



COVID-19 One Year Later

Public Perceptions about Pandemics and Their Links to Nature
China, Myanmar, Thailand, the U.S. and Vietnam

Report by GlobeScan Incorporated – May 2021

Prepared for WWF



evidence and ideas. applied





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Project: 3790



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Introduction and Context

This survey comes as a larger, more in-depth follow-up to one conducted at the beginning of the COVID-19 outbreak in Asia. In March 2020, WWF commissioned GlobeScan to conduct a survey among the general public in 5 Asian markets (Vietnam, Thailand, Myanmar, Hong Kong SAR and Japan) to measure and better understand opinions around the closure of high-risk wildlife markets within the context of the COVID-19 outbreak.

Since that study, the impact of COVID-19 has become deeper, longer-lasting, and more widespread than could have been predicted at the beginning of 2020. The pervasive effects of this virus and the resultant pandemic have irreparably altered people's perceptions, attitudes, and lives all over the world. Given COVID-19's origin as a zoonotic disease –one that spreads from animals to humans– people's perceptions and behavior around the purchase of wild animals as food, pets and luxury items, are of particular interest to monitor during this time. In early 2021, we conducted a more in-depth follow-up study to assess whether the immediate concerns and opinions about COVID-19 have persisted, or whether economic concerns and other factors have detracted from the focus on wildlife consumption as a root cause of the pandemic. We also delved into perceptions regarding what needs to be done to prevent future pandemics, and we looked at the public's understanding of other root causes, beyond high-risk wildlife trade. We wanted to understand whether consumers in deeply affected countries are supportive of government action to prevent zoonotic outbreaks at the source.

This study looks at five countries – China, Myanmar, Thailand, the United States, and Vietnam. We compare results in Myanmar, Thailand, and Vietnam with those from 2020 when relevant as the three countries surveyed in both years.

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Research Topics and Objectives

Awareness and General Knowledge (in the Context of COVID-19)

- **Compare attitudinal and behavior change to COVID study conducted in Q1 of 2020 in three key countries and establish baseline values on awareness, attitudes, and behavior that can be used to inform campaign strategy / plans**
- Understand the public's knowledge of wildlife trade, its impact on the environment, and public health risks
- Investigate the relationship between knowledge of COVID-19 and intention to consume wildlife
- Uncover people's understanding of the risk and causes of zoonotic diseases
- Investigate people's knowledge of the laws in their country surrounding wildlife consumption and exotic pet ownership
- Assess support for measures already taken in China and Vietnam to close wildlife markets
- Assess support/expectations for a ban in countries without a ban on wildlife consumption

Consumption Incidence and Frequency

- **Establish baseline values on consumption/purchase incidence/frequency of wild meat, define ownership incidence of wild pets, and measure future purchase intention for both consumption and pets**
- Investigate perception of wild meat consumption

- Investigate the motivations for consuming wild meat, the occasions/locations where wild meat consumption takes place, and the motivations for owning wild pets
- Understand what percentage of wildlife trade is driven by consumption vs wild pet trade

Consumption Behavior and Communication

- Track behavior change and uncover the reasons for the change, i.e., how and why consumers decide to stop consuming/purchasing

Drivers and Deterrents

- Understand the environment/factors that lead to consumption of wild meat or owning wild pets.
- Identify public perception of high-risk market closure
- Investigate public perception of the links between deforestation and pandemics
- Identify support for government policy changes
- Distinguish uses of wildlife, with particular attention to exotic pets and wild meat

Demographic Profile

- Identify the demographic profile of wild meat consumers and of those who purchase or own illegal wildlife as pets.

Research Design

Survey Design

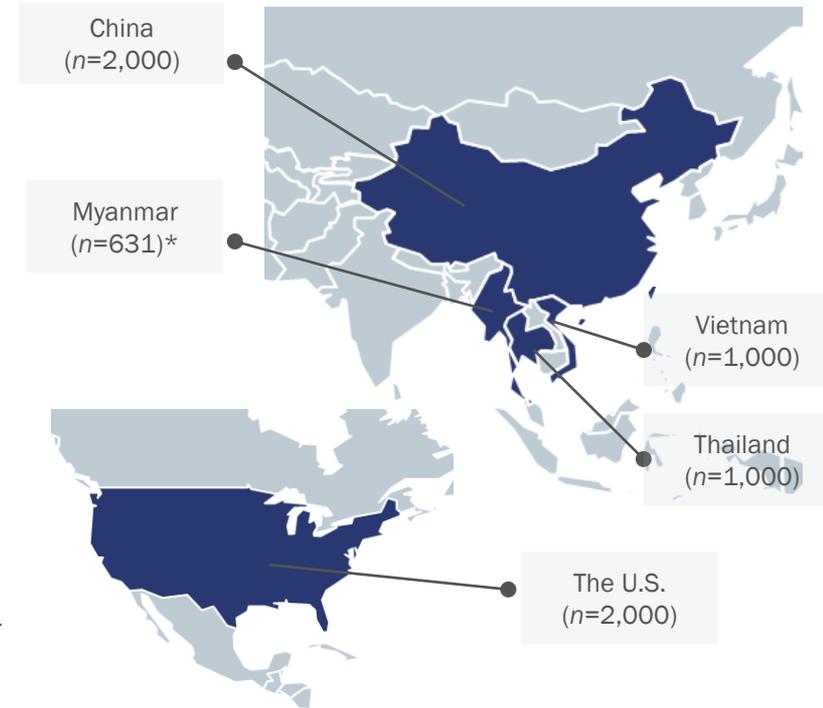
This study uses quantitative data collection to answer the research questions. Quantitative data collection provides robust, comparable results that allow for analysis of trends and preferences across a large geographic area. These data can be used to understand beliefs, knowledge, and attitudes toward public health, the economy, and wildlife consumption during the COVID-19 outbreak across the five countries surveyed.

Timing

This survey was conducted in five countries between February 4th and March 18th, 2021. This timing was chosen to coincide with the 2020 survey, which was conducted between March 6th and 11th, 2020.

Consumer Sampling

- Participants from an online panel were invited to participate in the online survey via email. The survey had a questionnaire length of 19 minutes on average, with a median length of 13 minutes.
- Participants could answer the survey either on their smartphones or on their computers, at their convenience.
- Any participants under 18 years of age were screened out and were not permitted to participate in the survey.



Note: Because of their size, 2,000 responses were collected for the U.S. and China. This allows for a greater degree of representation of smaller groups and ensures that sample sizes are large enough for analysis. For comparison with other countries, however, these were weighted down to 1,000. Therefore, sample sizes of the U.S. and China in the country comparison part will appear as 1,000 but will be 2,000 in the individual country chapters.

*Due to political unrest in Myanmar, research in this country was cut short and the final sample size was 631. This was weighted to 1,000 in the report for easy comparison with other countries. With the lower sample size for Myanmar, the margin of error is higher, and this must be considered when interpreting results on incidence rates. Results on opinions and attitudes are less likely to be affected, though current events are likely to have influenced the results.

Overview – Total for 5 Countries

Overview – Total 5 countries

About COVID-19 and Pandemic

74% Extremely or very worried about the outbreak



Vietnam **87%**

Myanmar **81%**

Thailand **73%**

China **68%**

The U.S. **63%**

Perceived Primary Sources of COVID-19

- 1** Wildlife/Wild Animals (eating and touching) **32%**
- 2** Medical Experiments/Research **25%**
- 3** Lack of Hygiene **16%**

Top Perceived Root Causes of Future Pandemics

- Disease transmitted from animal to human (46%)
- Release from laboratories (42%)
- Antibiotic-resistant bacteria (40%)
- Unregulated wildlife trade (33%)

Top Focus Areas Suggested by the Public for Governments to Prevent the Next Pandemic

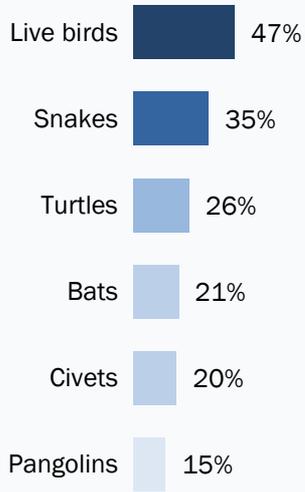
China	Myanmar	Thailand	The United States	Vietnam
<ul style="list-style-type: none"> Stop trading/eating wild animals Research and provide vaccination 	<ul style="list-style-type: none"> Set scientific policies & conduct virus research Be prepared and ensure timely action 	<ul style="list-style-type: none"> Research and provide vaccination Restrict travel and close borders 	<ul style="list-style-type: none"> Set scientific policies & conduct virus research Be prepared and ensure timely action 	<ul style="list-style-type: none"> Implement quarantine measures/lockdowns Stop trading/eating wild animals

Overview – Total 5 countries

Past Purchase Behaviors – Wildlife

7% purchased (or knew someone who purchased) wildlife products in an open market in the past 12 months
 *7% bought them online

Types of wildlife products bought



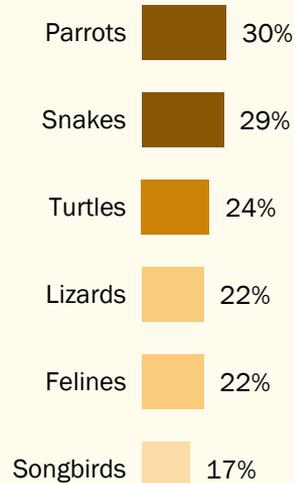
Top two wildlife products per country



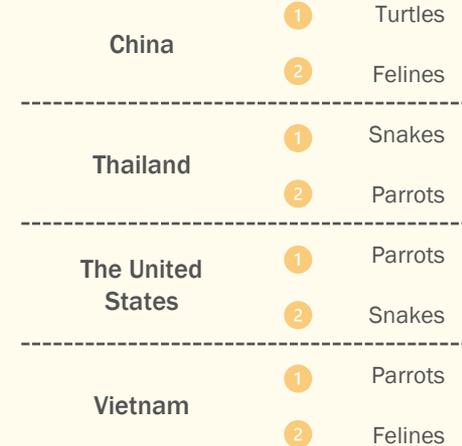
Past Purchase Behaviors – Exotic Pets

8% purchased (or knew someone who purchased) exotic pets in the past 12 months

Types of exotic pets bought



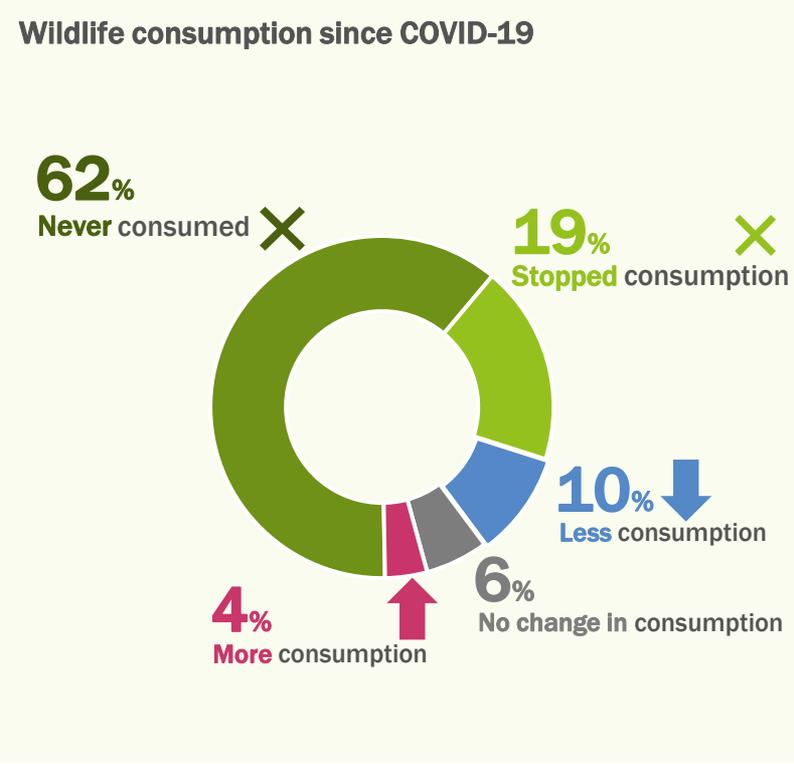
Top two exotic pets per country



**Myanmar data is not available due to small sample size

Overview – Total 5 countries

Impact of Coronavirus on Wildlife Consumption



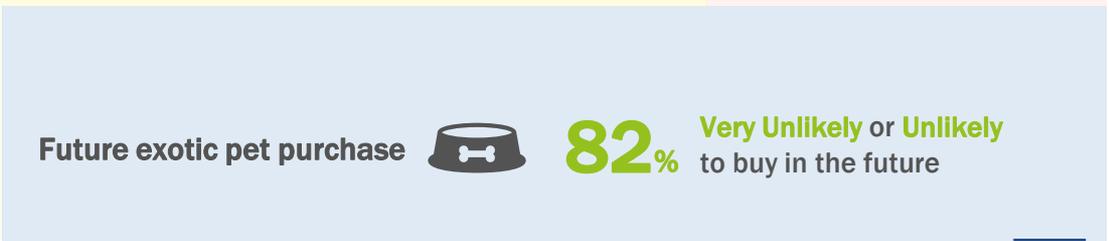
69% of intenders would still buy

Top alternative channels

- Overseas (36%)
- Trusted supplier (33%)
- Online (26%)

31% of intenders say

No, I wouldn't buy any wildlife products anymore



Overview – Total 5 countries

Call for Government Actions

	<u>China</u>	<u>Myanmar</u>	<u>Thailand</u>	<u>The U.S.</u>	<u>Vietnam</u>
 81% believe closure of high-risk wildlife markets where they sell animals coming from the wild is Very or Somewhat Effective to prevent similar pandemic diseases from happening in the future	91%	86%	75%	72%	84%
 85% are Very Likely or Likely to Support the efforts by governments and health ministries to close all high-risk markets selling animals coming from the wild	92%	88%	84%	68%	94%
 88% Strongly Support or Support increased efforts to preserve forests and end deforestation in their country or overseas specifically to prevent future pandemics	94%	90%	90%	68%	95%
 85% Strongly Support or Support “One Health”* approach to dealing with pandemics	93%	86%	91%	65%	93%

*“One Health” is an approach to designing programs, policies, and legislation where different sectors communicate and work together for better health outcomes across people, animals, plants, and their shared environment, especially for animal health, disease transfer between animals and humans, and combatting antibiotic resistance.

Key Findings – Overall

Main Insights and implications

- After more than one year since the emergence of COVID-19, support is strong (85%) in five countries for the governments to close high-risk markets selling wildlife. Support for these measures has dropped in Thailand since 2020 but has risen in Vietnam to 94 percent (the highest of the five countries surveyed).
- Closing high-risk markets is seen as an effective measure to prevent similar outbreaks from happening in the future by 81 percent of the participants.
- Among those who intend to buy wildlife products in the future, the closure of such markets would deter 31 percent from buying them.
- 58 percent of people believe wild animals are one of the top sources of the COVID-19 pandemic. Of these, 73 percent believe consumption of wild animals is the transmission channel by which the disease passes to humans.
- Disease transmission from animals to humans is seen as the root cause with the highest risk of triggering future pandemics.
- 29 percent of participants have consumed less or stopped consuming wildlife because of COVID-19.

Context: Awareness of COVID-19 has risen since March 2020. COVID-19 continues to cause a high degree of concern among the majority (74%) of people and continues to have a strong impact on people's lives. Many people continue to associate COVID-19 with the consumption of wild animals, though there is significant variance between countries.

In February – March 2021, when the data was collected, a vast majority of the population (91%) knew a lot or a moderate amount about COVID-19 (or coronavirus), mostly through news channels (59%).

The coronavirus outbreak was considered worrisome in these five countries, i.e. 96 percent of participants are worried about the outbreak, with 34 percent saying they are extremely worried about it. Participants in Vietnam expressed the highest levels of concerns (87% said they are very or extremely worried), while fewer participants from China are very or extremely worried (68%). One in ten participants (11%) from the U.S. are not worried at all about COVID-19.

Key Findings – Overall

Preventing the next pandemic: participants are worried about future pandemics, which they see as likely to come from wildlife. They support actions from their governments to close high-risk markets selling wildlife to prevent the emergence of similar diseases.

In March 2021, people continued to associate the pandemic with wild animals, with 32 percent saying wild animals are the primary source of COVID-19 and 58 percent saying it is one of the top sources. **Disease transmission from animal to human is perceived as the number one risk for future pandemics** and unregulated wildlife trade ranks fourth after antibiotic-resistant bacteria and accidental lab release.

When asked what they believe their government should do to prevent the next pandemic in an open-ended question, research to support the development of vaccines and conducting more scientific research were seen as the most important measure that governments should take. These are followed closely by **stopping the hunting / eating / trade of wildlife and the closure of wildlife markets**. The importance placed on stopping wildlife trade varied by country; in China this is seen as the most important measure and in Vietnam, the second most important measure. In Myanmar, this was mid-ranked and in Thailand and the U.S., it ranked very low.

To prevent similar outbreaks from happening in the future, **81 percent of participants** in the five countries surveyed agree that closing high-risk markets will be an effective measure to combat the spread of similar diseases in the future, with 34 percent of them believing it will be very effective. In Vietnam, nearly half of participants (47%) believe that high-risk market closure would be very effective at preventing similar future diseases.

Awareness of deforestation / poor land quality as a root cause of pandemics is low overall (15%) but support for increased efforts to preserve forests and end deforestation in a participant's country or overseas specifically to prevent future pandemics is very high (88%).

Support for the closure of these markets remains very high, with 85 percent of participants saying they are likely or very likely to support this. The top ways in which participants would support these initiatives include sharing relevant campaigns online (59%), stopping eating wildlife products (53%) and convincing others not to buy/eat wildlife products (51%).

In the event where no measures are taken to close high-risk markets, **79 percent of all the participants in the five countries say they would be extremely worried or very worried about a similar outbreak.**

Key Findings – Overall

Wildlife buying habits and the impact of COVID-19: Many participants have been affected in their wildlife buying habits because of COVID-19 but a significant proportion intend to buy wildlife products or exotic pets in the future.

Overall, 7 percent of participants say they have bought wildlife products or know someone who has bought them in an open wildlife market in the past 12 months. This is higher in Vietnam (14%) and lower in Myanmar (4%). 7 percent of participants know someone who bought wildlife products online or bought these themselves.

COVID-19 is having a significant effect of people's wildlife consumption habits, with **29 percent saying they consume less or have completely stopped consuming wildlife because of COVID-19**. The number of participants who consume less wildlife or have stopped consuming because of COVID-19 has nearly doubled in Thailand (21% in 2020 to 41% in 2021) and has remained similar in Vietnam (41% in 2020 to 39% in 2021).

80 percent of participants in all five countries expressed they will be very unlikely or unlikely to buy wildlife products in the future, with 9 percent saying they are likely or very likely to buy these products. China expressed the highest aversion to buying wildlife products (over 90%), followed by Myanmar (88%). Among those who will be likely to buy wildlife products in the future, 31 percent say they

would not buy wildlife products anymore if high-risk wildlife markets were closed, while those who still intend to buy via a different channel would turn to purchasing wildlife products overseas (36%), from a trusted supplier (33%) or online (26%).

8 percent of participants say they have bought an exotic pet or know someone who has bought one in the past 12 months. This is higher in Vietnam (13%) and Thailand (12%) and lowest in Myanmar (1%).

Parrots are the most popular species of exotic pet, followed by snakes and turtles / tortoises. Physical pet stores are the most popular channel for exotic pet purchase in the U.S. and China, while online purchase is more common in Thailand and Vietnam. 8 percent of participants say they are likely to buy an exotic pet in the future, while 82 percent are unlikely. In Vietnam, 18 percent are likely to buy an exotic pet in the future, compared to just 5 percent in China or Myanmar.



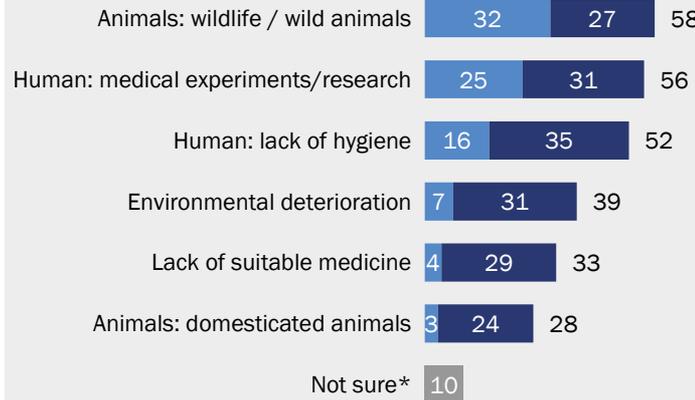
Perceived Sources of the Coronavirus Outbreak

- When asked about the source of the COVID-19 pandemic, almost one-third of all participants (32%) say that wild animals are the primary source. Combined with answers for secondary sources, wild animals remain one of the top perceived transmission channels.
- Chinese participants are the most likely to cite wildlife as the source of the pandemic, with almost half of participants (48%) choosing this as the primary source, more than double the number in Thailand (23%) and the U.S. (23%).

■ Primary source (%) ■ Secondary sources (%)

Top Perceived Sources of the Coronavirus Outbreak, For All Participants Who Are Aware of the Coronavirus (%)

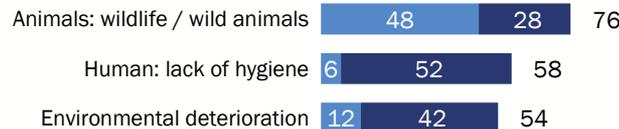
Total Five Countries (n=4974)



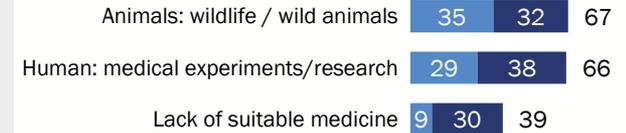
^ See next slide for perceived modes of transmission from wild animals to humans

Top Three Sources Per Country

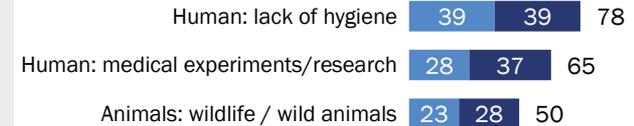
China



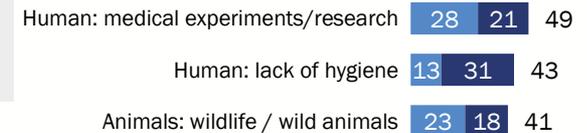
Myanmar



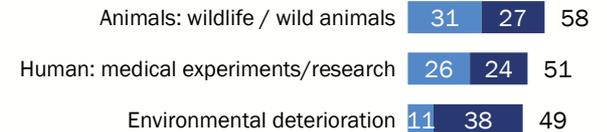
Thailand



The U.S.



Vietnam



*This option is not provided for secondary sources.

Q8. To your knowledge, what is the primary source of the coronavirus outbreak? Q9. And which other sources, if any, are there for the coronavirus outbreak?

Base: Aware of coronavirus, n=4,974 (China, n=983, Myanmar, n=1,000 Thailand, n=999, Vietnam, n=1,000, The United States, n=993), weighted data



Perception of Transfer of COVID-19 from Wild Animals to Humans

- 73 percent of participants who believe that wild animals are one of the primary sources of COVID-19 identify consumption as a channel for disease transmission.
- Consumption is rated as the top vector across all countries, followed by physical contact with wild animals, wild meat, or exotic pets.

Perceived Modes of COVID-19 Transmission from Wild Animals to Humans
(Among Those Who Believe Wild Animals Are the Source of COVID-19) (%)

	Total	China	Myanmar	Thailand	The U.S.	Vietnam
		(n=2,776)	(n=707)	(n=648)	(n=491)	(n=371)
1 Eating wild animals	73	84	60	84	55	77
2 Physical contact with wild animals / wild meat / exotic pets (touching)	60	63	48	68	53	66
3 Being bitten by wild animals	35	40	22	37	28	48
4 Using wild animals in medicines	30	21	33	30	17	45
5 Using wild animals for fur	26	30	29	20	10	36
6 Being near wild animals without contact	24	20	28	21	14	33

 Top three per country

Perceived Root Causes of Future Pandemics

- Among all participants, disease transmission from animals to humans is seen as the most likely cause of future pandemics (46%).
- Participants in the U.S. and Vietnam, however, rank antibiotic resistance higher than disease transfer from animals to humans.
- Participants from Myanmar rank accidental / intentional release from a lab as the highest risk.
- Deforestation / poor land quality ranks 8th in perceived causes overall.

Perceived Root Causes Posing Highest Risk for Future Pandemics
(Among Those Who Are Aware of the Coronavirus) (%)

	Total	China	Myanmar	Thailand	The U.S.	Vietnam
		(n=4,974)	(n=983)	(n=1000)	(n=999)	(n=993)
1 Disease transmitted from animal to human	46	51	40	52	39	47
2 Accidental/intentional release from a lab	42	31	47	51	39	43
3 Antibiotic-resistant bacteria	40	29	34	49	41	48
4 Unregulated wildlife trade	33	50	45	18	14	39
5 Climate change	26	27	28	27	16	30
6 Increased global travel	25	21	14	38	28	24
7 Public rejection of scientific advice	24	39	15	23	30	13
8 Deforestation / poor land quality	15	16	29	5	9	18
9 Ageing/increasing human populations	10	8	10	12	11	10
10 Urbanization	8	6	10	7	7	9

 Top three per country

Q9c. Which of the following root causes do you believe pose the highest risk for future pandemics?

Base: Aware of coronavirus, n=4,974 (China, n=983, Myanmar, n=1,000, Thailand, n=999, Vietnam, n=1,000, The United States, n=993), weighted data

Most Important Environmental Issues to Address

- For those who perceive environmental issues to be the cause of the pandemic, addressing deforestation and poor land quality is seen as the most important issue to address, followed by reducing emissions and sustainable use of natural resources by companies.

Most Important Issues to Address
(Among Those Who Believe Deforestation / Climate Change / Urbanization Are Root Causes of the Pandemic) (%)

	Total	China	Myanmar	Thailand	The U.S.	Vietnam
	(n=2,001)	(n=399)	(n=542)	(n=342)	(n=257)	(n=461)
1 Addressing deforestation and poor land quality	73	77	69	70	68	79
2 Reducing emissions	70	83	63	69	60	74
3 Sustainable use of natural resources by companies	67	65	65	53	70	78
4 The expansion of urban areas	43	42	39	56	47	36
5 Development of large-scale infrastructure (roads, bridges, dams, etc.)	38	29	50	39	40	31

 Top two issues per country

Q9d. You said that [deforestation / climate change / urbanization] is one / are some of the root causes of the pandemic. Which of the following would you consider the most important issues to address?

Base: Those who believe deforestation / climate change / urbanization is one of the root causes of the pandemic, n=2,001, weighted data

Suggestions for National Governments to Prevent the Next Pandemic

Top Three Actions National Governments Should Take to Prevent the Next Pandemic – by Country (Among All Participants Who Answered, Excluding “Don’t Know”*) (%)

- When asked unprompted what the national government should do to prevent the next pandemic in an open question, participants in China and Vietnam say that stopping the wildlife trade should be one of the top priorities.

China



Stop trading/eating wild animals



Research and provide vaccination



Work on environmental protection

Myanmar



Set policies based on science and conduct medical research on virus



Be prepared and ensure timely action



Education and inform people about the pandemic

The U.S.



Set policies based on science and conduct medical research on viruses



Be prepared and ensure timely action



Research and provide vaccination

Thailand



Research and provide vaccination



Restrict travel and close borders



Set stricter rules and strengthen law enforcement/penalties

Vietnam



Implement quarantine measures and lockdowns



Stop trading/eating wild animals



Impose social distancing measures and encourage people wearing masks

*5 percent of participants answered “I don’t know”

Q9e. What do you believe your national government should do to prevent the next pandemic? [Open-ended question]

Base: All participants who answered (excluding “don’t know”), n=4,389, weighted data

Suggestions for National Governments to Prevent the Next Pandemic

- When asked what they believe their national government should do to prevent the next pandemic in an open question, participants in the five countries surveyed mention research, development, and distribution of vaccines (14%) as the most recommended action to take.
- Combatting wildlife trade is the third most mentioned response (unprompted) to how governments should prevent future pandemics (10%).
- 7 percent of participants mention environmental protection, work on climate change, or stopping deforestation as the most important action governments can take.

Top Suggested Actions National Governments Should Take to Prevent the Next Pandemic Total Five Countries (Among All Participants Who Answered, Excluding “Don’t Know”*) (%)



*12 percent of participants answered “I don’t know”

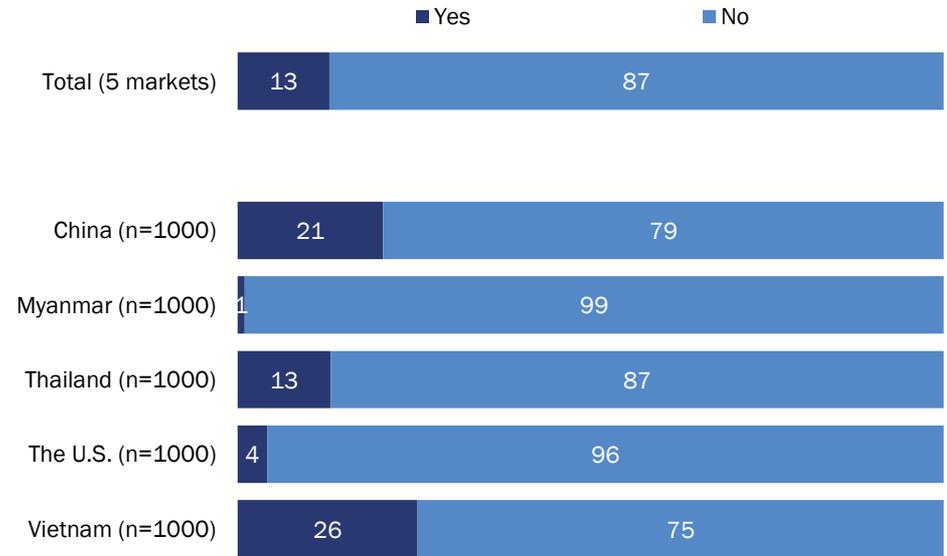
Q9e. What do you believe your national government should do to prevent the next pandemic? [Open-ended question]

Base: All participants who answered (excluding “don’t know”), n= 4,389, weighted data

Awareness of Wildlife Trade Regulation

Aware of Domestic or International Agreements or Regulations Relating to Wildlife Made in 2020 to Prevent Future Outbreaks of Diseases (%)

- When asked if they are aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases, 13 percent of participants say they are aware of some.
- Awareness is highest in China and Vietnam. In Vietnam, participants are more likely to be able to specify the relevant law (see slide 198).
- Awareness is lowest in Myanmar, where only 1 percent are aware of regulation.



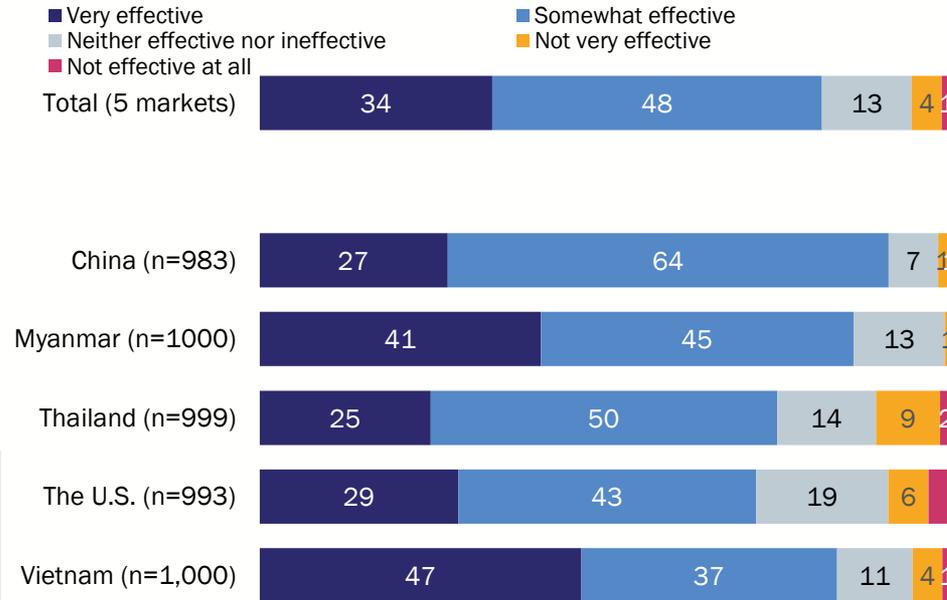
Perceived Effectiveness of High-Risk Wildlife Market Closure

Perceived Effectiveness of High-Risk Wildlife Market Closure
(Among Those Who Are Aware of the Coronavirus) (%)

- Overall, 81 percent of participants believe that closing the markets will be an effective measure to combat the spread of similar diseases in the future. In China, just over nine in ten (91%) believe that closing the markets would be a very effective or effective measure.
- Almost half of participants in Vietnam (47%) believe high-risk market closure will be very effective for stopping similar diseases in the future.

***Note: High-risk markets were defined to the respondents as follows:**

“High risk markets” are markets that sell mammals and birds that carry diseases that can be transmitted to humans. This includes most birds (due to avian flu) and mammals of particularly high risk like bats, primates, rodents and carnivores



“Somewhat effective” + “Very effective” (%)

2020	2021
Totals cannot be compared because countries are different	
-	91
97	86
79	75
-	72
74	84

Q12. How effective do you think a closure of markets where they sell animals which are coming from the wild (i.e., non-domesticated animals and not livestock such as bats, pangolins, and civets) would be to prevent similar epidemic diseases from happening in the future?

Base: Aware of coronavirus, n=4,974, weighted data

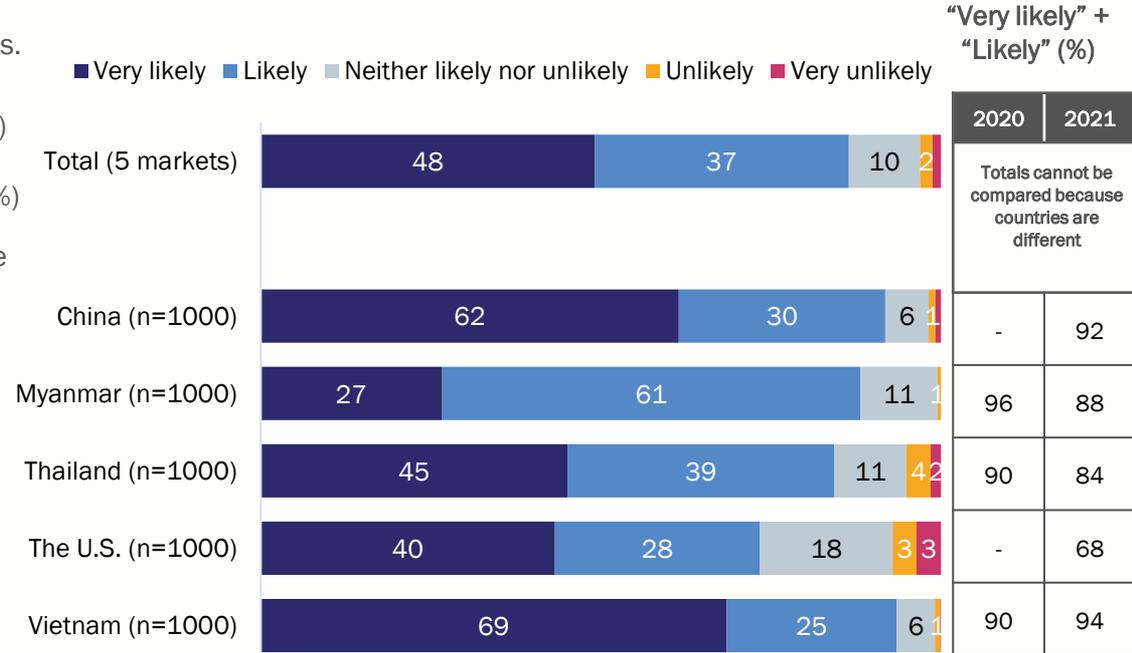
Likelihood to Support High-Risk Wildlife Market Closure

- Overall, 85 percent of the public in the five countries surveyed would be likely or very likely to support government action to close High-Risk wildlife markets.
- Support for this measure is highest in Vietnam (94%) and China (91%), and lowest in the U.S. (68%). Myanmar has the lowest level of strong support (27%).
- The top ways in which participants would support the initiatives and efforts to close High-Risk markets include sharing relevant campaigns, stopping eating wildlife products and convincing others to also stop eating these products.

Ways to Support the Prevention of Sales of High-Risk Wild Animals (Top Five)

1. Sharing of relevant campaigns online	59%
2. Stop eating wildlife products/bushmeat	53%
3. Convince others not to buy/eat wildlife products/bushmeat	51%
4. Sharing of news related to wildlife markets online	50%
5. Sharing of information on animal protection	48%

Likelihood to Support High-Risk Wildlife Market Closure (%)



Q13. How likely would you be to support the efforts by governments and health ministries to close all high-risk markets selling wild animals (i.e., animals coming from the wild, direct from nature such as bats, pangolins and civets, not livestock which are farmed) in your country? Base: Total sample, five countries, n=5,000, weighted data

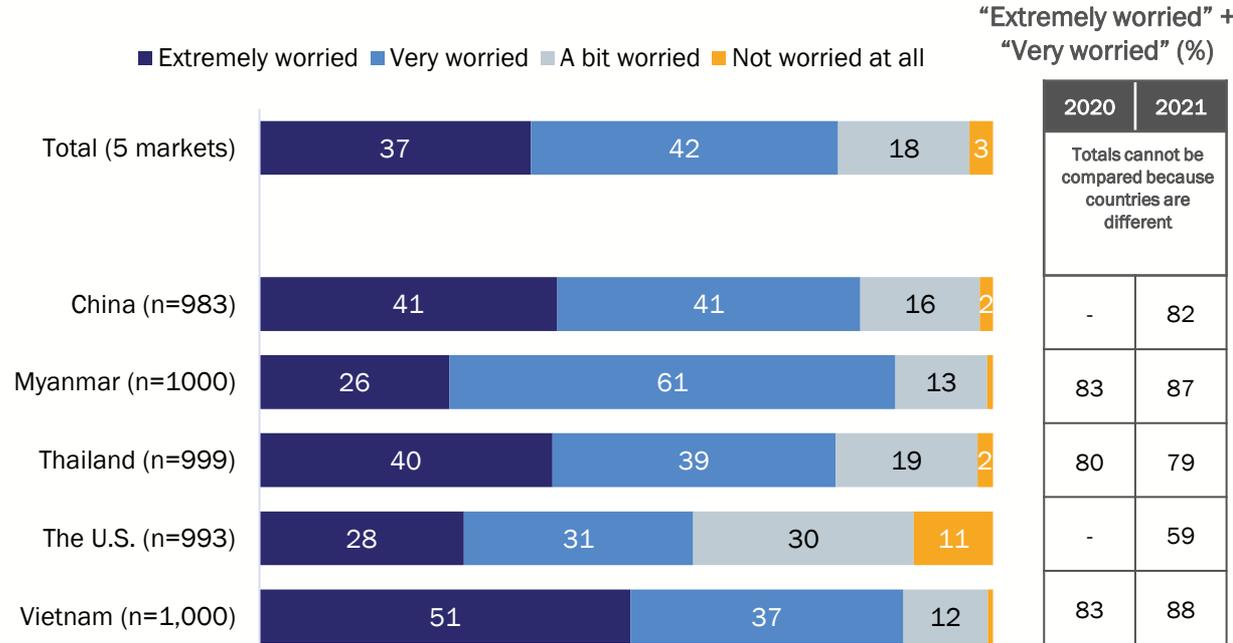
Q14. And how would you support the initiatives/efforts to prevent sales of high-risk wild animals in your country?

Base: Those likely to support wildlife markets closure (five countries, n=4,246, weighted data)

Level of Worry if No Measures Are Taken to Close Wildlife Markets

- 79 percent of all the participants in the five countries surveyed are extremely worried or very worried if no measures are taken to close wildlife markets, whereas only 3 percent say that they are not worried at all.
- Concern is highest in Vietnam (88% would be worried or very worried) and lowest in the U.S., where 59 percent are worried or very worried that a similar outbreak would occur, and 11 percent say they are not worried at all. Participants in Myanmar are the least likely to say that they would be extremely worried if no measures are taken.

Level of Worry if No Measures Are Taken to Close Wildlife Markets (%)
(Among Those Who Are Aware of the Coronavirus) (%)



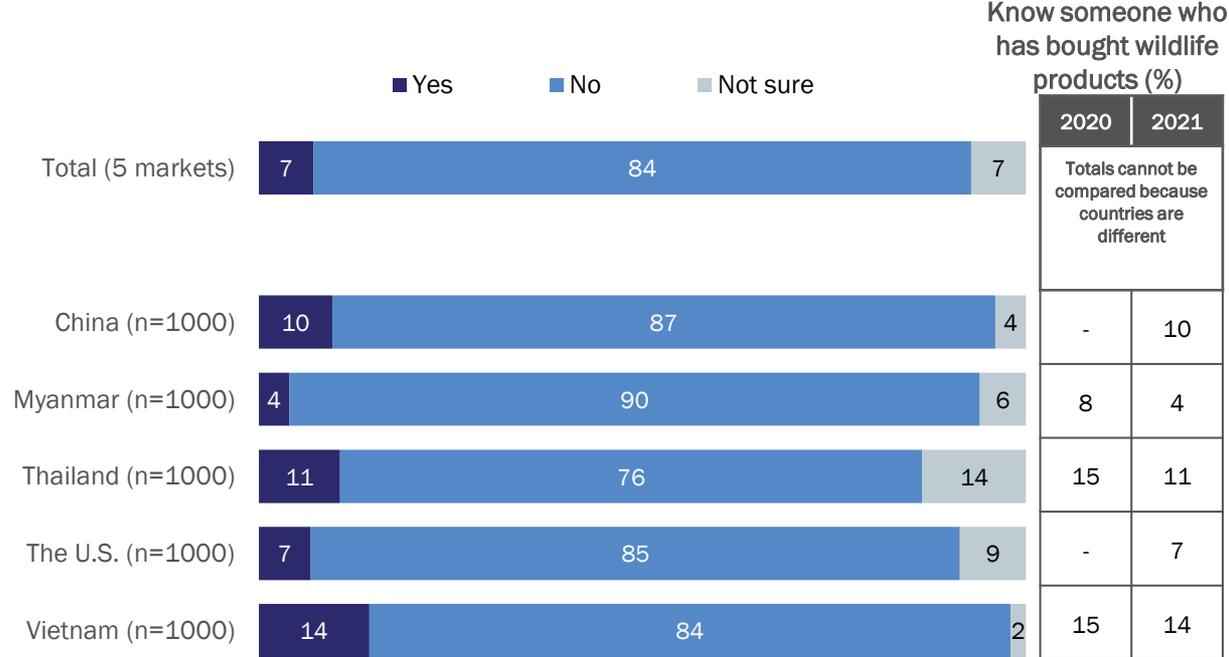
Q15. If no measures are taken to close the markets where they sell animals from the wild / from the wilderness and/or strictly regulate them, how worried are you that a similar epidemic outbreak will happen in the future?

Base: Aware of coronavirus, n=4,974, weighted data

Wildlife Product Purchase in Past 12 Months – Open Wildlife Markets

- 7 percent of participants in the five countries surveyed say that they or someone they know had purchased wildlife products in an open market the past 12 months, with the most wildlife product purchases being made in Vietnam (14%).

Wildlife Product Purchase in Past 12 Months – Open wildlife market (%)



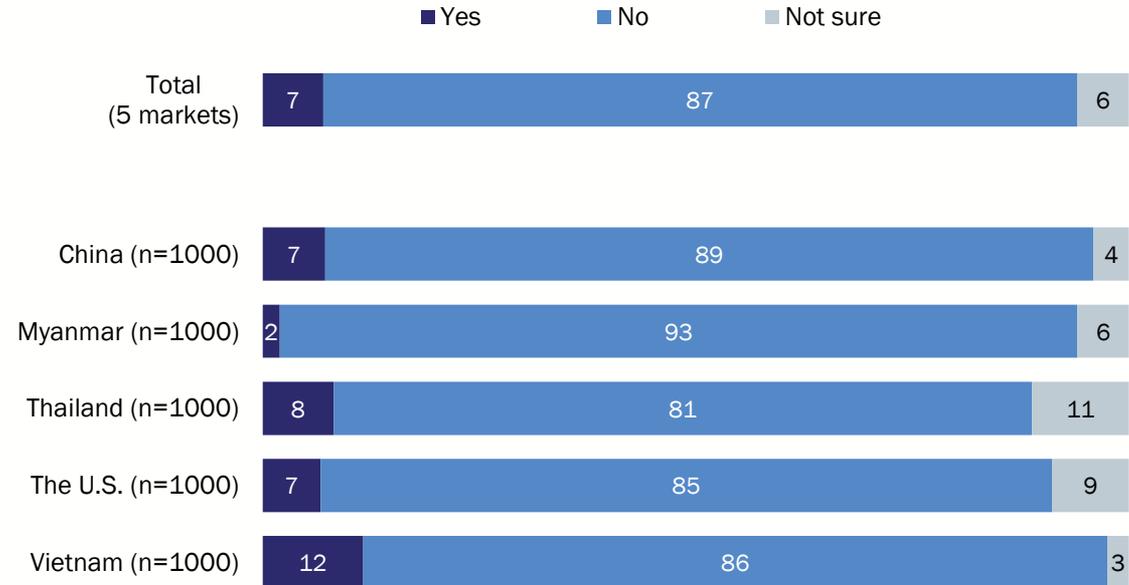
Q16. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products in an open wildlife market in the past 12 months?

Base: Total sample, 5 countries, n=5,000, weighted data

Wildlife Product Purchase in Past 12 Months – Online

- 7 percent of participants in the five countries surveyed say that they or someone they know had purchased wildlife products online in the past 12 months, with the most wildlife product purchases being made in Vietnam (12%).

Wildlife Product Purchase in Past 12 Months – Online (%)



Q16B. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products online in the past 12 months, in your country or abroad?
 Base: Total sample, five countries, n=5,000, weighted data

Wildlife Species Purchased

- Of the participants across the five countries surveyed who say that they or someone they know had purchased wildlife products in an open market or online in the past 12 months, almost half (47%) say that the species purchased was live birds.
- Live birds are the most popular species in each country except China, where turtles are more popular.
- Snakes are the second most popular species, with 35 percent reporting this as the species purchased.

Type of Wildlife Bought (by the Respondent or Someone They Know) in the Past 12 Months
(Among Wildlife Product Buyers) (%)

		Total (n=523)	China (n=110)	Myanmar (n=45)	Thailand (n=121)	The U.S. (n=85)	Vietnam (n=162)
1	Live birds	47	36	39	52	49	53
2	Snakes	35	40	4	39	33	38
3	Turtles	26	46	0	22	30	20
4	Bats	21	18	24	26	21	20
5	Civets	20	21	1	17	29	22
6	Pangolins	15	16	0	17	15	17
7	Other	7	1	37	10	2	3

Top species per country
 Second most popular species
 Third most popular species

Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market or online in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Past 12 Months Buyers, n=523, weighted data

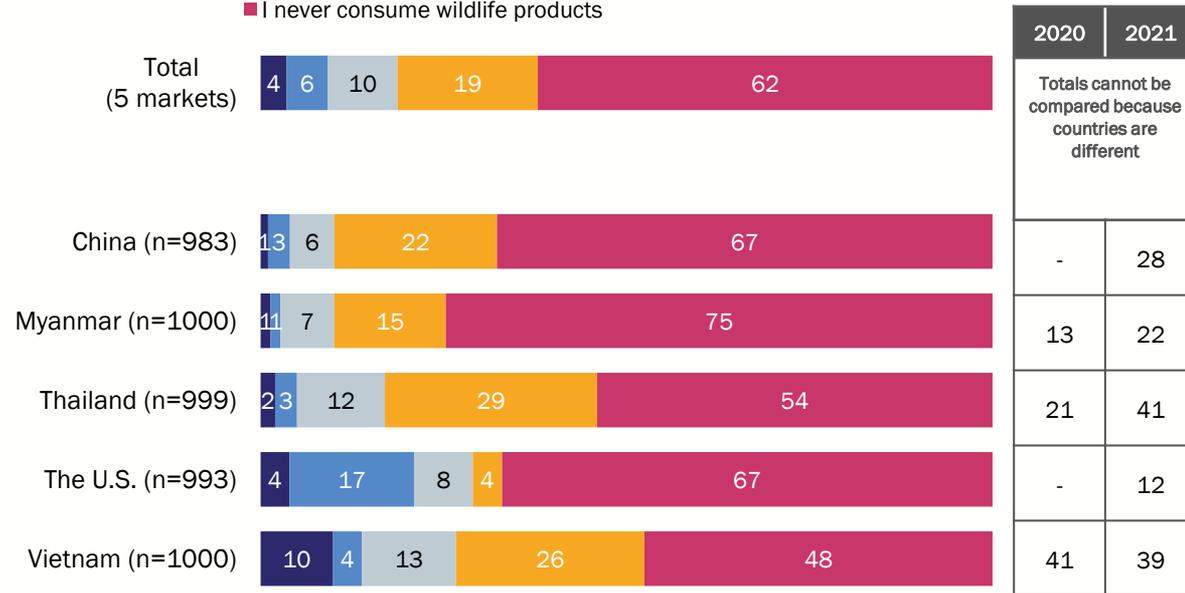
Impact of the Coronavirus on Consumption of Wildlife Products

- Across the five countries, 62 percent of people say they have never consumed wildlife products. Other participants say the coronavirus has made them completely stop consuming any wildlife products (19%) or consume less wildlife products (10%).
- However, 6 percent of participants say the coronavirus has not changed their consumption of wildlife products, while 4 percent say the coronavirus has made them consume more wildlife products.
- Participants in the U.S. are the most likely to report no change in their habits (17%) but are also likely (along with China) to report that they never consume wildlife products (67%), lower than only Myanmar (75%). Vietnamese participants are the most likely to say they have increased their consumption of wildlife products due to COVID-19 (10%).

Impact of Coronavirus on Consumption of Wildlife Product (Among Those Who Are Aware of the Coronavirus) (%)

- I consume more wildlife products
- There's no change in my consumption of wildlife products
- I consume less wildlife products
- I've completely stopped consuming any wildlife products
- I never consume wildlife products

“Consume less” +
“Stopped consuming” (%)



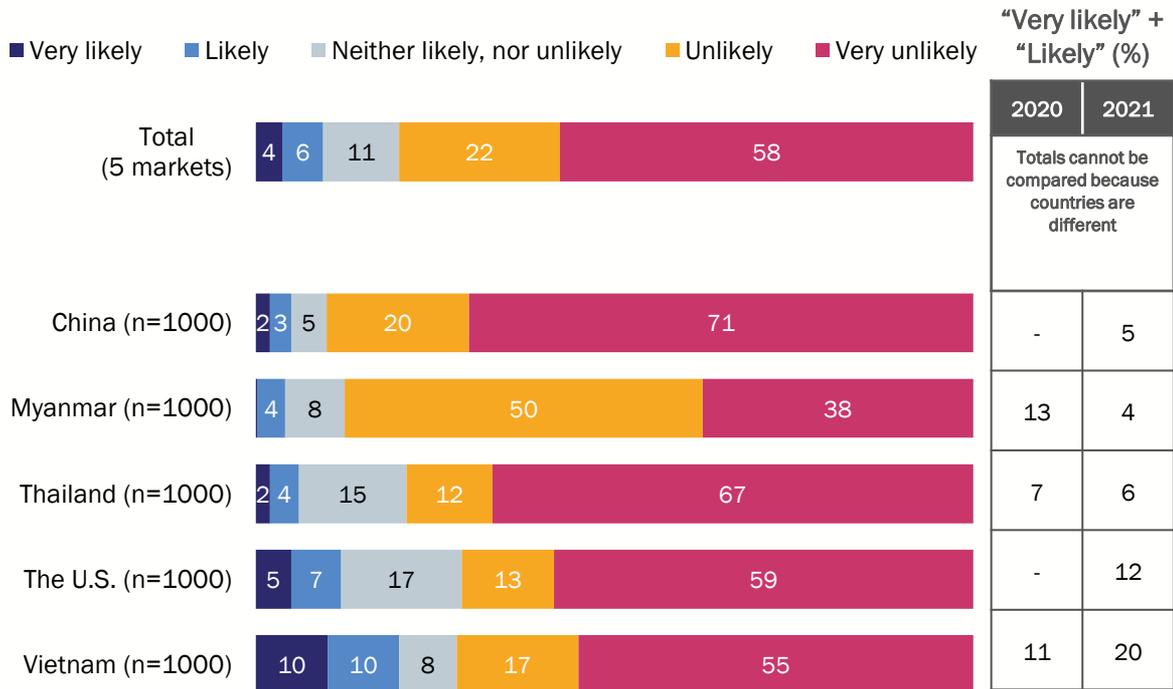
Q18. How has the coronavirus affected your consumption of wildlife products?

Base: Aware of coronavirus, five countries n=4,974, weighted data

Likelihood of Buying Wildlife Products in the Future

- 80 percent of participants say that they are very unlikely or unlikely to buy wildlife products in the future, with China expressing the highest aversion (91%).
- Participants in Vietnam and the U.S. are significantly more likely to intend to buy wildlife products in the future compared to those in China or Myanmar.
- Participants in Myanmar have the second highest level of aversion (88%) after China but are not as firm in their beliefs as other countries, with a significantly lower proportion saying they are very unlikely to buy wildlife.

Future Intention to Buy Wildlife Products in Wildlife Markets (%)



Q19. And how likely will you be to buy wildlife products in the future?

Base: Total sample, five countries, n=5,000, (n=1,000 in each market), weighted data

Alternative Channels to Purchase Wildlife Products in the Future

- 31 percent of Future Intended Buyers say they would no longer buy wildlife products if the markets were closed. This was highest in Myanmar (60%) and lowest in the U.S. (22%).
- The most popular alternative channel of purchase is buying products overseas (36%).
- 26 percent of total participants say that they would buy wildlife products online if the markets were closed.

If Wildlife Markets Would Be Closed... (Among Those Who Are Likely to Buy Wildlife Products in the Future)

No, I would not buy any wildlife products anymore



Yes, I would buy wildlife products via... (%)

	Total	China	Myanmar	Thailand	The U.S.	Vietnam
	(n=470)	(n=48)	(n=42)	(n=60)	(n=117)	(n=203)
1 I would buy wildlife products overseas	36	22	3	27	30	51
2 I would buy wildlife products from a trusted supplier	33	35	25	38	32	33
3 I would buy wildlife products online	26	26	1	17	25	34
4 I would buy wildlife products through another channel	11	4	13	8	8	15

Top purchase channel per country

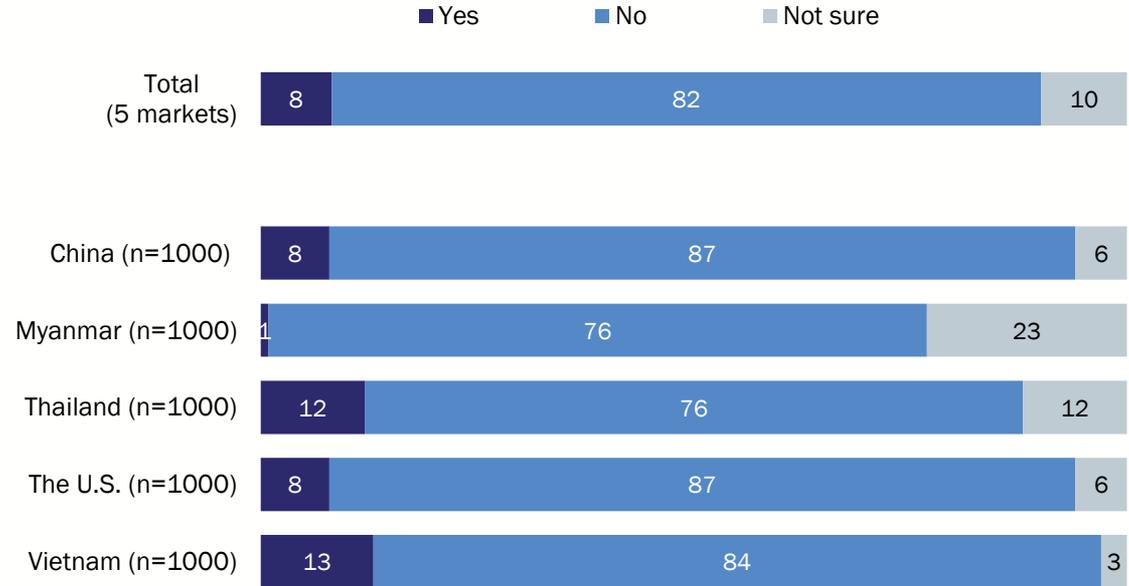
Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?

Base: Future intention (Likely to buy, n=470), weighted data

Exotic Pet Purchase in Past 12 Months

- 8 percent of participants in the five countries surveyed say that they or someone they know had purchased an exotic pet in the past 12 months, with the most purchases being made in Vietnam (13%) and Thailand (12%).
- In Myanmar, only 1 percent answered that they knew someone who had bought an exotic pet or had bought it themselves.

Exotic Pet Purchase in Past 12 Months (%)



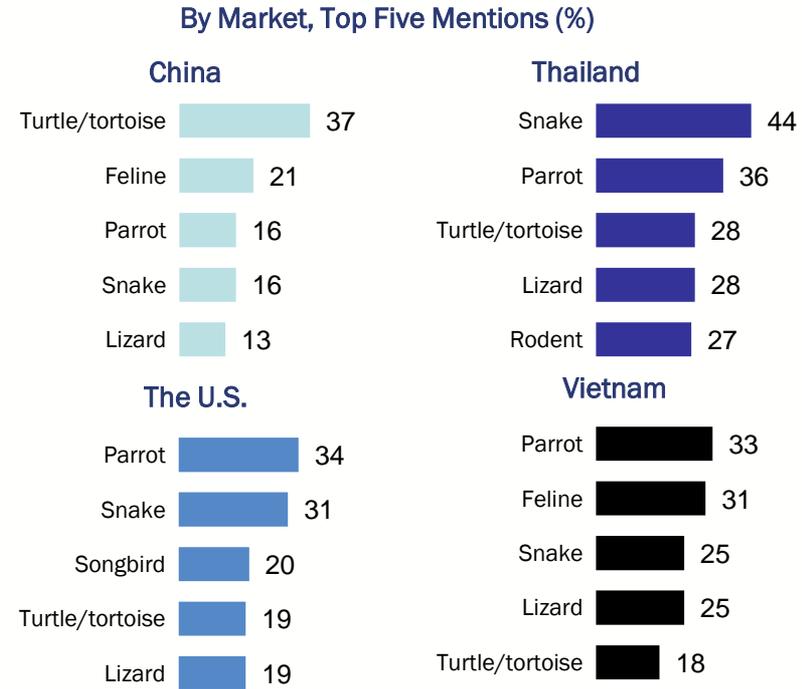
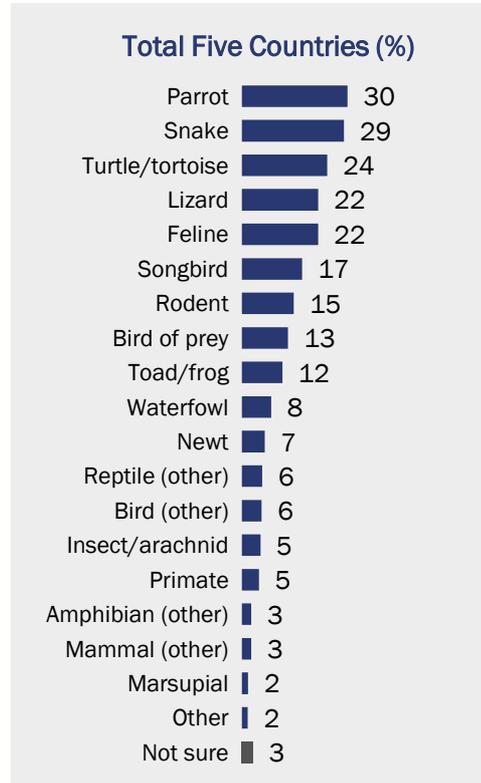
Note: The definition of an exotic pet that was given to the participants was: “An exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.”

Q17b. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought an exotic pet in person or online in the past 12 months? Note: an exotic pet is a pet that is not native
 Base: Total sample, five countries, n=5,000, (n=1000 in each market), weighted data

Exotic Pet species Purchased

- 8 percent of participants across the five countries surveyed say that they or someone they know had purchased an exotic pet in the past 12 months (see previous slide).
- Of this 8 percent, parrots are the wildlife species purchased most often. 30 percent of buyers say they or someone they know bought a parrot in the past 12 months, followed closely by snakes (29%).
- Although the order of popularity of exotic pets differs among countries, most of the same animals comprise the top five most popular species purchased.

Exotic Pets Bought (by the Respondent or Someone They Know) in the Past 12 Months (%)



**Myanmar Data hidden due to small sample size (n=9)

Q17c. You said that someone you know (or yourself) bought an exotic pet in the past 12 months. What kind of wild animal did this person (or yourself), buy?
 Base: Exotic pets buyers, five countries n=410, weighted data

Purchase Channels of Exotic Pets

- Physical pet stores are the most common channel for the purchase of exotic pets in China and the U.S., while social media is the most popular channel in Thailand and Vietnam.

Purchase Channels of Exotic Pets
(Among Exotic Pets Buyers) (%)

	Total	China	Myanmar	Thailand	The U.S.	Vietnam
	(n=410)	(n=78)	(n=9)	(n=115)	(n=76)	(n=133)
1 In a pet store	45	44	**Data hidden due to small sample size	48	46	42
2 Online – social media	41	30		50	29	47
3 Online – website	40	41		37	43	41
4 Through contacts	29	21		38	23	31
5 At an animal auction	15	8		24	15	12
6 At a convention and/or trade show	7	3		9	6	8

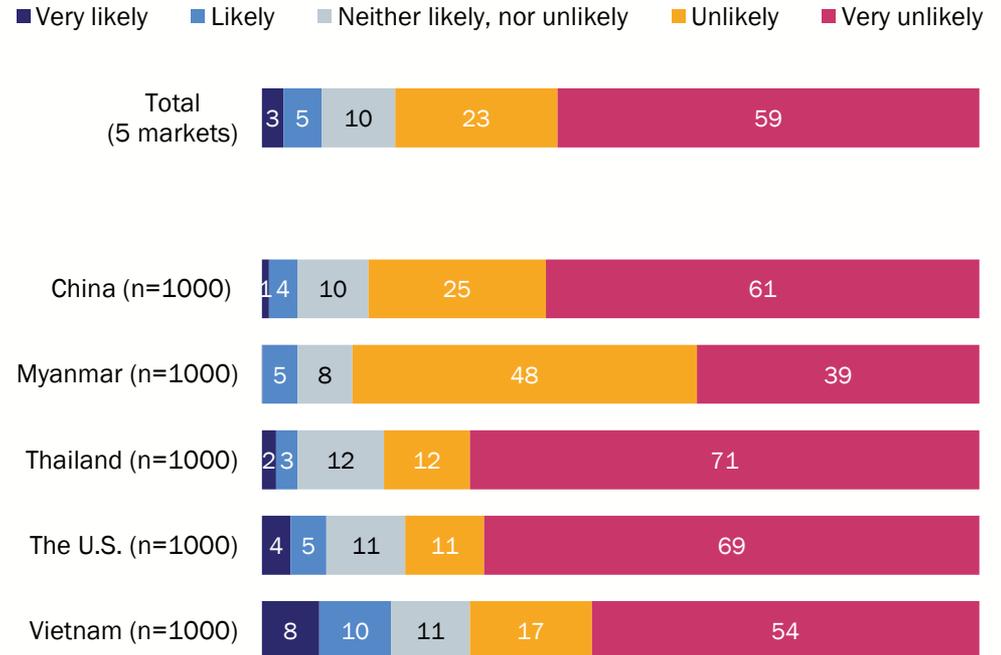
 Top purchase channel per country
 Second purchase channel

Q17d. Where did this person buy this/these animal(s)?
Base: Exotic pets buyers, five countries n=410, weighted data

Likelihood to Buy Exotic Pets in the Future

- 82 percent of participants in all markets say that they are very unlikely or unlikely to buy exotic pets in the future, with participants in Myanmar expressing the highest aversion (87%) followed by China (86%). However, the strength of conviction is lower in Myanmar, where only 39 percent are very unlikely to buy.
- Participants in Vietnam are the most likely to buy exotic pets in the future (18%), followed by those in the U.S. (9%).

Future Intention to Buy Exotic Pets (%)

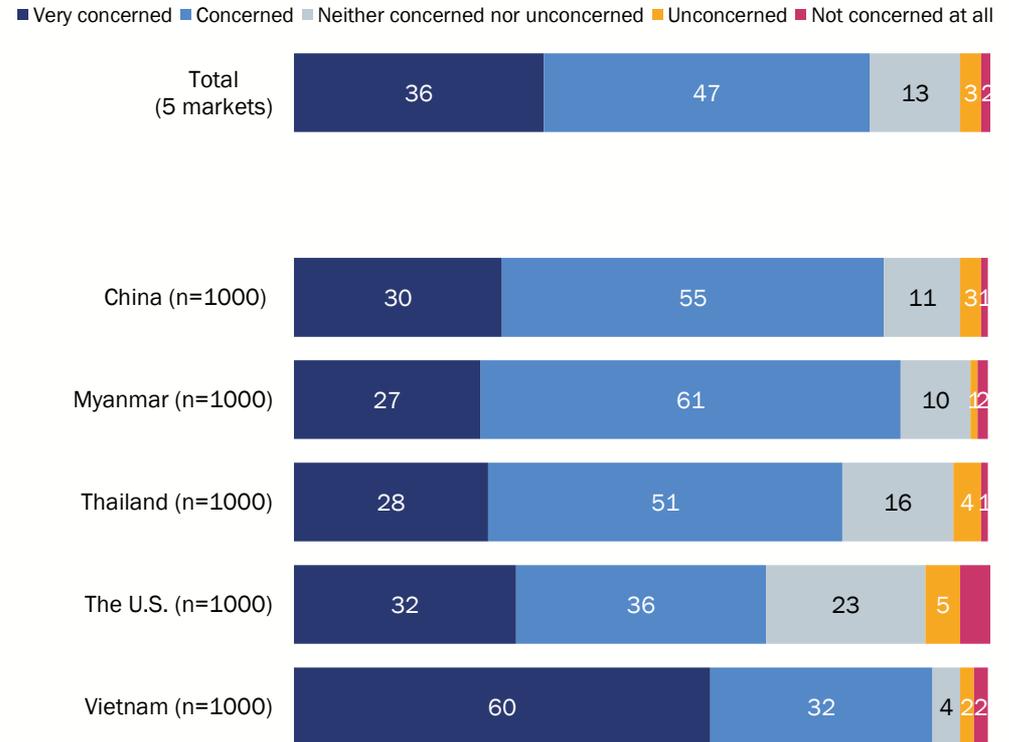


Q19b. And how likely will you be to buy an exotic pet in the future?
 Base: Total sample, five countries, n=5,000, (n=1,000 in each market), weighted data

Concern about Deforestation

- When participants are informed that “deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans,” 82 percent say that they are concerned or very concerned about this happening.
- Vietnam exhibits the highest levels of concern, while the U.S. has the lowest.

Concern about Deforestation Leading to Risk of Coronavirus (%)

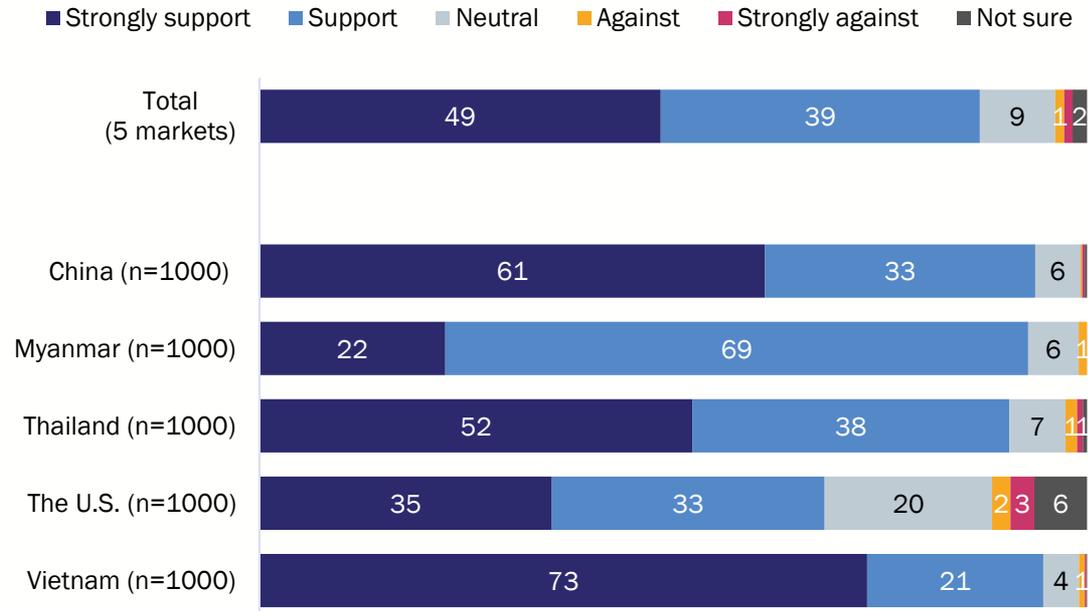


Q20b. Evidence suggests that deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans. How concerned are you about this happening?
 Base: Total sample, five countries, n=5,000, weighted data

Support for Government Action to Reduce Deforestation

- 88 percent of participants support increased efforts to preserve forests and end deforestation in their country or overseas specifically to prevent future pandemics.
- Support is significantly higher in Vietnam and significantly lower in the U.S.

Support for Government Action to Reduce Deforestation (%)



Q20c. If your country increased efforts to preserve forests and end deforestation in your country or overseas specifically to prevent future pandemics while also reducing activities that lead to deforestation, would you support such initiatives?
 Base: Total sample, five countries, n=5,000, weighted data

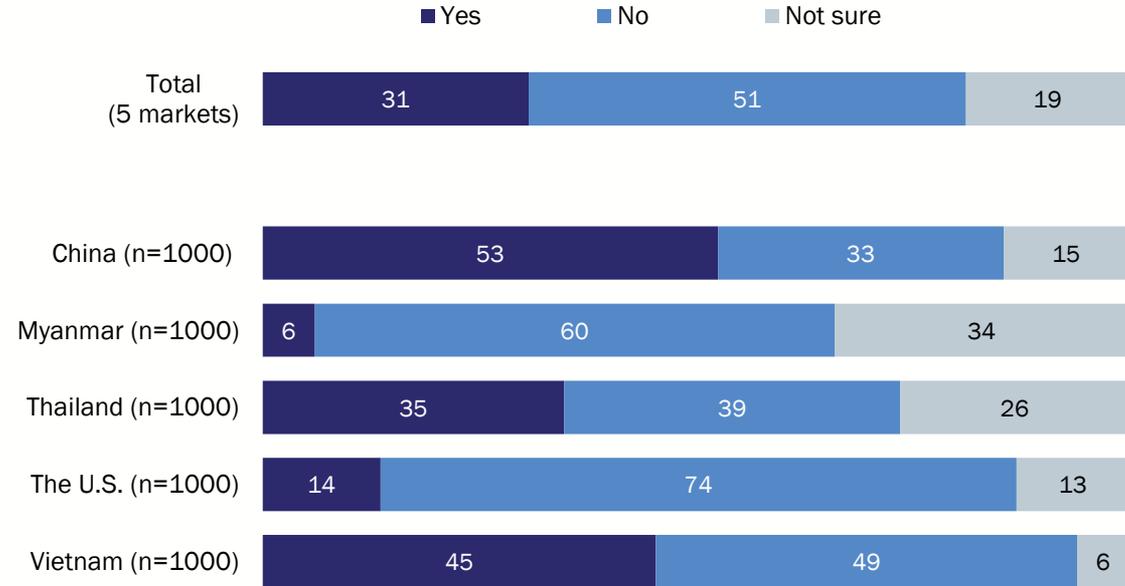
Knowledge of the “One Health” Approach

- 31 percent of participants say they have heard of the “One Health” approach, with participants over age 50 less likely to have heard of it (data not shown).
- Recognition is significantly higher in China and significantly lower in Myanmar and the U.S.
- Participants who have bought wildlife in the past 12 months are more likely to have heard of this approach (68%, data not shown).

***Note: Participants were shown the following definition after being asked if they had heard of the “One Health” approach:**

“One Health” is an approach to designing programs, policies, and legislation where different sectors communicate and work together for better health outcomes across people, animals, plants, and their shared environment, especially for animal health, disease transfer between animals and humans, and combatting antibiotic resistance.

