



**UNDERSTANDING THE
MOTIVATIONS: THE
FIRST STEP TOWARD
INFLUENCING CHINA'S
UNSUSTAINABLE
WILDLIFE
CONSUMPTION**

了解消费动机：影响中国
不可持续野生动植物消费的第一步

EDITED BY RACHEL M. WASSER AND
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国际野生生物贸易研究组织报告
A TRAFFIC EAST ASIA REPORT



TRAFFIC
the wildlife trade monitoring network

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The research was designed with WWF pro-bono partner Ogilvy and Mather (Beijing office)

Front cover photograph: Turtle plastrons for sale in a Chengdu market, Sichuan Province, China

Photograph credit: © James Compton/ TRAFFIC

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Edited by Rachel M. Wasser and Priscilla Bei Jiao
A TRAFFIC East Asia Report
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Traditional Chinese medicine containing pangolin produced in Guangxi Province ©TRAFFIC

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TERMINOLOGY

China refers to the People's Republic of China.

First-tier cities refers to Beijing, Guangzhou, and Shanghai, where per capita Gross Domestic Product (GDP) is higher than in the second-tier cities surveyed (see below). Patterns of wildlife consumption differed between first and second-tier cities.

National Grade 1 and National Grade 2 protected species refers to “species of wildlife which are rare or near extinction” and granted “first class” and “second class [State special] protection,” respectively, under the People's Republic of China Law for the Protection of Wild Animals, adopted in 1988. China has a national two-grade management system for those species deemed most threatened ¹, and under this system Grade 1 protected species are under the management authority of the central government, specifically the State Forestry Administration, while provincial governments are responsible for the protection of Grade 2 species.

Protected species of important social, economic or scientific value refers to the more than 1600 species protected under a Chinese national regulation promulgated by the State Forestry Administration in 2001. These wild terrestrial animal species are recognized as being beneficial or of important economic or scientific value. They are less strictly protected than National Grade 1 and Grade 2 protected species and can be hunted for wildlife meat with provincial government licenses; in contrast, it is prohibited to hunt National Grade 1 and Grade 2 protected species for commercial purposes.

Second-tier cities refers to Kunming, Chengdu and Harbin, where per capita GDP is lower than in the first-tier cities surveyed (see above). Patterns of wildlife consumption differed between first and second-tier cities.

Sustainable use refers to the use of components of biological diversity in a way and at a rate that does not lead to the long-term decline of biological diversity, thereby maintaining its potential to meet the needs and aspirations of present and future generations.²

Wildlife consumption refers to the use of wild animals and/or their products for example for food, traditional medicines and ornaments.

All conversions to US Dollars made in this report use the rate on 1 February 2008 of USD1 = CNY7.18.

ABBREVIATIONS AND ACRONYMS

ASEAN	Association of Southeast Asian Nations
CSR	Corporate Social Responsibility
GDP	Gross Domestic Product
IUCN	International Union for the Conservation of Nature
NGO	Non-Government Organization
SARS	Severe Acute Respiratory Syndrome
TCM	Traditional Chinese Medicine
TRAFFIC	The Wildlife Trade Monitoring Network, a joint programme of WWF and IUCN
WWF	The global conservation organization

1. People's Republic of China Law for the Protection of Wild Animals, 8, November 1988. (Text: http://www1.chinaculture.org/library/2008-01/07/content_21459.htm)

2. Article 2 of the Convention on Biological Diversity, 5, June 1992. (Text: www.cbd.int/convention/articles.asp)

报告综述

本研究旨在了解中国大城市消费者对于野生动植物保护的态度和消费行为，报告介绍了2007年12月至2008年2月在北京、上海、广州、昆明、哈尔滨和成都五城市对消费者调查的结果。这一研究的最终目的是，为开展长期有效的宣传活动来提高消费者对野生动植物保护的意识打下基础，也是为可持续利用野生动植物所做的一项努力。TRAFFIC 中国项目支持了本项研究。

尽管政府、媒体和非政府组织等各方为打击不可持续的野生动物消费做出了不懈努力，中国对于野生动物奢侈产品的消费，其中包括濒危物种的消费，已随着经济的发展而迅速增长。这种消费需求，以及需求所导致的不可持续的甚至非法的野生生物贸易，正日益把中国和其他国家的野生动植物及其生态系统推向危险的边缘。

国内许多被消费的野生动植物的种群数量已经大幅减少，这些物种的消费来源已经转移到东南亚、南亚和俄罗斯远东地区等国家，甚至更远的地区。非典爆发之后，国家有关部门颁布了一系列控制野生动物食用的规章制度，规定只有能成功圈养的野生动物才能进入市场消费，随即食用野生动物的现象大大减少，这证明了国家管理部门是有能力控制野生动植物贸易。然而，调查表明，在过去五年中，濒危野生动物用于食用和药用的情况又出现了蔓延的趋势。

本调查的研究小组在调查过程中进行了十次专家访谈和八个专题小组会议，并且对于来自不同年龄的群体，收入水平和教育程度的六城市的969名居民进行了消费态度调查。研究人员的目的是，理解野生动物消费的模式和动机，以及如何最有效地引导消费者。受访者被问到的内容涉及他们曾经使用过的野生动物种类、产品类型、食用野生动物的动机、对相关法律的认知、以及对野生动物保护的支持意愿。

这项调查结果表明，野生动物的消费，特别是野味、药材和补品，在许多城市广泛流行，大多数被访者对食用野生动物持有中立或接受的态度。受访者也普遍接受食用已经人工繁殖成功的野生动物。调查发现，多数受访者都对国家一级和二级受保护物种的情况有所了解，能够做到相对较少的消耗这些受保护的物种。

地理和人口因素对野生动物的消费模式有重要影响。五大城市中，广州消费者对野生动物消费的概率最高，昆明、成都、哈尔滨其次，这些城市应是未来宣传工作的重点。调查发现，消费者中收入和教育水平较高的男性食用野生动物比较多，原因可能是因为在商界食用野生动物比较流行，因此民营企业也是未来宣传活动的重要对象。

引起人们食用野生动物的欲望的因素是复杂的，有来自根深蒂固的文化习俗，也有其他方面的原因。研究表明，引起强烈欲望的因素包括“感情”和“功能”两方面。受访者反映，他们之所以食用野生动物，是因为他们认为食用这些野味可以反映较高的社会地位，表达对客人（“感情”的激励）的尊重。而且他们认为野味有滋补和保健的价值（“功能”的激励），这种思想根植于传统的中医文化。

调查结果表明，为了使未来的宣传工作更有成效，仅仅利用“保护野生动物”这个比较宽泛的理念，是远远不够的，因为近90%的当前消费者都声称支持野生动物保护。这是对“野生动物”概念的认识出现的偏差，人们对于传统概念“适合食用”（野生肉）与“不宜食用”的物种理解上的差别。因此，受访者所指的受保护的野生动物，通常是指保护“不宜食用”的物种。

这项研究发现，能够遏制不可持续的野生动物消费的主要因素为：1) 野味的来源有限，2) 食用野生动物违法和野味高昂的价格，3) 食用来源不明的野味可能染病。从消费观念的角度来看，这几个因素是设计宣传活动的基础。

在此项研究的基础上，遏制不可持续的野生动物消费的一个关键挑战是消费者对于保护现状、野生动物保护法规和有关法律的概念混淆和信息不足。由于食用保护动物违法这个概念，对威慑消费野生动物的行为十分有效，因此为环保组织提供了一个重要的宣传契机，其目的是向消费者宣传有相关保护法律。

大多数消费者都了解国家一级和二级保护的物种，而且相对较少地消费这些物种，调查结果建议将宣传重点放在被广泛消费的重点保护物种上，因为这些物种具备很高的社会、经济或科学价值，同时也是在市场上非常常见的。那些宣传食用野生动物“有害于你”的宣传方式，强调个人的法律责任，并导致自然环境的恶化，可能比采取“唤起同情心”的做法的效果更直接。

一个有效长期的宣传运动的目标群体应包括：那些消费野生动物最多的或最有可能减少食用野生动物的人群，以及有影响力的个人和社会各部门，从而使宣传能够波及更广泛的受众。

野生动物的药用作用往往通过口碑来传播，所以可以采用相同的方法，传播保护信息。因此，采取邀请代言人的方式，有效传播信息，鼓励降低非法和不可持续的野生动物消费。主要宣传合作伙伴应包括：媒体、野生动物执法机构、企业界、中医界、以及在劝说受众（如18-24岁的年轻人）拒绝食用野生动物最具说服力的业界人士或者个人。值得引起注意的是，在中国，媒体、政府野生动物执法机构和中医界已经开始参与反对不可持续的食用野生动物的工作，这些努力应得到加强。

注：野生动物执法部门并不在此项研究范畴之内，研究的建议并非来自本研究，而是基于国际组织与政府以往的合作经验。

EXECUTIVE SUMMARY

This report presents the results of a survey of consumer attitudes conducted in six cities in China (Beijing, Shanghai, Guangzhou, Kunming, Harbin and Chengdu) aimed at understanding attitudes and behaviour toward wildlife consumption in these cities. Conducted from December 2007 through February 2008, this research was undertaken in order to provide a foundation for the development of effective long-term consumer awareness campaigns, part of the effort needed to reduce wildlife consumption to sustainable levels in China.

Despite efforts undertaken by the government, the media, and non-government organizations, among other parties, to combat unsustainable wildlife consumption, China's consumption of high value wildlife products, including threatened species, has risen rapidly as its economy has grown. This consumer demand is increasingly placing wild animals and plants, and their ecosystems – both in China and abroad – at risk through unsustainable and often illegal wildlife trade. Many of the wild populations of species that are consumed have become depleted in China, and sourcing has shifted to countries in South-east Asia, South Asia and the Russian Far East, as well as further afield. Though the highly effective temporary suspension of trade in wild animals after the outbreak of Severe Acute Respiratory Syndrome (SARS) showed that the government of China can control wildlife trade if it so desires, over the past five years the trade in wild animals for meat and medicinal purposes has resumed, and is believed to be on the increase.

TRAFFIC's research team conducted 10 expert interviews and eight focus group sessions, as well as a survey of 969 people from various age groups, income and education levels in six Chinese cities. The researchers' goal was to gain an understanding of the patterns of wildlife consumption and the motivations for it, as well as insights on how to reach consumers most effectively. Respondents were asked questions relating to their use of products derived from wild species, perceived barriers to and motivations for wildlife consumption, knowledge about and awareness of relevant legislation, and support for wildlife protection.

The survey results demonstrate that consumption of wild species, particularly consumption of wild meats and wild animal medicines/tonics, respectively, is widely prevalent, and that most people hold either a neutral or an accepting attitude towards the consumption of wild animals as food. People are especially accepting of consuming (as food) wildlife that is perceived to have been captive-bred. However, it is important to note that most respondents were aware of the conservation status of China's National Grade 1 and Grade 2 protected species, and relatively few consumed these in any form.

The survey also demonstrated the importance of geographic and demographic factors in determining patterns of wildlife consumption. The cities of Guangzhou, with the highest incidence of consumption, followed by Kunming, Chengdu and Harbin respectively, are important targets for future communications efforts. Men and people with higher incomes and education levels were consistently more likely to consume wildlife as food, possibly due to the prevalence of wildlife consumption in the Chinese business sector, making private enterprises a crucial target for future communications activities.

The factors motivating wildlife consumption are complex and culturally rooted, and they include 'emotional' and 'functional' motivators. Respondents consumed wildlife both because they saw it as representing social status and showing respect for guests ('emotional' motivators), and also because they believed it to be nourishing and to have curative value ('functional' motivators), ideas rooted in traditional Chinese medicine (TCM) concepts.

For future communications campaigns to be effective, the survey results showed that using the broad concept of ‘wildlife protection’ in communications messages would not be sufficient, as nearly 90% of current wildlife consumers also claimed to support wildlife protection. This gap between ‘wildlife’ as defined by conservation organizations and as understood by the average Chinese consumer is partially due to the deeply ingrained Chinese concept of ‘edible’ (wild meat) versus ‘inedible’ species. Thus when respondents discussed wildlife protection, they generally referred only to the protection of ‘inedible’ species.

This study found three principal barriers to unsustainable wildlife consumption: limited availability, illegality, and price. From a consumer attitudes perspective, these three barriers to consumption are essential elements in designing outreach materials.

Based on this research, a key challenge to discouraging unsustainable wildlife use is consumers’ confusion and ignorance about conservation status, wildlife protection regulations and other relevant laws. As illegality is a major deterrent to consumption of wildlife, this challenge presents an important communications opportunity for conservation organizations: campaigns aimed at educating consumers about conservation regulations. Given that most consumers are aware of the conservation status of China’s National Grade 1 and Grade 2 protected species, and that the relatively few people who consume them constitute a niche segment of hardcore users, the survey results support a focus on the widely consumed protected species of important social, economic or scientific value, which are often available in the market. This study also found that messages using a ‘harmful to you’ approach – emphasizing, for example, personal legal liability and contributing to the deterioration of the natural environment – could have a more immediate effect than those taking a ‘be compassionate’ approach.

An effective long-term communications campaign should target both end-users, focusing on those segments of the population that consume the most wildlife and/or have high potential for cutting down on wildlife consumption, and influential individuals and sectors of society able to reach wider audiences.

Word-of-mouth is important in promoting the curative functions of wildlife, and so it is logical to look to word-of-mouth opportunities to transmit conservation messages, and therefore to partnering with key spokespeople as a potentially effective channel for communicating messages that encourage the reduction of illegal and unsustainable wildlife consumption. Key partners identified include: media, wildlife law enforcement agencies, the business community, the TCM community, and sectors or individuals in the public consciousness most likely to persuade others (such as young adults [aged 18-24]) to limit wildlife consumption. It is important to note that in China, the media, government wildlife law enforcement agencies³, and the TCM community are already contributing to the promotion of anti-unsustainable wildlife consumption messages, and these efforts should be strengthened.

