

conserving, i.e. for continued future use, whether directly for medicine, meat or for the ecosystem services they provide, rather than for their own sake.

In addition, despite ecologicistic attitudes having been found, using attitude scales, to be stronger amongst north Americans than Japanese respondents (Kellert 1991a) this does not necessarily reflect behaviour. Naturalistic and ecologicistic attitudes may be dominant in the USA simply because it is socially undesirable to express alternative values rather than these being a true reflection of attitudes and intentions. For example, although not dominant amongst individuals, a utilitarian orientation towards wildlife ranked highest in a study of American newspaper articles; and interestingly, this coverage was found to be increasingly utilitarian and dominionistic as it was traced back from the present day to 1900 (Kellert & Westervelt 1982 in Harris 2008). Bowman (2001) also notes the paradoxical nature of Western views and actions, observing that while Western protesters shackle themselves to trees to protect biodiversity, Western companies are simultaneously clearing African forests. A utilitarian focus with regards to wildlife is also clearly demonstrated by the increasing need for conservation NGOs to value 'ecosystem services' in order to gain support for wildlife conservation in the West (e.g. FFI 2008). Given such contradictions, imposing Western values on non-Western societies is therefore not only likely to fail in its objectives, but is also rather unjust (Bowman 2001).

Widespread support for captive breeding and human intervention in 'developing' wild species amongst central Hanoians reflects what Harris (2008: 63) has coined a "dominionistic/aesthetic" view towards nature in China. Holders of this attitude view nature as deserving of enhancement through human intervention, i.e. rather than protecting wildlife from unsustainable human exploitation, protecting wildlife from nature itself (Harris 2008). Resulting from this viewpoint, captive breeding is prominent in conservation agendas and all discussion of wildlife, and in fact captive breeding is often considered an end in itself (Harris 2008). Likewise, many central Hanoians appear to view captive breeding, and even wildlife farming for commercial use, as conservation.

The manicured version of nature preferred by those with an aesthetic-dominionistic orientation towards wildlife is at the opposite end of the scale to the 'wilderness' or 'pristine' version upon which much conservation has been based and which is widely used to generate support for conservation in the West (see Gillson & Willis 2004) But although limited to older men, there was evidence of a more naturalistic orientation towards wild animals amongst some central Hanoians, implying that conservation of species in their natural habitats and without direct human management is not incompatible with Vietnamese values and beliefs.

9. Conclusions and Recommendations

9.1. Consumer-Targeted Interventions: Reducing Demand

Conservationists are increasingly targeting consumers in an attempt to reduce demand for wild animal products and, in turn, diminish illegal trade in wildlife. Consumer-targeted interventions typically take the form of awareness raising and social marketing campaigns. To date such campaigns appear to have had little positive impact on wild animal consumption in Southeast Asia, but have been based on a limited empirical research and understanding of the links between knowledge, attitudes and behaviour (TRAFFIC 2008).

Although China is thought to provide the principal market for wild animals traded via Vietnam, this research shows domestic urban markets - for wild meat and bear bile in particular - are also significant drivers of illegal trade in the region. Central Hanoians associate a new fashion for eating expensive wild meat dishes in restaurants with increasing wealth and findings suggest, as disposable incomes continue to grow, demand for wild meat will also rise (Chapters 4, 5 and 6). This justifies a focus on tackling domestic demand for wild animal products in Vietnam in order to protect wild species throughout peninsular Southeast Asia better, and to prevent a further rise in demand in the current context of rapid economic and population growth.

9.1.1. Tackling Domestic Demand For Wild Animal Products

Underlying needs, such as needing to assert status by serving wild meat, can drive initial consumption behaviour, but this can then become habit (Rose 2001). Because we are programmed to accept the familiar and customary banquets depend on consistency, argues Rose (2001), once wild meats are incorporated into diets and rituals in African cities, it will be much harder to reduce this demand. For many central Hanoians eating wild meat seems to have already become habit. Although still widely perceived to be restricted to business contexts and older men, it is now in fact being consumed beyond business and celebratory contexts by wealthy men of all ages in order to appear “fashionable” and to “show off” and is also considered a ‘traditional speciality in many areas visited by urban tourists

(Chapters 4, 5 & 6). Likewise, bear bile is now widely considered a necessary household medicine by all generations of central Hanoians.

Reducing wild meat consumption behaviour emerges as extremely challenging given the difficulties of acting on personal rather than collective interests in Vietnamese society and the highly symbolic roles fulfilled by wild meat in social discourse in an extremely status-conscious society increasingly measuring success by material wealth (Chapter 6). Refusing wild meat as a guest is not easy, leading consumers to emphasise the importance of preventing wild meat reaching restaurants in order to reduce consumption; and though making wild meat less accessible may reduce consumption overall, it may also serve to make it even more desirable and further compound its association with the elite. Likewise, serving less prestigious foods is equally problematic due to the pressures felt by status-conscious Hanoians to assert wealth and status by maintaining a certain standard of consumption. Important food exchanges should not only impress your guests but also leave them indebted; for example the food served at meals aiming to gain political and/or economic advantage needs to be sufficiently prestigious to warrant reciprocation in equal measure.

Stemming demand for wild meat in this context requires either major shifts regarding the importance of status - or at least the roles of consumption in demonstrating status - in Hanoian society or, more plausibly, a reduction in the symbolic values of wild meat undermining its role as a medium for communicating prestige. Given historical associations of access to wild animals with elite groups, the latter would not be easy. Donovan (2004) suggests social marketing campaigns advocating strict protection of wildlife and prohibiting consumption might appeal to consumers mindful of their standing in society. Due to the hierarchical nature of Vietnamese society and the prevalence of interdependent self concepts making individuals predisposed to conform (Markus & Kitayama 1991), changing social norms may therefore need to start with high-status members of society; it may, for example, be unrealistic to expect a junior member of staff to stand up to a more senior member (cf. ENV 2008). Wild animal products being rejected by the highest levels of society would also challenge the association of wild animals with elite

groups, in turn potentially reducing aspirations to consume them amongst the wider population. Nonetheless, Hanoians are reported to be becoming increasingly individualistic (Davis & Sensenbrenner 2000; Nguyen 2004), suggesting opportunities for pro-conservation actions may increasingly arise at an individual level.

To tackle business-driven wild animal consumption in China, helping businesses build a responsible image by signing a pledge to not consume wild animals has been suggested (Tong 2007). In this way, advises Tong (2007: 22), businesses can reduce the humiliation of not offering wild animal goods by asserting it is socially and environmentally responsible company policy. In Vietnam, such actions would likely need to come within wider internal social change to avoid businesses risking being seen as putting foreign concerns first. For example, many wild animal products are considered 'traditional' and Vietnamese, especially when it is felt such practices are being attacked by foreign sources (Chapter 6). Nguyen (2004) also notes, although young urban Vietnamese are becoming more individualistic in their goals in terms of personal education and achievement, this is often embedded within a patriotic drive to assist in the development of the economy for the benefit of the country.

Having said that, because economic development is the principal concern of many Vietnamese, powerful foreign corporations investing in Vietnam - and with whom many international conservation NGOs increasingly work in partnership - have significant potential in terms of influencing both policy and behaviour at the highest levels. And despite a significant proportion of wild meat events occurring outside the business context, businessmen and finance professionals are primary consumers, and reducing business consumption may subsequently positively impact consumption behaviour of the same individuals in their own time. Businesses would also therefore be an advisable focus of efforts to stem demand for wild animals in Vietnam.

Altering consumer demand for wild animal-derived medicines - especially commonly used medicines such as bear bile, widely considered effective and

“needed” - is also enormously challenging (Chapter 4; Chapter 6). As well as treating a wide variety of specific problems, tonics such as bear bile in rice wine are valued for their generally restorative and strength-giving properties as well as being symbols of respect and identity for many men (Craig 2002). Any substitutes would therefore need to fulfill all these roles. Moreover, although eating expensive wild meat is widely considered a new fashion, wild animal-derived medicines are based in ancient tradition, most often passed down through generations. Attacking the scientific validity of these traditional beliefs is therefore likely to be unpopular and ineffective. Traditional medicine is a subtle art and there are occasions when only traditional remedies are considered appropriate; in order to manage demand for different wild animal-derived medicinal products, research focusing specifically on alternative wild animal-derived medicines and the barriers and opportunities regarding their substitution of non wildlife-derived alternatives is also needed.

Some young men judged the effectiveness of wild animal medicines by comparing the health or performance of those in foreign countries who do not use traditional medicine with countries that do; finding no differences, they concluded such medicines are unnecessary. Campaigns aiming to prevent young men becoming future consumers therefore might be advised to build on this concept. Such a campaign could perhaps even, as suggested by one such interviewee, be based on the performance of the Chinese football team compared to many Vietnamese young men’s Premiership heroes. Of course, this idea may be outdated following China’s Olympic success, unless the winning athletes can be shown to avoid wild animal-derived medicines and tonics.

A widely utilitarian attitude towards wild animals (Chapter 8) means campaigns highlighting animal welfare are unlikely to be effective. These may even have detrimental impacts as a result of highlighting the ill health of captive animals and in turn the poor quality medicines they produce (Chapter 7). Likewise, campaigns aiming to reduce consumption of wild animal medicinal products by emphasising fake or poor quality products must be wary of simply shifting demand towards genuinely wild products, with obvious repercussions for wild populations in the absence of adequate monitoring and law enforcement.

9.1.1.1. The Role of Wildlife-Related Knowledge and Awareness

There is some evidence to suggest that wild animal-related knowledge and awareness is associated with a lower level of wild meat consumption, but no evidence to suggest wildlife-related awareness plays a role in mitigating consumption of medicinal wild animal-derived products. Nevertheless, many central Hanoians continue to consume wild animal products despite, and possibly even because of, awareness of human-driven wildlife decline (Chapter 8). This questions the utility, or at least the centrality, of interventions designed to raise wildlife-related knowledge and awareness in terms of reducing demand for wild animal products amongst central Hanoians. This section will first address the gaps in knowledge and awareness identified by the research, and the potential for enhancing knowledge and awareness with the aim of reducing consumption behaviour. It will then discuss the potential barriers between wildlife-related knowledge and awareness and a reduction in consumption behaviour, and how these might be overcome.

9.1.1.1.1 Enhancing Wildlife-Related Knowledge and Awareness

Although most central Hanoians are aware that wildlife is generally declining in Vietnam and hunting and trading endangered species is illegal, few are able to identify specific species classed as endangered and/or protected by law (Chapter 8). Guo (2007) stresses the need for clear and constructive positive messages, suggesting campaigns should concentrate on the most vulnerable and heavily consumed species: targeting one species at a time avoids overwhelming the public with a long list of species potentially leading to confusion, feelings of helplessness and fatigue. Other researchers (e.g. Rose 2001; Miller 2005) suggest urban residents become disconnected from nature, resulting in ignorance of the relationships between humans and nature and leading to indifference. Firsthand experience of environmental issues plays an important role in educating central Hanoians particularly those born in the city, about wildlife-related issues and forming positive attitudes towards conservation (Chapter 8). Social marketing interventions could therefore also perhaps place greater emphasis on participatory activities involving a greater level of interaction with nature. For example, providing opportunities for young urbanites to partake in field courses.

