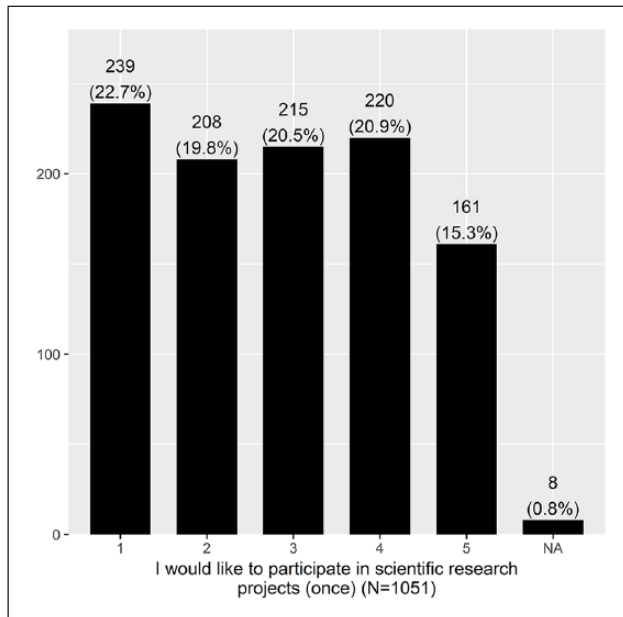


## Appendix



Distribution of people's interest in participating in scientific research

Regression model for respondents older than 25 years.

DV: „I would like to participate in scientific research projects (once)“			
Explanatory Variables	Std. Betas	CI	p
(Intercept)	-0.05	-0.11 – 0.01	0.121
Age	-0.06	-0.15 – 0.03	0.219
Female	0.02	-0.05 – 0.09	0.652
Tertiary Education	0.04	-0.02 – 0.11	0.191
Household with Children	0.10	0.04 – 0.16	<b>0.001</b>
Full-time Work	0.03	-0.04 – 0.10	0.351
Political Orientation (left:1-7:right)	0.01	-0.05 – 0.07	0.778
Religiosity (1-5)	-0.02	-0.08 – 0.04	0.505
Proximity to Science (0-4)	0.06	-0.01 – 0.13	0.077
Scientific Literacy (0-2)	0.01	-0.05 – 0.08	0.730
Trust in Science (1-5)	0.03	-0.04 – 0.09	0.416
Interest in Science (1-5)	0.14	0.07 – 0.21	< <b>0.001</b>
Personal Life-Relevance of Science (1-5)	0.35	0.28 – 0.42	< <b>0.001</b>
Science Information Seeking (1-5)	0.11	0.03 – 0.18	<b>0.004</b>
Observations	779		
R <sup>2</sup> / adjusted R <sup>2</sup>	0.339 / 0.328		

*LatentGold 5.1 Syntax Specifications*

```
options
  maxthreads=8;
  algorithm
    tolerance=1e-008 emtolerance=0.01 emiterations=250 nriterations=50 ;
  startvalues
    seed=0 sets=5000 tolerance=1e-005 iterations=50;
  bayes
    categorical=1 variances=1 latent=1 poisson=1;
  montecarlo
    seed=0 sets=0 replicates=500 tolerance=1e-008;
  quadrature nodes=10;
  missing includeall;
  output
    parameters=effect betaopts=wl standarderrors=robust profile probmeans=posterior
    bivariateresiduals classification estimatedvalues=model
```

*BIC values*

*BIC values of LCA solutions.*

BICs	Number of Segments
13220.7658	1
13016.2247	2
12869.4015	3
12846.3074	4
<b>12827.1006</b>	<b>5</b>
12838.7216	6
12874.7154	7
12913.3271	8

## Pairwise t-tests

Comparison 1: Segmentation Variables.

Age	Non-CS	Free-Timers	Senior Sciencephiles	Intrigued Adolescents	Fully Employed Parents
Free-Timers	*				
Senior Sciencephiles	*	0.50			
Intrigued Adolescents	*	*	*		
Fully Employed Parents	0.34	*	*	*	
Young Sciencephiles	*	*	*	*	*
<b>Female</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	0.23	*	*		
Fully Employed Parents	*	*	0.98	*	
Young Sciencephiles	0.10	*	0.10	0.98	0.08
<b>Tertiary Education</b>					
Free-Timers	0.69				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	*	*		
Fully Employed Parents	0.40	0.69	*	*	
Young Sciencephiles	*	0.08	*	*	0.69
<b>Household with Children</b>					
Free-Timers	1.00				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	*	0.44		
Fully Employed Parents	*	*	1.00	1.00	
Young Sciencephiles	0.45	0.29	1.00	0.49	1.00
<b>Fulltimework</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	0.13	*	*		
Fully Employed Parents	*	*	*	*	
Young Sciencephiles	0.24	*	*	0.10	*
<b>PolRight</b>					
Free-Timers	1.00				
Senior Sciencephiles	1.00	1.00			
Intrigued Adolescents	1.00	0.53	1.00		
Fully Employed Parents	1.00	1.00	1.00	0.90	
Young Sciencephiles	0.90	0.29	1.00	1.00	0.53

