

Supplemental A. Questionnaire.

Survey on crowdfunding for sustainability

We are conducting this survey to understand crowdfunding behavior with respect to sustainability. The term crowdfunding for sustainability refers to crowdfunding projects related to the 17 United Nations sustainable development goals (SDGs), which can be also used interchangeably with 'sustainability crowdfunding' in this study. This approach is used as it gives a much wider appreciation of the direct and indirect contribution of organizations, small and medium enterprises, startups, individual fundraisers, platforms, and funders to sustainability. This study is supported by the National Research Foundation of Korea (NRFK) and OOO University. Your sincere response will contribute to our understanding of crowdfunding for sustainability and how crowdfunding may contribute to the SDGs. Your response is completely anonymous and will be used only for academic purpose.

We greatly appreciate your time and cooperation in completing this questionnaire.

Thank you very much!

*Names of the researchers and university are eliminated for anonymity.
The layout of this questionnaire in English is only for MS word file which is quite different from the online survey screen in Korean.*

March 11 – March 23, 2020

Note 1: In this survey, the term *crowdfunding* is defined as the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet, which represents a form of crowdsourcing and alternative financing for donation, reward (products or services), and/or investment (equity and lending).

Note 2: In September 2015 by the 70th UN general Assembly, the General Assembly adopted the 2030 Agenda for Sustainable Development that includes 17 Sustainable Development Goals (SDGs). Building on the principle of “leaving no one behind”, the new Agenda emphasizes a holistic approach to achieving sustainable development for all with human, earth, prosperity, peace, and partnership, along with specific 167 SDGs.

In this survey, the term *crowdfunding for sustainability* refers to crowdfunding for the 17 SDGs as follows: SDG1: Poverty reduction; SDG2: Reducing hunger/sustainable agriculture and food; SDG3: Public health and well-being; SDG4: Inclusive and equitable quality education and lifelong learning; SDG5: Gender equality/empowerment for women and girls; SDG6: Clean water and public sanitation; SDG7: Sustainable energy; SDG8: Green business practices/employment; SDG9: Sustainable infrastructure/environmentally sound technologies and industrial processes; SDG10: Projects in Korea/developing countries that reduce socio-economic inequalities; SDG11: Safe and sustainable housing/sustainable transport/green and public space; SDG12: Waste reduction and recycling; SDG13: Climate change; SDG14: Sustainable oceans and marine resource conservation; SDG15: Terrestrial biodiversity (fauna, flora, ecosystem) conservation/combat desertification/reduce illegal wildlife trade; SDG16: Promote peaceful and inclusive societies and reduce violence; and/or SDG17: Global partnership: Technology/financial transfer to developing countries.

Screen question (SQ)

SQ1. In the past 12 months, have you participated in any crowdfunding projects for sustainability?

① No ☞ If you checked “No” please answer the following SQ2 question.

SQ2. Please tell us the most relevant reason why you have not participated in any crowdfunding projects (e.g., donation, reward, investment) for sustainability.

Reasons: ① Risks ② Lack of information ③ Don't know how to do it ④ Not enough money
⑤ I would rather crowdfund other areas than sustainability

Thank you for your participation in this survey.

② Yes ☞ If you checked “yes,” please answer the following DQ1 questions.

Demographic characteristics[Quota]

DQ1. What is your gender?

① Male ② Female

DQ2. What is your year of birth? _____ year. Are you?

- ① Less than 20 years old
- ② 20~29 years old
- ③ 30~39 years old
- ④ 40~49 years old
- ⑤ 50~59 years old
- ⑥ 60 years old or over

General information

GQ1. How long have you been participating in crowdfunding?
_____ months (e.g., 12 months)

GQ2. Please select all of the following types of crowdfunding that you have participated in regardless of the area that you funded.

