

Table SI1: Behavioural Intention and Self-Reported Behaviour Items in the World Values Survey, US General Social Survey, and International Social Survey Programme

Survey	Year	Behavioural Intention Items	Self-Reported Behaviour Items
World Values Survey	1981-1984		Which, if any, of the following do you belong to? And do you currently do any unpaid work for any of them? Conservation, environmentalist, or animal welfare groups [as well as 10 other types of groups]
World Values Survey	1990-1994	I am now going to read out some statements about the environment. For each one I read out, can you tell me whether you agree strongly, agree, disagree, or disagree strongly? I would give part of my income if I were certain that the money would be used to prevent environmental pollution. I would agree to an increase in taxes if the extra money is used to prevent environmental pollution.	Please look carefully at the following list of voluntary organizations and activities and say: (a) which, if any, do you belong to? (b) which, if any, are you currently doing unpaid voluntary work for? Conservation, the environment, ecology [as well as 15 other types of groups]
World Values Survey	1995-1998	I am now going to read out some statements about the environment. For each one I read out, can you tell me whether you agree strongly, agree, disagree, or disagree strongly? I would agree to an increase in taxes if the extra money were used to prevent environmental damage. I would buy things at 20% higher than usual prices if it would help protect the environment.	Now I am going to read off a list of voluntary organizations. For each one, could you tell me whether you are an active member, an inactive member, or not a member of that type of organization? Environmental organization [as well as 8 other types of organizations] Which, if any, of these things have you done in the last 12 months, out of concern for the environment? Have you chosen household products that you think are better for the environment? Have you decided <i>for environmental reasons</i> to reuse or recycle something rather than throw it away? Have you tried to reduce water consumption <i>for environmental reasons</i> ? Have you attended a meeting or signed a letter or petition aimed at protecting the environment? Have you contributed to an environmental organization?

Survey	Year	Behavioural Intention Items	Self-Reported Behaviour Items
World Values Survey	1999-2004	<p>I am now going to read out some statements about the environment. For each one I read out, can you tell me whether you agree strongly, agree, disagree, or disagree strongly?</p> <p>I would give part of my income if I were certain that the money would be used to prevent environmental pollution.</p> <p>I would agree to an increase in taxes if the extra money were used to prevent environmental pollution.</p>	<p>Please look carefully at the following list of voluntary organizations and activities and say:</p> <p>(a) which, if any, do you belong to?</p> <p>(b) and for which, if any, are you currently doing unpaid voluntary work?</p> <p>Conservation, environment, animal rights groups [as well as 14 other types of groups]</p>
World Values Survey	2005-2009	<p>I am going to read out some statements about the environment. For each one, can you tell me whether you strongly agree, agree, disagree, or strongly disagree?</p> <p>I would give part of my income if I were certain that the money would be used to prevent environmental pollution.</p> <p>I would agree to an increase in taxes if the extra money were used to prevent environmental pollution.</p>	<p>Now I am going to read off a list of voluntary organizations. For each one, could you tell me whether you are an active member, an inactive member, or not a member of that type of organization?</p> <p>Environmental organization [as well as 8 other types of organizations]</p>
World Values Survey	2010-2014		<p>Now I am going to read off a list of voluntary organizations. For each one, could you tell me whether you are an active member, an inactive member, or not a member of that type of organization?</p> <p>Environmental organization [as well as 10 other types of organizations]</p> <p>During the past two years have you: Given money to an ecological organization? Participated in a demonstration for some environmental cause?</p>

