

**S1 Table. Structure of questions of the survey.**

No.	Questions	Answer options
1	Year of birth	Open ended question
2	Gender	Male Female Non-binary
3	Place of birth	Open ended question
4	Highest completed level of education	Elementary High-school Technical University NA
5	Have you ever eaten 'tollo'?	Yes No Do not know
6	With what frequency do you eat 'tollo'? <i>Only asked if the participant answered 'Yes' in the previous question</i>	Once a week Twice a month Once a month Hardly ever Do not recall Used to, but not anymore
7	Do you believe that sharks are found in Peruvian waters?	Yes No Do not know
8	What species of sharks are found in Peruvian waters? <i>Only asked if the participant answered 'Yes' in the previous question</i>	Open ended question
9	Have you ever eaten sharks?	Yes No Do not know
10	What words come to mind when you hear the word 'shark'?	Open ended question