



Fig. S1. Google Trend relative search interest (worldwide) for “turtle straw” and reusable, environmentally-friendly alternatives (“reusable straw”, “beeswax wrap”, and “reusable bag”) from 8 November 2011 to 8 November 2021. The video of an olive ridley sea turtle (*Lepidochelys olivacea*) with a plastic straw lodged in its nostril was posted to YouTube on 10 August 2015. Since then, numerous hashtags have been created (e.g., #stopsucking, #strawlessocean, #savetheturtles, #breakfreefromplastic), each with thousands of posts on Instagram and Twitter. Not only did search trends indicate increased interest in plastic alternatives, but a large spike in the “single use plastic” term indicates an overall increased plastic awareness. Major single-use plastic bans in ensuing years are indicated with arrows.