Survey	Year	Behavioural Intention Items	Self-Reported Behaviour Items
US General Social Survey	1993	<p>How willing would you be to pay much higher prices in order to protect the environment?</p> <p>And how willing would you be to pay much higher taxes in order to protect the environment?</p> <p>And how willing would you be to accept cuts in your standard of living in order to protect the environment?</p> <p>(response categories are: very willing, fairly willing, neither willing nor unwilling, not very willing, not at all willing)</p>	<p>How often do you make a special effort to sort glass or cans or plastic or papers and so on for recycling?</p> <p>(response categories are: always, often, sometimes, never, recycling not available where I live)</p> <p>And how often do you make a special effort to buy fruits and vegetables grown without pesticides or chemicals?</p> <p>(response categories are: always, often, sometimes, never, not available where I live)</p> <p>And how often do you refuse to eat meat for moral or environmental reasons?</p> <p>(response categories are: always, often, sometimes, never)</p> <p>And how often do you cut back on driving a car for environmental reasons?</p> <p>(response categories are: always, often, sometimes, never, I do not have or cannot drive a car)</p> <p>Are you a member of any group whose main aim is to preserve or protect the environment?</p> <p>In the past five years, have you:</p> <ul style="list-style-type: none"> signed a petition about an environmental issue? given money to an environmental group? taken part in a protest or demonstration about an environmental issue?

Survey	Year	Behavioural Intention Items	Self-Reported Behaviour Items
US General Social Survey	2000	<p>How willing would you be to pay much higher prices in order to protect the environment?</p> <p>And how willing would you be to pay much higher taxes in order to protect the environment?</p> <p>And how willing would you be to accept cuts in your standard of living in order to protect the environment?</p> <p>(response categories are: very willing, fairly willing, neither willing nor unwilling, not very willing, not at all willing)</p>	<p>How often do you make a special effort to sort glass or cans or plastic or papers and so on for recycling?</p> <p>(response categories are: always, often, sometimes, never, recycling not available where I live)</p> <p>And how often do you make a special effort to buy fruits and vegetables grown without pesticides or chemicals?</p> <p>(response categories are: always, often, sometimes, never, not available where I live)</p> <p>Are you a member of any group whose main aim is to preserve or protect the environment?</p> <p>In the past five years, have you:</p> <ul style="list-style-type: none"> signed a petition about an environmental issue? given money to an environmental group? taken part in a protest or demonstration about an environmental issue?

Survey	Year	Behavioural Intention Items	Self-Reported Behaviour Items
US General Social Survey	2010	<p>How willing would you be to pay much higher prices in order to protect the environment?</p> <p>And how willing would you be to pay much higher taxes in order to protect the environment?</p> <p>And how willing would you be to accept cuts in your standard of living in order to protect the environment? (response categories are: very willing, fairly willing, neither willing nor unwilling, not very willing, not at all willing)</p>	<p>How often do you make a special effort to sort glass or cans or plastic or papers and so on for recycling? (response categories are: always, often, sometimes, never, recycling not available where I live)</p> <p>And how often do you make a special effort to buy fruits and vegetables grown without pesticides or chemicals? (response categories are: always, often, sometimes, never, not available where I live)</p> <p>And how often do you cut back on driving a car for environmental reasons? (response categories are: always, often, sometimes, never, I do not have or cannot drive a car)</p> <p>How often do you reduce the energy or fuel you use at home for environmental reasons? (response categories are: always, often, sometimes, never)</p> <p>And how often do you choose to save or re-use water for environmental reasons? (response categories are: always, often, sometimes, never)</p> <p>And how often do you avoid buying certain products for environmental reasons? (response categories are: always, often, sometimes, never)</p> <p>Are you a member of any group whose main aim is to preserve or protect the environment?</p> <p>In the past five years, have you: signed a petition about an environmental issue? given money to an environmental group? taken part in a protest or demonstration about an environmental issue?</p>

Survey	Year	Behavioural Intention Items	Self-Reported Behaviour Items
International Social Survey Programme	1993	<p>How willing would you be to pay much higher prices in order to protect the environment?</p> <p>And how willing would you be to pay much higher taxes in order to protect the environment?</p> <p>And how willing would you be to accept cuts in your standard of living in order to protect the environment? (response categories are: very willing, fairly willing, neither willing nor unwilling, fairly unwilling, very unwilling)</p>	<p>How often do you make a special effort to sort glass or tins or plastic or newspapers and so on for recycling? (response categories are: always, often, sometimes, never, recycling not available where I live)</p> <p>And how often do you make a special effort to buy fruits and vegetables grown without pesticides or chemicals? (response categories are: always, often, sometimes, never, not available where I live)</p> <p>And how often do you refuse to eat meat for moral or environmental reasons? (response categories are: always, often, sometimes, never)</p> <p>And how often do you cut back on driving a car for environmental reasons? (response categories are: always, often, sometimes, never, I do not have or cannot drive a car)</p> <p>Are you a member of any group whose main aim is to preserve or protect the environment?</p> <p>In the past five years, have you: signed a petition about an environmental issue? given money to an environmental group? taken part in a protest or demonstration about an environmental issue?</p>

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Survey	Year	Behavioural Intention Items	Self-Reported Behaviour Items
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Table SI2. Descriptive statistics of the study sample (N=504).

