

## S2 Appendix B. Experiment instructions and survey questions.

### Instructions

*Please read these instructions carefully and do not communicate with anyone else while you are making your decisions.*

- **You will earn \$10 for participating in this research today.**
- **During this study, you will have an opportunity to purchase plants for your home.**
- You will be shown a plant and you will be asked whether you would like to buy that plant at three different prices.
- At the end of the experiment, one price will be randomly selected. If you said that you would like to buy the plant at that price, then you will buy the plant. If you said that you did not want to buy the plant at that price, then you will not buy the plant.
- Please remember that your purchase decision is real. If you decide to purchase a plant, you will pay for it at the end of this session and receive your plant.
- Since the price is randomly selected, it is in your best interest to state your true willingness to purchase the plant at each price.
- At the end of this session, you will also have an opportunity to register for a local program called Delaware Livable Lawns.

### Steps

1. You will receive \$10 for participating in this research.
2. You will receive information about the native plant that is available for purchase.
3. You will be asked a series of "Yes" or "No" questions regarding the purchase of a native plant at different prices. For each price, you will state whether you would like to purchase the plant.
4. You will complete a short survey.
5. One of your choices will be randomly selected and implemented. If you chose to buy the plant, you will pay for the plant and receive your plant to take home.
6. You will receive instructions about how to report that you have planted your native plant.
7. You will have an opportunity to register for the Delaware Livable Lawns Program.

### What will you take home today?

#### Example 1:

You were given the opportunity to buy a plant at three different prices: \$0, \$3 and \$6. For each price you indicated that you would like to buy the plant. After you made your decisions, the option to buy the plant for \$3 was randomly selected for implementation. You indicated that you would buy the plant at that price, so you will purchase the plant for \$3. You will take home the plant and \$7 in cash after paying for your plant ( $\$10 - \$3 = \$7$ ).

#### Example 2:

You were given the opportunity to buy a plant at three different prices: \$0, \$3 and \$6. You indicated that you would buy the plant for \$0, but not for \$3 or \$6. After you made your decisions, the option to buy the plant for \$3 was randomly selected for implementation. You indicated that you would not buy the plant at that price, so you will not purchase the plant for \$3. You will take home \$10 in cash and no plants.

Continue

Yes, I understand

*Please answer the following questions:*

Are you at least 22 years old?

Yes  No

Do you rent/own a house in which you make the lawn care decisions?

Yes  No

Has anyone in your household already participated in this study?

Yes  No

Penstemon digitalis 'Husker Red' is a native plant that is easy to grow in a variety of conditions. It will grow to a height of 24-30 inches and a width of 12-18 inches. The image below shows this plant's deep purple stems and beautiful white flowers, which bloom in early summer. Husker Red can tolerate clay loam, sand, heat and drought. This plant is also pest and deer resistant.



Today, we have Penstemon digitalis 'Husker Red' available for purchase.

We are selling the plant in groups of three landscape plugs, which are ready for you to plant at your home.

We will ask you if you are willing to purchase the plant at three different prices. Remember that only one price will be randomly selected and your purchase decision at that price will be honored.

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## What are native plants, and why are they important?

Native plants are indigenous to our region, and they provide many benefits for people and our environment.

1. Native plants improve the quality of our water by reducing runoff and filtering surface water before it reaches rivers and streams.
2. Native plants support pollinators by providing habitat and supporting important components of the food web.
3. Native plants improve our air quality by sequestering carbon and producing oxygen.

We often make landscaping decisions based only on looks instead of thinking about the ecological role of our plants.

By planting native plants in your yard, you are helping to provide these important benefits for you and your community.

Please watch the following short video to hear more about the benefits of native plants. *If the video does not start press the '▷' button.*

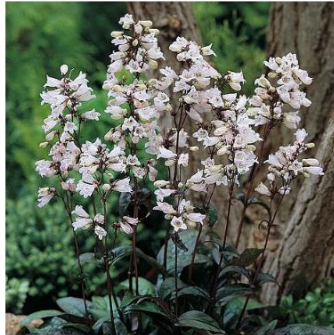


The video must finish playing.

Continue

**Note:** Participants in the treatment saw this screen. Participants in the control group only saw the information preceding the video.

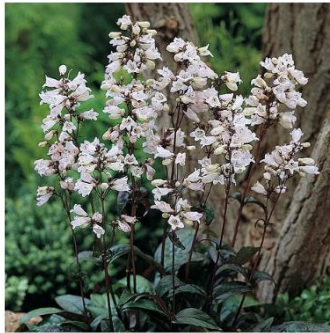
**Question 1:**



Are you willing to buy three Penstemon digitalis 'Husker Red' plants for \$0?