Some central Hanoians believe that wild species in Vietnam are found elsewhere and therefore that these species can easily be replaced if exhausted (Chapter 8). As such, establishing an understanding of the ecological relationships that have evolved between species and their habitats and highlighting the global significance of Vietnamese fauna may foster greater support for domestic conservation. In particular, the nationalistic dimension, the endemic and hence irreplaceable nature of native species and ecosystems could be emphasised. Building on the belief in the need for ecological harmony to support human life and wild animal species being an integral part of balanced ecosystems, the impact of wild animal consumption could also be highlighted to encourage a stronger association between urban consumption behaviour and wildlife decline. Finally, though evident amongst older men, the value of conserving species in the wild needs to be accentuated if conservation in the wild, as opposed to in captivity, is to receive wider public support.

Foreign television programmes about wildlife are widely accessed and enjoyed but their educational value is limited by their focus on non-native wildlife and being broadcast in a foreign language (Chapter 8). Expertly designed, high-quality programmes about native wildlife in their 'natural' habitats and presented by a respected Vietnamese broadcaster could therefore prove an extremely effective tool in influencing attitudes towards wild animals and their conservation. Smith and Broad (2008) suggest that televised wildlife documentaries are important sources of information about wildlife but that zoos provide important complementary information augmenting the other's message. Given its popularity and accessibility, Hanoi's zoo - despite requiring a substantial shift in its current approach to wild animals - has significant untapped potential for raising awareness and cultivating pro-conservation attitudes amongst the central Hanoi population.

Highlighting rarity or advertising conservation status can encourage demand for these species (Hall et al. 2008). Indeed, rarity is the primary driver of much wild meat consumption, as opposed to medicinal value or any physical properties of the food (Chapter 6). But reducing demand for wild meat and wild animal-derived

medicinal products requires a wider shift in social norms regarding wild animals and their consumption: if society at large considers consumption of endangered wild species as irresponsible behaviour then this is more likely to create social stigma around their consumption than any amount of castigation, particularly from foreign sources. In fact, as already noted, foreign criticism of 'traditional' culture may be viewed as a general attack on Vietnamese values and result in antagonistic responses. And ultimately, engendering national pride in native wildlife requires enhancing awareness of the significance of Vietnamese biodiversity. Nevertheless, it is advised that the amount and type of information made available to the public is carefully regulated; highlighting the importance of a species in a certain ecosystem does not, for example, necessarily require the location of that particular species to be identified (Hall et al. 2008).

It is also likely that demand for wild meat would be stemmed if consumers were more aware of wild animal-borne diseases, the heightened probability of disease transmission produced by the conditions of illegal trade, and the practice of using post-harvest chemicals to preserve catches. The translator who worked on the SSIs with wild meat consumers was prone to lecturing young consumers following the interview: it is worth noting that he always used disease and the use of chemical preservatives as his main argument in persuading them to resist in future, rarely if ever, building his arguments around legality or species endangerment. Likewise, campaigns aiming to reduce demand for wild meat might do well to focus on the detrimental health impacts potentially arising from consuming wild animals; highlighting that, by its very nature, illegal wildlife trade allows for a complete absence of regulation. Because this might increase existing consumers' concern with the origin of the animals they consume and increase demand for live wild animals, this would need to be accompanied by strong monitoring and enforcement to prevent such demands being met.

9.1.1.1.2. Linking Wildlife-Related Knowledge and Consumption

Although knowledge and awareness certainly play a role in forming environmental attitudes and behaviour, they are just two dimensions amongst a range of situational factors including experience and access to services; psychological

variables such as social pressure and personality traits, and logistical variables such as a belief in the effectiveness of individual actions believed to influence behaviour (Barr et al 2003). A top-down approach to environmental policy may be inhibiting the transformation of knowledge and awareness into responsibility and action at an individual level. This is perhaps further compounded by the hierarchical nature of Vietnamese society within which pursuing individual desires over those of the group may be socially disadvantageous, i.e. social pressure to conform (Chapter 6, 8). Following a century of uncertainty and shortage Vietnamese could be forgiven for living for the moment and placing immediate desires before hypothetical, future consequences. But this may also simply be human nature. For example, raising awareness of the risks of unsafe sex has not significantly reduced the spread of HIV, a hypothetical risk which promises immediate pleasure but which, unlike wild animal consumption, potentially impacts the participants directly.

9.1.1.2. Understanding Attitudes and Behaviour

All campaigns need to be based on detailed information about consumer groups, the context of consumption and consumer motivations and designed by those with extensive social marketing and psychology expertise. For example, to design tools to reduce wild meat trade in Africa, Rose (2001: 72), recommends bringing marketing experts together with social scientists and representatives from urban centres, villages and remote settlements, and considering their various preferences, beliefs and ambitions. And instead of pursuing a global environmental ethic based on Western beliefs, it might be easier to explore the meaning the societies in question apply to conservation, and to define and embed conservation interventions in the needs and beliefs of that society (Bowman 2001). In other words, conservation research and actions should not begin with a Western framework of values, but should start by attempting to understand better the fundamental differences with which different cultures, and various groups within them, perceive and interpret the natural world and its conservation.

Conservation researchers also need to combine quantitative and qualitative methods in their drives to understand local human behaviour more effectively.

Structured attitude surveys can potentially yield large-scale quantitative results enabling rigorous statistical analysis, and which are a form of data generally more familiar and widely accepted by the conservation community. But any statistical analysis is only as good as the data they involve, and a recent review of published structured attitude surveys concerning wildlife conservation in Africa found the validity of the results of many of the studies questionable (Browne-Nunez & Jonker 2008). While all methods have their advantages and disadvantages, I strongly advise those researching attitudes to include qualitative methods within their research methodology.

9.1.1.3. Targeting Consumer Groups

In tackling demand for wild animal products in China, Guo (2007) has already emphasised the importance of directly targeting consumer groups. Campaigns designed to reduce consumer demand for wild meat amongst central Hanoians should target successful, high income and high status male audiences of all ages and education levels (Chapters 5 and 6). Wild meat is largely eaten in an informal and recreational context amongst family and friends; although businesspeople and professionals report eating wild meat with colleagues this is also often in an informal rather than business context (Chapter 1). Social marketing campaigns should therefore focus on tackling widespread recreational wild meat consumption as well as the more formal business contexts in which wild meat is, to a lesser extent, also consumed.

Consumers of wild animal-derived medicinal products tend to be older. Illness generally increases with age and such medicines are often used specifically to treat degenerative ailments associated with older people and/or are consumed to restore strength. Therefore as people live longer, and disease profiles and medical needs shift, demand for wild animal-derived medicines is likely to grow alongside an increasingly elderly Hanoian population. Consumers of wild animal-derived medicines also tend to be relatively highly educated. Choice of healthcare has recently been greatly enhanced in Vietnam (Craig 2002) and it is possible that educated Hanoians may be leading a revival of traditional wild animal-derived medicines as has been observed in Hong Kong (Chiu et al. 2005; Chung et al. 2007).

Further research is needed to understand better the role of education in the consumption of wild animal-derived medicinal products in central Hanoi.

9.2. Supply-Side Approaches: Farming Substitutes

Farming wild animals to produce substitutes has been proposed to reduce pressure on wild populations by satisfying consumer demand for wild animal products. This research aimed to investigate the ability of farmed wild substitutes to satisfy demand amongst central Hanoians, and ultimately to assess the potential of wildlife farming as a conservation tool in Vietnam.

9.2.1 Satisfying Consumer Demand

Rare wild animal products are a medium through which Hanoians conspicuously advertise wealth, assert status and demonstrate specialist knowledge and connections. Access to these products is used to exclude and reify differences in social status, to demonstrate competence, build useful personal networks and to gain economic and social advantage from those with power (Chapter 6). Reducing demand for wild animal products with high symbolic value therefore requires substitutes that are sufficiently prestigious. It is unlikely that products derived from farmed wild animals will satisfy these criteria. Wild products are widely believed superior to farmed alternatives (Chapter 7). As such, farmed wild meat is not viewed as a direct substitute but an inferior, additional product serving a new, larger and growing market, while demand for wild-caught products will persist. In fact widespread farming is likely to encourage existing consumers to place greater emphasis on wildness in order to communicate prestige. For example, preferences for wild *Pelodiscus sinensis* have already been reported in China (Shi & Parham 2000) and Vietnam (pers. comm. McCormack, T.) where this species is now widely farmed.

Due to embedded preferences for wild products, and because many wild animal derived medicines documented in original *Materia Medica* would have been derived from wild-caught animals, consumers newly able to access wild animal products in the form of cheaper, farmed substitutes may also later amplify overall demand for wild products where no demand existed previously, the availability of

farmed products having led to such products being seen as essential (Chapter 7). For example, now widely considered a 'necessary' medicine, changes in consumer confidence regarding the quality of farmed bear bile appear to be encouraging consumers to seek genuinely wild bile, rather than to shift to more sustainable or better quality alternatives (Chapter 7). Therefore, not only is wildlife farming unlikely to satisfy existing demand for wild animal products, it may also serve to create new, additional markets. It would be interesting to know what was used for ailments commonly treated with bear bile today, prior to the advent of the extraction process in the 1970s (Li 2004).

9.2.2. Wildlife Farming: a Conservation Tool?

Illegal trade in Southeast Asian wildlife is large, lucrative, highly organised and complex (Nooren & Claridge 2000; Broad et al. 2003; Robertson et al. 2004). Traders are able to respond rapidly to changes in supply or access by targeting new source areas, innovating transport methods and routes, exploiting weaknesses in enforcement and targeting new species within the same commodity group, and links with organised crime and drug trafficking are testament to the profits that can be made (SFNC 2003; Robertson et al. 2004). In this context, legal trade in farmed wild products is also likely to make illegal trade easier. Where enforcement is poor, capturing a wild animal is simply less expensive than raising one, meaning that strong incentives remain for poaching (Gratwicke et al. 2008). Trade in wild tiger goods disguised as products from captive-bred tigers is, for example, considered widespread (IFAW 2006), while Robertson (2004: 7) reports wild meat restaurateurs in Vietnam supporting wildlife farming because it may aid laundering animals from the wild.

