

Supplementary Material

The demographics of knowledge, attitudes and emotions toward coyotes

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Table S1. The combination of response type (visitor vs. resident), sex, age, and education and the respective knowledge levels arranged from highest (11 points) to lowest (0 points).

Response Type	Sex	Age	Education	Mean^a
Visitors	Male	< 35 yrs	High School	11
Resident	Male	< 35 yrs	College	8.75
Visitors	Male	35-54 yrs	High School	8.2
Visitors	Female	< 35 yrs	College	8.19
Visitors	Male	< 35 yrs	Some College	8
Visitors	Female	> 55 yrs	High School	8
Resident	Male	35-54 yrs	Some College	7.87
Visitors	Male	35-54 yrs	College	7.7
Resident	Male	> 55 yrs	College	7.68
Resident	Female	35-54 yrs	College	7.67
Resident	Female	< 35 yrs	College	7.64
Visitors	Male	< 35 yrs	College	7.62
Resident	Male	35-54 yrs	College	7.5
Resident	Female	< 35 yrs	High School	7.5
Visitors	Male	> 55 yrs	High School	7.5
Resident	Male	> 55 yrs	Some College	7.48
Visitors	Female	> 55 yrs	College	7.47
Resident	Male	35-54 yrs	High School	7.44
Visitors	Male	> 55 yrs	College	7.44
Visitors	Female	35-54 yrs	College	7.42
Resident	Male	< 35 yrs	High School	7.4
Visitors	Male	35-54 yrs	Some College	7.38
Visitors	Female	> 55 yrs	Some College	7.27
Resident	Female	> 55 yrs	College	7.21
Resident	Female	< 35 yrs	Some College	7.08
Visitors	Female	< 35 yrs	High School	7
Resident	Female	35-54 yrs	Some College	6.91
Resident	Male	> 55 yrs	High School	6.88
Visitors	Female	35-54 yrs	Some College	6.88
Visitors	Female	35-54 yrs	High School	6.8
Resident	Female	35-54 yrs	High School	6.71
Visitors	Male	> 55 yrs	Some College	6.57
Resident	Female	> 55 yrs	Some College	6.5
Visitors	Female	< 35 yrs	Some College	6.5
Resident	Female	> 55 yrs	High School	6.09
Resident	Male	< 35 yrs	Some College	5

^a The items were summed to create an index (the more correct items, the higher the value)

Table S2. The combination of response type (visitor vs. resident), sex, age, and education and the respective knowledge levels arranged from positive attitudes (+3) to negative attitudes (-3).

Response Type	Sex	Age	Education	Mean^a
Visitors	Male	< 35 yrs	High School	3
Visitors	Male	35-54 yrs	High School	1.07
Visitors	Male	< 35 yrs	College	0.974
Visitors	Male	35-54 yrs	College	0.873
Visitors	Male	> 55 yrs	Some College	0.743
Visitors	Male	< 35 yrs	Some College	0.667
Visitors	Female	> 55 yrs	College	0.636
Visitors	Female	35-54 yrs	College	0.568
Visitors	Female	< 35 yrs	College	0.435
Visitors	Male	> 55 yrs	High School	0.417
Visitors	Male	> 55 yrs	College	0.406
Visitors	Female	35-54 yrs	High School	0.4
Visitors	Female	> 55 yrs	Some College	0.356
Visitors	Female	35-54 yrs	Some College	0.333
Visitors	Female	> 55 yrs	High School	0.333
Resident	Female	< 35 yrs	High School	0.167
Visitors	Male	35-54 yrs	Some College	0.133
Visitors	Female	< 35 yrs	Some College	0
Visitors	Female	< 35 yrs	High School	-0.167
Resident	Male	< 35 yrs	College	-0.333
Resident	Male	< 35 yrs	High School	-0.4
Resident	Male	35-54 yrs	Some College	-0.452
Resident	Female	35-54 yrs	College	-0.469
Resident	Female	< 35 yrs	College	-0.727
Resident	Female	> 55 yrs	College	-0.881
Resident	Male	> 55 yrs	Some College	-1.2
Resident	Female	35-54 yrs	Some College	-1.24
Resident	Female	> 55 yrs	Some College	-1.27
Resident	Male	35-54 yrs	College	-1.28
Resident	Female	< 35 yrs	Some College	-1.28
Resident	Female	35-54 yrs	High School	-1.35
Resident	Female	> 55 yrs	High School	-1.35
Resident	Male	35-54 yrs	High School	-1.37
Resident	Male	> 55 yrs	High School	-1.42
Resident	Male	< 35 yrs	Some College	-2
Resident	Male	> 55 yrs	College	-3.08

^a The questions were coded on a 7-point semantic differential scale. For example -3 = bad to +3 = good

Table S3. The combination of response type (visitor vs. resident), sex, age, and education and the respective knowledge levels arranged from positive emotions (strongly agree +3) to negative emotions (strongly disagree -3) for scenario 1.

