

## SUPPLEMENTARY INFORMATION

### Perceptions of Lemur Conservation among Malagasy and Non-Malagasy

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#### Appendix A Survey Questions

##### Survey Questions in English

###### *Research Consent Information: Perceptions of Lemur Conservation*

You are invited to participate in a research project being conducted by Lynne Venart from Miami University and the Lemur Conservation Network. The purpose of this research is to examine perceptions of lemur conservation among international audiences interested in lemurs and Malagasy people in Madagascar. This study will help us learn how to address the concerns of Malagasy people about lemur conservation and develop conservation and education programs.

Completing the survey should take about 10 minutes.

Your participation is voluntary, you may skip questions you do not want to answer, and you may stop at any time. There are no foreseeable risks associated with this study, but some questions may be sensitive. The survey does not request information that would explicitly identify you. Your IP address and other identifying information will not be stored by the survey software. If you inadvertently include identifying information, such information will be removed from stored data. Only the researchers will have access to individual responses. Results of the survey will only be presented publicly as aggregate summaries. The research data will be retained until January 1, 2027.

Invitations to complete this online survey have been sent by email to about 500 people. In addition, open invitations have been posted on social networking sites including Facebook and Twitter. Participation in this research is restricted to persons 18 years of age or older.

If you have any questions about this study, please contact Jill Korach at [korachjk@miamioh.edu](mailto:korachjk@miamioh.edu). By completing this survey, you are consenting to participate in this study.

- I agree to participate in this survey.
- I do not agree to participate in this survey.

##### *Introduction*

1. An endangered species is a species that is very likely to become extinct in the near future. Compared to other animals in the world, how endangered do you think lemurs are?
  - Much more endangered than other animals
  - A little more endangered than other animals
  - About the same as other animals
  - Less endangered than other animals

- Much less endangered than other animals
  - I'm not sure
2. What do you think are the main threats facing lemurs? (Check 3 or fewer top threats)
- Farming or agriculture
  - Charcoal production
  - Logging
  - Pet trade
  - Droughts and cyclones from climate change
  - Invasive species (animals and plants that are in Madagascar but are not native to the country, like cats, dogs, or rats, or non-native trees like pine)
  - Disease
  - Hunting
  - I don't know
  - Other
3. What do you think are the most important solutions to the threats facing lemurs? (Check 3 or fewer top solutions)
- Sustainable farming techniques
  - Alternative cooking fuels or stoves that don't use charcoal
  - Developing alternative protein sources like insects and fish
  - Education for Malagasy people
  - Education for international people
  - Reforestation
  - Ecotourism
  - Patrolling the forests to control illegal hunting and logging
  - Creating more protected areas like national parks
  - Fire control
  - Providing healthcare and food for Malagasy people
  - I don't know
  - Other
4. Do you think any of these threats are too difficult to address?
- Farming or agriculture
  - Charcoal production
  - Logging
  - Pet trade
  - Droughts and monsoons from climate change
  - Invasive species (animals and plants that are in Madagascar but are not native to the country, like cats, dogs, or rats, or non-native trees like pine)
  - Disease
  - Hunting
  - No, they are all possible to address.
  - I don't know.

5. If you made any selections for the question above, why is that threat too difficult to address?

### ***Addressing Human Needs in Madagascar***

6. How should conservation organizations prioritize the needs of lemurs versus the needs of Malagasy people? *Please select a number on a scale of 1 to 7 where 1 means prioritizing lemurs only and 7 means prioritizing people only.*
- 1 - Lemurs Only
  - 2
  - 3
  - 4 - Prioritize lemurs and people equally
  - 5
  - 6
  - 7 - People only
7. Do you think that lemur conservation organizations *are doing enough* to address human needs in Madagascar, like food security, poverty, and health? *Please select a number between 1 and 7 where 1 means they are definitely not doing enough, and 7 means they are definitely doing enough.*
- 1 - No, they are definitely not doing enough
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7 - Yes, they are definitely doing enough
8. Do you think lemur conservation organizations should address human needs in Madagascar? Why or why not?
9. What do you hope for the future of Madagascar?

