



# Opinion Survey on COVID-19 and Wildlife Trade in 5 Asian Markets

Findings from survey in March 2020

A Report from GlobeScan Incorporated

  
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Project: 3723





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## Introduction and Methodology

The novel coronavirus, or COVID-19, which is suspected to originate in Wuhan in the Hubei province of China, has now become a global pandemic. With illegal and unregulated wildlife markets likely to increase likelihood of infections such as coronavirus, WWF commissioned GlobeScan to conduct a survey among the general public in Hong Kong SAR, Japan, Myanmar, Thailand, and Vietnam to measure and better understand opinions on what support looks like for the closure of all illegal and unregulated markets, within the context of the COVID-19 global pandemic.

Between the 3rd and the 11th of March, 2020, GlobeScan interviewed n=1000 respondents in each of the 5 markets, totaling 5,000 respondents. Respondents were randomly selected and were representative of gender and age of the online population of their respective market. In Myanmar, because it is a new market for research, the online population was skewed toward younger individuals.

Respondents were asked about their sentiments on the coronavirus outbreak in their respective country and their opinions on illegal and unregulated markets selling wildlife. For the purpose of this survey, 'wild animals' are defined as non-domesticated, non-livestock terrestrial animals (non-insect and non-aquatic).

# Research Topics, Objectives and Timing

## Research topics / objectives

The survey covers the following topics:

- Global / national issues that respondents most worry about
- The level of awareness and concern about the COVID-19, or coronavirus, of the general public
- The extent to which COVID-19 is being perceived as a critical issue
- The level of concern that respondents feel because of the current outbreak of coronavirus in their country
- The impact that the current pandemic is having on their daily lives
- Respondents' level of trust in organizations to combat the outbreak
- Respondents' beliefs about the sources and modes of transmission of the coronavirus
- Perceptions of the effectiveness of solutions to the coronavirus
- Opinions and support [amongst the general public] for closing all illegal and unregulated markets selling wildlife, in the context of the coronavirus pandemic
- Consumption (past and future) of products bought in open wildlife markets

## Timing

This survey was conducted in the 5 markets between March 6<sup>th</sup> and 11<sup>th</sup>, 2020; since these dates new developments in the spread of the coronavirus are occurring at a rapid rate. There is a high likelihood that the level of concern that would be felt by respondents as a result of these new developments would have increased since this survey was conducted. For questions that we believe may be under-representative because of this, we have included a note of caution.

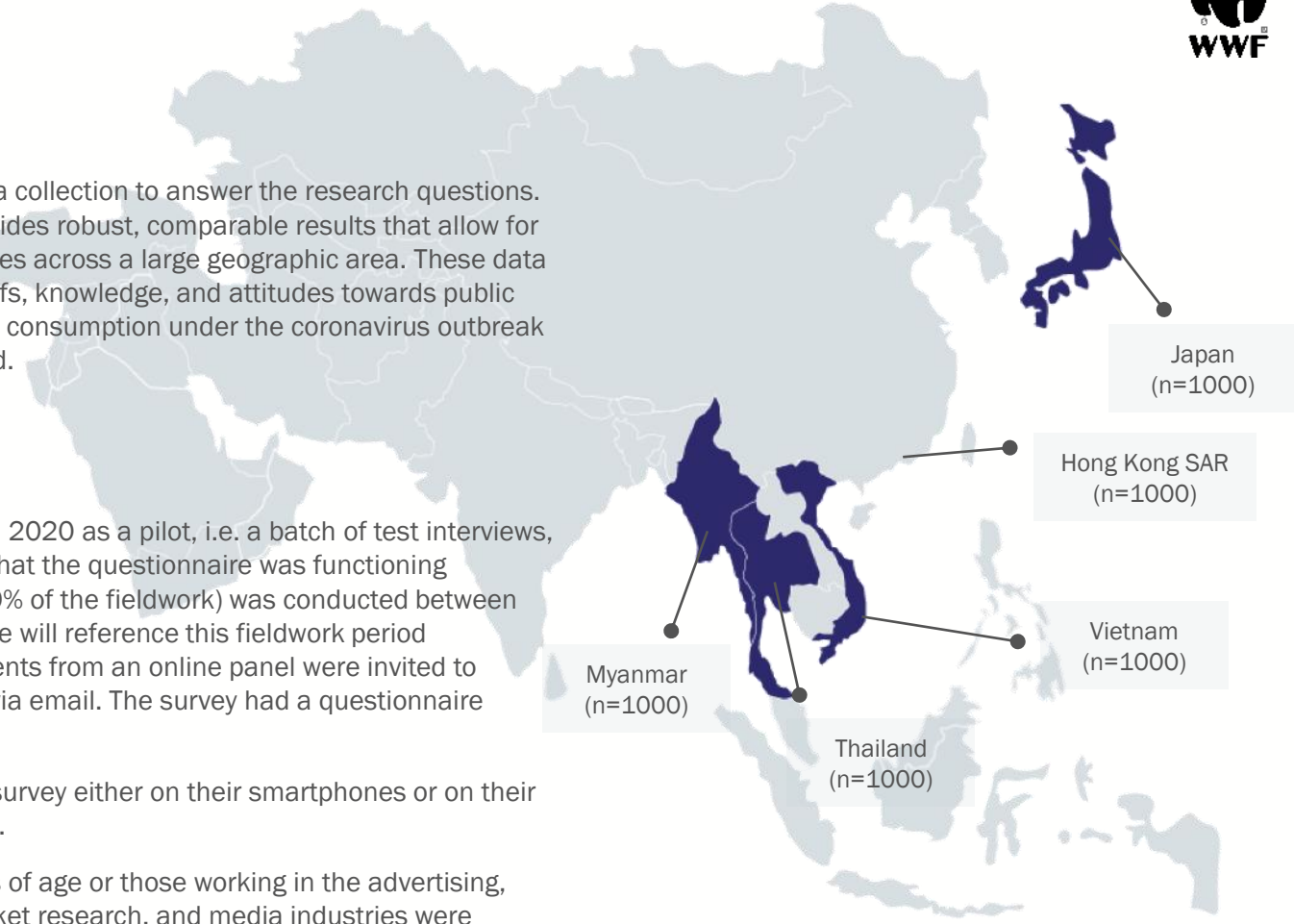
# Research Design

## 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 towards public health, the economy and wildlife consumption under the coronavirus outbreak across the five markets surveyed.

## Consumer Sampling

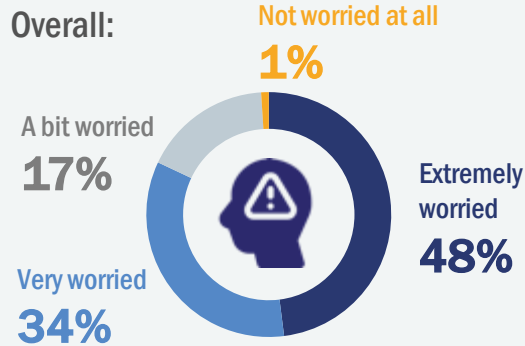
- The survey started on March 3<sup>rd</sup>, 2020 as a pilot, i.e. a batch of test interviews, which were analyzed to ensure that the questionnaire was functioning accurately. The vast majority (90% of the fieldwork) was conducted between March 6<sup>th</sup> and 11<sup>th</sup>, 2020 and we will reference this fieldwork period throughout the report. Respondents from an online panel were invited to participate in the online survey via email. The survey had a questionnaire length of 8 minutes on average.
- Respondents could answer the survey either on their smartphones or on their computers, at their convenience.
- Any respondents under 18 years of age or those working in the advertising, public relations, marketing, market research, and media industries were screened out and were not permitted to participate in the survey.



# Overview – Total for 5 Markets

# Overview – Total 5 markets

## Level of worry about the coronavirus outbreak



### By market – extremely or very worried:

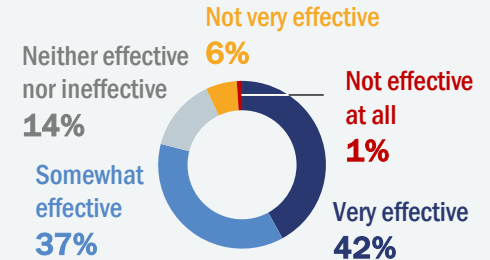
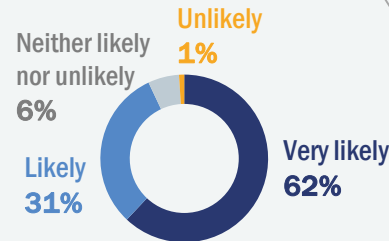
Vietnam	88%
Thailand	86%
Myanmar	79%
Hong Kong SAR	78%
Japan	76%

## Effectiveness and Support for closing illegal and unregulated wildlife markets

### Perceived Effectiveness

**79%** believed closure of illegal and unregulated 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

### Likelihood to Support



**93%\*** are **Very Likely** or **Likely** to support the efforts by governments and health ministries to close all illegal and unregulated markets selling animals coming from the wild

\*Only included surveyed markets where there are markets selling animals coming from the wild: Hong Kong SAR, Myanmar, Thailand and Vietnam (excluding Japan)



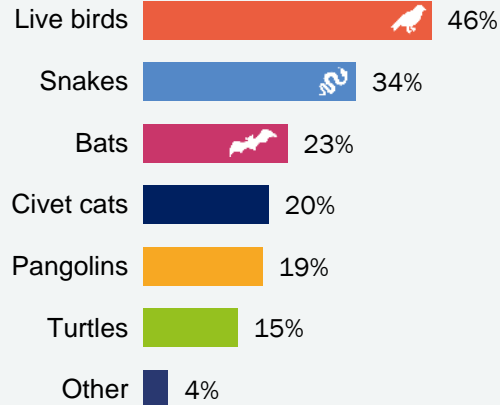
# Overview – Total 5 markets

## Past Purchase Behaviors of Wildlife Products

9%  
↓

*purchased* (or knew someone who purchased) wildlife products in the past 12 months

### Types of wildlife products bought (%)



## Impact of Coronavirus on Wildlife Consumption

### Intended Consumption

87%

No consumption

6%

Less consumption

### Alternative channels if wildlife markets are closed

No, will not buy anymore 41%

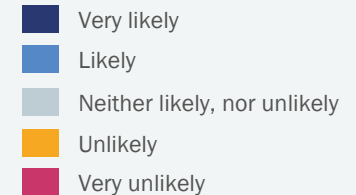
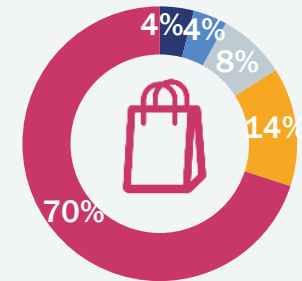
Overseas 28%

Trusted suppliers 26%

### Future consumption in open wildlife markets

84%

Unlikely or very unlikely future consumption



# Key Findings – Overall

## Main Insights and implications

- Very strong support (93%) in 4 markets for the governments to close illegal and unregulated markets selling wildlife, a measure seen as being effective to prevent similar outbreaks from happening in the future by 79% of the respondents.
- Sizeable impact of such closure on the purchase of wildlife product in the future can be expected: Among those who report being likely to buy wildlife products in open wildlife markets in the future, 41 percent say they would not buy wildlife products anymore
- A significant gap between the perceived importance (24%) of the respective government to fight the outbreak and the trust it generates (44%).
- Second week March 2020: Universal awareness of COVID-19, or coronavirus (99%), but with room for a significant proportion of the population to be more informed as 38% have heard a moderate amount/very little about it.
- Respondents predominantly believe that wildlife are the source of the coronavirus pandemic, with 38 percent believing wild animals are the primary source, and 63 percent believing they are one of the top two sources.

**Context\*:** High awareness early March 2020, but there was still room for more information at this moment. The spread of human diseases was already the issue of greatest concern among the population in the five markets surveyed, while the population expressed a relatively high level of worry about the outbreak.

In early March 2020 (March 6<sup>th</sup> to 11<sup>th</sup>), when the data was collected, a vast majority of the population (99%) claimed to be aware the COVID-19 (or coronavirus) to some extent, mostly through news channels (64%).

The coronavirus outbreak was considered worrisome in these five markets, i.e. eight in ten of the people (82%) claimed to be worried about the outbreak, with almost half (48%) who said to be extremely worried about it. Thailand and Vietnam were the markets where the population expressed the highest levels of concerns (88% and 86%, respectively, said they were very or extremely worried).

*\*Note: Please note that these results were collected between March 6<sup>th</sup> and 11<sup>th</sup>, 2020. Given the fast-changing situation of COVID-19, the results related to awareness and level of concern about the coronavirus outbreak have to be read in their context (i.e. at an earlier time of the outbreak) and are likely to have changed since they were collected.*

## Key Findings – Overall

**Illegal and unregulated wildlife markets: Very strong support for the respective governments to close illegal and unregulated wildlife markets, with potential impact expected on wildlife consumption and purchase.**

To prevent similar outbreaks from happening in the future, **79 percent of respondents** in the five markets surveyed agree that closing these markets will be an effective measure to combat the spread of similar diseases in the future, with over 40 percent of them believing it will be very effective (42%). This is primarily driven by Myanmar, where almost 70 percent of people believe that closing the markets would be a very effective measure (68%).

The top ways in which respondents would support these initiatives include stopping eating (55%) or convincing others (53%) not to buy/eat wildlife products, as well as sharing relevant campaigns, news (50%) or sharing information on animal protection (49%). Moreover, almost all respondents (93%) in these four markets (excluding Japan) claim that they would support the government's efforts to close all illegal and unregulated markets selling wildlife products. **In the event where no measures are taken to do so, 79 percent of all the respondents in the 5 markets say they would be extremely worried or very worried**, whereas only 2 percent expressed that they would not be worried at all.

**The closure of wildlife markets could have a sizeable impact on the purchase of wildlife products in the future.**

Overall, 9 percent of respondents say they have bought wildlife products or know someone who has bought them in an open wildlife market in the past 12 months (most likely overseas for the buyers in Japan). These buyers mostly purchased live birds (46%), bats (35%) and snakes (34%).

Overall, 72 percent of people claim never to have consumed wildlife products. Those who have consumed them say the coronavirus has made them completely stop consuming wildlife products (15%) or consume fewer wildlife products (6%).

84 percent of respondents in all five markets expressed they will be very unlikely or unlikely to buy wildlife products in open wildlife markets in the future, with Hong Kong SAR expressing the highest aversion (over 90%), followed by Japan (86%). Among those who will be likely to buy wildlife products in open wildlife markets in the future, 41 percent say they would not buy wildlife products anymore if illegal and unregulated wildlife markets were closed, while those who still intend to buy via a different channel would turn to purchasing wildlife products overseas (28%), from a trusted supplier (26%) or online (20%).

## Key Findings – Total 5 markets

**The virus is understood to have originated from wildlife, but human-to-human transmission is believed to occur mostly through inhaling droplets or touching an infecting person.**

More than a third of the respondents (38%) in the five markets overall believe that the primary source of the coronavirus outbreak is wildlife and wild animals, followed by human sources such as lack of hygiene (20%) and medical experiments / research (20%).

Almost all respondents in the five markets surveyed believe that the coronavirus is transmitted among humans, through coughing and sneezing (93%) or by touching an infected person (85%).

More than half of the respondents also believe that the coronavirus can be transmitted by eating wild animals (60%) or by visiting wildlife markets (53%). However about a third are unsure about these statements.

Joining large gatherings of people (33%) and not covering mouth/ not wearing a mask are seen as the most likely behavior to increase the risk of the coronavirus spreading.

**Importance and trust: Medical professionals are the most trusted, followed by the government and fellow citizens.**

While the National governments are seen as the most important institution to combat the coronavirus (54%), medical professionals are the most trusted to do so (56%).

There is a significant gap between importance (54%) and trust (44%) for governments overall. A similar pattern is observed for fellow citizens, i.e. they are considered important to fight the coronavirus for 38% of the people, but only 31% say that they trust them to do so.

# Concern about the Coronavirus Outbreak

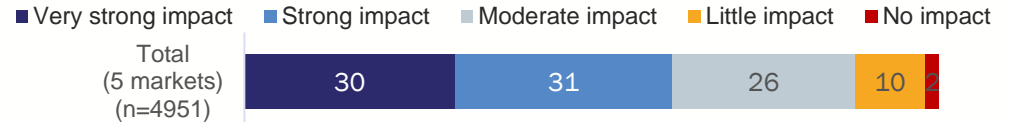
- The coronavirus has had a substantial impact on people's lives in the five markets overall. 82 percent of respondents claim to be very worried or extremely worried about it, and 61 percent say that it has had a strong or very strong impact on their lives.
- The most impacted areas are the respondents' and their family's health and safety, travel and holidays as well as their job/ livelihood and income.

**Note:** Please note that the data was collected between March 6<sup>th</sup> and 11<sup>th</sup>, 2020. Given the COVID-19 fast-changing situation, these results have to be read in this context (i.e. at an earlier time of the outbreak) and are likely to have changed since they were collected, likely the level of concern has further increased.

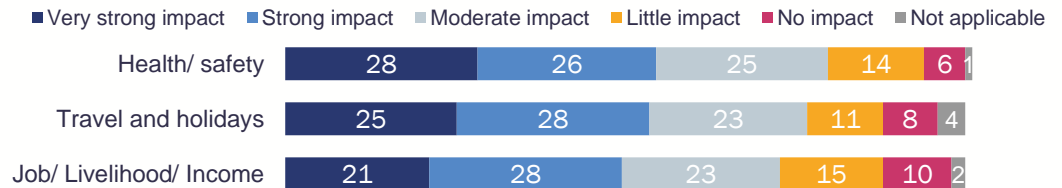
## Level of Concern about the Coronavirus Outbreak (%)



## Impact of the Coronavirus on Daily Life (%)



## Impact on Different Aspects of Daily Life (%) – Top 3 *'Top-2-Box Very strong + strong impact'*



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

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

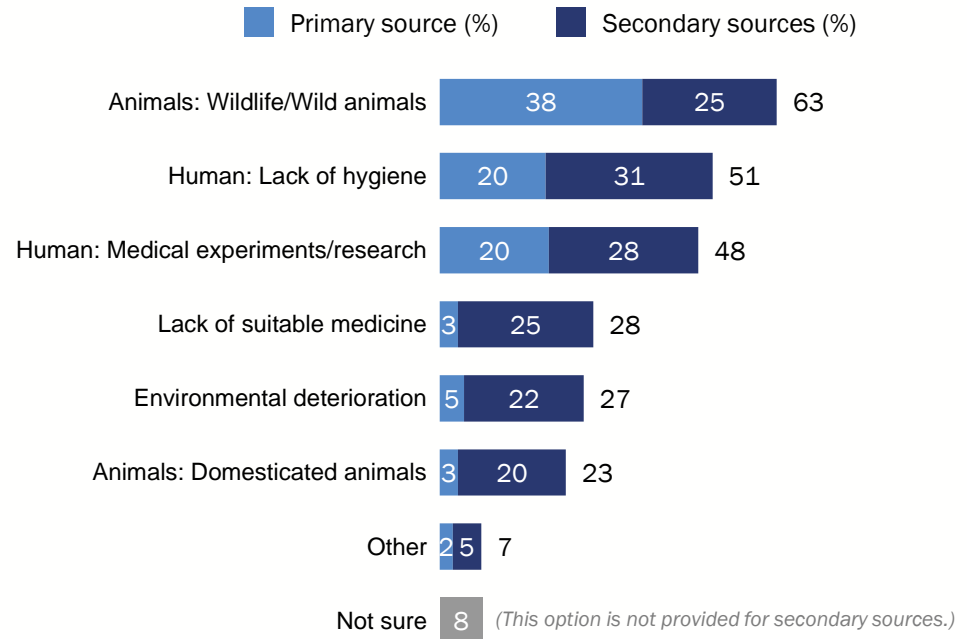
Q6. For each of the following aspects, please indicate how much impact the coronavirus has on your daily life?

Base: Aware of coronavirus, 5 markets, n=4951, weighted data

# Perceived Sources of the Coronavirus Outbreak

- More than a third of the respondents (38%) in the five markets overall believe that the primary source of the coronavirus outbreak is wildlife and wild animals, followed by human sources such as lack of hygiene (20%) and medical experiments / research (20%).

Perceived Sources of the Coronavirus Outbreak (%)



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?

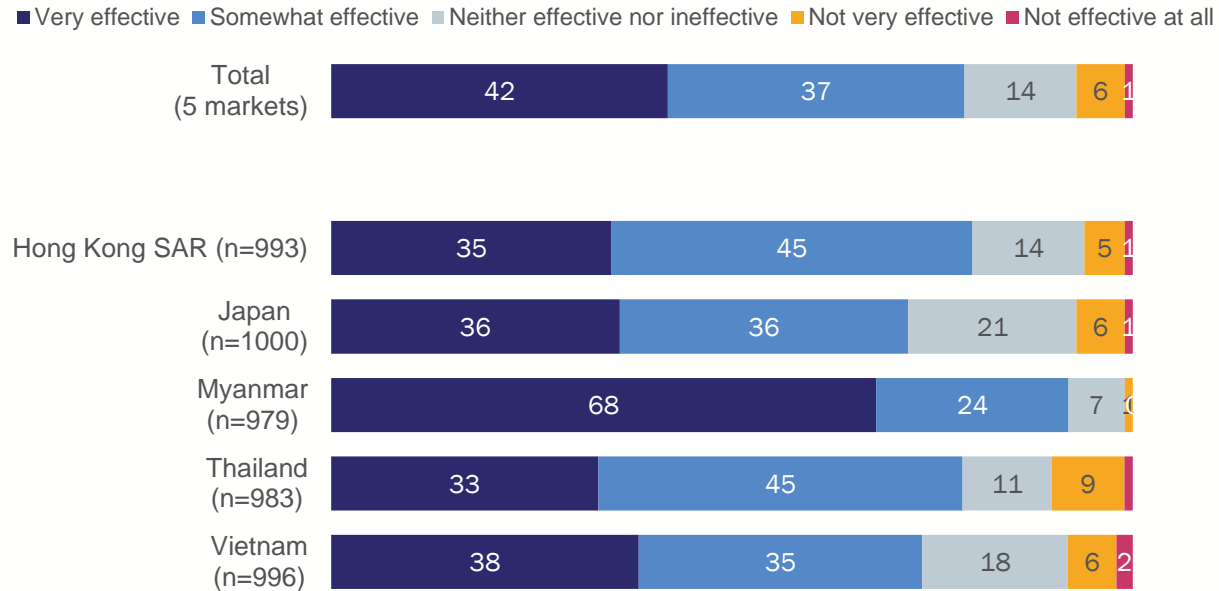
Base: Aware of coronavirus, 5 markets, n=4951, weighted data

# Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure



- Overall, 79 percent of respondents believe that closing the markets will be an effective measure to combat the spread of similar diseases in the future, and 42 percent believe it will be very effective. In Myanmar, almost 70 percent of people believe that closing the markets would be a **very** effective measure.

Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure (%)



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 civet cats) would be to prevent similar epidemic diseases from happening in the future?

Base: Aware of coronavirus, 5 markets, n=4951; weighted data

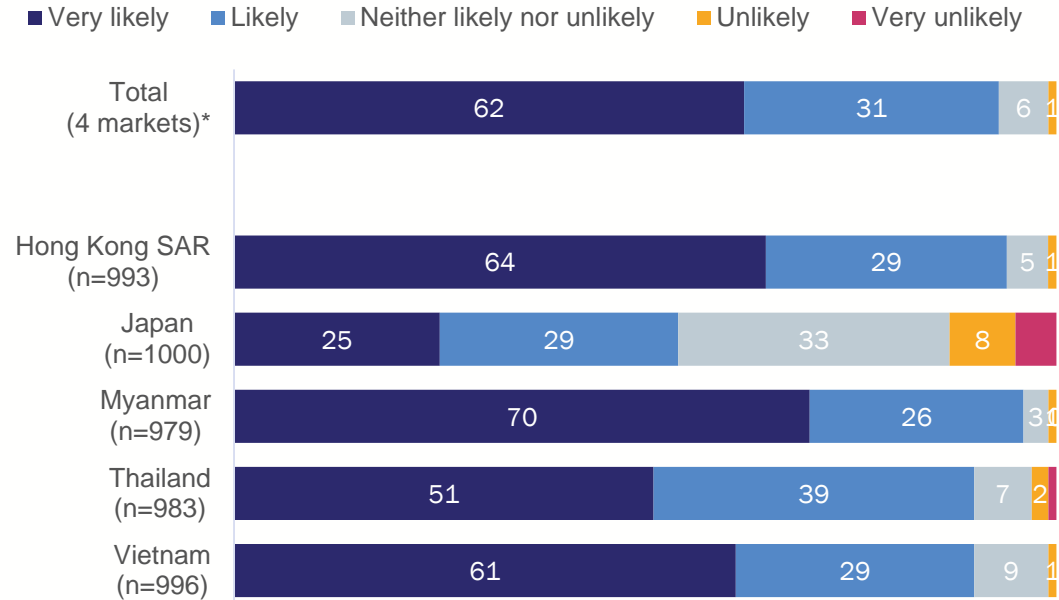
# Likelihood to Support Illegal and Unregulated Wildlife Market Closure (1)



## Note to the reader:

- In all markets, except for Japan, 90% or more of the people surveyed were very likely or likely to support efforts by governments and health ministries to close all illegal and unregulated markets selling wildlife in their country. However, in Japan, 59% of the respondents reported that there are no such markets in their country. This supports WWF's research that the black market for the sale of wild meat does not exist in Japan. Therefore, this may explain why only 54% claimed that they would support such government efforts.
- For this reason, the charts related to questions about the closure of illegal and unregulated markets selling wildlife include only the results from the other 4 markets; we excluded Japan from this total, as it was not relevant.
- 93 percent of respondents overall in the 4 markets which are perceived as selling open wildlife (Hong Kong SAR, Thailand, Myanmar and Vietnam) are very likely or likely to support closure of all illegal and unregulated wildlife markets.

## Likelihood to Support Illegal and Unregulated Wildlife Market Closure (%)



\*Markets where there are markets selling animals coming from the wild (Hong Kong SAR, Myanmar, Thailand, Vietnam).

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

Base: Aware of coronavirus, 4 markets, n=3951, weighted data

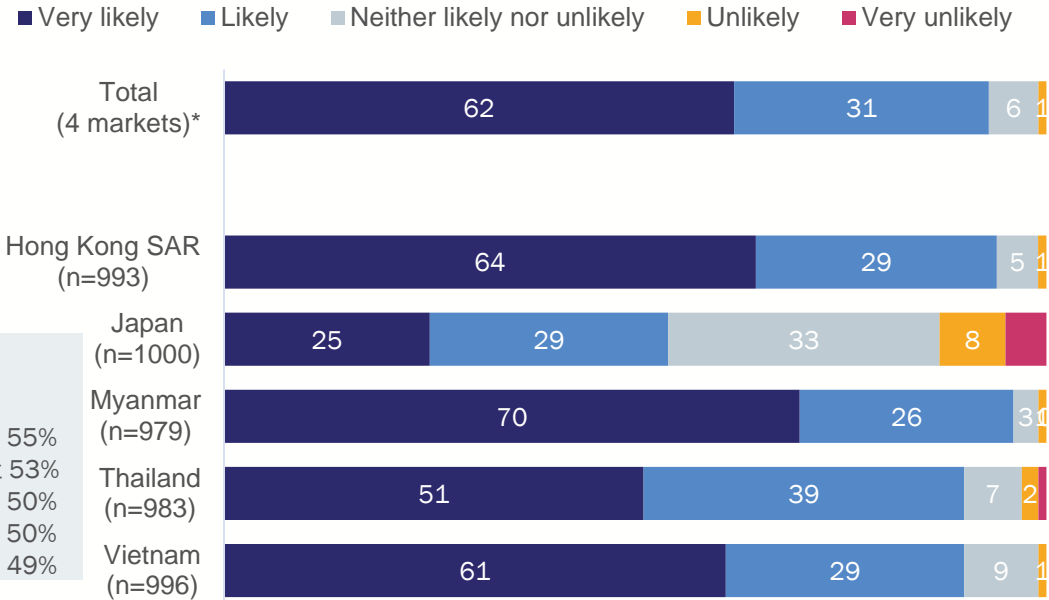


# Likelihood to Support Illegal and Unregulated Wildlife Market Closure (2)



- The Top 5 ways in which respondents would support the initiatives and efforts to close illegal and unregulated markets include stopping eating or convincing others not to buy/eat wildlife products, as well as sharing relevant campaigns, news or information on animal protection.

Likelihood to Support Illegal and Unregulated Wildlife Market Closure (%)



## Ways to Support Illegal and Unregulated Wildlife Market Closure (Top 5)

- |   |     |
|---|-----|
| 1. Stop eating wildlife products and bushmeat                   | 55% |
| 2. Convincing others not to buy/eat wildlife products/ bushmeat | 53% |
| 3. Sharing of relevant campaigns online                         | 50% |
| 4. Sharing of news related to wildlife markets online           | 50% |
| 5. Sharing of information on animal protection                  | 49% |

\*Markets where there are markets selling animals coming from the wild (Hong Kong SAR, Myanmar, Thailand, Vietnam).

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

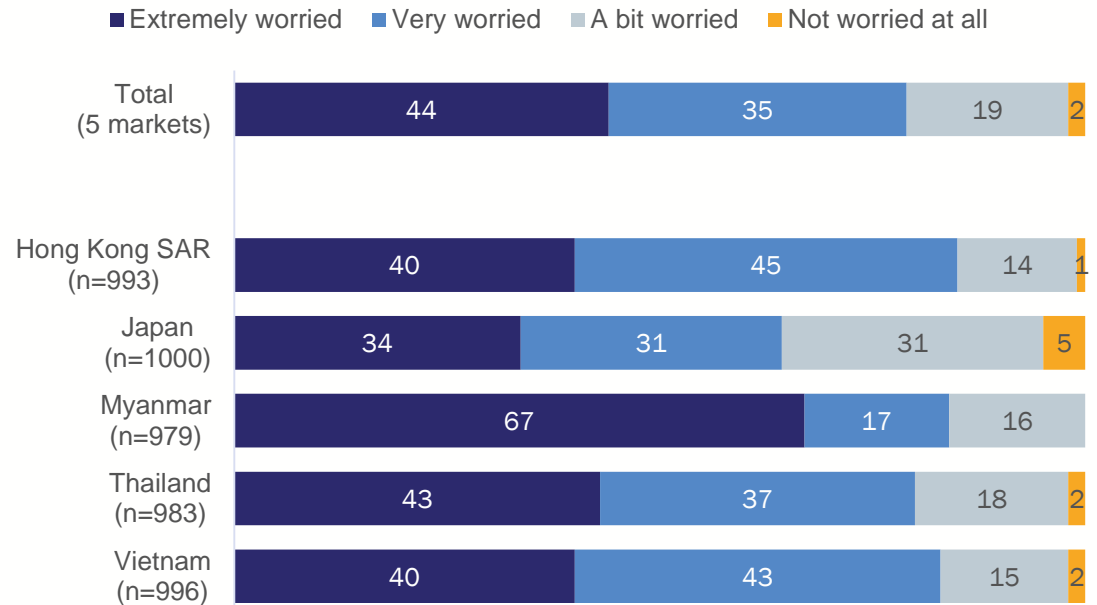
Q14. And how would you support the initiatives/efforts to close all illegal and unregulated markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civet cats, not livestock which are farmed) in your country?

Base: Aware of coronavirus, 5 markets, n=4951 / 4 markets, n=3951, weighted data

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

- 79 percent of all the respondents in the 5 markets surveyed are extremely worried or very worried if no measures are taken to close wildlife markets, whereas only 2 percent expressed that they are not worried at all.

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, 5 markets, n=4951, weighted data

# Importance of and Trust in Institutions to Combat the Outbreak

- While the National governments are seen as the most important institution to combat the coronavirus (54%), medical professionals are the most trusted to do so (56%).
- There is a significant gap between importance of (54%) and trust in (44%) governments. A similar pattern is observed for fellow citizens, i.e. they are considered important to fight the coronavirus for 38% of the people, but only 31% say that they trust them to do so.

Trust in and Importance of Institutions to Combat the Outbreak, Total mentions, 5 markets (%)

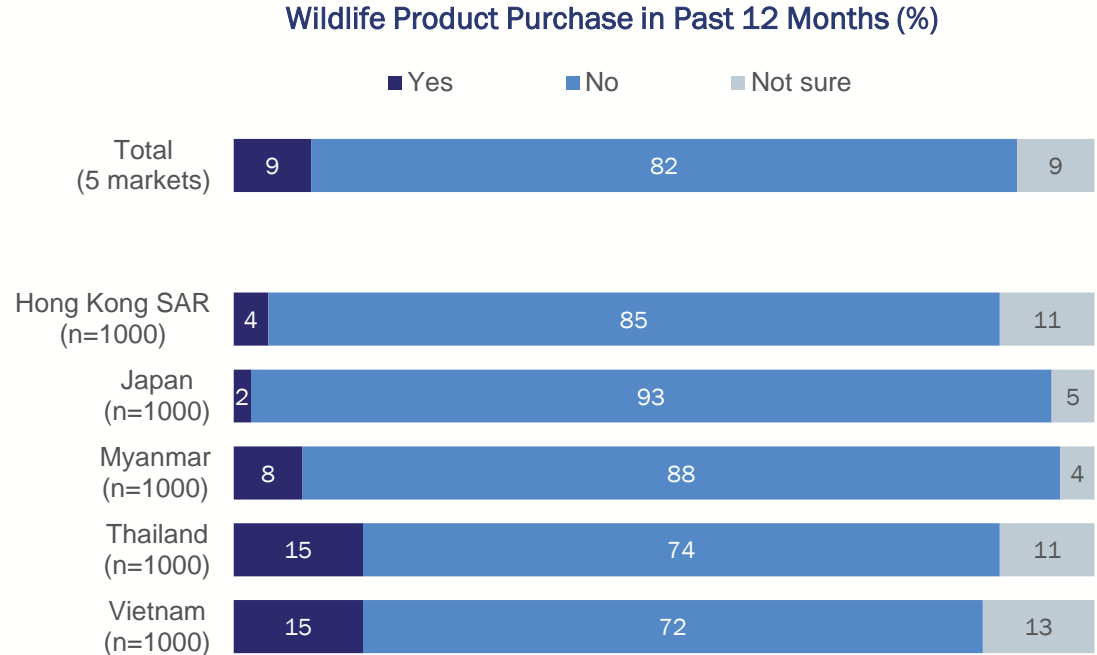


Q7a. Please indicate how important you think each of the following institutions is to combat the coronavirus outbreak in your country. Please rank the top 5 institutions by importance.  
 Q7b. Please indicate how much you trust each of the following institutions to combat the coronavirus outbreak in your country, in their own way. Please rank the top 5 institutions by level of trust.

Base: Aware of coronavirus, 5 markets, n=4951, weighted data

# Wildlife Product Purchase in Past 12 Months

- 9 percent of respondents in the 5 markets surveyed say they have purchased or know someone who purchased wildlife product in the past 12 months, with more wildlife product purchases in Thailand and Vietnam (15%).



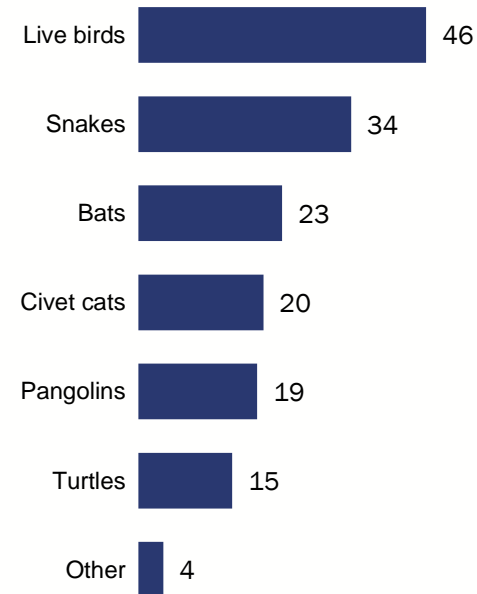
Q16. Has anyone you know (e.g., friends, colleagues, family, or yourself) bought wildlife products in an open wildlife market in the past 12 months?

Base: Total Sample 5 markets, n=5000, weighted data

# Wildlife Species Purchased

- As per previous slide: 9 percent of the respondents across the 5 markets surveyed say they have purchased or know someone who purchased wildlife product in the past 12 months,
- Of these 9 percent, live birds are the wildlife species most often cited as purchased in open wildlife markets. Almost half (46%) of the buyers said they or someone they know bought live birds in the past 12 months.
- Snakes (34%) and bats (23%) are also relatively popular species purchased in the past 12 months by buyers of wildlife products.

Type of Wildlife Species Bought (By the Respondent or Someone Known) in an Open Wildlife Market in the Past 12 Months (%)



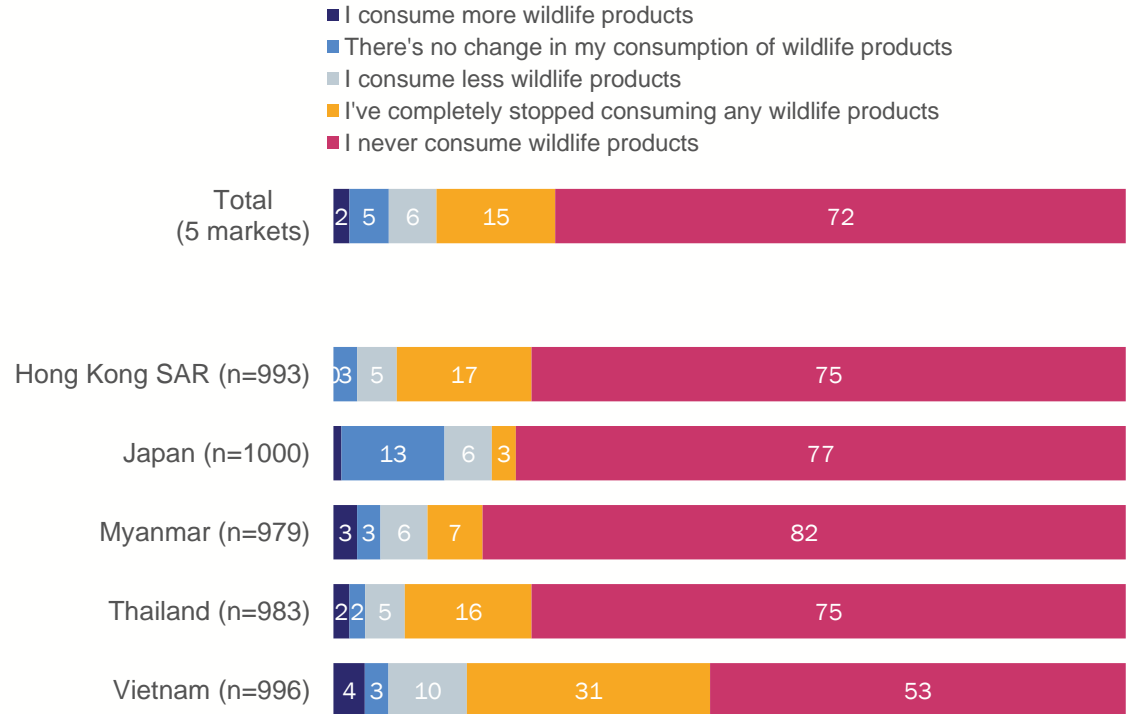
Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total 5 markets, Buyers of wildlife products in past 12 months, n=443, weighted data

# Impact of the Coronavirus on Consumption of Wildlife Products

- Across the 5 markets, 72 percent of people say they have never consumed wildlife products. Other respondents say the coronavirus has made them completely stop consuming any wildlife products (15%) or consume less wildlife products (6%).
- However, 5 percent of respondents say the coronavirus has not changed their consumption of wildlife products, while 2 percent say the coronavirus has made them consume more wildlife products.

Impact of Coronavirus on Consumption of Wildlife Products (%)



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

Base: Aware of coronavirus, 5 markets n=4951, weighted data



# Likelihood of Buying Wildlife Products in Open Wildlife Markets in the Future

- 84 percent of respondents in all markets expressed that they are very unlikely or unlikely to buy wildlife products in open wildlife markets in the future, with Hong Kong SAR expressing the highest aversion (over 90%), followed by Japan (86%).
- Among those who report being likely to buy wildlife products in open wildlife markets in the future, 41 percent say they would not buy wildlife products anymore if illegal and unregulated wildlife markets were closed, while others say they would buy wildlife products via a different channel, such as overseas (28%), from a trusted supplier (26%) or online (20%).

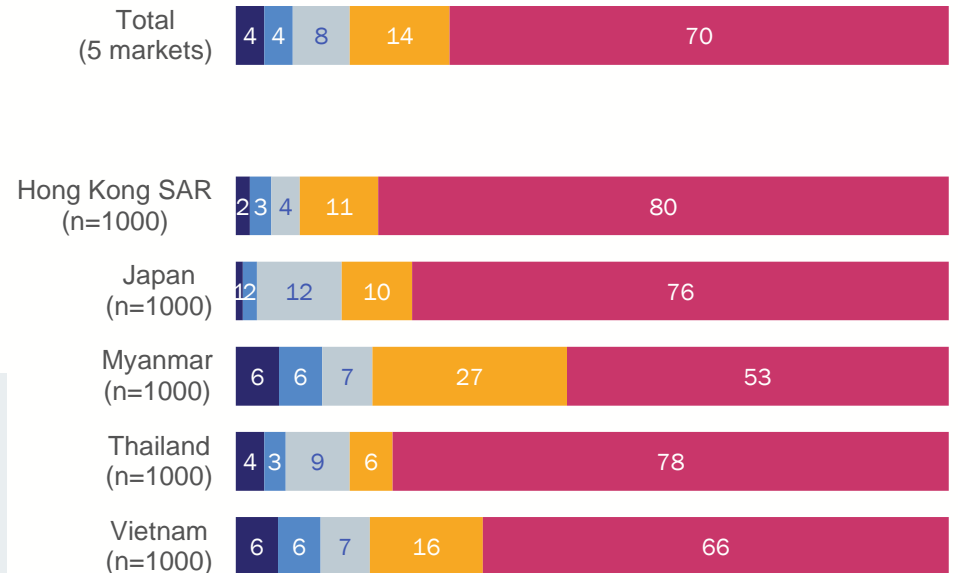
## Alternatives if Illegal and Unregulated Wildlife Markets Were Closed, Top 5, (%)

Base: Future Intended Buyers, 5 markets

1. No, I wouldn't buy any wildlife products anymore	41%
2. I would buy wildlife products overseas	28%
3. I would buy wildlife products from a trusted supplier	26%
4. I would buy wildlife products online	20%
5. I would buy wildlife products through another channel	9%

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

■ Very likely ■ Likely ■ Neither likely, nor unlikely ■ Unlikely ■ Very unlikely



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

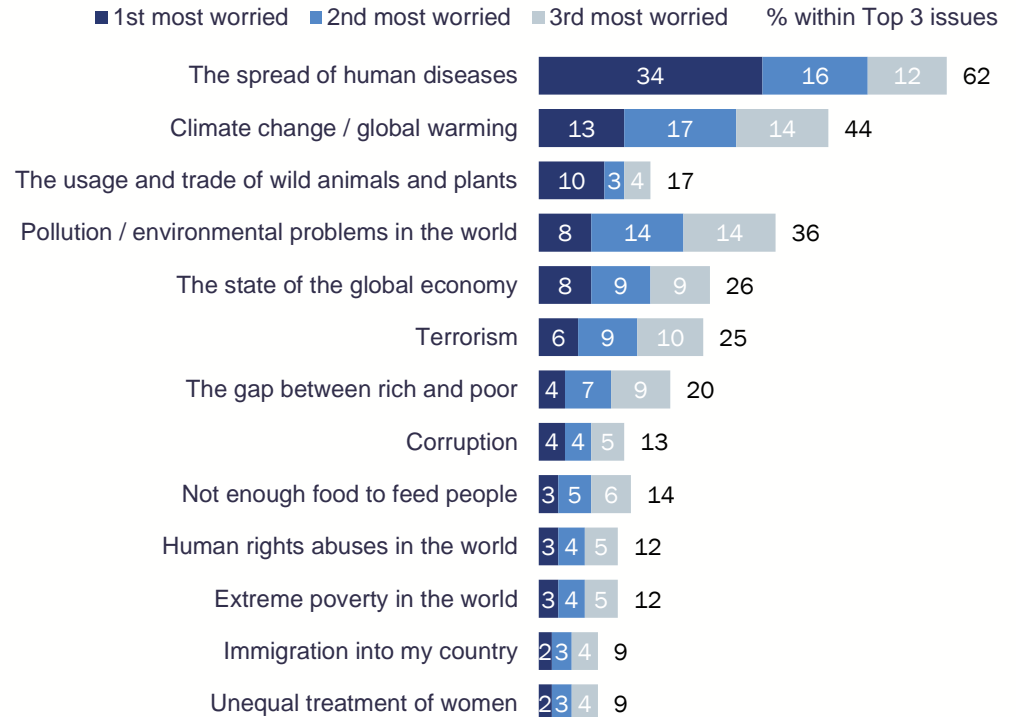
Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?

Base: Aware of coronavirus, 5 markets, n=4951, weighted data

# Issues Most Worried About – Total 5 Markets

- Overall, in the five markets surveyed (Hong Kong SAR, Japan, Myanmar, Thailand and Vietnam), people are most worried about the spread of human diseases under the current context of the coronavirus outbreak. Around a third (34%) believe that this is the most worrisome issue, and for six in ten respondents (62%), the spread of human diseases is among the three issues they worry about the most.
- The second issue people are worried about is climate change and global warming (44% mentions among the top 3 issues), followed by pollution/ environmental problems (36% mentions among top 3 issues)
- The usage and trade of wild animals ranks third among the most worrisome issues, i.e. 10% say that it is the issue they are most worried about, but it has relatively low mentions within the top 3 issues (17%).