Response Type	Sex	Age	Education	Mean^a
Resident	Female	> 55 yrs	High School	2.61
Resident	Female	< 35 yrs	College	2.29
Resident	Female	> 55 yrs	Some College	2.1
Resident	Female	35-54 yrs	High School	2.08
Resident	Female	35-54 yrs	Some College	2.03
Resident	Female	< 35 yrs	Some College	1.98
Resident	Female	> 55 yrs	College	1.68
Resident	Female	35-54 yrs	College	1.67
Resident	Female	< 35 yrs	High School	1.66
Resident	Male	> 55 yrs	High School	1.48
Resident	Male	< 35 yrs	Some College	1.4
Resident	Male	< 35 yrs	College	1.35
Resident	Male	> 55 yrs	Some College	1.24
Resident	Male	35-54 yrs	High School	1.11
Resident	Male	35-54 yrs	College	1
Visitors	Female	> 55 yrs	High School	1
Resident	Male	35-54 yrs	Some College	0.98
Visitors	Female	35-54 yrs	College	0.726
Visitors	Male	35-54 yrs	High School	0.68
Visitors	Female	35-54 yrs	Some College	0.634
Visitors	Female	< 35 yrs	High School	0.6
Visitors	Female	> 55 yrs	Some College	0.547
Visitors	Female	< 35 yrs	College	0.517
Resident	Male	> 55 yrs	College	0.443
Resident	Male	< 35 yrs	High School	0.28
Visitors	Female	35-54 yrs	High School	0.28
Visitors	Male	35-54 yrs	College	0.2
Visitors	Female	< 35 yrs	Some College	0.167
Visitors	Male	< 35 yrs	College	0.16
Visitors	Female	> 55 yrs	College	0.124
Visitors	Male	35-54 yrs	Some College	0.114
Visitors	Male	> 55 yrs	College	0.106
Visitors	Male	> 55 yrs	Some College	-0.229
Visitors	Male	> 55 yrs	High School	-0.5
Visitors	Male	< 35 yrs	Some College	-0.533
Visitors	Male	< 35 yrs	High School	-2.6

^a The questions were on a 7 point scale where -3 = Strongly Disagree; -2 = Moderately Disagree; -1 = Slight Disagree; 0 = Neutral; 1 = Slight Agree; 2 = Moderately Agree; and 3 = Strongly Agree

Table S4. The combination of response type (visitor vs. resident), sex, age, and education and the respective knowledge levels arranged from positive emotions (strongly agree +3) to negative emotions (strongly disagree -3) for scenario 2.

Response Type	Sex	Age	Education	Mean^a
Visitors	Male	< 35 yrs	High School	3
Visitors	Female	< 35 yrs	High School	3
Visitors	Female	> 55 yrs	High School	3
Resident	Female	35-54 yrs	Some College	2.92
Resident	Female	35-54 yrs	College	2.91
Resident	Female	> 55 yrs	High School	2.88
Resident	Female	> 55 yrs	College	2.8
Resident	Female	35-54 yrs	High School	2.76
Visitors	Female	> 55 yrs	Some College	2.75
Resident	Female	> 55 yrs	Some College	2.73
Resident	Female	< 35 yrs	College	2.65
Resident	Female	< 35 yrs	Some College	2.62
Visitors	Female	35-54 yrs	High School	2.6
Visitors	Female	> 55 yrs	College	2.6
Resident	Male	35-54 yrs	Some College	2.51
Visitors	Male	> 55 yrs	Some College	2.5
Resident	Female	< 35 yrs	High School	2.48
Visitors	Male	35-54 yrs	College	2.44
Visitors	Female	< 35 yrs	College	2.44
Resident	Male	> 55 yrs	Some College	2.41
Resident	Male	< 35 yrs	College	2.4
Visitors	Male	> 55 yrs	College	2.39
Visitors	Female	35-54 yrs	College	2.38
Visitors	Female	< 35 yrs	Some College	2.36
Visitors	Female	35-54 yrs	Some College	2.35
Visitors	Male	< 35 yrs	College	2.28
Visitors	Male	35-54 yrs	High School	2.28
Resident	Male	> 55 yrs	High School	2.27
Resident	Male	35-54 yrs	High School	2.26
Resident	Male	> 55 yrs	College	2.19
Visitors	Male	> 55 yrs	High School	2.1
Resident	Male	35-54 yrs	College	2.07
Visitors	Male	35-54 yrs	Some College	2
Resident	Male	< 35 yrs	High School	1.32
Visitors	Male	< 35 yrs	Some College	0.733
Resident	Male	< 35 yrs	Some College	-0.1

^a The questions were on a 7 point scale where -3 = Strongly Disagree; -2 = Moderately Disagree; -1 = Slight Disagree; 0 = Neutral; 1 = Slight Agree; 2 = Moderately Agree; and 3 = Strongly Agree