

Appendix A. Questionnaire

Community attitudes and ecosystem conservation value evaluation of nature reserves in Southeast Tibet

Part I Community residents' attitudes towards nature reserves

1. Do you know the location of the Nature Reserve near you? Yes No
Do you know the ecological resources in the Nature Reserve?
 Yes. Please list the protected wildlife and plant species No
2. Do you know any institutes that conduct ecological resource monitoring and protection in your neighborhood (such as the Institute of the Chinese Academy of Sciences and the Administration of the Nature Reserves)? Yes No
3. Do you support the establishment of Nature Reserves to protect ecological and environmental resources? Yes No
4. Do you agree that the community should engage in conservation programs that are implemented by local government? Yes No
5. Have you ever participated in advocacy actions and/or training regarding ecosystem conservation in Nature Reserves that are organized by the community? Yes No
6. How satisfied are you with living in the community nearby the Nature Reserve?
(Please choose a score from 1 to 5. 1 = Very dissatisfied, and 5 = Very satisfied)

	Strongly disagree	Mildly disagree	Unsure	Mildly agree	Strongly agree
I have a deep connection with the community.	1	2	3	4	5
I would like to reside in this community for a long time.	1	2	3	4	5
I am willing to support the development of eco-tourism in Nature Reserves.	1	2	3	4	5
I think the ecological environment of Nature reserves has deteriorated dramatically.	1	2	3	4	5
If necessary, I am willing to pay money to improve the protection of Nature Reserves.	1	2	3	4	5
If necessary, I am willing to devote my spare to improve the protection of the Nature Reserves.	1	2	3	4	5
7. Has the establishment of the nature reserve benefitted you? <input type="checkbox"/> Yes <input type="checkbox"/> No (Please choose a score from 1 to 5. 1 = Very dissatisfied, and 5 = Very satisfied)					
	Strongly disagree	Mildly disagree	Unsure	Mildly agree	Strongly agree
Income has gone up.	1	2	3	4	5
Living standard has improved.	1	2	3	4	5
Heavy traffic has eased.	1	2	3	4	5
Education quality has improved.	1	2	3	4	5
Health care has improved.	1	2	3	4	5

The environmental conditions have gotten better.	1	2	3	4	5
Environmental awareness has increased.	1	2	3	4	5

Part II Willingness to contribute for ecosystem conservation in southeast Tibet

1. To avoid ecosystem function degradation from [current status] to [completely ruined], would you be willing to donate x CNY/year/per person?

- | | |
|--|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| → What if the amount is increased to $2x$ CNY/year/per person? | → What if the amount is reduced to $x/2$ CNY/year/per person? |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No |

If you are not willing to donate, please fill in the reasons (multiple answers possible):

- | | |
|--|--|
| <input type="checkbox"/> Unable to afford it | <input type="checkbox"/> Natural resources and ecosystem functions are not of particular value to me |
| <input type="checkbox"/> Management and maintenance should be conducted, but by the government | <input type="checkbox"/> Natural resources can remain as they are and there is no need for further improvement |
| <input type="checkbox"/> No opinion | <input type="checkbox"/> Other (Please specify) |

2. To avoid ecosystem function degradation from [current status] to [completely ruined], would you like to provide service (such as propagandizing and popularizing, voluntary work) time y hours/month/per person?

- | | |
|---|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| → What if the amount is increased to $2y$ hours/month/per person? | → What if the amount is reduced to $y/2$ hours/month/per person? |
| <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Yes <input type="checkbox"/> No |

If you are not willing to work for ecosystem conservation voluntarily, please fill in the reasons (multiple answers possible):

- | | |
|--|--|
| <input type="checkbox"/> Lack of time | <input type="checkbox"/> Natural resources and environmental functions are not of particular value to me |
| <input type="checkbox"/> Management and maintenance should be conducted, but by the government | <input type="checkbox"/> Natural resources can remain as they are and there is no need for further improvement |
| <input type="checkbox"/> No opinion | <input type="checkbox"/> Other (Please specify) |

Part III Personal information

- Gender of the respondent Male Female
- Marital status Single Married
- Family size:
- Age (in Years) 20–29 30–39 40–49 50–59 >60
- Level of education

<input type="checkbox"/> Junior middle school and below	<input type="checkbox"/> Senior high school
<input type="checkbox"/> Junior college	<input type="checkbox"/> University undergraduate degree
<input type="checkbox"/> Master's degree or above	
- Current occupation

<input type="checkbox"/> Government or public institution employee	<input type="checkbox"/> Professional and technical staff
<input type="checkbox"/> Industry	<input type="checkbox"/> Merchant
<input type="checkbox"/> Farmer	<input type="checkbox"/> Service industry
<input type="checkbox"/> Freelancer	<input type="checkbox"/> Housewife/ Househusband

- Student
- Unemployed
- Retiree
- Other (Please specify)

7. Average income per month (CNY)

- ≤2000
- 2001–3000
- 3001–4000
- 4001–5000
- 5001–6000
- 6001–8000
- 3001–4000
- ≥10001

8. Are you a member of any environmental group/club? Yes No

9. How many years have you lived in this community? years

10. Do you have a family member (include yourself) working in the nature reserve?

- No
- Yes, (Please specify)

== Thank you for taking your time to answer this questionnaire. ==