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Pacific Conservation Biology

Supplementary Material

Indigenous peoples' attitudes and social acceptability of invasive species control in New Zealand

Amanda Black^{A,}, Gary Garner^B, Melanie Mark-Shadbolt^B, Jovana Balanovic^C, Edith MacDonald^C, Ocean Mercier^D, and Janine Wright^B*

^ABioprotection Aotearoa, Lincoln University, PO Box 85084, Lincoln 7647, New Zealand.

^BTe Tira Whakamātaki Limited, 145 King Street, Rangiora 7400, New Zealand.

^CDepartment of Conservation, Conservation House, 18-32 Manners Street, Wellington 6011, New Zealand.

^DTe Kawa a Māui (School of Māori Studies), Victoria University of Wellington, Kelburn, Wellington 6012, New Zealand.

*Correspondence to: Amanda Black Bioprotection Aotearoa, Lincoln University, PO Box 85084, Lincoln 7647, New Zealand Email: amanda.black@lincoln.ac.nz

Supplementary Information.

Table S1. Māori responses for personal values.

Personal Value ¹	Māori respondents mean
Universalism	0.773
Security	0.041
Tradition	0.255
Conformity	-0.425
Stimulation	-0.281
Power	-0.987
Self-Direction	0.499
Benevolence	0.740
Hedonism	-0.370
Achievement	-0.632

Response format used unless indicated otherwise: Likert scale: the extent to which key universal values are important/unimportant to each individual (scale of (1) very much like me to (6) not like me at all). Centred scores were used to calculate the mean. An explanation of each personal value follows in a narrative provided after

Definition for PVQ. These measure the extent to which key universal values are important/unimportant to each individual (scale of (1) very much like me to (6) not like me at all). Ten key values were measured which are listed below:

Universalism: Understanding, appreciation, tolerance and protection for the welfare of all people and for nature (broadminded, wisdom, social justice, equality, a world at peace, a world of beauty, unity with nature, protecting the environment). Example question: “She thinks it is important that every person in the world should be treated equally. She believes everyone should have equal opportunities in life.”

Security: safety, harmony and stability of society, of relationships and of self (family security, national security, social order, clean, reciprocation of favours). Example question: “It is important to her to live in secure surroundings. She avoids anything that might endanger her safety.”

Tradition: Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self (humble, accepting my portion in life, devout, respect for tradition, moderate). Example question: “It is important to her to be humble and modest. She tries not to draw attention to herself.”

Conformity: Restraint of actions, inclinations and impulses likely to upset or harm others and violate social expectations or norms (politeness, obedient, self-discipline, honouring parents and elders). Example question: “She believes that people should do what they are told. She thinks people should follow the rules at all times, even when no-one is watching.”

Stimulation: Excitement, novelty, and challenge in life (daring, a varied life, an exciting life).

Example question: “She likes surprises and is always looking for new things to do. She thinks it is important to do lots of different things in life.”

Power: social status and prestige, control or dominance over people and resources (social power, authority, wealth, preserving my public image). Example question: “it is important to her to be rich. She wants to have a lot of money and expensive things.”

Self-direction: Independent thought and action-choosing, creating, exploring (creativity, freedom, independent, curious, choosing own goals). Example question: “Thinking up new ideas and being creative is important to her. She likes to do things in her own, original way.”

Benevolence: Preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, honest, forgiving, loyal, responsible). Example question: “it is very important to her to help the people around her. She wants to care for their well-being.”

Hedonism: Pleasure and sensuous gratification for oneself (pleasure, enjoying life, self-indulgence). Example question: “Having a good time is important to her. She likes to ‘spoil’ herself.”

Achievement: personal success through demonstrating competence according to social standards (successful, capable, ambitious, influential). Example question: “It is important to her to show her abilities. She wants people to admire what she does.”

Survey questions used for exploratory data analysis

Q 1. Which region best describes where you live?

Q2. In which age group do you belong?

Q 3. Which gender do you identify as?

Q 4. Which ethnic group do you belong to?

Q 5. How often do you do the following activities (Social media)?

Q 7. How often, if at all, do you personally do the following (Conservation Behaviour)?

Q 8. How much do you agree or disagree with the following (NEP)?

Q 10. Portrait Values (Centred Scores)

Q 11. How much do you agree or disagree with the following (Chemical Attitudes)?

Q 12. How much do you agree or disagree with the following (Māori knowledge/language

Q 13. Are you currently, or have you ever, undertaken paid work to help protect the environment?

Q 14. Have you heard about the government's initiative to rid New Zealand of predators by 2050?

Q 15. There are a number of ways to control species which are considered to be pests (Pest control attitudes).

Q 16. How much do you agree or disagree with the following (Trust in Science)?

Q 17. Please indicate which answer you think is the correct one for each of the following statements (General objective science knowledge).

Q 18. Please indicate which answer you think is the correct one for each of the following statements (Pest specific objective knowledge).

Q 19. Pest Threats in NZ.

Q 20. Please indicate how much you agree or disagree with the following statements about conservation efforts in New Zealand (Pest subjective knowledge).

Q 21. Please rate your level of agreement with the following statements about pests which have been introduced to New Zealand and the methods for controlling them (NEP-P).

Q 22. To what degree do the following factors influence your decisions regarding protecting New Zealand's natural environment (e.g., conservation)?

Q 23. Imagine you are the kaitiaki (guardian) of land, flora and fauna that have been decimated by pests. How much do you agree or disagree with the following new technologies being used (Technology Preferences)?

Q 24. How much do you agree with or disagree with the following about biosecurity?

Q 25. How much do you agree or disagree with the following (Uncertainty Avoidance)?

Q 27. Please indicate where on the political spectrum you perceive yourself to be.

Q 28. How much do you agree or disagree with the following (General system justification)?

Q29 Show how much you favour or oppose each idea below by selecting a number from 1 to 7 on the scale below (Social Dominance Orientation).

Q 31. How much guidance does religion provide in your daily life (Religiosity)?

Q 32. Which of the following comes closest to your opinion on the causes of climate change?

Q 33. How much do you agree with or disagree with the following (Resilience)?

Q 34. How would you rate your trust or distrust in the following (Trust in organisations)?

Q 35. How much do you agree or disagree with the following statement (evidence for vaccines causing autism)?

Q 37. Which of the following best describes where you usually live?

Q 38. Which country were you born in?

Q 39. What is your highest school qualification?

Q 40. Which of the following best describes your household income from all sources, before tax?