- ① Donation: Funds are donated to a specific crowdfunding project without expecting any return.
- ② Reward: Funds are invested in a specific crowdfunding project expecting a service or product return.
- ③ Equity/bond: Funds are invested in start-ups or entrepreneurs to receive compensation for stocks/bonds.
- ④ Lending: Money is lent to start-ups or individuals with an expectation that it will be returned to the funder with interest in the future.
- ⑤ Other (please identify): _____

GQ3_1. Please check the descriptor that best identifies how often you invest in crowdfunding projects:

- ① Daily ② Weekly ③ Monthly ④ Quarterly ⑤ Yearly

GQ3_2. On average, how much money do you invest in each crowdfunding project?

_____ Won (e.g., 50,000 Won)

GQ4_1. Please check the descriptor that best identifies how often you invest in crowdfunding projects for sustainability:

- ① Daily ② Weekly ③ Monthly ④ Quarterly ⑤ Yearly

GQ4_2. On average, how much money do you invest in each crowdfunding project for sustainability?

_____ Won (e.g., 50,000 Won)

GQ5. What is your primary reason for participating in crowdfunding for sustainability?

- ① Donation: Funds are donated to a specific crowdfunding project without expecting any return.
 ② Reward: Funds are invested in a specific crowdfunding project expecting a service or product return.
 ③ Equity/bond: Funds are invested in start-ups or entrepreneurs to receive compensation for stocks/bonds.
 ④ Lending: An unspecified number of people are lending money to start-ups or individuals by borrowers' funding management plan and credit information.
 ⑤ Other (please identify): _____

CQ0. Please provide the name and description of the crowdfunding for sustainability project and platform in which you have most recently participated:

CQ0_1. What is the name of the most recent crowdfunding for sustainability project in which you have participated?

CQ0_2. Please *select one* of the 17 following areas that best describe your most recent crowdfunding for sustainability project. [Select one]

- ① poverty reduction, ② reducing hunger/sustainable agriculture and food, ③ public health and well-being, ④ inclusive and equitable quality education and lifelong learning, ⑤ gender equality/empowerment for women and girls, ⑥ clean water and public sanitation, ⑦ sustainable energy, ⑧ green business practices/employment, ⑨ sustainable infrastructure/environmentally sound technologies and industrial processes, ⑩ projects in Korea/developing countries that reduce socio-economic inequalities, ⑪ safe and sustainable housing/sustainable transport/green and public space, ⑫ waste reduction and recycling, ⑬ climate change, ⑭ sustainable oceans and marine resource conservation, ⑮ terrestrial biodiversity (fauna, flora, ecosystem) conservation/combate desertification/reduce illegal wildlife trade, ⑯ promote peaceful and inclusive societies/reduce violence, or ⑰ technology/financial transfer to developing countries.

CQ0_3. What are the financial characteristics of your most recent crowdfunding project for sustainability (CQ0_1 response value)? [Select one]

- ① A for-profit crowdfunding project ② As non-profit crowdfunding project ③ Don't know

CQ0_4. On what platform (site) did you participate in the crowdfunding project for sustainability that you most recently joined (CQ0_1 response value)? [Select one]

- ① OhMyCompany ② Wadiz ③ Crowdy ④ Tumblebug ⑤ HappyBean ⑥ Others (Describe the

name of platform/site): _____

CQ0_5_1. Have you ever been involved in crowdfunding outside of Korea? [Select one]

- Yes No

CQ0_5_2. What is the most recent crowdfunding project from outside of Korea that you participated in? _____

Please also provide project and country name and date:

- 1) Name of platform in which you participated: _____
- 2) Name of country in which project was situated: _____
- 3) Date of participation (e.g., April 2019): _____

CQ0_6_1. Have you ever been involved in crowdfunding for ? outside of Korea? [Select one]

- Yes No (→Move to CQ1)

CQ0_6_2. What is the most recent crowdfunding for sustainability project from outside of Korea that you participated in? _____

Please also provide country name and date:

- 1) Name of platform in which you participated: _____
- 2) Name of country in which project was situated: _____
- 3) Date of participation (e.g., January 2020): _____
- 4) Main type of sustainability crowdfunding in which you participated (please refer to list below and provide a number of SDG): _____

