TABLE A.1. Summary Statistics

	mean	sd	min	max
Dependent variables				
Smoking	2.33	1.45	1	5
Food	2.13	1.28	1	5
Pension	2.86	1.41	1	5
Mortgages	2.80	1.43	1	5
Nudge: Food placement	3.94	1.35	1	5
Nudge: Food label	3.31	1.52	1	5
Sociodemographic variables				
Female	0.48	0.50	0	1
Age	52	11.3	20	72
Single	0.20	0.40	0	1
Annual gross income (100,000 DKK's)	4.20	2.93	-2.81	62.5
Basic education	0.17	0.38	0	1
Short education	0.45	0.50	0	1
Medium education	0.25	0.44	0	1
Long education	0.12	0.33	0	1
Immigrant	0.03	0.16	0	1
Has mortgage	0.75	0.44	0	1
Paternalee variables				
Smoker	0.12	0.32	0	1
Smoker, tried to quit	0.06	0.23	0	1
Former smoker	0.34	0.48	0	1
Never smoker	0.48	0.50	0	1
BMI	25.5	4.18	15	64
Pension payments / disposable income	0.13	0.09	0	0.5
Marginal interest rate	14.9	6.03	0.06	25.2
Has interest-only loan	0.40	0.49	0	1
Has variable interest loan	0.50	0.50	0	1
Variables for hypothesis testing				
Risk aversity (1 = most risk averse)	0.52	0.21	0	1
Patience (1 = most patient)	0.67	0.21	0	1
Attitude towards redistribution (1 = in favor of redistribution)	0.56	0.26	0	1
Trust in government and opposition (1 = highest trust)	0.41	0.18	0	1
Smoking ban makes smokers better off (*altruism*)	0.56	0.50	0	1
Smokers should pay own hospital bills (*fiscal externalities*)	0.17	0.37	0	1
Success requires mostly luck (*responsibility*)	0.60	0.49	0	1
Find it difficult to control own expenses (*financial self-control*)	0.05	0.21	0	1
Tends to find faults with others (*meddlesome*)	0.29	0.26	0	1

Note: Summary statistics of all variables used in the main analysis. The dependent variables range from 1 to 5 with 5 indicating great support for paternalism. $n = 5,411$. Based on privacy requirements on the use of Danish register data, the *min* and *max* columns reflect the average value of the four observations with respectively highest and lowest values.

TABLE A.2. Main Regressions - Ordered Logit

Independent variable	Dependent variable			
	Smoking	Food	Pension	Mortgages
Paternalee variables				
Smoker, tried to quit	0.569***			
	(0.140)			
Former smoker Never	1.160***			
	(0.099)			
smoker	1.425***			
	(0.097)			
Body Mass Index		-0.025***		
		(0.006)		
Pension payments / disposable income			1.921***	
			(0.314)	
Has an interest free loan				-0.161***
				(0.061)
Has a variable interest rate loan				-0.163**
				(0.065)
Marginal interest rate				-0.007**
				(0.003)
Sociodemographic characteristics				
Female	-0.249***	-0.234***	-0.084	-0.045
	(0.059)	(0.060)	(0.056)	(0.056)
Age	-0.003	-0.003	0.014***	0.004
	(0.003)	(0.003)	(0.003)	(0.002)
Single	-0.068	0.000	-0.032	-0.041
	(0.071)	(0.071)	(0.067)	(0.068)
Annual gross income (100,000 DKKs)	0.001	-0.004	-0.023*	-0.036***
	(0.011)	(0.010)	(0.012)	(0.011)
Short education	0.158**	0.256***	0.211***	-0.055
	(0.079)	(0.077)	(0.074)	(0.074)
Medium education	0.471***	0.474***	0.190**	0.126
	(0.095)	(0.093)	(0.089)	(0.090)
Long education	0.612***	0.635***	0.424***	0.416***
	(0.116)	(0.112)	(0.101)	(0.106)
Immigrant	0.131	0.192	0.070	-0.007
	(0.175)	(0.182)	(0.166)	(0.165)
Has a mortgage	0.012	0.030	-0.007	0.158**
	(0.064)	(0.063)	(0.062)	(0.078)
Occupation dummies	Yes	Yes	Yes	Yes
Observations	5,411	5,411	5,411	5,411

Note: * p<0.10, ** p<0.05, *** p<0.01. Ordered logit regressions with robust standard errors. The dependent variables range from 1 to 5 with 5 indicating great support for paternalism. The reference level of education is basic education while reference level for the smoking variable is smoker.

