C Appendix C: Factual Claims

In this section, we replicate the results contained in Tables 3-5 of the manuscript using three factual claims about behavior that were not included in the main analysis. The three claims are the following:

a. A preschool kid is likely to suffer if his or her mother works full-time.

b. Men make better political leaders than women do.

c. University education is more important for a boy than for a girl.

Table C.1: Factual Claims about Behavior: Normative Expectations and Personal Beliefs

Panel a. Claim a: "A preschool kid is likely to suffer if his or her mother works full-time"

	Normative Expectations (Higher-order Beliefs)		Personal Beliefs (First-order Beliefs)			
	(1)	(2)	(3)	(4)	(1) vs (3)	(2) vs (4)
	% expecting agreement	Mean rating	% agreeing	Mean rating	pr-test	t-test
Overall	76.58	.3631	74.02	.3237	0.013	0.003
Females	76.63	.3488	73.63	.3034	0.025	0.004
Males	76.52	.3776	74.43	.3444	0.183	0.060
Age 25-34	78.30	.3660	74.66	.3282	0.101	0.109
Age 35-49	74.49	.3708	72.66	.3189	0.185	0.005
Age 50-64	77.76	.3540	75.04	.3261	0.113	0.118
North	70.38	.2717	70.07	.2534	0.418	0.252
Center	79.70	.3833	78.00	.3326	0.225	0.132
South	82.99	.4727	76.97	.4056	0.005	0.003

Panel b. Claim b: "Men make better political leaders than women do"

	Normative Expectations (Higher-order Beliefs)		Personal Beliefs (First-order Beliefs)			
	(1)	(2)	(3)	(4)	(1) vs (3)	(2) vs (4)
	% expecting agreement	Mean rating	% agreeing	Mean rating	pr-test	t-test
Overall	14.37	-.6115	13.10	-.6716	0.095	0.000
Females	11.40	-.6639	10.54	-.7332	0.211	0.000
Males	17.41	-.5580	15.71	-.6087	0.149	0.010

Age 25-34	14.57	-.6001	13.74	-.6551	0.407	0.049
Age 35-49	15.95	-.5922	14.64	-.6310	0.221	0.021
Age 50-64	12.73	-.6361	11.28	-.7194	0.252	0.000
North	15.83	-.5857	12.61	-.6641	0.019	0.000
Center	16.47	-.5585	14.04	-.6433	0.160	0.008
South	11.22	-.6766	13.20	-.6989	0.197	0.278

Panel c. Claim c: "University education is more important for a boy than for a girl"

	Normative Expectations (Higher-order Beliefs)		Personal Beliefs (First-order Beliefs)			
	(1)	(2)	(3)	(4)	(1) vs (3)	(2) vs (4)
	% expecting agreement	Mean rating	% agreeing	Mean rating	pr-test	t-test
Overall	9.80	-.7360	11.94	-.7259	0.057	0.389
Females	8.02	-.7896	9.44	-.7901	0.133	0.812
Males	11.62	-.6813	13.49	-.6603	0.149	0.174
Age 25-34	8.88	-.7305	13.45	-.6784	0.058	0.087
Age 35-49	12.21	-.7045	13.40	-.6930	0.205	0.288
Age 50-64	7.90	-.7696	8.55	-.7816	0.343	0.300
North	11.45	-.7985	11.85	-.7142	0.478	0.474
Center	7.09	-.7594	10.18	-.7219	0.150	0.147
South	9.18	-.7590	11.65	-.7438	0.161	0.354

Note: In each panel, the % expecting agreement/agreeing are obtained as the sum of positive answers. The column "mean rating" displays the average rating obtained by converting subjects' ratings in the task to numerical values: negative values indicate openness (i.e., disagreement with the claim), and positive values indicate more conservative views (i.e., agreement with the claim). All reported values are obtained with the Stata command "svy," accounting for the sample weights to ensure representativeness within each group considered. The fifth (sixth) column reports results from a set of pr-test (t-test). All p-values are one-sided tests and corrected using the Benjamini and Hochberg False Discovery Rate Method (1995).

