

Table S1. Stated preference choice experiment (SPCE) sets presented in each survey version.

Choice experiment	Bobwhite population	Gopher tortoise population	Groundwater recharge	Scenic open space	Annual tax payment (\$)
Survey version 1					
SPCE 1					
Option 1	Recovered	Threatened	High	Medium	100
Option 2	Threatened	Recovered	Low	High	50
SPCE 2					
Option 1	Threatened	Threatened	Medium	High	100
Option 2	Recovered	Threatened	Medium	Low	25
SPCE 3					
Option 1	Recovered	Recovered	Medium	Low	50
Option 2	Recovered	Recovered	High	High	75
SPCE 4					
Option 1	Threatened	Recovered	High	Medium	25
Option 2	Threatened	Threatened	Low	Medium	75
Survey version 2					
SPCE 5					
Option 1	Recovered	Threatened	Low	Low	50
Option 2	Threatened	Recovered	High	Medium	50
SPCE 6					
Option 1	Threatened	Recovered	Medium	Medium	75
Option 2	Recovered	Threatened	High	High	75
SPCE 7					
Option 1	Threatened	Threatened	Medium	High	25
Option 2	Threatened	Recovered	Low	Low	100
SPCE 8					
Option 1	Recovered	Recovered	Low	High	25
Option 2	Recovered	Threatened	High	Medium	100
Survey version 3					
SPCE 9					
Option 1	Threatened	Recovered	Medium	Low	75
Option 2	Recovered	Threatened	Low	Medium	75
SPCE 10					
Option 1	Threatened	Recovered	Low	High	100
Option 2	Threatened	Threatened	High	Low	50
SPCE 11					
Option 1	Recovered	Recovered	High	High	50
Option 2	Threatened	Threatened	High	High	25
SPCE 12					
Option 1	Recovered	Threatened	Low	Low	25
Option 2	Recovered	Recovered	Medium	Medium	100
Survey version 4					
SPCE 13					

Option 1	Recovered	Threatened	Medium	High	50
Option 2	Recovered	Recovered	Low	Medium	25
SPCE 14					
Option 1	Recovered	Recovered	Medium	High	75
Option 2	Threatened	Threatened	Low	High	100
SPCE 15					
Option 1	Threatened	Recovered	High	Low	25
Option 2	Threatened	Threatened	High	Low	75
SPCE 16					
Option 1	Recovered	Recovered	High	Low	100
Option 2	Threatened	Threatened	Medium	Medium	50

Table S2. Sociodemographic characteristics of survey respondents (n=770).

	No.	%
State of residence		
Alabama	138	17.9
Florida	217	28.2
Georgia	241	31.3
South Carolina	174	22.6
Gender		
Female	339	44.0
Male	426	55.3
Non-binary/third gender	5	0.6
Prefer not to say	0	0
Age		
18-24 years	43	5.6
25-44 years	277	36.0
45-64 years	262	34.0
65-84 years	187	24.3
85 years or above	1	0.1
Education		
Less than 12 th grade	26	3.4
High school graduate or GED	193	25.1
Some college	287	37.3
Bachelor's degree or higher	168	21.8
Postgraduate degree (e.g., Masters, PhD)	96	12.5
Race/ethnicity		
American Indian or Alaska Native	0	0
Asian	14	1.8
Black or African American	179	22.5
Hispanic	37	4.7
Native Hawaiian or Pacific Islander	1	0.1
White	557	70.1
Other	7	0.9
Annual household income		
Less than \$25,000	158	20.5

\$25,000-\$49,999	250	32.5
\$50,000-\$74,999	170	22.1
\$75,000-\$100,000	93	12.1
More than \$100,000	99	12.9
Political orientation		
-3 (extremely liberal)	46	6.0
-2	62	8.1
-1	60	7.8
0 (moderate)	260	33.8
1	107	13.9
2	122	15.8
3 (extremely conservative)	113	14.7
How often do you participate in...		
Birdwatching		
Never	299	38.8
Daily	77	10.0
Weekly	51	6.6
Monthly	85	11.0
Every 6 months	108	14.0
Yearly	150	19.5
Fishing		
Never	299	38.8
Daily	133	17.3
Weekly	99	12.9
Monthly	153	19.9
Every 6 months	81	10.5
Yearly	5	0.6
Hiking		
Never	119	15.5
Daily	59	7.7
Weekly	78	10.1
Monthly	152	19.7
Every 6 months	216	28.1
Yearly	146	19.0
Hunting		
Never	605	78.6
Daily	83	10.8
Weekly	48	6.2
Monthly	25	3.2
Every 6 months	8	1.0
Yearly	1	0.1

Table S3. Respondents' environmental knowledge (n=770).

