

Consent Form

This is a research study of wildlife consumption. This research involves reading vignettes (short scenarios) about wildlife consumption and answering questions about these vignettes. This research is not asking you to disclose your personal wildlife consumption. You must be at least 18 years old to participate in this research.

Participation in this research is voluntary. You have the right to not participate in this study. You may choose not to answer specific questions. Your answers are anonymous. The researcher has no access to identifying information such as your name or address.

There is no cost to completing this survey. You will be compensated the amount you agreed upon before you entered into the survey.

If you have concerns or questions about this survey, please contact the researcher:

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509 East Circle Dr.
East Lansing, MI 48824
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By clicking on the button below, you indicate your voluntary agreement to participate in this online survey.

Demographics

What is your gender?

- ☐ Female
- ☐ Male

What is your age?

- ☐ 18-20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ 51-60
- ☐ 61-70

What is the highest level of education that you have completed?

- ☐ Less than high school
- ☐ High school
- ☐ College
- ☐ Graduate degree

What is your monthly personal income?

- ☐ Under RMB ¥ 4,000
- ☐ RMB ¥ 4,000 to 8,000
- ☐ RMB ¥ 8,000 to 20,000

☐ Over RMB ¥ 20,000

What city do you live in? If you do not live in a city, write "rural."

Cognitive Orientation Matrix

Please indicate your level of agreement or disagreement with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
It is only allowable to use products from captive-bred wildlife.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumption of wildlife for Traditional Chinese Medicine is allowable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No wildlife is for consumption.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is only allowable to use products from wild-caught wildlife.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All wildlife is for consumption.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perception of Species Matrix

Indicate how you perceive each of the following species.

	Very negatively	Somewhat negatively	Neither negatively nor positively	Somewhat positively	Very positively
How do you perceive bears?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How do you perceive turtles?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How do you perceive snakes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How do you perceive tigers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vignette 1

The State Council has issued an order that allows for the legal and controlled use of tiger bone for medicinal use in China. Regulation on the sales and use of tiger bone for medicinal use will be strengthened and the trade volume will be strictly controlled. Tiger bone used in medical research or in healing will be reported to and approved by authorities. Tiger bone can only be used in qualified hospitals by qualified doctors recognized by the State Administration of Traditional Chinese Medicine. Tiger bone used in medical research or in healing can only be obtained from farmed tigers. Like agricultural animals, farmed tigers are captive-bred for the purpose of consumption. According to the State Council, tiger farming protects wild tiger populations and provides economic development. The State Council encourages and supports tiger farming.

Vignette 2

The State Council has issued an order that allows for the legal and controlled use of tiger skin for ornamental use in China. Regulation on the sales and use of tiger skin for ornamental use will be strengthened and the trade volume will be strictly

controlled. Tiger skin used for ornamentation will be reported to and approved by authorities. Tiger skin used for ornamentation can only be obtained from farmed tigers. Like agricultural animals, farmed tigers are captive-bred for the purpose of consumption. According to the State Council, tiger farming protects wild tiger populations and provides economic development. The State Council encourages and supports tiger farming.

Vignette 3

When the harvesting of wildlife is deemed necessary, the Department of Wildlife Protection under the State Council allows for the legal harvesting of that species. China's Department of Wildlife Protection has legalized the hunting, processing, and sale of wild tiger bone for its use in medicine and healing. Tiger bone can only be used in qualified hospitals by qualified doctors recognized by the State Administration of Traditional Chinese Medicine. The Department of Wildlife Protection is overseeing and regulating the legal harvest of wild tigers with respect to the quantity, area, implement, method and time limit. This legal, regulated harvest is necessary to protect the wild tiger population and to ensure livelihoods for people in the tiger bone industry.

Vignette 4

When the harvesting of wildlife is deemed necessary, the Department of Wildlife Protection under the State Council allows for the legal harvesting of that species. China's Department of Wildlife Protection has legalized the hunting, processing, and sale of wild tiger skin for ornamentation. The Department of Wildlife Protection is overseeing and regulating the legal harvest of wild tigers with respect to the quantity, area, implement, method and time limit. This legal, regulated harvest is necessary to protect the wild tiger population and to ensure livelihoods for people in the tiger skin industry.

Vignette 5

The State Council has issued a ban on the processing and sale of tiger bone for medicinal use in China. The government will provide transition guidance to those who work in the tiger bone industry as they seek livelihoods in other sectors. It is prohibited to trade tiger bone in markets or on the Internet. The government is increasing law enforcement actions against the trade in tiger bone for medicinal use. This will involve market investigations and inspections, along with shutting down illegal processing sites and disrupting physical and online illegal trading channels. Public education will be carried out to advocate Ecological Civilization, guide the public to boycott the illegal tiger bone trade, and promote the conservation of wild tigers, with the result of achieving greater social harmony and stability.