### ***About You***

10. When you were a child, which of the following experiences did you have?
- Visited a zoo and saw lemurs
  - Learned about lemurs in school
  - Visited a park or reserve and saw lemurs in the wild
  - Saw a movie about lemurs
  - Read a book about lemurs
  - Heard stories about lemurs from friends or family
  - Someone I knew had a lemur as a pet
  - None of these
11. Are you Malagasy?
- Yes

- No
12. Does your professional or academic work relate to lemurs, Madagascar, or conservation?
- Yes
  - No
13. (If Yes) Which of the following best describes your work?
- Zoo or museum
  - Conservation organization
  - Health or human rights organization
  - Government agency
  - Scholarly or scientific research
  - Tourism in Madagascar
  - Business in Madagascar
  - Other (Please specify.)
14. (If No) Which of the following best describes your interest in lemurs, conservation, or Madagascar?
- I am Malagasy and/or I live in Madagascar
  - I have traveled to Madagascar for vacation
  - I am a teacher at a primary or secondary school
  - I am a professor at a university
  - I am a parent whose child is interested in lemurs
  - I am an artist, illustrator, or furry who is interested in lemurs and other animals
  - I am generally interested in lemurs, conservation, or Madagascar
  - Other (Please specify.)
15. What country do you live in?
16. (If Madagascar) In what region of Madagascar were you born?
- Diana
  - Sava
  - Itasy
  - Analamanga
  - Vakinankaratra
  - Bongolava
  - Sofia
  - Boeny
  - Betsiboka
  - Melaky
  - Alaotra-Mangoro
  - Atsinanana
  - Analanjirifo
  - Amoron'i Mania
  - Matsiatra Ambony
  - Vatovavy-Fitovinany

- Vatovavy
- Atsimo-Atsinanana
- Ihorombe
- Menabe
- Atsimo-Andrefena
- Androy
- Anosy
- Outside Madagascar

17. (If Madagascar) In what region of Madagascar do you currently live?

1. Diana
2. Sava
3. Itasy
4. Analamanga
5. Vakinankaratra
6. Bongolava
7. Sofia
8. Boeny
9. Betsiboka
10. Melaky
11. Alaotra-Mangoro
12. Atsinanana
13. Analanjirofo
14. Amoron'i Mania
15. Matsiatra Ambony
16. Vatovavy-Fitovinany
17. Vatovavy
18. Atsimo-Atsinanana
19. Ihorombe
20. Menabe
21. Atsimo-Andrefena
22. Androy
23. Anosy
24. Outside Madagascar

18. Which of the following topics are you most interested in learning more about? (Select 3 or less)

- Lemur behavior
- Evolution of lemurs or how lemurs arrived on Madagascar
- Technology used for lemur conservation
- Scientific methods used to study lemurs
- Conservation organizations working in Madagascar
- Scientists working in Madagascar
- Threats facing lemurs
- How threats facing lemurs are being addressed
- Malagasy people working in lemur conservation

- Climate change in Madagascar
- Conservation success stories
- Other (Please specify.)

19. Do you have any other thoughts you want to share?

## Survey Questions in Malagasy

### ***Fomba fijery ny fiarovana ny varika***

Lahatsoratra fanekena handray anjara amin'ny fikarohana: Fomba fijery ny fiarovana ny varika. Asaina ianao handray anjara amin'ny fikarohana fanadihadiana izay tanterahin'i Lynne Venart izay ao avy amin'ny Oniversiten'i Miami sy Lemur Conservation Network. Fandinihana mikasika ny fomba fijery ny fiarovana ny varika no anton'ny fanadihadiana, izay hanontaniana ireo olona avy any ivelany sy ny Malagasy. Ity fikarohana ity dia ahafahana indrindra mamantatra ireo fanamby, mitady vahaolàna ireo olàna mikasika ny fiarovana ny varika ary mamolavola ireo tetikasa misahana ny fiarovana sy fanabeazana.

Eo amin'10 minitra eo no lany hamaliana ireo fanontaniana.

An-tsitraro tanteraka, afaka tsy mamaly ireo fanontaniana sasany ary afaka tsy mamaly hatramin'ny farany. Tsy misy zavatra atahorana amin'ity fanadihadiana ity, fa misy ireo fanontaniana izay mety somary hanahirana ny famaliana azy. Tsy misy fametrahana fanontaniana mikasika ny mpamaly ny fanadihadiana manokana. Ary tsy ho raisina ao anaty solosaina ny adiresy IP na ireo mety mombamomba ny olona mamaly ny fanontaniana. Raha sanatria misy ny mombamomba voaray tsy nahy dia ho esorina avy hatrany. Ny mpikaroka ihany no mahita ireo valim-panontaniana ary ireo famintinana ireo vokatrin' ny fanadihadiana no aseho ampahibemaso. Ary tehirizina mandrapahatongan'ny volana Janoary 1, 2027 ireo angon-kevitra avy amin'ny fikarohana natao.

Nalefa tamin'ireo olona miisa 500 ny mailaka fanasana handray anjara amin'ny fanadihadiana. Ary koa, nalefa tamin'ny pejy Facebook sy Twitter. Ireo olona latsaka ny 18 taona ihany no afaka mandray anjara amin'ny fanadihadiana.