Table C.2: Factual Claims: Disagreement with Normative Expectations (Std. Error in parenthesis)

	Disagreement		
Claim	Overall	MORE progressive than the Normative Expectation	LESS progressive than the Normative Expectation
1. A preschool kid is likely to suffer if his or her mother works full-time.	24.86% (.0126) N=379/1501	61.62% (.0282) N=234/379	38.38% (.0288) N=145/379
2. Men make better political leaders than women do.	32.75% (.0136) N=337/1501	64.13% (.0242) N=226/337	35.87% (.0242) N=111/337
3. University education is more important for a boy than for a girl.	32.75% (.0136) N=296/1501	64.13% (.0242) N=153/296	35.87% (.0242) N=143/296

Note: In each panel, the reported percentages are derived using the Stata command ".svy," which accounts for sample weights. Consequently, percentages calculated directly from group sizes may not perfectly align with those obtained using sample weights. Disagreement measures the % of individuals whose first and higher-order beliefs differ. For each claim, we define a dummy variable at the individual level, which takes value 1 if the individual reported a Personal Belief that differs from his/her Normative Expectation; a value of 0 is assigned if the two answers are the same. We further distinguish cases in which a Personal Belief is more or less progressive than the Normative Expectation. Note that in our case, being more progressive implies assigning "disagree" with the statement to a greater extent. According to a set of one-sample tests of proportions, all values reported in the table are significantly different from 50% (for claims a and b p-values < 0.0000, while for claim c p-value=0.519) and they corrected using the Benjamini-Hochberg False Discovery Rate Method (Benjamini and Hochberg, 1995).

Table C.3: Factual Claims: Reporting Personal Beliefs more open than Normative Expectations, Marginal effects on Logit regressions (Standard Errors in parenthesis)

Model	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**
Estimation Method	Logit Regression, Marginal Effects (dx/dy)					
Claim	a	a	b	b	c	c
Dependent Variable	1 if Personal Beliefs are more open than Normative					
Dependent Variable	Expectations, 0 otherwise					
Independent Variables						
Age Range (Baseline: Age range 35-49						
Age range 25-34	-0.0417	-0.0524	0.0179	0.0345	0.0134	0.00241
	(0.0276)	(0.0325)	(0.0568)	(0.0655)	(0.0696)	(0.0797)
Age range 50-64	-0.0362	-0.0406*	0.0384	0.0313	0.00757	0.00353
	(0.0227)	(0.0242)	(0.0509)	(0.0565)	(0.0615)	(0.0671)
Female	0.0130	0.00881	0.0366	0.0751	0.112*	0.0940
	(0.0223)	(0.0246)	(0.0459)	(0.0510)	(0.0578)	(0.0640)
Geographical Area of Residence (Baseline: North)						
Center	0.00797	-0.00797	0.0398	0.0107	0.0300	0.0317
	(0.0277)	(0.0303)	(0.0563)	(0.0624)	(0.0707)	(0.0746)
South and Islands	0.0431*	0.0330	0.0543	0.0367	0.0678	0.0530
	(0.0240)	(0.0266)	(0.0530)	(0.0601)	(0.0648)	(0.0749)
Civil Status (Baseline: Single, Widower, Separated-Divorced)						
Married or Cohabitant	0.0220	0.00629	0.0316	0.0218	0.166**	0.179**
	(0.0248)	(0.0271)	(0.0514)	(0.0560)	(0.0664)	(0.0713)
Having Children	-0.0101	0.00320	-0.0349	-0.0233	-0.0396	-0.0218
	(0.0226)	(0.0259)	(0.0508)	(0.0561)	(0.0636)	(0.0677)
University Degree	-0.0215	-0.0341	0.102**	0.0887*	0.114**	0.121*
	(0.0208)	(0.0230)	(0.0447)	(0.0490)	(0.0559)	(0.0631)
Working	0.0720***	0.0633**	0.0551	0.0832	0.0813	0.0263
	(0.0256)	(0.0277)	(0.0504)	(0.0558)	(0.0652)	(0.0745)
Most Important Life Dimensions (Baseline: All equally Important)						
Free Time	0.00154	-0.0117	-0.00711	-0.0405	-0.0378	-0.0472
	(0.0293)	(0.0330)	(0.0659)	(0.0756)	(0.0806)	(0.0871)
Community	0.164***	0.132**	-0.0958	-0.0195	-0.131	-0.193
	(0.0509)	(0.0620)	(0.121)	(0.138)	(0.134)	(0.158)
Work	-0.00973	-0.0232	0.00217	0.00935	-0.0584	-0.0539
	(0.0266)	(0.0294)	(0.0550)	(0.0605)	(0.0693)	(0.0731)

