Table 1. Variable Codebook

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| Variable Name | Concept | Survey Item | Measurement Scale |
| Q1.Drink\_Coffee |  | Do you ever drink coffee? Please select one option. | ‘Yes’, ‘No’ |
|  | Required coffee product attributes | Please select 'Yes' or 'No' for each item, to indicate if the characteristic is a required condition when you are purchasing coffee. | ‘Yes’, ‘No’ |
| Q7.Required\_AromaFlavor |  | Higher quality in terms of sensorial  characteristics such as flavor and  aroma. |
| Q7.Required\_EnvironFrdly |  | Environmentally-friendly practices |
| Q7.Required\_ConsBirdHabitat |  | Conservation of habitat for migratory  birds |
| Q7.Required\_ChemicalFree |  | Chemical-free or organic production |
| Q7.Required\_SafeFairTrt |  | Safe and fair treatment of growers;  support of their livelihoods |
|  | Certification familiarity | How familiar are you with each of the following types of certifications that endorse smallholder coffee growers? | 5-point scale: ‘Not at all familiar’, ‘Slightly familiar’, ‘Somewhat familiar’, ‘Moderately familiar’, ‘Extremely familiar’ |
| Q9.Familiar\_Organic |  | Organic |
| Q9.Familiar\_FairTrade |  | Fair Trade Certified® |
| Q9.Familiar\_RainAllian |  | Rainforest Alliance® |
| Q9.Familiar\_SMBirdFrndly |  | Smithsonian Bird Friendly ® |
| Q9.Familiar\_UtzCert |  | Utz Certified® |
| Q9.Familiar\_4C |  | 4 C Common Code® |
| Q9.Familiar\_NesprAAA |  | Nespresso AAA® |
| Q9.Familiar\_StarCAFE |  | Starbucks C.A.F.E.® |
|  | Certification purchasing | Do you (or does anyone in your household) currently purchase any coffees with these certifications? | ‘Yes’, ‘No’ |
| Q10.Purch\_Organic |  | Organic |  |
| Q10.Purch\_FairTrade |  | Fair Trade Certified® |  |
| Q10.Purch\_RainAllian |  | Rainforest Alliance® |  |
| Q10.Purch\_SMBirdFrndly |  | Smithsonian Bird Friendly ® |  |
| Q10.Purch\_UtzCert |  | Utz Certified® |  |
| Q10.Purch\_4C |  | 4 C Common Code® |  |
| Q10.Purch\_NesprAAA |  | Nespresso AAA® |  |
| Q10.Purch\_StarCAFE |  | Starbucks C.A.F.E.® |  |

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|  | Barriers to  purchasing bird-friendly coffee | To what extent do the following items impact your decision about whether to buy bird-friendly coffee? | 5-point scale: 0 = ‘Not at all’, 1 = ‘Not very much’ , 2 = ‘Somewhat’, 3 = ‘A moderate amount’ , 4 = ‘Extremely’ |
| Q12.UnwareIssues |  | Unaware of issues |  |
| Q12.Cost | Cost |
| Q12.NotImportToMe | It's not important to me. |
| Q12.NotWillSwitchCof | Not willing to switch from my favorite coffee |
| Q12.CofMachineReq | My coffee machine requires specific types of  canisters (e.g., Keurig-type canisters) |
| Q12.NotSaleMyArea | It's not for sale in my area (or where I shop) |
| Q12.Other | Other (please specify) |
| Q15.Birdwatcher |  | Do you consider yourself a birdwatcher? | ‘Yes’, ‘No’ |
| Q16.Bird\_Level | Birding level | How would you describe your skill level at identifying birds across North America by sight? Please select the number that best describes your current skill level. | 9-point scale: 1 = ‘Beginner (can identify less than 10 birds)’, 2, 3 = ‘Novice (can identify about 50 birds)’, 4, 5 = ‘Intermediate (can identify about 100 birds)’, 6, 7 = ‘Advanced (can identify any bird in my state or region)’, 8, 9 = ‘Expert (can identify most of North America's 700 birds’ |
| Education | Education | Please indicate the highest level of your educational attainment. | ‘High school graduate or Some college’, ‘Associate and/or bachelor's degree or Bachelor's degree’, ‘Master's degree/ professional degree or Doctorate’ |
| Age | Age | What is your age? | Numeric Age |
| Sex | Sex | What is your sex? | Male, Female |