

## Questionnaire on resistance to eating wild animals

Dear sir/madam:

Hello!

In order to understand your attitude towards the resistance to eating wild animals, so as to better protect wild animals and maintain public health and safety, our research group would like to ask you the following questions. The questionnaire is anonymous and will not violate your privacy in anyway. The length of the questionnaire should not take more than five minutes of your time. Thank you for your support!

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### *PAST EXPERIENCE*

1. You have participated in activities against consuming wild animals (such as advocating against eating wild animals, sharing information about eating wild animals on Wechat and Weibo, etc.)  
very infrequent○1 ○2 ○3 ○4 ○5 ○6○7very frequent
2. You have spoken to your family about resisting consuming wild animals.  
very infrequent○1 ○2 ○3 ○4 ○5 ○6○7very frequent
3. You have spoken to your friends about resisting consuming wild animals.  
very infrequent○1 ○2 ○3 ○4 ○5 ○6○7very frequent
4. You have eaten wild animals.  
very infrequent○1 ○2 ○3 ○4 ○5 ○6○7very frequent
5. You have reported eating wild animals.  
very infrequent○1 ○2 ○3 ○4 ○5 ○6○7very frequent

### *ATTITUDE*

6. Resisting consuming wild animals is ethical.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
7. Resisting consuming wild animals has public health and safety value.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
8. You have the responsibility to participate in the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
9. It is important to resist eating wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
10. Boycotting the consumption of wild animals can cause economic losses to the government.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
11. Boycotting wildlife can cause economic losses to wildlife farmers.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
12. Boycotting wildlife causes economic damage to wildlife food processors.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree

### ***SUBJECTIVE NORM***

13. Social media (Weibo, WeChat, etc.) are actively promoting the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
14. Traditional media (TV, newspaper and broadcast) are actively promoting the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
15. Government is actively participating in the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
16. Your family or relatives think you should get involved in the fight against eating wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
17. Your friends, colleagues and classmates all think you should get involved in the fight against eating wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
18. Present laws against consuming wild animals are much stricter than before.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
19. Policies now expect us to resist consuming wild animals more than before.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
20. The laws now stricter against eating wild animals than they were before.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
21. The current policy is to encourage us to stop eating wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree

### ***PERCEIVED BEHAVIORAL CONTROL***

22. You have enough time to participate in the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
23. You have enough money to participate in the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
24. You have enough knowledge of laws to participate in the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
25. You have enough approaches to participate in the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree

### ***BEHAVIORAL INTENTION***

26. You are willing to participate in the resistance of consuming wild animals  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
27. You will try to participate in the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree
28. You are willing to publicize the resistance of consuming wild animals.  
very disagree○1 ○2 ○3 ○4 ○5 ○6○7very agree

29. You are willing to report the consumption of wild animals.  
very disagree ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 very agree

#### **KONWLEDGE**

30. Do you know there are two kinds of wild animals: wild animals distributed in the wild and wild animals raised in captivity?  
A. Yes B. No
31. Do you know the difference between captive bred wild animals and domestic animals?  
A. Yes B. No
32. Do you know the Wildlife Protection Law?  
A. Yes B. No
33. Do you know the China introduced the Decision on Completely Prohibiting Illegal Wildlife Trade?  
A. Yes B. No
34. Do you know "Livestock genetic Resources Catalogue"?  
A. Yes B. No
35. Did you know that it is illegal to eat wild animals today?  
A. Yes B. No
36. Do you know there is a nationwide crackdown on wildlife trade?  
A. Yes B. No

#### **SOCIO-ECONOMIC CHARACTERISTICS**

37. What is your gender?  
☐Male ☐Female
38. Your age is \_\_\_\_\_.  
☐18-28 ☐29-40 ☐ >40
39. What is your educational background (including in reading)?  
☐Primary school and below ☐Junior high school ☐Junior college or high school ☐Undergraduate ☐Master degree or above
40. What is your income in 2019 (per month)?  
☐ <RMB 3,500 ☐RMB 3,500-5,500 ☐RMB 5,500-10,000 ☐RMB 10,000-30,000 ☐ >RMB 30,000
41. Your living area is \_\_\_\_\_.