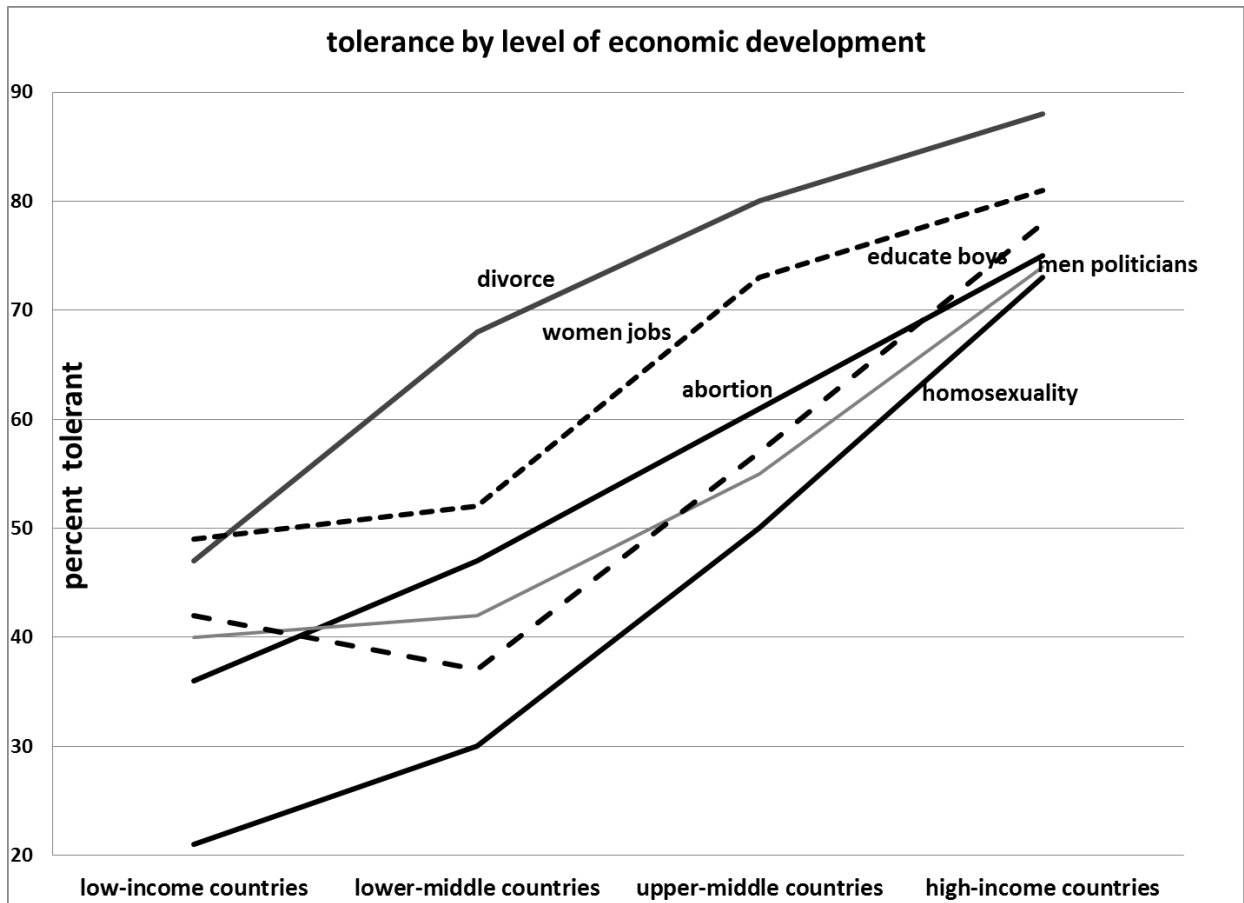


## Cultural change, Slow and Fast (Online Appendix)

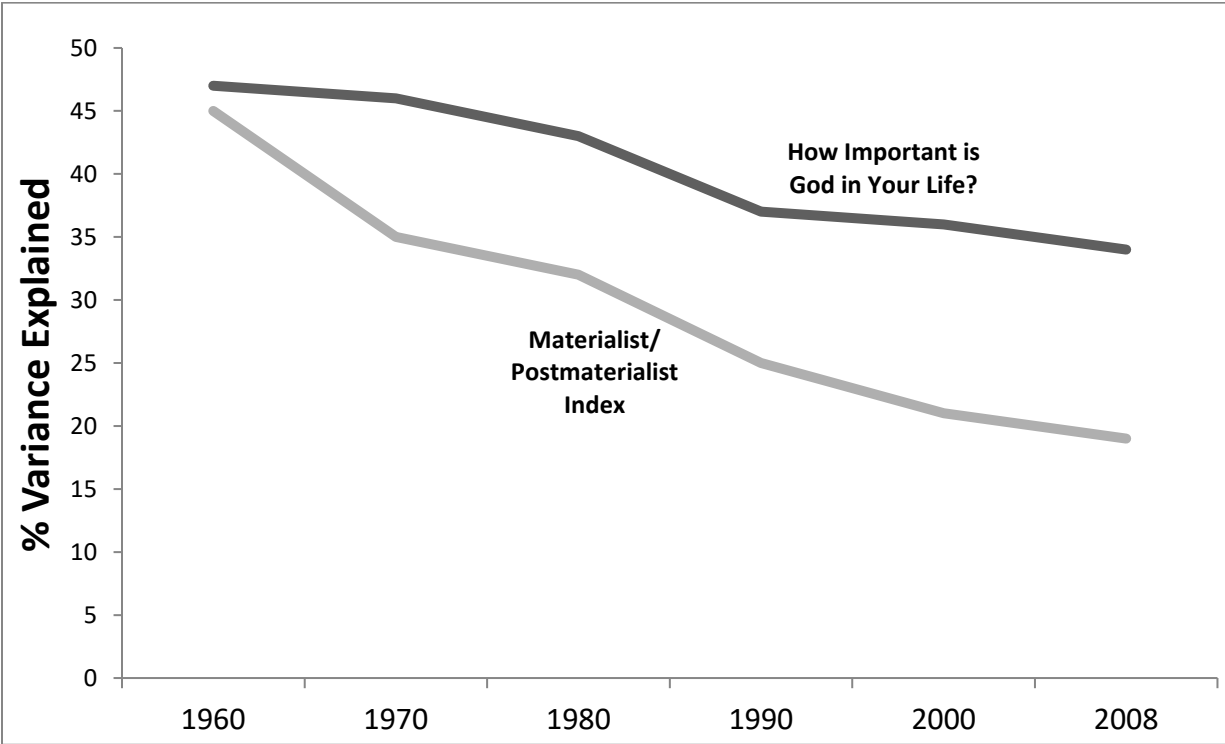


**Figure A1. Six aspects of tolerance, by level of economic development.**

The questions concerning divorce, abortion and homosexuality are measured on 10-point scales, with codes 6 through 10 being coded as tolerant. The questions concerning jobs for women and whether men make better political leaders have four response categories, two of which are coded as tolerant. The question concerning education for boys has three response categories; only one category is coded as tolerant, excluding the negative and neutral categories.

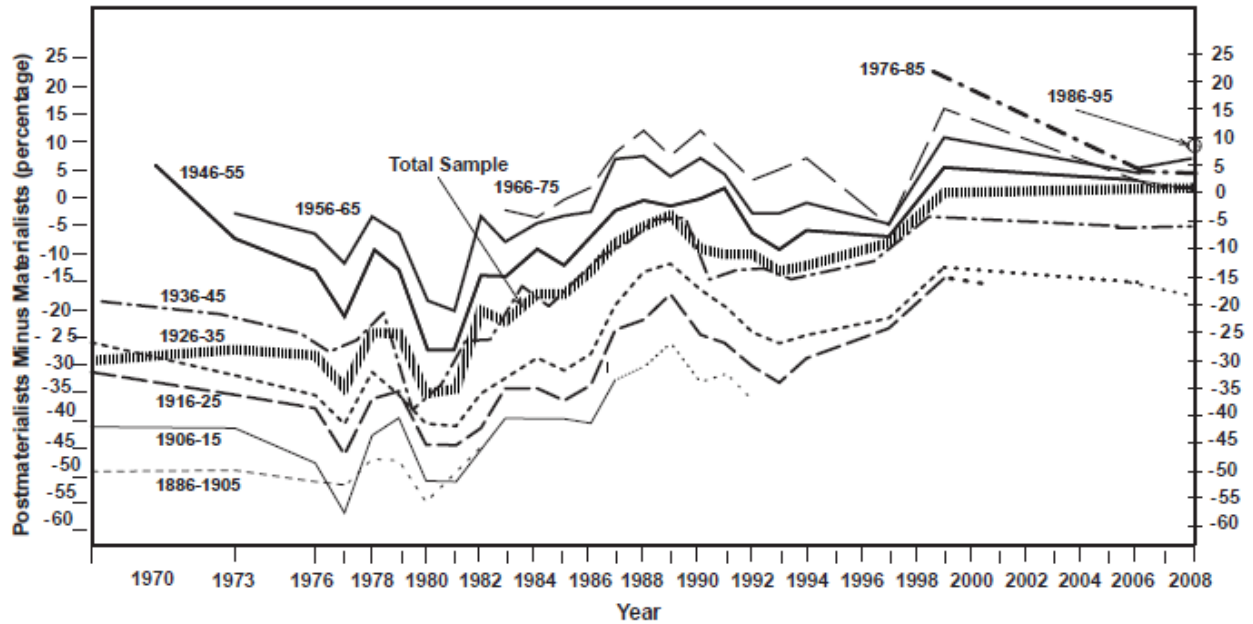
**Source:** Pooled sample from latest Values Survey in following countries (grouped by World Bank income groups in 2000). **Low-income:** Azerbaijan, Bangladesh, Burkina Faso, Armenia, Ethiopia, Georgia, Ghana, India, Indonesia, Kyrgyzstan, Mali, Moldova, Nigeria, Pakistan, Rwanda, Tanzania, Uganda, Ukraine, Uzbekistan, Viet Nam, Zambia, Zimbabwe; **Lower-middle income:** Albania, Algeria, Bosnia, Bulgaria, Belarus, China, Colombia, Dominican Rep., Ecuador, Egypt, El Salvador, Guatemala, Iran, Iraq Kazakhstan, Jordan, Latvia, Lithuania, Macedonia, Montenegro, Morocco, Peru, Philippines, Romania, Russia, Serbia, Thailand, Tunisia, Turkey; **Upper-middle income:** Argentina, Brazil, Chile, Croatia, Czech Rep., Estonia, Hungary, South Korea, Malaysia, Malta, Mexico, Poland, Puerto Rico, Saudi Arabia, Slovakia, South Africa, Taiwan, Trinidad, Uruguay, Venezuela; **High-income:** Australia, Austria, Belgium, Canada, Cyprus, Denmark, Finland, France, Germany, Greece, Hong Kong, Iceland, Ireland, Israel, Italy, Japan, Luxembourg, Netherlands, New Zealand, Norway, Portugal, Singapore, Slovenia, Spain, Sweden, Switzerland, United Kingdom, United States. This is the maximum set of countries: data are missing for some variables from some countries.

