

**Appendix 2.** Description of dominant traits that characterise cultural functional groups.

Cultural functional group name	Dominant traits
Visual Traits	<ul style="list-style-type: none"> <li>Colourful/handsome plumage</li> <li>Positive response to the bird's name</li> <li>Small body</li> <li>Stance</li> <li>Shape</li> </ul>
Negative Visual and Negative Behavioural Traits	<ul style="list-style-type: none"> <li>Dull/ugly plumage</li> <li>Negative song</li> <li>Negative habitat</li> <li>Difficult to identify</li> <li>Aversion for the bird at the family level</li> <li>Invasive/pest</li> <li>Negative symbology</li> <li>Boring/average behaviour</li> <li>Aggressive/territorial</li> </ul>
Movement and Ecological Traits	<ul style="list-style-type: none"> <li>Interesting flight</li> <li>Interesting foraging behaviour</li> <li>Conspicuous</li> <li>Affinity for the bird at the family level</li> <li>Camouflage/adaptability</li> <li>Clever</li> <li>Endangered</li> <li>Strong/powerful</li> </ul>
Place Association and Abundance Indicators	<ul style="list-style-type: none"> <li>Positive song</li> <li>Positive habitat</li> <li>Rare</li> <li>Migratory</li> <li>Few sightings of the species</li> <li>Breeding display</li> <li>Difficult to locate</li> <li>Indigenous/endemic</li> <li>Positive association with their sighting</li> <li>Positive symbology</li> <li>Easy to identify</li> </ul>
Common Traits	<ul style="list-style-type: none"> <li>Common</li> <li>Many sightings of the species</li> <li>Confiding</li> </ul>
Behavioural Traits	<ul style="list-style-type: none"> <li>Large body</li> <li>Interesting movement</li> <li>Parental care</li> <li>Flock size</li> <li>Source of food</li> </ul>