

## SUPPLEMENTARY MATERIAL

### Part 1 - Demographic variables

- 1) Gender: M / F / Other
- 2) Age:
- 3) Place of residence:
- 4) Length of residence:
- 5) Last year of schooling approved:
- 6) Are you involved in agricultural production?

### Part 2 - Biology of the species

- 7) Do you recognize the Yerba Mate plant? Yes No
- 8) Would you describe it as a: herbaceous plant / woody plant
- 9) Do you know that there are Yerba Mate plants in Uruguay?
- 10) Do you know in which region of Uruguay they are?
- 11) How often do you drink mate during the week?  
0=never, 1=once a week, 2=two days a week, 3=three days a week, 4=4 days a week, 5=five days a week, 6=six days a week, 7=every day.

### Part 3 - Conservation

In Uruguay there are PNYM that develop in some departments in the east of the country and the species has a limited and particular distribution. On the other hand, there are 17 Protected Areas that make up the SNAP, covering 1.05% of the country's land surface and their purpose is to conserve natural resources, including species, ecosystems and landscapes.

- 12) Did you know about the existence of this system? Yes / No
- 13) How often did you visit PAs in the last year?  
0. None 1. Once 2. Twice 3. Three 4. Four 5. Five 6. More
- 14) Do you consider that the management of PAs in Uruguay is (only where there is a PA):  
1= Bad, 2= Average, 3= Good, 4= Very good, 5= Excellent, 0= Don't know, no answer.
- 15) Do you consider that the creation or establishment of a PA translates into:  
1=only costs, 2=many costs and few benefits, 3=equal costs and benefits, 4=more benefits than costs, 5=only benefits, 6=I don't know, no answer

### Section 4 – Evaluation of Conservation Strategies

In this section, you will be presented with a series of proposed conservation strategies related to *Ilex paraguariensis*. Please indicate your level of agreement with each statement using the following 6-point scale:

#### Response scale:

1. Totally disagree (-2)
2. Disagree (-1)
3. Neutral (0)
4. Agree (+1)
5. Totally agree (+2)
6. I don't know / No answer

#### General statement:

- A) Conservation efforts should be made to protect *Ilex paraguariensis*.

If you agree to any extent with the previous statement, please indicate your level of agreement with the following motivations (use the same scale):

- A1) I would conserve it because it is part of my culture
- A2) I would conserve it because it has economic potential
- A3) I would conserve it because it is part of nature

**Specific conservation strategies:**

**B) Establish protected areas on private lands** that include existing native stands of *Ilex paraguariensis*, either by expanding current protected areas or creating new ones under formal conservation status.

**C) Provide financial incentives or subsidies** to landowners who conserve *Ilex paraguariensis* on their properties and implement active conservation measures (e.g., exclude livestock, control invasive species, allow regeneration).

**D) Include *Ilex paraguariensis* in government species management programs**, with dedicated funding to support its conservation through public policies, planning instruments, and implementation frameworks.

**E) Make conservation of *Ilex paraguariensis* a legal obligation** for landowners, establishing enforceable rules and monitoring mechanisms to ensure compliance.