

## Appendix B: Summary Statistics

**Table B1: Summary Statistics**

	(1) Respondents	(2) mean	(3) min	(4) max
Rural	343	0.53	0	1
Works in Agriculture	343	0.16	0	1
Male	343	0.32	0	1
White	343	0.78	0	1
Homeowner	343	0.56	0	1
Age				
18 – 29 years old	343	0.25	0	1
30 – 44 years old	343	0.33	0	1
45 – 64 years old	343	0.30	0	1
> 65 years old	343	0.12	0	1
Annual income (\$k)				
< \$25,000	343	0.24	0	1
\$25,000 - \$34,999	343	0.16	0	1
\$35,000 - \$49,999	343	0.16	0	1
\$50,000 - \$74,999	343	0.20	0	1
\$75,000 - \$99,999	343	0.13	0	1
\$100,000 - \$149,999	343	0.07	0	1
\$150,000 - \$199,999	343	0.02	0	1
> \$200,000	343	0.01	0	1
Education				
Less than high school	343	0.04	0	1
High school / GED	343	0.24	0	1
Some college	343	0.27	0	1
Two-year degree	343	0.11	0	1
Four-year degree	343	0.22	0	1
Graduate degree	343	0.12	0	1
Years of Residency				
0 to 5 years	343	0.06	0	1
5 to 10 years	343	0.04	0	1
10 to 20 years	343	0.17	0	1
20 to 30 years	343	0.20	0	1
More than 30 years	343	0.53	0	1
Minutes to Complete	343	10.49	3.52	321.82

**Note:** Experience categories range from 0 (never go) to 5 (more than 5 times per year). *Water Quality Issues* relates to their current understanding of the water quality concerns in the watershed, and ranges from 0 (not aware of any) to 4 (very aware and involved). *Algal Blooms* refers to the respondent’s current experience with algal blooms, and ranges from 0 (never see them) to 4 (very often, all the time).

**Table B2: Differences between Survey Respondents and U.S. Census (ACS)**

	(1) Sample	(2) Census	(3) Difference
Works in Agriculture	0.15 (0.00)	0.05 (0.03)	-0.10*** (0.01)
Male	0.32 (0.00)	0.50 (0.04)	0.18*** (0.01)
White	0.77 (0.00)	0.94 (0.10)	0.16*** (0.02)
Homeowner	0.57 (0.00)	0.75 (0.16)	0.18*** (0.03)
Age			
18 – 29 years old	0.22 (0.23)	0.18 (0.04)	-0.05 (0.04)
30 – 44 years old	0.30 (0.31)	0.23 (0.04)	-0.07 (0.06)
45 – 64 years old	0.36 (0.35)	0.38 (0.04)	0.02 (0.06)
> 65 years old	0.12 (0.20)	0.21 (0.05)	0.09** (0.04)
Household income (\$k)			
< \$25,000	0.06 (0.10)	0.12 (0.17)	0.07* (0.03)
\$25,000 - \$34,999	0.01 (0.03)	0.07 (0.03)	0.07*** (0.01)
\$35,000 - \$49,999	0.15 (0.24)	0.13 (0.08)	-0.02 (0.04)
\$50,000 - \$74,999	0.20 (0.31)	0.20 (0.06)	0.00 (0.06)
\$75,000 - \$99,999	0.22 (0.31)	0.18 (0.07)	-0.04 (0.06)
\$100,000 - \$149,999	0.18 (0.27)	0.17 (0.07)	-0.00 (0.05)
\$150,000 - \$199,999	0.18 (0.22)	0.07 (0.05)	-0.11*** (0.04)
> \$200,000	0.01 (0.02)	0.04 (0.04)	0.04*** (0.01)
Education			
Less than high school	0.22 (0.29)	0.06 (0.04)	-0.16*** (0.05)
High school / GED	0.12 (0.27)	0.35 (0.09)	0.23*** (0.05)
Some college	0.21 (0.22)	0.24 (0.04)	0.03 (0.04)
Two-year degree	0.08 (0.21)	0.09 (0.02)	0.01 (0.04)
Four-year degree	0.19 (0.20)	0.16 (0.07)	-0.03 (0.04)
Graduate degree	0.18 (0.33)	0.08 (0.07)	-0.10 (0.06)
Zip codes	42	42	42