Yes  No

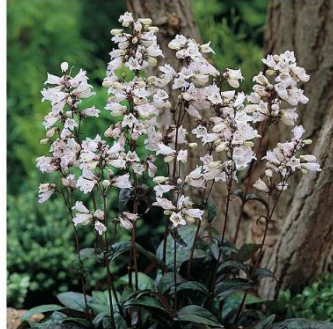
**Question 2:**



Are you willing to buy three Penstemon digitalis 'Husker Red' plants for \$3 (\$1 per plant)?

Yes  No

**Question 3:**



Are you willing to buy three Penstemon digitalis 'Husker Red' plants for \$6 (\$2 per plant)?

Yes  No

**Implement Participant ID:**



Option 1 was randomly selected. You have decided not to buy 3 penstemon digitalis 'Husker Red' plants for \$0. Therefore, you will not receive the plants.

[Continue](#)

**Implement Participant ID:**



Option 2 was randomly selected. You have decided to buy 3 penstemon digitalis 'Husker Red' plants for \$3. You will receive these plants and  $(\$10 - \$3) = \$7$ .

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**Implement Participant ID:**



Option 2 was randomly selected. You have decided not to buy 3 penstemon digitalis 'Husker Red' plants for \$3. Therefore, you will not receive the plants.

[Continue](#)

**Implement Participant ID:**



Option 2 was randomly selected. You have decided not to buy 3 penstemon digitalis 'Husker Red' plants for \$6. Therefore, you will not receive the plants.

Continue

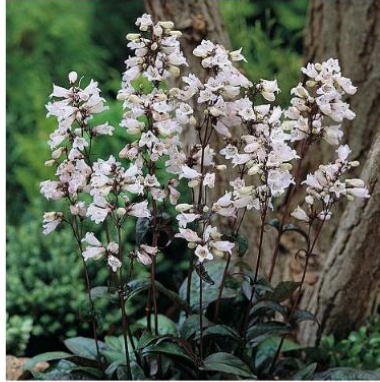
**Implement Participant ID:**



Option 1 was randomly selected. You have decided to buy 3 penstemon digitalis 'Husker Red' plants for \$0. You will receive these plants and  $(\$10 - \$0) = \$10$ .

Continue

**Implement Participant ID:**



Option 2 was randomly selected. You have decided to buy 3 penstemon digitalis 'Husker Red' plants for \$6. You will receive these plants and  $(\$10 - \$6) = \$4$ .

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## Survey questions

1. In what year were you born? (drop-down menu 1920–2000; can only participate if 1996 or before).

2. Who makes decisions about your lawn?

- I do
- Someone else in my household does
- My property manager/owner does
- Other (please specify) \_\_\_\_\_

3. What is your gender?

- Male
- Female
- Prefer not to answer

4. Which best describes the community that you live in?

- Rural
- Urban
- Suburban

5. Do you rent or own your own house?

- Rent
- Own

6. How many acres is your lawn? Please consider the area of your property that is comprised of grass, shrubs, and other plants. For comparison, a football field is approximately 1 acre.

- I do not have a lawn
- Less than  $\frac{1}{4}$  acre
- $\frac{1}{4}$  – 0.99 acres
- 1—2 acres
- More than 2 acres

7. How many adults live in your household? \_\_\_\_\_

8. How many children (under 18 years old) live in your household? \_\_\_\_\_

9. What is your ZIP code? \_\_\_\_\_[restrict to five digits]

10. Which best describes your employment status?

- Not employed
- Employed
- Retired
- Student
- Stay at home parent / caregiver

11. Are you:
- Politically liberal
  - Politically moderate
  - Politically conservative
  - Other (please specify) \_\_\_\_\_

12. What best describes your ethnicity?
- White, not Hispanic
    - Hispanic
    - Black
    - Asian
  - Other (please specify) \_\_\_\_\_

13. Which category best describes your household income (before taxes) in 2017?
- Less than \$25,000
  - \$25,000–\$49,999
  - \$50,000–\$74,999
  - \$75,000–\$99,999
  - \$100,000–\$149,999
  - \$150,000–\$199,999
  - \$200,000 and above

14. What is the highest level of education that you have completed?
- Less than high school
  - High school graduate or equivalent (i.e., GED)
    - Some college, but no degree
    - Associate degree
    - Bachelor’s degree
  - Graduate degree or professional degree

15. How concerned are you about the impact of your lawn care and landscaping decisions on the following factors?

	Not concerned	Somewhat concerned	Very concerned	Not sure
Water quality				
Biodiversity				
Habitat for beneficial animals (ex: honey bees)				

16. Do you use any of the following environmentally-friendly practices at your home?

- Soil nutrient testing
- Follow fertilizer recommendations
- Water conservation practices (ex. soaker hoses, drip irrigation)
  - Soil amendments (ex. biochar, peat moss)
    - Native plants
    - Rain barrels
  - Other \_\_\_\_\_

17. Have you heard about the Delaware Livable Lawns Program?

- Yes, but I am not a participant
- Yes, I have enrolled my lawn in the program
  - No, I have not heard of it