

Supplemental File 1: All variables that were used in the analysis. Variables may have consisted of a singular survey item or multiple items; survey items were measured as either scale, ordinal, or binary variables depending on the question.

Variable	Survey items	Measurement
Impact	Has VWL had a positive or negative impact on the extent to which you [insert conservation behavior type]?	7 - point scale: 1 = Very negative impact; 2 = Negative impact; 3 = Slightly negative impact; 4 = No impact; 5 = Slightly positive impact; 6 = Positive impact; 7 = Very positive impact
Participant factors		
Gender ^c	What gender do you identify as?	Binary; 0 = "Male", 1 = "Female"*
Age	What year were you born?	Scale [†]
Education	What is the highest degree or level of school you have completed?	6-point ordinal; 1 = "Some high school", 2 = "Highschool diploma or GED", 3 = "Associate's degree", 4 = "Bachelor's

		degree”, 5 = “Master’s degree”, 6 = “Professional degree or doctorate”
Income	Which of the following broad categories describes your approximate annual household income before taxes?	7-point ordinal; 1 = “Less than \$25,000”, 2 = “ \$25,000 - \$49,999”, 3 = “\$50,000 - \$74,999”, 4 = “\$75,000 - \$99,999”, 5 = “\$100,000 - \$124,999”, 6 = “\$125,000 - \$149,999”, 7 = “\$150,000 or more”
Actual behavioral control ^c	<p>Within the last 10 years, I started a conservation activity because I...</p> <p>...had the necessary knowledge and skills.</p> <p>...had enough time.</p> <p>...had the money and resources.</p> <p>...believed it would be easy to start.</p> <p>...was confident in my own ability.</p>	5 - point scale: 1 = Strongly disagree; 2 = Somewhat disagree; 3 = Neither agree nor disagree; 4 = Somewhat agree; 5 = Strongly agree

<p>Personal norms</p>	<p>Please indicate to what extent you agree or disagree with the following statements.</p> <p>I feel a strong personal obligation to engage in conservation activities.</p> <p>I would feel guilty if I did not do conservation activities.</p>	<p>5 - point scale: 1 = Strongly disagree; 2 = Somewhat disagree; 3 = Neither agree nor disagree; 4 = Somewhat agree; 5 = Strongly agree</p>
<p>Environmental attitude^c</p>	<p>Please indicate to what extent you agree or disagree with the following statements.</p> <p>I feel that my personal wellbeing is separate from the wellbeing of the natural world.</p> <p>I feel disconnected from nature.^b</p> <p>I appreciate the intelligence of other living organisms.</p> <p>I think of the natural world as a community to which I belong.</p>	<p>5 - point scale: 1 = Strongly disagree; 2 = Somewhat disagree; 3 = Neither agree nor disagree; 4 = Somewhat agree; 5 = Strongly agree</p>
<p>Program factors</p>		

<p>Social norms</p>	<p>Please indicate to what extent you agree or disagree with the following statements.</p> <p>Most VWL citizen scientists I interact with engage in conservation activities.</p> <p>Most VWL landowners I interact with engage in conservation activities.</p> <p>Most of my friends and family engage in conservation activities.^a</p> <p>Most VWL citizen scientists I interact with would approve of the conservation activities I do.</p> <p>Most of the VWL landowners I interact with would approve of the conservation activities I do.</p> <p>Most of my friends and family would approve of the conservation activities I do.^a</p>	<p>5 - point scale: 1 = Strongly disagree; 2 = Somewhat disagree; 3 = Neither agree nor disagree; 4 = Somewhat agree; 5 = Strongly agree</p>
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<p>Program-related normative beliefs</p>	<p>Within the last 10 years, I started a conservation activity because I...</p> <p>...was encouraged by VWL staff.</p> <p>...was encouraged by VWL citizen scientists.</p> <p>...learned that it was necessary through VWL trainings or other communications.</p> <p>...was inspired by what I saw on some of the properties I surveyed.</p>	<p>5 - point scale: 1 = Strongly disagree; 2 = Somewhat disagree; 3 = Neither agree nor disagree; 4 = Somewhat agree; 5 = Strongly agree</p>
<p>Events</p>	<p>In a typical year, about how many VWL events do you attend?</p>	<p>Scale; 0 - 10+</p>
<p>Newsletters</p>	<p>In a typical year, about how many VWL monthly conservation science newsletters do you read?</p>	<p>Scale; 0 - 12</p>

^a Survey item was removed due to the results of the exploratory factor analysis.

^b Survey item was removed due to the results of the Cronbach alpha analysis.

^c Survey was not included in the regression model due to the results of the non-metric multidimensional scaling analysis.

* Gender included two additional items: 3 = "Other (please specify)", 4 = "Prefer not to say". Neither of these items were chosen by respondents so they were removed from our analysis.

† Respondents input a 4-digit year that was then converted to age by subtracting the year they were born from the current year, 2021.