**Supplementary material S4**

Perceptions of governmental support and legislation for conservation.

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| **Themes** | **Categories** | **WCB (%)** | **Comparison (%)** |
| Government support | Some support | 7 | 10 |
| Through WCB Programme | 7 | - |
| Trough Wines of Chile | 13 | - |
| Through CONAF | 7 | 30 |
| No support from the government | 13 | 40 |
| Do not know | 20 | 30 |
| Legislation | Demanding environmental regulation | 7 | 10 |
|  | Audits with bad intention and no support | 20 | - |
|  | No qualified governmental staff | 7 | - |
|  | Lack of conservation policies and programmes | 13 | 10 |