

Table S1. Description of the variables for the estimation of the WTP

Variable	Description	Scale	Expected sign
Prob(YES)	Binary dependent variable, indicates the probability of answering YES to the willingness to cooperate	1=YES the <i>ejidatario</i> is willing to cooperate 0 = NO, the <i>ejidatario</i> is not willing to cooperate	
PAG	Binary independent variable that indicates the environmental perception of the desert rangeland	1= The <i>ejidatario</i> considers that there IF deterioration 0= The <i>ejidatario</i> considers that there is NO deterioration	Positive
URG	Binary independent variable that indicates the urgency of intervening in the care and conservation of the desert rangeland	1= YES intervention is required 0= NOT intervention is required	Positive
VJORN	Independent variable, number of wages that would be contributed for a program of improvement and conservation of desert rangelands	Number of wages (1, 2, 3, 4, 5)	Negative
NGAN	Categorical independent variable ordered indicating the size of the respondent's herd	1=3-10 animals 2=11-20 animals 3=21-35 animals 4=35-60 animals 5= More than 60 animals	Positive
HOG	Continuous independent variable that indicates the number of members of the respondent's household	Whole number	Negative
EDAD	Independent ordered variable conformed by the age of the respondent's years	1=18-25 years 2=26-35 years 3=36-45 years 4=46-55 years 5=56-89 years	Negative
EDUC	Independent ordered categorical variable that represents the level of education of the interviewee	1=Elementary school incomplete 2=Elementary school complete 3=Junior school 4= High school 5=Education college 6= University	Positive
ING	Categorical independent variable ordered that represents the monthly income of the interviewee	1=Less than \$54.26 2=Between \$54.27-\$81.44 3=Between \$81.45-\$108.52 4=Between \$108.53 and \$135.65 5= More than \$135.66	Positive
ε	Random error term		
β	Parameters to be estimated		

Source: Own elaboration