

S9 Table. Raw data used in the international aid data analysis (Fig 4). The amount of financial capital given in international aid to the conservation of critically endangered and endangered vertebrate species with high internet search interest. Data were downloaded from the Aid data database (www.aiddata.org) on 08/09/2016. See methods for details of data collection.

Species	Common name	Average monthly web search interest	Aid data (USD)
<i>Acerodon jubatus</i>	Golden-capped Fruit Bat	32.72	0
<i>Achondrostoma salmantinum</i>	Sarda	15.15	0
<i>Addax nasomaculatus</i>	Addax	50.92	16044
<i>Ailuropoda melanoleuca</i>	Giant Panda	8681.54	2400000
<i>Alligator sinensis</i>	Chinese Alligator	21.85	0
<i>Andrias davidianus</i>	Chinese Giant Salamander	27.19	16044
<i>Anodorhynchus hyacinthinus</i>	Hyacinth Macaw	8.99	0
<i>Ardeotis nigriceps</i>	Great Indian Bustard	22.85	5879
<i>Aspidites ramsayi</i>	Ramsay's Python	11.65	0
<i>Ateles hybridus</i>	Variegated Spider Monkey	28.63	86516
<i>Atelopus varius</i>	Harlequin Frog	9.59	46802
<i>Atelopus zeteki</i>	Golden Arrow Poison Frog	21.85	0
<i>Axis porcinus</i>	Hog Deer	26.38	0
<i>Babyrousa togeanensis</i>	Togian Islands Babirusa	21.17	0
<i>Balaenoptera borealis</i>	Sei Whale	43.49	0
<i>Balaenoptera musculus</i>	Blue Whale	1526.06	15393
<i>Balaenoptera physalus</i>	Fin Whale	145.10	0
<i>Balantiocheilos melanopterus</i>	Silver Shark	15.20	0
<i>Beatragus hunteri</i>	Hirola	14.91	56096
<i>Bettongia penicillata</i>	Woylie	20.45	0
<i>Bos javanicus</i>	Banteng	24.56	36569
<i>Bos sauveli</i>	Kouprey	14.30	307321
<i>Bothropoides insularis</i>	Golden Lancehead	16.53	0
<i>Brachyramphus marmoratus</i>	Marbled Murrelet	12.92	0
<i>Brachyteles arachnoides</i>	Muriqui	23.51	0
<i>Brachyteles hypoxanthus</i>	Northern Muriqui	24.59	21393
<i>Bubalus arnee</i>	Asian Buffalo	397.11	2380
<i>Bubalus depressicornis</i>	Anoa	25.57	25771
<i>Burramys parvus</i>	Mountain Pygmy Possum	30.17	0
<i>Cacatua alba</i>	White Cockatoo	10.84	0
<i>Callaeas cinereus</i>	Kokako	15.48	0
<i>Camelus ferus</i>	Bactrian Camel	70.74	10696
<i>Campephilus imperialis</i>	Imperial Woodpecker	14.54	0
<i>Campephilus principalis</i>	Ivory-billed Woodpecker	1421.69	0
<i>Canis rufus</i>	Red Wolf	423.38	0
<i>Canis simensis</i>	Ethiopian Wolf	37.93	0
<i>Capra falconeri</i>	Markhor	22.56	35142
<i>Capra walie</i>	Walia Ibex	11.53	11044
<i>Carduelis cucullata</i>	Red Siskin	8.90	0
<i>Caretta caretta</i>	Loggerhead	155.36	835462
<i>Cheilinus undulatus</i>	Giant Wrasse	38.47	1040
<i>Chelonia mydas</i>	Green Turtle	147.73	308898
<i>Chinchilla lanigera</i>	Chinchilla	38.00	0
<i>Choeropsis liberiensis</i>	Pygmy Hippopotamus	30.33	73892
<i>Conraua goliath</i>	Giant Slippery Frog	37.33	0
<i>Crocodylus intermedius</i>	Orinoco Crocodile	10.10	0
<i>Crocodylus rhombifer</i>	Cuban Crocodile	15.41	0
<i>Ctenosaura flavidorsalis</i>	Yellow-backed Spiny-tailed Iguana	11.51	0
<i>Cuon alpinus</i>	Dhole	69.02	5131