Comparison 2: Segmentation Variables (continued)

<b>Religious</b>	<i>Non-CS</i>	<i>Free-Timers</i>	<i>Senior Sciencephiles</i>	<i>Intrigued Adolescents</i>	<i>Fully Employed Parents</i>
Free-Timers	0.52				
Senior Sciencephiles	*	*			
Intrigued Adolescents	0.13	*	1.00		
Fully Employed Parents	0.26	0.09	1.00	1.00	
Young Sciencephiles	*	*	0.26	0.17	0.16
<b>SciProximity</b>					
Free-Timers	1.00				
Senior Sciencephiles	*	*			
Intrigued Adolescents	1.00	1.00	*		
Fully Employed Parents	0.98	1.00	*	1.00	
Young Sciencephiles	*	*	0.98	*	*
<b>SciLit</b>					
Free-Timers	1.00				
Senior Sciencephiles	*	*			
Intrigued Adolescents	1.00	1.00	*		
Fully Employed Parents	1.00	1.00	*	1.00	
Young Sciencephiles	*	*	*	*	*
<b>SciTrust</b>					
Free-Timers	*				
Senior Sciencephiles	*	0.43			
Intrigued Adolescents	0.12	1.00	0.60		
Fully Employed Parents	1.00	0.60	*	0.60	
Young Sciencephiles	*	*	0.43	*	*
<b>SciInterest</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	0.57	*		
Fully Employed Parents	0.23	0.31	*	0.63	
Young Sciencephiles	*	*	0.57	*	*
<b>SciImpForLife</b>					
Free-Timers	*				
Senior Sciencephiles	*	0.08			
Intrigued Adolescents	*	0.35	*		
Fully Employed Parents	*	0.19	*	0.58	
Young Sciencephiles	*	*	0.35	*	*
<b>SciInfoSeek</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	1.00	*		
Fully Employed Parents	*	1.00	*	1.00	
Young Sciencephiles	*	*	1.00	*	*

Comparison 3: Topical Interests.

<b>Medicine</b>	<i>Non-CS</i>	<i>Free-Timers</i>	<i>Senior Sciencephiles</i>	<i>Intrigued Adolescents</i>	<i>Fully Employed Parents</i>
Free-Timers	*				
Senior Sciencephiles	1.00	*			
Intrigued Adolescents	*	*	*		
Fully Employed Parents	0.13	*	0.14	1.00	
Young Sciencephiles	1.00	*	1.00	0.46	1.00
<b>Environment &amp; Energy</b>					
Free-Timers	*				
Senior Sciencephiles	*	0.28			
Intrigued Adolescents	1.00	1.00	*		
Fully Employed Parents	0.35	1.00	0.56	1.00	
Young Sciencephiles	*	1.00	1.00	0.26	1.00
<b>Biology</b>					
Free-Timers	*				
Senior Sciencephiles	*	1.00			
Intrigued Adolescents	0.07	0.92	0.90		
Fully Employed Parents	1.00	*	*	0.92	
Young Sciencephiles	*	1.00	1.00	0.40	*
<b>Space Exploration</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	0.57	1.00		
Fully Employed Parents	*	1.00	0.57	1.00	
Young Sciencephiles	*	1.00	0.58	1.00	1.00
<b>Political Science</b>					
Free-Timers	1.00				
Senior Sciencephiles	0.47	0.74			
Intrigued Adolescents	1.00	1.00	0.48		
Fully Employed Parents	1.00	1.00	0.16	1.00	
Young Sciencephiles	0.53	0.74	1.00	0.48	0.18
<b>Psychology</b>					
Free-Timers	*				
Senior Sciencephiles	1.00	*			
Intrigued Adolescents	0.32	0.58	0.17		
Fully Employed Parents	1.00	*	1.00	0.60	
Young Sciencephiles	1.00	0.06	1.00	1.00	1.00
<b>History</b>					
Free-Timers	*				
Senior Sciencephiles	0.78	1.00			
Intrigued Adolescents	0.61	1.00	1.00		
Fully Employed Parents	0.78	1.00	1.00	1.00	
Young Sciencephiles	1.00	1.00	1.00	1.00	1.00

Comparison 4: Legacy Media Sources.

