
Survey Intro

You have been selected to participate in this survey because you have signed up to receive email communications from the the Smithsonian Conservation Biology Institute's Virginia Working Landscapes Program (VWL) at some point between 2010 and 2020. You will be asked about your thoughts on and experience with conservation activities.

Please keep in mind that there are no right or wrong answers to these questions so feel free to openly express your thoughts. Your responses to the questions will never be associated with your name and will be kept confidential. Your survey responses will be used for a master's thesis, scientific journal article, and a report to the Smithsonian Institute. In addition to being confidential, your participation in this survey is completely voluntary so you may stop participating in the survey at any time.

If you have any questions about this study, you may contact Rachael Green at rg1132@vt.edu or Dr. Ashley Dayer at dayer@vt.edu. Should you have any questions about your rights as a research participant, you may contact the Virginia Tech Institutional Review Board at irb@vt.edu or 540-231-3732. This research study can be referenced as IRB protocol number 19-1018.

Before we begin, are you 18 years old or older?

- Yes
- No

Thank you for your interest, but only participants that are 18 years of age or older

are eligible to participate in this survey.

Do you consent to participation in this research study?

- Yes
- No

Familiarity with VWL

We would like to know about your familiarity with the Virginia Working Landscapes Program (VWL).

How familiar are you with the VWL? *Please select the option that best describes you.*

- Extremely familiar
- Very familiar
- Moderately familiar
- Somewhat familiar
- Not at all familiar

Could you tell us a bit about in what ways you are familiar with VWL?

What year did you first hear about VWL? *Please select the option that best describes you.*

- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020

2013

2017

2014

2020

2015

I don't know

Could you tell us a bit more about how you first heard about VWL?

Participation in conservation activities

Next, we would like to know a little bit about your experience with conservation activities.

For the purposes of this survey, we define the terms conservation activity and land as follows:

Conservation activity is defined as any activity that contributes to positive impacts for the environment and/or reduces negative impacts to the environment. Some examples may include managing your land for conservation purposes or donating money to a conservation organization.

Land is defined as any property that you own, rent, or manage. Some examples may include fields, yards, or common areas.

Which of the following conservation activities, if any, have you started doing within the last 10 years? *Check all that apply.*

Creating, managing, or restoring wildlife habitat on your land or land you manage

Creating, managing, or restoring wildlife habitat on public land

- Talking to or educating others about conservation issues
- Educating myself about conservation issues
- Participating in a local conservation group
- Collaborating with others on conservation activities
- Contributing data or observations to a conservation – based citizen science project
- Supporting conservation issues through civic engagement (some examples may include voting, petitioning, or calling representatives in support of conservation issues)
- Donating money for conservation or environmental causes

Have you started any other conservation activities within the last 10 years not previously mentioned?

Yes, please specify

No

Has VWL had a positive or negative impact on the extent to which you do these conservation activities?

- | | | | | | | |
|----------------------------|-----------------------|--------------------------------|-----------------------|--------------------------------|-----------------------|----------------------------|
| Very
negative
impact | Negative
impact | Slightly
negative
impact | No impact | Slightly
positive
impact | Positive
impact | Very
positive
impact |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Follow-up: Participation in conservation activities

We'd like to ask you a few follow-up questions about the conservation activities you do.

Could you tell us more about how you **create, manage, or restore wildlife habitat on your land**? For example, what activities do you do on your land that benefit wildlife habitat?

Has VWL had a positive or negative impact on the extent to which you **create, manage, or restore wildlife habitat on your land**?

- | | | | | | | |
|----------------------------|-----------------------|--------------------------------|-----------------------|--------------------------------|-----------------------|----------------------------|
| Very
negative
impact | Negative
impact | Slightly
negative
impact | No impact | Slightly
positive
impact | Positive
impact | Very
positive
impact |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Could you tell us more about how you **create, manage, or restore wildlife habitat on public land**? For example, what activities do you do on public land that benefit wildlife habitat?

Has VWL had a positive or negative impact on the extent to which you create

Has VWL had a positive or negative impact on the extent to which you **create, manage, or restore wildlife habitat on public land**?

- Very negative impact
- Negative impact
- Slightly negative impact
- No impact
- Slightly positive impact
- Positive impact
- Very positive impact

Could you tell us a bit more about how you **talk to or educate others about conservation issues**? *For example, what types of people do you educate, where, and on what topics?*

Has VWL had a positive or negative impact on the extent to which you **talk to or educate others about conservation issues**?

- Very negative impact
- Negative impact
- Slightly negative impact
- No impact
- Slightly positive impact
- Positive impact
- Very positive impact

Could you tell us a bit more about how you **educate yourself about conservation issues**? *For example, what topics do you educate yourself on and where do you go to find this information?*

Has VWL had a positive or negative impact on the extent to which you **educate yourself about conservation issues**?

- Very negative impact
- Negative impact
- Slightly negative impact
- No impact
- Slightly positive impact
- Positive impact
- Very positive impact

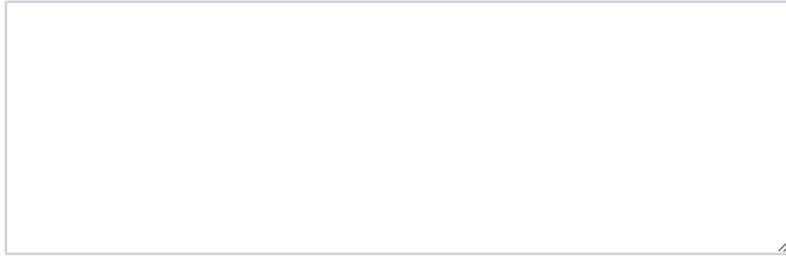
Could you tell us more about how you **participate in a local conservation group**? *For example, what is the name of the local conservation group you participate in, how long have you been a participant, and what activities do you do as a participant?*

Has VWL had a positive or negative impact on the extent to which you **participate in a local conservation group**?

