0.751*** (0.194)	0.753 (0.531)	-0.565*** (0.159)	-0.441* (0.251)
Born 1990 or later (compared to born earlier than 1960)	-0.541 (0.444)	-0.608*** (0.204)	-1.081*** (0.308)	-1.080*** (0.362)	0.735 (0.780)	-1.616*** (0.316)	-1.052** (0.520)
Not higher education (compared to higher education)	0.754*** (0.252)	0.097 (0.136)	0.394** (0.169)	-0.216 (0.214)	-1.590** (0.789)	1.143*** (0.164)	0.346 (0.260)
Living in Oslo (compared to Nord-Norge)	-0.704 (0.547)	-0.316 (0.271)	0.489 (0.357)	-0.527 (0.398)	-1.059 (0.826)	-0.186 (0.344)	-0.547 (0.506)
Living in Sørlandet (compared to Nord-Norge)	0.243 (0.619)	-0.281 (0.369)	0.541 (0.461)	0.035 (0.503)	-0.740 (1.227)	0.282 (0.438)	-0.113 (0.633)
Living in Trøndelag (compared to Nord-Norge)	-0.545 (0.586)	-0.412 (0.305)	-0.092 (0.408)	-0.439 (0.445)	-0.475 (0.878)	-0.223 (0.380)	-0.423 (0.551)
Living in Vestlandet (compared to Nord-Norge)	-0.766 (0.483)	-0.312 (0.260)	0.111 (0.340)	-0.392 (0.365)	-0.632 (0.745)	-0.362 (0.320)	-0.526 (0.454)
Living in Østlandet (compared to Nord-Norge)	-0.182 (0.441)	-0.429* (0.251)	0.072 (0.329)	-0.455 (0.352)	-0.952 (0.730)	-0.191 (0.306)	-0.872* (0.449)
Not entitled to vote (compared to the Progress party)	-1.951** (0.883)	-1.302*** (0.486)	-2.390*** (0.598)	1.139 (1.174)	-4.018 (18.647)	-2.084*** (0.627)	-1.942** (0.770)
Other Party (compared to the Progress Party)	-0.626 (0.796)	0.066 (0.582)	-0.505 (0.611)	2.015* (1.219)	-2.758 (17.824)	-0.692 (0.635)	-1.635* (0.932)
Centre Party (compared to the Progress Party)	-1.325** (0.519)	-0.131 (0.388)	-1.218*** (0.403)	2.306** (1.041)	2.325 (3.960)	-0.781* (0.409)	-1.774*** (0.513)
Christian Democrats (compared to the Progress Party)	-1.943** (0.885)	-0.590 (0.479)	-2.391*** (0.603)	2.248** (1.102)	1.988 (4.065)	-1.649*** (0.575)	-1.464** (0.683)
Conservative Party (compared to the Progress Party)	-1.935*** (0.512)	-0.399 (0.370)	-2.163*** (0.390)	1.561 (1.035)	2.503 (3.939)	-1.492*** (0.396)	-2.050*** (0.481)

Green Party (compared to the Progress Party)	-3.057***	-0.669*	-3.030***	1.165	1.511	-2.408***	-2.998***
	(0.852)	(0.397)	(0.492)	(1.077)	(3.993)	(0.498)	(0.737)
Labour Party (compared to the Progress Party)	-1.813***	-0.494	-2.739***	1.220	1.949	-1.621***	-2.723***
	(0.508)	(0.372)	(0.411)	(1.043)	(3.951)	(0.400)	(0.539)
Liberal Party (compared to the Progress Party)	-1.786**	-0.762*	-2.725***	1.676	2.320	-2.197***	-2.629***
	(0.769)	(0.446)	(0.579)	(1.102)	(3.997)	(0.587)	(0.860)
Red Party (compared to the Progress Party)	-1.737***	-0.683	-1.457***	2.061*	-4.099	-1.843***	-1.670***
	(0.661)	(0.421)	(0.450)	(1.067)	(15.461)	(0.494)	(0.587)
Socialist Left Party (compared to the Progress Party)	-1.938***	-0.576	-2.929***	1.519	1.283	-2.056***	-3.269***
	(0.602)	(0.391)	(0.475)	(1.055)	(3.994)	(0.451)	(0.737)
Would cast a blank vote (compared to the Progress Party)	0.322	0.380	-0.395	1.912	-2.105	0.190	-0.600
	(0.830)	(0.694)	(0.732)	(1.367)	(18.237)	(0.726)	(0.917)
Would not vote (compared to the Progress Party)	-1.173	-0.752	-0.729	1.667	3.383	-0.395	-2.010*
	(0.971)	(0.653)	(0.674)	(1.341)	(4.087)	(0.680)	(1.198)
Constant	0.457	2.974***	1.598***	-1.383	-3.766	1.988***	1.411**
	(0.639)	(0.435)	(0.493)	(1.080)	(3.995)	(0.483)	(0.614)
n	3945	3945	3945	3945	3945	3945	3945

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$. Standard error in parentheses.

