

Table S1. Variables considered for analyzing the willingness to pay for having the LWD cleared.

#	Variable	Description
<b>Section a) Respondents' socioeconomic information and perceptions about the beach</b>		
1	Gender	Dichotomic variable: (male), (female)
2	Age	Continuous variable
3	Incomes	Ordinal variable (< 1 MCLW; 2-3 MCLW; 3-4 MCLW; > 4 MCLW)
4	Beach state	Ordinal variable (Very good; Good; Bad; Very bad)
6	Safety in the beach	Ordinal variable (Very secure; Secure; Middle; Little secure; Unsecure at all)
7	Visit frequency	Ordinal variable (Almost never; Very few times; Sometimes; Often; Frequently)
8	Importance beach cleanness	Likert scale 1-5
9	Ecosystem services list (general)	Tranquility (1–5 Likert scale); Weather (1–5 Likert scale); Scenic beauty (1–5 Likert scale); Seafood (1–5 Likert scale); Clean water (1–5 Likert scale); Sand (erosion control) (1–5 Likert scale); Inspiration (1–5 Likert scale); Cultural identity (1–5 Likert scale)
10	LWD provide ecological benefits	Dichotomic variable: (yes), (no)
	LWD provides stability to the sandy beach	Dichotomic variable: (yes), (no)
<b>Section b) Beachgoers' perceptions on driftwood</b>		
10	Awareness on the driftwood	Dichotomic variable: (yes), (no)
11	Image of driftwood	Categorical variable: (positive), (negative), (neutral)
12	LWD benefit people	Dichotomic variable: (yes), (no)
13	Driftwood uses	Dichotomic variable: (yes), (no)
14	LWD perception	Categorical variable (debris/garbage/pollution) (natural process) (benefit to the beach)
15	Remove woody debris	Dichotomic variable: (yes), (no)
<b>Section c) Willingness to pay for LWD removal</b>		
16	Willingness to pay for LWD removal	Dichotomic variable: (yes), (no)
17	Value to pay per visit (Open ended)	Continuous variable