

Figure S1. Perception of livelihood environment by people in three towns

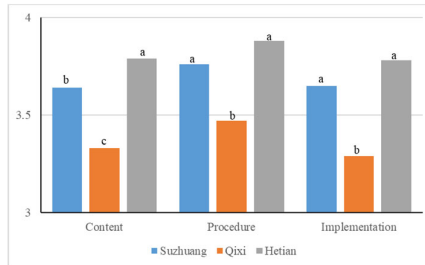


Figure S2. Perception of easement reform in three towns

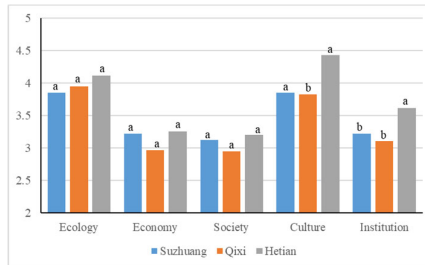


Figure S3. Perception of the outcomes of easement reform in three towns

Table S1. Variables of livelihood assets and their measurement

Livelihood asset	Variable	Measurement	Weight
Human	H1 Health of household owner	1=sick, 2=average, 3=healthy	0.053
	H2 Education of household owner	1=primary and below, 2=junior, 3=senior, 4=college and above	0.063
	H3 Labour ratio	The ratio of the number of working people to all people in a household	0.040
	H4 Household average education	The average education of all adult people in a family	0.027
Natural	N1 Farmland condition	Area×quality (1=very poor, 5=very good)	0.006
	N2 Orchard condition	Area×quality (1=very poor, 5=very good)	0.004
Financial	F1 Household annual income in cash	Actual value	0.025
	F2 Credit status	Debt value a×convenience (1=not convenient, 2=average, 3=convenient)	0.005
	F3 Government subsidies	1=yes, 0=no	0.005
Physical	P1 Built-up area of the house	Actual area	0.016
	P2 Poultry	The actual number of chickens, ducks and geese	0.028
	P3 Livestock	The actual number of pigs, cattle, sheep and horses	0.015
	P4 Durable property	Total number of TV, fridge, laptop, car, etc.	0.014
	P5 Infrastructure	Satisfaction: 1=very poor, 5=very good	0.127
Social	S1 Family member in the village committee	1=yes, 0=no	0.090
	S2 Relatives in a position of local government	1=yes, 0=no	0.149
	S3 Membership of production cooperatives	Actual number	0.054
	S4 Expenditure on cash gifts	Actual value	0.054
	S5 Weekly web surfing time	Actual number	0.078
Institutional	I1 Customaries of resource use	1=no aware, 5=fully aware	0.069
	I2 Formal regulations of the national park	1=no aware, 5=fully aware	0.079

Table S2. Variables of perception of livelihood environment

Livelihood environment	Variable
Ecology	B1: Ecological status of QNP B2: Support of conservation policy
Economy	B3:Support of conserving forest for generations B4: Livelihood dependency on farmland B5: Easement reform increases income B6: Collectively-owned forests generate economic benefit
Culture	B7: Protecting forest is a local tradition B8: I love my hometown
Society	B9: Easement reform benefits QNP management B10: I would like to see my hometown becomes a conservation model
Management	B11: I understand QNP management B12: QNP emphasises community development in its management

Table S3. Variables to measure the acceptance of the conservation easement

Easement	Variable
Content	C1: Suitability of the compensation standard of 48.5 yuan/year C2: Suitability of issuing the compensation in a monetary way C3: Suitability of the priority of concession to easement holders C4: Suitability of the priority of QNP branding to easement holders C5: Feasibility of taking the responsibility of assisting QNP management C6: Suitability of restrictions of resource use
Procedure	C7: Participation in the easement reform in person and as village committee C8: Credibility of the village committee as a mediator C9: Legitimacy of signing contract between the park agency and the village
Implementation	C10: Suitability of the punishment of breaking the contract C11: Suitability of the length of the contract period C12: Efficiency of conflict resolution of the contract

Table S4 Variables to assess the outcomes of the conservation easement

Outcomes	Variable
Ecological outcomes	D1: Human disturbance to forest
Economic outcomes	D2: Annual household income
	D3: Capacity to make a living
Social outcomes	D4: Popularity of QNP*
Cultural outcomes	D5: Community conservation awareness
Institutional outcomes	D6: Participation in QNP management
	D7: Formulation and implementation of customaries**
	D8: Establishment of rural economic cooperatives**

* Five scales are: 1=county, 2=City, 3=Province, 4=National, 5=International

** Five scales are: 1=no such things, 2=under preparation, 3=under operation, 4=new ones coming, 5=new ones under operation