Ranking of Issues Most Worried About (%)



Q1. To start with, which of the following issues worry you the most? Please select the top three issues from the list below.

Base: Total Sample 5 markets, n=5000, weighted data





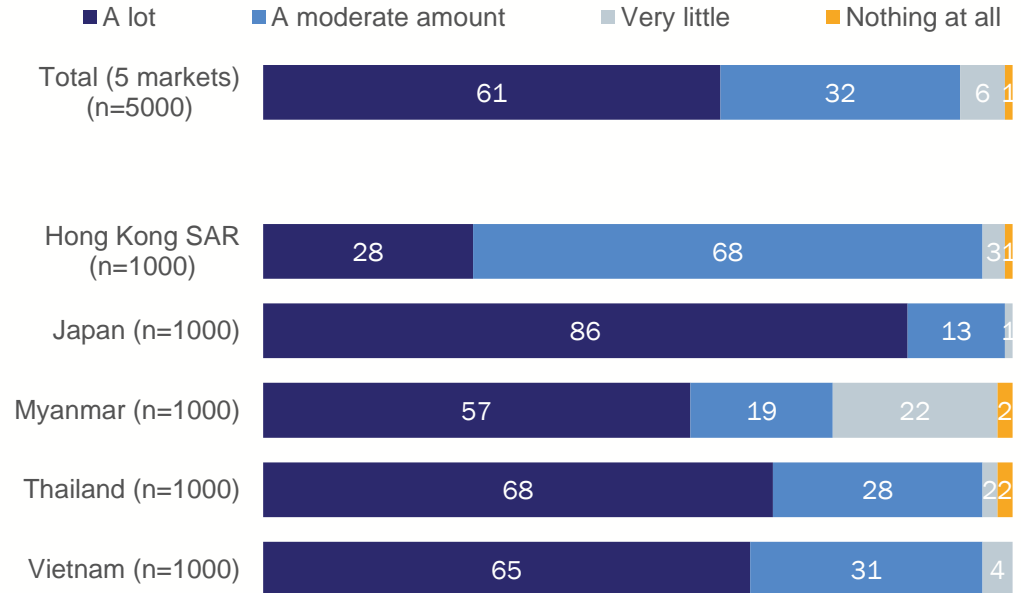
# Awareness of COVID-19 (Coronavirus) & Source of Awareness

- In the five markets covered in this survey, the awareness of COVID-19, or coronavirus, is high.
- In early March 2020 (March 6<sup>th</sup> to 11<sup>th</sup>), almost all people in the five markets had heard about the coronavirus to some extent (99%), mostly through news channels (64%).
- However there was still room for greater access to information on the coronavirus for about four in ten, as 38% said that they have heard a moderate amount or very little about it at that time.

## Main Source of Awareness (Top 5)

1. News (TV/ radio/ newspapers)	64%
2. Social media	22%
3. Medical/research institutes/academics	7%
4. Government	4%
5. Family and friends	2%

## Awareness of COVID-19 (%)



Q2. How much have you heard of COVID-19, commonly known as coronavirus?

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

Base: Total Sample 5 markets, n=5000, weighted data

# Perceived Modes of Infection

- Almost all respondents in the five markets surveyed believe that the coronavirus is transmitted among humans, through coughing and sneezing (93%) or by touching an infected person (85%).
- More than half of the respondents also believe that the coronavirus can be transmitted by eating wild animals (60%) or by visiting wildlife markets (53%). However about a third are unsure about these statements.
- Joining large gatherings of people (33%) and not covering mouth/ not wearing a mask are seen as the most likely behavior to increase the risk of the coronavirus spreading.

## Behaviors Perceived to Increase the Risk of Spreading the Coronavirus (Top 5)

Base: Aware of the coronavirus, 5 markets

1. Joining large gatherings of people	33%
2. Not covering mouth / not wearing a mask	22%
3. Not respecting quarantine period	20%
4. Not washing hands	11%
5. Staying at the hospital	7%

**Note:** For Q10, respondents' answers were not identified as "correct" or "wrong."

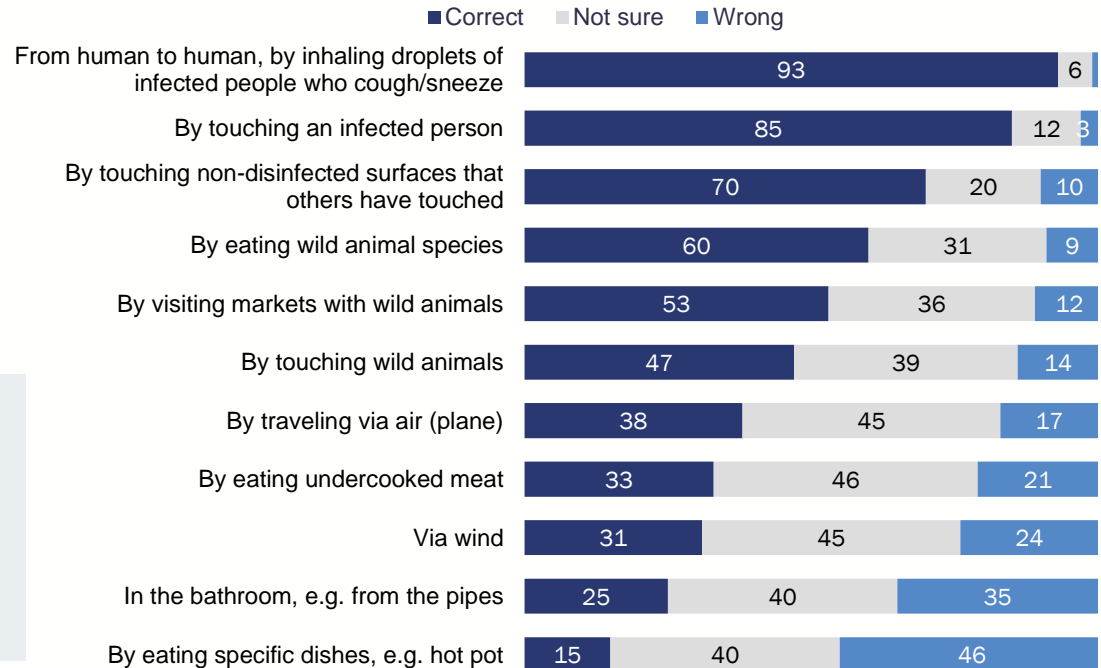
They were instead asked to mention if each statement was correct or wrong.

Q10. And to your knowledge, how is the coronavirus transmitted / how does it infect people? Please tick the correct answers.

Q11. Which of the following behaviors do you believe most increase the risk of the coronavirus to spread?

Base: Aware of coronavirus, 5 markets, n=4951, weighted data

## Perceived Modes of Coronavirus Transmission (%)



# Key Findings – by Market

# Key Findings – Hong Kong SAR

## Main Insights and implications for Hong Kong SAR

- High concern for the spread of diseases in general (71%), in light of the coronavirus outbreak
- Almost universal awareness (96%), but there is still room for two-thirds of the population to be more informed
- A vast majority (77%) is worried about the virus and its consequences, especially those who are most informed such as young people and those with high incomes
- Substantial impact reported on people’s daily lives, particularly on travel and holidays, and on day-to-day mobility
- Large gap (38%) between the trust in medical professionals and the government; NGOs are not seen as important to combat the virus
- Strong support (94%) for the government to close illegal and unregulated markets selling wildlife

## Context: The spread of human diseases is by far the issue of greatest concern among the population in Hong Kong SAR

In Hong Kong SAR, in the context of the COVID-19 (or “coronavirus”), 40 percent of respondents say that the global issue they are most worried about is the spread of human diseases, followed by the state of the global economy and climate change.

## Awareness and impact: The coronavirus has a substantial impact on people’s daily lives and is highly worrisome for most of them

While people in Hong Kong SAR have almost universal awareness of the coronavirus (96%), gained mostly through various news channels (66%), there is still room for them to be more informed, i.e., 68 percent say that they have heard only a moderate amount about the coronavirus. Those with low income and with an education level below university say that they have moderate levels of awareness about the virus.

The coronavirus has had a substantial impact on people’s lives in Hong Kong. Around 80 percent of respondents claim to be very worried or extremely worried about it, and 65 percent say that it has had a strong or very strong impact on their lives. Both perceptions are stronger among those who are the most informed, i.e., younger people aged 21–40 and those with a higher income. The most impacted areas are travel and holidays as well as mobility in their daily lives.

## Key Findings – Hong Kong SAR

### **Source and transmission: The virus is understood to have originated from wildlife, but human-to-human transmission is believed to occur mostly through inhaling droplets**

While around half of the people (46%) in Hong Kong SAR believe that the primary source of the coronavirus outbreak is wildlife and wild animals, followed by medical experiments and research (21%), almost all respondents (94%) understand that the coronavirus is transmitted among humans through coughing and sneezing and by touching an infected person. Moreover, more than half of respondents (53%) believe that the coronavirus can be transmitted through bathroom pipes, which is much higher than in the other markets (and is likely related to the 2003 SARS potential transmission vectors).

In Hong Kong SAR, and more than in the other markets surveyed, around one-third of respondents believe that not covering the mouth or not wearing a mask (32%), and joining large social gatherings (31%) are the behaviors most likely to increase the risk of spreading the coronavirus. On the other hand, travel is not seen as one of the main activities that would increase the risk of

spreading the virus (3%).

### **Importance and trust: Medical professionals are the most trusted, followed by the government and fellow citizens**

The people in Hong Kong SAR say that medical professionals are the most important (51%) and the most trusted actors (70%) to combat the virus. The Government and fellow citizens are seen as almost equally important, but they are significantly less trusted (27-32%).

On the other hand, NGOs are not seen as being important in the fight against the Coronavirus (14%) and also are much less trusted (21%).



## Key Findings – Hong Kong SAR

### **Illegal and unregulated wildlife markets: Strong support for the government for the closure of illegal and unregulated wildlife markets**

To prevent similar outbreaks from happening in the future, 80 percent of respondents think that the closure of wildlife markets is an effective approach. However, those who still intend to buy wildlife products from these markets in the future remain skeptical, as less than 20 percent of this group believe that these closures would be very effective.

Almost all respondents (94%) claim that they would support the government's efforts to close all illegal and unregulated markets selling wildlife products, and a vast majority (85%) would be concerned if no measures were taken. They would mostly support these efforts by not buying and eating wildlife products and bushmeat (51%), and by convincing others not to buy these products (46%).

Only 4 percent of respondents say they have purchased wildlife products or know someone who has bought them in an open wildlife market in the past 12 months. These buyers purchased mostly snakes (58%), civet cats (46%), and pangolins (35%).

The closure of wildlife markets could have a sizeable impact on the purchase behavior of wildlife product buyers: 55 percent of Past 12 Months Buyers claim that they would be unlikely to buy, while 41 percent of Future Intended Buyers say they would no longer buy wildlife products if the wildlife markets were to close.

Those who still intend to buy would turn to trusted suppliers and less than two in ten would buy online or from overseas.

## Key Findings – Japan

### Main Insights and implications for Japan

- Climate change is seen as the most concerning global issue (62%) along with the spread of human diseases (49%) in light of the coronavirus outbreak.
- There is universal awareness and access to information in Japan, resulting in a well-informed population (99%).
- Coronavirus is very worrisome for the Japanese people, but the actual impact on their daily lives does not yet match this level of anxiety.
- There are uncertainties around whether the virus can be transmitted from wildlife.
- There is a large gap (18%) between trust in the national government and its perceived importance in combating the virus, suggesting there is room for further initiatives; NGOs are not perceived to be important or trusted when it comes to fighting the outbreak.
- There is strong agreement that closing illegal and unregulated wildlife markets would be an effective approach to prevent future outbreaks (72%), but there is moderate active support (54%) for such initiatives (due to the belief that wildlife markets are not present in Japan).

### Note to the reader:

In all markets, except for Japan, 90% or more of the people surveyed were very likely or likely to support efforts by governments and health ministries to close all illegal and unregulated markets selling wildlife in their country. However, in Japan, 59% of the respondents reported that there are no such markets in their country. This supports WWF's research that the black market for the sale of wild meat does not exist in Japan. Therefore, this may explain why only 54% claimed that they would support such government efforts.

For this reason, the charts related to questions about the closure of illegal and unregulated markets selling wildlife include only the results from the other 4 markets; we excluded Japan from this total, as it was not relevant.

### Context: The spread of diseases and climate change are both equally seen as the most worrisome issues by the Japanese population in the current context

In the context of the COVID-19 (or “coronavirus”) in Japan, both climate change and the spread of human diseases are the issues that respondents worry the most about (26% each). However, climate change remains by far the issue of most concern within the top 3 (62%).

### Awareness and impact: There is universal awareness of the coronavirus in Japan and it is seen as highly worrisome, but its impact on daily life does not yet match the level of anxiety

Nearly all people in Japan are aware of the coronavirus (99%), with most information gained through various news channels (86%). Moreover, 86 percent say that they have heard a lot about the coronavirus, indicating that there is a significant amount of access to information on the virus.

## Key Findings – Japan

While the coronavirus is highly worrisome for the Japanese people, only half say that it impacts their daily lives (76% claim to be very or extremely worried about it, whereas 52 percent say that it has a strong or very strong impact on their lives). Both perceptions are stronger among females and younger people aged 18–30. The most impacted areas are travel and holidays, health and safety, and the supply of daily necessities.

### **Source and transmission: Both humans and animals are seen as being the sources of the coronavirus outbreak, but there is a strong common belief that it is transmitted from human to human**

While both humans and animals are seen to be the sources of the coronavirus outbreak in Japan, with the lack of hygiene (28%) and wildlife/wild animals (23%) mostly mentioned as being the primary sources of the outbreak, a majority say that the coronavirus is transmitted among humans through droplets in the air from coughing or sneezing (92%) and via touching non-disinfected surfaces (74%) or an infected person (73%). Moreover, there are uncertainties about the potential transmission from animals, with more than half of respondents (51%) saying that they are not sure if people can be infected by wild animals.

Joining large gatherings of people such as social events or meetings is seen as the most likely behavior that increases the risk of spreading the coronavirus (62%), followed by not washing hands (23%). On the other hand, people in Japan do not think that travel is one of the main activities that would increase the risk of spreading the virus (3%).

### **Importance and trust: While the national government is by far seen as the most important organization to combat the coronavirus, it has room to become more trustworthy**

People in Japan believe that the national government, medical professionals, fellow citizens, local governments, and press/media, are the most important institutions to combat the coronavirus outbreak in their country.

However, with the exception of medical professionals, the trust in these important institutions is lower than their perceived importance in combating the coronavirus. The gap between trust and importance is particularly significant for national government with a difference of 18 percentage points, indicating room for further initiatives and efforts to gain the trust of the Japanese population.



## Key Findings – Japan

### **Illegal and unregulated wildlife markets: Strong agreement that closing illegal and unregulated wildlife markets would be an effective approach to prevent future outbreaks, but there is moderate active support for such initiatives, most likely due to the belief that there are no illegal and unregulated wildlife markets present in Japan**

To prevent similar outbreaks from happening in the future, 72 percent of respondents think that the closure of wildlife markets is an effective approach. Older people aged 51 and up tend to agree even more with the effectiveness of this approach, while 95 percent of Past 12 Months Buyers (with the caveat of a small sample size) also think that illegal and unregulated wildlife market closure would be effective.

Half of respondents (54%) claim that they would support the government's efforts and initiatives to close all illegal and unregulated markets selling wildlife. This share is lower than in other markets, most likely because a majority also believe that there are no such markets in Japan (59%) and they either do not feel that the markets are relevant, or they are unaware of their existence.

Among respondents who would support the initiative of closing illegal and unregulated markets, various ways to do so are mentioned, e.g.,

no longer eating wildlife from these markets (28%), convincing others not to buy or eat wildlife products and bushmeat (27%), and no longer visiting or buying in these markets (26%) are among the most mentioned ways through which they would actively support the government.

On the other hand, despite not being aware of the presence of such markets in Japan, a majority of respondents say that they would be worried if no measures are taken to close the wildlife markets, with 65 percent saying that they would be extremely or very worried.

Only 2 percent of respondents say they have bought or that they know someone who has bought wildlife products in an open wildlife market in the past 12 months (most likely from overseas). These buyers purchased mostly bats (33%), snakes (24%), and live birds (19%).

In the event of a closure of wildlife markets, some impact on the buyers' purchase behavior of wildlife products could be expected: 57 percent of Past 12 Months Buyers claim that they would be unlikely to buy, while 43 percent of the Future Intended Buyers say they would no longer buy wildlife products if the markets were to close. Those who still intend to buy would turn to trusted suppliers and fewer than two in ten would buy online or overseas.

## Key Findings – Myanmar

### Main Insights and implications for Myanmar

- The trade of wild animals and plants is seen as the most concerning global issue (46%).
- There is universal awareness (98%), but there is still room for a proportion of the population (43%) to be more informed.
- It is highly worrisome for people, with substantial impacts on every aspect of their daily lives.
- Wild animals are believed to be the primary source of the outbreak (55%) and the main mode of transmission (78%). But future intenders believe it originated from domesticated animals (57%).
- Not washing hands is not believed to be a major risk for spreading the virus (8%), suggesting room for more information on modes of transmission.
- Importance and trust in organizations are positively correlated, with the national government being the most important (45%) and most trusted (41%) of all institutions.
- There is strong agreement that closing illegal and unregulated wildlife markets would be an effective approach to prevent future outbreaks (92%), along with strong active support for such initiatives (96%).

### Context: In Myanmar, the trade of wild animals and plants is seen as the most worrisome issue by the population in the current context

In Myanmar, in the context of the COVID-19 (or “coronavirus”), the usage and trade of wild animals and plants is by far claimed to be the issue people worry about the most (46%). However when considering the top 3 issues mentioned, the spread of human diseases (57%), the usage and trade of wild animals and plants (56%), and climate change (53%) are all considered to be the three most worrisome issues and are quite some distance ahead of all other other issues tested.

### Awareness and impact: There is universal awareness of the coronavirus in Myanmar, and it is highly worrisome

People in Myanmar have universal awareness of the coronavirus (98% are aware to some extent), gained mostly through various news channels (55%). However, while 57 percent have heard a lot about it, 43 percent claim to have heard a moderate amount or very little about it, indicating that there is still room for them to be more informed.

The coronavirus is very worrisome for the people in Myanmar (80% are very or extremely worried), and likewise, they see a significant impact on their daily lives, with nearly 70 percent saying that the coronavirus has strongly or very strongly impacted their daily lives. Almost all areas of their daily lives are said to be impacted, with health and safety, childcare and schools, and emotional wellbeing as the areas on which it has the strongest impact.

## Key Findings – Myanmar

### **Source and modes of transmission: Wild animals are seen as the primary source of the coronavirus outbreak, but humans are believed to be the main mode of infection**

People who are aware of the coronavirus think that wildlife/wild animals are the major source of the coronavirus outbreak, and it is the primary source most mentioned (55%). However, Future Intended Buyers of wildlife products do not think that wildlife is a major or primary source of the coronavirus. A majority instead believe that the disease originated from domesticated animals, with 57 percent seeing this as the primary source.

A majority think that the coronavirus is transmitted from human to human, either by inhaling droplets (92%), by touching an infected person (89%), and by touching non-disinfected surfaces (83%).

But animals are also widely perceived to be a primary mode of infection: over 70 percent of respondents believe that wildlife could be a mode of transmission of COVID-19, either by eating wild species (78%), touching wild animals (73%), or by visiting markets that have wild animals (73%).

On the other hand, people are unsure if traveling is a mode of infection, with 77 percent saying that they are not sure.

Not covering the mouth or not wearing a mask is believed to be the behavior which most increases the risk of spreading the coronavirus (31%), followed by not respecting quarantine the period (23%). Also, people in Myanmar do not think that not washing hands (8%) is one of the major behaviors that would increase the risk of spreading the virus.

### **Importance and trust: The national government is seen as the most important institution to combat the coronavirus, and is also considered to be trustworthy**

People in Myanmar believe that the national government (45%), their fellow citizens (41%), and medical professionals (40%) are the most important institutions to combat the coronavirus in their country.

These are also the most trusted actors when it comes to combating the virus. Both importance and trust in each institution in Myanmar are positively correlated, which is different from the other markets surveyed.

## Key Findings – Myanmar

### **Illegal and unregulated wildlife markets: Universal agreement that closing illegal and unregulated wildlife markets would be an effective approach to prevent future outbreaks, along with active support for such initiatives**

To prevent similar outbreaks from happening in the future, almost all of the people in Myanmar (99%) agree that a closure of wildlife markets where they sell animals coming from the wild would be effective. Past 12 Months Buyers and Future Intended Buyers also think that it would be very or somewhat effective (89% and 84%, respectively).

Females, people aged 41 and over, and those living with children tend to agree even more with effectiveness of this approach. On the other hand, those with high incomes are the most doubtful, with 21 percent saying that a closure of illegal and unregulated wildlife markets will not be very effective, and 48 percent saying that they are unsure.

Overall, nearly all respondents in Myanmar (99%) are likely to support the government's and health ministries' efforts to close all illegal and unregulated wildlife markets. Females, people aged 41 and over, and those not living with children claim that they would more actively support the closing of wildlife markets than the other groups. However, about half of those with high incomes are unsure about the effectiveness of these initiatives.

Among respondents who would support the initiatives of closing illegal and unregulated markets, various ways to do so are mentioned, especially by sharing news (77%), sharing of relevant campaigns (76%), no longer consuming wildlife products and bushmeat (75%), convincing others not to buy or eat wild animals (75%), or sharing information about animal protection (72%).

All respondents are worried to some extent about a similar outbreak happening again in the future if there are no measures taken to close the wildlife markets. The most worried are those aged 41 and over, with 93 percent of this group saying that they are extremely worried. Yet, only about 55 percent of those aged 18–20 are very worried or extremely worried about another outbreak occurring if no measures are taken.

8 percent of respondents have either bought or know someone who has bought wildlife products in an open wildlife market in the past 12 months. These buyers purchased mostly live birds (43%), snakes (31%), and civet cats (26%).

In the event of a closure of wildlife markets, 42 percent of the Past 12 Months Buyers claim that they would still be likely or very likely to buy, while 52 percent of the Future Intended Buyers say they would no longer buy wildlife products if the wildlife markets were to close. Those who still intend to buy would turn to trusted suppliers (27%) or buy products from overseas (25%).

## Key Findings – Thailand

### Main Insights and implications for Thailand

- There are major concerns for the spread of diseases in general (65%), in light of the coronavirus outbreak.
- There is universal awareness (98%), but there is still room for a third of the population to be more informed.
- Coronavirus is very worrisome for the Thai people, but the actual impact on their daily lives does not yet match this level of anxiety.
- The most impacted areas of people’s daily lives are health/ safety (79%), and their livelihoods and income (71%).
- There is a large gap (16%) between trust in the national government and its perceived importance in combating the virus, suggesting there is room for further initiatives; NGOs are not perceived to be important (15%) or trusted (18%) when it comes to fighting the outbreak.
- There is strong active support for the government to close illegal and unregulated markets selling wildlife (90%), even among past buyers (94%) and Future Intended Buyers (92%).
- However, a third of Future Intended Buyers are persistent, and continue to consume wildlife products during the coronavirus outbreak.

### Context: In Thailand, the spread of human diseases is by far the most worrying issue in the current context

In Thailand, in the context of the COVID-19 (or “coronavirus”), the spread of human diseases is the issue people worry about the most (43%), some distance ahead of concerns about the state of global economy (11%). Moreover, when considering the top 3 issues mentioned, the spread of human diseases (65%), pollution and environmental problems in the world (47%), and the state of the global economy (36%) are considered to be the three most worrisome issues.

### Awareness and impact: There is universal awareness of the coronavirus in Thailand, and it is highly worrisome

People in Thailand have universal awareness of the coronavirus (98% are aware to some extent), gained mostly through various news channels such as TV, radio, and newspapers (58%), or social media for 34 percent of respondents (the highest across the five markets surveyed). While 68 percent say they have heard a lot about it, there is still room for a third of the population to be more informed.

While the coronavirus is highly worrisome for the majority of the people in Thailand, only slightly more than half say that it impacts their daily lives (86% claim to be very or extremely worried about it, whereas 56% say that it has a strong or very strong impact on their lives). Both perceptions are stronger among younger people aged 18–30. The most impacted areas are health and safety, and their livelihoods and income.

## Key Findings – Thailand

### **Source and modes of transmission: Humans' lack of hygiene is seen as the primary source of the coronavirus outbreak, and human-to-human transmission is believed to be the main mode of infection**

People who are aware of the coronavirus think that humans' lack of hygiene is the major source of the outbreak, and it is the primary source most mentioned (41%). Overall, it is believed to be a primary or secondary source of the outbreak by 81 percent of respondents. Another one-third of the respondents (33%) believe that the primary source of the coronavirus outbreak is wildlife and wild animals.

Future Intended Buyers of wildlife products are aligned with the general population, i.e., 40 percent also believe that the lack of hygiene is the primary source of the coronavirus.

A vast majority believe that the coronavirus is transmitted from human to human by inhaling droplets from an infected person coughing or sneezing (94%), and by touching an infected person (92%). Moreover, nearly three-quarters (72%) believe that the coronavirus can be transmitted via wind, which is significantly higher than the other markets in this study.

Animals are also perceived to be a mode of infection by a majority: 59 percent of respondents believe that the virus can be contracted by eating wild animals.

Nearly one-third of respondents (31%) believe that not respecting the quarantine period or joining social gatherings are the behaviors which will most increase the risk of the coronavirus spreading. Not washing hands (9%) or traveling (4%) are not seen as primary risks.

### **Importance and trust: While the national government is seen as the most important institution to combat the coronavirus by far, there is room for it to become more trustworthy**

People in Thailand believe that the national government (61%), medical professionals (52%), and fellow citizens (42%) are the most important institutions to combat the coronavirus in their country.

However, there is a 16 percentage-point gap between trust in the national government (45%) and its perceived importance (61%). The top two most-trusted actors are medical professionals (65%) and scientific/academic institutions (50%).

Most respondents do not believe that global companies (9%) or NGOs (15%) are important in the fight against the coronavirus, and report very low levels of trust in these institutions.

## Key Findings – Thailand

### **Illegal and unregulated wildlife markets: Strong agreement that closing illegal and unregulated wildlife markets would be an effective approach to prevent future outbreaks, along with active support for such initiatives**

To prevent similar outbreaks from happening in the future, over three-quarters of the people in Thailand (78%) agree that a closure of wildlife markets would be effective. A larger number of Past 12 Months Buyers say that it would be very or somewhat effective (86%).

Overall, the vast majority of the people in Thailand (90%) are likely to support the government's and health ministries' efforts to close all illegal and unregulated wildlife markets. Nearly all respondents who say they bought wildlife products or know someone who bought these products (94%) support the closure of illegal and unregulated markets, and those in the high-income bracket are also more likely to support this closure (93%).

Among respondents who would support the initiatives of closing illegal and unregulated markets, the top actions are not eating wildlife products and bushmeat (62%) and sharing news related to wildlife markets online (57%).

A large majority (80%) are worried to some extent about a similar outbreak happening again in the future if there are no measures

taken to close the wildlife markets.

15 percent of respondents have either bought or know someone who has bought wildlife products in an open wildlife market in the past 12 months. These buyers purchased mostly live birds (59%), snakes (37%), and bats (30%). Buying live birds is more popular among buyers in Thailand than among buyers from the other surveyed markets.

In Thailand, 75 percent of respondents claim that they never consumed wildlife products before the outbreak of the coronavirus. It is more common for males and those in younger age groups (under 40 years old) to have already consumed wildlife products. Among Past 12 Months Buyers, around a quarter (22%) say they would continue to consume wildlife products like before or consume more in the context of the coronavirus outbreak. However, Future Intended Buyers are the most persistent group, with 36 saying that they either continue to consume the same amount or that they consume more wildlife products.

In the event of a closure of wildlife markets, 28 percent of Past 12 Months Buyers claim that they would still be likely or very likely to buy, while 46 percent of Future Intended Buyers say they would no longer buy wildlife products if the wildlife markets were to close. Those who still intend to buy would purchase products from overseas (22%) or from a trusted supplier (21%).

# Key Findings – Vietnam

## Main Insights and implications for Vietnam

- There is high concern about the spread of human diseases in general (88%), in light of the coronavirus outbreak.
- There is universal awareness (96%), but still room for a third of the population to be more informed.
- Coronavirus is very worrisome for the Vietnamese people, and they report a significant impact (90%) on their daily lives.
- The most impacted areas of people’s daily lives are their jobs/livelihood/income (85%) and medical insurance (76%).
- Importance and trust in organizations are positively correlated, with the national government being the most important (51%) and medical professionals the most trusted (55%).
- Both wildlife (33%) and medical experiments/research (32%) are seen as the primary sources of the coronavirus outbreak, while visiting wildlife markets is seen as the major mode of transmission (94%).
- There is strong active support for the government to close illegal and unregulated markets selling wildlife (90%).
- However, four in ten Future Intended Buyers are persistent, and continue to consume wildlife products during the coronavirus outbreak.

## Context: In Vietnam, the spread of human diseases is by far seen as the most worrisome issue by the population in the current context

In Vietnam, in the context of the COVID-19 (or “coronavirus”), the spread of human diseases is claimed to be the issue that people worry about the most (46%), some distance ahead of the next highest issue, pollution and environmental problems (11%). Moreover, when considering the top 3 issues mentioned, the spread of human diseases remains by far the issue that people are most concerned about in Vietnam (67%), followed by pollution (45%), and climate change (41%). On the other hand, only 17 percent of people consider the usage and trade of wild animals and plants as a top 3 issue.



## Key Findings – Vietnam

### **Awareness and impact: There is universal awareness of the coronavirus in Vietnam, and it is highly worrisome**

People in Vietnam have all heard of the coronavirus to some extent. This universal awareness was gained mostly through various news channels such as TV, radio, and newspapers (57%) followed by social media (21%). While 65 percent say they have heard a lot about it, there is still room for a third of the population to be more informed, particularly those aged 61+ who say they have heard a moderate amount or very little about the coronavirus (62%).

While the coronavirus is highly worrisome for the majority of people in Vietnam (88%), a majority also say that it impacts their daily lives (68%).

The most affected areas of their daily lives are their jobs/livelihood/income (65%) and their medical insurance (58%).

### **Source and modes of transmission: Both medical experiments/ research and wildlife animals are seen as the primary sources of the coronavirus outbreak**

Respondents who are aware of the coronavirus think that both medical experiments/research and wildlife animals are the primary sources of the coronavirus outbreak (33% each). Overall, they are

believed to be a primary or secondary source of the outbreak by 56 percent and 53 percent of respondents, respectively.

Future Intended Buyers of wildlife products perceive medical experiments/research as a potential source of the outbreak (49%), but only 12 percent see it as a primary source. Instead, 44 percent believe that wild animals are the primary source of the coronavirus.

There is a strong belief in Vietnam that visiting wild animal markets is a major mode of transmission of the coronavirus (94%). Traveling via airplane (79%) and eating undercooked meat (77%) are also widely believed to be transmission modes of the coronavirus.

However, people do not think that touching wild animals would infect them (82% think that this is wrong or are unsure). Respondents are also uncertain if eating wild animal species would transmit the virus to humans (47%).

Nearly one-third of respondents (31%) believe that not respecting the quarantine period is the behavior which will most increase the risk of the coronavirus spreading. Not covering the mouth or not wearing a mask (24%) and joining large gatherings of people (24%) are also seen as risky behaviors. However, traveling is not perceived to be a primary behavior that increases the risk of spreading the virus (4%).

## Key Findings – Vietnam

### **Importance and trust: The national government is seen as the most important institution to combat the coronavirus, and is also considered to be trustworthy**

People in Vietnam believe that the national government (52%) and medical professionals (55%) are the most important institutions to combat the coronavirus in their country.

These are also the most trusted actors when it comes to combating the virus. Both importance and trust in each institution in Vietnam are positively correlated, which is different from most of the other markets surveyed.

Most respondents do not believe that global/national companies (13-14%) or NGOs (16%) are important in the fight against the coronavirus, and they report low levels of trust in each of these institutions.

### **Illegal and unregulated wildlife markets: Strong agreement that closing illegal and unregulated wildlife markets would be an effective approach to prevent future outbreaks, along with active support for such initiatives**

To prevent similar outbreaks from happening in the future, nearly three-quarters of the people in Vietnam (74%) agree that a closure of markets where wild animals are sold would be effective. Likewise, 72 percent of respondents in Vietnam think that closing illegal and unregulated wildlife restaurants would be effective when it comes to preventing a similar outbreak in the future.

Overall, the vast majority of the people in Vietnam are likely to support the government's and health ministries' efforts to close all illegal and unregulated wildlife markets (91%) and illegal and unregulated wildlife restaurants (90%).

Among respondents who would support the initiatives of closing illegal and unregulated markets and restaurants, various ways to do so are mentioned, especially the sharing of relevant campaigns online via social media (56%), no longer eating wildlife products and bushmeat (49%), and convincing others not to eat these products (49%).

The majority of people in Vietnam (83%) are very or extremely worried about a similar outbreak happening again in the future if there are no measures taken to close the wildlife markets.  
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## Key Findings – Vietnam

In Vietnam, 15 percent of respondents have either bought or know someone who has bought wildlife products in an open wildlife market in the past 12 months. Together with Thailand, this is the largest share of buyers among all five markets surveyed. These buyers purchased mostly turtles (48%), civet cats (28%), and live birds (23%).

In terms of consumption, the outbreak of the coronavirus has stopped 31 percent of people in Vietnam from consuming wildlife products. Also, more than half of Past 12 Months Buyers have made a positive change to their wildlife consumption: 22 percent say they consume less, and 35 percent say that they have completely stopped consuming wildlife products. However, 44 percent of Future Intended Buyers are persistent, and either continue to consume or say that they now consume more wildlife products than before, despite the outbreak.

Over eight in ten (82%) say that they are unlikely or very unlikely to buy wildlife products from an open wildlife market in the future, although Past 12 Months Buyers intend to purchase wildlife products in the future at a higher rate than the general population (49% vs 12% for the general population).

If wildlife markets are closed in the future, overseas sources (43%) and buying online (24%) would be the alternative channels of purchase for respondents who still plan to buy these products.

Market Chapter

# Hong Kong SAR





# Respondents' Profile

- The demographic profile of the respondents surveyed in Hong Kong SAR is nationally representative of the general population for age and gender, while “soft quotas” were implemented for regions and education.
- The majority of respondents have a medium income, have received a university education, are married, are employed full time, and live with their families.
- A majority of respondents are also regular or frequent travelers.

Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> <li><b>Gender</b> <ul style="list-style-type: none"> <li>Female 46</li> <li>Male 54</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Marital Status</b> <ul style="list-style-type: none"> <li>Single 31</li> <li>Married 63</li> <li>Divorced/widowed 5</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Education</b> <ul style="list-style-type: none"> <li>Below college 43</li> <li>University or above 57</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li><b>Age</b> <ul style="list-style-type: none"> <li>18-20 3</li> <li>21-30 15</li> <li>31-40 18</li> <li>41-50 19</li> <li>51-60 33</li> <li>61+ 12</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Household Composition</b> <ul style="list-style-type: none"> <li>With spouse/ family (with children) 43</li> <li>With parents 25</li> <li>With spouse/ partner (no children) 15</li> <li>With entire family 8</li> <li>Only myself 7</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Monthly Personal Income</b> <ul style="list-style-type: none"> <li>High (HK\$75,000+) 8</li> <li>Middle (HK\$20,000-74,999) 62</li> <li>Low (&lt;HK\$20,000) 29</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li><b>Region</b> <ul style="list-style-type: none"> <li>Hong Kong Island 25</li> <li>Kowloon 32</li> <li>New Territories 43</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Travel Overseas</b> <ul style="list-style-type: none"> <li>None 4</li> <li>Occasional 39</li> <li>Regular 41</li> <li>Frequent 16</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Employment</b> <ul style="list-style-type: none"> <li>Full-time employment 68</li> <li>Part-time employment 7</li> <li>Freelancer / business owner 8</li> <li>Full-time student 3</li> <li>Unemployed/retired 11</li> </ul> </li> </ul>

S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q22. Household composition; Q23. Employment; Q24. Travel behavior  
 Base: Total Hong Kong SAR, n=1000, weighted data



# Concern about the Coronavirus Outbreak

- In Hong Kong SAR, around 80 percent of people are very worried or extremely worried about the coronavirus, particularly those aged 21–40 where four in ten are extremely worried about the coronavirus. Those with a higher income also tend to worry more about the coronavirus.
- Nearly all respondents 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.

**Note:** Please note that these results were collected between March 6<sup>th</sup> and 11<sup>th</sup>, 2020. Given the COVID-19 fast-changing situation, these results have to be read in their context (i.e. at an earlier time of the outbreak) and are likely to have changed since they were collected.

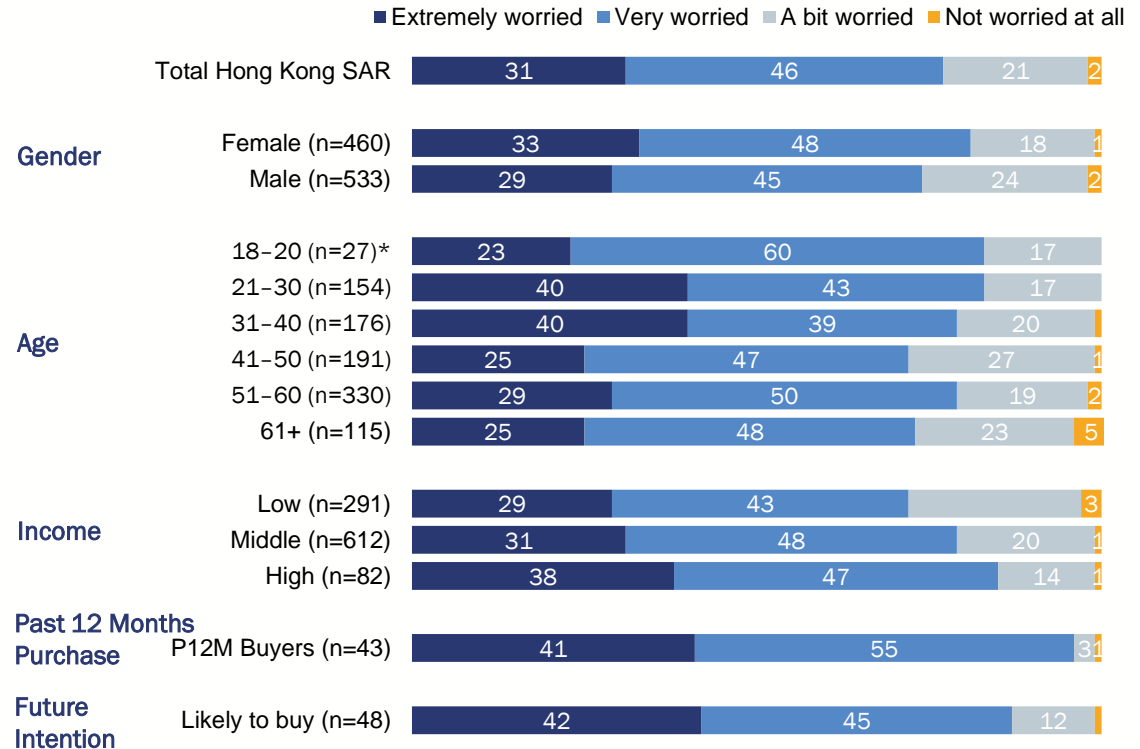
**Note:** For this report, i) Past 12 Month (P12M) Buyers are those who have purchased wildlife products themselves or know someone who has bought wildlife products in an open market in the past 12 months; ii) “Future intention” refers to those who say that they are likely or very likely to buy wildlife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

\* Small sample size,  $n < 30$

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

Base: Aware of coronavirus,  $n=993$ ; Past 12 Months Buyers,  $n=43$ ; Future Intention (Likely to buy,  $n=48$ ), weighted data

## Level of Concern about the Coronavirus Outbreak (%)



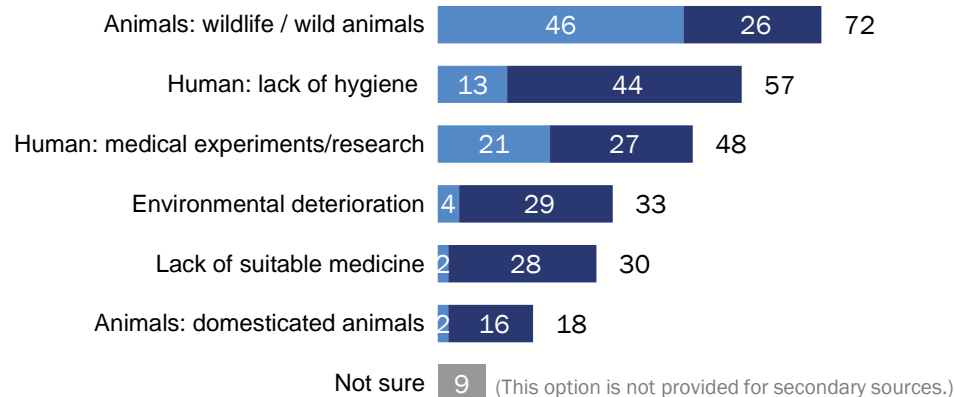


# Perceived Sources of the Coronavirus Outbreak

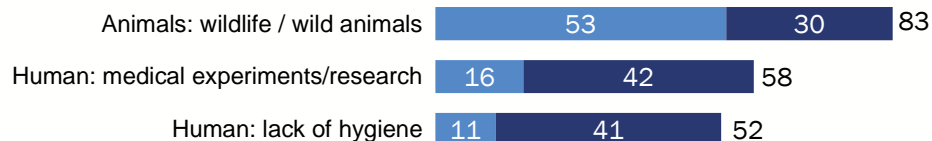
- Around half of respondents believe that the primary source of the coronavirus outbreak is wildlife and wild animals, followed by medical experiments and research (21%).
- For secondary sources, just over four in ten respondents believe that people’s lack of hygiene has led to the outbreak.
- The Future Intended Buyers of wildlife products are in line with the general population, with more than half saying that that wildlife is the primary source of the coronavirus.

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

## ▪ For All Respondents Who Are Aware of the Coronavirus (n=993)



## ▪ For Future Intended Buyers of Wildlife Products, Top 3 (n=48)



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?

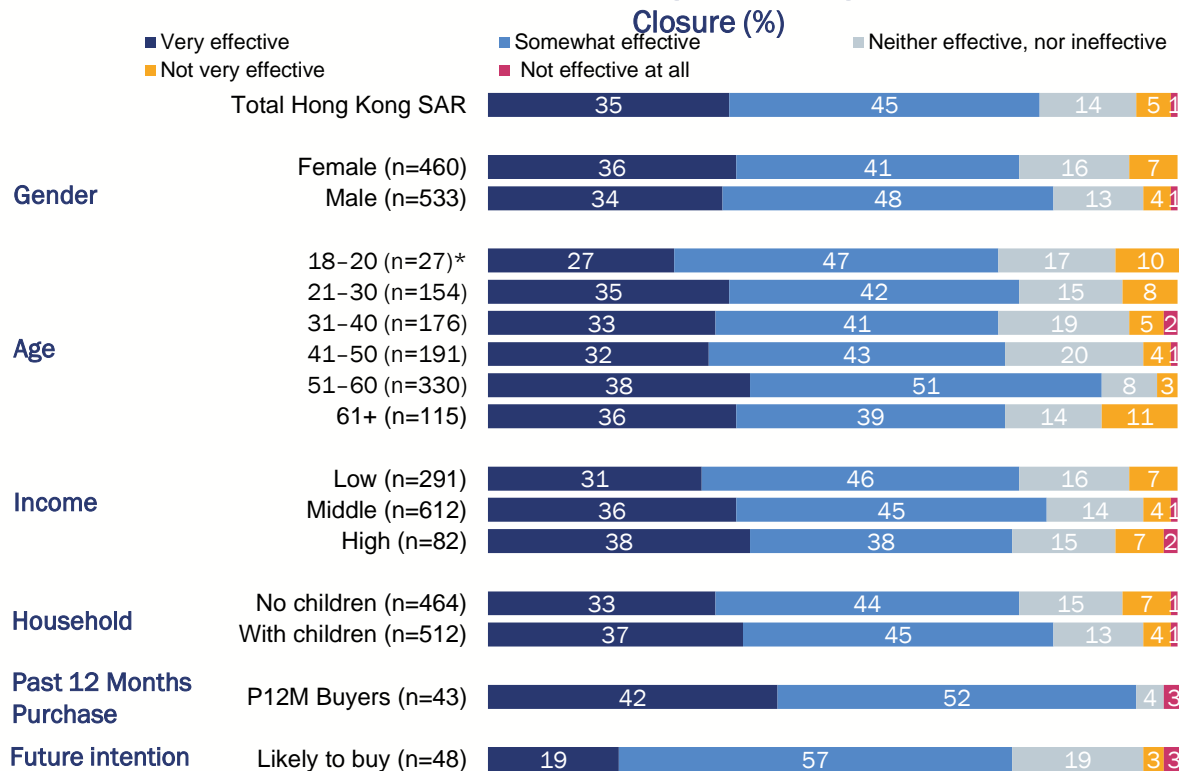
Base: Aware of coronavirus, n=993, weighted data



# Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure

- To prevent similar outbreaks from happening in the future, 80 percent of respondents feel that a closure of wildlife markets is an effective approach.
- People aged 50–60, those with middle incomes, and Past 12 Months Buyers are more likely to agree that a closure of these markets would be very or somewhat effective.
- However, only 19 percent of Future Intended Buyers think that the closure of markets will be very effective.

Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure (%)



\* Small sample size, n<30

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 civet cats) would be to prevent similar epidemic diseases from happening in the future?

