Online Appendix for

"Comparing Two Measures of Social Movement Identity: The Environmental Movement as Example"

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Table A1: Descriptive Statistics for Variables in the Study

Variable	Coding	Mean	SD
<u>Membership in Movement Organizations</u>			
belong to national organization	0 (no) to 1 (belong to a national environmental movement organization)	.05	.22
belong to local organization	0 (no) to 1 (belong to a local environmental movement organization)	.09	.29
belong to national or local organization	0 (no) to 1 (belong to either a national or a local environmental movement organization)	.11	.32
<u>Attitudes toward the Movement</u>			
agreement with goals of environmental movement	1 (strongly disagree with goals of environmental movement) to 4 (strongly agree)	3.23	.83
trust in national environmental organizations	1 (none at all) to 4 (a great deal)	3.06	.87
trust in local environmental organizations	1 (none at all) to 4 (a great deal)	2.97	.84
view of environmental movement effect	1 (definitely more harm than good) to 4 (definitely more good than harm)	3.02	.91
<u>Environmental Behaviors</u>			
household/consumer behaviors index (Cronbach's Alpha = .64)	0 (done none of the five in the past year) to 5 (done each of the following at least once in the past year: avoided using certain products that harm the environment; tried to use less water in your household; voluntarily recycled newspapers, glass, aluminum, motor oil, or other items; bought some product specifically because you thought it was better for the environment than competing products; reduced your household's use of energy)	4.11	1.20
public/political behaviors index (Cronbach's Alpha = .68)	0 (done none of the five in the past year) to 5 (done each of the following at least once in the past year: been active in a group or organization that works to protect the environment; contributed money to an environmental, conservation or wildlife preservation group; contacted a public official about an environmental issue; signed a petition supporting an environmental group or some environmental protection effort; attended a meeting concerning the environment)	1.23	1.39

Variable	Coding	Mean	SD
Social, Demographic, and Political Predictors			
self-identified environmentalist	0 (no) to 2 (self-identified strong environmentalist)	.68	.80
environmental movement identity*	1 (unsympathetic) to 4 (active participant)	2.83	.75
gender*	0 (male) to 1 (female)	.52	.50
age*	number in actual years (18-99)	45.31	17.18
race*	0 (white) to 1 (non-white)	.16	.37
annual income*	1 (less than $20,000) to 5 (more than $75,000)	3.07	1.38
educational attainment*	1 (high school graduate or less) to 4 (more than college graduate)	1.90	1.03
political ideology*	1 (very conservative) to 5 (very liberal)	2.72	.93
party identification*	1 (Republican) to 5 (Democrat)	3.13	1.63
place of residence*	1 (rural) to 3 (urban)	2.06	.71

Notes: Data is weighted. Means and standard deviations are for 2000 sample. Asterisk denotes those variables also available in the 2000-2010 pooled sample. Gallup did not include a measure of environmental movement identity in their 2009 survey.

Table A2: Coefficients, Standard Errors, and Wald Statistics from Logistic Regression Models Predicting Membership in Environmental Organizations in 2000 (N=1004)

Independent Variables	Belong to National Environmental Organization		Belong to Local Environmental Organization		Belong to National or Local Environmental Organization	
	Coefficient (SE)	Wald	Coefficient (SE)	Wald	Coefficient (SE)	Wald
environmental movement identity	.98*** (.24)	16.12	.65*** (.17)	14.04	.83*** (.16)	25.61
self-identified environmentalist	.70*** (.19)	13.86	.47** (.14)	11.05	.50*** (.13)	14.87
gender	-.32 (.29)	1.27	-.38 (.22)	2.98	-.26 (.20)	1.60
age	.01 (.01)	1.12	-.01 (.01)	1.60	-.01 (.01)	2.23
race	-.25 (.47)	.29	.13 (.31)	.16	.13 (.29)	.21
annual income	.09 (.12)	.61	.15 (.09)	2.71	.09 (.08)	1.30
educational attainment	.27* (.14)	4.01	.38*** (.11)	13.04	.32** (.10)	10.81
political ideology	.38* (.17)	4.87	.27* (.13)	4.36	.26* (.12)	4.71
party identification	.02 (.10)	.03	.03 (.07)	.15	.02 (.07)	.12
place of residence	.11 (.21)	.26	-.31 (.16)	3.74	-.20 (.15)	1.79
constant	-9.16*** (1.24)	54.58	-5.58 (.86)	42.45	-5.77 (.80)	51.75
Nagelkerke R^2	.21		.17		.18	

* p<.05   ** p<.01   *** p<.001

Table A3: Standardized Coefficients from OLS Regression Models Predicting Attitudes toward the Environmental Movement in 2000 (N=1004)

Independent Variables	Agreement with Goals of Environmental Movement	Trust in National Environmental Organizations	Trust in Local Environmental Organizations	View of Environmental Movement's Effects
environmental movement identity	.35***	.17***	.19***	.27***
self-identified environmentalist	.09**	.11**	.07*	.00
gender	.02	.08**	.05	.02
age	-.12***	-.21***	-.13***	-.03
race	.01	-.01	.02	-.05
annual income	-.05	.02	.03	.09**
educational attainment	.05	-.02	-.03	.15***
political ideology	.13***	.09**	.04	.10**
party identification	.12***	.03	-.03	.10**
place of residence	.04	.03	.03	.03
adjusted R^2	.24	.11	.06	.17

* p<.05　** p<.01　*** p<.001

Table A4: Standardized Coefficients from OLS Regression Models Predicting Pro-Environmental Behaviors in 2000 (N=1004)

Independent Variables	Household/Consumer Behaviors Index	Public/Political Behaviors Index
environmental movement identity	.20***	.20***
self-identified environmentalist	.19***	.28***
gender	.07*	-.03
age	-.07*	.01
race	-.04	.02
annual income	.04	.06
educational attainment	.04	.15***
political ideology	-.05	.06
party identification	.04	.02
place of residence	-.01	-.02
adjusted R^2	.11	.19

* p<.05   ** p<.01   *** p<.001