3. N.B. Wildlife enforcement agencies were not specifically addressed in this study, and the recommendations included here are based on previous NGO experiences of working with the government as a key partner, rather than on empirical data from this study.

INTRODUCTION

China's consumption of high value wildlife products, including threatened species such as Asian tortoises and freshwater turtles, pangolins, and coral reef fish, has risen rapidly with China's economic growth. Despite efforts against illegal and unsustainable wildlife consumption undertaken by government, the media, and non-government organizations, among other parties, and the widespread support for wildlife protection that they have engendered, consumer demand has inflated the price of wildlife products, making it more profitable to engage in the trade. Current trends in overharvesting of wild species are increasingly placing the wild populations of animals and plants, and their ecosystems – both in China and abroad – at risk through unsustainable and illegal wildlife trade (Zhang et al, 2008).

Beginning with the liberalization of China's economy in the 1980s, and the ensuing rise in individual purchasing power, a wide range of animals, including small mammals, birds, reptiles and amphibians, have been consumed at increasing rates (particularly throughout southern China, where the practice of eating wild meat is much more prevalent than in other areas of China). Wild animal products are used for medicine and health care, and more recently, the pet trade sector has begun to grow. Many wild populations of the species that are consumed have become depleted in China, and sourcing has shifted to countries in South-east Asia and even South Asia (Lee et al., 2004). Tortoises and freshwater turtles, for example, a group of reptiles, which are often consumed for medicinal purposes as well as for food, are practically commercially extinct in the wild in China due to over-exploitation (Lee et al., 2004)⁴. As a result, wild tortoises and freshwater turtles from countries in South-east Asia, the Indian subcontinent, and North America are being imported into China to satisfy consumer demand, which is causing detrimental conservation impact in the countries of origin⁵.

The wildlife trade was suddenly highlighted as a human health risk by international media in 2003 when Severe Acute Respiratory Syndrome (SARS) was suspected to be linked to species of civet, a group of small mammals frequently traded in southern China's food markets. While there was a temporary suspension of trade in wild animals – showing that the Chinese government can strictly control the trade if it so desires – over the past five years the trade in wild animals for consumption as meat and medicinal purposes has resumed, and is believed to be on the increase.

Combating the often illegal and unsustainable trade in wild species in southern China requires a combination of conservation interventions by various agencies from within China and neighbouring supplier countries. Such a multi-faceted approach should include not only strict law enforcement interventions to stop illegal activity, but also promote targeted efforts to change consumer awareness, and ultimately consumer behaviour, in order to tackle the drivers of such trade (TRAFFIC, 2008).

Understanding the motivations and patterns of wildlife consumption in various regions of China is the crucial first step toward the development of effective long-term consumer awareness campaigns that aim to change the attitudes and behaviour of China's consumers towards illegal and unsustainable wildlife trade. Such information can also serve as a baseline against which to measure the long-term effects of such campaigns.

This report⁶ synthesizes results from a consumer attitude survey conducted in six cities in China (Beijing, Shanghai, Guangzhou, Kunming, Harbin and Chengdu) from December 2007 to February 2008. The research was aimed at understanding attitudes and behaviour toward wildlife consumption in these cities,

4.As many as three-quarters of the Chelonian species in Asia are already listed as Threatened by the IUCN Red List (IUCN, 2008).

5.It is important to note that there are many farming operations already established for tortoises and freshwater turtles in China, including both native and exotic species. Although these supply some of the market demand for wild meat and medicinal use, the potential conservation benefit in reducing off-take from wild populations is not yet known.

6.In addition to this synthesis report, the full market research analysis prepared by SKP will remain as a detailed reference point for any campaign designed to reach targeted sectors of China's society to transform illegal and unsustainable consumption of wild animals and plants.

focused primarily on wild animal species (terrestrial mammals, birds, reptiles, amphibians, fish), and also medicinal plants. The research did not address the consumption of insects.



Interviews conducted in six cities-Beijing, Shanghai, Guangzhou, Kunming, Harbin and Chengdu © www.ditu.com

METHODS

The research upon which this synthesis report is based made use of a combination of methodologies, specifically expert interviews, focus group discussion sessions and a quantitative field study. The qualitative phases (expert interviews and focus group sessions) were undertaken to understand general use of wildlife and attitudes towards consumption, as well as to establish hypotheses and formulate questions to explore in the quantitative phase.

To understand use and attitudes from the perspective of experts, 10 in-depth interviews were conducted from 26 December 2007 to 28 January 2008. Experts were interviewed mainly by phone and included journalists, sociologists, NGO officers working on wildlife trade, a traditional Chinese medicine scholar, and a wildlife trader (restaurant owner). This part of the survey helped formulate hypotheses for the other two components.

Prior to the quantitative field study, eight focus group sessions were held in three cities (Beijing, Kunming, Guangzhou) to gather information on the key differences between users and non-users of wildlife. Groups were drawn up based on wildlife consumption status, age, gender, and location criteria. Current users comprised five groups, while lapsed and non-users (grouped together in the focus groups) comprised three groups. Each focus group session ran for 90-120 minutes and consisted of an observed, semi-structured discussion led by a moderator.

To quantify the key information gained from expert interviews and focus group sessions, 969 interviews were conducted in six major Chinese cities⁷: Beijing, Shanghai, Guangzhou, Kunming, Harbin, and Chengdu. For

7. More than 150 interviews were conducted in each city.

the purpose of this initial study, these cities not only represented a wide geographic distribution, but also represented a mix in terms of GDP per capita levels; Beijing, Shanghai and Guangzhou are “first-tier” cities, while Kunming, Harbin and Chengdu are “second-tier” cities. Interviews were conducted from 21 January 2008 to 15 February 2008 – the period just prior to Chinese New Year when consumption of wild species for meat and medicinal purposes is traditionally high. Data were collected through door-to-door interviews using a structured questionnaire (see **Appendix I** for more detail).

Focus group and quantitative survey respondents were limited to local citizens of the surveyed cities (i.e. people that had lived in the survey location for at least one year) aged 18-60. For the quantitative survey, in order to ensure a representative sample, an interlocked gender/age quota and a district quota – according to population distribution in the surveyed cities – were applied. In addition, to ensure the completed samples covered major income classes, a household income quota was applied. In first-tier cities, monthly household income level was defined as follows: in the first-tier cities, low income was CNY1501-5 999 (USD209-836), medium income was CNY6 000-8 999 (USD836-1 253), and high income was CNY9000 (USD1 253) and above; in the second-tier cities, low household income was CNY1 001-2 999 (USD139-418), medium was 3 000-4 999 (USD418-696), and high was above CNY5 000 (USD696).



Ginseng display in Chengdu, Sichuan Province © James Compton/TRAFFIC

Research was conducted using the Chinese yuan, or renminbi (CNY), as the unit of currency. All conversions to US Dollars made in this report use the rate on 1 February 2008 of USD1 = CNY7.18.

Defining Current User, Lapsed User, and Non-User Groups

For the focus groups, current users were defined as respondents who had consumed ‘socially defined wildlife’ in the past 12 months, lapsed users were defined as respondents who had consumed ‘socially defined wildlife’ over one year before, but not within the past 12 months, and non-users were defined as respondents who had never consumed ‘socially defined wildlife’. For the purposes of separating respondents into user, lapsed user, and non-user classifications, these two groups of wildlife were defined by taking into consideration social perceptions and conservation grading. In this study, ‘socially defined wildlife’ consists of the following species: Tiger, leopard, bear, deer (Musk Deer, muntjak), freshwater turtles, small mammals (e.g. civet), gecko, antelope, giant salamander, wild birds, juxi (monitor lizard), and pangolin. ‘Non-socially defined wildlife’ consists of the following species: seahorses, pheasants, snakes, live reef fish (e.g. Coral Grouper, Humpback Grouper, Yellow Grouper, Greasy Grouper, Humphead Wrasse), sea cucumbers, sharks, and abalone.

For survey respondents, unlike for focus group respondents, no specific definition of ‘wildlife’ was used when sorting respondents into group categories of current user, lapsed user, and non-user based on their claims about consumption. Survey respondents were asked whether or not they had consumed wildlife in the past 12 months without a specific definition of ‘wildlife’ being offered, and each respondent’s categorization as current, lapsed or non-user was thus entirely based on his/her own understanding about whether s/he had consumed ‘wildlife,’ and when. For the specific questions asked of quantitative survey respondents, see **Appendix I**.

Classification of Species in the Survey Instrument (questionnaire)

In the survey questionnaire, species were classified into four groups corresponding approximately to China’s conservation grading of wildlife: Group 1 corresponding roughly to National Grade 1 protected species (most highly protected); Group 2 corresponding roughly to National Grade 2 protected species (highly protected); Group 3 corresponding roughly to China’s protected species of important social, economic or scientific value (lower grade protected species); and Group 4 consisting for the most part of species not protected under Chinese law (see **Table 1**). Because of the nature of this survey, respondents were often asked about groups of species (i.e. snakes, turtles, wild birds) rather than single species; for this reason, Groups 1-4 do not correspond exactly with national conservation grading. In other words, some species in Groups 3 and 4 are National Grade 1 and National Grade 2 protected species, and some Group 4 species are protected species of important social, economic or scientific value.

Survey respondents were not told the criteria behind the grouping of species, and were asked to respond to questions based on each individual species.

Table 1 Survey species groupings 1-4

Grouping	Species
Group 1 (corresponds roughly to National Grade 1 protected species)	Tiger, leopard, bear, antelope, juxi (monitor lizard), Chinese Sturgeon
Group 2 (corresponds roughly to National Grade 2 protected species)	pangolin, gecko, Giant Salamander
Group 3 (corresponds roughly to protected species of important social, economic or scientific value) ⁸	wild pig, deer (e.g. muntjak), small mammals (e.g. civet), wild birds (e.g. house sparrow, common quail, spotted dove), snakes, turtles
Group 4 (corresponds roughly to species not protected under Chinese law)	pheasants, seahorses, live reef fish (e.g. groupers and wrasses), sea cucumbers, sharks, abalone

RESULTS

To Eat or Not to Eat: What is Wildlife?

Most people surveyed classified wildlife into two basic categories – those they considered “edible” (“yewei”) and those considered “inedible” (“ye sheng dong wu”). Respondents defined yewei as a subset of wildlife that is considered edible. The literal translation of yewei is ye (wild) and wei (delicious). Respondents also defined another subset of “inedible” wildlife, which they believed it was prohibited to eat or was an endangered species. Most respondents simply called “inedible” wildlife “ye sheng dong wu” (wild animal) to distinguish these animals from yewei.

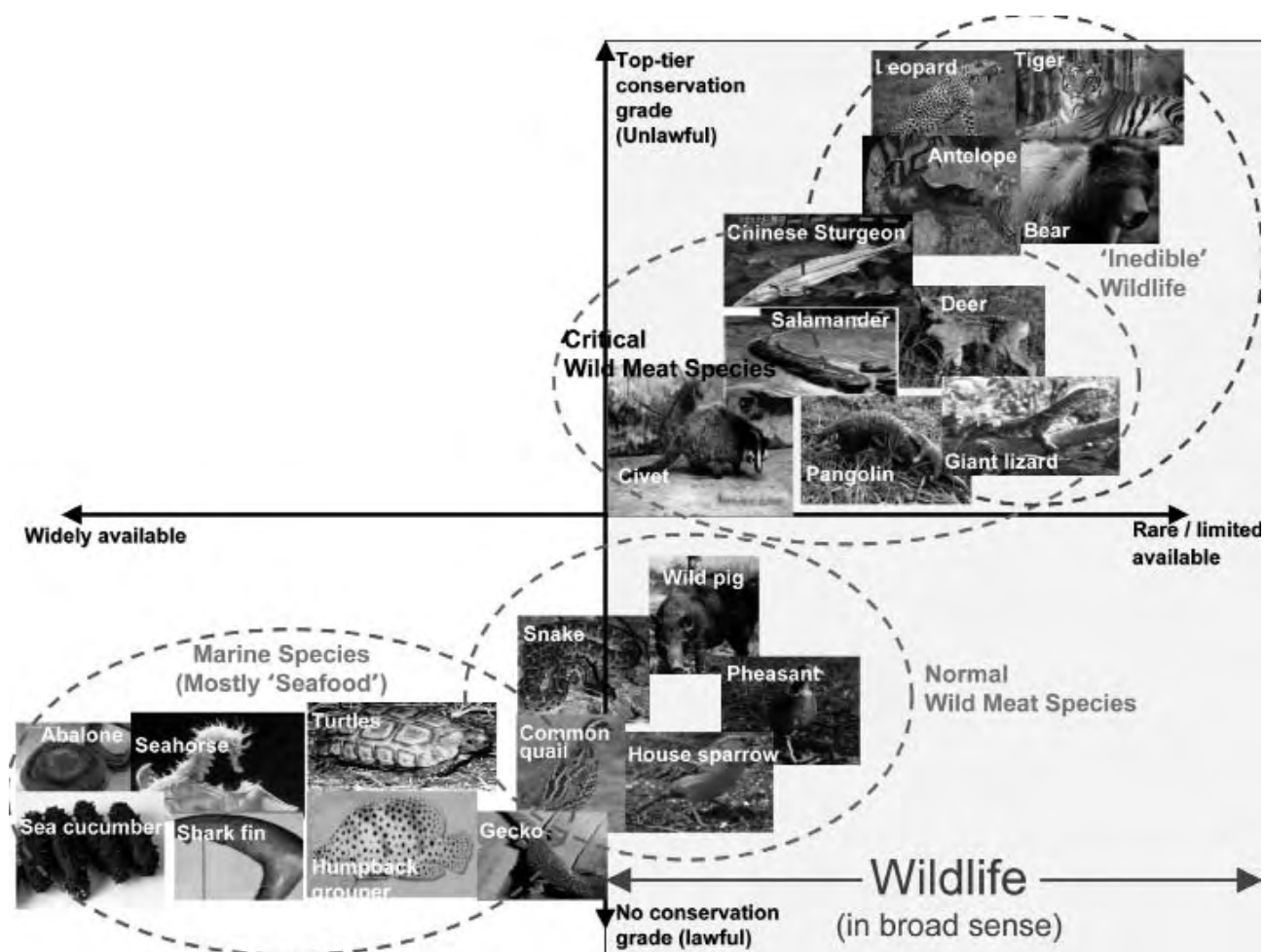
However, there was no clear boundary between these two categories: most respondents understood that some critical ‘edible’ species were protected, and could not be sold or eaten openly, but still saw these as ‘wild