Raha manana fanontaniana momba ity fikarohana ity, dia mandefasa mailaka amin'i Jill Korach [korachjk@miamioh.edu](mailto:korachjk@miamioh.edu). Misaotra anao amin'ny fanekena handray anjara amin'ny fanadihadiana amin'ny alalan'ny famaliana ireo fanontaniana.

### ***Misaotra anao amin'ny fanekena handray anjara amin'ny fanadihadiana amin'ny famaliana ireo fanontaniana.***

- Manaiky handray anjara amin'ny fanadihadiana aho.
  - Tsy manaiky handray anjara amin'ny fanadihadiana aho.
1. Atao hoe tandindomin-doza ny zava-manan'aina iray rehefa mety ho lany tamingana tsy ho ela. Raha ampitahaina amin'ny biby hafa maneran-tany, ahoana no fahitanao ny maha tandidomin-doza ny varika?  
*Ao anatin'ity fikarohana fanadihadiana ity, ny dikan-teny hoe "lémuriens" na "lemurs" dia varika, izayentina hilàzana ireo karazana varika na lémuriens rehetra.*

- Tsy atahorana lavitra mihoatra ny biby hafa
  - Tsy dia tandidomin-doza loatra mihoatra amin'ny biby hafa
  - Mitovitovy amin'ny biby hafa ihany
  - Tandidomin-doza kelikely kokoa nohon'ny biby hafa
  - Tandidomin-doza mihoatra lavitra nohon'ny biby hafa
  - Tsy aiko tsara
2. Raha ny hevitrao, inona avy ireo tsindry mihatra amin'ny varika? (Misafidiana teboka 3 na latsaka amin'izay itanao fa manan-danja indrindra)  
*Ao anatin'ity fikarohana fanadihadiana ity, ny dikan-teny hoe "lémuriens" na "lemurs" dia varika, izay entina hilàzana ireo karazana varika na lémuriens rehetra.*
- Fambolena sy fiompiana
  - Famokarana arina fandrehitra
  - Fitrandrahana ala
  - Hain-tany sy rivo-doza noho ny fiovan'ny toetr'andro
  - Karazan-javamanan'aina tsy zanatany (biby sy zavamaniry misy eto Madagasikara fa tsy zanatany, toy ny saka, alika, voalavo; na hazo tsy zanatany toa ny kesika)
  - Aretina
  - Fihazana
  - Famarotana ireo biby ho lasa biby fiompy
  - Tsy fantatro
  - Sehatra hafa (farito raha sitrakao)
3. Araka ny hevitrao, inona avy no vahaolana mahomby indrindra manoloana ireo tsindry mahazo ireo varika? (Misafidiana vahaolana telo na mihoatra amin'izay itanao fa manan-danja indrindra)
- Teknika fambolena maharitra
  - Solika fandrahoan-tsakafo hafa na fatana tsy mampiasa saribao
  - Fampiroboroana loharanom-proteinina hafa toy ny bibikely sy trondro
  - Fanabeazana ho an'ny Malagasy
  - Fanabeazana ireo avy any ivelany
  - Fambolen-kazo
  - Fizahan-tany maitso
  - Fisafoana ny ala hamehezana ny fihazana sy ny fitrandrahana ala tsy ara-dalàna
  - Famoronana faritra arovana maromaro kokoa toy ny valan-javaboary
  - Fanaraha-maso ny afo
  - Fanomezana fiahiana ara-pahasalamana sy sakafo ho an'ny Malagasy
  - Tsy fantatro
  - Sehatra hafa (farito raha sitrakao)
4. Raha ny hevitrao misy amin'ireto loza manaraka ireto ve manano sarotra ny hamahana azy?
- Fambolena sy fiompiana
  - Famokarana arina fandrehitra
  - Fitrandrahana ala
  - Hain-tany sy rivo-doza noho ny fiovan'ny toetr'andro

- Karazan-javamanan'aina tsy zanatany (biby sy zavamaniry misy eto Madagasikara fa tsy zanatany, toy ny saka, alika, voalavo; na hazo tsy zanatany toa ny kesika)
  - Aretina
  - Fihazana
  - Famarotana ireo biby ho lasa biby fiompy
  - Tsy fantatro
  - Sehatra hafa (farito raha sitrakao)
5. (Raha nisy nosafidianao ny iray na mihoatra amin'ireo voalaza etsy ambony) Nahoana no sarotra vahana io tsindry io?