Heard of “One Health” Approach before Prompt* (%)

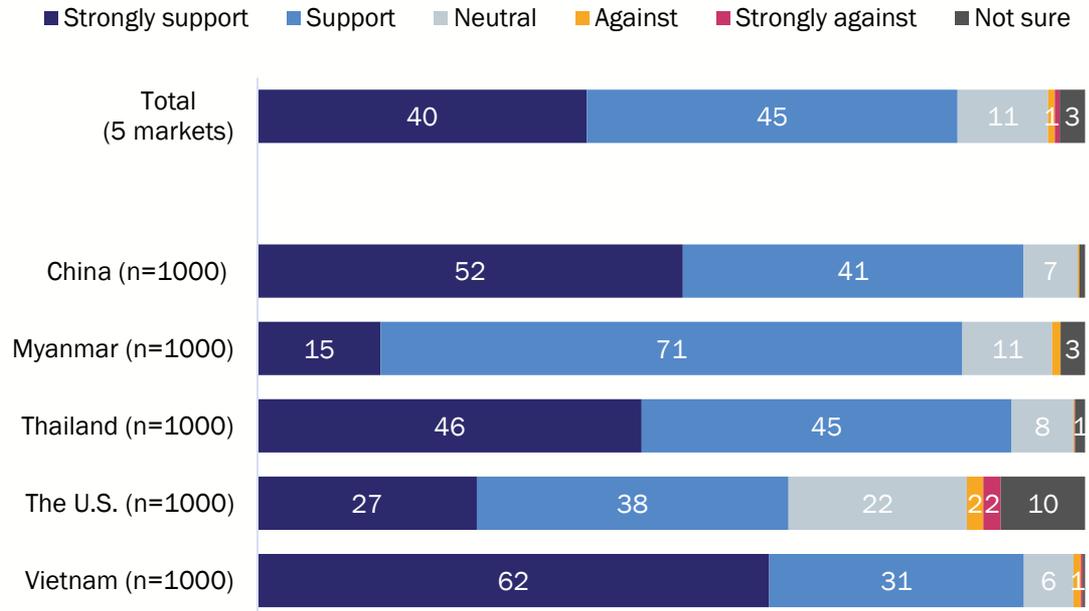


Q20d. Have you heard of the “One Health” approach to achieving better public health outcomes?
Base: Total sample, five countries, n=5,000, weighted data

Support for the “One Health” Approach

- When given the below definition of “One Health,” 85 percent of participants say they support such an approach.
- Support is significantly lower in the U.S., while Vietnam exhibits the strongest level of support.

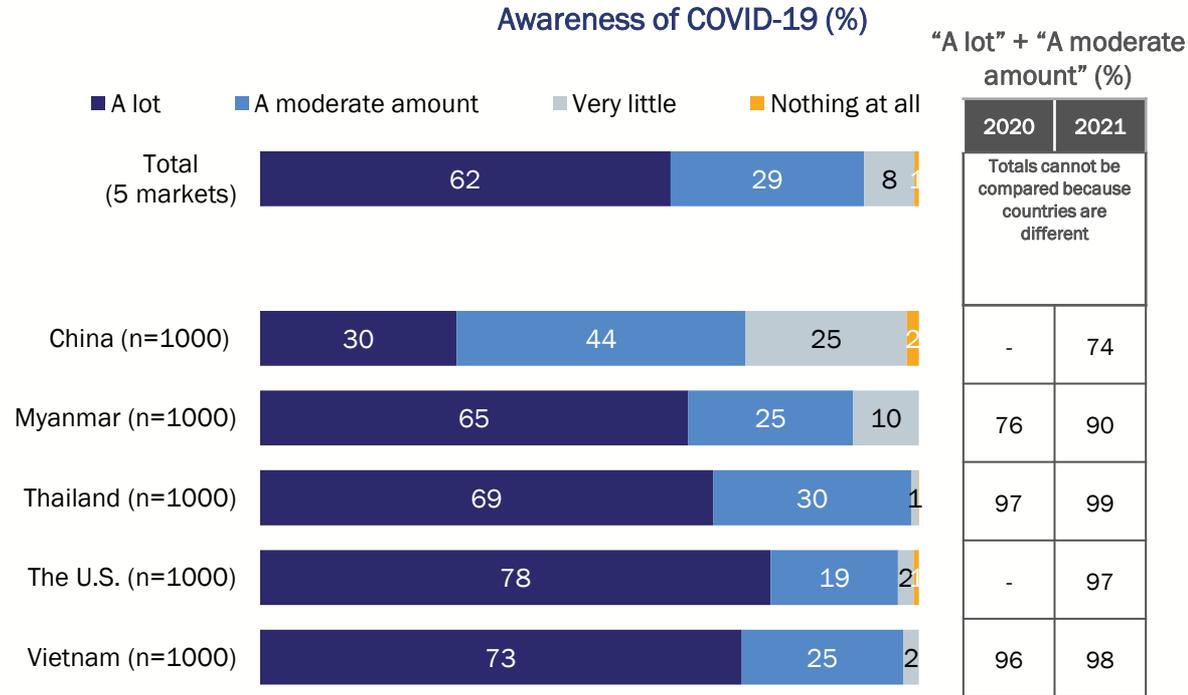
Support for the “One Health” Approach to Dealing with Pandemics (%)



Q20e. How much would you support a “One Health” approach to dealing with pandemics?
 Base: Total sample, five countries, n=5,000, weighted data

Awareness of COVID-19 (Coronavirus)

- In the five countries covered in this survey, the awareness of COVID-19, or coronavirus, is high.
- Almost all participants in the five countries surveyed have heard about the coronavirus to some extent (99%).
- In China, the level of awareness about COVID-19 is significantly lower, while participants from the U.S. are significantly more likely than average to say they have heard a lot about the disease.



Q2. How much have you heard of COVID-19, commonly known as coronavirus?
 Base: Total sample, five countries, n=5,000, weighted data

Main Sources of Information about COVID-19

- 59 percent of participants mainly receive information about the coronavirus from news sources such as TV, radio, and newspapers. This channel is the most popular in all countries surveyed.
- 21 percent use social media as their primary source of information. More people in Thailand, Myanmar and Vietnam list this as their primary channel of information compared to China and the U.S.
- Only 6 percent say they use medical researchers and academics as their main sources of information about COVID-19. This is significantly higher in Myanmar (10%).

Main Sources of Information about COVID-19
(Among Those Who Are Aware of Coronavirus) (%)

	Total	China	Myanmar	Thailand	The U.S.	Vietnam
	(n=4,974)	(n=983)	(n=1000)	(n=999)	(n=993)	(n=1000)
1 News (TV/radio/newspapers)	59	69	38	62	68	56
2 Social media	21	17	25	27	12	22
3 Family and friends	7	7	23	6	4	14
4 Government	7	4	4	4	5	7
5 Medical/virology research institutes/academics / peer-reviewed publications	6	4	10	1	6	1

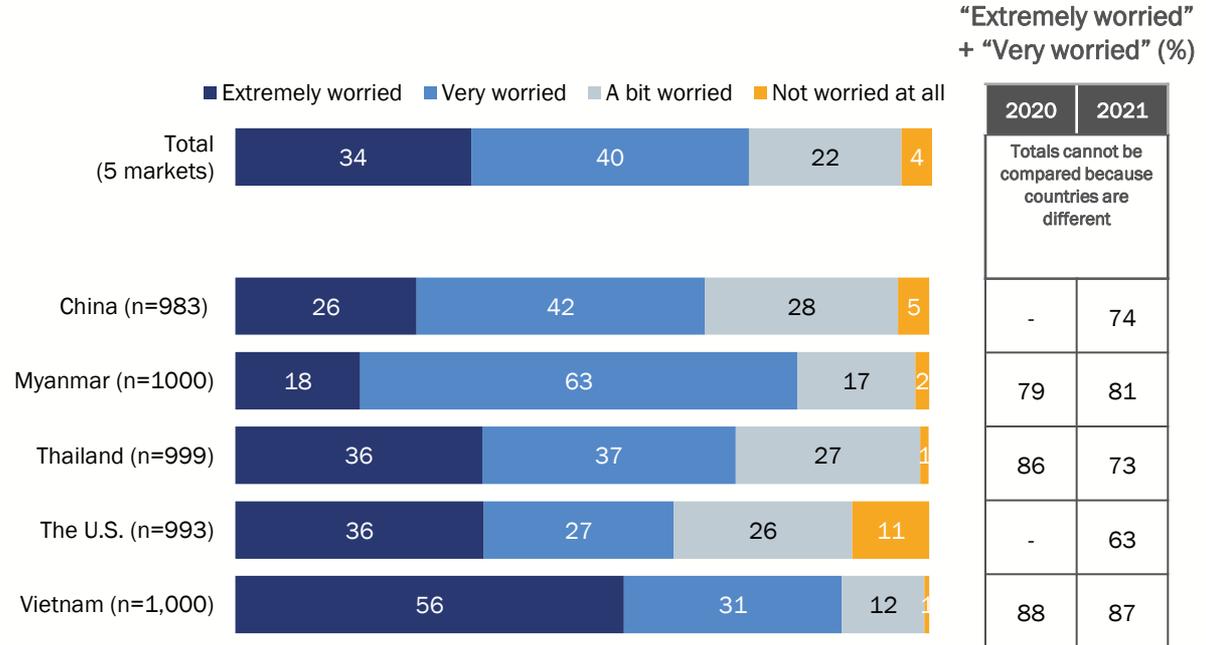
 Top source per country

Q3. What is your main source of information in regards to coronavirus?
Base: Aware of coronavirus, n=4,974, weighted data

Concern about the Coronavirus Outbreak

- In the five countries surveyed, 74 percent of people are very worried or extremely worried about COVID-19, particularly those over the age of 60, where 79 percent are very worried or extremely worried about the coronavirus. This is significantly higher than the overall total (data not shown).
- Serious concern about COVID-19 is highest in Vietnam (56%) and lowest in Myanmar (18%).

Level of Concern about the Coronavirus Outbreak
(Among Those Who Are Aware of Coronavirus) (%)



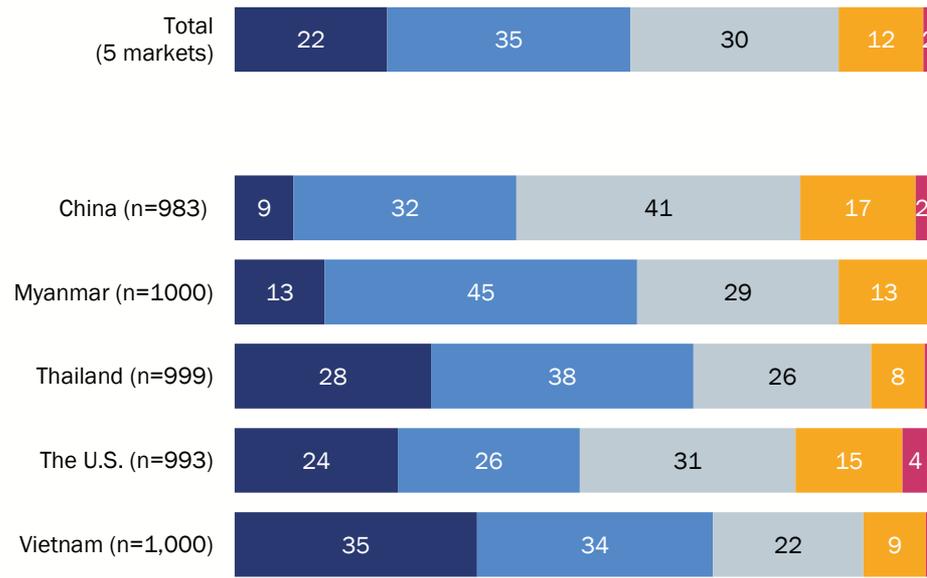
Q4. Overall, how worried are you about the outbreak of the coronavirus?
Base: Aware of coronavirus, n=4,974, weighted data

Impact of the Coronavirus on Daily Life

- Overall, 57 percent of participants report that COVID-19 is having a strong or very strong impact on their lives.
- COVID-19 is having the least impact on people in China, while those in Vietnam and Thailand report the highest impacts on their lives.

Impact of the Coronavirus on Daily Life
(Among Those Who Are Aware of Coronavirus) (%)

■ Very strong impact ■ Strong impact ■ Moderate impact ■ Little impact ■ No impact



“Very strong” +
“Strong impact” (%)

2020	2021
Totals cannot be compared because countries are different	
-	41
67	58
56	66
-	50
68	69

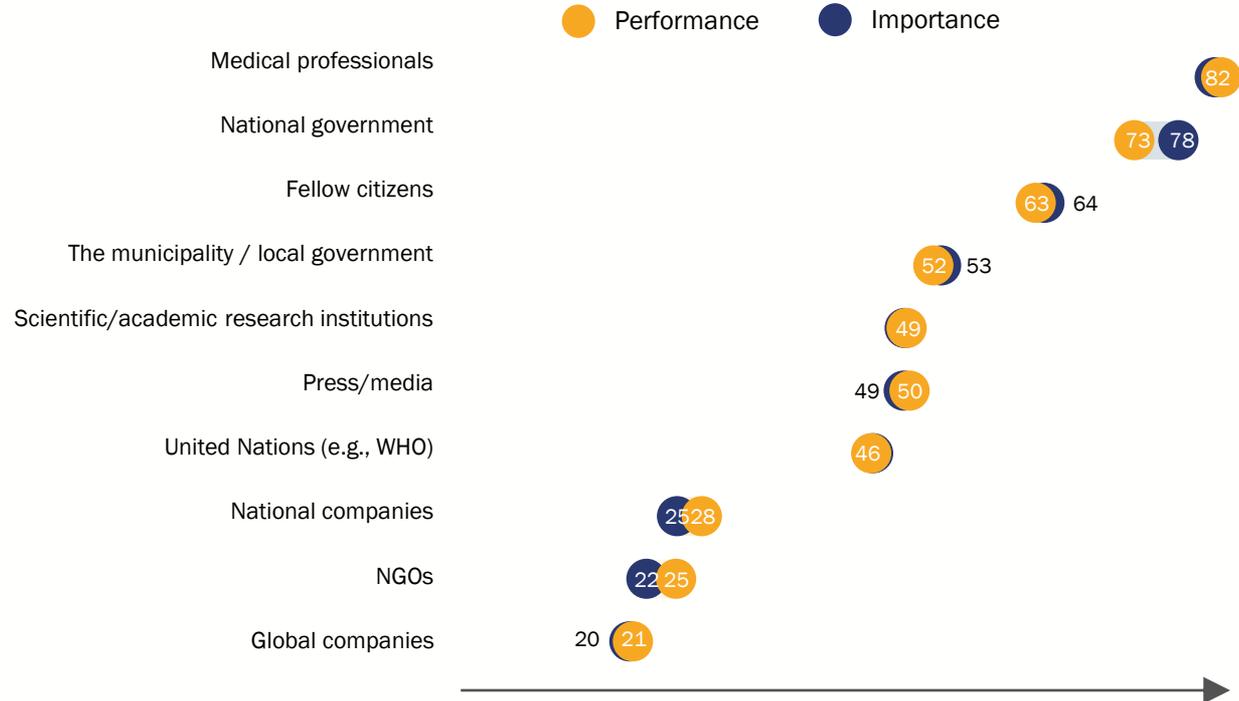
Q5. Overall, how much impact does the coronavirus have on your life in general?

Base: Aware of coronavirus, n=4,974, weighted data

Importance and Performance of Institutions to Combat the Outbreak

- Overall, participants from the five countries perceive medical professionals to be the most important actor in combatting the pandemic, and participants rated their performance highly.
- Impressions of the performance of national governments varies by country, and while they are seen as the second most important institution in combatting the pandemic, they are not seen to be performing as well.

Importance and Performance of Institutions to Combat the Outbreak
Total Mentions, Five Countries (Among Those Who Are Aware of Coronavirus) (%)



Q7. Please indicate how important you think each of the following institutions is to combat the coronavirus outbreak in your country. Please rank the top five institutions by importance.
 Q7c. Please indicate how well you believe each of the following institutions has handled the coronavirus outbreak in your country in 2020. Please rank the top five institutions by how well they have responded.

Base: Aware of coronavirus, n=4,974, weighted data

Key Findings – by Country

Key Findings – China

Main Insights and implications for China

- Awareness of COVID-19 is lower in China than in other countries, and the levels of impacts and concern are also lower.
- 48 percent of people in China believe wild animals are the top source of the COVID-19 pandemic.
- Disease transfer from animal to human is perceived as the number one risk for future pandemics, followed by unregulated wildlife trade.
- Closing high-risk markets is seen as an effective measure to prevent similar outbreaks from happening in the future by 91 percent of the participants.
- Among those who intend to buy wildlife products in the future, the closure of such markets would deter 44 percent from buying them.
- 28 percent of participants have consumed less or stopped consuming wildlife because of COVID-19.
- 96 percent of Chinese participants support the wildlife consumption ban in China.

Awareness and impact of COVID-19

Awareness of COVID-19 is comparatively low in China, with only 30 percent of the population saying they know a lot about the disease, less than half that of the other countries. One quarter of the participants in China know very little about COVID-19. Chinese participants experience the least impact on their daily lives from COVID-19 with 41 percent saying they experience a strong or very strong impact. Chinese participants are also less likely to be worried about the pandemic, with only 26 percent saying they are extremely worried, the second-lowest of the five countries.

81 percent of Chinese participants say they are more likely to buy from companies that implement measures to prevent further pandemics. Chinese participants value companies' efforts to support healthcare programs most highly.

Preventing the next pandemic

Chinese participants have the highest perception of wild animals as the source of COVID-19, with 48 percent mentioning it as the primary source. **Disease transfer from animal to human is perceived as the number one risk for future pandemics**, followed by unregulated wildlife trade. When asked what they believe their government should do to prevent the next pandemic, Chinese participants say that the government should end wildlife trade and close wildlife markets.

Key Findings – China

To prevent similar outbreaks from happening in the future, **91 percent of participants** in China agree that closing high-risk markets will be an effective measure to combat the spread of similar diseases in the future, the highest of the five countries surveyed. **Support for the closure of these markets is very high in China, with 92 percent of participants saying they are likely or very likely to support this.** In the event where no measures are taken to close high-risk markets, **82 percent of all the participants in China say they would be extremely worried or very worried about a similar outbreak.**

Wildlife buying habits and the impact of COVID-19

10 percent of participants in China bought wildlife products or know someone who bought them in the last 12 months in open wildlife markets. Wildlife is chosen for its health benefits and its taste. 28 percent of participants in China consume less wildlife or have stopped consuming wildlife completely due to COVID-19. 5 percent of participants in China are likely or very likely to buy wildlife products in the future, the second-lowest of the five countries. If wildlife markets were closed, 44% of these Future Intended Buyers would not buy wildlife products anymore.

8 percent of Chinese participants bought an exotic pet or know someone who bought one in the last 12 months, mainly tortoises, and mostly from physical pet stores (44%). 5 percent of Chinese participants intend to buy an exotic pet in the future.

Knowledge of laws and global threats

21 percent of Chinese participants are aware of domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases. When prompted, 67 percent say they have heard of the wildlife consumption ban and 54 percent have heard of the delisting of pangolin scales for TCM use, and 53 percent have heard of the ending of wildlife farming. **96 percent of Chinese participants support the wildlife consumption ban in China**, 90 percent support the delisting of pangolin scales, and 88 percent support the breeding ban.

When prompted, 85 percent of Chinese participants are concerned about deforestation increasing the risk of disease transmission and 94 percent would support government action to combat this. However, identification of deforestation as a root cause of the pandemic is low (16%). 53 percent of Chinese participants have heard of a 'One Health' approach and 93 percent would support it.

Key Findings – Myanmar

Main Insights and implications for Myanmar

- Awareness of COVID-19 is slightly lower in Myanmar, with one in 10 saying they only know very little about the disease. Myanmar is one of the less-strongly impacted countries.
- Myanmar participants have the second-highest perception of wild animals as the source of COVID-19 (after China).
- When asked what they believe their government should do to prevent the next pandemic, ending wildlife trade was mid-ranked as a response.
- Closing high-risk markets is seen as an effective measure to prevent similar outbreaks from happening in the future by 86 percent of the participants and 88 percent of participants support this.
- Myanmar has the lowest levels of past purchase of wildlife / exotic pets and the lowest intention to buy wildlife / exotic pets in the future.
- Participants from Myanmar are the least well-informed of the five countries with regards to wildlife laws that have been brought in to combat future pandemics.

Awareness and impact of COVID-19

Awareness of COVID-19 is comparatively low in Myanmar, with 10 percent of the population saying they know very little about the disease. Participants from Myanmar are also more likely to be worried about the pandemic, with 81 percent saying they are very or extremely worried, the second highest of the five countries.

Preventing the next pandemic

Participants from Myanmar have the second-highest perception of wild animals as the source of COVID-19 (after China), with 35 percent saying this is the primary source. **Unregulated wildlife trade is perceived as the second most risk for future pandemics.** In Myanmar, identification of deforestation as a root cause of the pandemic is relatively high (29%). When asked what they believe their government should do to prevent the next pandemic, ending wildlife trade was mentioned, but not ranked highly.

To prevent similar outbreaks from happening in the future, **86 percent of participants** in Myanmar agree that closing high-risk markets will be a **very effective or effective** measure to combat the spread of similar diseases in the future, second only to China.

Key Findings – Myanmar

Support for the closure of these markets is third highest in Myanmar, with **88 percent of participants saying they are likely or very likely to support this, a significant decrease since 2020 (96%)**. If no measures are taken to close high-risk markets, 87 percent of participants from Myanmar would be extremely worried or very worried about a similar outbreak.

Wildlife buying habits and the impact of COVID-19

4 percent of participants in Myanmar bought wildlife products or knows someone who has bought them in the last 12 months in an open wildlife market, **the lowest of the 5 countries surveyed**. Gifting is a strong driver for these purchases. 22 percent of participants in Myanmar consume less wildlife or have stopped consuming wildlife completely due to COVID-19, significantly more than in 2020. 4 percent of participants in Myanmar are likely or very likely to buy wildlife products in the future, the lowest of the five countries. If wildlife markets were closed, 60% of these Future Intended Buyers would not buy wildlife products anymore.

1 percent of participants from Myanmar bought an exotic pet or knows someone who has bought one in the last 12 months, the lowest of the countries surveyed. 5 percent of participants from Myanmar intend to buy an exotic pet in the future.

77 percent of participants from Myanmar are concerned about disease transfer from wildlife farms but 72 percent see wild-caught animals as more likely to be infected with a virus compared with those born in captivity. 78 percent would support government measures to strictly control wildlife farms.

Knowledge of laws and global threats

1 percent of participants from Myanmar are aware of domestic or international agreements relating to wildlife made in 2020 to prevent future outbreaks of diseases, the lowest of the five countries surveyed.

When prompted, **88 percent of participants from Myanmar are concerned about deforestation increasing the risk of disease transmission (the second-highest of the five countries) and 90 percent would support government action to combat this**. 6 percent of participants from Myanmar have heard of a ‘One Health’ approach and 86 percent would support it.

Key Findings – Thailand

Main Insights and implications for Thailand

- Awareness of COVID-19 is high in Thailand and people are both impacted by, and concerned about, the disease.
- Disease transfer from animal to human is perceived as the number one risk for future pandemics, but wild animals are not seen as the top source of COVID-19.
- Closing high-risk markets is seen as an effective measure to prevent similar outbreaks from happening in the future by 75 percent of the participants, and 84 percent of participants are likely or very likely to support this.
- Among those who intend to buy wildlife products in the future, the closure of such markets would deter 32 percent from buying them.
- 41 percent of participants have consumed less or stopped consuming wildlife because of COVID-19.
- The rarity of the animal is the main driver of exotic pet purchase (51%), followed by a long-term desire (41%) and influence from a celebrity (36%).
- 60 percent of Thai participants are a lot less likely to buy an exotic pet because of COVID-19.

Awareness and impact of COVID-19

Awareness of COVID-19 is high in Thailand, with 99 percent of the population saying they know a lot or a moderate amount about it. 73 percent of Thai participants are concerned, or very concerned, about COVID-19 and 66 percent are strongly or very strongly impacted.

Preventing the next pandemic

50 percent of Thai participants see wild animals as one of the sources of COVID-19, lower than ‘lack of hygiene’ and ‘medical experiments / research’. However, **disease transfer from animal to human is perceived as the number one risk for future pandemics**. Identification of deforestation as a root cause of the pandemic is very low (5%). When asked what they believe their government should do to prevent the next pandemic in an open-ended question, **more Thai participants mention researching vaccines and restricting travel than ending wildlife markets**, instead favoring methods such as research and development of vaccines and reducing travel.

Preventing the next pandemic

To prevent similar outbreaks from happening in the future, 75 percent of Thai participants agree that closing high-risk markets is an effective measure to combat the spread of similar diseases in the future. However, Thailand has the lowest percentage of participants who said that this measure would be very effective (25%).

Key Findings – Thailand

Support for the closure of high-risk markets is very high in Thailand; **84 percent of participants are likely or very likely to support this.** In the event where no measures are taken to close high-risk markets, 79 percent of all the participants Thailand say they would be extremely worried or very worried about a similar outbreak.

Wildlife buying habits and the impact of COVID-19

11 percent of participants in Thailand bought wildlife products or know someone who bought one in the last 12 months in open wildlife markets, with 46 percent of these purchases attributed to buying a pet. For many of these purchases, the intention is to resell the animals / product.

41 percent of participants in Thailand consume less wildlife or have stopped consuming wildlife completely due to COVID-19, a significant increase from 2020. 6 percent of participants in Thailand are likely or very likely to buy wildlife products in the future. If wildlife markets were closed, 32% of these Future Intended Buyers would not buy wildlife products anymore. Those who would buy wildlife products would buy them from a trusted supplier.

12 percent of Thai participants bought an exotic pet or know someone who bought one in the last 12 months, mainly snakes, and mostly through social media (50%). **The rarity of the animal is the main driver of exotic pet purchase** (51%), followed by a long-term

desire (41%) and influence from a celebrity (36%). 5 percent of Thai participants intend to buy an exotic pet in the future, with 60 percent saying they are a lot less likely to buy an exotic pet because of COVID-19. Those who do not want an exotic pet cite the disease risks (55%), the danger (49%) and the unsuitability of exotic pets (48%) as the main deterrents. **Most Thai participants (75%) support some actions or strongly support measures to ban the trade of exotic pets to reduce the chance of further pandemics.**

Knowledge of laws and global threats

13 percent of Thai participants are aware of domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases. 66 percent of Thai participants are aware of captive tiger parks and **the majority of those who know about them have positive impressions,** saying they are good for conservation and for tourism. Most Thai participants (62%) are only slightly worried or not worried at all about the risk of diseases originating from tiger parks, but 74 percent are likely to support strict control of these facilities.

When prompted, 79 percent of Thai participants are concerned about deforestation increasing the risk of disease transmission and 90 percent would support government action to combat this. 35 percent of Thai participants have heard of a 'One Health' approach and 91 percent support it.

Key Findings – The U.S.

Main Insights and implications for the U.S.

- Awareness of COVID-19 is higher in the U.S. than in other countries, while the level of concern is lower.
- The U.S. has the lowest linkage between wildlife and COVID-19 of the five countries surveyed.
- To prevent similar outbreaks from happening in the future, 72 percent of participants in the U.S. agree that closing high-risk markets would be an effective measure
- A long-term desire is the main driver of exotic pet purchase (28%), followed by rescuing the animal from poor conditions (27%) and to post pictures on social media (26%)
- Most (72%) of those who want an exotic pet are not swayed by the disease risks.
- When prompted, 68 percent of U.S. participants are concerned about deforestation increasing the risk of disease transmission, 68 percent would support government action to combat this, and 69 percent would support new laws to ensure that products sold in the U.S. do not contribute to global deforestation.
- 14 percent of U.S. participants are familiar with the 'One Health' approach and 65 percent of people would support it.

Awareness and impact of COVID-19

Awareness of COVID-19 is comparatively high in the U.S., with 78 percent of participants saying they know a lot about the disease, higher than any other country surveyed. U.S. participants report that they experience less strong / very strong effects from COVID-19 than those in Thailand or Vietnam but more than China. 63 percent of participants in the U.S. are very worried or extremely worried about COVID-19, the lowest of the five countries.

67 percent of U.S. participants say they are more likely to buy from companies that implement measures to prevent further pandemics. 46 percent of those who would pay more for products from these companies say they would pay up to 40 percent more and 29 percent say they would pay 61-100 percent more for products.

Preventing the next pandemic

The U.S. has the lowest linkage between wildlife and COVID-19; 41 percent of U.S. participants see wild animals as one of the sources of COVID-19, lower than 'medical experiments / research' and 'lack of hygiene'. Identification of deforestation as a root cause of the pandemic is also low (5%). However, disease transfer from animal to human is still perceived as one of the highest risks for future pandemics, slightly behind antibiotic resistant bacteria and tied with release from a lab.

Key Findings – The U.S.

When asked what they believe their government should do to prevent the next pandemic, **more Americans mention research on viruses and acting in a timely manner than addressing wildlife trade.**

To prevent similar outbreaks from happening in the future, **72 percent of participants** in the U.S. agree that closing high-risk markets will be an effective measure to combat the spread of similar diseases in the future. **68 percent of participants saying they are likely or very likely to support the closure of these markets.** In the event where no measures are taken to close high-risk markets, 59 percent of U.S. participants say they would be extremely worried or very worried about a similar outbreak, while 11 percent are not worried at all. 32 percent of U.S. participants support substantial investment overseas from the U.S. government to reduce the chance of further pandemics. One in ten would actively oppose it.

Wildlife buying habits and the impact of COVID-19

7 percent of participants in the U.S. bought wildlife products or know someone who bought one in the last 12 months in open wildlife markets. 12 percent of participants in the U.S. are likely or very likely to buy wildlife products in the future.

8 percent of U.S. participants bought an exotic pet or know someone who bought one in the last 12 months, mainly parrots, and mostly from physical pet stores (46%). A long-term desire is the main driver of exotic pet purchase (28%), followed by rescuing the animal from poor conditions (27%) and to post pictures on social media (26%). 50 percent of these believe these animals were taken from the wild. 9 percent of U.S. participants intend to buy an exotic pet in the future. 34 percent of participants say they are a lot less likely to buy an exotic pet due to COVID 19, while 43 percent say it has not impacted their desire. Most (72%) of those who want an exotic pet are not swayed by the disease risks. Those who do not want an exotic pet cite a preference for domestic pets (47%) and the unsuitability of exotic animals as pets (46%) as the main deterrents.

Knowledge of laws and global threats

4 percent of U.S participants are aware of domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases.

When prompted, 68 percent of U.S participants are concerned about deforestation increasing the risk of disease transmission and 68 percent would support government action to combat this, the lowest of the five countries. 14 percent of U.S participants have heard of a 'One Health' approach and 65 percent would support it.

Key Findings – Vietnam

Main Insights and implications for Vietnam

- Awareness of COVID-19 is comparatively high in Vietnam, while the levels of impacts and concern are also higher.
- Vietnamese participants have the third-highest perception of wild animals as the source of COVID-19.
- When asked what they believe their government should do to prevent the next pandemic, ending wildlife trade was the second most popular response
- Closing high-risk markets is seen as an effective measure to prevent similar outbreaks from happening in the future by 84 percent of the participants and 94 percent of participants support this.
- Vietnam has the highest levels of past purchase of wildlife / exotic pets and the highest intention to buy wildlife / exotic pets in the future. Almost one in 5 Vietnamese participants bought, or knows someone who bought, an animal for release in a celebration in the past 12 months.
- Vietnamese participants are the most well-informed of the five countries with regards to wildlife laws that have been brought in to combat future pandemics.

Awareness and impact of COVID-19

Awareness of COVID-19 is comparatively high in Vietnam, with 73 percent of the population saying they know a lot about the disease. Vietnamese participants are more likely than the other four countries to say that they experience a strong or very strong impact on their daily lives from COVID-19 (69%). Vietnamese participants are also more likely to be worried about the pandemic, with 56 percent saying they are extremely worried, the highest of the five countries.

Preventing the next pandemic

Vietnamese participants have the second-highest perception of wild animals as the source of COVID-19 (after China), with 31 percent saying this is the primary source. **Disease transfer from animal to human is perceived as one of the top risks for future pandemics**, slightly behind antibiotic resistant bacteria. However, identification of deforestation as a root cause of the pandemic is low (18%). When asked what they believe their government should do to prevent the next pandemic, ending wildlife trade was the second most popular response, after implementing quarantine measures.

To prevent similar outbreaks from happening in the future, **84 percent of participants** in Vietnam agree that closing high-risk markets will be an **effective or very effective** measure to combat the spread of similar diseases in the future.

Key Findings – Vietnam

Support for the closure of these markets is highest in Vietnam, with 94 percent of participants saying they are likely or very likely to support this, a significant increase since 2020 (90%). If no measures are taken to close high-risk markets, 88 percent of Vietnamese participants would be extremely worried or very worried about a similar outbreak, significantly more than 2020 (83%).

Wildlife buying habits and the impact of COVID-19

14 percent of participants in Vietnam bought wildlife products or know someone has bought one in the last 12 months in an open wildlife market, the highest of the five countries surveyed. 39 percent of participants in Vietnam consume less wildlife or have stopped consuming wildlife completely due to COVID-19, though 10 percent consume more. 20 percent of participants in Vietnam are likely or very likely to buy wildlife products in the future, the highest of the five countries. If wildlife markets were closed, 28% of these Future Intended Buyers would not buy wildlife products anymore. 51 percent of those who would buy them would do so overseas.

13 percent of Vietnamese participants bought an exotic pet or know someone has bought one in the last 12 months, mainly parrots, and mostly from social media (47%). 18 percent of Vietnamese participants intend to buy an exotic pet in the future, the highest of the five countries.

13 percent of Vietnamese participants bought, or know someone who bought, wild meat in a restaurant in the last 12 months. 46 percent of this meat is believed to have come from a wildlife farm, while 38 percent is from the wild. Wild meat from wildlife farms is preferred by 54 percent of participants. 76 percent of Vietnamese participants are concerned about disease transfer from farmed animals being eaten in restaurants and 91 percent would support the phasing out of wildlife farms for mammals and birds in Vietnam.

19 percent of Vietnamese participants bought, or know someone who bought, wildlife for release at a celebration in the past 12 months.

Knowledge of laws and global threats

26 percent of Vietnamese participants are aware of domestic or international agreements relating to wildlife made in 2020 to prevent future outbreaks of diseases, the highest of the five countries surveyed. Vietnamese participants are also the most likely to be able to identify specific regulations that refer to wildlife trade.

When prompted, 92 percent of Vietnamese participants are concerned about deforestation increasing the risk of disease transmission and 95 percent would support government action to combat this, the highest of the five countries. 45 percent of Vietnamese participants have heard of a 'One Health' approach and 93 percent would support it.

Country Chapter

China





Participants' Profile

- The demographic profile of participants surveyed in China is nationally representative of the general population for age and gender, while “soft quotas” were implemented for regions and education.
- The majority of participants have a low/medium income, have received below college-level education, are married, are employed full time, and live with two to four people in the household.
- A majority of participants are occasional or regular travelers.

Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> Gender <ul style="list-style-type: none"> Female 49 Male 51 Age <ul style="list-style-type: none"> 18-24 16 25-34 19 35-44 23 45-54 18 55-64 14 65+ 12 Region <ul style="list-style-type: none"> East 29 North 12 North East 8 North West 7 South Central 29 South West 15 	<ul style="list-style-type: none"> Marital Status <ul style="list-style-type: none"> Married 76 Single 21 Divorced/widowed 2 Household Size <ul style="list-style-type: none"> Living alone 3 2 people 17 3 people 48 4 people 22 5 people or more 11 Travel Overseas (Pre-COVID-19) <ul style="list-style-type: none"> None 41 Occasional 45 Regular 13 	<ul style="list-style-type: none"> Education <ul style="list-style-type: none"> Below college 70 University or above 30 Monthly Personal Income <ul style="list-style-type: none"> High (RMB 20,000+) 23 Middle (RMB 8,000-19,999) 33 Low (<RMB 8,000) 42 Employment <ul style="list-style-type: none"> Full-time employment 69 Part-time employment 5 Freelance / business owner 5 Full-time student 6 Unemployed / retired 15

S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q21b. Household composition; Q23. Employment; Q24. Travel behavior
 Base: Total China, n=2,000



Perceived Sources of the Coronavirus Outbreak

- Almost half of participants believe that the primary source of the coronavirus outbreak is wildlife and wild animals, the highest among the five countries surveyed. More than three-quarters (76%) of participants list wild animals as a primary or secondary source of COVID-19, followed by lack of hygiene (58%).
- For secondary sources, just over 50 percent of participants believe that people’s lack of hygiene has led to the outbreak.
- Future Intended Buyers of wildlife products are in line with the general population, with 45 percent saying that wildlife is the primary source of the coronavirus.

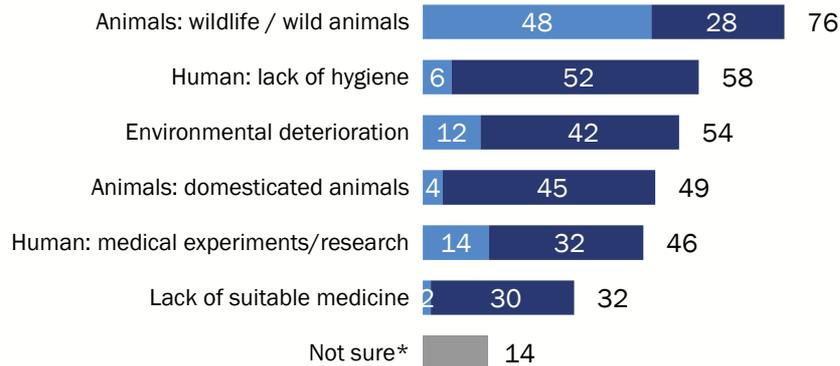
Note: For this report, i) Past 12 Month (P12M) Buyers are those who have purchased wildlife products themselves or know someone who has bought wildlife products in an open market in the past 12 months; ii) “Future Intended Buyers” refers to those who say that they are likely or very likely to buy wildlife products in the future.

*This option is not provided for secondary sources.

Q8. To your knowledge, what is the primary source of the coronavirus outbreak? Q9. And which other sources, if any, are there for the coronavirus outbreak?
Base: Aware of coronavirus, n=1,965

■ Primary source (%) ■ Secondary sources (%)

▪ **For All Participants Who Are Aware of the Coronavirus (n=1965) (%)**



See next slide for perceived modes of transmission from wild animals to humans

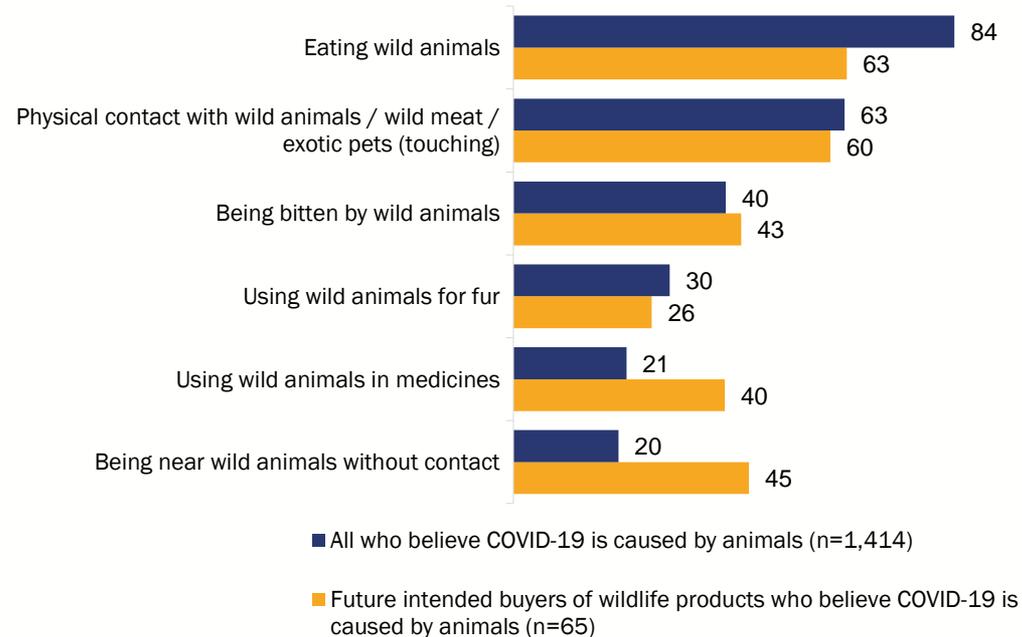
▪ **For Future Intended Buyers of Wildlife Products, Top 3 (n=94) (%)**



Perception of Transfer of COVID-19 from Wild Animals to Humans

- 84 percent of participants who believe that wild animals are one of the primary sources of COVID-19 identify consumption as a vector for disease transmission, while 63 percent believe that physical contact without consumption is a vector for disease transfer.
- Significantly fewer participants who intend to buy wildlife identify consumption as a disease transmission vector. This group is significantly more likely to identify animals in medicines or non-contact transmission as a way in which COVID-19 transfers from wildlife to humans, compared to the general population.

Perceived Ways of COVID-19 Transmission from Wild Animals to Humans
(Among Those Who Believe Wild Animals Are the Source of COVID-19) (%)



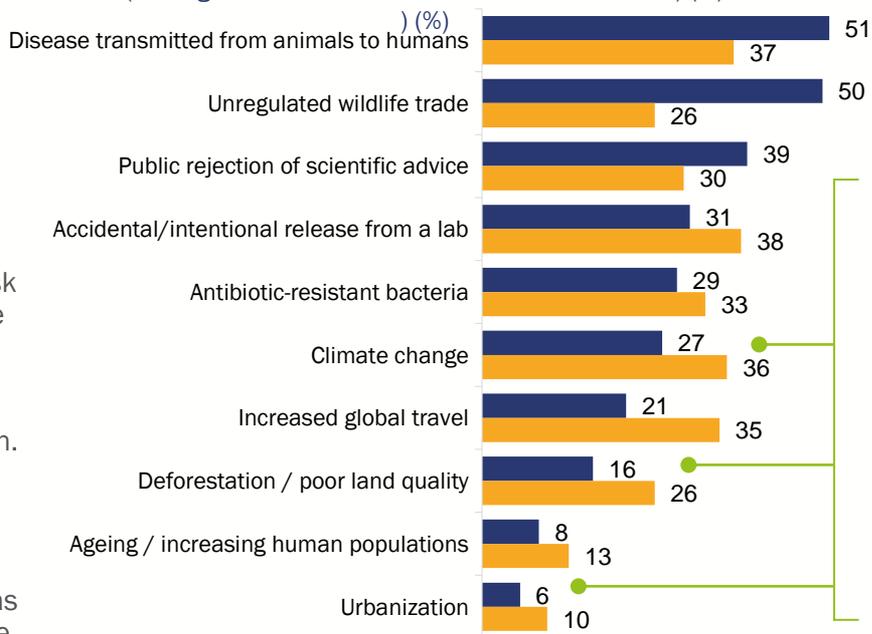


Perceived Root Causes of Future Pandemics

- Among Chinese participants, disease transmission from animals to humans through the wildlife trade is seen as the most likely cause of future pandemics.
- Participants who are likely to buy wildlife products are significantly less likely to attribute future pandemic risk to the wildlife trade. They are significantly more likely to expect the pandemic to be fueled by climate change, global travel, or deforestation.
- For those who perceive environmental issues to be the cause of the pandemic, reducing emissions is seen as the most important action we can take, followed by addressing deforestation.

Perceived Root Causes Posing Highest Risk for Future Pandemics

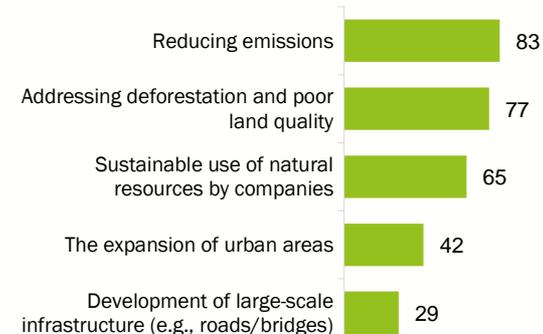
(Among Those Who Are Aware of the Coronavirus) (%)



■ All respondents who are aware of the coronavirus (n=1,965)
 ■ Future intended wildlife buyers who are aware of the coronavirus (n=94)

Most Important Issues to Address

(Among Those Who Believe Deforestation / Climate Change / Urbanization Are Root Causes of the Pandemic) (%)



Q9c. Which of the following root causes do you believe pose the highest risk for future pandemics?

Base: Aware of coronavirus, n=1,965

Q9d. You said that [deforestation / climate change / urbanization] is one / are some of the root causes of the pandemic. Which of the following would you consider the most important issues to address?

Base: Those who believe deforestation / climate change / urbanization is one of the root causes of the pandemic, n=798



Suggestions for National Government to Prevent the Next Pandemic

- When asked what they believe their national government should do to prevent the next pandemic in an open-ended question, Chinese participants mention closing wildlife markets and stopping wildlife trade as the top action (21%). This is the highest proportion among the five countries surveyed.
- Vaccine research is the second most suggested action participants believe the national government should implement (15%), followed by environmental protection (14%).

Top Suggested Actions National Governments Should Take to Prevent the Next Pandemic (Among All Participants Who Answered, Excluding “Don’t Know”*) (%)



*3 percent of participants answered “I don’t know”

Q9e. What do you believe your national government should do to prevent the next pandemic? [Open-ended question]

Base: All participants who answered (excluding “don’t know”), n=1,905

Awareness of Wildlife Trade Regulation

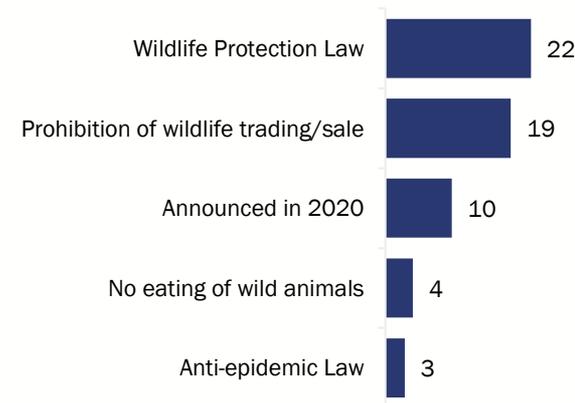
- When asked if they are aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases, 21 percent of participants say they are aware of some.
- Participants are not clear on the details of the law but refer to the wildlife protection law that prohibits the sale of wild animals that was announced in 2020.

21%

Aware of Domestic or International Agreements or Regulations Relating to Wildlife Made in 2020 to Prevent Future Outbreaks of Diseases
(Unprompted, among all participants)



Top Recalls Concerning Regulations/Agreements Participants Are Aware of
(% Among Those Aware, Open-ended Answers)



Q9f. Are you aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases?
[Open-ended question]

Base: Total China, n=2,000

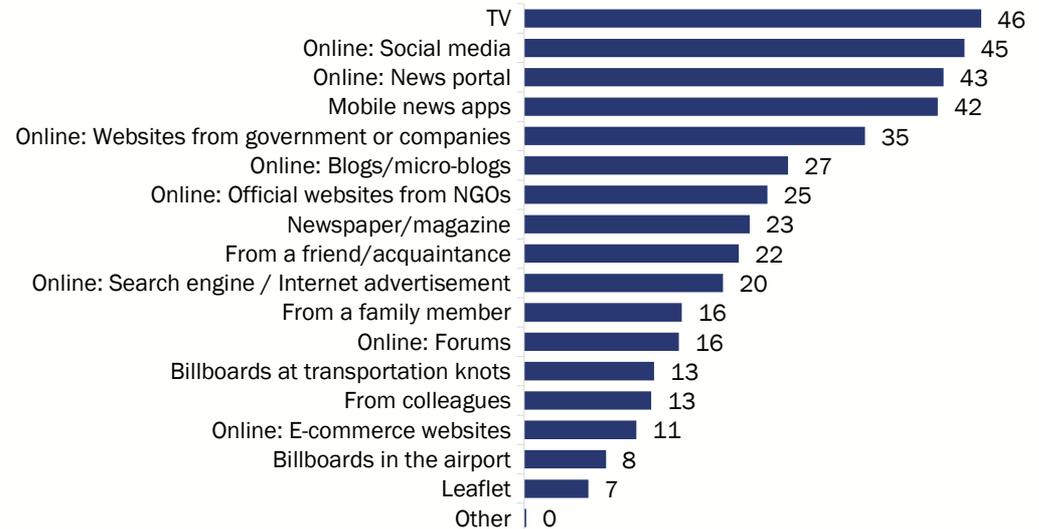
Awareness of Wildlife Consumption Ban

- 67 percent of participants have heard of the ban implemented in February 2020 by the Chinese government on the consumption of wildlife species. This is higher amongst regular (pre-COVID-19) travelers (83%) and Past 12 Months buyers (92%) (data not shown).
- Participants had primarily heard of this ban on TV (46%), social media (45%), news portals (43%), and news apps (42%).
- Word of mouth ranked relatively low, with 22 percent having heard of the wildlife consumption ban from friends or acquaintances and 16 percent from family members.

Heard of the Wildlife Consumption Ban (%)



Where did you hear about this ban? (%) (n=1,331)



QCN3. On February 24th 2020, China's top legislature adopted a decision to "thoroughly ban the illegal trading of wildlife and eliminate the consumption of wild animals to safeguard people's lives and health." Have you ever heard about this ban on illegal trading and consumption of wildlife?

QCN5. You said that you heard about the ban on illegal trading and consumption of wildlife. Where did you hear about this ban? Please select all that apply.

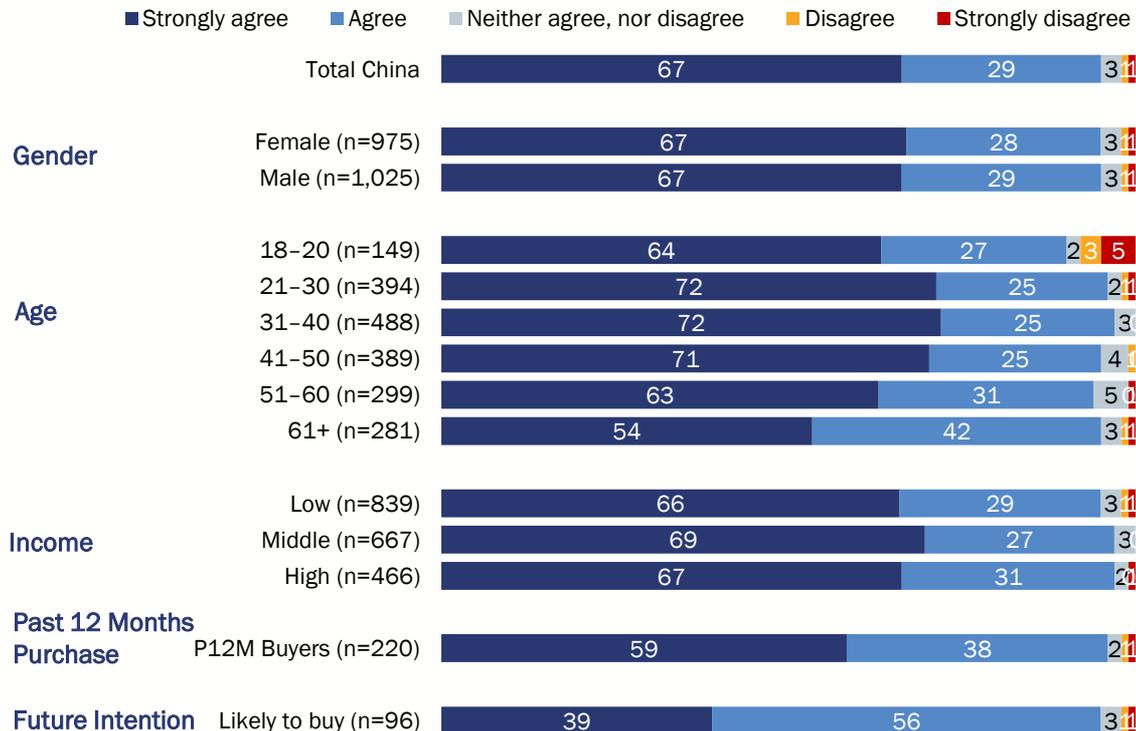
Base: Total China, n=2,000



Support for the Wildlife Consumption Ban

- Support in China for the Wildlife Consumption Ban is very high, with 96 percent of participants saying they agree or strongly agree.
- Young people aged 18–20 are more likely to oppose the measure. Only 16 participants out of the total sample of 2000 (<1%) strongly disagree with this measure.
- Wildlife buyers and intenders to buy also agree with this measure, and although fewer strongly agree, overall agreement remains high.

Support for the Wildlife Consumption Ban (%)



QCN4. How much do you agree with this ban on illegal trading and consumption of wildlife?

Base: Total China, n=2,000



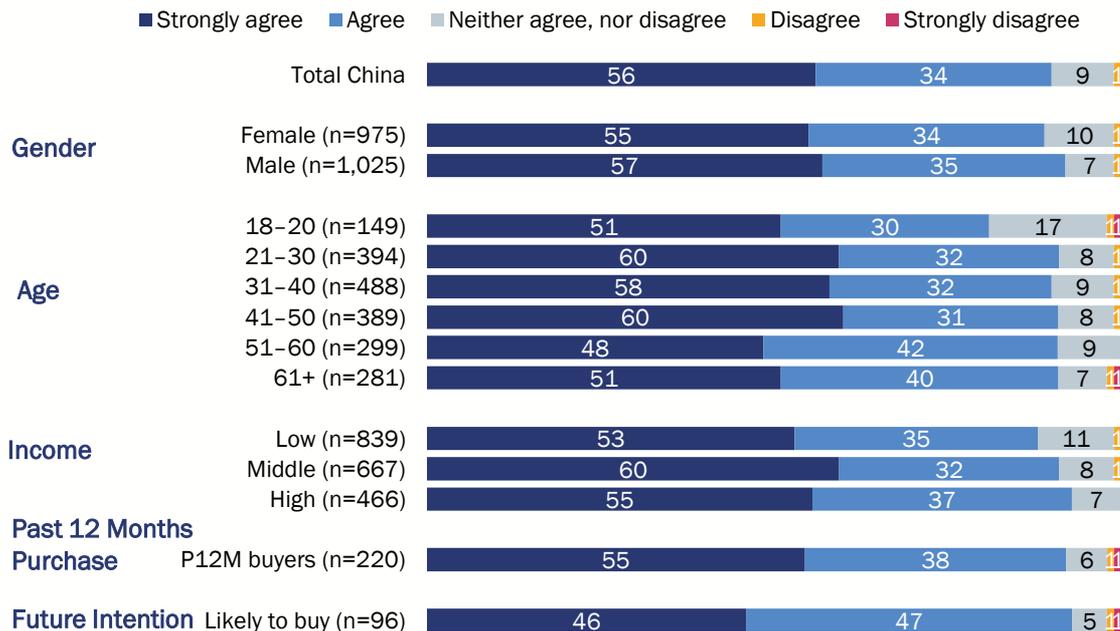
Awareness and Support of the Decision on Pangolin Scales

- When prompted, more than half of the participants (54%) claim to have heard of the government decision on pangolin scales.
- As with the public reaction to the ban on wildlife trade (see previous slide), support for the measure is high across all categories, with 90 percent of participants saying that they agree or strongly agree with removing pangolin scales from a list of approved ingredients in Traditional Chinese Medicine.

Heard of delisting of pangolin scales for use in TCM (%)



Support on Delisting of Pangolin Scales for Use in TCM (%)



QCN6. On June 9th 2020, the Chinese Government has officially removed pangolin scales from a list of approved ingredients in Traditional Chinese Medicine (TCM) and raised the animal's protection level. Have you ever heard about this delisting of pangolin scales for use in TCM?

QCN7. How much do you agree with this decision?

Base: Total China, n=2,000



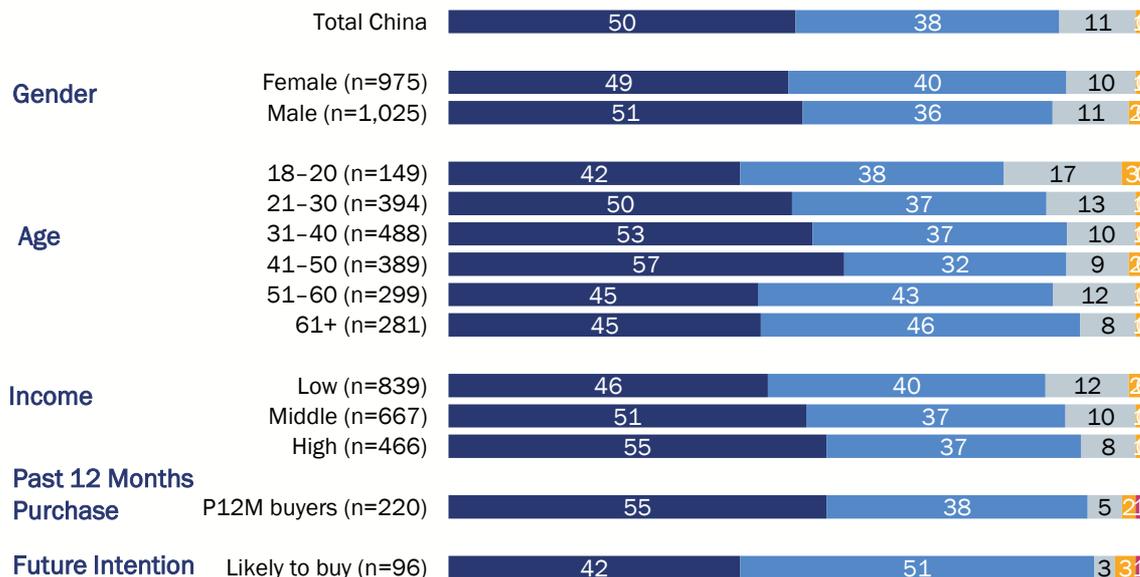
Awareness and Support of Ending Wildlife Farming

- When prompted, more than half of participants (53%) claim to have heard of the government decision to stop the breeding of certain species of wild animals by the end of 2020.
- As with previous reactions to the government's actions to reduce wildlife trade (see previous two slides), public support is very high, with 88 percent of participants saying that they support the measure.



Support for an End to the Breeding 45 Kinds of Wild Animals (%)

Legend: Strongly agree (Dark Blue), Agree (Medium Blue), Neither agree, nor disagree (Light Blue), Disagree (Orange), Strongly disagree (Red)



QCN8. According to a notice released by the National Forestry and Grassland Administration, Chinese authorities required farmers to stop breeding 45 kinds of wild animals (including bamboo rats, masked palm civets and porcupines) by the end of 2020. Have you ever heard about this notice?

QCN9. How much do you agree with this decision?

Base: Total China, n=2,000



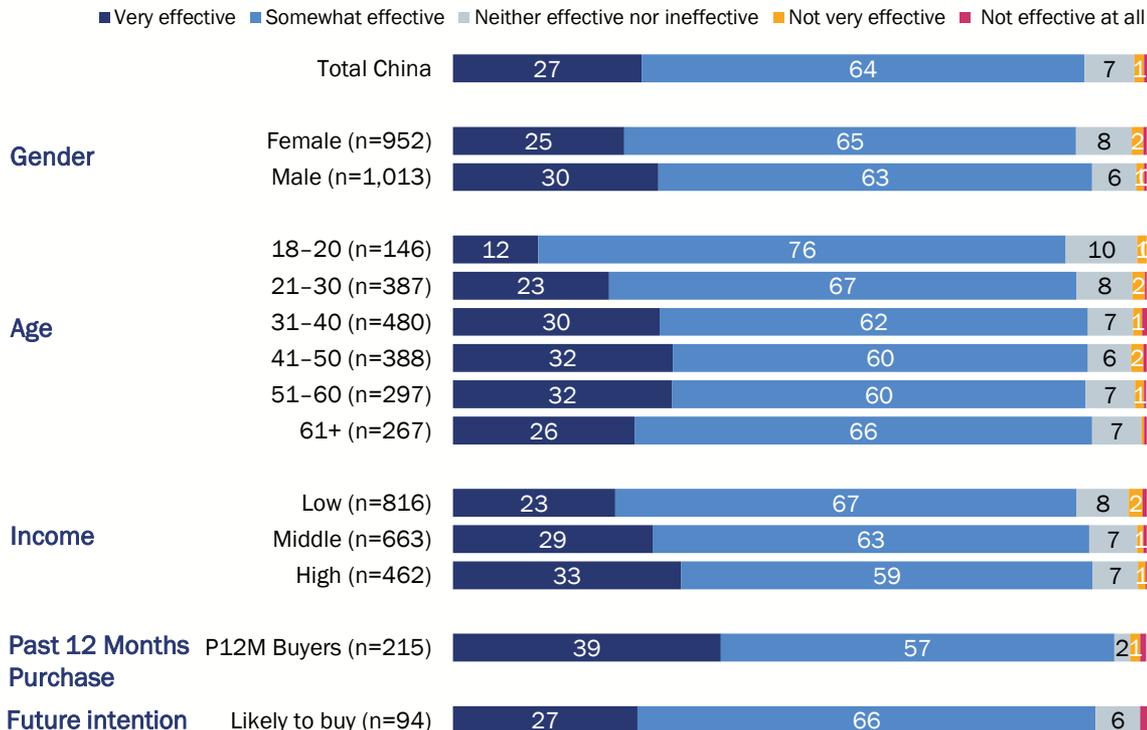
Perceived Effectiveness of Closing High-Risk Markets

- To prevent similar outbreaks from happening in the future, 91 percent of participants feel that a closure of wildlife markets is an effective approach.
- Younger participants are the least likely to consider market closure a very effective measure. High-income participants aged between 31 and 60 are more likely to perceive this as being very effective. No significant differences in demographics are observed for those who consider this to be an overall effective policy (combining somewhat effective and very effective).
- Past buyers and those who intend to buy wildlife products in the future also believe this will be an effective measure, indicating that they do not consider their purchases to be related to high-risk markets.

***Note: High-risk markets were defined to the respondents as follows:**

“High risk markets” are markets that sell mammals and birds that carry diseases that can be transmitted to humans. This includes most birds (due to avian flu) and mammals of particularly high risk like bats, primates, rodents and carnivores

Perceived Effectiveness of High-Risk Wildlife Market Closure (%)



Q12. How effective do you think a closure of high-risk markets where they sell animals which are coming from the wild (i.e., non-domesticated animals and not livestock such as bats, pangolins, and civets) would be to prevent similar epidemic diseases from happening in the future?

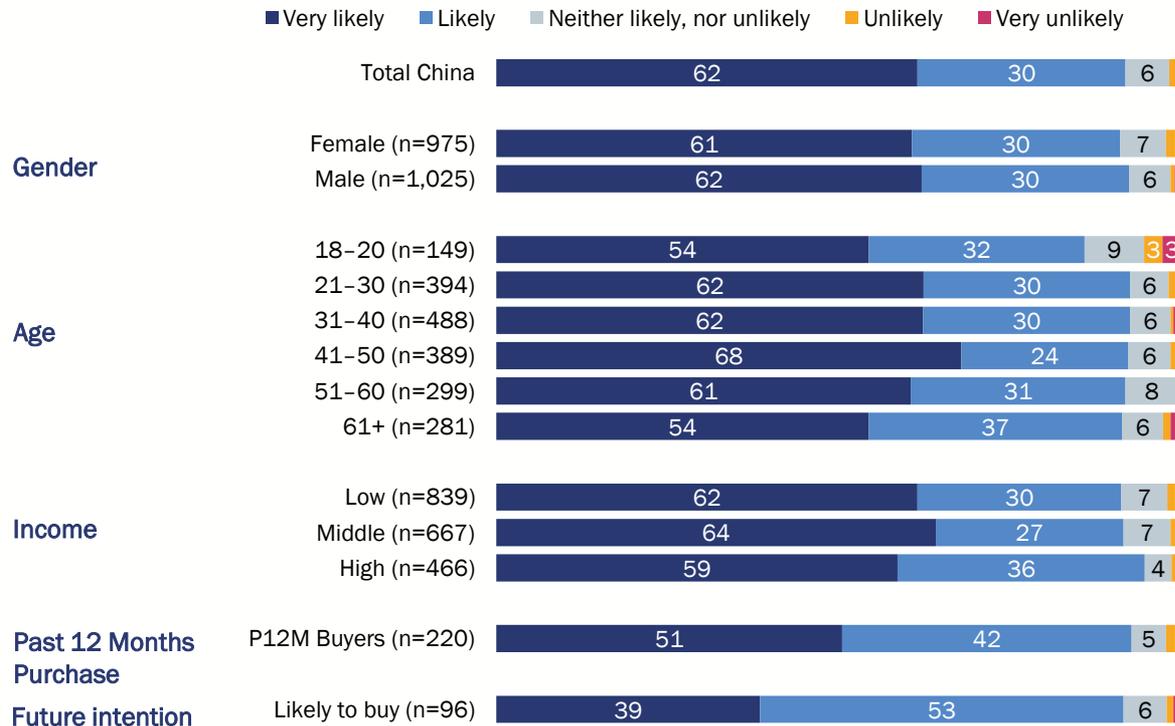
Base: Aware of coronavirus, n=1,965



Likelihood to Support Closing High-Risk Markets

- 92 percent of participants are likely or very likely to support the government's efforts to close all high-risk markets selling wildlife.
- Even among Future Intended Buyers, 92 percent claim that they are likely to support the closure of high-risk markets, indicating that they do not consider their future purchases to be related to these markets.
- Participants aged 41-50 are significantly more likely to strongly support the closure of these markets.

Likelihood to Support High-risk Wildlife Market Closure (%)



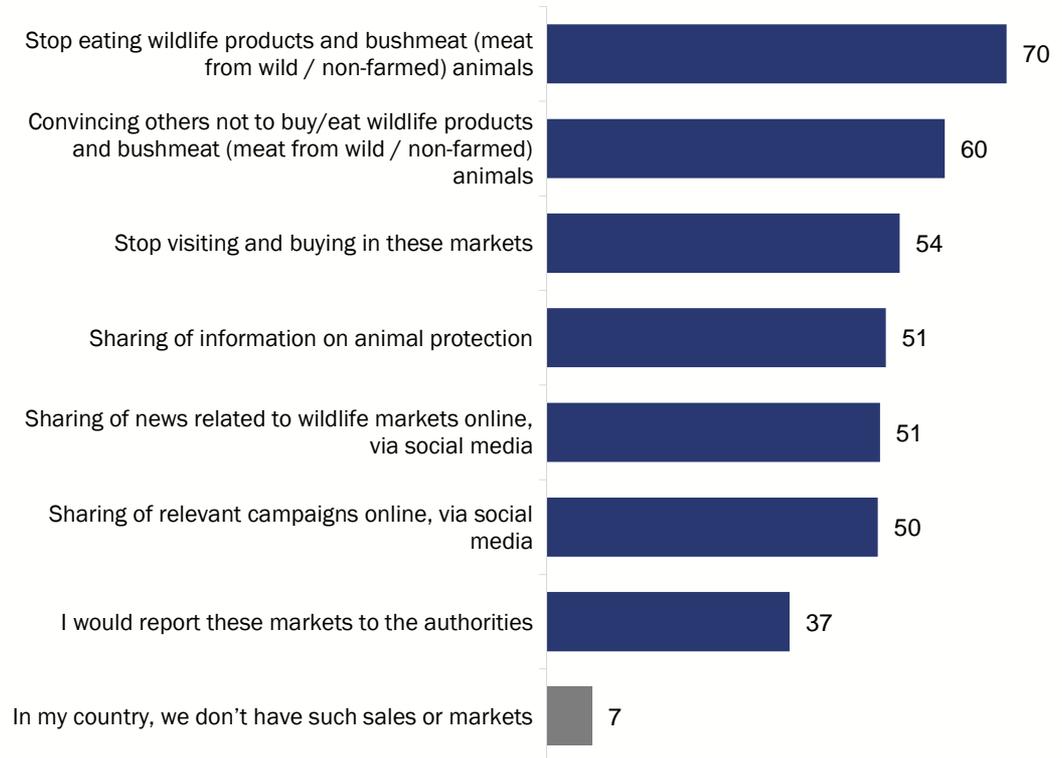
Q13. How likely would you be to support the efforts by governments and health ministries to close all high-risk markets selling wild animals (i.e., animals coming from the wild, direct from nature such as bats, pangolins and civets, not livestock which are farmed) in your country?

Base: Total China, n=2,000

Ways to Support the Prevention of Sales of High-Risk Wild Animals

- The ways in which participants would support the initiatives and efforts to close high-risk markets varies. Most participants (70%) would support market closures by not buying and eating wildlife products and bushmeat, followed by convincing others not to buy these products (60%).
- 37 percent of participants would report these markets to the authorities.
- 7 percent of Chinese participants do not believe there are any high-risk markets in their country.

Ways to Support High-Risk Prevention of Sales of High-Risk Wild Animals
(Among Those Who Supported Market Closure) (%)



Q14. And how would you support the initiatives/efforts to prevent sales of high-risk wild animals in your country?

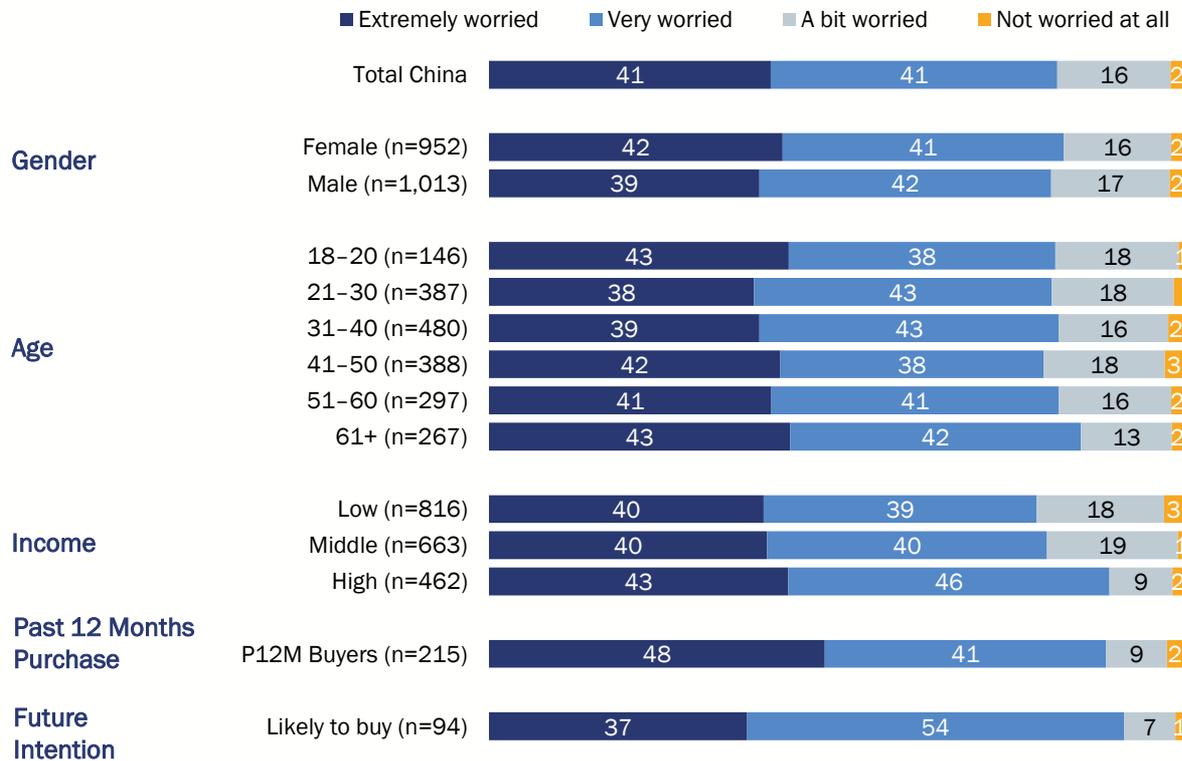
Base: Support market closure, n=1,836



Level of Worry if No Measures Are Taken to Close Wildlife Markets

- A majority of participants (82%) would be extremely or very worried if no measures are taken to close the wildlife markets. High-income participants are significantly more likely to report concern (89%).
- Participants who have bought wildlife in the past 12 months (89%) and those intending to buy in the future (91%) report higher levels of concern than the general public, possibly indicating that they feel more likely to be affected.

Level of Worry if No Measures Are Taken to Close Wildlife Markets (%)



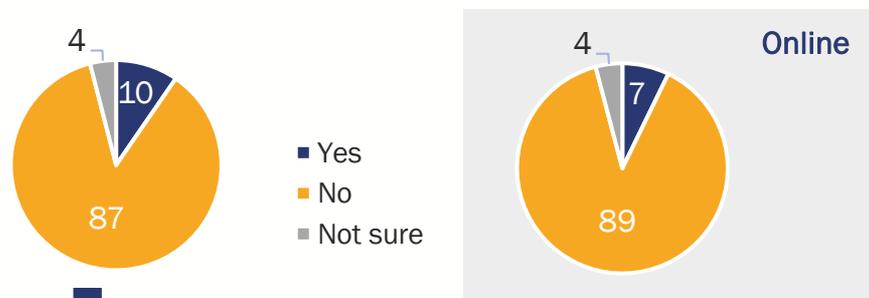
Q15. If no measures are taken to close the markets where they sell animals from the wild / from wilderness and/or strictly regulate them, how worried are you that similar epidemic outbreak will happen in the future?

Base: Aware of coronavirus, n=1,965

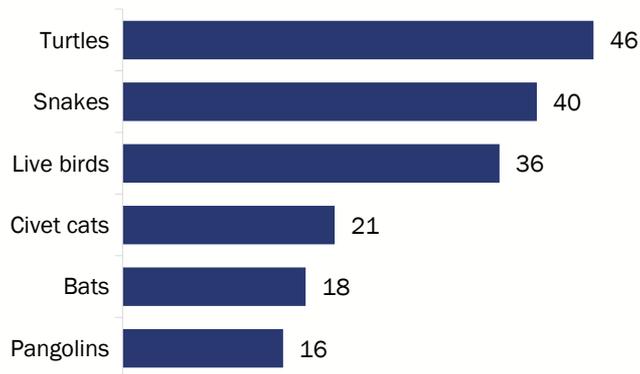
Wildlife Product Purchase in Past 12 Months

- 10 percent of participants in China say that they, or somebody that they know, have bought wildlife products in the past 12 months in an open wildlife market. 7 percent say that they, or someone they know, bought wildlife products online.
- Among those who know someone who bought wildlife products, turtles are the most commonly bought species (46%) followed by snakes (40%).

