

SUPPORTING INFORMATION – MODEL AND CONDITIONAL EFFECT ESTIMATES

This supporting information provides the values for our model (Section 1: Model Estimates) and conditional effect (Section 2: Conditional Effect Estimates) estimates, as well as the estimates posterior distributions' 50% and 90% Highest Density Interval (HDI) and Equal Tailed Interval (ETI).

The conditional effect estimates are produced by varying the values of the predictor of interest's response levels while holding all other predictors constant. Likert item predictors were held constant at their neutral response level, whilst innovation decision was held constant at "Collectively, by all members of the organisation", the most common response.

The model's formula specification is as follows:

- Family: Bernoulli
- Link: mu=logit
- Formula:
$$\text{col160} \sim \text{mo}(\text{col92}) + \text{mo}(\text{col93}) + \text{mo}(\text{col97}) + \text{mo}(\text{col113}) + \text{mo}(\text{col114}) + \text{mo}(\text{col115}) + \text{mo}(\text{col116}) + \text{mo}(\text{col117}) + \text{mo}(\text{col118}) + \text{mo}(\text{col119}) + \text{mo}(\text{col120}) + \text{mo}(\text{col121}) + \text{mo}(\text{col122}) + \text{mo}(\text{col137}) + \text{mo}(\text{col138}) + \text{mo}(\text{col139}) + \text{mo}(\text{col105}) + \text{mo}(\text{col106}) + \text{mo}(\text{col107}) + \text{mo}(\text{col110}) + \text{mo}(\text{col111}) + \text{mo}(\text{col112}) + \text{mo}(\text{col135}) + \text{mo}(\text{col136}) + \text{mo}(\text{col91}) + \text{col53} + \text{mo}(\text{col101})$$
- Draws: 4 chains
- Iterations: 10,000 per chain
- Warm-up: 5,000 per chain
- Total post warm-up draws: 20,000
- Outcome: col160 = Adoption of mixed native woodland creation

