Supplemental File 6: Output of environmental fit on participant and program non-metric multidimensional scaling ordinations. Note, independent variables with a p-value less than 0.05 are denoted in bold. The bolded independent variables are those that were found to significantly influence the spread of the dependent variable, perceived VWL impact on conservation behavior engagement.

Covariate	R^2	p-value
Participant Factors		
Age	0.03	0. 083
Education	0.02	0.274
Income	0.01	0.373
Actual behavioral control	0.00	0.841
Personal norm	0.01	0.640
Gender	0.00	0.747
Program Factors		
Citizen scientist	**0.17**	**0.001**

Normative beliefs	**0.25**	**0.001**
Social norms	0.01	0.449
Events	**0.14**	**0.001**
Newsletters	**0.04**	**0.043**