

Humans and jaguars—new insights into the role of social factors in an old conflict

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SUPPLEMENTARY TABLE 1 Results of multinomial logistic regression model with 'Support for jaguar conservation' as the response variable (Support, does not support and undecided) and the following categorical predictors: Education (No school, elementary, middle and high school), Age class (Young, adult and older) and Activity (Student, tourism, farming and cattle ranching and other). Values are odds ratios (i.e. the exponential value of the logit coefficient).

		Support	Undecided
Education	Elementary	2.014**	1.679
	Middle	2.469**	2.543*
	High	1.116	1.588
Age class	Adult	6.185*	11.19
	Older	29.808***	18.565*
Activity	Student	11.104***	10.496
	Tourism	1542323	0.591
	Other	0.479***	1.123

*P<0.05; **P<0.01; ***P<0.001

SUPPLEMENTARY TABLE 2 Results of binary logistic regression model with 'Identification of the ecological role that the jaguar plays in the ecosystem' as the response variable (Correct identification, incorrect identification) and the following categorical predictors: Education (No school, elementary, middle and high school), Age class (Young, adult and older) and Activity (Student, tourism, farming and cattle ranching and other). Values are odds ratios (i.e. the exponential value of the logit coefficient).

		Correct identification
Education	Elementary	1.03
	Middle	0.57
	High	2.34**
Age class	Adult	0.53
	Older	0.21
Activity	Student	15.7**
	Tourism	0.36
	Other	13.86***

*P<0.05; **P<0.01; ***P<0.001

SUPPLEMENTARY TABLE 3 Results of multinomial logistic regression model with 'Feelings about the extinction' as the response variable (Happy, sad and indifferent) and the following categorical predictors: Education (No school, elementary, middle and high school), Age class (Young, adult and older) and Activity (Student, tourism, farming and cattle ranching and other). Values are odds ratios (i.e. the exponential value of the logit coefficient).

		Feelings about the extinction	
		Indifferent	Sad
Education	Elementary	4.149***	4.929***
	Middle	0.688	2.101
	High	0.781	0.867
Age class	Adult	0.007**	0.032*
	Older	0.007**	0.026**
Activity	Student	0.022*	0.204
	Tourism	9.173*	15.592***
	Other	4.28	8.545

*P<0.05; **P<0.01; ***P<0.001

SUPPLEMENTARY TABLE 4 Results of multinomial logistic regression model with 'Feelings about an encounter with a jaguar' as a response variable (Fear, joy and indifference) and the following categorical predictors: Education (No school, elementary, middle and high school), Age class (Young, adult and older) and Activity (Student, tourism, farming and cattle ranching and other). Values are odds ratios (i.e. the exponential value of the logit coefficient).

		Indifference	Joy
Education	Elementary	0.656	1.38
	Middle	0.684	0.42
	High	1.671	1.801
Age class	Adult	2.148	0.018***
	Older	1.315	0.05***
Activity	Student	0.578	0.029***
	Tourism	0.895	1.239
	Other	0.378***	0.685

*P<0.05; **P<0.01; ***P<0.001