The challenge of reducing demand for wild animal products will become only greater if their consumption is endorsed by legalisation of farming for human use. Sanctioning wildlife farming for commercial use will instead appear to be encouraging and condoning wild animal consumption. Allowing legal trade in farmed wild products will also give the impression that these species are no longer endangered or protected by law, potentially encouraging previously conscientious individuals to enter the market and increasing overall demand for them and

potentially inflating prices (Clayton et al. 2000). For example, Stiles (2004), shows how legalisation of trade in elephant ivory reduced social stigma attached to purchasing and owning ivory products, and subsequently increased demand for it. In contrast, the ban of tiger-based products in China in 1993 is believed to have reduced demand for tiger parts (Nowell 2006) and to have led directly to the removal of tiger-derived medicines from TCM pharmacopoeias (Meng & Zhai 2000; IFAW 2006 in Gratwicke et al., 2008). Upholding wildlife-related legislation and strongly discouraging consumption of endangered species will send clear signals to the wider public that exploiting legally protected species is unacceptable.

While any potential solution that might protect endangered wild species is worth exploring in full, the evidence to date (see Chapter 1) and the findings presented here strongly suggest wildlife farming is not the silver bullet its proponents hope with regards to stemming illegal trade in Southeast Asian wildlife. As Harris (2008) concludes, the survival of wild animal populations depends chiefly on the area and quality of their habitats and the rate of human exploitation, meaning if conserving animals in the wild is the aim, then efforts must concentrate on the wild.

9.3. Regulatory Approach: Prohibiting Harvest, Trade and Consumption

Regulation has been the dominant approach to managing exploitation of wildlife but its success in managing over-exploitation of wild species is widely debated (see Chapter 1). Current arguments in support of farming endangered species are often solely based on the perceived failure of regulatory approaches (e.g. Lapointe 2007). However, it is not regulatory approaches that have failed per se but rather their implementation. So, while complementary approaches to managing illegal wildlife trade in Southeast Asia should be explored, and despite the huge challenges presented by highly organised illegal traders seeking highly valuable prey, regulatory approaches should not necessarily be dismissed.

Zhang et al. (2008) report that half their respondents in China think wildlife should be protected. Yet, as Harris (2008) also observes, China is the main market for wild animals. Support for conservation should therefore not be confused with a shift away from utilitarian attitudes towards consumption on an ethical basis

(Harris 2008). Income has repeatedly been found to be positively correlated with wild meat consumption in Vietnam (Chapter 5; Anon., 2006) and in China (Guo 2007), suggesting that here the main factor currently preventing wild animal consumption is not awareness or attitude, but money (Harris 2008). So while awareness-raising and social marketing tools are important for long-term conservation plans, altering awareness and attitudes alone is not guaranteed to reduce consumption behaviour and is almost certainly not going to offer rapid solutions to conserving already vulnerable wild species. This suggests that regulatory approaches to protecting endangered species in Vietnam need to be strengthened in order to conserve endangered species involved in illegal trade in peninsular Southeast Asia. Likewise in Africa, Rose (2001) argues, while media messages can contribute to creating a climate for social change, they need to be accompanied by physical actions at important points along the wild meat commodity chain, including restaurants and markets.

Without demand for wild animals there would be little incentive to hunt and trade. It therefore seems unfair to penalise those responsible for harvesting endangered wildlife - typically the poorest members of the population - whilst not disciplining those responsible for selling and consuming products derived from endangered species. Placing greater emphasis on penalising those who sell products derived from protected species, and also on those who consume these products, might therefore deserve greater consideration. Monitoring and enforcement aimed at reducing wild meat availability would be wise to focus on urban centres, tourist destinations and major roads serving Hanoi. Since many perceive government representatives as frequent consumers of wild animal products, public actions targeting illegal wild animal consumption amongst these groups in particular would clearly demonstrate to the wider public that consumption of protected species will not be condoned.

Sincere action regarding the regulation and enforcement of the illegal trade in wild species would also likely inspire greater confidence in conservation actions, and may in turn encourage individual responsibility and action. The role of legislation in shaping attitudes should also not be underestimated. In addition to the reported

impact of a ban on tiger products in China noted above, Morris (1987: 225) identifies the introduction of the Wildlife and Countryside Act 1981 in Britain a critical mechanism in the creation of a positive attitudes towards wildlife.

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Appendix A. Questionnaire

A.1. English

Thank you for completing this survey...

Day:..... Month:.....

Ward:.....

Ba Đình⁽¹⁾ Đống Đa⁽²⁾ Hoàn Kiếm⁽³⁾ Hai Bà Trưng⁽⁴⁾
 Lương Nga Lương-Kebecca⁽²⁾ Nga-Kebecca⁽⁴⁾

1. I admire people who can produce winning fighting cocks

Strongly agree
 Agree
 No opinion
 Disagree
 Strongly disagree

2. If more land is needed to produce food for export then Vietnam must clear the habitat of some wild animals

Strongly agree
 Agree
 No opinion
 Disagree
 Strongly disagree

3. Vietnam should invest in wild animal conservation

Strongly agree
 Agree
 No opinion
 Disagree
 Strongly disagree

4. Vietnam should concentrate on conserving wild species that are economically valuable above those that are scientifically interesting

Strongly agree
 Agree
 No opinion
 Disagree
 Strongly disagree

5. I support recreational hunting of deer

Strongly agree
 Agree
 No opinion
 Disagree
 Strongly disagree

6. When visiting a zoo I most like to see the attractive animals such as peacocks or big cats

Strongly agree
 Agree
 No opinion
 Disagree
 Strongly disagree

7. I prefer seeing wild animals on television or in a zoo than running free near me

Strongly agree
 Agree
 No opinion
 Disagree
 Strongly disagree

<p>8. Animals like worms are generally of little value to nature</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>9. If given the opportunity, I would like to visit a restaurant serving wild forest animals such as muntjac</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>10. We have to experiment on animals such as mice to ensure the safety of products like cosmetics or detergents</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>11. If given the choice between conserving some rare species or utilising more land to increase Vietnam's economic growth I would choose economic growth</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>12. It is important that Vietnam protects areas of habitat which are home to threatened wild animal species</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>13. A dog trained to do a task such as guarding is generally a better animal than one owned just for companionship</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>14. I admire people who can train animals such as dolphins to do tricks</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>	<p>15. When walking in the park, I prefer to see beautiful animals such as butterflies than ugly ones such as spiders</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>16. Even though I might a feel a little scared, I would enjoy seeing a wild animal like a bear while walking in the forest</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>17. I enjoy seeing birds such as Sarus cranes but have little interest in learning about wetland ecology</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>18. On special occasions, it is nice to have meat from wild animals such as pangolin</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>19. Even though it causes them pain, it is necessary to extract bile from bears to make medicine</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>20. In order to produce more hydro-electricity it is sometimes necessary to build dams which damage the habitat of some wild animal species</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>21. Conserving wild animals is a waste of time and resources</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>
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<p>22. I generally prefer wild animals that have some practical value</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>	<p>29. The MOST important reason for protecting forests is because the animals there may produce medicines to prevent and cure disease</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>
<p>23. Capturing a wild animal strikes me as an exciting and challenging activity</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>	<p>30. I enjoy watching fighting cocks</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>
<p>24. My favourite animals are generally those that I find the most beautiful</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>	<p>31. I would prefer to see wild animals in a zoo rather than seeing them living wild in the forest</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>
<p>25. I have little interest in learning about the ecology of animal communities such as monkey troops or coral reefs</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>	<p>32. Although I like animals, I am not particularly interested in learning about the ecological characteristics of species</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>
<p>26. I would like to try the meat from a wild forest species such as a civet</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>	<p>33. Restaurants should NOT be permitted to serve wild forest animals such as muntjac</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>
<p>27. Nên cấm khai thác mật gấu vì đây là một hành động dã man</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>	<p>34. Harvesting animals for use in medicine, for example using macaques to produce vaccines, is fine if the animals are plentiful</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>
<p>28. If more land is needed to maintain or boost economic growth it is sometimes necessary to clear forests or drain wetlands</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>	<p>35. I do not approve of protecting wild animals if it hurts the economic livelihood of people who make a living off the land</p> <p><input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> No opinion <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>

36. I would like to see wild animals like monkeys performing tricks

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

37. I would prefer to see a colourful bird such as a parrot rather than a plain bird such as a flowerpecker

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

38. I think spiders and termites should be eliminated

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

39. Urban people should not eat wild forest species such as serow

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

40. I am more interested in learning about beautiful animals like leopards and lions than about insects or worms

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

41. I am not interested in watching wild animals living in the forest

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

42. Animals like tigers and crocodiles should be kept in cages rather than left to roam in the wild

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

- 0 1 2 3 4 5+ DK
1. In the last 12 months, on how many occasions have you visited a zoo? 0 1 2 3 4 5+ DK
 2. In the last 12 months, on how many occasions have you visited a wildlife reserve? 0 1 2 3 4 5+ DK
 3. In the last 12 months, on how many occasions have you been hunting? 0 1 2 3 4 5+ DK
 4. In the last 12 months, on how many occasions have you been fishing? 0 1 2 3 4 5+ DK
 5. In the last 12 months, on how many occasions have you read a book about wild animals? 0 1 2 3 4 5+ DK
 6. In the last 12 months, on how many occasions have you taken a photograph of wild animals? 0 1 2 3 4 5+ DK
 7. In the last 12 months, on how many occasions have you bought or eaten wild meat? 0 1 2 3 4 5+ 0 → 8 Don't know → 8

BOX 1:

Please list all the species you have eaten in the last 12 months (*tick all mentioned*):

- Softshell turtle ⁽¹⁾
 - Civet ⁽²⁾
 - Crocodile ⁽³⁾
 - Bamboo rat ⁽⁴⁾
 - Hoang ⁽⁵⁾
 - Deer ⁽⁶⁾
 - Wild pig ⁽⁷⁾
 - Nai ⁽⁸⁾
 - Porcupine ⁽⁹⁾
 - Snake ⁽¹⁰⁾
 - Serow ⁽¹¹⁾
 - Pangolin ⁽¹²⁾
- Other species – please specify:
-
-
-

On the occasions you ate wild meat in the last 12 months, who did you eat it with?

- Occasion 1: Colleagues ⁽¹⁾ Relatives ⁽²⁾ Friends ⁽³⁾
- Occasion 2: Colleagues ⁽¹⁾ Relatives ⁽²⁾ Friends ⁽³⁾
- Occasion 3: Colleagues ⁽¹⁾ Relatives ⁽²⁾ Friends ⁽³⁾

On the occasions you ate wild meat in the last 12 months, where did you eat it?

(Please record place name, whether urban or rural, restaurant or private house)

- Occasion 1:
- Occasion 2:
- Occasion 3:

On the occasions you ate wild meat in the last 12 months, what was the occasion, if any?

- Occasion 1:
- Occasion 2:
- Occasion 3:

	0	<1	2	3	4	5	6	7+	DK
14. In the last 7 days how many hours have you spent watching television?									
15. In the last 7 days how many times have you watched the television news?									
16. In the last 7 days how many hours have you spent listening to the radio?									
17. On how many out of the last 7 days have you read a newspaper?									
18. In the last 7 days how many hours have you spent using the internet?									
19. In the last 7 days how many hours have you spent talking about wild animals with friends, family or colleagues?									

