

Electronic Supplementary Material

Fig. 1 Portuguese version of the study questionnaire

Data: _____
Aldeia: _____
Cartão: Tratamento / Não Tratamento

LER EM VOZ ALTA:

“O meu nome é Ali e sou aluna de mestrado na Imperial College em Inglaterra. Estou a fazer questionários sobre as comunidades rurais e aves em Portugal e gostaria de fazer-lhe algumas perguntas. O questionário demora mais ao menos 15 minutos. Não precisa de saber ler ou escrever, é apenas uma conversa.

Se decidir participar neste estudo, esta informação será anónima e confidencial. Posso continuar com as perguntas?”

[Se Não, escrever sexo e idade aproximada da pessoa e terminar questionário aqui]

Sexo: Masculino _____	Idade: 0-17 _____
Feminino _____	18-25 _____
	26-45 _____
	46-65 _____
	66+ _____

[Se sim, escrever hora de início da entrevista]

Hora início: _____

Secção A: Informação sociodemográfica

1. **Sexo:** Masculino _____ Feminino _____

2. **Idade:** _____

3. **Nível de educação** [Escolher uma opção]

- a) Escola primária: 1^a a 4^a classe
- b) 5^o - 9^o ano
- c) Ensino secundário: 10^o - 12^o ano
- d) Universidade
- e) Não sei ler nem escrever

4. **Qual é a sua ocupação principal?** [Escolher uma opção]

- a) Agricultura
- b) Doméstica
- c) Construção
- d) Pastor
- e) Lar
- f) Costureira
- g) Supermercado
- h) Escritórios
- i) Desempregado
- j) Reformado
- k) Estudante
- l) Outra: _____

5. **Lugar de nascimento?** [Escolher uma opção]

- a) Aldeia das Amoreiras
- b) Outra: _____

6. **Tem uma carta de caçador ou teve uma no passado?** [Escolher uma opção]

- a) Sim
- b) Não

7. **É membro de alguma associação de caçadores?** [Escolher uma opção]

- a) Sim
- b) Não

8. **É membro de alguma organização relacionada com o Ambiente (por exemplo: escuteiros, Quercus)?** [Escolher uma opção]

- a) Sim
- b) Não

Se sim, qual? _____

Secção B: Programas de televisão

[Ler em voz alta] Agora, eu vou mostrar um cartão com o nome de vários programas de televisão. Vou ler o nome de cada programa e depois gostaria de saber quantos programas desta lista viu nos últimos 12 meses. Por favor, não me diga quais, diga-me apenas quantos.

[Mostrar o cartão de treino. Ler os nomes e perguntar:]

9. Quantos programas desta lista viu nos últimos 12 meses? [Escolher uma opção]

1

2

3

4

5

Secção C: Cartões

[Ler em voz alta] Agora, eu vou mostrar alguns cartões com o nome de várias actividades. Novamente, vou ler o nome de cada actividade e depois gostaria de saber quantas actividades desta lista fez nos últimos 12 meses. Por favor, não me diga quais, diga-me apenas quantas.

[Mostrar cartão A. Ler nomes e perguntar:]

10. Quantas destas actividades fez nos últimos 12 meses? [Escolher uma opção]

1 2 3 4 5

[Mostrar cartão B. Ler nomes e perguntar:]

11. Quantas destas actividades fez nos últimos 12 meses? [Escolher uma opção]

1 2 3 4 5

[Mostrar cartão C. Ler nomes e perguntar:]

12. Quantas destas actividades fez nos últimos 12 meses? [Escolher uma opção]

1 2 3 4 5

[Mostrar cartão D. Ler nomes e perguntar:]

13. Quantas destas actividades fez nos últimos 12 meses? [Escolher uma opção]

1 2 3 4 5

Secção D: Opinião sobre os cartões UCT (PARA TODAS PESSOAS)

14. [Ler em voz alta] Gostaria de saber a sua opinião sobre os cartões que lhe mostrei e as perguntas que fiz.

a. *Foi fácil entender os cartões?*

<i>Muito</i>	<i>Mais ou menos</i>	<i>Um pouco</i>	<i>Nada</i>	<i>Não sei</i>
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b. *Sente que as suas respostas são anónimas usando estes cartões?*

<i>Muito</i>	<i>Mais ou menos</i>	<i>Um pouco</i>	<i>Nada</i>	<i>Não sei</i>
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c. *Sentiu-se desconfortável a responder a estas perguntas?*

<i>Muito</i>	<i>Mais ou menos</i>	<i>Um pouco</i>	<i>Nada</i>	<i>Não sei</i>
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Secção E: Atitudes

15. [Ler em voz alta] Agora, vou ler algumas frases. Numa escala de 1 a 7, em que 1 significa “discordo totalmente” e 7 significa “concordo totalmente”, indique como se sente acerca das seguintes frases:

a. *Apanhar ovos de aves selvagens seria útil.*

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

b. *Apanhar ovos de aves selvagens seria agradável.*

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

c. *Usar veneno para controlar as populações de animais selvagens seria útil.*

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

d. *Usar veneno para controlar as populações de animais selvagens seria agradável.*

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

e. *Apanhar uma ave selvagem para comer seria útil.*

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

f. *Apanhar uma ave selvagem para comer seria agradável.*

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

g. *Disparar contra uma ave de rapina seria útil.*

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

h. *Disparar contra uma ave de rapina seria agradável.*

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

Secção F: Conhecimento

16. [Ler em voz alta] Agora vou mostrar algumas imagens de animais. Para cada animal, diga-me se matar este animal é: sempre legal, sempre ilegal ou legal só em certas alturas do ano.