SDG1: Poverty reduction; SDG2: Reducing hunger/sustainable agriculture and food; SDG3: Public health and well-being; SDG4: Inclusive and equitable quality education and lifelong learning; SDG5: Gender equality/empowerment for women and girls; SDG6: Clean water and public sanitation; SDG7: Sustainable energy; SDG8: Green business practices/employment; SDG9: Sustainable infrastructure/environmentally sound technologies and industrial processes; SDG10: Projects in Korea/developing countries that reduce socio-economic inequalities; SDG11: Safe and sustainable housing/sustainable transport/green and public space; SDG12: Waste reduction and recycling; SDG13: Climate change; SDG14: Sustainable oceans and marine resource conservation; SDG15: Terrestrial biodiversity (fauna, flora, ecosystem) conservation/combat desertification/reduce illegal wildlife trade; SDG16: Promote peaceful and inclusive societies and reduce violence; and/or SDG17: Global partnership: Technology/financial transfer to developing countries).

CQ0_7. Which of the following non-crowdfunding means of support for sustainability have you participated in over the past 12 months? [Select one]

- Donation: Funds are donated to a specific sustainability project without expecting any personal return.
- Reward: Funds are invested in a specific sustainability project with an expected personal service or product return.
- Equity/bond: Funds are invested in sustainability start-ups or entrepreneurs in order to receive compensation for stocks/bonds.
- Lending: Money is lent to start-ups or individuals by borrowers on the expectation it will be returned.
- Volunteering: Time and labour are given to support a sustainability project
- Association: I am a member of an association or club that is engaged in sustainability projects

⑦ Work: My employer is engaged in sustainability projects

Construct

When you answer the following questions, please answer with respect to the most recent crowdfunding for sustainability project that you have participated in that you provided above.

Please choose the closest one to your crowdfunding experience in sustainability sectors [Select one for each] (1: strongly disagree; 2: disagree; 3: somewhat disagree; 4: neither agree nor disagree; 5: somewhat agree; 6: agree; 7: strongly agree).

CQ1. personality traits	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. I get excited at new ideas.	1	2	3	4	5	6	7
2. I enjoy thinking about a lot of things.	1	2	3	4	5	6	7
3. I enjoy hearing new ideas.	1	2	3	4	5	6	7
4. I enjoy looking for a deeper meaning.	1	2	3	4	5	6	7
5. I have a vivid imagination.	1	2	3	4	5	6	7
6. I tend to implement my plans.	1	2	3	4	5	6	7
7. I pay attention to detail.	1	2	3	4	5	6	7
8. I am always well prepared.	1	2	3	4	5	6	7
9. I tend to abide by my plans.	1	2	3	4	5	6	7
10. I do my work perfectly.	1	2	3	4	5	6	7
11. I talk to a lot of other people at parties.	1	2	3	4	5	6	7
12. I feel comfortable with people around me.	1	2	3	4	5	6	7
13. I tend to initiate conversations.	1	2	3	4	5	6	7
14. I make friends easily.	1	2	3	4	5	6	7
15. I do not mind being the center of attention.	1	2	3	4	5	6	7
16. I sympathize with the feelings of others.	1	2	3	4	5	6	7
17. I am concerned about others.	1	2	3	4	5	6	7
18. I respect others.	1	2	3	4	5	6	7
19. I believe that others have good intentions.	1	2	3	4	5	6	7
20. I trust what people say to me.	1	2	3	4	5	6	7
21. I get stressed out easily.	1	2	3	4	5	6	7
22. I worry about many things.	1	2	3	4	5	6	7
23. I fear the worst.	1	2	3	4	5	6	7
24. I am filled with doubts.	1	2	3	4	5	6	7
25. I fall into a panic easily.	1	2	3	4	5	6	7

CQ2. Pro-social behavior on SDGs	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. Participating in the SDGs is an ethically right action.	1	2	3	4	5	6	7
2. Participating in the SDGs is a moral duty.	1	2	3	4	5	6	7
3. Supporting the SDGs is a virtuous behavior.	1	2	3	4	5	6	7
4. Supporting the SDGs is the right thing to do.	1	2	3	4	5	6	7