If watched – Please describe any wildlife-related programmes or adverts you have seen on TV in the last 7 days:

Can Describe ⁽¹⁾ Programme/station:
 Cannot describe ⁽²⁾ Description:

If watched – Please describe any wildlife-related news you have seen on TV in the last 7 days:

Can Describe ⁽¹⁾ Programme/station:
 Cannot describe ⁽²⁾ Description:

If listened – Please describe any wildlife-related information you heard on the radio in the last 7 days:

Can Describe ⁽¹⁾ Programme/station:
 Cannot describe ⁽²⁾ Description:

If read – Please describe any wildlife-related information you read about in newspapers in the last 7 days:

Can describe ⁽¹⁾ Newspaper:
 Cannot describe ⁽²⁾ Description:

If used – Please describe any wildlife-related information you found on the internet in the last 7 days:

Can describe ⁽¹⁾ Website:
 Cannot describe ⁽²⁾ Description:

If talked – Please describe what you talked about in the last 7 days:

Can describe ⁽¹⁾ Description:
 Cannot describe ⁽²⁾

8. Have you ever eaten wild meat?
 Yes ⁽¹⁾ → BOX 2 No ⁽⁰⁾ → 9 Don't know ⁽²⁾ → 9

BOX 2:
 Please list all the species you have eaten:

Softshell turtle ⁽¹⁾ Approx. time: Approx. time:
 Civet ⁽²⁾ Approx. time: Approx. time:
 Crocodile ⁽³⁾ Approx. time: Approx. time:
 Bamboo rat ⁽⁴⁾ Approx. time: Approx. time:
 Sambar ⁽⁵⁾ Approx. time: Approx. time:
 Deer ⁽⁶⁾ Approx. time: Approx. time:
 Wild pig ⁽⁷⁾ Approx. time: Approx. time:
 Mungjac ⁽⁸⁾ Approx. time: Approx. time:
 Porcupine ⁽⁹⁾ Approx. time: Approx. time:
 Snake ⁽¹⁰⁾ Approx. time: Approx. time:
 Serow ⁽¹¹⁾ Approx. time: Approx. time:
 Pangolin ⁽¹²⁾ Approx. time: Approx. time:

Other species - please specify:
 Additional notes:
 Approx. time:
 Approx. time:
 Approx. time:

9. In the last 12 months have you bought, consumed or been given a product derived from a wild animal such as ornaments or jewellery made from ivory or antlers, medicines such as bear bile or rice wine containing wild animals?

1 2 3 4 5+ → BOX 3 0 → 10 Don't know → 10

BOX 3:
 Please describe the products you bought, consumed or were given in the last 12 months:

Product 1:
 Ornamental ⁽¹⁾
 Medicinal ⁽²⁾
 Rice wine ⁽³⁾
 Species:
 Description:

Product 2:
 Ornamental ⁽¹⁾
 Medicinal ⁽²⁾
 Rice wine ⁽³⁾
 Species:
 Description:

Product 3:
 Ornamental ⁽¹⁾
 Medicinal ⁽²⁾
 Rice wine ⁽³⁾
 Species:
 Description:

Additional notes:

BOX 3 Continued:
Did you buy these products for yourself or as a gift for someone else, or were they given to you as gifts?

<i>Product 1:</i>	<i>Product 2:</i>	<i>Product 3:</i>
<input type="checkbox"/> Bought for personal use ⁽¹⁾	<input type="checkbox"/> Bought for personal use ⁽¹⁾	<input type="checkbox"/> Bought for personal use ⁽¹⁾
Bought for:	Bought for:	Bought for:
<input type="checkbox"/> Colleagues ⁽²⁾	<input type="checkbox"/> Colleagues ⁽²⁾	<input type="checkbox"/> Colleagues ⁽²⁾
<input type="checkbox"/> Relatives ⁽³⁾	<input type="checkbox"/> Relatives ⁽³⁾	<input type="checkbox"/> Relatives ⁽³⁾
<input type="checkbox"/> Friends ⁽⁴⁾	<input type="checkbox"/> Friends ⁽⁴⁾	<input type="checkbox"/> Friends ⁽⁴⁾
Gift from:	Gift from:	Gift from:
<input type="checkbox"/> Colleagues ⁽⁵⁾	<input type="checkbox"/> Colleagues ⁽⁵⁾	<input type="checkbox"/> Colleagues ⁽⁵⁾
<input type="checkbox"/> Relatives ⁽⁶⁾	<input type="checkbox"/> Relatives ⁽⁶⁾	<input type="checkbox"/> Relatives ⁽⁶⁾
<input type="checkbox"/> Friends ⁽⁷⁾	<input type="checkbox"/> Friends ⁽⁷⁾	<input type="checkbox"/> Friends ⁽⁷⁾

Additional notes:

10. Have you ever bought, consumed or been given a product derived from a wild animal?
 Yes ⁽¹⁾ → **BOX 4** No ⁽⁰⁾ → **11** Don't know ⁽²⁾ → **11**

BOX 4:
Please describe these products:

<i>Product 1:</i>	<i>Product 2:</i>	<i>Product 3:</i>
<input type="checkbox"/> Ornamental ⁽¹⁾	<input type="checkbox"/> Ornamental ⁽¹⁾	<input type="checkbox"/> Ornamental ⁽¹⁾
<input type="checkbox"/> Medicinal ⁽²⁾	<input type="checkbox"/> Medicinal ⁽²⁾	<input type="checkbox"/> Medicinal ⁽²⁾
<input type="checkbox"/> Rice wine ⁽³⁾	<input type="checkbox"/> Rice wine ⁽³⁾	<input type="checkbox"/> Rice wine ⁽³⁾
Species:.....	Species:.....	Species:.....
Description:.....	Description:.....	Description:.....
Approx. time:.....	Approx. time:.....	Approx. time:.....

11. Do you keep, breed or own any wild animals?
If yes – Which species?.....
 Yes ⁽¹⁾ No ⁽⁰⁾

12. Please tell me which government department is responsible for environmental policy:
.....
 Don't know

13. Please tell me which government department is responsible for enforcing wildlife-related laws:
.....
 Don't know

1. Please answer the following questions by yourself, do not allow others to help you:

	True	False	Don't know
A shark is a mammal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All lizards have backbones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All the following animals are venomous: scorpion, gecko, bat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caterpillars form cocoons and then emerge as butterflies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Civets can carry SARS and bird flu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earthworms are important in maintaining soil fertility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sea stars are a type of fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elephants eat small mammals such as mice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fish are warm-blooded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most mammals lay eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orang Utans are native to China	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pangolins mainly eat ants and termites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rhinos lay eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Earthworms catch spiders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Slow Lorises sleep during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some bats use sonar to find their way around in the dark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Some turtles can live longer than humans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Many flowering plants rely on birds and bats to pollinate them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Giant Mekong Catfish is the largest known freshwater fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tigers and leopards are types of cat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Which of the following species are endangered according to Vietnamese law?
 King Cobra
 Gibbon
 Rhino
 Muntjac

3. Which of the following species naturally occur in the wild in Vietnam?
 Saola
 Giant Panda
 Langur
 Leopard

4. It is **ILLEGAL** to sell derivatives from which of the following species?

- Pangolin
- Serow
- Asian Black Bear
- Rhino

5. According to the Vietnamese government, how many elephants live in Vietnam today (choose **ONE** only)?

- Less than 150
- Around 3000
- Around 10,000
- More than 150,000

6. Which **ONE** of the following is the main role of national parks in conservation (choose **ONE** only)?

- Preventing wild animals from attacking people or livestock
- Providing timber to create income for conservation
- Providing natural habitat for endangered species
- Attracting tourists

7. Which **ONE** of the following is the **greatest** threat to wild animal species in Vietnam today (choose **ONE** only)?

- Natural hazards such as fires and floods
- Hunting for subsistence
- Harvesting to supply the illegal trade in wild animals
- Disease

8. Which **ONE** of the following best describes an endangered species (choose **ONE** only)?

- A species found only in Vietnam
- A species depleting in number because it, or its habitat, is being over-exploited
- A dangerous species needing to be controlled
- A particularly valuable or interesting species

9. Which of the following actions are **ILLEGAL** according to Vietnamese law?

- Keeping an endangered wild animal as a pet without a permit
- Selling ruou containing an endangered species
- Transporting an endangered species for commercial sale
- Selling medicines containing parts of an endangered species

20. What year were you born?

21. Where do you live?

22. How long have you lived in Hanoi?

23. Where were you born (province)?

24. Would you describe your birthplace as urban or rural? Urban ⁽¹⁾ Rural ⁽²⁾ *

* If rural – how far away was the nearest town?

- <10km ⁽¹⁾ 11-20km ⁽²⁾ 21-30km ⁽³⁾ 31-40km ⁽⁴⁾ 41-50km ⁽⁵⁾ >50km ⁽⁶⁾

25. What is the highest level of education you have completed?

- None ⁽¹⁾
- Primary school ⁽²⁾
- Junior school ⁽³⁾
- Secondary school ⁽⁴⁾
- College ⁽⁵⁾
- University ⁽⁶⁾
- Masters / PhD ⁽⁷⁾

Subject:

Subject:

Subject:

26. What is your main current occupation?

	Details
1 <input type="checkbox"/>	Legislator, Government Official, CEOs/Directors E.g. Senior officials ^a , heads of departments ^b , corporate managers ^c
2 <input type="checkbox"/>	Armed forces & Police
3 <input type="checkbox"/>	Professional E.g. businessman/woman ^a , teachers ^b , lecturers ^c , engineers ^d , architects ^e , nurses ^f , lawyers ^g , journalists ^h , translators ⁱ
4 <input type="checkbox"/>	Clerks E.g. Desk clerks ^a , secretaries ^b , bank clerks ^c
5 <input type="checkbox"/>	Service worker E.g. shop workers ^a , security guards ^b , waiters ^c , chefs ^d
6 <input type="checkbox"/>	Skilled labourer E.g. farmer ^a , builder ^b , fisher ^c , tailor ^d , mechanic ^e , driver ^f
7 <input type="checkbox"/>	Elementary occupation E.g. rubbish collector ^a , general labourer ^b , cleaner ^c , street seller ^d , shoe cleaner ^e
8 <input type="checkbox"/>	Unemployed / Free
9 <input type="checkbox"/>	Student
10 <input type="checkbox"/>	Housewife
11 <input type="checkbox"/>	Retired
12 <input type="checkbox"/>	Other – Please specify:

27. Please tell me which category, from 1 to 14, your personal income was in the last month:
28. Please tell me which category, from 1 to 14, your household income was in the last month:

Category	27. Personal income	28. Household income
1	< 500,000 VND	<input type="checkbox"/>
2	500,000 – 999,000 VND	<input type="checkbox"/>
3	1,000,000 – 1,499,000 VND	<input type="checkbox"/>
4	1,500,000 – 1,999,000 VND	<input type="checkbox"/>
5	2,000,000 – 2,999,000 VND	<input type="checkbox"/>
6	3,000,000 – 3,999,000 VND	<input type="checkbox"/>
7	4,000,000 – 4,999,000 VND	<input type="checkbox"/>
8	5,000,000 – 5,999,000 VND	<input type="checkbox"/>
9	6,000,000 – 6,999,000 VND	<input type="checkbox"/>
10.	7,000,000 – 7,999,000 VND	<input type="checkbox"/>
11.	8,000,000 – 8,999,000 VND	<input type="checkbox"/>
12.	9,000,000 – 9,999,000 VND	<input type="checkbox"/>
13.	10,000,000 – 19,999,000 VND	<input type="checkbox"/>
14.	> 20,000,000 VND	<input type="checkbox"/>
16.	Don't know	<input type="checkbox"/>
15.	No income – please explain:	<input type="checkbox"/>

29. How many people are there in your household?
30. Of those in your household, how many work?
31. Of those in your household, how many are aged over 18 years?