Wildlife Product Purchase in Past 12 Months (%)



Types of Wildlife Products Bought (%) (n=220)



Q16. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products in an open wildlife market in the past 12 months?

Q16B. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products online in the past 12 months, in your country or abroad?

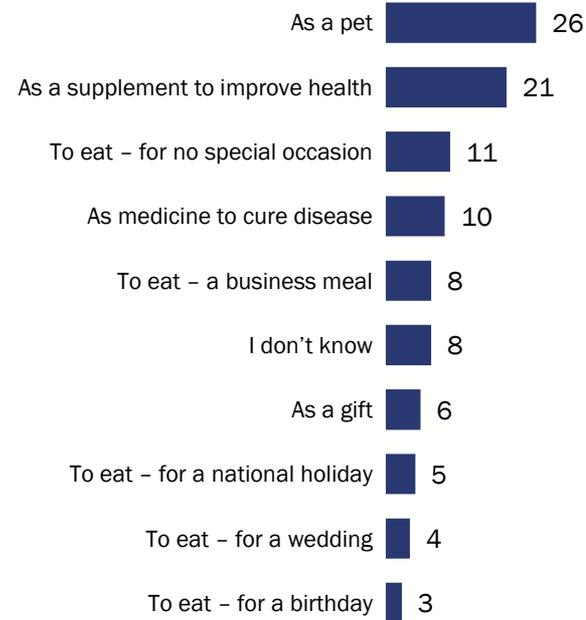
Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total China, n=2000

Why People Buy Wildlife Products

- The most common single reason for participants to have bought wildlife products was as a pet, with more than one-quarter (26%) citing this as the reason for their last purchase.
- Health and medicine are popular reasons for buying wildlife, with 31 percent selecting one of these two reasons.
- Eating wildlife is also a popular reason for buying it, with 31 percent of buyers citing this as the reason for their last wildlife product purchase. Business meals are the most popular occasion for eating wild meat (8%), but more participants report that they ate wild meat for no particular occasion (11%).

Reasons to Buy Wildlife Products Among Wildlife Buyers (%)

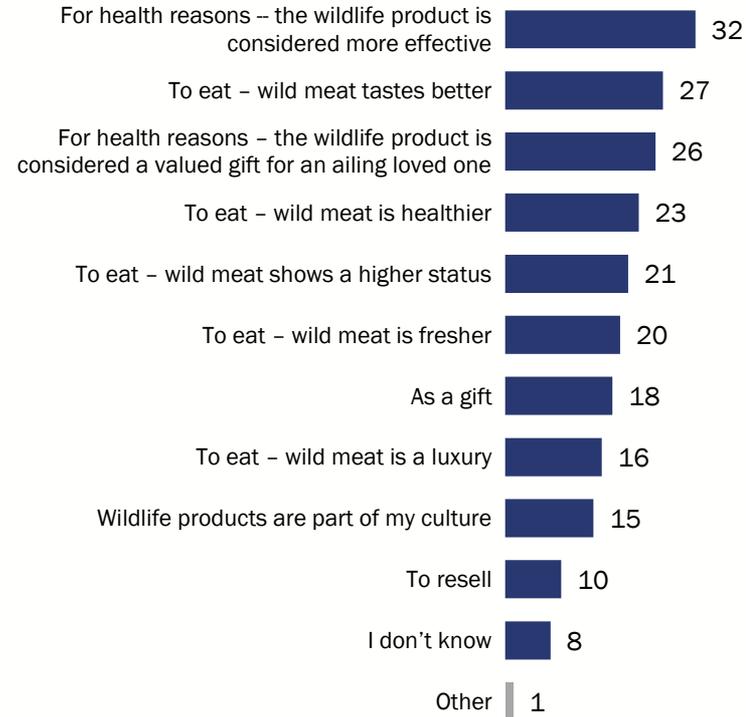


QCN10. Thinking about the last time this person (or yourself) bought wildlife products, why did they buy them?
Base: Wildlife product buyers, n=220

Reasons for Choosing Wildlife Over a Non-Wildlife Alternative

- The health benefits of wildlife products are seen as a strong driver of purchase (32%), followed by the taste of wild meat (27%).
- Gifting of wildlife products for health reasons is also a strong driver for people's choice of wild meat over alternatives (26%).
- The cultural connection to wildlife products is a comparatively low driver, with 15 percent of participants citing this as the reason for choosing these products over non-wildlife alternatives.
- Participants over the age of 61 are significantly more likely to resell wildlife (25%) than younger generations (data not shown).

Reasons to Choose Wildlife Products over a Non-wildlife Alternative Among Wildlife Buyers (%)



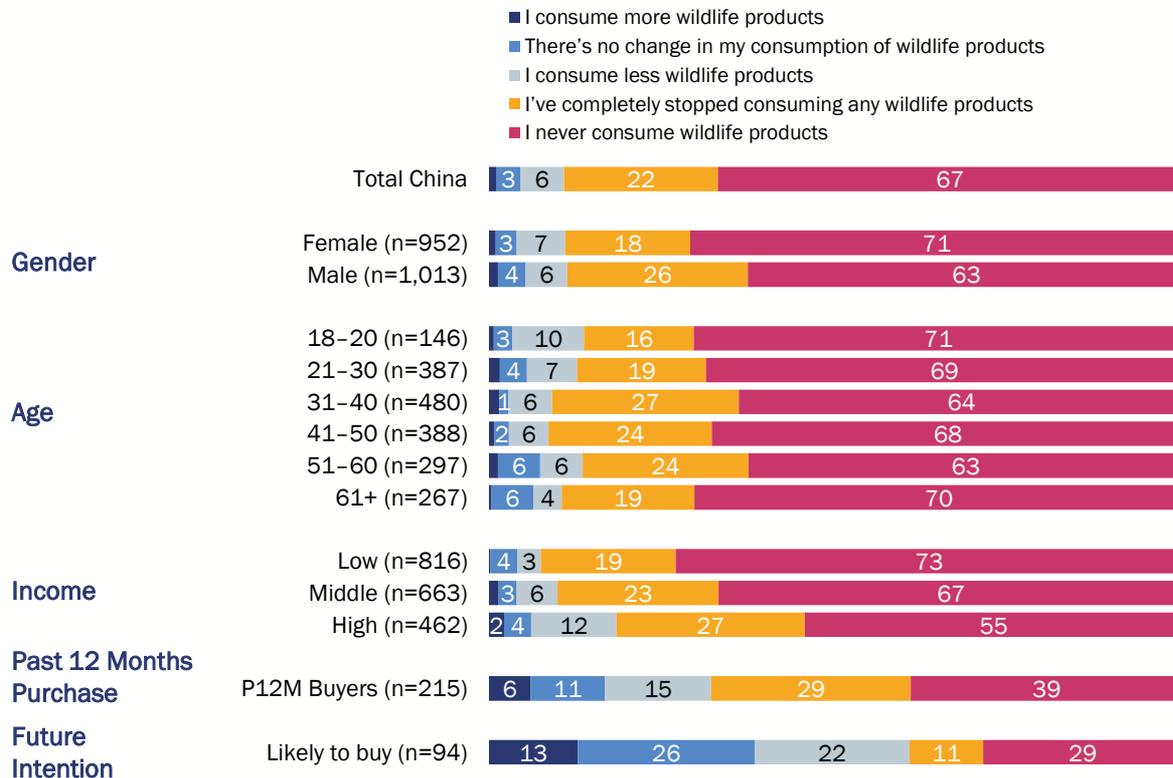
QC11. Why did you/this person choose wildlife products over a non-wildlife alternative? Please rank up to three answers.
Base: Wildlife product buyers, n=220



Impact of the Coronavirus on Consumption of Wildlife Products

- In China, 67 percent of participants say they have never consumed wildlife products before the outbreak of coronavirus.
- It is less common for males and participants with higher incomes to say that they have never consumed wildlife products, though both groups have a high percentage of those who say they have stopped eating wildlife because of COVID-19.
- Among Past 12 Months Buyers, only 17 percent say they continue to consume wildlife products at the same level as before COVID-19, or that they have consumed more since the outbreak.

Impact of COVID on Wildlife Product Consumption (%)



Q18. How has the coronavirus affected your consumption of wildlife products?

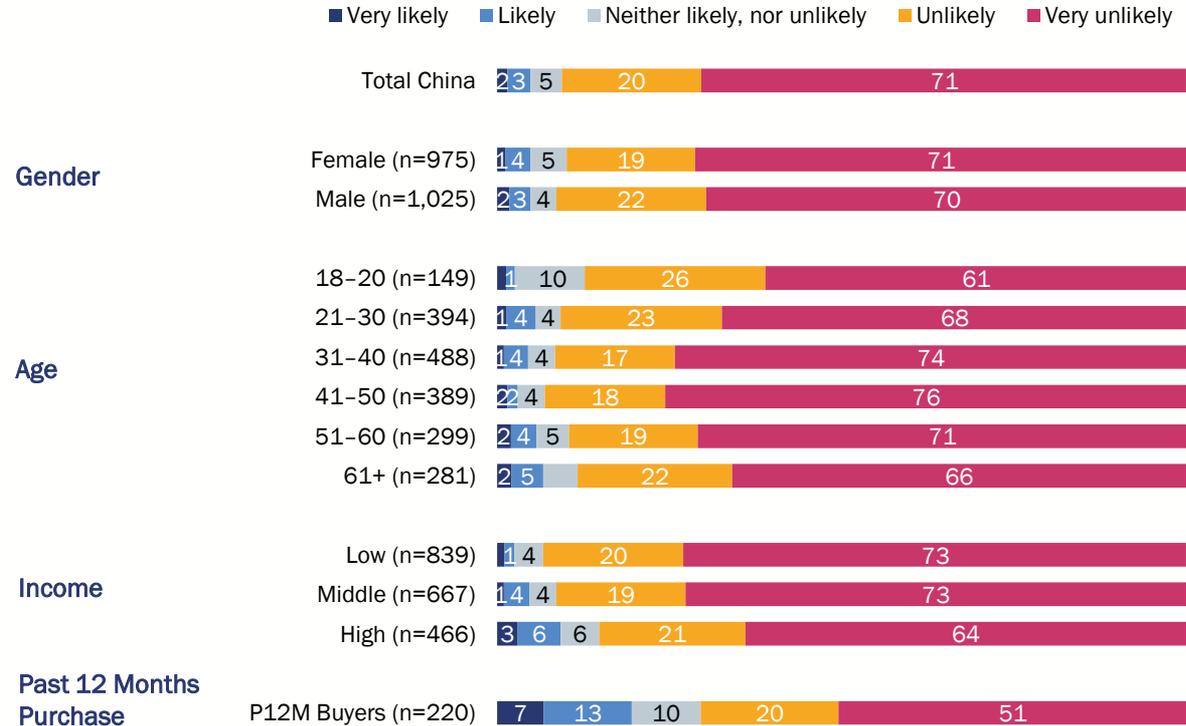
Base: Aware of coronavirus, n=1,965



Likelihood to Buy Wildlife Products in the Future

- More than 90 percent of participants say that they would be unlikely to buy wildlife products in the future.
- Participants with a high income are significantly more likely to buy wildlife products in the future (9% likely or very likely).
- One in five Past 12 Months Buyers say that they are likely or very likely to buy from an open wildlife market, while more than half say they are very unlikely to buy.

Future Intention to Buy Wildlife Products in Wildlife Markets (%)

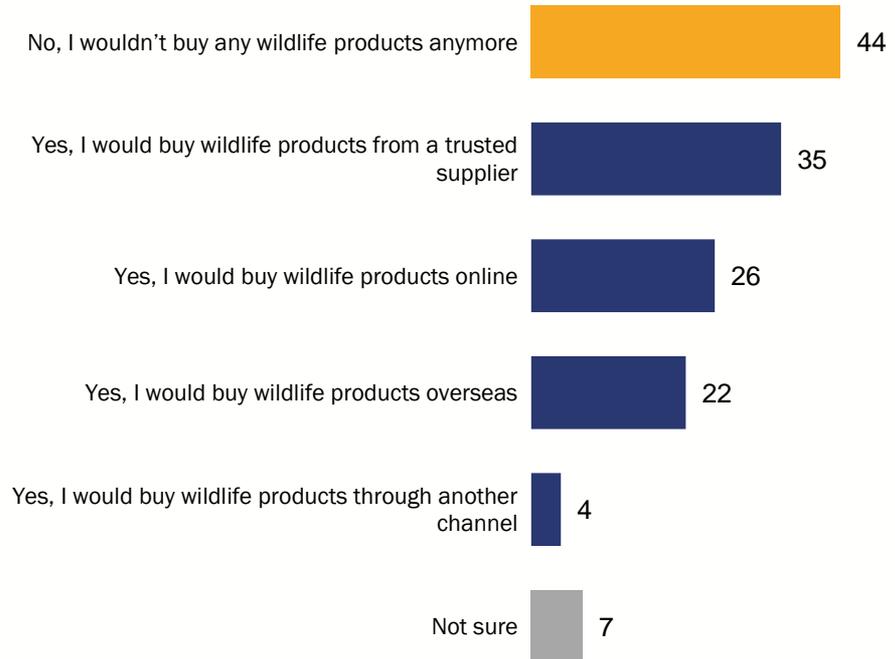


Q19. And how likely will you be to buy wildlife products in the future?
 Base: Total China, n=2,000

Alternative Channels to Purchase Wildlife Products in the Future

- 44 percent of Future Intended Buyers say they would no longer buy wildlife products if the markets are closed.
- The most popular alternative channel of purchase is from a trusted supplier (35%).
- Just over one-quarter of participants (26%) say that they would buy wildlife products online if the markets are closed.

Channels of Purchase for Wildlife Products if Markets Were Closed (Among Those Who Intend to Buy Wildlife Products) (%)



Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?

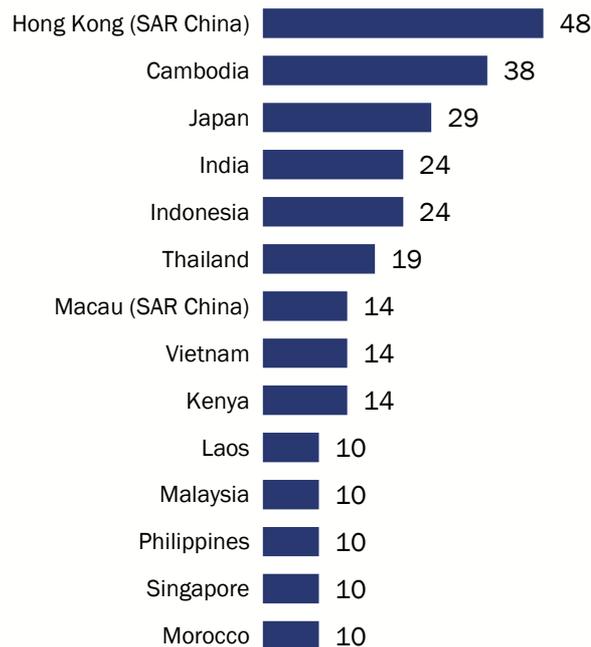
Base: Future intention (Likely to buy, n=96)



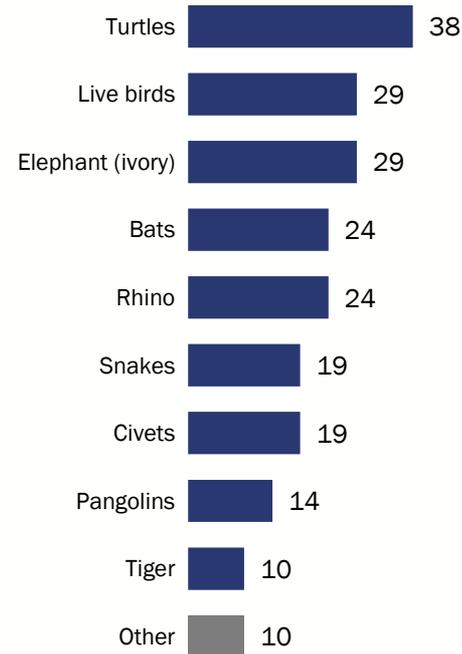
Wildlife Product Purchase Overseas

- A small number of participants (~1%) say that they would buy wildlife products overseas if the markets in China were completely closed. The most popular destination that participants mention is Hong Kong SAR (48%), followed by Cambodia (38%).
- If buying wildlife products overseas, participants say that they would be likely to buy turtles (38%), ivory (29%), and live birds (29%).

Top Destinations outside China for Buying Wildlife Products if Wildlife Markets Were Closed (% - Total Mentions)*



Wildlife Species Intended to Be Bought Overseas (%)



* Small sample size, n<30

QCN12. You said that you would be likely to buy wildlife products overseas if wildlife markets would be closed. Where would your top destinations be for buying wildlife products? Please rank up to three destinations.

QCN13. Which wildlife species and/or its parts would you be interested to buy overseas if you could travel to one of your top destinations?

Base: Likely to purchase wildlife products overseas, n=21

Exotic Pet Purchase in Past 12 Months

- 8 percent of Chinese participants say that they, or someone they know, bought an exotic pet in the past 12 months.
- The most common exotic pets are turtles/tortoises, followed by felines.
- Regular overseas travelers are significantly more likely to know someone who bought an exotic pet (17%), as are 21–30-year-olds (12%) (data not shown).

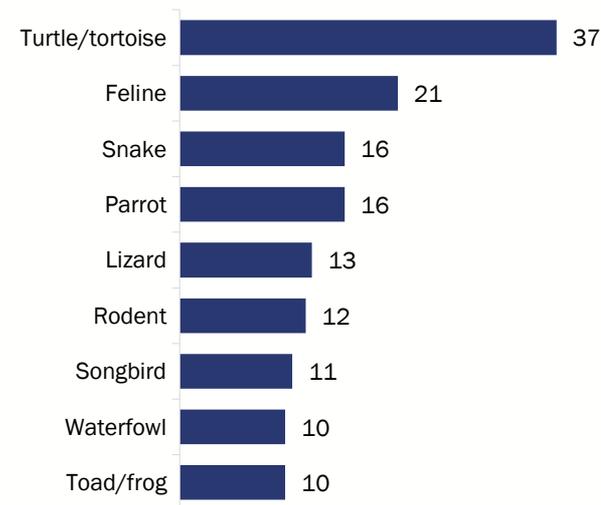
Note: The definition of an exotic pet that was given to the participants was: “An exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.”

Exotic Pet Purchase in Past 12 Months (%)

■ Yes ■ No ■ Not sure



Top Types of Exotic Pet Bought (%) (n=155)



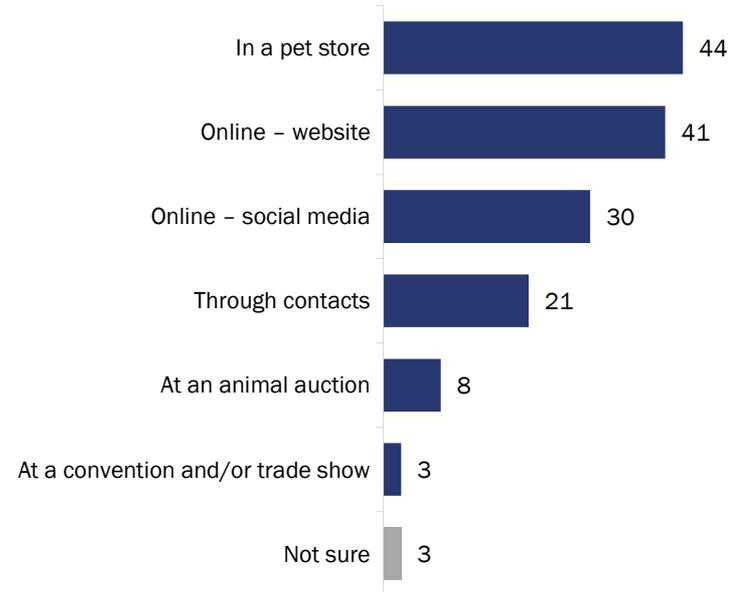
Q17B. Has anyone you know (e.g., friends, colleagues, family or yourself) bought an exotic pet in person or online in the past 12 months? Note: An exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.
Q17C. You said that someone you know (or yourself) bought an exotic pet in the past 12 months. What kind of wild animal did this person (or yourself), buy?

Base: Total China, n=2,000

Purchase Channels of Exotic Pets

- Physical pet stores are the most common channel, with 44 percent of recent purchases taking place in these locations. However, taken together, online purchases are the most common channel for exotic pet purchase.
- Participants who intend to buy exotic pets in the future are significantly more likely to buy on social media (60%) or at an animal auction (27%) compared to the general population (data not shown).

Locations of Exotic Pet Purchase
(Among Those Who Bought in the Past 12 Months) (n=155) (%)



Q17D. Where did this person buy this / these animal(s)?

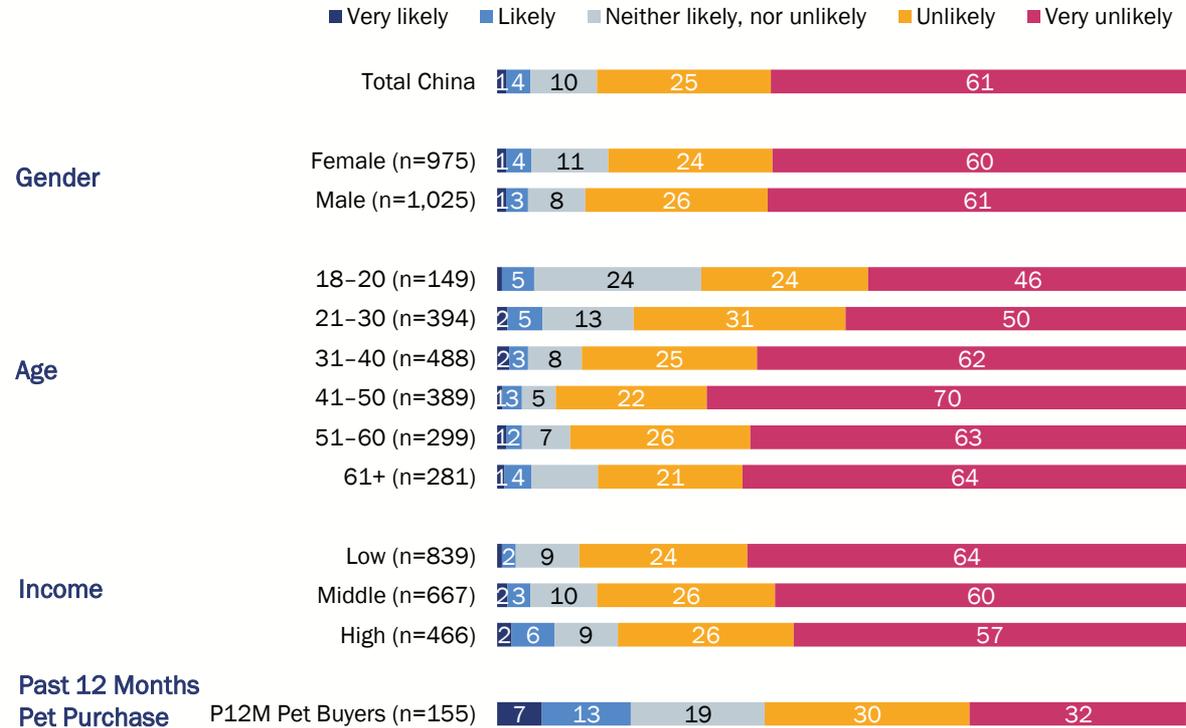
Base: Those who bought exotic pet in the past 12 months, n=155



Likelihood to Buy Exotic Pets in the Future

- Fewer participants in China say they are very unlikely to buy exotic pets compared to wildlife products (see previous slide).
- Younger participants are more likely to buy exotic pets in the future, as are those with a high income.
- One in five participants who bought an exotic pet in the past 12 months say they are likely or very likely to buy one again in the future.

Future Intention to Buy Exotic Pets (%)



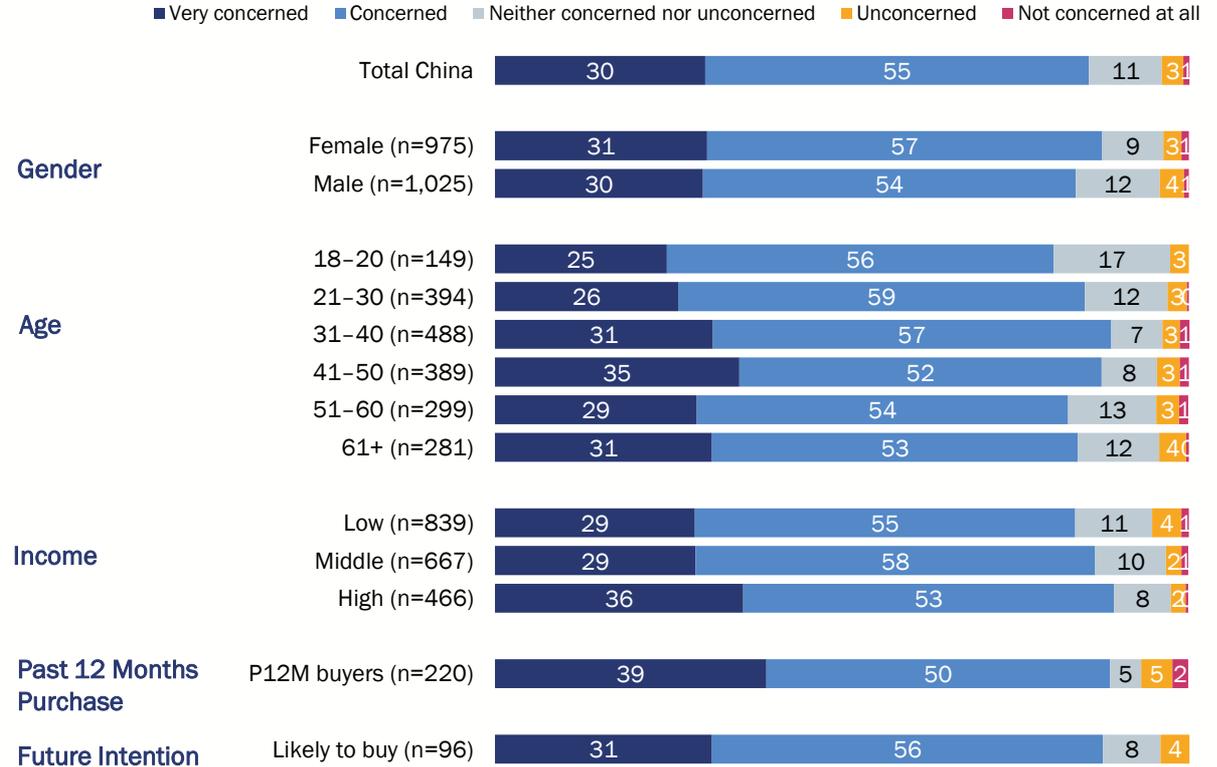
Q19b. And how likely will you be to buy an exotic pet in the future?
 Base: Total China, n=2,000



Concern about Deforestation

- When participants are informed that “deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans,” 85 percent say that they are concerned about this happening.
- Overall, concern is relatively uniform across different demographics, though high income participants are more likely to say that they are very concerned about the transfer of diseases from animals to humans.

Concern about Deforestation Leading to Risk of Coronavirus (%)



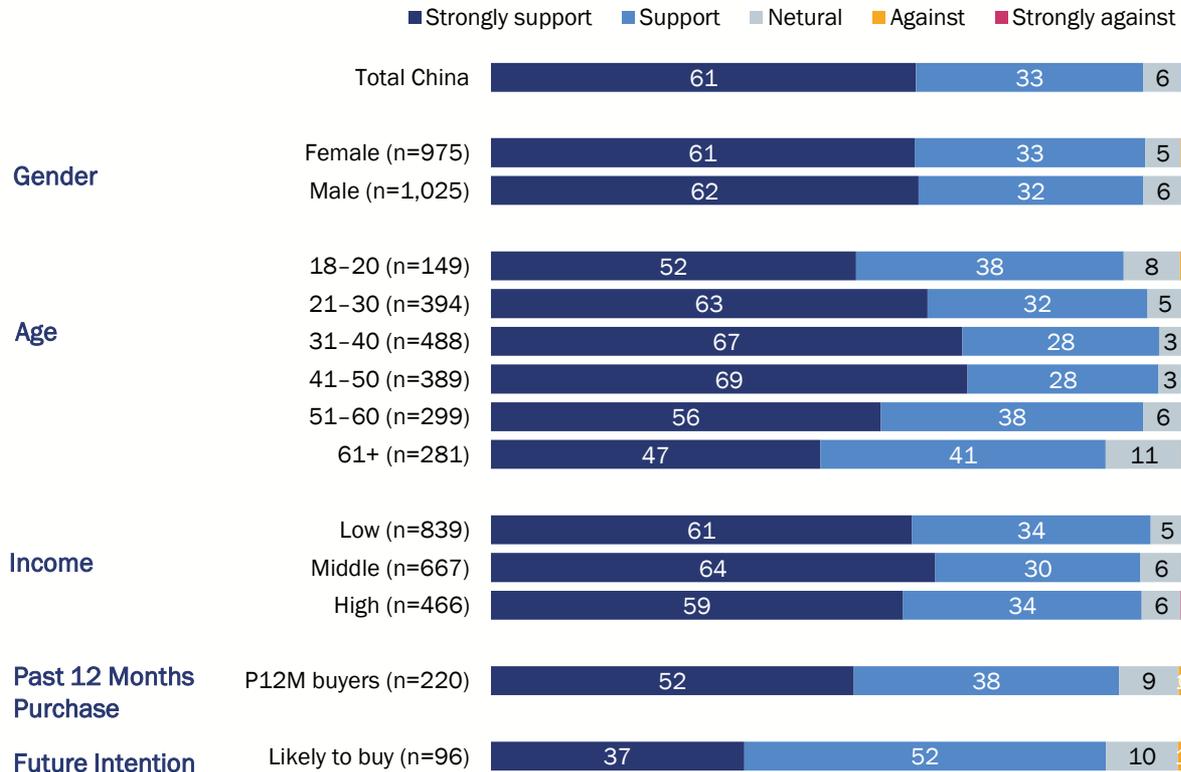
Q20b. Evidence suggests that deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans. How concerned are you about this happening?
 Base: Total China, n=2,000



Support for Government Action to Reduce Deforestation

- Support for increased efforts to preserve forests and end deforestation in China or overseas specifically to prevent future pandemics is very high in China.
- Participants aged 31–50 show the strongest support for measures to preserve forests.
- Participants who intend to buy wildlife in the future show less support for these measures.

Support for Country Initiatives to Preserve Forests and End Deforestation (%)



Q20c. If your country increased efforts to preserve forests and end deforestation in your country or overseas specifically to prevent future pandemics while also reducing activities that lead to deforestation, would you support such initiatives?
 Base: Total China, n=2,000



Knowledge and Support of the “One” Health Approach

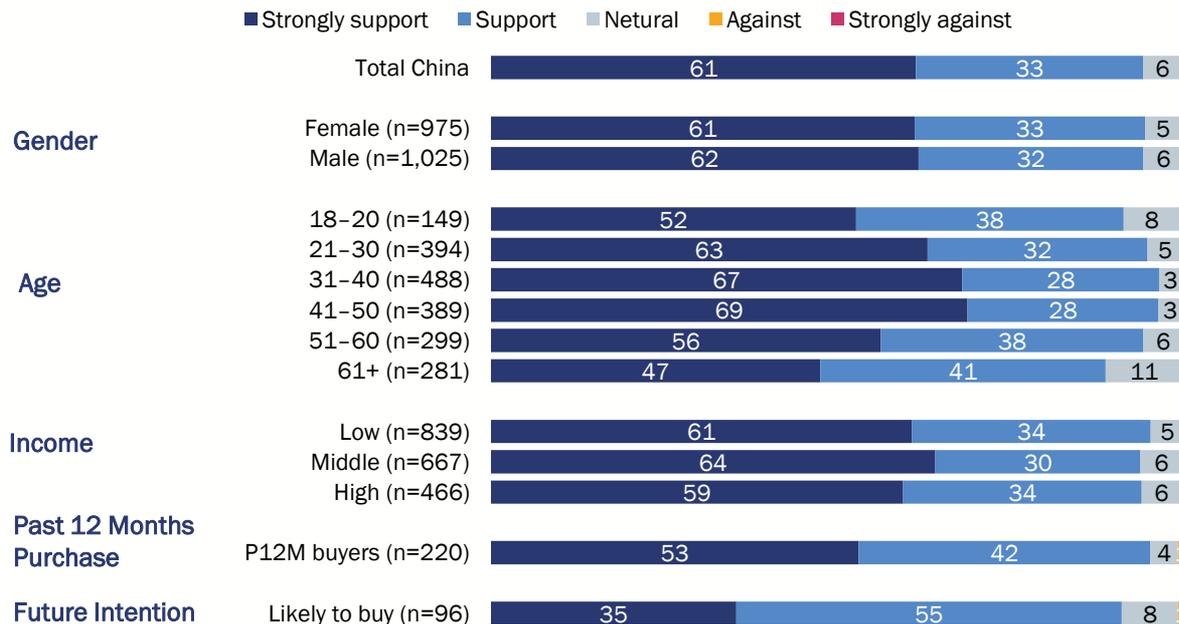
- More than 50 percent of participants in China say they have heard of the One Health approach, with younger participants more likely to have heard of it (data not shown).
- When given the below definition of One Health, more than 90 percent of participants support such an approach.
- Participants likely to buy wildlife in the future are less likely to support a One Health approach.

***Note. Participants were shown the following definition after being asked if they had heard of the One Health approach:**

“One Health” is an approach to designing programs, policies, and legislation where different sectors communicate and work together for better health outcomes across people, animals, plants, and their shared environment, especially for animal health, disease transfer between animals and humans, and combatting antibiotic resistance.



Support for a One Health Approach to Dealing with Pandemics (%)



Q20d. Have you heard of the “One Health” approach to achieving better public health outcomes?

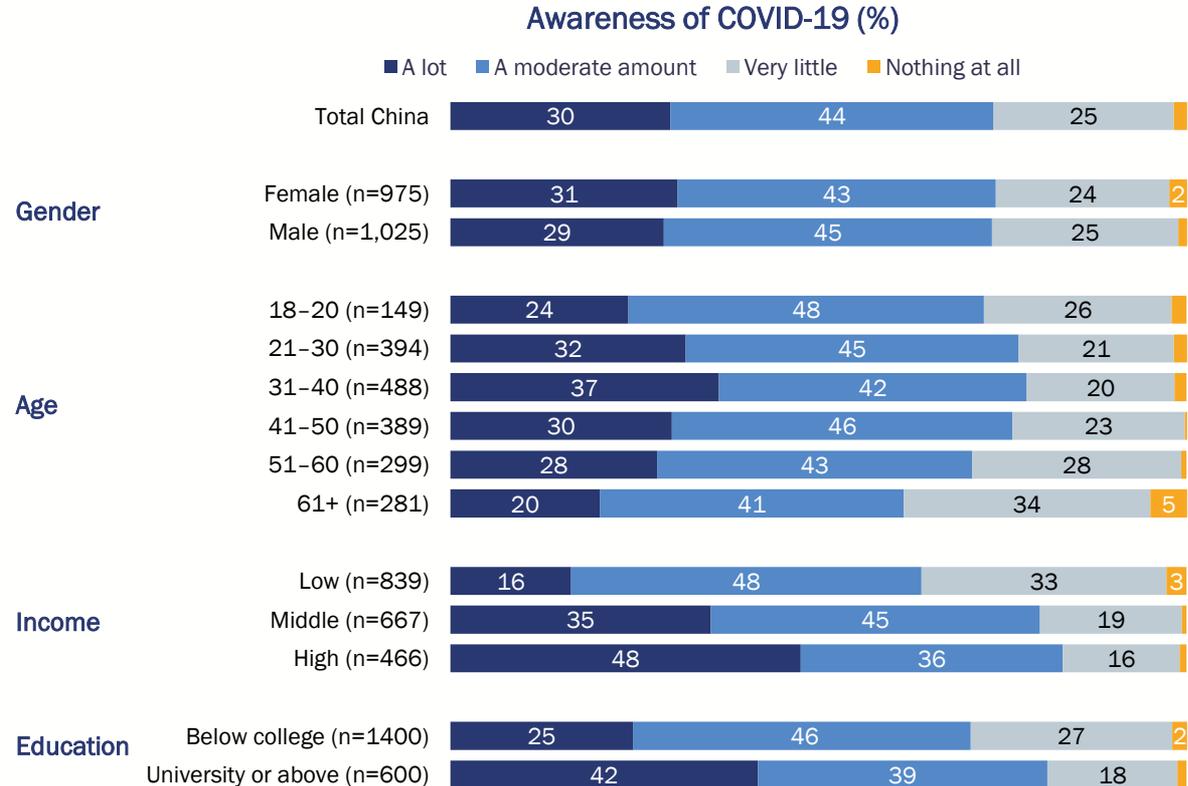
Q20e. How much would you support a One Health approach to dealing with pandemics?

Base: Total China, n=2,000



Awareness of COVID-19 (Coronavirus)

- Almost all participants have heard about COVID-19 or coronavirus, regardless of age, gender, income, or education level.
- However, only 30 percent claim they have heard a lot about COVID-19 in China, the lowest of the five countries surveyed. Four in ten participants (44%) claim to have only heard a moderate amount about it.
- Participants with high incomes and high education levels say they have heard more about coronavirus, with 48 percent of those with high incomes saying they have heard a lot about it.
- Older participants and those with a low income and low education have heard less about COVID-19.

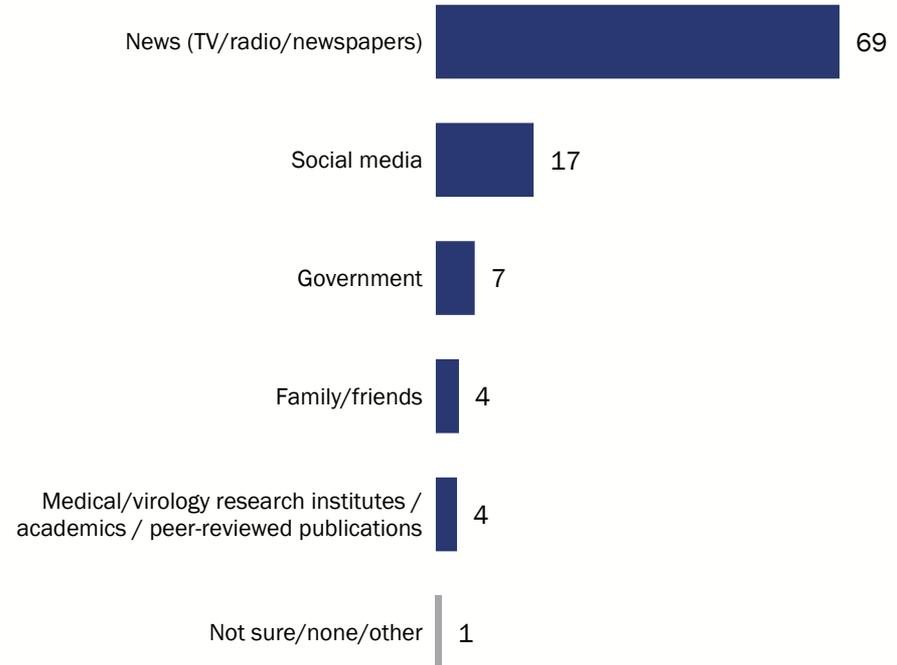


Q2. How much have you heard of COVID-19, commonly known as coronavirus?
 Base: Total China, n=2,000

Main Sources of Information about COVID-19

- Nearly 70 percent of participants mainly receive information about the coronavirus from news sources such as TV, radio, and newspapers.
- 17 percent use social media as their primary source of information.
- However, only 4 percent say they use medical researchers and academics as their Main Sources of Information about COVID-19.

Main Sources of Information about COVID-19 (%)



Q3. What is your main source of information in regards to coronavirus?

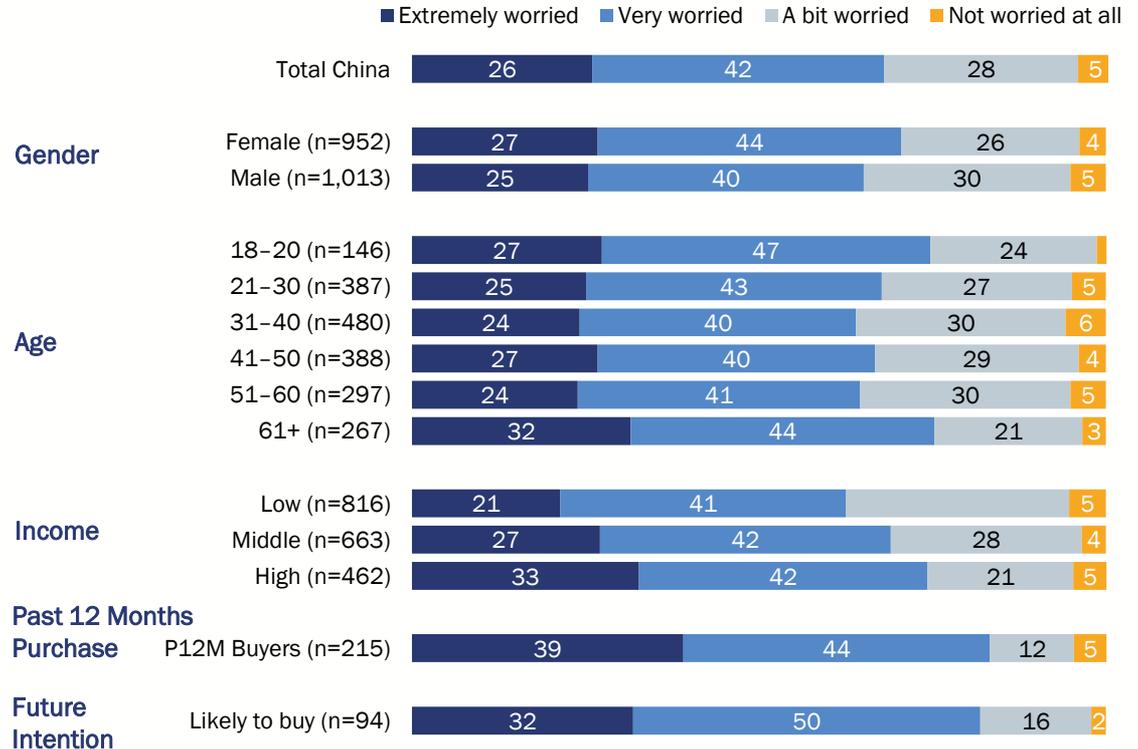
Base: Aware of Coronavirus, n=1,965



Concern about the Coronavirus Outbreak

- In China, nearly 70 percent of people are very worried or extremely worried about the coronavirus, particularly those over the age of 61, where three-quarters are very worried or extremely worried about the coronavirus, significantly higher than the national total. Those with higher incomes also tend to worry more about the coronavirus.
- 26 percent of Chinese participants are extremely worried about COVID-19.
- 83 percent of participants who bought wildlife products (or know someone who has bought these products) in the past 12 months are very worried or extremely worried about the coronavirus outbreak.

Level of Concern about the Coronavirus Outbreak (%)



Q4. Overall, how worried are you about the outbreak of the coronavirus?

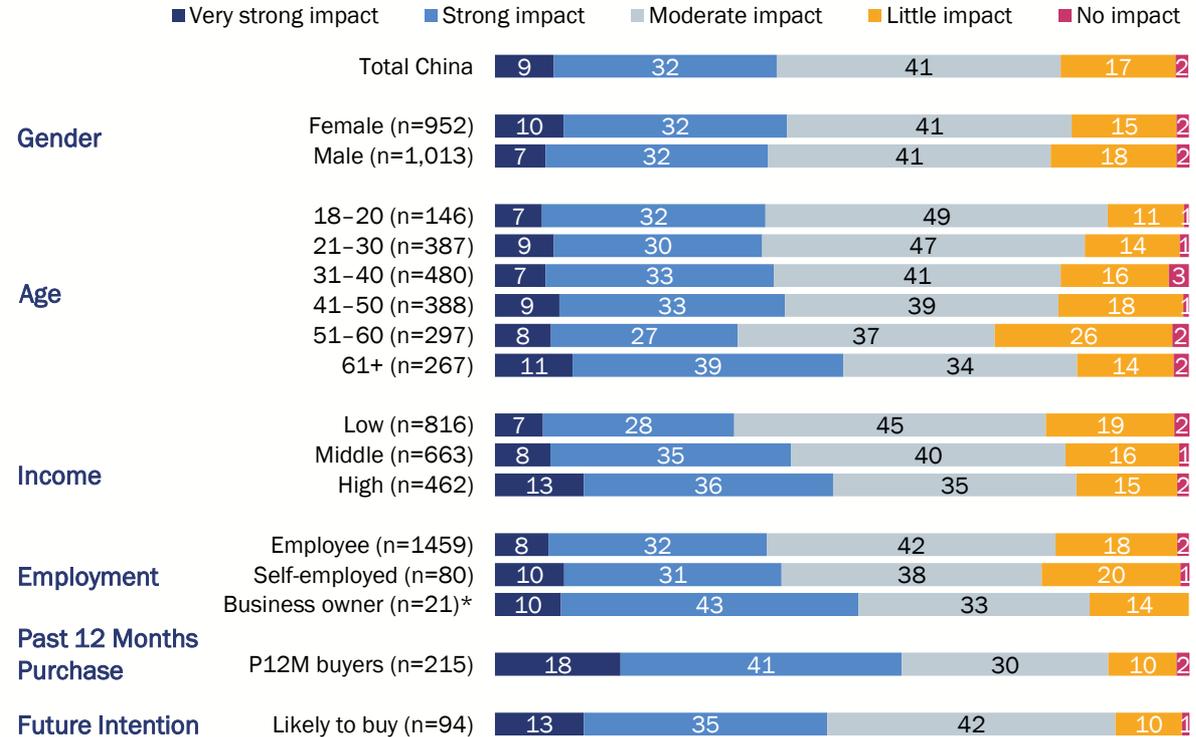
Base: Aware of coronavirus, n=1,965; Past 12 Months Buyers, n=215; Future intention (Likely to buy, n=94),



Impact of the Coronavirus on Daily Life

- Overall, 41 percent of participants believe that the coronavirus is having a strong or very strong impact on their lives, the lowest of the five countries surveyed. This perception is mostly driven by those aged 61+.
- Nearly half of those who intend to buy wildlife products in the future say that the coronavirus is having a strong or very strong impact on their lives.

Impact of the Coronavirus on Daily Life (%)



* Small sample size, n<30

Q5. Overall, how much impact does the coronavirus have on your life in general?

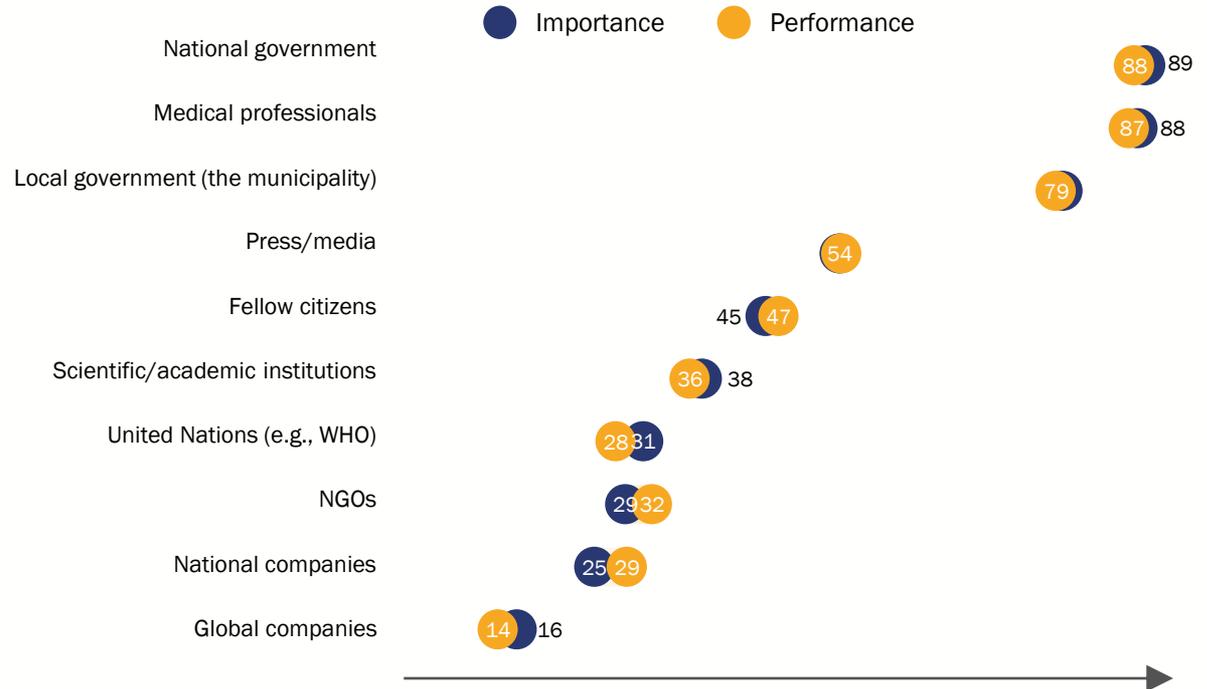
Base: Aware of Coronavirus, n=1,965



Importance and Performance of Institutions to Combat the Outbreak

- In China, the national government and medical professionals are believed to be both the most important institutions to combat the coronavirus and participants rate their performance very highly.
- The importance and performance scores are closely linked for institutions in China – participants believe that the institutions that are important to combat the spread of COVID-19 in China have performed well.
- Scientific institutions are seen as less important than the press or fellow citizens, and the United Nations is rated lower.

Importance and Performance of Institutions to Combat the Outbreak, Total Mentions (%)



Q7. Please indicate how important you think each of the following institutions is to combat the coronavirus outbreak in your country. Please rank the top five institutions by importance.
 Q7c. Please indicate how well you believe each of the following institutions has handled the coronavirus outbreak in your country in 2020. Please rank the top five institutions by how well they have responded.

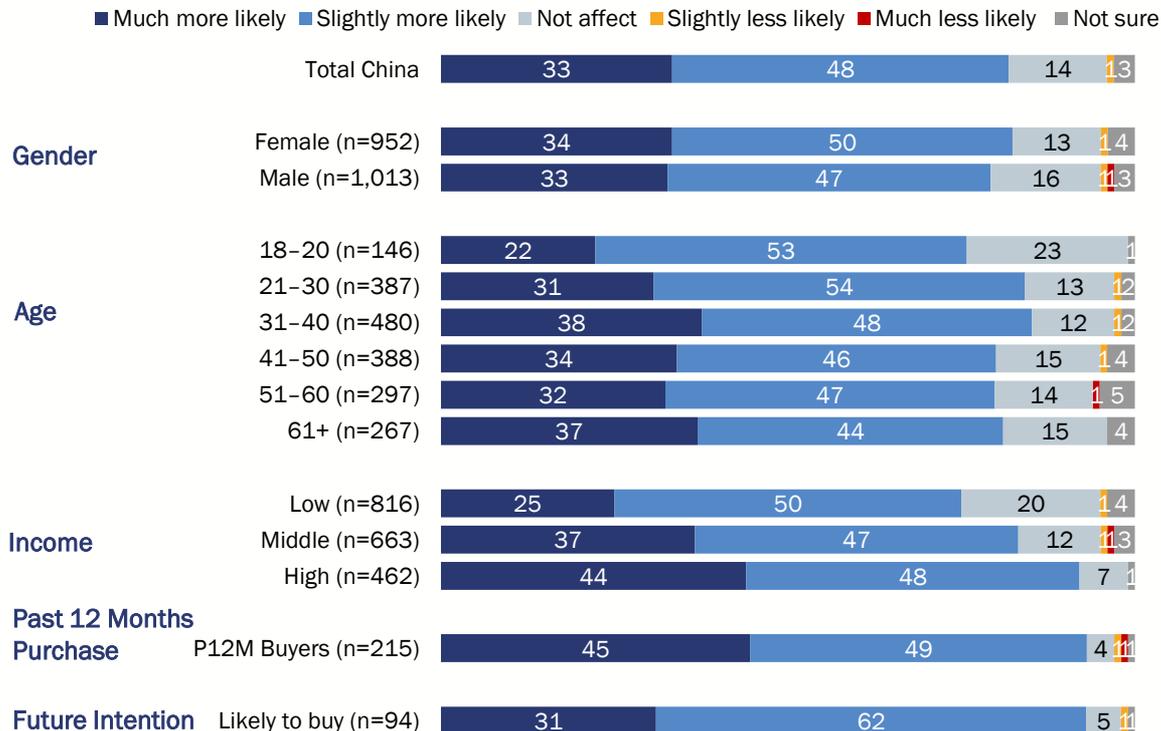
Base: Aware of coronavirus, n=1,965



Reaction to Companies' Measures to Prevent Future Pandemics

- Participants suggest that a company's willingness to implement measures to prevent further pandemics is important to their desire to buy from these companies, with 81 percent saying that they are more likely to buy from companies that introduce such measures.
- Young people (aged 18-20) are significantly more likely to say that pandemic prevention would not affect their buying habits.
- Higher-income participants are more likely to take pandemic prevention into consideration than low-income participants.
- Wildlife purchasers and intenders to purchase value a company's pandemic prevention measures highly.

Likelihood to Buy from Companies Taking Action to Prevent Pandemics (%)

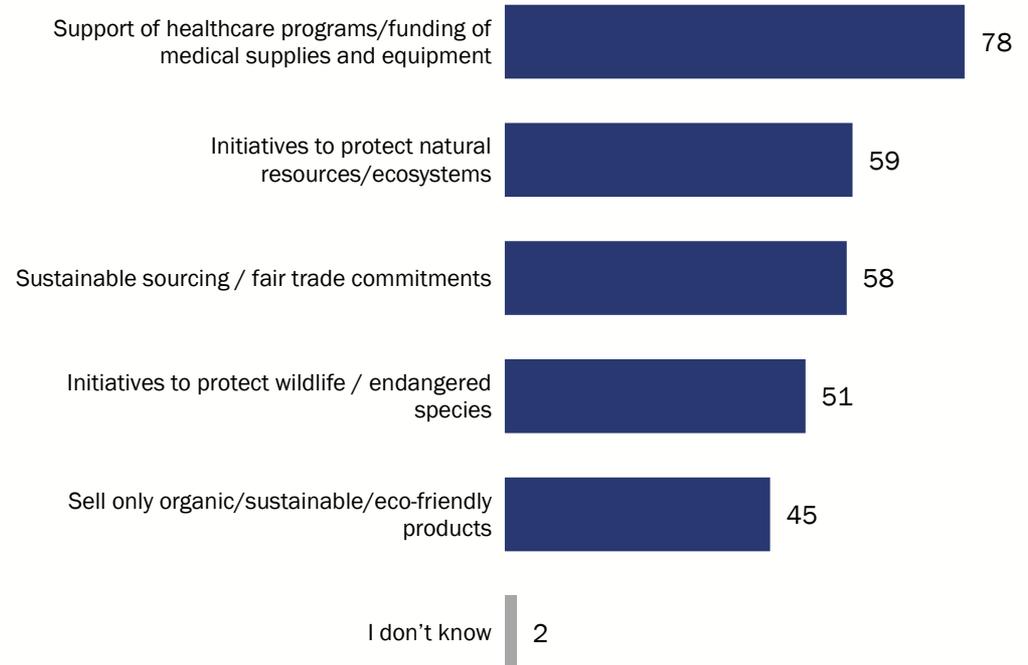


QC1. If you were aware of a company taking action to prevent future pandemics, would this affect your desire to purchase from them?
 Base: Aware of Coronavirus, n=1,965

Expected Actions by Companies

- The most common way in which consumers in China would like to see companies combat future pandemics is to support healthcare programs, with 78 percent of participants selecting this action.
- Protecting natural resources (59%) and protecting wildlife (51%) are among other most-expected actions, but less so than medical support.

Types of Companies' Actions to Prevent Future Pandemics (%)



QC/N2. Which types of actions would you expect companies to take to prevent future pandemics?
Base: Aware of coronavirus, n=1,965

Country Chapter

Myanmar





Participants' Profile

- The demographic profile of participants surveyed in Myanmar is nationally representative of the general population for age and gender, while “soft quotas” were implemented for regions and education.
- The majority of participants have a middle income and have not received a university education. The majority are married and live in a household with three or more people.

Note: Due to political unrest in Myanmar, research in this country was cut short. With the lower sample size for Myanmar, the margin of error is higher, and this must be considered when interpreting results on incidence rates. Results on opinions and attitudes are less likely to be affected, though current events are likely to have influenced the results.

Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> Gender <ul style="list-style-type: none"> Female 53 Male 47 Age <ul style="list-style-type: none"> 18-24 18 25-34 23 35-44 20 45-54 17 55-64 12 65+ 9 Region <ul style="list-style-type: none"> Yangon 15 Ayeyawady 12 Mandalay 12 Shan 12 Sagaing 10 Bago 9 Magway 7 Rakhine 6 Mon 4 Kachin 4 Kayin 3 Tanintharyi 3 Nay Pyi Taw 2 Chin 1 	<ul style="list-style-type: none"> Marital Status <ul style="list-style-type: none"> Single 34 Married 52 Divorced/widowed 10 Household Size <ul style="list-style-type: none"> Only myself 4 2 people 17 3 people 33 4 people 24 5 people or more 23 Travel Overseas <ul style="list-style-type: none"> None 90 Occasional 10 Regular 1 Frequent 0 	<ul style="list-style-type: none"> Education <ul style="list-style-type: none"> Below college 69 University or above 30 Monthly Personal Income <ul style="list-style-type: none"> High (K 1,700,001+) 1 Middle (K 150,001-1,700,000) 80 Low (<K 150,001) 13 Employment <ul style="list-style-type: none"> Full-time employment 15 Part-time employment 15 Freelancer / business owner 34 Full-time student 7 Unemployed/retired 23

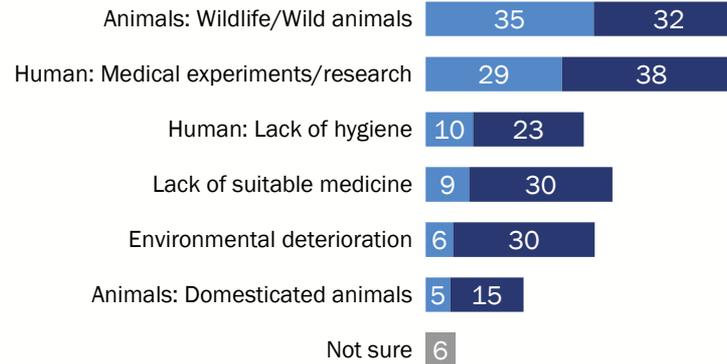
S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q21b. Household composition; Q23. Employment; Q24. Travel behavior
 Base: Total Myanmar, n=1,000 (weighted)

Perceived Sources of the Coronavirus Outbreak

- 35 percent of participants in Myanmar believe that the primary source of the coronavirus is wild animals and 67 percent believe it is one of the top sources of the disease.
- The Future Intended Buyers of wildlife products consider medical experiments / research as a primary source of the outbreak, followed by wild animals.

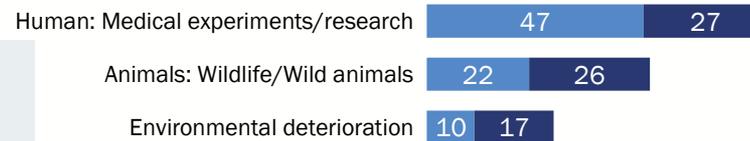
■ Primary source (%) ■ Secondary sources (%)

■ For All Participants Who Are Aware of the Coronavirus (n=1000) (%)



See next slide for perceived modes of transmission from wild animals to humans

■ For Future Intended Buyers of Wildlife Products, Top 3 (n=42) (%)



Note: For this report, i) Past 12 Month (P12M) Buyers are those who have purchased wildlife products themselves or know someone who has bought wildlife products in an open market in the past 12 months; ii) "Future Intended Buyers" refers to those who say that they are likely or very likely to buy wildlife products in the future.

*This option is not provided for secondary sources.

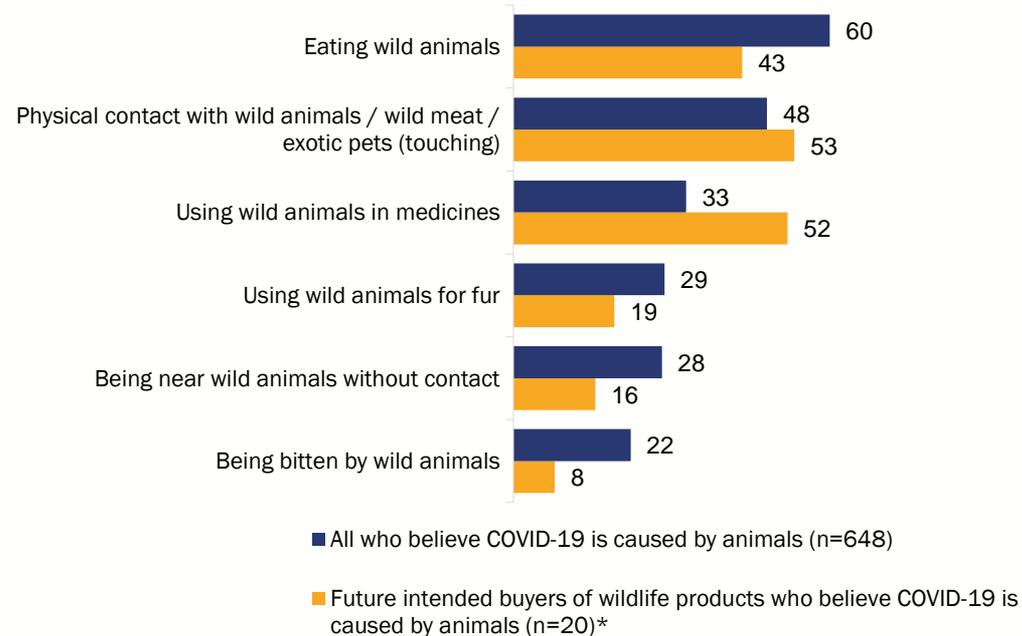
Q8. To your knowledge, what is the primary source of the coronavirus outbreak? Q9. And which other sources, if any, are there for the coronavirus outbreak?

Base: Aware of coronavirus, n=1000 (weighted)

Perception of Transfer of COVID-19 from Wild Animals to Humans

- 60 percent of participants who believe that wild animals are one of the primary sources of COVID-19 identify consumption as a vector for disease transmission. 48 percent believe that physical contact without consumption was a vector for disease transfer.
- Participants who intend to buy animals in the future are more likely to believe that contact or medicinal use of wild animals can result in disease transfer than eating wild animals.

Perceived Ways of COVID-19 Transmission from Wild Animals to Humans
(Among Those Who Believe Wild Animals Are the Source of COVID-19) (%)



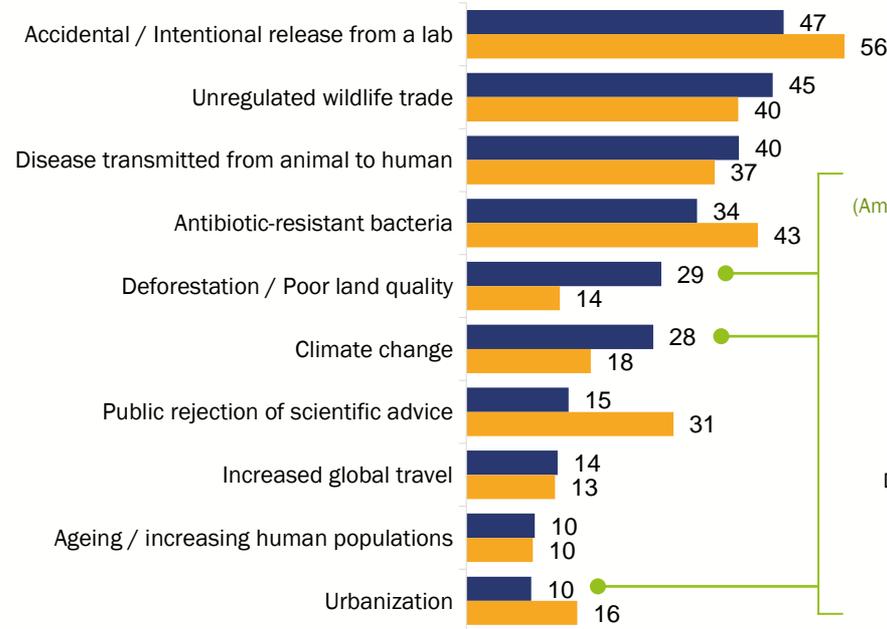
* Small sample size, $n < 30$

Q9b. You said that wild animals are one of the sources of the coronavirus outbreak. How do you believe the coronavirus transmits to humans from wild animals?
Base: Those who believe wild animals cause COVID-19, $n=648$ (weighted)

Perceived Root Causes of Future Pandemics

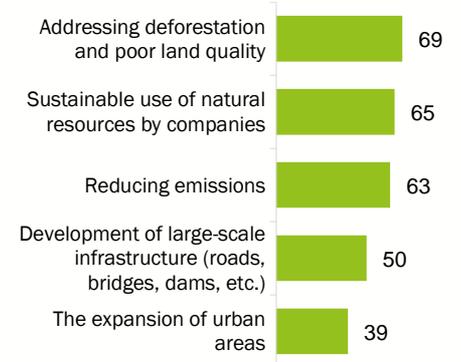
- Among participants from Myanmar, release from a lab (47%), unregulated wildlife trade (45%), and disease transfer from animal to human (40%) rank as the most likely perceived root causes of future pandemics.
- For those who perceive environmental issues to be the cause of the pandemic, addressing deforestation (69%) and sustainable resource use by companies (65%) are seen as the most important issues to be addressed.

Perceived Root Causes Posing Highest Risk for Future Pandemics
(Among Those Who Are Aware of the Coronavirus) (%)



■ All respondents who are aware of the coronavirus (n=1000)
 ■ Future intended wildlife buyers who are aware of the coronavirus (n=42)

Most Important Issues to Address
(Among Those Who Believe Deforestation / Climate Change / Urbanization Are Root Causes of the Pandemic) (%)



Q9c. Which of the following root causes do you believe pose the highest risk for future pandemics?

Base: Aware of coronavirus, n=1000 (weighted)

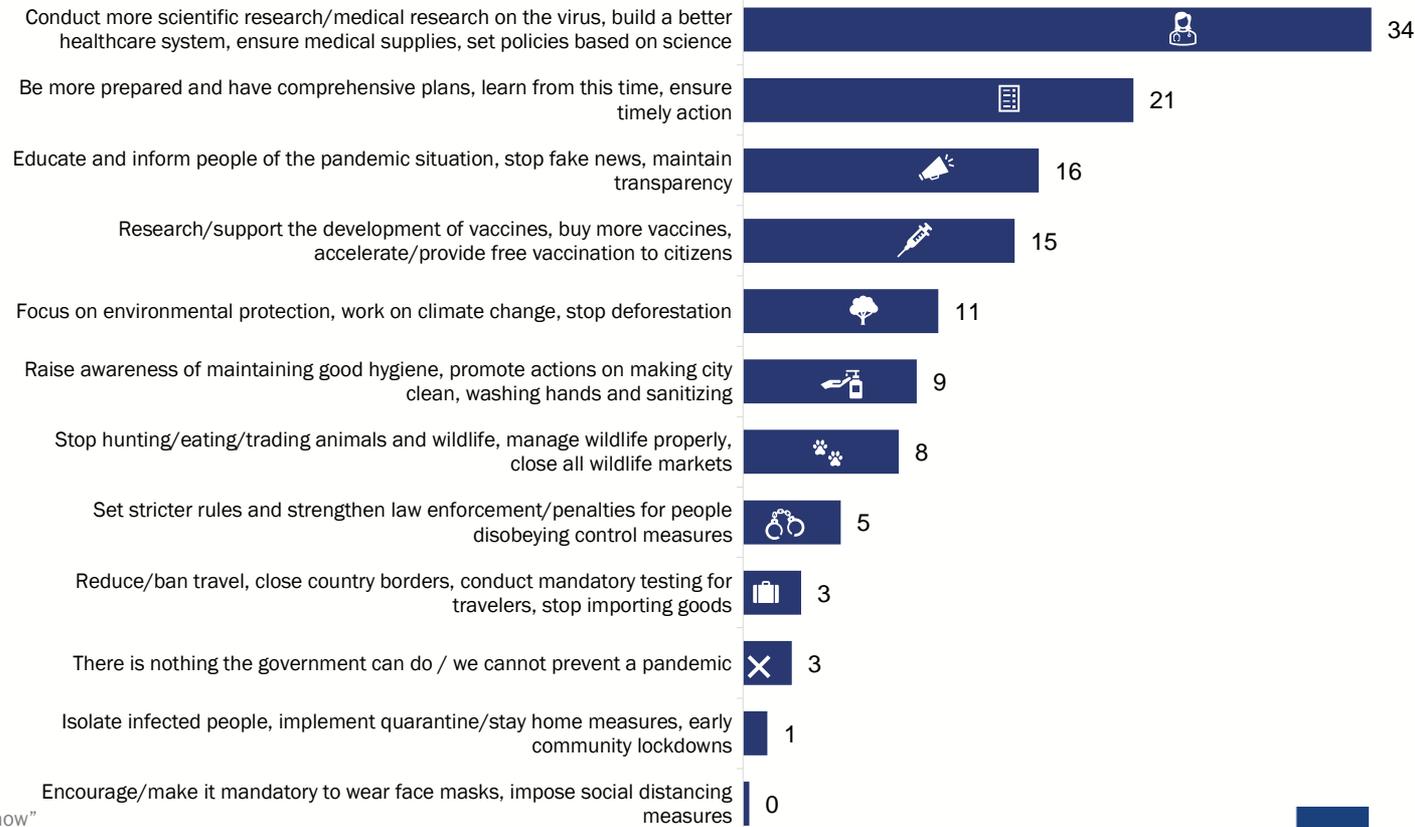
Q9d. You said that [deforestation / climate change / urbanization] is one / are some of the root causes of the pandemic. Which of the following would you consider the most important issues to address?

Base: Those who believe deforestation / climate change / urbanization is one of the root causes of the pandemic, n=542 (weighted)

Suggestions for National Government to Prevent the Next Pandemic

Top Suggested Actions National Governments Should Take to Prevent the Next Pandemic
(Among All Participants Who Answered, Excluding “Don’t Know”*) (%)

- When asked what they believe their national government should do to prevent the next pandemic in an open-ended question, participants in Myanmar mention conducting research on the viruses and improving the healthcare system (34%), ensuring timely action (21%), and education (16%).
- Environmental protection (11%) and combatting wildlife trade (8%) are mid-ranked by participants from Myanmar.



*40% of participants answered “I don’t know”

Q9e. What do you believe your national government should do to prevent the next pandemic? [Open-ended question]

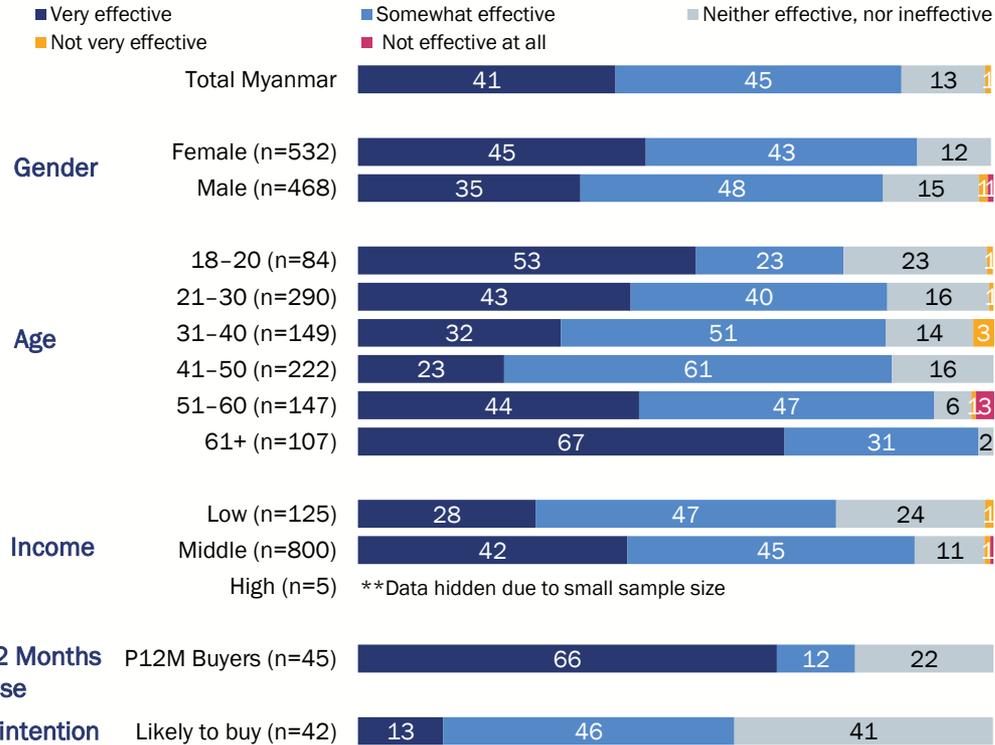
Base: All participants who answered (excluding “don’t know”), n=597 (weighted)



Perceived Effectiveness of Closing High-Risk Markets

- To prevent similar outbreaks from happening in the future, 86 percent of participants feel that a closure of wildlife markets is an effective approach, significantly lower than 2020. The strength of agreement has dropped more substantially, with the percentage of participants saying this would be a very effective measure dropping from 68 percent in 2020 to 41 percent in 2021 (data not shown).
- Participants over the age of 60 and Past 12 Month Buyers are significantly more likely to believe high-risk market closure will be effective against preventing future pandemics.

