



Fig. S2. The mean annual Google Trends search interest (blue solid line, out of 100), reported number of live trades by CITES (black dotted line), and the number of slow lorises observed in Indonesian markets (grey bars). The year slow loris trade was banned by CITES (2007) is indicated by a star (★) on the x-axis (Year). Major social media events that may have influenced trends are indicated with arrows. Note that Google Trends search data was available from 1 January 2004 and averaged by year. Google Trends search interest is relative to the highest peak in the time series. Number of live trades from CITES were calculated as gross imports. Icon attribution: Selfie by Adrien Coquet.