- Very negative impact
- Negative impact
- Slightly negative impact
- No impact
- Slightly positive impact
- Positive impact
- Very positive impact

Could you tell us more about how you **collaborate with others on conservation**

activities? For example, what types of conservation activities do you collaborate with others on?



Who have you **collaborated with on conservation activities**? Please select all that apply

- VWL staff
- VWL landowners
- VWL citizen scientists
- Other conservation groups
- Family members
- Neighbors
- Friends
- Others, please specify



Has VWL had a positive or negative impact on the extent to which you **collaborate with others on conservation activities**?

Very negative impact Negative impact Slightly negative impact No impact Slightly positive impact Positive impact Very positive impact

Could you tell us more about how you **contribute data or observations to conservation - based citizen science projects**? *For example, what kind of citizen science project have you contributed data for? What were your responsibilities as a citizen scientist? What kind of data did you contribute? How long have you been contributing data to this project?*

Has VWL had a positive or negative impact on the extent to which you **contribute data or observations to conservation - based citizen science projects**?

Very negative impact Negative impact Slightly negative impact No impact Slightly positive impact Positive impact Very positive impact

Could you tell us more about how you **support conservation issues through civic engagement**? *For example, what types of civic actions do you do personally or in the community that support conservation issues?*

COVID impacts

Due to the COVID-19 pandemic, have your conservation activities increased, decreased, or remained the same compared to a typical year?

- Increased
- Decreased
- Remained the same

Could you tell us more about how COVID may have impacted your conservation activities?

Matrices

Now, we are interested in learning more about what prompted you to start a conservation activity within the last 10 years. Please indicate to what extent you agree or disagree with the following statements.

Within the last 10 years, I started a conservation activity because I...

	Strongly agree	Somewhat agree	Neither agree nor disagree	Some disagree
...had the necessary knowledge and skills.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

...had the necessary knowledge and skills.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
...had enough time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...had the money and resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...believed it would be easy to start.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was confident in my own ability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was encouraged by my friends and family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was encouraged by VWL staff.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was encouraged by VWL citizen scientists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...learned that it was necessary through VWL trainings or other communications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...was inspired by what I saw on other landowners' properties.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next we would like to know a little more about your thoughts on conservation activities.

Please indicate to what extent you agree or disagree with the following statements.

	Strongly agree	Somewhat agree	Neither degree nor disagree	Some disagree
Most <u>VWL citizen scientists</u> I interact with engage in conservation activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most <u>VWL landowners</u> I interact with engage in conservation activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of <u>my friends and family</u> engage in conservation activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most <u>VWL citizen scientists</u> I interact with would approve of the conservation activities I do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of the <u>VWL landowners</u> I interact with would approve of the conservation activities I do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Most of my friends and family would approve of the conservation activities I do.
- I feel a strong personal obligation to engage in conservation activities.
- I would feel guilty if I did not do conservation activities.

Next we would like to know a little more about your thoughts on the natural world.

Please indicate to what extent you agree or disagree with the following statements.

- | | Strongly agree | Somewhat agree | Neither agree nor disagree | Some disagree |
|--|-----------------------|-----------------------|----------------------------|-----------------------|
| I feel that my personal wellbeing is separate from the wellbeing of the natural world. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel disconnected from nature. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I appreciate the intelligence of other living organisms. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I think of the natural world as a community to which I belong. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Events

VWL hosts a variety of events in a typical year. *Some examples of VWL events are workshops, field walks, and farm tours.*

In a typical year, about how many VWL events do you attend? *Please select the best option.*



What have you gained from attending these events?

newsletter

Each month VWL emails out a conservation science newsletter.

In a typical year, about how many VWL monthly conservation science newsletters do you read? *Please select the answer that best describes you.*



What have you gained from reading the VWL monthly conservation science newsletter?

Virginia master naturalist

Are you currently a Virginia Master Naturalist or in training to become one?

- Yes
- No

Constraints

Have you ever considered volunteering with VWL? *Some examples of*

volunteering include volunteering your land as a survey site, volunteering as a citizen scientist, or being a workshop attendee.

- I currently volunteer with VWL.
- I've considered it but I have not volunteered with VWL.
- I have not considered volunteering with VWL.

We'd like to follow-up with you about some constraints associated with volunteering with VWL. *Please check all that apply.*

In the past I've thought about volunteering with VWL but...

- ...I didn't know how to start volunteering.
- ...I wasn't aware of volunteer opportunities.
- ...I didn't have enough time.
- ...I am physically unable to volunteer.
- Other *(please specify)*.

Demographics

Before we finish the survey, we would like to learn a little more about you.

What gender do you identify as? *Please select the option that best describes you.*

- Male
- Female
- Other (*please specify*)
- Prefer not to say

What race or ethnicity do you identify as? *Please select all that apply.*

- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Black or African American
- Hispanic, Latino, or Spanish
- White
- Middle Eastern or North African
- Asian
- Some other race or ethnicity (*please specify*)

What year were you born? *Please enter a 4-digit year.*

What is the highest degree or level of school you have completed? *Please select the best option.*

- Some high school
- High school diploma or GED
- Associate's degree
- Bachelor's degree

- Bachelor's degree
- Master's degree
- Professional degree or doctorate

Which of the following broad categories describes your approximate annual household income before taxes? *Please select the best option.*

- Less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 or more

Do you have any other comments you would like to share with us?