

Reporting Summary

Nature Research wishes to improve the reproducibility of the work that we publish. This form provides structure for consistency and transparency in reporting. For further information on Nature Research policies, see our [Editorial Policies](#) and the [Editorial Policy Checklist](#).

Statistics

For all statistical analyses, confirm that the following items are present in the figure legend, table legend, main text, or Methods section.

n/a Confirmed

- ☐ ☒ The exact sample size (n) for each experimental group/condition, given as a discrete number and unit of measurement
- ☐ ☒ A statement on whether measurements were taken from distinct samples or whether the same sample was measured repeatedly
- ☐ ☒ The statistical test(s) used AND whether they are one- or two-sided
Only common tests should be described solely by name; describe more complex techniques in the Methods section.
- ☐ ☒ A description of all covariates tested
- ☐ ☒ A description of any assumptions or corrections, such as tests of normality and adjustment for multiple comparisons
- ☐ ☒ A full description of the statistical parameters including central tendency (e.g. means) or other basic estimates (e.g. regression coefficient) AND variation (e.g. standard deviation) or associated estimates of uncertainty (e.g. confidence intervals)
- ☐ ☒ For null hypothesis testing, the test statistic (e.g. F , t , r) with confidence intervals, effect sizes, degrees of freedom and P value noted
Give P values as exact values whenever suitable.
- ☐ ☒ For Bayesian analysis, information on the choice of priors and Markov chain Monte Carlo settings
- ☐ ☒ For hierarchical and complex designs, identification of the appropriate level for tests and full reporting of outcomes
- ☐ ☒ Estimates of effect sizes (e.g. Cohen's d , Pearson's r), indicating how they were calculated

Our web collection on [statistics for biologists](#) contains articles on many of the points above.

Software and code

Policy information about [availability of computer code](#)

Data collection No software was used

Data analysis StataMP15

For manuscripts utilizing custom algorithms or software that are central to the research but not yet described in published literature, software must be made available to editors and reviewers. We strongly encourage code deposition in a community repository (e.g. GitHub). See the Nature Research [guidelines for submitting code & software](#) for further information.

Data

Policy information about [availability of data](#)

All manuscripts must include a [data availability statement](#). This statement should provide the following information, where applicable:

- Accession codes, unique identifiers, or web links for publicly available datasets
- A list of figures that have associated raw data
- A description of any restrictions on data availability

Correspondence and requests for materials should be addressed to K.M.

Field-specific reporting

Please select the one below that is the best fit for your research. If you are not sure, read the appropriate sections before making your selection.

☐ Life sciences ☒ Behavioural & social sciences ☐ Ecological, evolutionary & environmental sciences

For a reference copy of the document with all sections, see [nature.com/documents/nr-reporting-summary-flat.pdf](https://www.nature.com/documents/nr-reporting-summary-flat.pdf)

Behavioural & social sciences study design

All studies must disclose on these points even when the disclosure is negative.

Study description	Data are qualitative and quantitative.
Research sample	The 19 selected G20 countries (excluding the European Union because of budget constraints and to ensure survey efficiency). To ensure sampling efficiency, we selected urban areas with the largest economic scale and high population density for each country and implemented random sampling. Table S1 in the supplementary information shows the national statistics. Table S2 shows survey information and regional statistics of the survey site.
Sampling strategy	Random sampling. Sample size for each area was chosen based on the budget constraint.
Data collection	WEB for high income countries. Face-to-face interviews (pen and paper) with instructors for middle income countries with CLT (central location test), random walking test, or street intercept.
Timing	We conducted a large-scale simultaneous survey at survey sites between August 2013 and March 2014 using a uniform questionnaire. Specific dates are provided in Table S2 in the supplementary information.
Data exclusions	To conduct the estimation using reliable response data, we excluded the response data of respondents who selected answers the following (3)–(7) as their protest responses. See Arrow et al. (1993) for recommendations pertaining to eliminating protest responses. After answering the eight choice questions, the respondents who chose policy 3 (status quo) for every choice situation faced an additional choice; they were requested to select what they perceived to be the most appropriate reason for preferring the status quo option from among the following: (1) I cannot afford the large amount of tax, (2) I am not interested in environmental problems, (3) I am not sure that my own opinions are reflected in the actions, (4) People in other regions should bear the responsibility, (5) There is no need to pay a tax for such actions, (6) I made this choice for religious reasons, and (7) I cannot trust the information provided.
Non-participation	All participants completed the questionnaire.
Randomization	The choice sets of discrete choice experiments are randomized to avoid order effects.

Reporting for specific materials, systems and methods

We require information from authors about some types of materials, experimental systems and methods used in many studies. Here, indicate whether each material, system or method listed is relevant to your study. If you are not sure if a list item applies to your research, read the appropriate section before selecting a response.

Materials & experimental systems

n/a	Involved in the study
☒	☐ Antibodies
☒	☐ Eukaryotic cell lines
☒	☐ Palaeontology and archaeology
☒	☐ Animals and other organisms
☐	☒ Human research participants
☒	☐ Clinical data
☒	☐ Dual use research of concern

Methods

n/a	Involved in the study
☒	☐ ChIP-seq
☒	☐ Flow cytometry
☒	☐ MRI-based neuroimaging

Human research participants

Policy information about [studies involving human research participants](#)

Population characteristics	See above.
Recruitment	To avoid self-selection bias, sampling was carried out by a specialised research company.

Ethics oversight

This research is approved by the Kyoto University Ethics Committee for Economic Experiments.

Note that full information on the approval of the study protocol must also be provided in the manuscript.