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Species	Common name	Average monthly web search interest	Aid data (USD)
<i>Cynomys mexicanus</i>	Mexican Prairie Dog	17.88	0
<i>Dasyurus hallucatus</i>	Northern Quoll	13.46	0
<i>Dicerorhinus sumatrensis</i>	Sumatran Rhinoceros	21.21	625104
<i>Diceros bicornis</i>	Black Rhinoceros	99.38	1200000
<i>Dipturus batis</i>	Blue Skate	19.29	0
<i>Elephas maximus</i>	Asian Elephant	417.48	12300000
<i>Enhydra lutris</i>	Sea Otter	395.91	0
<i>Equus africanus</i>	African Wild Ass	248.02	4800000
<i>Equus hemionus</i>	Asiatic Wild Ass	16.63	0
<i>Eretmochelys imbricata</i>	Hawksbill Turtle	32.78	1400000
<i>Eubalaena glacialis</i>	North Atlantic Right Whale	516.21	0
<i>Falco cherrug</i>	Saker Falcon	33.17	0
<i>Galaxias neocaledonicus</i>	Galaxias	10.37	0
<i>Gavialis gangeticus</i>	Gharial	48.01	35730
<i>Geronticus eremita</i>	Northern Bald Ibis	11.50	45481
<i>Glyphis gangeticus</i>	Ganges Shark	19.97	0
<i>Glyphis glyphis</i>	Speartooth Shark	14.83	0
<i>Glyptemys insculpta</i>	Wood Turtle	24.11	0
<i>Gorilla beringei</i>	Eastern Gorilla	181.76	877349
<i>Gorilla gorilla</i>	Western Gorilla	1165.40	218266
<i>Grus americana</i>	Whooping Crane	17.25	0
<i>Gymnogyps californianus</i>	California Condor	115.24	115677
<i>Gymnomyza samoensis</i>	Mao	43.08	5020
<i>Hapalemur aureus</i>	Golden Bamboo Lemur	10.46	0
<i>Harpyhaliaetus coronatus</i>	Crowned Eagle	22.07	0
<i>Hippocamelus bisulcus</i>	Patagonian Huemul	13.76	0
<i>Hoolock hoolock</i>	Western Hoolock Gibbon	14.14	291978
<i>Hucho perryi</i>	Sakhalin Taimen	10.98	0
<i>Hylobates lar</i>	Lar Gibbon	16.57	0
<i>Hylobates moloch</i>	Silvery Javan Gibbon	14.89	3078
<i>Hymenolaimus malacorhynchus</i>	Blue Duck	15.81	0
<i>Hypsirhynchus ater</i>	Black Racer	82.62	0
<i>Indri indri</i>	Indri	18.60	5131
<i>Lathamus discolor</i>	Swift Parrot	11.40	0
<i>Latimeria chalumnae</i>	Coelacanth	15.79	0
<i>Leontopithecus rosalia</i>	Golden Lion Tamarin	86.99	37438
<i>Leopardus jacobita</i>	Andean Cat	22.70	39261
<i>Lepidochelys kempii</i>	Kemp's Ridley	21.93	18655
<i>Leucogeranus leucogeranus</i>	Siberian Crane	10.05	55838
<i>Lipotes vexillifer</i>	Yangtze River Dolphin	75.81	0
<i>Lontra felina</i>	Marine Otter	27.14	3078
<i>Loris tardigradus</i>	Red Slender Loris	40.37	0
<i>Lycaon pictus</i>	African Wild Dog	142.26	179104
<i>Lynx pardinus</i>	Iberian Lynx	45.64	0
<i>Macaca silenus</i>	Lion-tailed Macaque	12.23	0
<i>Macaca sylvanus</i>	Barbary Macaque	14.76	10653
<i>Maccullochella peelii</i>	Murray Cod	17.81	0
<i>Macrocephalon maleo</i>	Maleo	8.38	52731
<i>Mandrillus leucophaeus</i>	Drill	31.03	0
<i>Marmota vancouverensis</i>	Vancouver Island Marmot	25.05	0
<i>Monachus monachus</i>	Mediterranean Monk Seal	23.46	0
<i>Monachus schauinslandi</i>	Hawaiian Monk Seal	10.15	0
<i>Mustela nigripes</i>	Black-footed Ferret	30.51	0

