

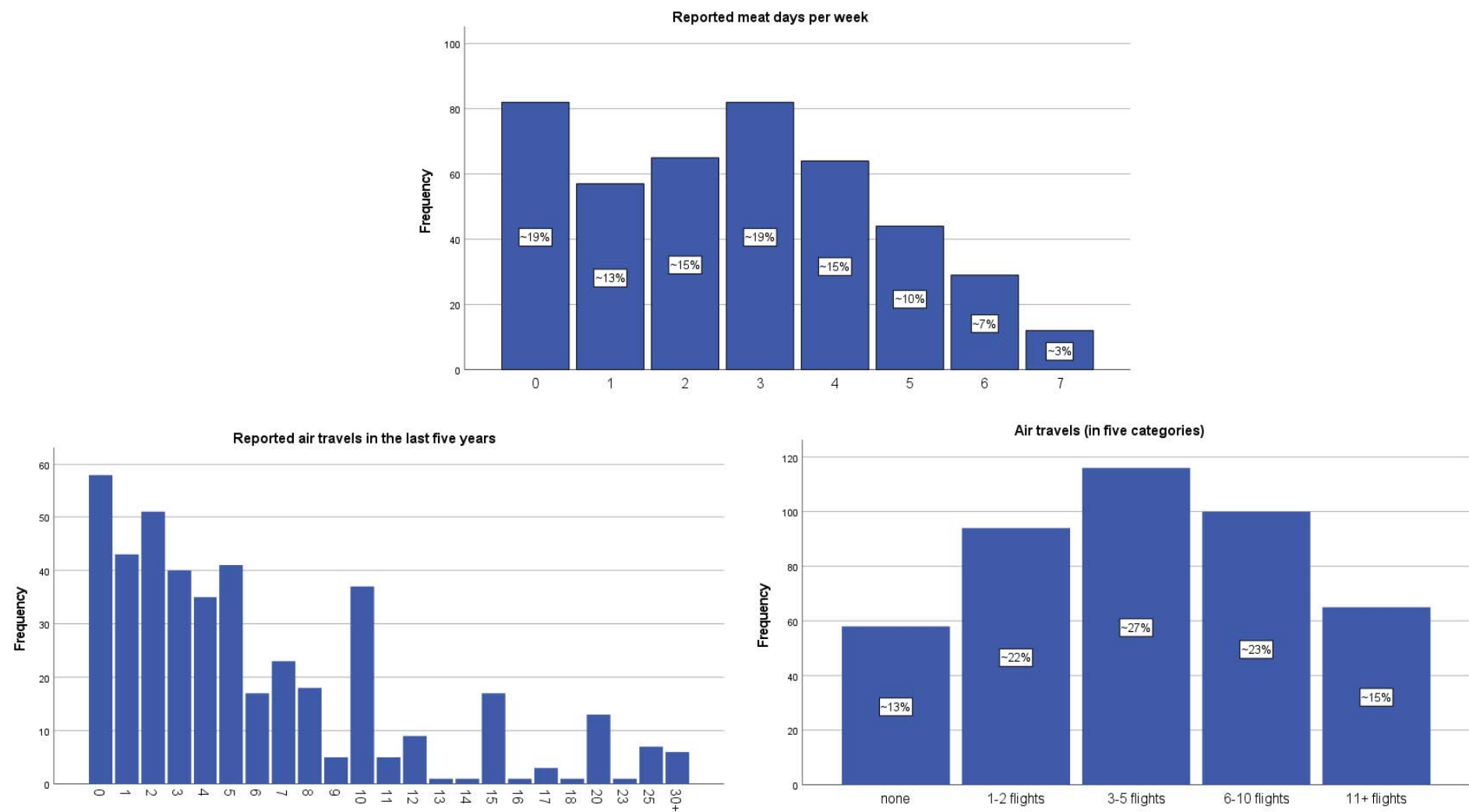


Figure S1. Frequency of meat days (top, $n = 435$ participants) and air travel (bottom, $n = 433$ participants) in the sample.

Table S1. Correlations of dependent and independent variables in the sample.