Perceived Effectiveness of High-Risk Wildlife Market Closure (%)



“Very effective” + “Somewhat effective” (%)

	2020*	2021
Total Myanmar	97	86
Female (n=532)	98	88
Male (n=468)	88	83
18-20 (n=84)	95	76
21-30 (n=290)	93	83
31-40 (n=149)	90	83
41-50 (n=222)	92	84
51-60 (n=147)	93	91
61+ (n=107)	-	98
Low (n=125)	92	75
Middle (n=800)	92	88
P12M Buyers (n=45)	89	78
Likely to buy (n=42)	84	59

***Note: High-risk markets were defined to respondents as follows:**

“High risk markets” are markets that sell mammals and birds that carry diseases that can be transmitted to humans. This includes most birds (due to avian flu) and mammals of particularly high risk like bats, primates, rodents, and carnivores.

* In 2020, participants were asked about “illegal and unsustainable markets.” In 2021, this was updated to “high-risk markets.”

Q12. How effective do you think a closure of high-risk markets where they sell animals which are coming from the wild (i.e., non-domesticated animals and not livestock such as bats, pangolins, and civets) would be to prevent similar epidemic diseases from happening in the future?

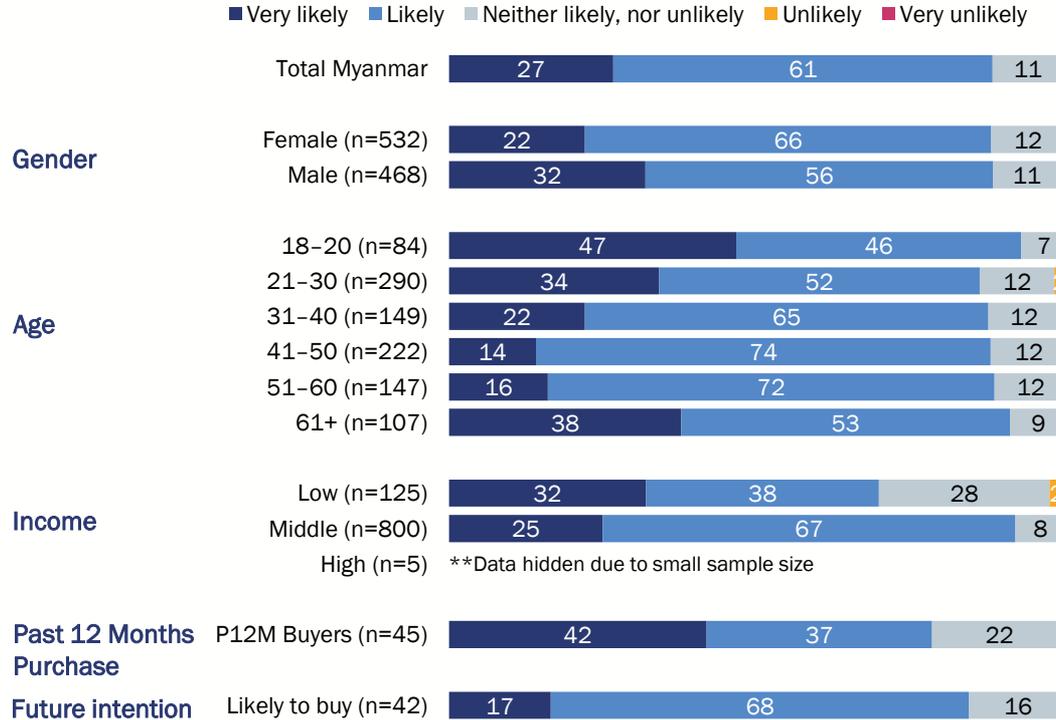
Base: Aware of coronavirus, n=1,000 (weighted)



Likelihood to Support Closing High-Risk Markets

- 88 percent of participants in Myanmar are likely or very likely to support the government’s efforts to close all high-risk markets selling wildlife, a significant drop since 2020.
- Middle-income participants are significantly more likely to support these measures than low-income participants.
- Even among Future Intended Buyers, 84 percent claim that they are likely to support the closure of high-risk markets.

Likelihood to Support High-Risk Wildlife Market Closure (%)



“Very likely” + “Likely” (%)

2020*	2021
96	88
98	88
94	88
95	93
95	86
96	87
97	88
93	88
-	91
90	70
97	92
89	78
95	84

* In 2020, we did not ask about “high-risk” markets, but on “illegal and unregulated” markets.

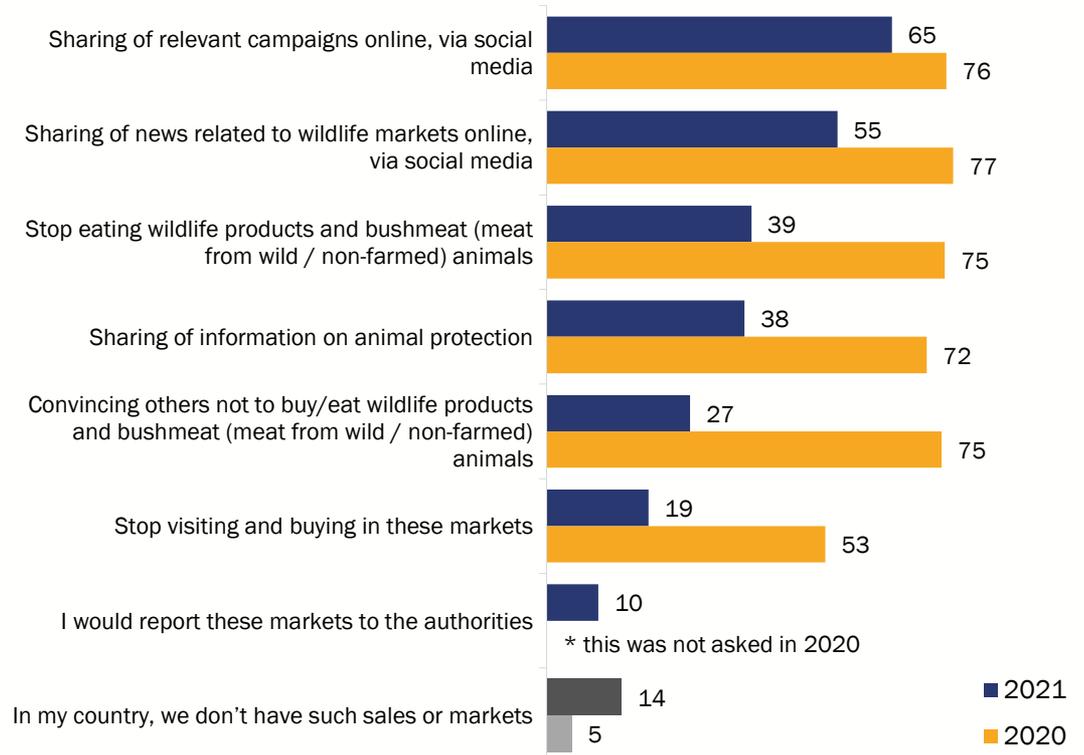
Q13. How likely would you be to support the efforts by governments and health ministries to close all high-risk markets selling wild animals (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civets, not livestock which are farmed) in your country?

Base: Total Myanmar, n=1,000 (weighted)

Ways to Support the Prevention of Sales of High-Risk Wild Animals

- In addition to lower support for high-risk market closure (previous slide). Participants are significantly less likely to indicate ways they would support the closure of these markets.
- Most participants (65%) would support market closures by sharing of relevant campaigns via social media, but this is still a significant decrease since 2020.
- 14 percent of participants believe that there are no high-risk markets selling wildlife products Myanmar, significantly more than in 2020.

Ways to Support Prevention of Sales of High-Risk Wild Animals
(Among Those Who Supported Market Closures) (%)



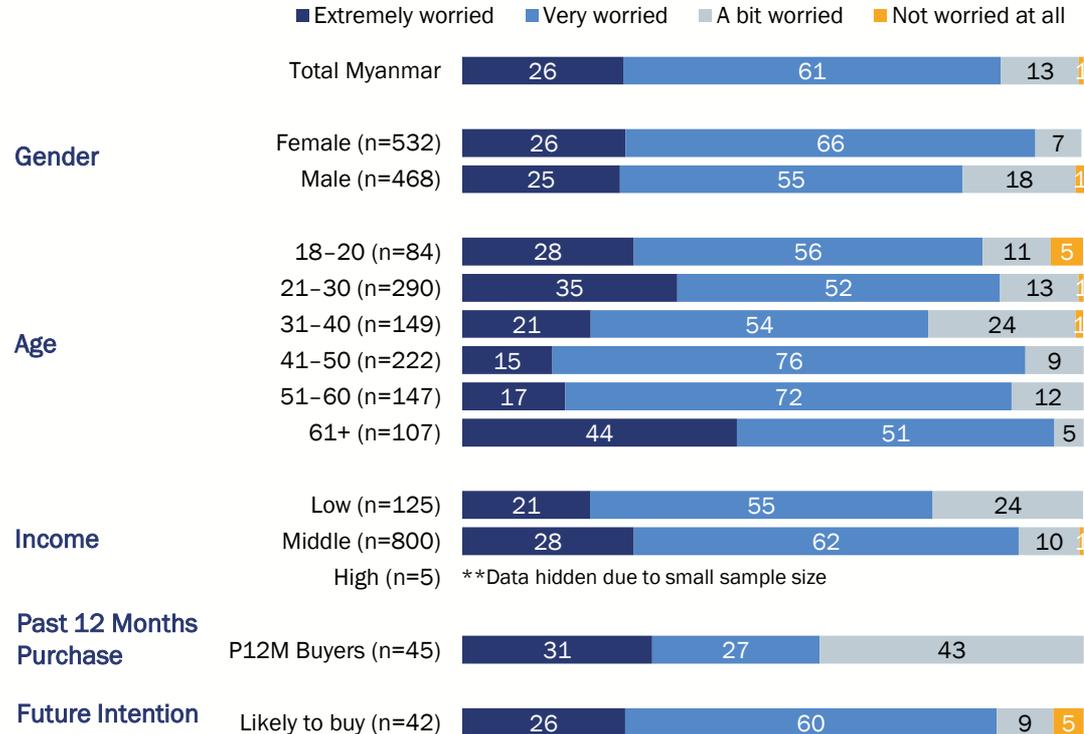
Q14. And how would you support the initiatives/efforts to prevent sales of high-risk wild animals in your country?
Base: Support market closures, n=880 (2021) (weighted) / n=936 (2020)



Level of Worry if No Measures Are Taken to Close Wildlife Markets

- In Myanmar, 87 percent of people would be extremely or very worried if no measures are taken to close the wildlife markets. Although this is similar to 2020, the proportion of the population that identify as 'extremely worried' has dropped significantly from 67 percent to 26 percent (data not shown), indicating the overall level of concern has dropped.
- Female participants and those over 60 tend to worry more than the general population if no measures are taken.
- 86 percent of Future Intended Buyers are also extremely or very worried about another outbreak if the wildlife markets are not closed.

Level of Worry if No Measures Are Taken to Close Wildlife Markets (%)



“Extremely worried” + “Very worried” (%)

2020	2021
83	87
88	92
81	80
55	84
77	87
80	75
100	91
100	88
-	95
80	76
84	90
77	58
91	86

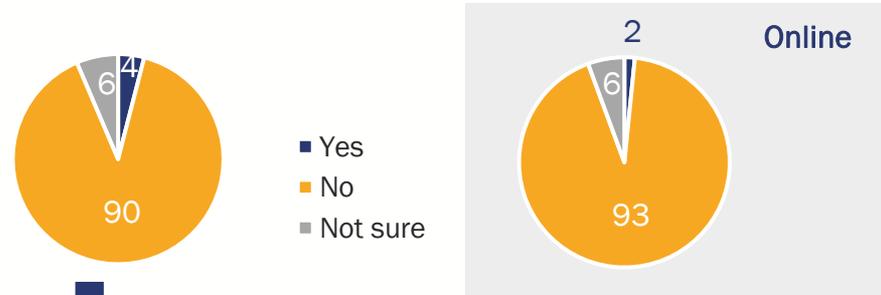
Q15. If no measures are taken to close the markets where they sell animals from the wild / from wilderness and/or strictly regulate them, how worried are you that similar epidemic outbreak will happen in the future?

Base: Aware of coronavirus, n=1,000 (weighted)

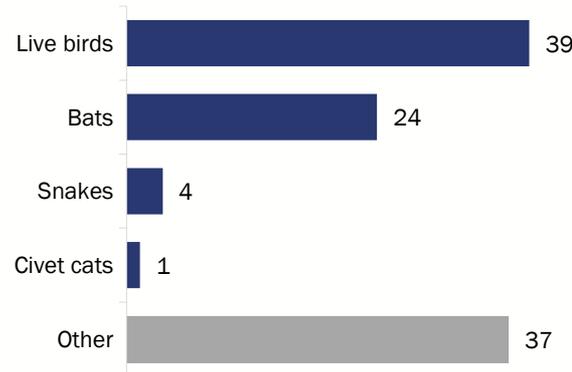
Wildlife Product Purchase in Past 12 Months

- 4 percent of participants in Myanmar say that they or somebody they know bought wildlife products in the past 12 months. This is significantly higher for 31–40-year-olds (13%), males (8%) and low-income participants (10%) (data not shown).
- 2 percent say that they or someone they know bought wildlife products online.
- Among those who know someone who had bought wildlife products, live birds are the most commonly purchased species (39%).

Wildlife Product Purchase in Past 12 Months (%)



Types of Wildlife Products Bought (%) (n=45)



1%

... Aware of domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases

(Unprompted, among all participants)

Q16. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products in an open wildlife market in the past 12 months?

Q16B. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products online in the past 12 months, in your country or abroad?

Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total Myanmar, n=1000 (weighted)

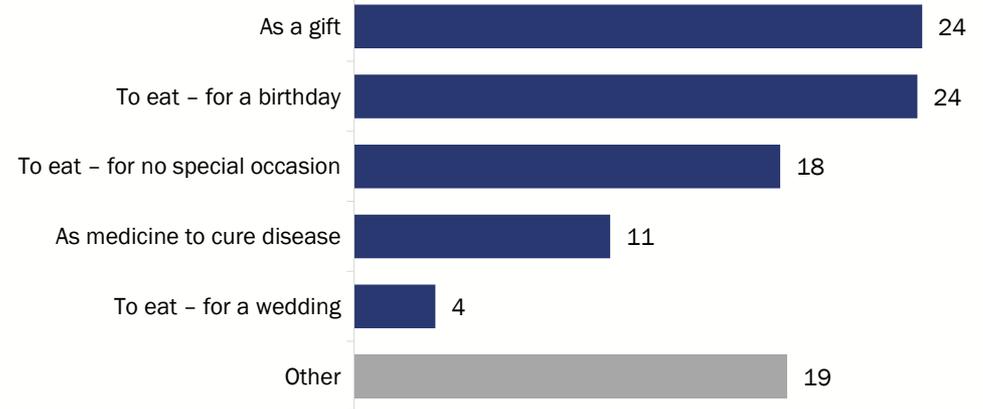
Q9f. Are you aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases? [Open-ended question]

Base: Total Myanmar, n=1,000 (weighted)

Reasons for Buying Wildlife

- Buying wildlife as a gift or to eat for a birthday are the most common reasons for buying wildlife in Myanmar (24%).

Reasons for Buying Wildlife Products Among Wildlife Buyers (%)



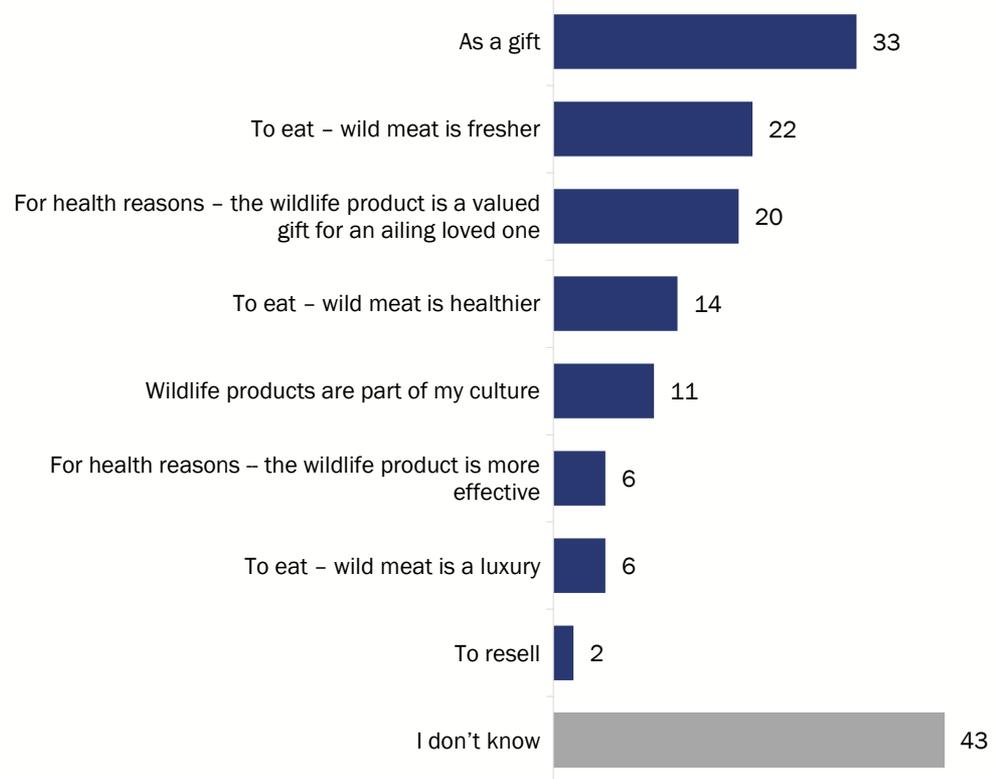
QMM1: Thinking about the last time this person (or yourself) bought wildlife products, why did they buy them?

Base: Wildlife product buyers, n=45 (weighted)

Reasons for Choosing Wildlife Over a Non-Wildlife Alternative

- Gifting is the top reason for buying wildlife over a non-wildlife alternative among participants who bought or know someone who bought wildlife (33%).
- In terms of consumption, the freshness of wild meat is valued highly, as are the perceived health benefits of wildlife products.

Reasons for Choosing Wildlife Products over Non-wildlife Alternatives
Among Wildlife Buyers (%)





Impact of the Coronavirus on Consumption of Wildlife Products

- In Myanmar, 75 percent of participants say they never consumed wildlife products before the outbreak of COVID-19.
- 22 percent of participants report a reduction in the amount of wildlife products they consume or that they have stopped consuming them completely. This is significantly more than in 2020 (13%) though participants in 2020 were more likely to say they never consumed wildlife products (82%) (data not shown).
- 65 percent of those who know someone who has bought wildlife in the past 12 months have not consumed this themselves. 35 percent of this group consume less wildlife because of COVID-19.

Gender

Age

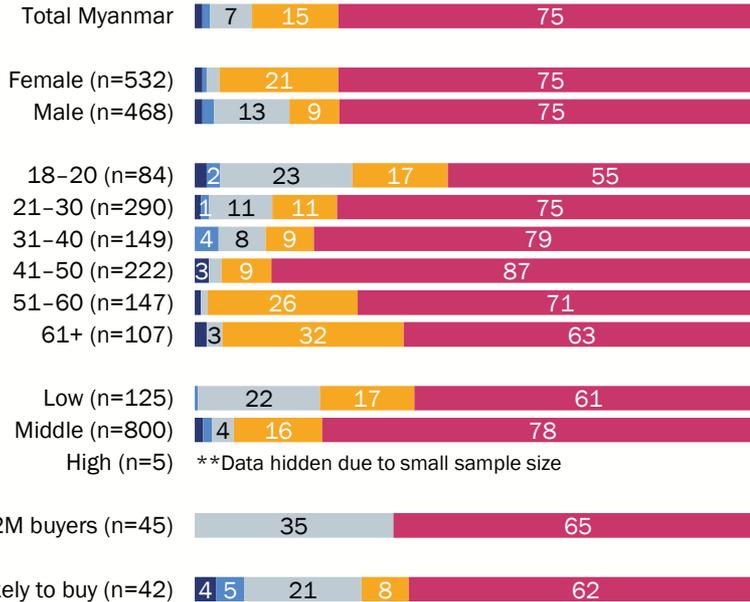
Income

Past 12 Months Purchase

Future Intention

Impact of COVID on Wildlife Product Consumption (%)

- I consume more wildlife products
- There's no change in my consumption of wildlife products
- I consume less wildlife products
- I've completely stopped consuming any wildlife products
- I never consume wildlife products



“Consume less” + “Stopped consuming” (%)

2020	2021
13	22
11	23
14	22
14	40
20	23
11	17
7	11
13	28
-	35
20	38
12	20
14	35
23	29

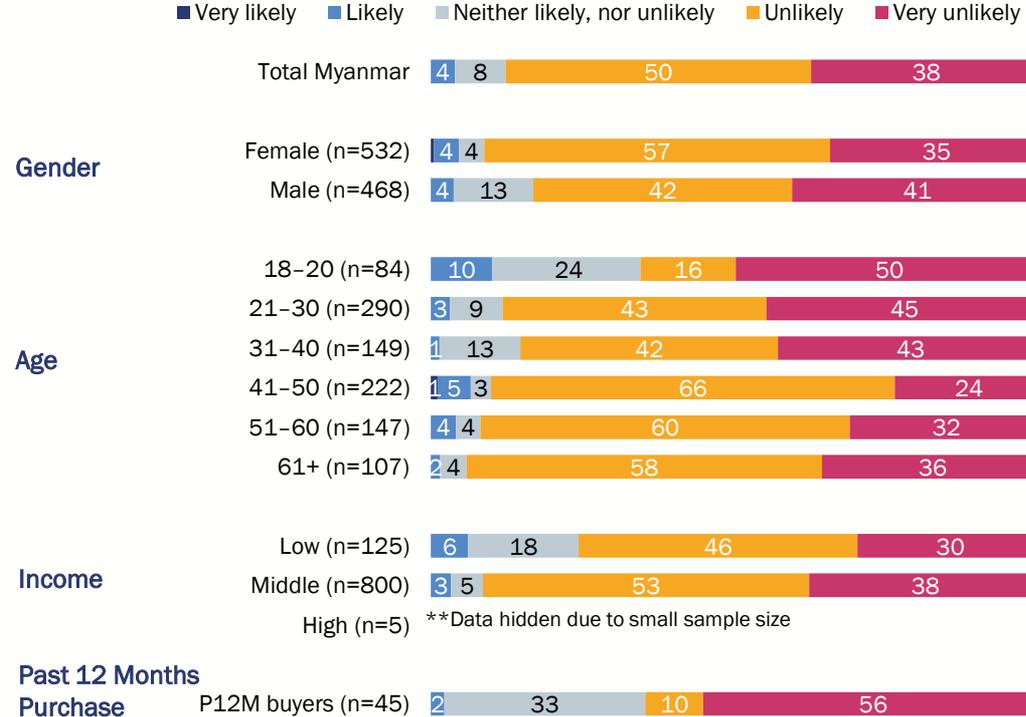
Q18. How has the coronavirus affected your consumption of wildlife products?
 Base: Aware of coronavirus, n=1000 (weighted)



Likelihood to Buy Wildlife Products in the Future

- 88 percent of participants in Myanmar say that they would be unlikely or very unlikely to buy wildlife products in the future.
- Significantly fewer participants say they intend to buy wildlife in the future compared to 2020, with 4 percent in 2021 saying they are likely to buy wildlife products.

Future Intention to Buy Wildlife Products in Wildlife Markets (%)



“Very likely” + “Likely” (%)

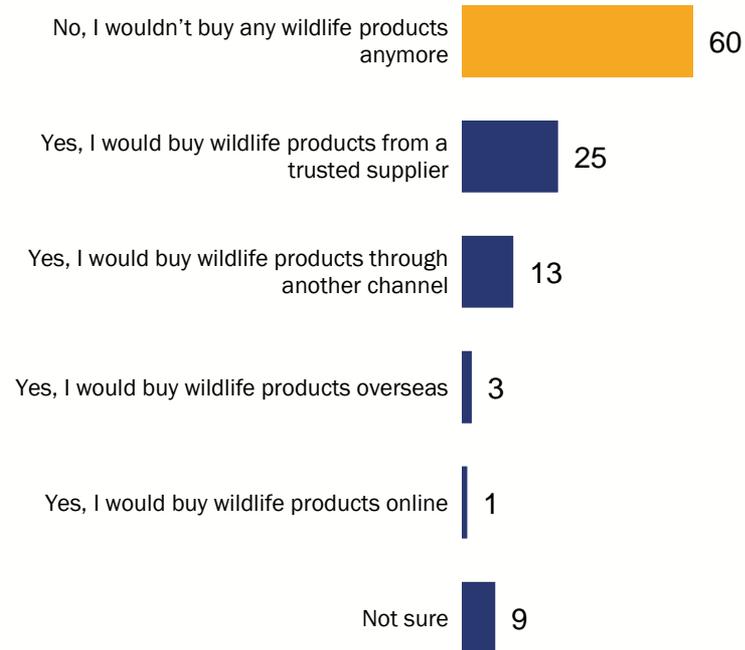
2020	2021
13	4
9	5
15	4
11	10
12	3
13	1
13	7
13	4
-	4
12	6
13	4
42	2

Q19. And how likely will you be to buy wildlife products in the future?
 Base: Total Myanmar, n=1,000 (weighted)

Alternative Channels to Purchase Wildlife Products in the Future

- 60 percent of Future Intended Buyers in Myanmar say they would no longer buy wildlife products if the markets are closed.
- The most popular alternative channel of purchase is from a trusted supplier (25%).

Channels of Purchase for Wildlife Products
(Among Those Who Intend to Buy Wildlife Products) (%)



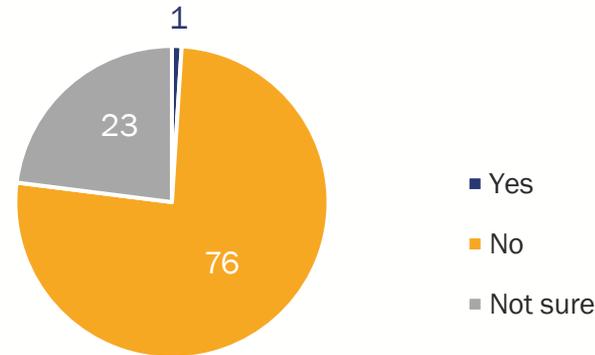
2020 (%)
52
27
10
25
18
3

Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?
Base: Future intention (Likely to buy, n=42) (weighted)

Exotic Pet Purchase in Past 12 Months

- 1 percent of participants say that they or someone they know had bought an exotic pet in the past 12 months. These participants are male, aged between 21 and 40 and have a middle income (data not shown).

Exotic Pet Purchase in Past 12 Months (%)



Note: The definition of an exotic pet that was given to the participants was: “an exotic pet is a pet that is not native to the area the owner lives or is usually considered wild”

Q17B. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought an exotic pet in person or online in the past 12 months? Note: an exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.

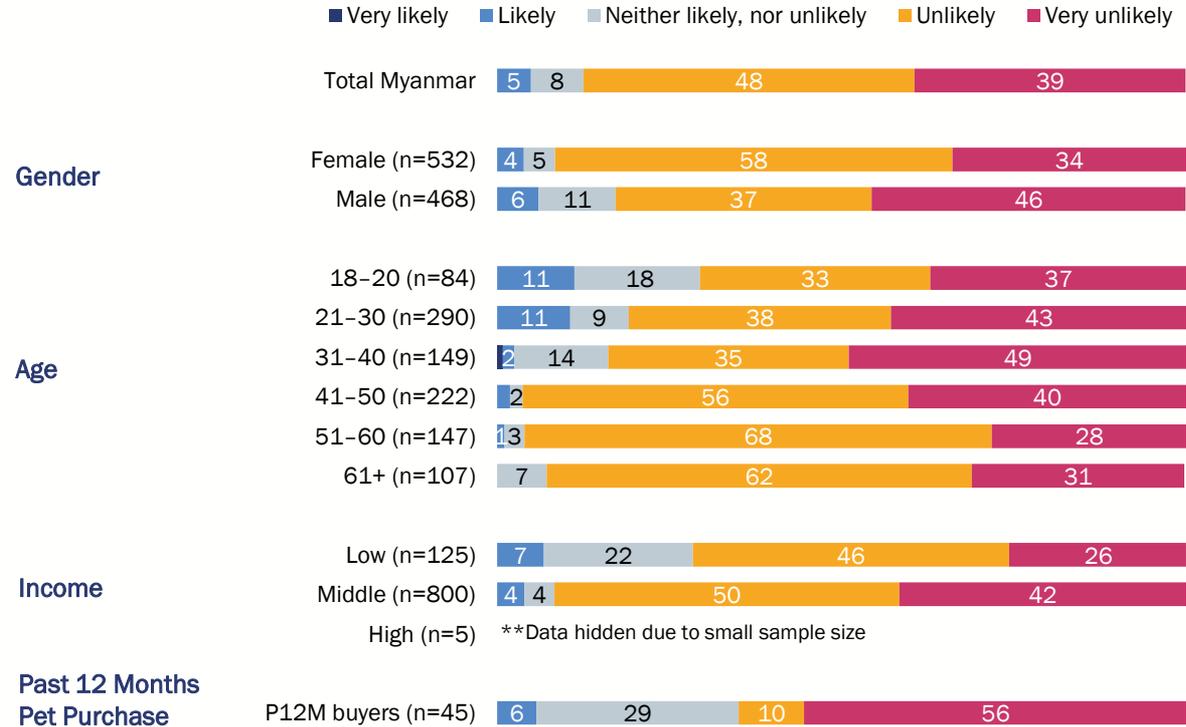
Base: Total Myanmar, n=1000 (weighted); Those who bought exotic pet in the past 12 months, n=9 (weighted)



Likelihood to Buy Exotic Pets in the Future

- 87 percent of participants in Myanmar say they are unlikely or very unlikely to buy exotic pets in the future.
- Younger participants (18 – 30) are significantly more likely to buy exotic pets in the future.

Future Intention to Buy Exotic Pets (%)

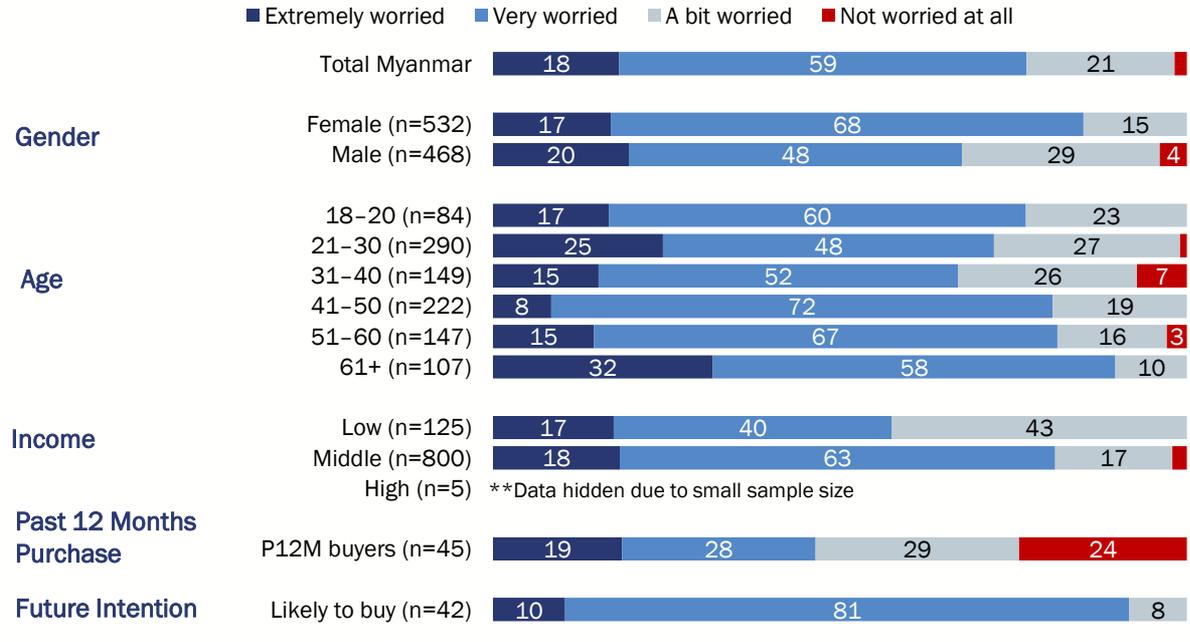




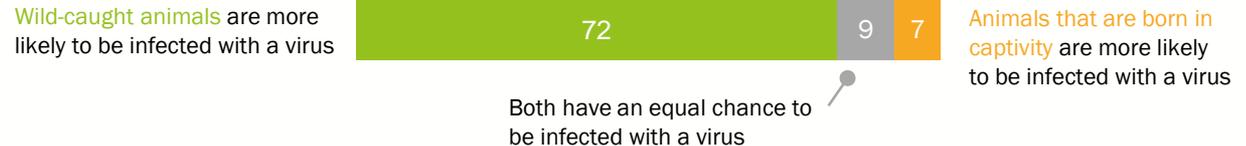
Disease Risks of Animals

- Compared with the level of concern if wildlife markets are not closed (slide 99), participants from Myanmar are similarly, but slightly less concerned.
- One in four participants who had bought wildlife in the past 12 months or know someone who had say they are not worried at all about the disease risks from wildlife farms.
- 72 percent of participants believe that wild-caught animals are more likely to be infected with a virus.

Worry of Disease Risks of Animals from Wildlife Farms (%)



Perceived Chance for Animals to be Infected with Virus (%)



QMM4. Some wildlife, especially mammals and birds, in restaurants come from wildlife farms. How worried are you about the disease risks of animals from these farms?

QMM5. Is there a difference in the likelihood that wild-caught animals will be carrying viruses compared to those that are bred in captivity?

Base: Total Myanmar, n=1,000 (weighted)

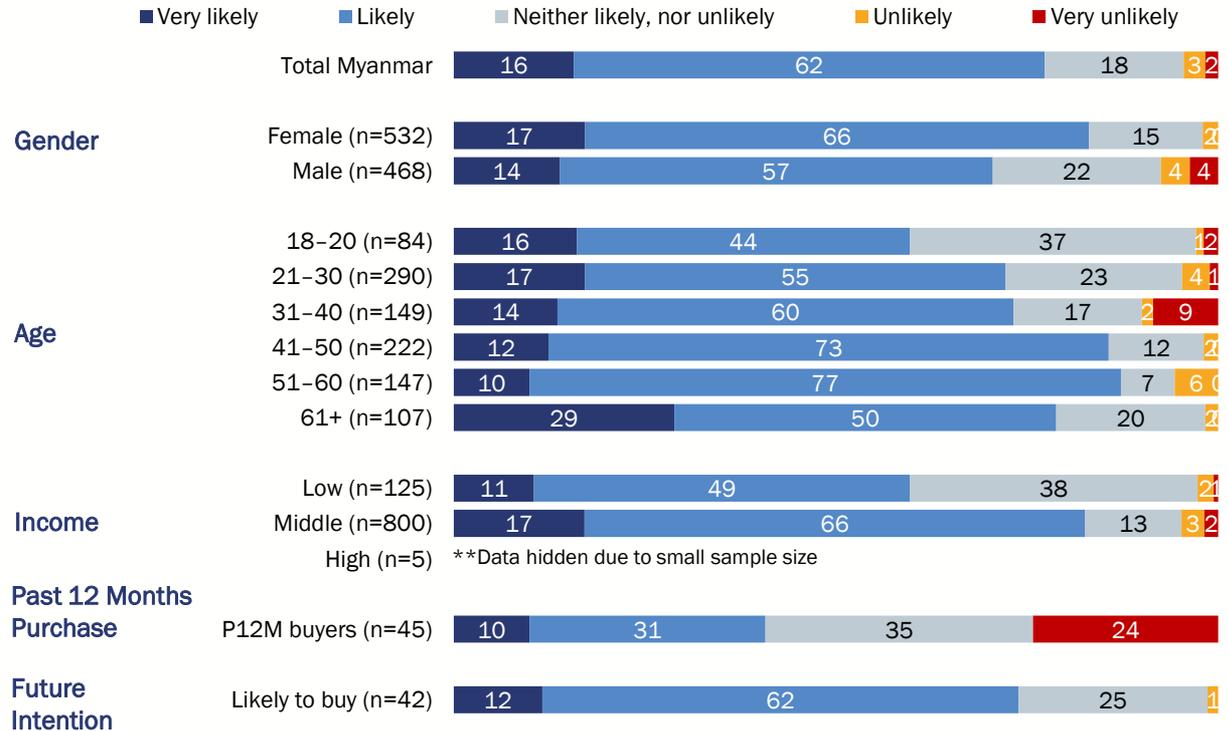




Support for Government Measures to Strictly Control Wildlife Farms

- Compared with the support for the closure of high-risk markets (slide 97), participants from Myanmar are less likely to support measures to strictly control wildlife farms. However, 78 percent of respondents indicate that they would be likely or very likely to support these measures.
- Significantly more older participants (61+) say they are very likely to support these measures.

Support Myanmar Government's Measures to Strictly Control Wildlife Farms (%)



QMM6. How likely would you be to support the Government of Myanmar taking actions and implementing measures to strictly control wildlife farms in Myanmar?

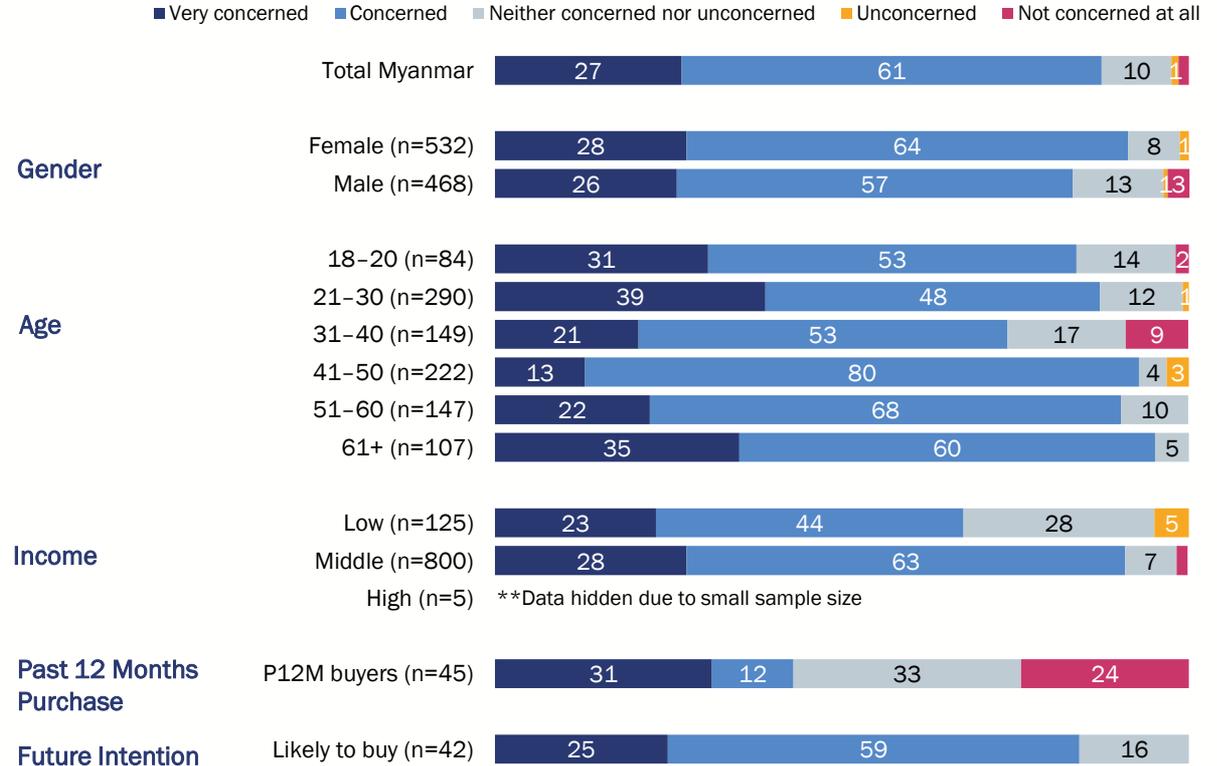
Base: Total Myanmar, n=1,000 (weighted)



Concern about Deforestation

- When participants are informed that “deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans,” 88 percent are concerned or very concerned about this happening.
- Participants under 30-years-old are significantly more likely to say that they are very concerned about deforestation leading to disease transfer.
- One in four participants who know someone who has bought wildlife in the past 12 months, or has bought this themselves, say they are not at all concerned about disease risk in this context.

Concern about Deforestation Leading to Risk of Coronavirus (%)



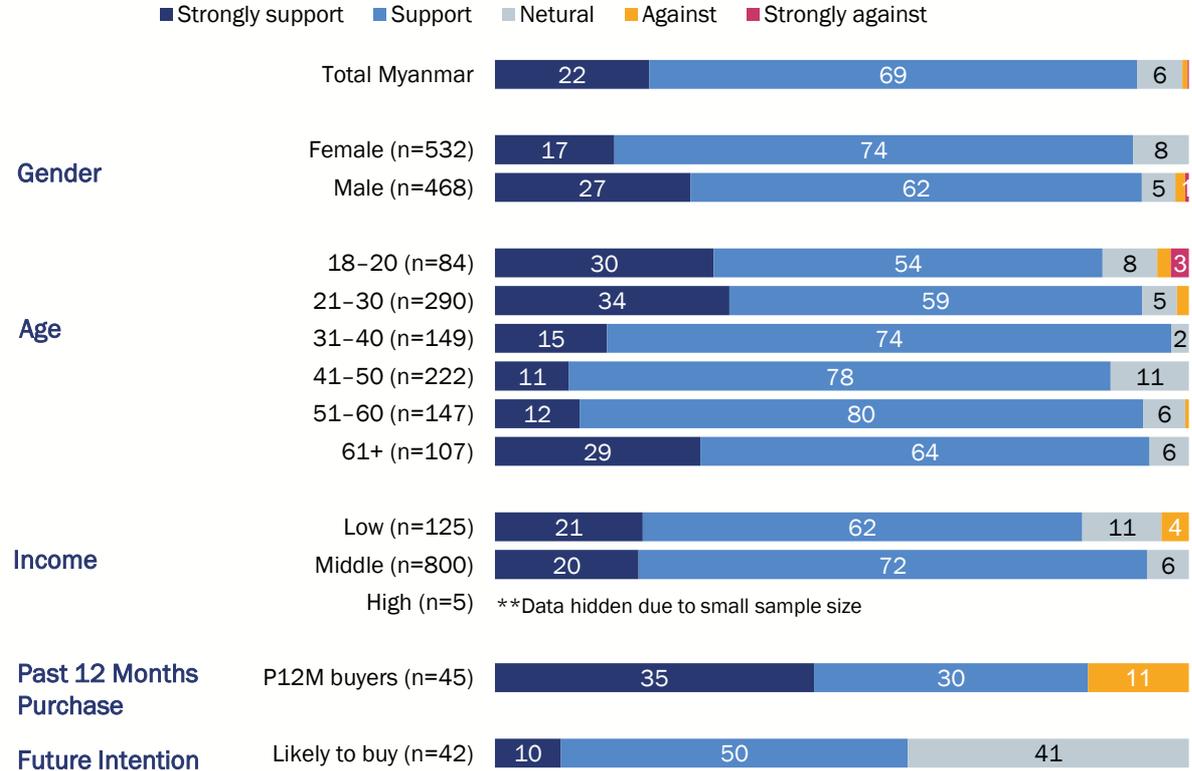
Q20b. Evidence suggests that deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans. How concerned are you about this happening?
 Base: Total Myanmar, n=1,000 (weighted)



Support for Government Action to Reduce Deforestation

- 90 percent of participants in Myanmar support increased efforts to preserve forests and end deforestation in Myanmar or overseas specifically to prevent future pandemics.
- Support is strong across demographics but is strongest in participants under 30 and above 61.
- One in 10 Past 12 Month Buyers are against initiatives to end deforestation.

Support for Country Initiatives to Preserve Forests and End Deforestation (%)

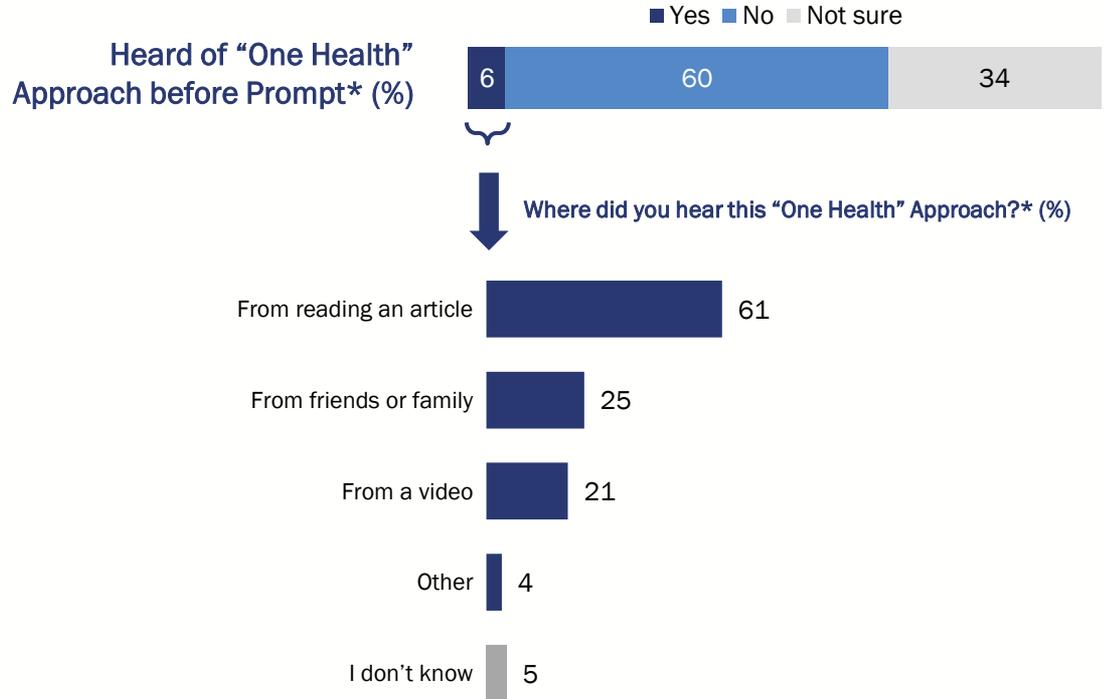


Q20c. If your country increased efforts to preserve forests and end deforestation in your country or overseas specifically to prevent future pandemics while also reducing activities that lead to deforestation, would you support such initiatives?
 Base: Total Myanmar, n=1,000 (weighted)



Knowledge of the “One Health” Approach

- 6 percent of participants in Myanmar say they have heard of the “One Health” approach, with younger participants (under 30) significantly more likely to have heard of it (15%; data not shown).
- Participants had heard of the One Health approach primarily from articles.



***Shown to participants after this question:**

“One Health” is an approach to designing programs, policies, and legislation where different sectors communicate and work together for better health outcomes across people, animals, plants, and their shared environment, especially for animal health, disease transfer between animals and humans, and combatting antibiotic resistance.

Q20d. Have you heard of the “One Health” approach to achieving better public health outcomes?

Base: Total Myanmar, n=1,000 (weighted)

MM11. How did you hear about this approach?

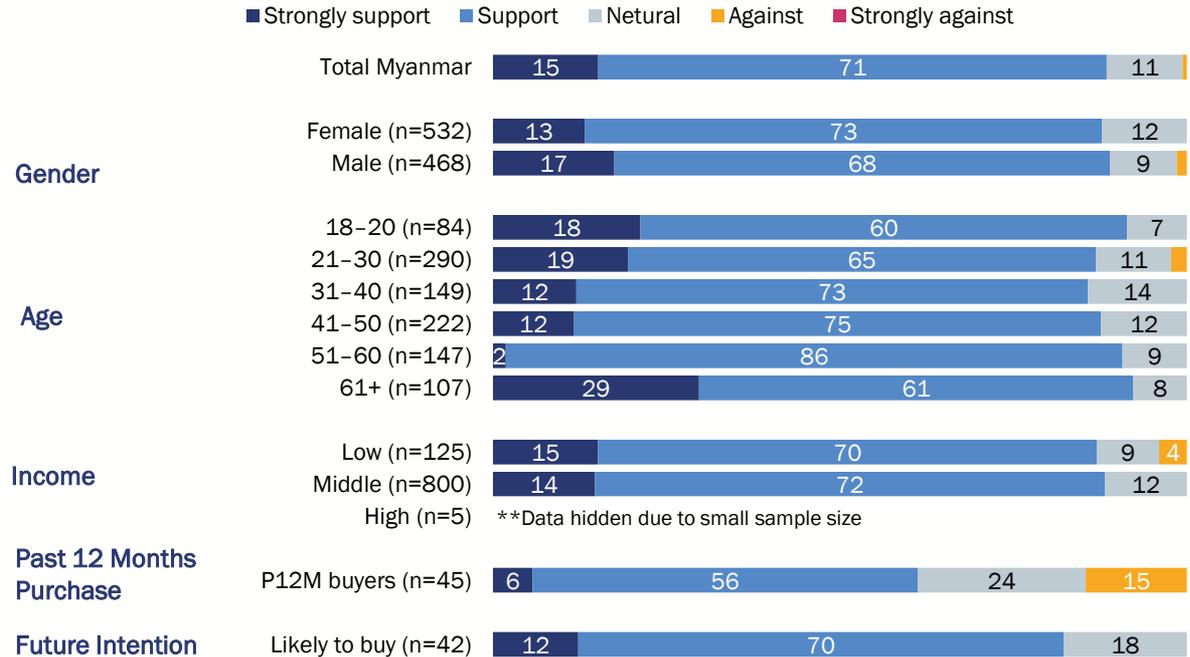
Base: Those who have heard of “One Health” approach, n=59 (weighted)



Support for the “One Health” Approach

- When given the definition of “One Health,” 86 percent of participants support such an approach and less than 1 percent oppose it.

Support a “One Health” Approach to Dealing with Pandemics (%)

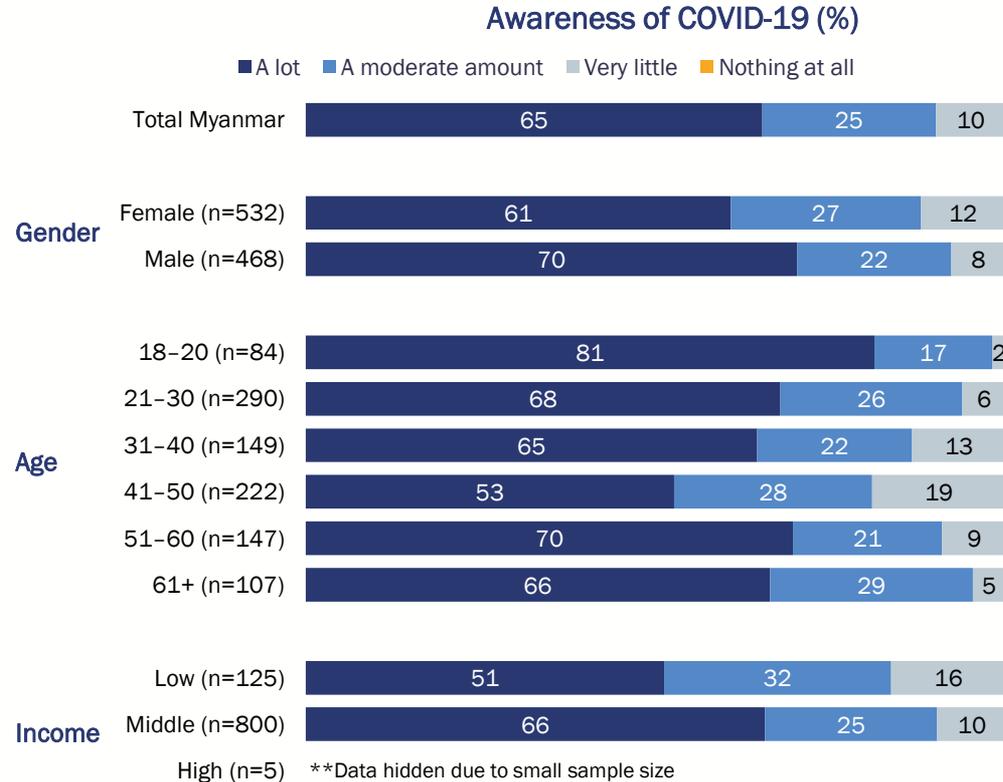


Q20e. How much would you support a “One Health” approach to dealing with pandemics?
 Base: Total Myanmar, n=1,000 (weighted)



Awareness of COVID-19 (Coronavirus)

- The vast majority (90%) of participants have heard a lot or a moderate amount about COVID-19 or coronavirus, and this is high regardless of age, gender, income, or education level. This level has increased since 2020.
- 65 percent of people claim they have heard a lot about the coronavirus in Myanmar, while 10 percent have heard very little.
- 41 – 50-year-olds have heard the least about COVID-19, with just over half (53%) saying they have heard a lot about it and almost one in five (19%) saying they have heard very little.



“A lot” + “A moderate amount” (%)

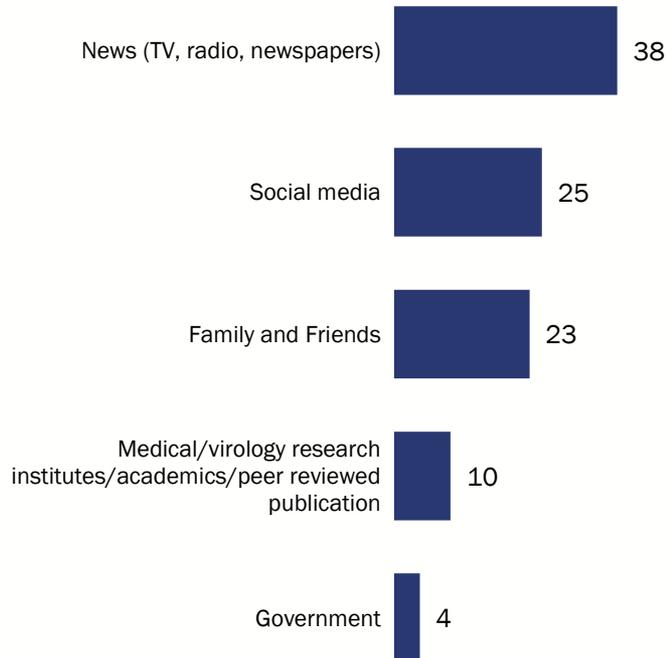
2020	2021
76	90
79	88
74	92
41	98
73	94
73	87
90	81
100	91
-	95
67	84
78	90

Q2. How much have you heard of COVID-19, commonly known as coronavirus?
 Base: Total Myanmar, n=1,000 (weighted)

Main Sources of Information about COVID-19

- The largest proportion of participants (38%) mainly receive information about the coronavirus from news sources such as TV, radio, and newspapers, significantly lower than in 2020 (55%).
- 25 percent use social media as their primary source of information.
- 23 percent get their information on COVID-19 from their family or friends, a significant increase since 2020 (4%).

Main Sources of Information about COVID-19 (%)



2020 (%)
55
28
4
12
2

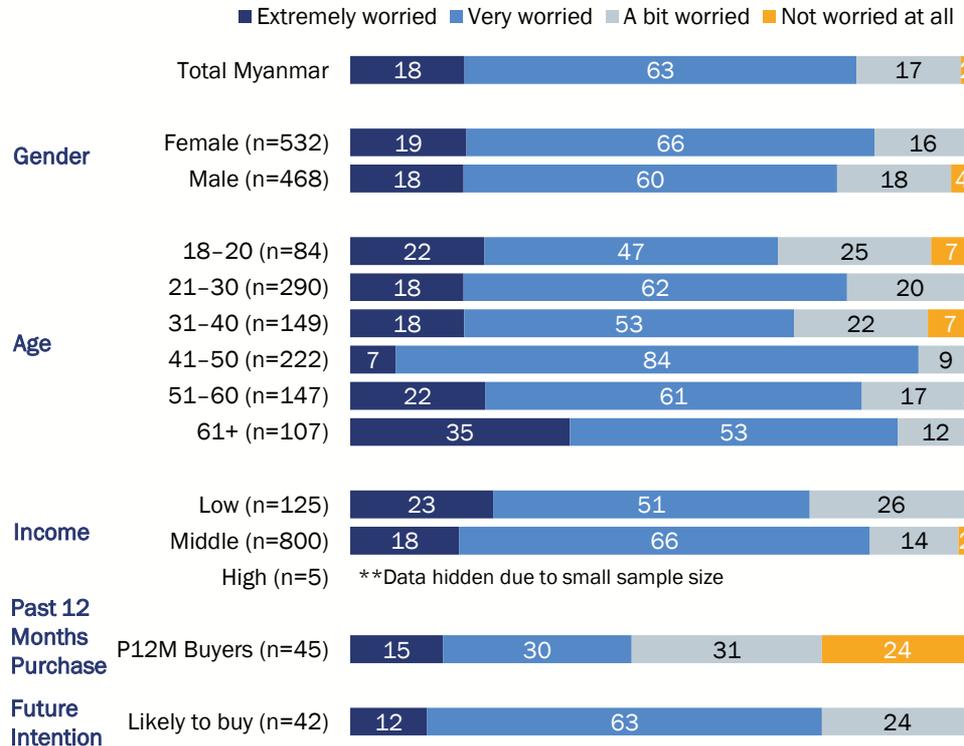
Q3. What is your main source of information in regards to coronavirus?
 Base: Aware of coronavirus, n=1000 (weighted)



Concern about the Coronavirus Outbreak

- In Myanmar, 81 percent of people are very worried or extremely worried about the coronavirus. Although this is similar to 2020, the proportion of the population that identify as 'extremely worried' has dropped significantly from 62 percent to 18 percent (data not shown), indicating the overall level of concern has dropped.

Level of Concern about the Coronavirus Outbreak (%)



“Extremely worried” + “Very worried” (%)

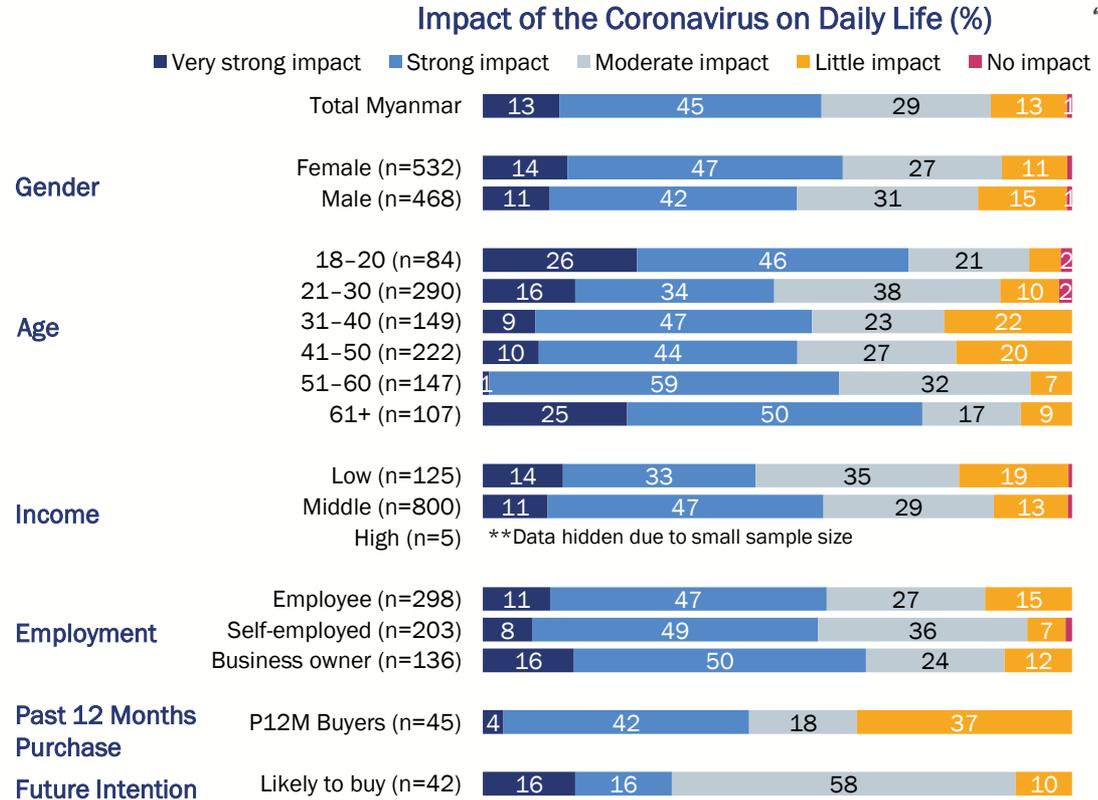
2020	2021
79	81
85	84
76	78
44	69
70	80
79	71
98	91
87	82
-	88
65	74
82	84
80	45
92	76

Q4. Overall, how worried are you about the outbreak of the coronavirus?
 Base: Aware of coronavirus, n=1000 (weighted)



Impact of the Coronavirus on Daily Life

- Overall, 58 percent of participants from Myanmar believe that COVID-19 is having a strong or very strong impact on their lives, a significant decrease since 2020. Additionally, the proportion of the population that says the pandemic is having a very strong impact has dropped significantly from 51 percent to 13 percent (data not shown).



“Very strong” + “Strong impact” (%)

2020	2021
67	58
78	61
61	53
17	72
50	49
66	56
96	53
87	60
-	75
24	46
71	58
74	58
33	57
19	68
40	45
72	32

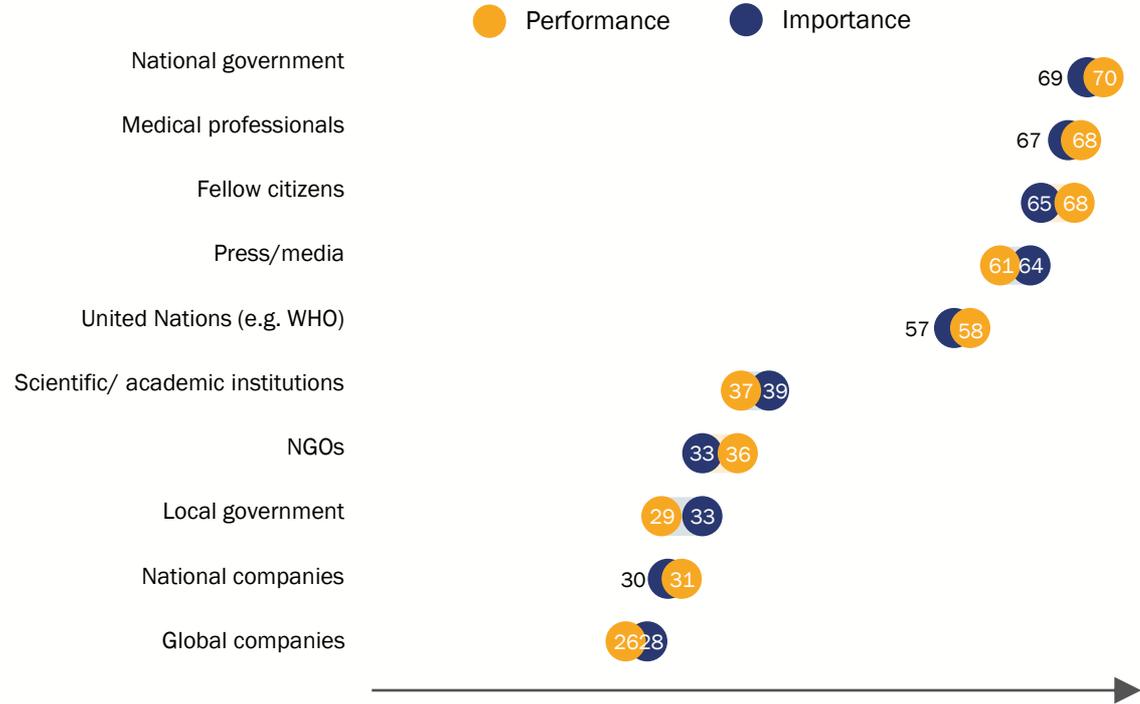
Q5. Overall, how much impact does the coronavirus have on your life in general?

Base: Aware of coronavirus, n=1000 (weighted)

Importance and Performance of Institutions to Combat the Outbreak

- In Myanmar, the national government (likely referring to the government before the political unrest of February 2021), medical professionals and fellow citizens are believed to be the most important institutions to combat the coronavirus, and participants rate their performance very highly.
- Older participants (60+) are more likely to see NGOs as important in combatting COVID-19 (data not shown)

Importance and Performance of Institutions to Combat the Outbreak, Total Mentions (%)



Q7. Please indicate how important you think each of the following institutions is to combat the coronavirus outbreak in your country. Please rank the top five institutions by importance.
 Q7c. Please indicate how well you believe each of the following institutions has handled the coronavirus outbreak in your country in 2020. Please rank the top five institutions by how well they have responded.

Base: Aware of coronavirus, n=1000 (weighted)

Country Chapter

Thailand



Participants' Profile

- The demographic profile of participants surveyed in Thailand is nationally representative of the general population for age and gender, while “soft quotas” were implemented for regions and education.
- The majority of participants have a low income and have not received a university education. The greater proportion are single, are in full time employment, and live in a household with five or more people.
- The majority of participants do not travel overseas (pre-COVID-19).

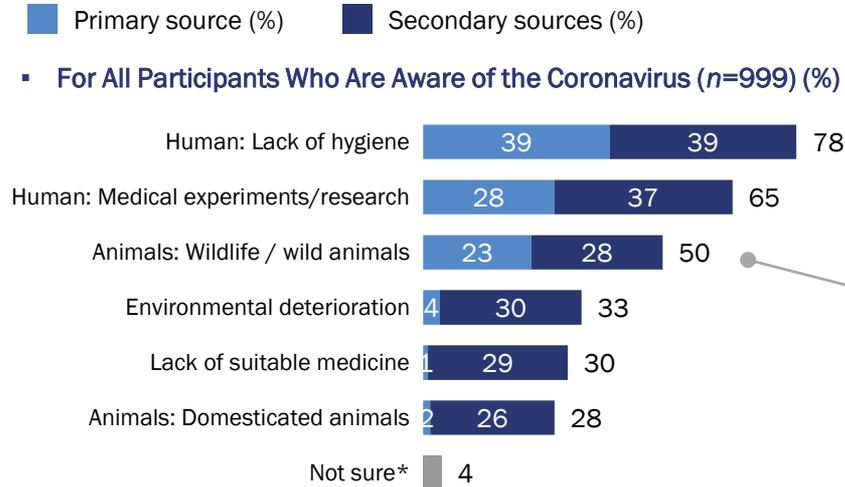
Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> Gender <ul style="list-style-type: none"> Female 52 Male 49 Age <ul style="list-style-type: none"> 18-20 5 21-30 23 31-40 21 41-50 20 51-60 16 61 14 Region <ul style="list-style-type: none"> Northern 10 Northeastern 34 Western 5 Central 31 Eastern 7 Southern 14 	<ul style="list-style-type: none"> Marital Status <ul style="list-style-type: none"> Single 47 Married / civil Partnership 45 Divorced/widowed 7 Household Size <ul style="list-style-type: none"> Only myself 2 2 people 11 3 people 21 4 people 29 5 people or more 37 Travel Overseas <ul style="list-style-type: none"> None 52 Occasional 36 Regular 10 Frequent 2 	<ul style="list-style-type: none"> Education <ul style="list-style-type: none"> Below college 70 University or above 30 Monthly Personal Income <ul style="list-style-type: none"> High (THB 50,000+) 7 Middle (THB 20,000-49,999) 38 Low (<THB 19,000) 54 Employment <ul style="list-style-type: none"> Full-time employment 48 Part-time employment 2 Freelancer / business owner 28 Full-time student 5 Unemployed/retired 14

S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q21b. Household composition; Q23. Employment; Q24. Travel behavior
 Base: Total Thailand, n=1,000

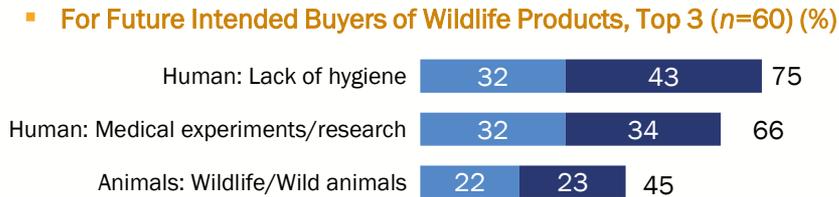
Perceived Sources of the Coronavirus Outbreak

- In Thailand, human influences are seen as the primary source of COVID-19, with 39 percent of participants stating that a lack of hygiene is the primary source of the disease. The second most perceived primary source of the disease is from medical experiments/research (28%).
- 23 percent of participants see wild animals as the primary source of COVID-19, and nearly three in ten see it as a secondary source.
- Those who intend to buy wildlife in the future show similar perceptions to those of the main population.

Note: For this report, i) Past 12 Month (P12M) Buyers are those who have purchased wildlife products themselves or know someone who has bought wildlife products in an open market in the past 12 months; ii) "Future Intended Buyers" refers to those who say that they are likely or very likely to buy wildlife products in the future.



See next slide for perceived modes of transmission from wild animals to humans



*This option is not provided for secondary sources.

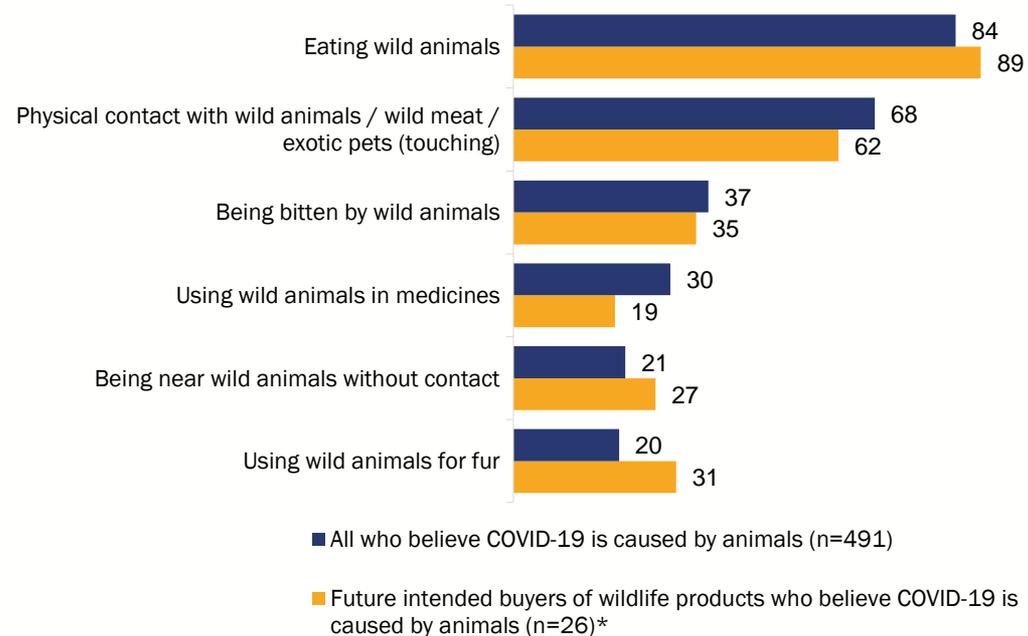
Q8. To your knowledge, what is the primary source of the coronavirus outbreak? Q9. And which other sources, if any, are there for the coronavirus outbreak?

Base: Aware of coronavirus, n=999

Perception of Transfer of COVID-19 from Wild Animals to Humans

- 84 percent of participants who believe that wild animals are one of the primary sources of COVID-19 identify consumption as a vector for disease transmission.
- Physical contact is the second most stated channel of transmission (68%).
- Participants who are likely to buy wildlife in the future have similar perceptions to those who believe that wild animals are a primary source of infection.