Base: Aware of coronavirus, n=993, weighted data

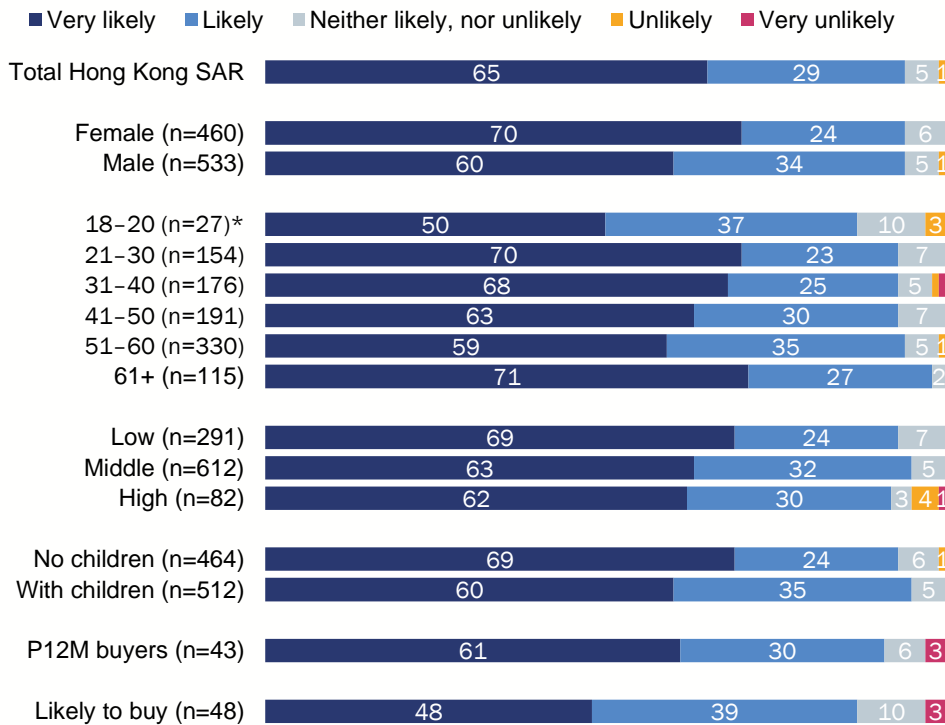




# Likelihood to Support Illegal and Unregulated Wildlife Market Closure

- Almost all respondents are likely or very likely to support the government's efforts to close all illegal and unregulated markets selling wildlife.
- Even among Future Intended Buyers, 87 percent claim that they are likely to support the closure of illegal and unregulated markets.

## Likelihood to Support Illegal and Unregulated Wildlife Market Closure (%)



\* Small sample size, n<30

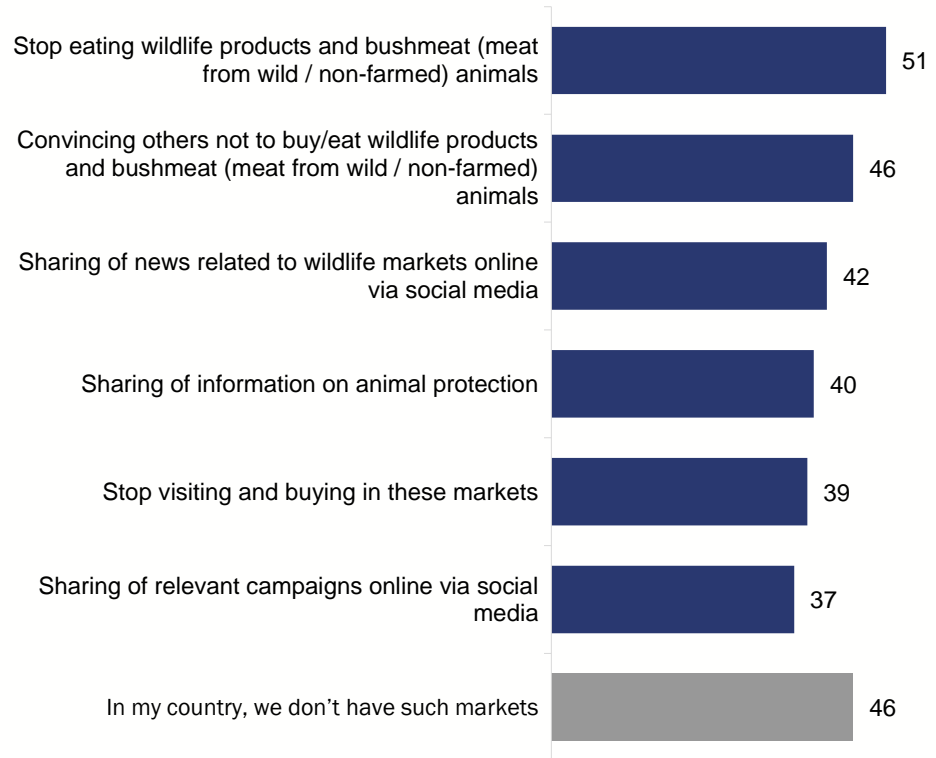
Q13. How likely would you be to support the efforts by governments and health ministries to close all illegal and unregulated markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civet cats, not livestock which are farmed) in your country?

Base: Aware of coronavirus, n=993, weighted data

## Ways to Support Illegal and Unregulated Wildlife Market Closure

- The ways in which respondents would support the initiatives and efforts to close illegal and unregulated markets varies. Most respondents (51%) would support market closures by not buying and eating wildlife products and bushmeat, followed by convincing others not to buy these products (46%).
- However, 46 percent of respondents also believe that there are no illegal or unregulated markets selling wildlife products Hong Kong SAR.

Ways to Support Illegal and Unregulated Wildlife Market Closure (%)



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

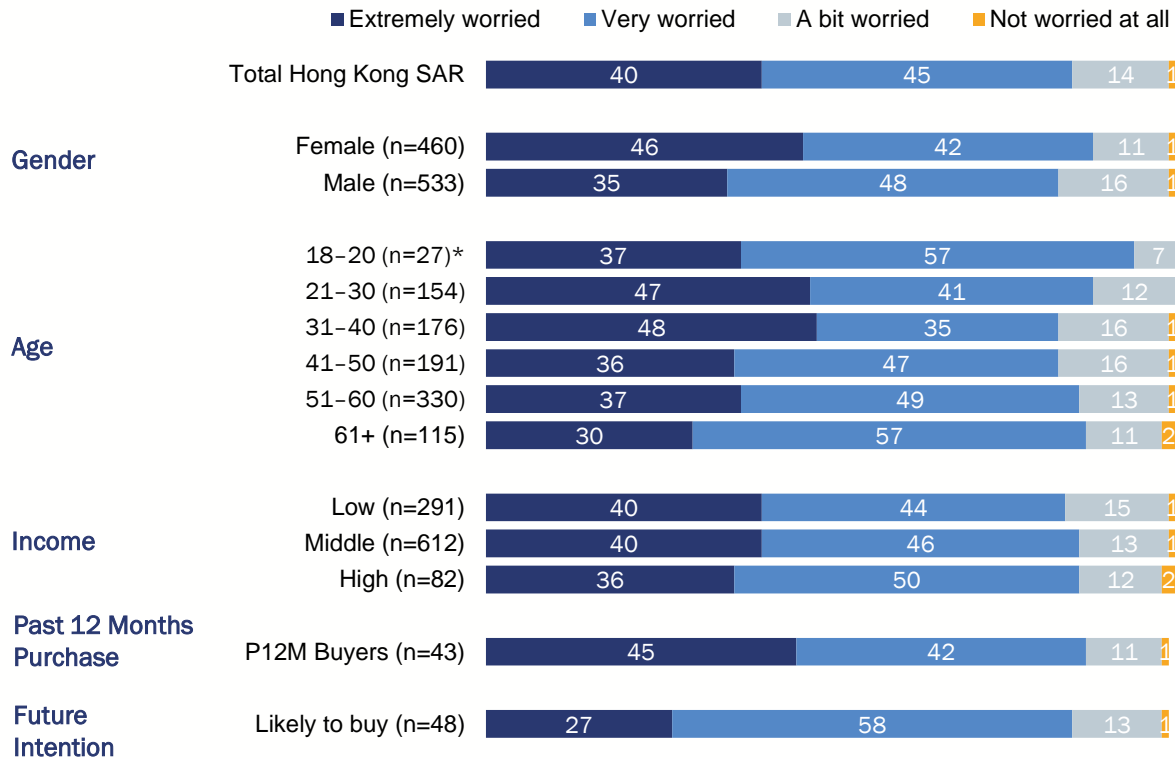
Base: Support market closure, n=932, weighted data



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

- A majority of respondents (85%) would be extremely or very worried if no measures are taken to close the wildlife markets. Female respondents and younger people (those below the age of 40) are the most likely to say that they would be extremely worried.
- Past 12 Months Buyers also 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 (%)



\* Small sample size, n<30

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?

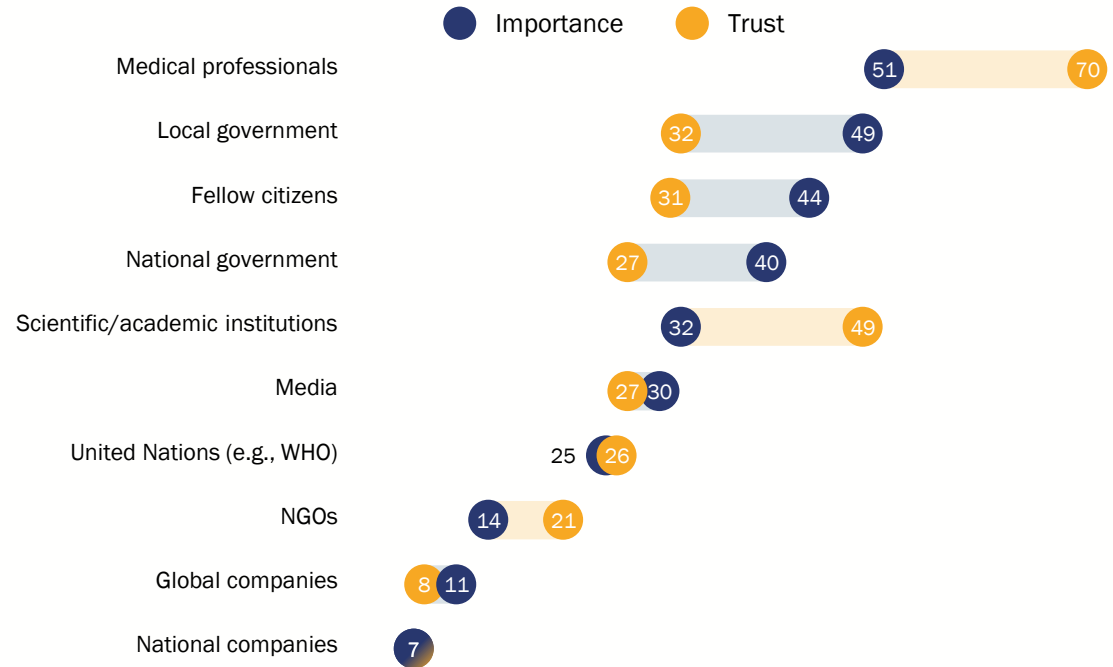
Base: Aware of coronavirus, n=993, weighted data



# Importance of and Trust in Institutions to Combat the Outbreak

- In Hong Kong SAR, medical professionals are believed to be both the most important and the most trusted institution to combat the coronavirus.
- However, while people also believe that governments and fellow citizens are important for helping to combat this outbreak, they are significantly less trusted than medical professionals. There is a considerable gap between importance and trust for governments and fellow citizens.
- Most respondents do not believe that companies and NGOs are important in the fight against the coronavirus and are also the least trusted of all institutions.

Trust in and Importance 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 5 institutions by importance.

Q7b. Please indicate how much you trust each of the following institutions to combat the coronavirus outbreak in your country, in their own way. Please rank the top 5 institutions by level of trust.

Base: Aware of coronavirus, n=993, weighted data

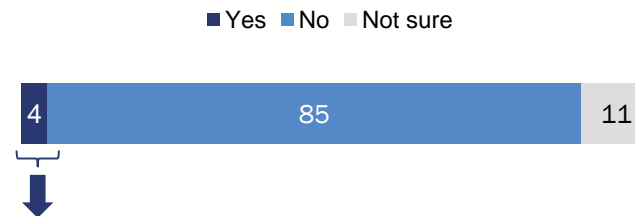


## Wildlife Product Purchase in Past 12 Months

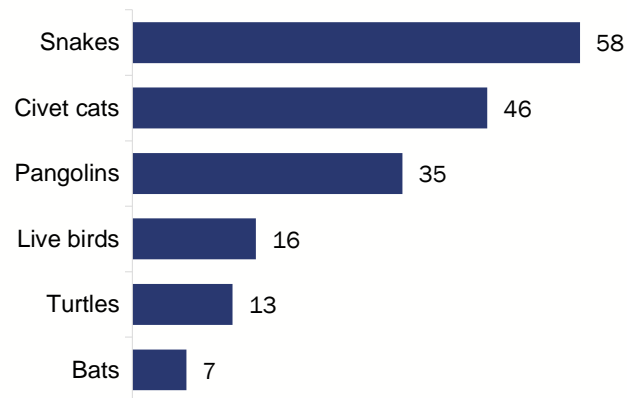
- Only 4 percent of respondents say they have bought or know someone who bought wildlife products in an open wildlife market in the past 12 months.
- Snakes are the most common wildlife species purchased (58%).
- Buying snakes is much more popular among Hong Kong SAR buyers than those in the other surveyed markets.

Wildlife Product Purchase in Past 12 Months (%)

Have you or has anyone you know bought wildlife products in an open wildlife market in the past 12 months?



Types of wildlife products bought (%) (n=43)



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?

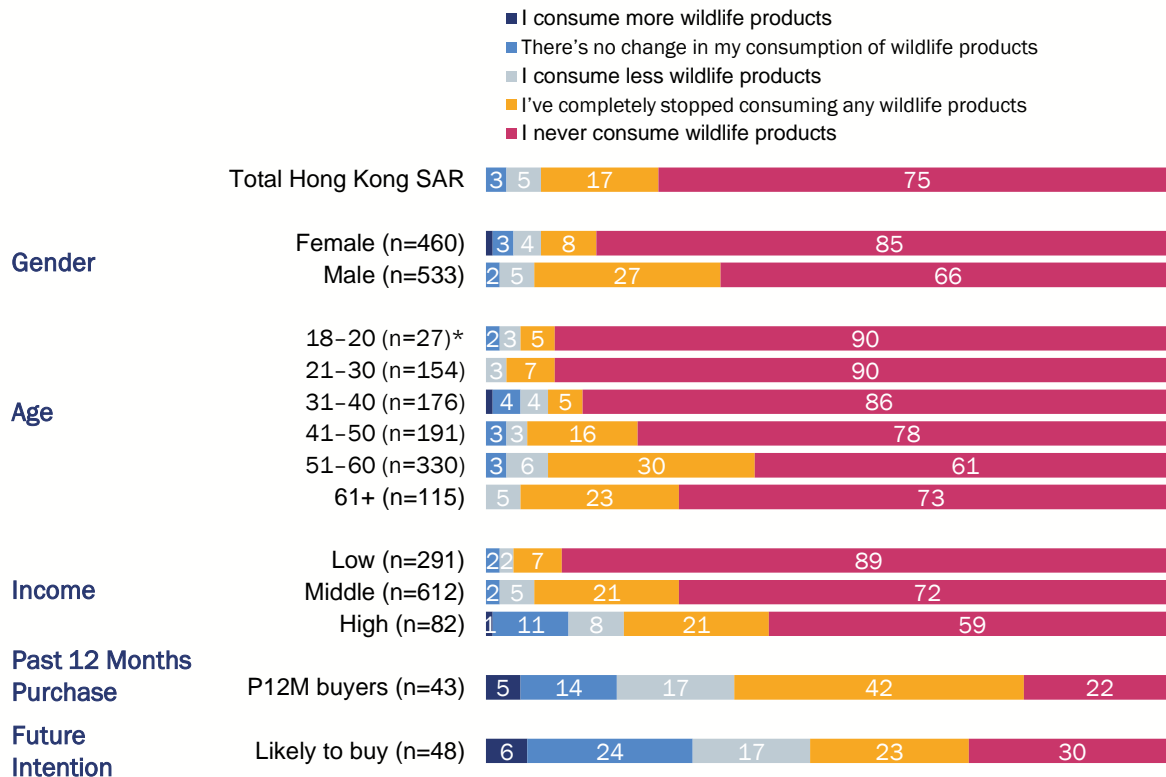
Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total Hong Kong SAR, n=1000, weighted data



# Impact of the Coronavirus on Consumption of Wildlife Products

- In Hong Kong SAR, 75 percent of respondents say they have never consumed wildlife products before the outbreak of coronavirus.
- It is more common for males, those in older age groups (above 40 years old), and respondents with higher incomes to say that they have consumed wildlife products.
- Among the Past 12 Months Buyers, only 19 percent say they would continue to consume wildlife products or that they consume more since the coronavirus outbreak.



\* Small sample size, n<30

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

Base: Aware of coronavirus, n=993, weighted data

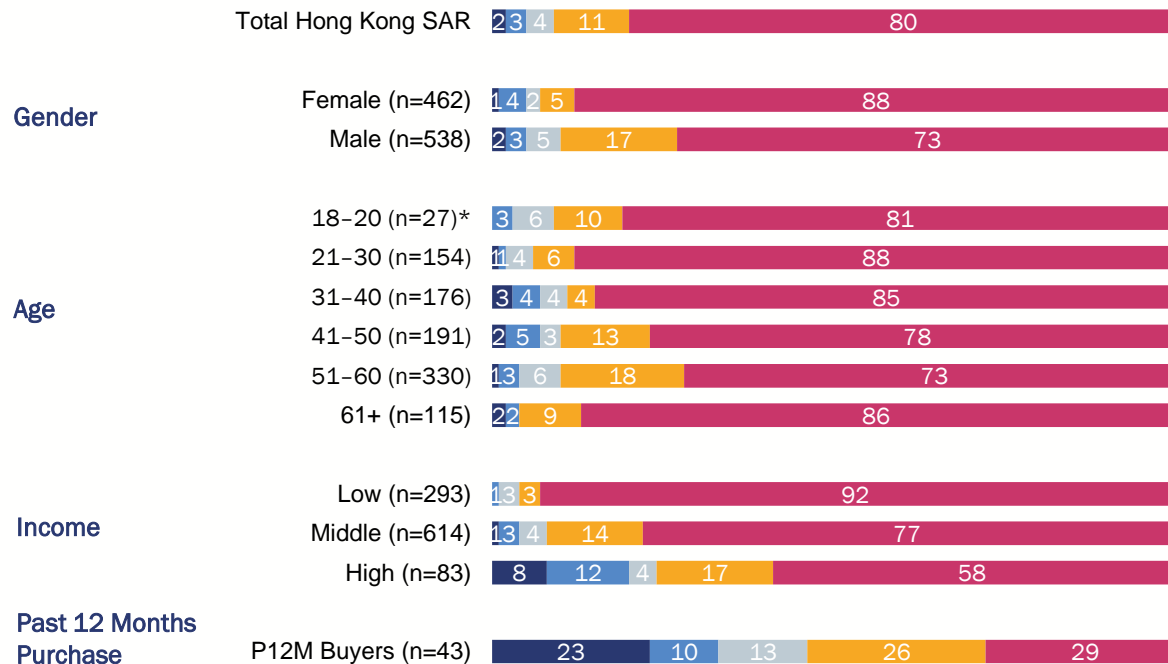


# Likelihood to Buy Wildlife Products in Open Wildlife Markets in the Future

- More than 90 percent of respondents say that they would be unlikely to buy wildlife products in open wildlife markets in the future.
- Similarly to consumption, males, older age groups (above 40 years old), and higher income respondents are slightly more likely to say that they intend to buy wildlife products in the future, although this percentage remains small.
- One-third of Past 12 Months Buyers say that they are likely or very likely to buy from an open wildlife market.

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

■ Very likely ■ Likely ■ Neither likely, nor unlikely ■ Unlikely ■ Very unlikely



\* Small sample size, n<30

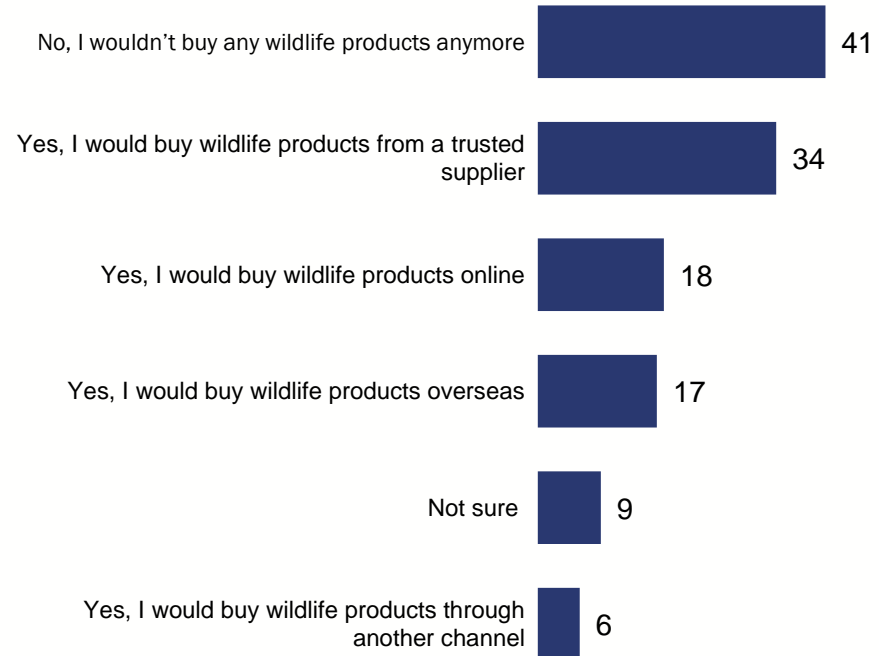
Q19. And how likely will you be to buy wildlife products in open wildlife markets in the future?

Base: Total Hong Kong SAR, n=1000, weighted data

## Alternative Channels to Purchase Wildlife Products in the Future

- Only 41 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 (34%).
- Fewer than two in ten say that they would buy online or from overseas.

Channels of Purchase for 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,  $n=48$ ), weighted data

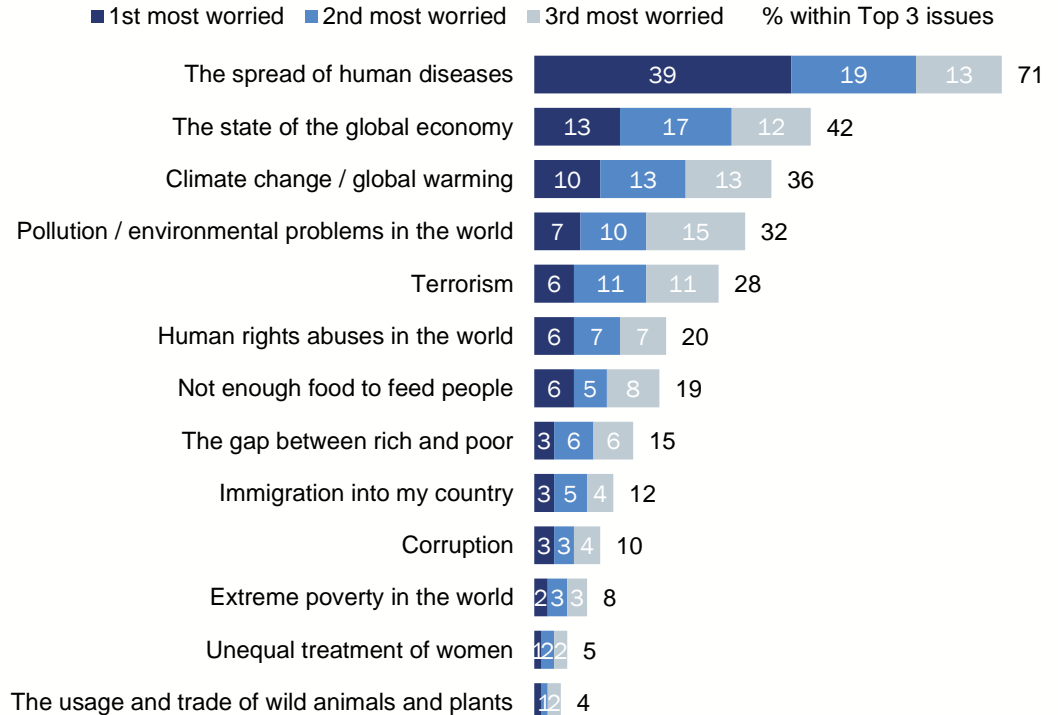




# Issues Most Worried About

- In Hong Kong SAR, people are most worried about the spread of human diseases under the current context of the coronavirus outbreak. Around 40 percent are most worried about this issue, and for seven in ten respondents, the spread of human diseases is among the three issues they worry about the most.
- The second issue people are most worried about is the state of the global economy, followed by climate change and global warming.
- On the other hand, the usage and trade of wild animals and plants is not considered to be a worrisome issue for the respondents in Hong Kong SAR.
- Overall, people in Hong Kong SAR are more concerned about the global economy than those in the other markets surveyed.

Ranking of Issues Most Worried About (%)

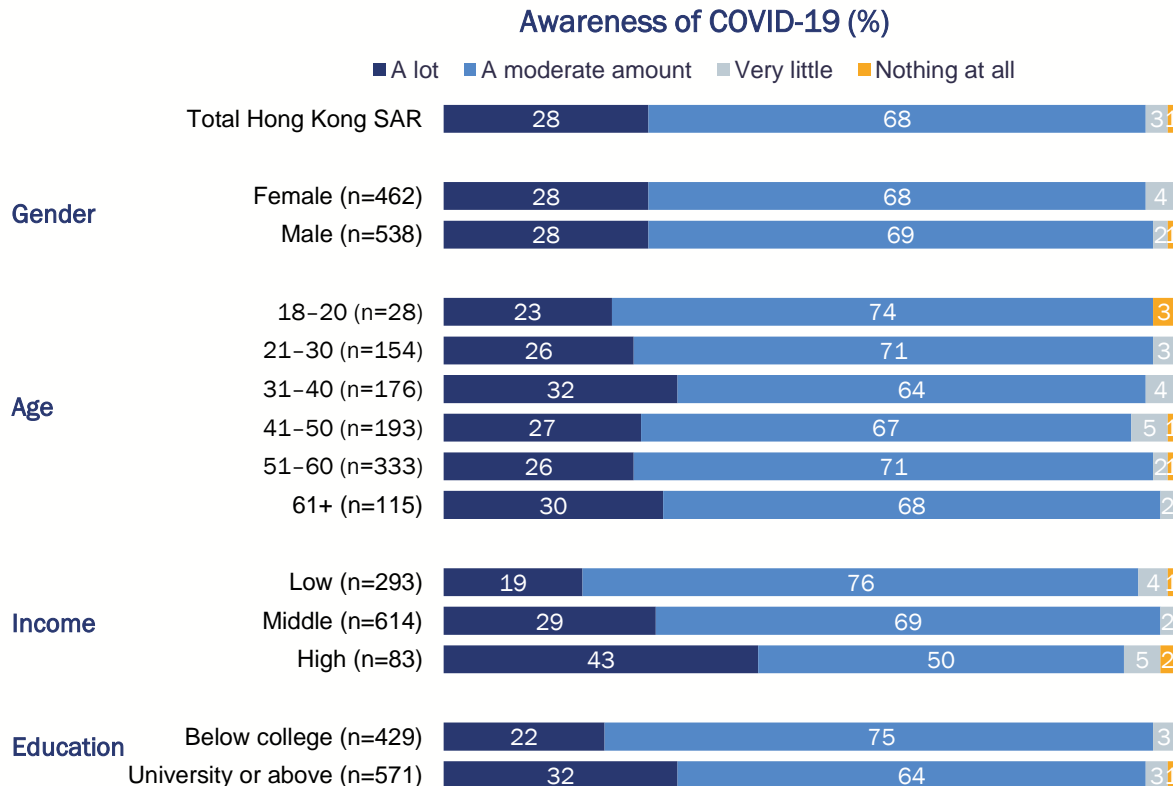


Q1. To start with, which of the following issues worry you the most? Please select the top three issues from the list below.  
 Base: Total Hong Kong SAR, n=1000, weighted data



## Awareness of COVID-19 (Coronavirus)

- Almost all respondents have heard about COVID-19 or coronavirus, regardless of age, gender, income, or education level.
- However, only 28 percent of people claim they have heard a lot about the coronavirus in Hong Kong SAR, which is the lowest among the markets surveyed. A majority of people claim to have only heard a moderate amount about it.
- People with high income and high education level say they have heard more about coronavirus, with 43 percent of those with high incomes saying they have heard a lot about it.



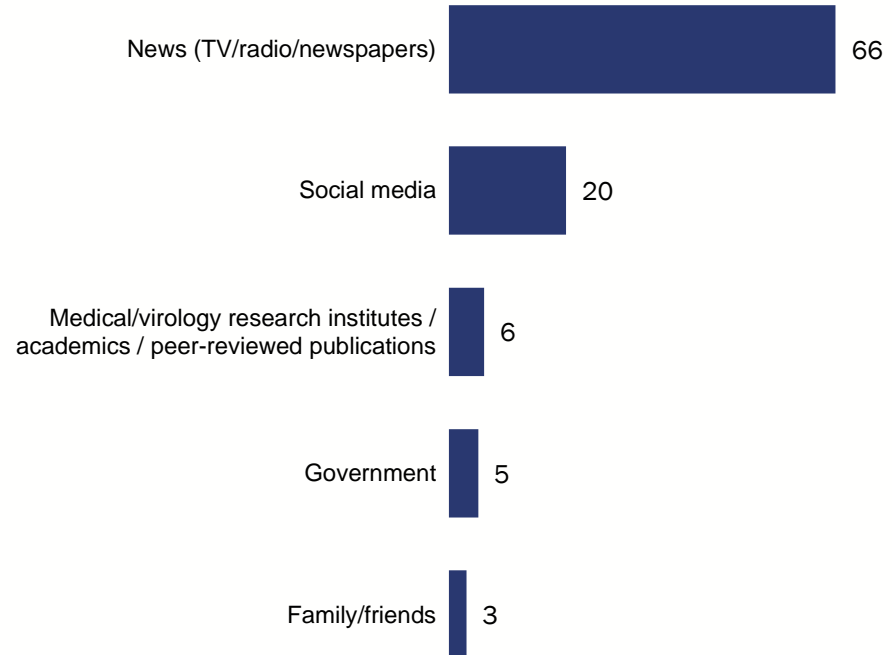
Q2. How much have you heard of COVID-19, commonly known as coronavirus?

Base: Total Hong Kong SAR, n=1000, weighted data

## Main Sources of Information about the Coronavirus

- Two-thirds of respondents mainly receive information about the coronavirus from news sources such as TV, radio, and newspapers.
- 20 percent use social media as their primary source of information.
- However, only 6 percent consider medical researchers and academics as their main sources of information about the coronavirus.

Main Sources of Information about the Coronavirus (%)



Q3. What is your main source of information in regards to coronavirus?  
Base: Aware of Coronavirus, n=993, weighted data

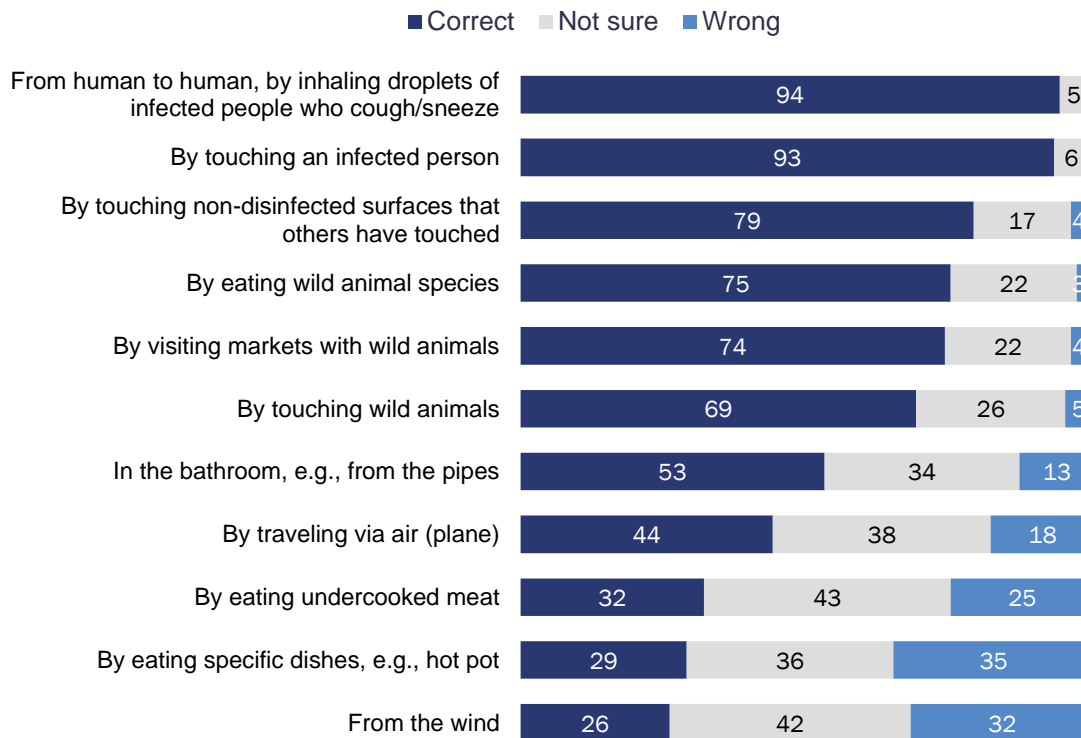


# Perceived Modes of Infection

- Almost all respondents in Hong Kong SAR believe that the coronavirus is transmitted among humans through coughing and sneezing and by touching an infected person.
- More than half of respondents believe that the coronavirus can be transmitted through bathroom pipes, which is much higher than in the other markets surveyed.

Note: For this question, respondents' answers were not identified as "correct" or "wrong." They were instead asked to mention if each statement was correct or wrong.

Perceived Modes of Coronavirus Transmission (%)



Q10. And to your knowledge, how is the coronavirus transmitted / how does it infect people? Please tick the correct answers.

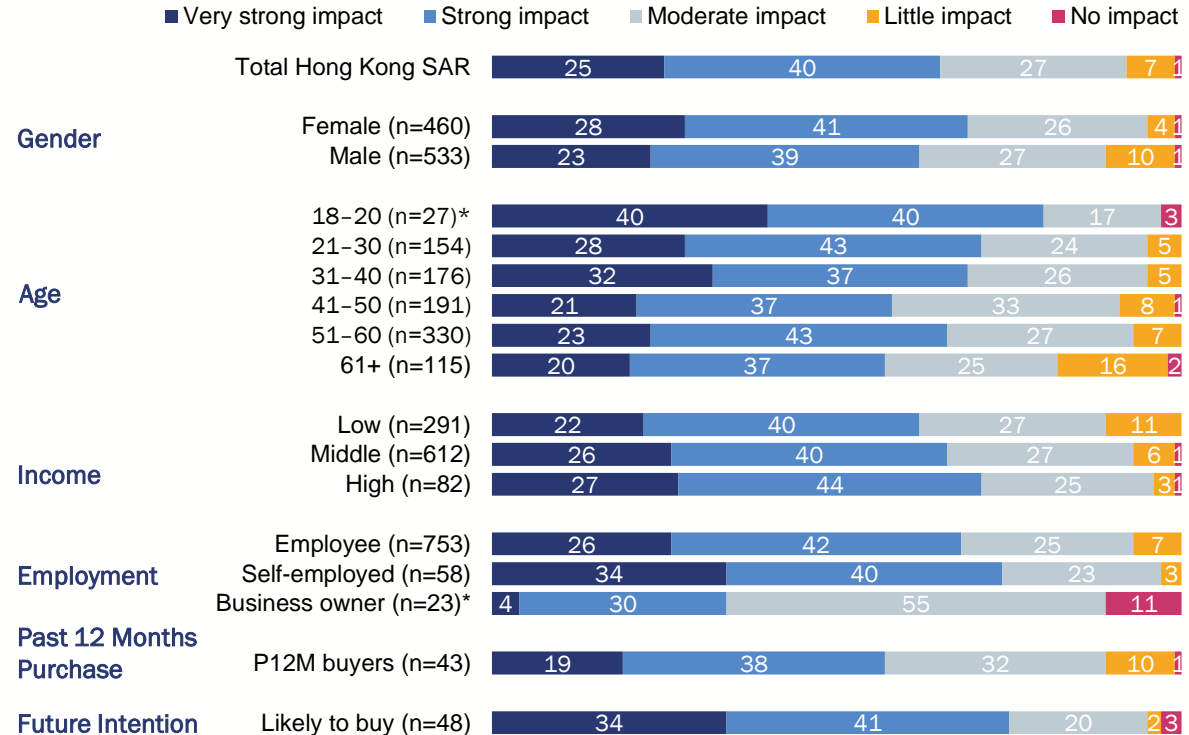
Base: Aware of coronavirus, n=993, weighted data



# Impact of the Coronavirus on Daily Life

- Overall, 65 percent of respondents believe that the coronavirus is having a strong or even very strong impact on their lives. This perception is mostly driven by young people aged 18–30.
- Three-quarters of those who intend to buy wildlife products in open wildlife markets in the future claim 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?

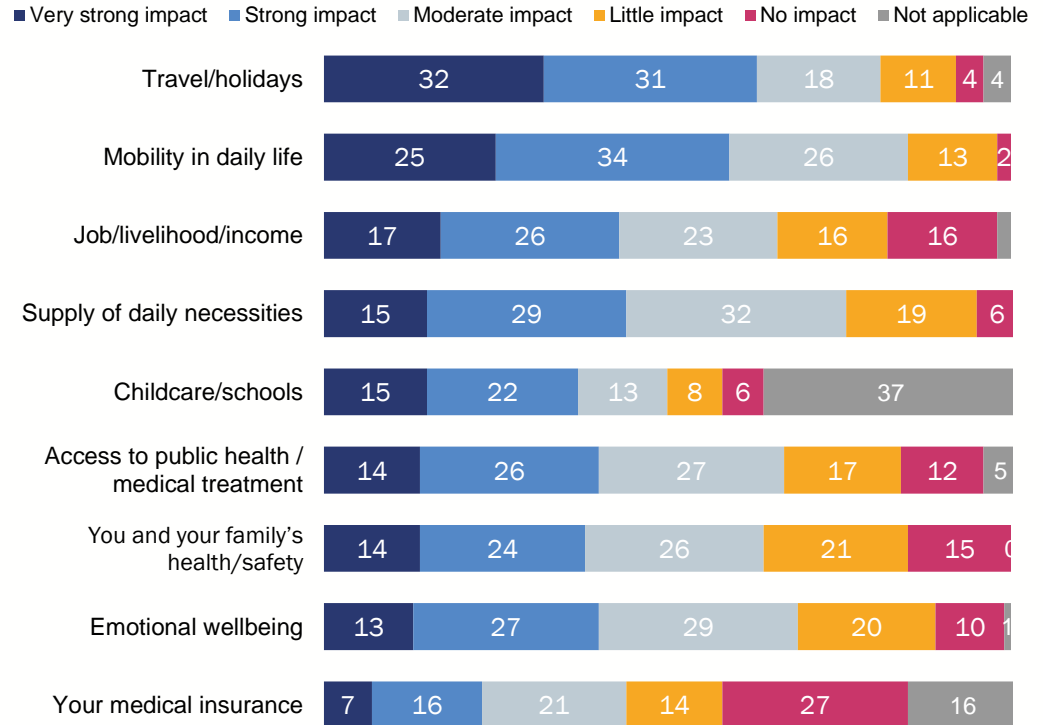
Base: Aware of Coronavirus, n=993, weighted data



# Impact of the Coronavirus on Various Aspects of Daily Life

- When considering the impact of the coronavirus on different aspects of life, travel and holidays are most frequently mentioned. Around 63 percent of respondents believe that travel and holidays are strongly or very strongly affected.
- Apart from travel and holidays, mobility in daily life is the second most impacted area.
- Medical insurance is not felt to be strongly impacted by the coronavirus.

Impact on Different Aspects of Daily Life (%)



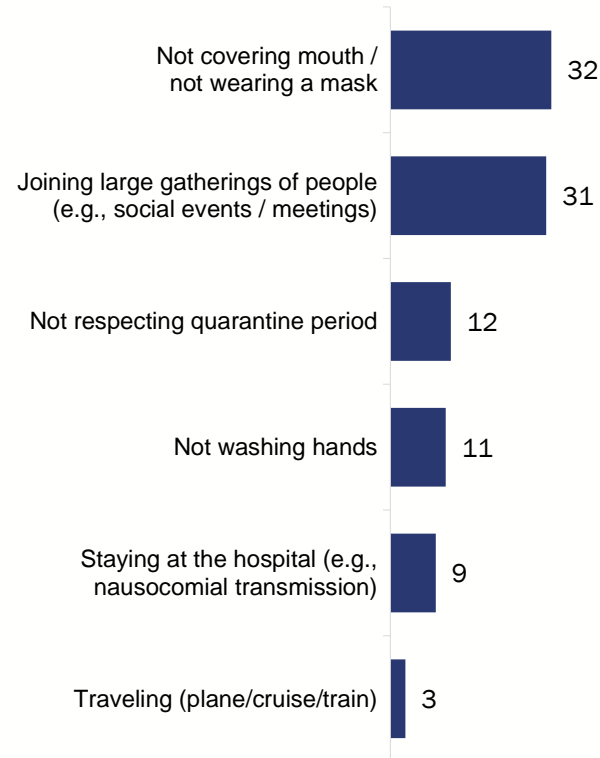
Q6. For each of the following aspects, please indicate how much impact the coronavirus has on your daily life?

Base: Aware of coronavirus, n=993, weighted data

## Behaviors Perceived to Increase the Risk of Spreading the Coronavirus

- Around one-third of the respondents in Hong Kong SAR believe that not covering the mouth or not wearing a mask will most increase the risk of spreading the coronavirus, and this is the highest percentage among all markets.
- A similar percentage of people believe that joining large social gatherings is the behavior that most increases the risk of spreading the coronavirus.
- Only 3 percent of respondents believe that the virus is most likely to spread via travel.

Behaviours that Increase the Risk of Spreading the Coronavirus (%)



Q11. Which of the following behaviors do you believe most increase the risk of the coronavirus to spread?

Base: Aware of coronavirus, n=993, weighted data

# Market Chapter

# Japan





## Respondents' Profile

- The demographic profile of the respondents surveyed in Japan is nationally representative of the general population for age and gender, while “soft quotas” were implemented for regions and education.
- The majority of respondents have a medium/low income, have received a university education, are married, are employed full time, and live with their families.
- A majority of respondents are also occasional travelers.

Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> <li><b>Gender</b> <ul style="list-style-type: none"> <li>Female 48</li> <li>Male 52</li> </ul> </li> <li><b>Age</b> <ul style="list-style-type: none"> <li>18-20 3</li> <li>21-30 12</li> <li>31-40 15</li> <li>41-50 16</li> <li>51-60 23</li> <li>61+ 32</li> </ul> </li> <li><b>Region</b> <ul style="list-style-type: none"> <li>Chubu 14</li> <li>Chugoku 6</li> <li>Hokkaido 6</li> <li>Kansai 19</li> <li>Kanto 40</li> <li>Kyushu &amp; Okinawa 7</li> <li>Shikoku 3</li> <li>Tohoku 6</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Marital Status</b> <ul style="list-style-type: none"> <li>Single 34</li> <li>Married 57</li> <li>Divorced/widowed 8</li> </ul> </li> <li><b>Household Composition</b> <ul style="list-style-type: none"> <li>With spouse/family (with children) 29</li> <li>With spouse/partner (no children) 24</li> <li>With parents 20</li> <li>Only myself 18</li> <li>With entire family 6</li> </ul> </li> <li><b>Travel Overseas</b> <ul style="list-style-type: none"> <li>None 35</li> <li>Occasional 54</li> <li>Regular 8</li> <li>Frequent 3</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Education</b> <ul style="list-style-type: none"> <li>Below college 47</li> <li>University or above 54</li> </ul> </li> <li><b>Monthly Personal Income</b> <ul style="list-style-type: none"> <li>High (&gt; ¥10M) 6</li> <li>Middle (¥3M-¥10M) 41</li> <li>Low (&lt;¥3M) 45</li> <li>Not answered 7</li> </ul> </li> <li><b>Employment</b> <ul style="list-style-type: none"> <li>Full-time employment 38</li> <li>Part-time employment 12</li> <li>Freelancer / business owner 11</li> <li>Full-time student 3</li> <li>Unemployed/retired 33</li> <li>Other 4</li> </ul> </li> </ul>

S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q22. Household composition; Q23. Employment; Q24. Travel behavior

Base: Total Japan, n=1000, weighted data

## Concern about the Coronavirus Outbreak

- Among respondents in Japan, who are universally aware of the coronavirus, only 3 percent are not at all worried about the outbreak.
- The coronavirus is highly worrisome for the Japanese people, with nearly eight in ten saying that they are very or even extremely worried.
- Those aged between 18–30 and those over age 61 are the most worried of all groups, as well as females and those with higher incomes.