	Sample Description
Gender (% female)	46.49
Race (% non-Hispanic white)	78.97
Age (1-8 scale: “18-19” to “80 or higher”)	3.08 (1.27)
Education (% at least bachelor’s degree)	84.72
Income (1-5 scale: “less than \$25K” to “\$100K and more”)	2.50 (1.26)
Political ideology (1-7 scale: “extremely conservative” to “extremely liberal”)	4.55 (1.60)

Note: Standard deviation is given in parentheses.

Table SI3. Scales in the study

Scale	Survey Items	Coded Responses
‘How unwilling or willing would you be to do the following to protect the environment?’		
Willingness to Pay or Sacrifice ($\alpha = 0.89$)	pay much higher prices pay much higher taxes accept cuts in your standing of living	1=very unwilling; 2=fairly unwilling; 3=slightly unwilling; 4=I’m not sure; 5=slightly willing; 6=fairly willing; 7=very willing
Willingness to Act Politically ($\alpha = 0.89$)	contribute money to an environmental group attend a meeting of an environmental group sign a petition supporting an environmental protection effort contact a public official about an environmental issue vote for candidates because of their position on environmental issues	1=very unwilling; 2=fairly unwilling; 3=slightly unwilling; 4=I’m not sure; 5=slightly willing; 6=fairly willing; 7=very willing
‘Please indicate how important each of the following is as a guiding principle in your life.’		
Biospheric Altruism ($\alpha = 0.91$)	Protecting the environment, preserving nature Respecting the earth, harmony with other species Unity with nature, fitting into nature	1=not at all important; 2=minimally important; 3=somewhat important; 4=moderately important; 5=extremely important
Self-Interestedness ($\alpha = 0.71$)	Authority, the right to lead or command Social power, control over others, dominance Wealth, material possessions, money	1=not at all important; 2=minimally important; 3=somewhat important; 4=moderately important; 5=extremely important

‘Listed below are statements about the relationship between humans and the environment. For each one, please indicate whether you disagree or agree with it.’

New Ecological Paradigm
($\alpha = 0.86$)
(italicized items are reverse-coded)

The so-called “ecological crisis” facing humankind has been greatly exaggerated.

If things continue on their present course, we will soon experience a major ecological catastrophe.

Humans are severely abusing the environment.

The balance of nature is strong enough to cope with the impacts of modern industrial nations.

The earth is like a spaceship with very limited room and resources.

1=strongly disagree; 2=moderately disagree;
3=slightly disagree; 4=I’m not sure; 5=slightly agree;
6=moderately agree; 7=strongly agree

Table SI4. Effects of Independent Variables on Hypothetical and Actual Donations from OLS Regression with Robust Standard Errors (N=490; R²=0.16)

Independent Variable	Effect on Hypothetical Donation	Effect on Actual Donation
Female	2.76 (2.58)	3.29 (3.46)
Non-Hispanic White	0.59 (2.83)	-1.31 (4.19)
Age	1.36 (1.01)	0.41 (4.19)
Education	0.10 (1.11)	-0.58 (1.44)
Income	-1.30 (0.93)	1.65 (1.38)
Political ideology	-0.39 (0.87)	-0.24 (1.29)
Biospheric altruism	2.50 (1.44)	5.09** (1.90)
Self-interestedness	-1.40 (1.36)	-3.08* (1.84)
New Ecological Paradigm	3.32** (1.12)	-0.08 (1.68)

Notes: Entries are unstandardized coefficients. Robust standard errors are in parentheses.

