

Appendix 1. Factor analysis results for environmental motivations. (SD: standard deviation; α : Cronbach's alpha)

Environmental motivations		Total Sample			Rural		Urban	
		Factor Loading	Mean	SD	Mean	SD	Mean	SD
<i>Biospheric</i>	Description		6.471	0.830	6.694	0.705	6.333	0.871
Preventing pollution	Protecting natural resources	0.766	6.487	1.021	6.679	0.963	6.370	1.039
Respecting the earth	Harmony with other species	0.830	6.495	1.013	6.703	0.874	6.367	1.070
Unity with nature	Fitting into nature	0.799	6.385	1.143	6.671	0.891	6.209	1.242
Protecting the environment	Preserving nature	0.784	6.515	0.997	6.723	0.855	6.388	1.057
<i>Altruistic</i>			6.315	0.877	6.569	0.669	6.159	0.951
World peace	Free of war and conflict	0.749	6.505	1.032	6.739	0.801	6.362	1.129
Helpful	Working for the welfare of others	0.765	6.228	1.200	6.461	1.028	6.085	1.276
Social Justice	Correcting injustice, care for the weak	0.752	6.170	1.252	6.488	0.961	5.976	1.366
Equality	Equal opportunity for all	0.697	6.357	1.248	6.589	0.924	6.214	1.393
<i>Egoistic</i>			4.255	1.389	4.376	1.301	4.181	1.436
Social power	Control over others, dominance	0.631	2.500	2.721	2.438	2.817	2.538	2.664
Influential	Having an impact on people and events	0.549	4.819	2.082	5.343	1.900	4.498	2.126
Ambition	Hard-working, aspiring	0.502	5.454	2.065	5.652	2.116	5.333	2.026
Authority	The right to lead or command	0.778	4.439	2.035	4.444	2.059	4.436	2.023
Wealth	Material possessions, money	0.716	4.065	1.977	4.004	1.916	4.102	2.015