<i>a. Raposa</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>b. Perdiz</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>c. Milhafre-preto</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>d. Lince-ibérico</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>e. Tordoveia</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>f. Águia-d'asa-redonda</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>g. Ratazana</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>h. Javali</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>i. Águia-imperial-iberico</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>j. Gamo</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>k. Peneireiro</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>l. Coelho-bravo</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>
<i>m. Lobo</i>	<i>Legal</i>	<i>Regulado</i>	<i>Illegal</i>	<i>Não conheço este animal</i>	<i>Não sei</i>

Secção G: Percepção de normas

17. [Ler em voz alta] Agora, vou ler mais algumas frases. Numa escala de 1 a 7, em que 1 significa “discordo totalmente” e 7 significa “concordo totalmente”, indique como se sente acerca das seguintes frases:

a. A maioria das pessoas desta aldeia apanha ovos de aves selvagens.

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

b. A maioria das pessoas desta aldeia usa veneno para controlar populações de animais selvagens.

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

c. A maioria das pessoas desta aldeia apanha aves selvagens para comer.

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

d. A maioria das pessoas desta aldeia dispara contra aves de rapina.

Discordo totalmente 1 2 3 4 5 6 7 Concordo totalmente

18. [Ler em voz alta] Vou ler mais frases. Numa escala de 1 a 7, em que 1 significa “Eu não devia” e 7 significa “Eu devia”, indique como se sente acerca das seguintes frases:

a. A maioria das pessoas importantes para mim acha que:

Eu não devia 1 2 3 4 5 6 7 Eu devia
Apanhar ovos selvagens.

b. A maioria das pessoas importantes para mim acha que:

Eu não devia 1 2 3 4 5 6 7 Eu devia
usar veneno para controlar populações de animais selvagens.

c. A maioria das pessoas importantes para mim acha que:

Eu não devia 1 2 3 4 5 6 7 Eu devia
apanhar aves selvagens para comer.

d. A maioria das pessoas importantes para mim acha que:

Eu não devia 1 2 3 4 5 6 7 Eu devia
disparar contra aves de rapina.

19. [Ler em voz alta] Por favor, indique, numa escala de 1 a 7, em que 1 significa “Nada” e 7 significa “Muitíssimo”, como se sente acerca desta frase:

A aprovação da minha família e amigos é importante para mim.
Nada 1 2 3 4 5 6 7 Muitíssimo

Secção H: Perguntas directas

[Ler em voz alta] Agora gostaria de saber se fez as seguintes actividades durante os últimos 12 meses:

20. *Apanhou ovos de aves selvagens?* [Escolher uma opção]

Sim

Não

Não sei

Não quero responder

21. *Usou veneno para controlar as populações de animais selvagens?* [Escolher uma opção]

Sim

Não

Não sei

Não quero responder

22. *Apanhou uma ave selvagem para comer?* [Escolher uma opção]

Sim

Não

Não sei

Não quero responder

23. *Disparou contra uma ave de rapina?* [Escolher uma opção]

Sim

Não

Não sei

Não quero responder

24. [Ler em voz alta] Finalmente, eu gostaria de saber a sua opinião sobre as últimas perguntas que lhe fiz.

a. Foi fácil entender as perguntas?

Muito	Mais ou menos	Um pouco	Nada	Não sei
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b. Sente que as suas respostas são anónimas usando estas perguntas?

Muito	Mais ou menos	Um pouco	Nada	Não sei
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c. Sentiu-se desconfortável a responder a estas perguntas?

Muito	Mais ou menos	Um pouco	Nada	Não sei
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[Ler em voz alta] Muito obrigada pela sua disponibilidade para responder a este questionário. As suas respostas vão ajudar-nos a compreender as ligações das pessoas com as aves e a melhorar os nossos questionários.

[Escrever hora de fim da entrevista]

Hora fim: _____

25. Perguntas para o entrevistador:

a. O entrevistado estava disposto a responder às perguntas? [Escolher uma opção]

Muito

Mais ou menos Um pouco

Nada

b. O entrevistado entendeu as perguntas facilmente? [Escolher uma opção]

Muito

Mais ou menos Um pouco

Nada

c. O entrevistado forneceu respostas honestas? [Escolher uma opção]

Muito

Mais ou menos Um pouco

Nada

**Comentários
adicionais**

Fig.2 English translation of the study questionnaire.

Date: _____
Village: _____
Card: Treatment / Control

READ OUT:

“My name is Ali and I am a Master’s student at Imperial College in England. I am conducting a short questionnaire about rural communities and birds in Portugal and I would like to ask you some questions. The questionnaire will last more or less 15 minutes. You do not need to be able to read or write, it is only a conversation.

If you choose to take part in the questionnaire, this information will be anonymous and confidential. Would you like to continue with the questions?”

