<table>
<thead>
<tr>
<th>Profiles</th>
<th>Percentage (%)</th>
<th>Profiles</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
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</tr>
<tr>
<td>M</td>
<td>51.9</td>
<td>Occupation</td>
<td>34.8</td>
</tr>
<tr>
<td>F</td>
<td>48.1</td>
<td>Student</td>
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</tr>
<tr>
<td>Age</td>
<td></td>
<td>Professional / cultural and technical personnel</td>
<td>7.8</td>
</tr>
<tr>
<td>16-18</td>
<td>6.1</td>
<td>Civil servant</td>
<td>7.1</td>
</tr>
<tr>
<td>18-25</td>
<td>39</td>
<td>Businessman</td>
<td>7.5</td>
</tr>
<tr>
<td>26-35</td>
<td>28.4</td>
<td>Other</td>
<td>14.1</td>
</tr>
<tr>
<td>36-45</td>
<td>13.1</td>
<td>Soldier</td>
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</tr>
<tr>
<td>46-55</td>
<td>7.2</td>
<td>Worker</td>
<td>20.9</td>
</tr>
<tr>
<td>56-65</td>
<td>4.2</td>
<td>Farmers</td>
<td>1.4</td>
</tr>
<tr>
<td>More than 65</td>
<td>1.9</td>
<td>Retired</td>
<td>5.4</td>
</tr>
<tr>
<td>Education</td>
<td>Middle school or under</td>
<td>Monthly income</td>
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<tr>
<td>High School/Vocational School</td>
<td>18.2</td>
<td>Less than RMB1550</td>
<td>24.9</td>
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<tr>
<td>College/University</td>
<td>62.7</td>
<td>RMB 1551-3000</td>
<td>17.4</td>
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<tr>
<td>Master</td>
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<td>RMB 3001-5000</td>
<td>24.8</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>1.7</td>
<td>RMB 5001-8000</td>
<td>23.4</td>
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<td>RMB 8001-12500</td>
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<tr>
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<td>More than RMB 12501</td>
<td>2.9</td>
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<tr>
<td>Construct</td>
<td>Indicators</td>
<td>Indicator loading</td>
<td>Composite reliability</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>----------------------------------------------------------------------------</td>
<td>------------------</td>
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</tr>
<tr>
<td><strong>Tourism pro-environmental behaviors(TPEB)</strong></td>
<td>TPEB1: I usually buy environmentally friendly tourism products</td>
<td>.810</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TPEB2: I usually buy accommodation products with eco-labels</td>
<td>.742</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TPEB3: I often walk instead of driving if short distance</td>
<td>.673</td>
<td>0.845</td>
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<tr>
<td></td>
<td>TPEB4: I pick up the garbage left by others</td>
<td>.759</td>
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<tr>
<td></td>
<td>TPEB5: I persuade others to protect the natural environment</td>
<td>.622</td>
<td></td>
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<tr>
<td><strong>Domestic pro-environmental behaviors(DPEB)</strong></td>
<td>DPEB1: I usually buy environmentally friendly products</td>
<td>.799</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DPEB2: I usually buy eco-labeled products</td>
<td>.842</td>
<td></td>
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<tr>
<td></td>
<td>DPEB3: I often walk instead of driving if short distance</td>
<td>.878</td>
<td>0.918</td>
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<tr>
<td></td>
<td>DPEB4: I pick up the garbage left by others</td>
<td>.805</td>
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</tr>
<tr>
<td></td>
<td>DPEB5: I persuade others to protect the natural environment</td>
<td>.834</td>
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<tr>
<td><strong>Moral licensing(ML)</strong></td>
<td>ML1: Doing some things that are positive for the environment means I am allowed to do other things that are less environmentally-friendly</td>
<td>.785</td>
<td></td>
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<tr>
<td></td>
<td>ML2: If I save electricity through switching off appliances, I am entitled to use it in other ways such as by turning up the heating</td>
<td>.814</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ML3: The environmental impact of flying on holiday can be made up for by reducing one's car use at other times</td>
<td>.841</td>
<td>0.913</td>
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<tr>
<td></td>
<td>ML4: If a person has a diet that is environmentally-friendly, this compensates for any environmental harm from them burning petrol/diesel in cars</td>
<td>.812</td>
<td></td>
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<tr>
<td></td>
<td>ML5: Reducing my environmental impact at home (e.g. by recycling) helps to compensate for any environmental impacts I have at work or elsewhere</td>
<td>.860</td>
<td></td>
</tr>
<tr>
<td><strong>Environmental attachment(EA)</strong></td>
<td>EA1: Nature is quiet</td>
<td>.898</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EA2: Nature is fascinating</td>
<td>.872</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EA3: Nature is powerful</td>
<td>.831</td>
<td>0.924</td>
</tr>
<tr>
<td></td>
<td>EA5: I love nature very much and are very interested in natural tourist destinations</td>
<td>.805</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EA6: I feel relaxed and happy in the natural environment</td>
<td>.803</td>
<td></td>
</tr>
<tr>
<td><strong>Pro-environmental Identity (ID)</strong></td>
<td>ID1: I would describe myself as an 'environmentalist'</td>
<td>.926</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ID2: I would not want my family or friends to think of me as someone who is concerned about environmental issues</td>
<td>.862</td>
<td>0.917</td>
</tr>
<tr>
<td></td>
<td>ID3: I think of myself as an environmentally-friendly person</td>
<td>.870</td>
<td></td>
</tr>
</tbody>
</table>

Note: Sample size=717. Item 'I would not want my family or friends to think of me as someone who is concerned about environmental issues' is reverse scored.