

Table S2. Eco-variables items.

Eco-responsibility items:

- The earth is so large that people have little effect on the overall environment.
- There is nothing the average citizen can do to help stop environmental pollution.
- My involvement in environmental activities today will help save the environment for future generations.
- The amount of energy I use does not affect the environment to any significant degree.
- It is no use worrying about environmental issues: I can't do anything about them anyway.
- I would describe myself as environmentally responsible.

Eco-awareness items:

- The burning of oil fields in Kuwait, the meltdown in Chernobyl, and the oil spill in Alaska are examples of environmental accidents whose impact is only short term.
- The United States is the biggest producer of fluorocarbons, a major source of air pollution.
- The earth's population is now approaching 2 billion.
- One of the primary reasons for concern in destruction of the ozone layer is its ability to screen ultraviolet radiation.
- The EPA stands for "Environmental Planning Association" and it is responsible for matters dealing with protection of the environment.
- Ivory is a hard, white stone that when polished can be used in making piano keys.
- Acid rain affects only Italy/China.

Eco-behaviour items:

- I would not car pool unless I was forced to. It is too inconvenient.
- I attend environmental/conversation group meetings.
- I have started/joined consumer boycotting programs aimed at companies that produce excess pollution.
- I litter whenever no one is looking.
- I have my oil changed at installations which recycle oil.
- I turn in polluters whenever I see them dumping toxic liquids.
- I have my engine tuned to help stop unwanted air pollution.
- I don't purchase products that are known to cause pollution.
- I vote for pro-environmental politicians.
- I cut up plastic rings around six-packs of soft drinks.

Green Opinion items:

- Excess packaging is one source of pollution that could be avoided if manufacturers were more environmentally aware.
- Economic growth should take precedence over environmental considerations.
- The earth's resources are infinite and should be used to the fullest to increase human standard of living.
- This country needs more restrictions on residential development (construction of a new mall on farmland, new subdivisions, etc.).
- If I were a hunter or fisherman, I would kill or catch more if there were no limits.
- Wearing exotic furs and leather is not offensive.
- People who litter should be fined \$500 and be forced to work on road crews and pick up garbage.