32. Gender: Male Female
34. Ethnicity: Kinh Chinese Other:

THANK YOU VERY MUCH

Please ask the respondent to leave their name and address in case we need to contact them further...

Name:.....

Landline:

Mobile:

Address:.....

A.2. Vietnamese

Xin cảm ơn bạn đã giúp chúng tôi thực hiện điều tra này...

Ngày:..... Tháng:.....

Phường:.....

Ba Đình ⁽¹⁾ Đống Đa ⁽²⁾ Hoàn Kiếm ⁽³⁾ Hai Bà Trưng ⁽⁴⁾

Lương ⁽¹⁾ Lương+Rebecca ⁽³⁾ Nga ⁽²⁾ Nga+Rebecca ⁽⁴⁾ Phương ⁽⁶⁾ Phương+Rebecca ⁽⁶⁾

1. Tôi ngưỡng mộ người có tài huấn luyện gà chọi

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

2. Nếu cần mở rộng đất đai để sản xuất lương thực xuất khẩu, Việt Nam cần phải phá đi môi trường sống của một số loài vật hoang dã

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

3. Việt Nam nên đầu tư vào bảo tồn động vật hoang dã

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

4. Việt Nam nên tập trung vào bảo tồn các loài hoang dã có giá trị kinh tế, sau đó mới đến bảo tồn các loài có ý nghĩa về mặt khoa học

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

5. Tôi ủng hộ việc săn bắn hươu với mục đích giải trí

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

6. Khi đến thăm một sở thú, bạn thích nhất các con vật bắt mắt như con công hoặc hổ báo

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

7. Tôi thích nhìn động vật hoang dã trên ti vi hay trong vườn thú hơn là lúc chúng có thể tự do chạy lại gần mình

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

8. Các loài như sâu thường ít có giá trị trong tự nhiên

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

9. Bạn muốn vào một nhà hàng phục vụ thịt thú rừng vì dù như có phục vụ thịt hoang

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

10. Chúng ta cần phải làm thí nghiệm trên động vật, chẳng hạn như chuột, để đảm bảo độ an toàn của các sản phẩm như hoa mỹ phẩm hay chất tẩy rửa.

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

11. Nếu phải lựa chọn giữa việc bảo tồn một vài loài hiếm với việc sử dụng thêm nhiều đất để tăng trưởng kinh tế, bạn sẽ lựa chọn phát triển kinh tế

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

12. Điều quan trọng là Việt Nam cần bảo vệ môi trường sống của các loài động vật hoang dã đang bị đe dọa

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

13. Thường thì một con chó được huấn luyện để làm nhiệm vụ tốt hơn là một con chó chỉ làm bạn của con người mà thôi

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

14. Tôi ngưỡng mộ người có khả năng huấn luyện động vật, như cá heo thực hiện những trò lêu cá và tinh quái

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

15. Khi đi dạo trong công viên, bạn thích ngắm các con vật đẹp như bướm hơn là các con xấu xí như nhện

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

16. Mặc dù tôi sẽ thấy hơi sợ một chút nhưng tôi vẫn thích được nhìn thấy một con thú, chẳng hạn như con gấu khi đang đi bộ trong rừng

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

17. Tôi thích nhìn ngắm chim chóc, vì dù như loài Sếu đầu đỏ nhưng lại không mấy hứng thú tìm hiểu về vùng sinh thái đất ngập nước

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

18. Theo bạn ăn thịt thú rừng, chẳng hạn như tê tê vào những dịp đặc biệt là một ý kiến hay

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

19. Mặc dù đúng là có gây đau đớn cho loài gấu nhưng chúng ta vẫn cần lấy mật gấu để chữa bệnh

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

20. Nhằm sản xuất điện tử thủy năng, đôi khi chúng ta cũng cần phải xây dựng các đập và hồ thủy điện việc này tàn phá môi trường sống của loài động vật hoang dã

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

21. Việc bảo tồn động vật hoang dã chỉ tốn thời gian và lãng phí nguồn tài nguyên

- Hoàn toàn đồng ý
 Đồng ý
 Không có ý kiến
 Không đồng ý
 Hoàn toàn không đồng ý

22. Nhìn chung tôi vẫn thích các loài thú rừng có giá trị sử dụng hơn

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

23. Bất sống các loài hoang dã là một hoạt động thú vị và thử thách

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

24. Đối với tôi, nói chung thì những con vật yêu thích cũng là những con mà tôi thấy đẹp nhất

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

25. Tôi **KHÔNG** thích học về đặc điểm sinh thái của quần xã động vật, ví dụ như của bầy khi hay các rạn san hô.

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

26. Bạn muốn ném thử một món thịt thú rừng nào đó, như thịt cây chằng hạn

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

27. Nên cấm khai thác mật gấu vì đây là một hành động dã man

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

28. Trong trường hợp cần mở rộng đất đai để duy trì hay tăng cường kinh tế, đôi khi cũng cần chặt phá rừng hay tháo nước đầm lầy

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

29. Lý do quan trọng **NHẤT** phải bảo vệ rừng là vì những động vật sống ở đó có thể cung cấp được phẩm nguyên liệu và chữa trị bệnh

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

30. Tôi thích xem trò chơi gấu

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

31. Tôi thích nhìn động vật hoang dã trong vườn thú hơn là việc chứng kiến cuộc sống hoang dã của chúng trong rừng rậm.

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

32. Mặc dù tôi thích động vật nhưng tôi lại không thích tìm hiểu cụ thể về đặc điểm sinh thái của các loài.

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

33. **KHÔNG** nên cho phép các nhà hàng, khách sạn phục vụ thịt thú rừng, ví dụ như hoẵng

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

34. Nếu động vật còn nhiều thì cũng nên ủng hộ khai thác chúng làm được phẩm chữa bệnh, chẳng hạn như việc giết khi để chế tạo vắc-xin

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

35. Bạn **KHÔNG** ủng hộ việc bảo vệ loài vật hoang dã nếu nó ảnh hưởng xấu đến hoạt động sản xuất của người dân

- Hoàn toàn đồng ý
- Đồng ý
- Không có ý kiến
- Không đồng ý
- Hoàn toàn không đồng ý

- 0 1 2 3 4 5+ KB
- Trong vòng 12 tháng qua, đã có mấy lần anh/chị tham vườn bách thú?
 - Trong vòng 12 tháng qua, đã có mấy lần anh/chị tham khu bảo tồn động vật hoang dã?
 - Trong vòng 12 tháng qua, đã có mấy lần anh/chị đi săn?
 - Trong vòng 12 tháng qua, đã có mấy lần anh/chị đi câu cá?
 - Trong vòng 12 tháng qua, đã có mấy lần anh/chị đọc sách về các động vật hoang dã?
 - Trong vòng 12 tháng qua, đã có mấy lần anh/chị chụp ảnh các động vật hoang dã?
 - Trong vòng 12 tháng qua, đã có mấy lần anh/chị mua hoặc ăn thịt thú rừng?

1 2 3 4 5+ **Ó SỞ 1** 0 8 Không biết → 8

Ó SỞ 1:

Xin hãy vui lòng đánh dấu vào tên các loài mà các anh chị đã ăn **trong vòng 12 tháng qua**:

<input type="checkbox"/> Ba ba ⁽¹⁾	<input type="checkbox"/> Lợn rừng ⁽⁷⁾	Loại khác... xin viết rõ:
<input type="checkbox"/> Cây hương ⁽²⁾	<input type="checkbox"/> Nai ⁽⁸⁾
<input type="checkbox"/> Cá sấu ⁽³⁾	<input type="checkbox"/> Nhím ⁽⁹⁾
<input type="checkbox"/> Dơi ⁽⁴⁾	<input type="checkbox"/> Rắn ⁽¹⁰⁾
<input type="checkbox"/> Hoẵng ⁽⁵⁾	<input type="checkbox"/> Sơn dương ⁽¹¹⁾
<input type="checkbox"/> Hươu ⁽⁶⁾	<input type="checkbox"/> Tê tê ⁽¹²⁾

Trong vòng 12 tháng qua, khi bạn đã ăn thịt thú rừng vật hoang dã thì bạn đã ăn với ai?

<i>Lần 1:</i>	<i>Lần 2:</i>	<i>Lần 3:</i>
<input type="checkbox"/> Đồng nghiệp ⁽¹⁾	<input type="checkbox"/> Đồng nghiệp ⁽¹⁾	<input type="checkbox"/> Đồng nghiệp ⁽¹⁾
<input type="checkbox"/> Người thân ⁽²⁾	<input type="checkbox"/> Người thân ⁽²⁾	<input type="checkbox"/> Người thân ⁽²⁾
<input type="checkbox"/> Bạn bè ⁽³⁾	<input type="checkbox"/> Bạn bè ⁽³⁾	<input type="checkbox"/> Bạn bè ⁽³⁾

Trong vòng 12 tháng qua, bạn đã ăn thịt thú rừng vật hoang dã lấy ở đâu?

(Xin hãy ghi lại: tên tỉnh; thành phố; thị trấn; huyện/thị trấn; nhà hàng/nhà riêng/kiểu)

<i>Lần 1:</i>	<i>Lần 2:</i>	<i>Lần 3:</i>
.....
.....
.....

Trong vòng 12 tháng qua Bạn đã ăn vào dịp nào?

<i>Lần 1:</i>	<i>Lần 2:</i>	<i>Lần 3:</i>
.....
.....
.....

36. Tôi thích nhìn động vật hoang dã như khi biểu diễn các trò chơi

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

37. Tôi thích ngắm nghía một con chim trông sắc sảo như kiểu chim công và vết hơn những con trông đơn điệu như chim sâu hay chim sẻ

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

38. Bạn ngại nhện, mối thì cần bị loại bỏ

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

39. Người dân đô thị không nên ăn thịt thú rừng, ví dụ như sơn dương

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

40. Tôi thích tìm hiểu về những loài trông đẹp và đầy sức mạnh như hổ, báo hơn là học về mấy loài cón trung và sâu bọ

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

41. Bạn không hứng thú với việc nhìn ngắm động vật hoang dã trong rừng (NT/D)

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

42. Đối với động vật như hổ hay cá sấu, tốt nhất là nhốt chúng vào lồng còn hơn là để chúng đi lại tự do ngoài môi trường sống tự nhiên của chúng

Hoàn toàn đồng ý

Đồng ý

Không có ý kiến

Không đồng ý

Hoàn toàn không đồng ý

8. Đã bao giờ ăn hoặc mua thịt thú rừng chưa?

