

Appendix

Table A1: Comparing the Means of the Explanatory Variables Across Subgroups

	Open-Ended	Single-Binary-Choice			
	Format	Format			
		Total	1-Cent Group	2-Cents Group	4-Cents Group
Age	55.2	55.6	55.6	55.9	55.4
Female	0.319	0.309	0.298	0.324	0.304
Children	0.704	0.706	0.707	0.721	0.689
College degree	0.330	0.319	0.324	0.318	0.316
Consequentiality	0.597	0.606	0.621	0.621	0.575
1 Cent	0.331	0.338	1.000	0.000	0.000
2 Cents	0.340	0.331	0.000	1.000	0.000
4 Cents	0.330	0.331	0.000	0.000	1.000
Low income	0.066	0.068	0.068	0.073	0.065
Medium income	0.358	0.379	0.385	0.372	0.380
High income	0.308	0.280	0.269	0.276	0.295
Very high income	0.159	0.156	0.162	0.166	0.141
Missing income	0.109	0.116	0.117	0.112	0.120
More time	0.561	0.511	0.523	0.524	0.485
Consequential script	0.514	0.500	0.492	0.506	0.504
Household size:					
1 Person	0.260	0.269	0.271	0.260	0.275
2 Persons	0.494	0.479	0.491	0.485	0.462
3 Persons	0.133	0.130	0.119	0.125	0.145
> 3 Persons	0.119	0.122	0.118	0.129	0.118
Number of Observations:	2,880	3,212	1,086	1,062	1,064

Table A2: Linear Probability Model Estimation Results for various Assignments to the Consequential Group

Dependent variable:	Consequentiality=1 if Consequential>1		Consequentiality=1 if Consequential>2		Consequentiality=1 if Consequential>3		Consequentiality=1 if Consequential>4	
	Yes_i		Yes_i		Yes_i		Yes_i	
	Coeff. s	Std. Errors	Coeff. s	Std. Errors	Coeff. s	Std. Errors	Coeff. s	Std. Errors
OE	0.190***	(0.019)	0.159***	(0.016)	0.122***	(0.014)	0.114***	(0.013)
2 Cents	-0.103***	(0.016)	-0.101***	(0.016)	-0.101***	(0.016)	-0.104***	(0.016)
4 Cents	-0.263***	(0.015)	-0.263***	(0.015)	-0.268***	(0.016)	-0.273***	(0.016)
I(Consequential > 1)	0.332***	(0.017)	-	-	-	-	-	-
I(Consequential>1) * OE	-0.124***	(0.026)	-	-	-	-	-	-
I(Consequential>2)	-	-	0.317***	(0.019)	-	-	-	-
I(Consequential>2) * OE	-	-	-0.136***	(0.027)	-	-	-	-
I(Consequential>3)	-	-	-	-	0.190***	(0.029)	-	-
I(Consequential>3) * OE	-	-	-	-	-0.092*	(0.041)	-	-
I(Consequential>4)	-	-	-	-	-	-	0.046	(0.049)
I(Consequential>4) * OE	-	-	-	-	-	-	-0.084	(0.071)
Female	0.079***	(0.014)	0.077***	(0.014)	0.091***	(0.015)	0.090***	(0.015)
Children	-0.052**	(0.017)	-0.053**	(0.018)	-0.062***	(0.018)	-0.062***	(0.018)
Age	0.002**	(0.001)	0.002**	(0.001)	0.002***	(0.001)	0.002***	(0.001)
College degree	0.063***	(0.014)	0.082***	(0.014)	0.087***	(0.015)	0.093***	(0.015)
High income	0.008	(0.020)	0.013	(0.020)	0.011	(0.021)	0.014	(0.021)
Medium income	-0.024	(0.021)	-0.022	(0.021)	-0.030	(0.022)	-0.031	(0.022)
Low income	-0.036	(0.033)	-0.045	(0.034)	-0.055	(0.035)	-0.054	(0.035)
Missing income	-0.058*	(0.026)	-0.068**	(0.026)	-0.082**	(0.027)	-0.085**	(0.027)
1 Person	0.004	(0.027)	0.009	(0.027)	0.019	(0.028)	0.021	(0.028)
2 Persons	-0.045*	(0.023)	-0.040	(0.023)	-0.037	(0.023)	0.036	(0.024)
3 Persons	-0.025	(0.025)	-0.019	(0.025)	-0.007	(0.026)	-0.004	(0.026)
Constant	0.268***	(0.037)	0.374***	(0.036)	0.430***	(0.037)	0.453***	(0.037)
Number of Observations:	5,249		5,249		5,249		5,249	

