



Supplementary

Supplementary A

The following is the survey instrument used for the study. Responses were solicited electronically. The summary responses for each item are given.

Q222 CONSENT FORM FOR ANONYMOUS DATA COLLECTION You are invited to participate in a research study that is being conducted by [AUTHOR'S NAME]. The purpose of this research is to determine what people know about the environment. You will be taking a survey that should take ten minutes or less. We are planning on having about one hundred people take this survey. This research is anonymous. Anonymous means that I will record no information about you that could identify you. There will be no linkage between your identity and your response in the research. This means that I will not record your name, address, phone number, date of birth, etc. If you agree to take part in the study, you will be assigned a random code number that will be used on each test and the questionnaire. We are not asking for your name so there will be no way to link your responses back to you. Therefore, data collection is anonymous. The research team and the Institutional Review Board at [AUTHORS' INSTITUTION] are the only parties (please modify if others will have access to the data) that will be allowed to see the data, except as may be required by law. If a report of this study is published, or the results are presented at a professional conference, only group results will be stated. All study data will be kept for 10 years. There are no foreseeable risks to participation in this study. In addition, you may receive no direct benefit from taking part in this study. Participation in this study is voluntary. You may choose not to participate, and you may withdraw at any time during the study procedures without any penalty to you. In addition, you may choose not to answer any questions with which you are not comfortable. If you have any questions about the study or study procedures, you may contact me at: [AUTHORS' NAMES AND ADDRESSES REDACTED] If you have any questions about your rights as a research subject, please contact an [AUTHOR'S INSTITUTION]. Please retain a copy of this form for your records (You will be offered one from the surveyor). By participating in the above stated procedures, then you agree to participation in this study. By participating in this study, you are giving your consent. "This informed consent form was approved by the [AUTHOR'S INSTITUTION] Institutional Review Board for the Protection of Human Subjects on 5 May 2015; Currently, there is no expiration on the approval of this form".

Agree (1)

Disagree (2)

Q224 Interview Consent Form [AUTHORS' NAMES REDACTED]. I am studying how people use public green spaces and what they know about the environment. During this study, you will be asked to answer some questions as to your knowledge of the environment and some demographic information. This interview was designed to be approximately fifteen minutes length. All questions are multiple choice or allow for a range of answers. Please indicate your answer on the tablet provided. Also, if there are any questions you would rather not answer or that you do not feel comfortable answering, please say so and we will stop the interview or move on to the next question, whichever you prefer. This research is confidential. Confidential means that the research records will include some information about you and this information will be stored in such a manner that some linkage between your identity and the response in the research exists. Some of the information collected about you includes age and the town you live in. Please note that we will keep this information confidential by limiting individual's access to the research data and keeping it in a secure location with password protection]. The data gathered in this study are confidential with respect to your personal identity unless you specify otherwise. The questions are designed in such a way that it would prove difficult to link any set of responses to any individual. The research team and the Institutional Review Board at [AUTHORS' INSTITUTION] are the only parties that will be allowed to see the data, except as may be required by law. If a report of this study is published, or the results are presented at a professional conference, only group results will be stated. All study data will be kept for no more than ten years and destroyed after that time. You are aware that your participation in this interview is voluntary. You understand the intent and purpose of this research. If, for any reason, at any time, you wish to stop the interview, you may do so without having to give an explanation. The risks of participation include: There are no foreseeable risks to participation in this study. You may receive no direct benefit from taking part in this study, other than any positive feelings you receive from helping our team complete their research. You are not nor will you be recorded via audio or

visual means. [AUTHORS' NAMES AND ADDRESSES REDACTED]. If you have any questions about your rights as a research participant, you can contact the Institutional Review Board [AUTHORS' INSTITUTION]. You will be offered a copy of this consent form that you may keep for your own reference. Once you have read the above form and, with the understanding that you can withdraw at any time and for whatever reason, you need to let me know your decision to participate in today's interview. You will be given a copy of this consent form for your records. By participating in the above stated procedures, then you agree to participation in this study. "This informed consent form was approved by the [AUTHORS' INSTITUTION] Institutional Review Board for the Protection of Human Subjects on 5 May 2015. Currently, there is no expiration on the approval of this form".

Agree (1)

Disagree (2)

Q159 The following set of questions will ask about some characteristics of your residence and pet ownership.

Q85 How long have you lived in your current city or town?

Answer	%	Count
Less than 1 year	6.21%	18
1 - 2 years	7.59%	22
2-5 years	13.79%	40
5-10 years	15.86%	46
10-20 years	20.69%	60
Longer than 20 years	35.86%	104
Total	100%	290

Q81 Do you plan on moving to another town/municipality in the next three years?

Answer	%	Count
Definitely yes	9.66%	28
Probably yes	16.55%	48
Might or might not	25.17%	73
Probably not	27.24%	79
Definitely not	21.38%	62
Total	100%	290

Q172 Which of the following best describes your employment status?

Answer	%	Count
Employed full time (32 hours/week or more)	54.48%	158
Employed part time (fewer than 32 hours/week)	12.76%	37
Not currently working	32.76%	95
Total	100%	290

Q91 Do you own any pets, livestock, or animals?

Answer	%	Count
Yes	52.76%	153
No	47.24%	137
Total	100%	290

Q92 What type of animal(s) do you own? (select all that apply)

Answer	%	Count
Dog(s)	73.20%	112
Cat(s)	49.02%	75
Bird(s)	5.23%	8
Livestock (horses, goats, sheep, etc.)	1.96%	3
Fish	20.26%	31
Rabbit(s), Hamster(s), Guinea Pig(s), Gerbil(s), Mice, Rat(s), or other small mammal(s)	6.54%	10
Snake(s), Lizard(s), Turtle(s) or other reptile(s)	7.84%	12
Frog(s), toad(s), or other Amphibian(s)	1.96%	3
Bees/Beehives, insects, spiders/arachnids, other invertebrates	0.00%	0
Other	0.00%	0
Total	100%	153

Q174 Which of the following recreation activities have you taken part in at least once in the last twelve months?
[Check all that apply]