[If **NO**, write gender and approximate age of respondent and FINISH HERE]

Gender: Male _____	Age: 0-17 _____
Female _____	18-25 _____
	26-45 _____
	46-65 _____
	66+ _____

[If **YES**, write down time interview started] **Start time:** _____

Section A: Individual socio-demographic information (about respondent only)

9. **Gender:** Male _____ Female _____

10. **Age:** _____

11. **Level of education** [Circle one]

- f) primary school
- g) secondary/college education
- h) university
- i) no formal education

12. **Primary field of occupation** [Circle]

- m) Agriculture
- n) Housewife/husband

- o) Construction
- p) Shepherd
- q) Nurse
- r) Clothes maker
- s) Supermarket
- t) Office worker
- u) Unemployed
- v) Retired

13. **Place of birth?** [Circle]

- a) Aldeia das Amoreiras
- b) Other _____

14. **Do you hold a hunting licence or have you held a hunting licence in past?**

[Circle]

- c) Yes
- d) No

15. **Are you a member of a hunting association?** [Circle]

- c) Yes
- d) No

16. **Are you a member of any environmental or wildlife groups or organisations?**

[Circle]

- c) Yes
- d) No

Group/Organisation: _____

Section B: Training card – Television programs

[Read out] *I am going to show you a card with a number of television programs. I will read the names of the programs and then I want you to tell me how many of these programs you have watched in the past year.*

Please, don't tell me which ones, just tell me HOW MANY.

[Show **TRAINING card.** Read names and ask:]

9. How many of these programs have you watched in the past year? [Circle answer]

1

2

3

4

5

Section C: Cards

[Read out] *I am going to show a set of cards with a number of activities. Again I will read the names of the activities and then I want you to tell me how many of these activities you have conducted in the past year.*

Please, don't tell me which ones, just tell me HOW MANY.

[Show **card A.** Read names and ask:]

How many of these activities have you conducted in the past 12 months? [Circle answer]

1 2 3 4 5

[Show **card B.** Read names and ask:]

How many of these activities have you conducted in the past 12 months? [Circle answer]

1 2 3 4 5

[Show **card C.** Read names and ask:]

How many of these activities have you conducted in the past 12 months? [Circle answer]

1 2 3 4 5

[Show **card D.** Read names and ask:]

How many of these activities have you conducted in the past 12 months? [Circle answer]

1 2 3 4 5

Section D: Opinion of UCT card (FOR EVERY PERSON)

14. [Read out loud] I would like to know your opinion about the cards I just showed you and the questions you answered.

a. *It was easy to understand the cards?*

<i>Very</i>	<i>More or less</i>	<i>A little</i>	<i>No at all</i>	<i>Don't know</i>
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b. *You felt that your answers were anonymous using the cards?*

<i>Very</i>	<i>More or less</i>	<i>A little</i>	<i>No at all</i>	<i>Don't know</i>
-------------	---------------------	-----------------	------------------	-------------------

c. *You felt uncomfortable responding to the questions?*

<i>Very</i>	<i>More or less</i>	<i>A little</i>	<i>No at all</i>	<i>Don't know</i>
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Section E: Attitudes

[Read out] Now I am going to read out some statements. On a scale of 1 to 7, in which 1 signifies “disagree completely” and 7 signifies “agree completely” indicate how you feel about the following phrases:

a. To collect wild birds’ eggs would be useful.

Disagree completely 1 2 3 4 5 6 7 Agree completely

b. To collect wild birds’ eggs would be enjoyable.

Disagree completely 1 2 3 4 5 6 7 Agree completely

c. To use poison to control populations of wild animals would be useful.

Disagree completely 1 2 3 4 5 6 7 Agree completely

d. To use poison to control populations of wild animals would be enjoyable.

Disagree completely 1 2 3 4 5 6 7 Agree completely

e. To catch a wild bird to eat would be useful.

Disagree completely 1 2 3 4 5 6 7 Agree completely

f. To catch a wild bird to eat would be enjoyable.

Disagree completely 1 2 3 4 5 6 7 Agree completely

g. To shoot a bird of prey would be useful.

Disagree completely 1 2 3 4 5 6 7 Agree completely

h. To shoot a bird of prey would be enjoyable.

Disagree completely 1 2 3 4 5 6 7 Agree completely

Section F: Knowledge

[Read out loud] Now I am going to show you some images of animals. For each animals, tell me if to kill this animal is: always legal, always illegal, or legal only at certain times of the year.

<i>a. Red fox</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>b. Red-legged partridge</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>c. Black kite</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>d. Iberian lynx</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>e. Song thrush</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>f. Common buzzard</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>g. Domestic rat</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>h. Wild pig</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>i. Imperial eagle</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>j. Fallow deer</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>k. Common kestrel</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>l. European Rabbit</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>
<i>m. Wolf</i>	<i>Legal</i>	<i>Regulated</i>	<i>Illegal</i>	<i>Don't know this animal</i>	<i>Don't know</i>

Section G: Perceived norms

17. [Read out loud] Now, I am going to read more phrases. On a scale of 1 to 7, in which 1 signifies “strongly disagree” and 7 signifies “strongly agree”, indicate how you feel about the following phrases:

a. The majority of people in this village collect eggs from birds’ nests.
 Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

b. The majority of people in this village use poison to control populations of wild animals.
 Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

c. The majority of people in this village catch wild birds to eat.
 Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

d. The majority of people in this village shoot birds of prey:
 Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

18. [Read out loud] I am going to read more phrases. In a scale of 1 to 7, in which 1 signifies “I should not” and 7 signifies “I should”, indicate how you feel about the following phrases.

a. The majority of people important to me think that
 I should not 1 2 3 4 5 6 7 I should
 Collect eggs from birds’ nests.

b. The majority of people important to me think that
 I should not 1 2 3 4 5 6 7 I should
 Use poison to control populations of wild animals.

c. The majority of people important to me think that
 I should not 1 2 3 4 5 6 7 I should
 Catch birds to eat.

d. The majority of people important to me think that
 I should not 1 2 3 4 5 6 7 I should
 Shoot birds of prey.

