S1 Table: Correlations among the ranking lists of charismatic species coming from the four different sources. We show Spearman’s rank coefficients for each correlation pair and in brackets p-values.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Children** | **Web Survey** | **Movies** | **Zoo websites** |
| **Children** | - | - | - | - |
| **Web Survey** | 0.75[0.0003] | - | - | - |
| **Movies** | 0.36[0.169] | 0.69[0.003] | - | - |
| **Zoo websites** | 0.59[0.03] | 0.83[<0.0001] | 0.64 [0.028] | - |