

## Appendix 1

Short forms of the questions utilized in this study.

### Basic Value Dimensions

15 item short form of Schwartz Value Scale (Stern et al. 1995), 15 items scored.

*Self-transcendence* (combined biospheric/altruistic,  $\alpha = 0.87$ ), 6 items scored.

How important or unimportant do you feel it is to achieve each of the following goals?

	Very Important	Somewhat Important	Neither Important or Unimportant	Somewhat Unimportant	Very Unimportant
Protecting the environment & preserving nature (biospheric)					
Being in unity with nature (biospheric)					
Achieving harmony with the Earth & other species (biospheric)					
A world of peace free of war and conflict (altruistic)					
Social justice & care of the weak (altruistic)					
Equality & equal opportunity for all (altruistic)					

*Traditionalism* ( $\alpha = 0.79$ ), 3 items scored.

How important or unimportant do you feel it is to achieve each of the following goals?

	Very Important	Somewhat Important	Neither Important or Unimportant	Somewhat Unimportant	Very Unimportant
Showing respect & honouring elders					
Family security & the safety of loved ones					
Having self-discipline & resisting temptation					

*Self-enhancement* ( $\alpha = 0.61$ ), 3 items scored.

How important or unimportant do you feel it is to achieve each of the following goals?

	Very Important	Somewhat Important	Neither Important or Unimportant	Somewhat Unimportant	Very Unimportant
Being a leader or respected authority					
Having an impact on people &/or events					
Acquiring wealth & material possessions					

*Openness-to-change* ( $\alpha = 0.69$ ), 3 items scored.

How important or unimportant do you feel it is to achieve each of the following goals?

	Very Important	Somewhat Important	Neither Important or Unimportant	Somewhat Unimportant	Very Unimportant
A varied life full of novelty & change					
Achieving an exciting life full of stimulating experiences					
Pursuing curiosity & being explorative					

## Worldviews

24 items scored.

*New Ecological Paradigm* (NEP,  $\alpha = 0.76$ ), 10 items scored.

Please indicate if you agree or disagree with each of the following statements:

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The balance of nature is very delicate and easily upset.					
When humans interfere with nature it often produces disastrous consequences.					
Humans have an ethical obligation to protect the environment.					
We are approaching the limit of the number of people Earth can support.					
There are limits to growth beyond which our industrialized society cannot expand.					
Protecting the environment is so important that requirements and standards cannot be too high and continuing environmental improvements must be made regardless of cost.					
Humans have the right to modify the natural environment to suit their own needs.					
Mankind was created to rule over the rest of nature.					
Plants and animals exist primarily to be used by humans.					
Humans need not adapt to the environment because they can make it to suit their needs.					

*Connectedness-to-nature* (CNS,  $\alpha = 0.86$ ), 14 items scored.

Please indicate if you agree or disagree with each of the following statements:

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
I often feel a sense of oneness with the natural world around me.					
I think of the natural world as a community to which I belong.					
I recognize and appreciate the intelligence of other living organisms.					
I often feel disconnected from nature.					
When I think of my life, I imagine myself to be part of a larger cyclical process of living.					
I often feel a kinship with animals and plants.					
I feel as though I belong to the Earth as equally as it belongs to me.					
I have a deep understanding of how my actions affect the natural world.					
I often feel part of the web of life.					
I feel that all inhabitants of Earth, human, and nonhuman, share a common 'life force'.					
Like a tree can be part of a forest, I feel embedded within the broader natural world.					
When I think of my place on Earth, I consider myself to be a top member of a hierarchy that exists in nature.					
I often feel like I am only a small part of the natural world around me, and that I am no more important than the grass on the ground or the birds in the trees.					
My personal welfare is independent of the welfare of the natural world.					

## Norm Activation Theory

13 items scored.

*Awareness-of-consequences* (AC,  $\alpha = 0.91$ ), 8 items scored.

To what extent do you feel the following environmental issues are serious or not serious problems in Ontario?

	Definitely not a Problem	Probably not a Problem	Slight Problem	Serious Problem	Unsure/Don't Know
Damage to plants & animal species					
Loss of plants & animal species					
Threats to endangered species					
Loss of quality woodlands					
Loss of greenspace					
Spread of invasive species					
Threats to water quality					
Climate change					

*Personal Norm* (PN,  $\alpha = 0.70$ ), 5 items scored.

Please indicate if you agree or disagree with each of the following statements:

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
I feel a strong personal obligation towards preserving the environmental features of this property.					
Working to maintain the environmental features of this property is not always worth it.					
To me maintaining the environmental features of this property is largely a matter of money; I wouldn't do it unless there was a financial reward.					
I would preserve the environmental features of this property in exactly the same way with or without government incentives.					
I would feel guilty if we didn't succeed in preserving and environmental features of this property.					

## Theory of Reasoned Action

*Attitude-toward-the-act* (AA,  $\alpha = 0.96$ ), 9 items scored.

In relation to the following environmental goals how effective or ineffective do you feel the CLTIP as been?

	Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective	Don't Know/Cannot Say
Protecting natural heritage & biodiversity					
Helping to preserve representative ecosystems					
Protecting endangered species					
Maintaining habitat					
Preserving woodlands					
Encouraging woodland management					
Preventing incompatible uses of greenspace					
Promoting natural heritage conservation					
Protecting water quality					

## **Landowner socio-demographic landowner characteristics**

### *Conservation program participation*

Which of the following best describes your involvement in the CLTIP or MFTIP?

- Participant in the CLTIP
- Participant in the MFTIP
- Formerly participant in the CLTIP or MFTIP
- Never a participant in either the CLTIP or MFTIP

### *Gender*

What is your gender?

- Male       Female

### *Education*

What is your educational background?

- Some grade school or high school
- High school diploma
- Some college or technical school
- College or technical school diploma
- Some university
- University bachelor's degree (e.g., BA, BSc, BEd, etc.)
- University professional degree (e.g., MD, LLB, MBA, etc.)
- University graduate degree (e.g., MA, MSc., PhD, etc.)

### *Household Income*

What is the approximate total income for this household? Please include income received by all members of the household from all sources including wages and salaries, business earnings, investments, pensions and/or government transfers.

- less than \$19,999
- \$20,000 - \$39,999
- \$40,000 - \$59,999
- \$60,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 - \$119,999
- \$120,000 - \$139,999
- \$140,000 - \$159,999
- \$160,000 - \$179,999
- \$180,00 or more

*Political Leaning*

We often hear of the distinction between people who consider themselves to be “right leaning” in terms of the political spectrum and those who consider themselves “left leaning.” Please indicate the degree to which you consider yourself to be either generally “right” or “left” in terms of your political views.

Extremely Left	Left	Moderately Left	Neither	Moderately Right	Right	Extremely Right
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*Eligible Property Area*

What is the area of land on this property qualifying for either the CLTIP or MFTIP?