***Fiatrehana ny filàn'ny mponina eto Madagasikara***

6. Ahoana no tokony handaharan'ireo fikambanana misehatra amin'ny fiarovana ny laharam-pahamehany momban'ny filàn'ny varika raha mitaha amin'ny filàn'ny vahoaka Malagasy? *Manasa anao hisafidy isa iray amin'ny ambaratonga 1 ka hatramin'ny 7.*
- 1 - Varika fotsiny ihany
  - 2
  - 3
  - 4 - Atao manana laharam-pahamehana mitovy ny varika sy ny olona.
  - 5
  - 6
  - 7 - Olona ihany
7. Mihevitra ve ianao fa efa ampy ny ezaka ataon'ireo fikambanana miaro ny varika hamahana ny filàn'ny olombelona eto Madagasikara, toy ny fiahiana ara-tsakafo, ny fahantrana ary ny fahasalamana? *Manasa anao hisafidy isa iray eo anelanelan'ny 1 sy 7 ka ny isa 1 dia midika fa tena tsy ampy ny ezaka ataon'ireo fikambanana ireo, ary ny 7 dia midika hoe tena manao izay vitany izy ireo.*
- 1- Tsia, tena tsy ampy ny ataony
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7 - Eny, tena manao izay vitany izy ireo
8. Araka ny hevitrao, tokony hisehatra amin'ny filàn'ny olombelona eto Madagasikara ve ireo fikambanana miaro ny varika? Lazao ny antony raha eny na tsia?
9. Inona ny fanantenanao ny amin'ny hoavin'i Madagasikara?

***Ny momba anao***

10. Fony ianao mbola kely, inona amin'ireto voalaza manaraka ireto no efa nataonao?
- Nitsidika fahi-bibidia (zoo) ary nahita varika

- Nianatra momban'ny varika tany an-tsekoly
- Nitsidika valanjaboahary ka nahita varika tany an'ala
- Nahita horonantsary momban'ny varika
- Namaky boky momban'ny varika
- Naheno tantara momban'ny varika tamin'ny alalan'ny namana na havana
- Nisy olona fantatro niompy varika tao an-tranony
- Tsy mbola nisy niainako na nataoko ireo rehetra ireo

11. Malagasy ve ianao?

- Eny
- Tsia

12. Misy ifandraisany amin'ny varika, amin'i Madagasikara, na amin'ny asa fiarovana ve ny asa na fianarana ataonao?

- Eny
- Tsia

13. (Raha Eny) Iza amin'ireto manaraka ireto no tena mamaritra ny asanao?

- Fahi-bibidia (Zoo) na tranombakoka
- Fikambanana misehatra amin'ny fiarovana
- Fikambanana misehatra amin'ny fahasalamana na fiarovana ny zon'olombelona
- Fikambanana miankina amin'ny governemanta na fanjakana
- Fikarohana siantifika
- Fizahan-tany eto Madagasikara
- Fandraharahana eto Madagasikara
- Sehatra hafa (farito raha sitrakao)

14. (Raha tsia) Iza amin'ireto voatanisa manaraka ireto no tena mahalaza ny fahaliananao amin'ny varika, ny asa fiarovana na i Madagasikara?

- Malagasy aho ary/na monina eto Madagasikara
- Efa nivahiny niala sasatra tao Madagasikara aho
- Mpampianatra eny amin'ny ambarantonga voalohany na faharoa aho
- Mpampianatra eny amin'ny anjerimanontolo (Oniversite) aho
- Ray aman-dreny aho ary manana zanaka liana amin'ny varika
- Mpanakanto, mpanao asa tanana na mpanao sary aho ary liana amin'ny varika sy ireo biby hafa koa
- Amin'ny ankapobeny dia liana amin'ny varika, na ny asa fiarovana na i Madagasikara aho
- Sehatra hafa (farito raha sitrakao)

15. Firenena aiza no ipetrahanao?

16. (Raha eto Madagasikara) Faritra taiza teto Madagasikara ianao no teraka?

- Diana
- Sava
- Itasy

- Analamanga
- Vakinankaratra
- Bongolava
- Sofia
- Boeny
- Betsiboka
- Melaky
- Alaotra-Mangoro
- Atsinanana
- Analanjirifo
- Amoron'i Mania
- Matsiatra Ambony
- Vatovavy-Fitovinany
- Vatovavy
- Atsimo-Atsinanana
- Ihorombe
- Menabe
- Atsimo-Andrefena
- Androy
- Anosy
- Ivelan'i Madagasikara

17. Faritra aiza eto Madagakasikara ianao no mipetraka ankehitriny?

1. Diana
2. Sava
3. Itasy
4. Analamanga
5. Vakinankaratra
6. Bongolava
7. Sofia
8. Boeny
9. Betsiboka
10. Melaky
11. Alaotra-Mangoro
12. Atsinanana
13. Analanjirifo
14. Amoron'i Mania
15. Matsiatra Ambony
16. Vatovavy-Fitovinany
17. Vatovavy
18. Atsimo-Atsinanana
19. Ihorombe
20. Menabe
21. Atsimo-Andrefena
22. Androy
23. Anosy