Vignette 6

The State Council has issued a ban on the processing and sale of tiger skin for ornamentation in China. The government will provide transition guidance to those who work in the tiger skin industry as they seek livelihoods in other sectors. It is prohibited to trade tiger skin in markets or on the Internet. The government is increasing law enforcement actions against the trade in tiger skin for ornamentation. This will involve market investigations and inspections, along with shutting down illegal processing sites and disrupting physical and online illegal trading channels. Public education will be carried out to advocate Ecological Civilization, guide the public to boycott the illegal tiger skin trade, and promote the conservation of wild tigers, with the result of achieving greater social harmony and stability.

Vignette 7

The State Council has issued an order that allows for the legal and controlled use of bear bile for medicinal use in China. Regulation on the sales and use of bear bile for medicinal use will be strengthened and the trade volume will be strictly controlled. Bear bile used in medical research or in healing will be reported to and approved by authorities. Bear bile can only be used in qualified hospitals by qualified doctors recognized by the State Administration of Traditional Chinese Medicine. Bear bile used in medical research or in healing can only be obtained from farmed bears. Like agricultural animals, farmed bears are captive-bred for the purpose of consumption. According to the State Council, bear farming protects wild bear populations and provides economic development. The State Council encourages and supports bear farming.

Vignette 8

The State Council has issued an order that allows for the legal and controlled use of bear paws for food in China. Regulation on the sales and use of bear paws for food will be strengthened and the trade volume will be strictly controlled. Bear paws consumed as food will be reported to and approved by authorities. Bear paws consumed as food can only be obtained from farmed bears. Like agricultural animals, farmed bears are captive-bred for the purpose of consumption. According to the State Council, bear farming protects wild bear populations and provides economic development. The State Council encourages and supports bear farming.

Vignette 9

When the harvesting of wildlife is deemed necessary, the Department of Wildlife Protection under the State Council allows for the legal harvesting of that species. China's Department of Wildlife Protection has legalized the hunting, processing, and sale of wild bear bile for its use in medicine and healing. Bear bile can only be used in qualified hospitals by qualified doctors recognized by the State

Administration of Traditional Chinese Medicine. The Department of Wildlife Protection is overseeing and regulating the legal harvest of wild bears with respect to the quantity, area, implement, method and time limit. This legal, regulated harvest is necessary to protect the wild bear population and to ensure livelihoods for people in the bear bile industry.

Vignette 10

When the harvesting of wildlife is deemed necessary, the Department of Wildlife Protection under the State Council allows for the legal harvesting of that species. China's Department of Wildlife Protection has legalized the hunting, processing, and sale of wild bear paws for food. The Department of Wildlife Protection is overseeing and regulating the legal harvest of wild bears with respect to the quantity, area, implement, method and time limit. This legal, regulated harvest is necessary to protect the wild bear population and to ensure livelihoods for people in the bear paw industry.

Vignette 11

The State Council has issued a ban on the processing and sale of bear bile for medicinal use in China. The government will provide transition guidance to those who work in the bear bile industry as they seek livelihoods in other sectors. It is prohibited to trade bear bile in markets or on the Internet. The government is increasing law enforcement actions against the trade in bear bile for medicinal use. This will involve market investigations and inspections, along with shutting down illegal processing sites and disrupting physical and online illegal trading channels. Public education will be carried out to advocate Ecological Civilization, guide the public to boycott the illegal bear bile trade, and promote the conservation of wild bears, with the result of achieving greater social harmony and stability.

Vignette 12

The State Council has issued a ban on the processing and sale of bear paws for food in China. The government will provide transition guidance to those who work in the bear paw industry as they seek livelihoods in other sectors. It is prohibited to trade bear paws in markets or on the Internet. The government is increasing law enforcement actions against the trade in bear paws for food. This will involve market investigations and inspections, along with shutting down illegal processing sites and disrupting physical and online illegal trading channels. Public education will be carried out to advocate Ecological Civilization, guide the public to boycott the illegal bear paw trade, and promote the conservation of wild bears, with the result of achieving greater social harmony and stability.

Vignette 13

The State Council has issued an order that allows for the legal and controlled use of snake bile for medicinal use in China. Regulation on the sales and use of snake bile for medicinal use will be strengthened and the trade volume will be strictly controlled. Snake bile used in medical research or in healing will be reported to and approved by authorities. Snake bile can only be used in qualified hospitals by qualified doctors recognized by the State Administration of Traditional Chinese Medicine. Snake bile used in medical research or in healing can only be obtained from farmed snakes. Like agricultural animals, farmed snakes are captive-bred for the purpose of consumption. According to the State Council, snake farming protects wild snake populations and provides economic development. The State Council encourages and supports snake farming.

