

Table S2. Regression results from *conditional logit model with willingness to pay Estimates*.

	Coefficient	Std. Error	WTP
optout	-2.235***	0.072	
bird10	0.475***	0.040	\$42.39
bird50	0.450***	0.038	\$46.46
bird75	0.101***	0.046	\$44.09
gator10	0.087**	0.042	\$9.93
gator50	0.142**	0.040	\$8.51
gator75	0.075***	0.047	\$13.95
snail10	0.365	0.047	\$7.37
snail50	0.299***	0.037	\$35.73
snail75	0.314***	0.044	\$29.25
trout10	0.301***	0.045	\$30.78
trout50	0.418***	0.036	\$29.50
trout75	0.500***	0.046	\$40.91
water10	0.847***	0.044	\$48.91
water50	0.475***	0.040	\$82.87
water75	0.450***	0.038	\$95.08
cost	-0.010***	0.001	
Log Likelihood	-13,040.436		
N	37,797		
LR chi ² (17)	1,601.96		
Prob>chi ²	0.0000		
Pseudo R ²	0.0579		

*** 1% significance level ** 5% significance level * 10% significance level