TABLE A.3. Main Regressions - Binary Logit

Independent variable	Dependent variable			
	Smoking	Food	Pension	Mortgages
Paternalee variables				
Smoker, tried to quit	0.552**			
	(0.222)			
Former smoker Never	1.286***			
	(0.154)			
smoker	1.568***			
	(0.152)			
Body Mass Index		-0.026***		
		(0.009)		
Pension payments / disposable income			1.611***	
			(0.348)	
Has an interest free loan				-0.221***
				(0.074)
Has a variable interest rate loan				-0.134*
				(0.077)
Marginal interest rate				-0.008**
				(0.004)
Sociodemographic characteristics				
Female	-0.364***	-0.265***	-0.167***	-0.130**
	(0.072)	(0.084)	(0.064)	(0.065)
Age	-0.003	0.001	0.018***	0.007**
	(0.003)	(0.003)	(0.003)	(0.003)
Single	0.030	0.178*	-0.037	-0.072
	(0.087)	(0.093)	(0.076)	(0.077)
Annual gross income (100,000 DKKs)	-0.002	-0.008	-0.016	-0.032**
	(0.011)	(0.015)	(0.012)	(0.014)
Short education	0.054	0.161	0.128	-0.113
	(0.100)	(0.116)	(0.084)	(0.084)
Medium education	0.374***	0.463***	0.153	0.084
	(0.116)	(0.134)	(0.103)	(0.102)
Long education	0.521***	0.640***	0.442***	0.364***
	(0.136)	(0.155)	(0.122)	(0.123)
Immigrant	0.274	0.452**	0.107	0.018
	(0.196)	(0.202)	(0.174)	(0.177)
Has a mortgage	0.009	0.027	-0.056	0.136
	(0.081)	(0.089)	(0.071)	(0.086)
Occupation dummies	Yes	Yes	Yes	Yes
Observations	5,410	5,397	5,410	5,406

Note: * p<0.10, ** p<0.05, *** p<0.01. Logit regressions with robust standard errors. The dependent variables equal 1 if the respondent agrees or strongly agrees with the policy, and 0 otherwise. The reference level of education is basic education while reference level for the smoking variable is smoker.

TABLE A.4. Beyond Self-Interest?

Independent variable	Dependent variable			
	Smoking	Food	Pension	Mortgages
Variables for hypothesis testing				
Attitude towards redistribution	0.291***	0.332***	0.324***	0.395***
	(0.073)	(0.068)	(0.078)	(0.080)
Trust in government & opposition	0.164	0.205**	0.414***	0.240**
	(0.108)	(0.101)	(0.116)	(0.118)
Patient	0.019	0.162*	0.037	0.161
	(0.094)	(0.085)	(0.098)	(0.098)
Risk averse	-0.018	0.051	0.165*	0.086
	(0.091)	(0.086)	(0.098)	(0.101)
Financial self-control problems	0.001	0.159*	-0.075	0.007
	(0.087)	(0.083)	(0.088)	(0.092)
Altruism	0.766***	0.530***	0.398***	0.234***
	(0.037)	(0.034)	(0.039)	(0.040)
Meddlesome	0.092	0.141**	0.070	0.104
	(0.073)	(0.067)	(0.077)	(0.079)
Fiscal externality	0.332***	0.209***	-0.019	-0.035
	(0.055)	(0.050)	(0.052)	(0.054)
Responsibility	0.131***	0.097***	0.080**	0.070*
	(0.038)	(0.035)	(0.040)	(0.041)
Paternalee variables				
Smoker, tried to quit	0.186**			
	(0.078)			
Former smoker	0.522***			
	(0.053)			
Never smoker	0.662***			
	(0.053)			
Body Mass Index		-0.013***		
		(0.004)		
Pension payments /disposable income			1.369***	
			(0.234)	
Marginal interest rate				-0.005**
				(0.002)
Has an interest free loan				-0.114**
				(0.049)
Has a variable interest rate loan				-0.126**
				(0.052)
Observations	5,403	5,403	5,403	5,403
r^2	0.175	0.104	0.059	0.044

Note: * p<0.10, ** p<0.05, *** p<0.01. OLS regressions with robust standard errors. All regressions contain sociodemographic controls and occupation dummies. The dependent variables range from 1 to 5 with 5 indicating great support for paternalism. All variables for hypothesis testing are scaled to be between 0 and 1 to foster comparisons. *Attitude towards redistribution*=1 indicates in favor for redistribution. *Financial self-control problems*=1 for respondents who find it difficult to control their expenses. *Altruism*=1 for respondents who think smoking bans will benefit smokers. *Meddlesome*=1 for respondents who tend to find faults with others. *Fiscal externality*=1 for respondents who think smokers should pay their own hospital bills. *Responsibility*=1 for respondents who believe success requires mostly luck.