	G	A	C	Edu	ICC	D5	D30	Ma	NA	eM	eA	eC	eT	MD	aT5	Po	Ne	<i>irA</i>	<i>irC</i>	<i>wM</i>	<i>wA</i>	<i>wC</i>	<i>wT</i>	<i>fM</i>	<i>fA</i>	<i>fC</i>	<i>fT</i>	
G	1					-.17	-.14		-.16	-.11		-.13	-.10	.21			.18		-.16	-.25			-.18	-.16				
A		1	.68			-.11	-.16	-.16		-.12		-.10			-.25		-.16		-.14		.14	-.13		-.14				
C			1	-.18			-.14	-.13		-.13					-.27		-.13		-.12		.18	-.12		-.18	.11	-.10		
Edu				1	.16		.14		.17	.18	.12	.15	.15		.15	-.11		.12	.23	.11		.17	.13	.15		.13		
ICC					1	.46	.53		.60	.43	.48	.37	.34	-.25			-.14	.29	.33	.33	.24	.24	.16	.22	.14	.14		
D5						1	.77		.43	.33	.34	.37	.27	-.19		-.11		.21	.25	.25	.13	.21	.12	.22	.11	.11		
D30							1		.45	.37	.40	.38	.31	-.12	.12			.21	.27	.28	.11	.24	.12	.20		.11		
Ma								1	-.20		-.12	-.17	-.19	.17	.18		.19	-.16		-.17	-.29	-.19	-.22	-.11	-.22	-.19	-.15	
NA									1	.50	.50	.46	.42	-.37			-.19	.37	.41	.48	.32	.29	.24	.33	.21	.25	.16	
eM										1	.51	.36	.34	-.41			-.10	.25	.29	.51	.13	.11	.10	.40		.13		
eA											1	.44	.40	-.29		-.12		.31	.23	.32	.34	.23	.13	.30	.22	.24	.13	
eC												1	.76	-.20			-.12	.15	.31	.24	.16	.27	.18	.27		.20	.14	
eT													1	-.20				.12	.28	.24	.16	.28	.18	.24		.23	.14	
MD														1			.13	-.28	-.30	-.70	-.12		-.12	-.52				
aT5															1						-.53				-.15			
Po																1	-.23											
Ne																	1			-.10								
<i>irA</i>																			1	.24	.24	.32		.16	.13	.10	.10	
<i>irC</i>																				1	.36		.16	.15	.25		.10	
<i>wM</i>																					1	.20	.14	.22	.59			
<i>wA</i>																						1	.11	.13	.13	.44	.11	
<i>wC</i>																							1	.37	.11		.64	.24
<i>wT</i>																								1	.17		.28	.60
<i>fM</i>																									1		.14	
<i>fA</i>																										1	.10	
<i>fC</i>																											1	.37
<i>fT</i>																												1

Note. $n = 435$, except for aT5 ($n = 433$). *Italic*: dependent variable. G = gender (male > non-male); A = age; C = children (yes > no); Edu = Education (3 levels); ICC = interest in climate change; D5 = danger in 5 years; D30 = danger in 30 years; Ma = materialism; NA = nature-agreeableness; eM = efficacy of meat reduction; eA = efficacy of flight reduction; eC = efficacy of clothes consumption reduction; eT = efficacy of consumption reduction in technical equipment; MD = meat days; aT5 = air travels/5 years (5 levels); Po = social desirability (positive); Ne = social desirability (negative););

irA = implemented restrictions in air travels (yes > no); irC = implemented restrictions in other consumption areas (yes > no); wM = willingness to limit meat consumption to the target value; wA = willingness to limit air travels to the target value; wC = willingness to limit clothes consumption to the target value; wT = willingness to limit consumption of technical equipment to the target value; fM = willingness for further cut-backs in meat; fA = willingness for further cut-backs in air travels; fC = willingness for further cut-backs in clothes consumption; fT = willingness for further cut-backs in technical equipment.

Table S2. Significant correlations of positive social desirability, estimated efficacies and current fulfillments of the target limits

	Po	eM	eA	eC	eT	currM	currA	currC	currT
Po	1		-.123						
eM		1	.507	.361	.338	.440			.099
eA			1	.439	.395	.272	.244	.185	.142
eC				1	.756	.167		.270	.209
eT					1	.191	.116	.235	.214
currM						1	.131		.185
currA							1	.185	.114
currC								1	.376
currT									1

Note. $n = 435$. Po = social desirability (positive); eM = efficacy of meat reduction; eA = efficacy of flight reduction; eC = efficacy of clothes consumption reduction; eT = efficacy of consumption reduction in technical equipment; currM = current fulfillment of the target limit for meat; currA = current fulfillment of the target limit for air travels; currC = current fulfillment of the target limit for clothes consumption; currT = current fulfillment of the target limit for technical equipment.

