**Collective model**

Table A.1. *Summary statistics of the collective model.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | $$N$$ | *M*a / % | *SD*b | Min | Max |
| *Dependent variable* |  |  |  |  |  |
| Green investment | 3,732 |  |  |  |  |
|  Yes | 695 | 18.62% |  |  |  |
|  No | 3,037 | 81.38% |  |  |  |
| *Personality traits* |  |  |  |  |  |
|  Openness to Experience | 3,732 | 4.59 | 0.99 | 1 | 7 |
|  Conscientiousness | 3,732 | 5.91 | 0.74 | 1.67 | 7 |
|  Extraversion | 3,732 | 4.83 | 0.84 | 1 | 7 |
|  Agreeableness | 3,732 | 5.39 | 0.77 | 2.33 | 7 |
|  Neuroticism | 3,732 | 3.68 | 0.96 | 1 | 7 |
| *Mediators* |  |  |  |  |  |
|  Risk preference | 3,732 | 4.38 | 1.91 | 0 | 10 |
|  Environmental concern | 3,732 | 2.11 | 0.53 | 1 | 3 |
| *Control variables* |  |  |  |  |  |
|  Incomec  | 3,732 | 1.60 | 1.27 | 0.12 | 40 |
|  Children | 3,732 | 0.35 | 0.78 | 0 | 8 |
|  Age | 3,732 | 58.29 | 13.60 | 23 | 97 |
|  Gender | 3,732 | 0.49 | 0.23 | 0 | 1 |
|  Educationd | 3,732 | 3.99 | 1.27 | 2 | 6 |
|  Solar irradiancee | 3,732 | 104.94 | 4.21 | 100 | 112 |
|  Building typef | 3,732 | 2.77 | 1.23 | 1 | 7 |

*Note*: aMean, bStandard deviation, c1,000 EUR/month/household member, dHighest education according to the ISCED-1997-classification (general elementary to higher education), eAnnual sunshine duration averaged from 1980 to 2013 relative to the state with the lowest sunshine duration (=100), f1 (*farm house*), 2 (*1-2 family house*), 3 (*1-2 family rowhouse*), 4 (*apartment in 3-4 unit building*), 5 (*apartment in 5-8 unit building*), 6 (*apartment in 9+ unit building*), 7 (*high-rise*).

Table A.2. *Mediation of the Big Five personality traits in the collective model.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Log-odds | R | EC | R+EC | Direct | Total |
| Openness to  | .01 | **.02\*** | **.03\*** | .00 | .03 |
| Experience | [-.01, .03] | [.01, .03] | [.00, .06] | [-.10, .10] | [-.06, .13] |
| Conscientiousness | .00 | .00 | .00 | -.02 | -.02 |
|  | [-.01, .00] | [.00, .01] | [.00, .01] | [-.12, .07] | [-.12, .07] |
| Extraversion | .00 | **-.01\*** | .00 | -.07 | -.07 |
|  | [.00, .02] | [-.01, .00] | [-.01, .01] | [-.17, .03] | [-.17, .03] |
| Agreeableness | .00 | .00 | .00 | -.07 | -.07 |
|  | [-.02, .00] | [.00, .01] | [-.02, .01] | [-.16, .03] | [-.17, .02] |
| Neuroticism | -.01 | **.02\*** | .01 | -.03 | -.02 |
|  | [-.02, .01] | [.01, .03] | [-.01, .03] | [-.12, .06] | [-.11, .07] |
| \**p* < .05 |  |  |  |  |  |

*Note*: This table presents the mediation effects through risk preference (R), environmental concern (EC) and the direct and total effects in log-odds for each personality trait on solar energy and other alternative energy systems ($N=3,732$). Bias-corrected 95% confidence intervals from 5,000 bootstrap samples are reported under each of the effects.