Supplementary Material C. Details of Regression Modeling

The fixed effects model evaluated the likelihood of a respondent increasing support for a mileage fee or flat fee as an alternative to the gas tax post-education relative to their control vote. This, in essence, controls for the differences between respondents related to their unchanging variables, including demographics and socio-economic characteristics. The equation for the fixed effects model is as follows:

$$y_{it} = \beta x_{it} + \alpha_{it} + u_{it}$$

Where $i = 1, \ldots, N$ with N being the total number of survey respondents, $t = 1, \ldots, T$ where T is the total number of voting opportunities, α_{it} are respondent-specific intercepts that capture the heterogeneity across each individual respondents' votes, and u_{it} are the normally distributed error terms. The predictor variable, y_{it}, is a binary variable equivalent to 1 if a respondent voted "Yes" and equivalent to 0 if a respondent voted "No". The explanatory variable, x_{it}, is a binary indicator variable with levels for each voting opportunity. A level of x_{it} is equivalent to 1 if the respondent is at that voting opportunity and equivalent to 0 if the respondent is not at that voting opportunity. For example, if the first respondent voted "Yes" at Vote 2, $y_{1,Vote\,2} = 1$, $x_{1,Vote\,1} = 0$, $x_{1,Vote\,2} = 1$ and $x_{1,Vote\,3} = 0$.

This analysis was followed up by multinomial logistic regression models to examine the association between personal characteristics and changes in policy support pre- and post-educational treatments. The predictor variable levels were defined as those who maintained the same vote after an educational treatment (Yes:Yes, No:No), those who increased support after an educational treatment (No:Yes), and those who decreased support after an educational treatment (Yes:No). Those who maintained the same vote after an educational treatment were used as the reference group.

In each of the binomial and multinomial logistic regression models, we included variables describing respondent demographics (*age, gender, level of education, current employment status, race, ethnicity, household size, number of children, and income*), community type (*area core, high-commuting, and rural*), and respondent attitudes and beliefs (*views on technology, the environment/climate, vehicles, privacy, and the role of government*. Income was standardized to avoid issues with the multinomial logistic regression modelling. These models also included a variable for whether a respondent is expected to face a higher or lower tax burden under each alternative taxing scheme based on the information they provided in the survey.