Standard errors in parentheses

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Note:** Comparisons are provided between the 2017 American Community Survey (ACS) 5-year zip code level data and the sample in the choice experiment. Averages are across the 42 zip codes in the study area. Our sample is largely representative of the region, with a few differences. Our sample is more likely to work in agriculture; however, this is likely because of the broad wording of the question where we asked respondents if they or their family performed work related to agriculture, and results are consistent with this. Our sample is more likely to be female, less likely to be white, and less likely to be a homeowner. The age of respondents is representative of the U.S. Census, with fewer above the age of 65. Our sample has similar income and education levels.

**Table B3: Differences between Respondents in Rural and Urban Areas**

	(1)	(2)	(3)
	Rural	Urban	Difference
Works in Agriculture	0.19 (0.39)	0.12 (0.33)	-0.06 (0.04)
Male	0.32 (0.47)	0.32 (0.47)	-0.00 (0.05)
White	0.81 (0.40)	0.74 (0.44)	-0.07 (0.05)
Homeowner	0.60 (0.49)	0.52 (0.50)	-0.08 (0.05)
Age			
18 – 29 years old	0.24 (0.43)	0.27 (0.44)	0.03 (0.05)
30 – 44 years old	0.36 (0.48)	0.29 (0.46)	-0.07 (0.05)
45 – 64 years old	0.28 (0.45)	0.32 (0.47)	0.04 (0.05)
> 65 years old	0.12 (0.32)	0.12 (0.32)	0.00 (0.03)
Household income (\$k)			
< \$25,000	0.20 (0.40)	0.28 (0.45)	0.08* (0.05)
\$25,000 - \$34,999	0.19 (0.39)	0.14 (0.34)	-0.05 (0.04)
\$35,000 - \$49,999	0.17 (0.38)	0.16 (0.36)	-0.02 (0.04)
\$50,000 - \$74,999	0.19 (0.39)	0.20 (0.40)	0.02 (0.04)
\$75,000 - \$99,999	0.14 (0.35)	0.13 (0.34)	-0.01 (0.04)
\$100,000 - \$149,999	0.09 (0.29)	0.05 (0.22)	-0.04 (0.03)
\$150,000 - \$199,999	0.02 (0.13)	0.03 (0.17)	0.01 (0.02)
> \$200,000	0.01 (0.10)	0.01 (0.11)	0.00 (0.01)
Education			
Less than high school	0.03 (0.18)	0.04 (0.21)	0.01 (0.02)
High school / GED	0.27 (0.44)	0.21 (0.41)	-0.06 (0.05)
Some college	0.31 (0.46)	0.22 (0.42)	-0.08* (0.05)
Two-year degree	0.08 (0.27)	0.14 (0.35)	0.07** (0.03)
Four-year degree	0.22 (0.42)	0.22 (0.42)	0.01 (0.05)
Graduate degree	0.09 (0.29)	0.16 (0.36)	0.06* (0.04)
Years of Residency			
0 to 5 years	0.04 (0.19)	0.09 (0.29)	0.06** (0.03)
5 to 10 years	0.04 (0.19)	0.04 (0.21)	0.01 (0.02)
10 to 20 years	0.15 (0.36)	0.18 (0.39)	0.03 (0.04)
20 to 30 years	0.25 (0.43)	0.15 (0.36)	-0.10** (0.04)
More than 30 years	0.52 (0.50)	0.53 (0.50)	0.01 (0.05)
Experience			
Recreational Fishing	0.76 (1.36)	0.43 (1.08)	-0.32** (0.13)
Hiking/Biking Trails	1.34 (1.63)	1.03 (1.46)	-0.31* (0.17)
Water Quality Issues	1.90 (1.27)	1.71 (1.21)	-0.18 (0.13)
Algal Blooms	1.90 (1.27)	1.71 (1.21)	-0.18 (0.13)
Minutes to Complete	11.14 (24.32)	9.76 (7.42)	-1.38 (1.99)
Respondents	182	161	343

Standard errors in parentheses

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$