8 . N.B. Musk Deer, Black Muntjak, and some turtles are National Grade 1 protected species, and most small cats are listed as National Grade 2 protected species.

meat species' rather than as 'inedible' wildlife. Perceptions about species and their categorization were based on various factors, including perceived conservation grading, whether or not the wildlife could easily be found in the market, whether it was primarily eaten ('wild meat') or used for medicinal purposes, and whether it was sold openly or covertly. In addition, nearly half of survey respondents reported that they 'never think of seafood as wildlife'. Among focus group participants most marine species were defined separately from wildlife; they were not classified with 'inedible' wildlife species, and though seen as 'edible,' they were also not classified as 'wild meat'. **Figure 1** shows the classification of different species by focus groups:

Figure 1

Groupings of 'edible' wildlife, 'inedible' wildlife and marine species (mostly 'seafood') as defined by focus groups



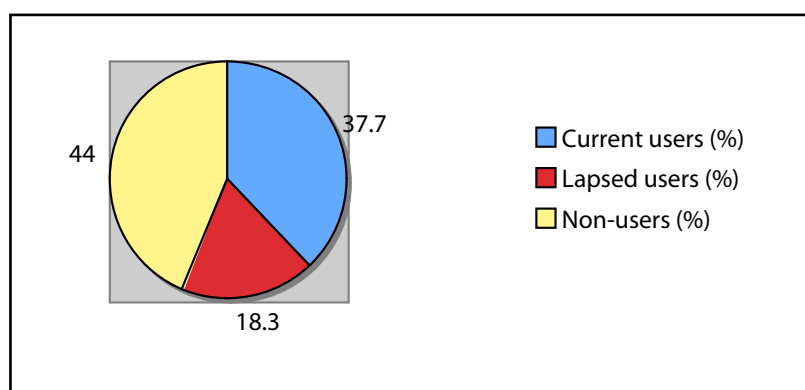
**Classifications are based on the perceptions of focus group participants. Animals in the blue circle were understood by most participants to be strictly protected by law and forbidden to eat. Animals in the red circle were perceived to be less strictly protected by law but unable to eat openly. Those in the pink circle were seen as being wildlife but relatively easily bought and consumed. Species in the green circle may be freely eaten.*

Understanding Wildlife Consumers

The quantitative survey found that 44% of respondents claimed to have consumed wildlife in the past 12 months (users), about 18% claimed to have consumed wildlife more than a year ago, but not within the past 12 months (lapsed users), and about 38% claimed to have never consumed wildlife (non-users) (see **Figure 2**). The highest current incidence of wildlife consumption was as food (36% of all respondents were current users of wildlife as food), followed by consumption as medicine/tonic (16% of all respondents). The incidences of current consumption as ornamental products/clothing or as pets were far lower (4% and 1% of all respondents respectively).

Figure 2

Incidence of wildlife consumption among all survey respondents



Despite the high overall incidence of consumption, the incidence of consuming National Grade 1 and Grade 2 protected species (species that are highly protected) was minimal, with consumption of Group 1 species as food especially low (<1% of survey respondents admitted to being current users; see **Tables 2 and 3**). There was a higher incidence of consumption of Group 3 and 4 species, with the major threat consumption as food (27% of respondents were current users of Group 4 species as food; see **Table 2** for information on Group 3). The survey found that the niche user group that consumed Group 1 species consumed these for medicinal purposes more often than as food, as can be seen in **Tables 2 and 3** below.

Geographically, taking into account current and lapsed users, wildlife consumption was highest in southern China. Residents of first-tier city Guangzhou in southern China had the highest incidence of wildlife consumption, followed by residents of second-tier cities Kunming, Chengdu and Harbin respectively (see **Table 4**). The percentage of current users in Guangzhou was almost triple that in Beijing, and more than half of Beijing respondents had never consumed wildlife⁹.

⁹By comparison, another survey carried out in five major cities (Beijing, Shanghai, Guangzhou, Kunming and Chengdu) regarding wildlife conservation, 42.7% of 1 352 respondents were found to have never consumed wildlife (Zhang et al, 2008).

Table 2 Incidence of consumption of Groups 1, 2 and 3 species as food (n=969)

% survey respondents who consumed wildlife as medicine / tonic	Consumed Group 1 species	Consumed Group 2 species	Consumed Group 3 species
Within past year	0.9	2.3	21.7
Over one year ago	1.7	7.7	20.5

Table 3 Incidence of consumption of Groups 1, 2 and 3 species as food (n=969)

% survey respondents who consumed wildlife as medicine / tonic	Consumed Group 1 species	Consumed Group 2 species	Consumed Group 3 species
Within past year	2.7	1.8	21.5
Over one year ago	1.3	1.3	6.3

Geographic location also played a role in how wildlife was used: Guangzhou had the highest incidence of current wildlife consumption as food (52% of all respondents) and medicine/tonic (51% of all respondents), while Chengdu had the highest incidence of wildlife use for ornamental products and clothing (16% of all respondents).

Table 4 Wildlife consumption by city (n=969)

% survey respondents who consumed wildlife	City					
	Beijing	Shanghai	Harbin	Chengdu	Kunming	Guangzhou
Within past year	25.0	42.3	37.9	47.7	40.4	71.2
Over one year ago	18.5	9.2	21.9	16.1	25.8	18.4
Never	56.5	48.5	40.2	36.1	33.1	10.4
Don't know / Not sure	0	0	0	0.1	0.7	0

There is a skew towards men among current and lapsed users of wildlife as food, and a significantly higher proportion of women than men are non-users (see **Table 5**). Trends related to age are not as obvious from the

quantitative data, but compared with lapsed users and non-users, the ages of current users of wildlife as food were skewed towards the 25 to 44 age group (see **Table 5**).

Also, people with higher incomes and education levels were significantly more likely to consume wildlife as food (see **Table 6**). For example, around half of low income respondents reported never consuming wildlife as food, and less than one-third of them were current users; in contrast, the consumption patterns among high income respondents reversed (for the definition of income levels used in this survey, see **Methods**). The comparison between those who attended junior high school or below and those who attended college shows similar consumption patterns (see **Table 6**).

Table 5 The gender and age of respondents using wildlife as food (n=969)

% survey respondents who used wildlife as food	GENDER		AGE			
	Male	Female	18-24 years	25-34 years	35-44 years	45-60 years
Within past year	38.0	34.8	35.3	39.5	39.7	31.9
Over one year ago	22.6	17.3	19.0	20.6	18.3	21.7
Never	37.8	45.2	42.9	38.7	39.3	44.4
Don't know / Not sure	1.6	2.7	2.8	1.2	2.7	2.0

Table 6 The household income and education level of respondents using wildlife as food (n=969)

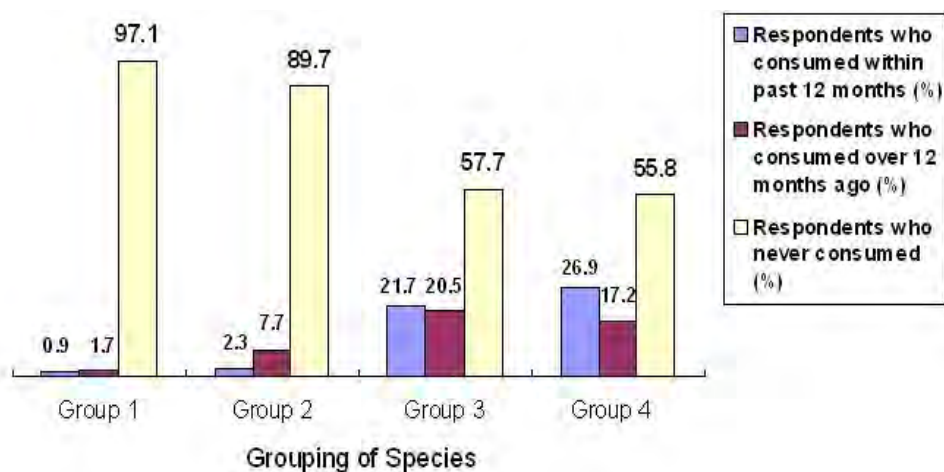
% survey respondents who used wildlife as food	HOUSEHOLD INCOME			EDUCATION LEVEL		
	Low	Medium	High	Junior high school or below	Senior high school / technical secondary school	Two / Four-year college
Within past year	29.7	37.1	50.3	26.6	36.2	41.0
Over one year ago	22.0	19.7	16.4	21.7	20.5	19.1
Never	46.5	41.5	29.2	50.5	41.9	36.2
Don't know / Not sure	1.8	1.7	4.1	1.2	1.4	3.7

Species at Risk

The survey found that only a very limited segment of respondents consumed the highly protected Group 1 and 2 species as food – approximately 1% and 2%, respectively. In contrast, around a quarter of all respondents currently consume Group 3 and 4 species as food (see **Figure 3**), with approximately one-tenth of current users eating them at least once per month.

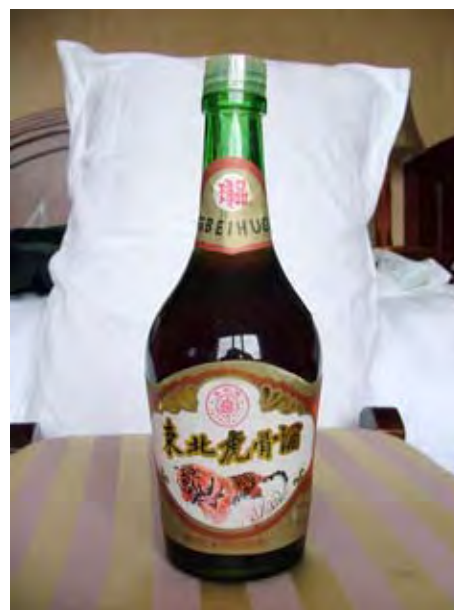
Figure 3

Incidence of using wildlife as food by species grouping



According to the quantitative survey data, two key occasions for consuming wildlife were for business purposes (amongst high income groups¹⁰) and during traditional festivals (mostly seafood). Business gatherings were the main occasion of usage of Group 1 species as food, and one of the top three occasions for usage of Group 2 species as food. However, this is based on a very small sample, as the number of respondents who consumed Group 1 or 2 species as food was very low: 9 and 22 respondents respectively.

Among the 210 respondents who had consumed Group 3 species within the past year, a substantial proportion consumed them during ‘normal’ occasions (e.g. at home in a non-celebratory manner), indicating that at least some of these species may be seen as relatively everyday foodstuffs. Of respondents who had consumed Group 3 species in the past 12 months, half reported at some point consuming them as “just a dish in a meal”. Younger (age 18-24) and older (age 45-60) respondents tended to consume these species at ordinary gatherings of family and friends, in contrast to those aged 25-44, who were more likely to consume them for business purposes. **Table 7**, below, details the occasions of use of Group 3 species as food.



Tiger bone wine produced in north-east China © Xu Ling/TRAFFIC

10. 21% and 20% of high and medium income level survey respondents who consumed Group 3 species as foods, respectively, reported eating them on business occasions. In contrast, significantly fewer low income respondents who consumed Group 3 species as foods (only 9%) ate them during these occasions.

Table 7 Major occasions for eating Group 3 species among respondents who consumed them in the past 12 months, with respondents indicating multiple occasions (n=210)

Occasions of using Group 3 species as food	% of survey respondents who consumed on these occasions
Just a dish in an meal	50
Family/friends gathering during normal days	31
Family/friends celebration at festival or special events	29
Business gathering/business trip	17
To alleviate physical discomfort	6
Leisure trip	5
Other	1

Note: Because respondents indicated multiple occasions of consuming wildlife, columns do not add up to 100%. Figures were also rounded to the nearest percentage point.

Table 8 Wildlife species consumed as food by all respondents (n=969)

	Species consumed in past 12 months as food	% of all respondents consumed by
Group 1	Chinese Sturgeon*	0.5
	antelope	0.3
	bear	0.1
	Tiger	0.0
	leopard	0.0
	Juxi (monitor lizard)	0.0
Group 2	pangolin	0.6
	Giant Salamander	0.5
	gecko	0.0
Group 3	freshwater turtles	11.8
	wild birds	10.8
	snakes	10.5
	wild pig	1.7
	deer (muntjak)	1.5
	small mammals (e.g. civet)	0.8
Group 4	sea cucumbers	19.8
	abalone	10.9
	pheasants	6.8
	sharks	5.4
	live reef fish	4.4
	seahorses	0.4

*Note: Non-zero figures have been are in bold for readability; * Chinese Sturgeon are available from both farmed as well as wild sources in China.*

The survey showed that the most commonly consumed wild animal food is sea cucumber, followed by freshwater turtle, abalone, wild bird, and snake (see **Table 8**).

