**Using financial incentives to motivate conservation of an at-risk species on private lands**

C. PAXTON RAMSDELL, MICHAEL G. SORICE AND ANGELA M. DWYER

**SUPPLEMENTARY MATERIAL**

Descriptive statistics for items that constitute the concepts employed in the analysis. Indicators for each construct were averaged together to create an index.

**Basic needs**

Respondents were instructed to indicate the extent to which each item corresponds to their experience with the Mountain Plover nest protection program.

*1 = not true at all, 4 = somewhat true, 7 = very true*

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| **Item** | **Mean** | **SD** |
| ***Autonomy*** | ***5.94*** | ***1.22*** |
| I am free to express my ideas and opinions about the plover program to the staff | 5.91 | 1.35 |
| How I participate in the plover program is completely up to me | 6.06 | 1.39 |
| The plover program provides me with choices and options | 6.00 | 1.33 |
| ***Competence*** | ***4.46*** | ***1.43*** |
| I have been able to learn interesting new skills as a part of the plover program | 4.11 | 1.68 |
| In general, I feel a sense of accomplishment from my participation in the plover program | 4.50 | 1.75 |
| As part of the plover program I am able to achieve my goals of protecting nongame wildlife on my land | 4.58 | 1.52 |
| I am confident in my ability to protect nongame wildlife on my land | 4.58 | 1.36 |
| After working with the plover program, I feel confident in my ability to identify and protect plover nests | 4.53 | 1.75 |
| ***Relatedness – Farmers*** | ***2.71*** | ***1.17*** |
| Since I began the program, I’ve gotten to know many of the other participants | 3.14 | 1.63 |
| I consider plover program participants to be a close-knit group of landowners | 3.48 | 1.48 |
| If I stopped participating in the plover program, I would probably lose touch with a lot of my friends | 1.62 | 0.94 |
| ***Relatedness – RMBO*** | ***4.61*** | ***1.39*** |
| Being part of the plover program is an important reflection of who I am1 | 4.47 | 1.50 |
| I am a valuable part of the plover program2 | 4.09 | 1.65 |
| I am an important part of the plover program2 | 4.12 | 1.74 |
| When someone praises RMBO’s plover program, it feels like a personal compliment3 | 4.76 | 1.65 |
| I enjoy discussing the plover program with people outside of it3 | 4.53 | 1.56 |
| I feel that the plover program’s successes are my successes3 | 4.43 | 1.87 |
| I am proud to tell others that I am a part of the plover program4 | 4.91 | 1.50 |
| I really care about the fate of the plover program4 | 4.85 | 1.50 |

1Organization-based (i.e., group) identity; 2Organization-based self-esteem; 3Affective commitment to organization; 4Commitment to organization

**Motivation to participate in program**

Respondents were instructed to indicate the extent to which each item corresponds to their personal motives for protecting the plover.

*1 = does not correspond at all, 4 = corresponds moderately, 7 = corresponds exactly*

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| **Item** | **Mean** | **SD** |
| ***Amotivation*** | ***1.72*** | ***1.01*** |
| Honestly, I don’t know; I truly have the impression I’m wasting my time helping Mountain Plovers | 1.51 | 0.96 |
| I don’t know; I can’t see how my efforts are helping Mountain Plovers | 1.89 | 1.58 |
| ***External*** | ***1.32*** | ***0.70*** |
| For the recognition I get from others. | 1.54 | 1.10 |
| Because other people will be upset if I don’t | 1.26 | 0.74 |
| Because my friends/family insist that I do it. | 1.14 | 0.49 |
| ***Introjected*** | ***4.03*** | ***1.85*** |
| Because I would feel guilty if I didn’t do anything for Mountain Plovers | 3.65 | 1.99 |
| I think I’d regret not doing something for Mountain Plovers | 4.47 | 1.95 |
| ***Identified*** | ***4.86*** | ***1.62*** |
| Because it’s a way I’ve chosen to contribute to wildlife protection | 4.84 | 1.69 |
| Because it is a reasonable thing to do | 4.92 | 1.86 |
| ***Integrated*** | ***4.69*** | ***1.67*** |
| A fundamental part of who I am involves protecting wildlife species, like the Mountain Plover | 4.78 | 1.65 |
| Because caring for wildlife like the Mountain Plover is part of the way I’ve chosen to live my life | 4.61 | 1.98 |
| ***Intrinsic*** | ***4.70*** | ***1.51*** |
| For the satisfaction I experience while I am mastering new ways of helping wildlife, like Mountain Plovers | 4.62 | 1.60 |
| Because I like the feeling I have when I’ve successfully helped a plover nest | 5.11 | 1.80 |
| For the pleasure I experience while helping Mountain Plovers | 4.53 | 1.89 |

**Price motivation**

Respondents were instructed to indicate level of agreement with statements about the financial incentive associated with the plover program.

*1 = strongly disagree, 2 = moderately disagree, 3 = slightly disagree, 4 = neutral, 5 = slightly agree, 6 = moderately agree, 7 = strongly agree*

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| --- | --- | --- |
| **Item** | **Mean** | **SD** |
| ***Price Motivation*** | ***3.89*** | ***1.92*** |
| I would be more vigilant about searching for plover nests if I received more money for doing so | 3.71 | 1.98 |
| If more money for finding nests was offered, my level of effort would increase | 4.06 | 2.03 |