19. [Read out] Please indicate in a scale of 1 to 7, in which 1 signifies “Not At All” and 7 signifies “Very Much”, how you feel about this phrase.

The approval of my family and friends is important to me.
 Not at all 1 2 3 4 5 6 7 Very much

Section H: Direct questions

[Read out loud] *I would like to know whether you have undertaken the following activities during the past 12 months.*

20. *Collected eggs from a wild bird's nest?* [Circle]

Yes

No

Don't know

Do not want to answer

21. *Used poison to control populations of wild animals?* [Circle]

Yes

No

Don't know

Do not want to answer

22. *Caught a bird to eat?* [Circle]

Yes

No

Don't know

Do not want to answer

23. *Shot a bird of prey?* [Circle]

Yes

No

Don't know

Do not want to answer

24. [Read out loud] *Finally, I would like to know your opinion about the last questions that you answered.*

a. *It was easy to understand the questions?*

Very much Moderately A little Not at all Don't know

b. *Do you feel your answers were anonymous using these questions?*

Very much Moderately A little Not at all Don't know

c. *Did you feel uncomfortable answering the questions?*

Very much Moderately A little Not at all Don't know

[Read out loud] Thank you very much for your cooperation in responding to this questionnaire. Your answers will help us to understand relationships between people and birds and to improve our questionnaires.

[Note time of finishing]

Time finished: _____

QUESTIONS FOR ENUMERATOR:

Was this respondent willing to answer your questions? [Circle one]

Very much

Moderately

A little

Not at all

How well did this person understand the questions? [Circle one]

Very well

Moderately

A little

Not at all

Do you think this person was honest when replying? [Circle one]

Very much

Moderately

A little

Not at all

Other comments?

Fig. 3 Protocol for the administration of the UCT.

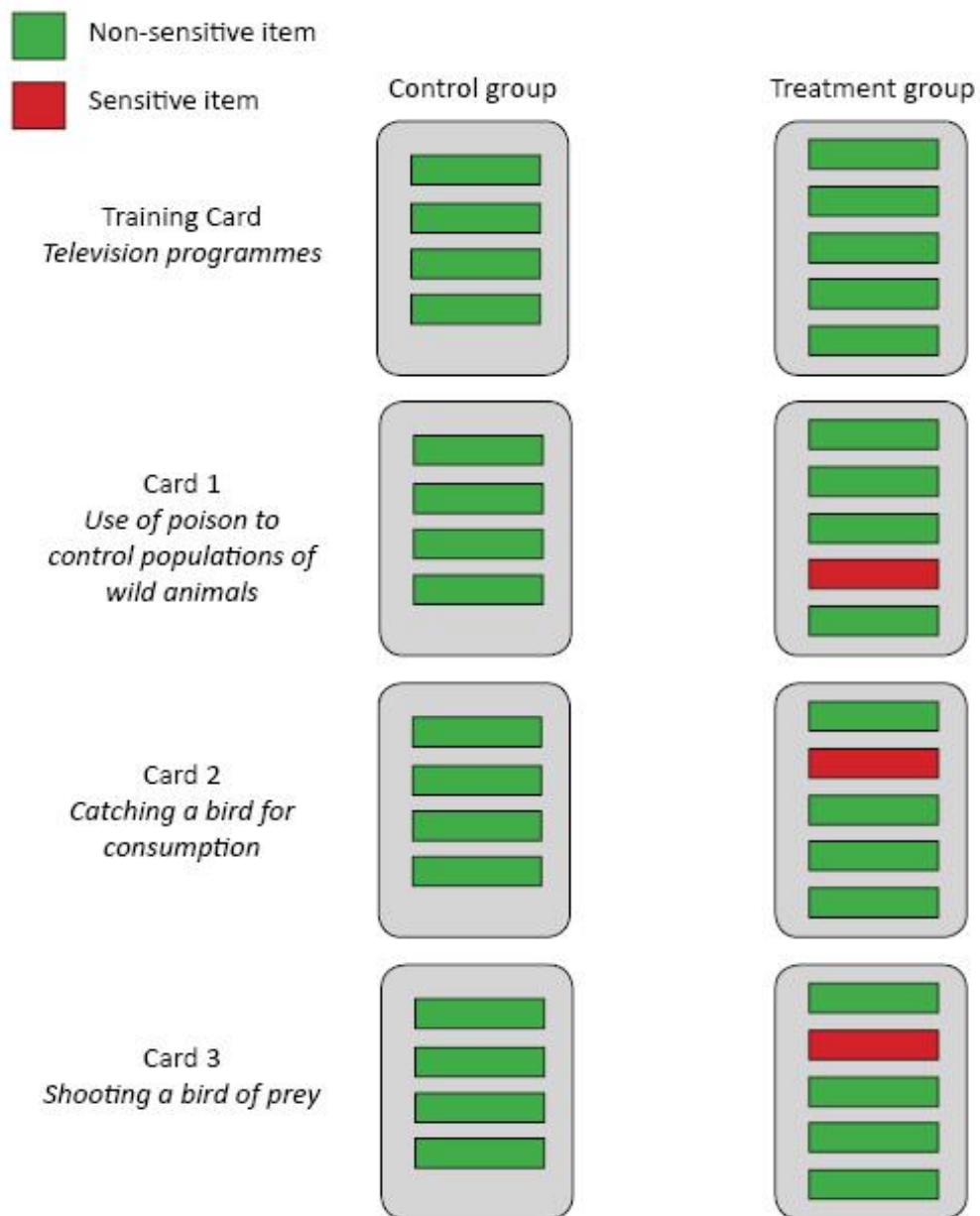


Fig. 4 Example of a UCT card administered to the control group. Card used to investigate the illegal behaviour: “Use of poison to control populations of wild animals”.