CQ3. Perceived ethics on SDGs	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. Walking or cycling to reduce CO ₂ emission helps the SDGs.	1	2	3	4	5	6	7
2. Reducing disposable products (e.g., plastic knives, forks, spoons or Styrofoam cups) contributes to the SDGs.	1	2	3	4	5	6	7

3. Conserving natural resources (e.g., electricity, water) contributes to the SDGs.	1	2	3	4	5	6	7
4. Pursuing the SDGs results in better lives.	1	2	3	4	5	6	7

CQ4. Attachment to crowdfunding for sustainability	Strongly disagree	Dis-agree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. I have deeply involved in participating in crowdfunding for sustainability.	1	2	3	4	5	6	7
2. Participating in crowdfunding for sustainability is part of my life.	1	2	3	4	5	6	7
3. I am attached to participating in crowdfunding for sustainability.	1	2	3	4	5	6	7
4. Participating in crowdfunding for sustainability is important to me.	1	2	3	4	5	6	7

CQ5. Subjective well-being	Strongly disagree	Dis-agree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. Financial support for sustainability crowdfunding is part of my ideal life.	1	2	3	4	5	6	7
2. My life is great when I financially support sustainability crowdfunding.	1	2	3	4	5	6	7
3. I am happy with my life when financially supporting sustainability crowdfunding.	1	2	3	4	5	6	7
4. So far, I have gotten the important things that I want by financially supporting sustainability crowdfunding.	1	2	3	4	5	6	7

Demographic characteristics

DQ3. What is the highest level of education you have completed?

- ① Less than high school or high school diploma ② 2-year degree ③ 4-year degree ④ Graduate School or Graduate Degree

DQ4. What is your marital status?

- ① Single ② Married ③ Divorced/Separated ④ Widow(er) ⑤ Other (specify) _____

DQ5. What is your monthly household income?

- ① Less than 2.00 million won ② 2.00-3.99 million won ③ 4.00-5.99 million won ④ 6.00-7.99 million won ⑤ 8.00 million won or more

DQ6. What is your main occupation?

- ① Professional (e.g., attorney, engineer, architect) ② Entrepreneur/Self-employed ③ Service employee ④ Office/Administrative/Clerical ⑤ Civil Servant (Government) ⑥ Home maker ⑦ Retiree ⑧ Student ⑨ Unemployed ⑩ Other (specify) _____

DQ7. Where are you living now?

- ① Seoul ② Busan ③ Daegu ④ Incheon ⑤ Daejeon ⑥ Ulsan ⑦ Gwangju ⑧ Sejong
⑨ Gyeonggi ⑩ Gangwon ⑪ Chungbuk ⑫ Chungnam ⑬ Jeonbuk ⑭ Jeonnam ⑮ Kyungbuk
⑯ Gyeongnam ⑰ Jeju

Thank you very much for your time and participation!

Supplemental B. Quota sampling based on gender and age.

Factor	Category	The percent of the samples of this study	The percent of mobile internet users
Gender	Male	51.2%	51.2%
	Female	48.8%	48.8%
Age	10 to 19	16.8%	16.9%
	20 to 29	17.2%	17.1%
	30 to 39	17.2%	17.1%
	40 to 49	17.1%	17.0%
	50 to 59	16.8%	16.9%
	60 to 69	14.9%	15.0%

Note: The percent is based on National Information Society Agency (2020).

Supplemental C. Common method bias tests.

Test method	Test	Result
Exploratory factor analysis (EFA)	Eight factors appeared (the total 65.0%) First factor: 29.7% Second factor: 8.8% Third factor: 7.9% Fourth factor: 5.6% Fifth factor 3.7% Sixth factor 3.5% Seventh factor 3.1% Eighth factor 2.6%	Since more than one factor appears, and the first factor has less than 50% variance, common method bias is not issue.
Comparing single factor and hypotheses (complicated) model	Single factor model: SRMR: 0.110 (< 0.08) AVE: 0.512 (>0.5) R square: 0.432 (the larger the better) <hr/> Hypotheses model: SRMR: 0.096 (< 0.08) AVE: 0.651>0.5) R square: 0.517 (the larger the better)	Since the hypotheses model is superior to the single factor model, common method bias is not issue.