Note: * denotes significance at the 5 %-level, ** at the 1 %-level, and *** at the 0.1 %-level. For $k = 1, 2, 3, 4$, $I(\text{Consequential} > k) = 1$ if $\text{Consequential} > k$ and 0 otherwise.

Table A3: Probit and Linear Probability Model Estimation Results for the Acceptance of Future Rises in the Promotion Cost of Green Electricity when various Consequential Levels are considered.

Dependent variable:	Probit Model				Linear Probability Model	
	P(Yes _i = 1)				Yes _i	
	Coeff. s	Std. Errors	Marg. Effects	Std. Errors	Coeff. s	Std. Errors
OE	0.584***	(0.061)	0.198***	(0.020)	0.190***	(0.019)
2 cents	-0.295***	(0.045)	-0.100***	(0.015)	-0.103***	(0.016)
4 cents	-0.752***	(0.046)	-0.255***	(0.014)	-0.260***	(0.015)
I(Consequential = 2)	0.698***	(0.064)	0.237***	(0.021)	0.232***	(0.021)
I(Consequential = 3)	1.241***	(0.070)	0.421***	(0.021)	0.434***	(0.022)
I(Consequential = 4)	1.236***	(0.103)	0.419***	(0.033)	0.433***	(0.034)
I(Consequential = 5)	0.738***	(0.136)	0.250***	(0.046)	0.248***	(0.050)
I(Consequential= 2) * OE	-0.269**	(0.091)	-0.091**	(0.031)	-0.071*	(0.032)
I(Consequential= 3) * OE	-0.517***	(0.099)	-0.176***	(0.033)	-0.171***	(0.033)
I(Consequential= 4) * OE	-0.463**	(0.150)	-0.157**	(0.051)	-0.155**	(0.049)
I(Consequential= 5) * OE	-0.507**	(0.197)	-0.172**	(0.067)	-0.162*	(0.072)
Female	0.213***	(0.041)	0.072***	(0.014)	0.073***	(0.014)
Children	-0.150**	(0.051)	-0.051**	(0.017)	-0.050**	(0.017)
Age	0.005**	(0.002)	0.002**	(0.001)	0.002**	(0.001)
College	0.182***	(0.041)	0.062***	(0.014)	0.063***	(0.014)
High income	0.028	(0.058)	0.009	(0.020)	0.011	(0.020)
Medium income	-0.067	(0.061)	-0.023	(0.021)	-0.019	(0.021)
Low income	-0.104	(0.097)	-0.035	(0.033)	-0.032	(0.033)
Missing income	-0.166*	(0.077)	-0.056*	(0.026)	-0.055*	(0.026)
1 Person	0.002	(0.078)	0.001	(0.027)	0.000	(0.026)
2 Persons	-0.129	(0.067)	-0.044	(0.023)	-0.043	(0.022)
3 Persons	-0.077	(0.074)	-0.026	(0.025)	-0.026	(0.025)
Constant	-0.640***	(0.109)	-	-	0.282***	(0.036)
Number of Observations:	5,249		5,249		5,249	

Note: * denotes significance at the 5 %-level, ** at the 1 %-level, and *** at the 0.1 %-level.

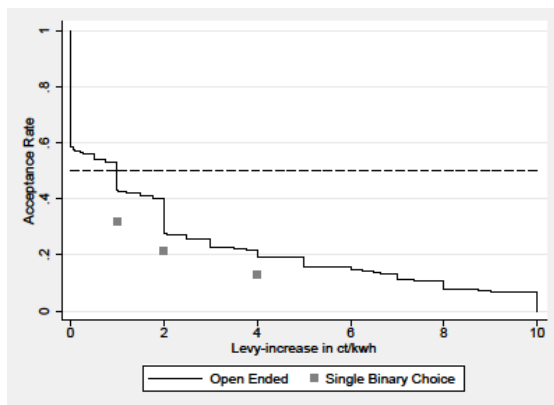
For k = 1, 2, 3, 4, I(Consequential = k) = 1 if Consequential = k and 0 otherwise.