Fig. 5 Example of a UCT card administered to the treatment group. Card used to investigate the illegal behaviour: “Use of poison to control populations of wild animals”.

Cartão 1T

<p>Usar pesticidas no jardim</p>	
<p>Usar fertilizadores</p>	
<p>Pôr lixo orgânico no compostor</p>	
<p>Usar veneno para controlar populações de animais selvagens</p>	
<p>Usar repelentes para insectos</p>	

Table. 1 Behaviours used in UCT in correct order of use on cards. Sensitive behaviours marked in bold.

Behaviours (Portuguese)	Behaviours (English translation)
<i>Training card (Television programmes)</i>	
Ídolos	Idols
Telejournal	News programme
As tardes da Júlia	Afternoon with Julia
5 para a meia-noite	5 to midnight
Edição da manhã	Morning edition
<i>Card 1 (Use of poison to control populations of wild animals)</i>	
Usar pesticidas no jardim	Use pesticides in the garden
Usar fertilizadores	Use fertilizer
Pôr lixo orgânico no compostor	Compost organic waste
Usar veneno para controlar populações de animais selvagens	Use poison to control populations of wild animals
Usar repelentes para insectos	Use insect repellent
<i>Card 2 (Catching a wild bird for consumption)</i>	
Usar armadilhas para ratos	Use mouse-traps
Apanhar aves selvagens para comer	Catch wild birds to eat
Apanhar azeitonas	Pick olives
Colher medronho	Collect medronho
Apicultura	Bee-keeping
<i>Card 3 (Shooting a bird of prey)</i>	
Matar um javali	Kill a wild pig
Disparar contra uma ave de rapina	Shoot a bird of prey
Observar aves	Bird-watching

Andar de cavalo	Horse-riding
Criar galinhas	Keep chickens

Table. 2 Names, legal categories and IUCN Red List status of species included in study. Red List status is denoted using abbreviations, LC = least concern, NT = near threatened, VU = vulnerable, EN = endangered, CR = critically endangered.

Scientific name	English name	Portuguese name in study area	National legal category	Red List status
<i>Rattus norvegicus</i>	Domestic rat	<i>Ratazana</i>	Legal to kill at all times	LC
<i>Oryctolagus cuniculus</i>	European rabbit	<i>Coelho-bravo</i>	Regulated	NT
<i>Dama dama</i>	Fallow deer	<i>Gamo</i>	Regulated	LC
<i>Vulpes vulpes</i>	Red fox	<i>Raposa</i>	Regulated	LC
<i>Alectoris rufa</i>	Red partridge	<i>Perdiz</i>	Regulated	LC
<i>Turdus philomelos</i>	Song thrush	<i>Tordoveia</i>	Regulated	LC
<i>Sus scrofa</i>	Wild pig	<i>Javali</i>	Regulated	LC
<i>Milvus migrans</i>	Black kite	<i>Milhafre-preto</i>	Protected	LC
<i>Buteo buteo</i>	Common buzzard	<i>Águia-d'asa-redonda</i>	Protected	LC

<i>Falco tinnunculus</i>	Common kestrel	<i>Peneireiro</i>	Protected	LC
<i>Lynx pardinus</i>	Iberian lynx	<i>Lince-ibérico</i>	Protected	CR
<i>Aquila adalberti</i>	Spanish imperial eagle	<i>Águia-imperial-iberico</i>	Protected	VU
<i>Canis lupus</i>	Wolf	<i>Lobo</i>	Protected	LC

Table. 3 Summary of the predictor variables considered for inclusion in the multivariate analysis

Continuous variables		
Variables	Unit	Median
Age	Years	45
Categorical variables		
Variables	Level	Count
Gender	Male	87
	Female	59
Education level	No formal education	15
	Primary school	45
	Middle school	48
	Secondary school	22
	University	16
Local Born	Yes	121
	No	25
Hunting permit holder	Yes	37
	No	109
Transformed variables		

Variables	Significance	Values
Knowledge Score	Score achieved when tested on protection status of species	0.5880 - 1.5708
Composite Attitude scores	Stated attitudes towards behaviours	0 - 1
Composite Social norm scores	Stated social acceptability of behaviours	0 - 1
Approval score	Stated importance of approval from important people	0 - 1

Table. 4 Set of models selected based on AICc for respondents who admitted to catching birds for consumption via direct questioning. Models were generalised linear models (GLM) with a binomial error structure and logit link function. The number of parameters in the model (k), the log-likelihood (log(L)), the information criterion value (AICc), the AICc difference (Δ AICc) and AICc weight are given for each model.

