

## Supplementary

**Table S1.** Percentages of responses to Likert scale items about timber harvesting in Florida.

		Items	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Number of Responses
Production	1.	Harvesting is good for the economy.	3.6	7.8	31.9	37.1	19.6	423
	2.	Cutting and removing trees is sometimes necessary to provide economic profits to the forest owner.	6.2	6.9	31.2	37.8	18	423
	3.	Forests should be used to produce products such as paper or lumber that humans can use.	4.5	10.2	32.4	35	18	423
Management	4.	Forests should be left untouched by humans.	7.8	21.8	39	19.4	12.1	423
	5.	Cutting trees can sometimes be good for a forest.	4.3	7.1	24.4	31	33.3	423
	6.	Some forest management by humans is necessary.	5	6.9	23.6	31.4	33.1	423
	7.	Cutting and removing trees should be followed by planting trees.	2.1	5	12.1	22.5	58.4	423
	8.	When necessary, trees should be cut and removed from forests to prevent forest fires.	6.9	6.6	26	28.8	31.7	423

**Table S2.** Percentages of responses to Likert scale items about timber harvesting in Georgia.

		Items	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Number of Responses
Production	1.	Harvesting is good for the economy.	2	6.9	23.3	43.5	24.3	407
	2.	Cutting and removing trees is sometimes necessary to provide economic profits to the forest owner.	4.4	9.6	27	36.1	22.9	407
	3.	Forests should be used to produce products such as paper or lumber that humans can use.	3.7	11.1	27.3	34.9	23.1	407
Management	4.	Forests should be left untouched by humans.	11.8	26.8	36.6	12.8	12	407
	5.	Cutting trees can sometimes be good for a forest.	3.9	6.6	21.4	29	39.1	407
	6.	Some forest management by humans is necessary.	2.7	6.1	18.9	32.2	40.1	407
	7.	Cutting and removing trees should be followed by planting trees.	3.4	2.5	13.5	16.5	64.1	407
	8.	When necessary, trees should be cut and removed from forests to prevent forest fires.	4.4	6.6	24.6	32.4	31.9	407

**Table S3.** Percentages of responses to Likert scale items about timber harvesting in Mississippi.

		Items	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Number of Responses
Production	1.	Harvesting is good for the economy.	1.2	3.9	24.4	43.2	27.3	410
	2.	Cutting and removing trees is sometimes necessary to provide economic profits to the forest owner.	2.7	10.5	26.6	35.1	25.1	410
	3.	Forests should be used to produce products such as paper or lumber that humans can use.	2.9	9.5	33.7	32.7	21.2	410
Management	4.	Forests should be left untouched by humans.	13.9	29.8	34.9	13.4	8.1	410
	5.	Cutting trees can sometimes be good for a forest.	2.7	5.9	17.8	30.7	42.9	410
	6.	Some forest management by humans is necessary.	2	4.2	19	32.7	42.2	410
	7.	Cutting and removing trees should be followed by planting trees.	2.4	1.7	11	18.5	66.3	410
	8.	When necessary, trees should be cut and removed from forests to prevent forest fires.	3.7	9	21.2	29.3	36.8	410

**Table S4.** Percentages of responses to Likert scale items about timber harvesting in South Carolina.

		Items	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Number of Responses
Production	1.	Harvesting is good for the economy.	2.8	5.6	27.3	40.3	24	429
	2.	Cutting and removing trees is sometimes necessary to provide economic profits to the forest owner.	4	11.7	29.1	31.2	24	429
	3.	Forests should be used to produce products such as paper or lumber that humans can use.	3.5	12.4	28.2	33.8	22.1	429
Management	4.	Forests should be left untouched by humans.	13.5	23.3	35.4	18.2	9.6	429
	5.	Cutting trees can sometimes be good for a forest.	5.1	4.4	21.5	31.2	37.8	429
	6.	Some forest management by humans is necessary.	4.2	4.9	18.9	32.4	39.6	429
	7.	Cutting and removing trees should be followed by planting trees.	2.6	2.6	11.4	18.2	65.3	429
	8.	When necessary, trees should be cut and removed from forests to prevent forest fires.	5.8	5.4	22.4	28.9	37.5	429

**Table S5.** Percentages of responses to Likert scale items about government's approach to private forest management in Florida.

