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Table S1. The ten towns in Madagascar (Figure 1) where data were collected, with population, number of households interviewed, number of individuals who knew someone who owned or had previously owned a bird, number of individuals who themselves owned or had previously owned a bird, number of markets visited, and number of markets where pet parrots (*Coracopsis nigra*, *C. vasa* and *Agapornis canus*) were for sale. (Town codes correlate to the codes shown on Figure 1, population estimates for cities were obtained from <http://www.ilo.cornell.edu/ilo/data.html>, or from local officials, habitat range data taken from BirdLife (2016a,b,c), \*does not include the respondents who had personally owned a parrot)

Town	Region	Town Code	Population	Within <i>C. vasa</i> habitat range	Within <i>C. nigra</i> habitat range	Within <i>A. canus</i> habitat range	Altitude of town (m)	No. of households interviewed	% seen a pet <i>Coracopsis</i> spp.*	% of current/ former <i>Coracopsis</i> spp. owners	No. years since last seen/owned	No. of markets visited	No. of markets with pet parrots for sale (%)
Ambositra	Amoron'i Mania	A	32 818	no	yes	no	1318	62	48	21	8 ± 3	2	0
Andasibe	Aloatra-Mangoro	B	12 000	yes	yes	yes	964	53	11	17	5 ± 5	0	-
Antananarivo	Analamanga	C	1 054 649	no	yes	no	1276	53	23	11	10 ± 4	4	0
Antsirabe	Vakinankaratra	D	186 253	no	yes	no	1500	25	68	0	13 ± 5	5	0
Beforona	Aloatra-Mangoro	E	13 000	yes	yes	yes	549	55	38	6	3 ± 3	0	-
Fianarantsoa	Haute Matsiatra	F	126 000	no	yes	no	1200	32	25	3	24 ± 6	2	0
Tôlanaro	Anosy	G	46 298	yes	yes	yes	8	50	32	6	2 ± 2	1	0
Moramanga	Aloatra-Mangoro	H	40 050	yes	yes	yes	914	60	55	7	3 ± 3	0	-
Toamasina	Atsinanana	I	201 729	yes	yes	yes	11	50	36	0	17 ± 8	0	-
Toliara	Atsimo-Andrefana	J	195 904	yes	yes	yes	8	0	-	-	-	3	0
TOTALS								440	37 ± 11	8 ± 5	9 ± 5	17	0 ± 0