



A MATTER OF ATTITUDE

THE CONSUMPTION OF
WILD ANIMAL PRODUCTS
IN HA NOI, VIET NAM

A TRAFFIC REPORT



TRAFFIC
the wildlife trade monitoring network

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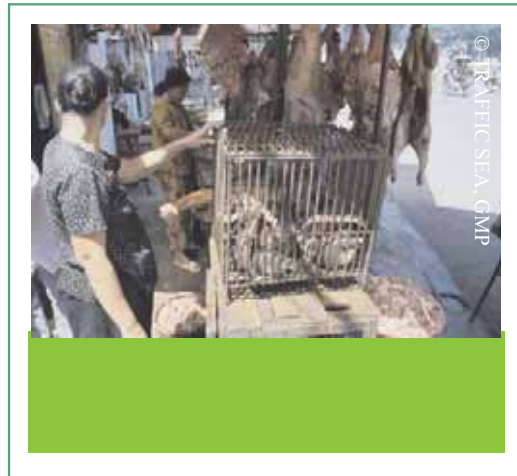


Royal Danish Embassy

A MATTER OF ATTITUDE

The Consumption of Wild Animal Products in Ha Noi, Viet Nam

A TRAFFIC REPORT 2007



Wild meat shop in Viet Nam

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CONTENT

ACKNOWLEDGEMENTS	3
TERMINOLOGY	5
ABBREVIATIONS AND ACRONYMS	6
EXECUTIVE SUMMARY	7
BACKGROUND	9
INTRODUCTION	10
METHODS	10
RESULTS	12
Quick Facts about Wild Animal Consumption in Ha Noi	12
Understanding Wild Animal Consumers	13
Why Consume Wild Animals?	14
To Use or Not to Use	16
Species at Risk	17
On the Prowl	18
Where are wild animal products bought and consumed?	18
How do people learn about wild animal products?	19
Paying the bill	20
Understanding the Trend	22
The Word on the Streets	22
Awareness of Wild Animal Issues	22
Avenues of Communication	24
CONCLUSIONS AND RECOMMENDATIONS	28
Conclusions	28
Recommendations	29
Communication Methods	29
Communication Messages	30
Government and Businesses	30
Next Steps	31
REFERENCES	32
APPENDIX	34
Appendix I. Research Methodology	34
Appendix II. Protection of Species Listed in the Survey	34
Appendix III. Survey Respondent Data	37
Appendix IV: Survey Questionnaire	39

TERMINOLOGY

The following terms used in this report are defined thus:

Wildlife refers to wild species of fauna and flora living in a naturally wild state, or of wild origin but being raised in captivity, under cultivation or being traded.¹

Precious and rare species refer to those whose populations are on the brink of, or vulnerable to extinction in Viet Nam. These species are named in the List of Rare and Precious Species attached to the existing Government Decrees and in CITES Appendix I.¹ They are also known as 'protected species' in this report.

Wildlife trade refers to the buying, selling and exchange of wild fauna and flora resources for commercial purposes.¹

Wildlife consumption refers to the use of wild animals and plants and/or their products for example for food, traditional medicines and ornaments.

Sustainable use refers to the use of components of biological diversity in a way and at a rate that does not lead to the long-term decline of biological diversity, thereby maintaining its potential to meet the needs and aspirations of present and future generations²

¹ National action plan to strengthen control of trade in wild fauna and flora to 2010 approved under *Decision No. 1021/QĐ-TTg* on 27 September 2004 by the Prime Minister.

² Article 2 of the Convention on Biological Diversity, June 5, 1992.

ABBREVIATIONS AND ACRONYMS

BAP	Biodiversity Action Plan
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
DANIDA	Danish International Development Agency
ENV	Education for Nature in Viet Nam
USD	US Dollar (as of 1 November 2005: USD1 = VND15 902)
VND	Vietnamese Dong

EXECUTIVE SUMMARY

This report presents the results of a survey conducted in Ha Noi, Viet Nam, focusing on the attitudes and behaviour of Ha Noi residents toward wild animal consumption. TRAFFIC undertook this research to provide a foundation for the development of a communications programme that will be part of a long-term campaign to ensure sustainable levels of wildlife consumption in Viet Nam.