	Yes		No		Unsure	
	No.	%	No.	%	No.	%
Before today, were you aware that 80% of wildlife habitat in the United States occurs on private land?	223	29.0	547	71.0	0	0
Were you previously aware that wetlands, forests, and agriculture help replenish groundwater (water underground, such as wells and aquifers)?						
Wetlands	466	60.5	265	34.4	39	5.1
Forests	459	59.6	258	33.5	53	6.9
Agriculture	429	55.7	276	35.8	65	8.4
Are the costs of bobwhite quail management lower or higher than you would have expected?						
			No.		%	
Higher than I expected			607		78.8	
Lower than I expected			39		5.1	
About what I expected			124		16.1	

Table S4. Respondents' reasons for not paying a tax that supports stewardship activities on bobwhite properties in the southeastern United States (n=80). Respondents could select multiple responses.

	No.	%
I do not want to pay more taxes [†]	55	68.8
It is not my responsibility to pay for conservation on private lands [†]	28	35.0
Protecting wildlife is not important to me	1	1.3
I am not planning on staying in the southeast	1	1.3
I cannot afford to pay additional taxes	38	47.5
I disapprove of government funded subsidies for conservation [†]	13	16.3
I do not trust private landowners to use the subsidy to conserve [†] wildlife and habitat on their property	18	22.5
Other	10	12.5

[†] Indicates a protest response

Table S5. Respondents' agreement with statements intended to measure personal norms, awareness of consequences, and ascription of responsibility (n=770).

	Median	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
It is my responsibility to help finance wildlife conservation on private land	Neither disagree nor agree	73 (9.5%)	102 (13.2%)	255 (33.1%)	257 (33.4%)	83 (10.8%)
It is my responsibility to help finance wildlife conservation on public land	Agree	46 (6.0%)	66 (8.6%)	189 (24.5%)	324 (42.1%)	145 (18.8%)
Every citizen must take responsibility for helping the environment	Agree	21 (2.7%)	21 (2.7%)	91 (11.8%)	351 (45.6%)	286 (37.1%)
Taxes that protect the environment are a waste of taxpayer's dollars	Disagree	313 (40.6%)	288 (37.4%)	103 (13.4%)	51 (6.6%)	15 (1.9%)
Loss of habitat on private land will be fatal to wildlife conservation	Agree	16 (2.1%)	18 (2.3%)	77 (10.0%)	356 (46.2%)	303 (39.4%)
The threat of urban development to wildlife has been exaggerated	Disagree	261 (33.9%)	279 (36.2%)	140 (18.2%)	60 (7.8%)	30 (3.9%)
I feel morally obligated to pay a tax that supports wildlife conservation	Agree	60 (7.8%)	82 (10.6%)	190 (24.7%)	297 (38.6%)	141 (18.3%)
If we don't act now we will lose all wildlife habitat to development	Agree	28 (3.6%)	49 (6.4%)	138 (17.9%)	336 (43.6%)	219 (28.4%)
Wildlife conservation is important to me	Agree	8 (1.0%)	8 (1.0%)	96 (12.5%)	383 (49.7%)	275 (35.7%)

Table S6. Measurement component of the HMXL model

Indicator variables	LV	Threshold 1	Threshold 2	Threshold 3	Threshold 4	Environmental knowledge	Political orientation
Loss of habitat on private land will be fatal to wildlife conservation	0.923** (0.073)	-1.785** (0.237)	-1.285** (0.241)	-0.472* (0.229)	1.492** (0.225)	-0.021 (0.020)	-0.113** (0.038)
If we don't act now, we will lose all wildlife habitat to development	1.138** (0.085)	-2.735** (0.273)	-1.895** (0.248)	-0.675** (0.233)	1.231** (0.232)	-0.019 (0.021)	-0.182** (0.039)
The threat of urban development to habitat has been exaggerated	-0.607** (0.050)	-1.072** (0.192)	0.126 (0.191)	0.919** (0.191)	1.607** (0.209)	0.008 (0.017)	0.169** (0.031)
It is my responsibility to help finance wildlife conservation on public land	1.073** (0.069)	-1.673** (0.254)	-0.803** (0.240)	0.520** (0.232)	2.427** (0.238)	0.037 (0.021)	-0.218** (0.038)
It is my responsibility to help finance wildlife conservation on private land	0.964** (0.074)	-1.649** (0.216)	-0.757** (0.214)	0.575** (0.210)	2.184** (0.215)	0.012 (0.019)	-0.061 (0.034)
Every citizen must take responsibility for helping the environment	1.144** (0.082)	-2.028** (0.276)	-1.585** (0.257)	-0.537* (0.248)	1.501** (0.251)	0.039 (0.022)	-0.184** (0.042)
Wildlife conservation is important to me	1.611** (0.121)	-3.160** (0.389)	-2.524** (0.375)	-0.497 (0.350)	2.547** (0.338)	0.056* (0.028)	-0.189** (0.049)
I feel morally obligated to pay a tax that supports wildlife conservation	1.380** (0.097)	-2.279** (0.283)	-1.249** (0.272)	0.189 (0.264)	2.174** (0.264)	0.029 (0.024)	-0.212** (0.043)
Taxes that protect the environment are a waste of taxpayer's dollars	-0.753** (0.062)	-0.781** (0.199)	0.641** (0.199)	1.365** (0.210)	2.325** (0.250)	0.020 (0.019)	0.222** (0.034)
Comparative Fit Index (CFI)	0.968						
Tucker-Lewis Index (TLI)	0.991						
RMSEA	0.066						
SRMR	0.057						