Table S3. Binary logistic regression models for implemented consumption restrictions of air travel (top) respective other implemented consumption restrictions (bottom); significant predictors only

Variable (significant predictors only)	B	SE	Exp(B)	95% CI	<i>p</i>	Nagelkerke <i>R</i> ²
Dependent: Air travel restrictions^a					<.001	.271
Nature agreeableness	.073	.015	1.076	[1.044 ; 1.109]	<.001	
Estimated efficacy*	.230	.064	1.258	[1.110 ; 1.426]	<.001	
Recent consumption restriction (yes>no)	.981	.380	2.667	[1.267 ; 5.615]	.010	
Constant	-8.237	1.012			<.001	
Dependent: Recent consumption restriction^b					<.001	.326
Gender (male>non-male)	-.635	.272	.530	[.311 ; .904]	.020	
Education (reference: professional education or less)					<.001	
Education: High school diploma	1.305	.331	3.689	[1.927 ; 7.061]	<.001	
Education: Bachelor or higher	1.164	.323	3.204	[1.702 ; 6.030]	<.001	
Nature agreeableness	.090	.014	1.094	[1.063 ; 1.125]	<.001	
Air travel restriction (yes>no)	.898	.382	2.454	[1.161 ; 5.189]	.019	
Constant	-4.889	.860			<.001	

Note. *n* = 435; *efficacy of the respective behavior; details regarding the assessed variables can be found in Table 1 in the main article.

^aHosmer-Lemeshow Chi-square: 5.004; *df* = 8, *p* = .757;

^bHosmer-Lemeshow Chi-square: 6.523; *df* = 8, *p* = .589.

Table S4. Multinomial logistic regression model of the willingness for further cut-backs in meat consumption; significant predictors only

Variables for further cut-backs in meat	B (SE)	Exp(B)	95% CI	<i>p</i>
Want to reduce less				<.001
Nature agreeableness	.024 (.025)	1.024	[.975 ; 1.076]	.349
Estimated efficacy*	.014 (.097)	1.014	[.839 ; 1.227]	.882
Desirability: positive	-.242 (.416)	.785	[.347 ; 1.774]	.561
Meat Days/Week	-.346 (.164)	.708	[.513 ; .976]	.035
Constant	.113 (1.888)			.952
Want to reduce more				
Nature agreeableness	.059 (.018)	1.061	[1.023 ; 1.099]	.001
Estimated efficacy*	.121 (.069)	1.129	[.987 ; 1.291]	.077
Desirability: positive	-.716 (.299)	.489	[.272 ; .879]	.017
Meat Days/Week	-.050 (.113)	.951	[.763 ; 1.186]	.655
Constant	-.326 (1.365)			.811
Want to keep a top level				
Nature agreeableness	.048 (.029)	1.049	[.991 ; 1.111]	.099
Estimated efficacy*	.412 (.125)	1.509	[1.181 ; 1.928]	<.001
Desirability: positive	.122 (.489)	1.130	[.433 ; 2.947]	.803
Meat Days/Week	-2.984 (.368)	.051	[.025 ; .104]	<.001
Constant	-.561 (2.419)			.817

Note. $n = 435$. $R^2 = .626$ (Cox-Snell), .702 (Nagelkerke). Model Chi-square ($df\ 12$) = 427.478 (<.001). Reference category: Want to stay the same. Bold and italic: significant. *Estimated efficacy of the respective behavior. Details regarding the assessed variables can be found in Table 1 in the main article.

Table S5. Multinomial logistic regression model of the willingness for further cut-backs in air travel; significant predictors only

Variables for further cut-backs in air travel	B (SE)	Exp(B)	95% CI	<i>p</i>
Want to reduce less				
Danger in 30 years	.109 (.091)	1.115	[.933 ; 1.332]	.230
Estimated efficacy*	.094 (.072)	1.099	[.954 ; 1.266]	.191
Air travels (reference: 11+ air travels)				
6-10 air travels	.754 (.737)	2.126	[.501 ; 9.017]	.306
3-5 air travels	1.852 (.684)	6.370	[1.667 ; 24.336]	.007
1-2 air travels	2.640 (.699)	14.006	[3.558 ; 55.135]	<.001
No air travels	3.183 (.875)	24.113	[4.336 ; 134.082]	<.001
Constant	-3.773 (1.048)			<.001
Want to reduce more				
Danger in 30 years	.138 (.077)	1.148	[.988 ; 1.334]	.072
Estimated efficacy*	.152 (.056)	1.164	[1.042 ; 1.300]	.007
Air travels (reference: 11+ air travels)				
6-10 air travels	.250 (.360)	1.284	[.634 ; 2.602]	.487
3-5 air travels	.235 (.367)	1.264	[.616 ; 2.596]	.523
1-2 air travels	-.033 (.433)	.968	[.414 ; 2.262]	.940
No air travels	-.516 (.834)	.597	[.116 ; 3.063]	.536
Constant	-1.954 (.774)			.012
Want to keep a top level				
Danger in 30 years	.081 (.113)	1.084	[.868 ; 1.355]	.475
Estimated efficacy*	.406 (.097)	1.501	[1.242 ; 1.815]	<.001
Air travels (reference: 11+ air travels)				
6-10 air travels	-.270 (1.451)	.764	[.044 ; 13.112]	.852
3-5 air travels	1.535 (1.128)	4.641	[.508 ; 42.371]	.174
1-2 air travels	3.558 (1.087)	35.108	[4.168 ; 295.698]	.001
No air travels	5.795 (1.193)	328.540	[31.718 ; 3403.073]	<.001
Constant	-7.201 (1.547)			<.001