Note: All tests show that common method bias is not problem in this study.

Supplemental D. Demographic characteristic and general information of the entire group.

Characteristics	n (500)	% (100)	Characteristics	n (500)	% (100)
Gender			Experienced types**		
Male	253	50.6	Donation	254	50.8
Female	247	49.4	Reward	327	65.4
Age			Investment (stocks, bonds)	203	40.6
Under 20 years old	35	7.0	Lending	95	19.0
20 – 29 years old	129	25.8	Other	2	0.4
30 – 39 years old	129	25.8	Frequency of crowdfunding		
40 – 49 years old	127	25.4	Monthly or more frequently	269	53.8
50 – 59 years old	64	12.8	Quarterly or less frequently	231	46.2
60 years old and over	16	3.2	Investment amount		
Educational level			Less than 100,000 KRW	308	61.6
Less than or high school diploma	79	15.9	From 100,000 to 999,999 KRW	160	32.0
2-year college	38	7.6	1,000,000 KRW or more	32	6.4
University	298	62.2	Frequency of sustainability crowdfunding		
Graduate school or higher	85	13.3	Monthly or more frequently	215	43.0
Marital status			Quarterly or less frequently	285	57.0
Single	267	53.4	Investment amount for sustainability		
Married	226	45.2	Less than 100,000 KRW	352	70.4
Divorce, separate, or widow/er	7	1.4	From 100,000 to 999,999 KRW	131	26.2
Monthly household income			1,000,000 KRW or more	17	3.4
Less than 2.00 million KRW*	18	3.6	Reason for sustainability crowdfunding		
From 2.00 to 3.99 million KRW	132	26.4	Donation	141	28.2
From 4.00 to 5.99 million KRW	134	26.8	Reward	208	41.6
From 6.00 to 7.99 million KRW	96	19.2	Investment (stocks, bonds)	117	23.4
From 8.00 to over million KRW	120	24.0	Lending	32	6.4
Occupation			Other	2	0.4
Professionals	73	14.6	Participated projects in the 17 SDGs		
Business owner	33	6.6	1. Poverty reduction	43	8.6
Service worker	18	3.6	2. Reducing hunger/sustainable agriculture/food	23	4.6
Office worker	232	46.4	3. Public health and well-being	66	13.2
Civil servant	21	4.2	4. Ensure equitable quality education for all	10	2.0
Home maker	29	5.8	5. Achieve gender equality	22	4.4
Retiree	2	0.4	6. Clean water and public sanitation	22	4.4
Student	71	14.2	7. Ensure access to sustainable energy	27	5.4
Unemployed	10	2.0	8. Green business practices/employment	46	9.2
Other	11	2.2	9. Build resilient infrastructure	42	8.4
Residential district			10. Reduce inequality within/among countries	20	4.0
Metropolitan areas	332	66.4	11. Build resilient and sustainable cities	25	5.0
Non-metropolitan areas	168	33.6	12. Waste reduction and recycling	45	9.0
Participation length			13. Urgent action on climate change	21	4.2
Less than 7 months	229	45.8	14. Conserve marine ecosystems	23	4.6
7 or more months	271	54.2	15. Conserve terrestrial ecosystems	38	7.6
Overseas funding			16. Promote peaceful societies/reduce violence	17	3.4
Yes	101	20.2	17. Strengthen global partnership	10	2.0
No	399	79.8	Characteristics of crowdfunding for sustainability		
Overseas sustainability funding			Profit crowdfunding project	197	39.4
Yes	64	12.8	Non-profit crowdfunding project	205	41.0
No	436	87.2	Don't know	98	19.6
Used platforms for sustainability			Experience of non-crowdfunding for sustainability		
OhMyCompnay	42	8.4	Yes	64	12.8
Wadiz	235	47.0	No	436	87.2
Crowdy	34	6.8	Participated overseas projects in the 17 SDGs	n=64	
Tumblebug	49	9.8	Fair distribution (SDGs 1, 2, 3, 4, 5, 10,16, 17)	25	39.0
HappyBean	99	19.8	Efficient allocation (SDGs 7, 8, 9, 11, 12)	24	37.5
Other	41	8.2	Sustainable scale (SDGs 6, 13, 14, 15)	15	23.5

Note: *US\$ 1 = KRW (Korean Won) 1,194 as of March 3, 2020. **Multi-response.