Rõ (1) → **Ô SỐ 2** Chưa (2) → **9** Không biết (3) → **9**

Ô SỐ 2:

Xin hãy vui lòng điền vào tên các anh chị đã ăn:

<input type="checkbox"/> Ba (1)	Xếp xỉ năm:	<input type="checkbox"/> Lợn rừng (7)	Xếp xỉ năm:
<input type="checkbox"/> Cầy hương (2)	Xếp xỉ năm:	<input type="checkbox"/> Nai (8)	Xếp xỉ năm:
<input type="checkbox"/> Cá sấu (3)	Xếp xỉ năm:	<input type="checkbox"/> Nhím (9)	Xếp xỉ năm:
<input type="checkbox"/> Dơi (4)	Xếp xỉ năm:	<input type="checkbox"/> Rắn (10)	Xếp xỉ năm:
<input type="checkbox"/> Hoẵng (5)	Xếp xỉ năm:	<input type="checkbox"/> Sơn dương (11)	Xếp xỉ năm:
<input type="checkbox"/> Hươu (6)	Xếp xỉ năm:	<input type="checkbox"/> Tê tê (12)	Xếp xỉ năm:

Loại khác - xin viết rõ:

Các chú ý khác:
 Xếp xỉ năm:

9. Trong Vòng 12 tháng qua đã có mấy lần anh/chị mua, tiêu thụ hoặc được tặng một sản phẩm có nguồn gốc từ động vật hoang dã, ví dụ: đồ trang trí, trang sức làm từ ngà voi hoặc sừng hươu, các loại thuốc như mật gấu hay rượu ngâm các loại động vật hoang dã?

1 2 3 4 5+ → **Ô SỐ 3** 0 → 10 Không biết → 10

Ô SỐ 3:

Xin anh/chị vui lòng miêu tả về sản phẩm đó bao gồm tên các loài mà sản phẩm đó được làm từ trong vòng 12 tháng qua:

<i>Món hàng 1:</i>	<i>Món hàng 2:</i>	<i>Món hàng 3:</i>
<input type="checkbox"/> Sản phẩm trang trí (1)	<input type="checkbox"/> Sản phẩm trang trí (1)	<input type="checkbox"/> Sản phẩm trang trí (1)
<input type="checkbox"/> Sản phẩm phụ vụ sức khỏe (2)	<input type="checkbox"/> Sản phẩm phụ vụ sức khỏe (2)	<input type="checkbox"/> Sản phẩm phụ vụ sức khỏe (2)
<input type="checkbox"/> Rượu (3)	<input type="checkbox"/> Rượu (3)	<input type="checkbox"/> Rượu (3)
Loại:	Loại:	Loại:
Mô tả món đồ đó:	Mô tả món đồ đó:	Mô tả món đồ đó:

Các chú ý khác:

Tiếp Ô SỐ 3:

Trong vòng 12 tháng qua, anh/chị mua sản phẩm cho riêng mình hay để tặng cho một người khác, hay là anh/chị được tặng?

<i>Món hàng 1:</i>	<i>Món hàng 2:</i>	<i>Món hàng 3:</i>
<input type="checkbox"/> Mua cho riêng mình (1)	<input type="checkbox"/> Mua cho riêng mình (1)	<input type="checkbox"/> Mua cho riêng mình (1)
Quà tặng cho:	Quà tặng cho:	Quà tặng cho:
<input type="checkbox"/> Đồng nghiệp (2)	<input type="checkbox"/> Đồng nghiệp (2)	<input type="checkbox"/> Đồng nghiệp (2)
<input type="checkbox"/> Người thân (3)	<input type="checkbox"/> Người thân (3)	<input type="checkbox"/> Người thân (3)
<input type="checkbox"/> Bạn bè (4)	<input type="checkbox"/> Bạn bè (4)	<input type="checkbox"/> Bạn bè (4)
Quà nhận từ:	Quà nhận từ:	Quà nhận từ:
<input type="checkbox"/> Đồng nghiệp (5)	<input type="checkbox"/> Đồng nghiệp (5)	<input type="checkbox"/> Đồng nghiệp (5)
<input type="checkbox"/> Người thân (6)	<input type="checkbox"/> Người thân (6)	<input type="checkbox"/> Người thân (6)
<input type="checkbox"/> Bạn bè (7)	<input type="checkbox"/> Bạn bè (7)	<input type="checkbox"/> Bạn bè (7)

Các chú ý khác:

10. Đã bao giờ mua, tiêu thụ hoặc được tặng một sản phẩm có nguồn gốc từ động vật hoang dã chưa?

Rõ (1) → **BOX 4** Chưa (2) → **11** Không biết (3) → **11**

Ô SỐ 4:

Xin anh/chị vui lòng tả về sản phẩm đó bao gồm tên các loài mà sản phẩm đó được làm từ:

<i>Món hàng 1:</i>	<i>Món hàng 2:</i>	<i>Món hàng 3:</i>
<input type="checkbox"/> Sản phẩm trang trí (1)	<input type="checkbox"/> Sản phẩm trang trí (1)	<input type="checkbox"/> Sản phẩm trang trí (1)
<input type="checkbox"/> Sản phẩm phụ vụ sức khỏe (2)	<input type="checkbox"/> Sản phẩm phụ vụ sức khỏe (2)	<input type="checkbox"/> Sản phẩm phụ vụ sức khỏe (2)
<input type="checkbox"/> Rượu (3)	<input type="checkbox"/> Rượu (3)	<input type="checkbox"/> Rượu (3)
Loại:	Loại:	Loại:
Mô tả món đồ đó:	Mô tả món đồ đó:	Mô tả món đồ đó:
Xếp xỉ năm:	Xếp xỉ năm:	Xếp xỉ năm:

11. Anh/chị có sở hữu hay nuôi loài động vật hoang dã nào không? Có (1) Không (2)

Nếu có?

12. Xin hãy vui lòng cho biết cơ quan chính phủ nào chịu trách nhiệm về các chính sách môi trường:

..... Không biết

13. Xin hãy vui lòng cho biết cơ quan chính phủ nào chịu trách nhiệm thi hành các luật liên quan đến động vật hoang dã:

Không biết

1. Xin hãy lựa chọn đáp án mà bạn cho là phù hợp nhất (đánh dấu vào ô vuông). Làm ơn tự hoàn thành các câu hỏi, đừng cho phép người khác giúp bạn trả lời:

	Đúng	Sai	Không biết
Cá mập là một loài động vật có vú	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thần lùn là loài có xương sống	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tất cả những loài sau đều có noc độc: bọ cạp, tắc kè, dơi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sâu róm làm kén rồi biến thành bướm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cây hương mang vi rút SARS và cúm gia cầm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giun đất có vai trò quan trọng trong việc duy trì độ phì nhiêu của đất	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sao biển là một loài cá	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voi ăn các loại động vật có vú nhỏ như là chuột	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cá là loài máu nóng	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phần lớn động vật có vú đẻ trứng	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Đười ươi là loài bản xứ của Trung Quốc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tê tê ăn kiến và mối	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tê giác đẻ trứng	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giun đất bắt nhện	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Con Culi ngủ ban ngày	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Một số loài dơi dùng siêu âm để định vị trong bóng tối	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Một vài con rùa có thể sống lâu hơn người	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rất nhiều loài cây có hoa dựa vào côn trùng để thụ phấn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cá Ba Sa không lỗ ở sống Mề Kống là loài cá nước ngọt lớn nhất được biết đến	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hổ và báo thuộc họ mèo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Theo luật Việt Nam thì loài nào sau đây là loài đang bị đe dọa?

- Rắn hổ mang chúa
 Vượn
 Tê giác
 Hoẵng

3. Loài nào sau đây là loài sống trong môi trường hoang dã Việt Nam?

- Saola
 Gấu trúc
 Voọc
 Báo

	0	<1	2	3	4	5	6	7+	KB
14. Trong vòng 7 ngày qua, xin vui lòng cho biết anh/ chị đã xem truyền hình bao nhiêu giờ?									
15. Trong vòng 7 ngày qua, xin vui lòng cho biết anh/ chị đã xem thời sự mấy lần?									
16. Trong vòng 7 ngày qua, xin vui lòng cho biết anh/ chị đã nghe đài bao nhiêu giờ?									
17. Trong vòng 7 ngày qua, xin vui lòng cho biết anh/ chị đã đọc báo mấy ngày?									
18. Trong vòng 7 ngày qua, xin vui lòng cho biết anh/ chị đã truy cập Internet bao nhiêu giờ?									
19. Trong vòng 7 ngày qua xin vui lòng cho biết anh/ chị đã nói chuyện với bạn bè, gia đình hay đồng nghiệp về các vấn đề liên quan đến động vật hoang dã bao nhiêu giờ?									

Nếu đã xem – Xin hãy vui lòng miêu tả các chương trình/ quảng cáo có liên quan đến động vật hoang dã anh/ chị xem trên tivi trong vòng 7 ngày qua:

- Có thể miêu tả ⁽¹⁾ Chương trình và kênh:
 Không thể miêu tả ⁽²⁾ Chi tiết:

Nếu đã xem – Xin hãy vui lòng miêu tả các tin tức liên quan đến động vật hoang dã mà anh/ chị xem trên tivi trong vòng 7 ngày qua:

- Có thể miêu tả ⁽¹⁾ Chương trình thời sự / kênh:
 Không thể miêu tả ⁽²⁾ Chi tiết:

Nếu đã nghe – Xin hãy vui lòng miêu tả các chương trình/ quảng cáo liên quan đến động vật hoang dã mà anh/ chị đã nghe trên đài trong vòng 7 ngày qua:

- Có thể miêu tả ⁽¹⁾ Chương trình và kênh:
 Không thể miêu tả ⁽²⁾ Chi tiết:

Nếu đã đọc – Xin hãy vui lòng miêu tả các bài báo/ quảng cáo mà anh/ chị đã đọc trong vòng 7 ngày qua:

- Có thể miêu tả ⁽¹⁾ Tạp chí/báo:
 Không thể miêu tả ⁽²⁾ Chi tiết:

Nếu đã sử dụng – Xin hãy vui lòng miêu tả thông tin liên quan đến động vật hoang dã mà anh/ chị đã xem trên mạng Internet trong vòng 7 ngày qua:

- Có thể miêu tả ⁽¹⁾ Trang web:
 Không thể miêu tả ⁽²⁾ Chi tiết:

Nếu đã thảo luận – Xin hãy vui lòng miêu tả các chủ đề liên quan đến động vật hoang dã mà anh/ chị đã thảo luận trong vòng 7 ngày qua:

- Có thể miêu tả ⁽¹⁾ Chi tiết:
 Không thể miêu tả ⁽²⁾

4. Việc Khai Thác sản phẩm từ loài nào sau đây là không hợp pháp ở Việt Nam?

- Tê tê
- Sơn dương
- Gấu ngựa
- Tê giác

5. Theo Chính phủ Việt Nam, số lượng voi còn sống ở Việt Nam?

- Ít hơn 150
- Khoảng 3000
- Khoảng 10.000
- Hơn 150.000

6. Đầu là trở chính của vườn quốc gia với hoạt động bảo tồn (chỉ chọn một)?