Perceived Ways of COVID-19 Transmission from Wild Animals to Humans
(Among Those Who Believe Wild Animals Are the Source of COVID-19) (%)



* Small sample size, $n < 30$

Q9b. You said that wild animals are one of the sources of the coronavirus outbreak. How do you believe the coronavirus transmits to humans from wild animals?
Base: Those who believe wild animals cause COVID-19, $n=491$

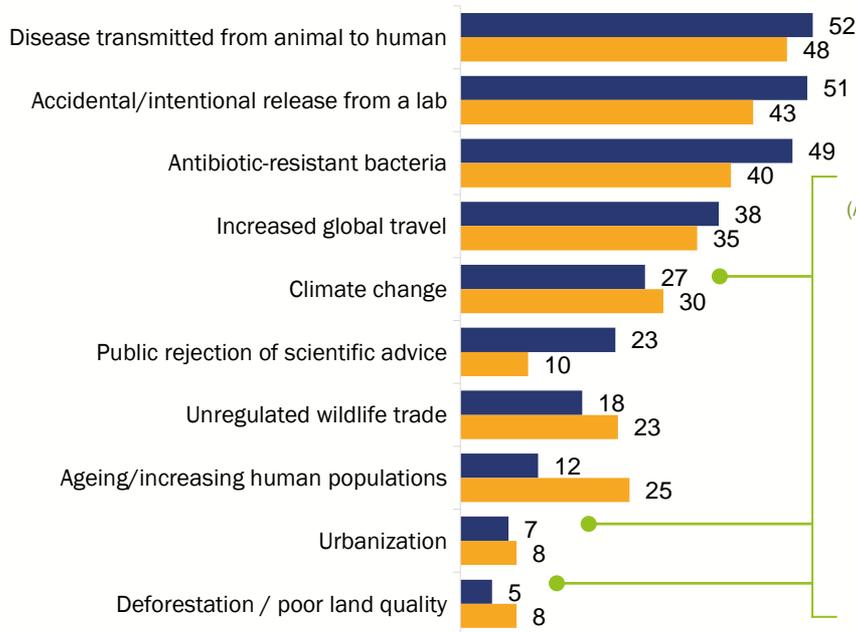


Perceived Root Causes of Future Pandemics

- Among Thai participants, disease transmission from animals to humans is seen as the most likely cause of future pandemics (52%), followed by release from a lab (51%) and antibiotic-resistant bacteria (49%).
- For those who perceive environmental issues to be the cause of the pandemic, deforestation is seen as the most important issue to address (70%), followed by reducing emissions (69%).

Perceived Root Causes Posing Highest Risk for Future Pandemics

(Among Those Who Are Aware of the Coronavirus) (%)



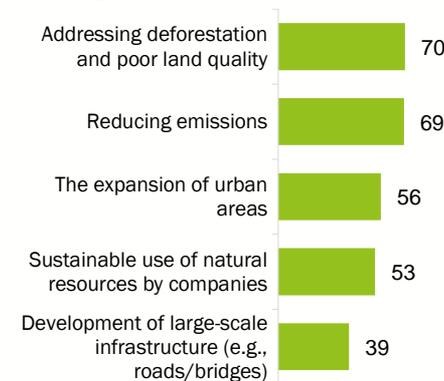
■ All respondents who are aware of the coronavirus (n=999)

■ Future intended wildlife buyers who are aware of the coronavirus (n=60)



Most Important Issues to Address

(Among Those Who Believe Deforestation / Climate Change / Urbanization Are Root Causes of the Pandemic) (%)



Q9c. Which of the following root causes do you believe pose the highest risk for future pandemics?

Base: Aware of coronavirus, n=999

Q9d. You said that [deforestation / climate change / urbanization] is one / are some of the root causes of the pandemic. Which of the following would you consider the most important issues to address?

Base: Those who believe deforestation / climate change / urbanization is one of the root causes of the pandemic, n=342

Suggestions for National Government to Prevent the Next Pandemic

Top Suggested Actions National Governments Should Take to Prevent the Next Pandemic (Among All Participants Who Answered, Excluding "Don't Know"*) (%)

- When asked what they believe their national government should do to prevent the next pandemic in an open-ended question, participants in Thailand mention conducting research on the development of vaccines (18%), reducing travel (16%), and increasing law enforcement measures (11%).
- Combatting wildlife trade (2%) and protecting the environment (1%) rank very low among Thai participants.



*2% of participants answered "I don't know"

Q9e. What do you believe your national government should do to prevent the next pandemic? [Open-ended question]

Base: All participants who answered (excluding "don't know"), n=984

Awareness of Wildlife Trade Regulation

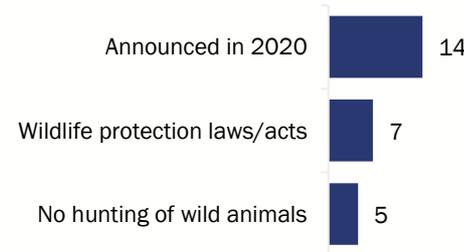
- When asked if they were aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases, 13 percent of participants say they are aware of some.
- Participants are not clear on the details of the law but refer to the wildlife protection law that prohibits the hunting of wild animals that was announced in 2020.

13%

Aware of Domestic or International Agreements or Regulations Relating to Wildlife Made in 2020 to Prevent Future Outbreaks of Diseases
 (Unprompted, among all participants)



Top Recalls Concerning Regulations/Agreements Participants Are Aware of
 (% Among Those Aware, Open-ended Answers)



Q9f. Are you aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases?
 [Open-ended question]
 Base: Total Thailand, n=1,000

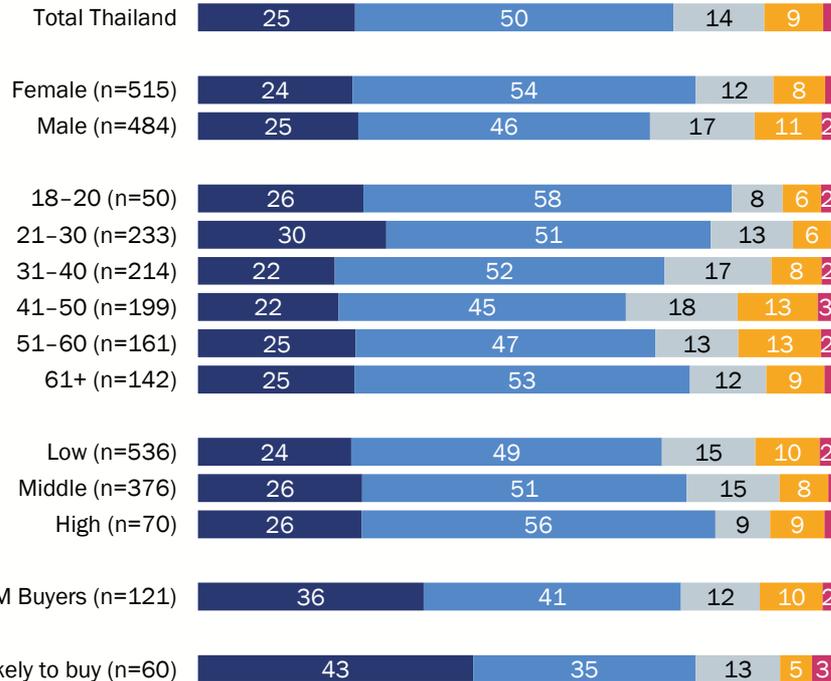


Perceived Effectiveness of Closing High-Risk Markets

- To prevent similar outbreaks from happening in the future, 75 percent of participants feel that a closure of wildlife markets is an effective approach.
- Support is relatively uniform across demographics.
- Past 12 Month Buyers and Future Intended Buyers are significantly more likely to see this as being an effective measure.

Perceived Effectiveness of High-Risk Wildlife Market Closure (%)

■ Very effective ■ Somewhat effective ■ Neither effective, nor ineffective
■ Not very effective ■ Not effective at all



“Very effective” + “Somewhat effective” (%)

	2020*	2021
Total Thailand	79	75
Gender		
Female (n=515)	81	78
Male (n=484)	77	71
Age		
18-20 (n=50)	88	84
21-30 (n=233)	81	81
31-40 (n=214)	82	73
41-50 (n=199)	77	67
51-60 (n=161)	76	72
61+ (n=142)	79	78
Income		
Low (n=536)	77	73
Middle (n=376)	80	77
High (n=70)	80	81
Past 12 Months Purchase		
P12M Buyers (n=121)	86	76
Future intention		
Likely to buy (n=60)	90	78

***Note: High-risk markets were defined to respondents as follows:**
 “High risk markets” are markets that sell mammals and birds that carry diseases that can be transmitted to humans. This includes most birds (due to avian flu) and mammals of particularly high risk like bats, primates, rodents, and carnivores.

* In 2020, participants were asked about “illegal and unsustainable markets.” In 2021, this was updated to “high-risk markets.”

Q12. How effective do you think a closure of high-risk markets where they sell animals which are coming from the wild (i.e., non-domesticated animals and not livestock such as bats, pangolins, and civets) would be to prevent similar epidemic diseases from happening in the future?

Base: Aware of coronavirus, n=999

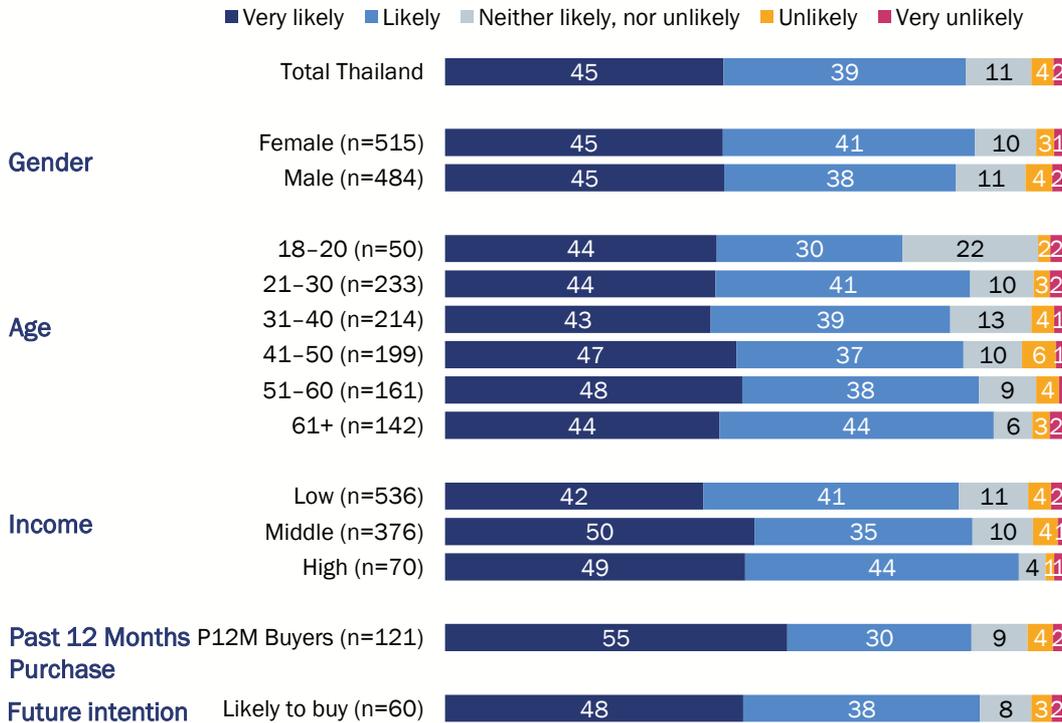




Likelihood to Support Closing High-Risk Markets

- 84 percent of participants in Thailand are likely or very likely to support the government’s efforts to close all high-risk markets selling wildlife, a significant drop since 2020.
- Even among Future Intended Buyers, 87 percent claim that they are likely to support the closure of high-risk markets.

Likelihood to Support High-Risk Wildlife Market Closure (%)



“Very likely” + “Likely” (%)

2020*	2021
90	84
89	86
90	83
88	74
85	85
93	82
90	84
92	86
94	89
86	83
92	85
93	93
94	85
92	87

* In 2020, we did not ask about “high-risk” markets, but on “illegal and unregulated” markets.

Q13. How likely would you be to support the efforts by governments and health ministries to close all high-risk markets selling wild animals (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civets, not livestock which are farmed) in your country?

Base: Total Thailand, n=1,000

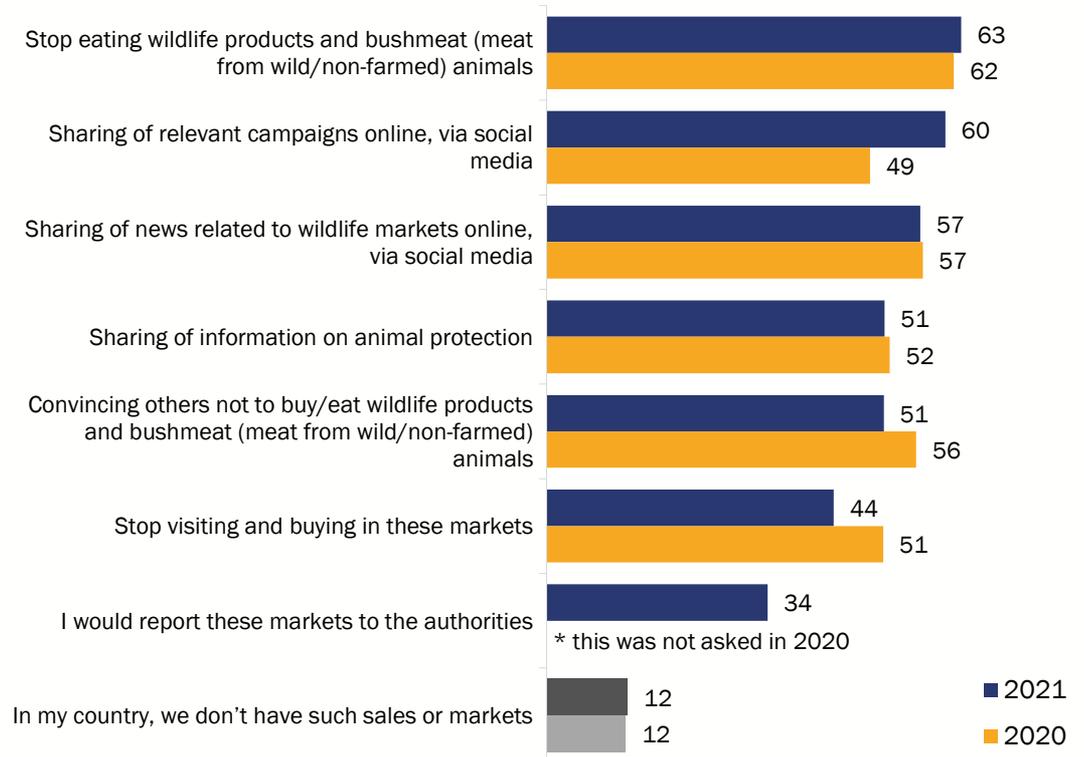




Ways to Support the Prevention of Sales of High-Risk Wild Animals

- The ways in which participants would support the initiatives and efforts to close high-risk markets are varied. Most participants (63%) would support market closures by stopping eating wildlife products and bushmeat, followed sharing of relevant campaigns via social media (60%), a significant increase since 2020.
- 12 percent of participants believe that there are no high-risk markets selling wildlife products Thailand.

Ways to Support Prevention of Sales of High-Risk Wild Animals
(Among Those Who Supported Market Closures) (%)



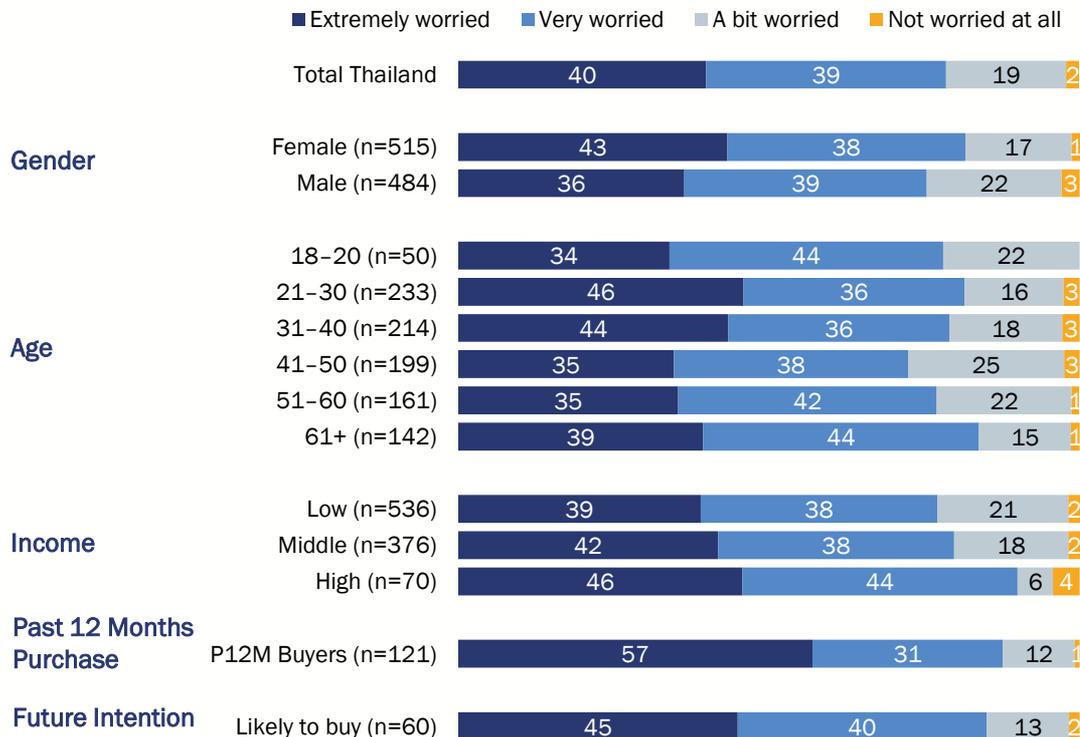
Q14. And how would you support the initiatives/efforts to prevent sales of high-risk wild animals in your country?
Base: Support market closures, n=843 (2021) / n=884 (2020)



Level of Worry if No Measures Are Taken to Close Wildlife Markets

- A majority of participants (79%) would be extremely or very worried if no measures are taken to close the wildlife markets. Female participants, high income participants and Past 12 Months Buyers tend to worry more than the general population if no measures are taken.
- 85 percent of Future Intended Buyers are also extremely or very worried about another outbreak if the wildlife markets are not closed.

Level of Worry if No Measures Are Taken to Close Wildlife Markets (%)



“Extremely worried” + “Very worried” (%)

2020	2021
80	79
82	82
78	75
97	78
82	82
84	79
80	72
72	77
76	84
80	77
79	80
81	90
92	88
86	85

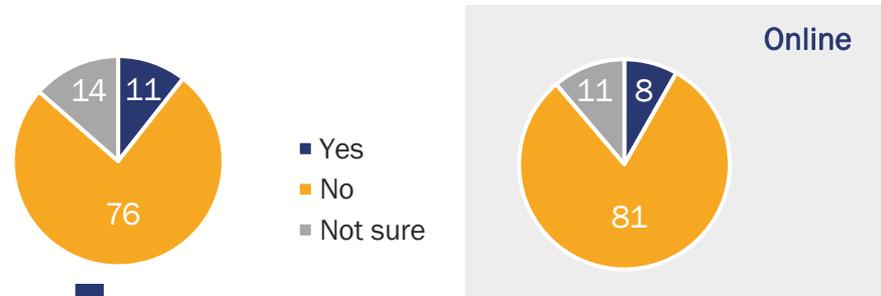
Q15. If no measures are taken to close the markets where they sell animals from the wild / from wilderness and/or strictly regulate them, how worried are you that similar epidemic outbreak will happen in the future?

Base: Aware of coronavirus, n=999

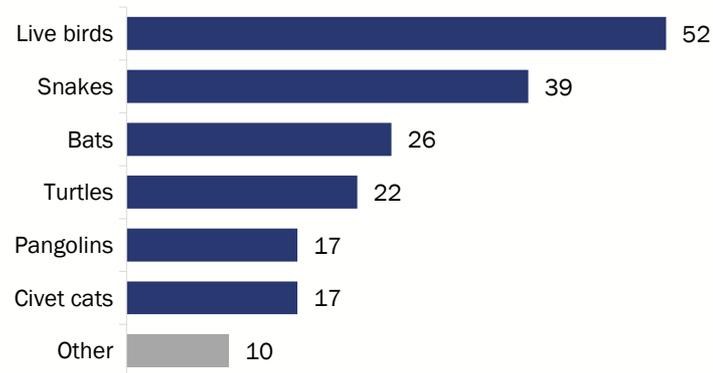
Wildlife Product Purchase in Past 12 Months

- 11 percent of participants in Thailand say that they or somebody they know bought wildlife products in the past 12 months in an open wildlife market. This is significantly higher for 18-30-year-olds (15%) (data not shown).
- 8 percent say that they or someone they know bought wildlife products online.
- Among those who know someone who had bought wildlife products, live birds are the most commonly purchased species (52%) followed by snakes (39%).

Wildlife Product Purchase in Past 12 Months (%)



Types of Wildlife Products Bought (%) (n=121)



Q16. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products in an open wildlife market in the past 12 months?

Q16B. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products online in the past 12 months, in your country or abroad?

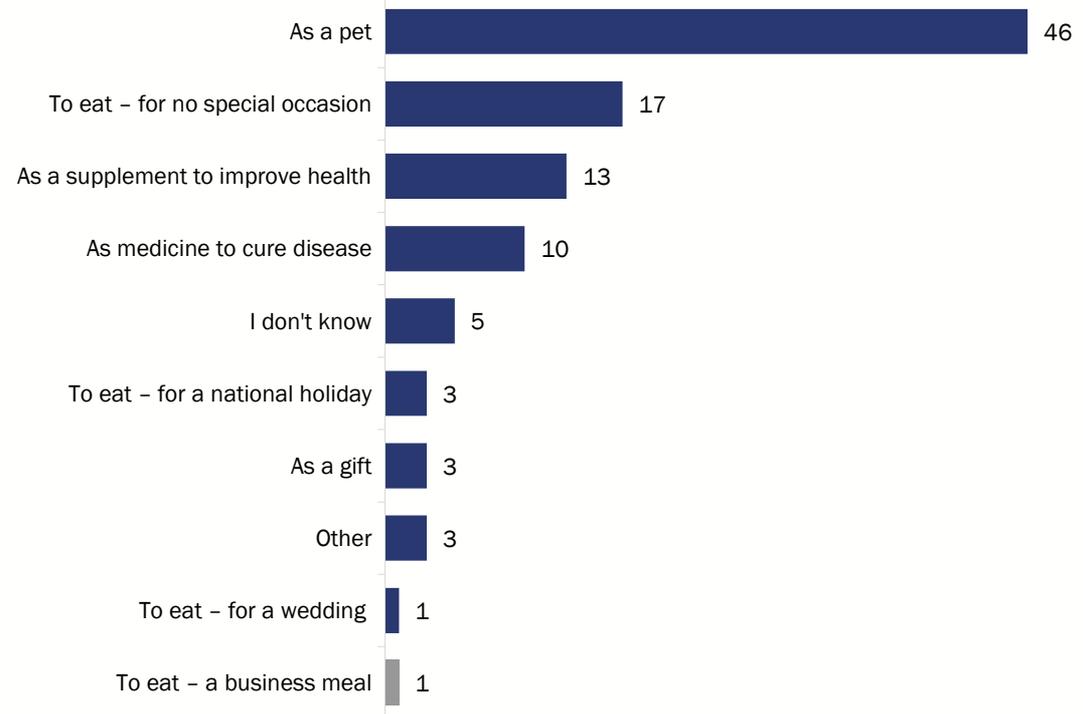
Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total Thailand, n=1000

Reasons for Buying Wildlife

- Buying wildlife as a pet is the most common reason for buying wildlife in Thailand (46%), followed by eating in everyday meals (17%).
- Buying wildlife for health reasons such as a supplement to improve health (13%) or to cure disease (10%) were popular reasons for purchase.

Reasons for Buying Wildlife Products
(Among Wildlife Buyers) (%)



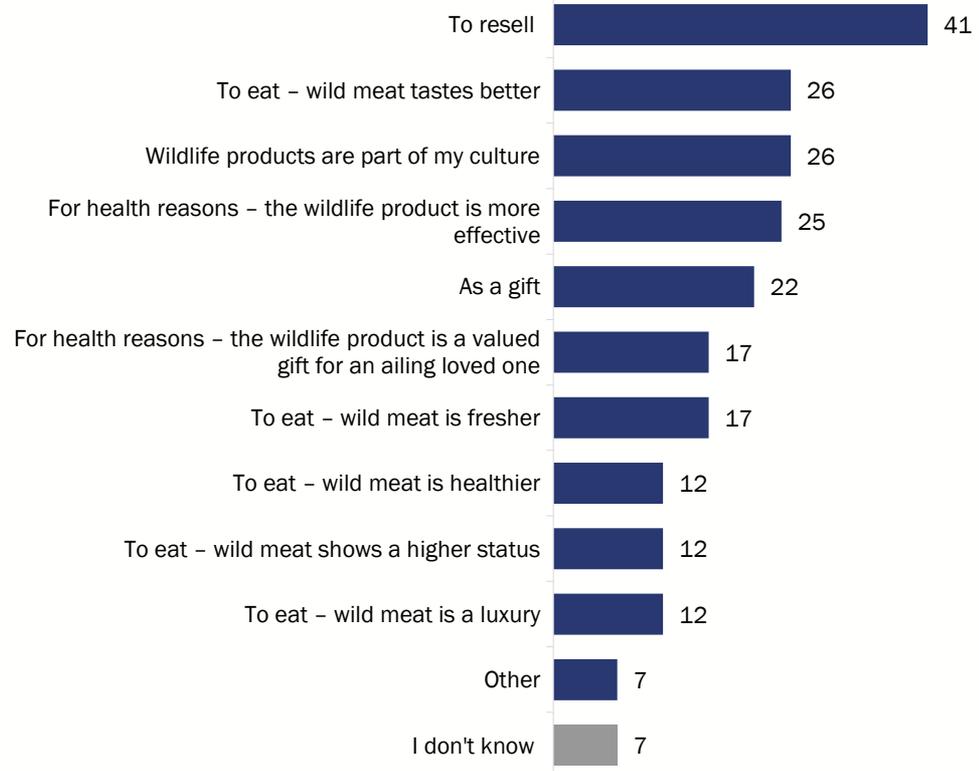
QTH1: Thinking about the last time this person (or yourself) bought wildlife products, why did they buy them?

Base: Wildlife product buyers, n=121

Reasons for Choosing Wildlife Over a Non-Wildlife Alternative

- Reselling is the top reason for buying wildlife among participants who bought or know someone who bought wildlife (41%).
- In terms of consumption, the taste of wild meat is valued highly, as are the cultural connections with wildlife products.

Reasons for Choosing Wildlife Products over Non-wildlife Alternatives
(Among Wildlife Buyers) (%)



QTH2. Why did you/this person choose wildlife products over a non-wildlife alternative? Please rank up to three answers.

Base: Wildlife product buyers, n=121



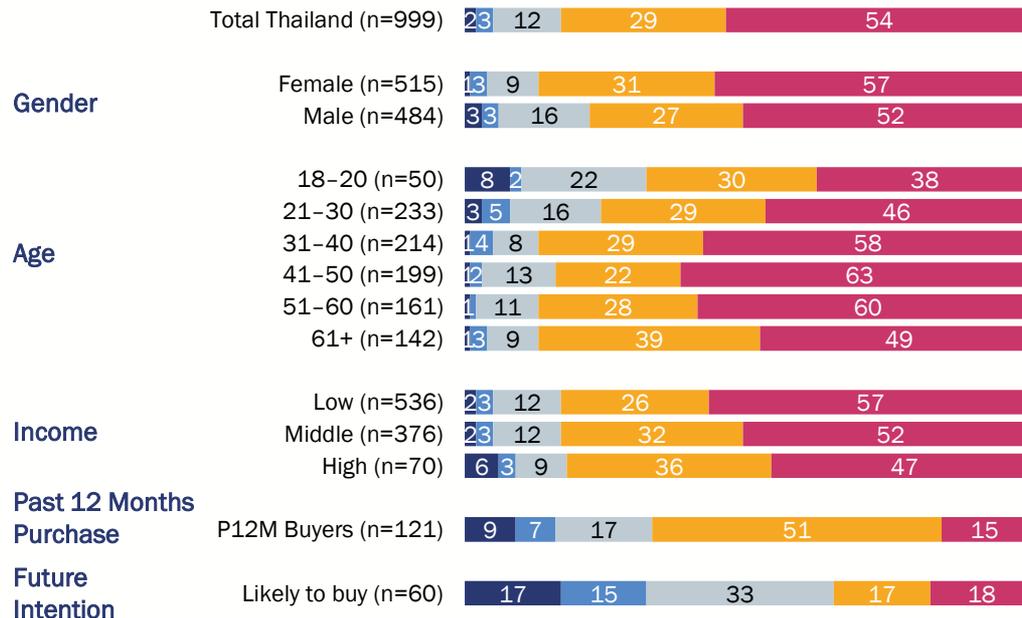
Impact of the Coronavirus on Consumption of Wildlife Products

- In Thailand, 54 percent of participants say they never consumed wildlife products before the outbreak of COVID-19.
- 41 percent of participants report a reduction in the amount of wildlife products they consume or that they have stopped consuming them completely. This is significantly more than in 2020 (21%), though participants in 2020 were more likely to say they never consumed wildlife products (75%) (data not shown).
- More than half of Past 12 Months Buyers say they have completely stopped consuming wildlife products since the outbreak of COVID-19. Almost one in ten of this group (9%) say they consume more wildlife products.

Impact of COVID on Wildlife Product Consumption (%)

- I consume more wildlife products
- There's no change in my consumption of wildlife products
- I consume less wildlife products
- I've completely stopped consuming any wildlife products
- I never consume wildlife products

“Consume less” + “Stopped consuming” (%)



2020	2021
21	41
12	40
29	43
27	52
28	46
29	37
16	35
12	39
20	48
24	39
19	44
20	44
43	69
37	50

Q18. How has the coronavirus affected your consumption of wildlife products?

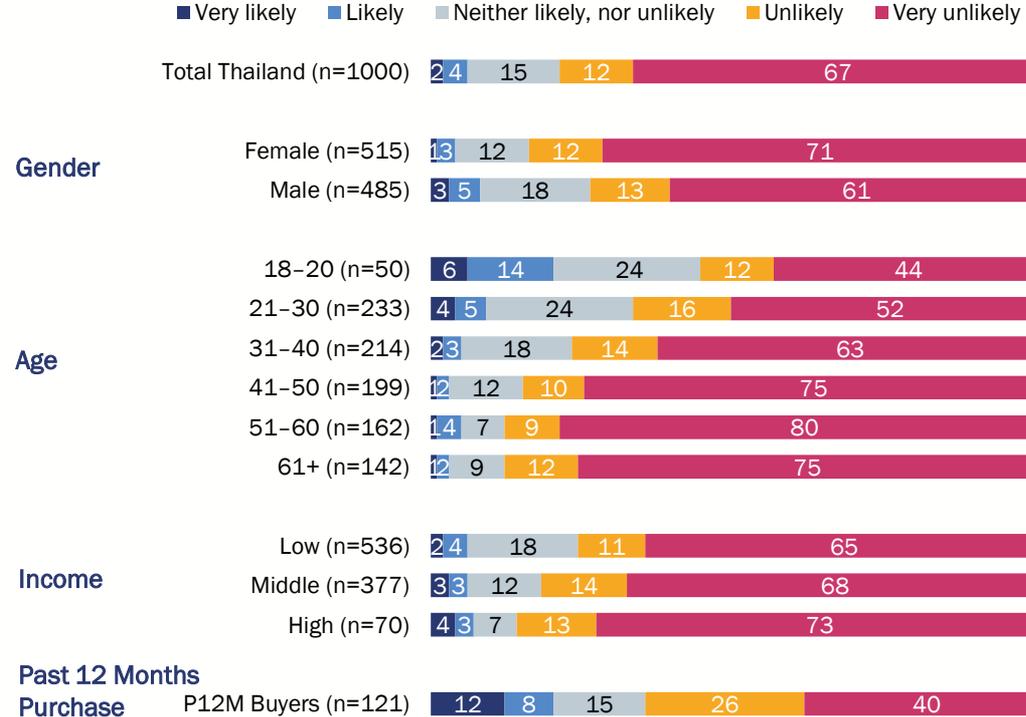
Base: Aware of coronavirus, n=999



Likelihood to Buy Wildlife Products in the Future

- 79 percent of participants in Thailand say that they would be unlikely or very unlikely to buy wildlife products in the future.
- Males and those under age 30 are more likely to buy wildlife in the future.
- One in five Past 12 Months Buyers (20%) say that they are likely or very likely to buy wildlife products again in the future.

Future Intention to Buy Wildlife Products in Wildlife Markets (%)



“Very likely” + “Likely” (%)

2020	2021
7	6
6	4
7	8
17	20
12	9
8	5
5	3
3	4
0	4
8	6
6	6
6	7
27	20

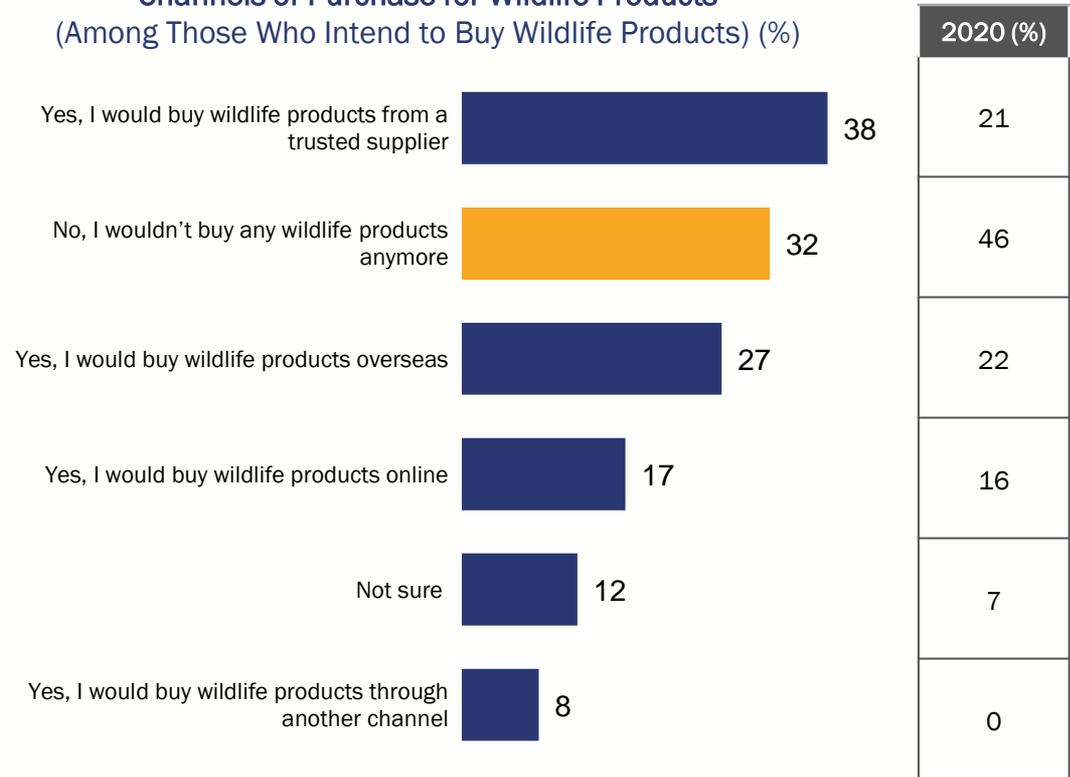
Q19. And how likely will you be to buy wildlife products in the future?
Base: Total Thailand, n=1,000



Alternative Channels to Purchase Wildlife Products in the Future

- 32 percent of Future Intended Buyers in Thailand say they would no longer buy wildlife products if the markets are closed.
- The most popular alternative channel of purchase is from a trusted supplier (38%), which has increased in relative importance since 2020, followed by purchasing from overseas (27%).

Channels of Purchase for Wildlife Products
(Among Those Who Intend to Buy Wildlife Products) (%)



Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?
Base: Future intention (Likely to buy, n=60)

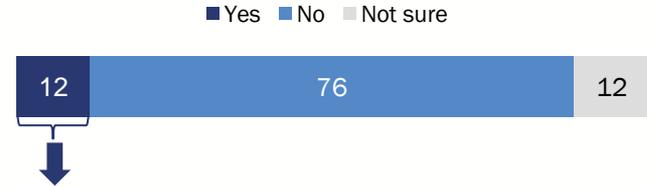


Exotic Pet Purchase in Past 12 Months

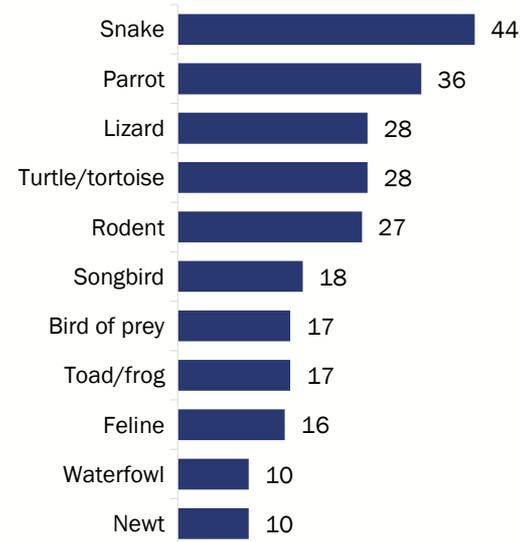
- 12 percent of Thai participants say that they or someone they know had bought an exotic pet in the past 12 months. This is significantly higher among 18–30-year-olds (18%) and regular overseas travelers (23%) (data not shown).
- The most common exotic pets are snakes (44%), followed by parrots (36%).

Note: The definition of an exotic pet that was given to the participants was: “an exotic pet is a pet that is not native to the area the owner lives or is usually considered wild”

Exotic Pet Purchase in Past 12 Months (%)



Top Types of Exotic Pet Bought (%) (n=115)



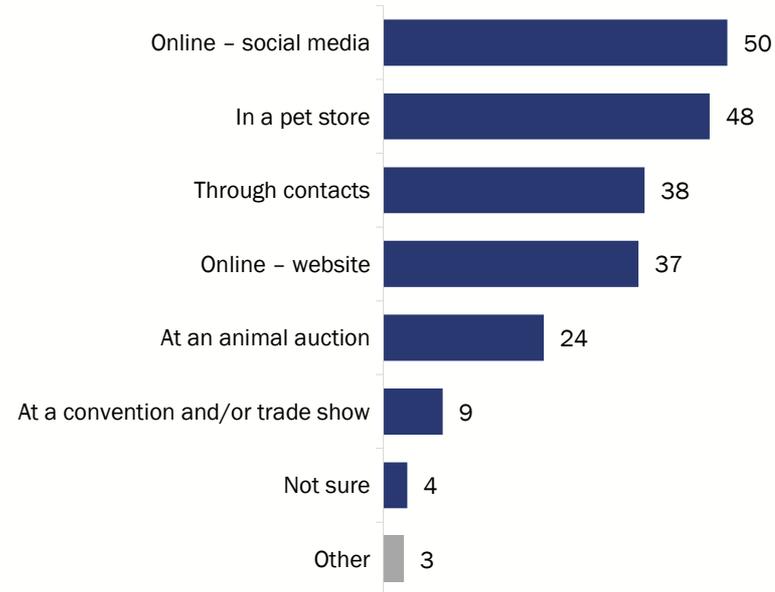
Q17B. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought an exotic pet in person or online in the past 12 months? Note: an exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.
 Q17C. You said that someone you know (or yourself) bought an exotic pet in the past 12 months. What kind of wild animal did this person (or yourself), buy?

Base: Total Thailand, n=1000; Those who bought exotic pet in the past 12 months, n=115

Purchase Channels of Exotic Pets

- Online purchase through social media (50%) is the top channel for buying exotic pets in Thailand.
- Purchases in physical pet stores are also common, with 48 percent of participants listing this as a channel for recent purchases.

Locations Where Exotic Pets Were Purchased
(Among Those Who Bought in the Past 12 Months) (n=115) (%)



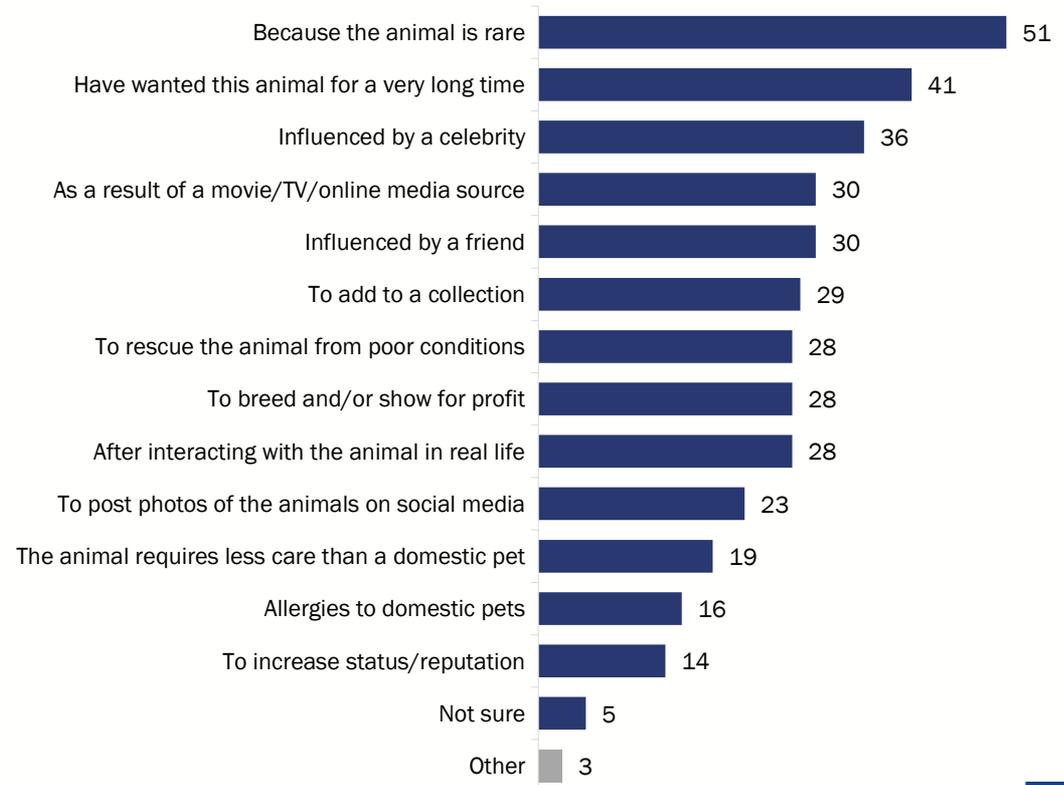
Q17D. Where did this person buy this / these animal(s)?

Base: Those who bought an exotic pet in the past 12 months, n=115

Reasons for Choosing an Exotic Pet and Origins of the Animal

- The rarity of an animal is a strong driver for participants to choose an exotic pet over a domestic animal, with more than half of participants (51%) citing this as a reason for purchase.
- Celebrity influence ranks more highly in Thailand than it does in the U.S. (see slide 173).

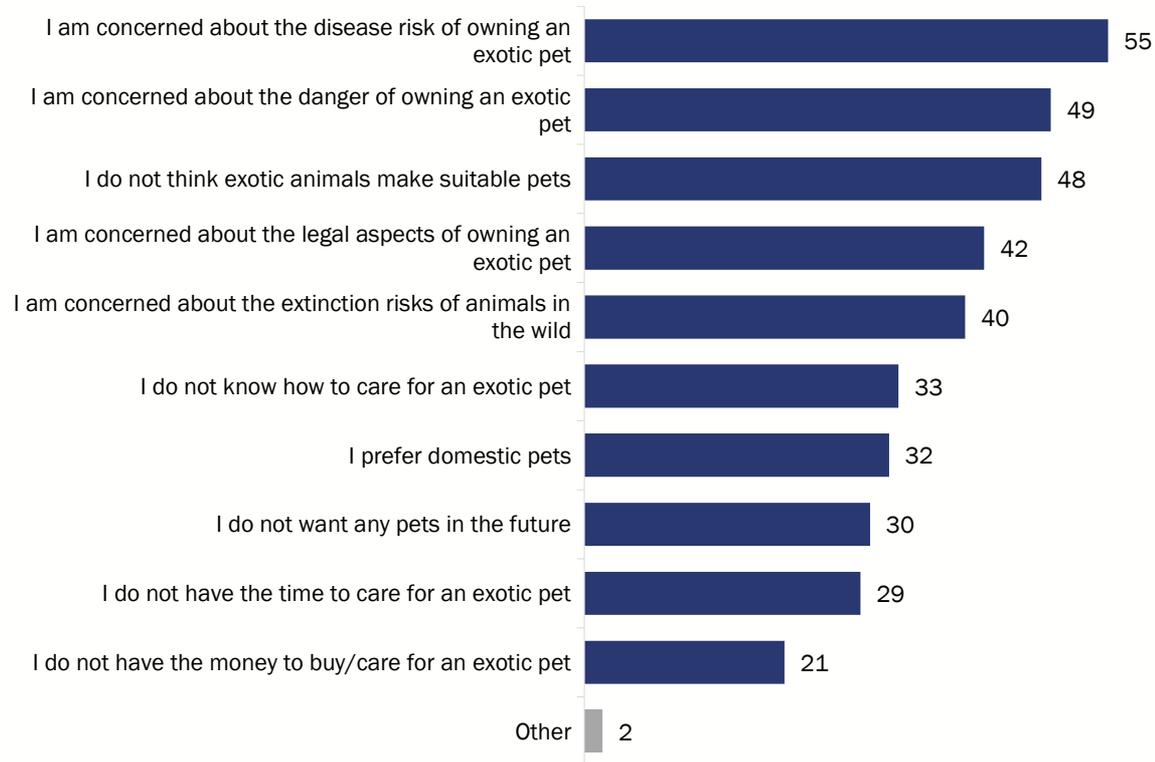
Reasons for Choosing an Exotic Pet over a Domestic Pet (%)



Deterrents to Exotic Pet Purchase

- Participants who say they do not want an exotic pet note the disease risk (55%) and the danger of exotic pets (49%), and suggest that exotic animals do not make suitable pets (48%).

Reasons Not to Buy an Exotic Pet in the Future (%)



QTH7. Why do you say that you do not want to buy an exotic pet in the future? Please select all that apply

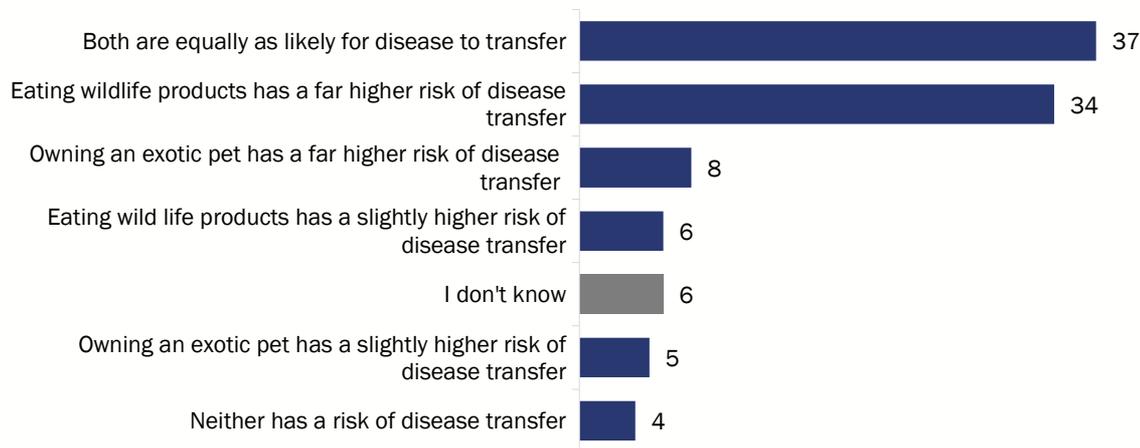
Base: Don't want an exotic pet, n=830



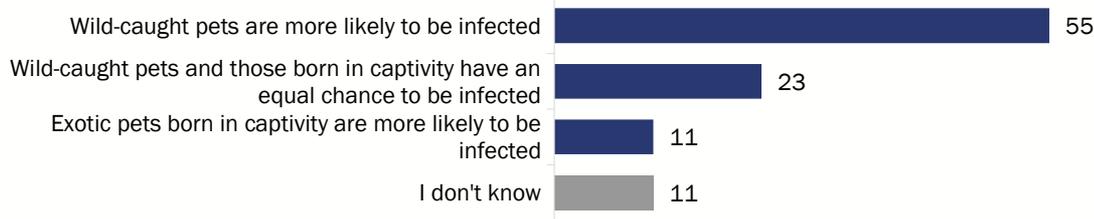
Comparative Disease Risks from Pets

- 37 percent of participants see no difference in the likelihood of catching diseases from pets vs eating wildlife. Participants are more likely to say that eating wild animals poses a far higher risk for disease transfer (34%) than owning exotic pets (8%).
- Buyers of wildlife in the past 12 months (55%) and buyers of pets in the past 12 months (50%) are significantly more likely to say that eating wildlife has a far higher risk of disease transfer (data not shown).
- Wild-caught pets are perceived to have a higher risk of disease transfer (55%). This is significantly higher among Past 12 Month Pet Buyers (68%) (data not shown).

Risk of a Disease from an Exotic Pet Compared to Eating Wildlife Products (%)



Likelihood That Wild-caught Pets Will Be Carrying Viruses (%)



QTH4. How does the risk of a disease passing to humans from an exotic pet compare to the risk from eating wildlife products?

QTH5: Is there a difference in the likelihood that wild-caught pets will be carrying viruses compared to those that are bred in captivity?

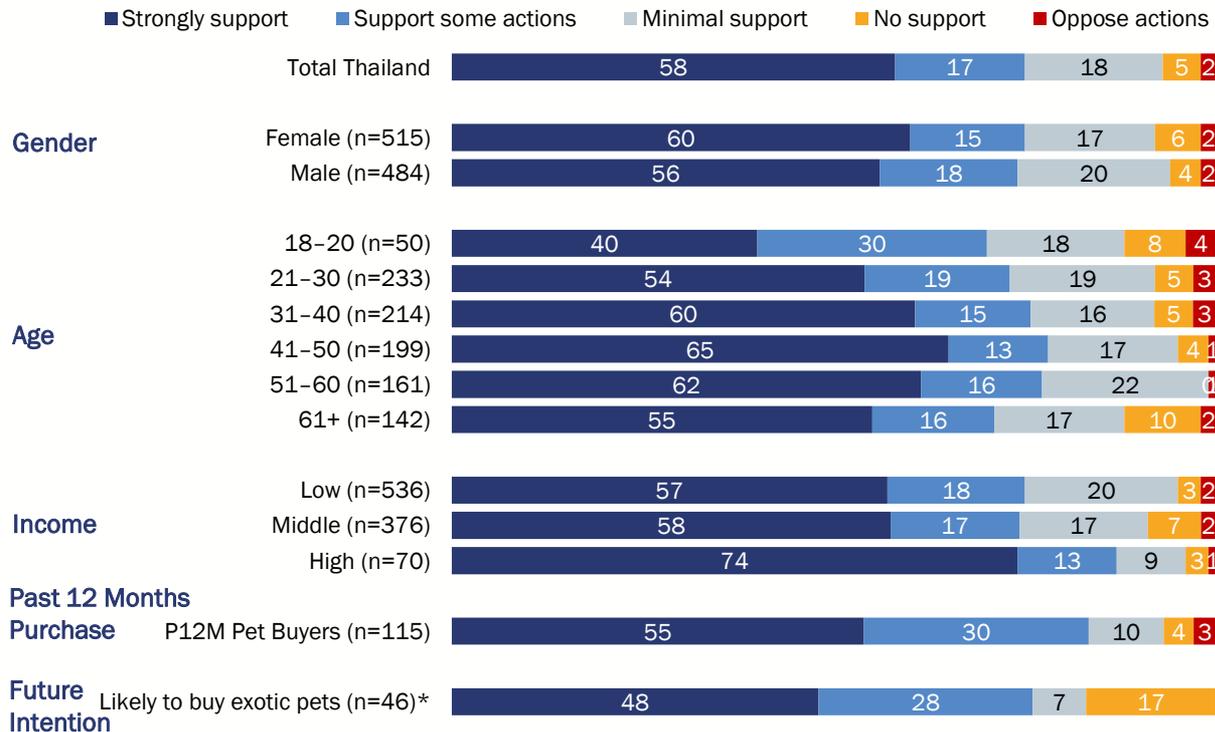
Base: Aware of coronavirus, n=999



Support for Measures Banning the Sale of Exotic Pets

- The majority of Thai participants (75%) support some actions or strongly support measures to ban the trade of exotic pets in order to reduce the chance of further pandemics.
- Support for these measures is weaker among younger participants (18–20-year-olds).
- Those who intend to buy pets in the future still support these measures despite their intention to buy.

Support Thailand Government's Actions to Ban the Trade of Exotic Pets (%)



*Small sample size

QTH6: To which extent would you support the Government of Thailand taking actions and implementing measures to ban the trade of exotic pets in order to reduce the chance of further pandemics?

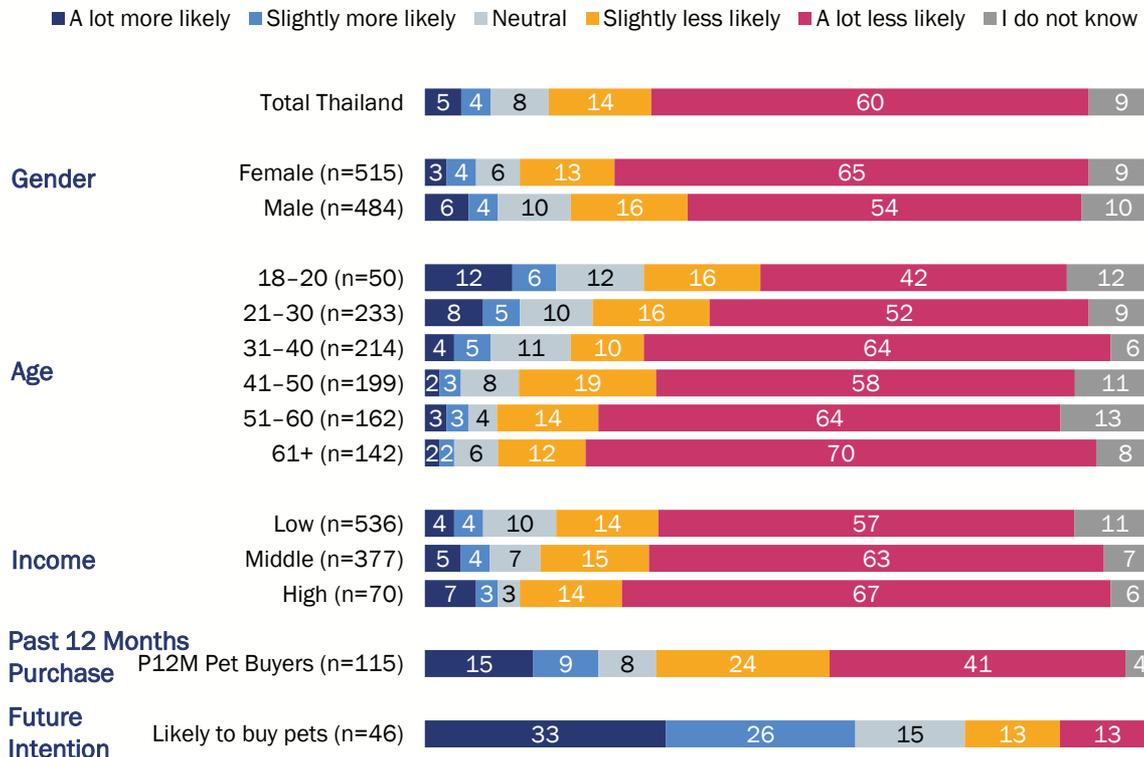
Base: Aware of coronavirus, n=999



Impact of COVID-19 on Desire to Buy Exotic Pets

- 60 percent of participants say they are a lot less likely to buy an exotic pet due to COVID-19, while 9 percent say it makes them more likely to want an exotic pet.
- 41 percent of those who have bought an exotic pet in the past 12 months say that the COVID-19 pandemic has made them a lot less likely to want another exotic pet in the future.
- 59 percent of those who intend to buy exotic pets say that the COVID-19 pandemic has made them more likely to buy an exotic pet.

Coronavirus Impact on Desire to Buy an Exotic Pet (%)



QTH8. How has the coronavirus impacted your desire to buy an exotic pet in the future?

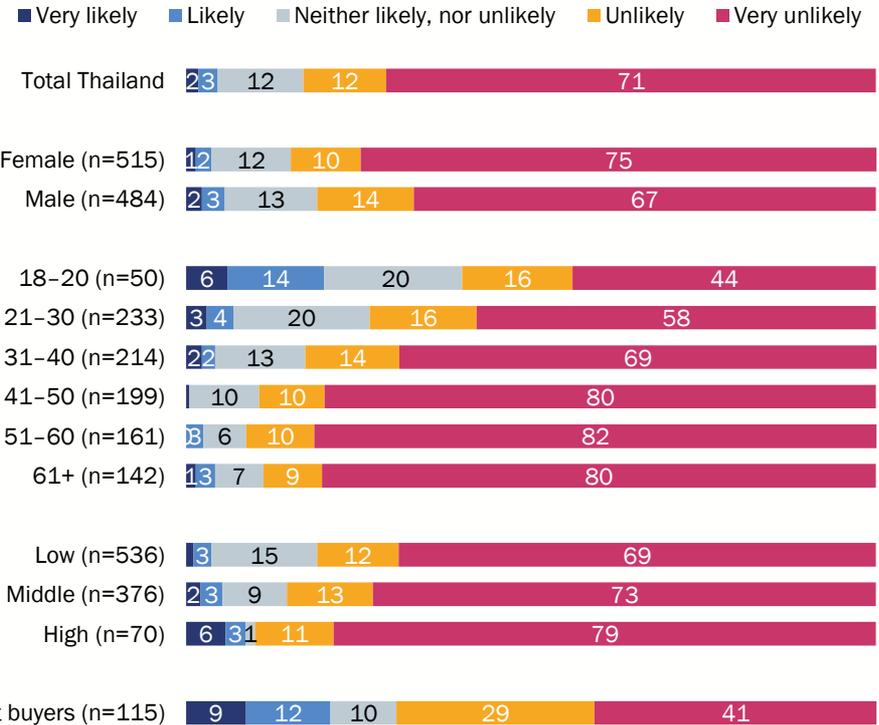
Base: Total Thailand, n=1,000



Likelihood to Buy Exotic Pets in the Future

- 83 percent of participants in Thailand say they are unlikely or very unlikely to buy exotic pets in the future.
- Younger participants are more likely to buy exotic pets in the future.
- One in five participants who bought an exotic pet in the past 12 months (21%) say they are likely or very likely to buy one again in the future, while 70 percent of participants who bought an exotic pet in the past 12 months say they are unlikely or very unlikely to buy one again.
- Among those who are likely to buy an exotic pet in the future, 61% are likely or very likely to buy it online (data not shown).

Future Intention to Buy Exotic Pets (%)



Q19b. And how likely will you be to buy an exotic pet in the future?

Base: Total Thailand, n=1,000

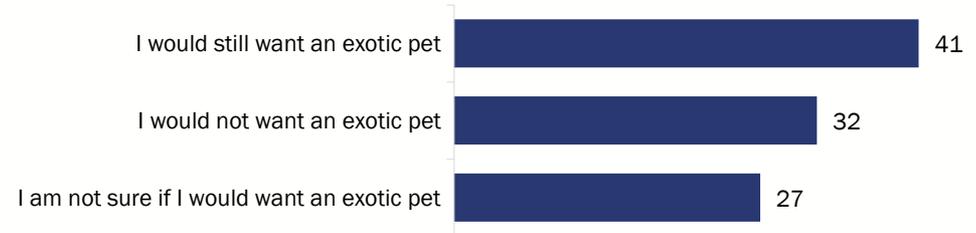
QTH11. And how likely will you be to buy an exotic pet online in the future?

Base: Want to buy an exotic pet, n=46, unweighted

Buying an Exotic Pet in the Context of Disease Risks and Buying Online

- The majority of participants who plan to buy an exotic pet are at least partially swayed by the knowledge of the disease risks into not wanting an exotic pet or not being sure if they want it (59%). However, 41 percent say they would still want an exotic pet.
- 43 percent of participants believe that some or any exotic pets can be bought online, while 30 percent say they cannot be bought online.
- 82 percent of those who bought an exotic pet in the past 12 months believe that some or any exotic pets can be bought online (data not shown).

Desire to Buy an Exotic Pet after Knowing the Disease Risks (%) (n=44)



Aware of Online Purchase of Exotic Pets in Thailand (%)



QTH9. There are disease risks associated with having contact with exotic pets, especially those sourced from the wild. Dealers often claim that wild caught animals are born in captivity. Knowing this, would you still want to own an exotic pet?

QTH10: Can exotic pets be purchased online in Thailand?

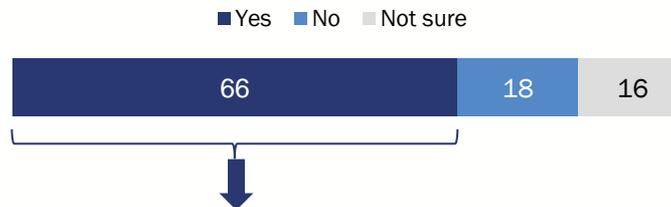
Base: Total Thailand, n=1,000



Awareness and Perception of Tiger Parks

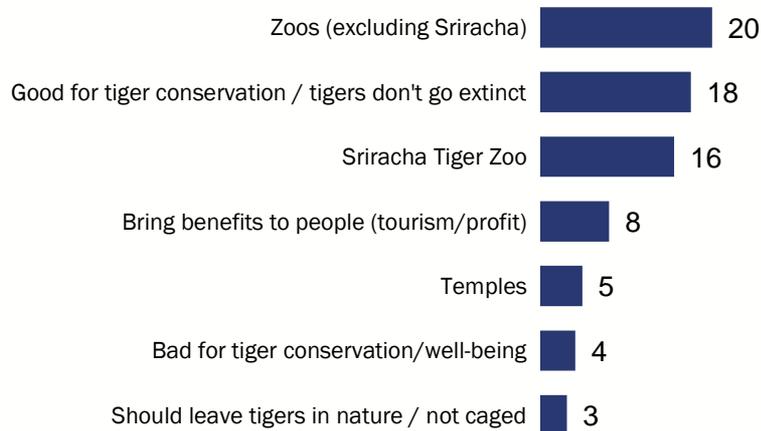
- 66 percent of Thai participants have heard of captive tiger facilities / tiger parks. 51–60-year-olds are significantly more likely to have heard of these facilities (77%), as are Past 12 Months Buyers of wildlife (75%) (data not shown).
- When asked unprompted, 20 percent of participants mention zoos when they think of captive tiger facilities, with 16 percent mentioning Sriracha tiger zoo specifically.
- 18 percent of participants say that they believe tiger parks are good for the conservation of tigers, and 8 percent mention positive economic impacts.
- 7 percent of participants voice negative impressions, saying that they are bad for conservation or that tigers do not belong in cages.

Awareness of Captive Tiger Facilities / Tiger Parks (%)



Perception of Captive Tiger Facilities / Tiger Parks

(Among All Participants Who Answered, Excluding “Don’t Know”*) (%)



1% say tiger parks increase the use of tiger products

3% say tiger parks decrease the use of tiger products

*8 percent of participants answered “I Don’t know.”

QTH12. Have you ever heard or seen anything about captive tiger facilities / tiger parks? Base: Total Thailand, n=1,000, unweighted

QTH13. What have you heard/seen about these captive tiger facilities/tiger parks? E.g., are they good or bad for tiger conservation? Do they increase or decrease use of tiger products? How do they impact tiger welfare? [Open-ended question]

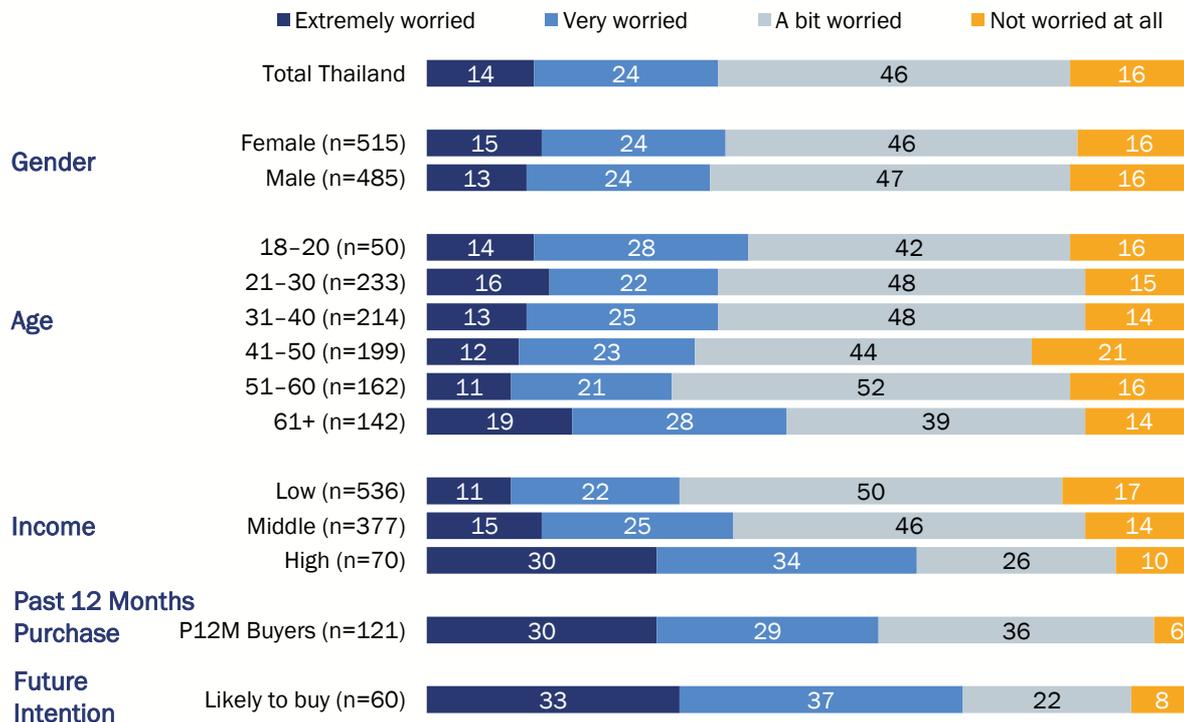
Base: All participants who answered (excluding “don’t know”), n=610



Concern for Disease Risk from Tiger Parks

- The majority of Thai participants (62%) are only slightly worried or not worried at all about the risk of diseases originating from tiger parks.
- Participants over the age of 61 are significantly more likely to see this as a concern than younger participants, as are high-income participants.
- Past 12 Month Buyers and future intenders are significantly more concerned about the potential for disease transmission from tiger parks than the general population.

Concern with the Risk of Disease Originating from Tiger Parks (%)



QTH14. The density of tigers which are bred in these parks is significantly higher than in the wild. How worried are you about the risk of disease originating from these tiger parks?

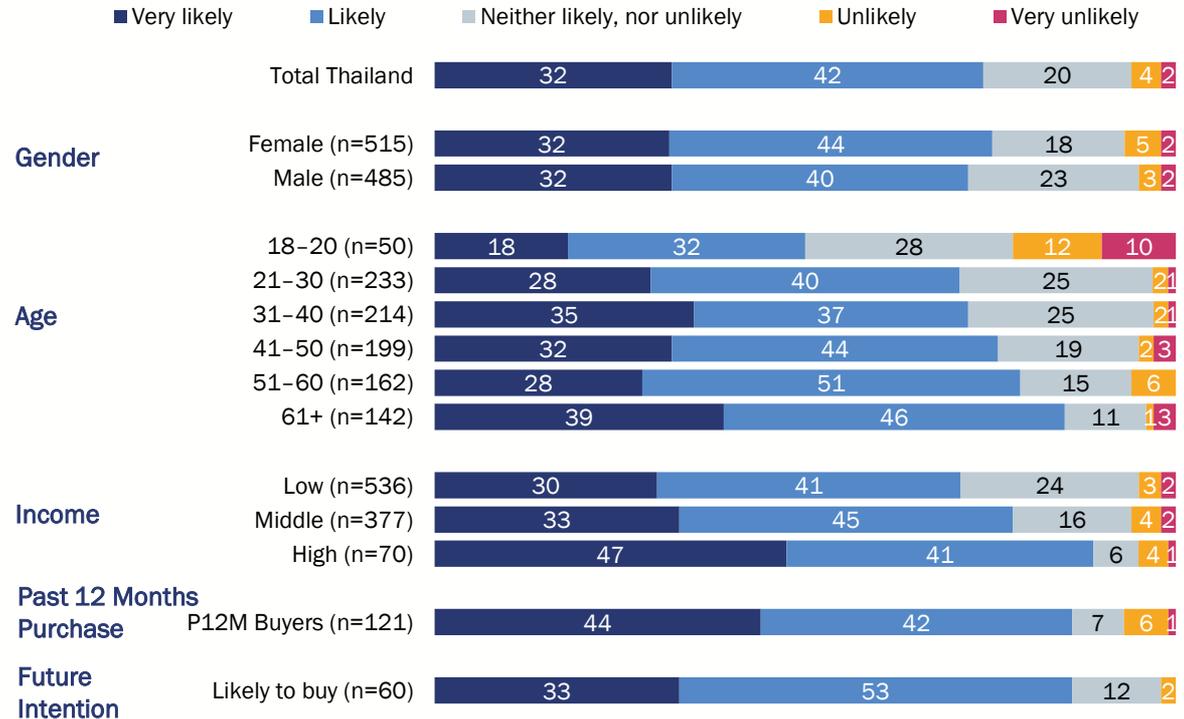
Base: Total Thailand, n=1,000, unweighted



Support for Measures to Strictly Control Tiger Parks

- 74 percent of participants are likely or very likely to support measures that strictly control tiger parks.
- Participants over the age of 61 are significantly more likely to support these measures compared to younger participants, as are high-income participants.
- Past 12 Month Buyers and future intenders are significantly more likely to support these measures compared to the general population.

Support Measures to Strictly Control Tiger Parks in Thailand (%)



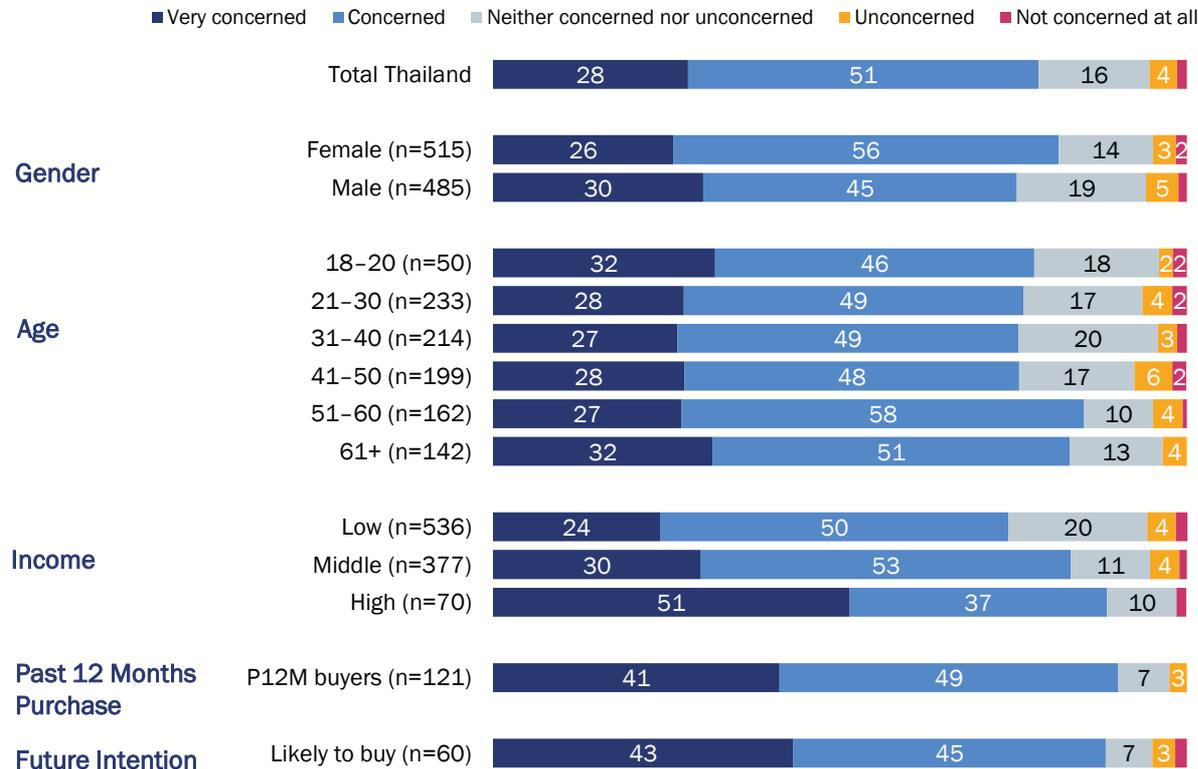
QTH15. How likely would you be to support the Government of Thailand taking actions and implementing measures to strictly control tiger parks in Thailand?
 Base: Total Thailand, n=1,000, unweighted



Concern about Deforestation

- When participants are informed that “deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans,” 79 percent are concerned or very concerned about this happening.
- Overall concern is relatively uniform across different demographics, although high-income participants are more likely to say that they are very concerned about the transfer of diseases from animals to humans.
- Along with high-income participants, those who have bought wildlife in the past 12 months and future intenders to purchase show a higher degree of concern.