Ha Noi is increasingly becoming a centre for wild animal consumption in the form of health and ornamental products, and especially wild animal food. Viet Nam boasts a great diversity of animal species, and many of those popularly consumed are protected under Vietnamese law and/or listed in Appendix I or II of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Viet Nam also supplies many wild animal products to other parts of Asia, as well as to the remainder of the global market. However, as demand has increased and available wild stocks have decreased in Viet Nam, many species are now being sourced in neighbouring countries such as Lao PDR and Cambodia.

In surveying 2000 Ha Noi residents from various districts, professions, age groups, and income levels, TRAFFIC hoped to gain an understanding of the motivations people have for consuming wild animal food, ornamental products, and health products. The research was carried out from July through November 2005, and residents were asked questions relating to their use of wild animal products, their awareness of legislation and their receptiveness to different types of media.

The survey's results demonstrate that the demand for wild animal products is not only prevalent, but widely accepted in Ha Noi, with food as the most frequently consumed wild animal product. In addition, the survey revealed that people believe the consumption of wild animals in Ha Noi is popular and on the rise, and many identify themselves as future users.

Most people surveyed had received information about wild animal products from their friends, although information exchange within families was also significant. As for other information sources, the most popular was shown to be television, although the Internet and newspapers were also widely used.

According to the survey, the majority of Ha Noi residents are not aware of legislation put in place to protect endangered animal species. While a number of people are familiar with the concept of extinction, there is no indication of an understanding of the relationship between consumption habits and the state of the environment.



Saola



Saola horns



Douc Langur



Primate wine

In an attempt to lay the groundwork for an effective communications campaign, the recommendations deal with the methods through which communication would be most effective, as well as specific messages that should be delivered to the public. There are also a number of suggestions for messages specifically directed at government and business employees, as this study revealed these two groups to be the most frequent consumers of wild animals.

In terms of communications methods, the report recommends that communications campaigns emulate existing approaches such as those used for the prevention of drug abuse and HIV/AIDS. In disseminating messages on wild animal consumption, television, newspapers, the Internet, and the formal education system should all be used. Additionally, campaigns should make use of celebrities, so that messages are more attractive to the public.

Messages conveyed through campaigns should inform people about the illegality of the wild animal trade, address the assumption that wild animal products are of a higher quality and benefit, and inform people about alternatives to these products. It is recommended that media messages generate a feeling of connection between animals and humans and emphasize the role people play as stewards of the planet.

Additionally, the Government of Viet Nam should be encouraged to increase its enforcement of wildlife laws that punish hunters, traders, and vendors to ensure deterrents against illegal activity. Government and business offices should discourage illegal wild animal consumption amongst their own employees who represent a significant percentage of consumers.

This research was the first attempt of a survey of this type in Ha Noi, and it should be considered only an initial effort. While its results can be used to inform an effective communications campaign, further analysis of wild animal consumption habits needs to be undertaken to inform future conservation efforts. Thus, TRAFFIC recommends that follow-up surveys be conducted in the future to gain an even greater understanding of attitudes, and how they may be changing, toward wildlife consumption in Ha Noi and throughout Viet Nam. TRAFFIC, along with all of those who helped in this study, encourages prospective donors to take an active interest in supporting subsequent work that will lead to a more comprehensive understanding of Vietnamese civil society and its attitudes towards conservation and sustainable use of the country's unique biological diversity.

BACKGROUND

Viet Nam, with a population of over 80 million people, is also home to many rare fauna and flora species that dwell throughout its diverse landscapes and habitats. The 16th most biologically-diverse nation on the planet, Viet Nam has at least 78 endemic mammal, bird, reptile and amphibian species that naturally occur in the country (pers. comms. Professor Dang Huy Huynh). Several wild animal species that are endangered throughout Asia can be found in Viet Nam, including the Javan Rhino *Rhinoceros sondaicus annamiticus*, the Indochinese Tiger *Panthera tigris corbetti* and the Asian Elephant *Elephas maximus*.

