

Table S1. Hierarchical regression analysis with Willingness to Engage in Risk Mitigation Behavior as dependent variable. In the first model including socio-demographic variables only, the model explained 16% of the variance, $F(14, 526) = 7.03, p < 0.001$. Four variables denoting the main source of income (*Horticulture and landscape architecture* ($\beta = 0.10$), *Potted plants and cut flowers* ($\beta = -0.10$), *Tree nursery* ($\beta = -0.23$), and *Others (combination of several sources of income)* ($\beta = -0.15$)), as well as the variable *Over 30 employees* ($\beta = -0.12$) referring to the number of full time employees per year showed a significant influence on horticulturists willingness to act. The additional inclusion of the psychological variables describing risk perceptions ($\beta = 0.39$) and perceptions of benefit ($\beta = -0.35$) caused R^2 to increase significantly by 32% $F(2, 524) = 29.62, p < 0.001$, (adjusted $R^2 = 0.46$). Only the contributions of the variables *Horticulture and landscape architecture* ($\beta = 0.09$) and *Tree nursery* ($\beta = -0.08$) remained significant, and particularly the proportion of variance accounted for *Tree nursery* decreased considerably.

Independent Variable	Model 1 (a)			Model 1 (b)		
	B	SE	β	B	SE	β
<i>Socio-Demographic Variables</i>						
Gender	0.215	0.174	0.051	0.075	0.138	0.018
Age						
21 - 40 years	-0.08	0.095	-0.035	-0.008	0.075	-0.004
41 - 60 years†	-	-	-	-	-	-
over 60 years	-0.066	0.134	-0.021	0.026	0.106	0.008
Position in Business	-0.146	0.136	-0.046	0.036	0.108	0.011
Main Source of Income						
Horticulture, landscape architecture, and gardening†	-	-	-	-	-	-
Horticulture and landscape architecture	0.25	0.113	0.10*	0.237	0.089	0.09**
Gardening	0.242	0.139	0.08	0.191	0.11	0.063
Potted plants and cut flowers	-0.291	0.138	-0.10*	-0.119	0.11	-0.039
Tree nursery	-0.932	0.183	-0.23***	-0.312	0.149	-0.08*
Others (combination of several sources of income)	-0.572	0.166	-0.15***	-0.091	0.134	-0.024
Business Sector						
Wholesale market	-0.313	0.206	-0.066	-0.201	0.163	-0.042
Private consumer business†	-	-	-	-	-	-
Mixed clientele	-0.089	0.1	-0.039	0.036	0.08	0.016

Number of Full Time Employees

1 - 5 employees†	-	-	-	-	-	-
6 - 15 employees	0.049	0.101	0.022	0.016	0.08	0.007
16 - 30 employees	-0.191	0.136	-0.063	-0.068	0.108	-0.022
over 30 employees	-0.397	0.154	-0.12*	-0.192	0.123	-0.056

*Psychological Variables***Benefit**

-0.336 0.035 -0.35***

Risk Perception

0.298 0.028 0.39***

R²

0.16

0.46

F

7.03***

29.62***

ΔF

N.A.

158.353

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, $N = 541$.

Dummy variable gender was coded as 0 = male, 1 = female.

Position in Business was coded as 0 = other (e.g., head of department / administration), 1 = general manager or branch manager.

†Reference category.