Table A4: Estimations Results for the Acceptance of Future Rises in the Promotion Cost of Green Electricity for the Single-Binary-Choice-Group

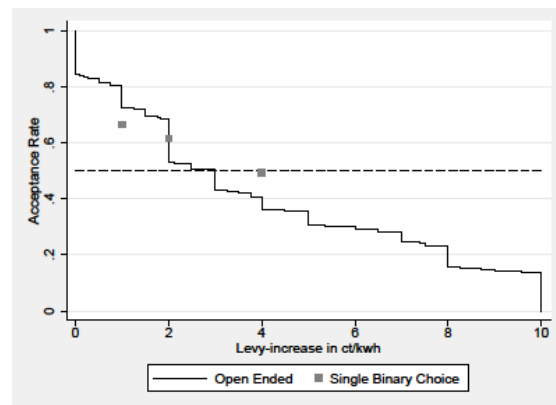
Dependent variable:	Linear Probability Model		Probit Model			
	Yes_i		$P(Yes_i = 1)$			
	Coeff.s	Std. Errors	Coeff.s	Std. Errors	Marg. Effects	Std. Errors
2 Cents	-0.070**	(0.022)	-0.199**	(0.063)	-0.067**	(0.021)
4 Cents	-0.179***	(0.021)	-0.533***	(0.064)	-0.180***	(0.021)
Consequentiality	0.351***	(0.018)	0.992***	(0.055)	0.334***	(0.015)
Female	0.082***	(0.020)	0.242***	(0.059)	0.082***	(0.020)
Children	-0.077**	(0.024)	-0.230**	(0.070)	-0.077***	(0.023)
Age	0.002*	(0.001)	0.005*	(0.002)	0.002*	(0.001)
College degree	0.058**	(0.020)	0.166**	(0.058)	0.056**	(0.019)
High income	-0.014	(0.028)	-0.048	(0.082)	-0.016	(0.028)
Medium income	0.076**	(0.029)	-0.235**	(0.086)	-0.079**	(0.029)
Low income	-0.073	(0.046)	-0.224	(0.134)	-0.075	(0.045)
Missing income	-0.115**	(0.037)	-0.332**	(0.109)	-0.112**	(0.037)
1 Person	0.008	(0.036)	0.022	(0.108)	0.007	(0.036)
2 Persons	-0.069*	(0.031)	-0.206*	(0.093)	-0.069*	(0.031)
3 Persons	-0.042	(0.035)	-0.121	(0.103)	-0.041	(0.035)
Constant	0.318***	(0.050)	-0.520***	(0.145)	-	-
Number of Observations:	2,671		2,671		2,671	

Note: * denotes significance at the 5 %-level, ** at the 1 %-level, and *** at the 0.1 %-level.

Figure A1: Policy Support for Potential Increases in the EEG Levy to Support the Future Expansion of Renewable Energy Technologies



(a) Inconsequential Group



(b) Consequential Group

Table A5: Ordinary Least Squares Estimation Results for the WTP for Green Electricity for the Open-Ended-Group

Dependent variable:	Linear Probability Model	
	WTP_i	
	Coeff.s	Std. Errors
Consequential	1.55***	(0.13)
Female	0.61***	(0.15)
Children	-0.22	(0.18)
Age	0.01	(0.01)
High income	-0.27	(0.21)
Medium income	0.07	(0.22)
Low income	-0.02	(0.36)
Missing income	-0.38	(0.26)
1 Person	-0.29	(0.29)
2 Persons	-0.07	(0.24)
3 Persons	-0.24	(0.27)
College degree	0.39**	(0.15)
Constant	1.81***	(0.36)
Number of Observations:	2,352	

Note: * denotes significance at the 5%-level, ** at the 1%-level, and *** at the 0.1%-level. To take care of outliers, bids above the 95-percentile, i.e. above 10 cents, are excluded from the estimation.