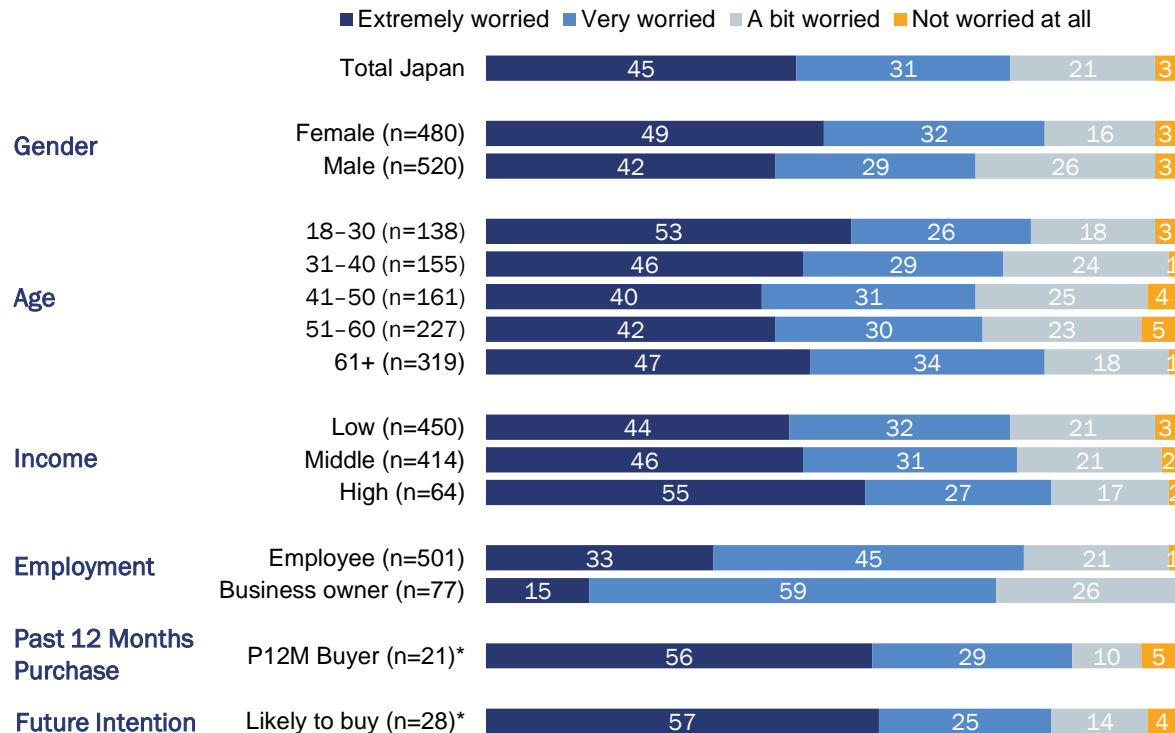
Note: For this report, i) Past 12 Month (P12M) Buyers may have bought wildlife products themselves, or they know someone who has bought wildlife products in an open market in the past 12 months; ii) "Future intention" refers to those who say that they are likely or very likely to buy wildlife products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

\* Small sample size,  $n < 30$

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

Base: Aware of coronavirus,  $n=1000$ , weighted data

### Level of Concern about the Coronavirus Outbreak (%)

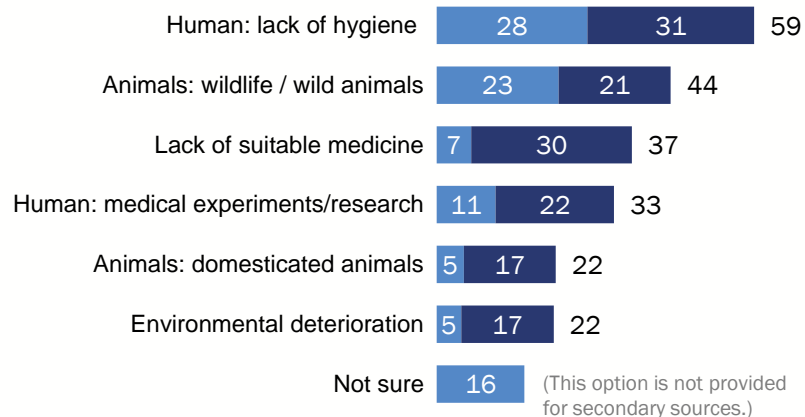


## Perceived Sources of the Coronavirus Outbreak

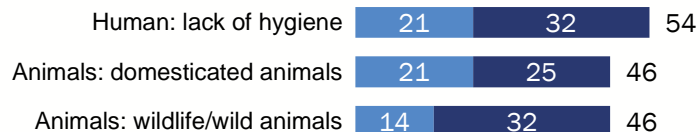
- Both humans and animals are seen to be the source of the coronavirus outbreak, with the lack of hygiene and wildlife/wild animals mostly mentioned as being the primary source of the outbreak in Japan.
- Just over half of Future Intended Buyers of wildlife products perceive wildlife as the primary and secondary sources of the coronavirus outbreak.

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

### For All Respondents Who Are Aware of the Coronavirus (n=1000)



### For Future Intended Buyers of Wildlife Products, Top 3 (n=28\*)



\* Small sample size,  $n < 30$

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?

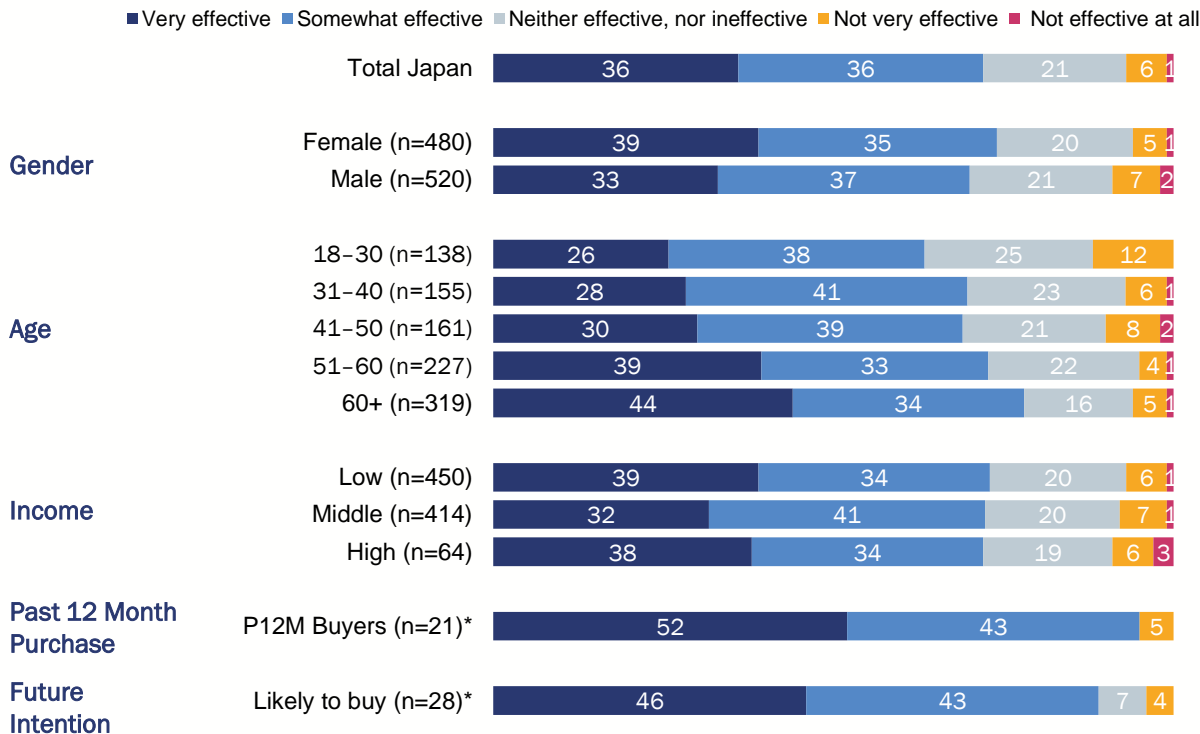
Base: Aware of coronavirus,  $n=1000$ ; Future intention (Likely to buy,  $n=28$ ), weighted data



# Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure

- To prevent similar outbreaks from happening in the future, seven in ten respondents think that a closure of illegal and unregulated wildlife animal markets would be an effective approach.
- Older people aged 51 and up tend to agree even more with the effectiveness of this approach.
- Nearly all Past 12 Months Buyers (95%) think that illegal and unregulated wildlife market closure would be effective, which is the highest among all groups.

Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure (%)



\* Small sample size, n<30

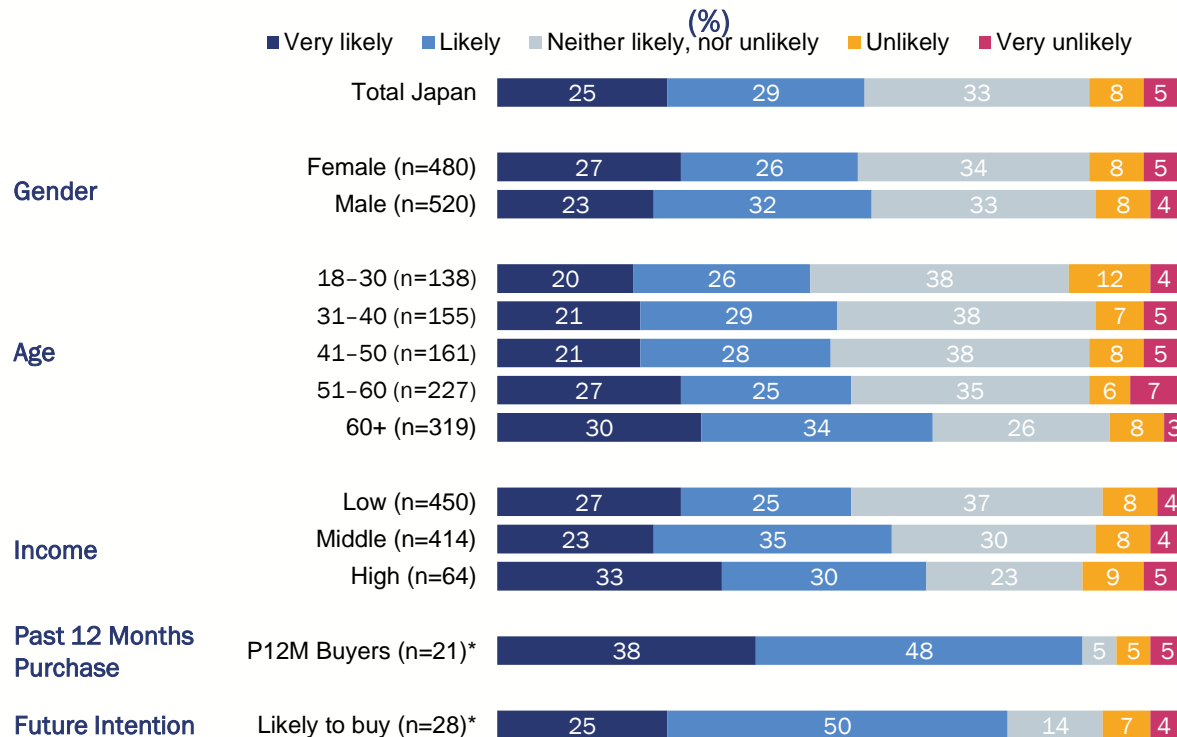
Q12. How effective do you think a closure of markets where they sell animals which are coming from the wild (i.e., non-domesticated animals and not livestock such as bats, pangolins, and civet cats) would be to prevent similar epidemic diseases from happening in the future?

Base: Aware of coronavirus, n=1000, weighted data

## Likelihood to Support Illegal and Unregulated Wildlife Market Closure

- While just over half of respondents say that they are likely to support the government's efforts to close all illegal and unregulated markets selling wildlife, a third remain neutral. This is most likely because a majority also believe that there are no such markets in Japan, and therefore they do not feel that wildlife markets are an issue (see "Ways to Support illegal and unregulated Wildlife Market Closure" on the next slide).
- Similarly, older respondents and Past 12 Months Buyers are more likely to support the initiative.

### Likelihood to Support Illegal and Unregulated Wildlife Market Closure



\* Small sample size,  $n < 30$

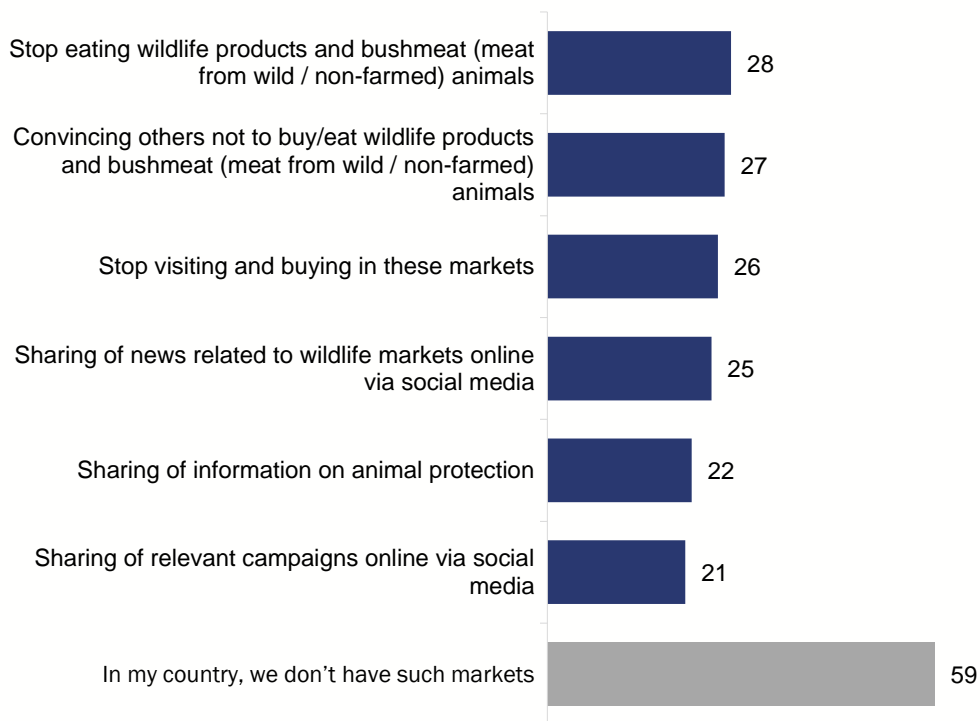
Q13. How likely would you be to support the efforts by governments and health ministries to close all illegal and unregulated markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civet cats, not livestock which are farmed) in your country?

Base: Aware of coronavirus,  $n=1000$ , weighted data

## Ways to Support Illegal and Unregulated Wildlife Market Closure

- In Japan, a majority of respondents (59%) believe that there are no illegal and unregulated wildlife markets in their country, and they either do not feel that the markets are relevant or they are unaware of their existence.
- Among respondents who would support the initiatives of closing illegal and unregulated markets, the most-mentioned ways to do so include no longer eating wildlife products, convincing others not to buy or eat wildlife products and bushmeat, and no longer visiting or buying in these markets.

Ways to Support Illegal and Unregulated Wildlife Market Closure (%)



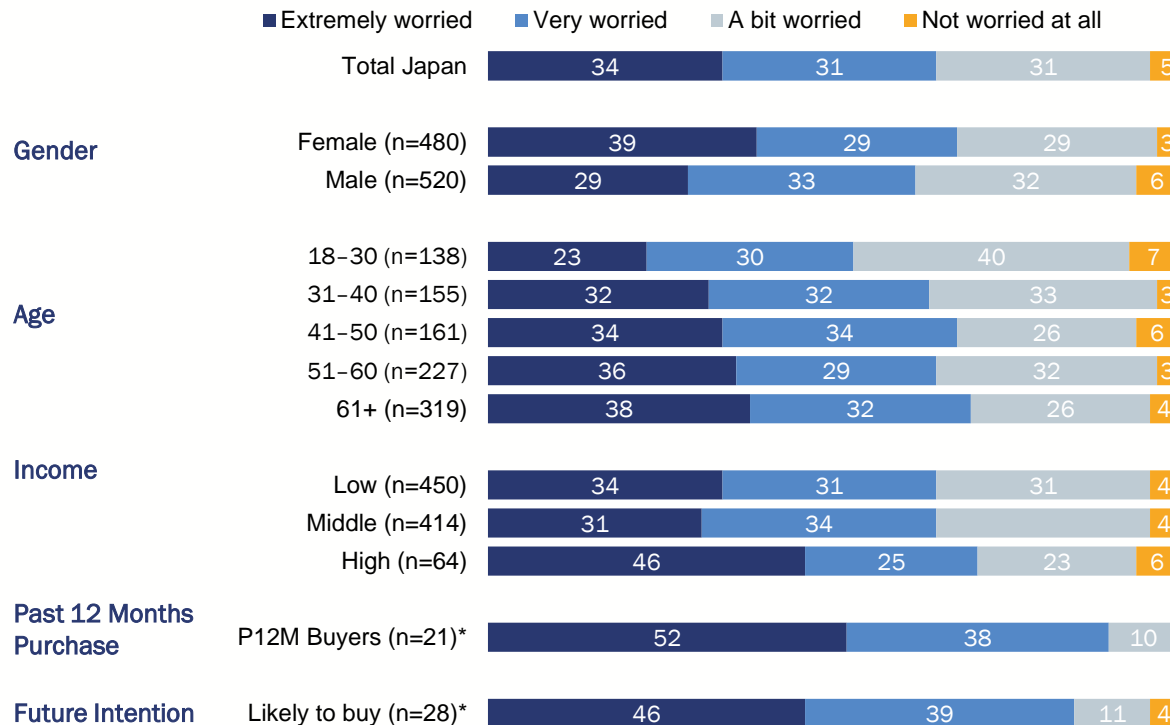
Q14. And how would you support the initiatives/efforts to close all illegal and unregulated markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins, and civet cats, not livestock which are farmed) in your country?

Base: Support market closure, n=542, weighted data

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

- A majority of respondents express relatively high levels of concern if no measures are taken to close the wildlife markets, with nearly two-thirds saying that they would be extremely or very worried.
- Females and older people tend to be significantly more worried than males and those in the younger age groups.
- It is also worth noting that despite being likely to buy wildlife products in the future, the Future Intended Buyers are worried about a similar outbreak happening in the future if the wildlife markets are not closed.

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



\* Small sample size,  $n < 30$

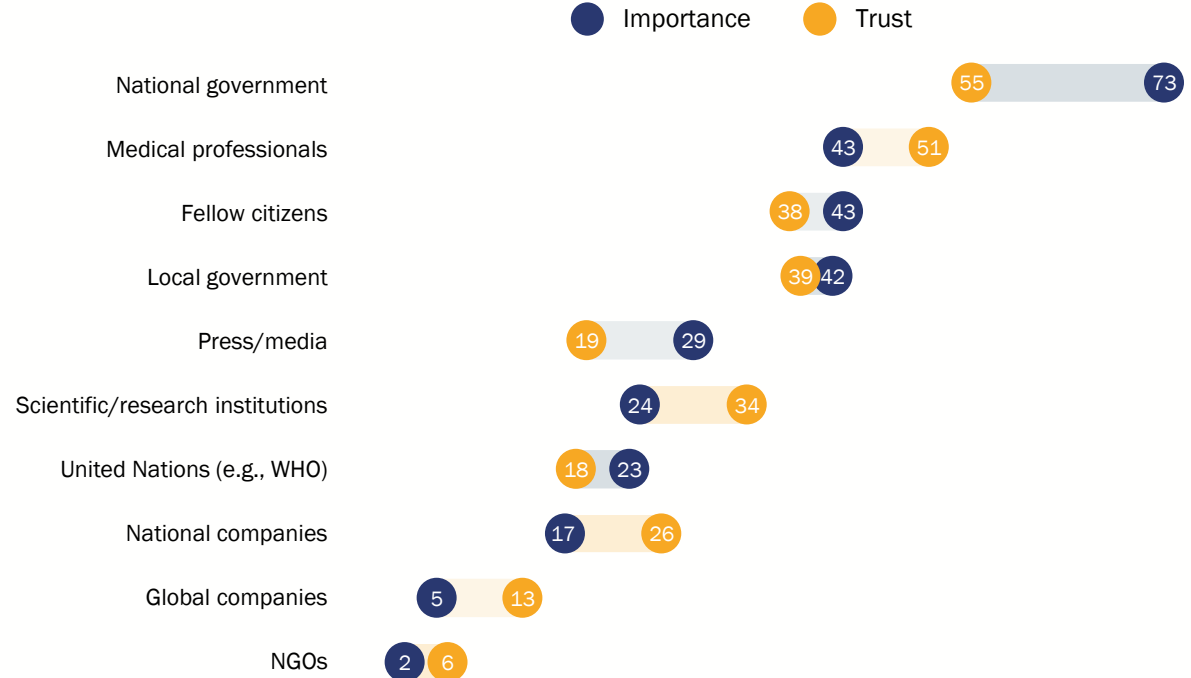
Q15. If no measures are taken to close the markets where they sell animals from the wild / from wilderness and/or strictly regulate them, how worried are you that similar epidemic outbreak will happen in the future?

Base: Aware of coronavirus,  $n=1000$ , weighted data

## Importance of and Trust in Institutions to Combat the Outbreak

- The national government is seen as the most important and most trusted institution to combat the outbreak by far, followed by medical professionals, fellow citizens, and local governments.
- However, after medical professionals, the trust in these other three institutions to combat the coronavirus is lower than their perceived importance. Most significantly, there is an 18 percent gap between trust in the national government and its perceived importance.
- NGOs are not seen as being important to combat the virus.

Trust in and Importance 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 5 institutions by importance.

Q7b. Please indicate how much you trust each of the following institutions to combat the coronavirus outbreak in your country, in their own way. Please rank the top 5 institutions by level of trust.

Base: Aware of coronavirus,  $n=1000$ , weighted data

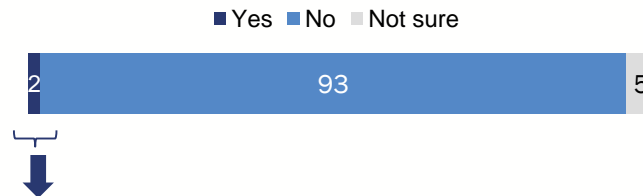


## Wildlife Product Purchase in Past 12 Months

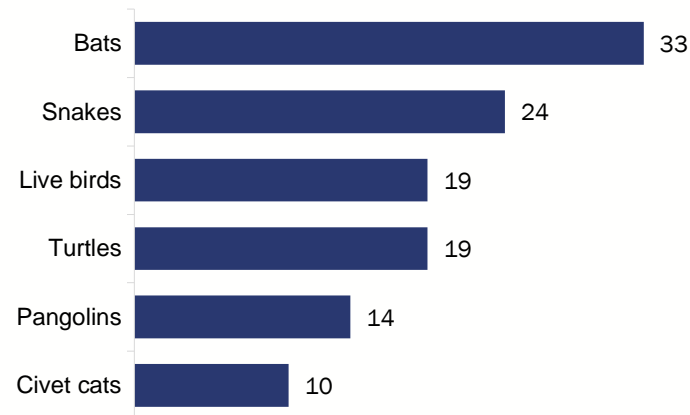
- Only 2 percent of the general population say they have bought or know someone who has bought wildlife products in an open wildlife market in the past 12 months (and most likely purchased in markets overseas).
- Among the wildlife species that were bought in markets, bats are the most purchased (33%), followed by snakes and live birds.

### Wildlife Product Purchase in Past 12 Months (%)

Have you or has anyone you know bought wildlife products in an open wildlife market in the past 12 months?



### Types of wildlife products bought (%) (n=21\*)



\* Small sample size,  $n < 30$

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?

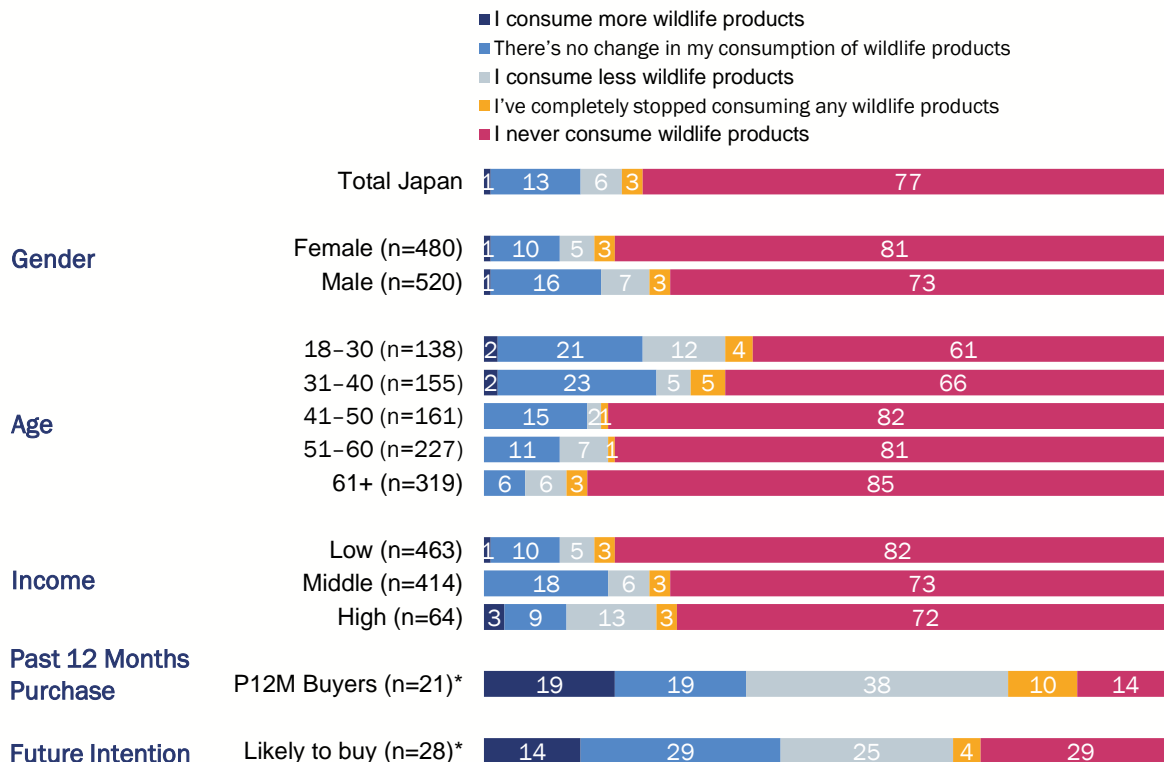
Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total Japan,  $n=1000$ , weighted data



# Impact of the Coronavirus on Consumption of Wildlife Products

- In Japan, a majority of respondents (77%) say that they have never consumed wildlife products before the outbreak of coronavirus.
- Additionally, the outbreak did not make a significant change to the consumption behavior around wildlife products. Only 6 percent of the general population mention a decrease in their consumption.
- Among Past 12 Months Buyers, while nearly four in ten say they would consume less wildlife products, 19 percent say that they are consuming more wildlife products since the coronavirus outbreak (however this share is not significant if based on the general population).



\* Small sample size, n<30

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

Base: Aware of coronavirus, n=1000, weighted data

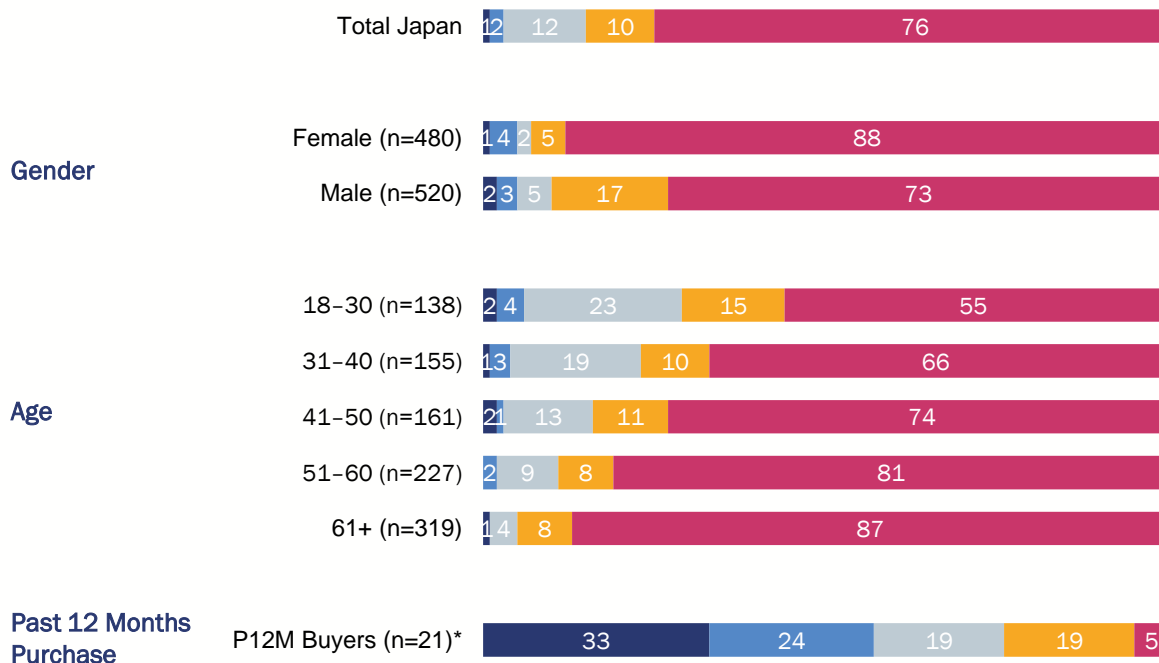


# Likelihood to Buy Wildlife Products in Open Wildlife Markets in the Future

- Among all demographic groups, females and those above 61 years of age are the least likely to buy wildlife products in open markets in the future.
- On the other hand, more than half of the Past 12 Months Buyers say that they are likely to buy wildlife products from an open market in the future.

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

■ Very likely ■ Likely ■ Neither likely, nor unlikely ■ Unlikely ■ Very unlikely



\* Small sample size, n<30

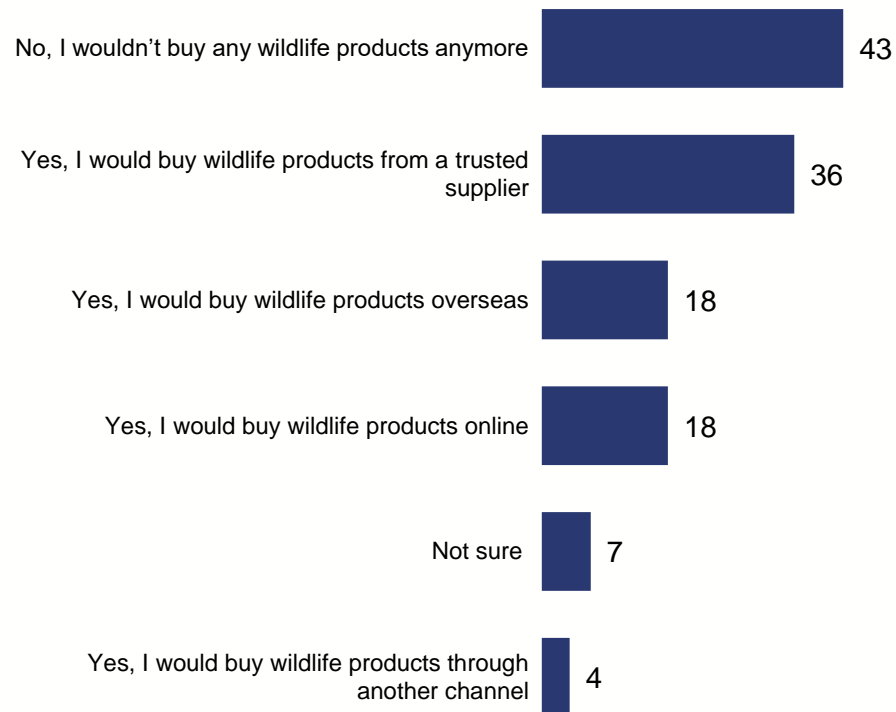
Q19. And how likely will you be to buy wildlife products in open wildlife markets in the future?

Base: Total Japan, n=1000, weighted data

## Alternative Channels to Purchase Wildlife Products in the Future

- If wildlife markets are closed in the future, most of the Future Intended Buyers would no longer buy any wildlife products. This implies that closing illegal and unregulated wildlife markets could have a significant impact on those who purchase wildlife products in Japan.
- Among those who say they will continue to buy wildlife products in open markets, nearly four in ten say that trusted suppliers are their preferred channels for purchase.

Channels of Purchase for Wildlife Products (%)



\* Small sample size,  $n < 30$

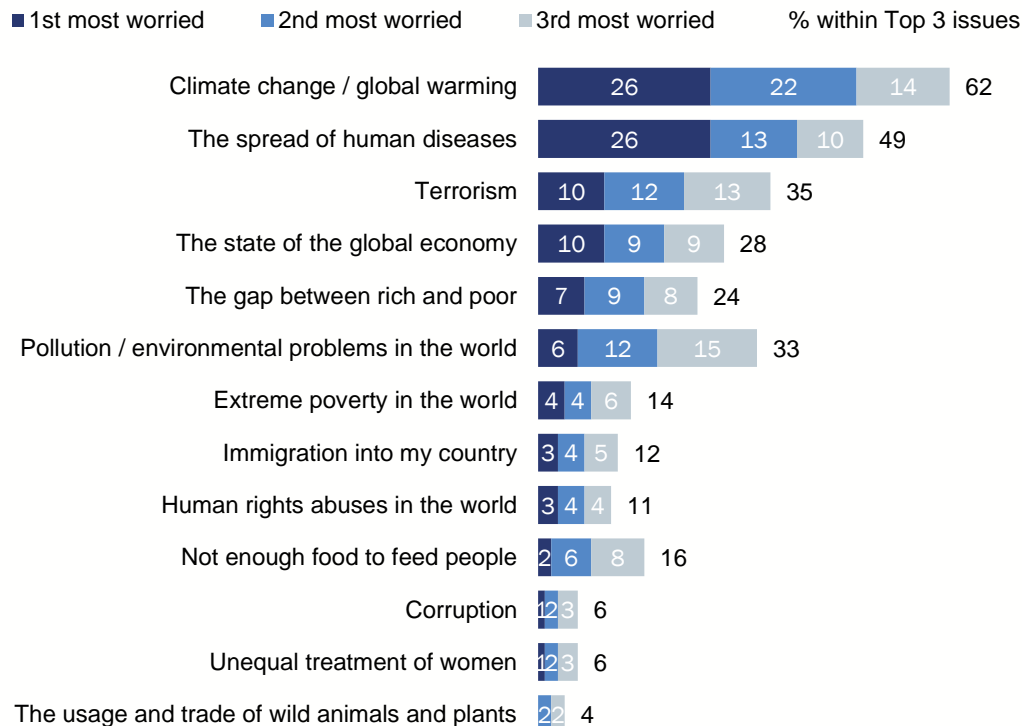
Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?

Base: Future intention (Likely to buy),  $n=28$ , weighted data

## Issues Most Worried About

- In Japan, people are equally most worried about climate change and global warming, and the spread of human diseases in the context of the coronavirus outbreak.
- However when considering the top 3 most important issues for respondents, climate change remains the issue most often mentioned, and is quite some distance ahead of the spread of human diseases and terrorism.
- The use of and trade in wild animals and plants is of the least concern among all issues.

### Ranking of Issues Most Worried About (%)

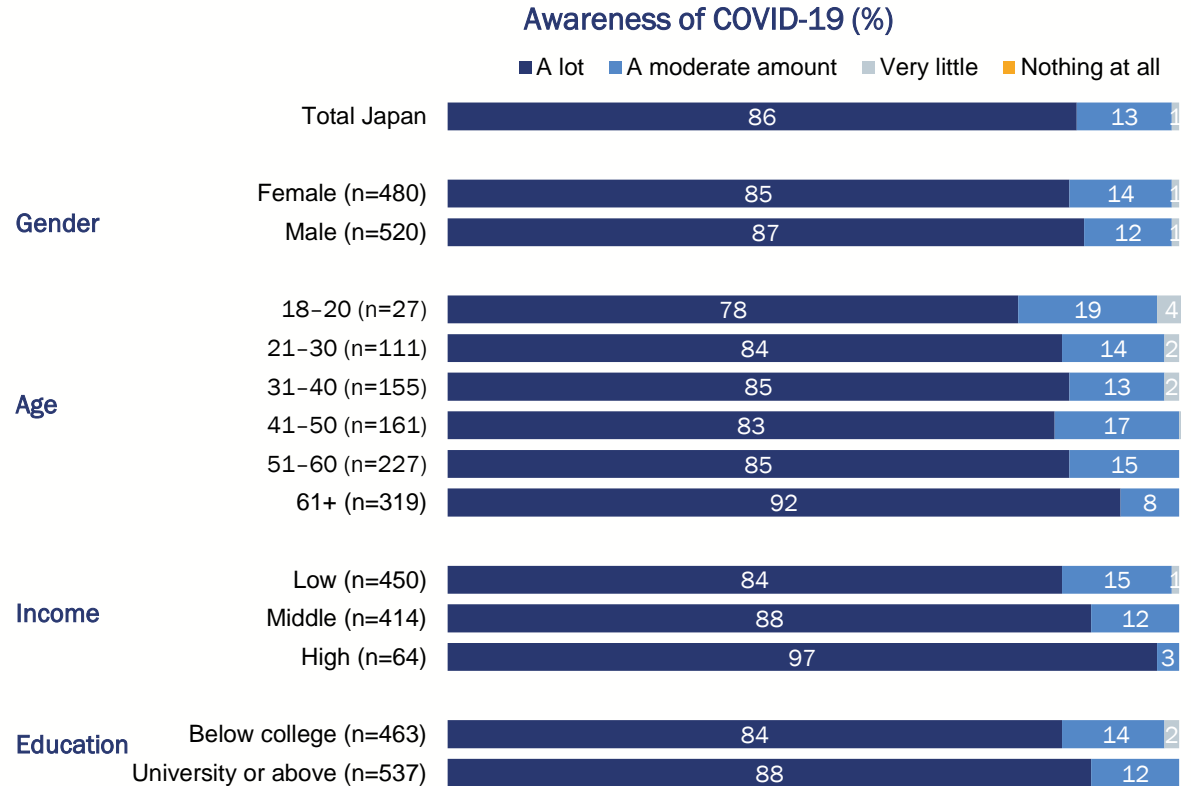


Q1. To start with, which of the following issues worry you the most? Please select the top three issues from the list below.

Base: Total Japan, n=1000, weighted data

## Awareness of COVID-19 (Coronavirus)

- Coronavirus / COVID-19 has universal awareness in Japan, where 86 percent of respondents say they have heard a lot about it and the remaining 14 percent mostly claim to have heard a moderate amount about the virus.
- No respondents claim that they know nothing at all about the outbreak.



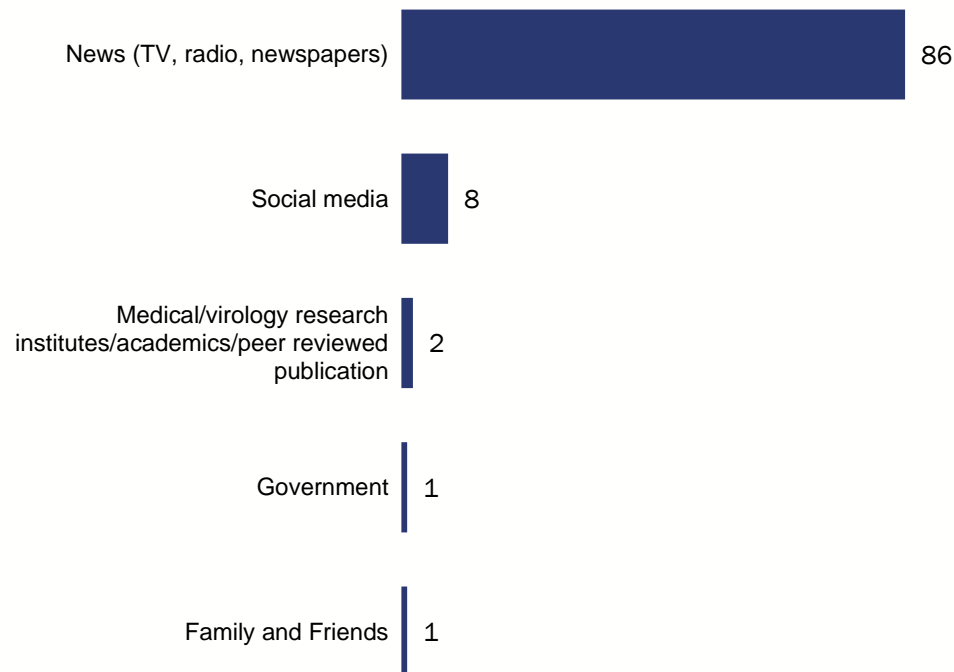
Q2. How much have you heard of COVID-19, commonly known as coronavirus?

Base: Total Japan, n=1000, weighted data

## Main Source of Information about the Coronavirus

- While the general population is universally aware of the coronavirus, most of the information is received from news sources such as TV, radio, and newspapers.
- Only 8 percent of respondents rely on social media and 2 percent read about the outbreak via academic / scientific researchers and publications.

Main Sources of Information about the Coronavirus (%)



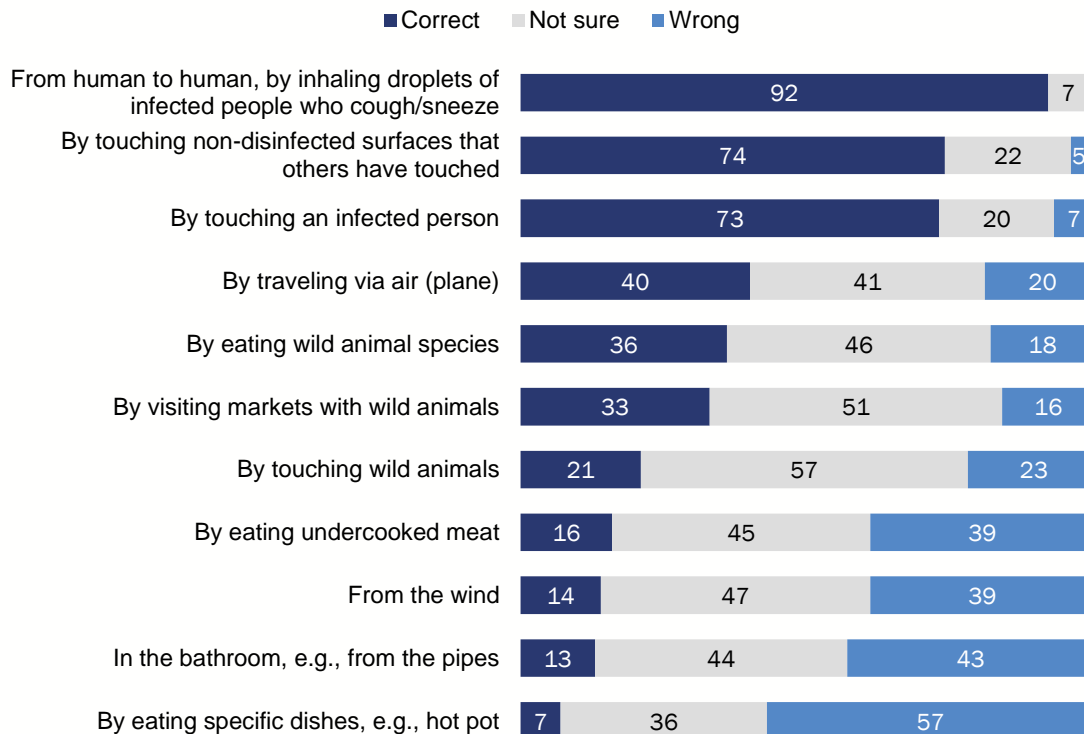
Q3. What is your main source of information in regards to coronavirus?  
Base: Aware of coronavirus, n=1000, weighted data

## Perceived Modes of Infection

- The majority of people in Japan believe that the coronavirus is transmitted from human to human by inhaling droplets from coughs and sneezes and by touching non-disinfected surfaces or infected people.
- More than half of respondents are uncertain about human infection from wildlife animals.

Note: For this question, respondents' answers were not identified as "correct" or "wrong." They were instead asked to mention if each statement was correct or wrong.

### Perceived Modes of Coronavirus Transmission (%)



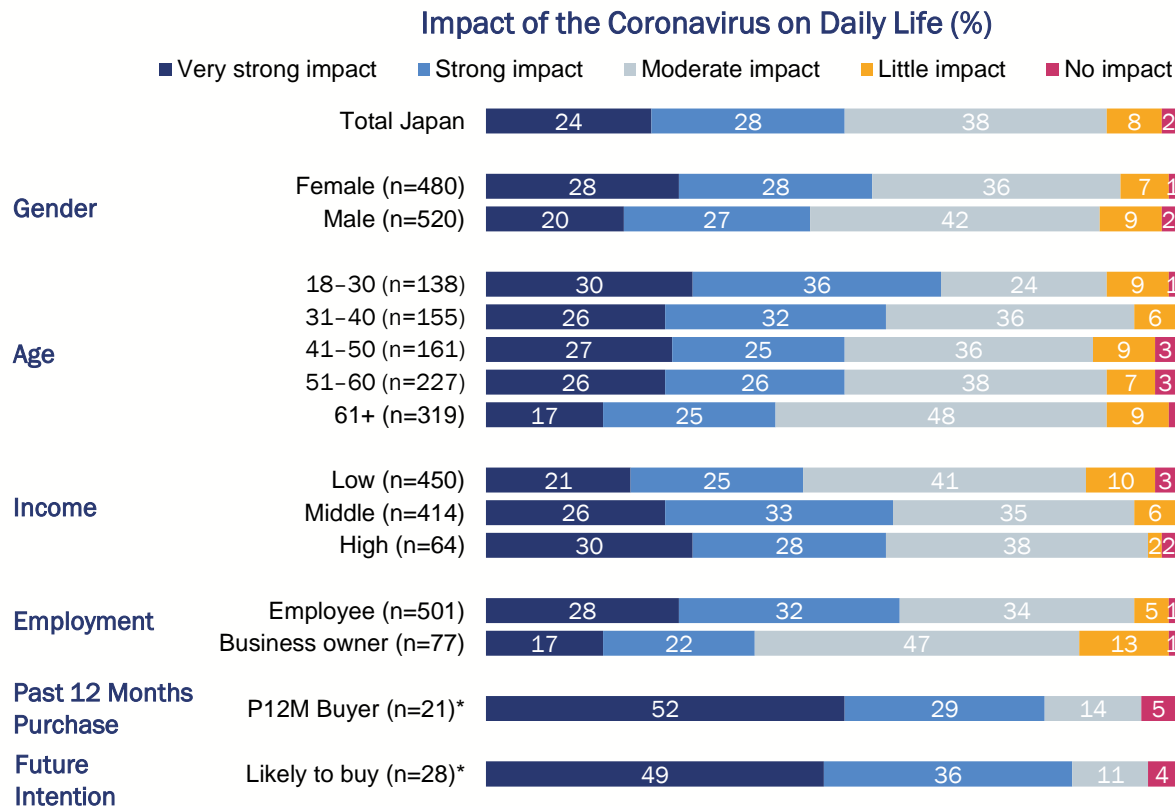
Q10. And to your knowledge, how is the coronavirus transmitted / how does it infect people? Please tick the correct answers.