Model estimates

Subattribute Column	Subattribute Name	Mean	Median	Mode	SD	MAD	HDI Lower 0.5	HDI Upper 0.5	HDI Lower 0.9	HDI Upper 0.9	ETI Lower 0.5	ETI Upper 0.5	ETI Lower 0.9	ETI Upper 0.9	Rhat	ESS Bulk	ESS Tail
b_col532	Collective decision-making	0.373	0.37	0.36	0.787	0.786	-0.174	0.885	-0.912	1.68	-0.155	0.906	-0.929	1.67	1	31050	15546
b_col533	Authority decision-making	0.908	0.914	0.948	0.829	0.828	0.313	1.43	-0.47	2.24	0.343	1.46	-0.436	2.27	1	37365	15922
bsp_mocol101	Formalisation of decision making	-0.0633	-0.0578	0.0077	0.461	0.441	-0.371	0.222	-0.809	0.695	-0.36	0.234	-0.822	0.683	1	22774	16469
bsp_mocol105	Ease of understanding - Ground preparations	-0.208	-0.199	-0.106	0.614	0.576	-0.586	0.191	-1.18	0.818	-0.594	0.185	-1.22	0.782	1	23427	15372
bsp_mocol106	Ease of understanding - Herbivore damage controls	-1.46	-1.44	-1.35	0.629	0.621	-1.85	-1.02	-2.48	-0.428	-1.88	-1.04	-2.53	-0.468	1	24442	15445
bsp_mocol107	Ease of understanding - Planting woodland	0.397	0.407	0.457	0.662	0.635	-0.0022	0.852	-0.656	1.53	-0.0226	0.834	-0.718	1.47	1	21614	15545
bsp_mocol110	Ease of doing - Ground preparations	0.293	0.275	0.241	0.613	0.595	-0.146	0.653	-0.697	1.31	-0.115	0.686	-0.681	1.34	1	20777	16299
bsp_mocol111	Ease of doing - Herbivore damage controls	-0.16	-0.167	-0.191	0.578	0.548	-0.561	0.177	-1.11	0.792	-0.533	0.207	-1.1	0.8	1	19155	15927
bsp_mocol112	Ease of doing - Planting woodland	-0.101	-0.0853	0.00334	0.65	0.619	-0.476	0.359	-1.16	0.974	-0.512	0.325	-1.19	0.95	1	23692	16498
bsp_mocol113	Expected changes to carbon storage	-0.00288	-0.0179	-0.0905	0.663	0.636	-0.444	0.413	-1.1	1.09	-0.435	0.424	-1.08	1.11	1	22199	15925
bsp_mocol114	Expected changes to habitat for wildlife	1.38	1.36	1.25	0.623	0.609	0.883	1.7	0.394	2.42	0.964	1.79	0.404	2.44	1	21842	15752
bsp_mocol115	Expected changes to species diversity	0.309	0.311	0.357	0.704	0.693	-0.146	0.788	-0.907	1.41	-0.163	0.772	-0.862	1.46	1	25429	17186
bsp_mocol116	Expected changes to water quality	0.0236	0.0146	-0.0764	0.736	0.719	-0.422	0.54	-1.18	1.23	-0.465	0.502	-1.16	1.25	1	25525	16436
bsp_mocol117	Expected changes to flooding prevention	-0.49	-0.505	-0.561	0.62	0.607	-0.926	-0.108	-1.48	0.554	-0.906	-0.0867	-1.48	0.547	1	21298	16604
bsp_mocol118	Expected changes to soil quality	0.942	0.924	0.859	0.512	0.502	0.569	1.24	0.0967	1.77	0.595	1.27	0.127	1.81	1	23806	16350
bsp_mocol119	Expected changes to earnings	0.689	0.664	0.636	0.587	0.558	0.254	1.01	-0.27	1.65	0.304	1.06	-0.229	1.69	1	21613	15092
bsp_mocol120	Expected changes to community well-being	-0.426	-0.432	-0.431	0.656	0.637	-0.887	-0.0252	-1.5	0.638	-0.859	-0.000304	-1.49	0.659	1	23561	15987
bsp_mocol121	Expected changes to social recognition	-0.558	-0.539	-0.506	0.796	0.8	-1.02	0.0526	-1.89	0.725	-1.09	-0.00855	-1.9	0.715	1	24367	16628
bsp_mocol122	Expected changes to number of jobs	-0.366	-0.353	-0.333	0.869	0.873	-0.943	0.234	-1.77	1.09	-0.947	0.23	-1.81	1.06	1	23973	16875
bsp_mocol135	Visibility of results	0.759	0.752	0.747	0.661	0.653	0.312	1.19	-0.317	1.84	0.318	1.2	-0.304	1.86	1	21864	17140
bsp_mocol136	Visibility of practice	-0.735	-0.751	-0.856	0.684	0.676	-1.21	-0.305	-1.87	0.383	-1.19	-0.282	-1.84	0.413	1	17137	13855
bsp_mocol137	Compatibility with values and beliefs	0.202	0.208	0.226	0.669	0.641	-0.219	0.644	-0.863	1.33	-0.228	0.638	-0.905	1.3	1	21802	15586
bsp_mocol138	Compatibility with needs	0.203	0.197	0.178	0.619	0.602	-0.224	0.588	-0.805	1.22	-0.208	0.604	-0.794	1.23	1	21053	16638
bsp_mocol139	Compatibility with land use practices	1.4	1.37	1.33	0.6	0.587	0.928	1.72	0.422	2.38	0.989	1.78	0.451	2.42	1	21751	16548
bsp_mocol91	Reversibility	-0.643	-0.629	-0.566	0.472	0.457	-0.935	-0.318	-1.39	0.161	-0.948	-0.329	-1.44	0.115	1	21539	16073
bsp_mocol92	Initial costs - Money	0.247	0.233	0.166	0.663	0.666	-0.206	0.689	-0.866	1.31	-0.206	0.69	-0.83	1.36	1	18776	17290
bsp_mocol93	Initial costs - Time	0.268	0.266	0.302	0.569	0.561	-0.119	0.636	-0.663	1.2	-0.117	0.639	-0.654	1.21	1	22224	16423
bsp_mocol97	Perceived risks	-0.565	-0.541	-0.488	0.535	0.524	-0.818	-0.118	-1.45	0.288	-0.91	-0.201	-1.47	0.273	1	19360	15789