TABLE A.5. Cross-country Attitudes towards Paternalism

Independent variable	Dependent variable			
	Smoking	Food	Pension	Limit
Paternalee variables				
Smoker, tried to quit	0.210***			
	(0.038)			
Former smoker	0.545***			
	(0.027)			
Never smoker	0.849***			
	(0.024)			
Body Mass Index		-0.011***		
		(0.002)		
Weeks to financial trouble			0.002***	
			(0.001)	
Interest rate				-0.004*
				(0.002)
Sociodemographic characteristics				
Female	-0.197***	-0.132***	-0.170***	-0.067***
	(0.019)	(0.018)	(0.019)	(0.020)
Age	-0.006***	-0.005***	-0.004***	-0.007***
	(0.001)	(0.001)	(0.001)	(0.001)
Single	0.071***	0.049**	0.074***	0.034
	(0.020)	(0.019)	(0.020)	(0.021)
Log net income (USD)	-0.025***	-0.013	-0.016**	-0.003
	(0.007)	(0.008)	(0.007)	(0.007)
High school	0.037	-0.002	0.068	0.063
	(0.052)	(0.051)	(0.056)	(0.064)
Vocational	0.076	0.019	0.128**	0.104*
	(0.051)	(0.049)	(0.055)	(0.063)
College	0.238***	0.110**	0.245***	0.120*
	(0.052)	(0.050)	(0.055)	(0.063)
Post-graduate	0.435***	0.230***	0.409***	0.217***
	(0.055)	(0.054)	(0.058)	(0.066)
Mortgage	0.030	0.022	0.062	0.008
	(0.054)	(0.058)	(0.054)	(0.058)
Country dummies				
Canada	0.212***	0.242***	0.265***	0.227***
	(0.035)	(0.039)	(0.034)	(0.035)
England	0.152***	0.333***	0.370***	0.544***
	(0.037)	(0.038)	(0.035)	(0.037)
Spain	-0.177***	0.926***	0.403***	0.020
	(0.035)	(0.036)	(0.036)	(0.037)
France	0.269***	1.390***	0.513***	0.448***
	(0.034)	(0.034)	(0.033)	(0.038)
Denmark	-0.148***	-0.086**	0.285***	-0.041
	(0.038)	(0.034)	(0.039)	(0.042)
Germany	-0.269***	0.074**	0.102***	0.172***
	(0.035)	(0.034)	(0.036)	(0.040)
Netherlands	-0.434***	-0.091**	0.188***	0.550***
	(0.040)	(0.037)	(0.041)	(0.042)
Sweden	0.077**	0.179***	-0.152***	0.401***
	(0.035)	(0.034)	(0.034)	(0.037)
Observations	17.706	15.682	15.311	13.919
r^2	0.126	0.192	0.060	0.046

Notes: * p<0.10, ** p<0.05, *** p<0.01. OLS regressions with robust standard errors. The dependent variables range from 1 to 5 with 5 indicating great support for paternalism. The reference level of education is basic education, the reference level for the smoking variable is smoker, and the reference country is USA. *Limit* elicits whether respondents agree or disagree that there should be a limit on borrowing interest rates.

TABLE A.6. Accounting for Personality Traits

Independent variable	Dependent variable			
	Smoking	Food	Pension	Mortgages
Psychological traits				
Extraversion	0.052	0.125	0.124	-0.031
	(0.083)	(0.076)	(0.088)	(0.092)
Agreeableness	-0.108	-0.123	-0.047	-0.145
	(0.109)	(0.100)	(0.116)	(0.118)
Openness to experience	0.264***	0.130*	-0.010	0.064
	(0.083)	(0.078)	(0.089)	(0.090)
Neuroticism	0.277***	0.275***	0.182*	0.231**
	(0.091)	(0.084)	(0.098)	(0.098)
Conscientiousness	0.261***	0.231**	0.144	0.283***
	(0.099)	(0.092)	(0.104)	(0.107)
Paternalee variables				
Smoker, tried to quit	0.166**			
	(0.078)			
Former smoker	0.516***			
	(0.054)			
Never smoker	0.654***			
	(0.054)			
Body Mass Index		-0.012***		
		(0.004)		
Pension payments /disposable income			1.374***	
			(0.234)	
Marginal interest rate				-0.005**
				(0.002)
Has an interest free loan				-0.110**
				(0.049)
Has a variable interest rate loan				-0.125**
				(0.052)
Occupation dummies	Yes	Yes	Yes	Yes
Sociodemographic controls	Yes	Yes	Yes	Yes
Hypothesis variables	Yes	Yes	Yes	Yes
Observations	5,381	5,381	5,381	5,381
r^2	0.179	0.107	0.060	0.046