- Bảo vệ động vật hoang dã khỏi sự tấn công của con người hoặc gia súc
- Cung cấp gỗ nhằm tạo ra nguồn quỹ cho bảo tồn
- Tạo môi trường sống tự nhiên cho các loài động vật nguy cấp
- Thu hút khách du lịch

7. Nguyên nhân nào gây ra mối đe dọa lớn nhất đối với động vật hoang dã của Việt Nam (chỉ chọn một)?

- Tai biến thiên nhiên, ví dụ cháy rừng và lũ lụt
- Sản bản để tồn tại
- Khai thác, buôn bán động vật hoang dã
- Bệnh dịch

8. Câu nào dưới đây định nghĩa đúng nhất về loài bị đe dọa (chỉ chọn một)?

- Loài chỉ được tìm thấy ở Việt Nam
- Loài bị suy giảm nghiêm trọng về số lượng do bị khai thác quá mức hoặc môi trường sống bị tác động mạnh bởi hoạt động của con người
- Một loài nguy hiểm cần được quản lý, kiểm soát
- Loài có một giá trị. Nhất định nào đó

9. Hành động nào sau đây là không hợp pháp theo luật Việt Nam?

- Nuôi giữ vật nuôi là động vật hoang dã mà không có sự cho phép của nhà nước
- Bán rươu ngâm các loài động vật nguy cấp
- Vận chuyển các loài nguy cấp vì mục đích thương mại
- Bán thuốc làm từ các bộ phận của một loài động vật rừng nguy cấp

20. Anh/ chị sinh năm nào?.....

21. Anh / chị sống ở đâu (quận/tỉnh)?.....

22. Anh / chị đã sống ở Hà Nội bao lâu?.....

23. Anh / chị sinh ở đâu (tỉnh)?.....

24. Nơi sinh của anh/chị là thành thị hay nông thôn? Thành thị ⁽¹⁾ Nông thôn ⁽²⁾ *

* Nếu là nông thôn – cách trung tâm thành thị bao nhiêu cây số?

- <10km ⁽¹⁾ 11-20km ⁽²⁾ 21-30km ⁽³⁾ 31-40km ⁽⁴⁾ 41-50km ⁽⁵⁾ >50km ⁽⁶⁾

25. Trình độ học vấn cao nhất mà anh/ chị đã đạt được?

- Không ⁽¹⁾
- Tiểu học ⁽²⁾
- Trung học cơ sở ⁽³⁾
- Phổ thông trung học ⁽⁴⁾
- Cao đẳng ⁽⁵⁾
- Đại học ⁽⁶⁾
- Thạc sĩ / tiến sĩ ⁽⁷⁾

Ngành:.....

Ngành:.....

Ngành:.....

26. Nghề nghiệp chính của anh/ chị là gì?

- | | |
|----|---|
| 1 | <input type="checkbox"/> Quan chức chính phủ, cơ quan lập pháp, Giám đốc điều hành. Ví dụ: Quan chức cấp cao, lãnh đạo các bộ, quản lí các công ty. |
| 2 | <input type="checkbox"/> Lực lượng vũ trang và công an |
| 3 | <input type="checkbox"/> Công chức. Ví dụ: doanh nhân, giáo viên, giảng viên, kỹ sư, kiến trúc sư, y tá, luật sư, nhà báo, phiên dịch |
| 4 | <input type="checkbox"/> Thư kí |
| 5 | <input type="checkbox"/> Ví dụ, giúp việc trong khách sạn, thư kí, thư kí ngân hàng |
| 6 | <input type="checkbox"/> Công nhân trong ngành dịch vụ |
| 7 | <input type="checkbox"/> Ví dụ: người bán hàng, bảo vệ, bồi bàn, đầu bếp |
| 8 | <input type="checkbox"/> Lao động có tay nghề |
| 9 | <input type="checkbox"/> Ví dụ: nông dân, ngư dân, thợ xây dựng, thợ may, lái máy, lái xe |
| 10 | <input type="checkbox"/> Lao động chân tay. Ví dụ: nhân viên thu gom rác, người quét dọn, bán hàng rong, đánh giày, lau nhà vệ sinh |
| 11 | <input type="checkbox"/> Thất nghiệp |
| 12 | <input type="checkbox"/> Sinh viên |
| 13 | <input type="checkbox"/> Nội trợ |
| 14 | <input type="checkbox"/> Nghỉ hưu |
| 15 | <input type="checkbox"/> Y kiến khác: |

27. Xin hãy vui lòng cho biết trong khoảng loại nào , từ 1 đến 14, là thu nhập **tháng trước** của anh chị:

28. Xin hãy vui lòng cho biết trong khoảng loại nào , từ 1 đến 14, là tổng thu nhập **tháng trước** của anh chị và gia đình

Loại	27. Thu nhập cá nhân	28. Thu nhập gia đình
1	< 500.000 VND	<input type="checkbox"/>
2	500.000 – 999.000 VND	<input type="checkbox"/>
3	1000.000 – 1499.000 VND	<input type="checkbox"/>
4	1500.000 – 1999.000 VND	<input type="checkbox"/>
5	2.000.000 – 2.999.000 VND	<input type="checkbox"/>
6	3.000.000 – 3.999.000 VND	<input type="checkbox"/>
7	4.000.000 – 4.999.000 VND	<input type="checkbox"/>
8	5.000.000 – 5.999.000 VND	<input type="checkbox"/>
9	6.000.000 – 6.999.000 VND	<input type="checkbox"/>
10.	7.000.000 – 7.999.000 VND	<input type="checkbox"/>
11.	8.000.000 – 8.999.000 VND	<input type="checkbox"/>
12.	9.000.000 – 9.999.000 VND	<input type="checkbox"/>
13.	10.000.000 – 19.999.000 VND	<input type="checkbox"/>
14.	> 20.000.000 VND	<input type="checkbox"/>
16.	Không biết	<input type="checkbox"/>
15.	Không thích hợp – xin hãy nói rõ vì sao:	<input type="checkbox"/>

29. Có bao nhiêu người trong hộ gia đình anh/ chị?.....

30. Trong gia đình có mấy người còn đang làm việc?

31. Có bao nhiêu người trên 18 tuổi?.....

32. Giới tính: Nam ⁽¹⁾ Nữ ⁽²⁾

34. Dân tộc: Kinh ⁽¹⁾ Hoa ⁽²⁾ Khác:

XIN CẢM ƠN ANH/ CHỊ

Xin hỏi mỗi người tham về tên của họ và những chi tiết tiếp xúc, bởi vì bạn có thể (thì) quan tâm đến việc nói chuyện với họ xa hơn nữa. Xin hãy nói rõ với họ là thông tin này sẽ được giữ kín.

Tên:

Số điện thoại nhà:

Số di động:

Địa chỉ liên lạc:

Appendix B. Sampling List and Refusals Form

SAMPLING LIST

No.	DATE	Male 18-29yrs	30-44yrs	45-59yrs	60+yrs	Female 18-29yrs	30-44yrs	45-59yrs	60+yrs
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									

REFUSALS FORM

For every refusal, please fill in the date and indicate both the gender and age of the respondent who has refused:

No.	DATE	Male 18-29yrs	30-44yrs	45-59yrs	60+yrs	Female 18-29yrs	30-44yrs	45-59yrs	60+yrs
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
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Appendix C. Interviewer Effects

C.1. Introduction

Though collected as carefully as possible, data are inevitably influenced by inaccuracies and biases introduced by the interviewers and their recording of information. The following aims to assess the impact of any such interviewer effects and any implications arising from them.

C.2. Methods

Three Research Assistants (RAs) complete the questionnaire survey: RA1 completed 51.9%, RA2 34.4, and RA3 13.9% questionnaires¹. Binomial logistic regression² is used to analyse differences in the characteristics of the respondents accessed and/or recorded by each RA; RA1 is used as the reference group in both analyses due to having the largest sample size. The occupation category armed forces/police is excluded from the second analysis due to small sample size (n=4).

C.3. Results

Significant differences exist between the proportion of respondents reporting consumption of wild meat ($\chi^2=16.25[2]$, $p<.00$) and a wild animal product other than wild meat ($\chi^2=21.02[2]$, $p<.00$) according to the interviewer with whom the questionnaire was completed (Figure C.1). Moreover, significantly more respondents reported eating wild meat ($\chi^2=5.29[1]$, $p<.05$) and wild animal products other than wild meat ($\chi^2=6.750[1]$, $p<.00$) when I was also present when the data was collected than when I was not. However, when these differences are analysed for each RA individually, no significant differences in either the proportions reporting consumption of either wild meat or another wild animal product are found for RA1 or RA3 but only for data collected by RA2 (wild meat: $\chi^2=8.94 [1]$, $p<.01$; wild animal product other than wild meat: $\chi^2=17.17 [1]$, $p<.00$). This suggests that, although my presence does seem to increase the likelihood of a respondent to report wild animal consumption overall, RA3 is primarily the significant difference between the proportion of reporting consumption according to my presence (Figure C.2).

¹ Data showing which RA completed the questionnaire is missing for 0.2% of the sample.

² Multinomial regression was limited by small sample sizes in occupation groups.

Figure C.1. Percentage of respondents (n=915) who reported consumption of wild meat and other wild animal products according to Research Assistant

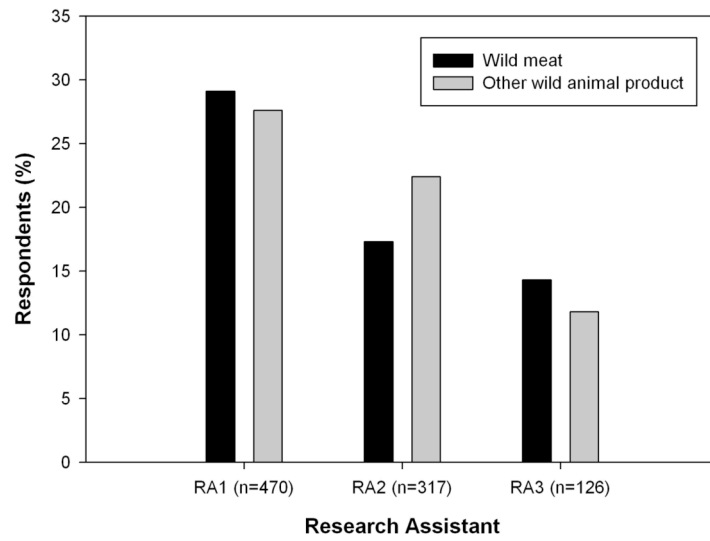


Figure C.2. Percentage of respondents (n=915) who reported consumption of wild meat and other wild animal products according to Research Assistant and whether or not I was also present at the time the questionnaire was completed.

