

Table S3. Full GLM results for models investigating predictors of whether respondents had seen different galliform species recently. 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>	-3.380	1.006	-3.360	0.0008
Reserve: Bangxi	-1.725	1.088	-1.585	0.113
Reserve: Baomei	-2.209	0.775	-2.849	0.004
Reserve: Bawangling	-1.758	0.439	-4.002	<0.0001
Reserve: Chihao	-18.32	2262	-0.008	0.994
Reserve: Datian	-17.56	2085	-0.008	0.993
Reserve: Houmiling	-18.12	1504	-0.012	0.990
Reserve: Wuzhishan	-1.076	0.424	-2.537	0.011
Age	0.009	0.013	0.782	0.434
Sex: Male	1.698	0.618	2.746	0.006
Ethnicity: Miao	-0.654	0.546	-1.199	0.230
Ethnicity: Han	-1.845	1.078	-1.711	0.087
Education	0.150	0.161	0.933	0.351

(B) Seen silver pheasant (compared against Wuzhishan)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-2.492	0.778	-3.203	0.001
Reserve: Bangxi	-0.916	0.820	-1.117	0.264
Reserve: Baomei	-2.007	0.767	-2.616	0.009
Reserve: Bawangling	-0.943	0.361	-2.612	0.009
Reserve: Chihao	-17.11	1396	-0.012	0.990
Reserve: Datian	-16.55	1297	-0.013	0.990
Reserve: Houmiling	-2.432	1.051	-2.314	0.021
Reserve: Yinggeling	-0.366	0.376	-0.973	0.331
Age	0.006	0.011	0.562	0.574
Sex: Male	1.019	0.404	2.520	0.012
Ethnicity: Miao	0.198	0.426	0.464	0.643
Ethnicity: Han	-1.117	0.796	-1.403	0.161
Education	0.014	0.142	0.098	0.922

(C) Seen Hainan partridge (compared against Yinggeling)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-1.427	0.840	-1.699	0.089
Reserve: Bangxi	-16.93	1077	-0.016	0.987
Reserve: Baomei	-1.310	0.544	-2.406	0.016
Reserve: Chihao	-0.345	0.634	-0.544	0.587
Reserve: Datian	-16.76	1270	-0.013	0.989
Reserve: Houmiling	-2.586	1.056	-2.448	0.014
Reserve: Wuzhishan	-0.0002	0.344	0.000	0.999
Age	-0.001	0.012	-0.108	0.914
Sex: Male	1.240	0.438	2.828	0.005
Ethnicity: Miao	-0.388	0.453	-0.857	0.392
Ethnicity: Han	-1.055	0.777	-1.358	0.174
Education	-0.232	0.150	-1.549	0.121

(D) Seen red junglefowl (compared against Wuzhishan)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-1.382	0.779	-1.774	0.078
Reserve: Yinggeling	-0.232	0.310	-0.746	0.457
Age	0.010	0.011	0.872	0.384
Sex: Male	0.887	0.379	2.338	0.020
Ethnicity: Miao	-0.059	0.403	-0.146	0.884
Ethnicity: Han	-1.025	0.819	-1.252	0.212
Education	-0.088	0.142	-0.622	0.535

(E) Seen Chinese francolin (compared against Bangxi)

Predictor	Estimate	Standard Error	z value	p value
<i>Intercept</i>	-4.583	1.291	-3.551	0.0004
Reserve: Baomei	-0.616	0.537	-1.148	0.251
Reserve: Chihao	-0.163	0.752	-0.216	0.829
Reserve: Datian	-1.093	0.908	-1.203	0.229
Reserve: Houmiling	-18.304	1751	-0.010	0.992
Age	0.044	0.017	2.529	0.011
Sex: Male	0.901	0.609	1.480	0.139
Ethnicity: Miao	-0.806	3446	0.000	0.999
Ethnicity: Han	-1.330	0.562	-2.367	0.018
Education	0.464	0.230	2.019	0.044