

QUESTIONNAIRE

I. INTRODUCTION

Dear ...,

I am “enumerator’s name” from TRAFFIC, an international non-profit organization. We are interested in people’s attitude towards products made from tigers. Would you mind spending a few minutes to answer a short questionnaire about tiger products? All your information will be treated as strictly confidential. At the end of the interview, we would like to give you a small gift to thank you for your support.

II. SELF-COMPLETE QUESTIONS BY ENUMERATORS

Variable	Question/Categorical options, Unit of measurement
1. Address	Text
2. Ward	• Select one from the list of wards
3. District	• Select one from the list of districts
4. City	• Select one from the list a. Hanoi b. Ho Chi Minh City
5. Gender of the respondent	• Select one from the list a. Male b. Female
6. Do the respondent agree to take part in the interview?	• Select one from the list a. Yes → Move to part III b. No
7. If no, what is the reason for refusal?	• Select one from the list a. Busy b. Don’t want to participate c. Other, please specify ...
8. What is the estimated age?	• Select one from the list a. 18 – 29 b. 30 – 44 c. 45 – 59 d. Over 60

III. INTERVIEW QUESTIONS

Enumerators read the questions, listen to answers of the respondents and select the appropriate options. Don’t read out the options unless otherwise specified.

Variable	Question/Categorical options
A. PERSONAL INFORMATION	
9. What year were you born?	Year (Avoid misunderstanding between Western age and traditional age which includes the birth year)
10. What is your marital status?	• Select one from the list: a. Single b. Married c. Divorced d. Widowed

	<ul style="list-style-type: none"> e. Separated f. Partnership
11. What is your ethnicity?	<ul style="list-style-type: none"> • Select one from the list a. Kinh b. Other, please specify ...
12. Do you follow any religion? If so, which one?	<ul style="list-style-type: none"> • Select one from the list a. None b. Buddhism c. Christian d. Other, please specify ...
13. What is your highest level of education?	<ul style="list-style-type: none"> • Select one from the list a. None b. Primary school c. Secondary school d. High school e. College f. University g. Higher education (Master, PhD) h. Other, please specify ...
14. What is your occupation? (The job provides you with your major source of income)	<ul style="list-style-type: none"> • Select one from the list a. Unemployed → Skip the next 2 question b. Leaders c. High-level professionals d. Mid-level professionals e. Staff f. Skilled workers in personal services, social safety protection and sales g. Skilled workers in agriculture, silviculture, and aquaculture h. Skilled handicraftsmen and other relating skilled manual workers i. Assemblers and machine operators j. Unskilled workers k. Armed forces Other, please specify ...
15. What sector do you work in?	<ul style="list-style-type: none"> • Select one from the list a. Public sector b. Private sector c. NGO, Civil Society Organizations (CSO) d. University, Research institutions
16. What industry do you work in?	<ul style="list-style-type: none"> • Select all appropriate options a. Agriculture b. Aquaculture c. Mining d. Processing e. Electricity, Gas, Water production and distribution f. Construction g. Trading h. Hotel and restaurant i. Transportation, warehouse, storage site, communication j. Finance and credit

