Statement	Parameter estimates (standard errors) for factor levels relative to a base factor level (shown below)												
	Don't feed birds		Don't notice birds				Age 20-40 years		Female	Income <£590		
	Feed Irregul.	Feed Regularl.	Notice 1/4 of day	Notice 1/2 of day	Notice 3/4 of day	Notice all day	Age 40 to 60 years	Age > 60 years	Male	Income £591-£670	Income £671-£790	Income >£791
a) I feel connected to nature when I watch birds in my garden	1.0 (±0.4)**	1.2 (±0.3)***	0.6 (0.5)	0.8 (0.5)	1.3 (0.6)*	2.1 (±0.6)***	0.5 (0.3)	0.4 (0.3)	0.0005 (0.3)	0.3 (0.2)	0.3 (0.4)	-0.3 (0.9)
b) When I can recognise a particular individual I feel more connected to it	0.7 (0.4)*	1.3 (0.4)***	0.2 (0.5)	0.7 (0.5)	0.7 (0.5)	1.1 (0.5)	-0.2 (0.3)	-0.1 (0.3)	0.2 (0.2)	0.1 (0.2)	0.5 (0.3)	-0.4 (0.7)
c) I feel relaxed when I watch birds in my garden	1.1 (0.4)**	1.3 (0.4)***	1.3 (0.5)*	1.6 (0.5)**	1.6 (0.6)**	1.6 (0.5)**	1.0 (0.3)**	0.8 (0.3)*	0.2 (0.2)	0.008 (0.2)	0.9 (0.4)	-1.1 (0.9)
d) There is sufficient food available in the environment so that birds don't need help	-1.4 (0.3)***	-2.4 (0.3)***	-0.8 (0.5)	-0.3 (0.5)	-0.8 (0.5)	-0.7 (0.5)	0.4 (0.3)	0.02 (0.3)	-0.3 (0.2)	0.3 (0.2)	0.4 (0.3)	0.2 (0.9)
e) There are enough people in my neighborhood who feed birds, so I don't have to	-1.5 (0.4)***	-2.6 (0.3)***	#	#	#	#	0.04 (0.3)	-0.7 (0.3)*	-0.4 (0.3)	0.4 (0.3)	0.2 (0.4)	0.5 (0.8)
f) To help stop diseases spreading I regularly wash my feeders[+]	-	1.3 (0.3)***	-1.8 (1.0)	-2.4 (1.0)	-1.9 (1.0)	-2.3 (1.0)	0.8 (0.4)*	1.2 (0.4**)	-0.5 (0.2)	0.5 (0.3)	0.3 (0.3)	-2.1 (0.8)
g) Even if there are not many birds I still put out food[+]	-	1.0 (0.3)***	1.4 (0.8)	0.9 (0.7)	1.0 (0.8)	1.6 (0.8)*	0.3 (0.4)	0.7 (0.4)	0.07 (0.3)	-0.6 (0.3)	-0.2 (0.4)	-1.3 (0.9)
h) I don't put out food when there are not many birds in the garden[+]	-	-1.2 (0.3)***	0.2 (0.9)	0.5 (0.9)	0.1 (0.9)	-0.5 (0.9)	0.6 (0.4)	-0.2 (0.4)	0.1 (0.3)	#	#	#
i) If I could attract the same number of birds with bird friendly plants, I would stop putting out food[+]	-	-1.4 (0.3)	-1.6 (0.8)*	-0.8 (0.7)	-1.7 (0.8)*	-1.7 (0.8)*	0.6 (0.3)	-0.3 (0.3)	0.1 (0.3)	-0.1 (0.3)	0.6 (0.4)	0.8 (0.8)

293   # variable was not retained in the top models
294   +Statements were only scored by those people who fed birds (n = 280), thus irregular bird feeding became the base factor level.