**Supplementary Tables**

Table S1. Percent of respondents engaging in outdoor activities “monthly” or more often in last 3 years, with breakdowns by gender and age group. These percentages utilize the *post hoc* analytical weights. Activities are listed in descending order by overall percentage.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Overall | Male | Female | 18-39 | 40+ |
| Driving automobiles on dirt roads or across fields | 46 | 54 | 38 | 57 | 40 |
| Hiking or backpacking | 41 | 39 | 42 | 53 | 34 |
| Working outside in fields, ditches, pastures, or forest | 37 | 44 | 29 | 42 | 34 |
| Fishing | 24 | 32 | 17 | 31 | 21 |
| Riding motorized off-road vehicles | 20 | 28 | 10 | 21 | 18 |
| Hunting | 17 | 26 | 8 | 21 | 15 |
| Operating farm machinery on dirt roads or across fields | 17 | 24 | 9 | 19 | 16 |
| Operating other machinery on dirt roads or across fields | 17 | 25 | 9 | 20 | 15 |
| Non-motorized boating | 17 | 16 | 18 | 19 | 17 |
| Tent camping | 15 | 17 | 14 | 27 | 9 |
| Motorized boating | 14 | 17 | 10 | 15 | 14 |
| RV camping | 13 | 16 | 10 | 11 | 14 |
| Cutting firewood | 13 | 15 | 10 | 14 | 12 |
| Mountain biking | 12 | 14 | 10 | 15 | 11 |
| Cross country or backcountry skiing | 12 | 12 | 12 | 12 | 12 |
| Riding horses or other animals | 10 | 12 | 7 | 13 | 8 |
| Snowmobiling | 3 | 5 | 1 | 3 | 3 |
|  | | | | | |

Table S2. Percent of respondents who report having seen different outreach efforts, with breakdowns by gender and age groups. These percentages utilize the *post hoc* analytical weights. Advertisements are listed in descending order by overall percentage.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Overall | Male | Female | 18-39 | 40+ |
| Television advertisements | 35 | 36 | 33 | 27 | 39 |
| Radio advertisements | 32 | 38 | 25 | 37 | 29 |
| Adopt a Trailhead Montana | 30 | 29 | 30 | 39 | 24 |
| Newspaper advertisements | 29 | 31 | 26 | 24 | 32 |
| Fishing regulations guidebooks advertisement | 29 | 34 | 22 | 27 | 29 |
| Pretty wildflower? billboards | 28 | 29 | 26 | 35 | 25 |
| Hunting regulations guidebooks advertisement | 28 | 36 | 19 | 29 | 28 |
| Hunt.Clean.Go posters/rack cards | 15 | 17 | 12 | 19 | 12 |
| Got Houndstongue? billboards | 13 | 16 | 11 | 15 | 13 |
| Ride.Clean.Go posters/rack cards | 13 | 15 | 11 | 15 | 12 |
| Invasive species k-9 curriculum | 9 | 11 | 7 | 8 | 10 |
| Facebook and YouTube advertisements | 9 | 10 | 7 | 12 | 7 |
| Noxious weed k-9 curriculum | 8 | 9 | 7 | 9 | 8 |
|  | | | | | |