Answer	%	Count
Cycling/Mountain Biking	17.93%	52
Horseback riding of any kind	6.55%	19
Picnicking/Grilling/Barbecueing	58.62%	170
Visiting a nature center/park visitor center/information kiosk	39.66%	115
Visiting historic/archaeological sites/monuments/buildings	31.03%	90
Walking/hiking	69.31%	201
Overnight camping - developed campsite (w/restrooms, cabins, etc.)	12.07%	35
Primitive camping/backpacking (tents, back-country, carry-in, etc.)	4.83%	14
Birding	4.83%	14
Nature Photography	13.79%	40
Wildlife or plant identification/tracking	2.41%	7
Hunting	3.79%	11
Fishing - freshwater and/or ice	11.72%	34
Fishing - saltwater	11.03%	32
Skiing/snowboarding	7.24%	21
Snowshoeing, sledding, outdoor ice-skating, other snow-related activities	3.45%	10
Motorized sports/trail-riding(dirt-bikes, ATVs, snowmobiling, etc.)	4.48%	13
Paddling/canoeing/rowing/rafting/tubing,non-motorized water sports,	15.52%	45
Motorized water sports - motor-boating, jet-skiing, etc.	7.93%	23
Outdoor swimming or wading (in a pool, lake, ocean, etc.)	43.79%	127
Snorkeling/SCUBA diving	6.90%	20
Outdoor team sports	14.14%	41
Outdoor yoga, meditation, Tai Chi, Martial arts	10.69%	31
Skateboarding,/longboarding/rollerskating/BMX biking/rollerblading	5.17%	15
Total	100%	290

Q175 How often have you take part in these activities in the last 12 months?

Question	1-5 times in last 12 months	6-10 times in last 12 months			11-15 times in last 12 months		16-20 times in last 12 months		21-25 times in last 12 months		26+times in last twelve months		To tal
Birding	28.57%	4	28.5 7%	4	14.2 9%	2	14.2 9%	2	0.00 %	0	14.2 9%	2	14
Cycling/Mountain Biking	46.15%	2 4	28.8 5%	1 5	3.85 %	2	3.85 %	2	3.85 %	2	13.4 6%	7	52
Fishing - freshwater and/or ice	52.94%	1 8	29.4 1%	1 0	8.82 %	3	5.88 %	2	0.00 %	0	2.94 %	1	34
Fishing - saltwater	50.00%	1 6	28.1 3%	9	12.5 0%	4	3.13 %	1	0.00 %	0	6.25 %	2	32
Horseback riding of any kind	73.68%	1 4	10.5 3%	2	10.5 3%	2	5.26 %	1	0.00 %	0	0.00 %	0	19
Hunting	54.55%	6	18.1 8%	2	9.09 %	1	9.09 %	1	9.09 %	1	0.00 %	0	11
Motorized sports/trail-riding(dirt-bikes, ATVs, snowmobiling, etc.)	53.85%	7	15.3 8%	2	15.3 8%	2	7.69 %	1	7.69 %	1	0.00 %	0	13
Motorized water sports - motor-boating, jet-skiing, etc.	60.87%	1 4	17.3 9%	4	8.70 %	2	4.35 %	1	4.35 %	1	4.35 %	1	23
Nature Photography	25.00%	1 0	35.0 0%	1 4	20.0 0%	8	2.50 %	1	5.00 %	2	12.5 0%	5	40
Outdoor swimming or wading (in a pool, lake, ocean, etc.)	32.28%	4 1	28.3 5%	3 6	14.9 6%	1 9	7.87 %	1 0	5.51 %	7	11.0 2%	1 4	12 7
Outdoor team sports	29.27%	1 2	31.7 1%	1 3	7.32 %	3	7.32 %	3	2.44 %	1	21.9 5%	9	41
Outdoor yoga, meditation, Tai Chi, Martial arts	29.03%	9	32.2 6%	1 0	3.23 %	1	19.3 5%	6	3.23 %	1	12.9 0%	4	31
Overnight camping - developed campsite (w/restrooms, cabins, etc.)	77.14%	2 7	14.2 9%	5	2.86 %	1	2.86 %	1	0.00 %	0	2.86 %	1	35
Paddling/canoeing/rowing/raf ting/tubing, non-motorized water sports,	62.22%	2 8	26.6 7%	1 2	4.44 %	2	4.44 %	2	2.22 %	1	0.00 %	0	45
Picnicking/Grilling/Barbecuei ng	40.00%	6 8	24.1 2%	4 1	13.5 3%	2 3	7.06 %	1 2	6.47 %	1 1	8.82 %	1 5	17 0
Primitive camping/backpacking (tents, back-country, carry-in, etc.)	64.29%	9	14.2 9%	2	21.4 3%	3	0.00 %	0	0.00 %	0	0.00 %	0	14
Skateboarding,/longboarding/ rollerskating/BMX biking/rollerblading	26.67%	4	33.3 3%	5	20.0 0%	3	6.67 %	1	13.3 3%	2	0.00 %	0	15
Skiing/snowboarding	47.62%	1 0	23.8 1%	5	14.2 9%	3	4.76 %	1	9.52 %	2	0.00 %	0	21
Snorkeling/SCUBA diving	65.00%	1 3	15.0 0%	3	15.0 0%	3	0.00 %	0	5.00 %	1	0.00 %	0	20
Snowshoeing, sledding, outdoor ice-skating, other snow-related activities	80.00%	8	0.00 %	0	20.0 0%	2	0.00 %	0	0.00 %	0	0.00 %	0	10
Visiting a nature center/park visitor center/information kiosk	73.04%	8 4	17.3 9%	2 0	3.48 %	4	4.35 %	5	1.74 %	2	0.00 %	0	11 5
Visiting historic/archaeological sites/monuments/buildings	77.78%	7 0	16.6 7%	1 5	4.44 %	4	1.11 %	1	0.00 %	0	0.00 %	0	90

Walking/hiking	25.37%	5 1	18.4 1%	3 7	12.9 4%	2 6	9.45 %	1 9	6.97 %	1 4	26.8 7%	5 4	20 1
Wildlife or plant identification/tracking	42.86%	3	28.5 7%	2	0.00 %	0	14.2 9%	1	14.2 9%	1	0.00 %	0	7

Q142 This group of questions will ask about time you spend outside. In this case, we are asking about time that you spend outside for fun, pleasure, enjoyment, or recreation. Please do not include time you spend outside as part of your primary source of employment.

Q123 I like to spend time outside for recreation or fun.