	k	log(L)	AICc	ΔAICc	AICc weight
<i>Knowledge + Social Norm + Hunting Permit + Gender + Village</i>	6	-47.27	107.15	0	0.06
<i>Knowledge + Attitude + Gender + Approval + Village</i>	6	-47.53	107.66	0.51	0.04
<i>Knowledge + Attitude + Gender + Village</i>	5	-48.63	107.69	0.54	0.04
<i>Knowledge + Attitude + Social Norm + Hunting Permit + Gender + Village</i>	7	-46.45	107.71	0.56	0.04
<i>Knowledge + Social Norm + Gender + Village</i>	5	-48.64	107.72	0.57	0.04
<i>Knowledge + Gender + Approval + Village</i>	5	-48.77	107.97	0.83	0.04
<i>Knowledge + Attitude + Hunting Permit + Gender + Approval + Village</i>	7	-46.62	108.04	0.9	0.04
<i>Knowledge + Attitude + Hunting Permit + Gender + Village</i>	6	-47.73	108.06	0.92	0.04
<i>Social Norm + Hunting Permit + Gender + Village</i>	5	-48.85	108.12	0.97	0.04

<i>Knowledge + Social Norm + Hunting Permit + Gender + Approval + Village</i>	7	-46.72	108.26	1.11	0.03
<i>Knowledge + Attitude + Social Norm + Gender + Village</i>	6	-47.83	108.27	1.13	0.03
<i>Knowledge + Hunting Permit + Gender + Approval + Village</i>	6	-47.86	108.32	1.18	0.03
<i>Knowledge + Gender + Village</i>	4	-50.07	108.43	1.28	0.03
<i>Knowledge + Social Norm + Level of Education + Gender + Approval + Village</i>	10	-43.46	108.54	1.39	0.03
<i>Knowledge + Social Norm + Gender + Approval + Village</i>	6	-47.97	108.55	1.41	0.03
<i>Attitude + Social Norm + Hunting Permit + Gender + Village</i>	6	-48.1	108.81	1.66	0.03
<i>Knowledge + Hunting Permit + Gender + Village</i>	5	-49.2	108.82	1.67	0.02
<i>Knowledge + Attitude + Social Norm + Hunting Permit + Gender + Approval + Village</i>	8	-45.93	108.9	1.76	0.02
<i>Knowledge + Attitude + Social Norm + Gender + Approval + Village</i>	7	-47.17	109.15	2	0.02
<i>Knowledge + Social Norm + Hunting Permit + Gender +</i>	5	-49.5	109.43	2.28	0.02
<i>Attitude + Hunting Permit + Gender + Village</i>	5	-49.51	109.44	2.3	0.02

<i>Knowledge + Attitude + Level of Education + Gender + Approval + Village</i>	10	-43.94	109.5	2.35	0.02
<i>Knowledge + Attitude + Social Norm + Level of Education + Gender + Approval + Village</i>	11	-42.81	109.58	2.44	0.02
<i>Social Norm + Hunting Permit + Gender + Approval + Village</i>	6	-48.53	109.67	2.53	0.02
<i>Knowledge + Attitude + Hunting Permit + Gender +</i>	5	-49.63	109.68	2.53	0.02
<i>Knowledge + Level of Education + Gender + Approval + Village</i>	9	-45.18	109.68	2.53	0.02
<i>Knowledge + Social Norm + Level of Education + Gender + Village</i>	9	-45.19	109.71	2.57	0.02
<i>Knowledge + Attitude + Gender +</i>	4	-50.81	109.91	2.77	0.01
<i>Knowledge + Attitude + Social Norm + Hunting Permit + Gender +</i>	6	-48.66	109.92	2.77	0.01
<i>Attitude + Hunting Permit + Gender + Approval + Village</i>	6	-48.72	110.05	2.91	0.01
<i>Knowledge + Attitude + Hunting Permit + Gender + Approval +</i>	6	-48.73	110.06	2.91	0.01
<i>Knowledge + Gender +</i>	3	-52.03	110.24	3.09	0.01
<i>Hunting Permit + Gender + Village</i>	4	-50.99	110.26	3.12	0.01
<i>Knowledge + Hunting Permit + Gender +</i>	4	-51.03	110.34	3.19	0.01

<i>Hunting Permit + Gender + Approval + Village</i>	5	-49.97	110.37	3.22	0.01
<i>Knowledge + Hunting Permit + Gender + Approval +</i>	5	-49.98	110.39	3.24	0.01
<i>Knowledge + Social Norm + Gender +</i>	4	-51.06	110.41	3.26	0.01
<i>Attitude + Social Norm + Hunting Permit + Gender + Approval + Village</i>	7	-47.83	110.47	3.32	0.01
<i>Knowledge + Social Norm + Hunting Permit + Level of Education + Gender + Approval + Village</i>	11	-43.29	110.54	3.4	0.01
<i>Knowledge + Attitude + Gender + Approval +</i>	5	-50.07	110.56	3.41	0.01
<i>Knowledge + Gender + Approval +</i>	4	-51.15	110.58	3.44	0.01
<i>Knowledge + Social Norm + Level of Education + Gender + Approval +</i>	9	-45.64	110.6	3.45	0.01
<i>Knowledge + Social Norm + Hunting Permit + Gender + Approval +</i>	6	-49.03	110.66	3.52	0.01
<i>Knowledge + Attitude + Social Norm + Level of Education + Gender + Village</i>	10	-44.57	110.76	3.62	0.01
<i>Social Norm + Hunting Permit + Gender +</i>	4	-51.43	111.14	3.99	0.01

Table. 5 Set of models selected based on AICc for respondents who admitted to using poison to control populations of wild animals via direct questioning; Models were generalised linear models (GLM) with a binomial error structure and logit link function. The number of parameters in the model (k), the log-likelihood (log(L)), the information criterion value (AICc), the AICc difference (Δ AICc) and AICc weight are given for each model.