Table A6: Linear Probability Model Estimation Results for the Acceptance of Future Rises in the Promotion Cost of Green Electricity differentiated for Believing in Consequentiality

Dependent variable:	Consequentiality = 0		Consequentiality = 1	
	<i>Yes_i</i>		<i>Yes_i</i>	
	Coeff.s	Std. Errors	Coeff.s	Std. Errors
OE	0.190***	(0.019)	0.066***	(0.017)
2 Cents	-0.088***	(0.025)	-0.114***	(0.020)
4 Cents	-0.232***	(0.023)	-0.287***	(0.021)
Female	0.101***	(0.023)	0.065***	(0.018)
Children	-0.043	(0.027)	-0.060**	(0.023)
Age	0.001	(0.001)	0.002**	(0.001)
College degree	0.041	(0.024)	0.078***	(0.018)
High income	-0.014	(0.032)	0.019	(0.026)
Medium income	-0.056	(0.033)	-0.003	(0.028)
Low income	-0.020	(0.050)	-0.050	(0.045)
Missing income	-0.021	(0.039)	-0.096**	(0.036)
1 Person	-0.014	(0.039)	0.016	(0.036)
2 Persons	-0.033	(0.034)	-0.053	(0.031)
3 Persons	-0.010	(0.038)	-0.033	(0.034)
Constant	0.301***	(0.055)	0.582***	(0.046)
Number of Observations:	2,065		3,184	

Note: * denotes significance at the 5 %-level, ** at the 1 %-level, and *** at the 0.1 %-level.

Table A7: Probit Model for the Acceptance of Future Rises in the Promotion Cost of Green Electricity differentiated for Believing in Consequentiality

Dependent variable:	Consequentiality = 0				Consequentiality = 1			
	P(Yes _i = 1)				P(Yes _i = 1)			
	Coefficients		Marginal Effects		Coefficients		Marginal Effects	
OE	0.606***	(0.066)	0.188***	(0.019)	0.166***	(0.048)	0.060***	(0.017)
2 Cents	-0.254***	(0.076)	-0.079***	(0.023)	-0.335***	(0.060)	-0.121***	(0.021)
4 Cents	-0.752***	(0.082)	-0.233***	(0.024)	-0.806***	(0.060)	-0.292***	(0.020)
Script	-0.096	(0.065)	-0.030	(0.020)	0.005	(0.048)	0.002	(0.018)
Female	0.333***	(0.073)	0.103***	(0.022)	0.165**	(0.053)	0.060**	(0.019)
Children	-0.166	(0.088)	-0.052	(0.027)	-0.158*	(0.067)	-0.057*	(0.024)
Age	0.005	(0.003)	0.002	(0.001)	0.006**	(0.002)	0.002**	(0.001)
College Degree	0.111	(0.078)	0.035	(0.024)	0.202***	(0.053)	0.073***	(0.019)
High income	-0.054	(0.100)	-0.017	(0.031)	0.051	(0.071)	0.018	(0.026)
Medium income	-0.221*	(0.104)	-0.069*	(0.032)	-0.006	(0.077)	-0.002	(0.028)
Low income	-0.113	(0.156)	-0.035	(0.048)	-0.129	(0.124)	-0.047	(0.045)
1 Person	-0.045	(0.135)	-0.014	(0.042)	0.036	(0.106)	0.013	(0.038)
2 Person	-0.164	(0.116)	-0.051	(0.036)	-0.128	(0.089)	-0.046	(0.032)
3 Person	-0.114	(0.135)	-0.035	(0.042)	-0.118	(0.096)	-0.043	(0.035)
Constant	0.069	(0.183)	-	-	0.429**	(0.135)	-	-
Number of Observations:	1,812		1,812		2,901		2,901	

Note: Standard Errors are in parentheses, * denotes significance at the 5 %-level, ** at the 1 %-level, and *** at the 0.1 %-level, respectively

Table A8: Full Information Maximum Likelihood (FIML) Estimation Results for the Endogenous Switching Regression Model