## 24. Ivelan'i Madagasikara

18. Iza amin'ireto lohahevitra manaraka ireto no tianao hanovoana fahalalana bebe kokoa?

(Misafidiana 3 na latsaka)

- Fihetsika sy toetoetr'ireo varika
- Ny fivoaran'ny varika na ahoana no nahatongavan'izy ireo teto Madagasikara
- Teknolojia ampiasaina amin'ny fiarovana ny varika
- Ireo fomba fiasa siantifika hianarana momban'ny varika
- Ireo fikambanana mpiaro ny tontolo iainana miasa eto Madagasikara
- Ireo siantifika miasa eto Madagasikara
- Ireo tsindry mihatra amin'ny varika
- Ahoana no hamahana ireo tsindry mihatra amin'ny varika
- Ireo Malagasy miasa amin'ny fiarovana ny varika
- Ny fiovan'ny toetr'andro eto Madagasikara
- Tantaran'ireo fahombiazana tamin'ny sehatry ny fiarovana
- Hafa (farito raha sitrakao)

19. Manana hevitra na eritreritra hafa tianao zaraina ve ianao?

## Appendix B

### Survey Recruitment Platforms

**Table B1** *Platforms Used to Recruit Participants for Online Survey and Description of Audience for Each Platform, as of November 1, 2021*

<i>Platform</i>	<i>Account</i>	<i>Total Audience</i>	<i>% in Madagascar</i>	<i>% Outside Madagascar</i>
Facebook profile	Lemur Conservation Network	9,877	43.8%	56.2%
Twitter profile	Lemur Conservation Network	4,976	14.9%	85.1%
Instagram profile	Lemur Conservation Network	2,086	11.9%	88.1%
Mailchimp email List	Lemur Conservation Network	566	Unknown	Unknown
Facebook group	Parc National de Marojejy / Marojejy National Park	4,300	Unknown	Unknown
Facebook group	Worldwide Primate Fans	2,300	Unknown	Unknown
Facebook group	Visiting Beautiful Madagascar	1,900	Unknown	Unknown
Facebook group	Mad About Madagascar	1,800	Unknown	Unknown
Facebook group	Madagascar Wildlife Conservation, Bandro: Arovako fa harenako	808	Unknown	Unknown
Facebook group	Zookeepers, Animal Trainers, and Conservationists.	792	Unknown	Unknown
Facebook group	TEAM MADAGASCAR: Conservation Initiative	689	Unknown	Unknown
Facebook group	Primate Volunteers	674	Unknown	Unknown
Facebook group	Love of lemur	229	Unknown	Unknown

## Appendix C

### Geographic Location of Respondents

**Table C1** All Responses to Question Fifteen, “What country do you live in?” and Distribution among Audience Groups (n=328)

Country	Total	All Malagasy	Malagasy Professionals	Malagasy Non-professionals	All Non-Malagasy	Non-Malagasy Professionals	Non-Malagasy Non-professionals
Madagascar	154	146	67	79	8	6	2
United States of America	81	3	2	1	78	18	60
United Kingdom	46	0	0	0	46	22	24
Canada	8	1	0	1	7	7	0
France	6	2	0	2	4	3	1
Australia	4	0	0	0	4	2	2
Germany	4	1	1	0	3	2	1
Switzerland	4	2	2	0	2	2	0
Belgium	3	0	0	0	3	1	2
Netherlands	3	0	0	0	3	1	2
Italy	2	0	0	0	2	1	1
South Africa	2	0	0	0	2	0	2
Sweden	2	0	0	0	2	2	0
Brazil	1	0	0	0	1	1	0
Côte D'Ivoire	1	0	0	0	1	1	0
Ethiopia	1	0	0	0	1	1	0
Finland	1	0	0	0	1	0	1
Hungary	1	0	0	0	1	0	1
Morocco	1	0	0	0	1	0	1
New Zealand	1	0	0	0	1	1	0
Spain	1	0	0	0	1	1	0
Singapore	1	0	0	0	1	1	0

## Appendix D

### P Values for Multiple Choice Questions

**Table D1** *P Values Comparing Responses by Audience Category for Question Two, “What do you think are the main threats facing lemurs?”*

<i>Logging</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.21	0.10	0.00	0.00
<b>Significance</b>	Significant	Not Significant	Not Significant	Significant	Significant
<i>Farming or Agriculture</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.80	0.06	0.33	0.08	0.06
<b>Significance</b>	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant
<i>Hunting</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.56	0.00	0.03	0.24
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Not Significant
<i>Charcoal Production</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.34	0.02	0.13	0.82
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Not Significant
<i>Droughts or Cyclones from Climate Change</i>					