It should be noted that the incidence of use of Group 1 species as medicines or tonics is nearly three times the incidence of consumption of these species as food (see **Tables 2 and 3**). **Table 9** shows which species are most commonly used medicinally:

Table 9
Wildlife species consumed as medicine or tonic/nourishment by all respondents (n=969)

	Species consumed in past 12 months as medicine / tonic	% of all respondents consumed by
Group 1	Chinese Sturgeon ¹¹	0.3
	antelope	0.5
	bear	0.1
	Tiger	1.9
	leopard	0.0
	Juxi (monitor lizard)	0.1
Group 2	pangolin	1.4
	Giant Salamander	0.1
	gecko	0.1
Group 3	turtles	9.0
	wild birds ¹¹	4.0
	snakes	6.9
	wild pig ¹¹	0.2
	deer (muntjak)	2.2
	small mammals (e.g. civet)	0.3
Group 4	sea cucumbers	2.7
	abalone	1.8
	pheasants	1.3

Note: Non-zero figures are in bold for readability.

More than 80% of respondents saw Group 1 species as ‘inedible’ wildlife and believed that they should never be eaten at all, but a small minority, ranging from about 2% to 9%, was receptive to eating leopard, Tiger, bear, juxi (monitor lizard), antelope, and Chinese Sturgeon respectively. Around 20% of respondents found it acceptable to eat Group 2 animals, and more than half of survey participants were open to eating most Group 3 and 4 species, seeing them as ‘edible’ – either as wild meat or as ordinary ‘normal and popular food[s]’. An overwhelming 80% of respondents saw sea cucumber and abalone, two of the most commonly eaten wildlife species (see **Table 8**), as ‘edible,’ and about half of respondents saw sea cucumber and abalone as ‘normal and popular food[s]’. **Table 10** shows attitudes towards the consumption of all wildlife species surveyed among all respondents.

¹¹ . Chinese sturgeon, live reef fish, wild birds, wild pigs, and pheasants are not generally thought of as species used for medicinal purposes. Respondents’ answers were based on the survey question: “When was your last time taking tonic/nourishment or medicine made of the following animals, including bone, blood, meat, horn etc.? Please also include the occasions [on] which you prepared long-time-stewed soup for the purpose of nourishing.”

Table 10
Attitudes towards consumption of wildlife species as food among all respondents
(n=969)

Species		% respondents who think it should never be eaten at all	% respondents who think it is one kind of wild meat which can be eaten but not everyone likes	% respondents who think it is a normal and popular food, everyone can eat it	% respondents who don't know / are not sure
Group 1	leopard	97.1	1.7	0.2	1.0
	Tiger	96.2	2.5	0.1	1.2
	bear	93.4	4.7	0.8	1.1
	Juxi (monitor lizard)	89.2	4.6	1.7	4.5
	antelope	89.0	6.4	2.0	2.6
	Chinese Sturgeon	88.2	6.8	1.8	3.2
Group 2	pangolin	76.1	15.2	4.4	4.3
	Giant Salamander	73.4	13.2	7.3	6.1
	gecko	64.3	13.7	6.3	15.7
Group 3	deer (muntjak)	62.8	22.7	8.2	6.3
	small mammals (e.g. civet)	53.7	22.6	12.7	11.0
	wild pig	46.9	33.2	13.2	6.7
	turtles	26.1	33.6	32.7	7.6
	wild birds	19.7	38.6	35.4	6.3
Group 4	seahorses	55.8	18.7	14.6	10.9
	live reef fish	35.4	27.0	20.8	16.8
	snakes	30.3	36.5	27.8	27.8
	sharks	26.1	33.2	32.8	7.9
	pheasants	20.7	38.6	35.3	5.4
	sea cucumbers	14.6	29.2	50.3	5.9
	abalone	13.7	32.3	47.7	6.3

Besides perceptions and classifications, as socially defined, of particular species, the survey revealed some important broader trends related to the consumption of wildlife as food. Among the most notable are the fact that attitudes passively supporting wildlife consumption are widespread, and a lack of consensus about the acceptability/unacceptability of eating wildlife, even amongst non-users. Nearly half of survey participants felt that it was “fine to eat wildlife if it is raised by people”, but less than one-third would check before eating, with current users significantly less inclined to check than non-users.

A significant number of people have a strong desire to consume wildlife: about one-fifth of respondents, including lapsed users and non-users, indicated that if there were no laws governing consumption, they would like to eat wild meat. Also reflective of the complications surrounding wildlife consumption is the fact that when asked, around one-third of respondents, and nearly 40% of current users, felt that only ‘endangered wildlife’¹² should necessarily not be consumed. In addition to this, and perhaps most importantly in terms of

12 . For this survey question, the term ‘endangered wildlife’ was used. The term was not defined for survey respondents.

implications for advocacy, though close to half of lapsed users and non-users found other people eating wild meat to be unacceptable, the other half held either a neutral or an accepting stance towards this behaviour (see Table 11).

Table 11
Attitudes towards the consumption of wild meat among all survey respondents, with respondents broken down into user groups (n=969)

Attitudes towards consumption of wild meat	% of all survey respondents who hold this attitude	% of current users who hold this attitude	% of lapsed users who hold this attitude	% of non-users who hold this attitude
Totally or somewhat unacceptable	41.2	28.4	46.3	53.4
Neutral	32.2	35.7	33.3	27.7
Totally or somewhat acceptable	26.6	35.9	20.3	18.9
Don't know / Not sure	0	0	0.1	0

Why Consume Wildlife?

Chinese wildlife consumers appear to be driven by two main types of motivators: ‘emotional’ and ‘functional’. The survey found that a key ‘emotional’ motivator for wildlife consumption was respondents seeing ‘wild’ sources as ‘unpolluted,’ ‘precious,’ and ‘special’. More than a quarter of respondents saw ‘edible’ wildlife as a kind of special treat for guests or themselves – providing wild meat at a meal represents social status and shows respect for and closeness to guests. Around 40% of respondents claimed that wild meat was unavoidable in the business world, a trend that was most prominent among current users and males.

A key ‘functional’ motivator is the belief that ‘edible’ wildlife is nourishing and has curative value, rooted primarily in TCM concepts, but also in modern ideas about ‘green foods’. Close to half of respondents answering the multiple-choice question said that wild meat was more nutritious (49%), more healthy and natural (40%), and had more medicinal or nourishing benefits to the body (53%) than non-wild meat foodstuffs. Though current users generally were the most prominent survey group in terms of holding these beliefs, more than two-fifths of lapsed users and non-users also held the same beliefs.¹³

Word-of-mouth was found to be the most important source of information on the curative functions of wildlife, including information from people in older generations, friends and TCM practitioners. The media, through cookbooks and cooking programs, also was found to further reinforce these beliefs.

Figure 4 depicts the main motivations for consuming wildlife, and the sources of these motivations:

13 . There is one exception: only 34% of non-users believed that wild meat was more healthy and natural than ordinary poultry. By comparison, the single-choice question of another attitudinal survey (Zhang et al, 2008), found out that more than 50% of respondents in five cities (Beijing, Shanghai, Guangzhou, Kunming and Chengdu) consumed wildlife because they found the taste delicious. Those who tried wild animals because they felt they were rare represented 23.3% of the surveyed respondents, while 20.9% of people indicated they tried wildlife out of curiosity (Zhang et al, 2008).

Consumer Attitudes Towards Medicinal Plants

The source of medicinal plants – A large majority of survey respondents believed that the plants used in medicines sold in China were grown on farms (88%), especially in first-tier cities (Beijing, Guangzhou, Shanghai). For those plants collected from the wild, most respondents believed that their wild populations were declining, but around a quarter of respondents thought that wild populations were stable.

Preferences for farmed versus wild medicinal plants¹⁴ – Close to two-fifths of respondents preferred Chinese medicines made from farmed plants. However, the potential threat to wild medicinal plants from consumer demand is still severe, as close to 60% of respondents, especially men, the 35-44 age group, and current users, either choose medicines sourced from the wild only, or are willing to buy either farmed or wild plants.

Persistent wild plant users – Of respondents who would only buy medicine sourced from the wild, nearly two-thirds (64%) said that they would persist in buying these even if they “knew that wild populations of plants [they] used” were declining. This was especially true of high-income respondents (78%) and current users (33%, as opposed to 18% of lapsed users and 27% of non-users), but significantly less true in the south-west (Chengdu and Kunming), where respondents were more price conscious, and in second-tier cities, where respondents tended to support sustainable sources under conditions of wild population decline. In the south-west, just 42% of respondents who initially indicated they would only buy medicine sourced from the wild would persist if they knew that wild populations were declining, as opposed to 59% in the north (Beijing and Harbin) and 75% in the south-east (Guangzhou and Shanghai); in the second-tier cities, 51% would persist and 23% would support sustainable sources, in contrast to 71% and 8%, respectively, in the first-tier cities.

The importance of price – For those who are willing to buy either farmed or wild medicinal plants, price is the most important deciding factor. Most respondents who said they would buy farmed plants if wild populations were declining expected to pay significantly less for farmed plants, on average, one-third less.

Views towards medicinal plant farming poverty alleviation schemes – There was a strong positive response in terms of willingness to buy farmed medicinal plants in order to benefit poor farmers as part of a poverty alleviation/livelihoods scheme, especially in the first-tier cities. Even among respondents who insisted on buying wild plants in the face of declining wild populations, nearly 70% indicated that they were at least somewhat likely to buy farmed medicinal plants in order to help poor farmers, as were more than 70% of price-driven respondents.

14 . In terms of preference for farmed animal species versus wild animal meat, TRAFFIC's research found that 40% of respondents believed that yewei (wild meat) was healthier, more natural and more 'green' food than poultry, and 46% of respondents stated that yewei was tastier than poultry. When going out for social gatherings, nearly one-third of respondents preferred special wildlife meat. With specific reference to consumption of Tigers in China, Gratwicke et al (2008) found that among 43% of respondents (n=1 880) who had consumed products alleged to contain tiger parts from seven Chinese cities, a strong majority of consumers (71%) preferred wild products over farmed products, and 78% of respondents believed wild tiger products, as medicines, were more valuable than farmed tiger products, with only 2% believing the reverse.



Caterpillar fungus *Cordyceps sinensis* packaged for sale in Guangzhou market © James Compton/TRAFFIC



Qingping traditional medicine market in Quanzhou, Guangdong Province © Liu Xueyan/TRAFFIC

Why Not Consume Wildlife?

Focus group discussions revealed three key barriers to wildlife consumption: limited availability, illegality, and expensiveness. The significance of these barriers is supported by quantitative survey data, which showed them to be the top three most important barriers to eating wildlife. Around half of respondents cited limited availability and high cost as among their top three reasons for not consuming Group 1-3 species, and around 40% cited illegality (see **Table 12**).

It is important to note that although illegality is a strong motivator for reducing wildlife consumption, many survey respondents were ignorant of, or confused about, China’s national conservation grading of different species. Though slightly more than half of survey respondents claimed at least somewhat to understand the conservation grading of different species (56%), only 3% had the confidence to say they “totally” understood, and over one-third of respondents claimed at least somewhat not to understand the laws (30% claimed to somewhat not understand; 5% claimed totally not to understand).

The survey also found that the media is the main channel through which people learn about wildlife conservation. Expert interviews with journalists revealed that they see themselves as having a responsibility to disseminate information on relevant laws and promote environmental protection. Respondents’ perceptions of conservation grading and relevant laws were most often based on the news, especially news reports about illegal wildlife trading and special reports on wildlife protection, with television and newspapers the most important sources of information, respectively. The Internet, though it does not yet reach as large an audience as traditional media, is an effective channel for reaching young people (aged 18-24) and the college educated.