Answer	%	Count
Like a great deal	55.17%	160
Like somewhat	33.45%	97
Neither like nor dislike	8.28%	24
Dislike somewhat	2.41%	7
Dislike a great deal	0.69%	2
Total	100%	290

Q143 When you go spend time outside, where do typically spend it?(check all that apply)

Answer	%	Count
Outside my home	69.66%	202
Outside someone else's home	25.86%	75
On jogging, hiking or running trails	26.90%	78
On/along sidewalks	37.93%	110
On cycling trails	7.93%	23
In public parks, fields, or other facilities	51.72%	150
In/On waterways such as rivers, ponds, lakes, oceans	27.93%	81
Other	6.55%	19
Total	100%	290

Q193 How many hours did you spend outside in the last week for fun, pleasure or recreation? [Do not include time you spent working outside for employment]

N=290	
Mean	0.48
Median	5
Mode	5
Standard Deviation	8.25
Variance	68.06
Kurtosis	8.8
Skewness	2.66
Range	50 (0-50)

Q174 In the last month, how often have you visited local parks for fun, pleasure, or recreation? [Do not include times you visited a local park as part of your job]

Answer	%	Count
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Never	16.90%	49
1-5 times	66.90%	194
6-10 times	9.66%	28
11-15 times	3.10%	9
16-20 times	1.72%	5
21-25 times	0.69%	2
More than 25 times	1.03%	3
Total	100%	290

Q184 Do you drive/ride more than 15 minutes from your home for the purpose of visiting a park at least once in the last month?

Answer	%	Count
Yes	57.93%	168
No	42.07%	122
Total	100%	290

Q125 How long would it take you to walk to the closest park or public green space to your home? (please give your best estimate in minutes)

N=286	
Mean	20.4
Median	15
Mode	10
Standard Deviation	20.2
Variance	407.6
Kurtosis	7.8
Skewness	2.4
Range	120 (0-120)

Q77 If you would like to, please share the name of your nearest park.

To this question, 227 respondents gave the name of a park – some of these readily matched names of parks in the area, some answers were unclear. Twenty respondents indicated that they did not know the name of a local park or were unsure of the name, another 34 respondents explicitly declined to give the name of a local park, and the remaining 19 responses were numbers, and/or combinations of letters whose intent was impossible to discern.

Q83 Which of the following do you like to do when you are at your local park(s)? (Check all that apply)

Answer	%	Count
Walk	85.86%	249
Exercise	29.31%	85
Bike	19.66%	57
Socialize (w/ friends/family/neighbors)	34.83%	101
Walk or exercise pet(s)	25.17%	73
Take children out to play	37.24%	108
Organized Sports (soccer, cricket, basketball, etc.)	10.34%	30
Community Activities (clean-ups, stewardship, etc.)	4.48%	13

Cultural Activities (fairs, club gatherings, etc.)	15.52%	45
Other	6.21%	18
Total	100%	290

Q178 How would you rate the quality of parks in your area?

Answer	%	Count
Excellent	21.72%	63
Good	51.72%	150
Average	24.48%	71
Poor	1.72%	5
Terrible	0.34%	1
Total	100%	290

Q176 The purpose of the following set of questions is to give us some idea of how much time you spend in parks and outside your home.

Q165 About how many hours in the last week have you spent outside your home or the home of a friend/family member for fun, leisure, recreation, or pleasure?

N	290
Mean	6.27
Median	5
Mode	5
Standard Deviation	7.44
Variance	55.47
Kurtosis	13.87
Skewness	3.18
Range	50 (0-50)

Q194 Of the time you spent outside in the last week, how much was in a park or other public green space?

Answer	%	Count
All/ Almost all	13.45%	39
More than half	17.24%	50
About half	19.31%	56
Less than half	27.24%	79
None/Almost none	22.76%	66
Total	100%	290

Q195 Of the time you've spent outside in the last week, how much was spent around your home, or the home of a friend/family member?

Answer	%	Count
All/ Almost all	19.66%	57
More than half	24.14%	70
About half	24.48%	71
Less than half	14.83%	43

None/ Almost none	16.90%	49
Total	100%	290

Q166 Do you regularly spend time outside for your primary job/source of employment?

Answer	%	Count
No	68.97%	200
Yes, 10% or less of my time at work is usually outside	13.10%	38
Yes, 10-25% of my time at work is usually outside	10.34%	30
Yes, 25-50% of my time at work is outside	3.45%	10
Yes, more than 50% of my time at work is outside	4.14%	12
Total	100%	290

Q119 The next set of questions asks about behaviors you might or might not engage in.

Q127 I think about the environmental impacts of my actions.

Answer	%	Count
Describes me extremely well	17.24%	50
Describes me very well	25.86%	75
Describes me moderately well	30.69%	89
Describes me slightly well	18.97%	55
Does not describe me	7.24%	21
Total	100%	290

Q120 I pay attention to where the groceries I buy come from or are made.

Answer	%	Count
Describes me extremely well	15.17%	44
Describes me very well	24.83%	72
Describes me moderately well	24.48%	71
Describes me slightly well	20.69%	60
Does not describe me	14.83%	43
Total	100%	290

Q176 I try to buy environmentally friendly groceries.

Answer	%	Count
Always/Almost Always	7.93%	23
Most of the time	28.62%	83
About half the time	18.28%	53
Occasionally	35.17%	102
Never/Almost Never	10.00%	29
Total	100%	290

Q197 I use a reusable bag for my groceries.

Answer	%	Count
Always/Almost Always	22.07%	64
Most of the time	25.17%	73
About half the time	12.41%	36
Occasionally	15.86%	46
Never/Almost Never	23.45%	68
Someone else buys my groceries/I buy groceries online/NA	1.03%	3
Total	100%	290

Q141 Are you part of a CSA, Co-Op or similar program that you use to receive produce or other food products?

Answer	%	Count
Yes	6.90%	20
No	93.10%	270
Total	100%	290

Q140 Do you grow/raise any of your own food?

Answer	%	Count
Yes	29.66%	86
No	70.34%	204
Total	100%	290

Q135 Would you be willing to pay more for your food if you knew it was grown sustain-ably?