Base: Aware of coronavirus, n=1000, weighted data



## Impact of the Coronavirus on Daily Life

- Just over half of Japanese respondents claim that the coronavirus has had a strong or very strong impact on their life in general.
- Females and those aged 18–30 are the most impacted groups.
- At the same time, although this is a small sample size and should be analyzed with caution, over 80 percent of those who bought wildlife products in an open wildlife market in the past 12 months (or know someone who bought wildlife products) also claim to be strongly or very strongly impacted by the coronavirus outbreak.



\* Small sample size,  $n < 30$

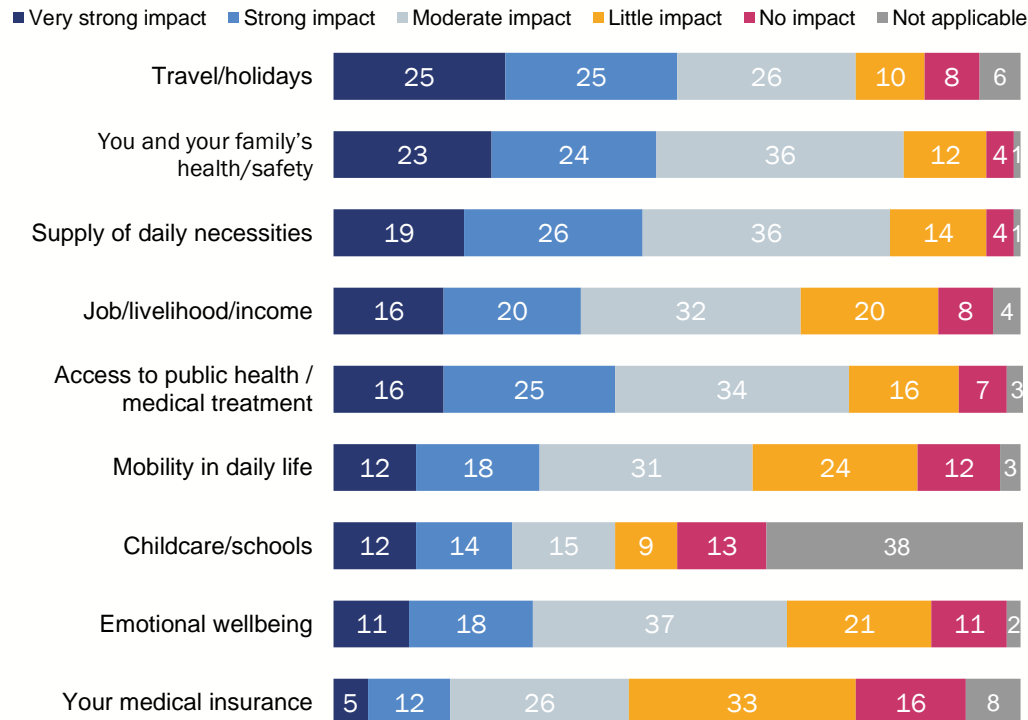
Q5. Overall, how much impact does the coronavirus have on your life in general?

Base: Aware of coronavirus,  $n=1000$ , weighted data

## Impact of the Coronavirus on Various Aspects of Daily Life

- Travel and holidays, health and safety, and the supply of daily necessities are the most affected aspects of daily life due to the outbreak of coronavirus in Japan.
- Access to public health is also perceived to be affected to some degree, as well as the emotional wellbeing of Japanese respondents.

### Impact on Different Aspects of Daily Life (%)



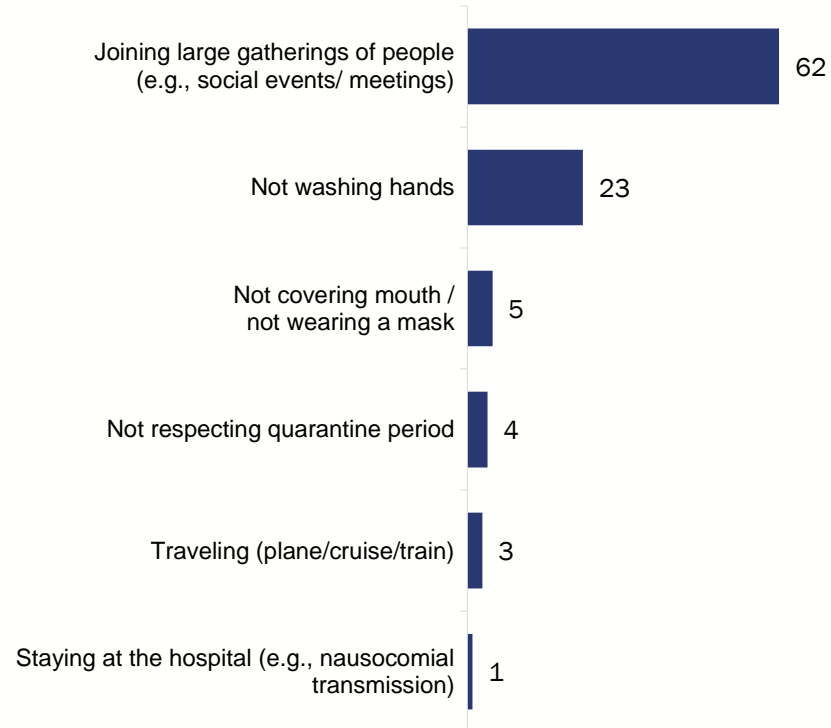
Q6. For each of the following aspects, please indicate how much impact the coronavirus has on your daily life?

Base: Aware of coronavirus, n=1000, weighted data

## Behaviors Perceived to Increase the Risk of Spreading the Coronavirus

- Joining large gatherings of people such as social events or meetings is by far seen as the most likely behavior to increase the risk of the coronavirus spreading (62%).
- For around a quarter of respondents, not washing hands is seen as the most risky behavior.

Behaviors that Increase the Risk of Spreading the Coronavirus (%)



Q11. Which of the following behaviors do you believe most increase the risk of the coronavirus to spread?

Base: Aware of coronavirus, n=1000, weighted data

## Market Chapter

# Myanmar

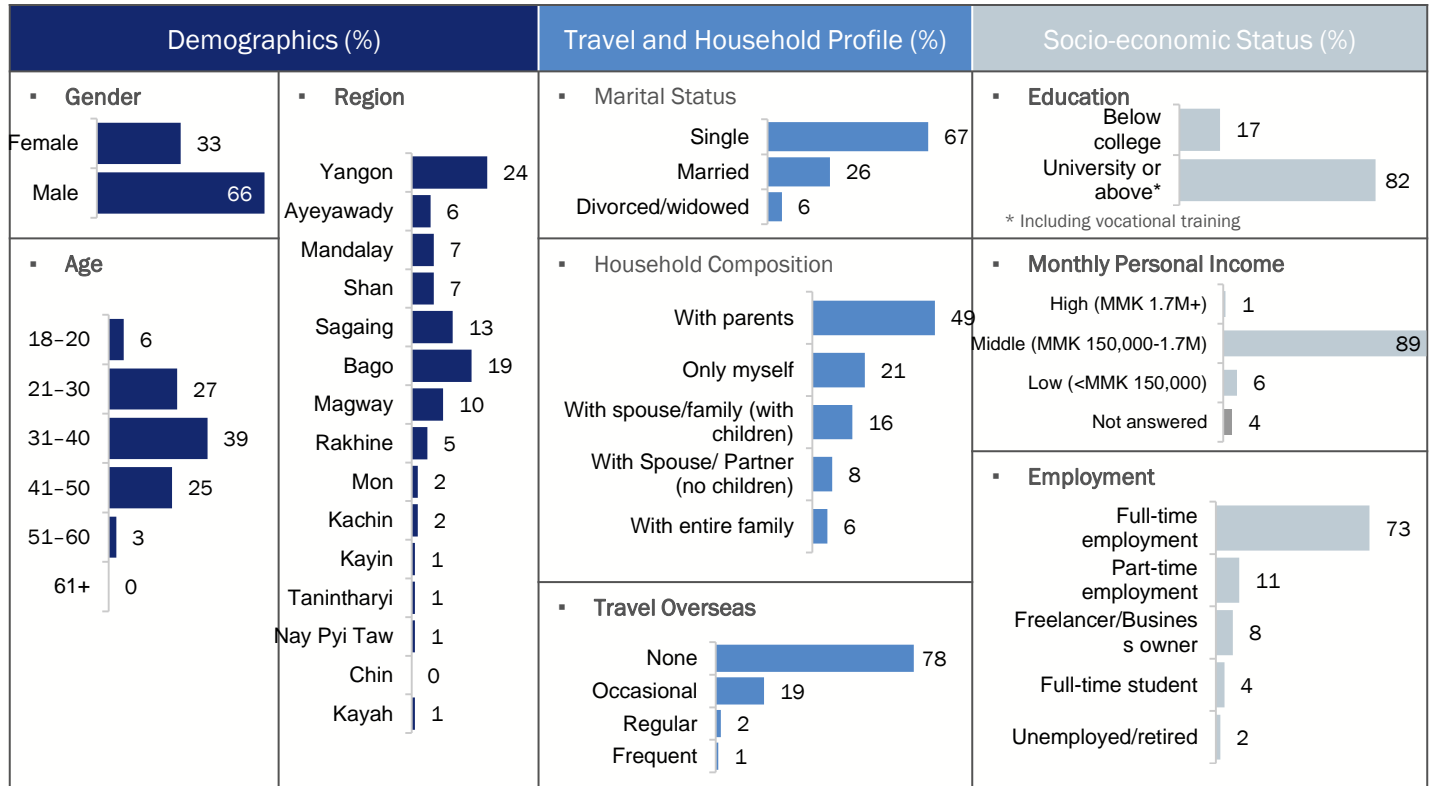
© Htet Wai / The Irrawaddy





# Respondents' Profile

- The demographic profile of the respondents surveyed in Myanmar is skewed toward male, younger people, and those with high education. “Soft quotas” were implemented for regions and income.
- The majority of respondents are single, have a medium income, have received a university education, are employed full time, live with their families, and are non-travelers.



S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q22. Household composition; Q23. Employment; Q24. Travel behavior

Base: Total Myanmar, n=1000, weighted data



# Concern about the Coronavirus Outbreak

- Almost all respondents in Myanmar are worried about the coronavirus outbreak to some degree, with around 80 percent saying they are very or even extremely worried about it.
- Females, those aged 41 and up, those with middle income, and who do not live with children are relatively more worried.

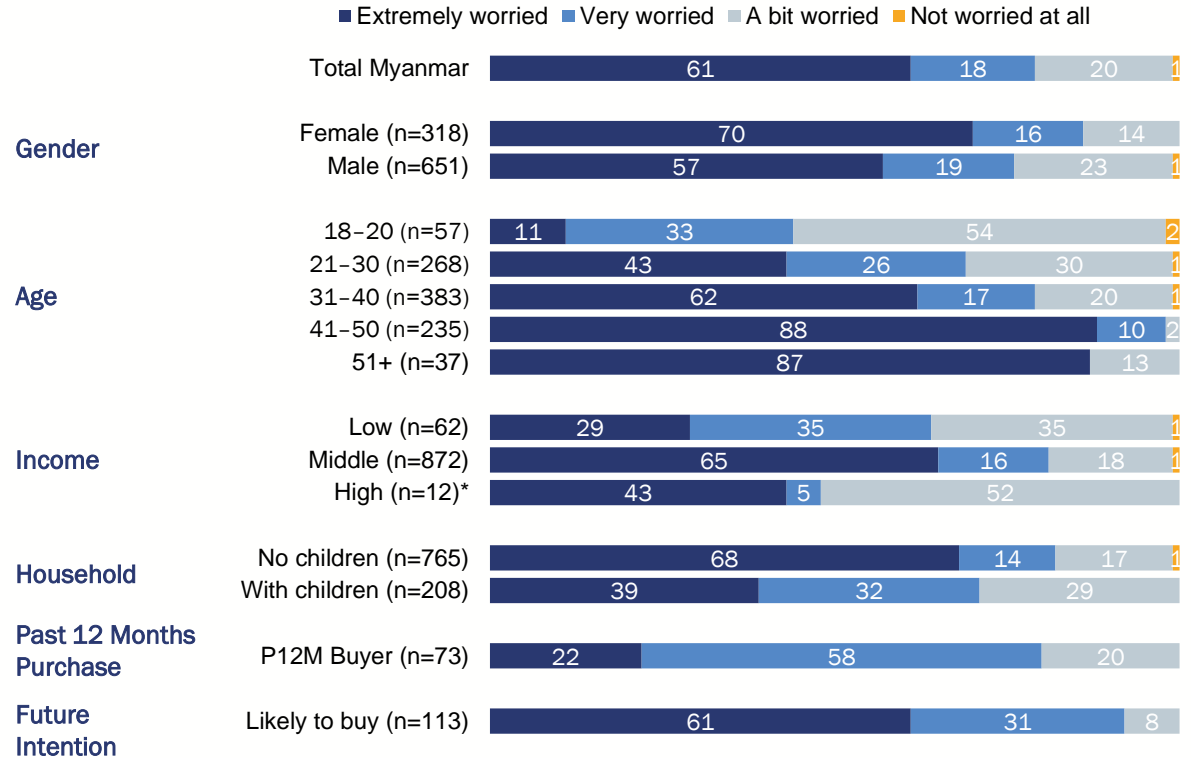
**Note:** Please note that these results were collected between March 6<sup>th</sup> and 11<sup>th</sup>, 2020. Given the COVID-19 fast-changing situation, these results have to be read in their context (i.e. at an earlier time of the outbreak) and are likely to have changed since they were collected.

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

\* Small sample size,  $n < 30$

Q4. Overall, how worried are you about the outbreak of the coronavirus?  
 Base: Aware of coronavirus,  $n=979$ , weighted data

## Level of Concern about the Coronavirus Outbreak (%)



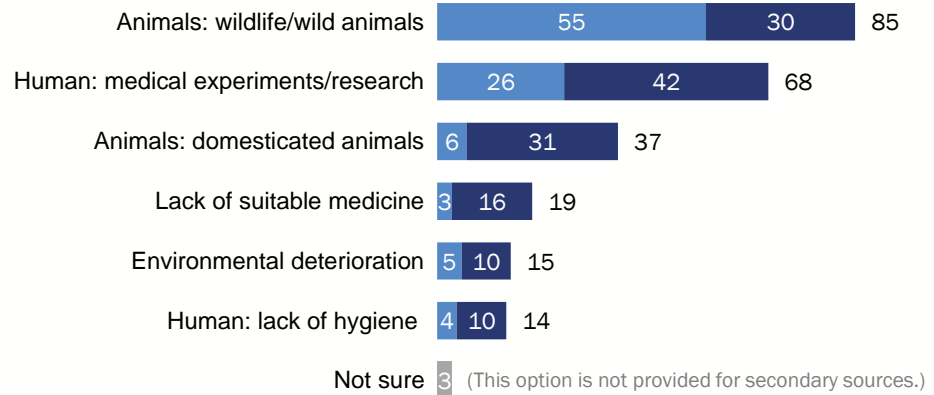


# Perceived Sources of the Coronavirus Outbreak

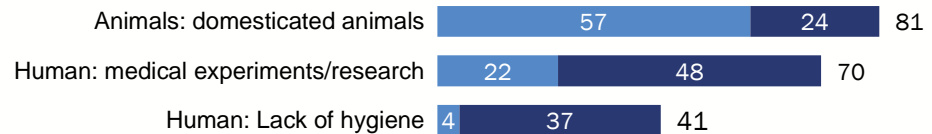
- People aware of the coronavirus think that wildlife and wild animals are the major source of the coronavirus outbreak, and this is the primary source most mentioned (55%).
- However, Future Intended Buyers of wildlife products do not think wildlife and wild animals are a major or primary source of the coronavirus outbreak. The majority of Future Intended Buyers think that the disease originated from domesticated animals, with 57 percent saying that they are the primary source.

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

▪ **For All Respondents Who Are Aware of the Coronavirus (n=1000)**



▪ **For Future Intended Buyers of Wildlife Products, Top 3 (n=113\*)**



\* Small sample size, n<30

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?

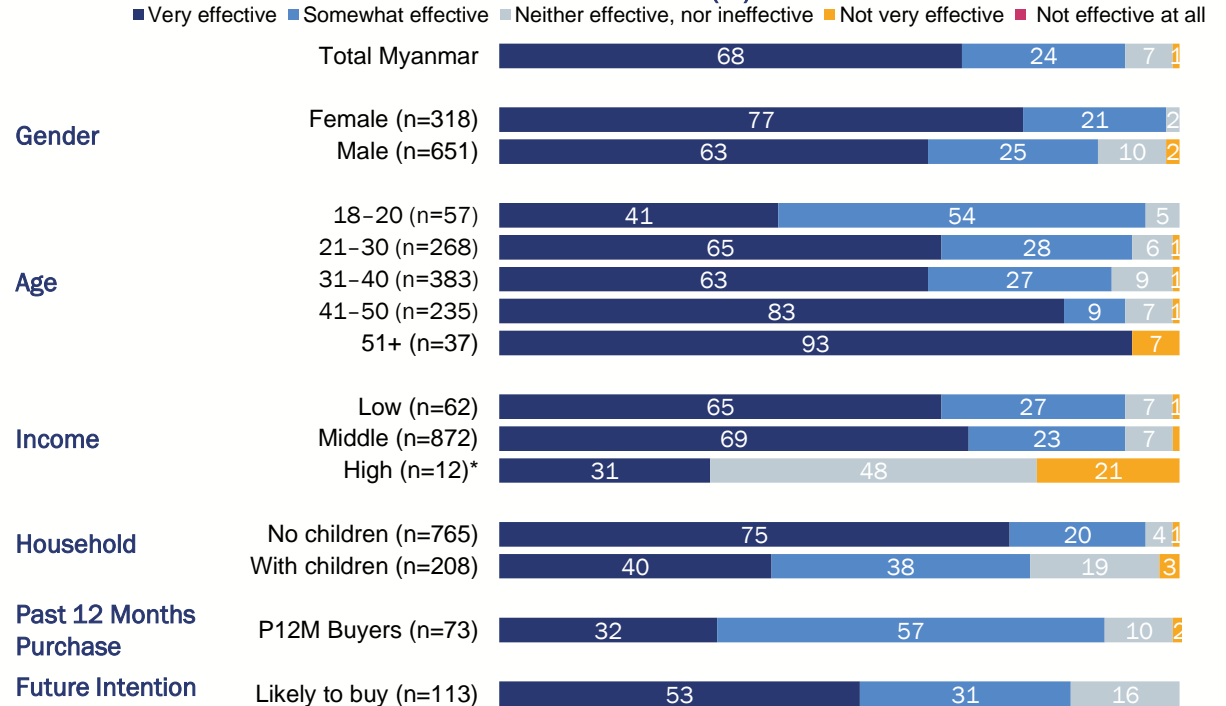
Base: Aware of coronavirus, n=979, weighted data



# Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure

- People in Myanmar agree that the closure of wildlife markets where they sell animals coming from the wild would be effective. Even Past 12 Months Buyers and Future Intended Buyers think that it would be very or somewhat effective (89% and 84%, respectively).
- Females, people aged 41 and up, and those living with children are more likely to agree with the effectiveness of such an initiative.
- Those with high incomes are the most doubtful with 21 percent saying that a closure of illegal and unregulated wildlife markets will not be very effective, while 48 percent say that they are unsure.

Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure (%)



\* Small sample size, n<30

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 civet cats) would be to prevent similar epidemic diseases from happening in the future?

Base: Aware of coronavirus, n=979, weighted data

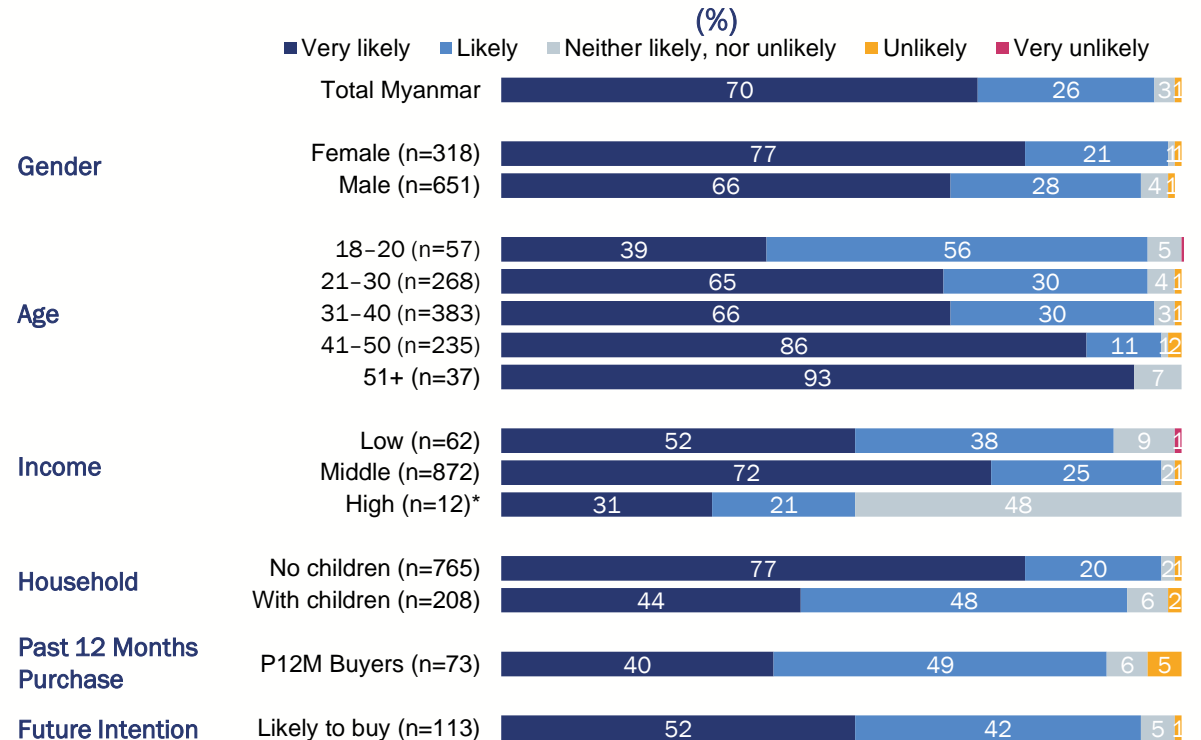




# Likelihood to Support Illegal and Unregulated Wildlife Market Closure

- Overall, nearly all respondents in Myanmar are likely to support the government's and health ministries' efforts to close all illegal and unregulated wildlife markets.
- Similarly to the perceived effectiveness of such an initiative, females, people aged 41 and up, and those not living with children claim that they would more actively support wildlife market closures than the other groups.
- About half of those with high incomes are unsure about supporting these initiatives.

Likelihood to Support Illegal and Unregulated Wildlife Market Closure



\* Small sample size, n<30

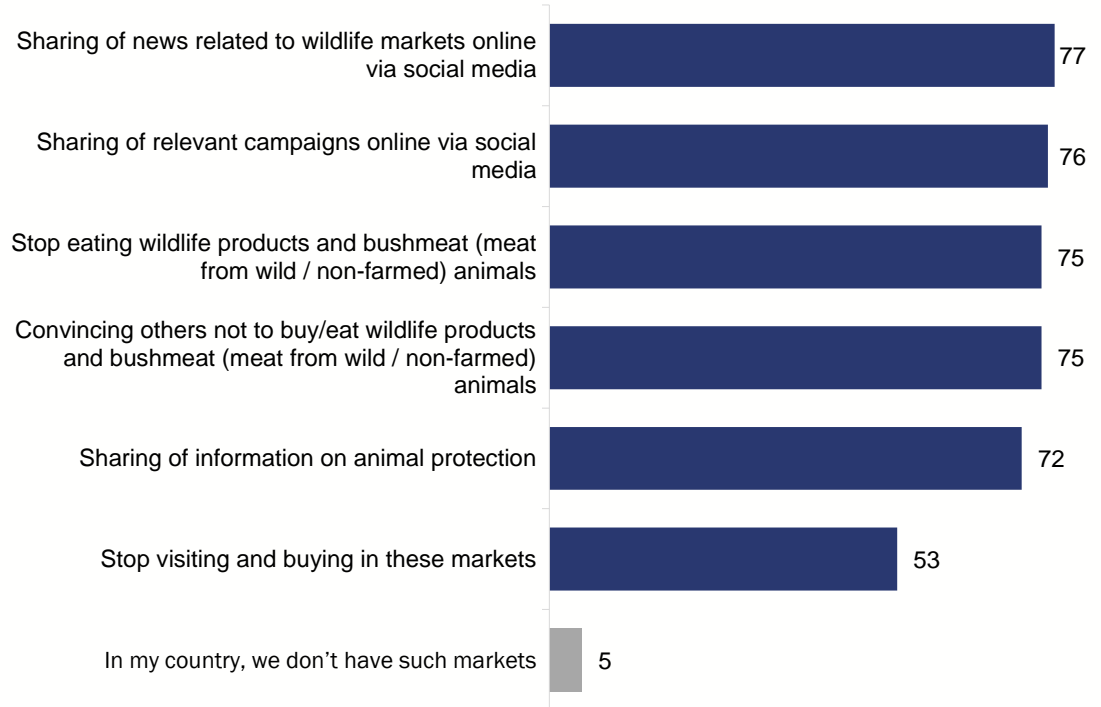
Q13. How likely would you be to support the efforts by governments and health ministries to close all illegal and unregulated markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins and civet cats, not livestock which are farmed) in your country?

Base: Aware of coronavirus, n=979; Past 12 Month Buyers, n=73; Future intention (Likely to buy), n=113, weighted data

## Ways to Support Illegal and Unregulated Wildlife Market Closure

- Respondents in Myanmar would support the initiatives and efforts to close all illegal and unregulated wildlife markets in various ways, especially by sharing news (77%), through the sharing of relevant campaigns (76%), no longer eating wildlife products and bushmeat animals (75%), convincing others not to buy or eat wild animals (75%), or sharing information on animal protection (72%).

Ways to Support Illegal and Unregulated Wildlife Market Closure (%)



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

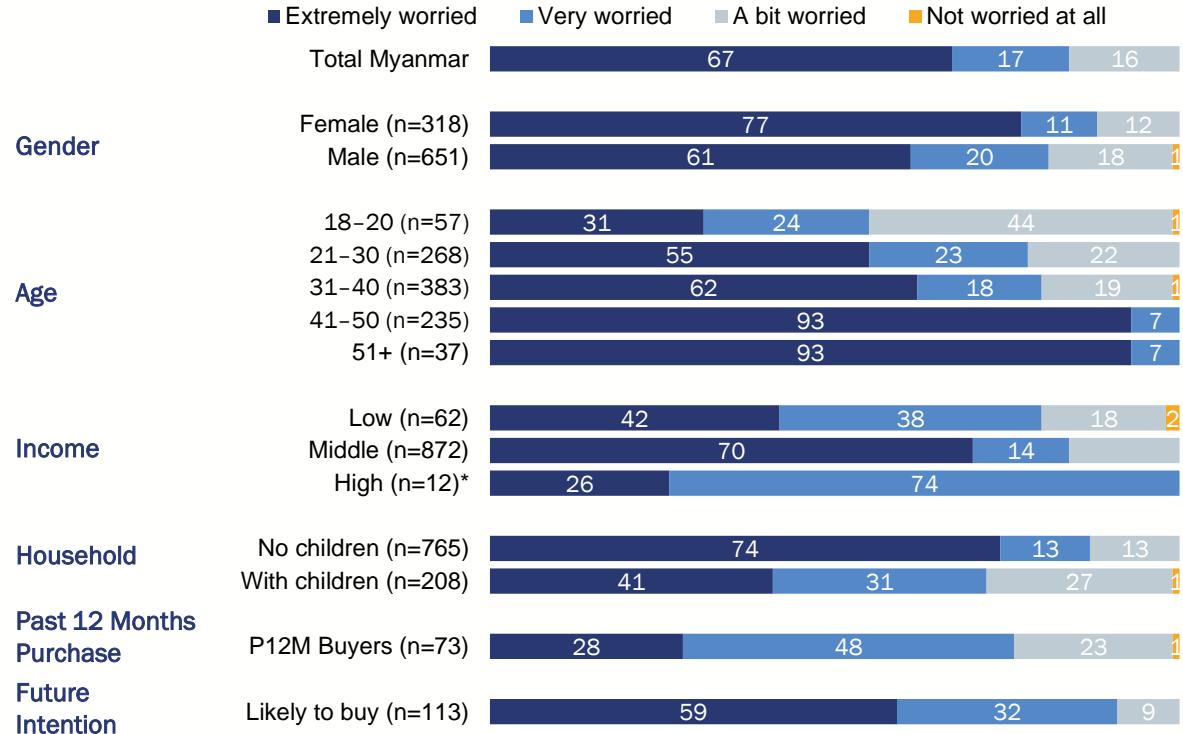
Base: Support market closure, n=936, weighted data



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

- All respondents are worried to some extent about a similar outbreak happening in the future if there are no measures taken to close the wildlife markets in Myanmar.
- The most worried are those aged 41 and up (93% say they are extremely worried). However, only about 55 percent of people aged 18–20 are very worried or extremely worried about another outbreak happening again if no measures are taken to close the illegal and unregulated wildlife markets.

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



\* Small sample size, n<30

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=979, weighted data



# Importance and Trust in Institutions to Combat the Outbreak

- The national government, fellow citizens, and medical professionals are regarded as the most important institutions to combat the coronavirus outbreak in Myanmar. They are also the most trusted actors to do so.
- The importance of and trust in each institution in Myanmar is positively correlated, which is different from the other markets surveyed.

Trust in and Importance 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 5 institutions by importance.

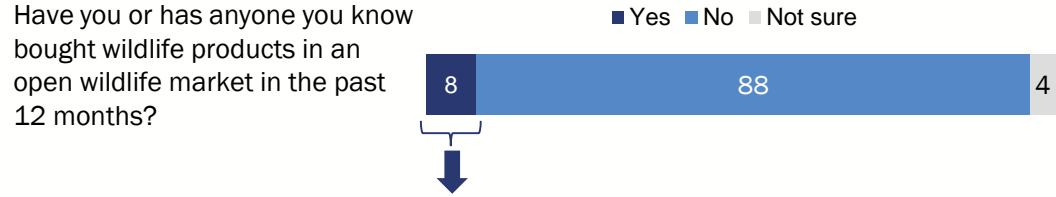
Q7b. Please indicate how much you trust each of the following institutions to combat the coronavirus outbreak in your country, in their own way. Please rank the top 5 institutions by level of trust.

Base: Aware of coronavirus, n=979, weighted data

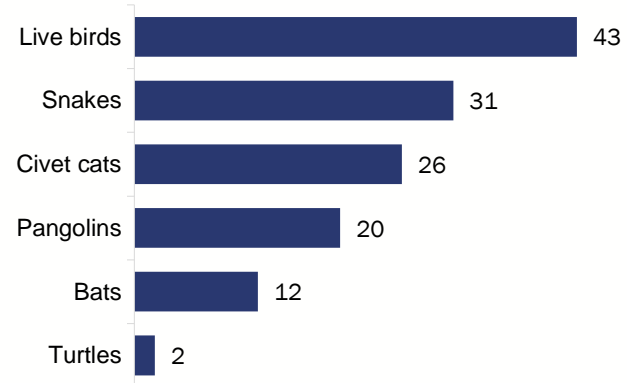
# Wildlife Product Purchase in Past 12 Months

- 8 percent of the population in Myanmar has bought or say that they know someone who has bought wildlife products in an open wildlife market in the past 12 months.
- Live birds are the most common type of products purchased by these buyers (43%), followed by snakes (31%) and civet cats (26%).

Wildlife Product Purchase in Past 12 Months (%)



Types of wildlife products bought (n=82)



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?

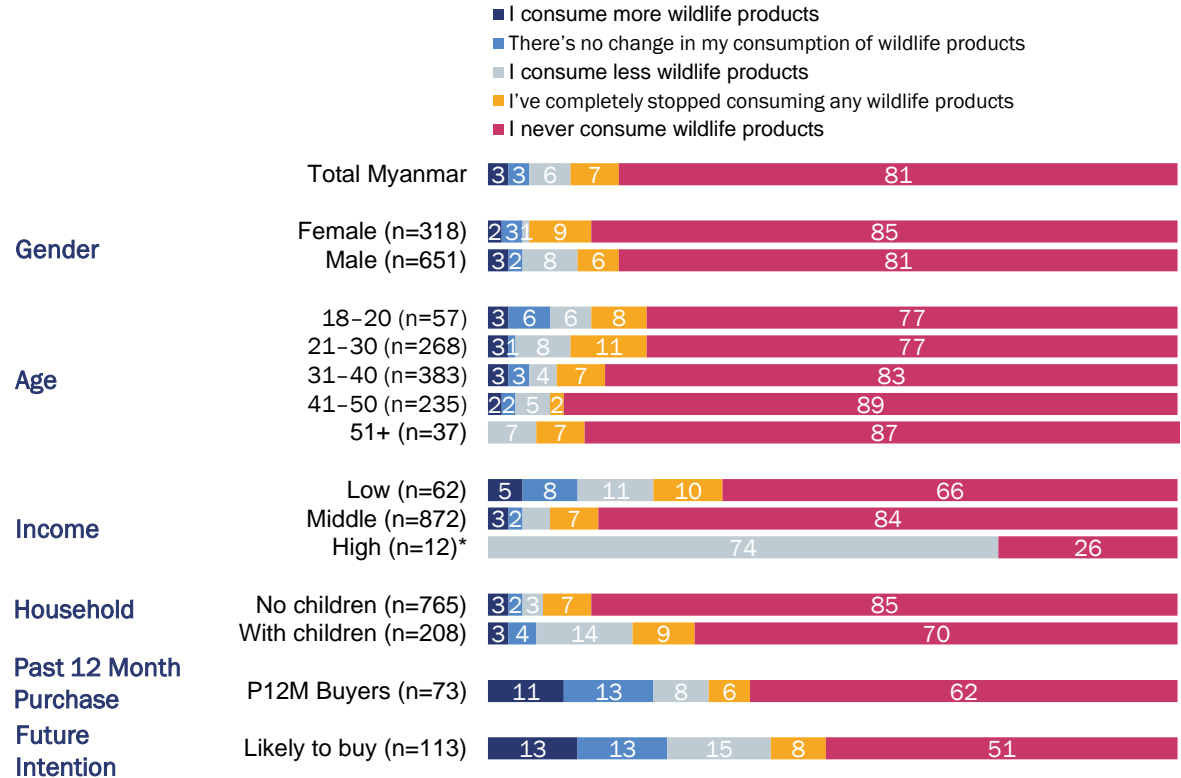
Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total Myanmar, n=979, weighted data



# Impact of Coronavirus on Consumption of Wildlife Products

- In Myanmar, 81 percent of respondents never consumed wildlife products before the coronavirus outbreak.
- It is more common for males, those in younger age groups (under 40 years old), and people living with children to have consumed wildlife products in the past.
- 24 percent of Past 12 Months Buyers say that they continue to consume wildlife products as before, or that they even consume more in the context of the coronavirus outbreak.



\* Small sample size, n<30

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

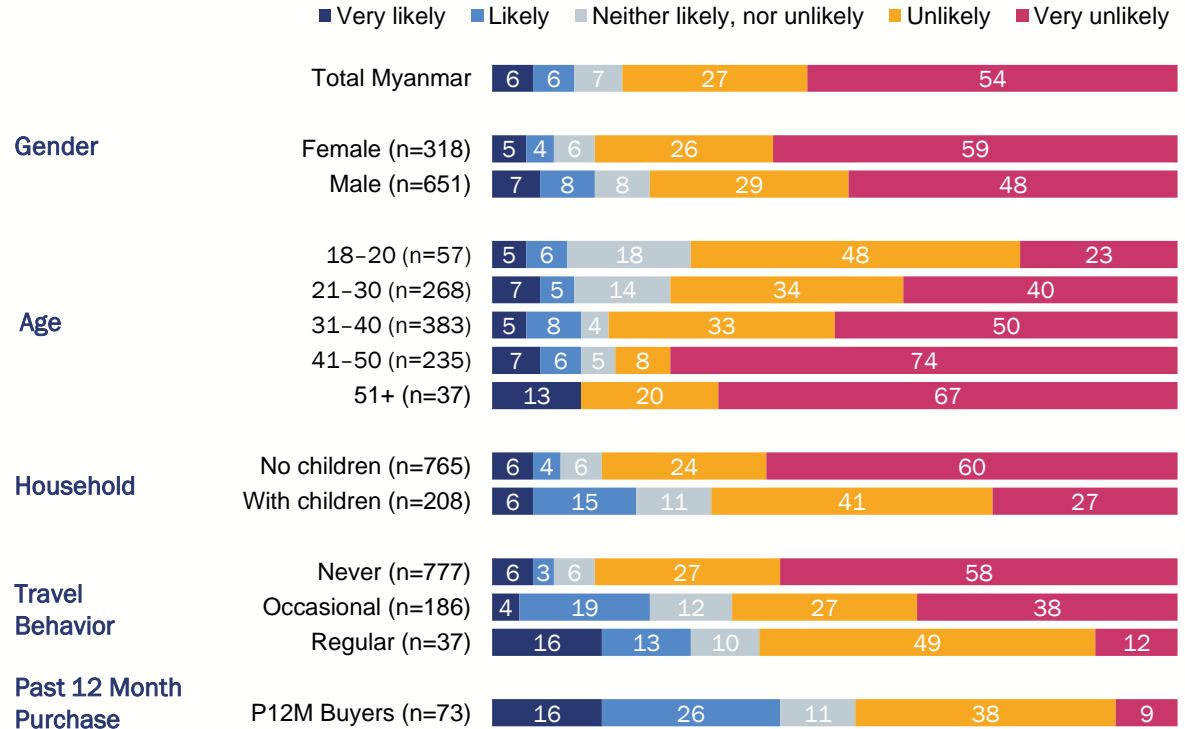
Base: Aware of coronavirus, n=1000, weighted data



# Likelihood to Buy Wildlife Products in Open Wildlife Markets in the Future

- 81 percent of respondents in Myanmar say they would be unlikely to buy wildlife products in open wildlife markets in the future.
- Similarly to the consumption of wildlife products, males, those in younger age groups (under 40 years old), and people living with children are more likely to intend to buy wildlife products in the future.
- Regular travelers are also more likely to buy wildlife products in the future.
- Moreover, over 40 percent of Past 12 Months Buyers say that they are still likely to buy from an open market.

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

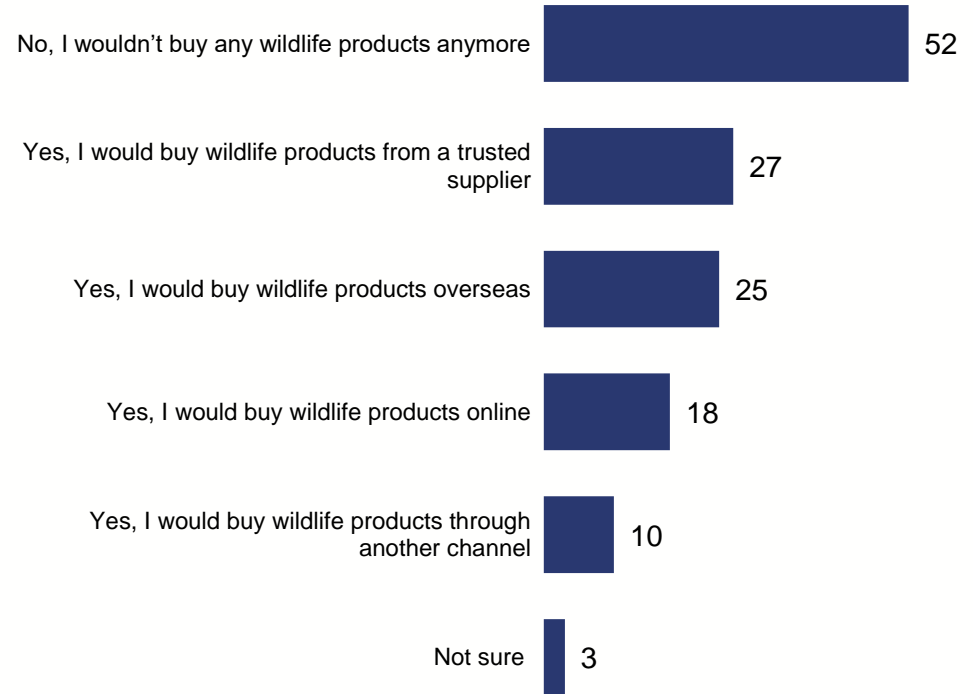


Q19. And how likely will you be to buy wildlife products in open wildlife markets in the future?  
 Base: Total Myanmar, n=1000, weighted data

## Alternative Channels to Purchase Wildlife Products in the Future

- More than half of Future Intended Buyers (52%) say that they would no longer buy wildlife products if the markets are closed.
- The most popular alternative channels of purchase are trusted suppliers (27%) or overseas sources (25%).

Channels of Purchase for 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=127, weighted data

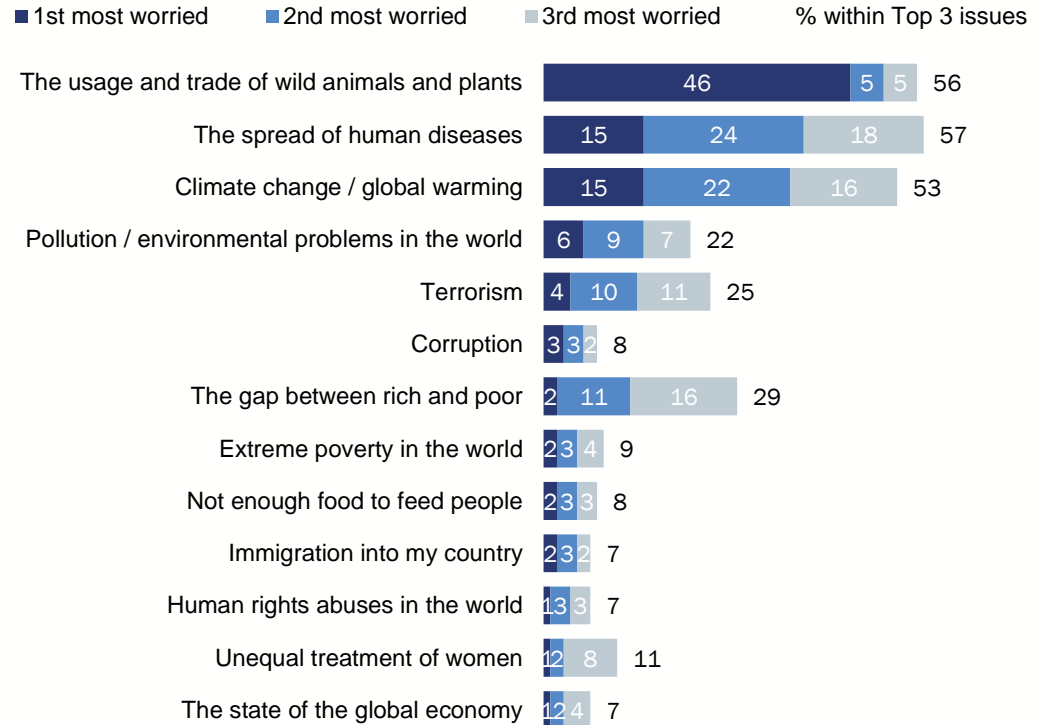




# Issues Most Worried About

- In the context of the coronavirus outbreak, the use and trade of wild animals and plants is the issue people worry the most about by far.
- However, when considering the top 3 issues mentioned, the use and trade of wild animals and plants, the spread of human diseases, and climate change are all considered to be the three most worrisome issues, far ahead of all other issues tested.
- Among all markets surveyed, people in Myanmar show the greatest concern for the wildlife trade.