Southern Vietnamese Box Turtle *Cuora picturata* at a market in Guangzhou, Guangdong Province © James Compton/TRAFFIC

Figure 4
Emotional and functional motivators for wildlife consumption

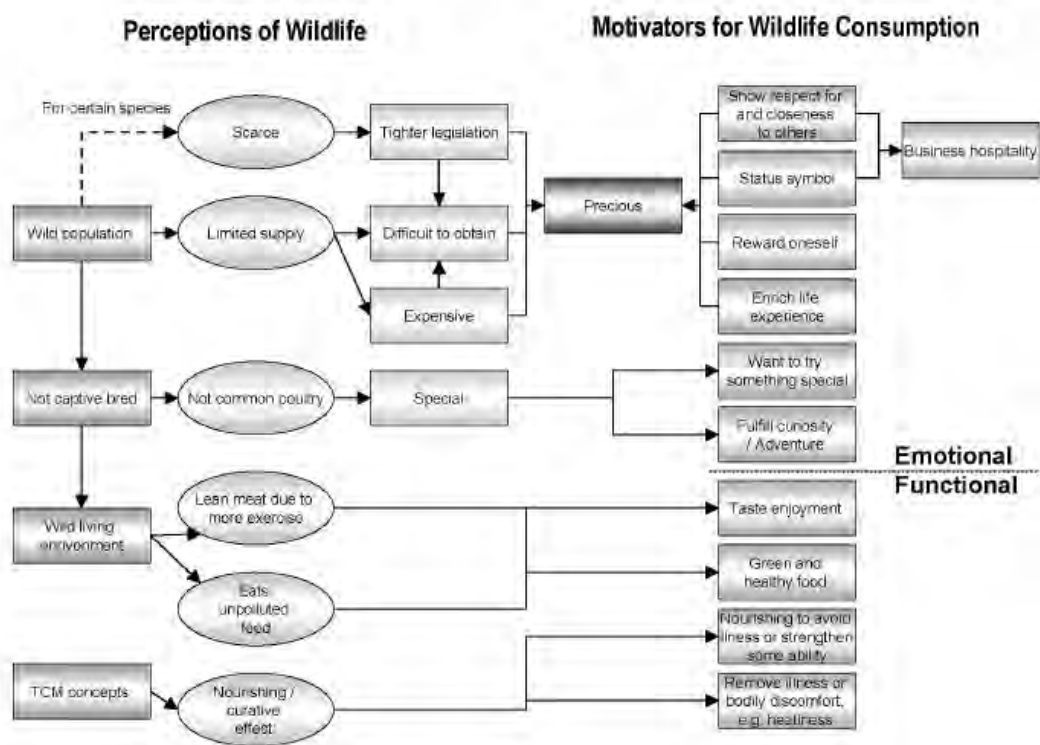


Table 12
Main reasons for not eating Group 1-3 species among respondents who have not consumed them in the past 12 months (n=675)

Reasons for not consuming wildlife	% respondents who gave this as their “top” reason	% respondents who gave this as one of their “top 3” reasons
Too expensive	21.9	48.7
It is illegal to eat these animals	17.6	40.0
Rarely available in the market	17.2	52.1
Affect balance of the ecological environment	12.4	39.6
Cruel to eat these animals	12.3	34.5
Eating these animals is uncivilized	7.3	27.6
May cause infection by disease	5.8	25.0
Do not particularly like the taste of these animals	3.1	9.3
The persuasion and influence of family and friends	0.7	2.7
Do not think that eating wildlife is more natural and healthy	0.4	3.9

Other factors were also at play in deterring those surveyed from consuming wildlife. More than a quarter of respondents were concerned about affecting the ecological balance, being ‘cruel,’ and being ‘uncivilized’, citing these as among their top three reasons for not consuming Group 1-3 species. Additionally, in the post-SARS environment, more than half of respondents believed that wild meat carries unknown viruses, and that eating ‘edible’ wildlife could therefore be a danger to health. In fact, 25% of respondents cited concern about disease as a major reason for not consuming Group 1-3 species.

Support for Wildlife Protection

Notably, support for wildlife protection was not necessarily related to choices about wildlife consumption. Nearly 90% of survey respondents claimed to support wildlife protection, including nearly 90% of current users¹⁵. Among current users, significantly higher percentages of female respondents and those who had graduated from college “totally support[ed]” wildlife protection.

When asked what three major actions they had taken to support wildlife protection, though ceasing to eat wildlife was the top action reported, it was reported by less than 30% of all respondents. Less than one-fifth of all respondents reported ceasing to use wildlife medicinally or to buy ornaments or clothing made from wildlife. However, almost 40% of current users reported eating less wildlife as one of the top three major actions they had taken, making this the number one action in support of wildlife protection taken by current users.

Given the importance of word-of-mouth in promoting the curative functions of wildlife, it is also worth noting which segments of the population tend to take an active role in persuading others to limit their wildlife consumption. Among lapsed users, one of the top three actions taken in support of wildlife protection was persuading friends and family members to stop consuming wildlife. Significantly more lapsed users (31%) reported taking this action than current users (22%) or, surprisingly, non-users (18%). Young current users (aged 18-24) were also likely to persuade others to cut down their wildlife consumption; in fact, this was the top action they took in support of wildlife protection (35% reported taking this action).

DISCUSSION AND CONCLUSIONS

This survey of 969 Chinese residents, conducted in six major cities (Beijing, Shanghai, Guangzhou, Kunming, Harbin and Chengdu), demonstrates that consumption of wild animal products, particularly consumption of wild meats and wild animal medicines / tonics, is widely prevalent, with 44% of survey respondents reporting to have consumed wildlife in the past 12 months and nearly 20% reporting to have consumed wildlife more than a year ago. Another indication of the prevalence of wildlife consumption in China lies in one of the major challenges to reducing consumption, that is, the attitudes of non-users: over a quarter of non-users surveyed held a neutral attitude towards the eating of wild meat, and nearly one-fifth considered it ‘acceptable’.

However, it is important to note that most survey respondents stated they were aware that Group 1 and 2 species were protected, and relatively few admitted to consuming these in any form. In addition, ceasing to eat wildlife was the top action respondents reported taking to support wildlife protection.

15. By comparison, another survey on attitudes to wildlife conservation in five major cities found out that 61.7% of Chinese urban respondents believed “all wild animals should be protected” (Zhang et al, 2008)

The survey further demonstrates the strength of the relationships between geographic / demographic factors and patterns of wildlife consumption. Geographically, wildlife consumption is highest in southern China, with Guangzhou having the highest incidence of consumption among the six cities surveyed, followed by Kunming, Chengdu and Harbin respectively¹⁶. Geographic location also played a role in how wildlife was used: Guangzhou had the highest incidence of current wildlife consumption as food and medicine/tonic, while Chengdu had the highest incidence of wildlife use for ornamental products and clothing. In terms of demographics, men were consistently more likely to consume wildlife as food than women, and people with higher incomes and education levels were also more likely to consume wildlife as food¹⁷. These patterns may be related to the prevalence of consumption of wildlife for business purposes (i.e. during business gatherings and business trips). The older generation – those aged 45-60 – tends to use wildlife for medicinal purposes, and to have a strong belief in its curative and nourishing powers¹⁸.



Dried seahorses for sale at An'guo traditional medicine market in Hebei Province © Xu Ling/TRAFFIC

A complex set of factors motivates consumption of wildlife in the Chinese context, with consumers driven by 'emotional' and 'functional' motivators. Nearly 90% of current wildlife consumers also claimed to support wildlife protection¹⁹. This is partially due to the deeply ingrained Chinese concept of 'edible' (wild meat)

16. With respect to China's consumption of tiger products specifically, Gratwicke et al (2008) found the highest incidence to be in Chengdu and Shanghai, followed by Beijing and Harbin, Kunming, Guilin and Guangzhou in descending order. And on wildlife consumption in general, Zhang et al (2008) found that the "heavy consumption" group (consume wildlife products 10 times and more per year) was higher in Beijing (33.3%); the "medium consumption" (3-9 times per year) is higher in Chengdu (50%) and Guangzhou (41.7%), and the "light consumption" (2 times or below per year) is highest in Kunming (65.5%).

17. The survey conducted by Gratwicke et al (2008) suggested people in China with annual household incomes exceeding RMB4000 were twice as likely to consume tiger bone wine as those whose household income is RMB2000 or less. For all tiger products, people educated to university level consume less than those who have only been educated to the level of primary or secondary school.

18. Specific to tiger bone wine in China, Gratwicke et al (2008) found that people older than 45 were twice as likely to consume compared to younger age groups.

versus ‘inedible’ species. Thus when respondents discussed wildlife protection, they generally referred only to the protection of ‘inedible’ species. Messages that call for not consuming any wildlife as food or medicine may be too contradictory to Chinese dietary culture and to culturally-rooted TCM concepts for many to accept.

It is also important to recognize that ignorance of, and confusion about, China’s national conservation grading of different species, especially protected species of important social, economic or scientific value, is widespread among ordinary Chinese citizens. The qualitative and quantitative phases of this study showed illegality to be one of the three major barriers to wildlife consumption, along with limited availability in the market and high cost to consumers. But respondents’ perceptions about the legality of consuming various species, most commonly based on news media reports, were often confused. More than one-third of respondents claimed not to understand conservation grading and relevant laws, and only 3% of respondents claimed to “totally” understand them.

News reports were the key format to alert the public to the illegitimacy of consumption of certain species. The journalist respondents said that media also kept using series of featured programs or reports to promote wildlife protection e.g. promoting national conservation grade knowledge to local people, educating the public on shark fin’s link to endangered species.

The role of the government in taking active steps to protect endangered wildlife by making relevant laws and compliance with international treaties should not be underestimated. Respondents also noticed the strengthened law enforcements in recent years, which has forced some wildlife trading activities, including wild species consumption in restaurant to become much more covert. China’s policy, stated in national laws and regulations, already advocates “proper consumption of wildlife” or “sustainable consumption”, and there are economic incentives in place to encouraging captive breeding and/or farming.

Next Steps

This survey represents a pioneering effort to comprehensively examine consumer motivations towards wild species in mainland China. It provides an informative baseline set of results that describes the patterns and beliefs among residents of six major Chinese cities. TRAFFIC hopes that these results can be constructively utilized in moving forward with strategic public awareness and communications efforts, including campaigns targeting influential sectors of Chinese society, related to illegal and unsustainable consumption of wildlife, both in these six cities and elsewhere throughout China.

However, it is important to recognize that this report represents only an initial contribution to the considerable breadth of research that is required in order to be able to effectively influence people’s views and habits regarding the consumption of wildlife. As well as catalyzing well-calibrated outreach to consumers, it is hoped that this survey will be used as a foundation for future, more comprehensive research. By putting this knowledge into practice, the public can be engaged more effectively as stakeholders in long-term species conservation in China and throughout the Asia region.

19. Gratwicke et al (2008) found that 96% of respondents thought it was important to protect wild tigers and 60% understood that restricting trafficking and regulating tiger trade were important actions that government should undertake to save wild tigers.

This study demonstrates that unsustainable consumption of wildlife is a deeply entrenched feature of life in China, with complex social, economic and cultural linkages. In the interest of ensuring viable wild animal populations over the long term in the region, TRAFFIC hopes that other partners, including both donors and practitioners from government and non-government sectors, will be encouraged to take an active interest in tackling these issues. An integrated, long-term response is needed, and thus it is crucial that resources be made available so that the momentum brought about by this initial study is not allowed to founder.

RECOMMENDATIONS

Based on the results reported in this survey, the importance of limited availability in the market, high cost to consumers, and illegality in terms of discouraging unsustainable wildlife consumption, is clear. From a consumer attitudes perspective, leveraging these three barriers to wildlife consumption are essential. The need for continued emphasis by relevant stakeholders (i.e. government and NGOs) on strengthening the relevant legal frameworks, as well as implementation and enforcement of regulations, cannot be overstated. This includes reviewing the status of concerned species to ensure that they are covered by the appropriate legislation; providing assistance to law enforcement through market monitoring and training workshops, and raising awareness regarding the consequences of consuming protected wildlife. The need for effective communications campaigns that target both end users and influential entities able to reach wider audiences, particularly campaigns focused on the clear communication of conservation grading and illegality, is also evident. Thus, while consumer outreach is extremely important, it is likely to be most effective when pursued as a component of a well-funded, long-term strategy of integrated activities to combat illegal and unsustainable wildlife trade and consumption.

The survey results provide important insights for future communications campaigns, suggesting that the following considerations are essential:

1. **Key targets** should be identified, from those who consume the most wildlife to those most likely to change their behavior;
2. **Key partners** should be selected on the basis that they have been identified as potentially influential towards increasing the advocacy impact for reducing illegal and unsustainable wildlife consumption; and
3. **Communication messages** should be focused on those most likely to be effective, based on the trends seen in focus groups and in the quantitative survey data.

• Key Targets

Geographically, Guangzhou, with the highest incidence of wildlife consumption as food and as medicine/tonic, should be a top priority for communications efforts. The three second-tier cities (Chengdu, Kunming, Harbin) surveyed should also be high priorities.

In terms of demographics, men consumed wildlife as food at a consistently higher rate than women, and people with higher incomes and education levels also tended to consume wildlife as food more frequently. This may be related to the “unavoidable” consumption of wildlife during business occasions, and thus private enterprises are a crucial target for future communications activities (see **Key Partners**, below, for further discussion).

Among current users, significantly higher percentages of female respondents and those who had graduated from college “totally support[ed]” wildlife protection. These two groups thus make logical targets for consumer awareness campaigns, as they may have higher potential for ceasing or cutting down on their own wildlife consumption.

The older generation – those aged 45-60 – tends to use wildlife for medicinal purposes, and to have a strong belief in its curative and nourishing powers. Given the importance of word-of-mouth in encouraging use of wildlife, it is important to take this demographic into account in future. Reaching out to them through TCM practitioners is one possibility (see **Key Partners**, below, for further discussion).

The younger generation is also a strategic segment for future communications and work against unsustainable wildlife consumption. Since younger people tend to be less influenced by TCM concepts, they more easily accept anti-wildlife consumption thinking and are more easily approached. In addition, they tend to be more willing to take an active role in persuading friends and family to limit wildlife consumption (see **Key Partners**, below, for further discussion).



Crocodile meat for sale in Guangzhou, Guangdong Province © James Compton/TRAFFIC

• Key Partners

Methods promoting word-of-mouth for delivering messages to target audiences could include partnering with influential individuals and sectors of society that have the potential to increase the impact of advocacy for sustainable wildlife consumption. There is naturally some overlap between the “key targets” discussed

above and these “key partners”, but key partners are distinguished by the extent of their potential to reach and influence the behaviour of others.

Potential key partners identified include: journalists and other media professionals, wildlife law enforcement agencies³, private enterprises and the business community, the TCM community, and segments of the public most likely to persuade others to limit wildlife consumption such as the younger generation (aged 18-24).



Water snakes *Enhydryis plumbea* skinned in a restaurant in Guangzhou, Guangdong Province © Xu Ling/TRAFFIC

Focusing on media as a potential partner, professional training for journalists on sustainable wildlife consumption and wildlife legality issues could have a major impact on the broader public, and is likely to be welcomed by the journalists themselves, who see providing this information to the public as among their responsibilities. Although illegality is a strong motivator for reducing wildlife consumption, many survey respondents were ignorant of, or confused about, China’s national conservation grading of different species. The media is the main channel through which people learn about these laws.