<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.03	0.87	0.00	0.28	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Significant
<b>Pet Trade</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.16	0.91	0.04	0.03
<b>Significance</b>	Significant	Significant	Not Significant	Significant	Significant
<b>Invasive Species</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.27	0.30	0.00	0.01	0.00
<b>Significance</b>	Not Significant	Not Significant	Significant	Significant	Significant
<b>Disease</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.94	0.72	0.55	0.80	0.48
<b>Significance</b>	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant

**Table D2** *P Values Comparing Responses by Group to Question Three, “What do you think are the most important solutions for the threats facing lemurs?”*

<b>Education for Malagasy People</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.18	0.00	0.06	0.52
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Not Significant

<i>Reforestation</i>					
<b>Compared Group</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.12	0.18	0.61	0.02	0.25
<b>Significance</b>	Not Significant	Not Significant	Not Significant	Significant	Not Significant
<i>Sustainable Farming Techniques</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.29	0.04	0.00	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Significant
<i>Creating More Protected Areas Like National Parks</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.71	0.00	0.00	0.45
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Not Significant
<i>Patrolling the Forests to Control Illegal Logging and Hunting</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.33	0.00	0.00	0.79
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Not Significant
<i>Providing Healthcare and Food for Malagasy People</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.69	0.86	0.00	0.02
<b>Significance</b>	Significant	Not Significant	Not Significant	Significant	Significant
<i>Alternative Cooking Fuels or Stove that Don't Use Charcoal</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-	All Malagasy and All Non-Malagasy

				professionals	
<b>P Value</b>	0.00	0.98	0.00	0.11	0.22
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Not Significant
<b>Ecotourism</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.55	0.00	0.31	0.07
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Not Significant
<b>Fire Control</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.81	0.00	0.01	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Significant
<b>Education for International People</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.10	0.66	0.07	0.08
<b>Significance</b>	Significant	Not Significant	Not Significant	Not Significant	Not Significant

**Table D3** *P Values Comparing Responses by Group for Question Four, “Do you think any of these threats are too difficult to address?”*

<b>No, They Can All Be Addressed</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.23	0.96	0.00	0.00	0.00
<b>Significance</b>	Not Significant	Not Significant	Significant	Significant	Significant
<b>Logging</b>					

<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.32	0.00	0.28	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Significant
<b>Farming or Agriculture</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.41	0.20	0.00	0.00
<b>Significance</b>	Significant	Not Significant	Not Significant	Significant	Significant
<b>Hunting</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.83	0.54	0.00	0.02	0.00
<b>Significance</b>	Not Significant	Not Significant	Significant	Significant	Significant
<b>Charcoal Production</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.81	0.00	0.33	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Significant
<b>Droughts or Cyclones from Climate Change</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.77	0.02	0.08	0.77
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Not Significant
<b>Pet Trade</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy

<b>P Value</b>	0.09	0.81	0.01	0.46	0.03
<b>Significance</b>	Not Significant	Not Significant	Significant	Not Significant	Significant
<b>Invasive Species</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.02	0.27	0.77	0.09	0.18
<b>Significance</b>	Significant	Not Significant	Not Significant	Not Significant	Not Significant
<b>Disease</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.02	0.44	0.56	0.01	0.27
<b>Significance</b>	Significant	Not Significant	Not Significant	Significant	Not Significant

**Table D4** *P Values Comparing Responses by Audience Category to Question Six, “How should conservation organizations prioritize the needs of lemurs versus the needs of Malagasy people?”*

<b>All Responses</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.80	0.06	0.33	0.08	0.06
<b>Significance</b>	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant
<b>Prioritize Lemurs</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.41	0.21	0.16	0.41
<b>Significance</b>	Significant	Not Significant	Not Significant	Not Significant	Not Significant
<b>Prioritize People</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy

<b>P Value</b>	0.35	0.03	0.30	0.00	0.00
<b>Significance</b>	Not Significant	Significant	Not Significant	Significant	Significant
<b>Equal Prioritization of Lemurs and People</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.29	0.45	0.00	0.00
<b>Significance</b>	Significant	Not Significant	Not Significant	Significant	Not Significant

**Table D5** *P Values Comparing Responses by Audience Category to Question Ten, “When you were a child, which of the following experiences did you have?”*