Answer	%	Count
No	31.72%	92
Up to 10% more	48.28%	140
Up to 25% more	13.10%	38
Up to 50% more	5.52%	16
Up to 75% more	1.03%	3
Up to double (or more)	0.34%	1
Total	100%	290

Q121 I pay attention to the type and amount of packaging of products and merchandise I purchase.

Answer	%	Count
Strongly agree	16.90%	49
Somewhat agree	37.59%	109
Neither agree nor disagree	28.97%	84
Somewhat disagree	8.62%	25
Strongly disagree	7.93%	23
Total	100%	290

Q130 I know which items are recyclable where I live.

Answer	%	Count
Strongly agree	56.55%	164

Somewhat agree	30.34%	88
Neither agree nor disagree	8.28%	24
Somewhat disagree	3.45%	10
Strongly disagree	1.38%	4
Total	100%	290

Q131 I separate the recyclables from my trash.

Answer	%	Count
Always or almost always	72.76%	211
Very Frequently	14.83%	43
Sometimes	7.59%	22
Occasionally	2.41%	7
Never/Almost Never	2.41%	7
No recycling where I live	0.00%	0
Total	100%	290

Q132 Think about the last appliance you bought - TV, microwave, refrigerator, etc. When you bought this appliance, how important was energy efficiency to you in considering your options?

Answer	%	Count
Extremely important	31.03%	90
Very important	30.34%	88
Moderately important	24.14%	70
Slightly important	6.55%	19
Not at all important	4.14%	12
Have never purchased appliance	3.79%	11
Total	100%	290

Q177 Still thinking about the last appliance you purchased, how important was it to you that this appliance was environmentally friendly?

Answer	%	Count
Extremely important	21.03%	61
Very important	28.28%	82
Moderately important	28.97%	84
Slightly important	11.03%	32
Not at all important	6.90%	20
Have never purchased appliance	3.79%	11
Total	100%	290

Q178 Think about the last time you disposed of an appliance, television, or computer. Did you dispose of it appropriately according to local rules? This may mean bringing it to a municipal disposal center, or leaving it out on a certain day of the month, for example.

Answer	%	Count
Definitely yes	59.31%	172
Probably yes	22.41%	65
Might or might not	12.41%	36

Probably not	5.17%	15
Definitely not	0.69%	2
Total	100%	290

Q133 Think about the last time you purchased a car. When you purchased this car, how important was fuel efficiency in considering your options?

Answer	%	Count
Extremely important	28.28%	82
Very important	33.79%	98
Moderately important	21.03%	61
Slightly important	6.55%	19
Not at all important	5.86%	17
Have never purchased a car	4.48%	13
Total	100%	290

Q192 Which types of car would you consider buying in the future?

Answer	%	Count
All Electric plug-in	20.28%	44
Hybrid Gas/Electric	64.52%	140
High-Efficiency	58.53%	127
Total	100%	217

Q213 Have you ever added caulking or insulation to your home in order to save energy on heating or cooling? (this includes small actions such as "wrapping" windows or adding weather stripping to doors/windows)

Answer	%	Count
Yes	65.86%	191
No	34.14%	99
Total	100%	290

Q134 Would you be willing to pay more for your electricity if it came from a renewable source such as solar or wind energy?

Answer	%	Count
No	46.90%	136
Up to 10% more	35.86%	104
Up to 25% more	12.41%	36
Up to 50% more	3.10%	9
Up to 75% more	1.72%	5
Up to double my current rate (or more)	0.00%	0
Total	100%	290

Q148 When you brush your teeth, do you leave the water running?

Answer	%	Count
Always/Almost Always	8.62%	25

Most of the time	12.41%	36
About half the time	11.38%	33
Occasionally	25.17%	73
Almost Never/Never	42.41%	123
Total	100%	290

Q149 How likely are you to discuss/share news or informational articles about the environment with friends, relatives, or colleagues?

Answer	%	Count
Extremely likely	13.79%	40
Somewhat likely	36.21%	105
Neither likely nor unlikely	29.66%	86
Somewhat unlikely	12.07%	35
Extremely unlikely	8.28%	24
Total	100%	290

Q80 Compared to other people living in the same area, do you think you use the air conditioning more or less?

Answer	%	Count
Much more	8.62%	25
Somewhat more	14.48%	42
About the same	36.55%	106
Somewhat less	22.76%	66
Much less	16.55%	48
Do not have/control A/C where I live	1.03%	3
Total	100%	290

Q81 Compared to other people living in the same area, do you think you use the heat more or less?

Answer	%	Count
Much more	4.48%	13
Somewhat more	9.31%	27
About the same	46.55%	135
Somewhat less	27.24%	79
Much less	11.72%	34
Do not have/control heat where I live	0.69%	2
Total	100%	290

Q82 When you are uncomfortable in your home, do you think you are generally more likely to adjust the thermostat, or to change your clothing to become more comfortable? Is this different when it is too hot outside or too cold outside? (If you do not control the heat or AC in your home, please select NA)

Question	Always/Almost Always change clothes		More likely to change clothes		Equally likely to change clothes or thermostat		More likely to change thermostat		Always/Almost Always change thermostat		Total
When it is too hot	22.38%	6	24.13%	69	28.32%	8	17.48%	5	7.69%	22	286

outside (A/C)		4				1		0			
When it is too cold outside (heat)	25.26%	7	37.19%	10	25.61%	7	9.12%	2	2.81%	8	285
		2		6		3		6			

Q198 When you do dishes by hand, or dry dishes, how often do you use reusable/cloth dish towels/dish rags/ etc. instead of paper towels?

Answer	%	Count
Always/Almost Always	44.48%	129
Most of the time	24.14%	70
About half the time	11.72%	34
Occasionally	8.62%	25
Never/Almost Never	7.93%	23
I never wash or dry dishes by hand	3.10%	9
Total	100%	290

Q161 How often do you carry a reusable travel mug for coffee, tea or other hot beverages?

Answer	%	Count
Always/Almost Always	28.62%	83
Most of the time	26.90%	78
About half the time	13.45%	39
Occasionally	16.90%	49
Never/Almost Never	14.14%	41
Total	100%	290

Q162 How often do you carry a reusable water bottle?

Answer	%	Count
Always/Almost Always	32.41%	94
Most of the time	25.52%	74
About half the time	13.45%	39
Occasionally	14.14%	41
Never/Almost never	14.48%	42
Total	100%	290

Q163 How likely are you to wear an article of clothing more than once before washing it?

