

Table 2: A table in which the body comprises a single image.

	Question	Testing	Topic
	1. It is important to prevent the extinction of wild plants and animals in Canada.	Agreement in principle with conservation of endangered species	Individual encounters
	2. Landowners have a moral obligation to not harm endangered plants and animals on their property.	Agreement in principle with responsibility of individuals not to harm endangered species.	
OR	3a. The Jefferson salamander is endangered, and only found in a few locations in Canada. If a landowner finds a Jefferson salamander on his or her property, they should leave it alone and not harm it. 3b. A landowner should have the right to capture, move or remove any plant or animal he or she encounters on his or her property, even if this could result in destroying the plant or animal in the process.	Agreement with a specific scenario involving personal encounter with an endangered species (conservation). Agreement with idea that landowners are able to control species found on their property at their discretion (utilitarian).	
	4. It is necessary for the government to put limits on private property rights in order to protect endangered plants and animals.	Agreement in principle with the need for regulations of private property use	Private property rights
OR	5a. The red mulberry is one of the most endangered trees in Canada, found at only 21 sites in southern Ontario. If a landowner has red mulberry trees on their property, they should not be permitted to build new buildings, create new trails, or do any other activity on their land if it involves cutting down or harming the trees. 5b. The red mulberry is one of the most endangered trees in Canada, found at only 21 sites in southern Ontario. Despite this, it would be unfair to restrict a landowner's ability to build new buildings, create new trails, or otherwise develop his or her property simply because red mulberry trees are growing there, and may need to be cut down in the process.	Agreement with a specific scenario involving development of private property (conservation). Agreement with alternative view of the same scenario (utilitarian).	
	6. It is necessary for the government to prevent industrial development in certain areas in order to protect endangered plants and animals.	Agreement in principle with the need for regulation of industrial development.	Industrial development
OR	7a. The greater sage grouse is a bird that lives in the grasslands of southern Alberta and Saskatchewan. There are only about 150 sage grouse left in Canada, although there are many more birds in the United States. Research has shown that the sage grouse cannot mate and raise their young successfully in areas near active oil wells. The federal government recently issued an emergency order to restrict construction and loud industrial noise in part of the remaining habitat of the sage grouse. The government is on the right track in limiting industrial activities in this area in an effort to save the sage grouse. 7b. The greater sage grouse is a bird that lives in the grasslands of southern Alberta and Saskatchewan. There are only about 150 sage grouse left in Canada, although there are many more birds in the United States. Research has shown that the sage grouse cannot mate and raise their young successfully in areas near active oil wells. However, given the economic importance of the oil industry in Canada, especially the thousands of jobs it provides, it makes sense to continue with oil well development even if it means that no sage grouse can survive in Canada.	Agreement with a specific scenario involving regulation of industry (conservation). Agreement with an alternative view on the same scenario (utilitarian).	
	8. I support tax dollars being spent on protecting endangered plants and animals in Canada.	Agreement in principle with the need for public funding for endangered species protection	Government expenditures
	9. Who do you think should take primary responsibility for preventing the extinction of endangered plants and animals in Canada? a) The federal government; b) Provincial government; c) Municipal government; d) Environmental non-government organizations (NGOs); e) Private business; f) Individuals/landowners; g) Prefer not to answer.	Who Canadians think should take the lead in endangered species conservation.	
	10. The Canadian federal government reports that since 2006 over \$500 million has been spent to protect Canada's diverse species. This amounts to approximately \$2 per Canadian per year. Do you think this amount is: a) Not enough; b) About the right amount; c) Too much; d) Prefer not to answer	Canadians' perception of federal spending for protecting endangered species.	
	11. In your opinion, how much money should the federal government spend on protecting endangered plants and animals in Canada? Please enter the amount you think should be spent per Canadian per year on protecting endangered plants/animals. If you don't think any money should be spent on this, please enter '0'. [NUMERICAL RESPONSE – ENTER DOLLAR AMOUNT FROM 0]; or Prefer not to answer	Canadians' perception of federal spending – open-ended question.	