Family	-0.0800***	-0.0904***	0.00114	0.00797	-0.0149	-0.0627
	(0.0253)	(0.0285)	(0.0584)	(0.0642)	(0.0695)	(0.0711)
Center-Right Political Orientation	-0.0468*	-0.0394	-0.0860*	-0.0582	0.0302	0.0431
	(0.0245)	(0.0270)	(0.0522)	(0.0575)	(0.0602)	(0.0643)
Correct Normative Expectations	0.0209	0.0271	-	-	-	-
	(0.0204)	(0.0225)				
Municiaplity size Controls	No	Yes	No	Yes	NO	Yes
Speed controls	Yes	Yes	Yes	Yes	Yes	Yes
Framing controls	Yes	Yes	Yes	Yes	Yes	Yes
CRT controls	Yes	Yes	Yes	Yes	Yes	Yes
N Observations	1501	1298	606	504	387	329
Population size:	32,557.67	27,884.28	13,197.32	10.837,73	8,577.32	7,244.05
F:	2.99	2.41	1.01	0.86	1.87	1.32
Prob > F	0.0000	0.0003	0.4412	0.06342	0.0192	0.01652

Note. Model 1 and 2 are based on claim a: "*A preschool kid is likely to suffer if his or her mother works full-time.*" Models 3 and 4 are based on claim b: "*Men make better political leaders than women do.*" Models 5 and 6 are based on claim c: "*University education is more important for a boy than for a girl.*"

The Table presents the results from a set of Logit estimations. Marginal effects are reported following the dy/dx method: the results measure the amount of change in the dependent variable that will be produced by a 1-unit change in the explanatory variable when all other explanatory variables in the model are considered at their mean value. The dependent variable corresponds to reporting a Personal Belief more progressive than the corresponding Normative Expectation. In Models 3-6, the coefficient of the variable *Correct Normative Expectations* is omitted since *Correct Normative Expectations* $= 1$ perfectly predicts $y = 0$. This occurs because for Claims b and c , in all reference groups, the modal reply is "strongly disagree," and therefore, it is not possible to have Personal Beliefs more open than Normative Expectations once they have been correctly identified. All models include two dummy variables for the slowest and fastest 10% of respondents, based on response time, to control for potential noise or inattention. In Models 2, 4 and 6, we include controls for the size of the municipality of residence using data provided by the Urban Index (https://www.urbanindex.it). However, we lose data on 203 individuals in Model 2, 102 individuals in Model 4 and 50 individuals in Model 6 due to unmatched municipality names. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

D Appendix D: Survey Content Summary

The survey was administered to a representative sample of the Italian adult population. Below is a structured summary of the questionnaire content.