Vignette 14

The State Council has issued an order that allows for the legal and controlled use of snake leather for ornamentation in China. Regulation on the sales and use of snake leather for ornamental use will be strengthened and the trade volume will be strictly controlled. Snake leather used for ornamentation will be reported to and

approved by authorities. Snake leather used for ornamentation can only be obtained from farmed snakes. Like agricultural animals, farmed snakes are captive-bred for the purpose of consumption. According to the State Council, snake farming protects wild snake populations and provides economic development. The State Council encourages and supports snake farming.

Vignette 15

When the harvesting of wildlife is deemed necessary, the Department of Wildlife Protection under the State Council allows for the legal harvesting of that species. China's Department of Wildlife Protection has legalized the hunting, processing, and sale of wild snake bile for its use in medicine and healing. Snake bile can only be used in qualified hospitals by qualified doctors recognized by the State Administration of Traditional Chinese Medicine. The Department of Wildlife Protection is overseeing and regulating the legal harvest of wild snakes with respect to the quantity, area, implement, method and time limit. This legal, regulated harvest is necessary to protect the wild snake population and to ensure livelihoods for people in the snake bile industry.

Vignette 16

When the harvesting of wildlife is deemed necessary, the Department of Wildlife Protection under the State Council allows for the legal harvesting of that species. China's Department of Wildlife Protection has legalized the hunting, processing, and sale of wild snake leather for ornamentation. The Department of Wildlife Protection is overseeing and regulating the legal harvest of wild snakes with respect to the quantity, area, implement, method and time limit. This legal, regulated harvest is necessary to protect the wild snake population and to ensure livelihoods for people in the snake leather industry.

Vignette 17

The State Council has issued a ban on the processing and sale of snake bile for medicinal use in China. The government will provide transition guidance to those who work in the snake bile industry as they seek livelihoods in other sectors. It is prohibited to trade snake bile in markets or on the Internet. The government is increasing law enforcement actions against the trade in snake bile for medicinal use. This will involve market investigations and inspections, along with shutting down illegal processing sites and disrupting physical and online illegal trading channels. Public education will be carried out to advocate Ecological Civilization, guide the public to boycott the illegal snake bile trade, and promote the conservation of wild snakes, with the result of achieving greater social harmony and stability.

Vignette 18

The State Council has issued a ban on the processing and sale of snake leather for ornamentation in China. The government will provide transition guidance to those who work in the snake leather industry as they seek livelihoods in other sectors. It is prohibited to trade snake leather in markets or on the Internet. The government is increasing law enforcement actions against the trade in snake leather for ornamentation. This will involve market investigations and inspections, along with shutting down illegal processing sites and disrupting physical and online illegal trading channels. Public education will be carried out to advocate Ecological Civilization, guide the public to boycott the illegal snake leather trade, and promote the conservation of wild snakes, with the result of achieving greater social harmony and stability.

Vignette 19

The State Council has issued an order that allows for the legal and controlled use of turtle shells for medicinal use in China. Regulation on the sales and use of turtle shells for medicinal use will be strengthened and the trade volume will be strictly

controlled. Turtle shells used in medical research or in healing will be reported to and approved by authorities. Turtle shells can only be used in qualified hospitals by qualified doctors recognized by the State Administration of Traditional Chinese Medicine. Turtle shells used in medical research or in healing can only be obtained from farmed turtles. Like agricultural animals, farmed turtles are captive-bred for the purpose of consumption. According to the State Council, turtle farming protects wild turtle populations and provides economic development. The State Council encourages and supports turtle farming.

Vignette 20

The State Council has issued an order that allows for the legal and controlled use of turtle meat for food in China. Regulation on the sales and use of turtle meat will be strengthened and the trade volume will be strictly controlled. Turtle meat consumed as food will be reported to and approved by authorities. Turtle meat consumed as food can only be obtained from farmed turtles. Like agricultural animals, farmed turtles are captive-bred for the purpose of consumption. According to the State Council, turtle farming protects wild turtle populations and provides economic development. The State Council encourages and supports turtle farming.

Vignette 21

When the harvesting of wildlife is deemed necessary, the Department of Wildlife Protection under the State Council allows for the legal harvesting of that species. China's Department of Wildlife Protection has legalized the hunting, processing, and sale of wild turtle shells for their use in medicine and healing. Turtle shells can only be used in qualified hospitals by qualified doctors recognized by the State Administration of Traditional Chinese Medicine. The Department of Wildlife Protection is overseeing and regulating the legal harvest of wild turtles with respect to the quantity, area, implement, method and time limit. This legal,

regulated harvest is necessary to protect the wild turtle population and to ensure livelihoods for people in the turtle shell industry.