Ranking of Issues Most Worried About (%)

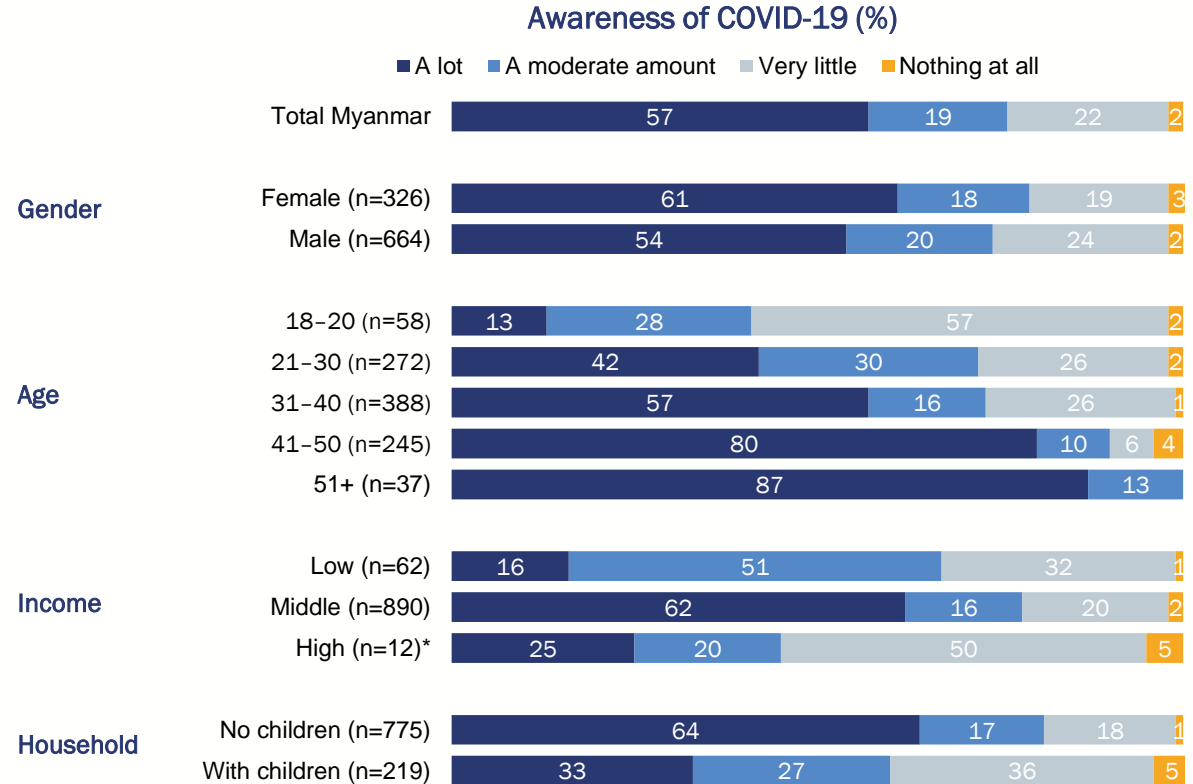


Q1. To start with, which of the following issues worry you the most? Please select the top three issues from the list below.  
 Base: Total Myanmar, n=1000, weighted data



# Awareness of COVID-19 (Coronavirus)

- Similarly to the other markets, there is a high level of awareness of the coronavirus in Myanmar. Three-quarters of respondents (76%) claim to have a lot or a moderate amount of awareness.
- Females and those aged 41 and up tend to have more awareness about the coronavirus.
- Those who do not have children also express significantly higher levels of awareness than those who live with children.



\* Small sample size, n<30

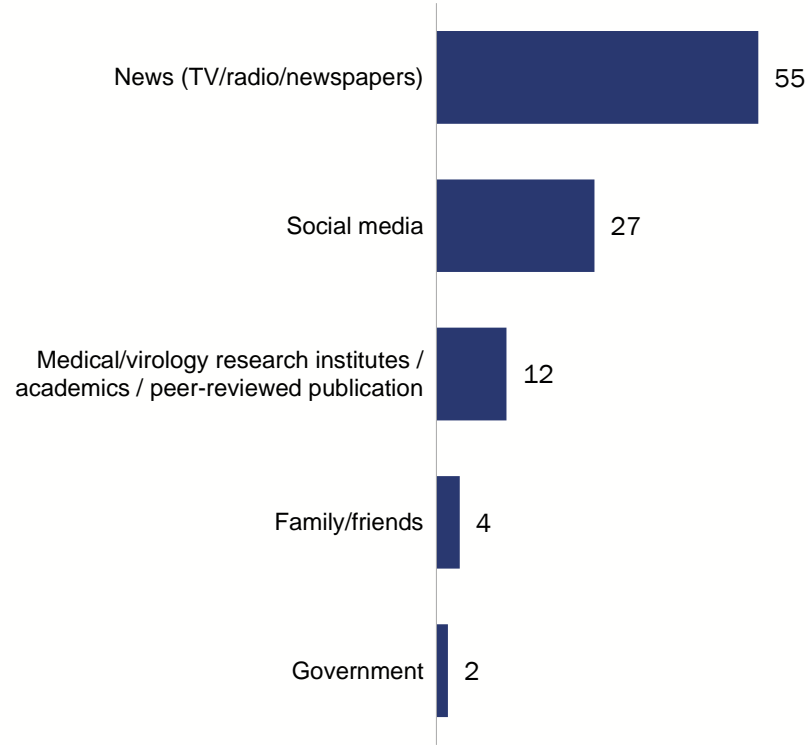
Q2. How much have you heard of COVID-19, commonly known as coronavirus?

Base: Total Myanmar, n=1000, weighted data

## Main Sources of Information about the Coronavirus

- Among those who have heard of the coronavirus, news channels such as TV, radio, or newspapers are their main sources of information.
- Social media (mentioned more by the younger people in Myanmar) is a primary source of information for 27 percent of respondents.

Main Sources of Information about the Coronavirus (%)



Q3. What is your main source of information in regards to coronavirus?  
Base: Aware of coronavirus, n=979, weighted data

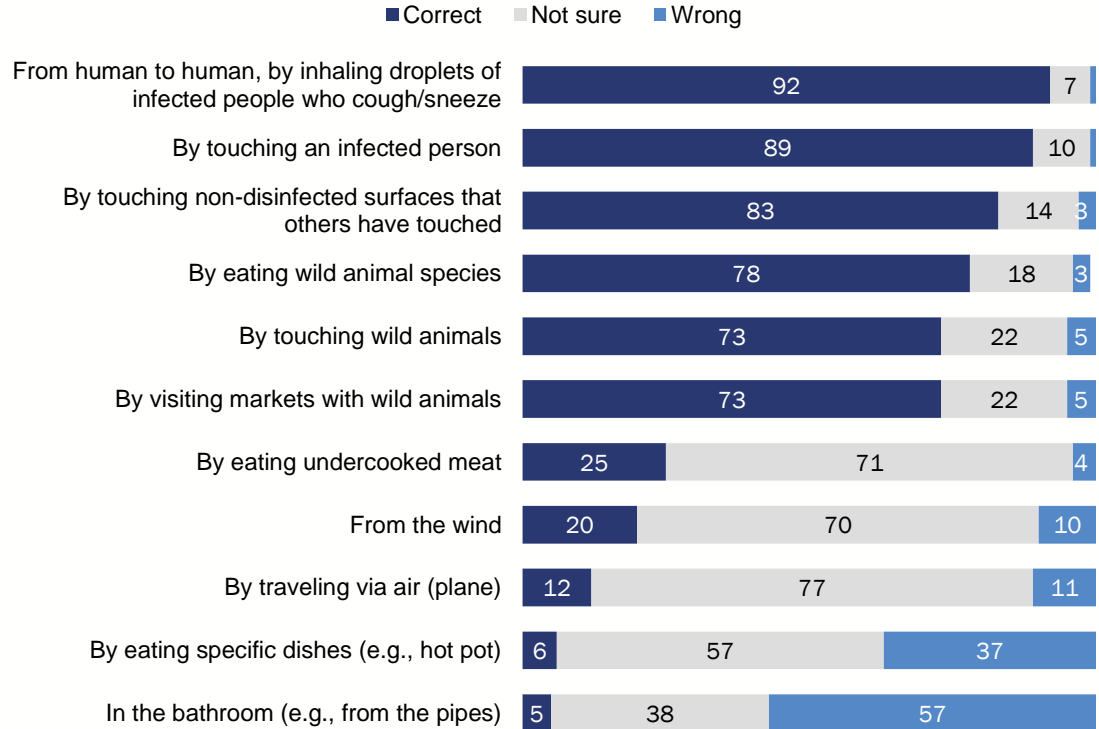


# Perceived Modes of Infection

- In Myanmar, most respondents believe that the coronavirus is infecting people via human to human contact, either by inhaling droplets (92%), by touching an infected person (89%), and by touching non-disinfected surfaces (83%).
- Animals are also widely perceived to be a mode of infection: over 70 percent of respondents believe that wildlife could be a mode of transmission of the disease, either as a result of eating wild animals (78%), touching wild animals (73%), or by visiting markets with wild animals (73%).
- People are uncertain if traveling is a mode of infection, with 77 percent saying that they are not sure.

**Note:** For this question, respondents' answers were not identified as "correct" or "wrong." They were instead asked to mention if each statement was correct or wrong.

## Perceived Modes of Coronavirus Transmission (%)



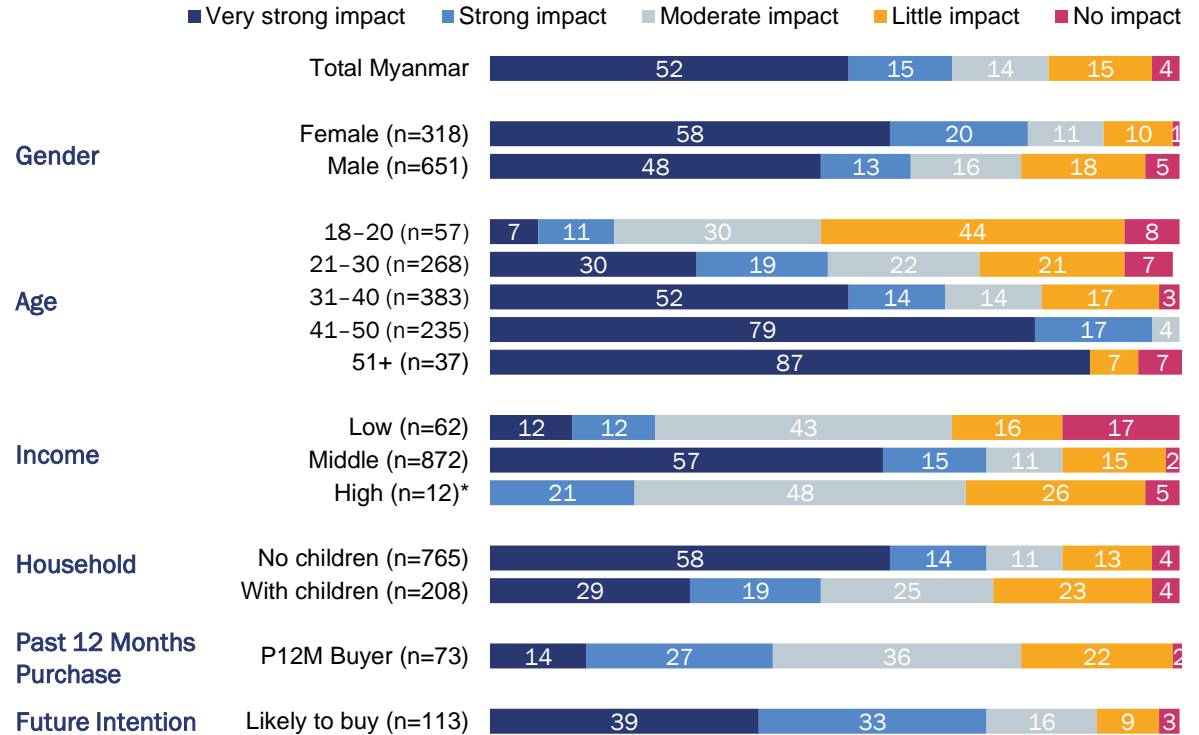
Q10. And to your knowledge, how is the coronavirus transmitted / how does it infect people? Please tick the correct answers.  
 Base: Aware of coronavirus, n=979, weighted data



# Impact of the Coronavirus on Daily Life

- The lives of a majority of people in Myanmar have been impacted by the coronavirus, with almost 70 percent saying that it has a strong or very strongly impact.
- Females, people aged 41 and up, people with middle incomes and who do not live with children they are the most impacted.
- Past 12 Months Buyers tend to be less affected by the coronavirus in their daily lives compared with other groups.

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?

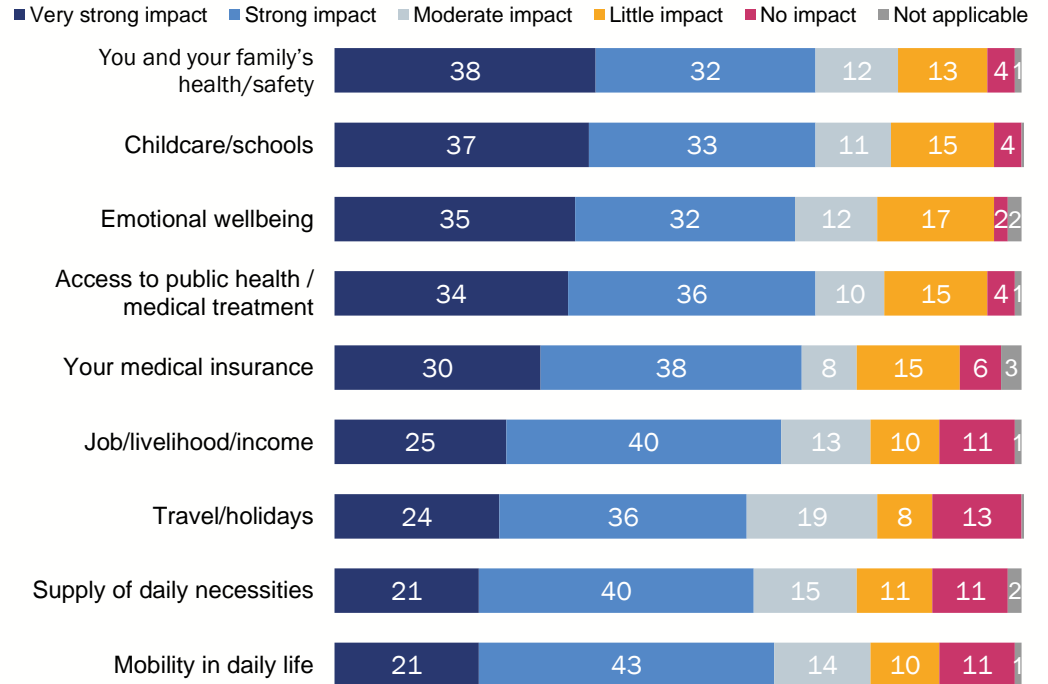
Base: Aware of coronavirus, n=979; Past 12 Month Buyers, n=73; Future intention (Likely to buy), n=113, weighted data



# Impact of the Coronavirus on Various Aspects of Daily Life

- The coronavirus appears to almost equally affect every aspect of people’s lives in Myanmar, with health and safety, childcare and schools, and emotional wellbeing as the areas on which it has the strongest impact.

Impact on Different Aspects of Daily Life (%)



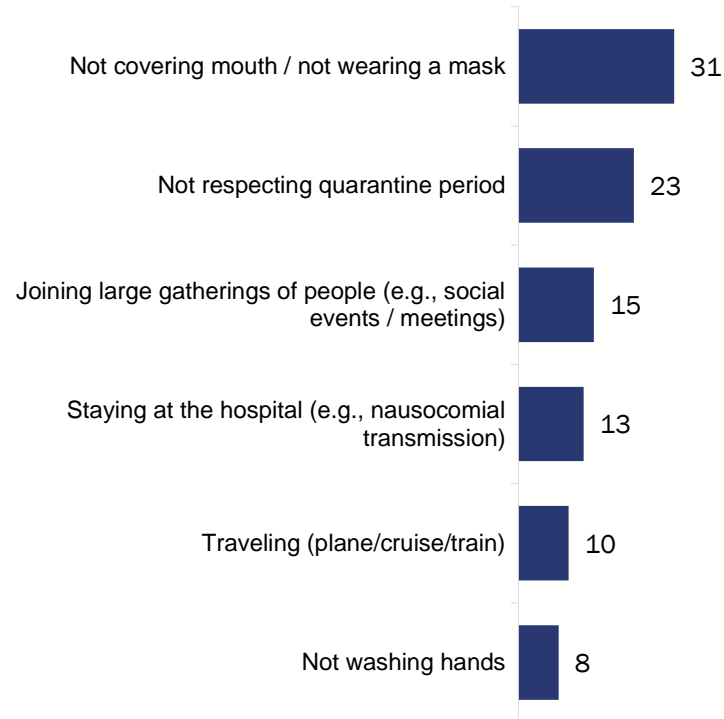
Q6. For each of the following aspects, please indicate how much impact the coronavirus has on your daily life?

Base: Aware of coronavirus, n=979, weighted data

## Behaviors Perceived to Increase the Risk of Spreading the Coronavirus

- Not covering the mouth or not wearing a mask is believed to be the behavior which most increases the risk of spreading the coronavirus (31%), followed by not respecting the quarantine period (23%).
- Not washing hands (8%) is not seen as a primary risk of spreading the virus.

Behaviors that Increase the Risk of Spreading the Coronavirus (%)



Q11. Which of the following behaviors do you believe most increase the risk of the coronavirus to spread?

Base: Aware of coronavirus, n=979, weighted data

# Market Chapter

# Thailand







# Respondents' Profile

- The demographic profile of the respondents 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 respondents have a medium income, have received a university education, are married, are employed full time, and live with their families.
- Around half of respondents are occasional travelers (travelling once per year or less frequently).

Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> <li>▪ <b>Gender</b> <ul style="list-style-type: none"> <li>Female 47</li> <li>Male 53</li> </ul> </li> <li>▪ <b>Age</b> <ul style="list-style-type: none"> <li>18-20 3</li> <li>21-30 22</li> <li>31-40 21</li> <li>41-50 22</li> <li>51-60 24</li> <li>61+ 7</li> </ul> </li> <li>▪ <b>Region</b> <ul style="list-style-type: none"> <li>Northern 12</li> <li>Northeastern 15</li> <li>Western 1</li> <li>Central 58</li> <li>Eastern 5</li> <li>Southern 9</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Marital Status</b> <ul style="list-style-type: none"> <li>Single 40</li> <li>Married 52</li> <li>Divorced/widowed 8</li> </ul> </li> <li>▪ <b>Household Composition</b> <ul style="list-style-type: none"> <li>With spouse/ family (with children) 37</li> <li>With parents 30</li> <li>With spouse/partner (no children) 12</li> <li>With entire family 11</li> <li>Only myself 8</li> </ul> </li> <li>▪ <b>Travel Overseas</b> <ul style="list-style-type: none"> <li>None 36</li> <li>Occasional 48</li> <li>Regular 12</li> <li>Frequent 3</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Education</b> <ul style="list-style-type: none"> <li>Below college 30</li> <li>University or above 69</li> </ul> </li> <li>▪ <b>Monthly Personal Income</b> <ul style="list-style-type: none"> <li>Low (&lt;THB 20,000) 34</li> <li>Middle (THB 20,000-50,000) 50</li> <li>High (THB 50,000+) 15</li> </ul> </li> <li>▪ <b>Employment</b> <ul style="list-style-type: none"> <li>Full-time employment 53</li> <li>Part-time employment 2</li> <li>Freelancer/business owner 30</li> <li>Full-time student 3</li> <li>Unemployed/retired 11</li> </ul> </li> </ul>

S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q22. Household composition; Q23. Employment; Q24. Travel behavior  
 Base: Total Thailand, n=1000, weighted data



# Concern about the Coronavirus Outbreak

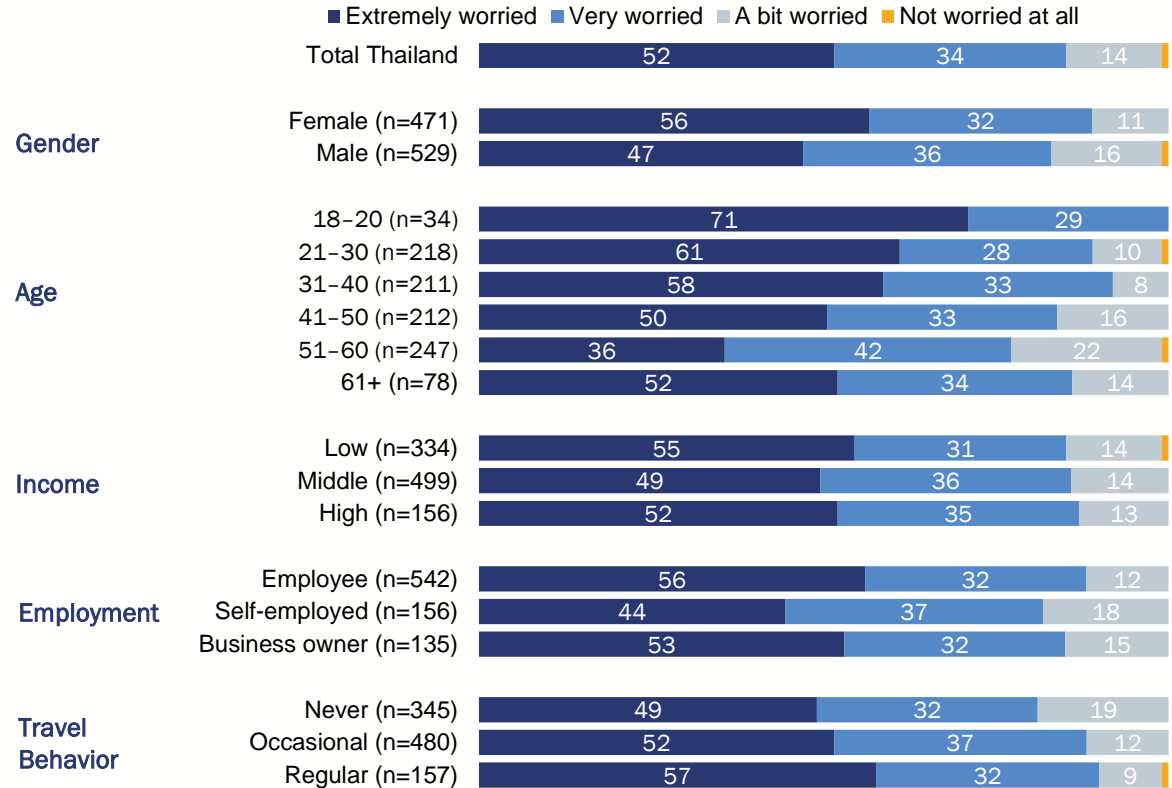
- In Thailand, 86 percent are very worried or even extremely worried about the coronavirus, particularly those aged 18–40. Respondents aged 51–60 are significantly less likely to report that they are extremely worried about the coronavirus.
- Regular travelers tend to worry more about the outbreak of coronavirus than non-travelers.

**Note:** Please note that these results were collected between March 6<sup>th</sup> and 11<sup>th</sup>, 2020. Given the COVID-19 fast-changing situation, these results have to be read in their context (i.e. at an earlier time of the outbreak) and are likely to have changed since they were collected.

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

Q4. Overall, how worried are you about the outbreak of the coronavirus?  
 Base: Aware of coronavirus, n=983, weighted data

## Level of Concern about the Coronavirus Outbreak (%)



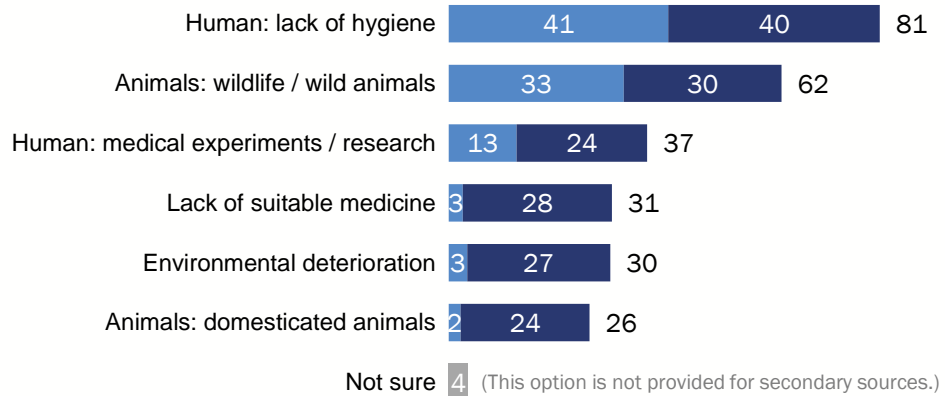


# Perceived Sources of the Coronavirus Outbreak

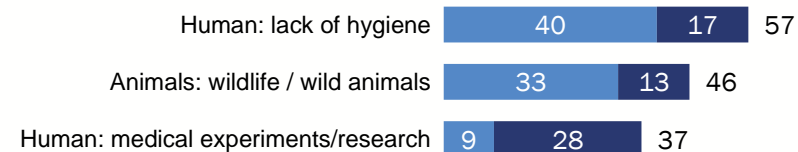
- Lack of hygiene is perceived to be the most important primary source from which the coronavirus originated (41%). It is believed to be a primary or secondary source of the outbreak by 81 percent of respondents.
- One-third (33%) believe that wildlife and wild animals are the primary source of the coronavirus outbreak, followed by medical experiments and research (13%).
- The Future Intended Buyers of wildlife products are aligned with the general population, i.e., 40 percent also believe that the lack of hygiene is the primary source of the coronavirus.

■ Primary source ■ Secondary sources

## For All Respondents Who Are Aware of the Coronavirus (n=983)



## For Future Intended Buyers of Wildlife Products, Top 3 (n=65)



Q8. To your knowledge, what is the primary source of the coronavirus outbreak?

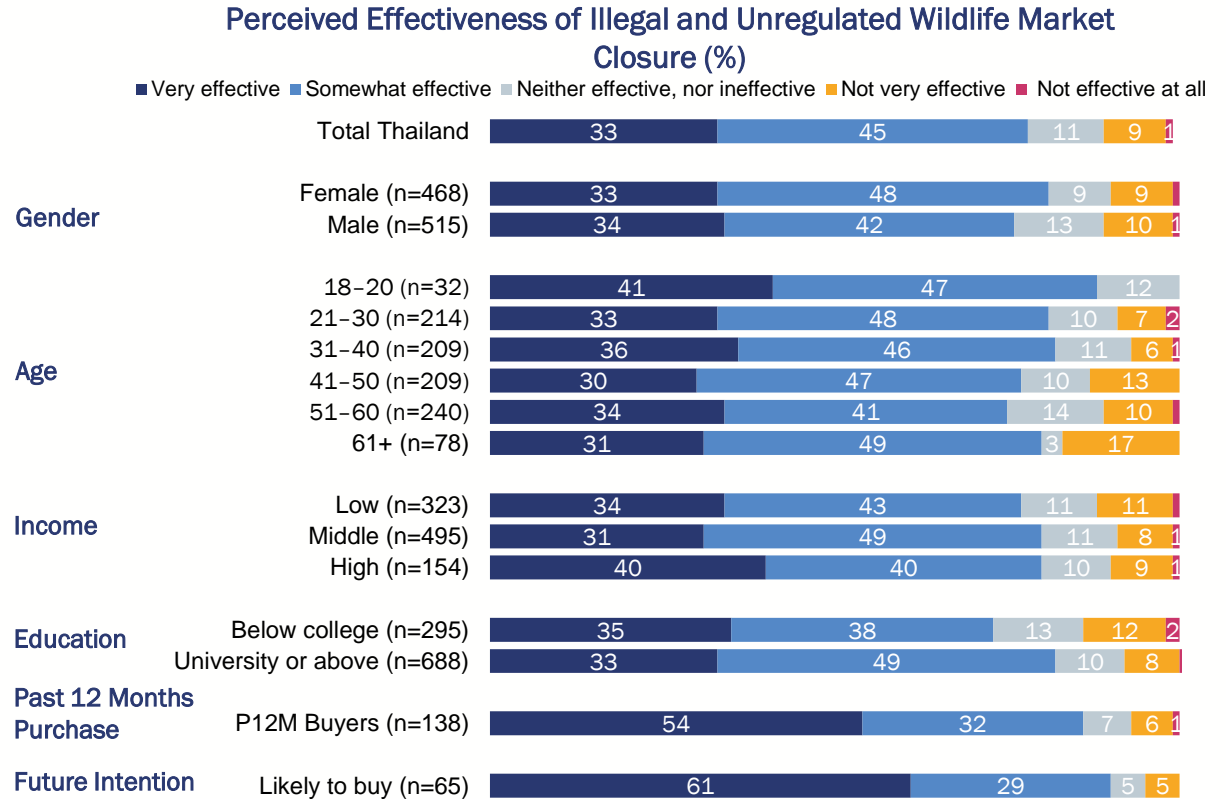
Q9. And which other sources, if any, are there for the coronavirus outbreak?

Base: Aware of coronavirus, n=983; Future intended buyers of wildlife products, n=65, weighted data



# Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure

- To prevent similar outbreaks from happening in the future, 78 percent of respondents think that a closure of wildlife animal markets is an effective approach.
- Moreover, 86 percent of those who bought wildlife products (or know someone who bought these products) in the past 12 months feel that the market closure will be effective.



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 civet cats) would be to prevent similar epidemic diseases from happening in the future?

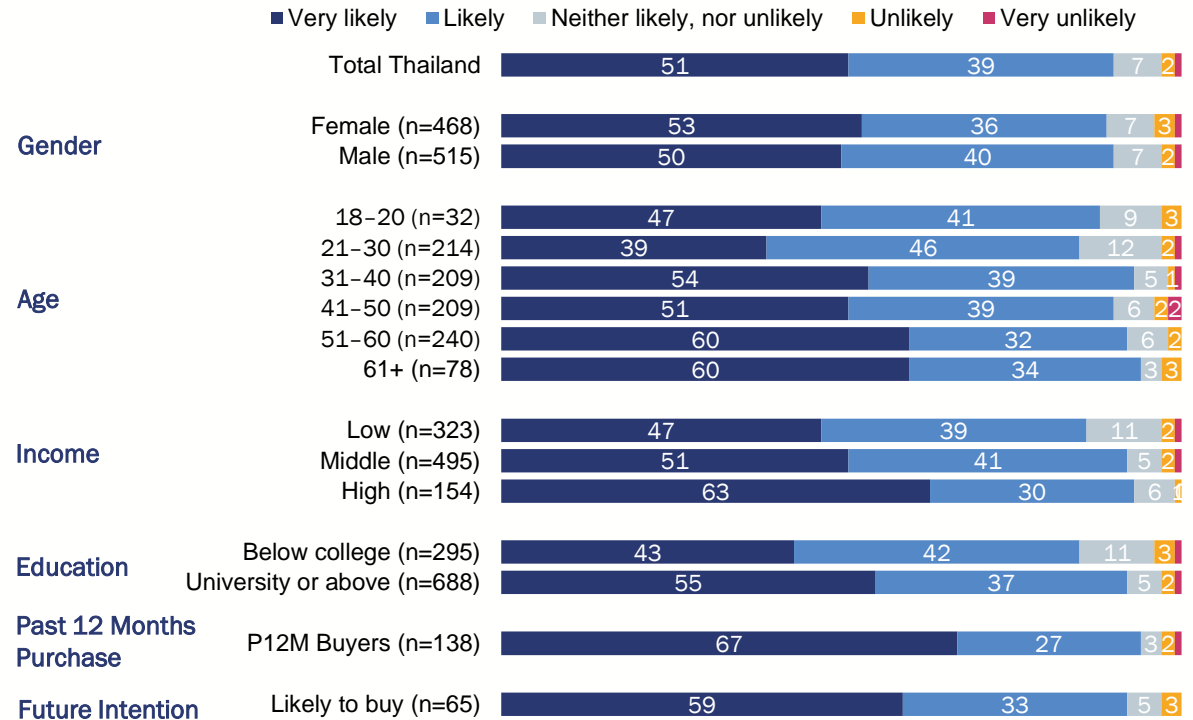
Base: Aware of coronavirus, n=983, weighted data

# Likelihood to Support Illegal and Unregulated Wildlife Market Closure



- 90 percent of all respondents are likely or very likely to support the government's efforts to close all illegal and unregulated markets selling wildlife.
- Nearly all of those who bought wildlife products or know someone who bought these products support the closure of illegal and unregulated markets (94%).
- People in the high-income bracket are also more likely to support the closure of the markets (93%).

## Likelihood to Support Illegal and Unregulated Wildlife Market Closure (%)



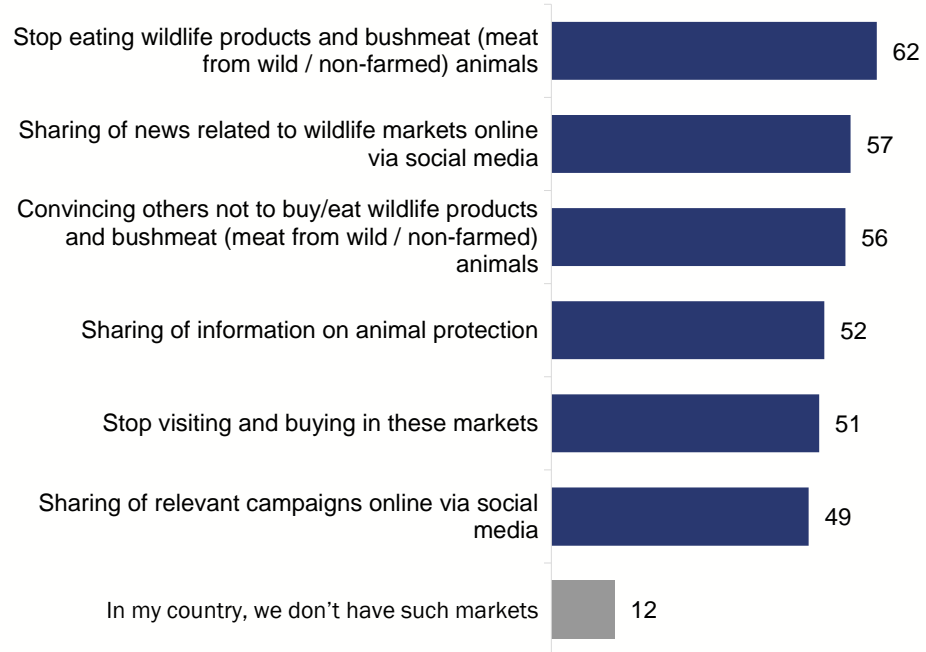
Q13. How likely would you be to support the efforts by governments and health ministries to close all illegal and unregulated markets selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins and civet cats, not livestock which are farmed) in your country?

Base: Aware of coronavirus, n=983, weighted data

## Ways to Support Illegal and Unregulated Wildlife Market Closure

- The ways in which respondents would support the initiatives and efforts to close illegal and unregulated markets vary. Most respondents (62%) would support the closure by not eating wildlife products and bushmeat, followed by sharing news related to wildlife markets online (57%).
- However, 12 percent believe that there are no such illegal and unregulated markets selling wildlife products in Thailand.

Ways to Support Illegal and Unregulated Wildlife Market Closure (%)



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

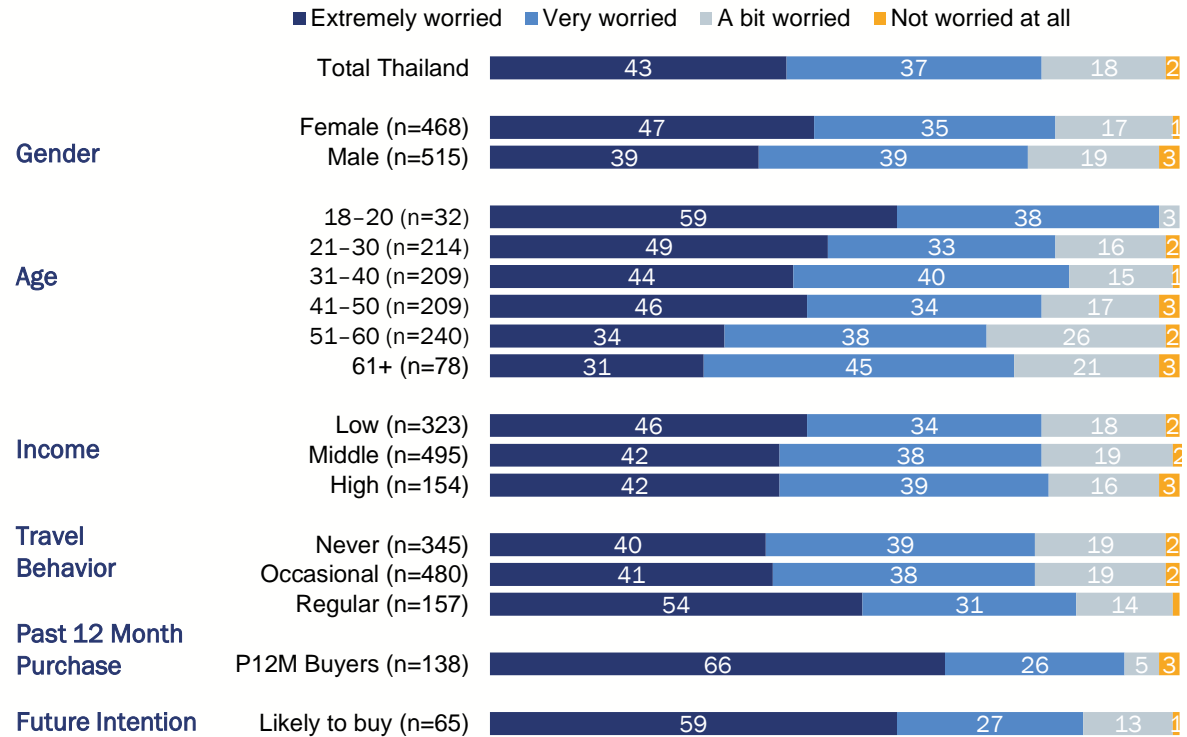
Base: Aware of coronavirus,  $n=983$ , weighted data



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

- The majority of respondents (80%) say that they would be worried if no measures are taken to close the wildlife market.
- Regular travelers and younger people (aged 18–30) report that they would mostly be “extremely worried.”
- Past 12 Months Buyers and Future Intended Buyers tend to worry more than the general population if no measures were to be taken.

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?

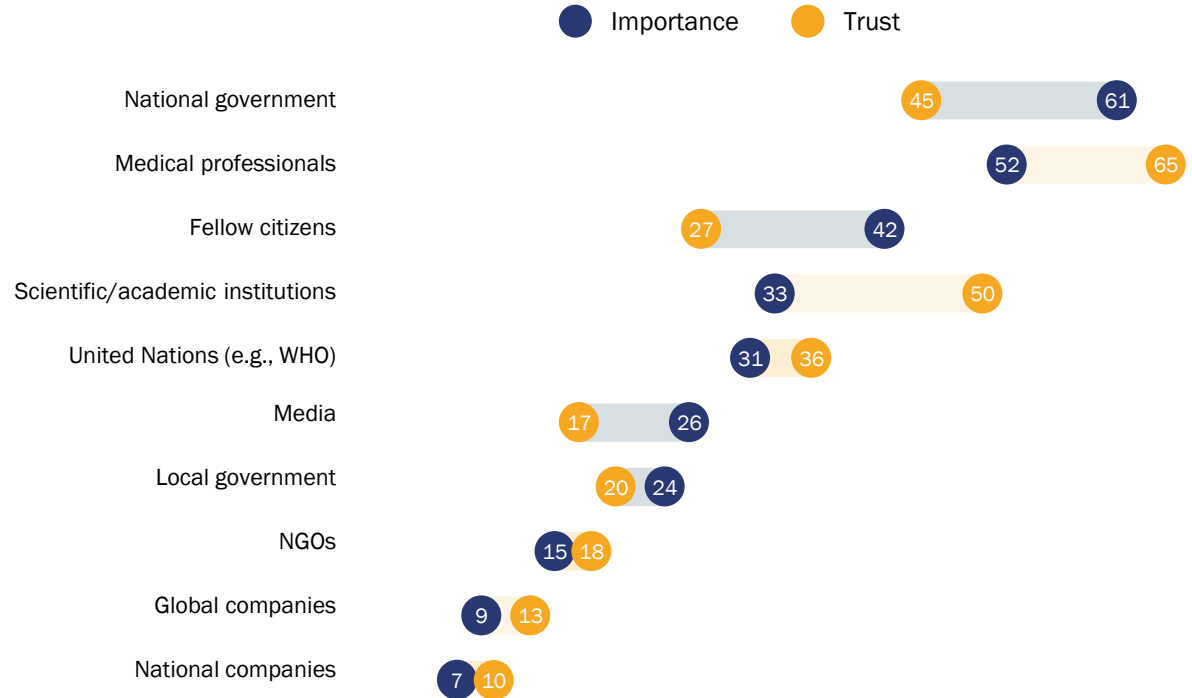
Base: Aware of coronavirus, n=983, weighted data



# Importance and Trust in Institutions to Combat the Outbreak

- In Thailand, the national government is believed to be the most important actor to combat the coronavirus. However, there is a 16 percent gap between trust in the national government and its perceived importance.
- The top two institutions that people trust the most are medical professionals and scientific/academic institutions.
- Most respondents do not believe that global companies or NGOs are important in the fight against the coronavirus and they also report low levels of trust in these institutions.

Trust in and Importance 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 5 institutions by importance.

Q7b. Please indicate how much you trust each of the following institutions to combat the coronavirus outbreak in your country, in their own way. Please rank the top 5 institutions by level of trust.

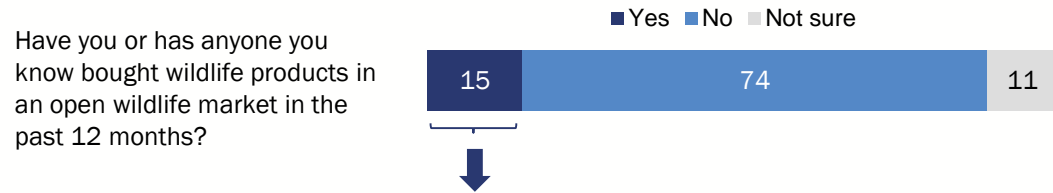
Base: Aware of coronavirus, n=983, weighted data



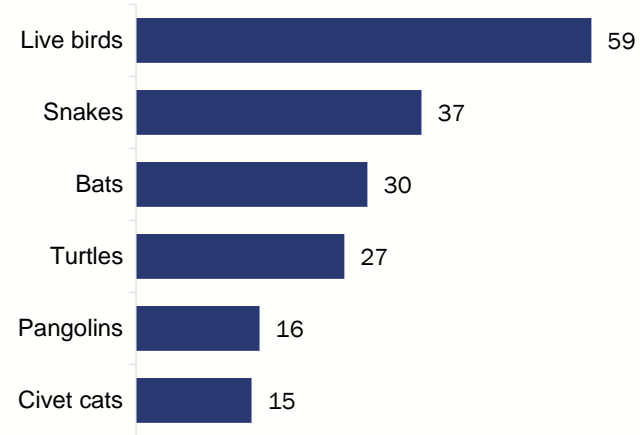
# Wildlife Product Purchase in Past 12 Months

- In Thailand, 15 percent of respondents have bought wildlife products or know someone who has bought wildlife products in an open wildlife market in the past 12 months.
- Live birds are the most common wildlife species purchased by these buyers in Thailand (59%), followed by snakes (37%) and bats (30%).
- Buying live birds is more popular among buyers in Thailand than those in the other surveyed markets.

Wildlife Product Purchase in Past 12 Months (%)



Types of wildlife products bought (n=146), (%)



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?

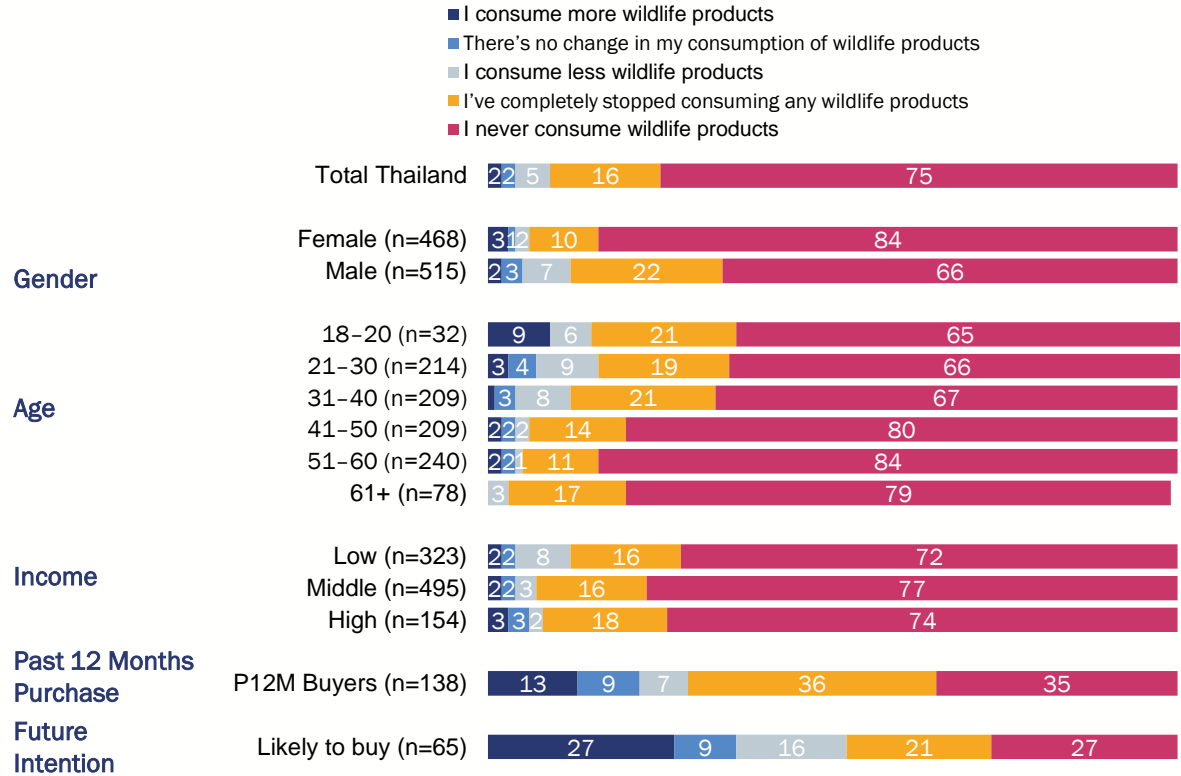
Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total Thailand, n=1000, weighted data



# Impact of Coronavirus on Consumption of Wildlife Products

- In Thailand, 75 percent of respondents claim that they never consumed wildlife products before the outbreak of the coronavirus.
- It is more common for males in younger age groups (those under 40) to have already consumed wildlife products.
- Among the Past 12 Months Buyers, around a quarter (22%) say they would continue to consume wildlife products like before or consume more in the context of the coronavirus outbreak.
- The Future Intended Buyers are the most persistent, with 36 percent saying that they either continue to consume the same amount or that they consume more wildlife products.