Answer	%	Count
Extremely likely	38.87%	110
Somewhat likely	44.17%	125
Neither likely nor unlikely	9.54%	27
Somewhat unlikely	4.95%	14
Extremely unlikely	2.47%	7
Total	100%	283

Q164 When you are done with clothing items, do you donate them? (in a bin, to a thrift store, clothing drive, etc.)

Answer	%	Count
Always/Almost Always	50.88%	144
Most of the time	31.45%	89
About half the time	8.48%	24
Occasionally	7.42%	21
Never/Almost Never	1.77%	5
Total	100%	283

Q166 How often do you look for products that are "eco-friendly" or "green"?

Answer	%	Count
Always/Almost Always	9.89%	28
Most of the time	24.38%	69
About half the time	26.50%	75
Occasionally	30.39%	86
Never/Almost Never	8.83%	25
Total	100%	283

Q167 Do you compost your food waste?

Answer	%	Count
Always/Almost Always	4.95%	14
Most of the time	8.13%	23
About half the time	7.07%	20
Occasionally	14.13%	40
Never/Almost Never	48.41%	137
Not allowed where I live	17.31%	49
Total	100%	283

Q169 When you purchase personal care products (such as soaps, shampoos or body washes), does their environmental impact affect which you choose?

Answer	%	Count
Definitely yes	12.01%	34
Probably yes	22.97%	65
Might or might not	35.34%	100
Probably not	21.55%	61
Definitely not	8.13%	23
Total	100%	283

Q189 I am actively engaged with my municipal/township/city or county government.

Answer	%	Count
Strongly agree	7.42%	21
Somewhat agree	12.37%	35
Neither agree nor disagree	26.15%	74
Somewhat disagree	20.14%	57

Strongly disagree	33.92%	96
Total	100%	283

Q190 How many times in the last year have you written, called or emailed a state or federal member of Congress or Senate? [This can include signing petitions - online or in person - to send to government officials]

Answer	%	Count
Never	62.54%	177
1 or 2 times	22.61%	64
3-5 times	9.19%	26
6-10 times	2.47%	7
10-20 times	1.77%	5
More than 20 times	1.41%	4
Total	100%	283

If Never Is Selected, Then Skip To How knowledgeable do you feel about w...

Q179 Which of the following have you written, called, or emailed about a concern in the last year? (please select all that apply)

Answer	%	Count
Local/Municipal Government official	43.40%	46
State Legislator (state senator or assembly person)	40.57%	43
Governor	17.92%	19
Federal Legislator (Senator or House Representative)	20.75%	22
President/President's Office	16.98%	18
Committee Chair (State or Federal)	9.43%	10
Executive Agency Official (State or Federal)	7.55%	8
Other	12.26%	13
Total	100%	106

Q217 How knowledgeable do you feel about what your personal carbon footprint is?

- Extremely knowledgeable (1)
- Very knowledgeable (2)
- Moderately knowledgeable (3)
- Slightly knowledgeable (4)
- Not knowledgeable at all (5)

Q218 Which of the following are components of an individual carbon footprint?

Answer	%	Count
Energy Use	81.98%	232
Education	8.48%	24
Transportation	52.30%	148
Merchandise purchasing behavior	31.80%	90
Grocery purchasing behavior	42.76%	121
Political views	6.36%	18
Air Travel	41.70%	118
Product use	50.88%	144

Banking behavior	6.01%	17
Wireless data usage	13.07%	37
Heating/Air conditioning use	66.78%	189
Waste disposal	68.55%	194
Recreation/Leisure Activities	21.20%	60
Mattress Selection	15.55%	44
Share of public services	20.14%	57
Total	100%	283

Correct answers are given in **BOLD**. Respondents could earn a score of 0-14, based on the number of correct answers they checked and incorrect answers that they did not check. The below chart gives descriptive statistics of the scores.

N	290
Mean	9.6
Median	10
Mode	11
Standard Deviation	1.9
Variance	3.9
Kurtosis	-0.5
Skewness	-0.1
Range	10 (4-14)

Q122 I consider myself to be an environmentalist.

Answer	%	Count
Strongly agree	7.42%	21
Somewhat agree	22.26%	63
Neither agree nor disagree	36.75%	104
Somewhat disagree	16.96%	48
Strongly disagree	16.61%	47
Total	100%	283

Q211 Are you a member of any environmental groups or organizations, or do you donate to any environmental groups or organizations?

Answer	%	Count
Yes	13.43%	38
No	86.57%	245
Total	100%	283

If No Is Selected, Then Skip To End of Block

Q129 If you would like to share, check any that apply, and list others in a box:

Answer	%	Count
The Nature Conservancy	34.21%	13
People for the Ethical Treatment of Animals (PETA)	15.79%	6
Audubon Society	5.26%	2
Green Peace	10.53%	4

World Wildlife Fund	28.95%	11
350.org	2.63%	1
Earthwatch	31.58%	12
Environmental Defense Fund	21.05%	8
Global Catholic Climate Movement	10.53%	4
Green Cross International	2.63%	1
Rainforest Alliance	13.16%	5
World Watch Institute	10.53%	4
Adirondack Mountain Club	7.89%	3
Sierra Club	13.16%	5
Other (comma or semi-colon between each)	18.42%	7
Total	100%	38

Q59 This final set of questions is for classification purposes only. As stated at the beginning of the survey, we have no way of linking your answers to these or any questions to your identity. This is the last set of questions.

Q61 What is your age in years?

N=290	
Mean	44.7
Median	42.5
Mode	54
Standard Deviation	16.05
Variance	257.8
Kurtosis	-0.95
Skewness	0.3
Range	62 (18-80)

Q63 What is the ZIP code of the town/city/municipality that you live in?

Municipality	# of responses
Carteret	1
Cranbury	2
Dunellen	8
East Brunswick	22
Edison	31
Helmetta	0
Highland Park	10
Jamesburg	0
Metuchen	5
Middlesex (muni)	3
Milltown	5
Monroe	19
New Brunswick	15
North Brunswick	17

Old Bridge	22
Perth Amboy	10
Piscataway	30
Plainsboro	5
Sayerville	14
South Amboy	9
South Brunswick	18
South Plainfield	7
South River	6
Spotswood	7
Woodbridge	24

Q65 Do You identify as Hispanic, Latino or of Spanish origin?