Note. $n = 435$. $R^2 = .425$ (Cox-Snell), .459 (Nagelkerke). Model Chi-square ($df\ 18$) = 239.561 (<.001). Reference category: Want to stay the same. Bold and italic: significant. *Estimated efficacy of the respective behavior. Details regarding the assessed variables can be found in Table 1 in the main article.

Table S6. Multinomial logistic regression model of the willingness for further cut-backs in clothes consumption; significant predictors only

Variables for further cut-backs in meat	B (SE)	Exp(B)	95% CI	p
Want to reduce less				
Estimated efficacy*	.223 (.096)	1.250	[1.035 ; 1.510]	.021
Materialism	-.046 (.027)	.955	[.907 ; 1.006]	.083
Education (reference: Bachelor or higher)				
Education: High school diploma	-.263 (.530)	.769	[.272 ; 2.172]	.620
Education: Professional education or less	-.122 (.545)	.885	[.304 ; 2.576]	.823
Constant	-.307 (1.200)			.798
Want to reduce more				
Estimated efficacy*	.244 (.076)	1.276	[1.100 ; 1.480]	.001
Materialism	-.013 (.021)	.987	[.947 ; 1.028]	.523
Education (reference: Bachelor or higher)				
Education: High school diploma	-.612 (.413)	.542	[.241 ; 1.217]	.138
Education: Professional education or less	-1.204 (.452)	.300	[.124 ; .727]	.008
Constant	.182 (.957)			.849
Want to keep a top level				
Estimated efficacy*	.335 (.076)	1.398	[1.205 ; 1.621]	<.001
Materialism	-.079 (.021)	.924	[.887 ; .963]	<.001
Education (reference: Bachelor or higher)				
Education: High school diploma	-.499 (.411)	.607	[.271 ; 1.358]	.225
Education: Professional education or less	-.812 (.437)	.444	[.188 ; 1.045]	.063
Constant	1.512 (.927)			.103

Note. $n = 435$. $R^2 = .148$ (Cox-Snell), .163 (Nagelkerke). Model Chi-square ($df\ 12$) = 69.844 (<.001). Reference category: Want to stay the same. Bold and italic: significant. *Estimated efficacy of the respective behavior. Details regarding the assessed variables can be found in Table 1 in the main article.

Table S7. Multinomial logistic regression model of the willingness for further cut-backs in consumption of technical equipment; significant predictors only

Variables for further cut-backs in meat	B (SE)	Exp(B)	95% CI	<i>p</i>
Want to reduce less				
Gender (reference: male)	.583 (.345)	1.791	[.910 ; 3.522]	.091
Danger in 30 years	.177 (.090)	1.194	[1.000 ; 1.425]	.050**
Materialism	-.001 (.019)	.999	[.962 ; 1.038]	.973
Desirability: positive	.010 (.276)	1.011	[.589 ; 1.734]	.970
Constant	-2.452 (1.395)			.079
Want to reduce more				
Gender (reference: male)	.250 (.283)	1.285	[.738 ; 2.237]	.376
Danger in 30 years	.131 (.071)	1.140	[.992 ; 1.309]	.065
Materialism	.004 (.016)	1.004	[.972 ; 1.037]	.807
Desirability: positive	-.525 (.231)	.591	[.376 ; .930]	.023
Constant	.181 (1.116)			.871
Want to keep a top level				
Gender (reference: male)	.951 (.314)	2.497	[1.349 ; 4.621]	.004
Danger in 30 years	.114 (.071)	1.121	[.975 ; 1.288]	.108
Materialism	-.059 (.017)	.942	[.911 ; .975]	<.001
Desirability: positive	-.021 (.246)	.980	[.605 ; 1.586]	.933
Constant	.169 (1.139)			.882

Note. $n = 435$. $R^2 = .103$ (Cox-Snell), .110 (Nagelkerke). Model Chi-square ($df\ 12$) = 47.042 (<.001). Reference category: Want to stay the same. Bold and italic: significant. Details regarding the assessed variables can be found in Table 1 in the main article.