

Supplement A

Demographic information of interviewees: guided interview

Variables	respondents (n=12)		Population in Vienna*
	n	%	%
Gender			
Male	6	50.0	48.9
Female	6	50.0	51.1
Age (year)			
18–29	4	33.3	20.5
30–39	2	16.7	19.6
40–49	2	16.7	16.4
50–59	0	0.0	16.6
>60	4	33.3	26.8
Average age	44.6 years		41.2 years
Level of education			
Compulsory school/ no school education	0	0.0	21.2
Secondary school (no qualification for university attendance)	2	16.7	8.9
Apprenticeship	1	8.3	20.7
AHS/BHS/College (with qualification for university attendance)	3	25.0	19.7
University of Applied Sciences/University	6	50.0	29.5

*Source: (MA23, 2023)

References

MA23, 2023. Wien in Zahlen Statistik (Statistical Yearbook of the City of Vienna). Vienna.

Supplement B

Questionnaire survey with items

Topic block	Location	Items
Social norms regarding waste separation	private and public space	<i>My family thinks I should separate my waste.</i>
		<i>My friends think that separating waste is a good thing.</i>
		<i>My acquaintances believe I should separate my waste.</i>
		<i>It is socially expected that people separate waste.</i>
Waste separation in private and public spaces	private and public space	<i>I have the feeling that people in Vienna should separate their waste.</i>
		<i>What waste was produced last week?</i>
Efforts required to separate waste	private and public space	<i>What waste did you actively separate last week?</i>
		<i>I don't have time to separate my waste.</i>
		<i>I don't worry about waste separation and dispose of my waste in the residual waste.</i>
		<i>There are enough separation options to separate my waste.</i>
		<i>The available separation options cover all types of waste (e.g. glass, paper, organic waste etc.) that I could separate.</i>
Perception of waste in public	public space	<i>It takes a long time to find the next separation option (e.g. paper, yellow bin, organic waste etc.).</i>
		<i>It bothers me when rubbish lies on the ground or in the environment.</i>
		<i>It is important to me that my surroundings are tidy and clean.</i>
		<i>If I can't find a rubbish bin, I take my rubbish home with me if necessary.</i>
		<i>I separate my rubbish as best I can, but I don't force myself to do so.</i>
		<i>I keep recyclables (paper, glass, etc.) with me until I find a way to separate them.</i>
		<i>If I can't find a separation option in public, I take recyclables (paper, glass, etc.) home and separate them there.</i>