

Reporting Summary

Nature Portfolio 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 Portfolio 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 We used a software developed for Marketagent's commercial online access panel (certified under ISO 20252) for data collection.

Data analysis We used the R version 4.1.2 (2021-11-01) -- "Bird Hippie" for data analysis. The R code can be obtained from the corresponding author upon reasonable request.

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 Portfolio [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 description of any restrictions on data availability
- For clinical datasets or third party data, please ensure that the statement adheres to our [policy](#)

The dataset can be obtained from the corresponding author upon reasonable request.

Human research participants

Policy information about [studies involving human research participants and Sex and Gender in Research](#).

Reporting on sex and gender	Participants self-reported their gender.
Population characteristics	The study sample matched the target distributions regarding gender, age groups, regions, and education of the resident population (> 14 years) in Austria and Italy.
Recruitment	Participants were recruited based on quotas for the respective resident population (> 14 years) from the commercial online access panel by Marketagent GmbH (certified under ISO 20252).
Ethics oversight	All survey participants provided informed consent to the survey company that carried out the fieldwork. Only anonymized data was received and analyzed. Research ethics approval for this study was not required according to institutional and national guidelines.

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

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	Two conjoint experiments embedded in a cross-sectional online survey
Research sample	The study sample matched the target distributions regarding gender, age groups, regions, and education of the general population in Austria and Italy.
Sampling strategy	Participants were recruited based on quotas for the respective resident population (> 14 years) from the commercial online access panel by Marketagent GmbH (certified under ISO 20252).
Data collection	Marketagent GmbH used their online access panel certified under ISO 20252.
Timing	From July 19th to August 8th, 2022
Data exclusions	Respondents were required to answer the questions of the conjoint experiments in order to participate in the study. For the binary choice questions respondents were instructed to choose spontaneously one of the two options if they felt indifferent. Therefore, there are no missing values on our outcome variable and all participants were included in the analysis. The questions that were included in the survey for descriptive purposes such as sociodemographics, measures of trust and emotions offered opt-out options ("Don't know", "No answer"). When calculating descriptive statistics, such responses were excluded from the analysis (see Appendix).
Non-participation	A total of 61,503 persons were invited in Austria and 73,077 in Italy. After the calculated number of cases stratified according to the quotas in both countries was reached, the survey was closed.
Randomization	In the two conjoint experiments, we varied attribute levels randomly to assess which components of a multidimensional treatment would be influential. The complete list of attributes and their levels as well as the wording of the prompt and follow-up questions are available in Supplemental Files 6 and 7.

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
<input checked="" type="checkbox"/>	<input type="checkbox"/> Antibodies
<input checked="" type="checkbox"/>	<input type="checkbox"/> Eukaryotic cell lines
<input checked="" type="checkbox"/>	<input type="checkbox"/> Palaeontology and archaeology
<input checked="" type="checkbox"/>	<input type="checkbox"/> Animals and other organisms
<input checked="" type="checkbox"/>	<input type="checkbox"/> Clinical data
<input checked="" type="checkbox"/>	<input type="checkbox"/> Dual use research of concern

Methods

n/a	Involved in the study
<input checked="" type="checkbox"/>	<input type="checkbox"/> ChIP-seq
<input checked="" type="checkbox"/>	<input type="checkbox"/> Flow cytometry
<input checked="" type="checkbox"/>	<input type="checkbox"/> MRI-based neuroimaging