

S2: List of References for Charisma Categorisation

Low level of charisma

Atlantic whitefish [11]
Black abalone [7]
Black-faced spoonbill [16]
Giant kokopu [24]
Giant Palouse earthworm [7]
Elkhorn coral [7]
Pacific rockfish [23]
Riverside fairy shrimp [29]
Silvery minnow [7]
Striped shiner [29]
Water vole [33]

High level of charisma

African forest elephant [21]
Asian elephant [20]
Atlantic salmon [18]
Australian birds [5]
Bald eagle [6]
Beluga whale [17]
Bornean orang-utan [10]
Brown kiwi [15]
Coho salmon [18]
Giant Panda [9]
Golden-shouldered parrot [27]
Gray-blue whale [17]

Gray whale [17]
Gray wolf [9]
Harbour seal [17]
Hawaiian monk seal [17]
Hawksbill sea turtle [3]
Humpback whale [17]
Leadbeater's possum [22]
Leatherback turtle [3]
Loggerhead sea turtle [3]
Mahogany glider [19]
Manatee [17]
Manchurian black bear [9]
Maremma cattle breed [26]
Marine turtle [3] Mediterranean monk seal [17]
Mexican spotted owl [13]
Modicana cattle breed [26]
Mountain goral [8]
North Atlantic right whale [17]
North Pacific right whale [31]
Northern hairy-nosed wombat [30]
Northern spotted owl [13]
Otter [4]
Peregrine falcon [25]
Porbeagle shark [12]
Puget Sound Chinook salmon [18]
Red-cockaded woodpecker [14]
Sea otter [4]
Smalltooth sawfish [28]
Southern CA steelhead [2]

Southern resident killer whale [\[17\]](#)

Spotted seal [\[17\]](#)

Steller sea lion [\[17\]](#)

Upper Willamette River Chinook salmon [\[18\]](#)

Vietnamese rhinoceros [\[32\]](#)

Whale shark [\[12\]](#)

White-rumped vulture [\[9\]](#)

Whooping cranes [\[1\]](#)

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