1   **Supplemental Materials: Conservation Program Participation and Adaptive Rangeland**
2   **Decision-Making**

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Table A1: Multinomial Logit Models for Williamson Act Participation

Aware, No Plans	Without Conservation Information	With Conservation Information
Off-Ranch Income Sources	1.15 (.54)*	1.12 (.53)*
Succession Plan	.87 (.63)	.86 (.64)
Role of Government	.68 (.28)*	.79 (.31)*
Private Property Rights	-.45 (.25)*	-.52 (.27)*
Conservation Information Sources	---	-.02 (.41)
Constant	-.96 (1.23)	-1.28 (1.60)
Aware, Currently Participating	Without Conservation Information	With Conservation Information
Off-Ranch Income Sources	1.14 (.53)*	1.05 (.52)*
Succession Plan	1.52 (.60)*	1.41 (.61)*
Role of Government	.47 (.25)*	.55 (.27)*
Private Property Rights	-.17 (.23)	-.16 (.25)
Conservation Information Sources	---	.37 (.38)
Constant	.30 (1.08)	-.78 (1.43)
Aware, Future Plans	Without Conservation Information	With Conservation Information
Off-Ranch Income Sources	1.10 (.57)*	1.02 (.57)*
Succession Plan	1.64 (.75)*	1.68 (.77)*
Role of Government	.52 (.36)	.57 (.38)
Private Property Rights	-.14 (.29)	-.10 (.32)
Conservation Information Sources	---	.60 (.48)
Constant	-.2.79 (1.62)*	-4.51 (2.10)*
N	452	443
Count R^2	.74	.74
Cragg-Uhler R^2	.09	.11

Notes: Cell entries are unstandardized slope coefficients (standard errors in parentheses) from a multinomial logit model, where the baseline choice is "not aware" of the conservation program. *Reject null hypothesis of coefficient = 0, p<.10.

Table A2: Multinomial Logit Models for EQIP Participation

Aware, No Plans	Without Conservation Information	With Conservation Information
Private Acres (1000s)	.01 (.02)	.01 (.02)
Off-Ranch Income Sources	.24 (.16)	.20 (.16)
Generations	.21 (.09)*	.18 (.10)*
Education	.00 (.08)	-.04 (.08)
Opinion Leader	.26 (.16)	.18 (.16)
Private Property Rights	-.04 (.11)	.01 (.11)
Government Trust	-.20 (.12)	-.22 (.13)*
Conservation Information Sources	---	.52 (.21)*
Constant	-1.23 (.78)	-1.80 (.84)*
Aware, Currently Participating	*Without Conservation Information*	*With Conservation Information*
Private Acres (1000s)	.05 (.02)*	.05 (.02)*
Off-Ranch Income Sources	.50 (.16)*	.41 (.17)*
Generations	.24 (.10)*	.21 (.11)*
Education	.18 (.09)*	.13 (.09)
Opinion Leader	.42 (.17)*	.21 (.18)
Private Property Rights	-.28 (.11)*	-.13 (.13)
Government Trust	.43 (.12)*	.23 (.15)
Conservation Information Sources	---	1.71 (.25)*
Constant	-4.28 (.89)*	-6.92 (1.08)*
Aware, Future Plans	*Without Conservation Information*	*With Conservation Information*
Private Acres (1000s)	.04 (.02)*	.04 (.02)*
Off-Ranch Income Sources	.29 (.21)	.20 (.22)
Generations	-.07 (.13)	-.11 (.14)
Education	.05 (.11)	-.01 (.12)
Opinion Leader	.50 (.22)*	.31 (.23)
Private Property Rights	-.21 (.15)	-.09 (.16)
Government Trust	.33 (.18)*	.19 (.19)
Conservation Information Sources	---	1.40 (.30)*
Constant	-3.63 (1.17)*	-5.57 (1.33)*
N	419	413
Count R^2	.46	.50
Cragg-Uhler R^2	.24	.36

Notes: Cell entries are unstandardized slope coefficients (standard errors in parentheses) from a multinomial logit model, where the baseline choice is "not aware" of the conservation program. *Reject null hypothesis of coefficient = 0, p<.10.