	<ul style="list-style-type: none"> k. Science and technology l. Asset business and consulting services m. Government and military n. Education and training o. Healthcare and social relief p. Cultural and sport activities q. Communist party, mass organization, professional organization r. Public and personal services s. Housework services t. International organizations
17. Is your organization originated from Viet Nam?	<p>Select one from the list</p> <ul style="list-style-type: none"> a. Yes b. No
18. Would you mind indicating your income last month? Please tick the suitable answer.	<ul style="list-style-type: none"> • Select one from the list a. Between 0 and 10 million VND b. Between 10 and 18 million VND c. Between 18 and 32 million VND d. Between 32 and 52 million VND e. More than 52 million VND f. Would rather not say
19. Would you mind indicating the income of your entire household last month? Please tick the suitable answer.	<ul style="list-style-type: none"> • Select one from the list a. Between 0 and 10 million VND b. Between 10 and 18 million VND c. Between 18 and 32 million VND d. Between 32 and 52 million VND e. More than 52 million VND a. Would rather not say
20. How many people regularly live in your household (for the past 6 months)?	Number
21. How many people under 16 are there in your household for the past 6 months?	Number
22. In the past 12 months, which types of health products did you use the most? (Read out loud the options)	<ul style="list-style-type: none"> • Select one from the list a. Western medicine b. Traditional medicine c. Other, please specify ... d. Don't use any health products e. Don't know
B. COMMUNICATION CHANNELS	
23. Which of the following methods do you prefer to use to receive information when making important purchases? (Read out loud the options)	<ul style="list-style-type: none"> • Select all appropriate options a. From relatives and friends b. Newspapers and magazines c. Radio d. TV e. Social networks, forums (Facebook, Webtretho) f. Online news g. Online blogs h. Chat applications (Viber, Zalo, etc.) i. Mobile news application j. Other, please specify ...

<p>24. Whose opinions influence you the most? Please choose UP TO three most influential group (Read out loud the options)</p>	<ul style="list-style-type: none"> • Select all appropriate options a. Close family b. Extended family c. Close friends d. Colleagues e. Your managers f. Scholars, scientists g. Religious leaders h. Business leaders i. Entertainers (Actors/ Actress/ Singer) j. Other, please specify: ...
<p>25. Could you please name three specific communication channels you use the most (Name of a specific newspaper, magazine, radio channel, TV channel, internet website, etc.)?</p>	<p>Text</p>
<p>26. Could you please tell us three kind of programs you often watch on communication channels? (Read out loud the options)</p>	<ul style="list-style-type: none"> • Select THREE from the list a. Business, Finance b. Education c. Entertainment (Fashion, Movies, Books, Music, Art) d. Health - Family e. Law, Regulation f. Nature - Environment - Conservation g. News (National - International news) h. Sports i. Science - Technology j. Travel k. Other, please specify ...
<p>C. KNOWLEDGE AND ATTITUDE TOWARDS TIGER PRODUCTS (PART I)</p>	
<p>27. UTC: Here is a list of things that some people have done in the last 12 months and some people have not. Please read them and then count how many of them you have done. Do not state which you have or have not done. Just how many.</p>	<p>Number</p>
<p>A. Taken painkillers Seen a medical practitioner Broken a bone in your arm Had heart surgery Purchase tiger products (tiger bone glue, tiger claw, tiger skin, etc...)</p>	
<p>B. Taken painkillers Seen a medical practitioner Broken a bone in your arm Had heart surgery</p>	
<p>28. Please indicate the tiger products that you know are sold in Vietnam?</p>	<ul style="list-style-type: none"> • Select all appropriate options a. Tiger meat b. Tiger bone glue

	<ul style="list-style-type: none"> c. Tiger claw d. Tiger teeth e. Tiger skin f. Live tiger g. Other, please specify ...
29. Please indicate what you think are the primary motivations to purchase tiger products? (Ask for each answer in the question 28)	<ul style="list-style-type: none"> • Select all appropriate options a. Keep for future use b. Keep for investment c. Medicine d. Show to others e. Tradition f. Protect self and/or others g. Gift h. Recreation i. Other, please specify ...
30. Please note down the actual response (Ask for each answer in the question 28)	Text
31. How many people do you know that have used products made from tiger in the past year?	Select one from the list <ul style="list-style-type: none"> a. 0 b. 1 – 5 c. 6 – 10 d. More than 10
32. How many people do you know that will use products made from tiger in the next year?	Select one from the list <ul style="list-style-type: none"> a. 0 b. 1 – 5 c. 6 – 10 d. More than 10
D. ONLY FOR PEOPLE WHO HAVE USED TIGER PRODUCTS	
33. How many times have you used tiger parts and/ or products in your lifetime?	<ul style="list-style-type: none"> • Select one from the list a. Never → Skip to the next section b. 1 – 5 times c. 6 – 10 times d. More than 10 times
34. When was the last time you use a product made from tigers?	<ul style="list-style-type: none"> • Select one from the list a. Within the last year b. Between 1-5 years ago c. Between 6-10 years ago d. More than 10 years ago e. Don't know/ don't remember
35. How frequently did you use this product?	Number of times per month
36. What tiger product was it?	<ul style="list-style-type: none"> • Select one from the list a. Tiger meat b. Tiger bone glue c. Tiger claw d. Tiger teeth e. Tiger skin f. Live tiger g. Other, please specify ...
37. What was your main reason to use the product?	<ul style="list-style-type: none"> • Select all appropriate options a. Keep for future use b. Keep for investment