Table S5. Multinomial logistic regression model. Individual's background and attitudes and views on SDGs

	Dependent variable: expressed views on SDGs (as compared to negative views)						
	Positive (1)	Fantasy (2)	List (3)	Resources (4)	SDG-pin (5)	Unknown (6)	Varia (7)
Male (compared to female)	-0.651*** (0.160)	-0.501** (0.241)	-0.886*** (0.121)	-0.498*** (0.186)	-1.433*** (0.446)	-1.140*** (0.148)	-0.599** (0.243)
Born 1960-1989 (compared to born earlier than 1960)	0.328** (0.162)	0.203 (0.241)	0.133 (0.117)	-0.422** (0.187)	1.069** (0.523)	-0.235 (0.145)	-0.108 (0.241)
Born 1990 or later (compared to born earlier than 1960)	1.067*** (0.307)	0.530 (0.464)	0.461* (0.258)	-0.012 (0.395)	1.802** (0.787)	-0.557 (0.346)	0.016 (0.536)
Not higher education (compared to higher education)	-0.393** (0.169)	0.360 (0.240)	-0.296** (0.120)	-0.611*** (0.203)	-1.869** (0.745)	0.750*** (0.148)	-0.037 (0.247)
Living in Oslo (compared to Nord-Norge)	-0.498 (0.357)	-1.196** (0.537)	-0.811*** (0.262)	-1.021*** (0.390)	-1.543* (0.822)	-0.680** (0.327)	-1.034** (0.493)
Living in Sørlandet (compared to Nord-Norge)	-0.557 (0.462)	-0.312 (0.586)	-0.833** (0.325)	-0.512 (0.469)	-1.299 (1.213)	-0.272 (0.388)	-0.650 (0.597)
Living in Trøndelag (compared to Nord-Norge)	0.089 (0.409)	-0.455 (0.580)	-0.323 (0.306)	-0.351 (0.445)	-0.391 (0.879)	-0.133 (0.369)	-0.321 (0.540)
Living in Vestlandet (compared to Nord-Norge)	-0.120 (0.340)	-0.872* (0.471)	-0.431* (0.246)	-0.512 (0.354)	-0.745 (0.739)	-0.481 (0.300)	-0.641 (0.439)
Living in Østlandet (compared to Nord-Norge)	-0.082 (0.329)	-0.256 (0.430)	-0.509** (0.239)	-0.534 (0.341)	-1.019 (0.724)	-0.271 (0.288)	-0.940** (0.435)
Not entitled to vote (compared to the Progress party)	2.417*** (0.600)	0.449 (0.860)	1.093** (0.449)	3.673*** (1.210)	-1.605 (28.636)	0.313 (0.595)	0.463 (0.743)
Other Party (compared to the Progress Party)	0.526 (0.613)	-0.117 (0.617)	0.574* (0.297)	2.643** (1.167)	-2.301 (28.142)	-0.176 (0.385)	-1.123 (0.784)
Centre Party (compared to the Progress Party)	1.241*** (0.406)	-0.107 (0.394)	1.090*** (0.193)	3.659*** (1.047)	4.436 (6.006)	0.440* (0.230)	-0.540 (0.385)
Christian Democrats (compared to the Progress Party)	2.419*** (0.605)	0.470 (0.855)	1.805*** (0.431)	4.777*** (1.138)	5.289 (6.080)	0.748 (0.533)	0.941 (0.647)
Conservative Party (compared to the Progress Party)	2.190*** (0.393)	0.246 (0.405)	1.768*** (0.199)	3.856*** (1.049)	5.544 (5.994)	0.674*** (0.243)	0.126 (0.365)

Green Party (compared to the Progress Party)	3.056***	-0.025	2.362***	4.315***	5.423	0.616	0.058
	(0.494)	(0.828)	(0.341)	(1.116)	(6.034)	(0.454)	(0.703)
Labour Party (compared to the Progress Party)	2.765***	0.932**	2.250***	4.094***	5.579	1.124***	0.035
	(0.413)	(0.418)	(0.235)	(1.063)	(6.003)	(0.275)	(0.453)
Liberal Party (compared to the Progress Party)	2.754***	0.948	1.972***	4.546***	5.942	0.538	0.127
	(0.582)	(0.760)	(0.429)	(1.150)	(6.039)	(0.573)	(0.846)
Red Party (compared to the Progress Party)	1.482***	-0.262	0.777***	3.648***	-2.732	-0.383	-0.196
	(0.452)	(0.564)	(0.251)	(1.071)	(24.937)	(0.358)	(0.477)
Socialist Left Party (compared to the Progress Party)	2.960***	1.004*	2.361***	4.587***	5.107	0.882**	-0.306
	(0.478)	(0.557)	(0.320)	(1.090)	(6.033)	(0.389)	(0.696)
Would cast a blank vote (compared to the Progress Party)	0.434	0.733	0.779**	2.435*	-1.670	0.593	-0.180
	(0.731)	(0.569)	(0.346)	(1.278)	(27.490)	(0.402)	(0.685)
Would not vote (compared to the Progress Party)	0.756	-0.416	-0.020	2.530**	5.000	0.339	-1.252
	(0.676)	(0.812)	(0.392)	(1.283)	(6.076)	(0.427)	(1.064)
Constant	-1.611***	-1.147**	1.381***	-3.103***	-6.240	0.395	-0.197
	(0.495)	(0.549)	(0.294)	(1.089)	(6.030)	(0.353)	(0.517)
n	3945	3945	3945	3945	3945	3945	3945

* p < 0.05; ** p < 0.01; *** p < 0.001. Standard error in parentheses.