* p<0.05 ** p<0.01 *** p<0.001

Table SI5. Effects of Independent Variables on Willingness to Pay or Sacrifice, Willingness to Act Politically, and Actual Donation from Seemingly Unrelated Regression (N=245)

Independent Variable	Effect on Willingness to Pay or Sacrifice	Effect on Willingness to Act Politically	Effect on Actual Donation
Female	1.71 (1.89)	4.74* (2.17)	6.58 (4.47)
Non-Hispanic White	-1.57 (2.45)	-3.63 (2.81)	-2.62 (5.79)
Age	-1.73* (0.80)	-1.15 (0.91)	0.82 (1.87)
Education	0.17 (0.85)	-0.43 (0.97)	-1.17 (2.00)
Income	1.96* (0.81)	1.77 (0.93)	3.30 (1.92)
Political ideology	1.82* (0.73)	2.31** (0.83)	-0.48 (1.92)
Biospheric altruism	8.30** (1.11)	6.72** (1.27)	10.18** (2.62)
Self-interestedness	-0.61 (1.16)	1.83 (1.33)	-6.15* (2.73)
New Ecological Paradigm	6.78** (0.95)	8.04** (1.08)	-0.17 (2.23)
Intercept	-13.87** (1.16)	-15.13** (1.33)	4.85 (2.73)
R ²	0.58	0.55	0.12

Notes: Entries are unstandardized coefficients from feasible generalized least squares. Standard errors are in parentheses.

* p<0.05 ** p<0.01 *** p<0.001

Ground-breaking Scientific Report Describes Human Influence on Biodiversity Loss

About a decade ago, over 1,000 scientists from around the world produced the Millennium Ecosystem Assessment. This report laid out the scientific evidence for the health of our world's ecosystems and also documented the many ways in which human well-being is dependent upon the benefits we get from ecosystems.

Perhaps the most surprising revelation in this report is the pace and scale of biodiversity loss around the world over the last century:

- many animal and plant species are declining in numbers;
- many animal and plant species are found in fewer places where they were once abundant; and
- other animal and plant species have gone extinct.

Indeed, the report states that human activities—such as agricultural development, deforestation, and increased pollution—have caused between 500 and 1000 times more extinctions in the last century than would have happened due to natural processes.

Nevertheless, the report is cautiously optimistic that we can slow this heightened rate of biodiversity loss. The report states that we can do this by creating better policies, shifting incentives, educating people, developing new market-based approaches, and supporting conservation organizations.

Figure SI2. Outcome Variable Measures

Hypothetical Condition

For completing this survey, you have earned a bonus of \$0.50! This bonus is in addition to \$0.50 you have already earned.

In the future, we may give respondents an opportunity to donate a portion of their bonus to a [type of] organization. Since we don't know how much of their bonus that respondents would choose to donate, we would like to get some preliminary data. Please imagine the following hypothetical situation and answer one final question so we can better understand how much money our respondents would choose to donate. Please know that **YOU WILL RECEIVE THE ENTIRE \$0.50 BONUS REGARDLESS OF YOUR ANSWER.**

Imagine you have an option to donate some of your bonus to World Wide Fund for Nature, an international conservation organization founded in 1961.

This donation will be used to support efforts in conserving nature and preventing further loss of biodiversity.

Imagine that we will deduct the amount you select from your bonus and donate it to World Wide Fund for Nature.

Considering the information about biodiversity loss you read earlier, how much of this bonus would you **HYPOTHETICALLY** donate to the World Wide Fund for Nature? The values in the drop-down menu range from 0 cents to 50 cents.

Actual Condition

For completing this survey, you have earned a bonus of \$0.50! This bonus is in addition to \$0.50 you have already earned.

You have an option to donate some of your bonus to World Wide Fund for Nature, an international conservation organization founded in 1961.

This donation will be used to support efforts in conserving nature and preventing further loss of biodiversity.

We will deduct the amount you select from your bonus and donate it to World Wide Fund for Nature.

Considering the information about biodiversity loss you read earlier, how much of this bonus would you like to donate to the World Wide Fund for Nature? The values in the drop-down menu range from 0 cents to 50 cents.