Vignette 22

When the harvesting of wildlife is deemed necessary, the Department of Wildlife Protection under the State Council allows for the legal harvesting of that species. China's Department of Wildlife Protection has legalized the hunting, processing, and sale of wild turtle meat for food. The Department of Wildlife Protection is overseeing and regulating the legal harvest of wild turtles with respect to the quantity, area, implement, method and time limit. This legal, regulated harvest is necessary to protect the wild turtle population and to ensure livelihoods for people in the turtle meat industry.

Vignette 23

The State Council has issued a ban on the processing and sale of turtle shells for medicinal use in China. The government will provide transition guidance to those who work in the turtle shell industry as they seek livelihoods in other sectors. It is prohibited to trade turtle shells in markets or on the Internet. The government is increasing law enforcement actions against the trade in turtle shells for medicinal purposes. This will involve market investigations and inspections, along with shutting down illegal processing sites and disrupting physical and online illegal trading channels. Public education will be carried out to advocate Ecological Civilization, guide the public to boycott the illegal turtle shell trade, and promote the conservation of wild turtles, with the result of achieving greater social harmony and stability.

Vignette 24

The State Council has issued a ban on the processing and sale of turtle meat for food in China. The government will provide transition guidance to those who work in the turtle meat industry as they seek livelihoods in other sectors. It is prohibited to trade turtle meat in markets or on the Internet. The government is increasing law enforcement actions against the trade in turtle meat for food. This will involve market investigations and inspections, along with shutting down illegal processing sites and disrupting physical and online illegal trading channels. Public education will be carried out to advocate Ecological Civilization, guide the public to boycott the illegal turtle meat trade, and promote the conservation of wild turtles, with the result of achieving greater social harmony and stability.

Tiger Social

For each tiger product listed below, indicate the social reaction to consumption of that product.

	Strong social disapproval	Some social disapproval	Neither social approval nor social disapproval	Some social approval	Strong social approval
Tiger bone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tiger skin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tiger Acceptability

For each tiger product listed below, indicate how acceptable or unacceptable it is for a person to consume that product.

	Very unacceptable	Somewhat unacceptable	Neither acceptable nor unacceptable	Somewhat acceptable	Very acceptable
Tiger skin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very unacceptable	Somewhat unacceptable	Neither acceptable nor unacceptable	Somewhat acceptable	Very acceptable
Tiger bone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tiger Severity

For each tiger product listed below, indicate what legal punishment (if any) the consumer will receive.

	No legal punishment	Somewhat minor legal punishment	Moderate legal punishment	Somewhat severe legal punishment	Very severe legal punishment
Tiger bone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tiger skin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bear Social

For each bear product listed below, indicate the social reaction to consumption of that product.

	Strong social disapproval	Some social disapproval	Neither social approval nor social disapproval	Some social approval	Strong social approval
Bear paws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bear bile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bear Acceptability

For each bear product listed below, indicate how acceptable or unacceptable it is for a person to consume that product.

	Very unacceptable	Somewhat unacceptable	Neither acceptable not unacceptable	Somewhat acceptable	Very acceptable
Bear bile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bear paws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bear Severity

For each bear product listed below, indicate what legal punishment (if any) the consumer will receive.

	No legal punishment	Somewhat minor legal punishment	Moderate legal punishment	Somewhat severe legal punishment	Very severe legal punishment
Bear bile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bear paws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Snake Social

For each snake product listed below, indicate the social reaction to consumption of that product.

	Strong social disapproval	Some social disapproval	Neither social approval nor social disapproval	Some social approval	Strong social approval
Snake bile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snake leather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Snake Acceptability

For each snake product listed below, indicate how acceptable or unacceptable it is for a person to consume that product.

	Very unacceptable	Somewhat unacceptable	Neither acceptable nor unacceptable	Somewhat acceptable	Very acceptable
Snake leather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snake bile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Snake Severity

For each snake product listed below, indicate what legal punishment (if any) the consumer will receive.

	No legal punishment	Somewhat minor legal punishment	Moderate legal punishment	Somewhat severe legal punishment	Very severe legal punishment
Snake bile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snake leather	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Turtle Social

For each turtle product listed below, indicate the social reaction to consumption of that product.

	Strong social disapproval	Some social disapproval	Neither social approval nor social disapproval	Some social approval	Strong social approval
Turtle shells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turtle meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Turtle Acceptability

For each turtle product listed below, indicate how acceptable or unacceptable it is for a person to consume that product.

	Very unacceptable	Somewhat unacceptable	Neither acceptable nor unacceptable	Somewhat acceptable	Very acceptable
Turtle shells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turtle meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Turtle Severity

For each turtle product listed below, indicate what legal punishment (if any) the consumer will receive.

	No legal punishment	Somewhat minor legal punishment	Moderate legal punishment	Somewhat severe legal punishment	Very severe legal punishment
Turtle meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turtle shells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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