

Table S1: Survey

Part 1.

Question	Variable name (Excel)	Options
	ID	Identification Number
	Condition	Condition
How often do you consume seafood?	Often	1 = Never 2 = Once a year 3 = Less than once a month 4 = Once a month 5 = Once a week 6 = More than once a week
Within the past two months, which of the following fish have you consumed (you can select all the options that apply)	anchovy	Peruvian anchovy
	tollo	Tollo (o toyo), tolo de leche, tolo bebé
	bonito	Eastern Pacific bonito
	makoshark	Shortfin mako shark (tollo diamante)
	blueshark	Blue shark or blue tolo
	caballa	Chub mackerel
	jurel	Jack Mackerel
	lisa	Flathead grey mullet
	marlin	Marlin
	flounder	Flounder
	corvina	Corvina drum
	chita	Peruvian grunt
	tunaCan	Tuna, canned
	tuna	Tuna, fillet
	salmon	Salmon
	tilapia	Tilapia
	NotKnow	I don't know
	OtherFi	Other
	OtherSp	Tell us which one:
Year of birth	Birth	Dropdown menu
Highest completed level of education:	Edu	1 = Elementary 2 = High-school 3 = Technical/Post-Secondary Institution 4 = University 5 = None of the above 6 = Other
	Edu.other	Free response
Gender	Gender	1 = Male 2 = Female

Part 2. Manipulation check

Question	Variable name (Excel)	Options
Mercury is bad for my health.	PSin1	1 = completely disagree 2 = slightly disagree
Ingesting mercury in food is more serious for ones' health than most people realize.	PSin2	3 = neither agree nor disagree 4 = slightly agree 5 = completely agree
If I eat shark or tollo, I will be eating mercury.	PSuin1	1 = completely disagree 2 = slightly disagree 3 = neither agree nor disagree
When eating shark or tollo, I am also eating mercury.	PSuin2	4 = slightly agree 5 = completely agree
Sharks and tollos are important for a healthy marine ecosystem.	PSex1	1 = completely disagree 2 = slightly disagree 3 = neither agree nor disagree
If sharks and tollos disappeared from the ocean, the consequences for the ocean would be worse than most people realize.	PSex2	4 = slightly agree 5 = completely agree
Consuming shark and tollo meat will cause sharks and tollos to disappear from the ocean.	PSuex1	1 = completely disagree 2 = slightly disagree 3 = neither agree nor disagree
Eating sharks and tollo will contribute to the reduction of their numbers.	PSuex2	4 = slightly agree 5 = completely agree
Eating popular fish (like Peruvian anchovy, Jack mackerel, Pacific chub mackerel, Eastern Pacific bonito, Chilean silverside, and Flathead grey mullet) would keep people from eating mercury.	REinP1	1 = completely disagree 2 = slightly disagree 3 = neither agree nor disagree 4 = slightly agree 5 = completely agree
If people eat popular fish (like Peruvian anchovy, Jack mackerel, Pacific chub mackerel, Eastern Pacific bonito, Chilean silverside, and Flathead grey mullet) they would be avoiding eating mercury.	REinP2	
Avoiding shark and tollo meat would keep people from eating mercury.	REinS1	1 = completely disagree 2 = slightly disagree 3 = neither agree nor disagree
If people avoid eating shark and tollo, they would be avoiding eating mercury.	ReinS2	4 = slightly agree 5 = completely agree
Buying pop. fish would help protect sharks, tollos, & the ocean.	REexP1	1 = completely disagree 2 = slightly disagree 3 = neither agree nor disagree
If people eat pop. fish they would be avoiding harming sharks, tollos & the ocean.	REexP2	4 = slightly agree 5 = completely agree
If people avoid buying shark and tollo meat, it would help them protect sharks, tollos, and the ocean.	REexS1	1 = completely disagree 2 = slightly disagree 3 = neither agree nor disagree
If people eat shark & tollo, they would be harming sharks, tollos, and the ocean.	REexS2	4 = slightly agree 5 = completely agree

Part 3. Attitudes and Intentions

Question	Variable name (Excel)	Options
Eating shark (or tollo) is:	shark.1	1 = negative 2 = slightly negative 3 = neutral: not negative or positive 4 = slightly positive 5 = positive
	shark.2	1 = bad 2 = slightly bad 3 = neutral: not bad or good 4 = slightly good 5 = good
	shark.3	1 = irresponsible 2 = slightly irresponsible 3 = neutral: not irresponsible bad or responsible 4 = slightly responsible 5 = responsible
Eating popular fish (like Peruvian anchovy, Jack mackerel, Pacific chub mackerel, Eastern Pacific bonito, Chilean silverside, and Flathead grey mullet) is:	pop.1	1 = negative 2 = slightly negative 3 = neutral: not negative or positive 4 = slightly positive 5 = positive
	pop.2	1 = bad 2 = slightly bad 3 = neutral: not bad or good 4 = slightly good 5 = good
	pop.3	1 = irresponsible 2 = slightly irresponsible 3 = neutral: not irresponsible bad or responsible 4 = slightly responsible 5 = responsible
In the future, I will eat shark (or tollo)	int.shark1	1 = completely disagree 2 = slightly disagree 3 = neither agree nor disagree 4 = slightly agree 5 = completely agree
I plan to include shark (or tollo) in my diet	int.shark2	
In the future, I will eat popular fish (like Peruvian anchovy, Jack mackerel, Pacific chub mackerel, Eastern Pacific bonito, Chilean silverside, and Flathead grey mullet)	int.pop1	
I plan to include popular fish (like Peruvian anchovy, Jack mackerel, Pacific chub mackerel, Eastern Pacific bonito, Chilean silverside, and Flathead grey mullet) in my diet	int.pop2	