	<ul style="list-style-type: none"> c. Medicine d. Show to others e. Tradition f. Protect self and/or others g. Gift h. Recreation i. Other, please specify ...
38. How did you use the product?	<ul style="list-style-type: none"> • Select all appropriate options a. Wear b. Display c. Eat d. Drink e. Mix with wine to drink f. Give to others g. Other, please specify ...
39. How did you get the product?	<ul style="list-style-type: none"> • Select one from the list a. I bought the product b. I exchanged the product c. The product was a gift d. I inherited the product e. Other, please specify ...
40. Did this product meet your expectation?	<ul style="list-style-type: none"> • Select one from the list a. Very satisfied b. Somewhat satisfied c. Neither satisfied nor unsatisfied d. Somewhat unsatisfied e. Very unsatisfied
E. ONLY FOR PEOPLE WHO HAVE PURCHASED TIGER PRODUCTS	
41. How many times have you purchase tiger parts and/ or products in your lifetime?	<ul style="list-style-type: none"> • Select one from the list a. Never → Skip to the next section b. 1 – 5 times c. 6 – 10 times d. More than 10 times
42. When was the last time you purchase a product made from tigers?	<ul style="list-style-type: none"> • Select one from the list a. Within the last year b. Between 1-5 years ago c. Between 6-10 years ago d. More than 10 years ago e. Don't know/ don't remember
43. What tiger product was it?	<ul style="list-style-type: none"> • Select one from the list a. Tiger meat b. Tiger bone glue c. Tiger claw d. Tiger teeth e. Tiger skin f. Live tiger g. Other, please specify ...
44. Who did you purchase the product for?	<ul style="list-style-type: none"> • Select all appropriate options a. Close family b. Extended family c. Close friends

	<ul style="list-style-type: none"> d. Colleagues e. Managers f. Other, please specify ...
F. ONLY FOR PEOPLE WHO HAVE RECOMMENDED TIGER PRODUCTS	
45. Would you recommend tiger products to others?	<ul style="list-style-type: none"> • Select only one from list a. Yes b. No → Skip to the next section
<p>What tiger product have you most recommended to other people? • Select only one from list</p> <ul style="list-style-type: none"> a. Tiger meat b. Tiger bone c. Tiger claw d. Tiger teeth e. Tiger skin f. Live tiger g. Other, please specify ... 	
46. For what purpose did you recommend that product?	<ul style="list-style-type: none"> • Select all appropriate options a. Keep for future use b. Keep for investment c. Medicine d. Show to others e. Tradition f. Protect self and/or others g. Gift h. Recreation i. Other, please specify ...
47. To whom did you recommend the product?	<ul style="list-style-type: none"> • Select all appropriate options a. Family, please specify ... b. Close friend c. Colleague d. Acquaintance e. Other, please specify ...
48. How did you communicate to recommend this product?	<ul style="list-style-type: none"> • Select all appropriate options a. Face to face b. Phone c. Email d. Social media e. Online forums f. Other, please specify ...
G. KNOWLEDGE AND ATTITUDE TOWARDS TIGER PRODUCTS (PART II)	
49. How likely are you to purchase products made from tigers in the next 6 months?	<ul style="list-style-type: none"> • Select one from the list a. Not at all likely b. Somewhat unlikely c. Neutral d. Somewhat likely e. Very likely
50. How likely are you to purchase products made from tigers in the next year?	<ul style="list-style-type: none"> • Select one from the list a. Not at all likely b. Somewhat unlikely c. Neutral

