Table S4. Estimates and standard errors of species trait categories included as independent variables in a general linear mixed effects model of trait likeability (low values of likeability were associated with respondent preference). Estimates in bold are significant at $p < 0.01$.

Independent Variable	Estimate	Standard Error
Habitat Association: Forest Generalist	−0.129	0.173
Foraging Height: Floral Hoverer	−0.181	0.984
Foraging Height: Ground	0.431	0.447
Foraging Height: Lower Canopy	0.248	0.45
Foraging Height: Upper Canopy	0.362	0.439
Foraging Behavior: Bark Forager	−0.245	0.349
Foraging Behavior: Flycatching	−0.37	0.33
Primary Color: Blue	**−1.097**	0.38
Primary Color: Brown	−0.102	0.299
Primary Color: Gray	0.491	0.384
Primary Color: Orange	**1.576**	0.606
Primary Color: Red	−0.058	0.612
Primary Color: White	0.055	0.364
Primary Color: Yellow	−0.264	0.382
Secondary Color: Blue	−0.378	1.038
Secondary Color: Brown	0.381	0.332
Secondary Color: Gray	0.511	0.342
Secondary Color: Orange	0.411	0.627
Secondary Color: Red	−0.222	0.544
Secondary Color: White	0.13	0.293
Secondary Color: Yellow	0.575	0.392
Number of Colors	−0.166	0.143
Body Size Category: Medium	0.105	0.298
Body Size Category: Small	0.095	0.317
Body Size Category: Very Large	0.386	0.288
Body Size Category: Very Small	−0.429	0.323
Dietary Habit: Granivorous	0.305	0.46
Dietary Habit: Insectivorous	0.083	0.371
Cultural Importance.Category: Important	−0.092	0.269
Cultural Importance.Category: Not Important	0.286	0.319
Cultural Importance.Category: Slightly Important	0.437	0.266
Cultural Importance.Category: Very Important	−0.017	0.282
Migratory Behavior: Resident	−0.246	0.268