Conditional effects estimates

Estimand	Response_Level	Mean	Median	SD	MAD	HDI_Lower0.5	HDI_Upper0.5	HDI_Lower0.9	HDI_Upper0.9	ETI_Lower0.5	ETI_Upper0.5	ETI_Lower0.9	ETI_Upper0.9	Rhat	ESS_Bulk	ESS_Tail
Compatibility with land uses	Strongly disagree	0.00793	0.000393	0.0361	0.000574	0	0	0	0.01	0	0	0	0.03	1	18949	17201
Compatibility with land uses	Disagree	0.0137	0.001	0.0498	0.00146	0	0	0	0.03	0	0.01	0	0.06	1	18705	16807
Compatibility with land uses	Neither agree nor disagree	0.0572	0.00888	0.124	0.0128	0	0.01	0	0.17	0	0.05	0	0.32	1	18605	17793
Compatibility with land uses	Agree	0.121	0.0297	0.196	0.0426	0	0.03	0	0.4	0	0.14	0	0.6	1	19968	17457
Compatibility with land uses	Strongly agree	0.227	0.0883	0.282	0.127	0	0.09	0	0.73	0.01	0.36	0	0.87	1	20287	17581
Expected changes to habitat for wildlife	Decrease greatly	0.0204	0.00139	0.0683	0.00203	0	0	0	0.04	0	0.01	0	0.1	1	19798	17219
Expected changes to habitat for wildlife	Decrease slightly	0.032	0.00332	0.0875	0.00482	0	0	0	0.08	0	0.02	0	0.17	1	19553	17380
Expected changes to habitat for wildlife	No change	0.0572	0.00888	0.124	0.0128	0	0.01	0	0.17	0	0.05	0	0.32	1	18605	17793
Expected changes to habitat for wildlife	Increase slightly	0.191	0.0667	0.255	0.0943	0	0.07	0	0.62	0.01	0.28	0	0.8	1	19278	16975
Expected changes to habitat for wildlife	Increase greatly	0.356	0.239	0.334	0.327	0	0.24	0	0.9	0.05	0.65	0	0.96	1	19488	17496
Expected changes to soil quality	Decrease greatly	0.0183	0.00121	0.0628	0.00177	0	0	0	0.04	0	0.01	0	0.09	1	17933	17107
Expected changes to soil quality	Decrease slightly	0.028	0.00282	0.079	0.00409	0	0	0	0.07	0	0.02	0	0.15	1	18525	16977
Expected changes to soil quality	No change	0.0572	0.00888	0.124	0.0128	0	0.01	0	0.17	0	0.05	0	0.32	1	18605	17793
Expected changes to soil quality	Increase slightly	0.113	0.0231	0.194	0.0332	0	0.02	0	0.38	0	0.12	0	0.6	1	18578	17126
Expected changes to soil quality	Increase greatly	0.176	0.0467	0.255	0.0675	0	0.05	0	0.62	0.01	0.24	0	0.8	1	18976	17846
Ease of understanding herbivore damage	Very difficult	0.277	0.112	0.325	0.162	0	0.11	0	0.87	0.02	0.49	0	0.95	1	19279	17004
Ease of understanding herbivore damage	Difficult	0.159	0.0363	0.246	0.0525	0	0.04	0	0.57	0.01	0.19	0	0.78	1	18005	17551
Ease of understanding herbivore damage	Neither easy nor difficult	0.0572	0.00888	0.124	0.0128	0	0.01	0	0.17	0	0.05	0	0.32	1	18605	17793
Ease of understanding herbivore damage	Easy	0.0123	0.00117	0.0408	0.00169	0	0	0	0.03	0	0.01	0	0.06	1	18531	17935
Ease of understanding herbivore damage	Very easy	0.00603	0.000401	0.0247	0.000584	0	0	0	0.01	0	0	0	0.03	1	19703	18139