

Appendix IV

Table 4.1: The independent variables comprising the maximum likelihood estimator (MLE) model run using the “list” package (Blair and Imai, 2010).

Variable	Values
City	Hanoi, Ho Chi Minh City
Gender	Male, Female
Age	Between 18 - 90
Religion	Buddhist, Cao Dai, Christian, None, Other
Education	None, Primary School, Secondary School, High School, College, Higher Education, University Other
Occupation	Armed forces, Assemblers, High-level professionals, Leaders, Mid-level professionals, Skilled handicraftsman, Staff, Unemployed, Unskilled worker, Other
Personal Income	0-10 million Vietnamese dong, Over 10-18 million Vietnamese dong, Over 18-32 million Vietnamese dong, Over 32-52 million Vietnamese dong, Over 52 million Vietnamese dong, Don't know
How many people do you know that have used products made from tiger in the past year?	0, 1 – 5, 6 – 1, More than 10
How many people do you know that will use products made from tiger in the next year?	0, 1 – 5, 6 – 1, More than 10

Item Count Technique Regression

Full Model

```
Call: ictrreg(formula = y ~ city + gender + age + religion + education +
  occupation + income + numuseprev + numusenext, data = tiger,
  treat = "treat", J = 4, method = "lm")
```

Sensitive item

	Est.	S.E.
(Intercept)	-0.38517	NaN
cityHo Chi Minh City	0.13611	NaN
genderMale	-0.07027	NaN
age	0.00031	NaN
religionBuddhism	0.89817	NaN
religionCao Dai	0.35229	NaN
religionChristian	0.70801	NaN
religionNone	0.92422	NaN
religionOthers	NA	NaN
educationCollege	-0.17616	NaN
educationHigh school	-0.06927	NaN
educationHigher education	-0.25086	NaN
educationNone	0.20345	NaN
educationOthers	0.29458	NaN
educationPrimary school	-0.18351	NaN
educationSecondary school	-0.11564	NaN
educationUniversity	NA	NaN
occupationArmed forces	0.76119	NaN
occupationAssemblers and machine operators	0.08569	NaN
occupationHigh-level professionals	0.16919	NaN
occupationLeaders	0.04967	NaN
occupationMid-level professionals	-0.07753	NaN
occupationOthers	0.01445	NaN
occupationSkilled handicraftsmen	0.17076	NaN
occupationSkilled workers in agriculture	0.06134	NaN
occupationSkilled workers in personal services	-0.23009	NaN
occupationStaff	0.14328	NaN
occupationUnemployed	-0.01714	NaN
occupationUnskilled workers	NA	NaN
income0 - 10 million VND	-0.43964	NaN
incomeDon't know/ Don't remember	-0.05678	NaN
incomeOver 10 - 18 million VND	-0.19871	NA
incomeOver 18 - 32 million VND	-0.21602	NA
incomeOver 32 - 52 million VND	0.10977	NA
incomeOver 52 million VND	NA	NA
numuseprev1 - 5	-0.19253	NA
numuseprev6 - 10	0.92989	NA
numuseprevMore than 10	0.58688	NA
numuseprevNone	NA	NA
numusenext1 - 5	0.44843	NA
numusenext6 - 10	1.19690	NA
numusenextMore than 10	-0.03388	NA
numusenextNone	NA	NA

Control items	Est.	S.E.
(Intercept)	0.95604	NaN
cityHo Chi Minh City	0.29784	NaN
genderMale	-0.06497	NaN
age	0.01174	NaN
religionBuddhism	-1.09727	NaN
religionCao Dai	-1.16464	NaN
religionChristian	-0.87239	NaN
religionNone	-1.05058	NaN
religionOthers	NA	NaN
educationCollege	0.04348	NaN
educationHigh school	0.07606	NaN
educationHigher education	0.25998	NaN
educationNone	-0.09196	NaN
educationOthers	0.18065	NaN
educationPrimary school	0.04098	NaN
educationSecondary school	0.09229	NaN
educationUniversity	NA	NaN
occupationArmed forces	-1.13463	NaN
occupationAssemblers and machine operators	-0.04828	NaN
occupationHigh-level professionals	-0.18399	NaN
occupationLeaders	0.08723	NaN
occupationMid-level professionals	0.06110	NaN
occupationOthers	0.13011	NaN
occupationSkilled handicraftsmen	-0.08798	NaN
occupationSkilled workers in agriculture	0.24874	NaN
occupationSkilled workers in personal services	-0.00467	NaN
occupationStaff	-0.02474	NaN
occupationUnemployed	0.17011	NaN
occupationUnskilled workers	NA	NaN
income0 - 10 million VND	0.16895	NaN
incomeDon't know/ Don't remember	0.11503	NaN
incomeOver 10 - 18 million VND	0.08184	NaN
incomeOver 18 - 32 million VND	-0.03715	NaN
incomeOver 32 - 52 million VND	-0.95809	NaN
incomeOver 52 million VND	NA	NaN
numuseprev1 - 5	0.27879	NaN
numuseprev6 - 10	-0.16454	NaN
numuseprevMore than 10	-0.34464	NaN
numuseprevNone	NA	NaN
numusenext1 - 5	-0.23114	NaN
numusenext6 - 10	-0.44122	NaN
numusenextMore than 10	0.58432	NaN
numusenextNone	NA	NaN

Residual standard error: 0.769666 with 1046 degrees of freedom

Number of control items J set to 4. Treatment groups were indicated by '' and '' and the control group by ''.