Table 1: Categorisation of visitors' **reasons for not having their photo taken with a macaque** in descending order of frequency (n = 464 visitors who did not have their photo taken)

Number of	Illustrative quotes
responses (%)	
114 (24.6%)	
100 (21.6%)	"it is cruel"; "welfare – it's not a good life";
	"I don't like how they are treated"; "poor
	monkey"; "I am against animal abuse"; "I
	think the monkeys look like they are ill-
	treated"
59 (12.7%)	"does not interest me"; "not necessary";
	"there is no point"
42 (9.1%)	"I find it unacceptable"; "unethical"; "not to
	encourage this type of behaviour";
	"shouldn't be a tourist attraction"
36 (7.8%)	"they should be in the wild"; "don't agree
	with captivity"; "not natural"; "animals
	should be free"; "I would prefer to take
	photos of them in the wild"; "they don't
	belong here"
29 (6.3%)	"don't like animals"; "don't like monkeys";
	"I don't like photos"
	responses (%)  114 (24.6%)  100 (21.6%)  59 (12.7%)  42 (9.1%)  36 (7.8%)

Exploitation of animals	22 (4.7%)	"exploitative"; "don't agree with exploitation
		of animals"; "shouldn't make money out of
		the monkeys"
Fear	21 (4.5%)	"scared"; "it's dangerous"; "afraid of
		monkeys"
Hygiene	16 (3.4%)	"dirty"; "diseases"; "parasites"; "unhygienic"
Trader harassment	12 (2.6%)	"harassment"; "traders too persistent"; "it's
		mugging"; "too much pressure"
Too expensive	4 (0.9%)	
Did not see them	4 (0.9%)	
Had one before	2 (0.4%)	

Table 2: Responses to; "if you had your photo taken with a macaque, **what did you enjoy about it?**" (n = 49 visitors who did have their photo taken)

Code	Number of	Illustrative quotes
	responses (%)	
No answer	17 (34.7%)	
Unusual experience	10 (20.4%)	"it's a rare opportunity"; "first time I see a
		monkey"; "different"; "new experience"
Contact with animal	6 (12.2%)	"to be with a monkey"; "playing with the
		monkey"
Did not enjoy it	6 (12.2%)	"nothing"; "I didn't enjoy – I was forced"
Having the photo	5 (10.2%)	"souvenir"; "something to show later"; "the
		photo was beautiful"
It was fun / enjoyable	4 (8.2%)	"fun and nice to see monkey performing"; "I
(generic)		enjoyed it"; "I liked it all"
Typical for the square	1 (2%)	"typical for the square"

Table 3: Responses to; "if you **did not enjoy** the experience, why not?" (n = 49 visitors who did have their photo taken)

Code	Number of	Illustrative quotes
	responses (%)	
No answer	23 (46.9%)	
Trader harassment	10 (20.4%)	"pressure"; "the people doing it"; "how they
		pressed money off you"; "horrible – forced
		on me"
Mistreatment of animals	4 (8.2%)	"how it was treated"; "children
		poking/bothering the monkey"; "sad, really
		horrible when pulled on chain"
Nothing I did not enjoy	4 (8.2%)	"I liked it all"; "nothing"
The price	4 (8.2%)	"price"; "photo was too expensive"; "rip off"
Hygiene	2 (4.1%)	"dirty"; "monkey was rank/smelly"
Not specified	2 (4.1%)	"I did enjoy"
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