<b>Swiss Public TV</b>	<i>Non-CS</i>	<i>Free-Timers</i>	<i>Senior Sciencephiles</i>	<i>Intrigued Adolescents</i>	<i>Fully Employed Parents</i>
Free-Timers	0.49				
Senior Sciencephiles	0.36	*			
Intrigued Adolescents	*	*	0.49		
Fully Employed Parents	1.00	1.00	1.00	*	
Young Sciencephiles	1.00	1.00	1.00	*	1.00
<b>Other TV</b>					
Free-Timers	*				
Senior Sciencephiles	0.68	0.34			
Intrigued Adolescents	0.11	*	*		
Fully Employed Parents	1.00	0.45	1.00	0.11	
Young Sciencephiles	0.05	1.00	0.68	*	0.68
<b>Swiss Public Radio</b>					
Free-Timers	1.00				
Senior Sciencephiles	1.00	1.00			
Intrigued Adolescents	0.07	*	0.39		
Fully Employed Parents	1.00	1.00	1.00	1.00	
Young Sciencephiles	1.00	0.69	1.00	1.00	1.00
<b>Other Radio</b>					
Free-Timers	0.76				
Senior Sciencephiles	1.00	1.00			
Intrigued Adolescents	1.00	0.18	1.00		
Fully Employed Parents	1.00	1.00	1.00	1.00	
Young Sciencephiles	1.00	1.00	1.00	1.00	1.00
<b>Newspapers &amp; Magazines</b>					
Free-Timers	0.08				
Senior Sciencephiles	*	1.00			
Intrigued Adolescents	0.18	*	*		
Fully Employed Parents	*	*	*	1.00	
Young Sciencephiles	0.08	1.00	1.00	*	*
<b>Science Magazines</b>					
Free-Timers	*				
Senior Sciencephiles	*	0.22			
Intrigued Adolescents	0.19	0.55	*		
Fully Employed Parents	0.14	0.69	0.11	0.79	
Young Sciencephiles	*	*	*	*	*
<b>Internet</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	*	0.41		
Fully Employed Parents	*	0.42	*	0.23	
Young Sciencephiles	*	*	0.23	*	*

Comparison 5: Online Sources.

Online News	Non-CS	Free-Timers	Senior Sciencephiles	Intrigued Adolescents	Fully Employed Parents
Free-Timers	0.78				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	0.44	0.66		
Fully Employed Parents	1.00	1.00	*	0.44	
Young Sciencephiles	*	*	1.00	0.28	*
<b>Media Libraries</b>					
Free-Timers	0.06				
Senior Sciencephiles	*	1.00			
Intrigued Adolescents	1.00	1.00	1.00		
Fully Employed Parents	1.00	1.00	1.00	1.00	
Young Sciencephiles	*	*	*	*	*
<b>Institutional Websites</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	1.00	*		
Fully Employed Parents	*	1.00	*	1.00	
Young Sciencephiles	*	*	0.10	*	*
<b>Facebook</b>					
Free-Timers	1.00				
Senior Sciencephiles	0.24	0.24			
Intrigued Adolescents	*	*	*		
Fully Employed Parents	1.00	1.00	1.00	*	
Young Sciencephiles	*	*	*	0.39	*
<b>Blogs</b>					
Free-Timers	1.00				
Senior Sciencephiles	*	0.05			
Intrigued Adolescents	*	*	0.65		
Fully Employed Parents	1.00	1.00	0.33	*	
Young Sciencephiles	*	*	*	0.65	*
<b>Wikipedia</b>					
Free-Timers	0.33				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	*	1.00		
Fully Employed Parents	1.00	1.00	*	*	
Young Sciencephiles	*	*	0.33	0.11	*
<b>YouTube</b>					
Free-Timers	0.15				
Senior Sciencephiles	*	0.81			
Intrigued Adolescents	*	*	*		
Fully Employed Parents	0.27	1.00	1.00	*	
Young Sciencephiles	*	*	*	1.00	*

Comparison 6: Other Contact

<b>Museums</b>	<i>Non-CS</i>	<i>Free-Timers</i>	<i>Senior Sciencephiles</i>	<i>Intrigued Adolescents</i>	<i>Fully Employed Parents</i>
Free-Timers	*				
Senior Sciencephiles	*	1.00			
Intrigued Adolescents	0.71	1.00	0.68		
Fully Employed Parents	0.39	1.00	1.00	1.00	
Young Sciencephiles	0.32	1.00	1.00	1.00	1.00
<b>Zoos</b>					
Free-Timers	*				
Senior Sciencephiles	1.00	0.09			
Intrigued Adolescents	*	*	0.19		
Fully Employed Parents	1.00	1.00	1.00	*	
Young Sciencephiles	1.00	0.38	1.00	0.44	1.00
<b>Events</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	0.97	0.22	*		
Fully Employed Parents	0.66	0.70	*	0.97	
Young Sciencephiles	*	*	0.66	*	*
<b>Books</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	0.40	*		
Fully Employed Parents	*	0.83	*	0.83	
Young Sciencephiles	*	*	0.83	*	*
<b>Movies</b>					
Free-Timers	*				
Senior Sciencephiles	1.00	0.08			
Intrigued Adolescents	0.12	1.00	1.00		
Fully Employed Parents	1.00	0.30	1.00	1.00	
Young Sciencephiles	*	1.00	0.10	1.00	0.25
<b>Conversations</b>					
Free-Timers	*				
Senior Sciencephiles	*	*			
Intrigued Adolescents	*	0.93	0.34		
Fully Employed Parents	*	0.93	*	0.81	
Young Sciencephiles	*	*	0.34	*	*