Erratum: The original publication of this manuscript contained the wrong appendix. This correct Appendix 1 was added on 30 March 2017.

Appendix 1: Additional information on the study location and interview question design.

Village	Households	Distance via road to nearest urban center (km)	Percent of access road to urban center that is paved	
NP	23	8.84	74%	
SJ	50	35.1	80%	
YQ	83	25.3	100%	
XM	60	3.2	100%	

Table A1: The characteristics of the focal villages. The names of the villages are represented using symbols to protect respondent anonymity.

Group	Common name Local name		Species name	
т 1	Wild boar	Ye zhu or Dong	Sus scrofa	
Large mammals	Muntjac	Ji zi	Muntiacus muntjak	
	Grey peacock-pheasant	Guang gui or He hua	Polyplectron bicalcaratum	
	Partridge spp.	Tuan ji	Arborophila spp.	
	Silver pheasant	Bai xian	Lophura nycthemera	
Large birds	Wild junglefowl	Ye ji	Gallus gallus	
	Chinese francolin	Ma ji	Francolinus pintadeanus	
	Mountain bamboo-	Zha gu	Bambusicola fytchii	
	partridge	Zhe gu		
			Primarily Anthracercos	
	Hornbill <i>spp</i> .	Da zui qiao	albirostris and Anorrhinus	
			austeni	
	Great barbet	Zha lu	Psilopogon virens	
Small birds	Smaller barbet spp.	Gu du lu ke or Nuoc'bao	Primarily Psilopogon asiatica	
	Dove spp.	Jiu	Primarily Chalcophaps indica,	
	Woodpeckers	Zhuo mu niao	Primarily <i>Chrysocolaptes</i> spp.	
	Laughingthrush	Shan fu	Garrulax spp.	
	Bulbul	Hei tou gong	Primarily genera Pycnonotus,	
	Unidentified small bird	Xiao niao	<u> </u>	

Table A2: The list of species provided on the hunting trip data sheets. Common name denotes the species or genus of interest.

Variable	Measure				
Behavior on trips					
Long hunt trip duration	Days				
Short hunt trip duration	Hours				
Weapon usage	Frequency (0-3)				
Consumption outcomes for hunted game	Frequency (0-3)				
Information sharing and group hunting					
Family members that also hunt	Checklist				
Participation frequency	Frequency (0-3)				
Topics for discussion	Checklist				
Ethnicity of confidants and trip participants	Checklist				
Age of confidents and participants	Younger, Same, Older				
Whether confidants and participants are friends, family, or both	Yes/No				
Whether confidants and participants reside in same village as respondent	Yes/No				

Table A3: Questions regarding hunter behavior on trips and interactions with other hunters. The "frequency" 0-3 score corresponds to never, rarely, sometimes, and always. For checklists, the respondent indicated whether each item was or was not relevant (e.g. "Ethnicity of confidants and participants" checklist would have check boxes for each of the ethnic groups).

Common name	Species depicted	Local name	Mass (g)	Card ID	Image source
Tailorbird	Orthotomus atrogularis	Feng ye ying	8	В	MacKinnon et al. (2000)
Bulbul	Alophoixus pallidus	Hei tou gong	30	В	MacKinnon et al. (2000)
Barbet	Psilopogon virens	Gu du lu ke or Nuoc'bao	200	В	MacKinnon et al. (2000)
Silver pheasant	Lophura nycthemera	Bai xian	1500	1	del Hoyo et al. (2015)
Hill partridge	Arborophila spp.	Tuan ji	300	1	del Hoyo <i>et al</i> . (2015)
Grey peacock- pheasant	Polyplectron bicalcaratum	Guang gui/He hua	480	2	MacKinnon et al. (2000)
Imperial pigeon	Ducula badia	Da hang ban	670	2	MacKinnon et al. (2000)
Wild boar	Sus scrofa	Ye zhu or Dong	50000	В	Smith <i>et al</i> . (2010)
Muntjac	Muntiacus muntjak	Ji zi	24000	В	Smith et al. (2010)

Table A4: The set of animals that the respondents ranked. Field guide images of each taxon were printed onto laminated card-stock (11" x 14"). There were two cards: A and B that the enumerators switched between using a coin toss. Common name denotes the species or genus of interest. For cases where a genus was the example (e.g. tailorbird), a representative species was chosen to include on the card. Card ID indicates if the taxon was shown on both (B), the first (1), or second (2) cards. 16 respondents ranked the first card (A) and 11 ranked the second (B). **Sources:**

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