Dependent variable:	First Stage		Second Stage			
	P(Consequentiality = 1)		Consequentiality = 0 $Yes_{0i} = 1$		Consequentiality = 1 $Yes_{1i} = 1$	
	Coeff.s	Std. Errors	Coeff.s	Std. Errors	Marg. Effects	Std. Errors
OE	-0.029	(0.038)	0.193***	(0.021)	0.058***	(0.017)
2 Cents	0.008	(0.046)	-0.089***	(0.027)	-0.117***	(0.021)
4 Cents	-0.053	(0.046)	-0.235***	(0.024)	-0.300***	(0.022)
Female	0.115**	(0.042)	0.112***	(0.024)	0.060**	(0.020)
Children	-0.073	(0.052)	-0.055*	(0.028)	0.057*	(0.024)
Age	-0.000	(0.002)	0.002	(0.001)	0.002**	(0.001)
College degree	0.300***	(0.043)	0.046	(0.027)	0.073**	(0.024)
High income	0.065	(0.056)	-0.014	(0.033)	0.018	(0.026)
Medium income	-0.074	(0.059)	-0.066*	(0.033)	0.003	(0.028)
Low income	-0.184*	(0.093)	-0.039	(0.051)	-0.047	(0.046)
1 Person	0.148	(0.081)	-0.011	(0.042)	0.014	(0.039)
2 Persons	0.055	(0.068)	-0.049	(0.036)	-0.046	(0.033)
3 Persons	0.197**	(0.075)	-0.029	(0.041)	-0.042	(0.037)
More time	0.162***	(0.039)	-	-	-	-
Consequential script	0.084*	(0.038)	-	-	-	-
IVM ₀	-	-	0.004	(0.203)	-	-
IVM ₁	-	-	-	-	0.087	(0.125)
Constant	0.056	(0.104)	0.330***	(0.079)	0.597***	(0.085)
Number of Observations:	4,713		1,812		2,901	

Note: * denotes significance at the 5 %-level, ** at the 1 %-level, and *** at the 0.1 %-level, respectively.

Table A9: Two-Stage Estimation Results for the Endogenous Switching Regression Model with only Consequential Script as Exclusion Restriction

Dependent variable:	First Stage		Second Stage			
	P(Consequentiality = 1)		Consequentiality = 0 $Yes_{0i} = 1$		Consequentiality = 1 $Yes_{1i} = 1$	
	Coeff.s	Std. Errors	Coeff.s	Std. Errors	Coeff.s	Std. Errors
OE	-0.034	(0.035)	0.182***	(0.021)	0.068***	(0.018)
2 Cents	-0.002	(0.043)	-0.088***	(0.025)	-0.114***	(0.020)
4 Cents	-0.084	(0.043)	-0.252***	(0.029)	-0.280***	(0.026)
Female	0.110**	(0.040)	0.127***	(0.032)	0.056*	(0.027)
Children	-0.081	(0.049)	-0.061	(0.032)	-0.053	(0.027)
Age	0.001	(0.002)	0.001	(0.001)	0.002**	(0.001)
College degree	0.294***	(0.040)	0.111	(0.067)	0.055	(0.056)
High income	0.071	(0.056)	0.004	(0.037)	0.014	(0.028)
Medium income	-0.062	(0.058)	-0.070*	(0.035)	0.003	(0.030)
Low income	-0.166	(0.091)	-0.057	(0.061)	-0.036	(0.055)
Missing income	-0.261***	(0.071)	-0.081	(0.067)	-0.075	(0.061)
1 Person	0.146	(0.076)	0.020	(0.049)	0.004	(0.046)
2 Persons	0.067	(0.064)	-0.018	(0.036)	-0.058	(0.033)
3 Persons	0.209**	(0.070)	0.040	(0.058)	-0.050	(0.051)
Consequential script	0.090*	(0.035)	-	-	-	-
IVM ₀	-	-	-0.348	(0.313)	-	-
IVM ₁	-	-	-	-	-0.138	(0.324)
Constant	0.079	(0.099)	0.605*	(0.279)	0.681**	(0.237)
Number of Observations:	5,249		2,065		3,184	

Note: * denotes significance at the 5 %-level, ** at the 1 %-level, and *** at the 0.1 %-level.