Note: * $p<0.10$, ** $p<0.05$, *** $p<0.01$. OLS regressions with robust standard errors. The dependent variables range from 1 to 5 with 5 indicating great support for paternalism. The reference level for the smoking variable is smoker. Personality variables run from 0-1, where 1 indicates a high level of the particular trait.

TABLE A.7. Attitudes towards Nudges/Paternalism on Unhealthy Food

Independent variable	Dependent variable		
	Nudge: Placement	Nudge: Labels	Regulation
Paternalee variable			
Body Mass Index	-0.007	-0.001	-0.013***
	(0.005)	(0.005)	(0.004)
Sociodemographic characteristics			
Female	0.385***	0.206***	-0.120***
	(0.042)	(0.047)	(0.039)
Age	0.003*	0.008***	-0.003
	(0.002)	(0.002)	(0.002)
Single	0.021	-0.043	0.023
	(0.047)	(0.055)	(0.045)
Annual gross income (100,000 DKKs)	0.003	-0.013*	-0.000
	(0.007)	(0.008)	(0.006)
Short education	0.110**	-0.004	0.102**
	(0.054)	(0.060)	(0.046)
Medium education	0.039	-0.011	0.260***
	(0.064)	(0.071)	(0.059)
Long education	-0.111	-0.223***	0.396***
	(0.078)	(0.086)	(0.075)
Immigrant	-0.081	-0.005	0.189*
	(0.122)	(0.130)	(0.113)
Has a mortgage	0.031	0.079	0.013
	(0.044)	(0.050)	(0.041)
Variables for hypothesis testing			
Attitude towards redistribution	0.432***	0.568***	0.329***
	(0.072)	(0.083)	(0.068)
Trust in government & opposition	-0.224**	-0.185	0.203**
	(0.106)	(0.122)	(0.101)
Patient	0.492***	0.137	0.142*
	(0.093)	(0.103)	(0.084)
Risk averse	-0.019	0.087	0.050
	(0.091)	(0.103)	(0.086)
Financial self-control problems	-0.014	0.112	0.163*
	(0.096)	(0.099)	(0.083)
Altruism	0.400***	0.449***	0.534***
	(0.037)	(0.042)	(0.034)
Fiscal externality	0.270***	0.376***	0.210***
	(0.047)	(0.054)	(0.049)
Responsibility	-0.042	-0.011	-0.094***
	(0.038)	(0.043)	(0.035)
Observations	5,411	5,411	5,411
r^2	0.083	0.070	0.102