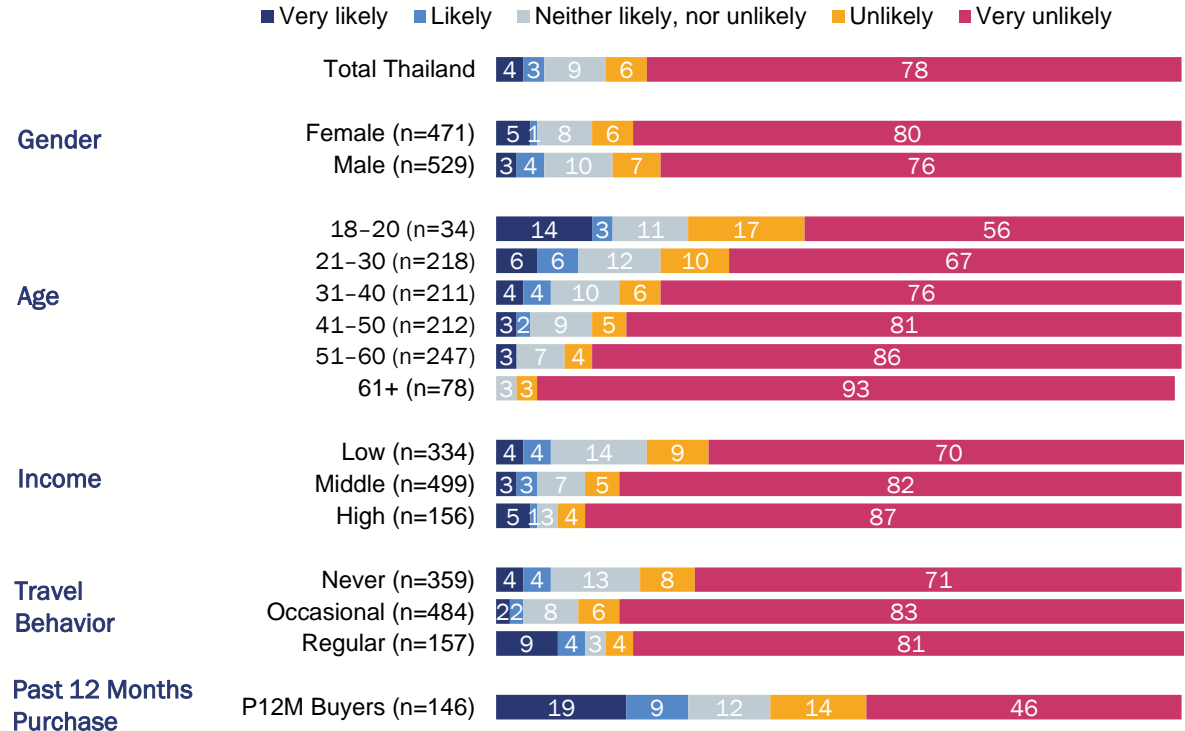
Q18. How has the coronavirus affected your consumption of wildlife products?  
 Base: Aware of coronavirus, n=983, weighted data



# Likelihood to Buy Wildlife Products in Open Wildlife Markets in the Future

- Around eight in ten respondents claim that they would be unlikely to buy wildlife products in open wildlife markets in the future.
- As with wildlife consumption, males, those in the younger age groups (under 30) and lower income respondents are slightly more likely to buy wildlife products in the future, although these percentages remain small.
- For Past 12 Months Buyers, 28 percent say that they are likely or very likely to buy from an open wildlife market.

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



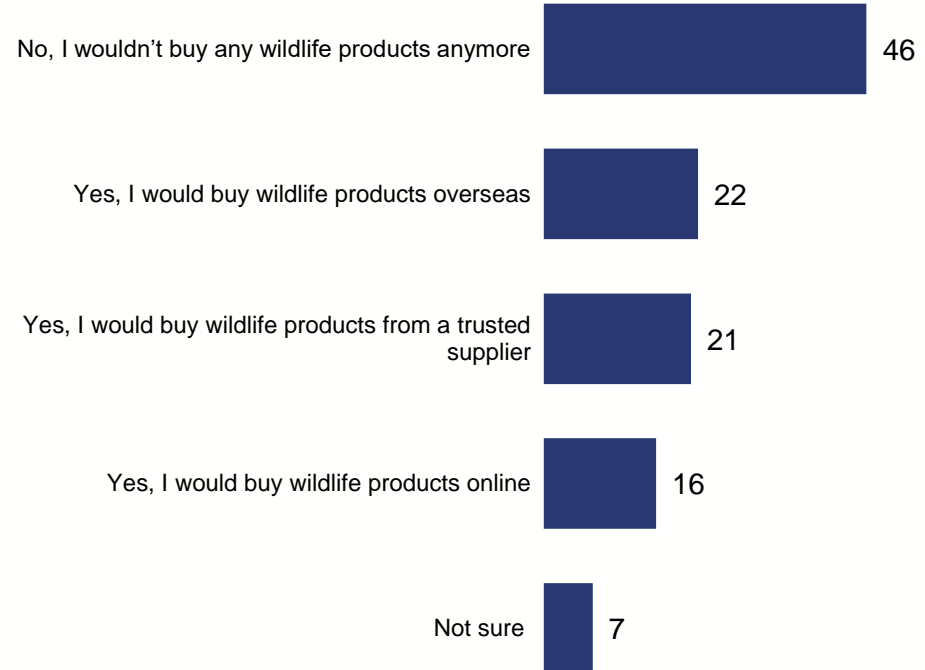
Q19. And how likely will you be to buy wildlife products in open wildlife markets in the future?

Base: Total Thailand, n=1000, weighted data

## Alternative Channels to Purchase Wildlife Products in the Future

- Nearly half of Future Intended Buyers (46%) say they would no longer buy wildlife products if the wildlife markets were closed.
- The most popular alternative channels of purchase are from overseas (22%) and from a trusted supplier (21%).

Channels of Purchase for Wildlife Products (%)



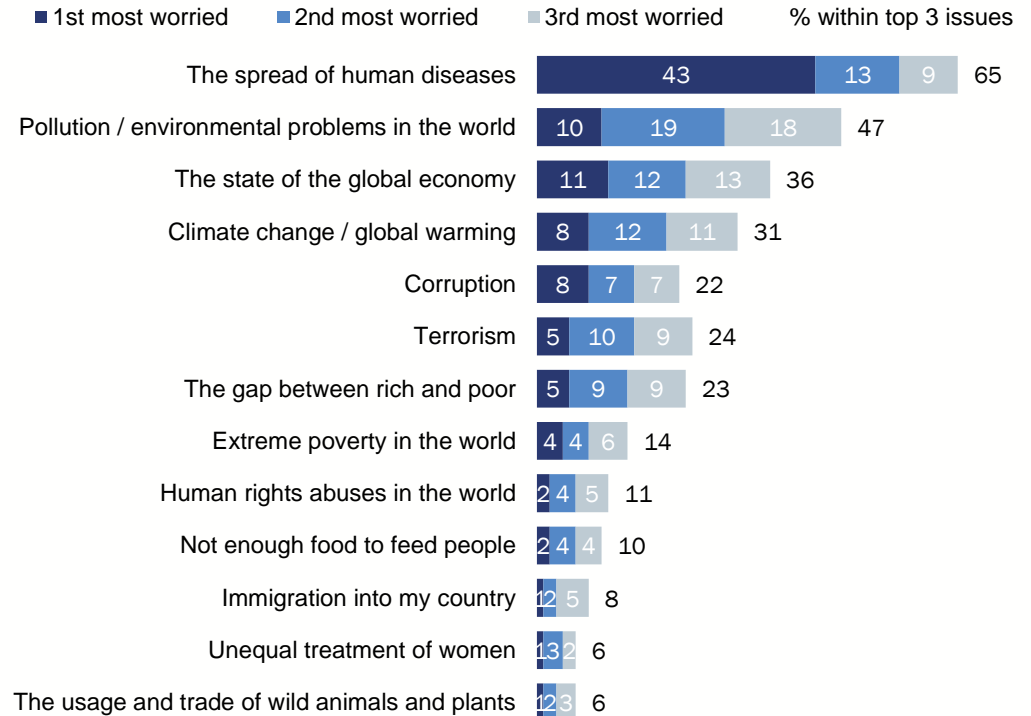
Q20. In case wildlife markets would be closed in the future, would you buy wildlife products via a different channel?

Base: Likely to buy, n=65, weighted data

## Issues Most Worried About

- In Thailand, during the current coronavirus outbreak, people are most worried about the spread of human diseases, with 43 percent mentioning this issue as the one they worry about the most.
- Moreover, two-thirds of respondents selected the spread of human diseases as one of the top three issues they worry about most, followed by the pollution and environmental problems in the world, and the state of the global economy.

### Ranking of Issues Most Worried About (%)



Q1. To start with, which of the following issues worry you the most? Please select the top three issues from the list below.  
Base: Total Thailand, n=1000, weighted data

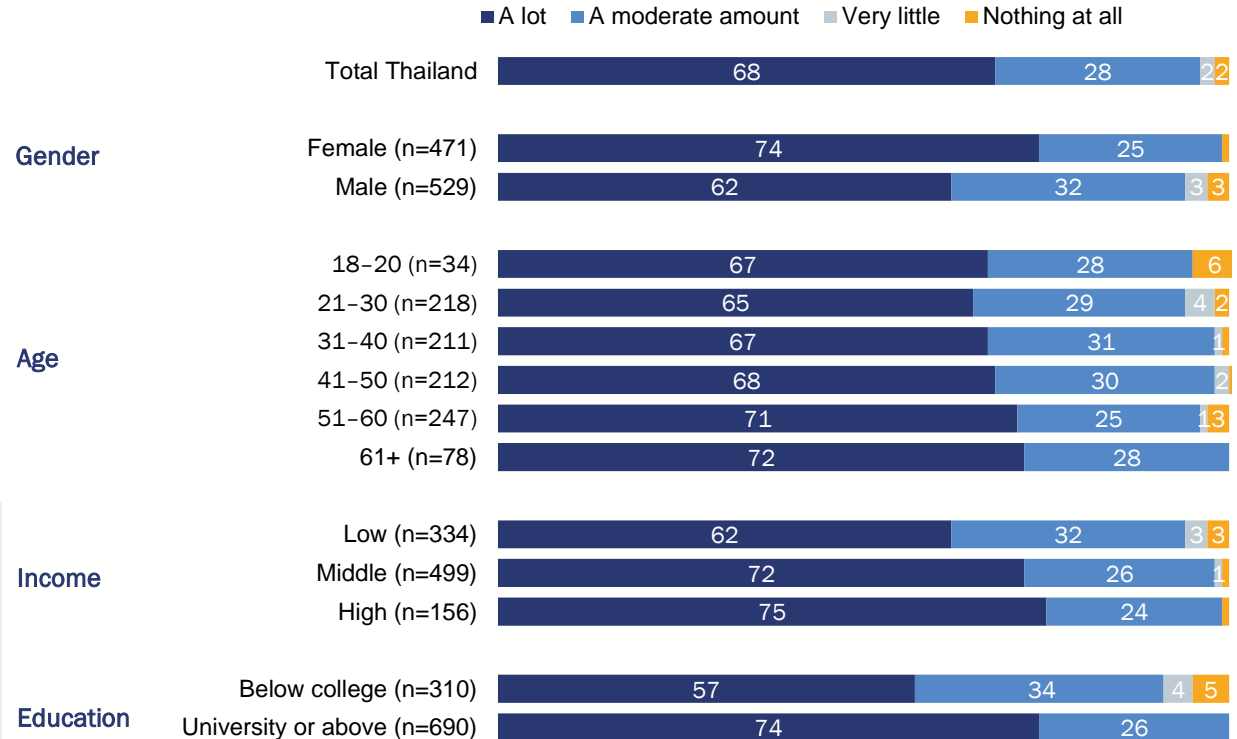


# Awareness of COVID-19 (Coronavirus)

- Almost all respondents (98%) regardless of age, gender, income, or education level, have heard about COVID-19 or “coronavirus.”
- In addition, more than two-thirds (68%) claim to have heard a lot about the coronavirus.
- Females, those in older age groups (50 and over), people with high income, and a high education level tend to have heard more about the coronavirus. For instance, 75 percent of people in the high-income bracket have heard a lot about it.

**Note:** For this report, i) Past 12 Month (P12M) Buyers may have bought wildlife products themselves, or they know someone who has bought wildlife products in an open market in the past 12 months; ii) The future intention refers to those who are likely to buy wildlife products in an open market in the future.

Awareness of COVID-19 (%)

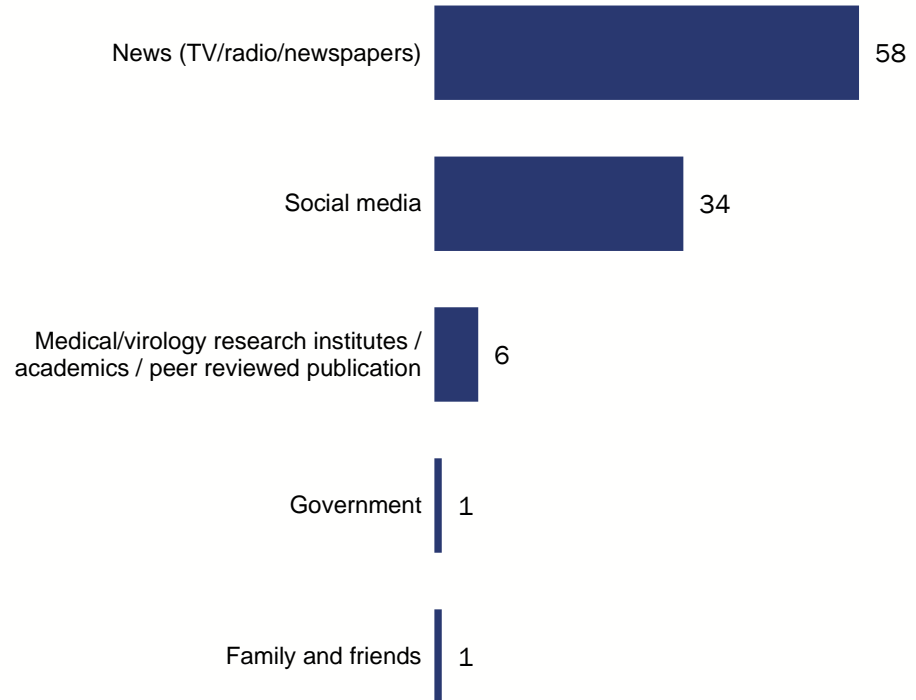


Q2. How much have you heard of COVID-19, commonly known as coronavirus?  
 Base: Total Thailand, n=1000, weighted data

## Main Sources of Information about the Coronavirus

- Around 60 percent of respondents mainly receive information about the coronavirus via news sources such as TV, radio, and newspapers.
- One-third (34%) consider social media as their primary source of information. This percentage is the highest out of all the surveyed markets.
- Only 6 percent consider medical research and academic publications as their main source of information on the coronavirus.

Main Sources of Information about the Coronavirus (%)



Q3. What is your main source of information in regards to coronavirus?  
Base: Aware of coronavirus, n=983, weighted data

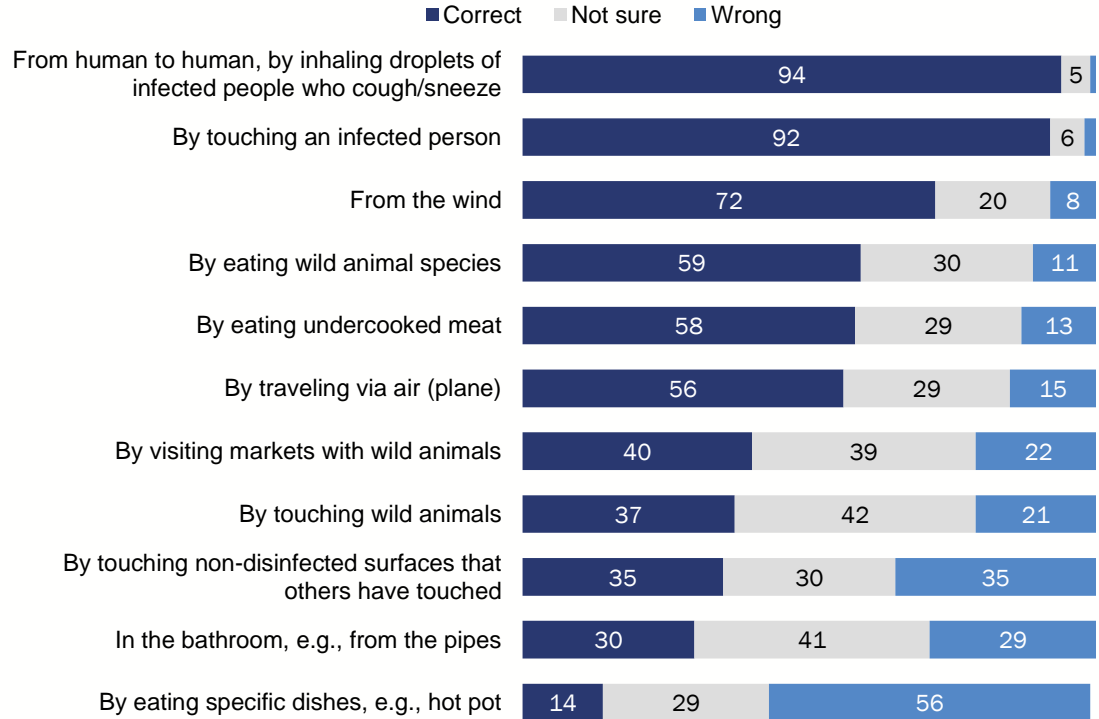


# Perceived Modes of Infection

- Almost all respondents in Thailand believe that the coronavirus is transmitted from human to human, through coughing and sneezing (94%) and by touching an infected person (92%).
- Nearly three-quarters of respondents (72%) believe that the coronavirus can be transmitted via wind, which is significantly higher than the other markets in this study.
- Moreover, 59 percent believe that eating wild animals is one way to contract the virus.

**Note:** For this question, respondents' answers were not identified as "correct" or "wrong." Instead, they were asked to mention if each statement was correct or wrong.

Perceived Modes of Coronavirus Transmission (%)



Q10. And to your knowledge, how is the coronavirus transmitted / how does it infect people? Please tick the correct answers.  
 Base: Aware of coronavirus, n=983, weighted data

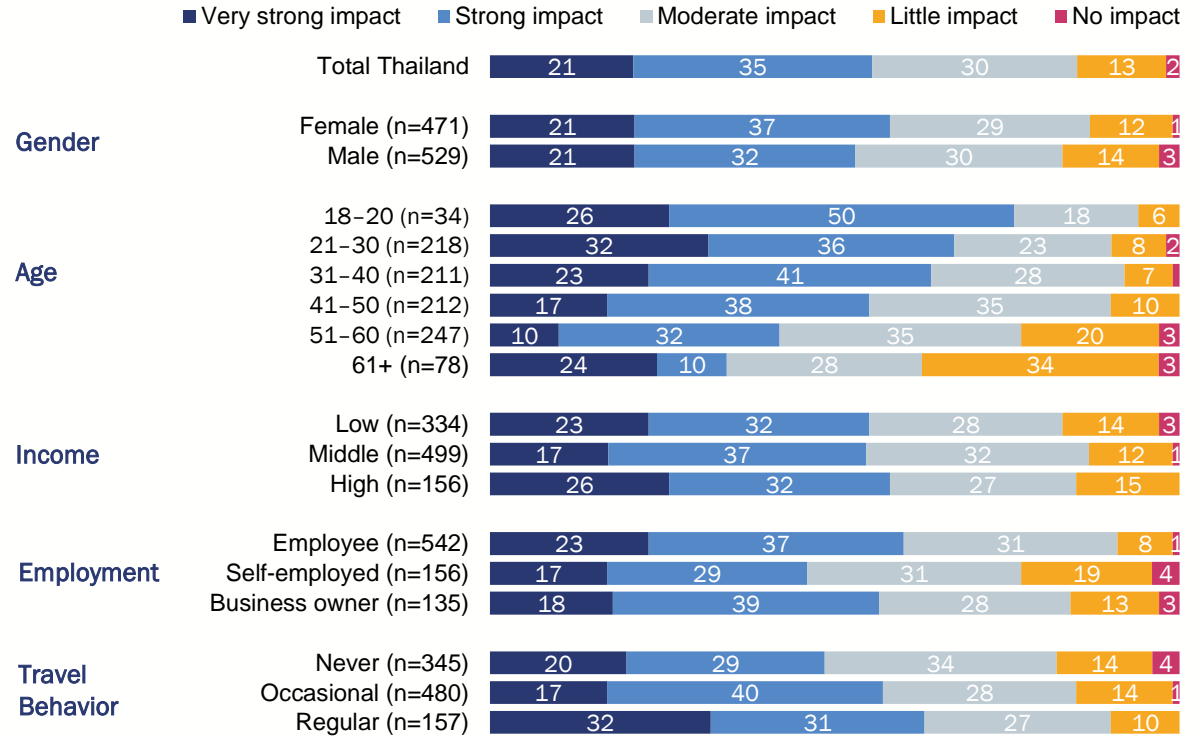




# Impact of the Coronavirus on Daily Life

- Overall, 56 percent of respondents believe that the coronavirus is having a strong or very strong impact on their lives.
- This perception is mostly driven by young people aged 18–30.
- More than one-third (37%) of those aged 61 or above say that the coronavirus has little or no impact on their lives.
- Employees and business owners are slightly more affected by the outbreak than people who are self-employed.
- Only 2 percent say that the coronavirus has had no effect on their lives.

Impact of the Coronavirus on Daily Life (%)



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

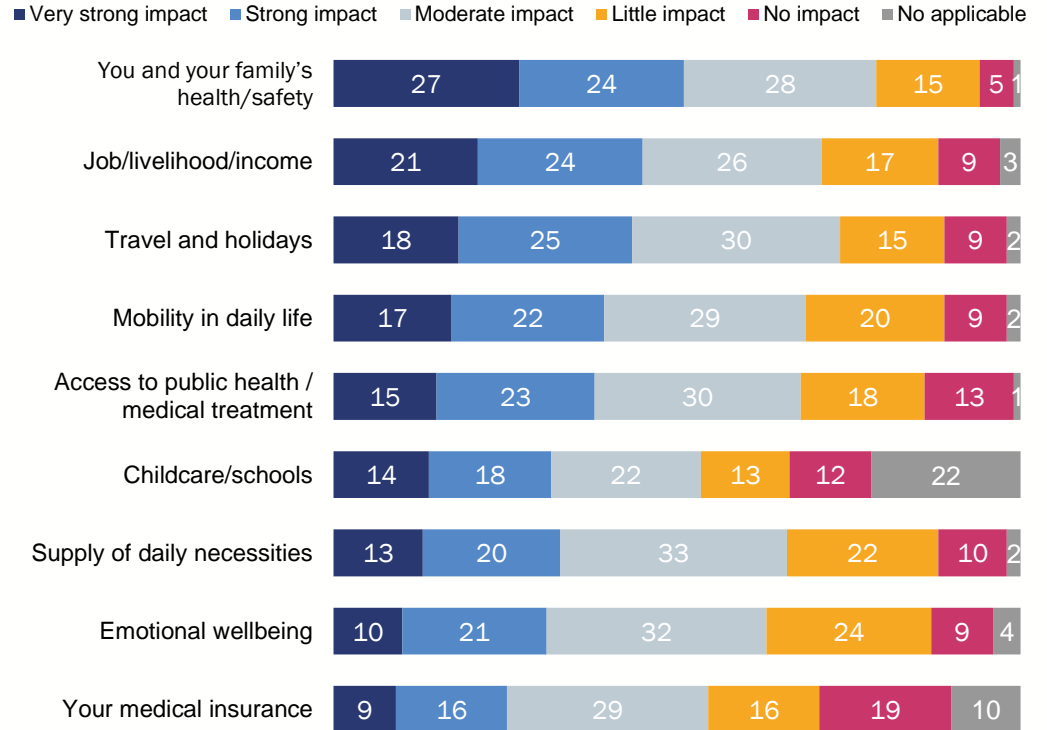
Base: Aware of coronavirus, n=983, weighted data



# Impact of the Coronavirus on Various Aspects of Daily Life

- When considering the impact of the coronavirus on different aspects of life, respondents' health and safety and that of their families is most frequently mentioned as the aspect which is the most impacted. Around half of respondents (51%) believe that health and safety are strongly or very strongly affected.
- People are also report that their livelihoods and incomes are being affected by the coronavirus.
- Among the aspects tested, medical insurance is reported as being the least affected.

Impact on Different Aspects of Daily Life (%)

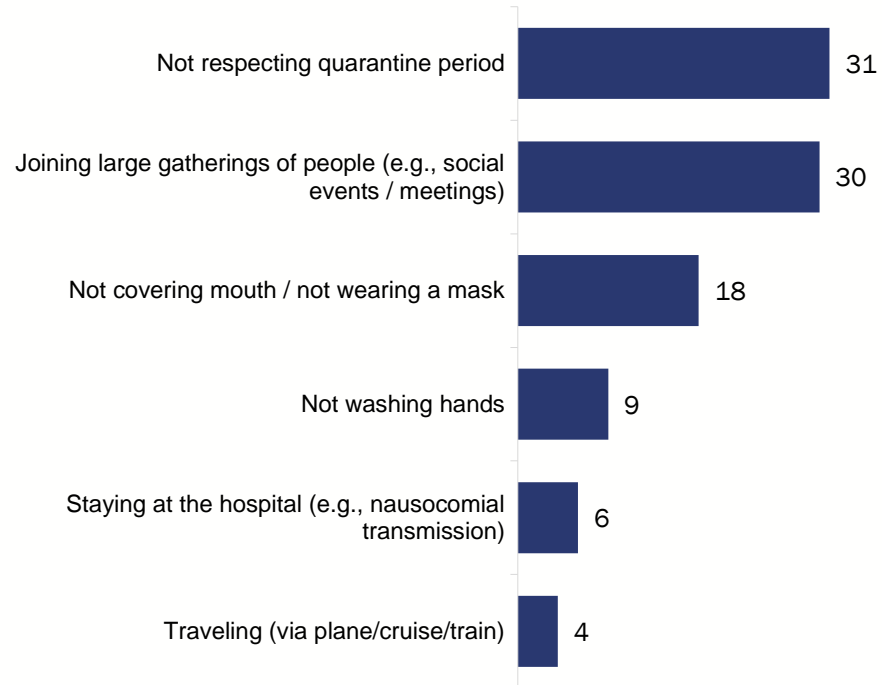


Q6. For each of the following aspects, please indicate how much impact the coronavirus has on your daily life?  
 Base: Aware of coronavirus, n=983, weighted data

## Behaviors Perceived to Increase the Risk of Spreading the Coronavirus

- Almost one-third (31%) of respondents believe that not respecting the quarantine period is the behavior that will mostly increase the risk of the coronavirus spreading.
- A similar percentage (30%) believe that joining social gatherings is the behavior which most increases the risk of spreading.
- Not washing hands (9%) is not seen as a primary risk of spreading the virus.

Behaviors that Increase the Risk of Spreading the Coronavirus (%)



Q11. Which of the following behaviors do you believe most increase the risk of the coronavirus to spread?

Base: Aware of coronavirus, n=983, weighted data

# Market Chapter

# Vietnam



# Respondents' Profile

- The demographic profile of the respondents 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 respondents have received a university education, are married, are employed full time, and live with their families.
- Half of respondents are occasional travelers (travelling once per year or less frequently).

Demographics (%)	Travel and Household Profile (%)	Socio-economic Status (%)
<ul style="list-style-type: none"> <li><b>Gender</b> <ul style="list-style-type: none"> <li>Female: 41</li> <li>Male: 59</li> </ul> </li> <li><b>Age</b> <ul style="list-style-type: none"> <li>18-20: 5</li> <li>21-30: 23</li> <li>31-40: 23</li> <li>41-50: 18</li> <li>51-60: 27</li> <li>61+: 6</li> </ul> </li> <li><b>Region</b> <ul style="list-style-type: none"> <li>Northwest: 3</li> <li>Northeast: 9</li> <li>Red River Delta: 29</li> <li>North Central: 8</li> <li>South Central: 7</li> <li>Central Highlands: 2</li> <li>Southeast: 34</li> <li>Mekong River: 8</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Marital Status</b> <ul style="list-style-type: none"> <li>Single: 26</li> <li>Married: 69</li> <li>Divorced/widowed: 5</li> </ul> </li> <li><b>Household Composition</b> <ul style="list-style-type: none"> <li>With spouse/family (with children): 48</li> <li>With parents: 26</li> <li>With entire family: 18</li> <li>Only myself: 3</li> <li>With spouse/partner (no children): 2</li> </ul> </li> <li><b>Travel Overseas</b> <ul style="list-style-type: none"> <li>None: 33</li> <li>Occasional: 50</li> <li>Regular: 15</li> <li>Frequent: 2</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Education</b> <ul style="list-style-type: none"> <li>Below college: 30</li> <li>University or above: 71</li> </ul> </li> <li><b>Monthly Personal Income</b> <ul style="list-style-type: none"> <li>High (VND 20M+): 26</li> <li>Middle (VND 8M - VND 19M): 44</li> <li>Low (&lt;VND 8M): 27</li> <li>Not answered: 3</li> </ul> </li> <li><b>Employment</b> <ul style="list-style-type: none"> <li>Full-time employment: 64</li> <li>Part-time employment: 6</li> <li>Freelancer/business owner: 16</li> <li>Full-time student: 7</li> <li>Unemployed/retired: 6</li> </ul> </li> </ul>

S1. Region; S2. Age; S3. Gender; S4. Monthly personal income; S5. Education; Q21. Marital status; Q22. Household composition; Q23. Employment; Q24. Travel behavior  
 Base: Total Vietnam, n=1000, weighted data



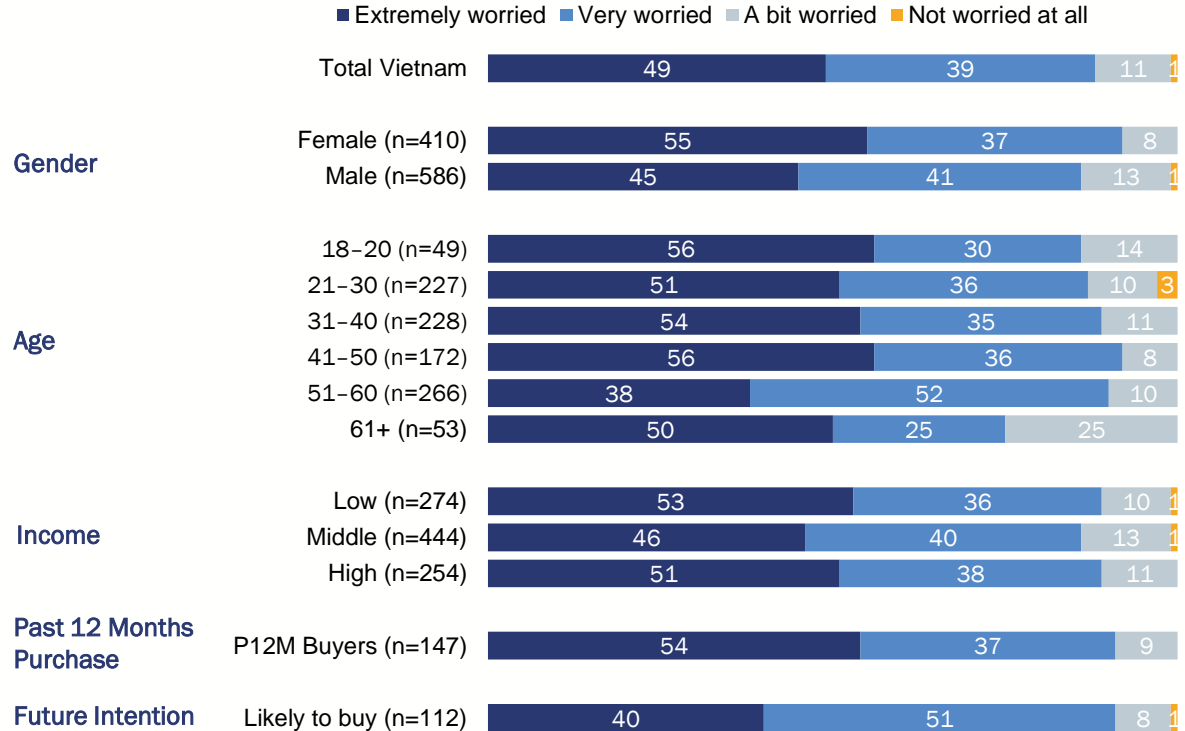
# Concern about the Coronavirus Outbreak

- In Vietnam, a vast majority of respondents are worried about the coronavirus outbreak, with 88 percent saying that they are very worried or extremely worried about it.
- Respondents over the age of 61 tend to worry less about the virus.

**Note:** Please note that these results were collected between March 6<sup>th</sup> and 11<sup>th</sup>, 2020. Given the COVID-19 fast-changing situation, these results have to be read in their context (i.e. at an earlier time of the outbreak) and are likely to have changed since they were collected.

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

## Level of Concern about the Coronavirus Outbreak (%)



Q4. Overall, how worried are you about the outbreak of the coronavirus?  
 Base: Aware of coronavirus, n=996, weighted data

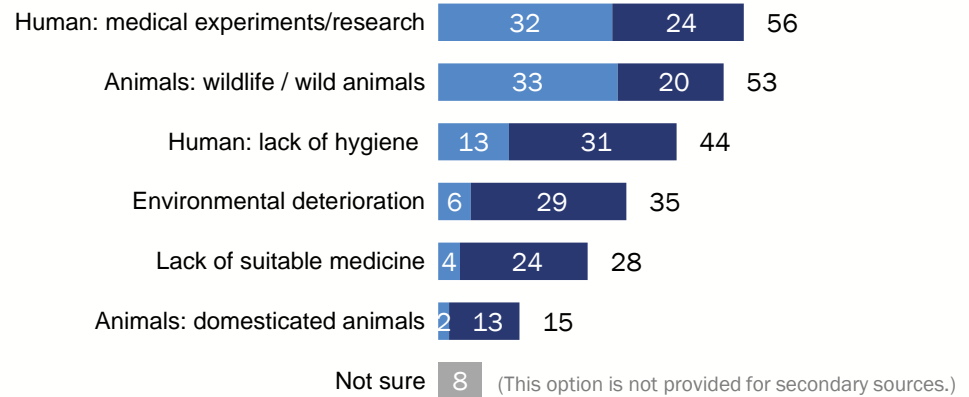


# Perceived Sources of the Coronavirus Outbreak

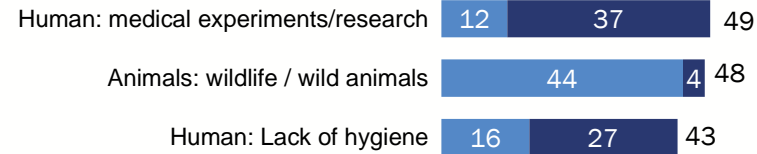
- Both medical experiments/research and wildlife are believed to be the main sources from which the coronavirus originated (33% mention each as the primary source). The lack of hygiene is also believed to be the primary source for 13 percent of respondents.
- Nearly half (49%) of Future Intended Buyers perceive medical experiments/research as a potential source, but only 12 percent see it as a primary source. Instead, 44 percent believe that wild animals are a primary source of the coronavirus.

■ Primary source ■ Secondary sources

For All Respondents Who Are Aware of the Coronavirus (n=993)



For Future Intended Buyers of Wildlife Products, Top 3 (n=112)



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?

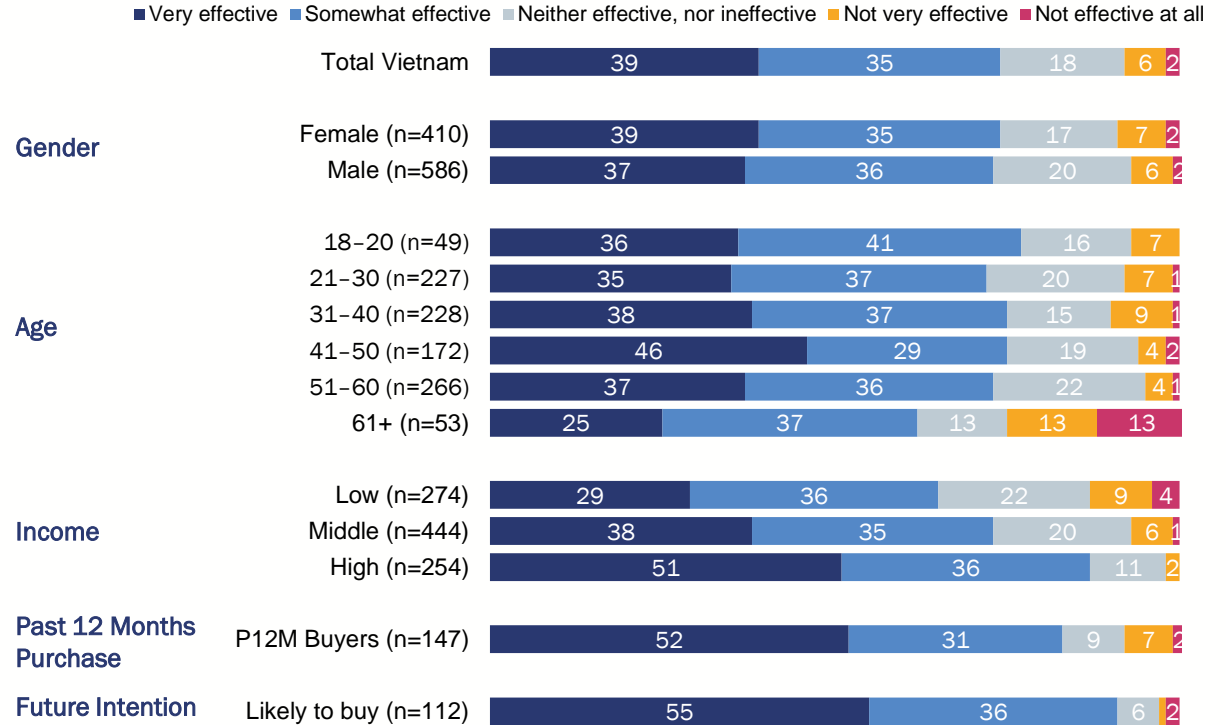
Base: Aware of coronavirus, n=996, weighted data



# Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure

- Overall, a vast majority of respondents (74%) think that closing markets where wild animals are sold is an effective approach to prevent similar outbreaks from happening in the future.
- People with a higher income and those aged 41–50 tend to agree more strongly that this is an effective method. A large majority of Past 12 Months Buyers (83%) and Future Intended Buyers (91%) also think it would be effective.
- On the other hand, there is a significant proportion of people aged 61 and above who think this measure is not effective at all (13%).

Perceived Effectiveness of Illegal and Unregulated Wildlife Market Closure (%)



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 civet cats) would be to prevent similar epidemic diseases from happening in the future?

Base: Aware of coronavirus, n=996, weighted data

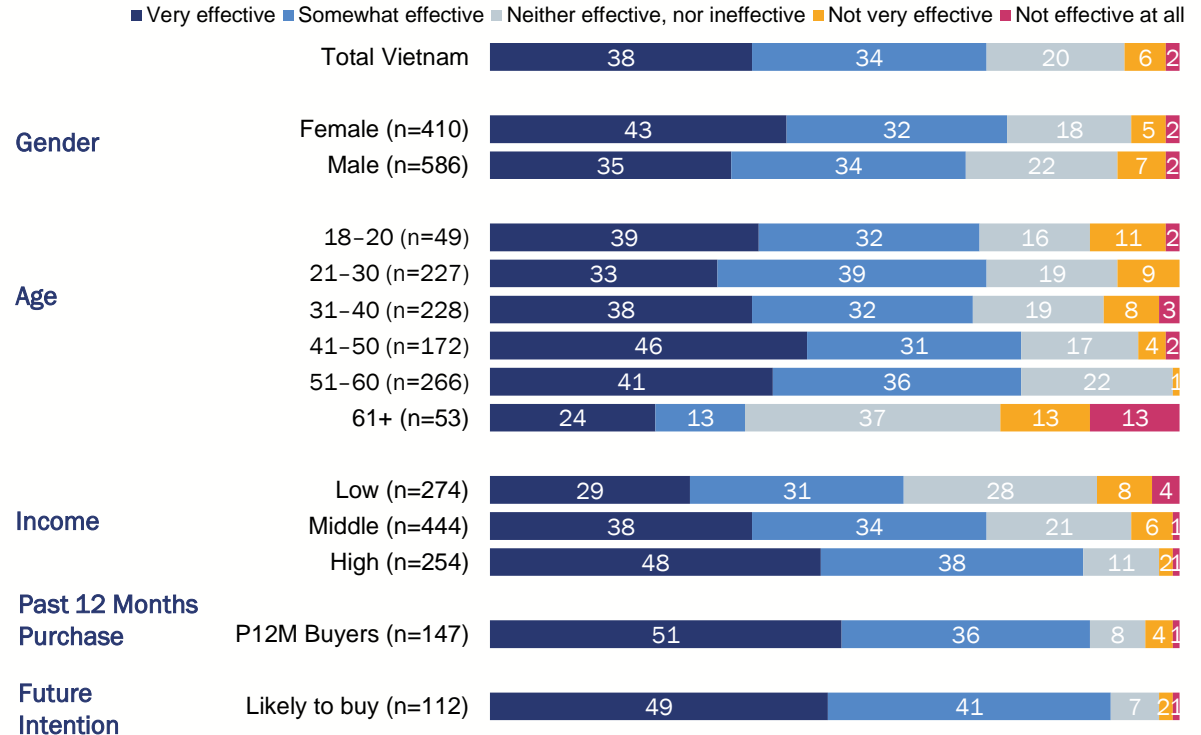


# Perceived Effectiveness of Illegal and Unregulated Wildlife Restaurant Closure



- Similarly to illegal and unregulated markets, 72 percent of respondents in Vietnam think that closing illegal and unregulated wildlife restaurants would be effective to prevent a similar outbreak in the future.
- Those aged 61 and older are most likely to say that they doubt the effectiveness of this measure (63% are either unsure or think it will not be effective).
- Respondents aged 41–50, those with higher incomes, Past 12 Months Buyers and Future Intended Buyers are the most likely to agree that it would be effective.

Perceived Effectiveness of Illegal and Unregulated Wildlife Restaurant Closure (%)



Q12VIET. How effective do you think a closure of restaurants where they sell animals which are coming from the wild (i.e., non-domesticated animals and not livestock such as bats, pangolins and civet cats) would be to prevent similar epidemic diseases from happening in the future?

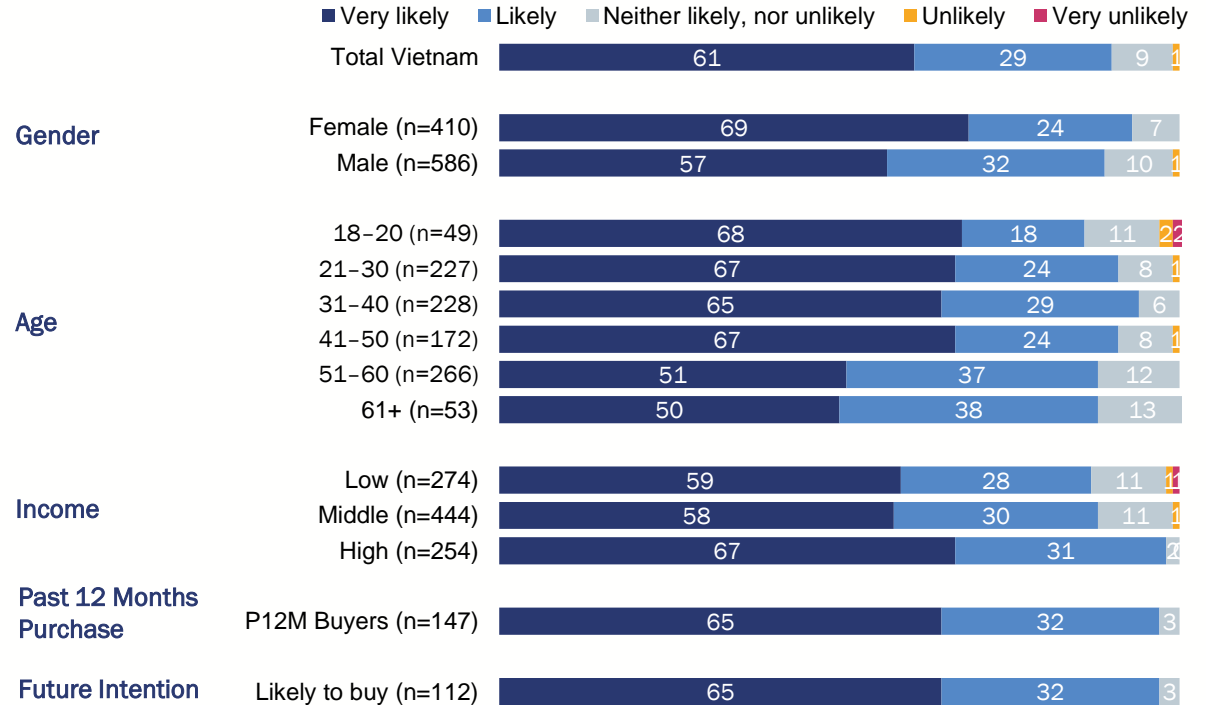
Base: Aware of coronavirus, n=996, weighted data



# Likelihood to Support Illegal and Unregulated Wildlife Market Closure

- In Vietnam, 90 percent of respondents claim that they are likely or very likely to support the closure of illegal and unregulated wildlife markets.
- Nearly all Past 12 Months Buyers and Future Intended Buyers (97% each) would actively support illegal and unregulated wildlife market closure.