Table 3: A table with boxes (borders) around cells

	WAB	WAT	PRB	PJO	DGB	SP	NB	PC	MP	SBC	BAM	BOS	DUX	SHM	STO
WAB	—	—	+	+	+	+	+	+	+	+	+	+	+	+	+
WAT	0.00493	—	+	+	+	+	+	+	+	+	+	+	+	+	+
PRB	0.64668	0.56106	—	+	+	+	+	+	+	+	+	+	+	+	+
PJO	0.76650	0.74036	0.64060	—	+	+	+	+	+	+	+	+	+	+	+
DGB	0.53614	0.50572	0.11352	0.39142	—	—	—	—	—	+	+	+	+	+	+
SP	0.51421	0.48580	0.10936	0.42192	-0.04620	—	—	—	—	+	+	—	+	+	+
NB	0.40732	0.38547	0.13275	0.30886	-0.01682	-0.02032	—	—	—	+	—	—	+	—	—
PC	0.57977	0.55045	0.11441	0.47334	-0.04911	-0.03901	0.01683	—	—	+	+	+	+	+	+
MP	0.48164	0.45897	0.20250	0.29405	-0.00490	-0.00823	-0.03414	0.03421	—	+	—	—	+	—	+
SBC	0.49370	0.45269	0.37426	0.37273	0.25835	0.25830	0.13781	0.33419	0.21004	—	—	—	—	—	—
BAM	0.57821	0.52386	0.37519	0.34595	0.19112	0.19040	0.04683	0.28201	0.11970	-0.10262	—	—	—	—	—
BOS	0.46144	0.42374	0.27521	0.32633	0.13045	0.11495	0.04252	0.19745	0.05281	0.07027	-0.00153	—	—	—	—
DUX	0.69862	0.64413	0.46062	0.54865	0.30107	0.29570	0.16792	0.37638	0.26760	0.07134	-0.01533	0.12994	—	+	+
SHM	0.28523	0.25966	0.16122	0.28465	0.09781	0.10067	0.03278	0.15497	0.06551	0.03883	-0.02588	-0.01112	0.11715	—	—
STO	0.52860	0.48041	0.36733	0.33086	0.21750	0.21523	0.11232	0.29608	0.14038	0.06140	-0.02958	0.03956	0.22833	-0.02808	—

Table 4: A table with custom cell/row shading (alternate row shading is turned off) and some cells with paragraph text.

Topic	Question	Testing
	1. It is important to prevent the extinction of wild plants and animals in Canada.	Agreement in principle with conservation of endangered species.
Individual encounters		
	2. Landowners have a moral obligation to not harm endangered plants and animals on their property.	Agreement in principle with responsibility of individuals not to harm endangered species.
	3a. The Jefferson salamander is endangered, and only found in a few locations in Canada. If a landowner finds a Jefferson salamander on his or her property, they should leave it alone and not harm it.	Agreement with a specific scenario involving personal encounter with an endangered species (conservation).
	OR	
	3b. A landowner should have the right to capture, move or remove any plant or animal he or she encounters on his or her property, even if this could result in destroying the plant or animal in the process.	Agreement with idea that landowners are able to control species found on their property at their discretion (utilitarian).
Private property		
	4. It is necessary for the government to put limits on private property rights to protect endangered plants and animals.	Agreement in principle with the need for regulations of private property use.
	5a. The red mulberry is one of the most endangered trees in Canada, found at only 21 sites in southern Ontario. If a landowner has red mulberry trees on their property	Agreement with a specific scenario involving development of private property (conservation).
	OR	
	5b. The red mulberry is one of the most endangered trees in Canada, found at only 21 sites in southern Ontario. Despite this, it would be unfair to restrict a landowner's	Agreement with alternative view of the same scenario