<b>Visited a Zoo and Saw Lemurs</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.58	0.01	0.00	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Significant
<b>Saw a Movie about Lemurs</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.25	0.16	0.51	0.40	0.47
<b>Significance</b>	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant
<b>Read a Book about Lemurs</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.88	0.05	0.00	0.56
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Not Significant
<b>Visited a Park or Reserve and Saw Lemurs in the Wild</b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-	All Malagasy and All Non-Malagasy

				professionals	
<b>P Value</b>	0.00	0.86	0.00	0.06	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Significant
<b><i>Learned about Lemurs in School</i></b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.01	0.14	0.43	0.12	0.04
<b>Significance</b>	Significant	Not Significant	Not Significant	Not Significant	Significant
<b><i>Someone I Knew Had a Lemur as a Pet</i></b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.37	0.48	0.00	0.00	0.00
<b>Significance</b>	Not Significant	Not Significant	Significant	Significant	Significant
<b><i>Heard Stories about Lemurs from Friends and Family</i></b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.99	0.00	0.60	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Significant
<b><i>None of These</i></b>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.14	0.80	0.02	0.00	0.00
<b>Significance</b>	Not Significant	Not Significant	Significant	Significant	Significant

**Table D6** *P Values Comparing Responses by Audience Category to Question Eighteen, “Which of the following topics are you most interested in learning more about?”*

<i>How Threats Facing Lemurs Are Being Addressed</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.02	0.07	0.04	0.00	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Significant
<i>Malagasy People Working in Lemur Conservation</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.92	0.02	0.00	0.02	0.00
<b>Significance</b>	Not Significant	Significant	Significant	Significant	Significant
<i>Conservation Organizations Working in Madagascar</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.47	0.78	0.03	0.00	0.00
<b>Significance</b>	Not Significant	Not Significant	Significant	Significant	Significant
<i>Conservation Success Stories</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.05	0.09	0.00	0.00	0.00
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Significant
<i>Technology Used for Lemur Conservation</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.12	0.00	0.98	0.11
<b>Significance</b>	Significant	Not Significant	Significant	Not Significant	Not Significant

<i>Ecotourism in Madagascar</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.02	0.44	0.00	0.05
<b>Significance</b>	Significant	Significant	Not Significant	Significant	Significant
<i>Climate Change in Madagascar</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.09	0.87	0.29	0.01	0.00
<b>Significance</b>	Not Significant	Not Significant	Not Significant	Significant	Significant
<i>Lemur Behavior</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.05	0.58	0.13	0.00	0.00
<b>Significance</b>	Significant	Not Significant	Not Significant	Significant	Significant
<i>Scientific Methods Used to Study Lemurs</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.00	0.49	0.33	0.02	0.30
<b>Significance</b>	Not Significant	Not Significant	Not Significant	Significant	Not Significant
<i>Threats Facing Lemurs</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy
<b>P Value</b>	0.03	0.45	0.76	0.00	0.02
<b>Significance</b>	Significant	Not Significant	Significant	Significant	Significant
<i>Evolution of Lemurs or How Lemurs Arrived on Madagascar</i>					
<b>Compared Audience Categories</b>	Malagasy Professionals and Non-professionals	Non-Malagasy Professionals and Non-Professionals	Malagasy Professionals and Non-Malagasy Professionals	Malagasy Non-professionals and Non-Malagasy Non-professionals	All Malagasy and All Non-Malagasy

<b><i>P Value</i></b>	0.07	0.37	0.62	0.21	0.14
<b>Significance</b>	Not Significant	Not Significant	Not Significant	Not Significant	Not Significant

## Appendix E

### Examples of Responses for Free-Text Questions

**Table E1** *Examples of Coded Free-text Responses to Question Eight: “Do you think lemur conservation organizations should address human needs in Madagascar? Why or why not?”*

<i>Code Label</i>	<i>Malagasy Professional</i>	<i>Malagasy Non-professional</i>	<i>Non-Malagasy Professional</i>	<i>Non-Malagasy Non-professional</i>
Yes, it is essential for success	As long as humans are still hungry (which is their basic physiological need), humans will continue to exploit forests and at the same time hunt lemurs (or another animal).	Any measures of protection of lemurs will be inefficient if the human needs in Madagascar are not addressed properly. Appropriation is the best way to get the local community involved. Unfortunately they have to be empowered first.	Solutions cannot be long-term if people are not involved. Most threats come from human needs, so human need must be prioritized as well.	If people have enough food to eat, they don't need to hunt animals. If people have enough other possibilities to cook (by solar cookers) they don't need to use the wood from the forest.
Yes, it is the right thing to do	If they are not allowed to log, they should be given jobs.	N/A	Asking people in terrible situations to prioritise endangered species over their own health is colonialist and unfair.	N/A
Maybe, but not their primary role	N/A	Not their prior activity; they should co-act with other NGOs.	Lemur conservation organizations should partner with development agencies that have the appropriate skills to address human needs. Lemur conservation agencies can include human elements in their work but are not in the human development business per se.	I don't think it's their primary responsibility, but I think it's important to consider the human needs in the interest of more harmonious solutions that are more likely to garner local support.

