

SUPPLEMENTARY INFORMATION

Table S1. Post-hoc Dunn-test displaying Z test statistic and adjusted p-values for pairwise comparisons of percentage accuracy of correct answers from consumers among six European countries.

Comparisons	Z	Adjusted p-value
Belgium - Greece	-2.4373	0.0074 *
Belgium - Ireland	-2.9805	0.0014 *
Greece - Ireland	-0.5432	0.2935
Belgium - Italy	-3.169	0.0008 *
Greece - Italy	-0.7317	0.2322
Ireland - Italy	-0.1885	0.4252
Belgium - Spain	-3.6658	0.0001 *
Greece - Spain	-1.2285	0.1096
Ireland - Spain	-0.6853	0.2466
Italy - Spain	-0.4968	0.3097
Belgium - UK	2.7403	0.0031
Greece - UK	5.1776	0.0000 *
Ireland - UK	5.7208	0.0000 *
Italy - UK	5.9093	0.0000 *
Spain - UK	6.4061	0.0000 *

Table S2. Cumulative Link Model threshold coefficients as calculated by the clm package in R for ordered data from participants (total number of species' photographs correctly identified per participant: 1,2,3,4,5, or 6) and compared between regions [test estimate = -0.7055, standard error: 0.1354, z-value = -5.21, $\Pr(>|z|) = 0.000000189$].

Threshold coefficients	Estimate	Standard Error	z value
0 1	-2.0706	0.1292	-16.03
1 2	-0.5674	0.1015	7.102
2 3	0.7376	0.1039	7.102
3 4	1.9084	0.1369	13.94
4 5	2.9458	0.2036	14.47
5 6	4.6687	0.4519	10.331

Table S3. Post-hoc Tukey's HSD test displaying mean difference, 95% confidence intervals, and adjusted p-values for pairwise comparisons of richness of wrong answers from consumers among six European countries. The star (*) indicates significant pairwise comparison.

Pariwise comparison	Difference between means	Lower Confidence Interval	Upper Confidence Interval	Adjusted p-value
Greece-Belgium	-5.500	-12.275	1.275	0.16556660
Ireland-Belgium	5.000	-1.775	11.775	0.24798450
Italy-Belgium	2.333	-4.441	9.108	0.89772450
Spain-Belgium	-4.833	-11.608	1.941	0.28097880
UK-Belgium	8.167	1.392	14.941	0.01107001 *
Ireland-Greece	10.500	3.725	17.275	0.00068234 *
Italy-Greece	7.833	1.059	14.608	0.01611558 *
Spain-Greece	0.667	-6.108	7.441	0.99964210
UK-Greece	13.667	6.892	20.441	0.00001330 *
Italy-Ireland	-2.667	-9.441	4.108	0.83466790
Spain-Ireland	-9.833	-16.608	-3.059	0.00154388 *
UK-Ireland	3.167	-3.608	9.941	0.71396190
Spain-Italy	-7.167	-13.941	-0.392	0.03327665 *
UK-Italy	5.833	-0.941	12.608	0.12367760
UK-Spain	13.000	6.225	19.775	0.00003040 *

Table S4. Post-hoc Tukey's HSD test displaying mean difference, 95% confidence intervals, and adjusted p-values for pairwise comparisons of diversity of wrong answers (as calculated with a Shannon diversity index) from consumers among six European countries. The star (*) indicates significant pairwise comparison.

Pariwise comparison	Difference between means	Lower Confidence Interval	Upper Confidence Interval	Adjusted p-value
Greece-Belgium	-0.797	-1.746	0.151	0.14010026
Ireland-Belgium	0.020	-0.929	0.969	0.99999984
Italy-Belgium	-0.010	-0.959	0.939	0.99999999
Spain-Belgium	-0.631	-1.580	0.318	0.35398819
UK-Belgium	0.373	-0.575	1.322	0.83457765
Ireland-Greece	0.817	-0.132	1.766	0.12352586
Italy-Greece	0.787	-0.162	1.736	0.14931113
Spain-Greece	0.166	-0.782	1.115	0.99430032
UK-Greece	1.171	0.222	2.119	0.00887008 *
Italy-Ireland	-0.030	-0.979	0.919	0.99999870
Spain-Ireland	-0.651	-1.599	0.298	0.32132617
UK-Ireland	0.354	-0.595	1.302	0.86332097
Spain-Italy	-0.621	-1.569	0.328	0.37150037
UK-Italy	0.384	-0.565	1.332	0.81872116
UK-Spain	1.004	0.056	1.953	0.03310421 *