

**Appendix 1.** Respondent characteristics and their percentage contribution to the sample.

Respondent characteristics	% (and number of) respondents
<b>Birding self-classification</b>	
Non-birder	36 (n=146)
Casual birder	45 (n=184)
Enthusiastic birder	15 (n=62)
Fanatical birder	2 (n=9)
<b>Frequency of bird encounters</b>	
Daily	83 (n=333)
Once a week	11 (n=46)
Once a month	5 (n=18)
Once a year	1 (n=4)
<b>Ethnicity</b>	
Black	32 ( n=128)
Coloured	26 (n=108)
White	39 (n=160)
<b>Languages</b>	
Afrikaans	38 (n=153)
English	31 (n=126)
Xhosa	19 (n=76)
Other African languages	11 (n=46)
<b>Sex</b>	
Male	47 (n=187)
Female	53 (n=214)
<b>Highest educational qualification</b>	
Grade 9 or lower	14 (n=57)
Grade 10 to Grade 12	48 (n=196)
University or technical college graduates	30 (n=121)
Masters graduates	5 (n=17)
PhD graduates	3 (n=10)