**Supplementary Materials**

Table S1. Comparisons between early-responders (survey waves 1-3) and late responders (waves 4-7). Due to item-level non-response, sample sizes will differ between variables. Statistical results are from Welch’s tests.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Survey Item** | **Sample** | **Mean** | **SD** | **Statistic** | **df1** | **df2** | **Sig.** |
| *Landowner Characteristics* |
| Length of land ownership | Early (N=93) | 50.49 | 34.15 | 1.59 | 1 | 93.36 | 0.21 |
| Late (N=53) | 58.85 | 40.82 |  |  |  |  |
| Acres owned | Early (N=93) | 437.55 | 555.38 | 0.28 | 1 | 107.25 | 0.60 |
| Late(N=54) | 489.19 | 578.28 |  |  |  |  |
| Age (years) | Early (N=93) | 66.429 | 10.45 | 0.43 | 1 | 87.74 | 0.51 |
| Late (N=54) | 67.80 | 12.76 |  |  |  |  |
| Portion of income from land (0-100%) | Early (N=83) | 38.11 | 35.59 | 1.99 | 1 | 96.51 | 0.16 |
| Late (N=50) | 47.60 | 38.78 |  |  |  |  |
| *Landowner attitudes (importance)1* |
| Deer | Early (N=85) | 3.27 | 1.313 | 0.208 | 1 | 58.506 | 0.650 |
| Late (N=37) | 3.14 | 1.584 |  |  |  |  |
| Bees | Early (N=89) | 3.81 | 1.242 | 1.154 | 1 | 65.799 | 0.287 |
| Late(N=40) | 3.53 | 1.450 |  |  |  |  |
| Songbirds | Early (N=74) | 3.32 | 1.262 | 1.177 | 1 | 75.339 | 0.281 |
| Late (N=38) | 3.05 | 1.251 |  |  |  |  |
| Game birds | Early (N=74) | 3.78 | 1.126 | 0.083 | 1 | 63.009 | 0.775 |
| Late (N=35) | 3.71 | 1.202 |  |  |  |  |
| Restoring prairies/grasslands | Early (N=91) | 2.82 | 1.216 | 1.420 | 1 | 64.507 | 0.238 |
| Late(N=39) | 3.13 | 1.380 |  |  |  |  |
| Controlling invasive plants | Early (N=93) | 4.08 | 0.888 | 0.061 | 1 | 66.137 | 0.805 |
| Late (N=41) | 4.12 | 1.053 |  |  |  |  |
| Reducing soil erosion | Early (N=93) | 4.31 | 0.691 | 4.505 | 1 | 98.099 | **0.036** |
| Late (N=42) | 4.55 | 0.550 |  |  |  |  |
| *Land use/land cover (ha)* |
| Crop area (ha) | Early (N=92) | 29.13 | 58.62 | 0.51 | 1 | 106.17 | 0.47 |
| Late(N=48) | 22.22 | 51.87 |  |  |  |  |
| Grassland area | Early (N=92) | 98.92 | 137.23 | 0.003 | 1 | 112.78 | 0.96 |
| Late (N=50) | 97.75 | 119.95 |  |  |  |  |
| Tree area (ha) | Early (N=92) | 0.15 | 0.30 | 1.79 | 1 | 49.02 | 0.19 |
| Late (N=50) | 2.97 | 14.92 |  |  |  |  |

***1****Attitude variables were measured using a 5-pt Likert scale (1, not important; 2, a little important; 3, moderately important; 4, extremely important)*