**Experimental Design**

**Block 1**

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| **Block 1 – Scenario 2** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **No Carnivore introduction** | **Reintroduce Cheetah** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Black Rhino** | **Introduce more**  **Roan antelope** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R130** | **1 Individual = R70** | **1 Individual = R50** |
| **Q: A - 2** |  |  |  |

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| **Block 1 – Scenario 1** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **No Carnivore introduction** | **Reintroduce Cheetah** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Black Rhino** | **Introduce more**  **Roan antelope** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R130** | **1 Individual = R70** | **1 Individual = R50** |
| **Q: A - 1** |  |  |  |

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| **Block 1 – Scenario 3** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Lion** | **Reintroduce Cheetah** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce More Tsessebe** | **Introduce more**  **Black Rhino** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R70** | **1 Individual = R130** | **1 Individual = R50** |
| **Q: A - 3** |  |  |  |

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| **Block 1 – Scenario 4** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Lion** | **No Carnivore**  **introduction** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Remove threatened**  species like:  **Sable antelope** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **No Specific Introduction** | **Introduce more**  **Black Rhino** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R100** | **1 Individual = R100** | **1 Individual = R50** |
| **Q: A - 4** |  |  |  |

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| **Block 1 – Scenario 5** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **No Carnivore**  **introduction** | **No Carnivore**  **introduction** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove threatened**  species like:  **Sable antelope** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Roan antelope** | **Introduce More Tsessebe** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R100** | **1 Individual = R130** | **1 Individual = R50** |
| **Q: A - 5** |  |  |  |

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| **Block 1 – Scenario 6** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Cheetah** | **Reintroduce Lion** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce More Tsessebe** | **No Specific Introduction** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R70** | **1 Individual = R100** | **1 Individual = R50** |
| **Q: A - 6** |  |  |  |

**Block 2**

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| **Block 2 – Scenario 1** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Cheetah** | **Reintroduce Lion** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Remove threatened**  species like:  **Sable antelope** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce More Tsessebe** | **Introduce more**  **Roan antelope** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R130** | **1 Individual = R70** | **1 Individual = R50** |
| **Q: B - 1** |  |  |  |

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| **Block 2 – Scenario 2** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Lion** | **No Carnivore introduction** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove threatened**  species like:  **Sable antelope** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **No Specific Introduction** | **Introduce More Tsessebe** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R100** | **1 Individual = R100** | **1 Individual = R50** |
| **Q: B - 2** |  |  |  |

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| **Block 2 – Scenario 3** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Lion** | **No Carnivore introduction** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Remove threatened** species like:  **Sable antelope** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Roan antelope** | **Introduce more**  **Black Rhino** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R100** | **1 Individual = R100** | **1 Individual = R50** |
| **Q: B - 3** |  |  |  |

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| **Block 2 – Scenario 4** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **No Carnivore introduction** | **No Carnivore introduction** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove threatened**  species like:  **Sable antelope** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **No Specific Introduction** | **Introduce more**  **Roan antelope** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R130** | **1 Individual = R130** | **1 Individual = R50** |
| **Q: B - 4** |  |  |  |

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| **Block 2 – Scenario 5** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Cheetah** | **Reintroduce Lion** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove threatened**  species like:  **Sable antelope** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **No Specific Introduction** | **Introduce more**  **Black Rhino** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R130** | **1 Individual = R70** | **1 Individual = R50** |
| **Q: B - 5** |  |  |  |

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| **Block 2 – Scenario 6** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Cheetah** | **Reintroduce Lion** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove threatened**  species like:  **Sable antelope** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce More Tsessebe** | **Introduce more**  **Black Rhino** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R70** | **1 Individual = R130** | **1 Individual = R50** |
| **Q: B - 6** |  |  |  |

**Block 3**

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| **Block 3 – Scenario 1** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Cheetah** | **No Carnivore introduction** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Remove threatened** species like:  **Sable antelope** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Black Rhino** | **Introduce more**  **Roan antelope** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R100** | **1 Individual = R100** | **1 Individual = R50** |
| **Q: C - 1** |  |  |  |

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| **Block 3 – Scenario 2** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **No Carnivore introduction** | **Reintroduce Cheetah** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Remove threatened**  species like:  **Sable antelope** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Roan antelope** | **No Specific Introduction** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R70** | **1 Individual = R130** | **1 Individual = R50** |
| **Q: C - 2** |  |  |  |

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| **Block 3 – Scenario 3** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **No Carnivore introduction** | **Reintroduce Cheetah** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove threatened**  species like:  **Sable antelope** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Black Rhino** | **No Specific Introduction** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R70** | **1 Individual = R130** | **1 Individual = R50** |
| **Q: C - 3** |  |  |  |

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| **Block 3 – Scenario 4** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Cheetah** | **Reintroduce Lion** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Remove threatened**  species like:  **Sable antelope** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Roan antelope** | **Introduce More Tsessebe** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R130** | **1 Individual = R70** | **1 Individual = R50** |
| **Q: C - 4** |  |  |  |

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| **Block 3 – Scenario 5** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **No Carnivore**  **introduction** | **Reintroduce Lion** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Black Rhino** | **Introduce More Tsessebe** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R70** | **1 Individual = R100** | **1 Individual = R50** |
| **Q: C - 5** |  |  |  |

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| **Block 3 – Scenario 6** | | | |
| **Attribute** | **Option A** | **Option B** | **Option C (Status Quo)** |
| **Reintroduce Carnivore Species** | **Reintroduce Lion** | **Reintroduce Cheetah** | **No Carnivore introduction** |
| **Restore Ecosystem:**  ***Removing species not indigenous to the Mokala region*** | **Do not Remove Species**  that are not indigenous to the Mokala region | **Remove Non-threatened** species like:  **Impala, Waterbuck and Nyala** | **Do not Remove Species** that are not indigenous to the Mokala region |
| **Protect Local Endangered Animals by Boosting Numbers** | **Introduce more**  **Black Rhino** | **Introduce more**  **Roan antelope** | **No Specific Introduction** |
| **Park Entry Fee** | **1 Individual = R130** | **1 Individual = R70** | **1 Individual = R50** |
| **Q: C - 6** |  |  |  |