

Supplementary Materials: Valuing the Potential Benefits of Water Quality Improvements in Watersheds Affected by Non-Point Source Pollution

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Table S1. Correlation Matrix of the dependent and the independent variables.

Parameters	Ln WTP	Water Quality Difference	Water Quality Base	Income	Population Density	Urban Areas	Water Body Type (Freshwater)
Ln WTP	1.00	–	–	–	–	–	–
Water quality difference	–0.31	1.00	–	–	–	–	–
Water quality base	0.32	–0.72	1.00	–	–	–	–
Income	–0.26	0.14	–0.21	1.00	–	–	–
Population density	–0.40	0.38	–0.51	0.15	1.00	–	–
Urban areas	0.05	0.12	–0.15	–0.07	0.30	1.00	–
Water body type (freshwater)	0.20	0.10	0.05	–0.54	–0.43	–0.02	1.00
Pollution source	–0.15	–0.01	–0.25	0.44	0.16	0.18	–0.68
Estimation method	0.34	–0.52	0.33	–0.27	–0.27	–0.03	0.11
Elicitation format	–0.05	0.01	–0.24	–0.14	0.31	0.18	–0.18
WTP dimension	–0.16	–0.07	–0.28	0.46	0.08	–0.34	–0.47
Payment vehicle	–0.26	0.61	–0.66	0.21	0.05	0.30	0.10
Users	0.33	–0.04	–0.12	0.37	0.01	–0.19	–0.26
	Pollution Source	Estimation Method	Elicitation Format	WTP Dimension	Payment Vehicle	Users	
Pollution source	1.00	–	–	–	–	–	
Estimation method	–0.08	1.00	–	–	–	–	
Elicitation format	0.41	0.26	1.00	–	–	–	
WTP dimension	0.70	–0.05	0.29	1.00	–	–	
Payment vehicle	0.26	–0.04	0.18	0.03	1.00	–	
Users	0.38	0.05	0.16	0.44	0.04	1.00	

None of the correlations are over the critical value of 0.80 and we reject the multicollinearity using Tolerance test. The details of the Tolerance test can be provided by the authors upon request.

Table S2. Forecasted individual and total willingness to pay for an improvement in water quality from level 5 (fishable) to level 7 (swimmable), by county.

County	Individual WTP	Total WTP
Alachua County	119.93	11,530,020.95
Baker County	56.06	468,144.54
Bay County	433.71	29,226,669.99
Bradford County	42.72	376,959.23
Brevard County	175.68	38,926,725.74
Broward County	11.44	7,634,350.91
Calhoun County	45.81	217,873.53
Charlotte County	404.21	28,677,920.80
Citrus County	363.87	22,075,754.43
Clay County	159.63	10,857,709.68
Collier County	644.60	81,433,573.59
Columbia County	45.21	1,072,101.77
DeSoto County	41.34	453,248.54
Dixie County	117.62	708,078.86
Duval County	29.15	9,755,518.18
Escambia County	205.33	23,078,352.98
Flagler County	491.54	17,665,487.38
Franklin County	122.83	522,405.96
Gadsden County	38.17	648,419.08
Gilchrist County	48.43	303,825.01
Glades County	52.51	201,958.81
Gulf County	134.99	726,375.12
Hamilton County	45.33	213,213.28
Hardee County	44.27	333,553.23
Hendry County	47.75	532,733.48
Hernando County	249.62	17,519,217.01
Highlands County	37.08	1,478,808.65
Hillsborough County	22.33	10,659,787.42
Holmes County	43.04	290,850.88
Indian River County	363.67	20,853,390.45
Jackson County	44.29	706,964.39
Jefferson County	138.22	742,511.48
Lafayette County	50.36	136,266.52
Lake County	118.72	13,968,061.17
Lee County	78.12	19,222,795.93
Leon County	94.25	10,430,444.29
Levy County	117.02	1,829,889.12
Liberty County	50.75	119,872.21
Madison County	42.30	281,340.87
Manatee County	47.53	6,342,594.02
Marion County	147.65	19,657,930.59
Martin County	425.87	25,904,780.75
Miami-Dade County	13.93	11,610,448.73
Monroe County	149.24	4,241,155.32
Nassau County	152.41	4,277,770.93
Okaloosa County	567.84	41,823,931.55
Okeechobee County	44.14	583,259.16
Orange County	6.74	2,854,753.03

Table S2. *Cont.*

County	Individual WTP	Total WTP
Osceola County	157.48	14,238,472.64
Palm Beach County	127.43	67,504,974.00
Pasco County	130.97	24,203,180.17
Pinellas County	0.04	14,283.78
Polk County	108.24	23,872,565.22
Putnam County	35.64	992,425.89
Santa Rosa County	836.75	48,182,825.91
Sarasota County	102.57	17,715,471.19
Seminole County	6.29	930,163.46
St. Johns County	343.44	26,596,655.15
St. Lucie County	240.42	25,749,546.61
Sumter County	42.90	1,967,612.02
Suwannee County	42.74	665,995.52
Taylor County	136.12	1,015,972.02
Union County	47.33	180,604.40
Volusia County	201.31	39,676,729.15
Wakulla County	150.77	1,644,165.03
Walton County	143.19	3,241,541.55
Washington County	45.14	378,301.53
TOTAL		801,949,284.76

Table S3. Sensitivity Analysis for Different Proportion of Water Body Users and for payment vehicle other than an increase in taxes in the Population of Florida.

Percent of Water Body Users	Total WTP with an increase in taxes	Total WTP other than an increase in taxes
60% of Water Body Users	391,137,143.81	1,902,755,256.86
70% of Water Body Users	497,232,761.72	2,418,876,003.55
80% of Water Body Users	632,106,725.85	3,074,994,064.24
90% of Water Body Users	803,565,138.15	3,909,083,591.41
100% of Water Body Users	1,021,531,499.11	4,969,419,194.12

County level individual and total WTP can be provided by the authors upon request.