

Supporting Information

Saiga horn user characteristics, motivations, and purchasing behaviour in Singapore

Doughty et al. 2019

S1 Table: Consumer Survey

Questions were organized into a decision-tree style format, allowing respondents to answer general questions first, and only be asked further questions as they were applicable to them.

CONSUMER SURVEY	
SAIGA HORN AS A TRADITIONAL MEDICINE IN SINGAPORE	
<p>The survey used in this study was a decision tree style format in which respondents were asked certain subsequent questions depending on the answers they provided. For brevity, each specific question and answer set is only shown here <i>once</i>. In other words, only the first time a question and answer set is asked, the question and answer set is written out in full.</p>	
Question Number	<p>Question Number that a respondent would proceed to, depending on the answer selected; if no number is listed here then the immediately preceding question would follow.</p>
	The following questions address treatments for heatiness.
1	Heatiness is defined as having a body temperature below 38°C but having symptoms such as: sore throat, nasal congestion, headache, fatigue, and cough.
1a	If you are feeling heaty, which of the following treatment(s) do you use most often? [Select all that apply]
	Western product (e.g. isotonic drinks) 2
	Herbal traditional product (e.g. chrysanthemum tea) 4
	Animal traditional medicine product (e.g. saiga antelope [ling yang]) 6
	Other 1b
1b	What other heaty treatments do you use most often?
2	WHEN TREATING HEATINESS WITH TRADITIONAL ANIMAL PRODUCTS:
2a	Which type of animal products do you use most often? [Select all that apply]
	Goat (shan yang)
	Saiga antelope (ling yang)
	Sheep (mian yang)
	Buffalo (shui niu)
	Other
2b	What form of treatment do you use most often?
	Cooling water

		Pills/capsules	
		Fever patch	
		Shavings of animal horn	
		Whole animal horn	
2c	Who purchases this treatment for you?		
		Myself	
		A parent/A grandparent	
		A spouse	
		My child	
		Other	
2d	Where do you normally shop for this treatment? [Select all that apply]		
		Pharmacy	
		Traditional medicine chain store	
		Traditional medicine family-owned store	
		Family-owned provision shop	
		Supermarket	
		Online	
		Other	
2e	Why do you prefer using this treatment? [Select all that apply]		
		It works	
		Someone recommended it to me	3
		It's affordable	
		It's convenient	
		I don't know	
		Other	3b
3	WHEN TREATING HEATINESS WITH TRADITIONAL ANIMAL PRODUCTS:		
3a	Who recommended this treatment to you? [Select all that apply]		
		Western doctor	
		Traditional medicine practitioner	
		Pharmacist	
		Traditional medicine shopkeeper	
		Family	
		Friends	
		Other	
3b	What other reason makes you prefer this treatment?		

	WHEN TREATING HEATINESS WITH WESTERN MEDICINE PRODUCTS:
4	
4a	What form of treatment do you use most often?
	<p style="text-align: center;">Cooling water (such as isotonic drinks)</p> <p style="text-align: right;">Pills/capsules</p> <p style="text-align: right;">Fever patch</p> <p style="text-align: right;">Fever syrup</p> <p style="text-align: right;">Other</p>
4b	Who purchases this treatment for you?
4c	Where do you normally shop for this treatment? [Select all that apply]
4d	Why do you prefer using this treatment? [Select all that apply]
	WHEN TREATING HEATINESS WITH WESTERN MEDICINE PRODUCTS:
5	
5a	What other reason makes you prefer this treatment?
5b	Who recommended this treatment to you? [Select all that apply]
	WHEN TREATING HEATINESS WITH TRADITIONAL HERBAL PRODUCTS:
6	
6a	What form of treatment do you use most often?
	<p style="text-align: center;">Cooling water (such as chrysanthemum tea)</p> <p style="text-align: right;">Pills/capsules</p> <p style="text-align: right;">Fever patch</p> <p style="text-align: right;">Fresh or dried herbs</p> <p style="text-align: right;">Other</p>
6b	Who purchases this treatment for you?
6c	Where do you normally shop for this treatment? [Select all that apply]
6d	Why do you prefer using this treatment? [Select all that apply]
	WHEN TREATING HEATINESS WITH TRADITIONAL HERBAL PRODUCTS:
7	
7a	What other reason makes you prefer this treatment?
7b	Who recommended this treatment to you? [Select all that apply]
8	Do you purchase heatiness medication for others? If so who? [Select all that apply]
	<p style="text-align: right;">A child (0 - 12 years old)</p> <p style="text-align: right;">A teenager (13 - 20 years old)</p> <p style="text-align: right;">An adult (21 years and above)</p> <p style="text-align: center;">I do not purchase medication for anyone else</p>
8a	How are you related to this/these adults? [Select all that apply]
	<p style="text-align: right;">My older relative</p> <p style="text-align: right;">My younger relative</p>

9

10 (not shown)

8a; 11 (not shown)

	My spouse My child My friend Other	
9	Do you buy a different type of heatiness medication for children (0 - 12 years old) than you use for yourself?	Depending on 8 answer, respondent will be asked about child, teen, and/or other adult purchases
	Yes No It depends	9a 9a
9a	When buying heatiness medication for a child, which of the following treatment(s) do you use most often? [Select all that apply]	Depending on 9 answer, respondent will be asked to expand on their decision using the same decision tree as the 'self use' questions
12	If you are experiencing only slight heat-related discomfort, such as after exercising or being in the sun, would you use the same treatment as you use for heatiness?	
	Yes No It depends	
12a	Please specify what cooling treatment you would choose.	
13	The following questions address treatments for fever. Fever is defined as having a body temperature of 38°C and above.	The entire decision tree asked of heatiness medication preferences is repeated for fever medication preferences
13a	If you get a fever, which of the following treatment(s) do you use most often? [Select all that apply]	
	Western medicine product (e.g. <i>Panadol</i>) Herbal traditional product (e.g. chrysanthemum tea) Animal traditional medicine product (e.g. saiga antelope [ling yang]) Other	
14	Which of these animals used in traditional medicine products are common in the wild? [Select all that apply]	All respondents are asked to answer questions 14 - 15f
	Sea cucumber (hai shen)	

	Goat (shan yang)
	Turtle (hai gui)
	Saiga antelope (ling yang)
	Sea horse (hai ma)
	Rhino (xi niu)
	I don't know
15	What is your gender?
	Male
	Female
	Prefer not to say
15a	What is your age?
	18 - 35 years
	36 - 59 years
	≥ 60 years
	Prefer not to say
15b	What is the dialect group of your family?
	Hokkiens
	Teochews
	Cantonese
	Hakkas
	Hainanese
	Other
	Prefer not to say
15b.2	Please specify the dialect group of your family.
15c	What religion do you identify yourself most with?
	Buddhist
	Muslim
	Taoist
	Catholic
	Hindu
	Christian (other)
	Other
	I do not identify with a religion
	Prefer not to say
15c.2	Please specify the religion you most identify with.
15d	What generation of Singaporean are you?

		First
		Second
		Third
		More than third
		Prefer not to say
15e	What is your highest level of education?	
		Pre-primary or primary school
		Secondary school
		ITE
		Polytechnic
		Junior college
		Accredited diploma
		University
		Masters or PhD
		Prefer not to say
15f	What is the approximate total MONTHLY income for your household?	
		Less than \$5000
		\$5001 to \$15,000
		\$15,001 to \$25,000
		\$25,001 to \$35,000
		\$35,001 and higher
		Prefer not to say