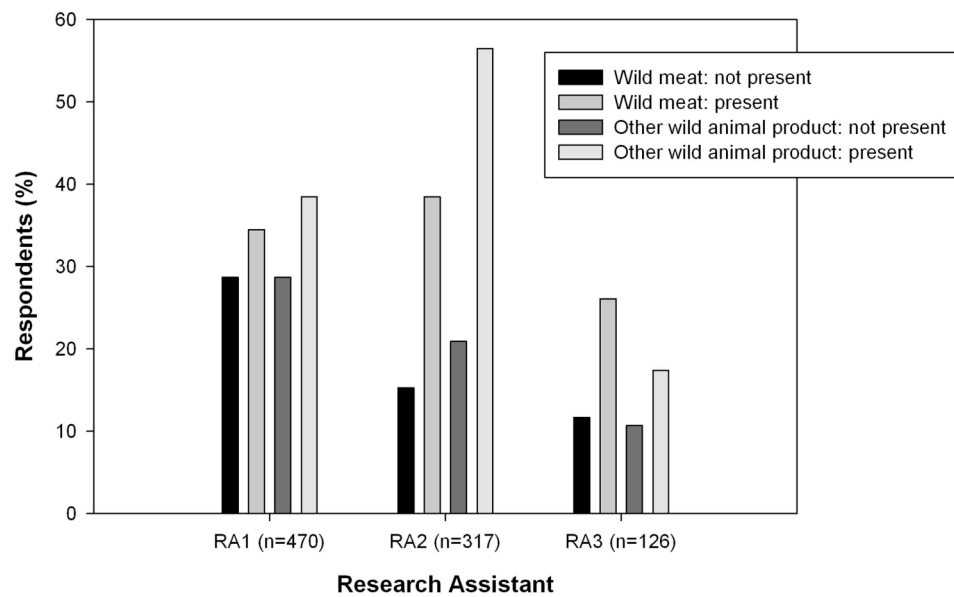


Table C.2 Logistic regression showing the effects of the research assistant collecting data on the characteristics of respondents in the survey sample (n=915).

Predictor variables	a). RA 1 versus RA 2			b). RA 1 versus RA 3			
	B(SE)	Sig.	Exp(B)	B(SE)	Sig.	Exp(B)	
Age (Years)	0.02 (0.01)	.01*	1.02	0.00 (0.01)	.89	1.001	
Family income (reference: Lowest-earning quartile)	Non-responses	0.85 (0.23)	.00**	2.34	0.59 (0.31)	.06	1.80
	Second lowest-earning quartile	0.05 (0.29)	.87	1.05	-0.31 (0.41)	.44	0.73
	Second highest-earning quartile	-0.39 (0.29)	.18	0.68	-0.61 (0.40)	.12	0.54
	Highest-earning quartile	-1.55 (0.35)	.00**	0.21	-0.87 (0.42)	.04*	0.42
Occupation (reference: service workers)	Armed Forces & Police	-1.16 (1.26)	.36	7.14			
	Business people	1.05 (0.44)	.02*	3.39	-1.51 (1.09)	.17	0.22
	Non-finance Professionals	-0.67 (0.43)	.12	0.51	-0.31 (0.51)	.54	0.73
	Finance professionals	0.25 (0.53)	.65	1.28	0.51 (0.82)	.53	0.60
	Clerks	-0.29 (0.64)	.65	0.75	-0.52 (0.85)	.54	0.59
	Skilled Workers	0.53 (0.25)	.03*	1.70	-0.85 (0.42)	.05	0.43
	Unskilled workers	1.20 (0.35)	.00**	3.33	-0.02 (0.60)	.97	0.98
	Unemployed	0.08 (0.59)	.90	1.08	-1.08 (1.10)	.33	0.34
	Students	-0.39 (0.54)	.47	0.68	0.80 (0.49)	.11	2.22
	Housework/Care	-0.98 (0.67)	.14	0.38	0.29 (0.56)	.60	1.34
Retired	-0.43 (0.30)	.14	0.65	0.13 (0.38)	.72	1.14	
Sex (reference: women)	-0.15 (0.18)	.40	0.86	0.09 (0.23)	.68	1.10	
Education	0.46 (0.10)	.00**	1.58	0.33 (0.12)	.01*	1.39	
Constant	-3.05 (0.53)	.00**	0.05	-2.62 (0.69)	.00**	.073	

a) Model $\chi^2(18) = 121.84$ $p < .000$. $R^2 .53$ (Hosmer & Lemeshow), .15 (Cox & Snell), .20 (Nagelkerke); b) Model $\chi^2(19) = 44.83$ $p < .001$. $R^2 .77$ (Hosmer & Lemeshow), .08 (Cox & Snell), .12 (Nagelkerke). ** $p < .001$, * $p < .05$

In addition, RA2 is significantly more likely to have accessed/recorded respondents as unskilled workers ($p < .00$), skilled workers ($p < .05$) and businesspeople ($p < .05$), older respondents ($p < .05$) and respondents with higher levels of education ($p < .00$), she is also significantly more likely to have missing data for family income ($p < .00$) and less likely to access/record respondents in the highest family income quartile ($p < .00$) compared to RA1 (Table C.1). RA also recorded/accessed significantly fewer respondents in the highest family income quartile ($p < .00$) and more respondents in higher education groups ($p < .05$) compared to RA1 (Table C.1). Because RA2 was the least diligent of the three, I suggest that these differences arise from RA2 following the sampling method less strictly than RA1, i.e. asking those available at the time rather than making appointments to return later and/or not asking every third 'household' but choosing those perhaps more convenient and/or available (see Chapter 3 for details of sampling method). This would explain her significantly higher proportion of unskilled workers, i.e. relatively accessible street sellers, in particular.

Moreover, both RA3 and RA2s' bias towards those more educated also suggests that they were drawn to those of comparable education to interview rather than the individual the most honest application of the sampling method may have identified. RA2's propensity for missing data regarding family income compared to RA3 also reflects the differences in their approach: while RA1 patiently and skilfully made the questionnaire into a relaxed conversation with the respondent and had a genuine interest in the work, RA3 - though confident and charismatic - was more likely to rush the respondent and miss data. And finally, though diligent, RA3 was younger and much less confident, which is perhaps why she failed to access the higher income groups to the same extent as RA1.

C.3. Implications

Given the more conscientious approach to sampling and data collection demonstrated by RA2 I would suggest that her data is also the most accurate. Since RA2 recorded the highest proportion of respondents reporting consumption of wild animal products in the last twelve months this suggests that,

had RA2 followed the sampling method more strictly, the overall scale of consumption would have in fact been higher. Because income is significantly positively related to consumption of wild meat (Chapter 5), it is likely that the fact that RA2 and RA3 failed to access the highest income groups is partly responsible for the lower proportions of consumers recorded.

Appendix D. Legislation Regarding Wildlife Exploitation in Vietnam

List of national legislation as reported by Venkataraman (2007):

1. Decree No. 18/1992/HDBT-CP dated 17 January 1992 issued by Council of Ministers stipulating on list of wild fauna and flora in danger and management and protection mechanism.
2. Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) signed by Vietnam in 1994.
3. Decree No. 11/2002/ND-CP dated 22 January 2002 on managing wildlife importation, exportation and transition.
4. Decree No. 48/2002/ND-CP dated 22 April 2002 on amending and supplementing list of wild fauna and flora in danger.
5. Decree No. 139/2004/ND-CP dated 25 June 2004 on settlement of administration violation on forest protection and management
6. Decision No. 12/2003/CT-TTg dated 16 May 2003 regarding urgent measures towards the protection and development of forests
7. Instruction No. 395/TTg dated 29 May 1996 on urgent measures for wildlife protection and development
8. The Penal Code of the Socialist Republic of Vietnam, (2000) Vietnam Law & Legal Forum.
9. Law on Environmental Protection (1993) from the National Assembly of the Socialist Republic of Vietnam, IX Legislature, 4th Session (06 to 30 December 1993).
10. National Biodiversity Strategy and Action Plan (NBSAP), approved under Decision No. 845/1995/TTg dated 22 December 1995.

The following species are those protected under National Decrees 18 and 48 as reported by Venkataraman (2007). Group IB lists species that are classed as in danger of extinction and of which exploitation is prohibited. Group IIB lists species considered excessively exploited; their use is restricted to breeding and scientific purposes with special permission.

Group IB species

Pangolins (*Manis spp.*)

Cats (*Felis spp.*:all wild species)

Elephants (*Elaphas maximus*)
Tigers (*Panthera tigris*)
Hawksbill turtles (*Eretmochelys imbricata*)
Leopards (*Panthera pardus*)
Peacocks (*Polyplectron spp.*)
Rhinos (*Rhinoceros sondaicus annammiticus*)
Crocodiles (*Crocodylus porosus*: saltwater crocodile; *Crocodylus siamensis*: Siamese Crocodile)
Bears (*Selenarctos thibetanus*: Asiatic black bear; *Helarctos malayanus*: sun bear)
Deer (*Moschus berezovki*: Chinese forest musk deer; *Cervus porcinus*: hog deer; *Megamuntiacus vuquangensis*: Giant muntjac; *Caninmuntiacus truongsongensis*: Truong Son muntjac)
Rat snakes (*Elaphe radiata*: copperhead rat snake; *Ptyas mucosus*: mucous rat snake)
Snakes (besides rat snakes, the only snake listed under IB is *Ophiophagus hannah*: king cobra)
Turtles (*Dermochelis coriacea*: leatherback turtle; *Chelonia mydas*: green sea turtle; *Pelochelis bibronii*: Asian giant soft-shelled turtle; *Cuora trifasciata*: Chinese three-striped box turtle)

Group IIB Species

Macaques (*Macaca spp.*)
Snakes (*Naja naja*: common cobra; *Bungarus spp.*: kraits; *Trimeresurus spp.*: vipers)
Pythons (*Python spp.*)
Monitor lizards (*Varanus spp.*)
Deer (*Tragullus spp.*)
Civets (*Viverra spp.*: civets; *Chrotogale owstonii*: Owston's palm civet; *Viverricula indica*: lesser Indian civet)
Rat Snake (*Ptyas korros*: Indochinese rat snake)
Large colorful butterflies (*Papilionoidea spp.*)
Turtles (*Hieremys annandalii*: temple turtle; *Caretta caretta*: loggerhead sea turtle; *Caretta olivacea*: olive Ridley sea turtle; *Testudo elongata*: elongated tortoise)