	<ul style="list-style-type: none"> d. Somewhat likely e. Very likely
51. How likely are you to purchase products made from tigers in the next 5 years?	<ul style="list-style-type: none"> • Select one from the list a. Not at all likely b. Somewhat unlikely c. Neutral d. Somewhat likely e. Very likely
52. What will most influence your decision to purchase? Please list UP TO three most influential factors.	<ul style="list-style-type: none"> • Select all appropriate options a. Genuine b. Quality c. Price d. Place to buy e. Reputation of sellers f. Other, please specify ...
53. Why don't you consume/ purchase tiger products?	<ul style="list-style-type: none"> • Select all appropriate options a. Too expensive b. Don't know where to buy c. Illegal d. Tiger is close to extinction e. No medicinal values f. No spiritual values g. Other, please specify ...
54. Does where tiger products have come from influence your purchase choice?	<ul style="list-style-type: none"> • Select only one from list a. Yes b. No → Skip the next question
55. If so, how?	<ul style="list-style-type: none"> • Select one from the list a. Prefer wild tiger products b. Prefer tiger products
56. Would you like provide us with the phone number so that we can contact you for further interview and consultation?	<ul style="list-style-type: none"> • Select one from the list a. Yes b. No → End the interview
57. What is your phone number? (Mobile phone number preferred)	Number

ANNEX I – EXPLANATION OF OCCUPATION CLASSIFICATION

LEADERS IN ALL FIELDS AND LEVELS

- 11 Communist Party offices of all levels (professional)
- 12 National Assembly and President's Office
- 13 Central Government
- 14 People's Courts and People's Procuracies
- 15 People's councils and People's committees at local level (including professional offices at local level, except legislative organs, mass organizations, hamlet chiefs)
- 16 Mass organizations
- 17 Charity organizations and specific organizations for other purposes
- 18 Corporations, companies and equivalent which produce material goods and services
- 19 Firms, factories, manufacturers which create material goods and services, and small schools

HIGH-LEVEL PROFESSIONALS AT ALL FIELDS

- 21 Natural sciences and Technical sciences
- 22 Life and Health sciences
- 23 Education and Training
- 24 Other professionals

MID-LEVEL PROFESSIONALS AT ALL FIELDS

- 31 Natural sciences and Technical sciences
- 32 Life and Health sciences
- 33 Education and Training
- 34 Other professionals

STAFF (ELEMENTARY PROFESSIONALS, WHITE-COLLAR TECHNICAL PERSONNEL IN ALL FIELDS

- 41 White-collar personnel
- 42 Customer service staff (directly contact with customers in terms of monetary management; transportation arrangement; information support, appointment and phone receptionists)

SKILLED WORKERS IN PERSONAL SERVICES, SOCIAL SAFETY PROTECTION AND SALES

BÁN HÀNG CÓ KỸ THUẬT

- 51 Personal services and protection services
- 52 Modelers, salesmen, product introducers/marketers

SKILLED WORKERS IN AGRICULTURE, SYLVICULTURE, AND AQUACULTURE

- 61 Skilled workers in agriculture, forestry, and aquaculture

SKILLED HANDICRAFTSMEN AND OTHER RELATING SKILLED MANUAL WORKERS

- 71 Skilled miners and builders
- 72 Metal workers, mechanical workers and other workers related
- 73 Workers who make sophisticated goods, handicraftsmen, printing workers, and other related workers
- 74 Food processing, woodworking, textile and garment, leather and shoemaking workers
- 79 Other handicraftsmen and workers related not elsewhere specified

ASSEMBLERS AND MACHINE OPERATORS

- 81 Production machine operators
- 82 Assemblers and machine operators
- 83 Drivers and operators of motorized equipment

UNSKILLED WORKERS

- 91 Sale and service unskilled workers
- 92 Unskilled workers in agriculture, forestry, and aquaculture
- 93 Unskilled workers in mining, construction, manufacturing, and transportation industry and other unskilled workers

ARMED FORCES

- 00 Armed forces