**S2 Appendix**

Table A. Campaign dates during the choice experiment field experiemnt during August 2016.

|  |  |  |
| --- | --- | --- |
| Week | Date in August 2016 | Campaign type |
| 1 | 01 - 07 | Community involvement in management |
| 2 | 08 - 14 | Threatened species populations |
| 3 | 14 - 21 | Community involvement in management |
| 4 | 22 - 28 | Threatened species populations |

Table B: Respondents and total paying visitors to the Zoo based on ticket sales the four week experimental period in July/ August 2016.

|  |  |  |
| --- | --- | --- |
|  | Paying visitors (%) | Respondents (%) |
| Student | 533 (4.6%) | 15 (6.2 %) |
| Adult | 8097 (69.4%) | 172 (70.4%) |
| Retired | 3031 (26%) | 57 (23.3%) |
| Total | 11661 | 244 |
| Data source: Durrell Wildlife Conservation Trusts and DCE survey 2016. | | |