Answer	%	Count
Yes	7.24%	21
No	92.76%	269
Total	100%	290

Q67 What race do you consider yourself to be?

Answer	%	Count
Black/African American	6.21%	18
White/Caucasian	74.48%	216
Asian American/Pacific Islander	14.48%	42
American Indian/Alaskan Native	0.69%	2
Other/More than one race	4.14%	12
Total	100%	290

Q69 What is your gender?

Answer	%	Count
Female	66.55%	193
Male	33.10%	96
Other	0.34%	1
Total	100%	290

Q71 What is the highest level of education you have completed?

Answer	%	Count
Less than high school	0.00%	0
High School/GED/Equivalent	17.93%	52
Some college	19.31%	56
Associate's Degree	8.62%	25
Bachelor's degree	27.93%	81
Some graduate or professional school	4.14%	12
Master's Degree (MA, MS, MFA, MF, MSN, etc.)	18.62%	54
Doctoral Degree (MD, DO, PhD, DVM, DPT, etc.)	3.45%	10

Total	100%	290
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Q78 What was your total household income last year?

Answer	%	Count
Less than \$10,000	9.66%	28
\$10,000 - \$19,999	3.79%	11
\$20,000 - \$29,999	7.59%	22
\$30,000 - \$39,999	5.86%	17
\$40,000 - \$49,999	10.00%	29
\$50,000 - \$59,999	10.00%	29
\$60,000 - \$69,999	6.21%	18
\$70,000 - \$79,999	8.28%	24
\$80,000 - \$89,999	9.66%	28
\$90,000 - \$99,999	8.97%	26
\$100,000 - \$124,999	11.03%	32
\$125,000-\$149,999	6.55%	19
\$150,000-\$199,999	3.45%	10
\$200,000-\$250,000	3.79%	11
More than \$250,000	1.72%	5
Total	100%	290

Q73 How would you describe yourself financially?

Answer	%	Count
Struggling	28.97%	84
Stable	44.48%	129
Comfortable	26.21%	76
Affluent	0.34%	1
Total	100%	290

Q75 How many people live in your household under the age of 21?

N	290
Mean	0.86
Median	0
Mode	0
Standard Deviation	1.16
Variance	1.35
Kurtosis	8.08
Skewness	2.04
Range	9 (0-9)

Q77 How many people live in your household aged 21 or older?

N	290
Mean	2.03

Median	2
Mode	2
Standard Deviation	0.94
Variance	0.89
Kurtosis	1.1
Skewness	0.59
Range	5(0-5)

Q98 Are you now, or have you in the past raised any children?

Answer	%	Count
Yes	66.21%	192
No	33.79%	98
Total	100%	290

If No Is Selected, Then Skip To In which industry are you employed?

Q99 How important is/was it to you that your child(ren) spend/spent time outside?

Answer	%	Count
Extremely important	45.31%	87
Very important	42.71%	82
Moderately important	9.38%	18
Slightly important	2.08%	4
Not at all important	0.52%	1
Total	100%	192

Q236 In which industry are you employed?

Answer	%	Count
Forestry, fishing, hunting or agriculture support	0.34%	1
Mining	0.34%	1
Utilities	1.38%	4
Construction	3.10%	9
Manufacturing	3.79%	11
Wholesale trade	1.03%	3
Retail trade	3.10%	9
Transportation or warehousing	4.14%	12
Information	2.76%	8
Finance or insurance	4.48%	13
Real estate or rental and leasing	0.34%	1
Professional, scientific or technical services	6.21%	18
Management of companies or enterprises	2.07%	6
Admin, support, waste management or remediation services	1.38%	4
Educational services	11.72%	34
Health care or social assistance	7.24%	21
Arts, entertainment or recreation	2.07%	6
Accommodation or food services	1.72%	5

Other services (except public administration)	10.69%	31
Unclassified establishments/Other	2.76%	8
Unemployed/Retired/Not Currently Working/Student	29.31%	85
Total	100%	290

Q199 Which best describes your political leaning?

Answer	%	Count
Very Conservative	5.86%	17
Conservative	15.17%	44
Middle of the Road/Moderate	46.90%	136
Liberal	15.86%	46
Very Liberal	7.24%	21
Something else	8.97%	26
Total	100%	290

Q234 Which of the following categories best describes the area where you live?

Answer	%	Count
Urban (city center with dense housing)	16.55%	48
Suburban (just outside a city, with more spread-out housing)	78.97%	229
Rural (far away from a city, with very spread-out housing)	4.48%	13
Total	100%	290

Supplementary B

This appendix provides additional information on the landscape features and characteristics used in model selection. All of these variables were available in the model selection process for possible inclusion into models.

Demographic
Population
Population Density

Municipal population and population density were used. Both of these were from the US Census Bureau⁴².

Landcover
Agricultural %
Barren %
Commercial/Industrial %
Forested %
Other Vegetated % (Phragmites covered, brush/scrub/shrub)
Recreational %
Residential %
Total Water %
Total Land %
Agricultural Land %
Barren Land %
Commercial/Industrial Land %
Forested Land %

Other Vegetated Land %
Recreational Land %
Residential Land %
Streams %
Lakes %

These landcover types were incorporated into the model selection, the data source was the NJ DEP [1]. For these, they were calculated at both the level of municipal boundaries, and also at the level of a 9.6 km circle from the center of each municipality, as described in the Methods section. For use within the models, the figure using the 9.6 km circles was used. Additionally, values were calculated for using the total area, and also the percentage of land cover only – excluding water. This was done because some of the municipalities are coastal, and, according to state municipal boundaries, are over 80% water by area. This was not seen as accurately reflecting the use of the landscape by respondents. Streams, Lakes, and Total Water were calculated only out of the total area.

Roadway/Accessibility Measures
Total Road Length (M)
Meters of road/ hectare
Meters of Road/hectare Land Only
Number of Intersections
Intersections/Meter Roadway
Intersections/hectare
Intersections/ hectare Land Only

These roadway and accessibility measures were calculated at the municipal level. They were calculated using NJ DOT data [2]. For the density measures – meters of road/hectare, and intersections/hectare – calculations were made for total area and land area only for the same reason described above. The land area only measures were used in the models.

