*Appendix B*

We measured willingness to flush less in the future, along with other conservation behaviors that occur in the bathroom (Table A.1). Occasional flushers were generally more willing to engage in water conservation behaviors, particularly willingness to flush less ($t=27.89$; $p<0.0001$), to instill tank insert ($t=2.29$; $p<0.05$), if drought were occurring ($t=6.38$; $p<0.0001$), if prices increased ($t=9.41$; $p<0.0001$).

Table A.1. Willingness to Engage in Water Conservation Behaviors by Flushing Frequency.

| | Total Sample (n=1008) | | Occasional Flushers (n=370) | | Always Flushers (n=638) | |
|---|---|---|---|---|---|---|
| | $\overline{X}$ | SD | $\overline{X}$ | SD | $\overline{X}$ | SD |
| Willing to conserve if drought | 2.90 | 0.70 | 3.09 | 0.63 | 2.80 | 0.72 |
| Willing to check for leaks | 2.79 | 1.02 | 2.83 | 0.98 | 2.77 | 1.04 |
| Willing to conserve if prices increase | 2.73 | 0.77 | 3.03 | 0.68 | 2.56 | 0.77 |
| Willing to install tank insert | 2.45 | 0.83 | 2.53 | 0.80 | 2.40 | 0.84 |
| Willing to replace toilet with low flow toilet | 2.34 | 1.03 | 2.39 | 1.01 | 2.31 | 1.05 |
| Willing to flush less | 2.29 | 1.07 | 3.22 | 0.90 | 1.75 | 0.74 |
| Willing to replace toilet with dual flush toilet | 1.97 | 0.86 | 1.99 | 0.83 | 1.96 | 0.87 |
| Willing to replace toilet with composting toilet | 1.61 | 0.78 | 1.67 | 0.77 | 1.58 | 0.78 |

Flushing frequency was positively related to all 17 flushing reasons (Table A.2), belief that reduced flushing is a sacrifice, disgust sensitivity and the drop in bucket concept. Flushing frequency was negatively related to drought risk and willingness to sacrifice via reduced flushing. All 17 flushing reasons, disgust sensitivity and the drop in bucket concept were negatively correlated with willingness to flush less. We found that willingness to sacrifice via reduced flushing and drought risk were related to increased willingness to flush less.

| Table A.2. Correlations between flushing reasons and flush frequency/willingness to flush less. | Flush Frequency | Willingness to Flush Less |
|---|---|---|
| If I did not flush after urinating, I would worry the toilet might get clogged with toilet paper. | 0.28** | -0.29** |
| I find the smell of urine disgusting. | 0.43** | -0.41** |
| It is easier to flush every time. | 0.55** | -0.52** |
| I was taught to flush every time. | 0.50** | -0.42** |
| I would be embarrassed if guests encountered urine left in my toilet. | 0.40** | -0.37** |
| My habit is to flush every time. | 0.85** | -0.70** |
| Not flushing can spread disease. | 0.40** | -0.39** |
| People do not want to encounter another person's urine in the toilet. | 0.38** | -0.39** |
| People expect me to flush every time. | 0.46** | -0.40** |
| The more I flush the less I will have to clean the toilet. | 0.37** | -0.35** |
| The sight of urine in the toilet disgusts me. | 0.51** | -0.52** |
| I believe I urinate frequently. | -0.08* | 0.09* |
| I live in a home or building where water pressure is compromised if I flush too much. | -0.13** | 0.19** |
| Reducing flushes saves money on my water bill. | -0.33** | 0.37** |
| Sometimes I am concerned about waking someone by flushing. | -0.19** | 0.21** |
| Sometimes I urinate outside. | -0.17** | 0.23** |
| Urine is sterile. | -0.14** | 0.20** |
| Composite variables: | | |
| Disgust sensitivity | 0.17** | -0.22** |
| Drop in bucket concept | 0.25** | -0.31** |
| Drought risk | -0.08* | 0.16** |
| Willingness to sacrifice | -0.37** | 0.56** |

*p<0.02 **p<0.0001