SUPPLEMENTARY MATERIALS

Table S1: WTP survey; Table S2: social value survey; Table S3: Socioeconomic classification of respondents' households.

Table S1. The Los Horcones River Willingness to Pay survey.

The Los Horcones River is the main source of water for the towns of Las Juntas y Los Veranos, belonging to the municipalities of Cabo Corrientes and Boca de Tomatlán, in Puerto Vallarta, Jalisco. The river is ecologically important because it supports wildlife, provides food, helps regulate the climate, and allows the development of cultural activities. The scenic beauty of the river is the main tourist attraction and source of economic income for the two towns.

SECTION I: WILLINGNESS TO PAY

1. If an economic fund for the conservation of the Los Horcones River was created and considering your monthly family income: Would you be willing to contribute a monthly amount?

   Yes_____ No_____ Why?_____ _

2. If your answer is YES and considering your monthly family income, how much could you contribute in Mexican pesos?

   $1000____ $900____ $800____ $700____ $600____ $500_____ $400____ $300____ $200____ $100___ Other: _____

3. If your answer is NO, in what other way could you contribute to the conservation of the Los Horcones River?
   _____

4. How do you feel about the idea of contributing economically to the conservation of the Los Horcones River?
   _____

5. Based on your experience and assuming the fund becomes a reality, by what institution or organization would you like it to be managed? _____

6. Do you conduct any economic or tourist activity directly on the Los Horcones River?

   Yes _____ No _____

7. Could you comment on whether you agree with the construction of a mini hydroelectric plant in the Los Horcones Riverbed? Yes_____ No_____
   _____

SECTION II: GENERAL DATA

Full name: _____	Age: _____	Gender	
		Man ( )	Woman ( )
Marital status: Single ( ) Married ( ) Other ( )_____	Nationality:		
Place of residence: Boca de Tomatlán ()	Las Juntas y los Veranos ()		
You are a native of:			

Boca de Tomatlán ( ) Las juntas y Los Veranos ( ) Other ( ) specify: _____					
Are you?	Ejidatario ( )	Neighborhood: ( )		Temporary resident: ( )	
Do you have children? Yes, ____ How many? ____ No_____			What is your occupation?		
What is your level of education?					
Primary I ( ) C ( )	Secondary I ( ) C ( )	High school I ( ) C( )	University I ( ) C ( )	Postgraduate I ( ) C ( )	
Your home has: Bedrooms 0( ) 1( ) 2+( ) Bathrooms 0 ( ) 1 ( ) 2+ ( )			Internet Yes ( ) No( )	Number of cars 0 ( ) 1 ( ) 2+ ( )	
Of the household residents 14 years or older, how many worked in the last month? 0 ( ) 1 ( ) 2 ( ) 3 ( ) 4+ ( )					
What religion do you profess?					
Catholic ( )	Christian ( )	Jehovah's Witnesses ( )	Spiritual ( )	Other ( )	None ( )

Table S2: Los Horcones River Social value survey

Part 2: How do you rate specific areas along the Los Horcones River?

The social values of the Los Horcones River are based on different aspects of the connection with the ecosystem services provided by the river corridor. We would like to know how the Los Horcones River has landscape values for you.

The next page contains a list of defined landscape values. Imagine that you can attribute 100 points of value to the Los Horcones River, divided into the different landscape values listed below. Using 100 points, assign a relevant number of points to the types of value that interest you. More points = higher importance, while fewer or no points = lower or no importance.

For example: You can assign 40 points to biodiversity ('B' listed below), 30 points to recreational value ('R'), and 30 points to historical value ('H'). Keep in mind that it is not necessary to mark all the values; the Los Horcones River may interest you in these three ways. Please assign value points on the Los Horcones River Social Landscape Value Assignment page using the provided marker. Thank you.

Transfer of value of the social panorama of the Los Horcones River

1. _____ Aesthetic (A): I value the Los Horcones River because I enjoy the landscape, the sights, the sounds, the smells, etc.
2. _____ Biodiversity (B): I value the Los Horcones River because it provides a variety of fish, wildlife, plant life, etc.
3. _____ Cultural (C): I value the Los Horcones River because it is a place to continue and transmit the wisdom and knowledge, the traditions, and the way of life of my ancestors.
4. _____ Economic (E): I value the Los Horcones River because it provides wood, fishing, minerals, and/or tourist opportunities, such as equipment and guidance.
5. _____ Future (F): I value the Los Horcones River because it allows future generations to know and experience nature and a wild and picturesque river as it is now.
6. _____ Historical (H): I value the Los Horcones River because it has places and things in natural and human history that matter to me, others, or the nation.

7. _____ Intrinsic (I): I value the Los Horcones River itself, whether people are present or not.
8. _____ Learning (L): I value the Los Horcones River because we can learn about the natural state of the environment through scientific observation or experimentation.
9. _____ Life Support (LS): I value the Los Horcones River because it helps produce, preserve, clean, and renew the quality of air, soil, and water.
10. _____ Recreation (R) - I value Los Horcones River because it provides a place for my favorite outdoor recreational activities.
11. _____ Spiritual (S) - I value the Los Horcones River because it is a sacred, religious, or spiritually special place or because I feel reverence and respect for nature there.
12. _____ Therapeutic (V) - I value the Los Horcones River because it makes me feel better, physically and/or mentally.

Table S3. Socioeconomic classification of respondents' households.

Socioeconomic level	Description
A/B	It is composed of households in which the head of the family has professional or postgraduate studies (80%). Seven out of ten homes (72.5%) have at least three bedrooms and 67% have at least two cars. All have internet connection (99%).
C+	72% of household heads have at least a high school education. 54% of homes have at least three bedrooms, 30% have at least two cars and 97% have fixed internet at home. Just over a third of income is used for food (34%).
C	82% of households have a head of the family with secondary education or more. 40% have homes with at least 3 bedrooms. 91% have fixed internet at home and 37% of spending is used for food. 14% have at least two cars.
C-	63% of households have a head of family with secondary education. 68% live in dwellings with one or two bedrooms. Eight out of ten households (78%) have fixed internet at home. About 40% of spending is allocated to food and 18% to transportation.
D	In 53% of households, the head of family has studied up to primary school. 86% of the houses where they live have one or two bedrooms. Only 14% have fixed internet at home. Just under half of their spending goes to food (48%).
E	Most households (82%) have a head of family with studies no higher than primary school. Seven out of ten homes have only one bedroom and 83% do not have a full bathroom. Internet ownership in the home is exceptionally low (0.3%) More than half of spending is allocated to food (52%) and only 1% to education.

Notes: Description of socioeconomic classification of respondents' households according to the AMAI classification (2020).