Supplementary Materials (To be offered as Online Resources)

Supplement Table S1. Percentage approval/disapproval of nudge types

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | A1 | A2 | A3 | B1 | B2 | B3 | B4 | C1 | C2 |
| Strongly disapprove (%) | 5.0 | 5.2 | 5.8 | 5.7 | 4.8 | 3.2 | 6.3 | 6.7 | 8.0 |
| Somewhat disapprove (%) | 19.4 | 20.9 | 26.7 | 24.1 | 17.6 | 17.1 | 19.6 | 22.5 | 28.4 |
| Somewhat approve (%) | 58.8 | 49.1 | 49.5 | 48.6 | 49.5 | 45.9 | 43.7 | 48.3 | 42.5 |
| Strongly approve (%) | 16.8 | 24.8 | 18.0 | 21.6 | 28.1 | 33.8 | 30.4 | 22.4 | 21.1 |
| **Somewhat or strongly approve (%)** | **75.6** | **73.9** | **67.5** | **70.2** | **77.6** | **79.7** | **74.1** | **70.7** | **63.6** |

Supplement Table S2. Three clusters extracted from latent profile analysis: Means on base variables

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Cluster 1 (61.7%) |  | Cluster 2 (26.7%) |  | Cluster 3 (11.7%) |
|  Means | Means | SE | t | p | Means | SE | t | p | Means | SE | t | p |
| A\_INTRUSIV | 2.51 | 0.03 | 81.68 | 0.00 | 1.83 | 0.06 | 30.51 | 0.00 | 3.26 | 0.10 | 33.61 | 0.00 |
| B1\_INTRUSI | 2.55 | 0.04 | 71.09 | 0.00 | 2.08 | 0.07 | 28.98 | 0.00 | 3.31 | 0.11 | 29.69 | 0.00 |
| B2B3\_INTRU | 2.64 | 0.04 | 61.29 | 0.00 | 1.62 | 0.05 | 31.87 | 0.00 | 3.56 | 0.09 | 41.25 | 0.00 |
| B4\_INTRUSI | 2.55 | 0.05 | 47.53 | 0.00 | 1.38 | 0.05 | 27.29 | 0.00 | 3.45 | 0.09 | 40.00 | 0.00 |
| C\_INTRUSIV | 2.79 | 0.04 | 79.82 | 0.00 | 2.19 | 0.08 | 29.31 | 0.00 | 3.56 | 0.08 | 47.58 | 0.00 |
| A\_EFFECTIV | 2.59 | 0.03 | 89.55 | 0.00 | 2.98 | 0.05 | 65.84 | 0.00 | 3.40 | 0.09 | 39.94 | 0.00 |
| B1\_EFFECTI | 2.59 | 0.04 | 71.60 | 0.00 | 2.99 | 0.06 | 48.35 | 0.00 | 3.40 | 0.09 | 37.58 | 0.00 |
| B2B3\_EFFEC | 2.83 | 0.03 | 92.57 | 0.00 | 3.48 | 0.05 | 69.05 | 0.00 | 3.71 | 0.08 | 44.93 | 0.00 |
| B4\_EFFECTI | 2.56 | 0.05 | 57.32 | 0.00 | 3.36 | 0.06 | 60.00 | 0.00 | 3.53 | 0.09 | 41.22 | 0.00 |
| C\_EFFECTIV | 2.70 | 0.03 | 86.86 | 0.00 | 3.07 | 0.05 | 58.04 | 0.00 | 3.55 | 0.08 | 46.69 | 0.00 |

Supplement Table S3. Regression coefficients of perceived effectiveness and intrusiveness on support for nudge type per cluster

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   | Predictors | A1 | A2 | A3 | B1 | B2 | B3 | B4 | C1 | C2 |
| Cluster 1 | perceived effectiveness | 0.26 | 0.25 | 0.21 | 0.21 | 0.23 | 0.33 | 0.38 | 0.34 | 0.36 |
|  | perceived intrusiveness | 0.05 | -0.07 | -0.07 | -0.08 | -0.02 | 0.00 | -0.01 | -0.03 | -0.04 |
| Cluster 2 | perceived effectiveness | 0.33 | 0.37 | 0.39 | 0.44 | 0.39 | 0.33 | 0.36 | 0.35 | 0.47 |
|  | perceived intrusiveness | -0.32 | -0.41 | -0.4 | -0.36 | -0.34 | -0.28 | -0.17 | -0.35 | -0.30 |
| Cluster 3 | perceived effectiveness | 0.18 | 0.25 | 0.32 | 0.26 | 0.36 | 0.33 | 0.23 | 0.45 | 0.43 |
|   | perceived intrusiveness | 0.23 | 0.3 | 0.11 | 0.26 | 0.21 | 0.06 | 0.3 | 0.13 | 0.15 |