	k	log(L)	AICc	ΔAICc	AICc weight
<i>Attitude</i>	2	-29.28	62.64	0	0.10
<i>Attitude + Gender</i>	3	-28.58	63.33	0.69	0.07
<i>Knowledge + Attitude</i>	3	-28.87	63.91	1.28	0.05
<i>Attitude + Social norms</i>	3	-28.91	64	1.36	0.05
<i>Attitude + Social norms + Gender</i>	4	-28	64.28	1.64	0.04
<i>Hunting Permit + Attitude</i>	3	-29.16	64.48	1.85	0.04
<i>Hunting Permit + Attitude + Gender</i>	4	-28.14	64.57	1.93	0.04
<i>Attitude + Village</i>	3	-29.22	64.61	1.98	0.04
<i>Age + Attitude</i>	3	-29.23	64.63	1.99	0.04
<i>Attitude + Approval</i>	3	-29.25	64.66	2.03	0.04
<i>Knowledge + Hunting Permit + Attitude</i>	4	-28.46	65.2	2.56	0.03
<i>Knowledge + Attitude + Social norms</i>	4	-28.46	65.2	2.56	0.03
<i>Knowledge + Attitude + Gender</i>	4	-28.47	65.22	2.58	0.03

<i>Attitude + Gender + Village</i>	4	-28.48	65.24	2.6	0.03
<i>Attitude + Gender + Approval</i>	4	-28.5	65.29	2.66	0.03
<i>Age + Attitude + Gender</i>	4	-28.56	65.4	2.77	0.03
<i>Attitude + Social norms + Gender + Approval</i>	5	-27.64	65.72	3.08	0.02
<i>Attitude + Social norms + Approval</i>	4	-28.77	65.83	3.19	0.02
<i>Hunting Permit + Attitude + Social norms + Gender</i>	5	-27.71	65.85	3.21	0.02
<i>Attitude + Social norms + Village</i>	4	-28.85	65.98	3.34	0.02
<i>Knowledge + Attitude + Village</i>	4	-28.85	65.98	3.34	0.02
<i>Knowledge + Attitude + Approval</i>	4	-28.85	65.99	3.35	0.02
<i>Hunting Permit + Attitude + Social norms</i>	4	-28.86	66.01	3.38	0.02
<i>Age + Knowledge + Attitude</i>	4	-28.86	66.01	3.38	0.02
<i>Age + Attitude + Social norms</i>	4	-28.88	66.05	3.41	0.02
<i>Knowledge + Hunting Permit + Attitude + Gender</i>	5	-27.82	66.07	3.43	0.02
<i>Attitude + Social norms + Gender + Village</i>	5	-27.83	66.1	3.46	0.02
<i>Knowledge + Attitude + Social norms + Gender</i>	5	-27.89	66.21	3.57	0.02
<i>Hunting Permit + Attitude + Gender + Village</i>	5	-27.97	66.37	3.73	0.02
<i>Age + Attitude + Social norms + Gender</i>	5	-28	66.42	3.79	0.02

<i>Hunting Permit + Attitude + Gender + Approval</i>	5	-28.01	66.45	3.82	0.01
<i>Hunting Permit + Attitude + Village</i>	4	-29.09	66.46	3.82	0.01
<i>Hunting Permit + Attitude + Approval</i>	4	-29.12	66.53	3.89	0.01
<i>Age + Attitude + Village</i>	4	-29.13	66.55	3.92	0.01
<i>Age + Hunting Permit + Attitude</i>	4	-29.14	66.56	3.93	0.01

Table. 6 Set of models selected based on AICc for: a) perceived social acceptability of catching a bird for consumption; b) Attitudes towards catching a bird for consumption. Models were generalised linear models (GLM) with a binomial error structure and logit link function. The number of parameters in the model (k), the log-likelihood (log(L)), the information criterion value (AICc), the AICc difference (Δ AICc) and AICc weight are given for each model.

	k	log(L)	AICc	ΔAICc	AICc weight
<i>a) Model of perceived social acceptability of catching a bird for consumption</i>					
<i>Age +Local Born</i>	3	-88.75	183.68	0	0.16
<i>Local Born</i>	2	-90.14	184.36	0.69	0.12
<i>Hunting Permit +Local Born</i>	3	-89.19	184.54	0.86	0.11
<i>Age +Hunting Permit +Local Born</i>	4	-88.32	184.92	1.24	0.09
<i>Age +Local Born +Village</i>	4	-88.73	185.74	2.06	0.06
<i>Age +Knowledge +Local Born</i>	4	-88.73	185.74	2.07	0.06
<i>Age +Local Born +Gender</i>	4	-88.75	185.78	2.1	0.06
<i>Hunting Permit +Local Born +Gender</i>	4	-88.93	186.15	2.47	0.05
<i>Knowledge +Hunting Permit +Local Born</i>	4	-89.02	186.32	2.64	0.04
<i>Local Born +Village</i>	3	-90.13	186.43	2.75	0.04
<i>Local Born +Gender</i>	3	-90.14	186.44	2.77	0.04
<i>Knowledge +Local Born</i>	3	-90.14	186.45	2.77	0.04