Co-operation with traditional media – that is, television and newspapers – is advised, as these were by far the most important sources, respectively, from which respondents learned about wildlife conservation. The Internet, though it does not yet reach as large an audience as traditional media, is an effective channel for reaching young people (aged 18-24) and the college educated. In addition, the media should be encouraged to reduce their promotion of wildlife consumption as nourishing and curative, e.g. through cookbooks and cooking programs.

One possibility is cooperating with the media **to train and encourage wildlife law enforcement agencies** to communicate their work to the press (i.e. through press release composition, holding press conferences, building ties between agencies and local media). This would serve as a way to educate consumers about the laws and regulations, as well as to demonstrate the commitment of the authorities to law enforcement. Thus, these enforcement messages would not only educate, but also potentially decrease the availability of wildlife in the market and consequently drive up prices, strengthening all three major barriers to wildlife consumption.

Given the prevalence of wildlife consumption in the Chinese business sector, it is necessary to **engage the business community** in working to reduce this consumption. Promoting a business ethic against wildlife consumption could include advocacy to help enterprises develop guidelines against unsustainable wildlife consumption in business hospitality, such as asking enterprises to sign a pledge to halt wildlife consumption and to let business counterparts know that it is against company policy to consume wildlife. This would reduce ‘embarrassment’ for not offering wildlife at business dinners, as well as helping businesses build a good corporate social responsibility (CSR) image to present to the public and to local and international business partners. With CSR growing in importance in China’s business sector, a campaign targeting private

enterprises could have a ripple effect, impacting not only employees of targeted businesses, but also other enterprises in the field and even the broader public.

TCM concepts, specifically ideas of wildlife as curative and nourishing, are deeply embedded in the Chinese cultural context and are central to wildlife consumption in China. As a result, the TCM community is an important potential partner, not only for communicating with the broader public, but also in researching sustainable alternatives to traditional medicines and tonics made from protected species. Many in the TCM community are aware of the need for this work, and are already taking the initiative.

Professional, authoritative advice from the TCM community re-examining whether certain species actually deliver the perceived benefits and/or messages about sustainable alternatives could be effective in countering strong beliefs in the medicinal effects of certain species. Partnering with the TCM community would present a number of avenues for influencing the public, from having messages delivered by a celebrity authority in the TCM field, to education of and co-operation with ordinary TCM practitioners. These potential partners could then disseminate information about wildlife conservation and sustainable consumption to patients and the public. With the TCM community's existing interest in this work, it seems that there is a great deal of potential for strong partnerships.

Given the importance of word-of-mouth in promoting the curative functions of wildlife, it is important to reach out to segments of the population that tend to take an active role in persuading others to limit their wildlife consumption. Lapsed users and young current users (aged 18-24) are likely to make the effort to persuade others to cut down on wildlife consumption, and though this is not one of the more common actions taken in support of wildlife protection by non-users, they can be encouraged to do so. Public service activities are popular with both young current users and all non-users, and so are a good way to reach both segments and encourage them to reach out to peers and family members on the issue of wildlife consumption. In order to reach an even younger target audience, co-operation with primary and middle schools and their faculties might be an effective avenue.

• **Communications Messages (and Challenges)**

Based on the results reported above, an effective communications campaign directed at major target audiences should recognize that using the broad concept of 'wildlife protection' in communications messages is not sufficient, as nearly 90% of current wildlife consumers also claimed to support wildlife protection. Taking into account the gap between wildlife as defined by the conservation community and as understood by the average Chinese consumer, an approach other than a general 'wildlife protection' approach is clearly needed. Messages that call for not eating any wildlife or consuming any wildlife for medicinal purposes may also be too contradictory to Chinese dietary culture and TCM concepts for many to accept.

Based on the focus group and quantitative survey data, vivid and direct messages rather than subtle ones may be more effective in addressing unsustainable wildlife consumption. When compared with communication messages taking a 'be compassionate' approach, messages using a 'harmful to you' approach – emphasizing, for example, legal liability, hazards to health, and deterioration of the natural environment – could have a more immediate effect, especially for current and lapsed users. More than half of the respondents, for example, worried about the threat of viruses, amongst both user and non-user groups; naturally, it is imperative that any campaigns appealing to this consumer concern be based firmly on scientific fact, and more information is needed. Concerns about not protecting wildlife posing a threat to the balance of the ecological environment and having eventual links to the survival of human beings were respondents' top two reasons for supporting wildlife protection.

As discussed above (see **Key Partners**), another key challenge in discouraging unsustainable wildlife use is consumers' confusion and ignorance about conservation grading and other relevant laws. As illegality is a major reason that consumers avoid using wildlife, this challenge presents an important communications opportunity to develop campaigns aimed at educating the public about conservation regulations.

Most consumers²⁰ are aware of the conservation status of National Grade 1 and 2 protected species²⁰. Relatively few people consume these animals, and those who do constitute a niche segment of hardcore users unlikely to be influenced by ordinary communications methods. In contrast, protected species of important social, economic or scientific value are widely consumed and their legal status and plight much less well known. In fact, consumers are most confused and have the most misconceptions about the conservation status of these species, which are often available in the market and therefore highly relevant to people's everyday lives. Thus mass communications focused on protected species of important social, economic or scientific value could have a substantial impact in cutting down consumption of wildlife as food and medicine/tonic.

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20. Though respondents were often confused about the exact conservation grading of these species, they were generally aware of their protected status.

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APPENDIX I. MAIN SURVEY QUESTIONNAIRE

This Appendix contains an English translation of the structured survey questionnaire, which was used to conduct 969 interviews in Beijing, Shanghai, Guangzhou, Kunming, Harbin and Chengdu from 21 January 2008 to 15 February 2008. Data were collected through door-to-door interviews with local citizens of the surveyed cities (i.e. people that had lived in the survey location for at least one year) aged 18-60 (for more information, see **Methods**).

Note: Where the questionnaire refers to respondents' consumption of 'small cats (e.g. civet)', in the body of the report, the terminology has been changed to 'small mammals.' The Chinese term 'yewei', used in the questionnaire, refers to wild species viewed as edible; in the body of the report, the translation 'wild meat species' has been used.

Hello, I am _____ from an independent market research company. We conduct research for different consumer products and services. Today, we are conducting a survey on food consumption. Would you mind sparing some of your time? Please rest assured that we are not going to promote anything. Thank you very much for your participation.

SECTION A: EATING WILDLIFE

A1 **[SHOW CARD: ANIMAL GROUP (ONE BY ONE)]**
When was your last time eating the following animals, including bone, blood, meat etc.? However, please exclude the occasions in which you used these items purely for the purpose of tonic / nourishment or medicine for a disease. [READ OUT NAMES OF ANIMALS ONE BY ONE]
[SKIP TO NEXT SECTION IF ANSWERS TO ALL ANIMALS ARE "NONE" OR "NOT SURE"]

[FOR A2 TO A6: ONLY ASK ABOUT THE GROUP OF ANIMALS WHICH WAS EATEN IN THE PAST 12 MONTHS(A1 ≤ 5). FOR EACH GROUP, ASK A2 TO A6 CONSECUTIVELY. THEN SKIP TO NEXT GROUP AND REPEAT A2 TO A6]

A2 **[SHOW CARD: ANIMAL GROUP / FREQUENCY]**
In the past 12 months, how often did you eat this group of animals?

A3 **[SHOW CARD: ANIMAL GROUP / OCCASIONS]**
In the past 12 months, what were the 3 major occasions for eating this group of animals? What else? [MAXIMUM 3 ANSWERS]

A4 **[SHOW CARD: ANIMAL GROUP / EATING LOCATIONS]**
In the past 12 months, what were the 3 locations where you most often ate this group of animals? Where else? [MAXIMUM 3 ANSWERS]

A5 **[SHOW CARD: ANIMAL GROUP / BUYING LOCATIONS]**
[ONLY ASK A5 IF THIS GROUP OF ANIMALS WAS EATEN AT HOME IN A4 (A4=6)]
In the past 12 months, what were the 3 locations where you most often bought this group of animals to eat at home? Where else? [MAXIMUM 3 ANSWERS]

Animals	A1								A2					A3								
	Within 1 week	Within 1 month	Within 3 months	Within 6 months	Within 1 year	More than 1 year before	Never tried before	Not sure / refused to answer	Once a week or more	Once a month or more	Once per 3 months or more	Once per half a year or more	Less often 极少	Not sure / refused to answer	Business gathering/business trip	Family/friends gathering during normal days	Family/friends celebration at festival or special events	Just a dish in an meal	Leisure trip	To alleviate my slight body discomfort	Other (specify)	
Group 1	Tiger	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Leopard	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Bear	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
Group 2	Antelope	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Juxi (monitor lizard)	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Chinese sturgeon	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
Group 3	Pangolin (meat & tonic)	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Wild pig	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Gecko	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
Group 4	Giant salamander	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Deer (musk, muntjak)	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Small cats (e.g. civet)	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
Group 5	Wild birds (e.g. house sparrow, common quail, spotted dove)	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Snakes	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Turtles	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
Group 6	Pheasants (e.g. common pheasant)	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Seahorses	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Live reef fish (e.g. coral groupers, humpback grouper, yellow grouper, greasy grouper, hump head wrasse)	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
Group 7	Sea cucumbers	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Shark fin	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	
	Abalone	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	

		A5					
Animals	Other (specify)						
	Hawkers on the street		6		6		6
	Special shops which sell this group of animals		5		5		5
	Restaurants which offer this food also		4		4		4
	TCM pharmacy		3		3		3
	Wet market		2		2		2
	Supermarket		1		1		1
		A4					
Animals	Other (specify)						
	At home		6		6		6
	Hawkers on the street		5		5		5
	Restaurants located in the cities I travel to when I take a trip		4		4		4
	Restaurants located on the outskirts of my city of residence		3		3		3
	Ordinarily restaurant in my city of residence		2		2		2
	High class restaurant/hotel in my city of residence		1		1		1
Group 1	Tiger Leopard Bear Antelope Juxi (monitor lizard) Chinese sturgeon						
Group 2	Pangolin (meat & tonic) Wild pig Gecko Giant salamander						
Group 3	Deer (musk, muntjak) Small cats (e.g. civet) Wild birds (e.g. house sparrow, common quail, spotted dove)						
Group 4	Snakes Turtles Pheasant (e.g. common pheasant) Seahorses Live reef fish (e.g. coral groupers, humpback grouper, yellow grouper, greasy grouper, humphead wrasse) Sea cucumbers Shark fin Abalone						

SECTION B: USE OF WILDLIFE AS MEDICINE OR TONIC

B1 **[SHOW CARD: ANIMAL GROUP (ONE BY ONE)]**
When was your last time taking tonic / nourishment or medicine made from the following animals, including bone, blood, meat, horn etc.? Please also include occasions in which you prepared long-time-stewed soup for the purpose of nourishing. [READ OUT NAMES OF ANIMALS ONE BY ONE]
[SKIP TO NEXT SECTION IF ANSWERS TO ALL ANIMALS ARE “NONE” OR “NOT SURE”]

[FOR B2 TO B9: ONLY ASK THE GROUP OF ANIMALS WHICH WAS EATEN IN THE PAST 12 MONTHS. FOR EACH GROUP, ASK B2 TO B9 CONSECUTIVELY. THEN SKIP TO NEXT GROUP AND REPEAT B2 TO B9]

B2 **[SHOW CARD: ANIMAL GROUP / FREQUENCY]**
In the past 12 months, how often did you take tonic / nourishment or medicine made from the following group of animals, including bone, blood, meat, horn etc.?

B3 **[SHOW CARD: ANIMAL GROUP / OCCASIONS]**
In the past 12 months, what were the 3 major occasions for taking this group of animals as tonic, nourishment or medicine? What else? [MAXIMUM 3 ANSWERS]

B4 **[SHOW CARD: ANIMAL GROUP / PURPOSE]**
In the past 12 months, when you took this group of animals as tonic, nourishment or medicine, what was your major purpose?

B5 **[SHOW CARD: ANIMAL GROUP / EFFECT]**
[ASK THOSE WHO HAVE TAKEN THIS GROUP OF ANIMALS FOR THE PURPOSE OF “NOURISHING IN GENERAL” IN B4 (B4=1)]
In the past 12 months, when you took this group as tonic / nourishment, what kinds of effects were you looking for?

B6 **[SHOW CARD: ANIMAL GROUP / PREPARATION]**
In the past 12 months, when you took this group of animals as tonic, nourishment or medicine, what kind of preparation did you usually take? What else? [MAXIMUM 2 ANSWERS]

B7 **[SHOW CARD: ANIMAL GROUP / EATING LOCATIONS]**
In the past 12 months, what were the 3 locations where you most often took this group of animals as tonic, nourishment or medicine? [MAXIMUM 3 ANSWERS]

B8 **[SHOW CARD: ANIMAL GROUP / PREPARATION METHOD]**
[ONLY ASK B8 IF THIS GROUP OF ANIMAL WAS EATEN AT HOME IN B7]
In the past 12 months, were tonic, nourishment or medicine made from this group of animals which you took mostly prepared by you or ready-made for instant consumption?