1. **Demographics**
   - Gender, age, region of birth and current residence (postal code)
   - Civil status: married, cohabitant, divorced/separated, widowed, single
   - Number, age, and gender of children
   - Household composition (e.g., partner, children, parents, others)
2. **Education**
   - Highest education level of the respondent, partner, parents, and cohabiting children
3. **Incentivized Elicitation of Normative Beliefs**
   - Elicitation of Normative Beliefs on four vignettes presented in random order (see Barigozzi et al. 2025).
   - Elicitation of Normative Beliefs on five claims presented in random order. The exact wording of each item is reported in Section C.1.
4. **Employment and Economic Information**
   - Employment status (e.g., employed, unemployed, student, homemaker, retired)
   - Job characteristics: sector, type of employment (e.g., self-employed, public employee), weekly hours, commute time, income bracket, remote work
   - Employment details of all cohabiting adults
   - Changes in work conditions due to COVID-19 (before/during/after lockdown)
5. **Household Task Allocation**
   - Distribution of domestic tasks (e.g., shopping, cooking, cleaning, childcare) across:
   - Tailored questions depending on household type (with/without partner or children)
6. **Elicitation of First Order Beliefs**
   - Participants were asked to report their personal beliefs regarding both the vignettes and the five claims presented in the section *Incentivized Elicitation of Normative Expectations*, following the same order. The exact wording of the questions is reproduced in Section C.2.

7. **Normative Referents and Life Values**

    - Influence of various groups (e.g., friends, coworkers, family) on decisions regarding family and work
    - Distribution of 100 points across life priorities: family, work, free time, religion, community

8. **Political Orientation**

    - Political alignment

9. **Attitudes and Personality**

    - Self reported general risk aversion (scale 0–10)
    - Interpersonal trust
    - TIPI
    - Three-item Cognitive Reflection Test (CRT) assessing intuitive vs. reflective reasoning

C.1 The Elicitation of Normative Expectations

Participants were presented with the following text

What Do People Like You Think?

In the next five questions, you have the opportunity to earn an Amazon voucher if you correctly guess the response most commonly given by people similar to you who are answering this questionnaire. By **people similar to you**, we mean: same gender, same age group (i.e., 25–34, 35–49, or 50–64) and living in the same geographical macro-area (i.e., North, Center, or South and Islands). After all participants have completed the questionnaire, two draws will be carried out:

1. One of the five belief questions will be randomly selected.
2. 150 participants will be randomly selected from the sample of those who completed the survey (total sample size: 1,500 individuals).

Among the 150 selected participants, those who correctly guessed the most common answer given by people similar to them on the randomly selected question will receive a reward of €3 for each correct guess. Payments will be managed and distributed by Scenari Srl, the company administering the survey.

Next the 4 vignettes were presented in random order. After the 4 vignettes participants were presented with this last question. The five claims in the question were presented in random order.

Incentivized Guessing Task

In the next question, you will read several statements. For each one, we ask you to guess the response that was chosen by the majority of people similar to you (i.e., same gender, same age group, and residing in the same geographical area).

Remember: if this question is selected in the prize draw, you can earn **€3 for each correct guess**—if you are among the 150 randomly selected participants! You can earn up to **€15** on this question alone, so think carefully before responding.

1. A preschool kid is likely to suffer if his or her mother works full-time.
2. Men make better political leaders than women do.
3. When jobs are scarce, men should have more rights to a job than women.
4. University education is more important for a boy than for a girl.
5. A woman should be ready to reduce the time devoted to her job for family reasons.

Possible answers were: I believe that most respondents similar to me Strongly agree/Somewhat agree/Somewhat disagree/Strongly disagree.

B.2. Elicitation of First Order Beliefs

In this section participants were presented with the same vignette and claims presented in Section B.1., but this time they were asked to state their personal opinions. Participants were presented with the following text.

What Do You Think?

In the following questions, we ask you to indicate your **personal opinions** regarding certain scenarios and statements.

Here the 4 vignettes are presented in the same order as in Section B2

Please indicate what you think about the following statements:

1. A preschool kid is likely to suffer if his or her mother works full-time.

2. Men make better political leaders than women do.

3. When jobs are scarce, men should have more rights to a job than women.

4. University education is more important for a boy than for a girl.

5. A woman should be ready to reduce the time devoted to her job for family reasons.

Possible answers were: I personally Strongly agree/Somewhat agree/Somewhat disagree/Strongly disagree.