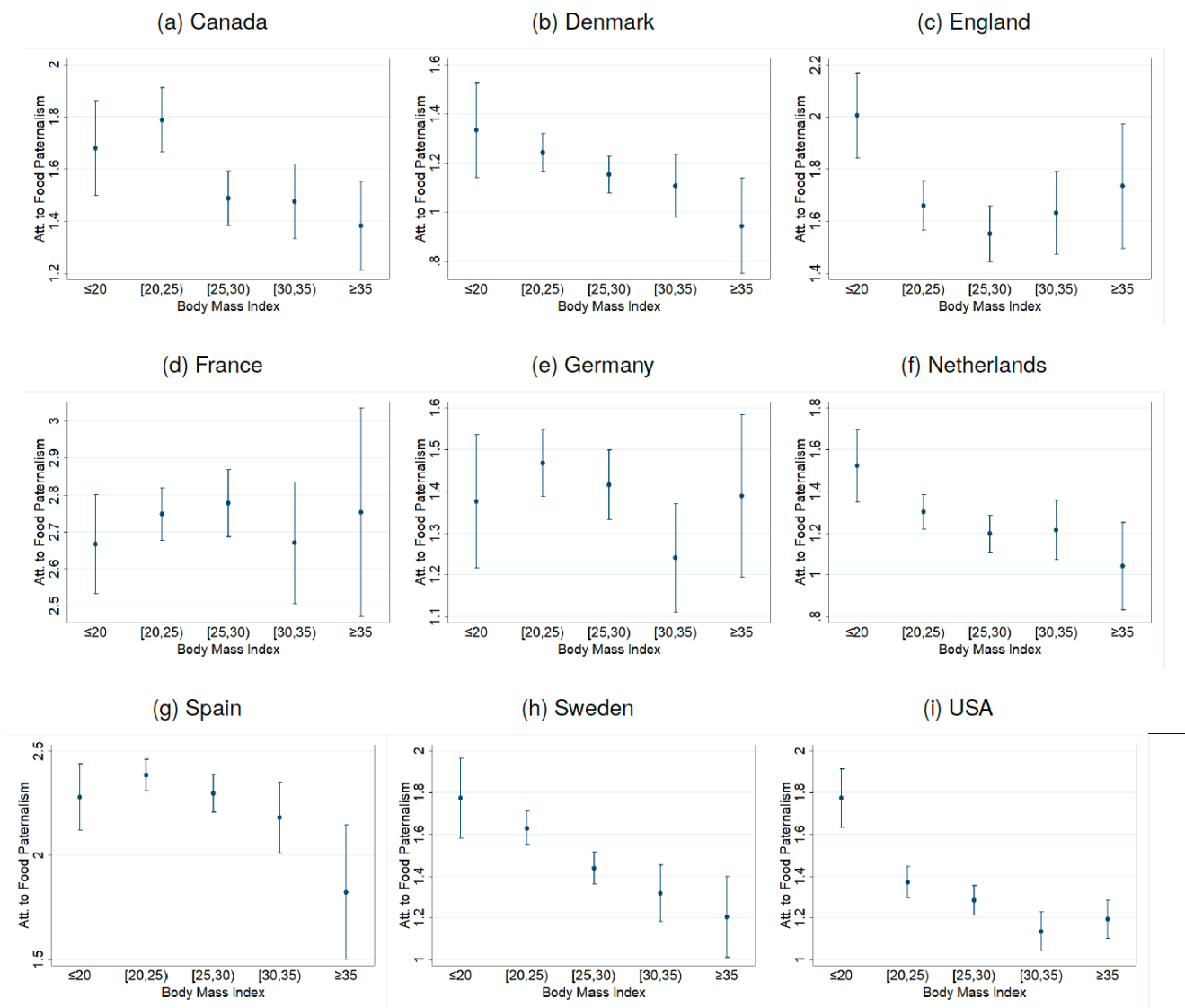*Note:* * p<0.10, ** p<0.05, *** p<0.01. OLS regressions with robust standard errors. All regressions contain occupation dummies. The dependent variables range from 1 to 5 with 5 indicating great support for paternalism. *Nudge: Placement* indicates attitudes towards placing healthy products at a prominent place in supermarkets, and vice versa for unhealthy food. *Nudge: Labels* indicates attitudes towards requiring fat and sugar content stated on food products. *Regulation* is the baseline question on attitudes towards regulation of unhealthy eating habits.

