

Table S1

Comparison of questions asked in the three case studies to access desired change in lion population, recent exposure to livestock depredation, and exposure to conservation education

Question	Site
Desired Change in Lion Populations	
What would you like to see happen to the numbers of the following animals (lions) in the area around your village, and why?	Hwange
What would you like to see happen to the numbers of the following animals (lions) in this area, and why?	Ruaha
What would you like to see happen to the numbers of lions in this area, and why?	Maasailand
Livestock Depredation	
How many livestock have you lost to each of the following causes (predators) in the last 12 months?	Hwange
Can you tell me a bit about the animals you lost to predators? Which Predator?	Hwange
Please fill in this information for stock at this household, for the last month: No. Lost to Large carnivores, which carnivore?	Ruaha
Please give the following information about the carnivore (lion) attacks on your livestock that occurred in the last year:	Maasailand
Benefit from Conservation	
Do you benefit from the presence of Hwange National Park? If yes, when/how?	Hwange
Have you ever benefited from the CAMPFIRE scheme? If yes, when/how?	Hwange
How much personal benefit do you receive from the presence of large carnivores in this area?	Ruaha
How much personal benefit do you receive from the presence of lions in this area?	Maasailand
Exposure to Conservation Education	
Have you ever had someone from Hwange National Park come and talk to you about the Park?	Hwange
Have you ever experienced any of the following: Wildlife video night, household visit, other depredation advice?	Ruaha
Have you ever had someone come and talk to you about lion conservation?	Maasailand