**Supplementary Material**

Sample semi-structured interview guide

**GENERAL**

1. How would you describe the ecosystem that you live in to someone who’s never visited?
2. How would that description change, if at all, if you were talking to a fellow conservationist?
3. What aspects of this ecosystem are the most important to you?
4. What do you think the main goal of conservation should be for this landscape?
5. What do you think the main goal of **jaguar** conservation should be, in this ecosystem?

**KNOWLEDGE of jaguars**

1. From where do you usually get your information about jaguars?
2. Would you say that you follow news about jaguars regularly?
3. Do you know how many jaguars have been spotted in the US since the 1990s?
4. Do you know approximately how many jaguars constitute the ‘northern’ or ‘borderland’ jaguar population in northern Sonora?

**PERCEPTION of jaguars**

1. Can you please list the first few words that come to mind when I say the word ‘jaguar’?
2. How would you describe a jaguar to someone who’s never heard of or seen this animal before?
3. Does the jaguar represent or symbolise anything specific for you?

**VALUE of jaguars**

1. Do you value jaguars? If so, why?
2. What interests you about jaguars, personally or professionally?
3. Even if you never see a jaguar in the wild, is it important to you to know that they exist in the region?
4. How would you feel if jaguars disappeared from the borderlands region?
5. Do jaguars add value to this landscape? In what ways?
6. What comes to mind when you think about the positive impacts or benefits of jaguars?
7. What comes to mind when you think about the negative impacts of jaguars?

**ATTITUDE towards jaguars**

1. Do you like or dislike jaguars?
2. What words describe how you feel about jaguars?
3. What would you like to see happen to jaguar numbers in the area, and why? (increase, decrease, disappear completely, stay the same, don’t know)
4. If someone told you that a jaguar was nearby, how would you feel?
5. What is the most effective way to reduce conflict with jaguars?
6. How would you respond to hearing that a jaguar killed someone’s livestock?
7. If the jaguar population in the borderlands, on both or either side or the border, does increase, what do you think will happen?
   1. Would you trust wildlife managers to act appropriately?

**ACTIONS / BEHAVIOUR towards jaguars**

1. Do you support reintroducing jaguars by physically translocating animals? (and why or why not?)What do you think is the role of government agencies (state and national level) in jaguar conservation?
2. What do you think is the role of NGOs in jaguar conservation?
3. Do you think conservationists should be taking a more or less active approach to jaguar conservation?
4. Which groups of people, if any, do you think should be **more** involved in jaguar conservation?
5. Which groups of people, if any, do you think should be **less** involved in jaguar conservation?
6. Who has the most power currently in jaguar conservation?
7. What is the most important next step we can take for jaguars in this region?
8. What is the most important next step we can take specifically for coexistence with jaguars in this region?