Table S1. Thematic Data Analysis Results for Nine Focus Group Discussions (FGDs) and Three In-Depth Interviews (IDIs) Conducted in the Luangwa Valley. Figures Indicate Numbers of References for Themes or Subthemes and Figures in the Parentheses Show Numbers of FGDs and IDIs where Respective Themes were Discussed

Theme: Drivers of Illegal Hunting																	
	Protesting unfairness / injustices	Poverty	Inadequate law enforcement	Need for income	Human wildlife conflicts	Lack of alternative livelihood	Limited tangible benefits	Lack of employment	Inadequate community involvement	Demand/market for bushmeat or products	Lack of alternative meat/food	Limited access to bushmeat	Poor partnerships/ collaboration	Encroachment & development	Inadequate awareness / sensitisation	Human pop/ influx increase	Communities don't own wildlife
FGDs	19 (5)	14 (6)	11 (1)	10 (4)	10 (3)	8 (3)	7 (3)	6 (3)	4 (4)	1 (1)	1 (1)	1 (1)	1 (1)	0	0	0	0
IDIs	0	2 (1)	12 (3)	3 (2)	1 (1)	2 (1)	2 (2)	3 (1)	0	4 (3)	1 (1)	0	0	2 (2)	1 (1)	1 (1)	2 (1)
Theme: Intervention Measures																	
	Provision of alternative livelihoods	Improve benefits from wildlife	Provision of employment	Sensitisation awareness	Improving law enforcement	Involving Communities in conservation	Stakeholders collaboration	Human Wildlife Conflict mitigation	Provision of bushmeat or alternatives	Improving conservation funding							
FGDs	21 (6)	12 (6)	9 (5)	5 (4)	5 (2)	4 (4)	4 (3)	2 (1)	2 (1)	0							
IDIs	4 (1)	1 (1)	0	3 (3)	1 (1)	2 (2)	3 (2)	0	0	1 (1)							
Theme: Unsatisfactory Intervention Performance																	
	Provision of alternative livelihoods	Provision of employment	Improving law enforcement	HW conflict mitigation	Bushmeat/ alternative meat provision	Provision/ access to tangible benefits	Conservation sensitisation/ awareness	Community involvement conservation									
FGDs	14 (5)	12 (4)	12 (3)	7 (3)	5 (3)	4 (3)	1 (1)	1 (1)									
IDIs	1 (1)	0	8 (3)	0	0	2 (2)	1 (1)	4 (2)									
Theme: Behavioural Beliefs (attitude)																	
	Wildlife was given for use	Poaching is good for survival	Wildlife was given as food	Poaching is bad	God's gift for livelihood & survival	Wildlife is God's creation	Poaching, the only means for survival	Hunting is traditional	Wildlife brings wealth								
FGDs	9 (4)	5 (4)	4 (3)	3 (3)	3 (2)	2 (2)	2 (1)	1 (1)	1 (1)								
Theme: Normative Beliefs																	
	Poaching helps people to survive	Some may not support poaching	People support poaching														
FGDs	5 (3)	4 (2)	4 (1)														
Theme: Control Beliefs																	
	Easy to start poaching	Difficult to stop poaching	Easy to stop poaching														
FGDs	12 (5)	6 (3)	3 (2)														
Theme: Types of Illegal Hunters																	
	Local illegal hunters	Non-local															
FGDs	20 (7)	2 (2)															
IDIs	2 (2)	2 (2)															
Theme: Limitations of Law Enforcement																	
FGDs	18 (6)																
IDIs	6 (3)																
Theme: Behavioural Intentions to Hunt Illegally																	
FGDs	17 (6)																