Items			Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Number of Responses
Authority tools	1.	The government should be able to regulate the use of forests located on private land to protect public benefits.	9.5	13.7	27.4	24.1	25.3	423
	2.	The government should have the right to tell private forest owners how to best manage their forests.	14.2	17.7	30.7	18.2	19.2	423
	3.	There should be regulations regarding how trees are managed on private forest land.	8.8	11.8	24.1	28.8	26.5	423
	4.	The government should fine private forest owners who fail to use best management practices.	8.8	11.8	27.2	25.1	27.2	423
Financial incentives	5.	The government should use financial incentives to help or encourage private forest owners to change management practices.	3.1	7.8	35.5	26.2	27.4	423
Empowerment tools	6.	The government should conduct workshops on forest best management practices for private forest owners.	3.6	4.3	23.6	34.5	34	423
	7.	The government is responsible for promoting and understanding of forest conservation.	3.3	7.1	29.8	31	28.8	423
	8.	The government and private forest owners should work together towards forest conservation.	2.8	5	16.6	29.1	46.6	423
	9.	The government should use positive images and cultural symbols to promote forest conservation.	3.3	4.3	21	31.9	39.5	423

**Table S6.** Percentages of responses to Likert scale items about government's approach to private forest management in Georgia.

		Items	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Number of Responses
Authority tools	1.	The government should be able to regulate the use of forests located on private land to protect public benefits.	15.5	13.3	32.9	18.4	19.9	407
	2.	The government should have the right to tell private forest owners how to best manage their forests.	24.3	17.4	28.3	18.2	11.8	407
	3.	There should be regulations regarding how trees are managed on private forest land.	15	12	26	28.3	18.7	407
	4.	The government should fine private forest owners who fail to use best management practices.	19.7	10.3	27	20.9	22.1	407
Financial incentives	5.	The government should use financial incentives to help or encourage private forest owners to change management practices.	5.4	6.6	33.4	30	24.6	407
Empowerment tools	6.	The government should conduct workshops on forest best management practices for private forest owners.	3.4	5.4	21.6	35.9	33.7	407
	7.	The government is responsible for promoting and understanding of forest conservation.	4.9	9.1	31.7	29.5	24.8	407
	8.	The government and private forest owners should work together towards forest conservation.	3.4	4.4	15.5	25.1	51.6	407
	9.	The government should use positive images and cultural symbols to promote forest conservation.	3	4.9	22.4	30.5	39.3	407

**Table S7.** Percentages of responses to Likert scale items about government's approach to private forest management in Mississippi.

Items			Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Number of Responses
Authority tools	1.	The government should be able to regulate the use of forests located on private land to protect public benefits.	19.5	18.1	29	16.3	17.1	410
	2.	The government should have the right to tell private forest owners how to best manage their forests.	24.9	20	30.2	14.6	10.2	410
	3.	There should be regulations regarding how trees are managed on private forest land.	13.2	16.6	29.3	24.9	16.1	410
	4.	The government should fine private forest owners who fail to use best management practices.	19.8	14.4	28.5	20	17.3	410
Financial incentives	5.	The government should use financial incentives to help or encourage private forest owners to change management practices.	4.4	7.3	35.9	27.3	25.1	410
Empowerment tools	6.	The government should conduct workshops on forest best management practices for private forest owners.	1.2	4.6	21.2	32.2	40.7	410
	7.	The government is responsible for promoting and understanding of forest conservation.	4.2	9.8	29.5	31	25.6	410
	8.	The government and private forest owners should work together towards forest conservation.	1.7	2.9	17.8	26.8	50.7	410
	9.	The government should use positive images and cultural symbols to promote forest conservation.	1.5	2.7	22.7	38.3	34.9	410

**Table S8.** Percentages of responses to Likert scale items about government's approach to private forest management in South Carolina.

Items			Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Number of Responses
Authority tools	1.	The government should be able to regulate the use of forests located on private land to protect public benefits.	16.3	13.8	28.9	20.5	20.5	429
	2.	The government should have the right to tell private forest owners how to best manage their forests.	22.1	18.4	29.1	18.7	11.7	429
	3.	There should be regulations regarding how trees are managed on private forest land.	11.4	12.8	27	27.3	21.5	429
	4.	The government should fine private forest owners who fail to use best management practices.	17	11.2	27.3	23.1	21.5	429
Financial incentives	5.	The government should use financial incentives to help or encourage private forest owners to change management practices.	5.6	8.9	35.2	26.6	23.8	429
Empowerment tools	6.	The government should conduct workshops on forest best management practices for private forest owners.	3	5.8	22.6	35.4	33.1	429
	7.	The government is responsible for promoting and understanding of forest conservation.	4	9.8	36.8	26.6	22.8	429
	8.	The government and private forest owners should work together towards forest conservation.	3	3.5	17	26.3	50.1	429
	9.	The government should use positive images and cultural symbols to promote forest conservation.	3.5	5.8	21.2	28.4	41	429