

Table S1. Item Means and Standard Deviations for the Environmental Knowledge Survey.

Item	Mean (SD)
What is biodiversity?	0.91 (0.29)
How many new species are found worldwide each year?	0.36 (0.48)
What is the leading cause of species extinction?	0.88 (0.32)
Globally, do you think there is an economic value to increasing biodiversity?	0.72 (0.45)
Which country has the worst rate of mammal extinction?	0.65 (0.48)
Which country has the highest rate of land clearing?	0.05 (0.22)
Do zoos help biodiversity?	0.74 (0.44)
Where in Australia is biodiversity highest?	0.43 (0.5)
How related do you think the problem of biodiversity and climate change are?	0.44 (0.5)
There is estimated to be 1,400,000,000 species on the earth, excluding bacteria. What percentage of species have been identified?	0.44 (0.5)
Can you name the last Australian animal to go extinct?	0.26 (0.44)
What is the largest predator in Australia?	0.21 (0.41)
Honeyeater photo ID	0.8 (0.4)
Great knot photo ID	0.58 (0.49)
Plover photo ID	0.62 (0.49)
Finch photo ID	0.69 (0.46)
Wagtail photo ID	0.61 (0.49)
Woylie photo ID	0.59 (0.49)
Dibbler photo ID	0.59 (0.49)
Quokka photo ID	0.76 (0.43)
Spotted-tail quoll photo ID	0.88 (0.33)
Pademelon photo ID	0.68 (0.47)
Hawkesbill turtle photo ID	0.69 (0.46)
Blue Mountains water skink photo ID	0.86 (0.35)
Olive ridely turtle photo ID	0.69 (0.46)
Stephen's banded snake photo ID	0.84 (0.37)
Slender-necked sea snake photo ID	0.8 (0.4)
Booroolong frog photo ID	0.66 (0.47)
Australian lace-lid photo ID	0.63 (0.48)
Green and golden bell frog photo ID	0.89 (0.31)
Tusked frog photo ID	0.36 (0.48)
White-lipped tree frog photo ID	0.87 (0.34)
Cane toad photo ID	0.03 (0.16)
Australian ant photo ID	0.99 (0.08)

Pineapple sea cucumber photo ID	0.96 (0.19)
Aytid shrimp photo ID	0.95 (0.21)
Giant Australian cuttlefish photo ID	0.93 (0.26)
Wandering glider photo ID	0.96 (0.19)

Table S2. Item Means and Standard Deviations for the Environmental Attitudes Inventory.

Item	Mean (SD)
I really like going on trips into the countryside, for example to forests or fields.	6.18 (1.25)
I think spending time in nature is boring. (R)	6.38 (1.12)
Governments should control the rate at which raw materials are used to ensure that they last as long as possible.	5.9 (1.35)
I am opposed to governments controlling and regulating the way raw materials are used in order to make them last longer. (R)	5.6 (1.63)
I would like to join and actively participate in an environmentalist group.	4.89 (1.68)
I would NOT get involved in an environmentalist organisation. (R)	5.4 (1.73)
One of the most important reasons to keep lakes and rivers clean is so that people have a place to enjoy water sports.	2.62 (1.59)
We need to keep rivers and lakes clean in order to protect the environmental, and NOT as places for people to enjoy water sports. (R)	2.04 (1.27)
Modern science will NOT be able to solve our environmental problems. (R)	4.75 (1.75)
Modern science will solve our environmental problems.	4.5 (1.65)
Humans are severely abusing the environment.	6.47 (0.98)
I do not believe that the environment has been severely abused by humans. (R)	6.47 (1.08)
I'd prefer a garden that is wild and natural to a well groomed and ordered one. (R)	3.02 (1.7)
I'd much prefer a garden that is well groomed and ordered to a wild and natural one.	3.17 (1.76)
I am NOT the kind of person who makes efforts to conserve nature resources. (R)	5.8 (1.29)
Whenever possible, I try to save natural resources.	5.84 (1.13)
Human beings were created or evolved to dominate the rest of nature.	2.09 (1.53)
I DO NOT believe human beings were created or evolved to dominate the rest of nature. (R)	2.06 (1.46)
Protecting peoples' jobs is more important than protecting the environment.	2.27 (1.29)
Protecting the environment is more important than protecting people's jobs. (R)	2.39 (1.32)
It makes me sad to see natural environments destroyed.	6.24 (1.11)
It does NOT make me sad to see forests cleared for agriculture. (R)	6.37 (1.13)
Families should be encouraged to limit themselves to two children or less.	4.37 (1.95)
A married couple should have as many children as they wish, as long as they can adequately provide for them. (R)	4.08 (2.03)

Note. Utilization attitudes items: 1,2(R),3,4(R),5,6(R),11,12(R),21,22(R),23,24(R). Preservation attitudes items: 7,8,9(R),10,13(R),17,18(R),19,20(R). Preservation behaviour items: 15(R), 16.