Concern about Deforestation Leading to Risk of Coronavirus (%)



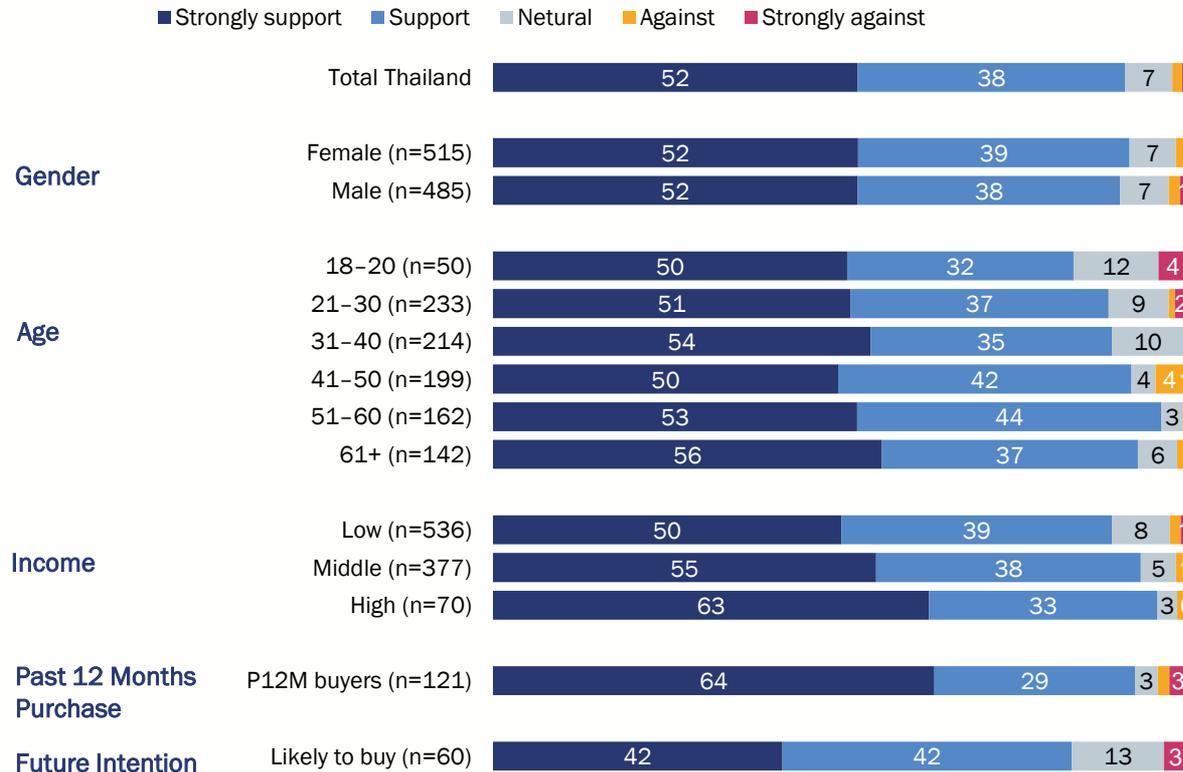
Q20b. Evidence suggests that deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans. How concerned are you about this happening?
 Base: Total Thailand, n=1,000



Support for Government Action to Reduce Deforestation

- 90 percent of participants in Thailand support increased efforts to preserve forests and end deforestation in Thailand or overseas specifically to prevent future pandemics.
- Older participants show the strongest support for measures to preserve forests among the different age brackets, and support increases with income level.
- Past 12 Month Buyers are significantly more likely to show strong support for these measures compared to the general population.

Support for Country Initiatives to Preserve Forests and End Deforestation (%)

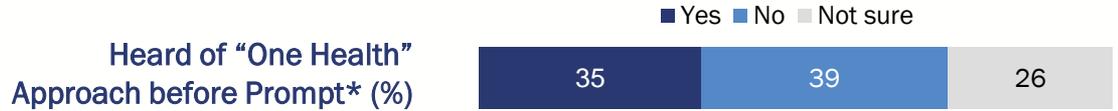


Q20c. If your country increased efforts to preserve forests and end deforestation in your country or overseas specifically to prevent future pandemics while also reducing activities that lead to deforestation, would you support such initiatives?
 Base: Total Thailand, n=1,000

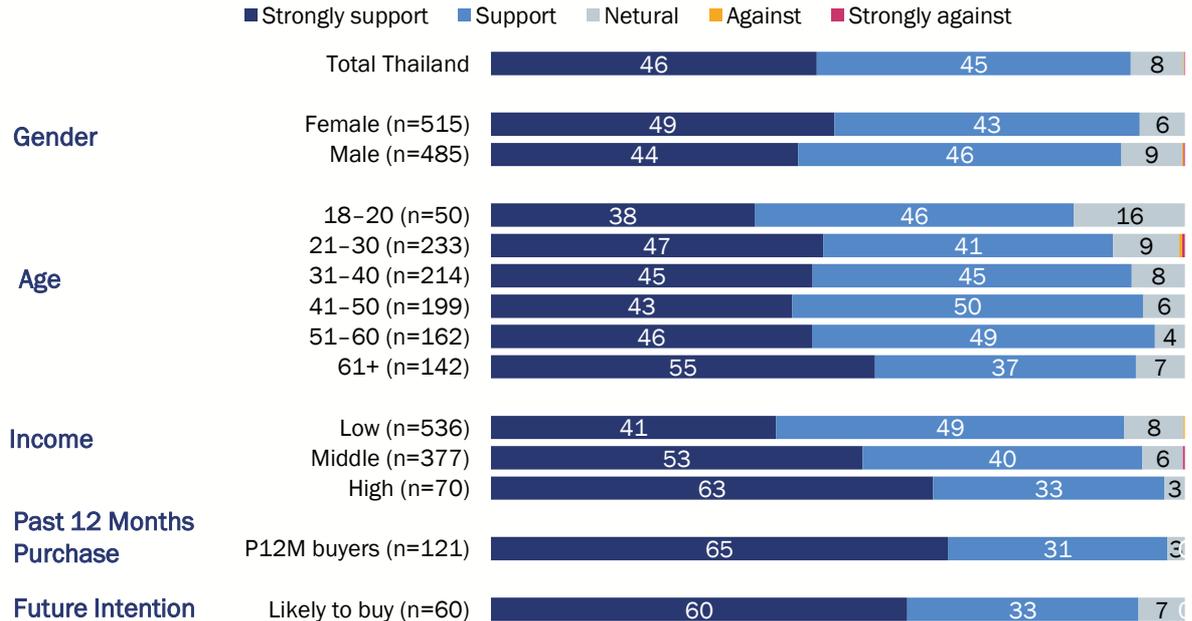


Knowledge and Support for the “One Health” Approach

- 35 percent of participants in Thailand say they have heard of the “One Health” approach, with Past 12 Months Buyers significantly more likely to have heard of it (68%; data not shown).
- When given the below definition of “One Health,” 91 percent of participants support such an approach and less than 1 percent oppose it.
- Past 12 Months Buyers of wildlife products are significantly more likely to support a “One Health” approach (96%).



Support a “One Health” Approach to Dealing with Pandemics (%)



***Shown to participants after this question:**

“One Health” is an approach to designing programs, policies, and legislation where different sectors communicate and work together for better health outcomes across people, animals, plants, and their shared environment, especially for animal health, disease transfer between animals and humans, and combatting antibiotic resistance.

Q20d. Have you heard of the “One Health” approach to achieving better public health outcomes?

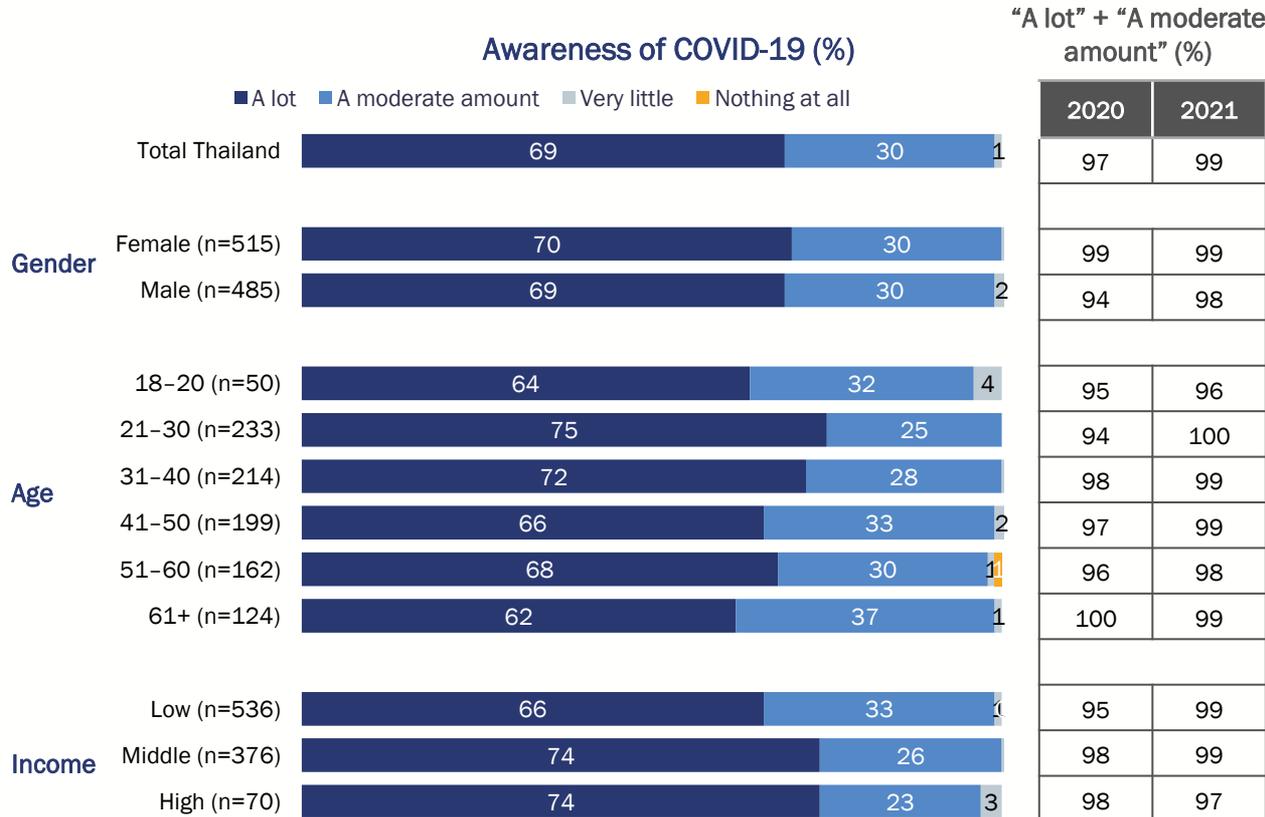
Q20e. How much would you support a “One Health” approach to dealing with pandemics?

Base: Total Thailand, n=1,000



Awareness of COVID-19 (Coronavirus)

- Almost all participants have heard a lot or a moderate amount about COVID-19 or coronavirus, regardless of age, gender, income, or education level. This level has remained high since 2020.
- 69 percent of people claim they have heard a lot about the coronavirus in Thailand.
- People with high incomes say they have heard more about the coronavirus, with 74 percent of those with high incomes saying they have heard a lot about it.

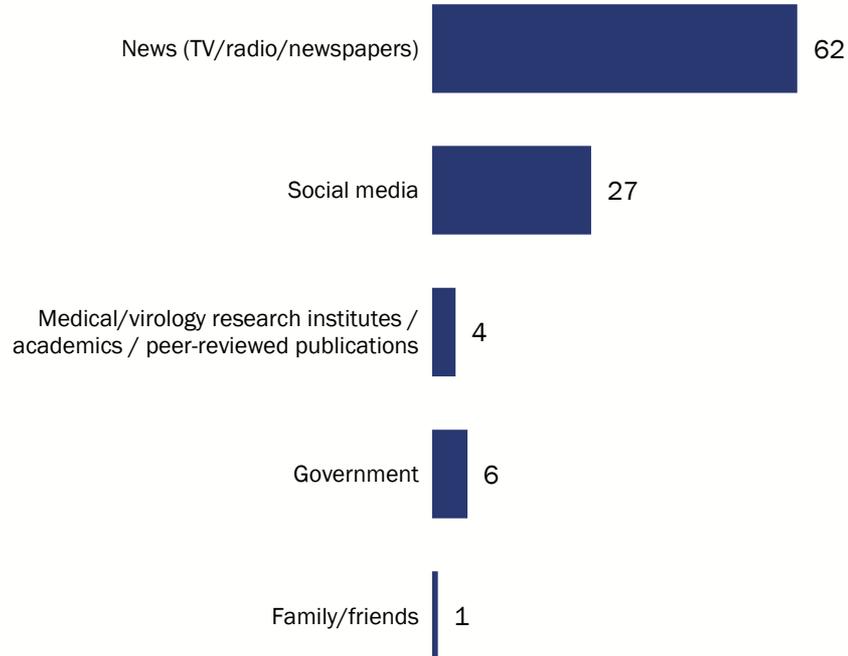


Q2. How much have you heard of COVID-19, commonly known as coronavirus?
 Base: Total Thailand, n=1,000

Main Sources of Information about COVID-19

- Two-thirds of participants (62%) mainly receive information about the coronavirus from news sources such as TV, radio, and newspapers.
- 27 percent use social media as their primary source of information, significantly lower than in 2020 (34%).
- Information from the government has increased significantly but remains low at 6 percent.

Main Sources of Information about COVID-19 (%)



2020 (%)
58
34
6
1
1

Q3. What is your main source of information in regards to coronavirus?
 Base: Aware of coronavirus, n=999

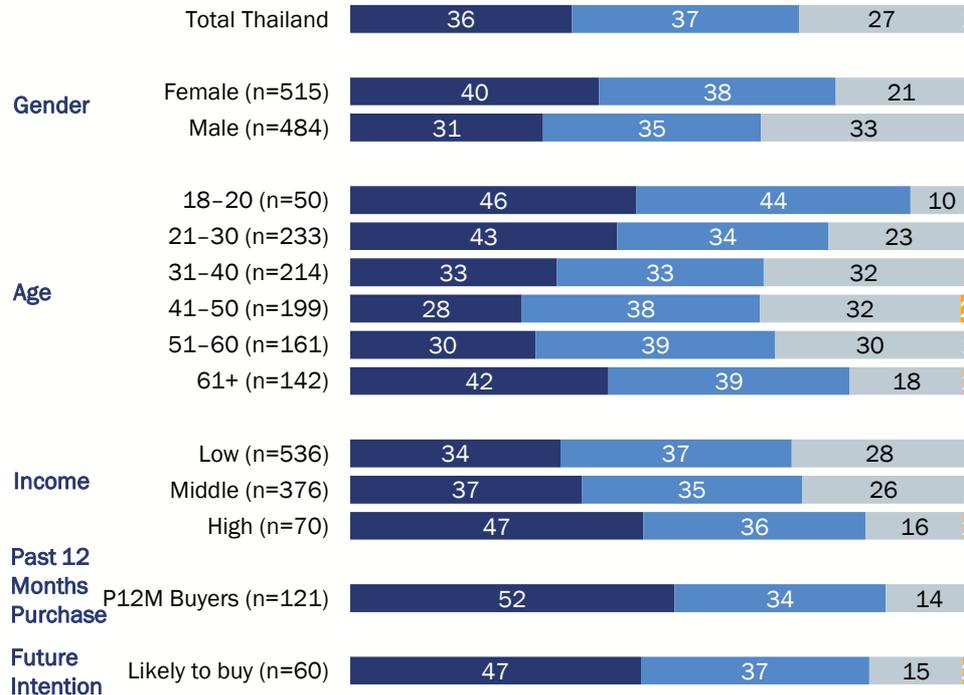


Concern about the Coronavirus Outbreak

- In Thailand, 73 percent of people are very worried or extremely worried about the coronavirus, particularly those under the age of 30 and those aged 61 and up. Those with a higher income also tend to worry more about the coronavirus.
- Concern about COVID-19 has dropped significantly in Thailand since March 2020.

Level of Concern about the Coronavirus Outbreak (%)

■ Extremely worried ■ Very worried ■ A bit worried ■ Not worried at all



“Extremely worried” + “Very worried” (%)

2020	2021
86	73
88	78
83	66
100	90
89	77
91	66
84	66
78	68
86	80
85	71
86	73
86	83
94	86
90	83

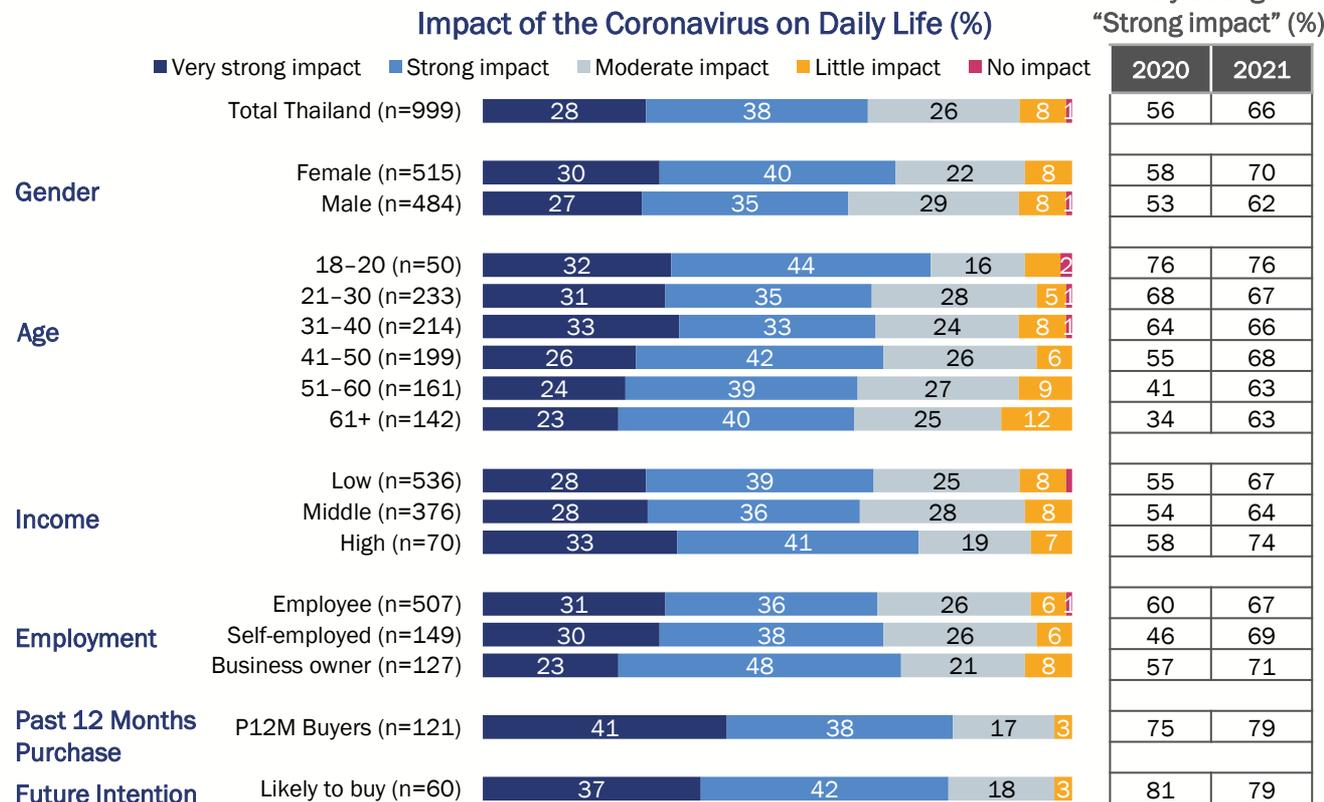
Q4. Overall, how worried are you about the outbreak of the coronavirus?

Base: Aware of coronavirus, n=999



Impact of the Coronavirus on Daily Life

- Overall, 66 percent of Thai participants believe that the coronavirus is having a strong or very strong impact on their lives, a significant increase since 2020.
- Nearly eight in ten of those who bought wildlife in the past 12 months or intend to buy wildlife products in the future (79%) claim that the coronavirus is having a strong or very strong impact on their lives.



Q5. Overall, how much impact does the coronavirus have on your life in general?

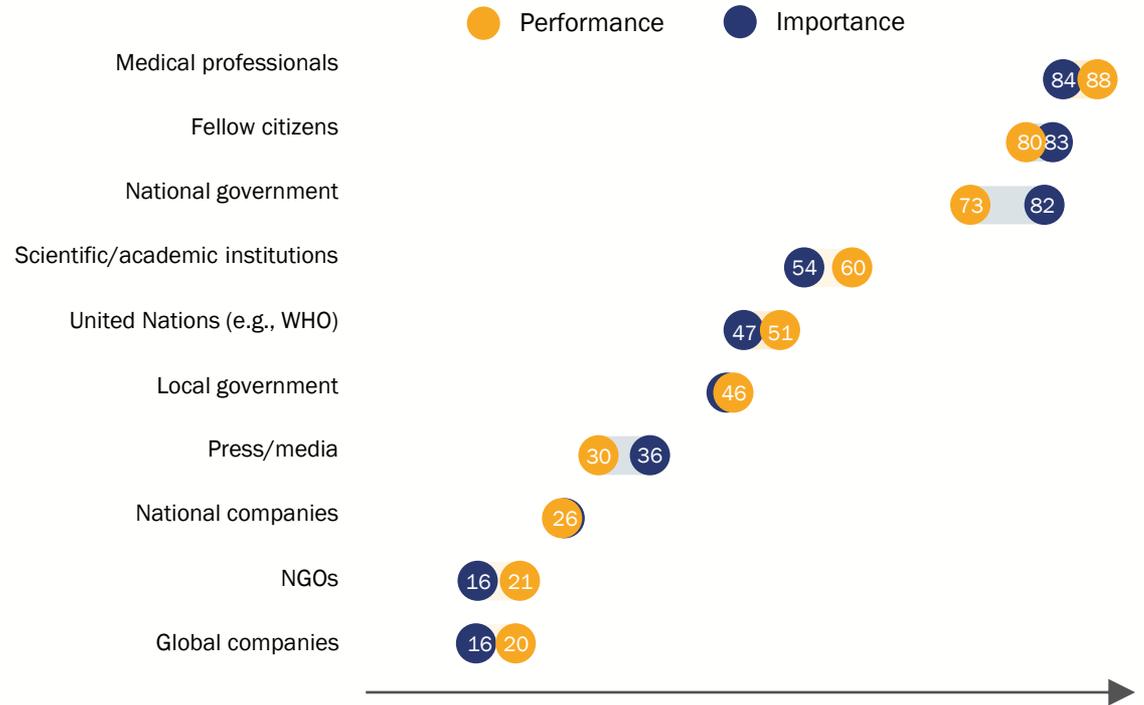
Base: Aware of coronavirus, n=999



Importance and Performance of Institutions to Combat the Outbreak

- In Thailand, medical professionals (84%), fellow citizens (83%), and the national government (82%) are believed to be both the most important and the highest-performing institutions to combat the coronavirus.
- Participants rate the performance of medical professionals and fellow citizens equally as highly as their importance, but see the national government as falling slightly short of its responsibilities.

Importance and Performance of Institutions to Combat the Outbreak, Total Mentions (%)



Q7. Please indicate how important you think each of the following institutions is to combat the coronavirus outbreak in your country. Please rank the top five institutions by importance.
 Q7c. Please indicate how well you believe each of the following institutions has handled the coronavirus outbreak in your country in 2020. Please rank the top five institutions by how well they have responded.

Base: Aware of coronavirus, n=999

Country Chapter

The United States





Participants' Profile

- The demographic profile of participants surveyed in the US is nationally representative of the general population for age and gender, while “soft quotas” were implemented for regions and education.
- The majority of participants have a medium or low household income and have not received a university education. The greater proportion are married or in a civil partnership, are in full time employment, and live in a household with two people.
- A majority of participants do not travel overseas (pre-COVID-19).

Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> ▪ Gender <ul style="list-style-type: none"> Female 51 Male 49 	<ul style="list-style-type: none"> ▪ Marital Status <ul style="list-style-type: none"> Single 38 Married / civil partnership 42 Divorced/separated/widowed 20 	<ul style="list-style-type: none"> ▪ Education <ul style="list-style-type: none"> Below college 70 University or above 30
<ul style="list-style-type: none"> ▪ Age <ul style="list-style-type: none"> 18-20 6 21-30 16 31-40 19 41-50 16 51-60 17 61+ 26 	<ul style="list-style-type: none"> ▪ Household Size <ul style="list-style-type: none"> Only myself 22 2 people 33 3 people 18 4 people 16 5 people or more 11 	<ul style="list-style-type: none"> ▪ Yearly Household Income <ul style="list-style-type: none"> High (US\$150,001+) 6 Middle (US\$40,001-150,000) 45 Low (<US\$40,000) 45
<ul style="list-style-type: none"> ▪ Region <ul style="list-style-type: none"> Midwest 21 Northeast 17 South 38 West 24 	<ul style="list-style-type: none"> ▪ Travel Overseas (pre-COVID-19) <ul style="list-style-type: none"> None 66 Occasional 25 Regular 6 Frequent 3 	<ul style="list-style-type: none"> ▪ Employment <ul style="list-style-type: none"> Full-time employment 37 Part-time employment 9 Freelancer / business owner 6 Full-time student 3 Unemployed 17 Retired 24

S1. Region; S2. Age; S3. Gender; S4b. Yearly household income; S5. Education; Q21. Marital status; Q21b. Household composition; Q23. Employment; Q24. Travel behavior
 Base: Total US, n=2,000

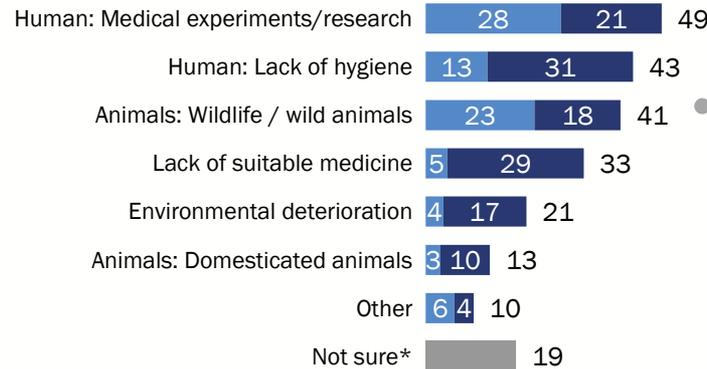


Perceived Sources of the Coronavirus Outbreak

- 28 percent of participants believe that the primary source of the coronavirus outbreak is medical experiments/research, followed by wild animals (23%).
- Almost one-third (31%) believe lack of hygiene is a secondary source.
- The Future Intended Buyers of wildlife products are significantly less likely to identify wild animals as a primary source of the outbreak.

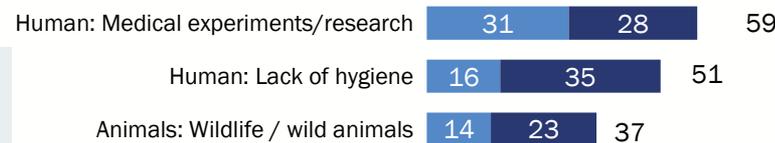
■ Primary source (%) ■ Secondary sources (%)

For All Participants Who Are Aware of the Coronavirus (n=1,985) (%)



See next slide for perceived modes of transmission from wild animals to humans

For Future Intended Buyers of Wildlife Products, Top Three (n=94) (%)



Note: For this report, i) Past 12 Month (P12M) Buyers are those who have purchased wildlife products themselves or know someone who has bought wildlife products in an open market in the past 12 months; ii) “Future Intended Buyers” refers to those who say that they are likely or very likely to buy wildlife products in the future.

*This option is not provided for secondary sources.

Q8. To your knowledge, what is the primary source of the coronavirus outbreak? Q9. And which other sources, if any, are there for the coronavirus outbreak?

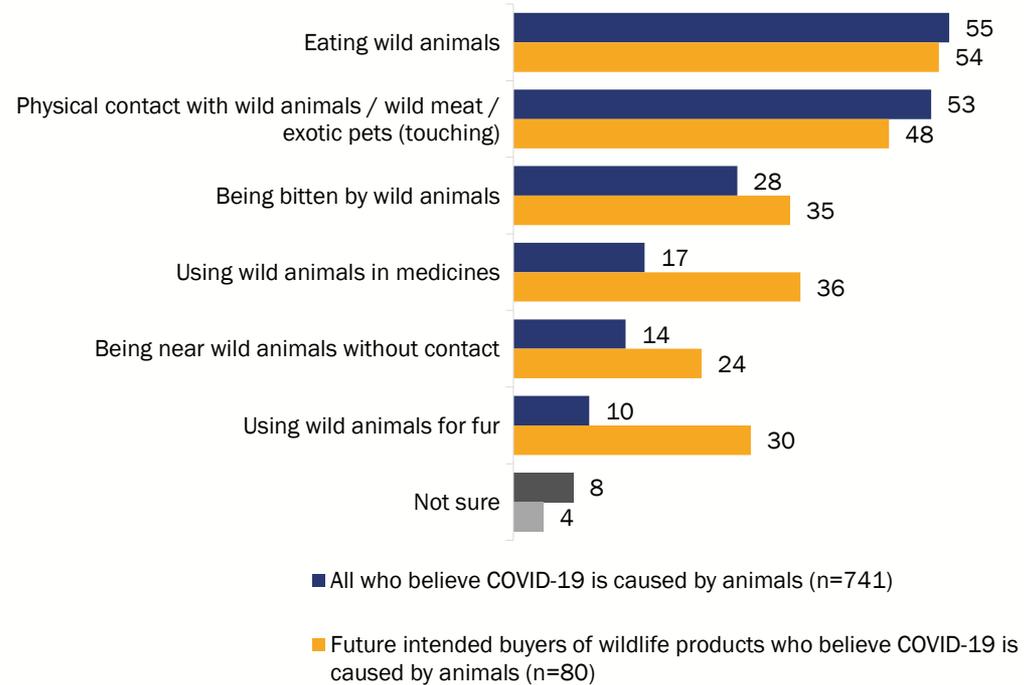
Base: Aware of coronavirus, n=1985



Perceptions of Transfer of COVID-19 from Wild Animals to Humans

- 55 percent of participants who believe that wild animals are one of the primary sources of COVID-19 identify consumption as a vector for disease transmission. A similar number (53%) believe that physical contact without consumption was a vector for disease transfer.
- Participants who intend to buy animals in the future are more likely to believe that contact or proximity to wild animals can result in disease transfer, i.e., they are significantly more likely to identify using animals for medicine (36%), fur (30%), and being close to wild animals (24%) as opportunities for disease transfer compared to the general population.

Perceived Ways of COVID-19 Transmission from Wild Animals to Humans
(Among Those Who Believe Wild Animals Cause COVID-19) (%)

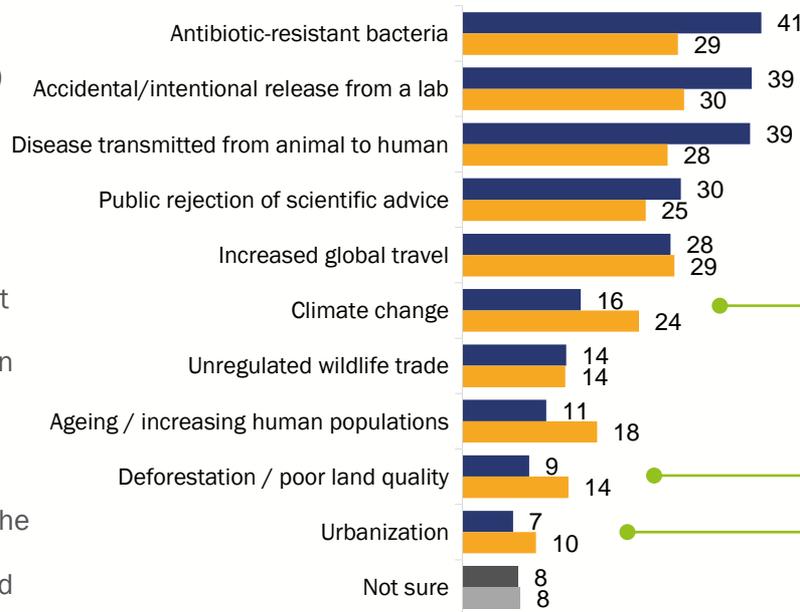




Perceived Root Causes of Future Pandemics

- Among U.S. participants, antibiotic-resistant bacteria (41%), release from a lab (39%), and disease transfer from animal to human (39%) rank similarly as the most likely root causes of future pandemics.
- Participants who plan to buy wildlife products are significantly more likely to list climate change, an ageing population, and deforestation as root causes of future pandemics.
- For those who perceive environmental issues to be the cause of the pandemic, sustainable resource use and addressing deforestation are seen as the most important issues to be addressed.

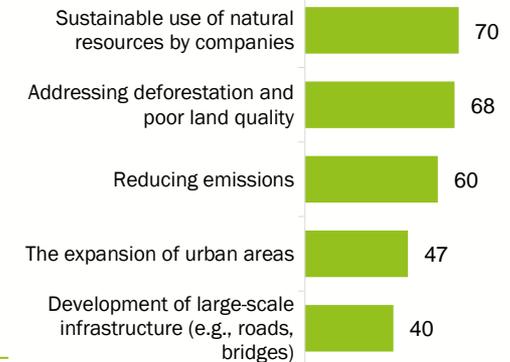
Perceived Root Causes Posing Highest Risk for Future Pandemics
(Among Those Who Are Aware of the Coronavirus) (%)



■ All respondents who are aware of the coronavirus (n=1,985)
 ■ Future intended buyers of wildlife products who are aware of the coronavirus (n=229)



Most Important Issues to Address
(Among Those Who Believe Deforestation / Climate Change / Urbanization Are Root Causes of the Pandemic) (%)



Q9c. Which of the following root causes do you believe pose the highest risk for future pandemics?

Base: Aware of coronavirus, n=1,985

Q9d. You said that [deforestation / climate change / urbanization] is one or are some of the root causes of the pandemic. Which of the following would you consider the most important issues to address?

Base: Those who believe deforestation / climate change / urbanization is one of the root causes of the pandemic, n=513



Suggestions for National Government to Prevent the Next Pandemic

- When asked what they believe their national government should do to prevent the next pandemic in an open-ended question, participants in the U.S. mention conducting more scientific research and improving healthcare (13%)
- Having plans in place for pandemics and investing in vaccine research are mentioned as being equally important (11%), followed by travel restrictions and face mask mandates (8%).
- Combatting wildlife trade (2%) and protecting the environment (1%) ranked very low among U.S. participants.

Top Suggested Actions National Governments Should Take to Prevent the Next Pandemic (Among All Participants Who Answered, Excluding “Don’t Know”*) (%)



Other actions include:
 Stop eating/trading wild animals: 2%
 Environment protection: 1%

*11 percent of participants answered “I don’t know”

Q9e. What do you believe your national government should do to prevent the next pandemic? [Open-ended question]

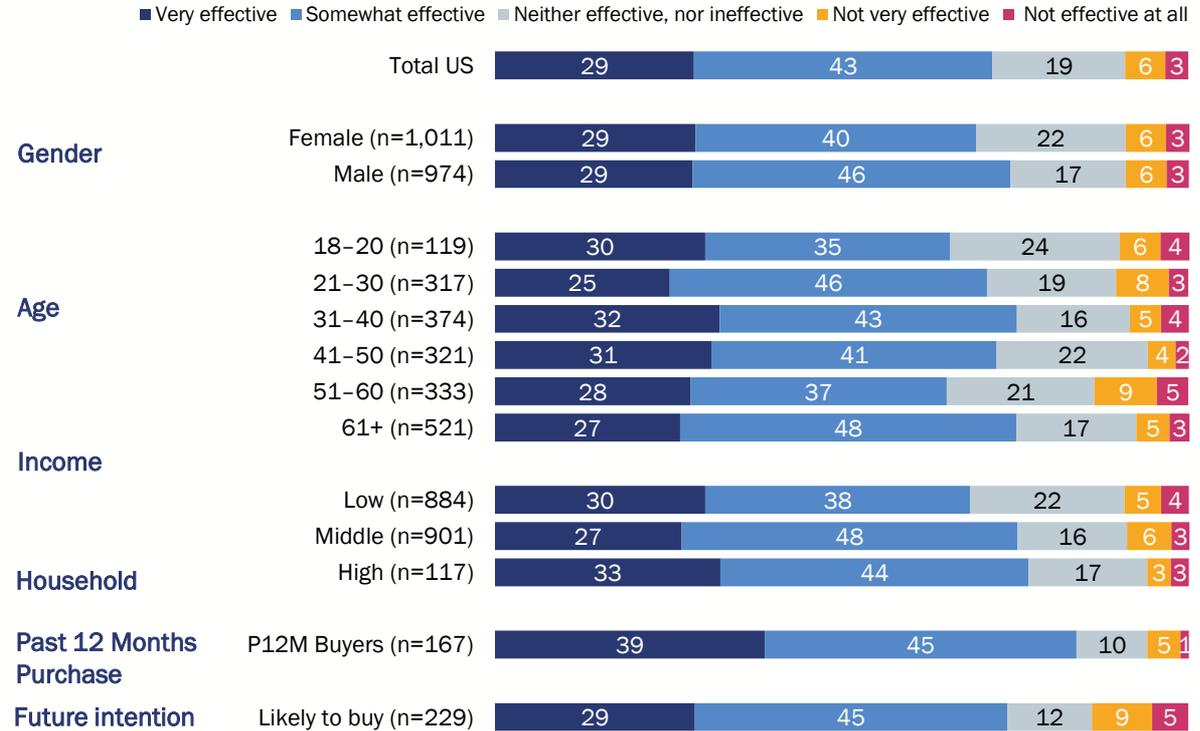
Base: All participants who answered (excluding “don’t know”), n=1,767



Perceived Effectiveness of Closing High-Risk Markets

- To prevent similar outbreaks from happening in the future, 72 percent of participants feel that a closure of wildlife markets is an effective approach, while 9 percent do not see this measure as being effective.
- Agreement is relatively uniform across demographics, though higher-income participants tend to believe these measures are more effective.
- Participants who bought wildlife in the past 12 months are significantly more likely to believe high-risk market closure will be effective against preventing future pandemics.

Perceived Effectiveness of High-Risk Wildlife Market Closure (%)



***Note: High-risk markets were defined to the respondents as follows:**
 "High risk markets" are markets that sell mammals and birds that carry diseases that can be transmitted to humans. This includes most birds (due to avian flu) and mammals of particularly high risk like bats, primates, rodents and carnivores

Q12. How effective do you think a closure of markets where they sell animals which are coming from the wild (i.e., non-domesticated animals and not livestock such as bats, pangolins, and civets) would be to prevent similar epidemic diseases from happening in the future?

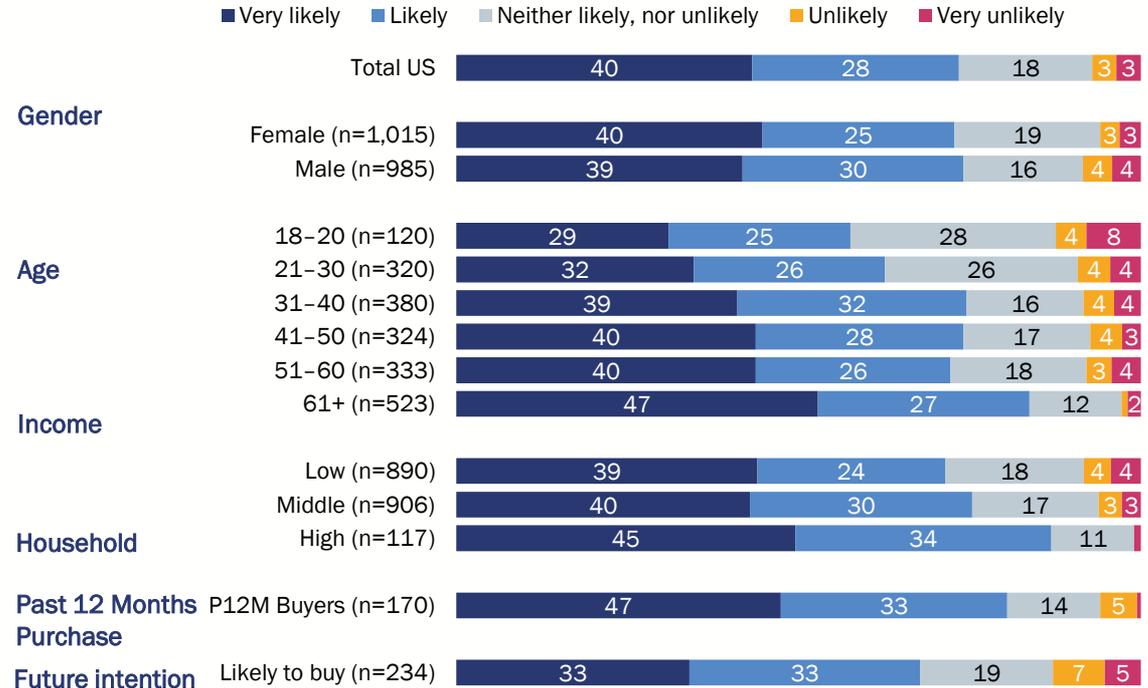
Base: Aware of coronavirus, n=1,985



Likelihood to Support Closing High-Risk Markets

- 9 percent of U.S. participants say that they do not have high-risk markets in their country (data not shown).
- 68 percent of participants are likely or very likely to support the government's efforts to close all high-risk markets selling wildlife, the lowest out of the five countries surveyed.
- Support for high-risk market closure in the U.S. increases significantly with age and is highest among those aged 61+.
- Participants who bought wildlife in the past 12 months are significantly less likely to say there are no high-risk markets in the U.S. (<1%, data not shown) and are significantly more likely to support the closure of such markets (80%).
- Future indented buyers of wildlife are significantly more likely to oppose the closure of high-risk markets (12%).

Likelihood to Support High-Risk Wildlife Market Closure (%)



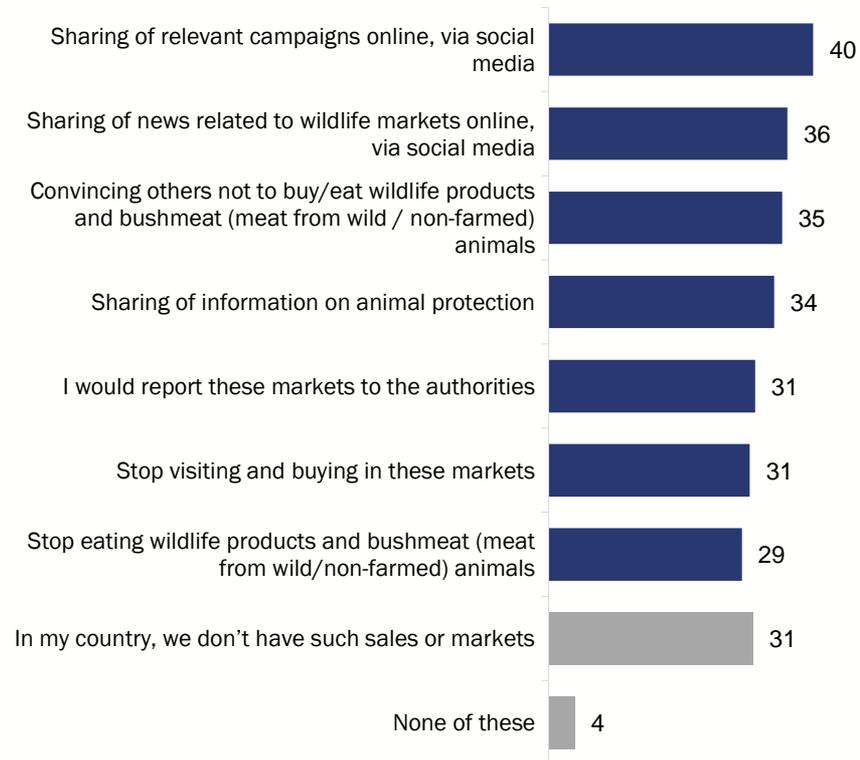
Q13. How likely would you be to support the efforts by governments and health ministries to close all high-risk markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civets, not livestock which are farmed) in your country?

Base: Aware of coronavirus, n=2,000

Ways to Support the Prevention of Sales of High-Risk Wild Animals

- Participants selected several ways in which they would support the closure of high-risk markets. Sharing relevant information online is the most popular action (40%), but participants selected other actions relatively equally.
- Having previously said that they would support market closure in their country (previous slide), 31 percent of this group revised their opinion to say that there are no such markets in the U.S.

Ways to Support Prevention of Sales of High-Risk Wild Animals
(Among Those Who Supported Market Closure) (%)



Q14. And how would you support the initiatives/efforts to prevent sales of high-risk wild animals in your country?

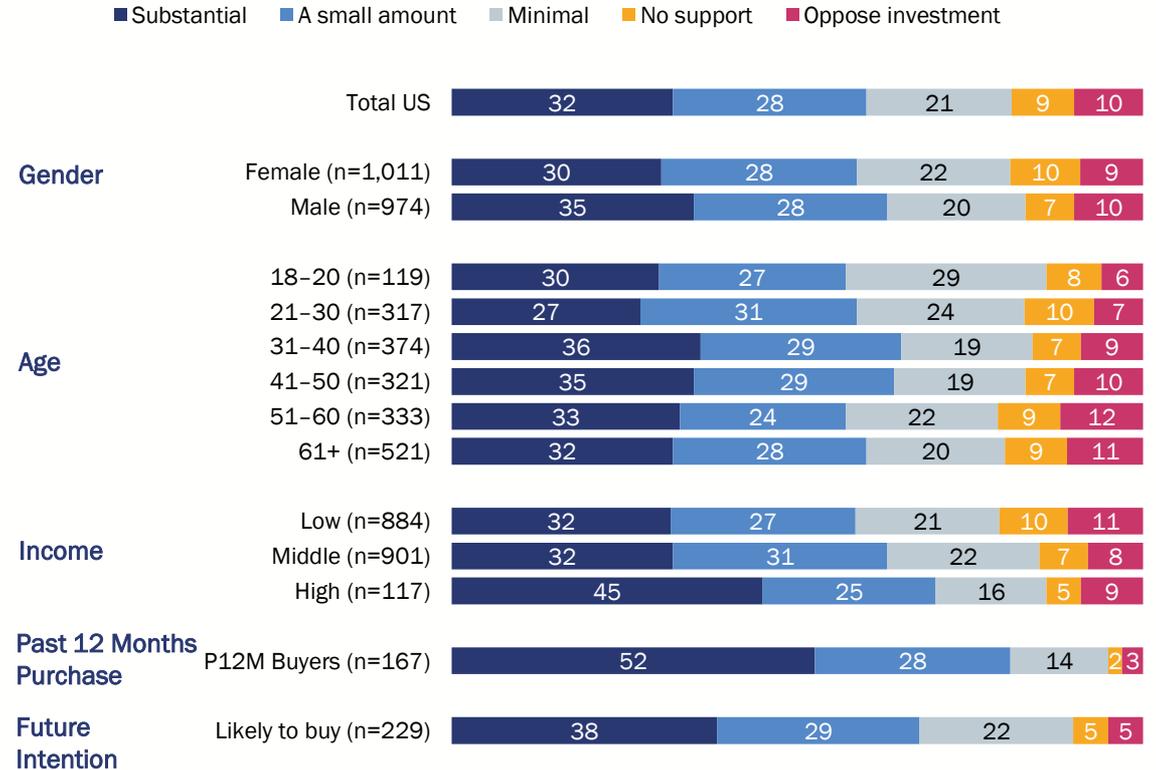
Base: Support market closure, n=1,341



Support for U.S. Activities Overseas

- Almost one-third of U.S. participants (32%) support substantial investment overseas from the U.S. government to reduce the chance of further pandemics. One in ten participants would actively oppose it.
- High-income participants and those who bought wildlife in the past 12 months are significantly more likely to support substantial investment overseas.

Support Investment from the U.S. Overseas to Reduce the Chance of Pandemics (%)



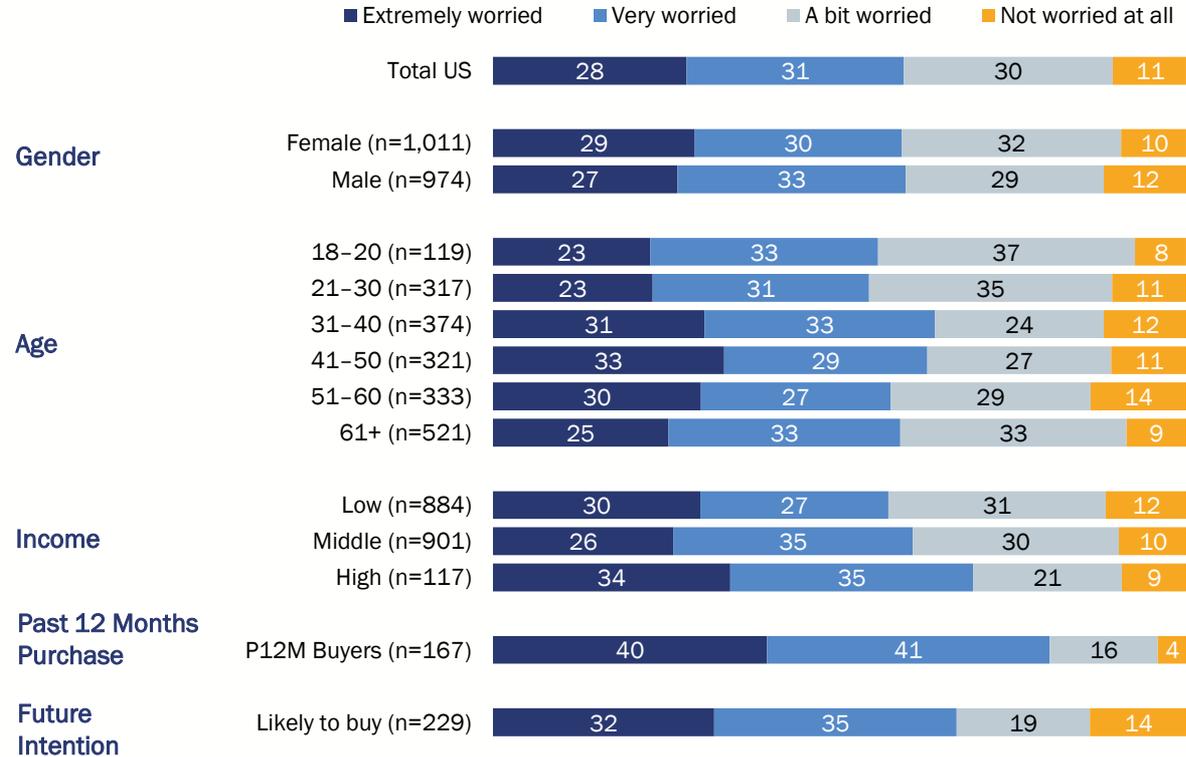
QUS3. Would you support the U.S. government investing money in activities in other countries that are designed to reduce the chance of further pandemics?
 Base: Aware of coronavirus, n=1,985



Level of Worry if No Measures Are Taken to Close Wildlife Markets

- A majority of participants (59%) would be extremely or very worried about a similar outbreak if no measures are taken to close the wildlife markets, the lowest out of the five countries surveyed.
- Participants aged 31–50 are significantly more likely to say they would be worried if measures are not taken, as are high-income participants (69%).
- Participants who have bought wildlife in the past 12 months (81%) and those intending to buy in the future (67%) report significantly higher levels of concern than the general public, possibly indicating that they feel more likely to be affected.

Level of Worry if No Measures Are Taken to Close Wildlife Markets (%)



Q15. If no measures are taken to close the markets where they sell animals from the wild / from wilderness and/or strictly regulate them, how worried are you that similar epidemic outbreak will happen in the future?

Base: Aware of coronavirus, n=1,985



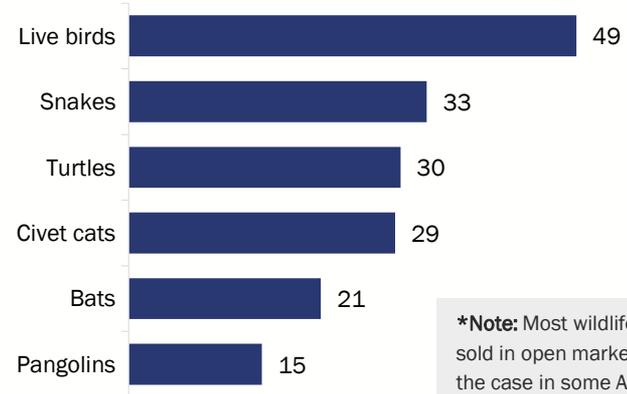
Wildlife Product Purchase in Past 12 Months

- 7 percent of participants in the U.S. say they have bought or know someone who has bought wildlife products in an open wildlife market in the past 12 months, the second-lowest out of the five countries surveyed (after Myanmar).
- The same number (7%) say they know someone who has bought wildlife online.
- Wildlife purchase rate is highest among 31–40-year-olds (16%), males (11%), those with high incomes (25%), high education (14%), and regular overseas travelers (29%) (data not shown).
- Live birds are the most common species purchased (49%), followed by snakes (33%).

Wildlife Product Purchase in Past 12 Months (%)



Types of wildlife products bought (%) (n=170)



***Note:** Most wildlife products are not sold in open markets in the U.S., as is the case in some Asian countries

4% ... Aware of domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases (Unprompted, among all participants)

Q16. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products in an open wildlife market in the past 12 months?

Q16B. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products online in the past 12 months, in your country or abroad?

Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

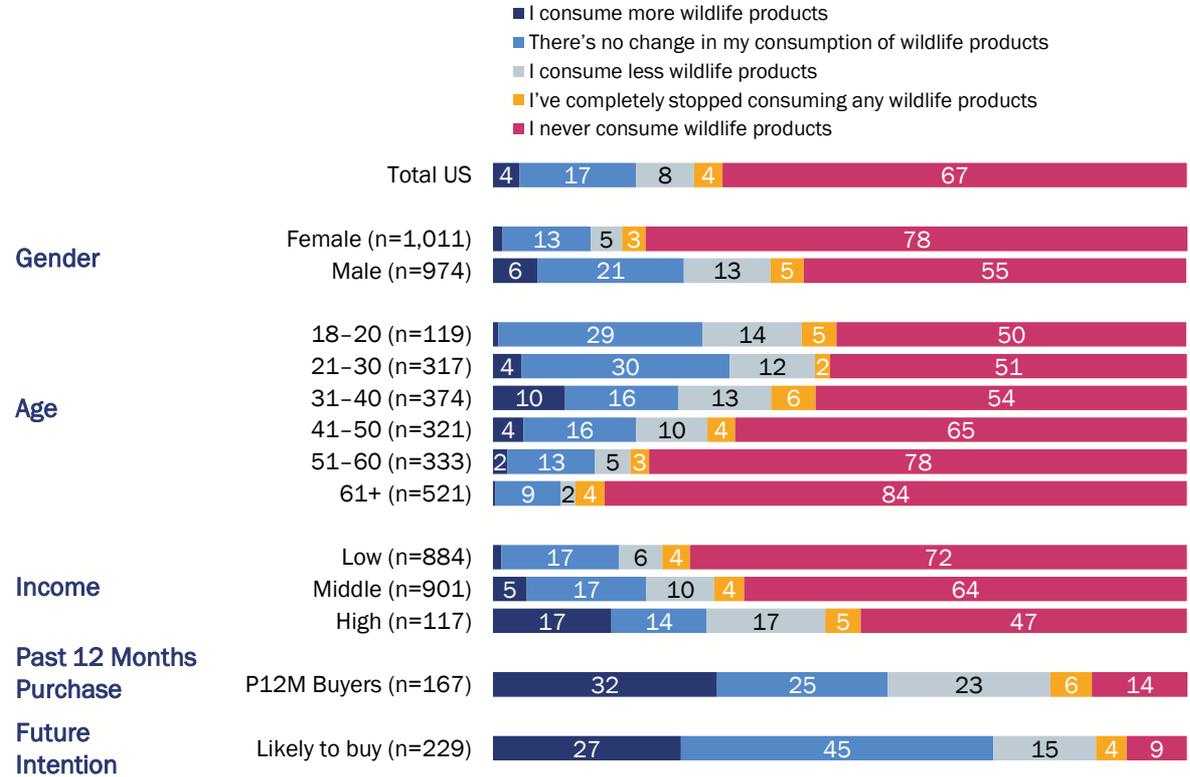
Base: Total U.S., n=2000



Impact of the Coronavirus on Consumption of Wildlife Products

- In the U.S., 67 percent of participants say they never consume wildlife products, even before the outbreak of coronavirus.
- It is less common for males, younger participants, and those with higher incomes to say that they never consume wildlife products. A substantial proportion of these groups have not changed their wildlife consumption habits because of COVID-19.
- Among Past 12 Months Buyers, nearly six in ten have not changed their wildlife consumption habits or have increased their consumption because of COVID-19. A large proportion (45%) of intenders to buy wildlife in the future say that COVID-19 has not changed their wildlife consumption habits.

Impact of COVID on Wildlife Product Consumption (%)



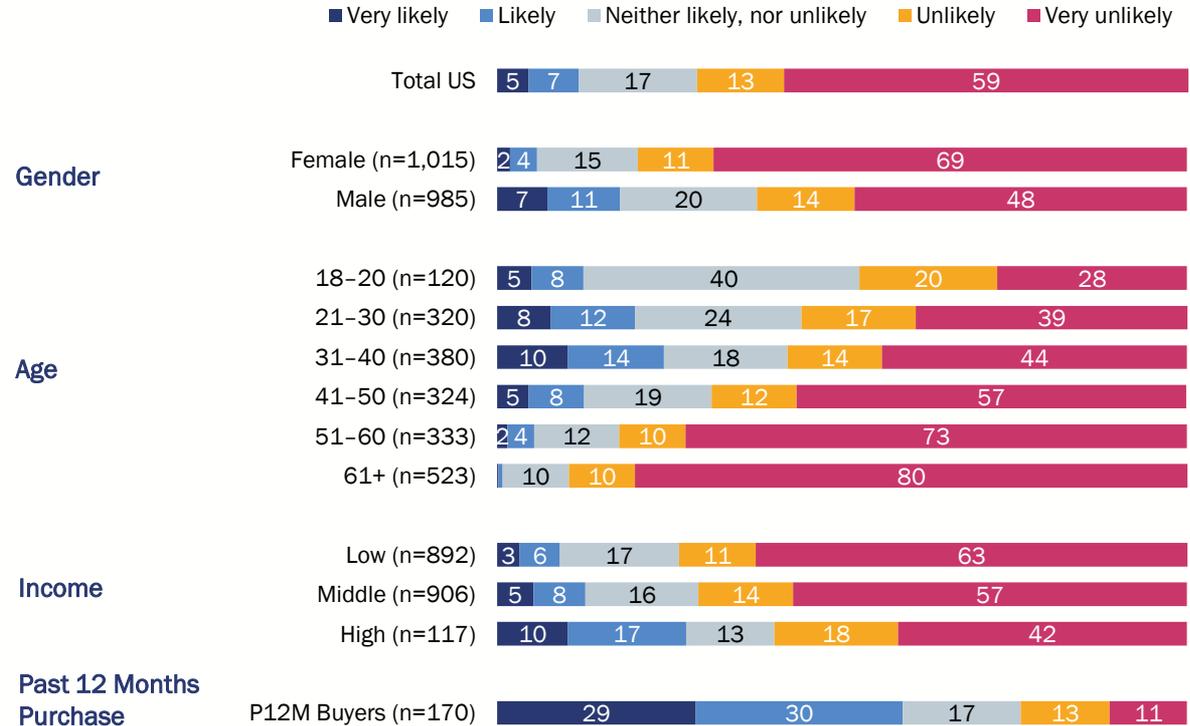
Q18. How has the coronavirus affected your consumption of wildlife products?
Base: Aware of coronavirus, n=1,985



Likelihood to Buy Wildlife Products in the Future

- 72 percent of participants say that they would be unlikely or very unlikely to buy wildlife products in the future.
- Male participants, those aged 21-40, and those with high incomes are significantly more likely to buy wildlife products in the future.
- Nearly 60 percent of Past 12 Months Buyers say that they are likely or very likely to buy wildlife in the future while one in five (24%) say they are very unlikely to do so.

Future Intention to Buy Wildlife Products in Wildlife Markets (%)

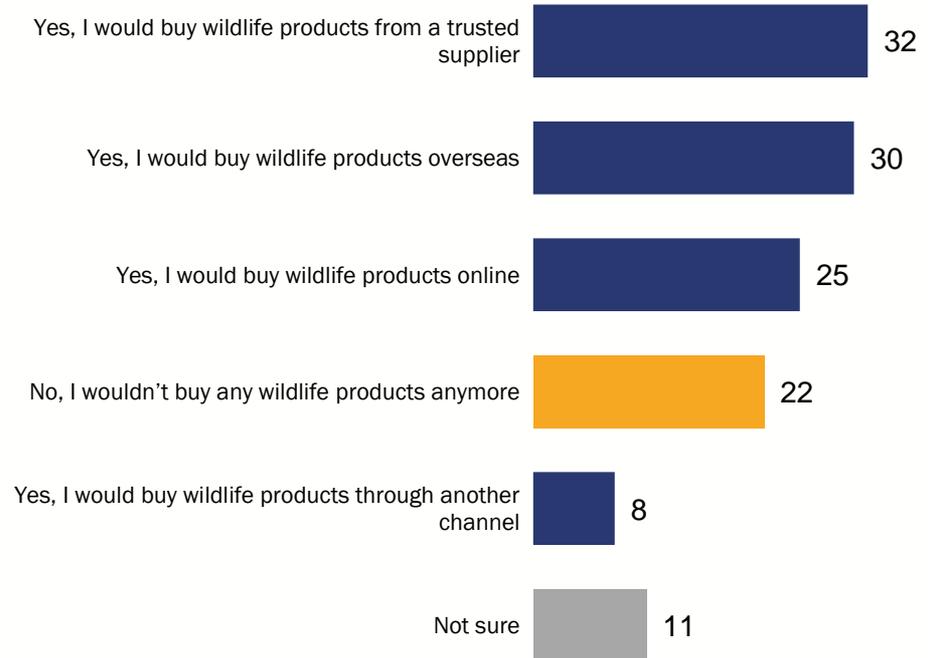


Q19. And how likely will you be to buy wildlife products in the future?
 Base: Total US, n=2,000

Alternative Channels to Purchase Wildlife Products in the Future

- Only 22 percent of Future Intended Buyers say they would no longer buy wildlife products if the markets are closed. The majority (67%) say they would buy wildlife products through an alternative channel.
- The most popular alternative channel of purchase is from a trusted supplier (32%), followed closely by overseas (30%).

Channels for Future Purchase of Wildlife Products
(Among Those Who Intend to Buy Wildlife Products) (%)



Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?

Base: Future intention (likely to buy, n=234)

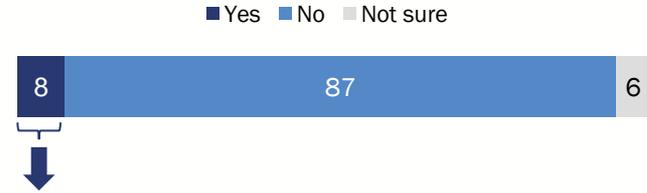


Exotic Pet Purchase in Past 12 Months

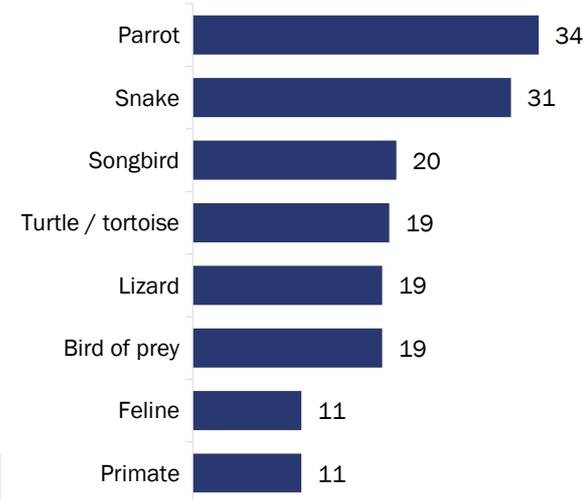
- 8 percent of U.S. participants reported that they or someone they know had bought an exotic pet in the past 12 months.
- Parrots are the most popular species of pet (34%), followed by snakes (31%).
- As with the purchase of wildlife products, the profile of buyers is primarily 31–40-year-olds (15%), males (12%), those with high incomes (27%), high education (15%), and regular overseas travelers (27%) (data not shown).

Note: The definition of an exotic pet that was given to the participants was: “An exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.”

Exotic Pet Purchase in Past 12 Months (%)



Top Types of Exotic Pets Bought (%) (n=151)



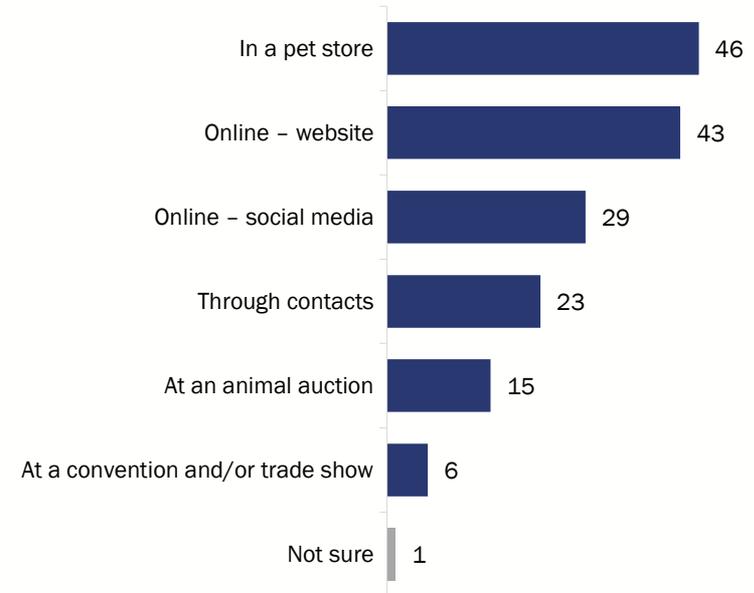
Q17B. Has anyone you know (e.g., friends, colleagues, family or yourself) bought an exotic pet in person or online in the past 12 months? Note: an exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.
 Q17C. You said that someone you know (or yourself) bought an exotic pet in the past 12 months. What kind of wild animal did this person (or yourself), buy?

Base: Total US, n=2000

Purchase Channels of Exotic Pets

- Physical pet stores are the most common single channel, with 46 percent of recent purchases taking place in these locations. However, taken together, online purchases are the most common medium for exotic pet purchase.

Locations Where Exotic Pets Were Purchased
(Among Those Who Bought in the Past 12 Months) (n=151) (%)



Q17D. Where did this person buy this/these animal(s)?

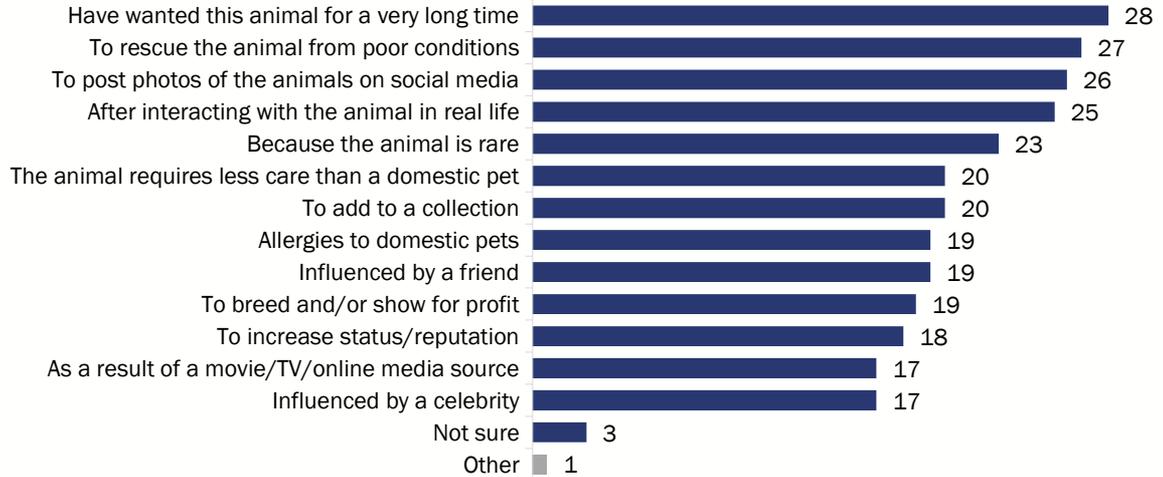
Base: Those who bought exotic pet in the past 12 months, n=151



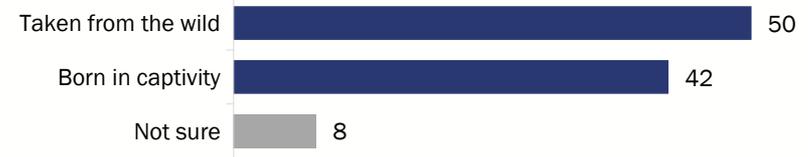
Reasons for Choosing an Exotic Pet and Origins of the Animal

- The top reasons for buying an exotic pet over a domestic pet are a long-held desire for the animal (28%), perceived rescuing of the animal from bad conditions (27%), a desire to post on social media (26%), and based on an interaction with the animal (25%).
- Rarity is also highly valued but participants report being influenced by media or celebrities at a comparatively low level (17% each).
- 50 percent of participants say that the exotic animal they or someone they know had purchased was taken from the wild.

Reasons for Choosing an Exotic Pet (%)



Was This Animal Taken from the Wild or Was It Born in Captivity? (%)



QUS4. Why did you/this person choose an exotic pet over a domestic pet? Please choose up to five answers.

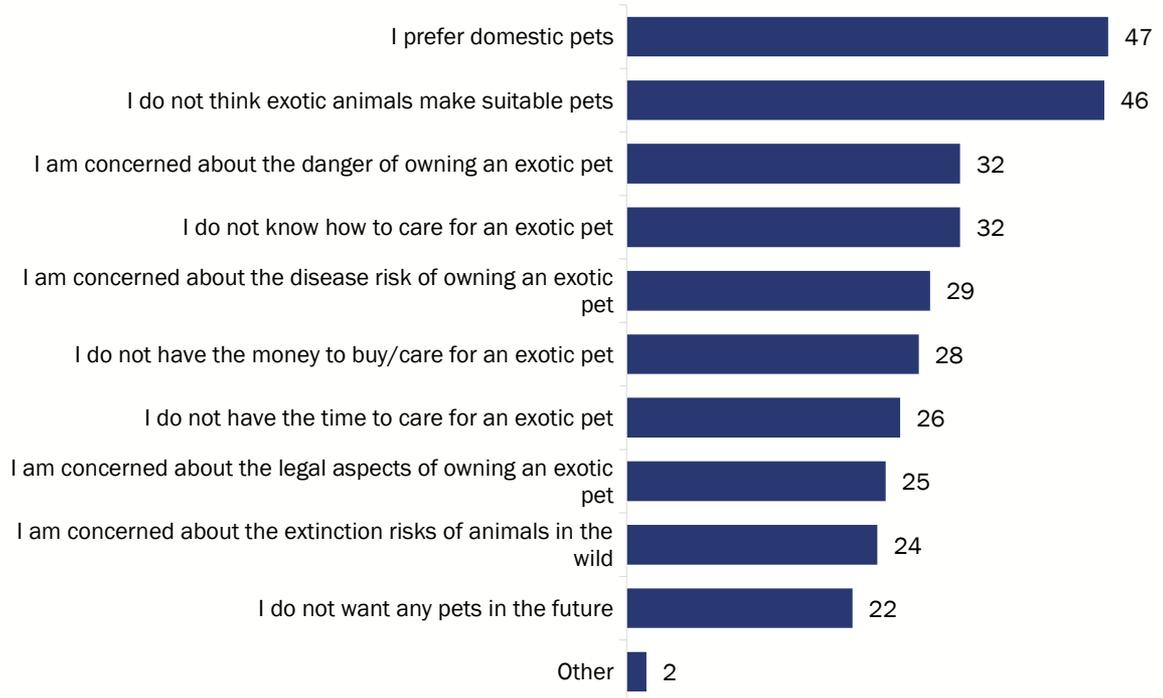
QUS5. Was this animal taken from the wild or was it born in captivity?

Base: Know someone who bought an exotic pet, n=151

Deterrents to Exotic Pet Purchase

- Participants who say they do not want an exotic pet noted their preference for domestic pets (47%) and a belief that exotic animals are not suitable as pets (46%) as the top reasons.
- Disease risk (29%) and extinction concerns (24%) rated less highly. Younger participants (18–30) are significantly more concerned about the extinction risk (34%) than the general population (data not shown).

Reason Not to Buy an Exotic Pet in the Future (%)



QUS8. Why do you say that you do not want to buy an exotic pet in the future? Please select all that apply.

