

Supplementary Table A1. Landholder responses to all survey items.

Variables	Items	Scale	Mean (SD)	n
<i>Values</i>				
Economic*	When planning future farming activities I only focus on how profitable they will be A maximum annual return from my property is my most important aim	[1, 6]	4.00 (1.30)	206
Lifestyle*	The lifestyle that comes with being on the farm is very important to me We do not make a fortune from farming but the lifestyle is great	[1, 6]	5.10 (1.05)	206
Conservation*	The most important thing is leaving my property in better shape than I found it Managing environmental problems on my farm is a very high priority	[1, 6]	5.53 (0.79)	206
<i>Place Attachment*</i>				
	I am happiest when I'm on my farm I feel my farm is a part of me	[1, 6]	5.31 (0.89)	206
<i>Attitudes</i>				
Anti-Clearing*	I am concerned about the rate of tree clearing in Queensland Tree clearing should be stopped People are clearing too many trees People who clear trees from their property do not care about the environment	[1, 6]	2.42 (1.27)	251
Anti-VMA*	In my opinion, vegetation management regulations... Are a burden to me Are fair to farmers [†] Are necessary [‡] Should be more strict [‡]	[1, 6]	4.57 (1.11)	251
<i>Good Farmer Identity Definition</i>				
Profit-maximizing	Always finds a way to maximise their profits	[1, 6]	4.81 (1.20)	249
Altruistic	Puts the needs of the community before his/her own needs	[1, 6]	3.94 (1.18)	246
Law-abiding	Obeys laws that restrict what can and can't be done on his/her farm	[1, 6]	4.72 (1.28)	246
Productivity-maximizing	Always finds a way to maximise the productivity of their land	[1, 6]	5.10 (1.08)	248
Lifestyle-focused	Enjoys the farming lifestyle even if profits are low	[1, 6]	4.76 (1.29)	250
<i>Good Farmer Self-Identity*</i>				
	I think of myself as a 'good farmer' I am a 'better farmer' than most people in my community	[1, 6]	4.64 (0.85)	206
<i>Relative threat of the VMA</i>				
	To what degree do the following pose a threat to the property you manage? Drought and extreme weather Pest species (e.g. feral cats, pigs, foxes, rabbits) Mining activities Your personal health and well-being Escalating costs of running the business Changing prices for agricultural products Vegetation management regulations Chemical and pesticide use regulations	[-5, 5] [‡] [1, 6] [1, 6] [1, 6] [1, 6] [1, 6] [1, 6] [1, 6] [1, 6]	0.46 (1.47)	250
<i>Trust in the government*</i>				
	The Queensland Government has my best interests in mind I can trust the Queensland Government to always do what is right	[1, 6]	1.49 (0.93)	251
<i>Sense of Security*</i>				
	I am confident that I can still enjoy a comfortable lifestyle while following vegetation management regulations Vegetation management regulations are a threat to my business or livelihood [‡]	[1, 6]	3.05 (1.44)	250
<i>Loss Aversion*</i>				
	I get easily attached to material things (e.g. my car, my furniture) If profits become very high, I wouldn't want to return to previous profit levels	[1, 5]	2.93 (1.08)	206
<i>Emotions to Regulations</i>				
Negative*	When you think about vegetation management regulations in Queensland, do you feel... Angry Depressed Anxious Exhausted	[1, 6]	3.76 (1.48)	249
Positive*	Relieved Hopeful	[1, 6]	2.11 (1.29)	249
<i>Perceived Behavioural Control*</i>				
	How much personal control do you feel you have over tree clearing decisions on your property?	[1, 6]	2.42 (1.26)	251

