

Table S2. Full GLM results for models investigating predictors of whether respondents had seen different galliform species. Predictors that are significant at $p < 0.05$ are indicated in bold. Ethnicity was compared against Li. Species sighting data were compared against the landscape with the greatest proportion of sightings for each target species, which is indicated separately for each model below. Models for Hainan peacock-pheasant and silver pheasant include all survey landscapes, whereas models for Hainan partridge, red junglefowl and Chinese francolin include only the subset of landscapes where these species were surveyed.

(A) Seen Hainan peacock-pheasant (compared against Yinggeling)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-2.225	0.626	-3.557	0.0003
Reserve: Bangxi	-2.623	0.686	-3.825	0.0001
Reserve: Baomei	-2.364	0.440	-5.379	<0.0001
Reserve: Bawangling	-2.336	0.325	-7.196	<0.0001
Reserve: Chihao	-3.254	1.062	-3.063	0.002
Reserve: Datian	-2.105	0.804	-2.618	0.009
Reserve: Houmiling	-1.780	0.477	-3.729	0.0002
Reserve: Wuzhishan	-1.536	0.317	-4.845	<0.0001
Age	0.0339	0.009	3.901	<0.0001
Sex: Male	1.014	0.305	3.319	0.0009
Ethnicity: Miao	-0.162	0.359	-0.451	0.652
Ethnicity: Han	-0.908	0.449	-2.021	0.043
Education	0.126	0.110	1.144	0.252

(B) Seen silver pheasant (compared against Bawangling)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-1.947	0.503	-3.873	0.0001
Reserve: Bangxi	-1.488	0.564	-2.638	0.009
Reserve: Baomei	-1.500	0.368	-4.073	<0.0001
Reserve: Chihao	-2.991	1.064	-2.810	0.005
Reserve: Datian	-15.876	480.426	-0.033	0.974
Reserve: Houmiling	-2.227	0.575	-3.870	0.0001
Reserve: Wuzhishan	-0.447	0.258	-1.735	0.083
Reserve: Yinggeling	-0.426	0.277	-1.540	0.124
Age	0.025	0.008	3.218	0.001
Sex: Male	0.938	0.237	3.960	<0.0001
Ethnicity: Miao	-0.023	0.327	-0.070	0.944
Ethnicity: Han	-1.244	0.448	-2.777	0.006
Education	0.091	0.100	0.915	0.361

(C) Seen Hainan partridge (compared against Yinggeling)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-0.321	0.677	-0.475	0.635
Reserve: Bangxi	-3.028	0.694	-4.362	<0.0001
Reserve: Baomei	-2.219	0.405	-5.484	<0.0001
Reserve: Chihao	-1.888	0.593	-3.187	0.001
Reserve: Datian	-2.502	0.810	-3.090	0.002
Reserve: Houmiling	-3.669	0.769	-4.772	<0.0001
Reserve: Wuzhishan	-0.972	0.306	-3.175	0.002
Age	0.016	0.010	1.673	0.094
Sex: Male	1.386	0.318	4.363	<0.0001
Ethnicity: Miao	-0.373	0.396	-0.943	0.346
Ethnicity: Han	-0.573	0.434	-1.320	0.187
Education	-0.255	0.122	-2.092	0.036

(D) Seen red junglefowl (compared against Yinggeling)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-0.347	1.073	-0.324	0.746
Reserve: Wuzhishan	0.476	0.411	1.159	0.246
Age	0.040	0.017	2.318	0.020
Sex: Male	0.453	0.436	1.038	0.299
Ethnicity: Miao	0.726	0.664	1.093	0.274
Ethnicity: Han	-1.419	0.681	-2.083	0.037
Education	-0.048	0.186	-0.260	0.795

(E) Seen Chinese francolin (compared against Bangxi)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-4.332	1.089	-4.001	<0.0001
Reserve: Baomei	-0.436	0.489	-0.892	0.372
Reserve: Chihao	-0.331	0.710	-0.467	0.641
Reserve: Datian	-0.719	0.725	-0.992	0.321
Reserve: Houmiling	-1.468	0.768	-1.910	0.056
Age	0.060	0.015	3.923	<0.0001
Sex: Male	1.221	0.484	2.524	0.012
Ethnicity: Miao	-1.096	1.287	-0.852	0.394
Ethnicity: Han	-0.526	0.447	-1.177	0.239
Education	0.196	0.187	1.048	0.295