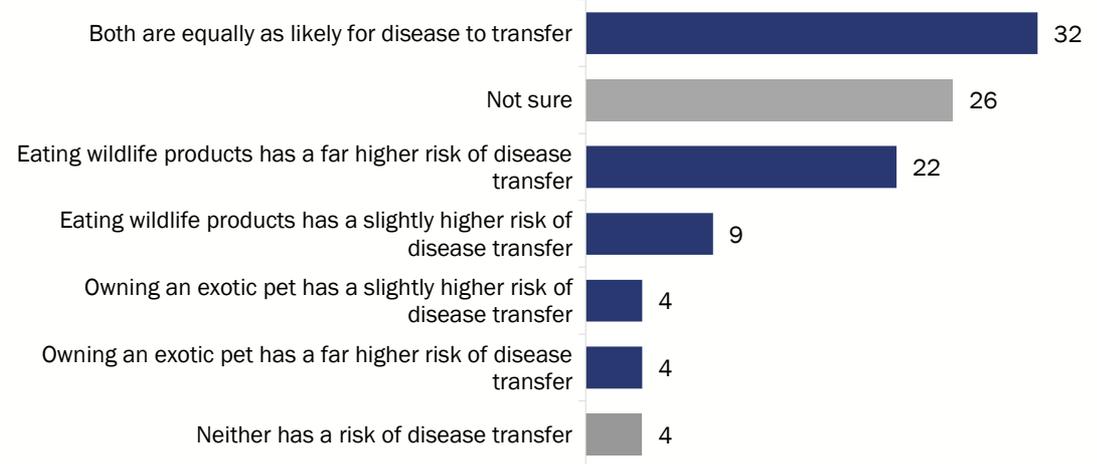
Base: Don't want an exotic pet, n=1,611



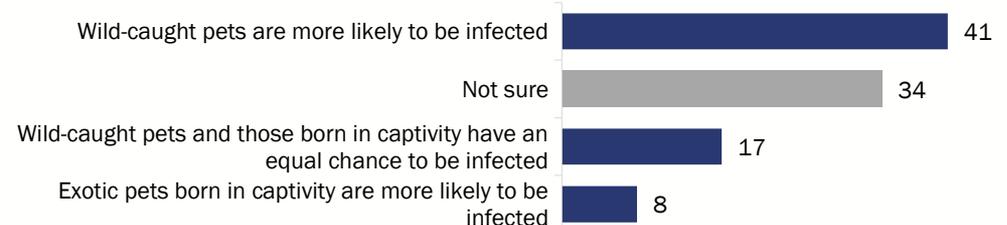
Comparative Disease Risks from Pets

- Almost one-third of participants (32%) see no difference in the likelihood of catching diseases from pets vs eating wildlife. Participants are more likely to say that eating wild animals poses a far higher risk for disease transfer (22%) than owning exotic pets (4%).
- Buyers of wildlife in the past 12 months (32%) and buyers of pets in the past 12 months (39%) are significantly more likely to say that eating wildlife has a higher risk of disease transfer (data not shown).
- Wild-caught pet animals are perceived to have a higher risk of disease transfer (41%). This is significantly higher among Past 12 Month Pet Buyers (55%) (data not shown).

Risk of a Disease from an Exotic Pet Compare to the Risk from Eating Wildlife Products (%)



Likelihood That Wild-caught Pets Will Be Carrying Viruses Compared to Those Bred in Captivity (%)



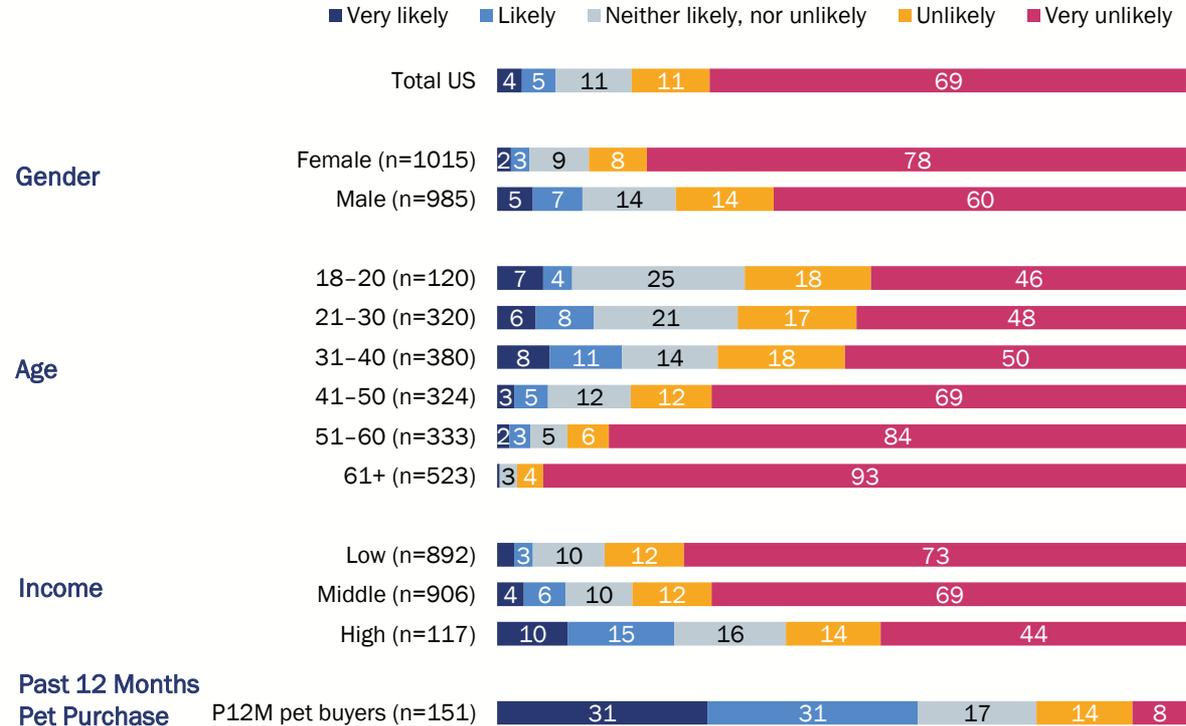
QUS6. How does the risk of a disease passing to humans from an exotic pet compare to the risk from eating wildlife products?
 QUS7. Is there a difference in the likelihood that wild-caught pets will be carrying viruses compared to those that are bred in captivity?
 Base: Aware of coronavirus, n=1,985



Likelihood to Buy Exotic Pets in the Future

- Participants in the U.S. are less likely to buy exotic pets in the future than they are to buy wildlife products (see previous slide).
- Those who intend to buy exotic pets are similar demographically to those who intend to buy wildlife products (previous slide), with males aged 21-40 and those with high incomes saying they are likely to buy exotic pets in the future.
- More than 60 percent of those who have bought an exotic pet in the past 12 months say that they intend to do so again in the future.

Future Intention to Buy Exotic Pets (%)



Q19b. And how likely will you be to buy an exotic pet in the future?
 Base: Total US, n=2,000

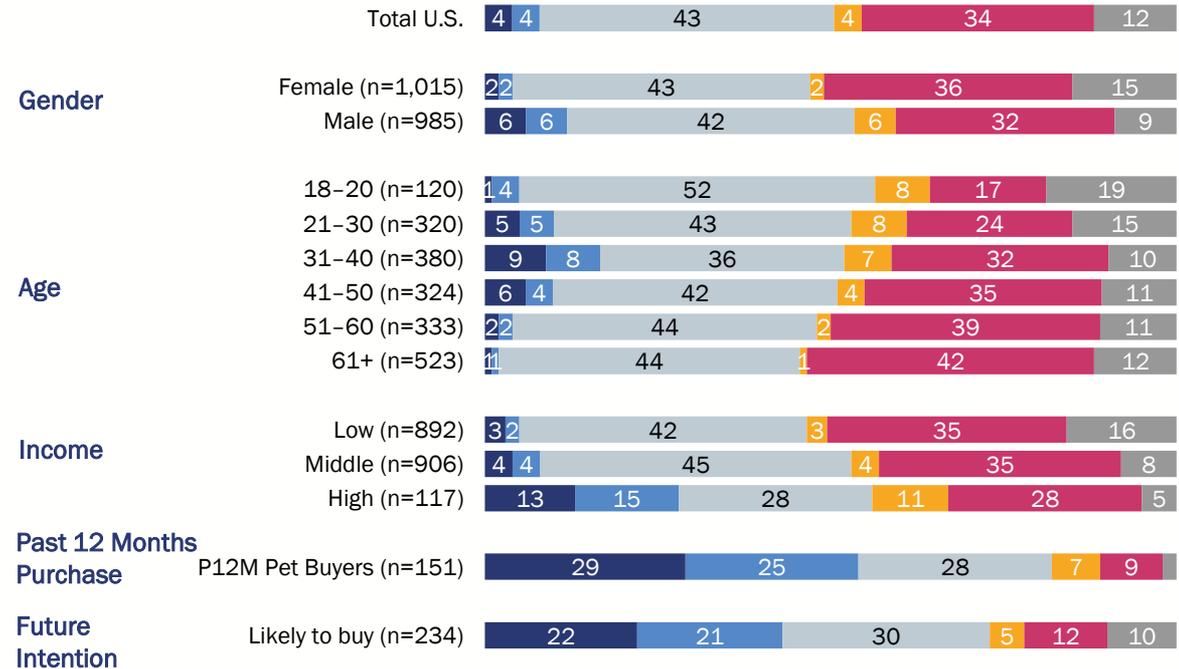


Impact of COVID-19 on Desire to Buy Exotic Pets

- 34 percent of participants say they are a lot less likely to buy an exotic pet due to COVID-19, while 43 percent say it has not impacted their desire either way.
- 54 percent of those who have bought an exotic pet in the past 12 months say that the COVID-19 pandemic has made them want to buy another exotic pet in the future.

Coronavirus Impact on Desire to Buy an Exotic Pet (%)

■ A lot more likely ■ Slightly more likely ■ Neutral ■ Slightly less likely ■ A lot less likely ■ I do not know



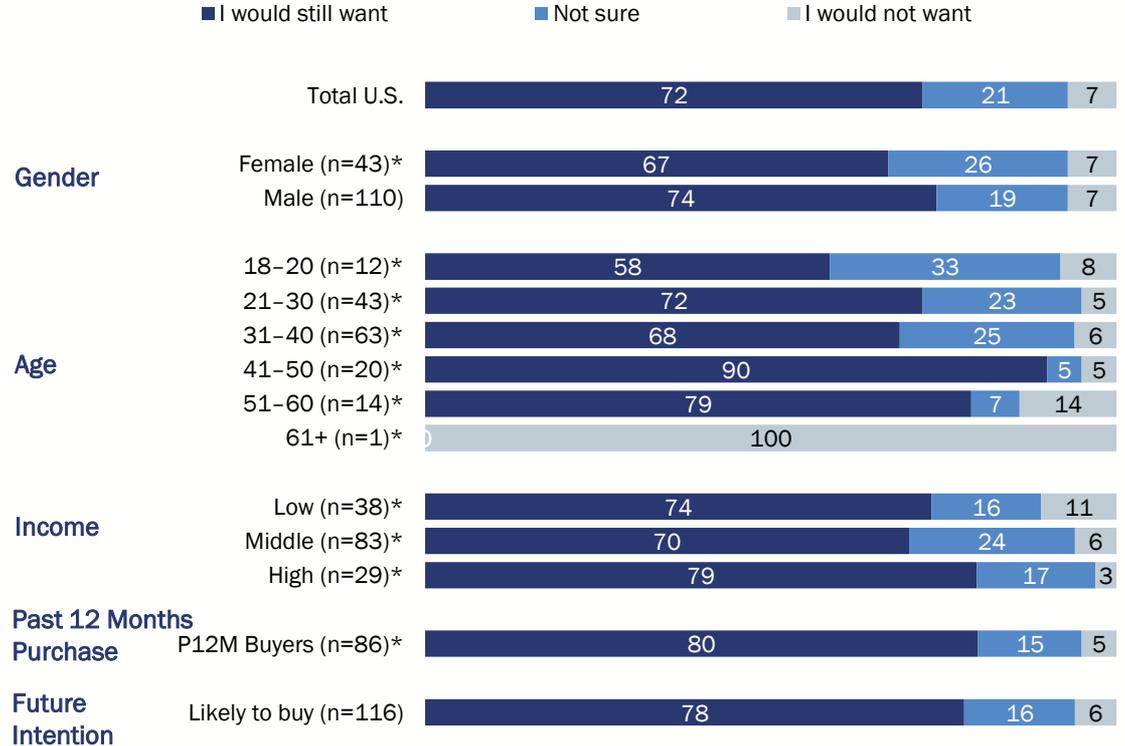
QUS9. How has the coronavirus impacted your desire to buy an exotic pet in the future?
 Base: Total sample, n=2,000



Buying an Exotic Pet in the Context of Disease Risks

- The majority of participants (72%) who plan to buy an exotic pet are not swayed by the potential for disease transmission. One in five say that they are not sure if the risk of disease transmission would make them reconsider their purchase.

Desire to Own an Exotic Pet Knowing That There Are Disease Risks (%)



* Small sample size

QUS10. There are disease risks associated with having contact with exotic pets, especially those sourced from the wild, but dealers may claim that wild caught animals are born in captivity. Knowing this, would you still want to own an exotic pet?

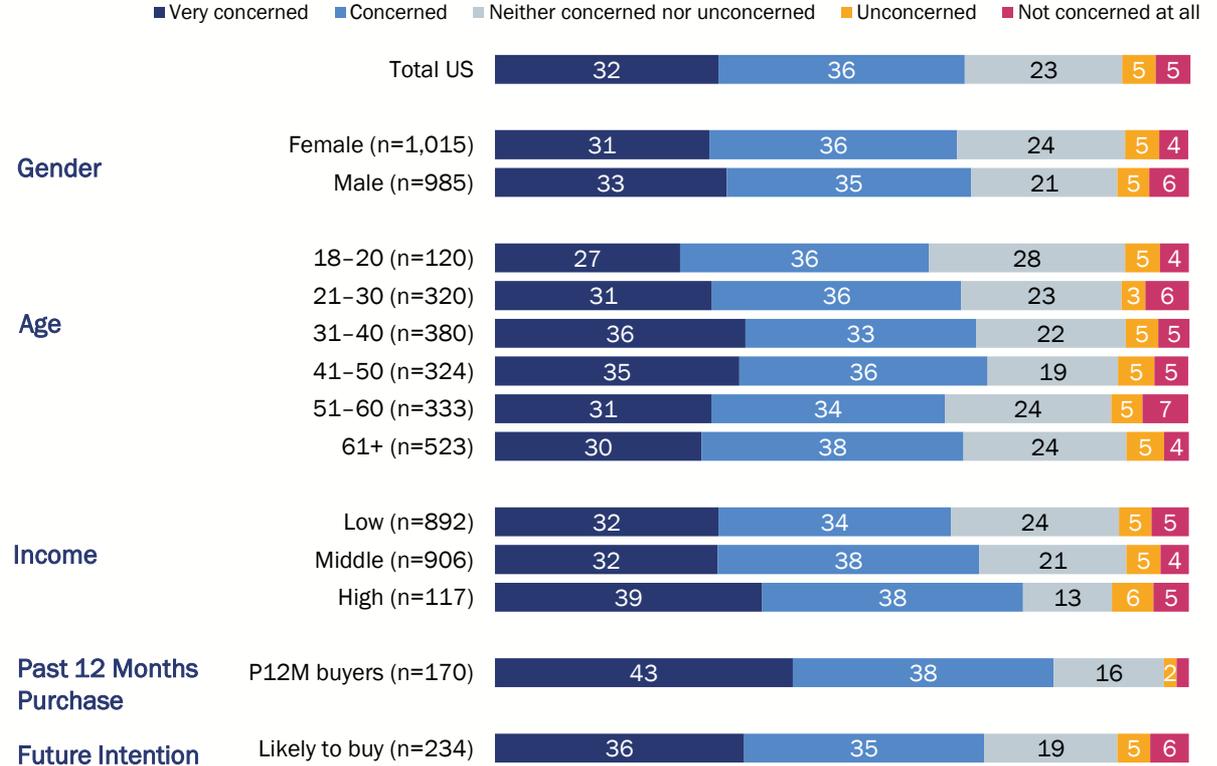
Base: Want an exotic pet and do not know about disease risks, n=153



Concern about Deforestation

- When participants are informed that “deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans,” 68 percent say that they are concerned about this happening.
- Overall, concern is relatively uniform across different demographics, though participants who have bought wildlife in the past 12 months are more likely to say that they are concerned or very concerned about the transfer of diseases from animals to humans (81%).

Concern about Deforestation Leading to Risk of Coronavirus (%)



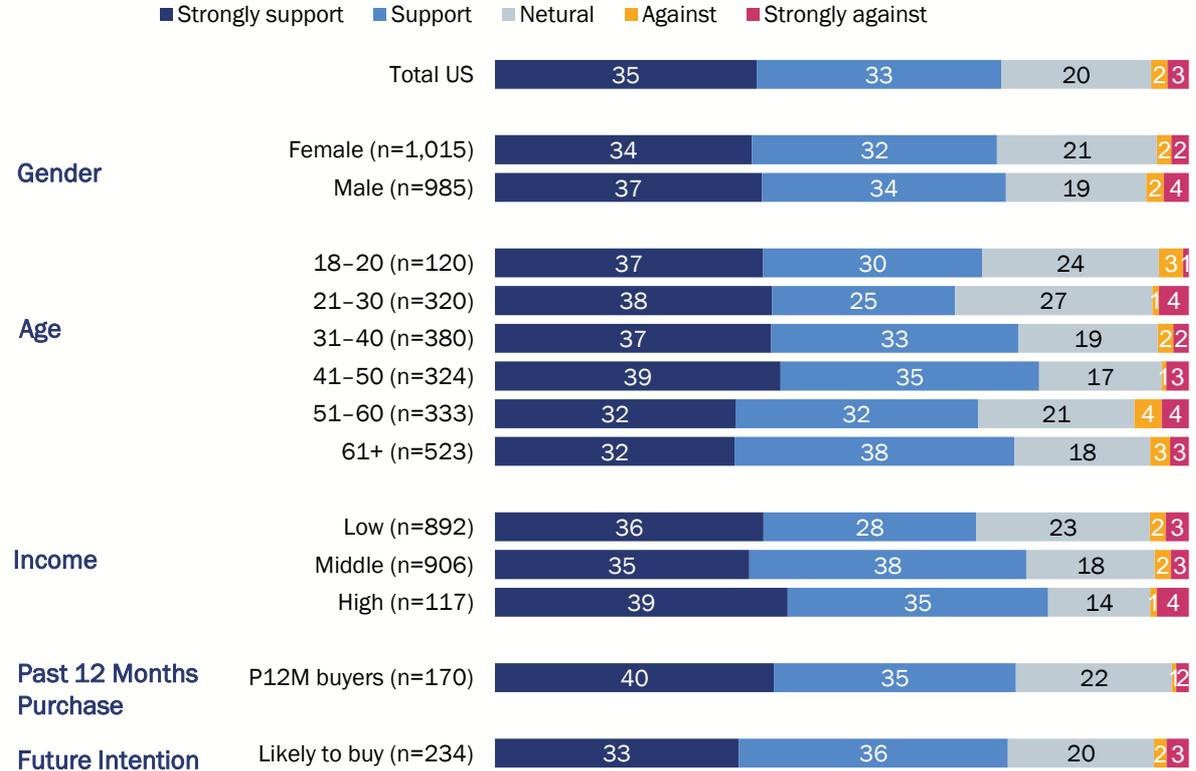
Q20b. Evidence suggests that deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans. How concerned are you about this happening?
 Base: Total US, n=2,000



Support for Government Action to Reduce Deforestation

- Just over two-thirds of participants in the U.S. (68%) support increased efforts to preserve forests and end deforestation in the U.S. or overseas specifically to prevent future pandemics, the lowest among the five countries surveyed.
- Participants aged 41–50 show the strongest support for measures to preserve forests among the different age brackets.

Support for Country Initiatives to Preserve Forests and End Deforestation (%)



Q20c. If your country increased efforts to preserve forests and end deforestation in your country or overseas specifically to prevent future pandemics while also reducing activities that lead to deforestation, would you support such initiatives?

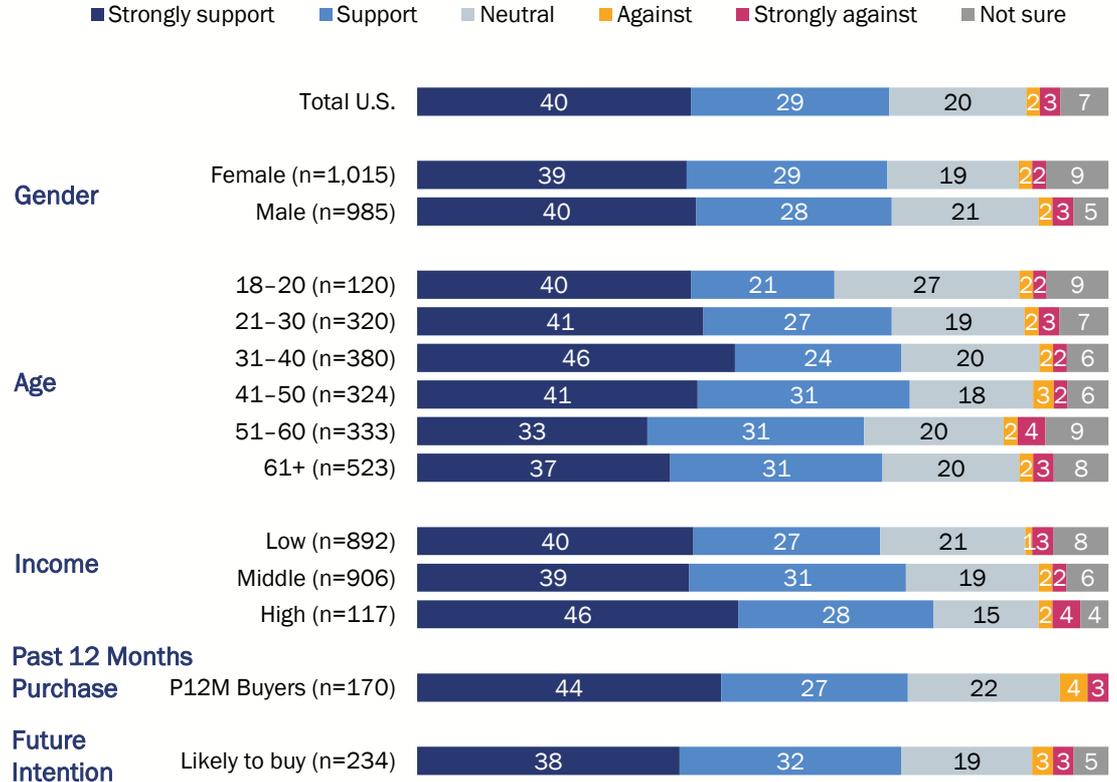
Base: Total US, n=2,000



Support for Laws to Combat Deforestation

- 69 percent of participants say they would support new laws to ensure that products sold in the U.S. do not contribute to global deforestation.
- 5 percent of participants say they are against or strongly against such measures.
- Support for these laws is relatively consistent across demographics, with little difference among groups.

Support for Laws to Ensure Products Sold in the U.S. Do Not Contribute to Deforestation (%)

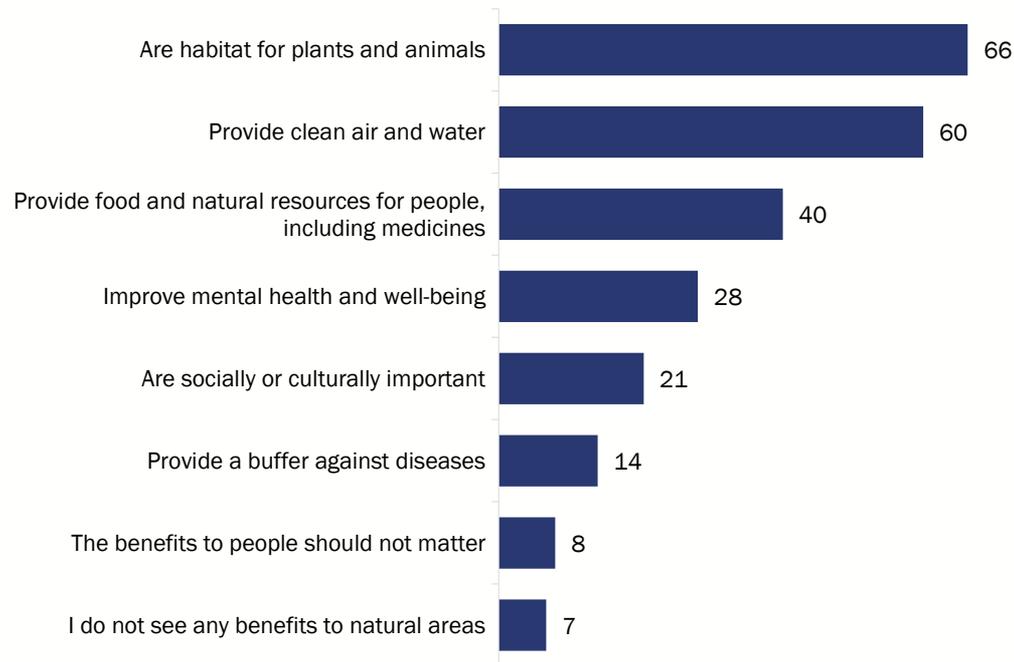


QUS11B. How likely would you be to support new laws by governments to ensure the products sold in the United States do not contribute to global deforestation?
 Base: Total sample, n=2,000

The Benefits of Natural Areas

- Natural spaces are viewed in the U.S. as beneficial for plants and animals (66%) and for providing clean air and water (60%).
- Natural spaces as a disease buffer ranks relatively low, with 14 percent of participants identifying this as a benefit.

Main Benefit of Natural Areas (%)



QUS11. What do you see as the main benefit of natural areas such as forests and woodlands? Please select up to three answers.

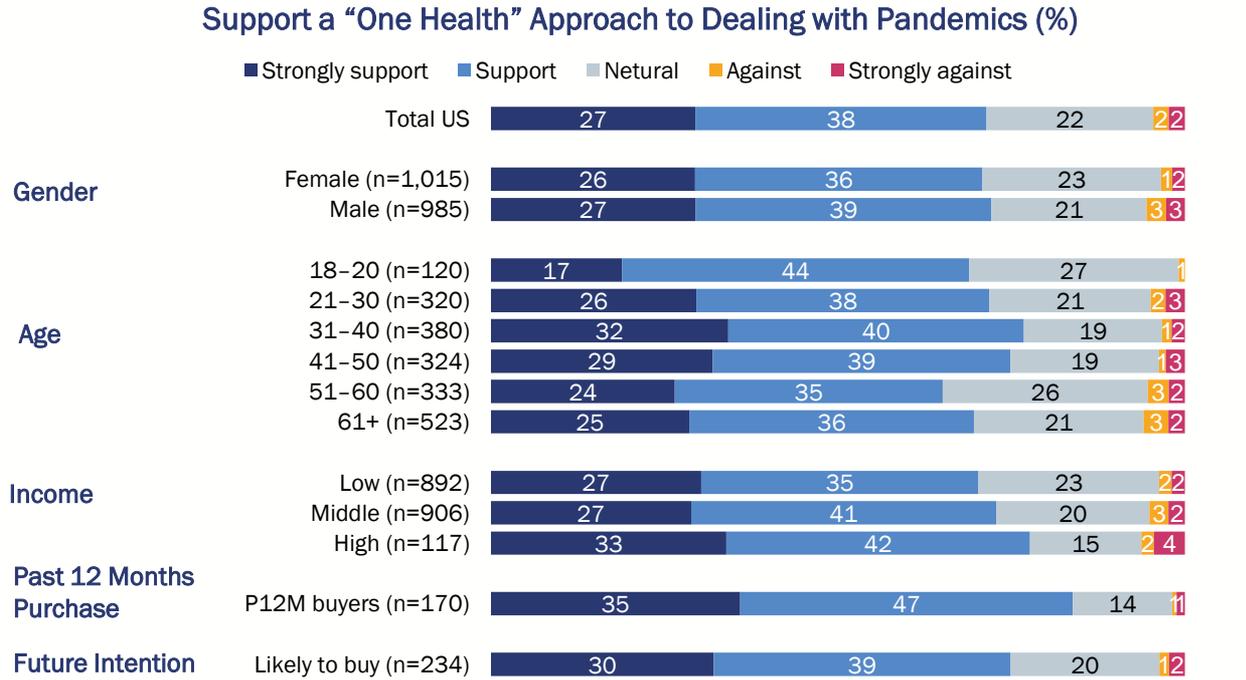
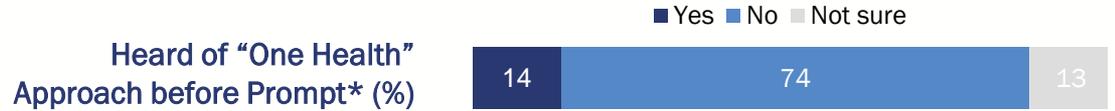
Base: Total sample, n=2,000



Knowledge and Support of the “One Health” Approach

- 14 percent of participants in the U.S. say they have heard of the “One Health” approach, with Past 12 Months Buyers significantly more likely to have heard of it (64%; data not shown).
- When given the below definition of “One Health,” 65 percent of participants support such an approach.
- Past 12 Months Buyers of wildlife products are significantly more likely to support a “One Health” approach (82%).

***Shown to participants after this question:**
 “One Health” is an approach to designing programs, policies, and legislation, where different sectors communicate and work together for better health outcomes across people, animals, plants, and their shared environment, especially for animal health, disease transfer between animals and humans, and combatting antibiotic resistance.



Q20d. Have you heard of the “One Health” approach to achieving better public health outcomes?

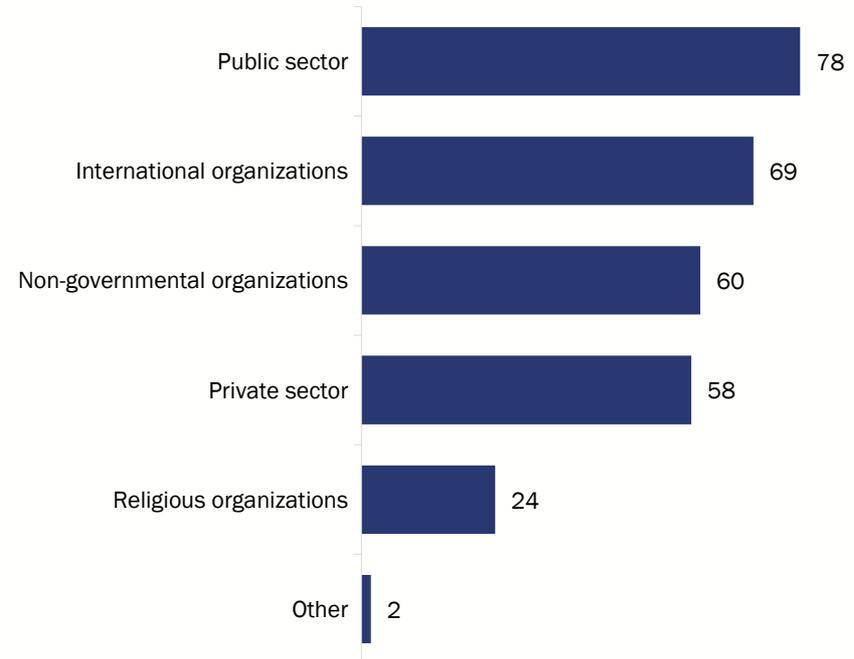
Q20e. How much would you support a “One Health” approach to dealing with pandemics?

Base: Total US, n=2,000

Sectors That Can Impact a Pandemic

- The public sector is seen as the most influential for combatting the root causes of pandemics (78%), followed by international organizations (69%).

Sectors with Most Impact on Public Health (%)



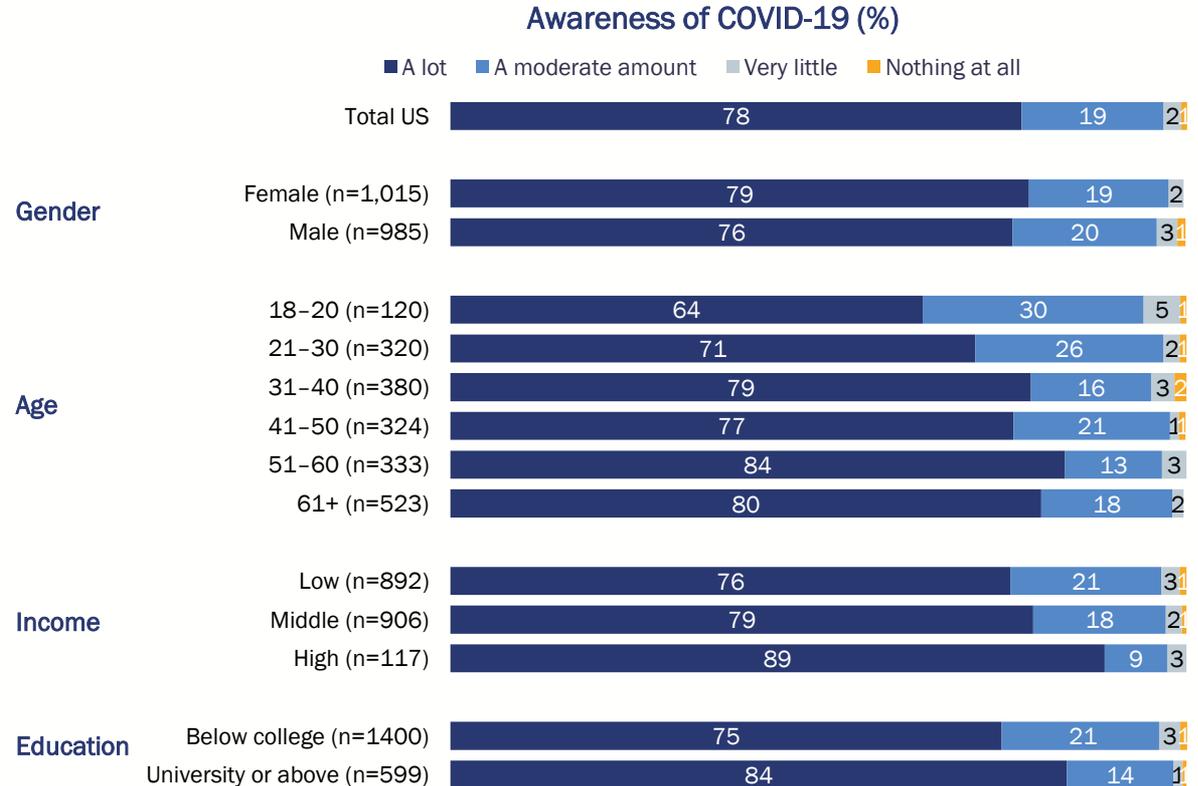
QUS12. Which sectors do you feel would have the most impact on public health considering your understanding of the root causes of this pandemic? Please rank the top three sectors.

Base: Total sample, $n=2,000$



Awareness of COVID-19 (Coronavirus)

- Almost all participants (97%) have heard a moderate amount or a lot about COVID-19 or coronavirus, regardless of age, gender, income, or education level.
- More than three-quarters (78%) of participants say they have heard a lot about the coronavirus, the highest of the five countries surveyed.

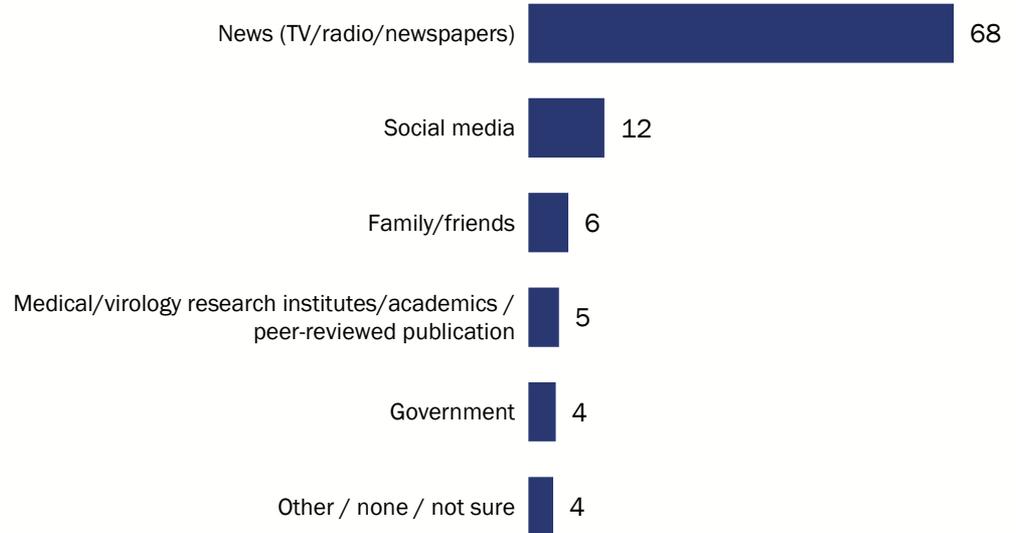


Q2. How much have you heard of COVID-19, commonly known as coronavirus?
 Base: Total US, n=2,000

Main Sources of Information about COVID-19

- More than two-thirds of participants mainly receive information about the coronavirus from news sources such as TV, radio, and newspapers.
- 12 percent use social media as their primary source of information. This is significantly higher among younger participants (30% for 18–20-year-olds and 22% for 21–30-year-olds) (data not shown).
- Only 5 percent consider medical researchers and academics as their Main Sources of Information about COVID-19.
- 4 percent of U.S. participants are aware of agreements or regulations relating to wildlife to prevent future pandemics.

Main Sources of Information about COVID-19 (%)



Q3. What is your main source of information in regards to coronavirus?

Base: Aware of coronavirus, $n=1,985$

Q9f. Are you aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases?

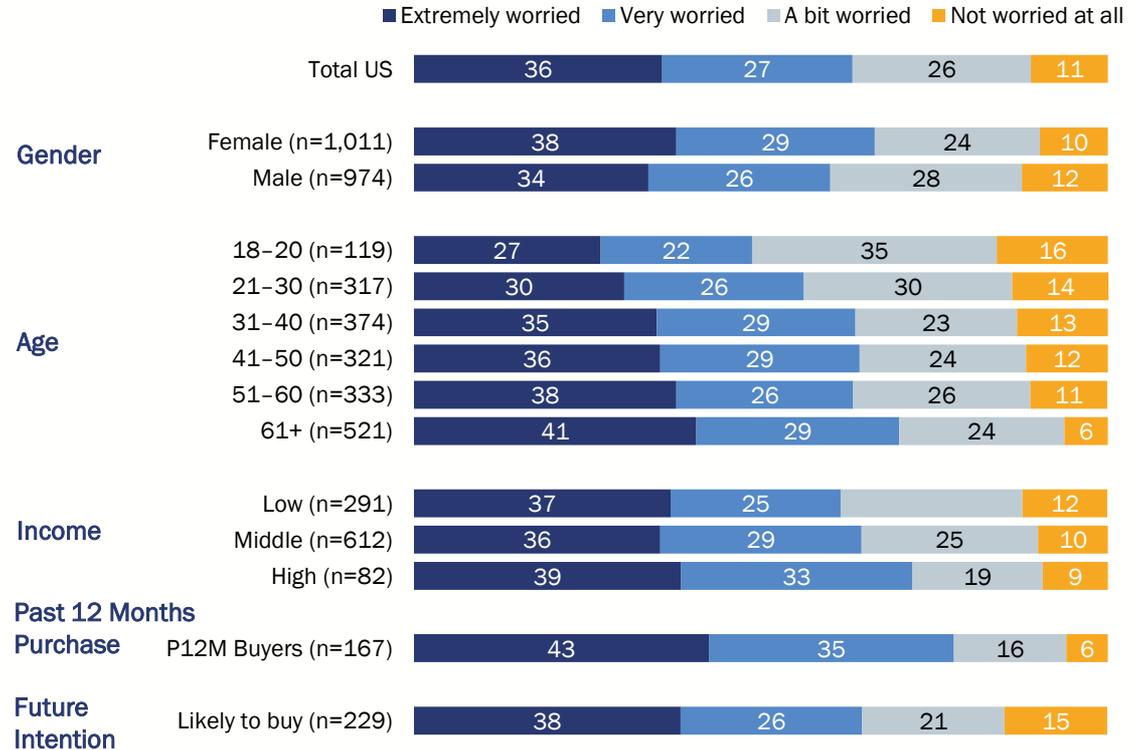
Base: Total US, $n=2,000$



Concern about the Coronavirus Outbreak

- In the US, 63 percent of people are very worried or extremely worried about the coronavirus, the lowest among the five countries surveyed. Those over the age of 60 and those with a higher income tend to worry more about the coronavirus.
- Participants who bought wildlife products (or know someone who has bought these products) in the past 12 months are significantly more likely to say that they are very worried or extremely worried about the coronavirus outbreak.

Level of Concern about the Coronavirus Outbreak (%)



Q4. Overall, how worried are you about the outbreak of the coronavirus?

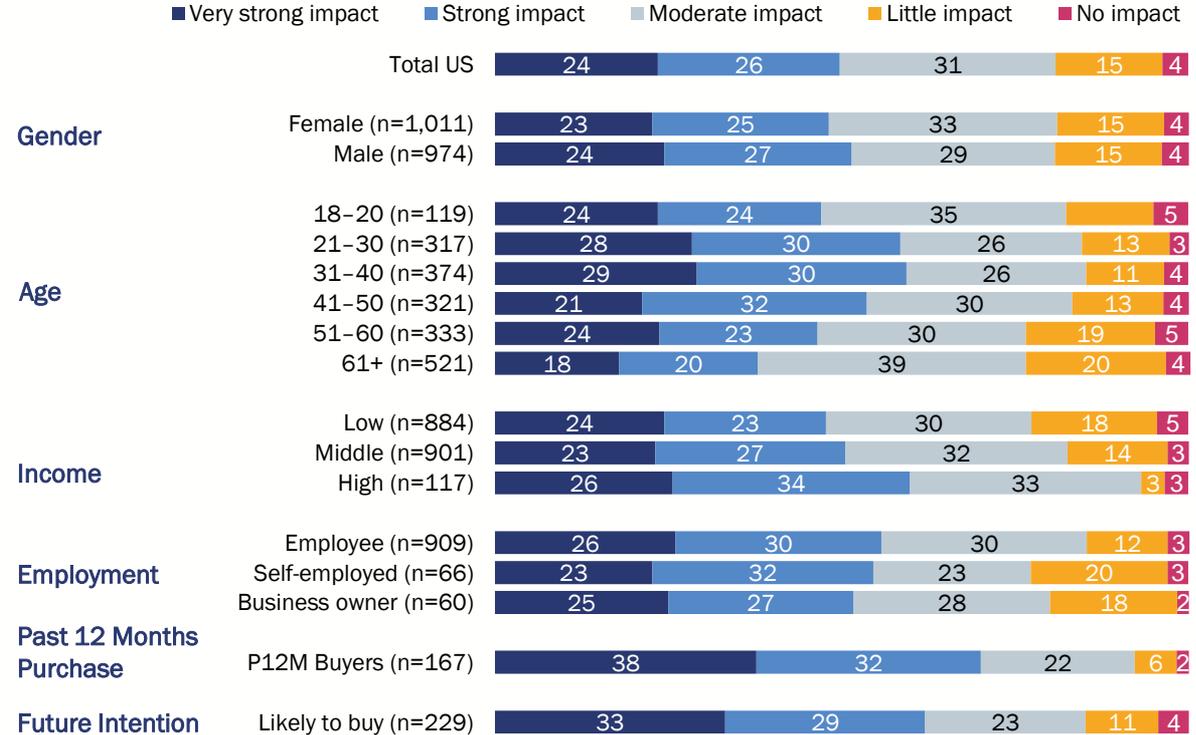
Base: Aware of coronavirus, n=1,985; Past 12 Months Buyers, n=167; Future Intention (Likely to buy, n=229)



Impact of the Coronavirus on Daily Life

- Overall, half of participants believe that COVID-19 is having a strong or even very strong impact on their lives. This perception is mostly driven by those aged 21–40. Older participants are more likely to say that COVID-19 is having a low impact on their lives.
- There is little difference in the effect of COVID-19 based on the nature of employment.
- Those who bought wildlife in the past 12 months are more likely to say they are strongly or very strongly impacted by COVID-19 (70%).

Impact of the Coronavirus on Daily Life (%)



Q5. Overall, how much impact does the coronavirus have on your life in general?

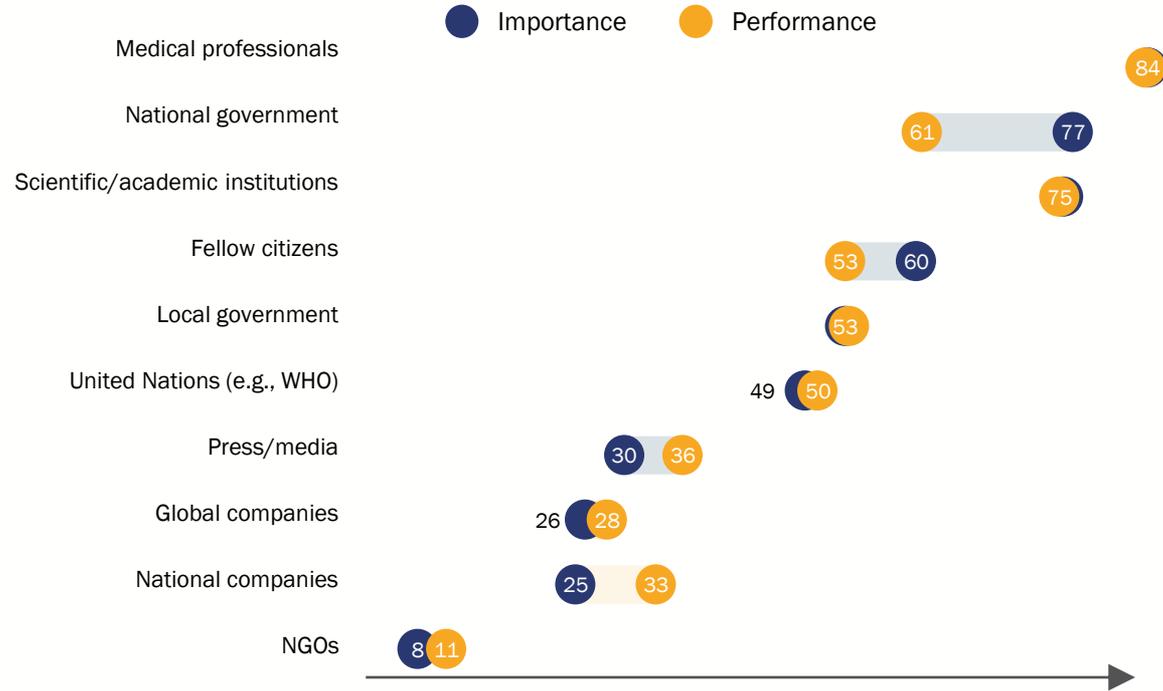
Base: Aware of Coronavirus, n=1,985



Importance and Performance of Institutions to Combat the Outbreak

- In the U.S., medical professionals are believed to be the most important institution to combat the coronavirus, and participants rate their performance very highly.
- Similarly, scientific institutions are rated as important and having performed well.
- The national government (in 2020), however, is seen as highly important to combat COVID-19 but is rated lower in its performance. Fellow citizens are similarly rated lower in their performance compared to the importance they play in limiting the spread of COVID-19.
- Perceptions of medical professionals and scientific institutions as important and effective increase with age, while younger participants are more likely to rate the press/media as important compared to older generations (data not shown).

Importance and Performance of Institutions to Combat the Outbreak, Total Mentions (%)



Q7a. Please indicate how important you think each of the following institutions is to combat the coronavirus outbreak in your country. Please rank the top five institutions by importance.

Q7c. Please indicate how well you believe each of the following institutions has handled the coronavirus outbreak in your country in 2020. Please rank the top five institutions by how well they have responded.

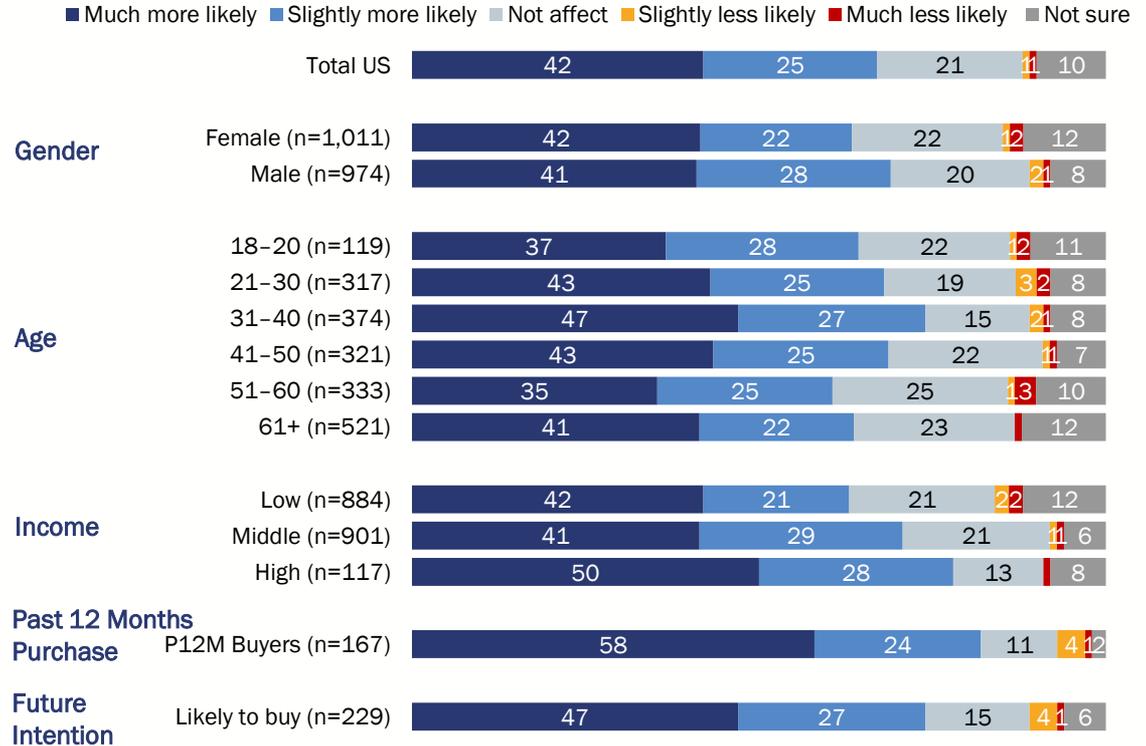
Base: Aware of coronavirus, n=1,985



Reaction to Companies' Measures to Prevent Future Pandemics

- Participants suggest that a company's willingness to implement measures to prevent future pandemics is important to their desire to buy from these companies, with 67 percent saying that they are more likely to buy from companies that introduce such measures.
- Higher-income participants are more likely to take pandemic prevention into consideration than low-income participants.
- Wildlife purchasers and intenders value a company's pandemic prevention measures significantly more highly than the general population.

Likelihood to Buy from Companies Taking Action to Prevent Pandemics (%)



QUS1. If you were aware of a company taking action to prevent future pandemics, would this affect your desire to purchase from them?

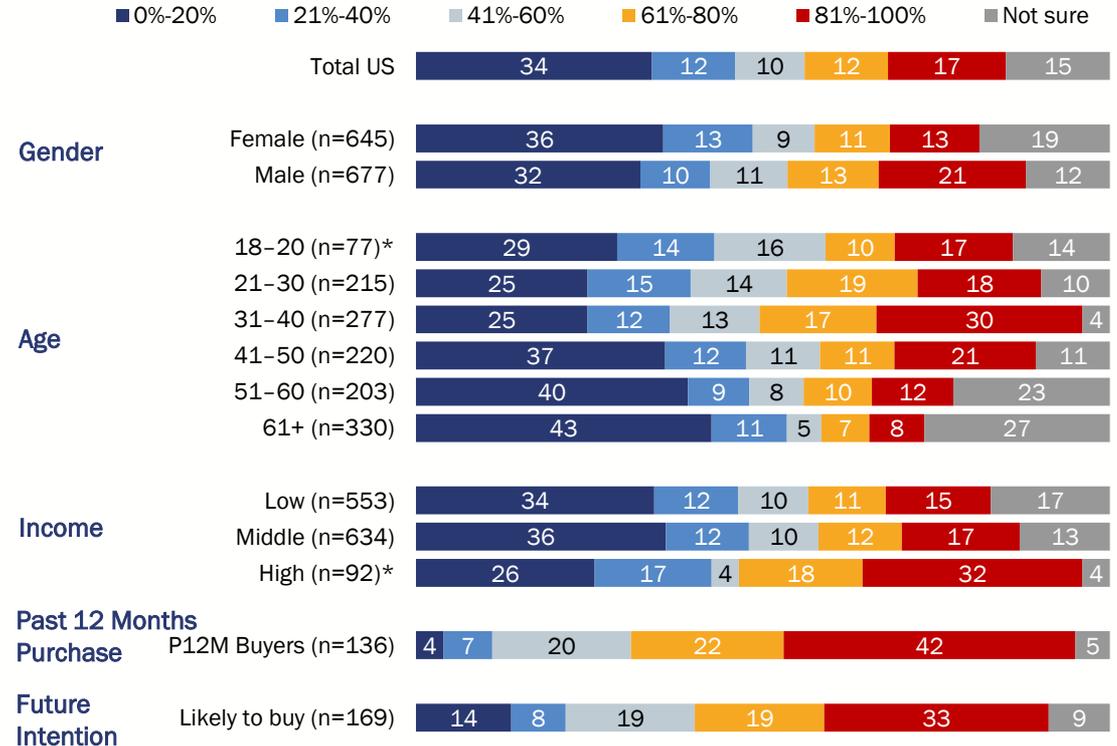
Base: Aware of coronavirus, n=1,985



Acceptable Cost Increase for Companies Preventing Pandemics

- When asked how much extra they would be willing to pay to companies that took action to prevent future pandemics, participants' estimates vary, with 34 percent saying they would pay up to 20 percent more and 29 percent saying they would pay 61-100 percent more.
- 31-40-year-olds are willing to pay the most of any age bracket. Participants who had bought wildlife in the past 12 months are significantly more likely to be willing to spend more for products from companies that took this action.

Overprice for Products from Companies That Took Action to Prevent Pandemics (%)



*Small base

QUS2. How much more would you be willing to pay for products from a company that took action to prevent future pandemics in various ways by protecting nature?

Base: More likely to buy, n=1,322

Country Chapter

Vietnam





Participants' Profile

- The demographic profile of participants surveyed in Vietnam is nationally representative of the general population for age and gender, while “soft quotas” were implemented for regions and education.
- The majority of participants have a medium or low household income, have not received a university education, and are married or in a civil partnership. Most are in full time employment and live in a household with four people.
- Almost half of participants do not travel overseas (pre-COVID-19).

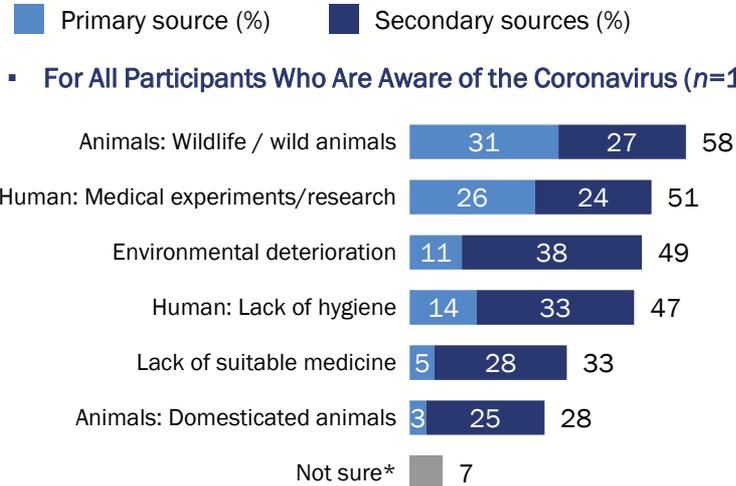
Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> Gender <ul style="list-style-type: none"> Female 48 Male 52 Age <ul style="list-style-type: none"> 18-20 8 21-30 21 31-40 21 41-50 23 51-60 11 61+ 16 Region <ul style="list-style-type: none"> Northwest 5 Northeast 9 Red River Delta 22 North Central 11 South Central Coast 10 Central Highlands 6 Southeast 18 Mekong River Delta 19 	<ul style="list-style-type: none"> Marital Status <ul style="list-style-type: none"> Single 22 Married / civil Partnership 76 Divorced/widowed 2 Household Size <ul style="list-style-type: none"> Only myself 1 2 people 4 3 people 11 4 people 45 5 people or more 40 Travel Overseas <ul style="list-style-type: none"> None 48 Occasional 38 Regular 12 Frequent 2 	<ul style="list-style-type: none"> Education <ul style="list-style-type: none"> Below college 70 University or above 30 Monthly Personal Income <ul style="list-style-type: none"> High (VND 20,000,000+) 28 Middle (VND 8,000,000-19,999,999) 35 Low (<VND 7,999,999) 36 Employment <ul style="list-style-type: none"> Full-time employment 61 Part-time employment 6 Freelancer / business owner 12 Full-time student 6 Unemployed/retired 13

S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q21b. Household composition; Q23. Employment; Q24. Travel behavior
 Base: Total Vietnam, n=1,000

Perceived Sources of the Coronavirus Outbreak

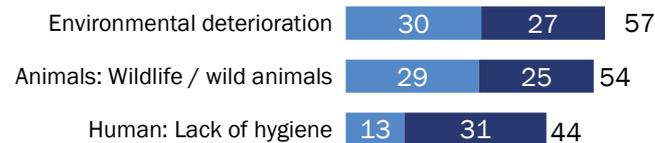
- Nearly one-third of participants (31%) see wild animals as the primary source of the COVID-19 pandemic, followed by one quarter (26%) who believe it originated from medical research.
- Including secondary sources, almost half of participants (49%) see environmental deterioration as a source of COVID-19.
- Future Intended Buyers of wildlife products rate environmental deterioration the highest as a source of COVID-19 followed by wildlife/wild animals as primary source of COVID-19.

Note: For this report, i) Past 12 Month (P12M) Buyers are those who have purchased wildlife products themselves or know someone who has bought wildlife products in an open market in the past 12 months; ii) "Future Intended Buyers" refers to those who say that they are likely or very likely to buy wildlife products in the future.



See next slide for perceived modes of transmission from wild animals to humans

■ For Future Intended Buyers of Wildlife Products, Top Three (n=203) (%)



*This option is not provided for secondary sources.

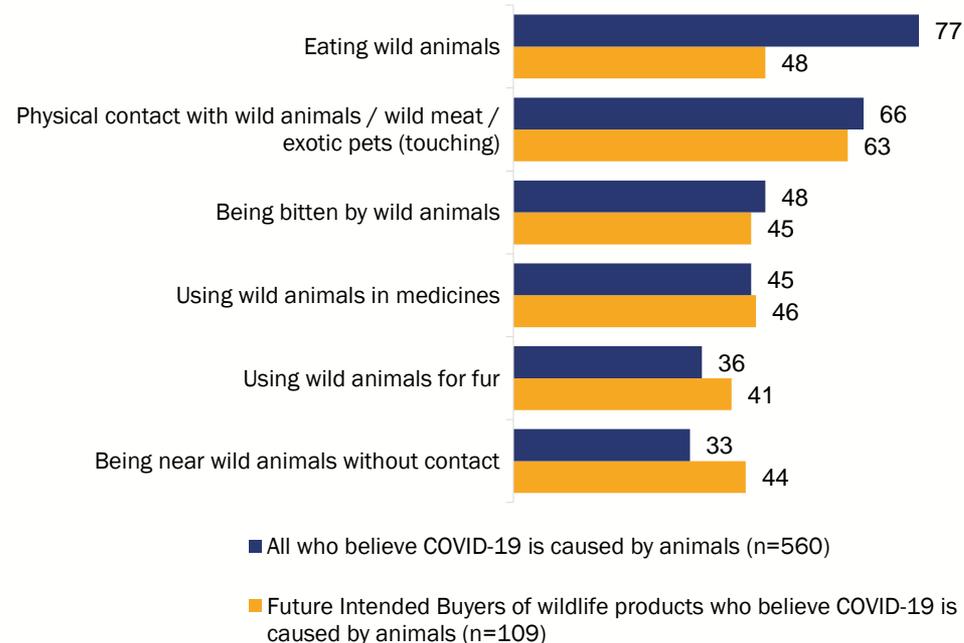
Q8. To your knowledge, what is the primary source of the coronavirus outbreak? Q9. And which other sources, if any, are there for the coronavirus outbreak?

Base: Aware of coronavirus, n=1,000

Perception of Transfer of COVID-19 from Wild Animals to Humans

- 77 percent of participants who believe that wild animals are one of the primary sources of COVID-19 identify consumption as a vector for disease transmission, while 66 percent believe that physical contact without consumption is a vector for disease transfer.
- Participants who intend to buy wildlife products in the future are significantly less likely to believe that eating wild animals is the source of the disease (48%).

Perceived Ways of COVID-19 Transmission from Wild Animals to Humans
(Among Those Who Believe Wild Animals Are the Source of COVID-19) (%)

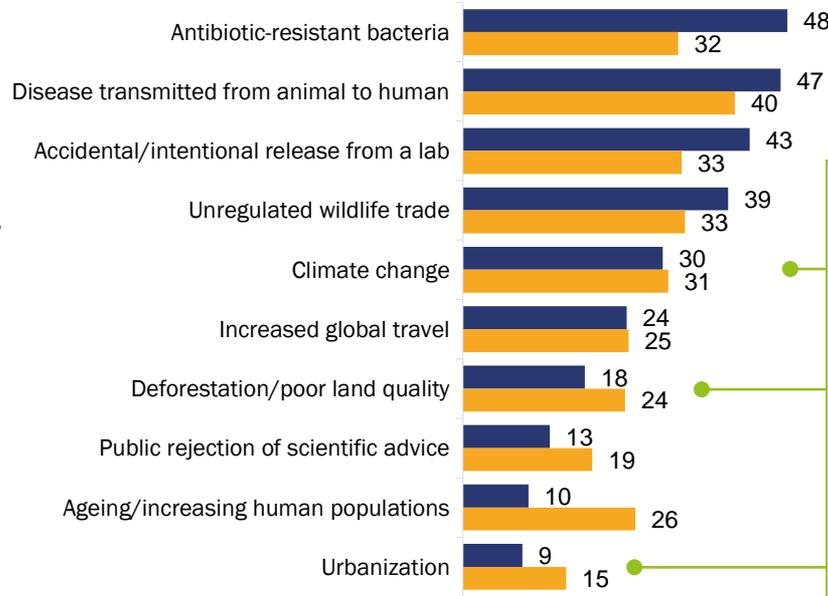




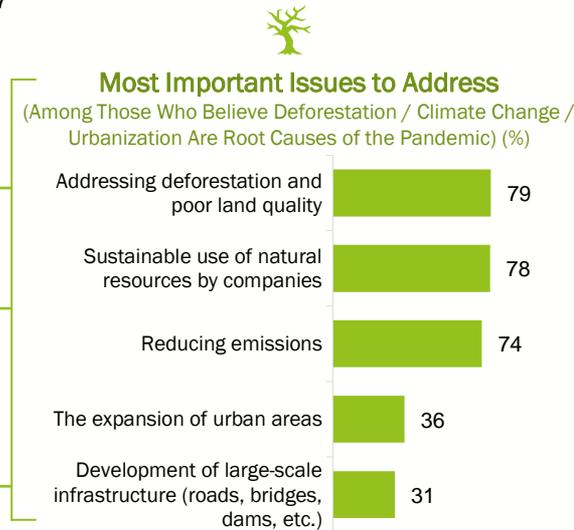
Perceived Root Causes of Future Pandemics

- Among Vietnamese participants, antibiotic-resistant bacteria (48%), disease transmission from animals to humans (47%), and release from a lab (43%) rank highest as the most likely causes of future pandemics.
- Participants who plan to buy wildlife products are significantly more likely to list ageing populations and urbanization as potential causes compared to the general population.
- For those who believe deforestation / climate change / urbanization are root causes of the pandemic, deforestation, sustainable resource use, and reducing emissions are seen as the most important issues to be addressed.

Perceived Root Causes Posing Highest Risk for Future Pandemics
(Among Those Who Are Aware of the Coronavirus) (%)



■ All respondents who are aware of the coronavirus (n=1000)
 ■ Future Intended Buyers of wildlife products who are aware of the coronavirus (n=203)



Q9c. Which of the following root causes do you believe pose the highest risk for future pandemics?

Base: Aware of coronavirus, n=1,000

Q9d. You said that [deforestation / climate change / urbanization] is one / are some of the root causes of the pandemic. Which of the following would you consider the most important issues to address?

Base: Those who believe deforestation / climate change / urbanization is one of the root causes of the pandemic, n=461

Suggestions for National Government to Prevent the Next Pandemic

- When asked what they believe their national government should do to prevent the next pandemic in an open-ended question, participants in Vietnam mention quarantine/isolation (15%) and ending the wildlife trade (15%) as the top actions to take.
- One in ten Vietnamese participants believe focusing on environmental protection is the primary area the government should focus on to prevent future pandemics.

Top Suggested Actions National Governments Should Take to Prevent the Next Pandemic
(Among All Participants Who Answered, Excluding “Don’t Know”*) (%)



*3% of participants answered “I don’t know”

Q9e. What do you believe your national government should do to prevent the next pandemic? [Open-ended question]

Base: All participants who answered (excluding “don’t know”), n=972



Awareness of Wildlife Trade Regulation

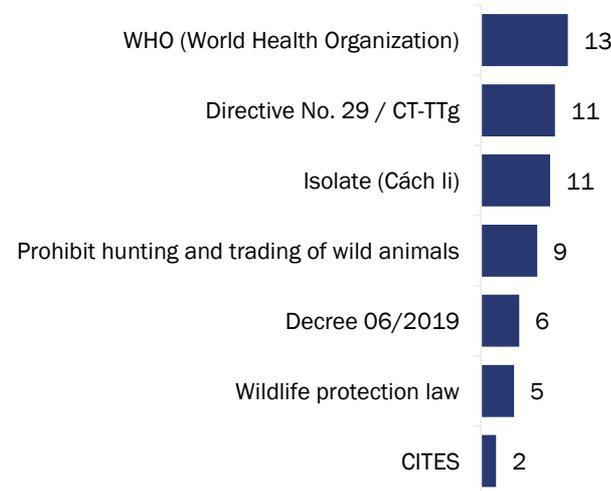
- When asked if they are aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases, 26 percent of participants say they are aware of some. This is the highest rate among the five countries surveyed.
- Participants in Vietnam are more aware of the specific legislation than elsewhere, and more than one in ten (11%) are able to identify “Directive No. 29 / CT-TTg dated July 23, 2020 of the Prime Minister on a number of urgent solutions for wildlife management” and 6 percent identify “Decree No. 06/2019/ND-CP on management of endangered, precious, and rare species of forest fauna and flora, and observation of convention on international trade in endangered species of wild fauna and flora.”

26%

... Aware of Domestic or International Agreements or Regulations Relating to Wildlife Made in 2020 to Prevent Future Outbreaks of Diseases
(Unprompted, among all participants)



Top Recalls Concerning Regulations/Agreements Participants Are Aware of
(% Among Those Aware, Open-ended Answers)



Q9f. Are you aware of any domestic or international agreements or regulations relating to wildlife made in 2020 to prevent future outbreaks of diseases?

[Open-ended question]

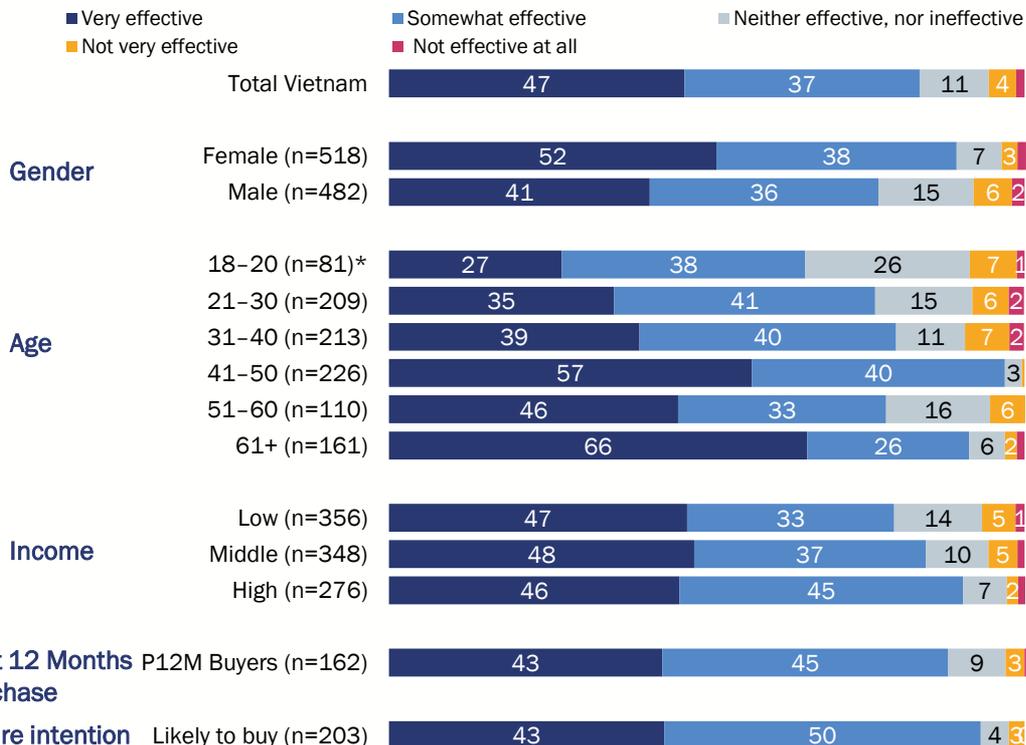
Base: Total Vietnam, n=1,000



Perceived Effectiveness of Closing High-Risk Markets

- To prevent similar outbreaks from happening in the future, 84 percent of participants in Vietnam feel that a closure of wildlife markets is an effective or very effective approach.
- 47 percent of participants in Vietnam believe these measures would be very effective, the highest among the five countries surveyed.
- Perceived effectiveness is highest among 41-50-year-olds (97%).
- Past 12 Month Buyers and Future Intended Buyers are significantly more likely to see this as being effective.

Perceived Effectiveness of High-Risk Wildlife Market Closure (%)



“Very effective” + “Somewhat effective” (%)

2020**	2021
74	84
74	89
73	77
77	66
73	77
75	80
75	97
74	78
62	91
65	80
73	85
87	90
83	88
91	93

***Note: High-risk markets were defined to the respondents as follows:**
 “High-risk markets” are markets that sell mammals and birds that carry diseases that can be transmitted to humans. This includes most birds (due to avian flu) and mammals of particularly high risk like bats, primates, rodents, and carnivores.

* Small sample size, n<100 **In 2020, participants were asked about “illegal and unsustainable markets.” In 2021, this was updated to “high-risk markets” Q12. How effective do you think a closure of markets where they sell animals which are coming from the wild (i.e., non-domesticated animals and not livestock such as bats, pangolins, and civets) would be to prevent similar epidemic diseases from happening in the future?

Base: Aware of coronavirus, n=1,000

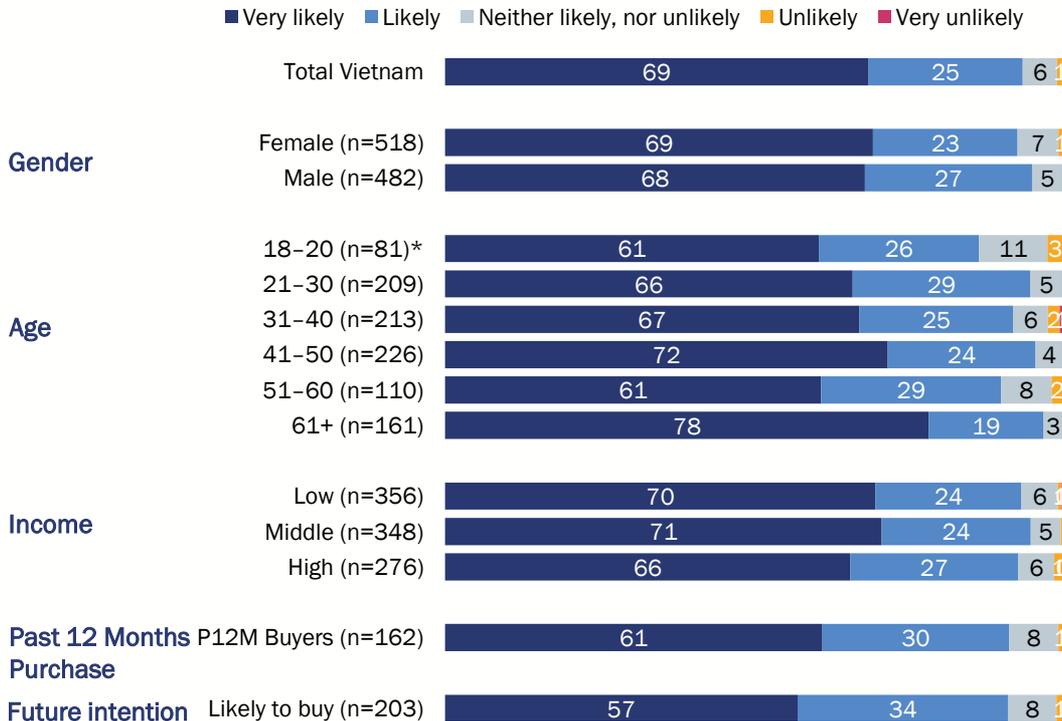




Likelihood to Support Closing High-Risk Markets

- In Vietnam, 94 percent of participants are likely or very likely to support the government’s efforts to close all high-risk markets selling wildlife, a significant increase since 2020 and the highest of the five countries surveyed.
- Even among Future Intended Buyers, support remains high, with 91 percent of people saying that they are likely to support the closure of high-risk markets.

Likelihood to Support High-Risk Wildlife Market Closure (%)



“Very likely” + “Likely” (%)

2020*	2021
90	94
93	93
89	95
86	86
91	95
94	92
91	96
88	90
88	97
87	93
88	95
98	93
97	91
97	91

*Small sample size, n<100

Q13. How likely would you be to support the efforts by governments and health ministries to close all high-risk markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civets, not livestock which are farmed) in your country?

