

Identifying the characteristics of conservation areas that appeal to potential flagship campaign donors

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SUPPLEMENTARY FIG. 1 An example of a choice card used in the choice experiment to investigate potential donor preferences for conservation area characteristics. On the online questionnaire, each respondent was shown nine of these choice cards with different combinations of attributes, presented in different orders. For each card respondents were asked: *Would you rather donate to protect nature conservation area A or B?*

	Conservation Area A	Conservation Area B
Threatened bird species	Present	Absent
Charismatic mammals	Absent	Present
Protected area status	Not legally protected	Legally protected
Existing conservation funding	Low	High
Ownership type	Community	Charity
Donation amount (£)	10	40

SUPPLEMENTARY TABLE 1 To select our latent class model of preferences for flagship conservation areas, we tested combinations of all the socioeconomic variables and found that education, environmental organization membership and income were the best class variables according to their statistical fit (Veríssimo et al., 2013). Subsequently, a 3-class latent class model was chosen because it was the best fit according to the model performance, statistical information criteria and class size (Butera et al., 2014), as shown below. Abbreviations: MNL, multinomial logit; LCM, latent class model (number shows number of classes); AIC, Akaike’s information criterion; BIC, Bayesian information criterion.

Model	No. of parameters	Log likelihood	AIC	BIC	Class probabilities (%) ¹
MNL	8	-4329.68	1.131	1.139	
LCM2	21	-4193.52	1.099	1.118	70.5/29.5
LCM3	34	-4096.39	1.077	1.108	33.6/11.8/54.6
LCM4	47	-4045.17	1.067	1.110	29.4/37.1/7.8/25.6

¹Class probabilities are separated by slashes.

References

- Butera, N.M., Lanza, S.T. & Coffman, D.L. (2014) A framework for estimating causal effects in latent class analysis: Is there a causal link between early sex and subsequent profiles of delinquency? *Prevention Science*, 15, 397–407.
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