Likelihood to Support Illegal and Unregulated Wildlife Market Closure (%)



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

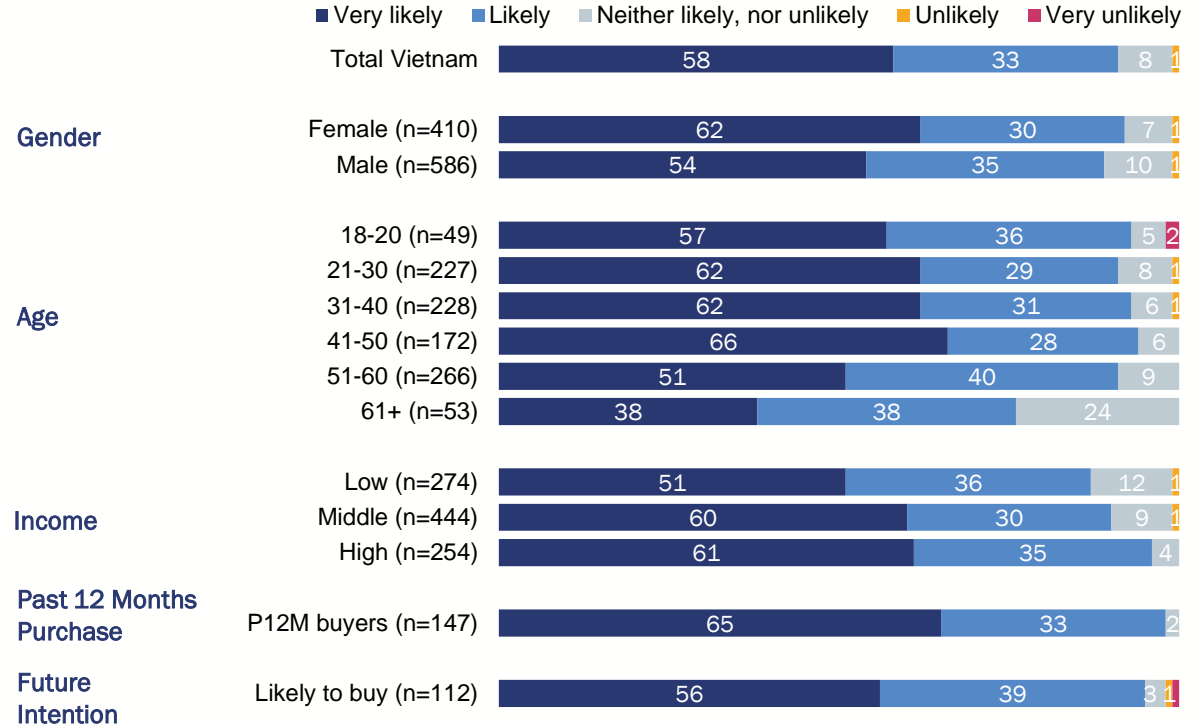
Base: Aware of coronavirus, n=996, weighted data



# Likelihood to Support Illegal and Unregulated Wildlife Restaurant Closure

- Respondents in Vietnam would also actively support the closure of illegal and unregulated wildlife restaurants (91%).
- Females, those aged 41–50, and those with high/middle incomes are more likely to support this initiative.

Likelihood to Support Illegal and Unregulated Wildlife Restaurant Closure (%)

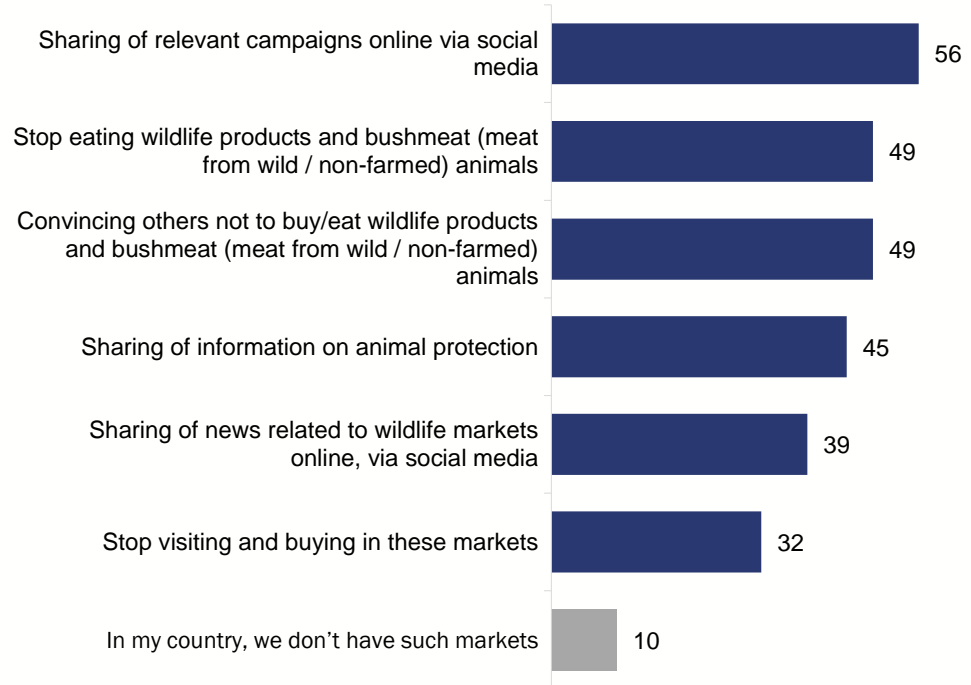


CQ13VIET. How likely would you be to support the efforts by governments and health ministries to close all illegal and unregulated restaurants selling wildlife (i.e., animals coming from the wild, direct from nature such as bats, pangolins and civet cats, not livestock which are farmed) in your country?  
 Base: Aware of coronavirus, n=996, weighted data

## Ways to Support Illegal and Unregulated Wildlife Market Closure

- Sharing relevant campaigns online via social media (56%) is the main approach respondents would adopt to support the illegal and unregulated wildlife market closure.
- Nearly half of respondents would choose to stop eating wildlife products or would convince others not to buy or eat wildlife products and bushmeat.

Ways to Support Illegal and Unregulated Wildlife Market Closure (%)



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

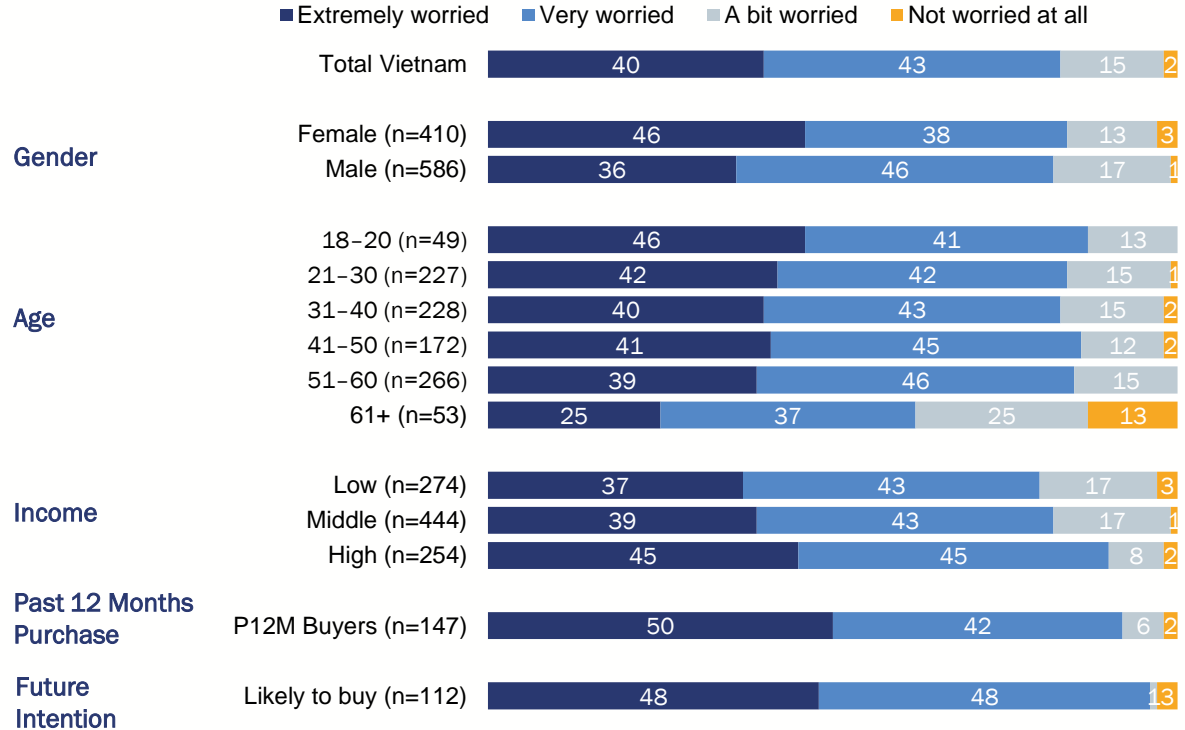
Base: Support market closure, n=900, weighted data



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

- When considering a situation where no measures are taken to close the illegal and unregulated wildlife markets in Vietnam, 83 percent say they would be worried that a similar outbreak could happen in the future.
- Females, younger people, and those with higher incomes say they would be more worried than the general population.
- A majority of Past 12 Months Buyers and Future Intended Buyers also say that they would be worried about future outbreaks happening if no measures are taken.
- 13 percent of respondents 61 years old and above say they would not be worried at all if the markets were to remain open.

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



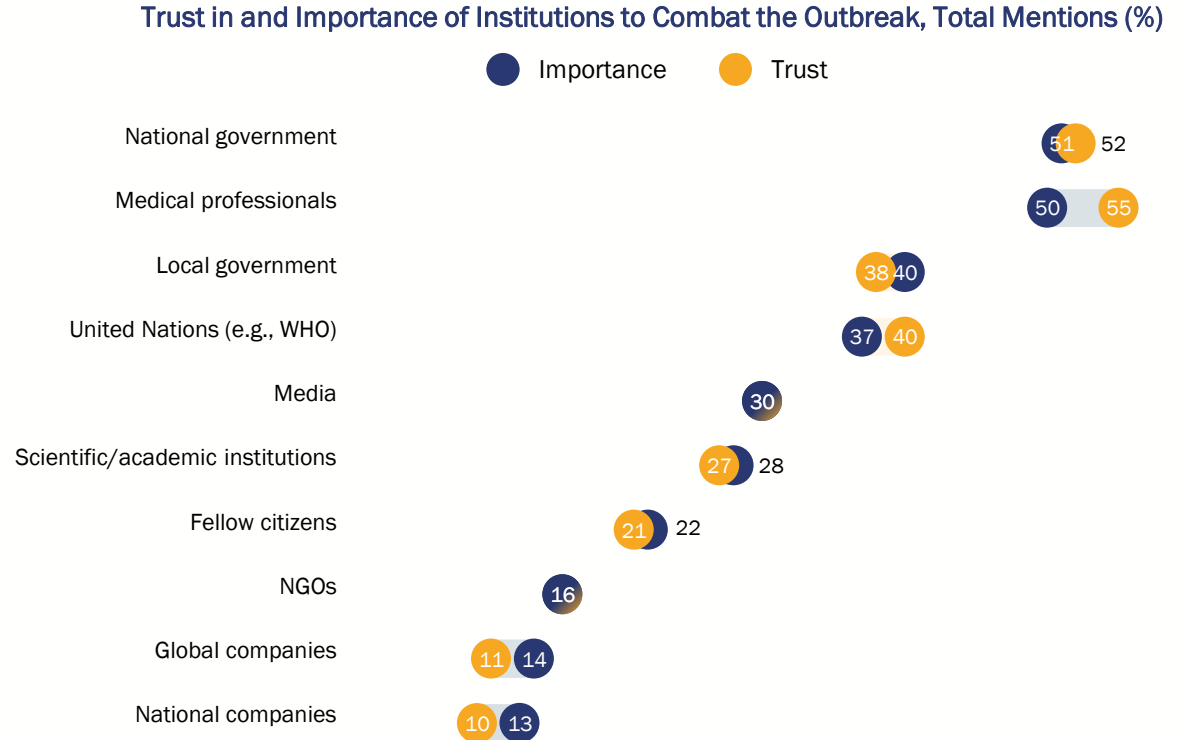
Q15. If no measures are taken to close the markets where they sell animals from the wild / from wilderness and/or strictly regulate them, how worried are you that similar epidemic outbreak will happen in the future?

Base: Aware of coronavirus, n=996, weighted data



# Importance and Trust in Institutions to Combat the Outbreak

- Discrepancies between the level of importance and the level of trust in institutions are small in Vietnam. Trust and importance are positively correlated.
- The national government and medical professionals are perceived as the most important institutions to combat the outbreak in Vietnam. They are also ranked as the two most trusted institutions.



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 5 institutions by importance.

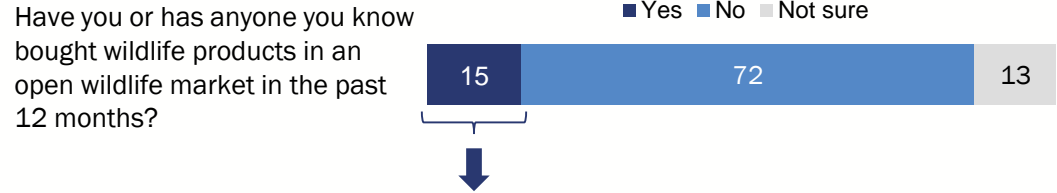
Q7b. Please indicate how much you trust each of the following institutions to combat the coronavirus outbreak in your country, in their own way. Please rank the top 5 institutions by level of trust.

Base: Aware of coronavirus, n=993, weighted data

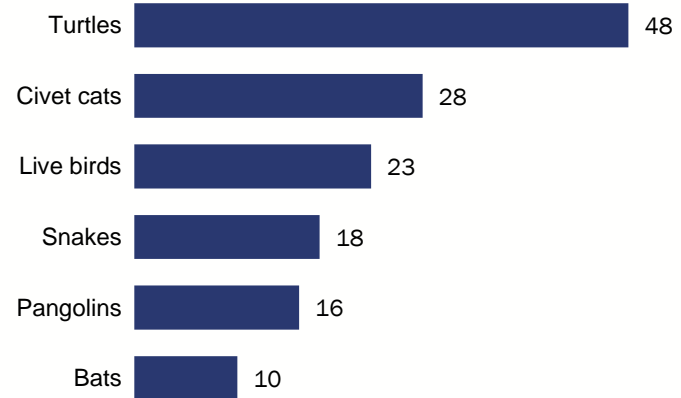
# Wildlife Product Purchase in Past 12 Months

- In Vietnam, 15 percent say they have bought or know someone who has bought wildlife products in an open wildlife market in the past 12 months. Together with Thailand, this is the largest share of buyers among all five markets surveyed.
- Of the products listed, buyers say that they purchased mostly turtles (48%), civet cats (28%), and live birds (23%).

Wildlife Product Purchase in Past 12 Months (%)



Types of wildlife products bought (n=151)



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?

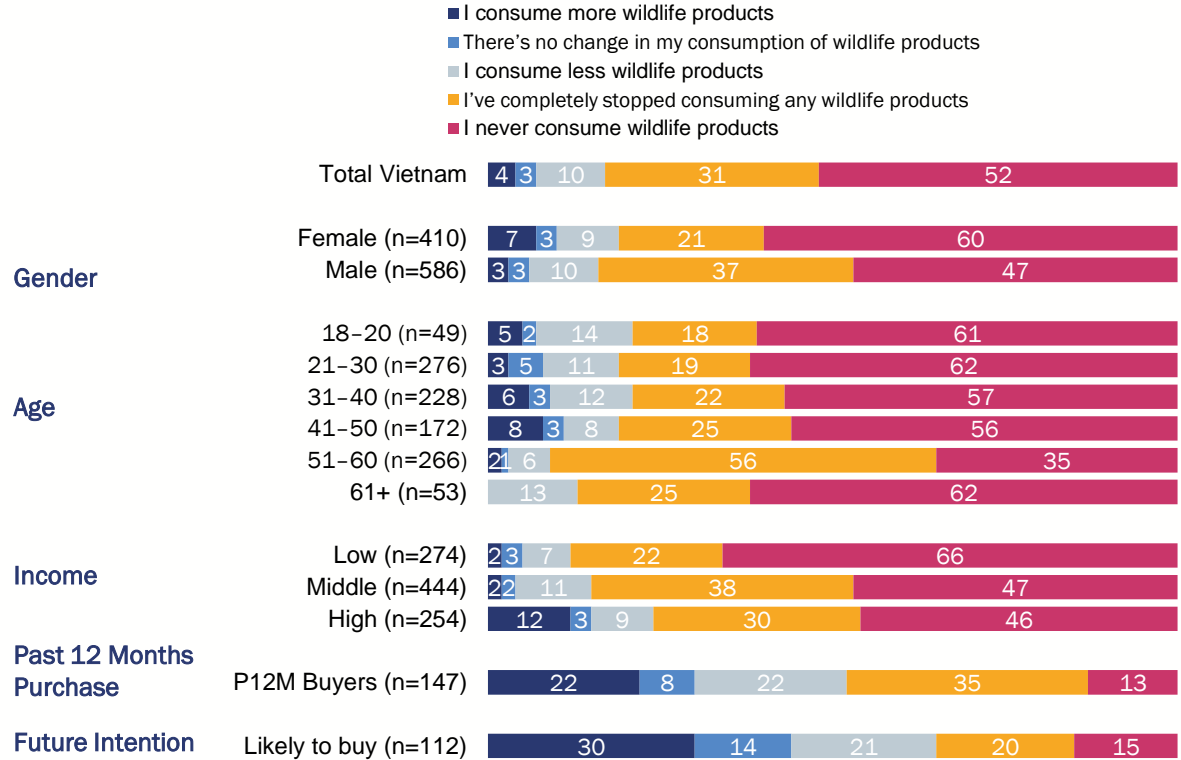
Q17. You said that someone you know (or yourself) bought wildlife products in an open wildlife market in the past 12 months. Which wildlife species did this person (or yourself), buy?

Base: Total Vietnam, n=1000, weighted data



# Impact of the Coronavirus on Consumption of Wildlife Products

- As a result of the coronavirus outbreak, 31 percent of respondents in Vietnam say they have completely stopped consuming wildlife products, particularly males, those aged 51–60, and those with middle incomes.
- Over half of Past 12 Months Buyers have made a positive change to their wildlife consumption: 22 percent say they consume less, and 35 percent have completely stopped consuming wildlife products.
- However, 44 percent of Future Intended Buyers are persistent and either intend keep consuming wildlife or increase their consumption of wildlife products in the context of the outbreak.



Q18. How has the coronavirus affected your consumption of wildlife products?  
 Base: Aware of coronavirus, n=996, weighted data

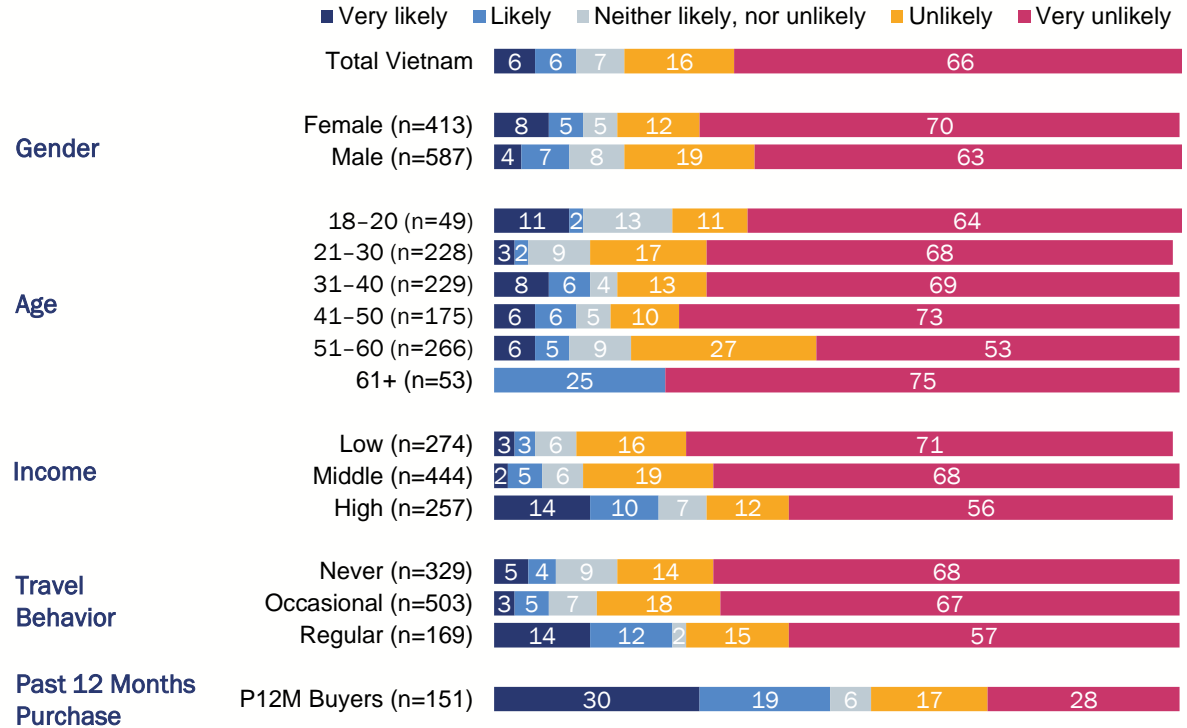




# Likelihood to Buy Wildlife Products in Open Wildlife Markets in the Future

- Eight in ten respondents (82%) are unlikely or very unlikely to buy wildlife products from an open wildlife market in the future. People with lower incomes, those aged 21–30, and occasional travelers (not travelling more than three times per year) are less likely to purchase wildlife in the future.
- People over the age of 61 are more decisive in their intentions, with 25 percent saying they are likely to buy wildlife in the future and 75 percent saying they are very unlikely to purchase it.
- Past 12 Months Buyers intend to purchase wildlife products again in the future at a higher rate than the general population (49% vs 12% for the general population).

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



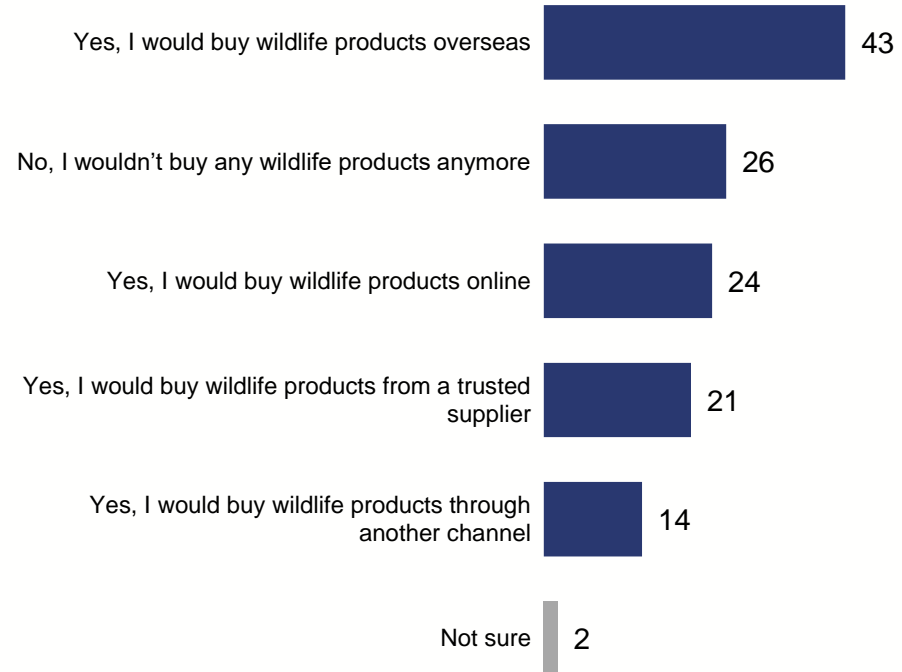
Q19. And how likely will you be to buy wildlife products in open wildlife markets in the future?

Base: Total Vietnam, n=1000, weighted data

## Alternative Channels to Purchase Wildlife Products in the Future

- If wildlife markets are closed in the future, buying from overseas (43%) and online sources (24%) would be the alternative channels of purchase for respondents who still plan to buy these products.
- 26 percent of respondents say that they would stop buying wildlife products.

Channels of Purchase for Wildlife Products (%)



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

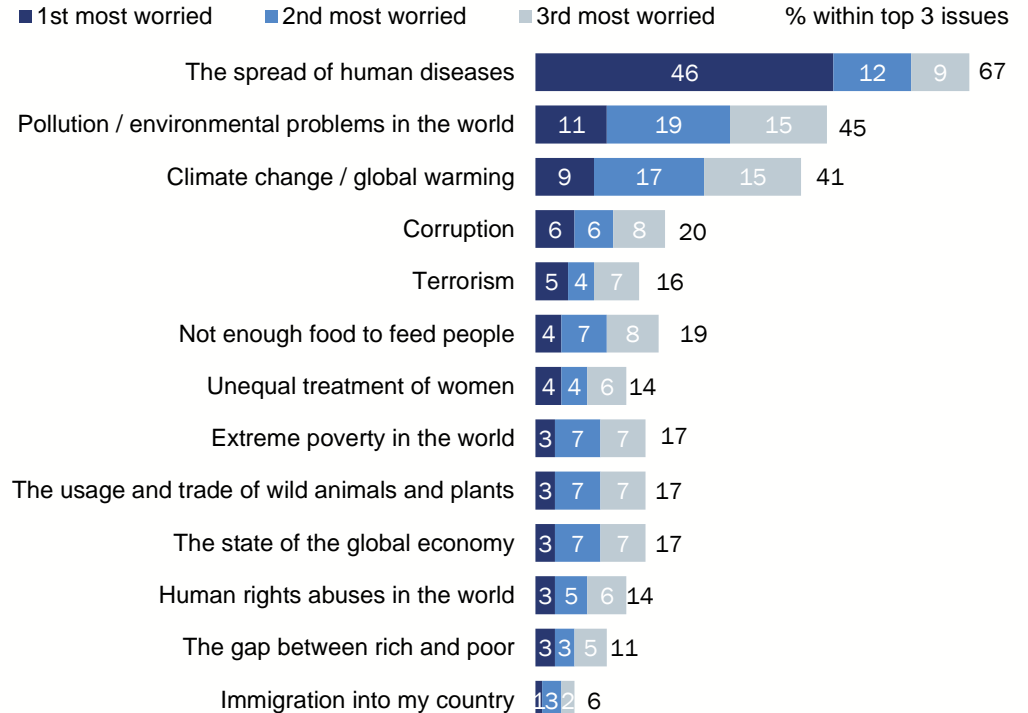
Base: Future intention (Likely to buy), n=115, weighted data



# Issues Most Worried About

- In Vietnam during the current coronavirus outbreak, people are most worried about the spread of human diseases (46%), followed by pollution and environmental problems (11%).
- When considering the top 3 most worrisome issues, the spread of human diseases remains by far the issue people are most concerned about in Vietnam (67%), followed by pollution (45%) and climate change (41%).
- Only 17 percent of people consider the usage and trade of wild animals and plants as a top 3 issue.

Ranking of Issues Most Worried About (%)



Q1. To start with, which of the following issues worry you the most? Please select the top three issues from the list below.  
 Base: Total Vietnam, n=1000, weighted data

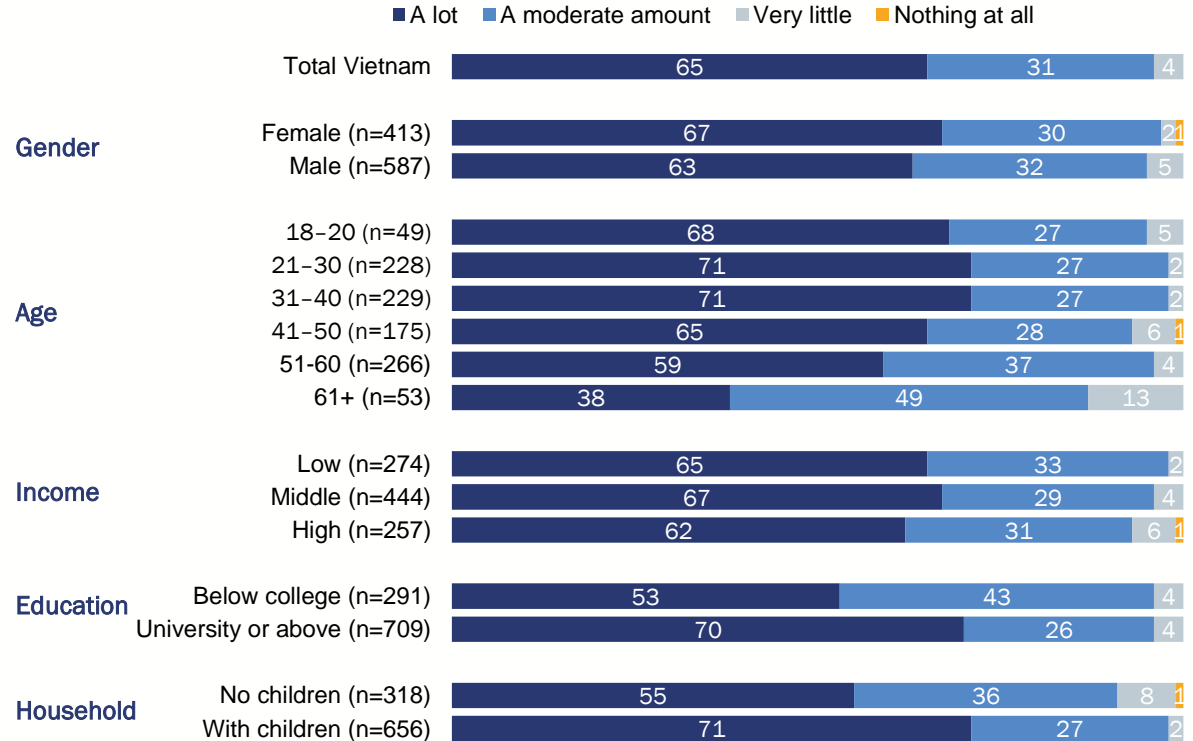


# Awareness of COVID-19 (Coronavirus)

- All respondents surveyed in Vietnam have heard of the coronavirus to some extent.
- While 31 percent say that they have heard a moderate amount about the virus, two-thirds (65%) of all respondents claim to have heard a lot about it.
- People over the age of 61 have heard less than others about the coronavirus, i.e., 62 percent claim to have heard a moderate amount or very little about it.

**Note:** For this report, i) Past 12 Month (P12M) Buyers may have bought wildlife products themselves, or they know someone who has bought wildlife products in an open market in the past 12 months; ii) The future intention refers to those who are likely to buy wildlife products in an open market in the future.

Awareness of COVID-19 (%)

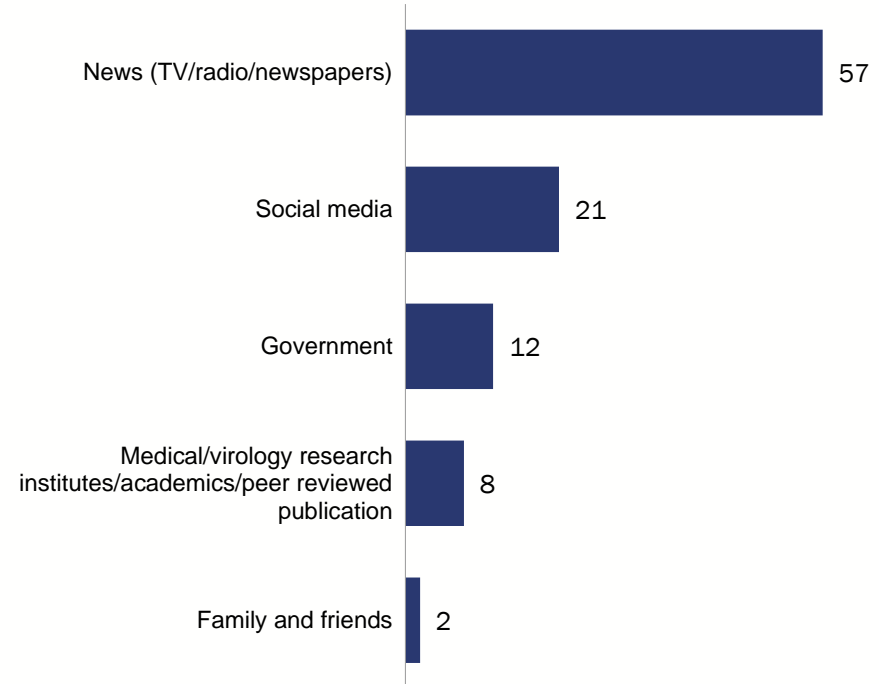


Q2. How much have you heard of COVID-19, commonly known as Coronavirus?  
 Base: Total Vietnam, n=1000, weighted data

## Main Source of Information about the Coronavirus

- News channels such as TV, radio, and newspapers are the main sources of information about the coronavirus in Vietnam.
- 21 percent consider social media to be their primary source of information about the virus.
- Around one in ten (12%) also receive information from the government, and 8 percent get information through medical and academic researchers.

Main Sources of Information about the Coronavirus (%)



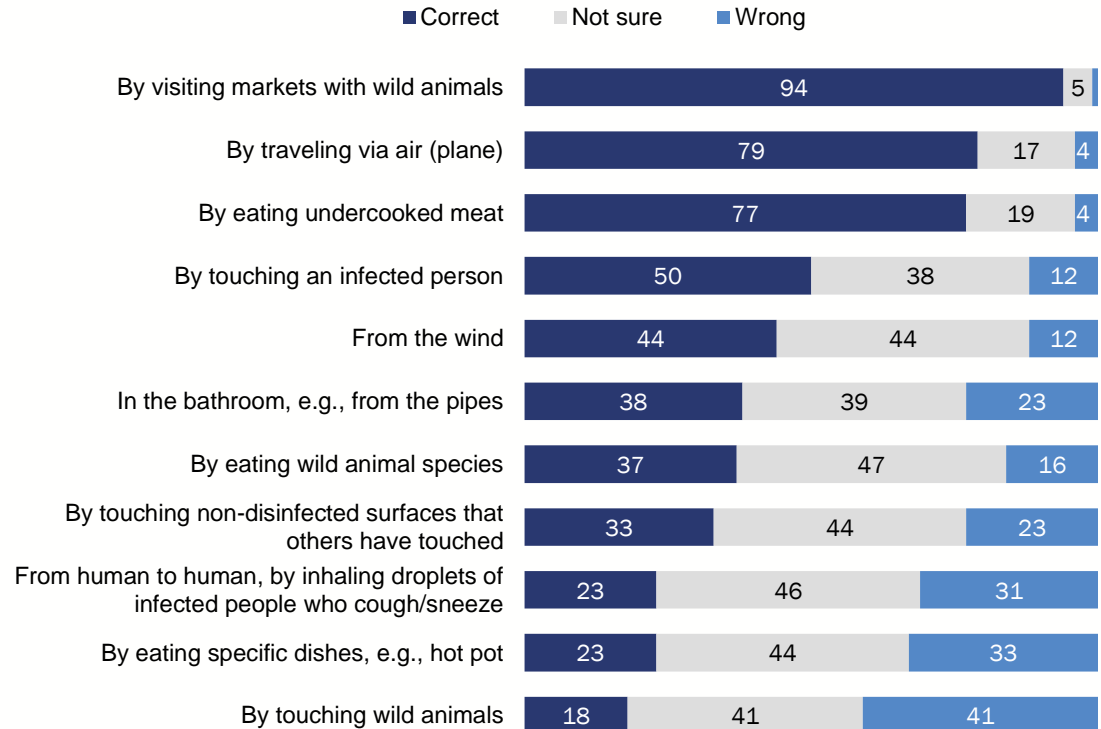
Q3. What is your main source of information in regards to coronavirus?  
Base: Aware of coronavirus, n=993, weighted data

## Perceived Modes of Infection

- There is a strong belief in Vietnam that visiting markets where there are wild animals is a major mode of transmission of the coronavirus (94%).
- Traveling via airplane (79%) and eating undercooked meat (77%) are also widely believed to be transmission modes of the coronavirus.
- However, people do not think that touching wild animals will infect people (82% think it is wrong or are unsure). Nearly half (47%) are unsure if eating wild animal species is a mode of transmission.

**Note:** On this question, respondents were not assessed as “correct” or “wrong” on their answers. They were asked to state which statement they believed were correct and which were incorrect

### Perceived Modes of Coronavirus Transmission (%)



Q10. And to your knowledge, how is the coronavirus transmitted / how does it infect people? Please tick the correct answers.

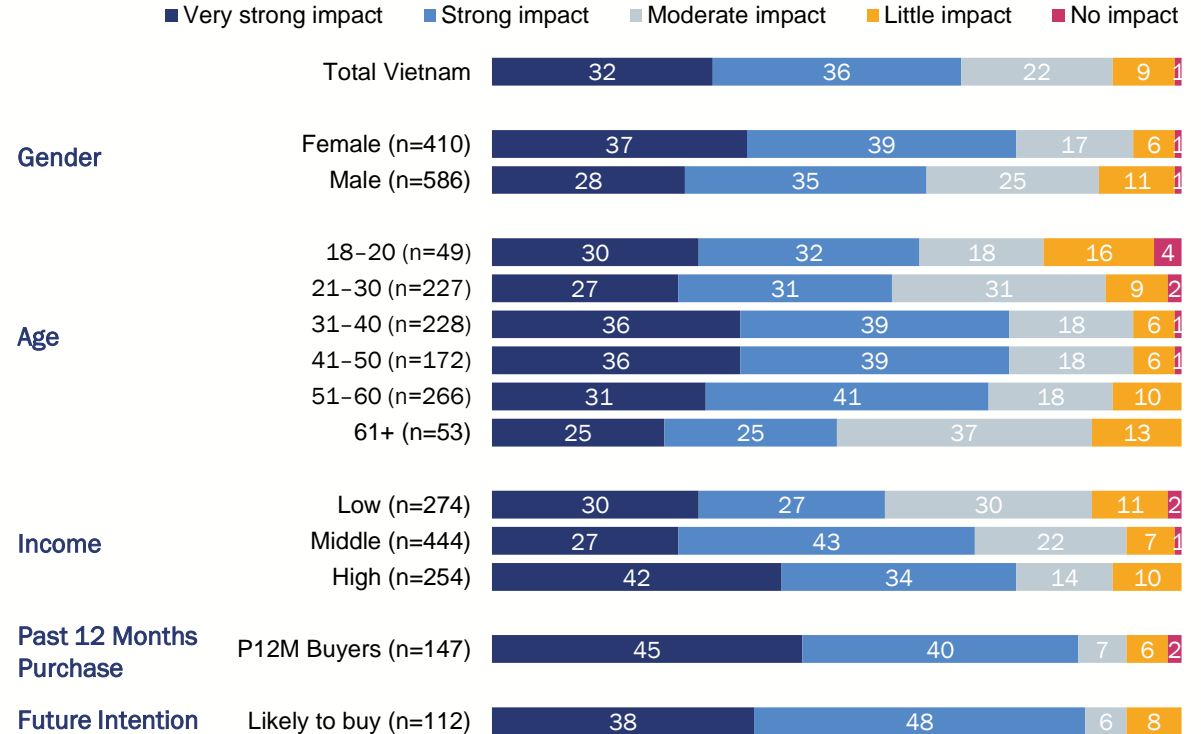
Base: Aware of coronavirus, n=996, weighted data



# Impact of the Coronavirus on Daily Life

- In Vietnam, 68 percent of respondents say that their lives are strongly or very strongly impacted by the coronavirus.
- Females, those aged between 31 and 50, and those with high incomes say that they are experiencing a stronger impact on their lives than the general population.
- Almost half of respondents who purchased wildlife products in the past 12 months (45%) say that the coronavirus has a very strong impact on their daily lives.

Impact of the Coronavirus on Daily Life (%)

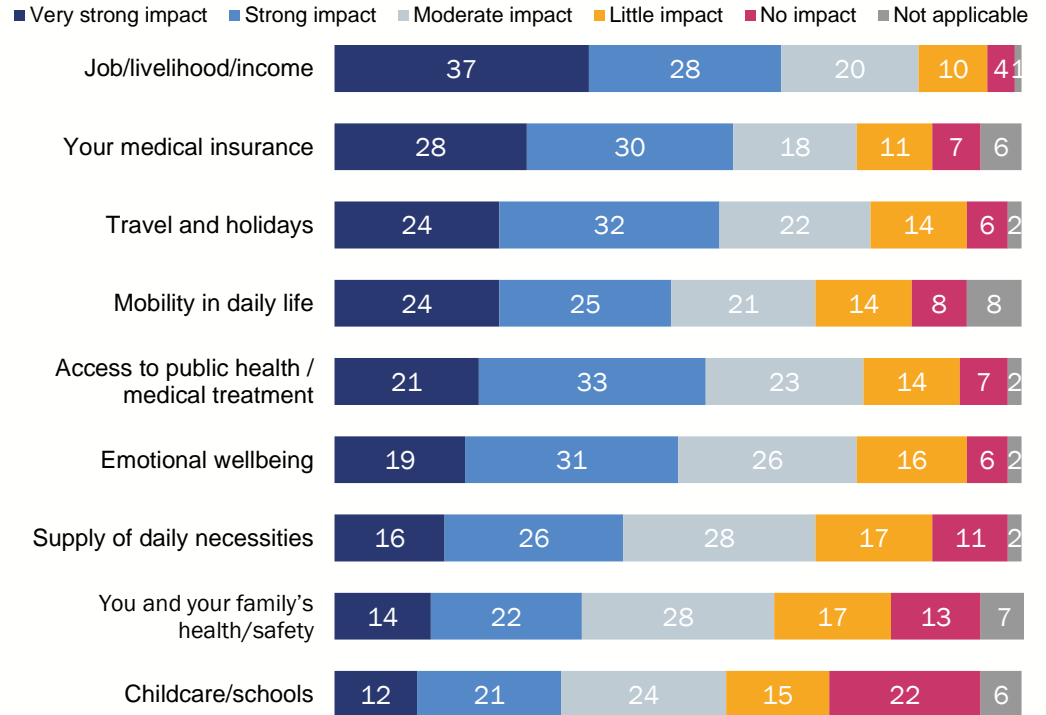


Q5. Overall, how much impact does the coronavirus have on your life in general?  
 Base: Aware of coronavirus, n=996, weighted data

## Impact of the Coronavirus on Various Aspects of Daily Life

- Two-thirds (65%) of respondents in Vietnam report that their jobs, livelihoods, and incomes are strongly or very strongly impacted. This is the most affected area of their daily lives.
- Respondents also claim that the coronavirus has a strong or very strong impact on their medical insurance (58%).
- However, respondents in Vietnam say that they are less impacted when it comes to the supply of daily necessities (42%) and their health and safety as well as that of their families (36%).

Impact on Different Aspects of Daily Life (%)



Q6. For each of the following aspects, please indicate how much impact the coronavirus has on your daily life?

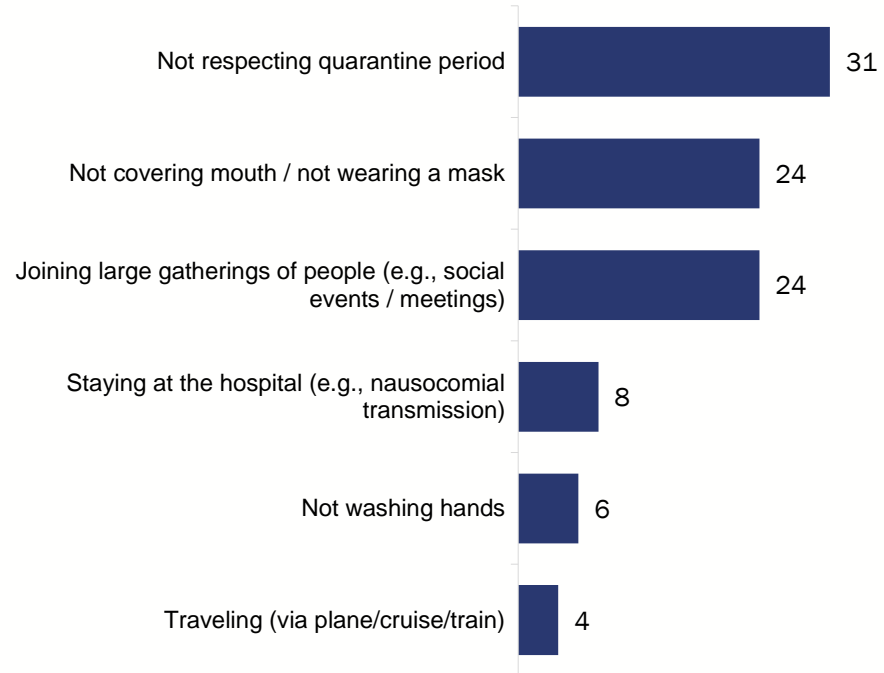
Base: Aware of coronavirus, n=996, weighted data



## Behaviors Perceived to Increase the Risk of Spreading the Coronavirus

- Three in ten respondents (31%) think that not respecting the quarantine period most increases the risk of spreading the virus, followed by not covering the mouth or not wearing a mask (24%), and joining large gatherings of people (24%).
- Traveling is not perceived to be a behavior that increases the risk of spreading the coronavirus (4%).

Behaviors that Increase the Risk of Spreading the Coronavirus (%)



Q11. Which of the following behaviors do you believe most increase the risk of the coronavirus to spread?

Base: Aware of coronavirus, n=996, weighted data



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