Parcel and Park Measures
Number of Parcels
Mean Parcel Size
Mean parcel-park distance (m)
Parcels within 1km of a park %
Parcels within 1km of a park % using roadway network distance
Percentage of land in parks
Total Park area

This set of measures used county parcel data in conjunction with data on park location, and roadways [1–4]. The number of parcels in a municipality was measured, as well as the mean parcel size. We then calculated the mean distance from each parcel to the nearest park in ArcGIS, and the percentage of parcels within 1km of a park. We then calculated the percentage of parcels within 1km of a park using the roadway network, as there may be barriers for some residents to get to parks. The percentage of each municipality in park land, and the amount of park land was calculated as well.

Supplementary C

Appendix C gives additional information on each of the 9 ERBs modeled in this paper.

Of the 283 respondents, 245 answered "No", which means that they belong to zero.
Of the remaining 283 respondents:
19 respondents selected 1 of the 15 possible organizations
7 respondents selected 2 organizations.

5 respondents selected 3 organizations.
3 respondents selected 4 organizations.
1 respondent selected 5, 6, 7, and 8 organizations, respectively.

Q179 - Which of the following have you written, called, or emailed about a concern in the last year? (please select all that apply)		
Answer	%	Count
Local/Municipal Government official	43.40%	46
State Legislator (state senator or assembly person)	40.57%	43
Governor	17.92%	19
Federal Legislator (Senator or House Representative)	20.75%	22
President/President's Office	16.98%	18
Committee Chair (State or Federal)	9.43%	10
Executive Agency Official (State or Federal)	7.55%	8
Other	12.26%	13
Total	100%	106

If we tabulate this based on the number of different officials each respondent answered they have written, the breakdown is as follows:

Out of 283 respondents, 177 wrote to no officials (or zero) out of a possible 8 choices/options.
63 respondents reported writing to 1 official.
24 respondents reported writing to 2 officials.
12 respondents reported writing to 3 officials.
5 respondents reported writing to 4 officials.
1 respondent reported writing to 5 and 7 officials (respectively).

The survey item, "I consider myself to be an environmentalist" had five possible responses.

Q122 - I consider myself to be an environmentalist.		
Answer	%	Count
Strongly agree	7.42%	21
Somewhat agree	22.26%	63
Neither agree nor disagree	36.75%	104
Somewhat disagree	16.96%	48
Strongly disagree	16.61%	47
Total	100%	283

If we weight these, where "Strongly Agree" =1 and "Strongly Disagree" = 5, we get the following summary statistics.

N=283	
Mean	3.13
Median	3
Mode	3
Standard Deviation	1.15

Variance	1.34
Kurtosis	-0.74
Skewness	0.1

Q192 - Which types of car would you consider buying in the future?		
Answer	%	Count
All Electric plug-in	20.28%	44
Hybrid Gas/Electric	64.52%	140
High-Efficiency	58.53%	127
Total	100%	217

If we then convert this, so each answer counts as one point:

73 Respondents did not select any of these car types.
146 selected 1 type of car.
48 selected two types of car.
23 selected all three types of cars.

Which gives us sample statistics like this:

N=290	
Mean	1.07
Median	1
Mode	1
Standard Deviation	0.85
Variance	0.73
Kurtosis	-0.06
Skewness	0.62

To the question, "Q132 - Think about the last appliance you bought - TV, microwave, refrigerator, etc. When you bought this appliance, how important was energy efficiency to you in considering your options?", the distribution of responses was:

Answer	%	Count
Extremely important	31.03%	90
Very important	30.34%	88
Moderately important	24.14%	70
Slightly important	6.55%	19
Not at all important	4.14%	12
Have never purchased appliance	3.79%	11
Total	100%	290

If we exclude the 11 respondents who have never purchased an appliance, and weight "Extremely important" as "1", and "Not at all important" as "5", we get the following summary statistics.

N=279	
Mean	2.19
Median	2
Mode	2
Standard Deviation	1.09

Variance	1.19
Kurtosis	-0.07
Skewness	0.71

To the question “I try to buy environmentally friendly groceries.” We had the following distribution of responses:

Answer	%	Count
Always/Almost Always	7.93%	23
Most of the time	28.62%	83
About half the time	18.28%	53
Occasionally	35.17%	102
Never/Almost Never	10.00%	29
Total	100%	290

If we weight “Always/Almost Always” as “1” and “Never/Almost Never” as “5” we can describe the data with the following descriptive statistics:

N=290	
Mean	3.1
Median	3
Mode	4
Standard Deviation	1.16
Variance	1.34
Kurtosis	-1.05
Skewness	-0.13

To the item “Would you be willing to pay more for your food if you knew it was grown sustain-ably?”, we received the following distribution of responses:

Answer	%	Count
No	31.72%	92
Up to 10% more	48.28%	140
Up to 25% more	13.10%	38
Up to 50% more	5.52%	16
Up to 75% more	1.03%	3
Up to double (or more)	0.34%	1
Total	100%	290

If we weight “Up to double (or more)” as “1” and “No” as “6”, the descriptive statistics can be described as follows:

N=290	
Mean	5.03
Median	5
Mode	5
Standard Deviation	0.9
Variance	0.81

Kurtosis	1.77
Skewness	-1.13

To the survey item “Think about the last time you disposed of an appliance, television, or computer. Did you dispose of it appropriately according to local rules? This may mean bringing it to a municipal disposal center, or leaving it out on a certain day of the month, for example.” We received the following distribution of responses:

Answer	%	Count
Definitely yes	59.31%	172
Probably yes	22.41%	65
Might or might not	12.41%	36
Probably not	5.17%	15
Definitely not	0.69%	2
Total	100%	290

If we weight “Definitely yes” as “1” and “Definitely not” as “5”, the following summary statistics are obtained:

N=290	
Mean	1.65
Median	1
Mode	1
Standard Deviation	0.93
Variance	0.87
Kurtosis	0.95
Skewness	1.33

To the survey item “When you do dishes by hand, or dry dishes, how often do you use reusable/cloth dish towels/dish rags/ etc. instead of paper towels?” we received the following distribution of responses:

Answer	%	Count
Always/Almost Always	44.48%	129
Most of the time	24.14%	70
About half the time	11.72%	34
Occasionally	8.62%	25
Never/Almost Never	7.93%	23
I never wash or dry dishes by hand	3.10%	9
Total	100%	290