TABLE A.8. Cross-country Attitudes towards Nudges

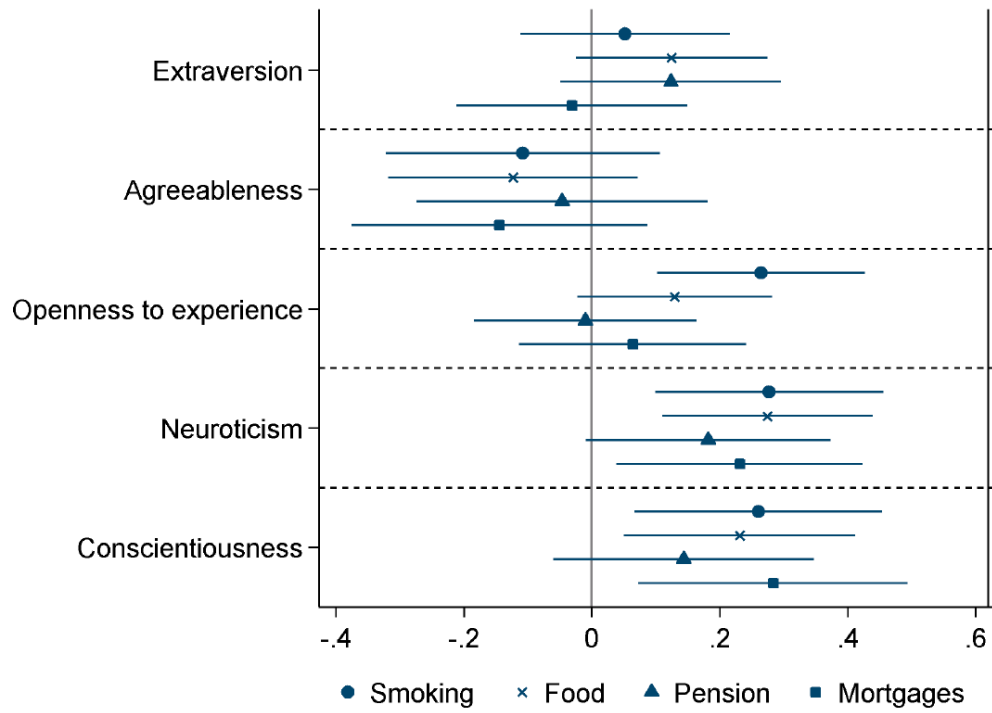| Independent variable	Dependent variable		
	Nudge: Placement	Nudge: Labels	Regulation
Paternalee variable			
Body Mass Index	-0.002	-0.003*	-0.011***
	(0.001)	(0.001)	(0.002)
Sociodemographic characteristics			
Female	0.154***	0.118***	-0.132***
	(0.018)	(0.016)	(0.018)
Age	-0.001*	0.004***	-0.005***
	(0.001)	(0.001)	(0.001)
Single	0.058***	0.031*	0.049**
	(0.019)	(0.017)	(0.019)
Log net income (USD)	-0.011	0.002	-0.013
	(0.008)	(0.007)	(0.008)
High school	0.036	-0.072	-0.002
	(0.051)	(0.046)	(0.051)
Vocational	0.079	-0.012	0.019
	(0.049)	(0.045)	(0.049)
College	0.093*	-0.015	0.110**
	(0.050)	(0.046)	(0.050)
Post-graduate	0.167***	0.014	0.230***
	(0.054)	(0.049)	(0.054)
Mortgage	0.035	0.025	0.022
	(0.055)	(0.051)	(0.058)
Country dummies			
Canada	0.266***	0.228***	0.242***
	(0.038)	(0.034)	(0.039)
England	0.327***	0.378***	0.333***
	(0.036)	(0.032)	(0.038)
Spain	0.480***	0.623***	0.926***
	(0.032)	(0.028)	(0.036)
France	0.487***	0.513***	1.390***
	(0.033)	(0.029)	(0.034)
Denmark	0.068*	-0.305***	-0.086**
	(0.036)	(0.035)	(0.034)
Germany	0.120***	0.288***	0.074**
	(0.035)	(0.032)	(0.034)
Netherlands	0.113***	0.209***	-0.091**
	(0.036)	(0.034)	(0.037)
Sweden	0.178***	-0.017	0.179***
	(0.033)	(0.032)	(0.034)
Observations	15.869	15.880	15.682
r^2	0.035	0.075	0.192

Note: * p<0.10, ** p<0.05, *** p<0.01. OLS regressions with robust std. errors. The dependent variables range from 1 to 5 with 5 indicating support for paternalism. The ref. level of education is basic education, the ref. level for the smoking variable is smoker, and the ref. country is USA. *Nudge: Placement* indicates attitudes to placing unhealthy food at a non-prominent place in supermarkets. *Nudge: Labels* indicates attitudes to requiring fat and sugar content stated on food products. *Regulation* is the baseline question on attitudes to regulating unhealthy food.

FIGURE A.1: Cross-Country Attitudes towards Paternalism over Unhealthy Food

Note: Attitudes towards paternalism about unhealthy food for nine different countries. The y-axis reports the mean answer on a range from 1-5, where 5 indicates in favor of paternalism in the food domain while 1 indicates being against paternalism. Bars indicate 95 pct. confidence interval.

FIGURE A.2: Attitudes to Paternalism and Personality Traits

Note: Relationship between attitudes towards paternalistic policies and personality traits. Based on OLS regressions with robust standard errors. The dependent variables range from 1 to 5 with 5 indicating great support for paternalism. Personality variables run from 0-1, where 1 indicates a high level of the particular trait. The regressions control for sociodemographic characteristics, paternalee indicators and hypothesis variables. Bars indicate 95 pct. confidence interval.