B9 **[SHOW CARD: ANIMAL GROUP / BUYING LOCATIONS]**
[ONLY ASK B9 IF THIS GROUP OF ANIMAL WAS EATEN AT HOME IN B7]
[IF “PREPARED BY YOU” IN B7, PROBE] In the past 12 months, what the 3 locations where you most bought this group of animals in order to prepare yourself? [MAXIMUM 3 ANSWERS]
[IF “READY-MADE” IN B7, PROBE] In the past 12 months, what were the 3 locations where you most often bought the ready-made tonic, nourishment or medicine for instant consumption at home? [MAXIMUM 3 ANSWERS]

	B1										B2															
	Within 1 week	Within 1 month	Within 3 months	Within 6 months	Within 1 year	More than 1 year before	Never tried before	Not sure / refused to answer	Once a week or more	Once a month or more	Once per 3 months or more	Once per half a year or more	Less often	Not sure / refused to answer	Business gathering/business trip	Family/friends gathering during normal days	Family/friends celebration at festival or special events	Just a dish in an meal	Leisure trip	To alleviate my slight body discomfort	Nourishment after illness	My habit of nourishing myself from time to time	Cure my disease due to its special curative effect			
Group 1 Tiger Leopard Bear Antelope Juxi (monitor lizard) Chinese sturgeon	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	7	8	9			
	Group 2 Pangolin (meat & tonic) Wild pig Gecko Giant salamander	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	7	8	9		
		Group 3 Deer (musk, muntjak) Small cats (e.g. civet) Wild birds (e.g. house sparrow, common quail, spotted dove) Snakes Turtles	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	7	8	9	
			Group 4 Pheasant (e.g. common pheasant) Seahorses Live reef fish (e.g. coral grouper, humpback grouper, yellow grouper, greasy grouper, humphead wrasse) Sea cucumbers Shark fin Abalone	1	2	3	4	5	6	7	9	1	2	3	4	5	9	1	2	3	4	5	6	7	8	9

B6	Other (specify)					
	Powder format (mixed with other food / drink)	6	6	6	6	
	Tablet format	5	5	5	5	
	Medicated wine	4	4	4	4	
	Medicated tea / Jelly (e.g. turtle jelly)	3	3	3	3	
	Long-time steamed food	2	2	2	2	
	Long-time-stewed soup	1	1	1	1	
B5	Others (specify)					
	Strengthen your immune system	4	4	4	4	
	Enhance your blood circulation	3	3	3	3	
	Strengthen your bones	2	2	2	2	
	Beautify your skin and anti-aging effects	1	1	1	1	
B4	Its special curative effect for a symptom	2	2	2	2	
	Nourishing in general	1	1	1	1	
Animals	Group 1	Tiger Leopard Bear Antelope Juxi (monitor lizard) Chinese sturgeon	Group 2	Pangolin (meat & tonic) Wild pig Gecko Giant salamander	Group 3	Deer (musk, muntjak) Small cats (e.g. civet) Wild birds (e.g. house sparrow, common quail, spotted dove) Snakes Turtles
	Group 4	Pheasant (e.g. common pheasant) Seahorses Live reef fish (e.g. coral grouper, humpback grouper, yellow grouper, greasy grouper, humphead wrasse) Sea cucumbers Shark fin Abalone				

B7	Other (specify)					
	At home	6	6	6	6	6
	Specialty shops selling medicated tea / jelly (e.g. turtle jelly)	5	5	5	5	5
	Restaurants located in the cities I travel to when I take a trip	4	4	4	4	4
	Restaurants located on the outskirts of my city of residence	3	3	3	3	3
	Ordinarily restaurants in my city of residence	2	2	2	2	2
	High class restaurant / hotel in my city of residence	1	1	1	1	1
Animals	Group 1 Tiger Leopard Bear Antelope Juxi (monitor lizard) Chinese sturgeon	Group 2 Pangolin (meat & tonic) Wild pig Gecko Giant salamander	Group 3 Deer (musk, muntjak) Small cats (e.g. civet) Wild birds (e.g. house sparrow, common quail, spotted dove) Snakes Turtles	Group 4 Pheasant (e.g. common pheasant) Seahorses Black grouper, yellow (se) Sea cucumbers Shark fin Abalone		

Animals	Group 1 Tiger Leopard Bear Antelope Juxi (monitor lizard) Chinese sturgeon	Supermarket	1				
		Wet market	2				
		General pharmacy	3				
		TCM pharmacy	4				
		Clinic / hospital	5				
		Grocery store	6				
		Other (specify)					
	Group 2 Pangolin (meat & tonic) Wild pig Gecko Giant salamander	Prepared by yourself	1				
		Reedy-made for instant consumption	2				
	Group 3 Small cats (e.g. civet) Wild birds (e.g. house sparrow, common quail, spotted dove) Snakes Turtles	Prepared by yourself	1				
		Reedy-made for instant consumption	2				
	Group 4 Pheasant (e.g. common pheasant) Seahorses Live reef fish (e.g. coral grouper, humpback grouper, yellow grouper, greasy grouper, humphead wrasse) Sea cucumbers Shark fin Abalone	Prepared by yourself	1				
		Reedy-made for instant consumption	2				

B10	[SHOW CARD] [ASK THOSE WHO TOOK ANIMALS AS TONIC OR MEDICINE IN PAST 1 YEAR (B1<=6)] What are the major sources from which you acquired knowledge about the nourishing value or medicinal function of the animals you consumed? Which one is the first major ? The 2 nd major? The 3 rd ? [MAXIMUM 3 ANSWERS]			
		1 st major	2 nd major	3 rd major
	TCM Practitioners	1	1	1
	Older generation	2	2	2
	Friends / family members	3	3	3
	TV cooking programme	4	4	4
	Cookbook	5	5	5
	Book related to TCM or Dietary Therapy	6	6	6
	Columns in newspaper / magazine	7	7	7
	Comments from famous gourmet	8	8	8
	Comments from celebrity / artists	9	9	9
	Other (specify)			
	No 2 nd major source / no 3 rd major source		99	99

SECTION C: REASONS FOR NOT CONSUMING WILDLIFE (NON-USER / LAPSED USERS)

C1	[SHOW CARD: ANIMAL GROUP / REASONS] [ASK THOSE WHO HAVEN'T EATEN GROUP 1 , 2 OR 3 ANIMALS IN PAST 1 YEAR IN PARTS A & B (GROUP 1, 2 AND 3: A1>=6 & B1>=6)] What are your 3 major reasons for not eating these three groups of animals? Which one is the most important? The 2 nd most important? The 3 rd ? [MAXIMUM 3 ANSWERS]			
		Most important	2 nd most important	3 rd most important
	Rarely available in the market	1	1	1
	Too expensive	2	2	2
	Eating these animals is uncivilized	3	3	3
	Affects balance of the ecological environment	4	4	4
	Cruel to eat these animals	5	5	5
	It is illegal to eat these animals	6	6	6
	May cause infection with diseases	7	7	7
	Don't particularly like the taste of these animals	8	8	8
	You don't think that eating wildlife is more natural, healthy and nutritious	9	9	9
	Persuasion and influence from family and friends	10	10	10
	Other (specify)			
	No 2 nd most important reason / No 3 rd most important reason		99	99

SECTION D: GENERAL USAGE OF WILDLIFE AND KNOWLEDGE ABOUT WILDLIFE PROTECTION LAW

[READ OUT] From now on, when I mention wildlife, I refer to both ocean and terrestrial wildlife species. In addition, when I mention consuming wildlife, this includes consumption as food, tonic, medicine, ornaments or clothing, as well as keeping wildlife as pets.

D1 [SHOW CARD] When was your last time consuming wildlife or yewei in the following ways?								
	Within 1 week	Within 1 month	Within 3 months	Within 6 months	Within 1 year	More than 1 year before	Never tried before	Not sure / refused to answer
Food	1	2	3	4	5	6	7	9
Medicine or tonic	1	2	3	4	5	6	7	9
Ornamental products or clothing	1	2	3	4	5	6	7	9
Kept as pet	1	2	3	4	5	6	7	9

D2a [SHOW CARD] [PROBE D2a AND D2b CONSECUTIVELY FOR EACH SPECIES] What is your attitude towards people eating the following the animals?	
---	--

D2b Does this species come from outside China mainly?	
---	--

		D2a				D2b		
Rotate order		Shouldn't ever be eaten at all	One kind of yewei which can be eaten but not everyone likes	Normal and popular food, everyone can eat it	Don't know / not sure	Yes	No	Don't know / not sure
()	(1) Tiger	1	2	3	9	1	2	9
()	(2) Leopard	1	2	3	9	1	2	9
()	(3) Bear	1	2	3	9	1	2	9
()	(4) Antelope	1	2	3	9	1	2	9
()	(5) Juxi (monitor lizard)	1	2	3	9	1	2	9
()	(6) Chinese sturgeon	1	2	3	9	1	2	9
()	(7) Pangolin (meat & tonic)	1	2	3	9	1	2	9
()	(8) Wild pig	1	2	3	9	1	2	9
()	(9) Gecko	1	2	3	9	1	2	9
()	(10) Giant salamander	1	2	3	9	1	2	9
()	(11) Deer (musk, muntjak)	1	2	3	9	1	2	9
()	(12) Small cats (e.g. civet)	1	2	3	9	1	2	9
()	(13) Wild birds (e.g. house sparrow, common quail, spotted dove)	1	2	3	9	1	2	9
()	(14) Snakes	1	2	3	9	1	2	9
()	(15) Turtles	1	2	3	9	1	2	9
()	(16) Pheasant (e.g. common pheasant)	1	2	3	9	1	2	9
()	(17) Seahorses	1	2	3	9	1	2	9
()	(18) Live reef fish (e.g. coral grouper, humpback grouper, yellow grouper, greasy grouper, humphead wrasse)	1	2	3	9	1	2	9
()	(19) Sea cucumbers	1	2	3	9	1	2	9

()	(20) Shark fin	1	2	3	9	1	2	9
()	(21) Abalone	1	2	3	9	1	2	9

D3	[SHOW CARD] No matter whether you eat it or not, do you accept people eating “Yewei”?	Code	Route
	Totally acceptable	5	
	Somewhat acceptable	4	
	Neutral	3	
	Somewhat unacceptable	2	
	Totally unacceptable	1	

D4	[SHOW CARD] Generally speaking, do you think that you will consume more or less wildlife or yewei in the future?	Code	Route
	More	1	
	Less	2	
	About the same	3	
	Not sure	4	
	You seldom / never consume wildlife or Yewei	5	

D5	[SHOW CARD] Generally speaking, how much do you understand which wildlife is protected by law and its associated national conservation grade?	Code	Route
	Totally understand	5	
	Understand somewhat	4	
	Indifferent	3	
	Somewhat don't understand	2	
	Totally don't understand	1	

D6	[SHOW CARD] What are the 3 major sources from which you acquired your knowledge of which wildlife is protected by law and its associated national conservation grade? Which one is the first major? The 2 nd major? The 3 rd ? [MAXIMUM 3 ANSWERS]	1 st major	2 nd major	3 rd major
	From the current law of wildlife protection	1	1	1
	Government propaganda regarding the concerned law	2	2	2
	News about illegal trading of protected wildlife in the media	3	3	3
	Special reports on wildlife protection in the media	4	4	4
	Public-service advertising	5	5	5
	Public-service campaigns	6	6	6
	My friends / family	7	7	7
	Based on your perception	8	8	8
	Other (specify)			
	In fact, you have little knowledge in this area	98		
	No 2 nd major source / no 3 rd major source		99	99

D7	[SHOW CARD] [ASK THOSE WHO CHOOSE ITEMS 1 TO 5 IN D6 (D6=1/2/3/4/5)] Which are the 3 media or channels through which you received this information or advertising? Which one is the first major? The 2 nd major? The 3 rd ? [MAXIMUM 3 ANSWERS]		
	1 st major	2 nd major	3 rd major
TV	1	1	1
Radio	2	2	2
Newspaper	3	3	3
Magazines	4	4	4
Internet	5	5	5
Outdoor advertising on the road	6	6	6
Light box advertising	7	7	7
Billboards at airport	8	8	8
Exhibitions	9	9	9
Restaurants	10	10	10
Other (specify)			
No 2 nd major source / no 3 rd major source		99	99

D8	[SHOW CARD] Do you know the national conservation grade of the following animals? [READ OUT NAMES OF ANIMALS ONE BY ONE]				
Rotate order	1 st grade	2 nd grade	3 rd Grade	No grade	Not sure
() (1) Tiger	1	1	1	1	1
() (2) Leopard	2	2	2	2	2
() (3) Bear	3	3	3	3	3
() (4) Antelope	4	4	4	4	4
() (5) Juxi (monitor lizard)	5	5	5	5	5
() (6) Chinese sturgeon	6	6	6	6	6
() (7) Pangolin (meat & tonic)	7	7	7	7	7
() (8) Wild pig	8	8	8	8	8
() (9) Gecko	9	9	9	9	9
() (10) Giant salamander	10	10	10	10	10
() (11) Deer (musk, muntjak)	11	11	11	11	11
() (12) Small cats (e.g. civet)	12	12	12	12	12
() (13) Wild birds (e.g. house sparrow, common quail, spotted dove)	13	13	13	13	13
() (14) Snakes	14	14	14	14	14
() (15) Turtles	15	15	15	15	15
() (16) Pheasant (e.g. common pheasant)	16	16	16	16	16
() (17) Seahorses	17	17	17	17	17
() (18) Live reef fish (e.g. coral grouper, humpback grouper, yellow grouper, greasy grouper, humphead wrasse)	18	18	18	18	18
() (19) Sea cucumbers	19	19	19	19	19
() (20) Shark fin	20	20	20	20	20
() (21) Abalone	21	21	21	21	21

