**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** |
| *Intercept* | *-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** |
| *Intercept* | *-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** |
| *Intercept* | *-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** |
| *Intercept* | *-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** |
| *Intercept* | *-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 |