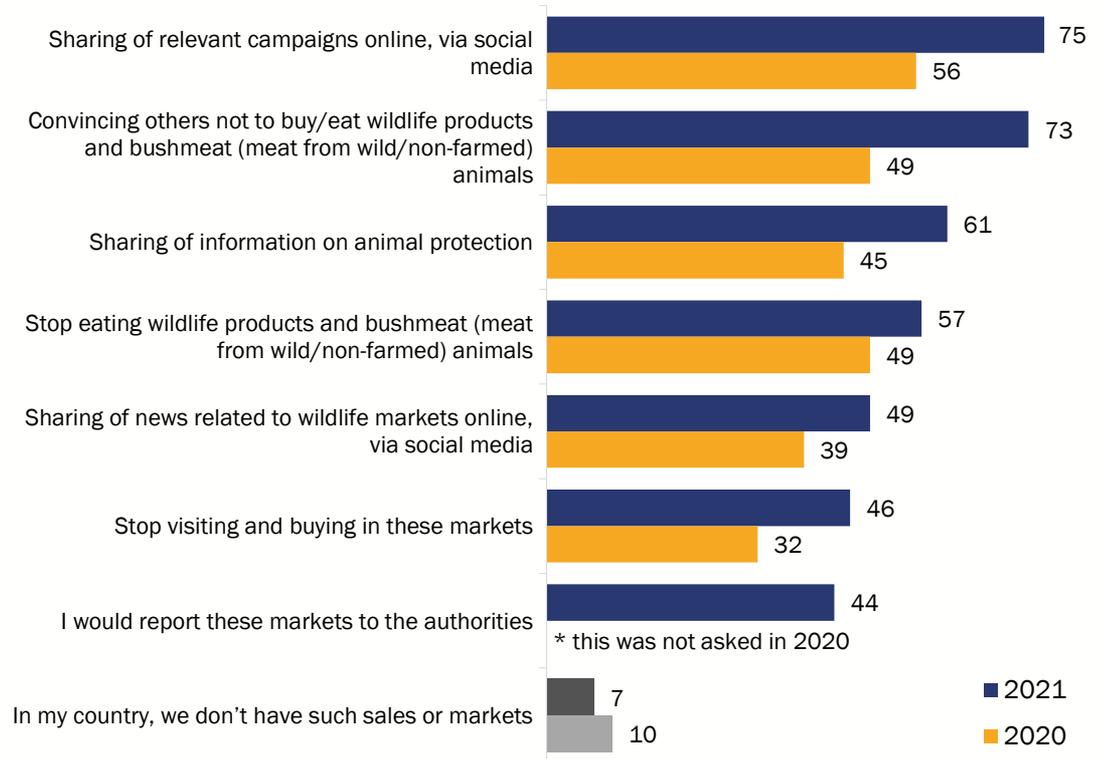
Base: Aware of coronavirus, n=1,000



Ways to Support the Prevention of Sales of High-Risk Wild Animals

- There is a significant increase in all the ways in which participants would support the initiatives and efforts to close high-risk markets since 2020.
- Sharing information online via social media remains the top way in which people would support these initiatives.
- 7 percent of participants believe that there are no high-risk markets selling wildlife products Vietnam.

Ways to Support Prevention of Sales of High-Risk Wild Animals
(Among Those Who Supported Market Closures) (%)



Q14. And how would you support the initiatives/efforts to close all high-risk markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civets, not livestock which are farmed) in your country?

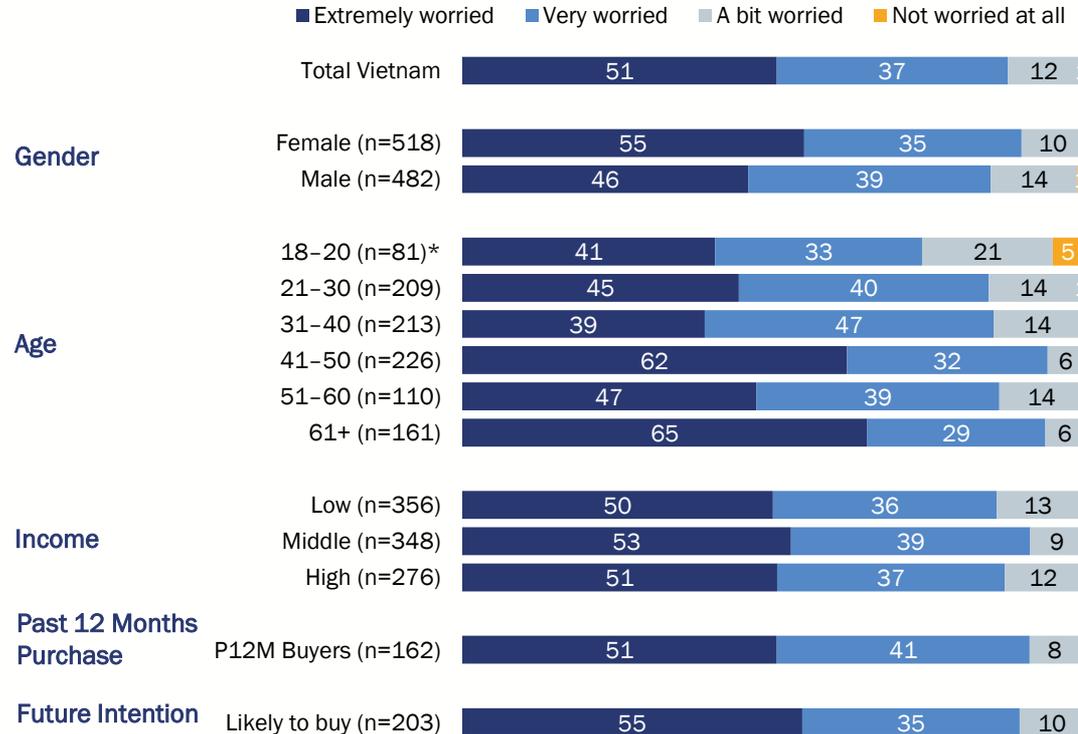
Base: Support market closure, n=935



Level of Worry if No Measures Are Taken to Close Wildlife Markets

- A majority of participants (88%) would be extremely or very worried if no measures are taken to close wildlife markets, a significant increase since 2020 and the highest of the five countries surveyed.
- Female participants and those aged 41-50 and 61+ tend to worry more than the general population if no measures are taken.
- 90 percent of Future Intended Buyers and 91 percent of Past 12 Month buyers are also extremely or very worried about another outbreak if wildlife markets are not closed.

Level of Worry if No Measures Are Taken to Close Wildlife Markets (%)



“Extremely worried” + “Very worried” (%)

2020	2021
83	88
84	90
82	85
87	74
84	85
83	86
86	94
85	86
62	94
80	86
82	91
90	87
92	91
96	90

* Small sample size, n<100

Q15. If no measures are taken to close the markets where they sell animals from the wild / from wilderness and/or strictly regulate them, how worried are you that similar epidemic outbreak will happen in the future?

Base: Aware of coronavirus, n=1,000

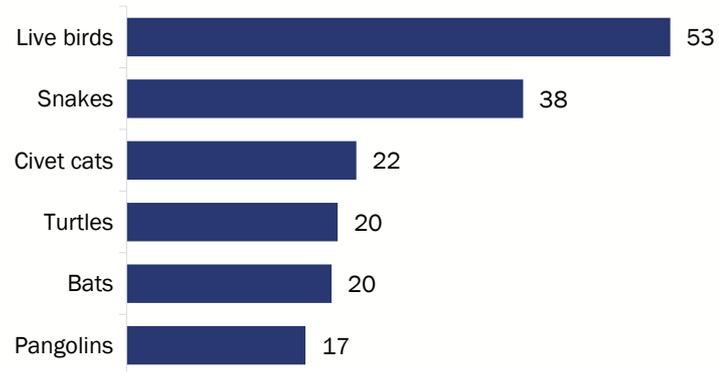
Wildlife Product Purchase in Past 12 Months

- 14 percent of participants in Vietnam say they have bought or know someone who has bought wildlife products in an open wildlife market in the past 12 months, the highest out of the five countries surveyed.
- 12 percent say they know someone who bought wildlife online.
- Wildlife purchase rates are highest among 41–50-year-olds (22%), those with high incomes (22%), and regular overseas travelers (23%) (data not shown).
- Live birds are the most common species purchased (53%), followed by snakes (38%).

Wildlife Product Purchase in Past 12 Months (%)



Types of Wildlife Products Bought (%) (n=162)



Q16. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products in an open wildlife market in the past 12 months, in your country or abroad?

Q16B. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products online in the past 12 months? , in your country or abroad

Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total Vietnam, n=1,000

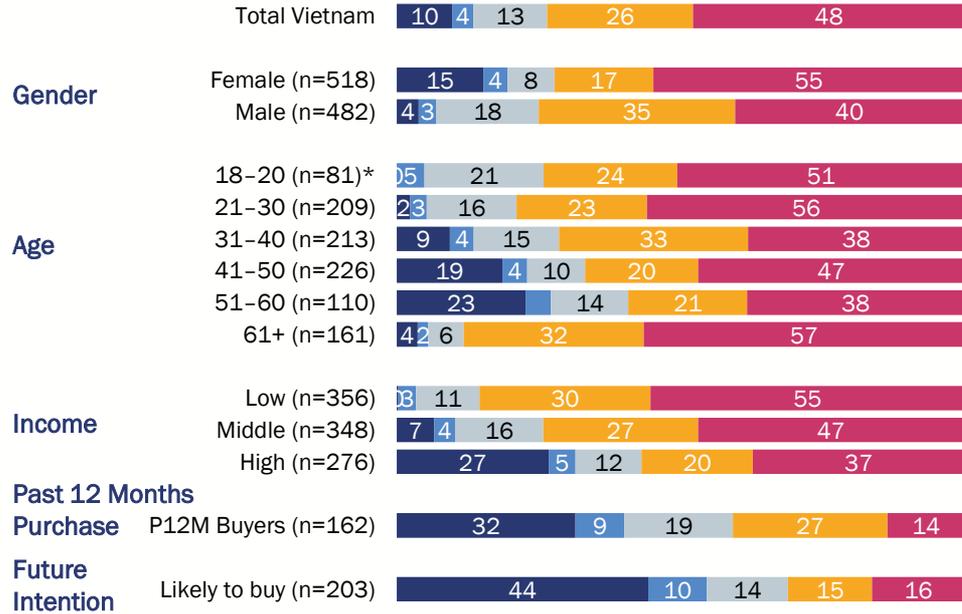


Impact of the Coronavirus on Consumption of Wildlife Products

- In Vietnam, 48 percent of participants say they never consumed wildlife products before the outbreak of COVID-19.
- 39 percent of participants report a reduction in the amount of wildlife products they consume or that they have stopped consuming them completely. Significantly fewer participants have stopped consuming wildlife because of COVID-19 than in 2020 (data not shown).
- Participants aged between 31 and 60 are significantly more likely to say that COVID-19 has increased their consumption of wildlife products than those in younger age groups.
- One in ten Vietnamese participants report that COVID-19 has resulted in an increase in their consumption of wildlife products, the highest of the five countries surveyed.

Impact of COVID on Wildlife Product Consumption (%)

- I consume more wildlife products
- There's no change in my consumption of wildlife products
- I consume less wildlife products
- I've completely stopped consuming any wildlife products
- I never consume wildlife products



“Consume less” + “Stopped consuming” (%)

2020	2021
41	39
30	26
47	53
32	45
30	39
34	48
33	30
62	35
38	38
29	41
49	43
39	31
57	46
41	29

* Small sample size, n<100

Q18. How has the coronavirus affected your consumption of wildlife products?

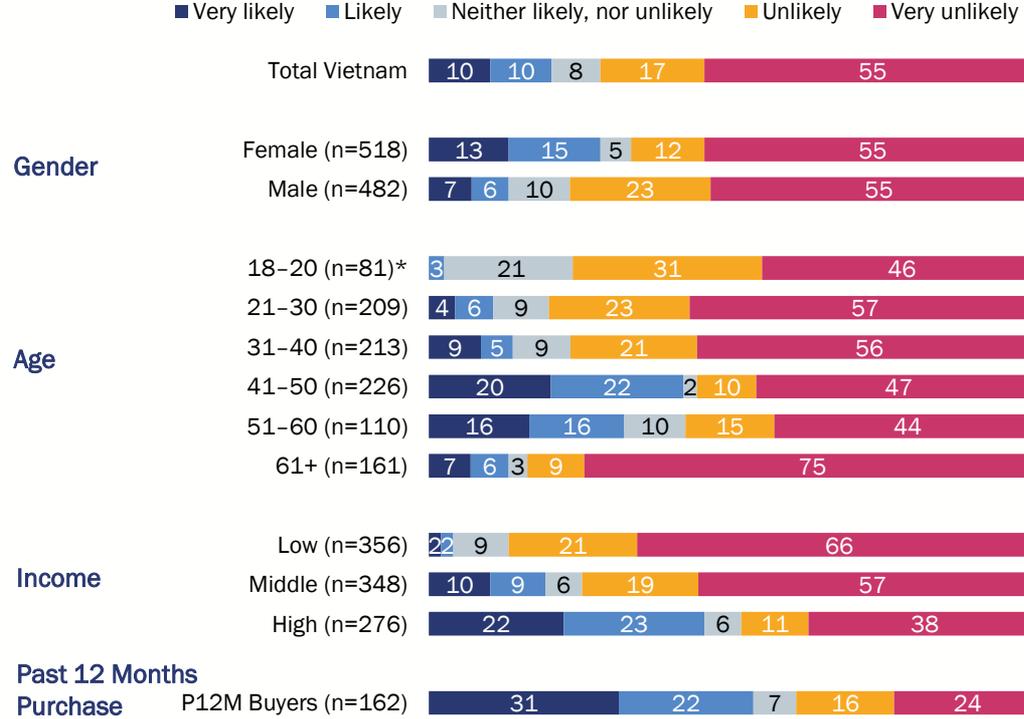
Base: Aware of coronavirus, n=1,000



Likelihood to Buy Wildlife Products in the Future

- 20 percent of participants in Vietnam say they are likely or very likely to buy wildlife in the future, a significant increase since 2020 and the highest among the five countries surveyed.
- 55 percent of participants in Vietnam say that they would be very unlikely to buy wildlife products in the future, a significant decrease since 2020 (down from 66%; data not shown).
- Females and those aged between 41 and 60 as well as participants with high incomes are the most likely to buy wildlife in the future.
- 53 percent of Past 12 Months Buyers say that they are likely or very likely to buy wildlife products again in the future.

Future Intention to Buy Wildlife Products in Wildlife Markets (%)



“Very likely” + “Likely” (%)

2020	2021
11	20
13	28
11	13
13	3
6	11
14	14
12	42
11	32
25	13
6	4
7	19
24	45
49	53

* Small sample size, n<100

Q19. And how likely will you be to buy wildlife products in the future?

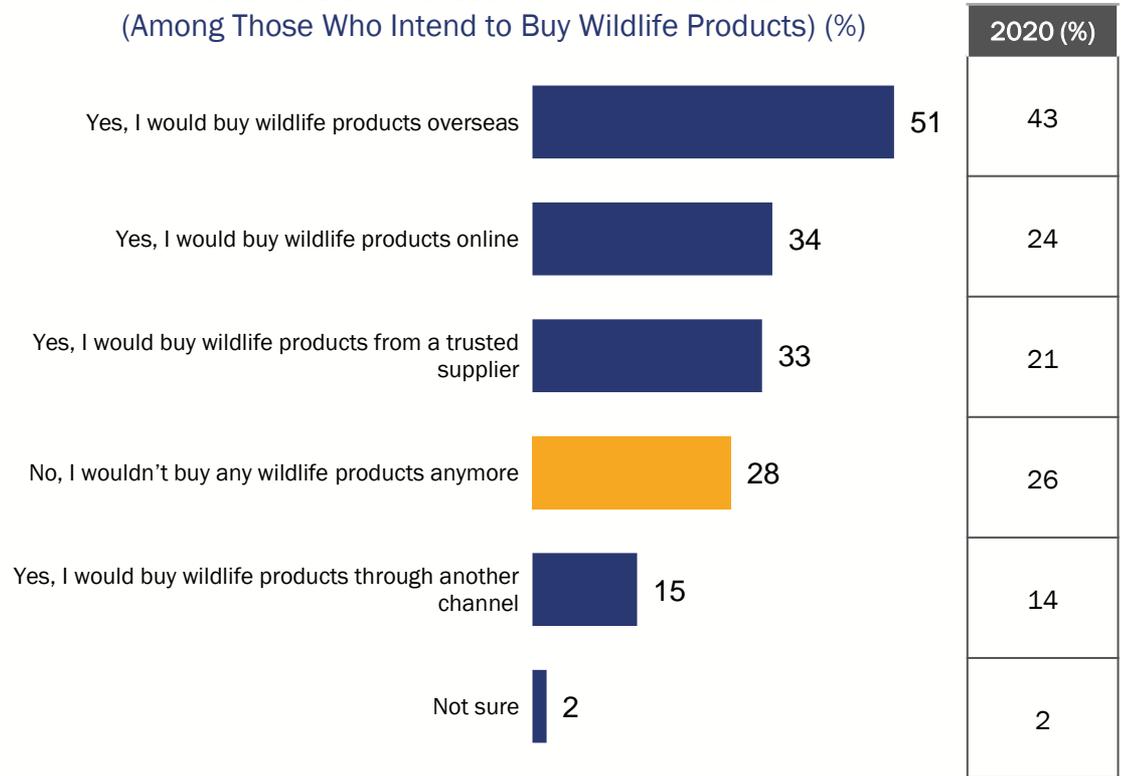
Base: Total Vietnam, n=1,000



Alternative Channels to Purchase Wildlife Products in the Future

- Only 28 percent of Future Intended Buyers say they would no longer buy wildlife products if the markets were closed.
- The most popular alternative channel of purchase would be buying the products from overseas (51%).
- Buying online and buying from a trusted supplier increased between 2020 and 2021.

Channels of Purchase for Wildlife Products
(Among Those Who Intend to Buy Wildlife Products) (%)



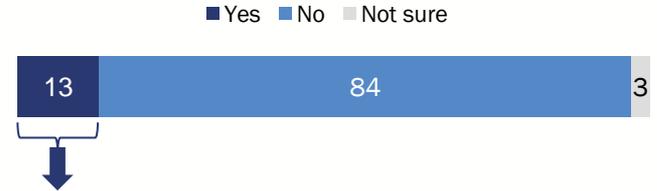
Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?
Base: Future intention (Likely to buy, n=203)

Exotic Pet Purchase in Past 12 Months

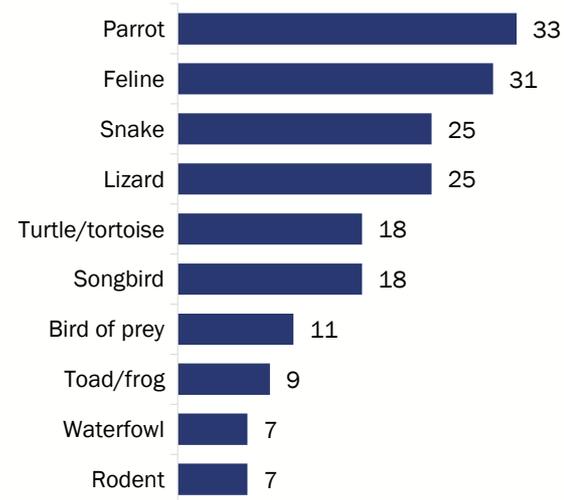
- 13 percent of Vietnamese participants report that they or someone they know had bought an exotic pet in the past 12 months, the highest of the five countries surveyed.
- Parrots are the most popular type of pet (33%), followed by felines (31%).
- The profile of buyers is primarily those with high incomes (18%) and regular overseas travelers (20%) (data not shown).

Note: The definition of an exotic pet that was given to the participants was: “An exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.”

Exotic Pet Purchase in Past 12 Months (%)



Top Types of Exotic Pets Bought (%) (n=133)



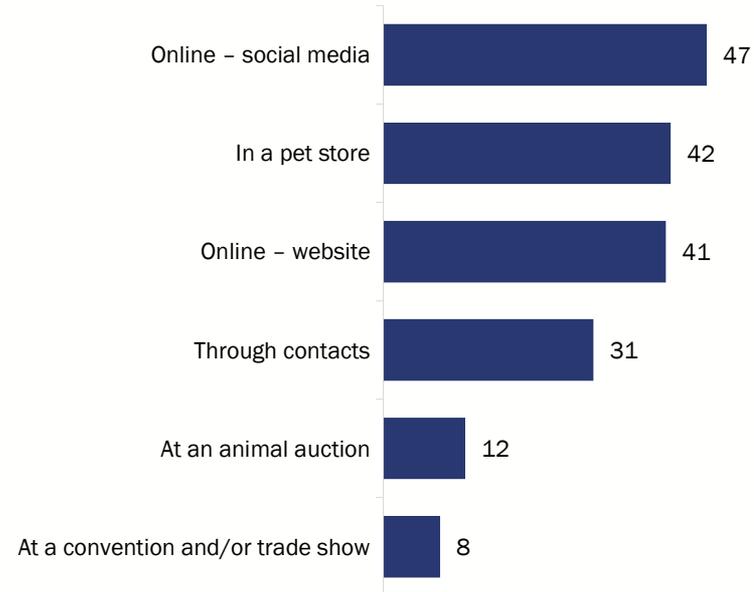
Q17B. Has anyone you know (e.g., friends, colleagues, family or yourself) bought an exotic pet in person or online in the past 12 months? Note: An exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.
 Q17C. You said that someone you know (or yourself) bought an exotic pet in the past 12 months. What kind of wild animal did this person (or yourself), buy?

Base: Total Vietnam, n=1,000

Purchase Channels of Exotic Pets

- Social media is the most popular channel for exotic pet purchase, with 47 percent of recent purchases taking place through this channel. Physical pet stores are the second most popular channel, with 42 percent of participants saying their exotic pets were purchased in these locations.

Locations of Exotic Pet Purchase
(Among Those Who Bought in the Past 12 Months) (n=133) (%)



Q17D. Where did this person buy this/these animal(s)?

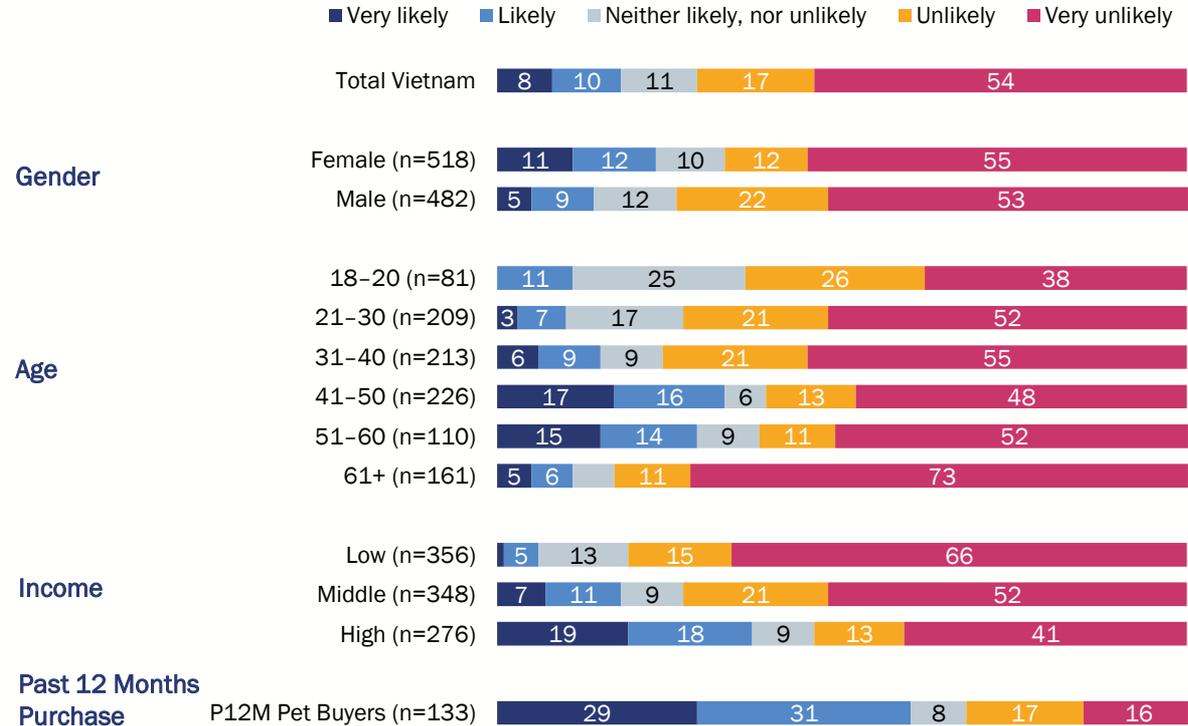
Base: Those who bought exotic pet in the past 12 months, n=133



Likelihood to Buy Exotic Pets in the Future

- Participants in Vietnam are similarly likely to buy exotic pets in the future compared to their likelihood to buy wildlife products (see slide 205). 18 percent say they are likely or very likely to buy wildlife, the highest among the five countries surveyed.
- 41–50-year-olds are significantly more likely to say that they would buy exotic pets in the future.
- High-income participants are significantly more likely to buy exotic pets in the future and 60 percent of participants who have bought exotic pets in the past 12 months say they are likely or very likely to buy exotic pets again in the future.

Future Intention to Buy Exotic Pets (%)

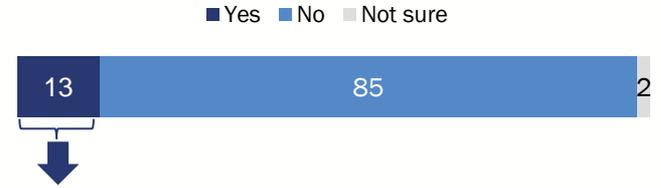


Q19b. And how likely will you be to buy an exotic pet in the future?
 Base: Total Vietnam, n=1,000

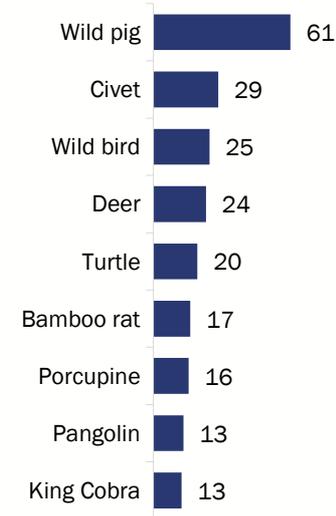
Purchase of Wild Meat in a Restaurant

- 13 percent of Vietnamese participants have bought or know someone who has bought wild meat in a restaurant in the past 12 months.
- Wild pigs are the most popular wildlife species being eaten, with 61 percent of participants who had eaten wild meat in a restaurant listing this as one of the meats that they ate.

Wild Animal Meat Purchase in Past 12 Months (%)



Wildlife species bought (%) (n=127)

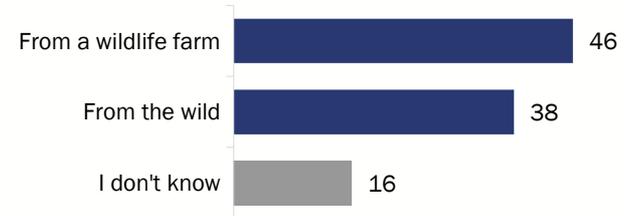


QVN1. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wild animal meat to eat in a restaurant in the past 12 months, in your country or abroad?
 QVN2. You said that someone you know (or yourself) bought wild animal meat to eat in a restaurant in the past 12 months. Which wildlife species did this person (or yourself), buy?
 Base: Total Vietnam, n=1,000

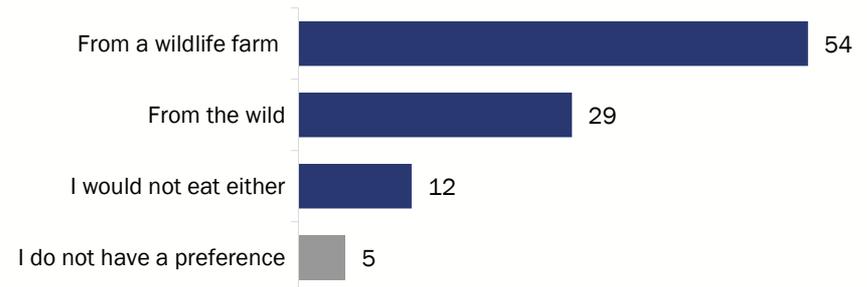
Farmed vs Wild Restaurant Meat

- 46 percent of participants who had eaten wild meat in restaurants or know someone who had eaten wild meat say that the animals came from wildlife farms. High-income participants are significantly more likely to say the meat came from the wild (62%) (data not shown).
- More than half of Vietnamese participants who know someone who had eaten wild meat in a restaurant prefer farmed animals.

Wildlife Origins (%)



Preference in Restaurants for Animals from the Wild or Wildlife Farms (%)



QVN3. Did the animal(s) come from the wild or from wildlife farms?

QVN4. In a restaurant, would you prefer animal(s) that come from the wild or from wildlife farms?

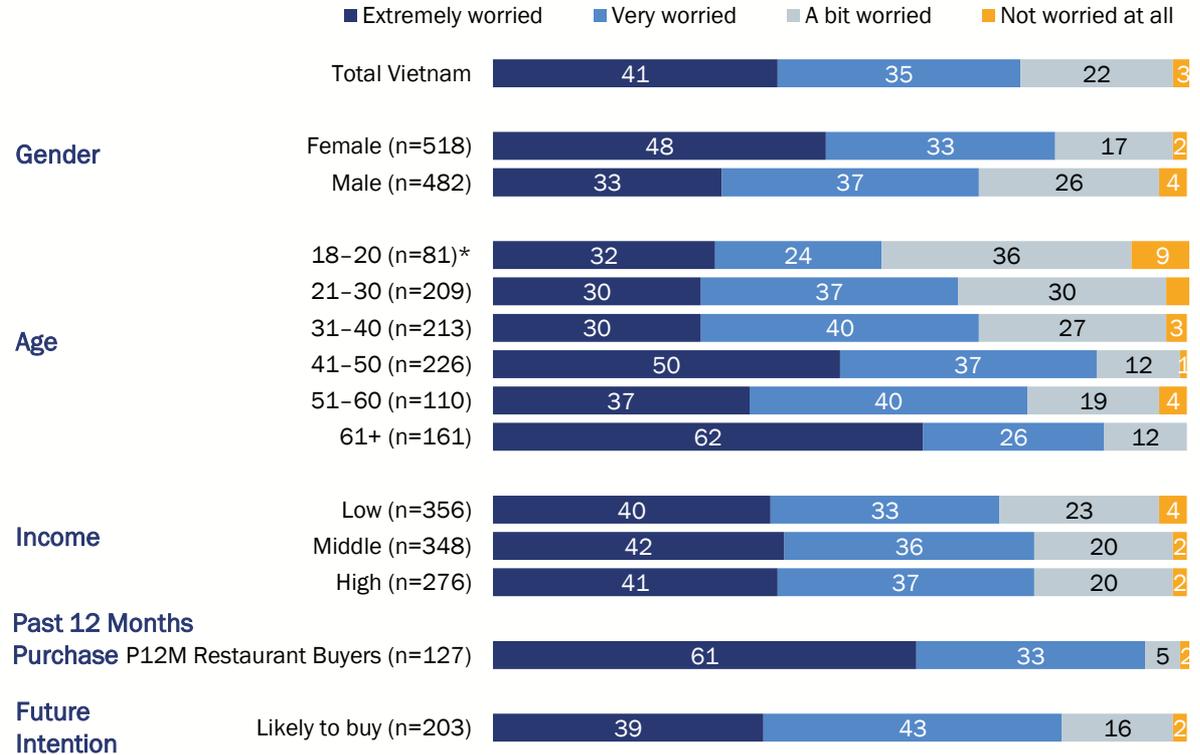
Base: Wildlife product buyers, n=162



Concern About Disease Risk from Restaurants

- Three-quarters of Vietnamese participants (76%) report that they are concerned about the potential of disease transfer from farmed animals being eaten in restaurants.
- Older participants and females are significantly more likely to see this as an area of concern compared to the general population.
- 61 percent of those who bought wildlife in a restaurant in the last 12 months report that they are extremely worried about the risk of disease transmission through this channel.

Concern about Disease Risk from Wildlife Farm Animals Eaten in Restaurants (%)



*Small sample size

QVN7. Wildlife, especially mammals and birds, in restaurants often comes from wildlife farms. How worried are you about the disease risk of animals from these farms?

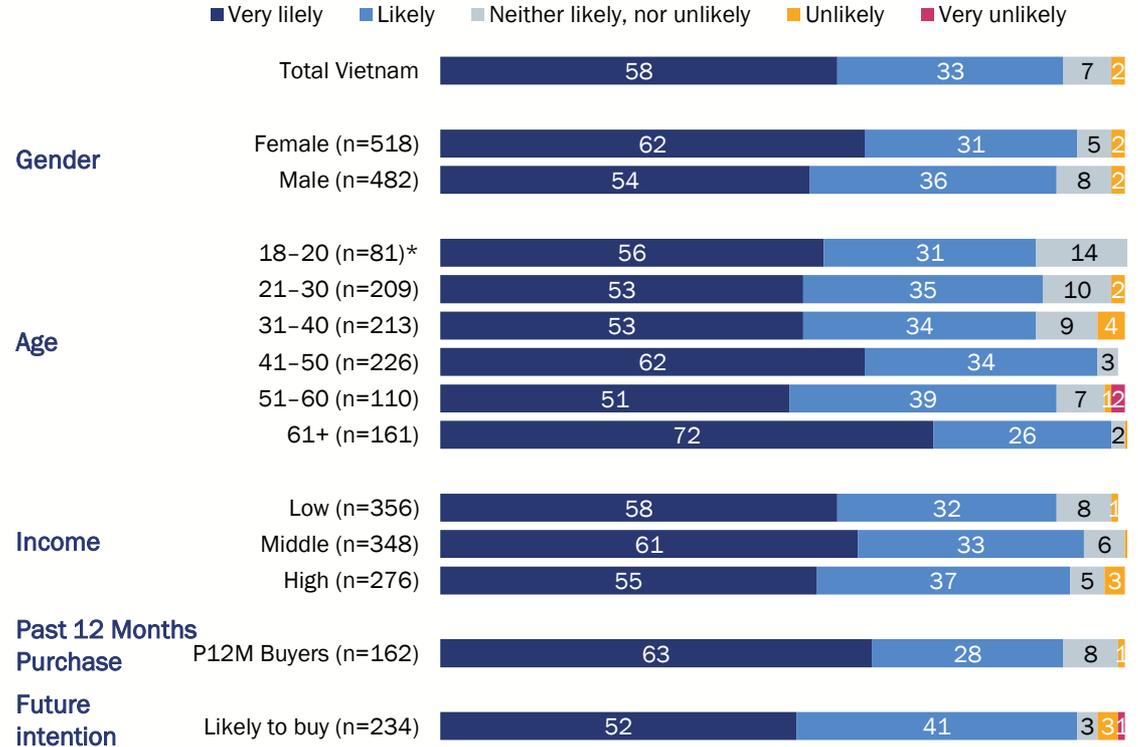
Base: Total Vietnam, n=1,000



Support for Phasing Out Wildlife Farms

- 91 percent of participants are either likely or very likely to support the phasing out of wildlife farms for mammals and birds in their country.
- Support is significantly higher among 41–50-year-olds and those aged 61+.

Likelihood to Support Phasing out Wildlife Farms for Mammals and Birds (%)



*Small sample size

QVN8. How likely would you be to support the efforts by governments and health ministries to phase out wildlife farms for mammals and birds in your country?

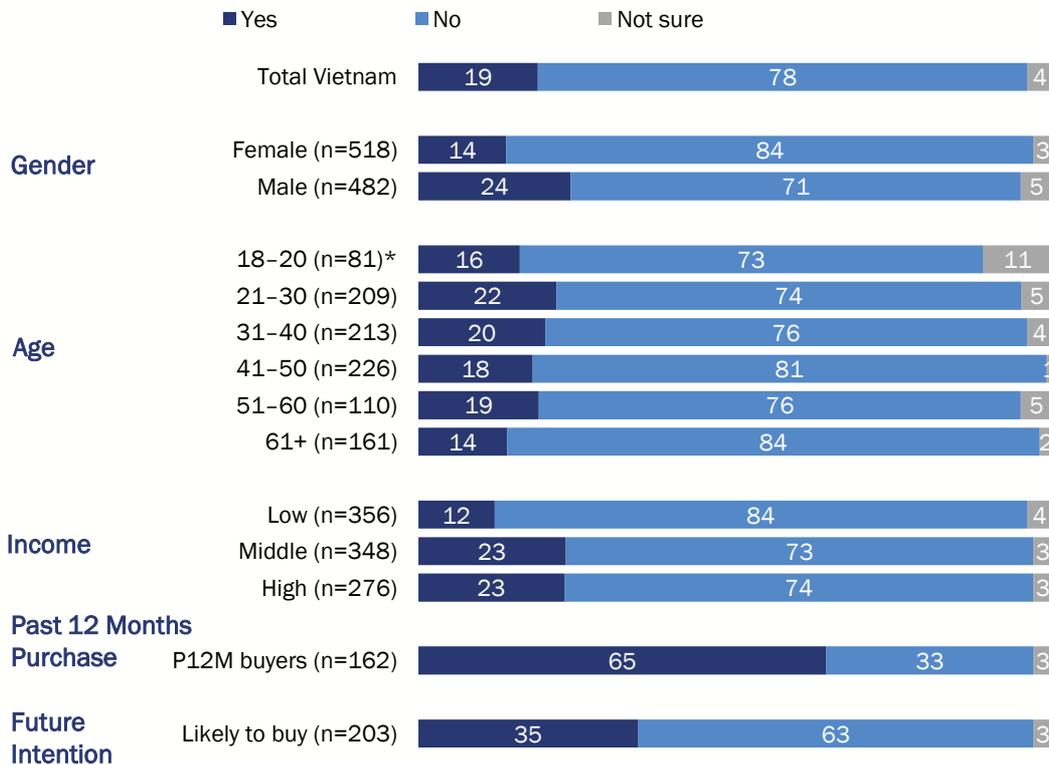
Base: Total Vietnam, n=1,000



Buying and Releasing Wildlife for Celebrations

- One in five participants (19%) know someone who bought wildlife for a celebration in the past 12 months or bought this animal themselves.
- Males are significantly more likely to know someone who bought these animals (24%).
- Past 12 Month buyers and Future Intenders to purchase are significantly more likely to know someone who bought wildlife for a celebration in the past 12 months.

Know Someone Who Bought Wildlife for a Celebration in the Past 12 Months (%)



*Small sample size <100

QVN5. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife to release for a celebration in the past 12 months, in your country or abroad?

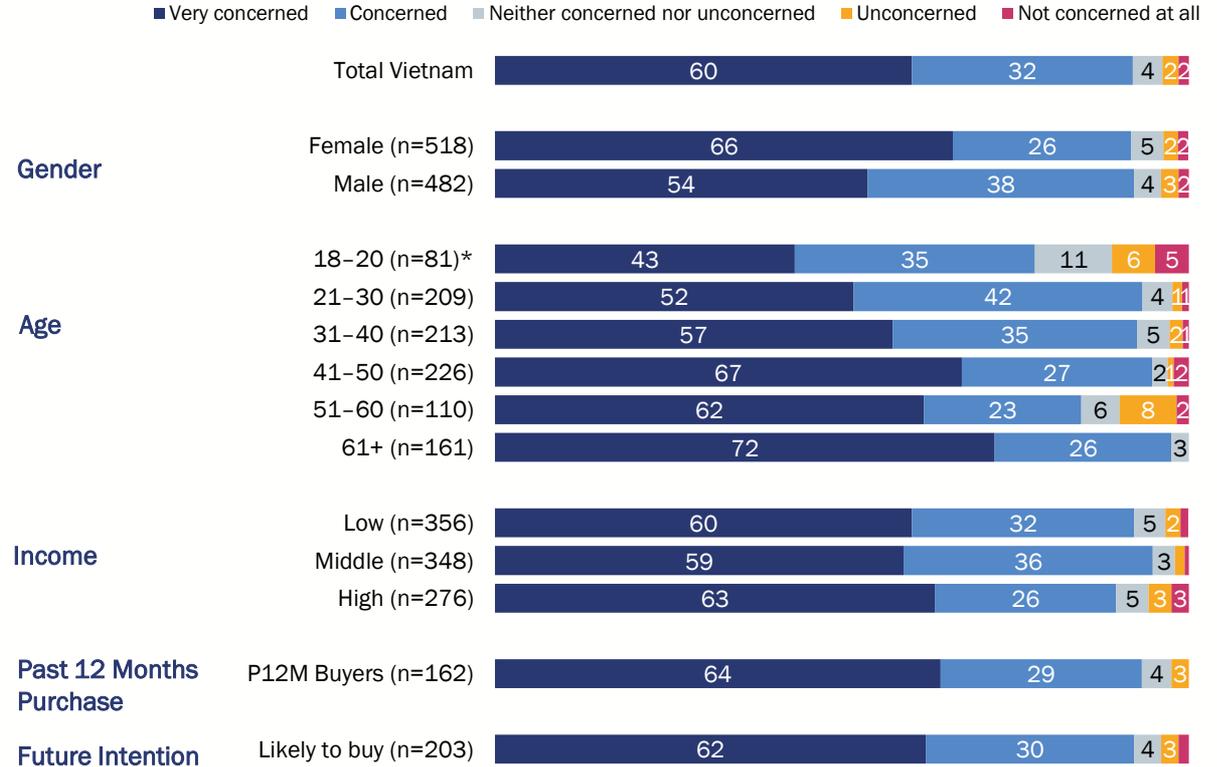
Base: Total Vietnam, n=1,000



Concern about Deforestation

- When participants are informed that “deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans,” 92 percent say that they are concerned or very concerned about this happening, the highest among the five countries surveyed.
- Older participants are significantly more likely to be very concerned about disease transfer compared to younger participants.

Concern about Deforestation Leading to Risk of Coronavirus (%)



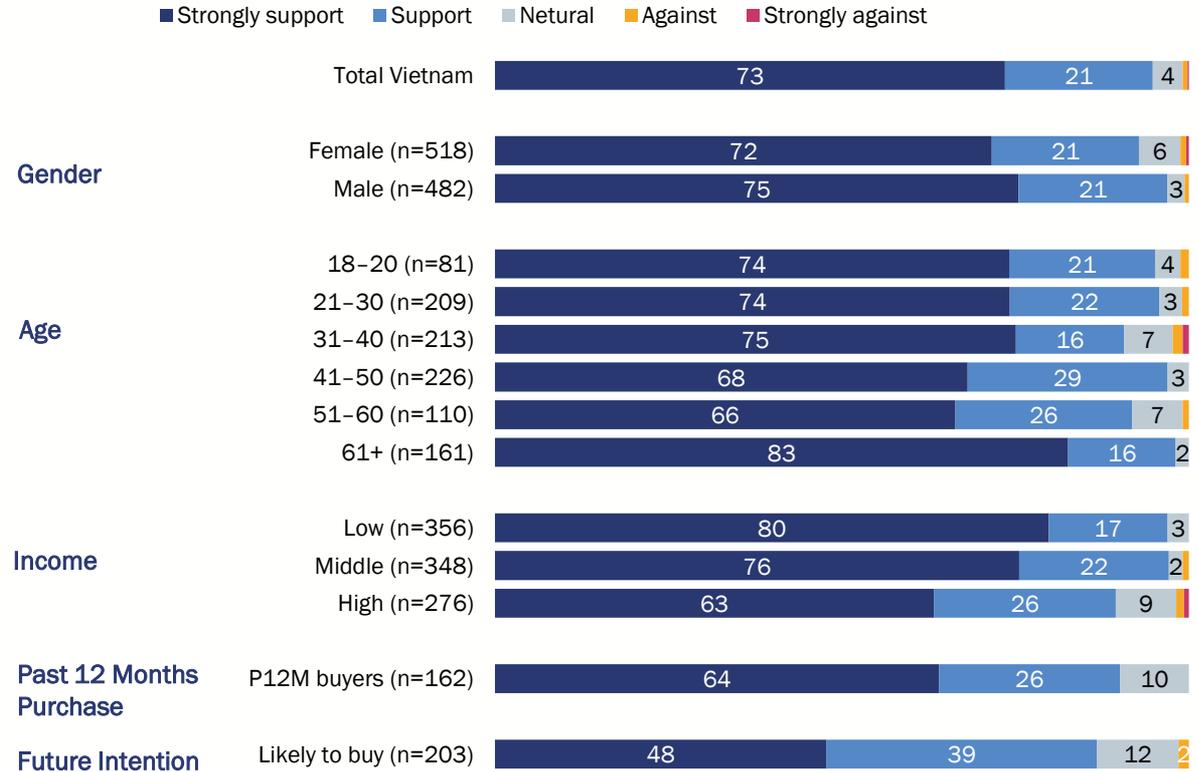
Q20b. Evidence suggests that deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans. How concerned are you about this happening?
 Base: Total Vietnam, n=1,000



Support for Government Action to Reduce Deforestation

- 95 percent of participants in Vietnam support or strongly support increased efforts to preserve forests and end deforestation in Vietnam or overseas specifically to prevent future pandemics, the highest among the five countries surveyed.
- Participants aged 61 years or older show the strongest support for measures to preserve forests among the different age brackets.
- Support is lower among past wildlife purchasers and future intendees to purchase.

Support for Country Initiatives to Preserve Forests and End Deforestation (%)



Q20c. If your country increased efforts to preserve forests and end deforestation in your country or overseas specifically to prevent future pandemics while also reducing activities that lead to deforestation, would you support such initiatives?
 Base: Total Vietnam, n=1,000

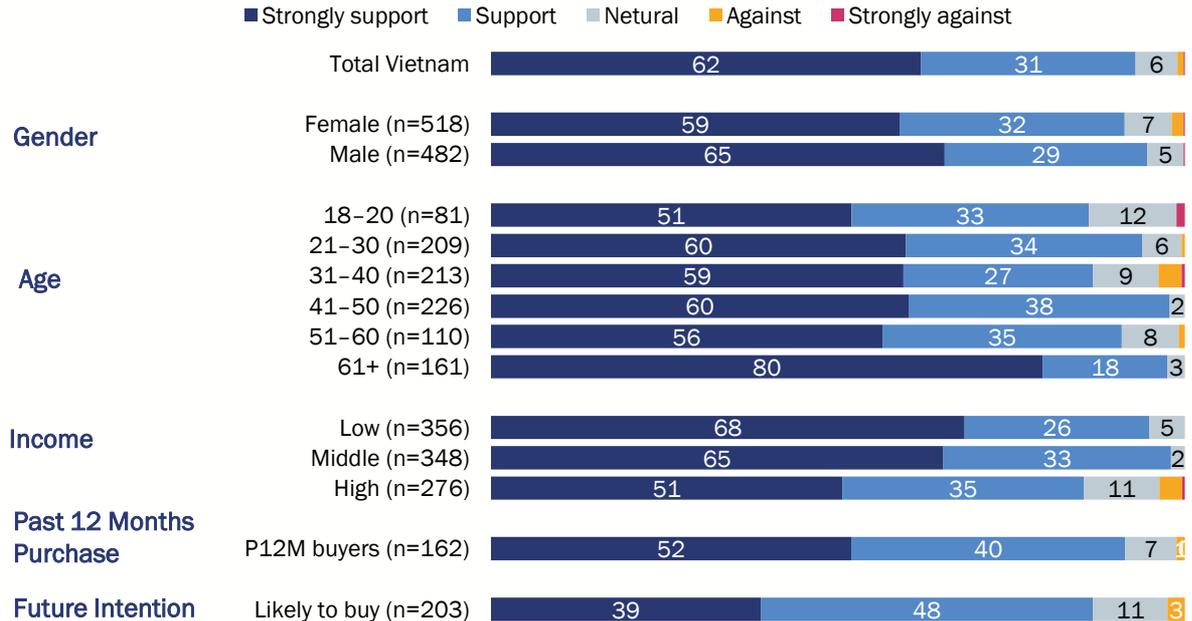


Knowledge and Support of the “One Health” Approach

- 45 percent of participants in Vietnam say they have heard of the “One Health” approach, with Past 12 Months Buyers significantly more likely to have heard of it (77%; data not shown).
- When given the below definition of “One Health,” 93 percent of participants support such an approach.
- Future Intended Buyers of wildlife products are significantly less likely to strongly support a “One Health” approach (39%).



Support for a “One Health” Approach to Dealing with Pandemics (%)



***Shown to participants after this question:**

“One Health” is an approach to designing programs, policies, and legislation, where different sectors communicate and work together for better health outcomes across people, animals, plants, and their shared environment, especially for animal health, disease transfer between animals and humans, and combatting antibiotic resistance.

Q20d. Have you heard of the “One Health” approach to achieving better public health outcomes?

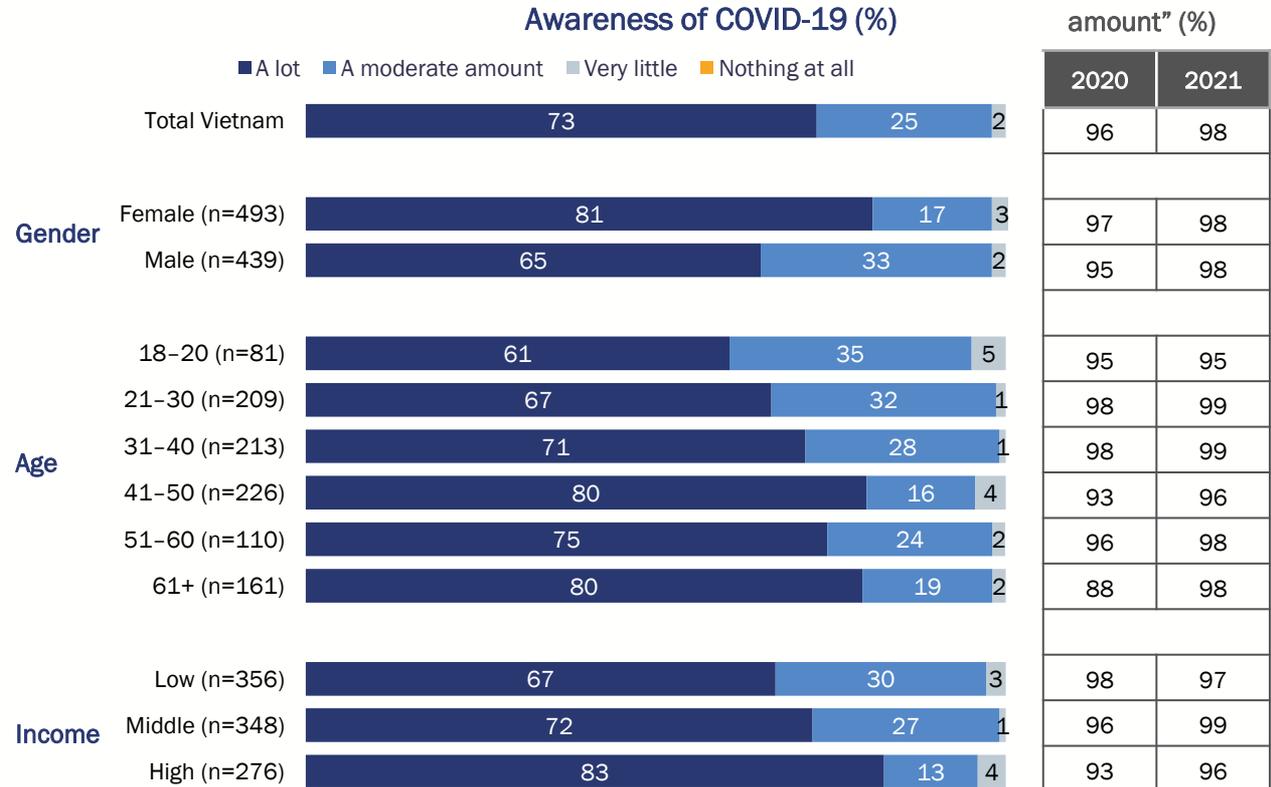
Q20e. How much would you support a “One Health” approach to dealing with pandemics?

Base: Total Vietnam, n=1,000



Awareness of COVID-19 (Coronavirus)

- All participants in Vietnam say they have heard about COVID-19 or coronavirus.
- 73 percent of people claim they have heard a lot about the coronavirus in Vietnam and one-quarter say they have heard a moderate amount. Only 2 percent of participants in Vietnam say they have heard very little about COVID-19.
- Older participants and those with high incomes have heard more about COVID-19, with 83 percent of high-income participants saying they have heard a lot about it.

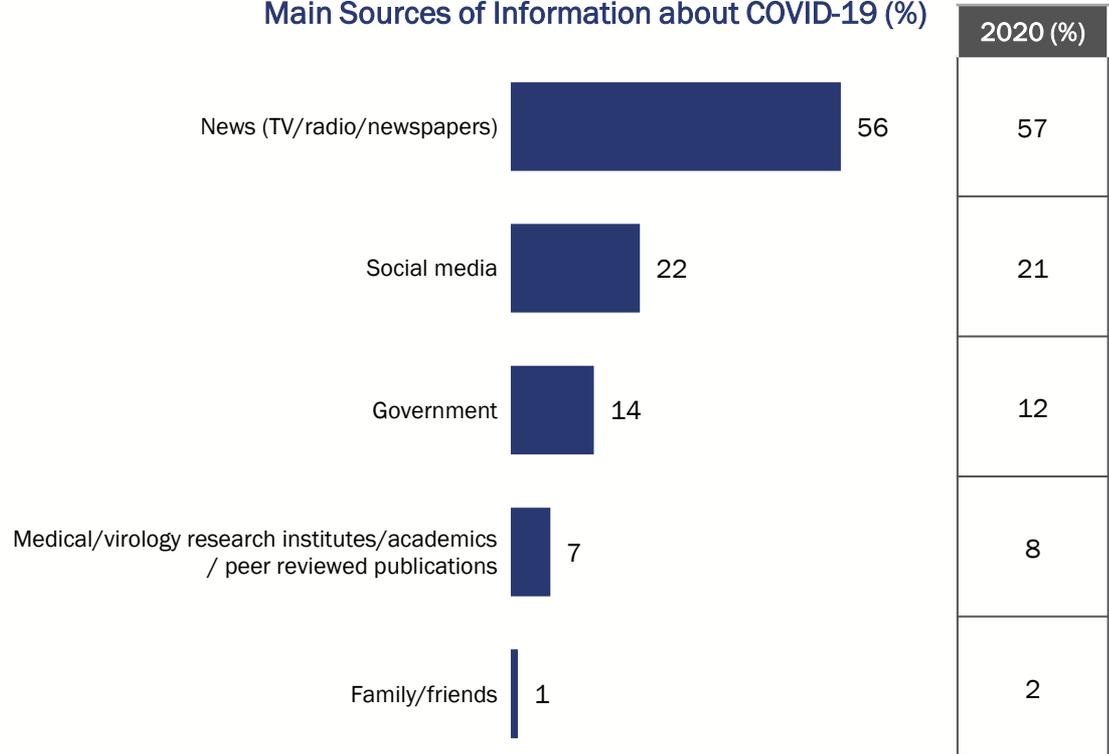


Q2. How much have you heard of COVID-19, commonly known as coronavirus?
 Base: Total Vietnam, n=1,000

Main Sources of Information about COVID-19

- 56 percent of participants mainly receive information about COVID-19 from news sources such as TV, radio, and newspapers.
- 22 percent use social media as their primary source of information.
- 7 percent consider medical researchers and academics as their main sources of information about COVID-19.

Main Sources of Information about COVID-19 (%)



Q3. What is your main source of information in regards to coronavirus?
 Base: Aware of coronavirus, n=1,000

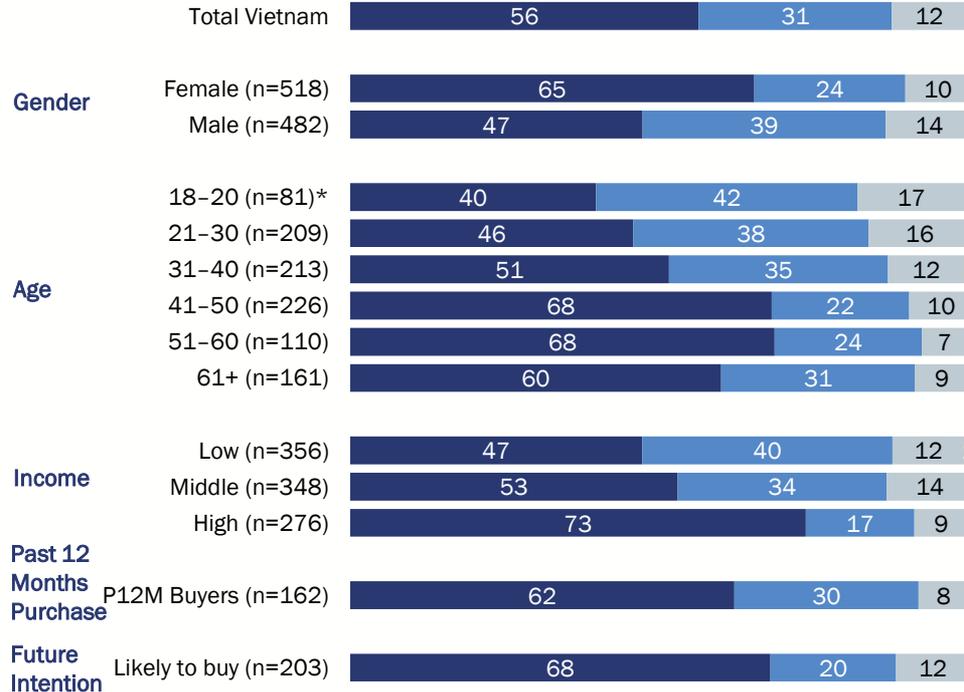


Concern about the Coronavirus Outbreak

- In Vietnam, 87 percent of people are very worried or extremely worried about COVID-19, the highest among the five countries surveyed. Levels of extreme worry are higher among older participants.
- The level of concern about COVID-19 has remained stable since 2020.
- Older participants (41+), Past 12 Month Buyers, and those with a higher income also tend to worry more about the virus. Intended buyers also exhibit a high concern about the COVID-19 outbreak.

Level of Concern about the Coronavirus Outbreak (%)

■ Extremely worried ■ Very worried ■ A bit worried ■ Not worried at all



“Extremely worried” + “Very worried” (%)

2020	2021
88	87
92	89
86	86
86	82
87	83
89	86
92	90
90	92
75	91
89	87
86	86
89	91
91	91
91	87

* Small sample size, n<30

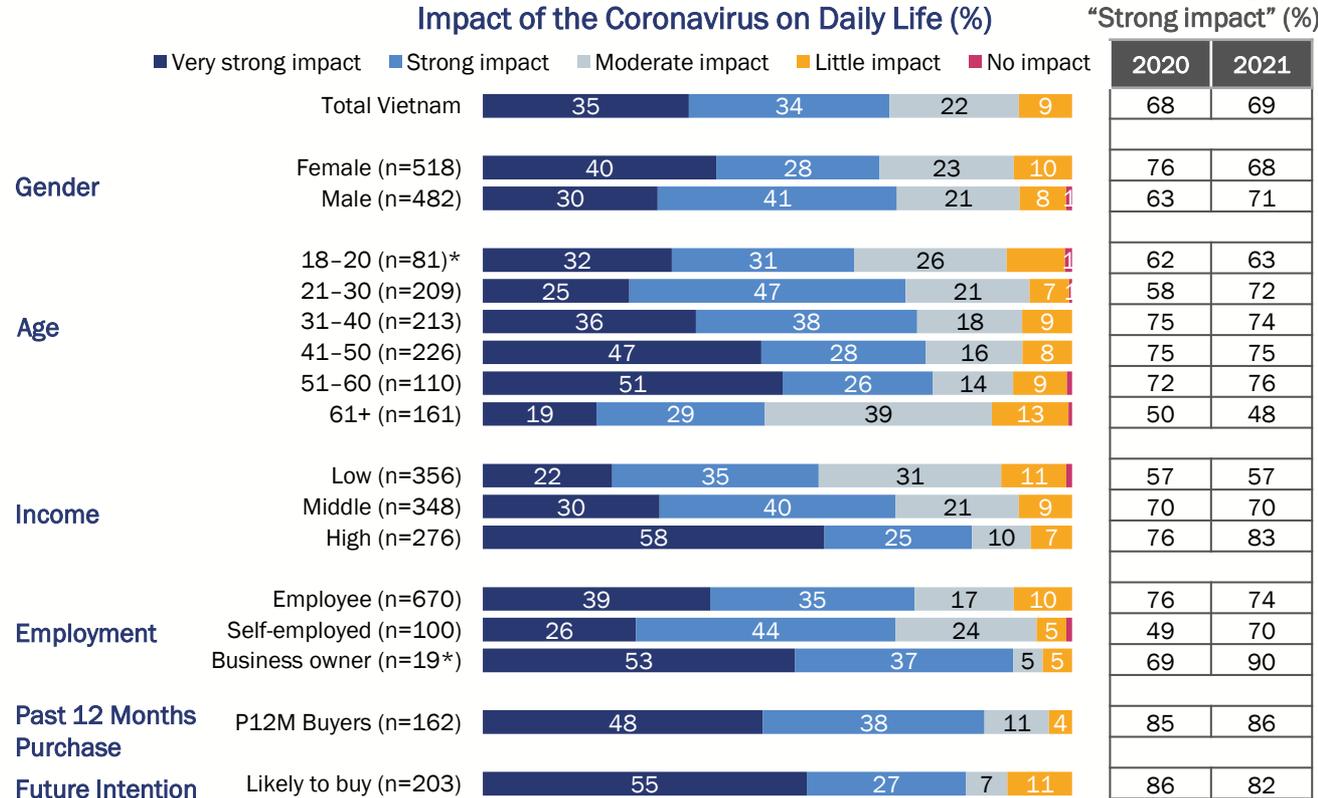
Q4. Overall, how worried are you about the outbreak of the coronavirus?

Base: Aware of coronavirus, n=1,000; Past 12 Months Buyers, n=162; Future Intention (Likely to buy, n=203)



Impact of the Coronavirus on Daily Life

- Overall, 69 percent of Vietnamese participants believe that the coronavirus is having a strong or very strong impact on their lives, similar to 2020. This is the highest level of perceived impact among the five countries surveyed.
- 86 percent of those who bought wildlife in the past 12 months say that the coronavirus is having a strong or very strong impact on their lives.



* Small sample size, n<30

Q5. Overall, how much impact does the coronavirus have on your life in general?

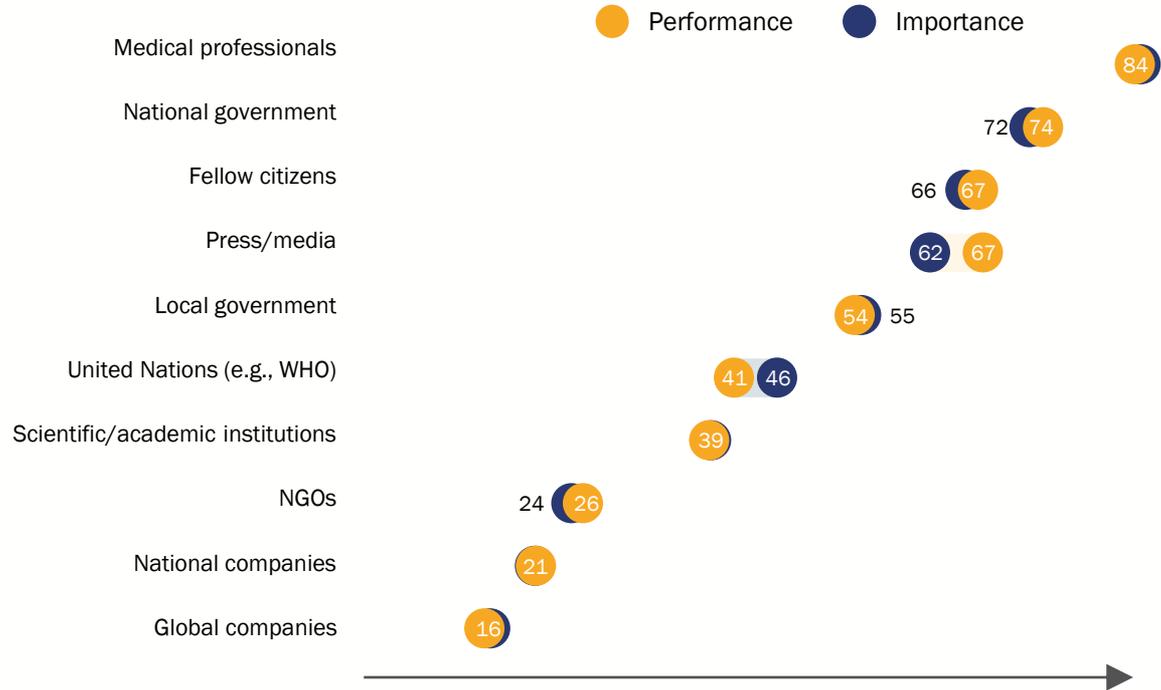
Base: Aware of coronavirus, n=1,000



Importance and Performance of Institutions to Combat the Outbreak

- In Vietnam, medical professionals and the national government are believed to be both the most important institutions to combat the coronavirus as well as the highest-performing.
- The importance and performance scores are closely linked for institutions in Vietnam – participants believe that the institutions that are important to combat the spread of COVID-19 in Vietnam have performed well.
- The WHO is seen as having underperformed, while the press and media is seen to be performing well.

Importance and Performance of Institutions to Combat the Outbreak, Total Mentions (%)



Q7. Please indicate how important you think each of the following institutions are to combat the coronavirus outbreak in your country. Please rank the top five institutions by importance.
 Q7c. Please indicate how well you believe each of the following institutions has handled the coronavirus outbreak in your country in 2020. Please rank the top five institutions by how well they have responded.

Base: Aware of coronavirus, n=1,000

Appendix



Methodology Overview: Quantitative Research

Sample of Buyers and Other Sub-groups

Among the total representative sample, a specific sample of 'Wildlife Purchase Intenders' and 'Past 12 Months Exotic Pets buyers' were identified for specific analysis (in specific markets). These samples allow the uncovering of the motivations and channel of purchase of wildlife/ exotic pets buyers. Analyses were also conducted among other sub-groups of respondents: for instance, the data were analyzed by gender, age, purchase intention, etc.

Nationally Representative Sample

To ensure this sample was representative of the population of each market, quotas on gender, age, education and region were set from the start of fieldwork and were monitored regularly during the fieldwork.

Comparison with Other Surveys

This survey is based on a random sample in each market, as in the 2020 survey. Relevant comparisons and trends can be observed in

each market surveyed in both 2020 and 2021, as the two surveys are based on the same methodology and the same sampling plan.

Sampling Plan

The fieldwork was monitored daily and detailed checks of interim data were performed during fieldwork (at 10%, 40%, 55%, and 80% of sample completion) to ensure data quality and consistency.

The census data in each market was used to set these quotas.

Methodology Overview: Weighting and Rounding

Weighting

- After fieldwork was closed and the final data quality checks were performed (e.g., removal of bad records with incomplete answers), a weighting by age, gender, education and region has been applied on the total sample in order to fully match the quotas and correct (small) deviations in the sample completion compared to the quota set.
- Because of their size, 2,000 responses were collected for the U.S. and China. This allows for a greater degree of representation of smaller groups and ensures that sample sizes are large enough for analysis. For comparison with other countries, however, these were weighted down to 1,000. Therefore, sample sizes of the U.S. and China in the country comparison part will appear as 1,000, but will be 2,000 in the individual country chapters.
- This report presents only weighted results/data, and all the sample sizes indicated are weighted samples.
- The reason for weighting the data after fieldwork – even if the quotas have been well monitored – is to fully align the demographic sub-groups with the quotas in order for the total

sample to be representative of the target population by age, gender, education and region. Income has been monitored in order to align with the average income, but was not used as a hard quota.

Rounding

- Numbers and percentages shown at first decimal in tables and graphs in this report are the result of rounding.
- Rounding to the nearest integer has been applied and may add up to more or less than 100%.

Questionnaire and Respondents' Quality

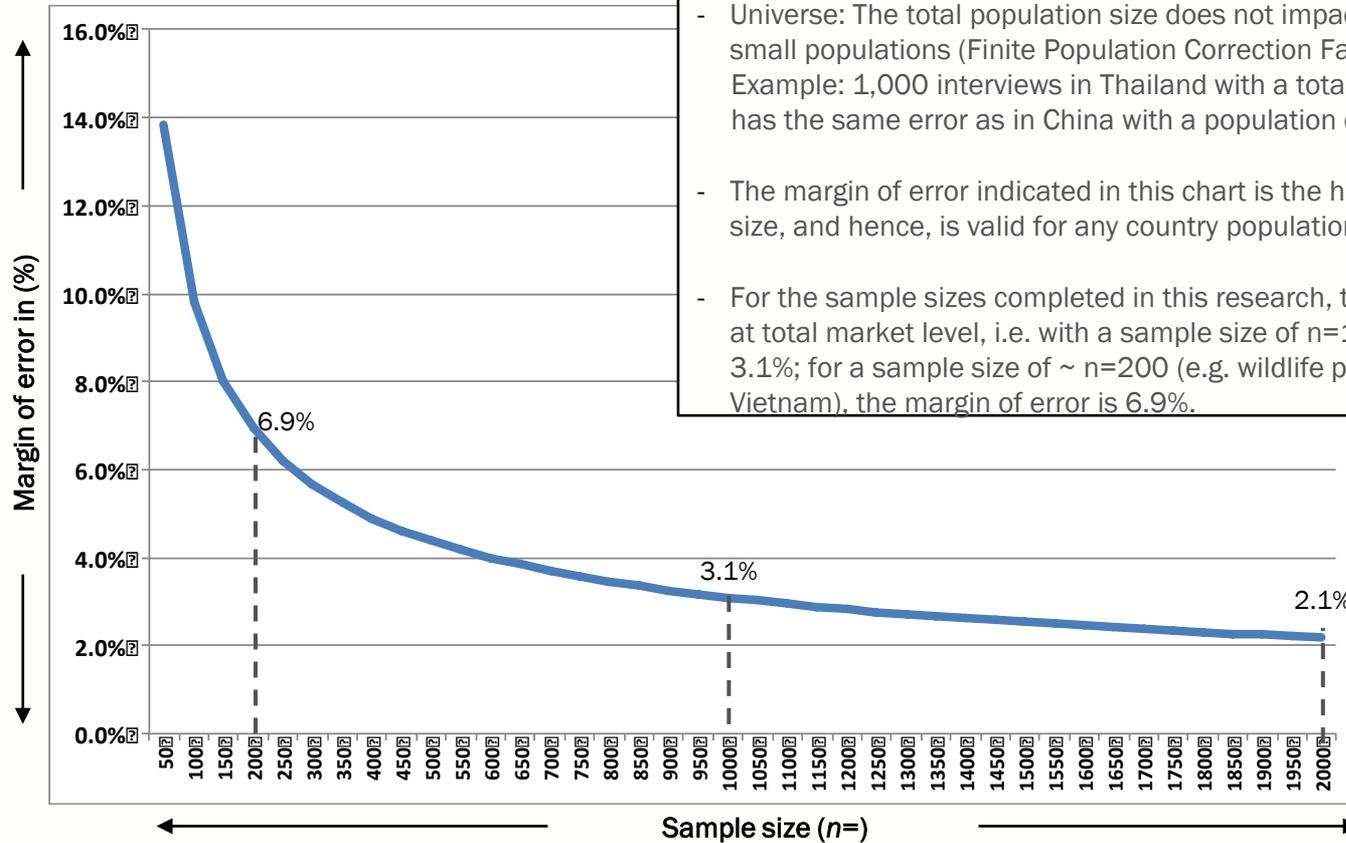
- To assure that respondents answer honestly and “neutral” when they are qualified for the survey, it is important that the survey topic is not mentioned in the invitation.
- The email received by the potential respondents only mentions a general topic.

Margin of Error in Surveys

Margin of Error: Definition

- In reports on public opinion polls, a “margin of error” is often stated. The margin of error estimates the accuracy of the sample compared with the entire population. A margin of error of plus or minus 3 percent at a 95 percent confidence interval would mean that if we examined 100 truly random samples of a particular size, in 95 of such samples the figures would be within three percentage points of the “true” answer that would result from interviewing the entire population. Generally speaking, the larger the sample, the lower the margin of error (see illustration in the next slide).
- However, calculated margin of error is valid only upon the assumption that the sample is truly random, with every member of the population having an equal chance of being included in the survey. This assumption is not met in the majority of contemporary opinion polls, because the samples are drawn using complex systems of stratification and quotas or are obtained from panels of volunteers.
- Even though margin of error is not applicable to nonrandom samples, it can be used as a rough tool to assess patterns in the collected data. For example, a 5 percentage point difference between males and females in a sample of 1,000 respondents may indicate a pattern, while a 10-point difference in opinion between smaller demographic groups may not.
- The sampling methodology for this study was tailored to the overall objective of understanding the awareness and general knowledge (in the context of COVID-19), the consumption incidence, frequency, drivers and deterrents of wild meat or owning wild pets. Industry standards and best practices suited to geographic realities have been applied throughout.

Margin of Error in Surveys



About the Sampling Error:

- Universe: The total population size does not impact sampling error, except for small populations (Finite Population Correction Factor).
Example: 1,000 interviews in Thailand with a total population of 69.6 million has the same error as in China with a population of 1.38 billion, i.e., 4.0%.
- The margin of error indicated in this chart is the highest for any population size, and hence, is valid for any country population.
- For the sample sizes completed in this research, the confidence level is strong at total market level, i.e. with a sample size of n=1000, the margin of error is 3.1%; for a sample size of ~ n=200 (e.g. wildlife purchase intenders in Vietnam), the margin of error is 6.9%.



WWF is an independent conservation organization, with over 30 million followers and a global network active in nearly 100 countries. Our mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption. Find out more at [panda.org](https://www.panda.org)



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