Cultural change, Slow and Fast (Online Appendix)



**Figure A2. The impact of Existential Security measured at various time points, on religiosity and on Materialist/Postmaterialist values as measured in latest available survey.** Importance of God and Postmaterialist values were measured in the latest available survey for each country (the median year being 2008), in 96 and 94 countries respectively.

## Cultural change, Slow and Fast (Online Appendix)



**Figure A3. Cohort analysis based on percentage of Postmaterialists minus percentage of Materialists in six West European countries from 1970 to 2008-2009.** Each cohort's birth years are shown on graph. Data from 1970 through 1997 are from the Euro-Barometer surveys. Data from 1999, 2006 and 2008-2009 are from the World Values Survey and European Values Study. Based on Figure 2 in Inglehart, 2008, updated to include the 2008-2009 data.

## Cultural change, Slow and Fast (Online Appendix)

### Materialist/Postmaterialist Values battery

V60. People sometimes talk about what the aims of this country should be for the next ten years. On this card are listed some of the goals which different people would give top priority. Would you please say which one of these you, yourself, consider the most important? (*Code one answer only under "first choice"*):

V61. And which would be the next most important? (*Code one answer only under "second choice"*)

	V60 First choice	V61 Second choice
<b>A high level of economic growth</b>	<b>1</b>	<b>1</b>
<b>Making sure this country has strong defense forces</b>	<b>2</b>	<b>2</b>
<i>Seeing that people have more say about how things are done at their jobs and in their communities</i>	3	3
<i>Trying to make our cities and countryside more beautiful</i>	4	4

(*Show Card J*)

V62. If you had to choose, which one of the things on this card would you say is most important? (*Code one answer only under "first choice"*):

V63. And which would be the next most important? (*Code one answer only under "second choice"*):

	V62 First choice	V63 Second choice
<b>Maintaining order in the nation</b>	<b>1</b>	<b>1</b>
<i>Giving people more say in important government decisions</i>	2	2
<b>Fighting rising prices</b>	<b>3</b>	<b>3</b>
<i>Protecting freedom of speech</i>	4	4

(*Show Card K*)

V64. Here is another list. In your opinion, which one of these is most important? (*Code one answer only under "first choice"*):

V65. And what would be the next most important? (*Code one answer only under "second choice"*):

	V64 First choice	V65 Second choice
<b>A stable economy</b>	<b>1</b>	<b>1</b>
<i>Progress toward a less impersonal and more humane society</i>	2	2
<i>Progress toward a society in which Ideas count more than money</i>	3	3
<b>The fight against crime</b>	<b>4</b>	<b>4</b>

### Table 1. Text of questions used to measure Materialist/Postmaterialist values.

Materialist responses are shown in bold face, Postmaterialist responses in italics (one item does not have clear Materialist or Postmaterialist polarity).

Two indices have been constructed from this battery:

#### A four-item index, based on the responses to V62 and V63.

Code 1 Materialist—both choices are Materialist items

Code 2 Mixed

Code 3 Postmaterialist—both choices are Postmaterialist

#### A 12-item index based on responses to V60-V65.

Codes ranges from 0 to 5, based on the number of Postmaterialist items given high priority.