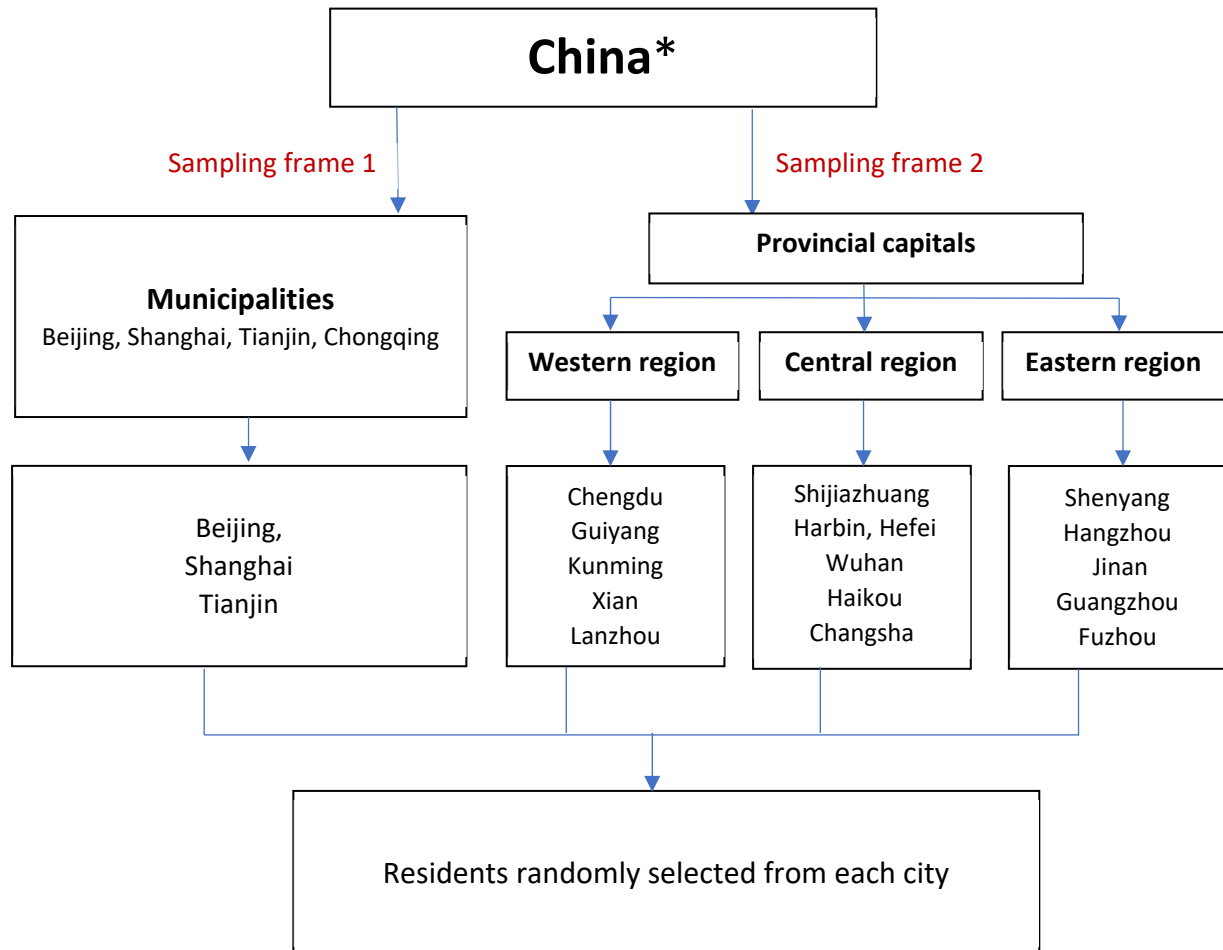


## Section S1. Diagram of Sampling Process

\* 22 provinces, 5 autonomous regions, 4 province-level municipalities (excluding Hong Kong, Macau and Taiwan).



## Section S2. Questions of Houseplants Care Behaviour Stage

Which stage are you in for houseplants care (e.g., watering, feeding, looking after, maintaining and repotting, etc.)?

- *Precontemplation*: I'm not ready to do this;
- *Contemplation*: I plan to do this soon;
- *Preparation*: I'm ready to do this in the next 6 months;
- *Action*: I've been doing this within the past 6 months;
- *Maintenance*: I've been doing this for over 6 months;

How long did you spend on home-planting in the last week? \_\_\_\_ hour(s)

How many pots of plants do you responsible for looking after at home? \_\_\_\_

For how long have you been planting in your resident(s)? \_\_\_\_ year(s)

### Section S3. Questions about Preferable Characteristics of Plants

Which **characteristic** of plants are most important to people for planting?

1) Nice scent of plants:

- ☐ Extremely unimportant
- ☐ Unimportant
- ☐ Neither unimportant nor important
- ☐ Important
- ☐ Extremely important

2) Ease of growing:

- ☐ Extremely unimportant
- ☐ Unimportant
- ☐ Neither unimportant nor important
- ☐ Important
- ☐ Extremely important

3) Cheaper cost of purchasing and maintaining plants:

- ☐ Extremely unimportant
- ☐ Unimportant
- ☐ Neither unimportant nor important
- ☐ Important
- ☐ Extremely important

4) Texture of plants (e.g., soft or fragile texture):

- ☐ Extremely unimportant
- ☐ Unimportant

- Neither unimportant nor important
- Important
- Extremely important

5) Small size of plants:

- Extremely unimportant
- Unimportant
- Neither unimportant nor important
- Important
- Extremely important

6) Green colored plants:

- Extremely unimportant
- Unimportant
- Neither unimportant nor important
- Important
- Extremely important

7) Good looking and ornamental:

- Extremely unimportant
- Unimportant
- Neither unimportant nor important
- Important
- Extremely important