**Table S1.** Key variables used in the Chingaza National Natural Park, Colombia study and their description.

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| **Variable type** | **Variable** | **Description** |
| **Indices** | *(Index 1)*  *Sum of benefits* | The sum of affirmative answers to the question: “What benefits does Chingaza offer you?” (Question 3, Appendix S1). The affirmative answer to each item of the question is 1 while the highest possible value for the total sum of services is 10, including the “other” category. |
| *(Index 2)*  *Sum of disservices* | The sum of affirmative answers to the question: “What problems do you identify in Chingaza?” (Question 6, Appendix S1). The affirmative answer to each item of the question is 1 while the highest possible value for the total sum of disservices is 6, including the “other” category. |
| *(Index 3)*  *Sum of human problems* | The sum of affirmative answers to the question: “What human activities do you identify as damaging to the ecosystem in Chingaza?” (Question 7, Appendix S1). The affirmative answer to each item of the question is 1. The highest possible value for the total sum of problems is 10, including the “other” category. |
| *(Index 4)*  *Sum of conservation- related concepts* | The sum of affirmative answers to the question: “What do you understand by Conservation?” (Question 11, Appendix S1).  The affirmative answer to each item of the question is 1. The highest possible value for the total sum is 6. |
| *(Index 5)*  *Sum of restoration activities* | The sum of affirmative answers to the question: “What kind of activities?”, which refers to the- activities that one is willing to carry out as a volunteer for ecosystem-related restoration (Question 15, Appendix S1). The affirmative answer to each item of the question is 1 while the highest possible value for the total sum of activities is 7, including the “other” category. |
| **Demographic** | *Age* | Age of the respondent in years in 5 categories: Less than 18, 18-30, 31-45, 46-60 and more than 60. These were re-categorized on a numerical scale for the correlation test as a number of 1 to 5 in ascending order. |
| *Education level* | Highest level of study achieved by the respondent and has 9 response categories: None, preschool, primary school, high school, cultural workshops, technician, technologist and professional. We re-categorized on a numerical scale for correlation tests and a number between 1-9 was assigned to each category with 1=none to professional =9 |
| *Occupation* | Type of activity to which the respondent is engaged in and has 10 response categories: Home, agriculture, transportation, student, service and commerce, independent, education, health, state and the “other” category. These were re-categorized on a numerical scale for correlations: a number between 1-10 was assigned to each category, respectively. |
| *Place of residence (where he/she lived)* | Respondents place of residence and has 6 response categories: Gacheta, Choachi, Junin, Guasca, La Calera and Non-local. Where “Non-local” refers to people who do not live in the municipalities analyzed. These were re-categorized on a numerical scale for correlation tests; a number between 1-6 was assigned to each category, respectively. |
| **Indicators** | *Indicator I* | The sum of the answers for these activities: passive recreation, extreme spots and horseback riding in the question that refers to the level of agreement with these activities in Chingaza (Question 14, Appendix S1). |
| *Indicator II* | Corresponds to the sum of the answers for: logging, agricultural and livestock activities in the question that refers to the level of agreement with these activities in Chingaza (Question 14, Appendix S1). |
| **Perception** | *Governance* | Refers to respondents willingness to work - or not - with institutions that have presence in Chingaza (Question 15, Appendix S1) |
| *Willingness to invest time in conservation-related activities (WITCA).* | Refers to how many hours per month respondents are willing to work as volunteers in activities related to the restoration, management or care of the ecosystems in Chingaza (Question 15, Appendix S1). |
| *Conservation* | Corresponds to agreeing that “Conservation” is a desirable activity in Chingaza (Question 14, Appendix S1). |
| **Deforestation and violence** | *Change in deforested area 2008-2018* | Difference between the area of deforestation in 2018 relative to 2008, for each studied municipality. |
| *Guerrilla attacks* | Total number of attacks carried out by guerrilla groups in the municipality. These data refer to years 1997-2003, and depend on the municipality. |
| *Deaths in combat* | Total number of deaths due to attacks or armed clashes. It includes guerrilla, military, paramilitary group and the civilian deaths, and refers to the same years considered in the variable "guerrilla attacks." |
| *Government-guerrilla confrontations* | Refers to the number of clashes between government and guerrilla groups (FARC, ELN and others). It considers the same years as the variable "guerrilla attacks." |