Following the vegetation management regulations set forth by the Queensland Government is... [difficult to easy]				
<i>Social Norms</i>				
Tree clearing	Most of the farmers in my community clear trees	[1, 6]	3.05 (1.74)	242
Obeying regulations	Most of the farmers in my community follow the vegetation management regulations	[1, 6]	4.78 (1.27)	225
<i>Awareness of Norms*</i>				
	I know how most farmers in my area manage their land	[1, 6]	4.75 (1.14)	239
	Most farmers in my area know how I manage my land			
<i>Financial Strain*</i>				
	Within the last four weeks, how often have you... Had serious financial worries? Not been able to do the things you like to do because of shortages of money? Not been able to do the things you need to do because of shortages of money?	[1, 5]	2.53 (1.19)	251
<i>Life Satisfaction</i>				
	Thinking about your own life and personal circumstances, how satisfied are you with your life as a whole?	[0, 10]	8.57 (1.89)	251
<i>Social Capital*</i>				
	Are you an active member of the following? An agricultural organisation (e.g. AgForce, Queensland Farmers' Federation) A local community group, organisation, or club (e.g. sport, craft, social club)	[0, 3]	1.43 (0.96)	206
<i>Trees Present (% yes)</i>				
	Are there any trees (including tree regrowth) currently on your property that are not grown or harvested for production purposes?	Yes/No	76.7%	206
<i>Clearing Purposes</i>				
	In the last 5 years, how often have you cleared trees from your property for the following purposes?			
Relevant	Restorative purposes (e.g. thinning)	[1, 5]	2.31 (1.21)	177
	Necessary maintenance (e.g. regrowth or weed removal)	[1, 5]	3.15 (1.16)	177
	Infrastructure (e.g. fences, barns or sheds)	[1, 5]	2.60 (1.22)	177
	Fodder development or expansion	[1, 5]	1.75 (1.08)	177
Not Relevant	High-value agriculture development or expansion	[1, 5]	1.97 (1.08)	177
	Pasture development or expansion	[1, 5]	2.18 (1.26)	177
<i>Clearing Amount</i>				
	In the last 5 years, how often have you cleared the following amount of trees from your property?			
	Single trees	[1, 5]	2.51 (1.14)	177
	Less than 1 hectare (ha)	[1, 5]	1.78 (0.98)	177
	1 - 5 ha	[1, 5]	1.54 (0.91)	177
	5 - 10 ha	[1, 5]	1.42 (0.82)	177
	More than 10 ha	[1, 5]	1.47 (0.95)	177
<i>Clearing Influences</i>				
	To what extent do the following influence how you make tree clearing decisions on your property?			
Ag prices	Agricultural or livestock prices	[1, 6]	2.37 (1.79)	177
Droughts	Recent droughts	[1, 6]	2.19 (1.69)	177
Regulations	Vegetation management restrictions	[1, 6]	3.03 (2.04)	177
Profitability	Potential profitability of the land	[1, 6]	3.27 (1.90)	177
Aesthetics	Aesthetic or attractive value of trees	[1, 6]	2.65 (1.80)	176
Policy uncertainty	Talks of new clearing regulations in Parliament	[1, 6]	2.53 (1.90)	176
Costs	Feasibility or costs associated with clearing	[1, 6]	2.91 (1.94)	175
<i>Clearing Amount Relative to Others</i>				
	Compared to other farmers/graziers in your community, do you think you clear trees more or less than they do?	[1, 5]	2.32 (0.88)	177
<i>Clearing Intentions (next 6 months)</i>				
	"I intend to engage in tree clearing on my property during the next 6 months."	[1, 6]	2.84 (1.89)	177
<i>Voluntary Program Participation*</i>				
	Have you participated in any of these programs? Landcare grants for private land conservation (e.g. Sustainable agriculture, Restoration) Land management agreements (e.g. Land for Wildlife) Conservation covenant (e.g. The Nature Refuges Program) Other projects or programs	[1, 5]	2.27 (0.75)	251
<i>Incentives for Participation (% yes)</i>				
	Which of the following factors are the main reasons why you have participated in one or more of these programs?			
Importance	The intrinsic value or importance of nature	Yes/No	71.3%	101
Environmental	The environmental benefits for my property or my community	Yes/No	91.1%	101
Risk-aversion	To minimise environmental threats or risks to my property or family	Yes/No	80.2%	101
Community influence	My neighbours or other farmers in my community have benefited from them	Yes/No	53.5%	101
Financial	The financial benefits for my property or my community	Yes/No	58.4%	101
<i>Barriers to Participation (% yes)</i>				
	Which of the following factors are the main reasons why you have not			

