

**Supplementary Material for Klas et al., “Not All Environmentalists are Like That...”:  
Unpacking the Negative and Positive Beliefs and Perceptions of Environmentalists.’  
*Environmental Communication*, 2018.**

Table A

*Demographic Information for Participants Included in Data Analysis*

	Frequency	%
Gender		
Female	37	41.6%
Male	52	58.4%
Age		
21-25 years	19	21.3%
26-30 years	20	22.4%
31-35 years	25	28.1%
36-40 years	10	11.3%
41-45 years	7	7.8%
46-50 years	4	4.4%
51-53 years	4	4.4%
Country of residence		
USA (United States of America)	88	98.9%
Missing	1	1.1%
Education		
Lower secondary education (year 10/sophomore year)	0	0.0%
Upper secondary education (high school completion)	24	27.0%
Post-secondary non-tertiary education (TAFE, Diploma)	10	11.2%
First stage of tertiary education (undergraduate degree)	50	56.2%
Second stage of tertiary education (graduate degree)	5	5.6%
Annual income (in US dollars, before taxes)		
Less than \$15,000	20	22.5%
\$15,000 to \$24,999	14	15.7%
\$25,000 to \$34,999	20	22.5%
\$35,000 to \$49,999	17	19.1%
\$50,000 to \$74,999	11	12.4%
\$75,000 and above	7	7.9%
Student status		
Currently a student	9	10.1%
Not a student	79	88.8%
Missing	1	1.1%
Environmental concern*		
Worried about the environment	79	88.8%
Not worried about the environment	10	11.2%

Note.  $N = 89$ . Age range 21 to 53;  $M = 32.74$ ;  $SD = 7.89$ .

\* Measured as a categorical item, “While your views might not fall exactly into one of these two categories, please indicate which category best represents your own views on the environment”.

Table B

*Inductively Developed Thematic Descriptions that Non-activist Members of the Public Provided of Environmentalists*

Theme	Definition	Exemplar quotations
1. All environmentalists care about and value nature.	A defining feature of the environmentalist social category was that all group members shared certain beliefs and values concerning the importance of protecting the environment. This theme was endorsed by the majority of participants (>66), regardless of demographic categories.	“Someone who cares about and believes in preserving the environment”. (P89)
2. All environmentalists are active in protecting, conserving, and improving nature.	All environmentalists were seen as actively involved in bringing about positive outcomes for the natural environment. However, this willingness to be ‘actively involved’ was perceived to be enacted in different ways across environmentalists. This theme was endorsed by the majority of participants (>66), regardless of demographic categories. However males and those who attended university were more likely to view environmentalists via a political lens.	An environmentalist is “someone who is actively trying to clean up or change the environment for the better”. (P87)
3. Most environmentalists are altruistic and self-sacrificing.	Environmentalists were perceived as ‘good’ people because they help to improve the natural environment (and inadvertently humans), often to the detriment of themselves. This theme was endorsed by the majority of participants (>66), especially those who noted they were worried about the environment.	“I really admire and respect environmentalists. They do a lot of hard work to help us all, often without much support from the general public”. (P14)
4. Not all environmentalists are extreme and aggressive, but many act that way.	Participants acknowledged not all environmentalist group members were extreme, but a large enough proportion of environmentalists acted aggressively which justified participant’s negative descriptions of the group. This was theme was endorsed by the majority of participants (>66), especially those who were university educated and noted that they were worried about the environment.	“Some environmentalists are too hard core, but the majority aren’t” (P36)  “(Environmentalists) can be a bit preachy in regards to trying to force people to live a certain way”. (P40)

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Note. N = 89.