Supplemental E. Descriptive statistics and normal distribution test.

Construct	Items no.	Minimum	Maximum	Mean	Standard deviation	Kurtosis	Skewness
Openness	Item 1	1	7	5.250	1.117	0.076	-0.358
	Item 2	1	7	5.338	1.144	0.147	-0.487
	Item 3	2	7	5.448	1.058	-0.512	-0.310
	Item 4	2	7	5.296	1.123	-0.139	-0.466
	Item 5	1	7	5.012	1.188	-0.030	-0.267
Conscientiousness	Item 1	2	7	5.114	1.092	-0.105	-0.311
	Item 2	1	7	5.144	1.099	0.609	-0.542
	Item 3	1	7	4.584	1.169	-0.040	-0.011
	Item 4	1	7	4.926	1.160	0.020	-0.357
	Item 5	1	7	4.888	1.168	0.586	-0.530
Extraversion	Item 1	1	7	4.734	1.283	-0.369	-0.211
	Item 2	2	7	4.900	1.113	-0.148	-0.282
	Item 3	1	7	4.580	1.287	-0.287	-0.203
	Item 4	1	7	4.402	1.377	-0.483	-0.104
	Item 5	1	7	4.424	1.396	-0.334	-0.206
Agreeableness	Item 1	1	7	5.228	1.151	0.863	-0.738
	Item 2	1	7	4.888	1.149	0.540	-0.455
	Item 3	1	7	5.370	0.991	0.657	-0.497
	Item 4	1	7	4.794	1.129	0.320	-0.391
	Item 5	1	7	4.832	1.126	0.131	-0.281
Neuroticism	Item 1	1	7	4.594	1.451	-0.351	-0.365
	Item 2	1	7	4.622	1.398	-0.256	-0.415
	Item 3	1	7	4.606	1.524	-0.463	-0.408
	Item 4	1	7	4.542	1.383	-0.324	-0.288
	Item 5	1	7	4.180	1.394	-0.491	-0.040
Perceived ethics on SDGs	Item 1	1	7	5.462	1.207	1.002	-0.910
	Item 2	1	7	5.622	1.206	0.836	-0.909
	Item 3	1	7	<i>5.434</i>	<i>1.196</i>	<i>1.032</i>	<i>-0.900</i>
	Item 4	2	7	5.476	1.072	0.061	-0.480
Pro-social behavior on SDGs	Item 1	1	7	5.172	1.145	0.335	-0.477
	Item 2	1	7	4.590	1.362	0.008	-0.326
	Item 3	1	7	5.314	1.082	0.335	-0.516
	Item 4	1	7	5.278	1.043	0.171	-0.374
Attachment to sustainability crowdfunding	Item 1	1	7	4.126	1.314	-0.004	-0.080
	Item 2	1	7	4.034	1.385	-0.240	-0.115
	Item 3	1	7	4.392	1.372	-0.182	-0.297
	Item 4	1	7	4.442	1.277	0.134	-0.281
Subjective well-being	Item 1	1	7	4.636	1.274	0.208	-0.271
	Item 2	1	7	4.630	1.185	0.349	-0.265
	Item 3	1	7	4.832	1.112	0.895	-0.506
	Item 4	1	7	4.558	1.188	0.162	-0.149

Note: When an item has normal distribution, the absolute value of kurtosis and skewness is within 1.000. The item in italic has non-normality distribution.

Supplemental F. Measurements.

