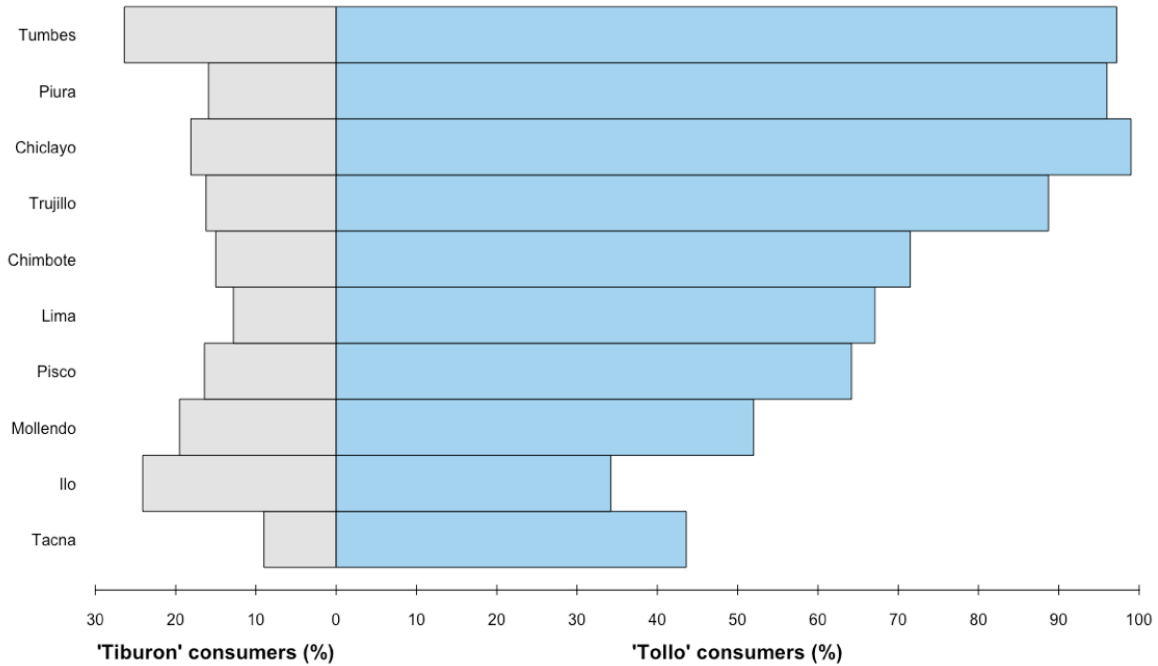


S1 Fig. Proportion of shark meat consumers per city. (A) Consumers who eat sharks under the ‘Tiburón’ (grey bars) and ‘Tollo’ (blue bars) common names, and (B) ‘Tollo’ consumers who are aware that ‘Tollo’ is a generic name for sharks (i.e. ‘Conscious’ shark meat consumers).

A



B

