

### Supplementary File S5

#### Factor Loadings for 2<sup>nd</sup> Version of KMM-ST Survey Showing a One-Factor Model

	<b>Factor 1</b>	<b>Communality</b>
NM_Eating	0.67	<b>0.45</b>
TM_Eating	0.52	<b>0.27</b>
TM_Population	0.44	<b>0.19</b>
NM_Population	0.43	<b>0.19</b>
CM_Turtle	0.38	<b>0.15</b>
NM_Biomem	0.37	<b>0.14</b>
PM_Turtle	0.35	<b>0.12</b>
PM_Eating	0.34	<b>0.12</b>
CM_Museum	0.33	<b>0.11</b>
MM_Eating	0.33	<b>0.11</b>
PM_Population	0.32	<b>0.10</b>
MM_Climate	0.32	<b>0.10</b>
NM_Museum	0.31	<b>0.09</b>
TM_Climate	0.25	<b>0.06</b>
PM_Language	0.23	<b>0.05</b>
TM_Biomem	0.21	<b>0.04</b>
MM_Language	0.21	<b>0.04</b>
MM_Turtle	0.19	<b>0.04</b>
NM_Pumpkin	0.19	<b>0.04</b>
CM_Language	-0.15	<b>0.02</b>
CM_Biomem	0.14	<b>0.02</b>
CM_Pumpkin	0.12	<b>0.02</b>
TM_Pumpkin	0.11	<b>0.01</b>
MM_Museum	0.03	<b>0.00</b>
PM_Climate	-0.03	<b>0.00</b>

**Factor Loadings for 2<sup>nd</sup> Version of KMM-ST Survey Showing a Five-Factor Model**

	<b>Factor 1</b>	<b>Factor 2</b>	<b>Factor 3</b>	<b>Factor 4</b>	<b>Factor 5</b>	<b>Communality</b>
NM_Eating	0.62	0.01	0.19	0.08	-0.04	<b>0.49</b>
TM_Population	0.53	-0.01	-0.06	-0.05	0.06	<b>0.27</b>
TM_Eating	0.45	0.23	0.00	-0.09	-0.02	<b>0.31</b>
TM_Biomem	0.38	0.04	-0.17	-0.36	0.00	<b>0.28</b>
CM_Museum	0.37	-0.01	-0.01	0.06	-0.09	<b>0.14</b>
NM_Population	0.36	0.16	0.01	-0.01	0.08	<b>0.20</b>
PM_Population	0.35	-0.06	0.03	0.09	0.01	<b>0.13</b>
PM_Turtle	0.33	-0.02	0.12	0.06	-0.14	<b>0.16</b>
MM_Climate	0.27	0.17	-0.08	0.10	-0.02	<b>0.13</b>
TM_Pumpkin	0.15	-0.06	-0.01	0.12	-0.07	<b>0.04</b>
NM_Biomem	0.02	0.72	0.00	0.06	0.03	<b>0.55</b>
TM_Climate	-0.03	0.50	0.07	-0.07	0.01	<b>0.25</b>
CM_Language	-0.03	-0.33	0.05	0.16	0.05	<b>0.13</b>
MM_Eating	0.07	0.02	0.59	-0.04	0.09	<b>0.39</b>
PM_Language	-0.01	0.09	0.43	0.02	-0.12	<b>0.21</b>
MM_Language	0.14	-0.12	0.36	-0.07	-0.07	<b>0.18</b>
PM_Climate	0.11	-0.03	-0.29	0.16	-0.12	<b>0.11</b>
PM_Eating	0.17	0.16	0.20	0.12	-0.13	<b>0.17</b>
CM_Pumpkin	0.07	0.06	-0.13	0.56	0.04	<b>0.34</b>
CM_Biomem	-0.06	0.15	0.15	0.32	-0.09	<b>0.17</b>
CM_Turtle	0.26	0.07	0.10	0.31	0.01	<b>0.23</b>
NM_Pumpkin	0.21	-0.07	0.17	-0.27	0.08	<b>0.16</b>
MM_Museum	-0.06	0.03	0.03	0.01	0.67	<b>0.45</b>
NM_Museum	0.27	0.06	0.01	0.00	0.35	<b>0.22</b>
MM_Turtle	0.26	-0.17	-0.01	0.21	0.26	<b>0.18</b>

**Factor Loadings for 2<sup>nd</sup> Version of KMM-ST Survey Showing a Four-Factor Model**

	<b>Factor 1</b>	<b>Factor 2</b>	<b>Factor 3</b>	<b>Factor 4</b>	<b>Communality</b>
<b>TM_Population</b>	0.68	0.05	0.06	-0.03	<b>0.47</b>
<b>TM_Eating</b>	0.65	0.13	0.00	0.17	<b>0.47</b>
<b>TM_Biomem</b>	0.63	-0.23	-0.30	-0.21	<b>0.62</b>
<b>NM_Eating</b>	0.62	0.39	0.21	0.05	<b>0.59</b>
<b>NM_Population</b>	0.53	0.13	0.07	0.32	<b>0.41</b>
<b>MM_Language</b>	0.00	0.72	-0.15	-0.03	<b>0.54</b>
<b>MM_Eating</b>	0.12	0.70	0.08	-0.10	<b>0.52</b>
<b>CM_Pumpkin</b>	0.05	-0.14	0.81	0.04	<b>0.68</b>
<b>CM_Biomem</b>	-0.02	0.13	0.74	-0.02	<b>0.57</b>
<b>PM_Climate</b>	-0.09	-0.30	0.03	0.77	<b>0.69</b>
<b>PM_Population</b>	0.19	0.27	0.00	0.68	<b>0.57</b>

*Note.* These factor loadings show the resulting factor structure after dropping 14 items from the original 25-item survey.