Constructs	Factor loading	VIF**
Openness		
1. I get excited at new ideas.	0.845	2.130
2. I enjoy thinking about a lot of things.	0.809	1.963
3. I enjoy hearing new ideas.	0.831	2.028
4. I enjoy looking for a deeper meaning.	0.712	1.440
5. I have a vivid imagination.	0.748	1.788
Conscientiousness		
1. I tend to implement my plans.	0.814	1.925
2. I pay attention to detail.	0.701	1.322
3. I am always well prepared.	0.741	1.653
4. I tend to abide by my plans.	0.786	1.850
5. I do my work perfectly.	0.772	1.769
Extraversion		
1. I talk to a lot of other people at parties.	0.805	1.986
2. I feel comfortable with people around me.	0.761	1.323
3. I tend to initiate conversations.	0.795	1.894
4. I make friends easily.	0.780	2.022
5. I do not mind being the center of attention.	0.674	1.555
Agreeableness		
1. I sympathize with the feelings of others.	0.742	1.435
2. I am concerned about others.	0.716	1.449
3. I respect others.	0.760	1.410
4. I believe that others have good intentions.	0.699	1.527
5. I trust what people say to me.	0.666	1.481
Neuroticism		
1. I get stressed out easily.	0.856	1.507
2. I worry about many things.	0.905	1.716
3. I fear the worst.	0.587	1.459
4. I am filled with doubts.*	-	-
5. I fall into a panic easily.*	-	-
Perceived ethics on SDGs		
1. Walking or cycling to reduce CO ₂ emission helps the SDGs.	0.864	2.338
2. Reducing disposable products (e.g., plastic knives, forks, spoons or Styrofoam cups) contributes to the SDGs.	0.860	2.191
3. Conserving natural resources (e.g., electricity, water) contributes to the SDGs.	0.854	2.262
4. Pursuing the SDGs results in better lives.	0.814	1.793
Pro-social behavior on SDGs		
1. Participating in the SDGs is an ethically right action.	0.862	2.150
2. Participating in the SDGs is a moral duty.	0.730	1.564
3. Supporting the SDGs is a virtuous behavior.	0.806	1.840
4. Supporting the SDGs is the right thing to do.	0.873	2.231
Attachment to sustainability crowdfunding		
1. I have been deeply involved in participating in crowdfunding for sustainability.	0.878	2.653
2. Participating in crowdfunding for sustainability is part of my life.	0.898	3.040
3. I am attached to participating in crowdfunding for sustainability.	0.877	2.536
4. Participating in crowdfunding for sustainability is important to me.	0.897	2.847
Subjective well-being		
1. Financial support for sustainability crowdfunding is part of my ideal life.	0.864	2.258
2. My life is great when I financially support sustainability crowdfunding.	0.860	2.235
3. I am happy with my life when financially supporting sustainability crowdfunding.	0.863	2.298
4. So far, I have gotten the important things that I want by financially supporting sustainability crowdfunding.	0.846	2.110

*items were deleted after confirmatory factor analysis. **Variance inflation factor of multicollinearity.

Supplemental G. Mediating effect.

Path	Coefficient	t-value	p-value
Openness → Attachment to sustainability crowdfunding (mediator: value)	0.088***	3.867	< 0.001
Openness → Subjective well-being (mediators: value and attachment)	0.108***	3.812	< 0.001
Conscientiousness → Attachment to sustainability crowdfunding (mediator: value)	0.061**	2.763	< 0.01
Conscientiousness → Subjective well-being (mediators: value and attachment)	0.074**	2.789	< 0.01
Extraversion → Attachment to sustainability crowdfunding (mediator: value)	-0.066***	3.392	< 0.001
Extraversion → Subjective well-being (mediators: value and attachment)	-0.081***	3.320	< 0.001
Agreeableness → Attachment to sustainability crowdfunding (mediator: value)	0.162***	5.273	< 0.001
Agreeableness → Subjective well-being (mediators: value and attachment)	0.197***	5.591	< 0.001
Neuroticism → Attachment to sustainability crowdfunding (mediator: value)	0.000 ^{ns}	0.014	ns
Neuroticism → Subjective well-being (mediators: value and attachment)	0.000 ^{ns}	0.014	ns
Value on SDGs → Subjective well-being (mediator: attachment)	0.230***	8.179	< 0.001

Note: ***p<0.001; **p<0.01. ns = non-significant.