<i>Hunting Permit +Local Born +Village</i>	4	-89.18	186.64	2.96	0.04
<i>Age +Hunting Permit +Local Born +Gender</i>	5	-88.21	186.86	3.18	0.03
<i>Age +Knowledge +Hunting Permit +Local Born</i>	5	-88.29	187.02	3.34	0.03
<i>Age +Hunting Permit +Local Born +Village</i>	5	-88.3	187.04	3.36	0.03
<i>b) Model of attitudes towards catching birds for consumption</i>					
<i>Local Born</i>	2	-93.03	190.15	0	0.19
<i>Age + Local Born</i>	3	-92.31	190.80	0.65	0.14
<i>Knowledge + Local Born</i>	3	-92.81	191.79	1.65	0.08
<i>Local Born + Gender</i>	3	-92.94	192.05	1.91	0.07
<i>Hunting Permit + Local Born</i>	3	-92.99	192.15	2.00	0.07
<i>Local Born + Village</i>	3	-93.00	192.18	2.03	0.07
<i>Age + Knowledge + Local Born</i>	4	-92.18	192.65	2.50	0.05
<i>Age + Local Born + Village</i>	4	-92.19	192.66	2.51	0.05
<i>Age + Local Born + Gender</i>	4	-92.24	192.76	2.61	0.05
<i>Age + Hunting Permit + Local Born</i>	4	-92.31	192.91	2.76	0.05
<i>Knowledge + Hunting Permit + Local Born</i>	4	-92.65	193.59	3.44	0.03
<i>Hunting Permit + Local Born + Gender</i>	4	-92.79	193.86	3.71	0.03
<i>Knowledge + Local Born + Village</i>	4	-92.79	193.87	3.72	0.03

<i>Knowledge + Local Born + Gender</i>	4	-92.80	193.87	3.73	0.03
<i>Age</i>	2	-94.90	193.88	3.74	0.03
<i>Local Born + Gender + Village</i>	4	-92.91	194.11	3.96	0.03

Table. 7 Set of models selected based on AICc for: a) Approval; b) Attitudes towards using poison to control populations of wild animals. Models were generalised linear models (GLM) with a binomial error structure and logit link function. The number of parameters in the model (k), the log-likelihood (log(L)), the information criterion value (AICc), the AICc difference (Δ AICc) and AICc weight are given for each model.

	k	log(L)	AICc	ΔAICc	AICc weight
<i>a) Approval</i>					
<i>Local Born</i>	2	-96.03	196.15	0	0.16
<i>Local Born + Gender</i>	3	-95.20	196.57	0.42	0.13
<i>Age + Local Born</i>	3	-95.45	197.08	0.93	0.10
<i>Age + Local Born + Gender</i>	4	-94.64	197.57	1.42	0.08
<i>Hunting Permit + Local Born + Gender</i>	4	-94.96	198.20	2.05	0.06
<i>Local Born + Village</i>	3	-96.03	198.23	2.08	0.06
<i>Knowledge + Local Born</i>	3	-96.03	198.23	2.08	0.06
<i>Hunting Permit + Local Born</i>	3	-96.03	198.23	2.08	0.06
<i>Knowledge + Local Born + Gender</i>	4	-95.09	198.46	2.31	0.05
<i>Local Born + Gender + Village</i>	4	-95.19	198.67	2.52	0.05
<i>Age + Local Born + Village</i>	4	-95.41	199.09	2.94	0.04
<i>Age + Hunting Permit + Local Born</i>	4	-95.41	199.10	2.95	0.04

<i>Age + Knowledge + Local Born</i>	4	-95.45	199.18	3.03	0.04
<i>Age + Knowledge + Local Born + Gender</i>	5	-94.47	199.36	3.21	0.03
<i>Age + Local Born + Gender + Village</i>	5	-94.57	199.58	3.43	0.03
<i>Age + Hunting Permit + Local Born + Gender</i>	5	-94.58	199.59	3.44	0.03
<i>b) Attitudes towards poison use</i>					
<i>Age + Knowledge + Hunting Permit</i>	4	-76.09	160.47	0	0.18
<i>Age + Hunting Permit</i>	3	-77.46	161.09	0.62	0.13
<i>Age + Knowledge + Hunting Permit + Village</i>	5	-75.76	161.94	1.48	0.09
<i>Age + Hunting Permit + Village</i>	4	-76.94	162.17	1.70	0.08
<i>Age + Knowledge + Hunting Permit + Local Born</i>	5	-76.02	162.47	2.01	0.07
<i>Age + Knowledge + Hunting Permit + Gender</i>	5	-76.09	162.61	2.14	0.06
<i>Hunting Permit + Village</i>	3	-78.33	162.83	2.36	0.06
<i>Age + Hunting Permit + Local Born</i>	4	-77.31	162.90	2.43	0.05
<i>Age + Hunting Permit + Gender</i>	4	-77.40	163.08	2.61	0.05
<i>Hunting Permit</i>	2	-79.51	163.10	2.64	0.05
<i>Knowledge + Hunting Permit + Village</i>	4	-77.79	163.87	3.41	0.03
<i>Knowledge + Hunting Permit</i>	3	-78.90	163.97	3.51	0.03
<i>Age + Knowledge + Hunting Permit + Local Born + Village</i>	6	-75.72	164.05	3.58	0.03

<i>Age + Knowledge + Hunting Permit + Gender + Village</i>	6	-75.76	164.12	3.65	0.03
<i>Age + Hunting Permit + Local Born + Village</i>	5	-76.86	164.15	3.68	0.03
<i>Age + Hunting Permit + Gender + Village</i>	5	-76.88	164.18	3.72	0.03