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Table A3: Multinomial Logit Models for Conservation Easement Participation

Aware, No Plans	Without Conservation Information	With Conservation Information
Private Acres (1000s)	.03 (.02)	.03 (.02)
Succession Plan	.15 (.27)	.18 (.28)
Opinion Leader	.08 (.17)	.06 (.17)
Government Trust	-.02 (.13)	-.04 (.13)
Conservation Information Sources	---	.21 (.20)
Constant	.73 (.61)	.44 (.66)
Aware, Currently Participating	*Without Conservation Information*	*With Conservation Information*
Private Acres (1000s)	.08 (.02)*	.07 (.02)*
Succession Plan	1.09 (.42)*	1.06 (.43)*
Opinion Leader	.65 (.24)*	.54 (.24)*
Government Trust	.53 (.19)*	.37 (.20)*
Conservation Information Sources	---	.90 (.29)*
Constant	-5.23 (.99)*	-6.35 (1.09)*
Aware, Future Plans	*Without Conservation Information*	*With Conservation Information*
Private Acres (1000s)	.05 (.02)*	.04 (.02)*
Succession Plan	1.33 (.36)*	1.32 (.37)*
Opinion Leader	.22 (.20)	.12 (.21)
Government Trust	.56 (.16)*	.46 (.17)*
Conservation Information Sources	---	.65 (.25)*
Constant	-3.38 (.82)*	-4.12 (.88)*
N	440	434
Count R^2	.52	.54
Cragg-Uhler R^2	.20	.23

Notes: Cell entries are unstandardized slope coefficients (standard errors in parentheses) from a multinomial logit model, where the baseline choice is "not aware" of the conservation program. *Reject null hypothesis of coefficient = 0, $p<.10$.

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Table A4: Multinomial Logit Models for Conservation Reserve Program Participation

Aware, No Plans	Without Conservation Information	With Conservation Information
Private Acres (1000s)	.05 (.02)*	.05 (.02)*
Succession Plan	.04 (.22)	-.02 (.23)
Generations	.18 (.08)*	.16 (.08)*
Opinion Leader	.34 (.14)*	.26 (.14)*
Private Property Rights	-.05 (.09)	-.01 (.10)
Government Trust	-.00 (.10)	-.07 (.11)
Conservation Information Sources	---	.53 (.17)*
Constant	-1.45 (.60)*	-2.23 (.66)*
Aware, Currently Participating	*Without Conservation Information*	*With Conservation Information*
Private Acres (1000s)	.09 (.02)*	.08 (.02)*
Succession Plan	.88 (.43)*	.74 (.43)*
Generations	.14 (.14)	.12 (.14)
Opinion Leader	.34 (.22)*	.22 (.23)
Private Property Rights	-.25 (.16)*	-.13 (.16)
Government Trust	.44 (.19)*	.32 (.20)
Conservation Information Sources	---	.83 (.29)*
Constant	-4.72 (1.11)*	-5.98 (1.23)*
Aware, Future Plans	*Without Conservation Information*	*With Conservation Information*
Private Acres (1000s)	.03 (.04)	.02 (.04)
Succession Plan	.35 (.56)	.24 (.56)
Generations	-.11 (.19)	-.14 (.19)
Opinion Leader	.39 (.30)	.28 (.31)
Private Property Rights	-.43 (.25)*	-.33 (.25)
Government Trust	.46 (.27)*	.32 (.28)
Conservation Information Sources	---	.88 (.39)*
Constant	-3.87 (1.50)*	-5.17 (1.65)*
N	419	413
Count R^2	.52	.56
Cragg-Uhler R^2	.18	.21

Notes: Cell entries are unstandardized slope coefficients (standard errors in parentheses) from a multinomial logit model, where the baseline choice is "not aware" of the conservation program. *Reject null hypothesis of coefficient = 0, p<.10.

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