Table S7. Estimated HMXL coefficients for different certainty corrections

	Certainty-6 correction			Certainty-7 correction			Certainty-8 correction		
	Main effects		Interactions	Main effects		Interactions	Main effects		Interactions
	β^M	σ	β_{LV}	β^M	σ	β_{LV}	β^M	σ	β_{LV}
ASC	-7.745** (1.584)	19.925** (3.113)	-14.199** (2.210)	1.505 (0.890)	26.765** (4.642)	-16.609** (2.912)	28.041** (5.833)	51.016** (11.097)	-31.698** (6.867)
Bobwhite recovered	1.513** (0.199)	0.768 (0.406)	0.397** (0.141)	1.439** (0.205)	0.759 (0.408)	0.424** (0.155)	1.239** (0.256)	0.756 (0.578)	0.605** (0.235)
Gopher tortoise recovered	1.120** (0.151)	1.093** (0.259)	0.266* (0.112)	1.136** (0.167)	0.896** (0.258)	0.218 (0.113)	1.146** (0.239)	1.052** (0.385)	0.410* (0.180)
Medium groundwater recharge	0.714** (0.153)	1.116** (0.320)	0.186 (0.145)	0.709** (0.163)	0.687 (0.421)	0.153 (0.145)	0.833** (0.236)	0.839 (0.538)	-0.025 (0.187)
High groundwater recharge	1.444** (0.233)	1.453** (0.331)	0.192 (0.142)	1.292** (0.220)	1.225** (0.358)	0.189 (0.145)	1.646** (0.370)	1.784** (0.544)	-0.015 (0.216)
Medium scenic open space	0.271 (0.148)	0.871* (0.411)	-0.085 (0.145)	0.201 (0.166)	0.993** (0.360)	-0.055 (0.156)	0.258 (0.251)	0.951 (0.543)	-0.107 (0.213)
High scenic open space	1.240** (0.202)	0.656 (0.369)	0.146 (0.138)	1.048** (0.193)	0.385 (0.417)	0.174 (0.145)	1.212** (0.313)	0.214 (0.628)	0.024 (0.196)
Tax ^c	-0.856** (0.229)	1.987** (0.419)	0.655** (0.219)	-0.784** (0.250)	1.955** (0.448)	0.593** (0.222)	-1.049** (0.403)	2.813** (0.681)	0.632* (0.308)

Table S8. Median WTP for different certainty corrections. Both the overall WTP and WTP by level of moral obligation to support stewardship programs.

	Certainty-6 correction	Certainty-7 correction	Certainty-8 correction
Bobwhite recovery	75.65	74.33	44.71
Low	49.71	47.40	20.60
Medium	82.05	79.57	47.21
High	141.51	140.92	93.43
Gopher tortoise recovery	55.29	59.05	42.08
Low	35.51	40.15	22.76
Medium	57.59	61.61	43.74
High	95.27	95.82	75.48
Medium groundwater recharge	33.34	35.90	31.54
Low	22.54	24.89	29.10
Medium	36.34	38.24	32.34
High	56.94	57.52	34.30
High groundwater recharge	73.43	68.18	63.28
Low	54.01	49.46	56.04
Medium	74.56	68.69	62.37
High	107.60	99.73	72.20
Medium scenic open space	14.38	11.30	10.40
Low	18.13	14.98	14.83
Medium	13.39	10.11	9.32
High	10.85	7.70	5.45
High scenic open space	64.32	57.63	49.71
Low	51.86	43.06	43.82
Medium	66.45	59.77	51.16
High	100.47	93.24	62.95
Conversion of pine savannas to high intensity land uses	-225.84	271.55	1,274.39
Low	337.04	916.62	2,197.66
Medium	-357.30	157.69	1,223.17
High	-1,555.08	-1,075.91	-298.64