SECTION E: ATTITUDE TOWARDS “YEWEL 野味” AND WILDLIFE

[SHOW CARD]								
E1 I am going to read out some statements about how people see the definition of wildlife and yewei. Please indicate your degree of agreement with each statement.								
							[Do not show]	
	[SHOW STATEMENTS]	Totally disagree	Somewhat disagree	Indifferent	Somewhat agree	Totally agree	Don't know / refuse to answer	Not applicable
	(1) "Yewei" is one kind of wildlife but can be eaten traditionally	1	2	3	4	5	8	9
	(2) You never think of seafood as wildlife	1	2	3	4	5	8	9
	(3) If this animal is raised by people, it is fine to eat it even if it is wildlife species	1	2	3	4	5	8	9
	(4) If it is sold openly in the market, e.g. supermarket or restaurant, You don't think it is wildlife	1	2	3	4	5	8	9
	(5) Wildlife is a species which both lives in the wild and is also endangered	1	2	3	4	5	8	9

[SHOW CARD]								
E2 I am going to read out some statements of people's beliefs and attitudes towards wildlife. Please indicate your degree of agreement with each statement.								
							[Do not show]	
	[SHOW STATEMENTS]	Totally disagree	Somewhat disagree	Indifferent	Somewhat agree	Totally agree	Don't know / refuse to answer	Not applicable
	(1) You believe that yewei has high nutritional value	1	2	3	4	5	8	9
	(2) Yewei is a more healthy, natural and green food than poultry	1	2	3	4	5	8	9
	(3) You believe in the nourishing value or medicinal effects of yewei told to you by the older generation and TCM practitioners	1	2	3	4	5	8	9
	(4) You believe that yewei carry a lot of unknown viruses / germs. Eating it may cause danger to the health	1	2	3	4	5	8	9
	(5) Wildlife is more tasty than poultry	1	2	3	4	5	8	9
	(6) When going out to enjoy yourself, you of course want to eat special meat. You won't consider poultry	1	2	3	4	5	8	9
	(7) You are full of curiosity to try rare yewei, hopefully at least once in your life	1	2	3	4	5	8	9
	(8) In the old days of undeveloped economy, many Chinese ate wildlife. Thus, it is fine that now we eat it occasionally	1	2	3	4	5	8	9
	(9) It is safe to eat well-done yewei because the virus / germs in it are all killed by cooking	1	2	3	4	5	8	9
	(10) You haven't seen anyone die due to	1	2	3	4	5	8	9

	eating yewei directly. You think that you won't have such bad luck.							
	(11) If there was no law governing consumption, you would like to eat all kinds of yewei	1	2	3	4	5	8	9
	(12) Even though there were major epidemics before in which some yewei were blamed as the carriers, time can wash away the alertness caused by such incidents	1	2	3	4	5	8	9
	(13) It shows your sincerity and respect if you treat clients with rare yewei	1	2	3	4	5	8	9
	(14) In the business world, you cannot avoid eating yewei	1	2	3	4	5	8	9
	(15) In civilized society, people could care more about wildlife and how to protect them	1	2	3	4	5	8	9
	(16) Eating wild animals or consuming wildlife products can show your prestige and social status	1	2	3	4	5	8	9

E3	[SHOW CARD] Which of the following statements best describes the impact of SARS on your consumption level of yewei now as compared with before? Please note that I refer to "NOW" not during the period of SARS.	Code	Route
	Reduce consumption a lot	1	
	Reduce consumption somewhat	2	
	Almost no change	3	
	You seldom / never eat yewei so far	4	

E4	[SHOW CARD] Which of the following statements best describe the impact of Bird Flu on your consumption level of yewei now as compared with before? Please note that I refer to "NOW" not during the period of Bird Flu.	Code	Route
	Reduce consumption a lot	1	
	Reduce consumption somewhat	2	
	Almost no change	3	
	You seldom / never eat yewei so far	4	

SECTION F: ATTITUDES TOWARDS WILDLIFE PROTECTION

F1	[SHOW CARD] I am going to read out some statements of people's attitudes towards controls on eating wildlife. Please indicate your degree of agreement with each statement.	[Do not show]						
	[SHOW STATEMENTS] [出示句子]	Totally disagree	Somewhat disagree	Indifferent	Somewhat agree	Totally agree	Don't know / refuse to answer	Not applicable
()	(1) You will try to identify whether the wildlife is raised by people before deciding to eat it	1	2	3	4	5	8	9
()	(2) If the quantity and reproduction rate of	1	2	3	4	5	8	9

	a wildlife species is high, it is fine to eat it							
()	(3) It is only the endangered wildlife that you should not eat or use. For other wildlife, it depends	1	2	3	4	5	8	9
()	(4) It is fine to eat a wildlife specimen if it is raised by people	1	2	3	4	5	8	9
()	(5) As long as the species has 4 legs and its back faces the sky, it can be eaten. It is a traditional Chinese traditional concept. There is nothing wrong	1	2	3	4	5	8	9

F2	[SHOW CARD] Do you support wildlife protection?	Code	Route
	Totally support	5	
	Somewhat support	4	
	Indifferent	3	
	Somewhat not support	2	
	Don't support at all	1	
	Irrelevant to me	9	

F3	[SHOW CARD] Which of the following are your 2 major reasons for supporting wildlife protection? Which one is the most important? The 2 nd most important? [MAXIMUM 2 ANSWERS]		
		Most important	2 nd most important
	Give the next generation a chance to see this species	1	1
	In the end, it links to the ultimate survival of human beings	2	2
	Poses a threat to the balance of the ecological environment	3	3
	Poses a threat to the food chain	4	4
	Some animals are lovely and therefore deserve your compassion	5	5
	Others (specify)		
	No 2 nd most important		99

F4	[SHOW CARD] What 3 major actions have you taken in order to support wildlife protection? [MAXIMUM 3 ANSWERS]	Code	Route
	Eat less wildlife	1	
	Stop eating any wildlife at all	2	
	Take less tonic or medicine made from wildlife	3	
	Stop taking tonic or medicine made from wildlife at all	4	
	Buy less ornaments or clothing made from wildlife	5	
	Stop buying ornaments or clothing made from wildlife at all	6	
	Stop keeping any wildlife as pet	7	
	Participate in public-service activities regarding this topic	8	
	Persuade friends / family members to stop using wildlife, including eating, using it as tonic / medicine, buying its ornamental products or clothing, keeping wildlife pets	9	
	Others (specify)		
	Conceptually you support it but you can do nothing because it is the government's business	98	
	You support it but you don't know what you can do to help realize wildlife protection	99	[

F5	[SHOW CARD]
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Do you think that the following parties make sufficient efforts on wildlife protection [READ OUT EACH STATEMENT ONE-BY-ONE]								
							[Do not show]	
	[SHOW STATEMENTS]	Not sufficient at all	Somewhat insufficient	Indifferent	Quite sufficient	Very sufficient	Don't know / refuse to answer	Not applicable
()	(1) The leisure or infotainment programmes to promote wildlife protection done by TV or radio	1	2	3	4	5	8	9
()	(2) The columns, commentary or information in newspapers, magazines or on the internet to promote wildlife protection	1	2	3	4	5	8	9
()	(3) The stance, internal regulations / guidance governing consumption of wildlife in business hospitality set by commercial firms	1	2	3	4	5	8	9

SECTION G: PROMOTION OF WILDLIFE PROTECTION

G1 [SHOW CARD] Which of the following 3 measures do you consider the most effective to protect wildlife? Which one is the most effective? The 2 nd most effective? The 3 rd ? [MAXIMUM 3 ANSWERS]			
	Most effective	2 nd most effective	3 rd most effective
Government tightening the relevant laws and increasing penalties for the breach of laws	1	1	1
Government further strengthens the enforcement of law	2	2	2
Clearly communicate to the public which species of animals are protected	3	3	3
Educate the public as to the consequences of uncontrolled wildlife consumption for human beings	4	4	4
Promote the potential threats to health from eating wildlife	5	5	5
Discourage the media / TCM community / celebrities from promoting the nourishing and medicinal benefits of wildlife	6	6	6
Encourage legal wildlife farming as substitution	7	7	7
Public-service campaigns or advertising to communicate anti-wildlife consumption concepts	8	8	8
Through educating the younger generation to influence the Older generation to stop consuming wildlife	9	9	9
Others (specify)			
No 2 nd most effective / no 3 rd most effective		99	99

G2 [SHOW CARD] Which of the following 3 actions are you most willing to take in response to wildlife protection? [MAXIMUM 3 ANSWERS]		Code	Route
Greatly reduce wildlife consumption		1	
Adequately reduce wildlife consumption		2	
Stop consuming wildlife		3	

Take part in public service campaigns which focus on wildlife protection	4	
Take part in ecological tourism to better understand the life and environment of wildlife	5	
Donate money to improve the living environment of wildlife	6	
Donate money to wildlife protection organization to support their education work	7	
Persuade friends / relatives / family members to reduce or stop consuming wildlife	8	
Others (specify)		

SECTION H: WILD PLANTS

H1	[SHOW CARD] Which of the following statements do you agree with about the sources of most of the plants in medicines sold in China?	Code	Route
	Grown on farms	1	
	Collected from the wild	2	

H2	[SHOW CARD] For those plants collected from the wild, do you believe their populations are:	Code 编码	Route 跳题指示
	Staying the same	1	
	Increasing	2	
	Declining	3	

H3	[SHOW CARD] If you need to buy medicine made from plants, which would you buy?	Code	Route
	Only medicines from plants grown on farms	1	Skip to Z
	Only medicine from plants collected from the wild	2	
	Either or	3	

H4	[SHOW CARD] If you knew that wild populations of plants you used were declining, which would you buy?	Code	Route
	No matter what the price, you only buy medicines from plants grown on farms to ensure sustainable use of these sources	1	Continue H5
	No matter what the price, you only buy medicines from plants collected from the wild	2	Skip to H6
	Either or, depending on price	3	Continue H5

H5	[SHOW CARD] Compared with medicines from plants collected from the wild, do you expect to pay more or less for medicines from plants grown on farms?	Code	Route
	Less 50% or more	1	
	Less 40%-49%	2	
	Less 30%-39%	3	
	Less 20%-29%	4	
	Less 10%-19%	5	
	Less 1%-9%	6	
	Same price (0%)	7	
	1%-9% more	8	
	10%-19% more	9	
	20%-29% more	10	
	30%-39% more	11	
	40%-49% more	12	
	50% or above more	13	
	Not sure / don't know	99	

H6	[SHOW CARD] How likely would you be to buy medicines from plants grown on farms which also help provide poverty alleviation / livelihoods for poor farmers who grow these plants?	Code	Route
	Very likely	5	
	Somewhat likely	4	
	Indifferent	3	
	Somewhat unlikely	2	
	Totally unlikely	1	

SECTION Z: DEMOGRAPHIC INFORMATION

I'm going to ask you some personal information for analysis purposes. Please rest assured that your personal information will only be used for aggregate statistical analysis and kept confidential.

Z1	[SHOW CARD] Could you please tell me your occupation?	Code	Route
	Government	1	
	Military	2	
	Judicial / law	3	
	IT / telecommunications	4	
	Commerce	5	
	Banking / finance / securities/ insurance	6	
	Consulting	7	
	Manufacturing	8	
	Transportation	9	
	Social services	10	
	Tourism / hotel	11	
	Medical / public health	12	
	Entertainment	13	
	Media / advertising	14	

Z1	[SHOW CARD] Could you please tell me your occupation?	Code	Route
	Scientific research / education	15	
	Construction / real estate	16	
	Agriculture / forestry	17	
	Freelancer	18	
	Retired	19	
	Unemployed	20	
	Housewife	21	
	Student	22	
	Other (specify)		
Refuse to answer	99		

Z2	[SHOW CARD] Could you please tell me your position?	Code	Route
	Ge-ti-hu (Owners of small shops)	1	
	Owners of private enterprises	2	
	General staff in private companies	3	
	Middle or top management in private companies	4	
	Professional (e.g. lawyers, doctors, professors, teachers)	5	
	General staff in government departments	7	
	Middle or high level cadre officer in government departments	8	
	Military	9	
	Farmer	14	
Other (specify)			
Refuse to answer	99		

Z3	[SHOW CARD] Could you please tell me the nature of your company?	Code	Route
	Government department	1	
	State owned enterprise	2	
	Foreign / joint venture (JV) enterprise	3	
	Private enterprise	4	
	Joint-stock	5	
	Collective	6	
	No fixed company	7	
	Other (specify)		
	Refuse to answer	99	

Z4	[SHOW CARD] Could you please tell me the highest qualification that you've attained?	Code	Route
	Primary school or below	1	
	Junior high school	2	
	Senior high school / technical secondary school	3	
	Two-year college	4	
	Four-year college	5	
	Master's degree or above	6	
Refuse to answer	99		

Z5	[SHOW CARD] Could you please tell me about your marital status?	Code	Route
		Single	1
		Married	2
		Others	3

Z6	[SHOW CARD] Could you please tell me your average monthly personal income? Please include bonus, allowances or other income sources. I refer to your total income after tax. (Yuan = Renminbi = RMB)	Code	Route
		No income	0
		Less than 1000 Yuan	1
		1000-1499 Yuan	2
		1500-1999 Yuan	3
		2000-2499 Yuan	4
		2500-2999 Yuan	5
		3000-3499 Yuan	6
		3500-3999 Yuan	7
		4000-4499 Yuan	8
		4500-4999 Yuan	9
		5000-5999 Yuan	10
		6000-6999 Yuan	11
		7000-9999 Yuan	12
		10000-12999 Yuan	13
		13000-14999 Yuan	14
		15000-19999 Yuan	15
20000 Yuan or above	16		
Refuse to answer	99		

Thank respondents and end the interview

TRAFFIC, the wildlife trade monitoring network, works to ensure that trade in wild plants and animals is not a threat to the conservation of nature.

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