## Attitudes towards conservation of the Endangered red panda *Ailurus fulgens* in Nepal: a case study in protected and non-protected areas

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TABLE S1 Questionnaire used to survey 142 households from three protected and three non-protected areas in Nepal (Fig. 1) in 2015, to investigate people's attitudes towards conservation of the red panda *Ailurus fulgens*. The administrative names of local villages where the survey was conducted are Chhayanath-Rara Municipality (formerly Pina Village Development Committee (VDC)) for Rara National Park; Dhorpatan Municipality (formerly Bowang VDC, Ward 1-2) for Dhorpatan Hunting Reserve; Goshainkunda Village Council (formerly Syafru VDC) for Langtang National Park; Sandakpur Village Council (formerly Jamuna to Mabu (Dobate) VDC) for Ilam; Phalelung Village Council (formerly Sidin VDC, Ward 1) for Panchthar; Barekot Village Council (formerly Nayakwada VDC) for Jajarkot.

## Section I. Demographic and socio-economic backgrounds

- 1. Gender: Male/Female
- 2. Age
- 3. Religion
- 4. Education: None/Primary school/Secondary school/College
- 5. Occupation: Agriculture only/Other
- 6. Is your overall family income sufficient to support the livelihood? Yes/No
- 7. Are the crops produced on your land sufficient to support your livelihood? Yes/No
- 8. Do you own livestock? Yes/No
- 9. How many animals do you have?
- 10. Where does your livestock graze?
- 11. Have your animals ever become diseased? Yes/No
- 12. When your animals were diseased, did you seek veterinary services? Yes/No

## Section II. Conservation attitudes, personal experiences and knowledge

- 13. Do you think it is necessary to protect red pandas? Yes/No
- 14. Have you seen red pandas? Yes/No
- 15. What are the ways to improve red panda protection? Establishing community groups/Conducting awareness programmes/Restricting natural resource collection/Restricting livestock grazing/Other (Choose one or more answers)
- 16. What are the benefits that you would receive from the presence of red pandas in your forest? Ecosystem balance/Tourism/Other (Choose one or more answers)
- 17. Are you aware of the conservation status of the red panda as an Endangered species by the IUCN and/or Government of Nepal? Yes/No
- 18. Should people be punished by law if they kill red pandas or keep them as pets? Yes/No
- 19. How did you learn that people should be punished if they kill red pandas or keep

them as pets? Family members/NGOs/Government officials/Media/Other (Choose one)