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Species	Common name	Average monthly web search interest	Aid data (USD)
<i>Mycteroperca fusca</i>	Comb Grouper	28.52	0
<i>Mycteroperca jordani</i>	Gulf Grouper	9.84	0
<i>Myotis sodalis</i>	Indiana Bat	43.21	0
<i>Myrmecobius fasciatus</i>	Numbat	170.00	0
<i>Nanger dama</i>	Dama Gazelle	18.71	25102
<i>Nasalis larvatus</i>	Proboscis Monkey	71.93	0
<i>Neophron percnopterus</i>	Egyptian Vulture	8.17	4800000
<i>Nestor meridionalis</i>	Kaka	23.73	0
<i>Nilgiritragus hylocrius</i>	Nilgiri Tahr	12.34	0
<i>Notarius bonillai</i>	Cazon Sea Catfish	11.08	0
<i>Okapia johnstoni</i>	Okapi	152.27	810106
<i>Onychogalea fraenata</i>	Bridled Nailtail Wallaby	16.83	0
<i>Pagrus pagrus</i>	Common Seabream	7.95	0
<i>Pan paniscus</i>	Bonobo	2105.62	2000000
<i>Panthera tigris</i>	Tiger	29765.26	44900000
<i>Panthera uncia</i>	Snow Leopard	541.30	358263
<i>Pantholops hodgsonii</i>	Chiru	21.49	31530
<i>Pan troglodytes</i>	Chimpanzee	2027.21	2100000
<i>Parantechinus apicalis</i>	Dibbler	17.79	0
<i>Pardofelis badia</i>	Borneo Bay Cat	4.32	0
<i>Perameles bougainville</i>	Western Barred Bandicoot	31.31	0
<i>Petroica traversi</i>	Black Robin	13.52	0
<i>Pezoporus occidentalis</i>	Night Parrot	14.45	0
<i>Phocoena sinus</i>	Vaquita	22.09	0
<i>Phyllobates terribilis</i>	Golden Poison Frog	15.65	9453
<i>Pithecophaga jefferyi</i>	Philippine Eagle	22.20	36595
<i>Platanista gangetica</i>	Ganges River Dolphin	30.58	5131
<i>Pongo abelii</i>	Sumatran Orangutan	25.94	222268
<i>Pongo pygmaeus</i>	Bornean Orangutan	26.04	31480
<i>Porcula salvania</i>	Pygmy Hog	10.91	41628
<i>Porphyrio hochstetteri</i>	Takahe	19.97	0
<i>Prionailurus viverrinus</i>	Fishing Cat	17.88	0
<i>Pristis pectinata</i>	Smalltooth Sawfish	12.71	10040
<i>Procolobus badius</i>	West African Red Colobus	20.01	30381
<i>Psephurus gladius</i>	Chinese Paddlefish	17.11	0
<i>Pseudalopex fulvipes</i>	Darwin's Fox	8.24	0
<i>Pseudemydura umbrina</i>	Western Swamp Tortoise	22.49	0
<i>Pseudophryne corrobororee</i>	Corroboree Frog	23.89	0
<i>Pseudoryx nghetinhensis</i>	Saola	19.70	5131
<i>Psittirostra psittacea</i>	Ou	264.78	0
<i>Pteronura brasiliensis</i>	Giant Otter	48.31	4278
<i>Puntius tras</i>	Tras	14.91	0
<i>Rhinoceros sondaicus</i>	Javan Rhinoceros	27.06	444712
<i>Rhinopithecus strykeri</i>	Myanmar Snub-nosed Monkey	5.23	0
<i>Rhynchotus jubatus</i>	Kagu	6.86	0
<i>Romerolagus diazi</i>	Volcano Rabbit	14.05	0
<i>Saiga tatarica</i>	Mongolian Saiga	30.39	128694
<i>Sarcophilus harrisii</i>	Tasmanian Devil	837.98	0
<i>Sarotherodon linnellii</i>	Blackbelly Tilapia	6.91	0
<i>Spheniscus demersus</i>	African Penguin	136.82	10040
<i>Spheniscus mendiculus</i>	Galapagos Penguin	41.29	0
<i>Sphyrna lewini</i>	Scalloped Hammerhead	27.75	25434
<i>Sphyrna mokarran</i>	Great Hammerhead	2981.86	31873

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Species	Common name	Average monthly web search interest	Aid data (USD)
<i>Squatina aculeata</i>	Sawback Angelshark	7.16	0
<i>Squatina argentina</i>	Argentine Angel Shark	9.72	0
<i>Squatina oculata</i>	Smoothback Angel Shark	15.41	0
<i>Squatina squatina</i>	Angel Shark	400.17	0
<i>Stomatepia mongo</i>	Mongo	20.25	0
<i>Strigops habroptila</i>	Kakapo	63.27	0
<i>Symphalangus syndactylus</i>	Siamang	30.32	143920
<i>Tapirus bairdii</i>	Baird's Tapir	26.84	26396
<i>Tapirus indicus</i>	Asian Tapir	26.01	10262
<i>Tapirus pinchaque</i>	Mountain Tapir	11.61	57192
<i>Telmatobius niger</i>	UCO	9.74	0
<i>Tomistoma schlegelii</i>	False Gharial	6.59	0
<i>Tor khudree</i>	Black Mahseer	11.94	0
<i>Totoaba macdonaldi</i>	Totoaba	35.60	0
<i>Triakis acutipinna</i>	Sharpfin Houndshark	10.61	0
<i>Varecia variegata</i>	Black-and-white Ruffed Lemur	21.58	0
<i>Xanthomyza phrygia</i>	Regent Honeyeater	10.46	0
<i>Zingel asper</i>	Apron	13.24	0