**Supplementary Material**

Exploring attitudes and understanding of global conservation practice among birders and avitourists for enhanced conservation of birds

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Table S1. Online distribution channels for survey

|  |  |
| --- | --- |
| **Type of channel** | **Specific companies/organisations** |
| Birdwatching forums | Birdforum.net,  Feathers and Photos,  Surfbirds,  Birding NZ,  Birding UK and Ireland |
| Social media birdwatching pages (Facebook Pages) | US Bird Watching,  Bird Watching Rocks!,  Bird Watching in Sri Lanka,  Bird Lovers,  British Bird Lovers,  British Birdwatching Fair,  Birding Abroad, Birding,  Southern Birding Services,  American Birdwatching Association, Birdwatching Ecotours,  Amazon Birdwatching,  BirdLife South Africa |
| Birdwatching mailing lists | Various Yahoo mailing lists |
| Magazine subscription lists | American Birding Association,  BirdLife South Africa,  Birdwatching Daily Mag |
| Bird tour companies | Wingspan Bird Tours,  Wings Tours,  Limosa Holidays,  Sunbird Tours,  Rockjumper Tours,  Birdquest Tours,  Birdwatching Dot Com |

Table S2. Geographic comparison of bird conservation values, by respondent sex (*n* = 210)  
‘Other’ countries excluded here due to low sample size.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | All  (*n* = 210) | Australia  (*n* = 68) | | UK  (*n* = 48) | | USA  (*n* = 47) | | South Africa  (*n* = 47) | |
|  |  | Male  (%) (*n* = 34) | Female  (%) (*n* = 34) | Male  (%) (*n* = 42) | Female  (%) (*n* = 6) | Male  (%) (*n* = 34) | Female  (%) (*n* = 13) | Male  (%) (*n* = 34) | Female  (%) (*n* = 13) |
| General Biodiversity Conservation | 115 | 38.2 | 32.4 | 45.2 | 50 | 35.3 | 61.5 | 44.1 | 23.1 |
| Ecological Role | 84 | 32.4 | 52.9 | 23.8 | 50 | 23.5 | 46.2 | 29.4 | 30.8 |
| Indicator | 69 | 17.6 | 11.8 | 23.8 | 16.7 | 20.6 | 23.1 | 20.6 | 30.8 |
| Aesthetic/  personal wellbeing | 51 | 14.7 | 29.4 | 26.2 | 16.7 | 11.8 | 15.4 | 8.8 | 23.1 |
| Bequest | 32 | 17.6 | 5.9 | 9.5 | 0 | 8.8 | 7.7 | 8.8 | 23.1 |
| Intrinsic | 29 | 5.9 | 8.8 | 16.7 | 0 | 17.6 | 15.4 | 8.8 | 7.7 |
| Stewardship | 20 | 5.9 | 0 | 11.9 | 16.7 | 17.6 | 0 | 5.9 | 7.7 |
| Flagship | 24 | 8.8 | 8.8 | 9.5 | 0 | 11.8 | 7.7 | 5.9 | 7.7 |
| Economic | 10 | 5.9 | 5.9 | 0 | 0 | 2.9 | 0 | 2.9 | 7.7 |

Figure S1. Birders’ level of agreement with the two statements; ‘I believe that birders should make contributions to assist bird conservation when visiting key sites for birds’ (a) sex, (c) age category, (e) country of residence, (g) education and ‘I believe that government should be the main funders of bird conservation’ (b) sex, (d) age category, (f) country of residence, (h) education