If we exclude the 9 respondents who never dry dishes by hand, and weight “Always/Almost Always” as “1” and “Never/Almost never” as “5”, we receive the following summary statistics:

N=281	
Mean	2.08
Median	2
Mode	1
Standard Deviation	1.29
Variance	1.67
Kurtosis	-0.16
Skewness	1

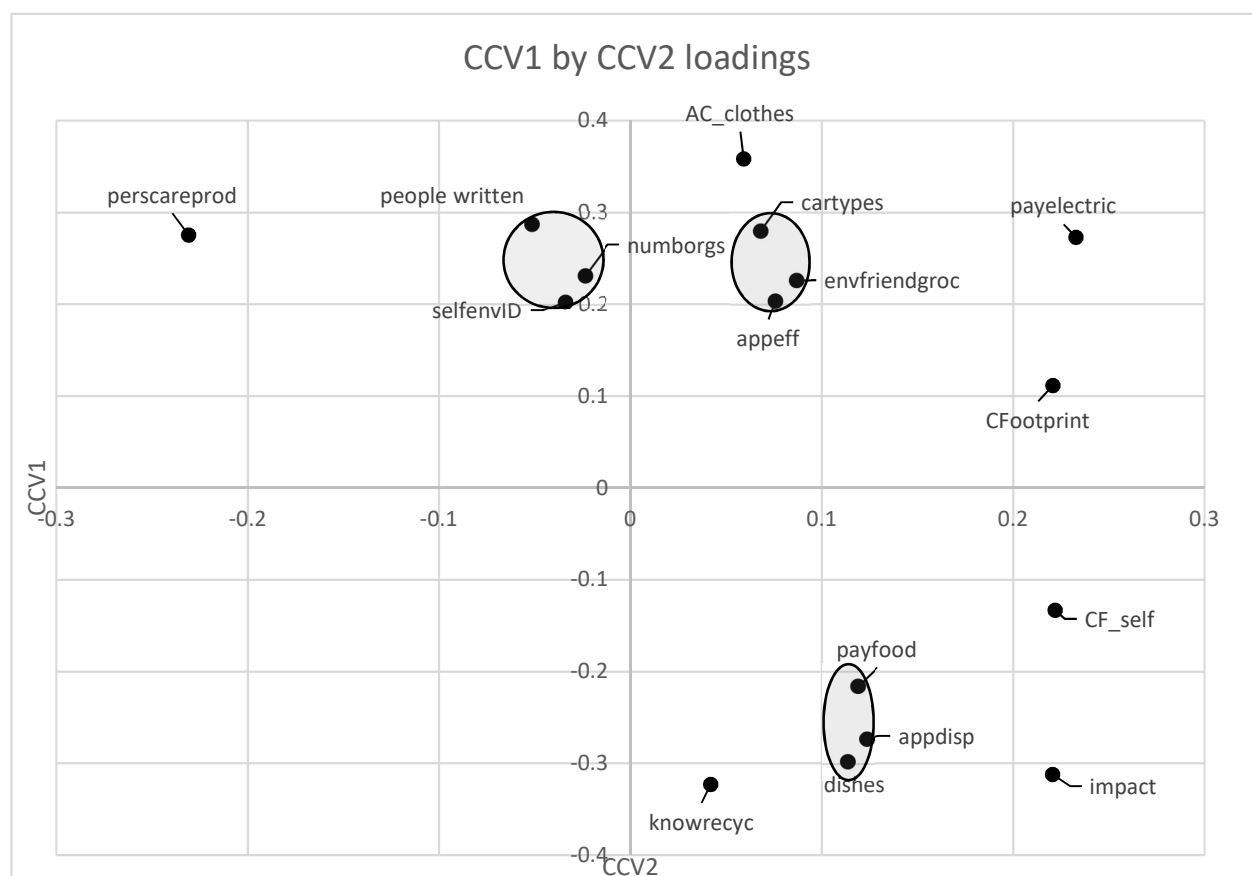
Supplementary D:

This appendix gives some more background on the procedure used to select the nine ERBs used for analysis. We hesitate to copy all of this in its entirety as this material is currently under consideration for publication elsewhere as a stand-alone paper. The authors had hoped that this paper would be published by this time, but it is not yet, and, thus, cannot be cited.

Generalized canonical correlation can serve as a type of dimensionality reduction and a way of looking for underlying patterns within the data while still allowing for comparison between and among sets. Generalized canonical correlation is particularly useful in that all parametric tests can be treated as special cases of generalized canonical correlation [5].

The first three canonical variables are significant ($p < 0.05$), and cumulatively account for 53.74% of the variation across all three canonical variables. The canonical correlation for the first three canonical variables are: 0.729, 0.600, and 0.515, respectively. These canonical variables can therefore be helpful in understanding and describing relationships among the sets of variables in our dataset because they highlight which individual survey items seem to co-occur in responses, which are responsible for the most and least variation, and which items individuals responded to in similar or opposite ways. That is to say, by looking at the magnitude and sign of each survey item along each canonical variable, we can see which items were responded to most and least congruently.

To illustrate some of these latent structures, we can look at the first two canonical variables plotted against each other. Variables near each other on this chart are ones which gathered similar responses – the distance between two points is, to some extent, indicative of how similarly respondents answered those two items. This chart is repeated here for ease of reading.



Graph D – This graph shows highly weighted items plotted against each other for the first two canonical variables. Only items which are highly weighted (absolute value of 0.2 or greater) on one of the first two canonical variables are shown. The shaded ovals indicate groups of behaviors which load together on the first two canonical variables. We quantified the distance on these to canonical variable by finding the vector between every set of two points. To be a cluster, a group had to consist of at least three points, and all points within a cluster had to be 0.1 units or less from all other points within the cluster.

Some of the relationships described earlier can be seen here. The number of organizations that individuals belong to is closely associated and weighted with the number of people in government that a respondent has

written to about concerns, as is self-identification as an environmentalist. Using a reusable dish towel loads heavily with proper appliance disposal, and near being willing to pay more for sustainably grown food. Looking for environmentally friendly groceries loads closely with looking for energy efficient appliances, as well as being open to buying a wider variety of lower impact car types.

Reference

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