**Table E2** *Examples of Coded Free-text Responses to Question 9, “What do you hope for the future of Madagascar?”*

<i>Code Label</i>	<i>Malagasy Professional</i>	<i>Malagasy Non-professional</i>	<i>Non-Malagasy Professional</i>	<i>Non-Malagasy Non-professional</i>
Sustainability for both people and environment	A green island and a satisfied Malagasy community in all aspects of life (academic, economics ...)	A sustainable future for people, lemurs and the environment.	I hope the Malagasy people can live productive, healthy, and happy lives in harmony with their ecosystems.	I hope for a less impoverished, more environmentally stable and more optimistic future for all residents of Madagascar (lemurs, humans and all).
Economic prosperity	I hope better for my country, after 5 or 10 years Malagasy livelihood will improve thanks to certain	N/A	I hope for a fair chance for the rural poor in Madagascar who are disenfranchised and live	I hope that Malagasy people are able to make a sustainable living, free from poverty.

	efforts of organization involved in conservation and local community		from day to day.	
Nature protection	I hope that Madagascar forest and animals can be saved.	N/A	I hope that I never have to say 'I saw this lemur in the wild, but it's extinct now,' when I give my talks to the public.	I hope for the lemurs to survive and for their populations to grow
Better education	Better education is the key. If Malagasy still stay in the same knowledge as they have now, they will continue their habit. Also, if they get more education, they will have a better chance to have a better future.	Better educated population who will finally preserve fauna and flora	I hope the government sees the benefits of educating and caring for the people that don't live in Antananarivo and not see an educated population as a threat.	I hope for equal and widespread education for the Madagascar people so that these things can be achieved.
Better governance	The state at all levels should take their responsibility as well.	N/A	As new generations of Malagasy people become members of public office and take charge of conservation organizations and become teachers in higher education, a greater emphasis on the protection of the country's remaining natural forests will become a top priority.	A stable government
Collaboration	Everyone works together for lemur conservation, especially for the protection of nature because the future of the generation depends on it.	I have hope that if we all work to protect them, there shouldn't be any threat of extinction toward the lemurs.	Conservation run by Malagasy conservationists with financial support from richer countries	N/A
Reforestation	I hope that Madagascar will become a green island again.	N/A	A massive reforestation effort that will benefit the people and animals that live there.	A solid plan to replant the forest
I don't have hope	I have little hope even if some organizations are already doing their best.	N/A	I have a pessimistic view	N/A

**Table E3** Examples of Coded Free-text Responses to Question Nineteen: “Do you have any other thoughts you want to share?”

<i>Code Label</i>	<i>Total Count</i>	<i>Malagasy Professional</i>	<i>Malagasy Non-professional</i>	<i>Non-Malagasy Professional</i>	<i>Non-Malagasy Non-professional</i>
Protect habitat	11	What is the most effective way to protect the habitat of the lemur, which is done by the grassroots group (VOI)? Can we preserve	Children should be taught to enjoy and protect nature at an early age.	N/A	N/A

		traditional methods and also protect the environment at the same time?			
Local involvement	10	Help the people who live near the protected forest so that they don't touch the forest and the wildlife in it. This forest is where the rural people live.	It would be good if the local people are involved as much as possible in the conservation of the lemurs, especially through jobs.	Conservation can only work when local communities are implicated in it. However, that should not be a carte blanche for local communities to do whatever they want. The same rules must apply (and be obeyed) by everyone.	N/A
Malagasy Education	9	I hope there will be more funding of the University and students in order to produce more potential Malagasy stakeholders in lemur conservation.	Education for Malagasy people is the most important.	N/A	N/A
Funding	6	Local communities are more aware of the issues in Madagascar but funders and organizations decide what should be done or not. That's why conservation is not working. NGOs spend billions officer's salaries, 4x4, expats, expeditions but spend a minimum (less than 1\$ a day) for forest patrolling. Local communities are always being asked to do the hard work almost for free while they can't even earn the amount needed to feed their families. They know how much money NGOs are spending just to visit them but see that they are very reticent to spend money for the people.	N/A	I wish there were more opportunities through organizations like Lemur Conservation or SEED Madagascar to have fundraisers from volunteer locations (through academic talks at universities or high schools, or maybe just through classic fundraising ideas like a bake sale).	N/A
Worried about lemurs and Madagascar	5	Lemurs should be protected as soon as possible because they are in the way of disappearing.	N/A	For a net exporter of rice to be an importer is an indication of problems, as is plague, and the new roads which last the life of Parliament. They need help, but some lovely people.	I am genuinely afraid of the extinction of some species.