**Appendix Table 1:** Sample means by treatment group.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | Saw text only | Saw text + Whale | Saw text + Photo | Saw photo only | Total |
| Age |
| > = 18 < 30 | 0.289 | 0.279 | 0.297 | 0.305 | 0.289 |
| > = 30 < 50 | 0.217 | 0.258 | 0.23 | 0.189 | 0.228 |
| > = 50 < 65 | 0.301 | 0.282 | 0.284 | 0.311 | 0.293 |
| > = 65 | 0.193 | 0.182 | 0.189 | 0.195 | 0.189 |
| Female | 0.484 | 0.459 | 0.551 | 0.470 | 0.483 |
| Marital status |
| Married, Civil union, Partner | 0.561 | 0.543 | 0.466 | 0.521 | 0.534 |
| Divorced or Separated | 0.099 | 0.125 | 0.123 | 0.092 | 0.11 |
| Never married | 0.281 | 0.293 | 0.329 | 0.331 | 0.300 |
| Widowed | 0.060 | 0.040 | 0.082 | 0.055 | 0.056 |
| Annual household income |
| < 20K | 0.154 | 0.135 | 0.178 | 0.147 | 0.150 |
| > = 20K < 35K | 0.233 | 0.239 | 0.226 | 0.276 | 0.241 |
| > = 35K < 75K | 0.296 | 0.343 | 0.377 | 0.340 | 0.331 |
| > = 75K < 100K | 0.199 | 0.190 | 0.103 | 0.135 | 0.171 |
| > = 100K < 150K | 0.088 | 0.067 | 0.062 | 0.083 | 0.076 |
| > = 150K | 0.030 | 0.028 | 0.055 | 0.019 | 0.031 |
| Race |
| White | 0.821 | 0.839 | 0.821 | 0.809 | 0.825 |
| Black or African American | 0.116 | 0.111 | 0.131 | 0.134 | 0.119 |
| American Indian or Alaskan | 0.021 | 0.006 | 0.007 | 0.013 | 0.013 |
| Asian | 0.036 | 0.037 | 0.034 | 0.038 | 0.037 |
| Native hawaiian or Pacific islander | 0.006 | 0.006 | 0.007 | 0.006 | 0.006 |
| Hispanic | 0.080 | 0.106 | 0.108 | 0.091 | 0.095 |
| Employment status |
| Employed | 0.560 | 0.530 | 0.473 | 0.494 | 0.526 |
| Student | 0.054 | 0.052 | 0.074 | 0.091 | 0.062 |
| Residential location |
| Urban | 0.318 | 0.270 | 0.270 | 0.280 | 0.288 |
| Suburban | 0.426 | 0.482 | 0.466 | 0.433 | 0.452 |
| Rural | 0.256 | 0.248 | 0.264 | 0.287 | 0.260 |
| Type of housing |
| House | 0.711 | 0.724 | 0.649 | 0.677 | 0.700 |
| Group living | 0.009 | 0.009 | 0.007 | 0.000 | 0.007 |
| Apartment | 0.214 | 0.224 | 0.304 | 0.262 | 0.239 |
| Mobile home | 0.065 | 0.042 | 0.041 | 0.061 | 0.053 |
| Living situation |
| Live alone | 0.190 | 0.215 | 0.297 | 0.226 | 0.221 |
| With family | 0.649 | 0.652 | 0.601 | 0.646 | 0.642 |
| With roommate | 0.042 | 0.018 | 0.027 | 0.037 | 0.031 |
| With partner | 0.119 | 0.115 | 0.074 | 0.091 | 0.106 |
| Environmental sustainability knowledge self-rating | 4.881 | 4.900 | 4.824 | 4.921 | 4.885 |
| Pre-treatment general belief variables individual actions affect environment (definitely yes = 1; definitely no = 4) | 1.708 | 1.730 | 1.716 | 1.805 | 1.733 |
| I feel personally responsible for environment | 3.228 | 3.295 | 3.303 | 3.234 | 3.263 |
| NEP-based index  | 0.780 | 0.829 | 0.795 | 0.748 | 0.794 |
| Index of subset of 4 NEP questions  | -0.758 | -0.76 | -0.73 | -0.747 | -0.753 |
| Humans are severely abusing the environment  | 1.810 | 1.933 | 1.919 | 1.799 | 1.866 |
| The earth is like a spaceship  | 2.298 | 2.285 | 2.209 | 2.311 | 2.282 |
| The earth has plenty of natural resources  | 2.244 | 2.133 | 2.081 | 2.165 | 2.169 |
| The balance of nature is delicate  | 3.318 | 3.312 | 3.291 | 3.287 | 3.307 |
| Pre-treatment plastics belief variables |
| Roadside pollution  | 4.032 | 4.001 | 4.005 | 4.058 | 4.022 |
| Landfill pollution  | 4.120 | 4.083 | 4.161 | 4.155 | 4.120 |
| Ocean pollution  | 4.073 | 4.038 | 4.134 | 4.146 | 4.083 |
| Behavior variables |
| Use reusable bags? (never = 1; always = 5) | 3.104 | 3.127 | 2.959 | 3.104 | 3.090 |
| Use recycling? (never = 1; daily = 7) | 4.986 | 4.849 | 4.919 | 4.782 | 4.898 |
| Observations | 336 | 330 | 148 | 164 | 978 |