

## **Supplementary material**

Roadkill surveys undertaken in Florida (Gordon *et al.*, 2004; Grace *et al.*, 2017) suggest that visual images on road signage are more appealing to drivers and more likely to encourage them to modify their driving behaviour. As such, we investigated public preference to several animal signs.

The four animals featured as the most reported roadkill in protected areas were cheetahs, mongooses, chameleons and snakes (Collinson *et al.*, unpublished data). We undertook a social media survey in which we asked members of the public to identify which of the aforementioned animals they would most likely respond positively (change their driving behaviour) and negatively (not change their driving behaviour).

In total, 235 people participated in the survey, and chose the cheetah as the animal most likely to elicit a beneficial/positive response (44.7%), followed by the chameleon (35.7%), mongoose (11.9%), and snake (7.7%) (Collinson *et al.*, unpublished data). Thus, we elected to compare signage depicting the most and least popular species in our comparison of sign effectiveness.