participated in one or more of these programs?				
Exposure	Lack of exposure or knowledge of the programs	Yes/No	50.5%	214
Loss-aversion	Loss of autonomy or control over my property	Yes/No	39.7%	214
Financial	Loss of income or market value of my land	Yes/No	32.7%	214
Community influence	My neighbours or other farmers in my community regret participating in them	Yes/No	14.0%	214
Importance	I do not think nature needs to be protected on my property	Yes/No	22.9%	214
<i>Demographics</i>				
Age			61.57 (13.7)	245
Gender (% male)			70.9%	251
Manager status	Which of the following best describes you?			251
Manager	I manage a farm or other grazing or production property		82.1%	
Non-manager	I have a family member who manages a farm or other grazing or production property I interact with farmers or graziers for my work		17.9%	
Properties	How many grazing or production properties do you manage?		1.81 (1.64)	251
Years managing	Approximately how many years have you managed your current farm or other grazing or production properties?		34.1 (20.1)	251
Primary decision-maker (% yes)	Are you primarily responsible for making management decisions on this property?		72.3%	206
Education	What is the highest level of education you have completed?			250
	Did not complete high school		21.6%	
	High school		32.0%	
	Diploma or TAFE/Technical Certificate		27.6%	
	Bachelor Degree		12.4%	
	Post-Graduate Degree		6.4%	
Income	The average person in Queensland has a total personal income of \$40,000 to \$50,000 per year. Is your personal income above, below or roughly equal to this average?			249
	Below this average		28.9%	
	Equal to this average		31.3%	
	Above this average		39.8%	

* Scores for individual items averaged for a single score

† Scores reversed for analysis

‡ Scale of the generated single score differs from items' scale; see Simmons et al. (2019, in review) for description

Supplementary Table A2. P-values for Wald test of the inclusion of sociodemographic variables in 3 class membership model. Each variable included individually, with *security* included.

Variable	P-value
<i>Values</i>	
Economic	0.95
Lifestyle	0.77
Conservation	0.80
<i>Attitudes</i>	
Anti-Clearing	0.34
Anti-VMA	0.07
<i>Trust in the government</i>	0.28
<i>Perceived Behavioural Control</i>	0.13
<i>Social Norms</i>	
Tree clearing	0.88
Obeying regulations	0.36
<i>Financial Strain</i>	0.52
<i>Education</i>	0.67
<i>Gender</i>	0.70
<i>Income</i>	0.15
<i>Years of residence</i>	0.77

Supplementary Table A3. Mean values for sociodemographic variables, by class (defined by modal posterior probabilities)

Variable	Class 1	Class 2	Class 3
<i>Security</i>	2.62	3.35	3.37
<i>Values</i>			
Economic	4.06	3.98	3.95
Lifestyle	5.12	5.10	5.09
Conservation	5.57	5.54	5.53
<i>Attitudes</i>			
Anti-Clearing	2.10	2.65	2.65
Anti-VMA	4.91	4.32	4.28
<i>Trust in the government</i>	1.31	1.73	1.52
<i>Perceived Behavioural Control</i>	2.17	2.71	2.48
<i>Social Norms</i>			
Tree clearing	3.02	3.13	3.02
Obeying regulations	4.77	4.73	4.90
<i>Financial Strain</i>	2.61	2.40	2.58
<i>Education</i>			
Did not complete high school	23.36	19.48	20.63
High school	28.97	33.77	36.51
Diploma or TAFE/Technical Certificate	26.17	29.87	26.98
Bachelor Degree	14.95	11.69	9.52
Post-Graduate Degree	6.54	5.19	6.35
<i>Gender</i>	0.72	0.70	0.70
<i>Income</i>			
Below this average	31.78	21.05	33.33
Equal to this average	37.38	27.63	25.40
Above this average	30.84	51.32	41.27
<i>Years of residence</i>	42.76	45.21	43.11