

Appendices:

Emotional and demographic profiles of climate change attitudes in the UK: implications for targeted communication.

Appendix A: Average Posterior Probability values for the four- and five-class latent class models

Table A1: Average posterior probabilities (AvPP) for the four- and five-class models (AvPP values shown in bold).

AvPP values: four class model					
Class	1	2	3	4	-
1	0.88	0.00	0.01	0.11	-
2	0.00	0.93	0.00	0.07	-
3	0.02	0.00	0.92	0.05	-
4	0.04	0.08	0.01	0.87	-
AvPP values: five class model					
Class	1	2	3	4	5
1	0.87	0.00	0.00	0.00	0.12
2	0.00	0.87	0.00	0.11	0.02
3	0.00	0.00	0.94	0.05	0.00
4	0.00	0.04	0.02	0.81	0.13
5	0.10	0.00	0.00	0.11	0.79

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Appendix B: Item response probabilities and resulting class sizes for the chosen five-class latent class model

Table B1: Item response probabilities and resulting class sizes for the five- class model

	Convinced indignant (Class 1)	Accepting concerned (Class 5)	Ambivalent unconcerned (Class 4)	Sceptical hostile (Class 2)	Neutral/ uncertain (Class 3)
Climate change skepticism (is the climate changing?)					
Definitely not	0.01	0.01	0.00	0.29	0.00
Probably not	0.01	0.05	0.22	0.34	0.03
Don't know	0.00	0.01	0.06	0.04	0.82
Probably	0.05	0.47	0.62	0.26	0.15
Definitely	0.94	0.45	0.10	0.07	0.00
Climate change attribution					
Natural causes	0.04	0.05	0.19	0.79	0.00
Equal human/natural	0.14	0.47	0.66	0.11	0.13
Human causes	0.82	0.49	0.12	0.09	0.02
Don't know/ no response	0.00	0.00	0.02	0.01	0.85
Level of climate change concern					
Not at all concerned	0.00	0.02	0.05	0.63	0.04
Not very concerned	0.00	0.05	0.54	0.28	0.10
Fairly concerned	0.19	0.80	0.37	0.01	0.22
Very concerned	0.80	0.12	0.02	0.06	0.09
Don't know	0.00	0.01	0.02	0.01	0.55
Individual responsibility for tackling climate change					
Not responsible	0.02	0.03	0.11	0.68	0.11
Neutral	0.08	0.33	0.60	0.22	0.66
Responsible	0.90	0.64	0.29	0.10	0.23
Climate change emotions					
Confusion	0.01	0.13	0.15	0.06	0.12
Anxiety and guilt	0.39	0.39	0.10	0.00	0.04
Indignation	0.36	0.11	0.00	0.01	0.00
Hostility	0.05	0.09	0.27	0.70	0.07
Positivity	0.17	0.20	0.15	0.01	0.03
Other/none/don't know	0.02	0.08	0.34	0.22	0.75
Class size (n, %)					
	826	648	359	122	54
	41.11%	32.25%	17.87%	6.07%	2.69%