

Table 1: Questionnaire items corresponding to constructs, variables, and hypotheses.

Construct	Variable	Question Text	Q	H1	H2	H3	H4	H5
Global Business Travel	Travel Frequency	On average, how often do you travel for business?	4					
	Trip Length	How long are each of your business trips, on average?	5			x	x	x
Corporate Culture	Business Growth	Travelling for business increases business growth.	1					
		In my experience, business travel has been essential to achieving the results I have.	8			x		
	Meeting Culture	I enjoy travelling for business.	2					
		Video/audioconferencing is preferable to a business trip. Information Technology (IT) has reduced the use of air travel for business purposes.	6 7				x	
Environmental Awareness	Climate Science Knowledge	I understand the greenhouse effect, its causes, and its consequences.	9					
		I understand the greenhouse gas emissions caused by an aircraft.	10	x	x			x
		I understand the consequences of global warming.	11					
	Social Responsibility	I am willing to pay more, as an individual, when purchasing pollution products and services, through "green taxes".	16			x		
		I am willing to pay (as an individual) a fee to NGO's such as "myClimate", when purchasing pollution products and services--business related--through an off-setting carbon footprint compensation.	18			x		
		I am willing to pay more, as a corporation, when purchasing pollution products and services, through "green taxes".	17		x			