However, a burgeoning wild animal trade, alongside habitat destruction, is threatening to destroy this rich biological heritage, with many species already on the brink of local, and in cases such as the Saola *Pseudoryx nghetinhensis* global, extinction. Viet Nam serves as not only a source of wild animal products traded on the global market, but also as a transit point for the re-export of valuable species sourced from throughout Asia. Viet Nam also plays a significant role as a consumer nation for wild animal goods, contributing to the already-high demand for illegal hunting and trading.

The trade and consumption of wild animals is a major contributor to a contemporary global crisis: the rate of species extinction surpasses any in recorded history (Anon., 2004b). Over the long term, the loss of species will not only eliminate their potential uses and applications for human food, medicine and technology, but upset the delicate balance of the Earth's ecosystems upon which all life depends.

In 1994, Viet Nam acceded to CITES, a global agreement to combat species extinction. Yet, it is widely acknowledged that this Convention is only as strong as the national strategies and legislative frameworks that are established to enforce it. In adopting its National Action Plan to Strengthen Control of Trade in Wild Fauna and Flora to 2010, as well as *Decree 18/1992/HDBT-CP* issued in 1992 (revised in 2002 as *Decree 48/2002/ND-CP*; a further revision was made in 2006 resulting in *Decree 32/2006/ND-CP* for plants and animals and *Decree 59/2006/ND-CP* for marine species) to protect particular species from trade and exportation, the Vietnamese government has attempted to address the illegal wild animal trade within its own borders. The international wild animal trade was also targeted in 2002 by *Decree 11/2002/ND-CP*, replaced in 2006 by *Decree 82/2006/ND-CP*, on managing wildlife importation, exportation and transit. The *Law on Environmental Protection* (1993) and the National Biodiversity Strategy and Action Plan further solidify this legislative commitment. On a broader level, the Association of South East Asian Nations (ASEAN) Regional Action Plan on Trade in Wild Fauna and Flora 2005-2010 has established policy priorities for 10 countries (including Viet Nam) on the issue of trade in endangered species. Enforcement of these laws and agreements, however, remains a serious challenge.

Despite this legislative commitment, a rise in affluence in the region, and in Viet Nam specifically, has increased the demand for rare meats and wild animal species to be displayed as trophies in the homes of a growing Asian elite and middle class. The 1986 *Doi Moi* reforms in Viet Nam provided an enabling framework for market liberalization, allowing businesses to benefit from international trade and increasing the disposable income available for purchasing wild animal goods. An appreciation of food, and in particular rare and expensive wild animal dishes, is also a central aspect of Ha Noi's cultural heritage, as well as a growing attraction for both domestic and international tourists.

INTRODUCTION

The growth in the wild animal trade has spawned an interest among conservationists and policymakers in better understanding the nature of wild animal consumption in Viet Nam, and the patterns and behaviours that should be addressed if the consumption of unsustainable and/or illegal wildlife products is to be reduced.

As the first step in a long-term communications campaign, TRAFFIC, with the funding support of the Danish International Development Agency (DANIDA), conducted a survey on the attitudes and behaviour of Ha Noi residents toward consumption of wild animals. In close cooperation with WWF and the broader TRAFFIC network, TRAFFIC Southeast Asia, Greater Mekong Programme has undertaken this research in order to better understand the level of awareness among the general public in Ha Noi regarding the need for wild animal conservation. The survey looks at the consumption of terrestrial mammals, birds, reptiles and amphibians, but does not address the consumption of fish or insects.



Stuffed marine turtle

METHODS

This research, carried out from July through November 2005, included four components: desk research, in-depth interviews, a questionnaire/survey, and focus group discussions. The desk research involved an analysis of relevant information on wild animal trade and consumption in Viet Nam. In-depth interviews were conducted with owners/managers of speciality wild animal restaurants to investigate the tastes, habits, behaviour and level of consumption of their customer base.

The questionnaire, included in *Appendix IV* of this report, profiled individuals for the purposes of analyzing patterns of wildlife use in Ha Noi. It was developed by a team of experts in various fields, including a sociologist from the Vietnamese Academy of Social Sciences, a statistician from the Ministry of Labor, Invalids and Social Affairs, and four others skilled in conducting socioeconomic research, as well as TRAFFIC staff. Once the initial questions were developed, they were field-tested with approximately 20 respondents and then revised accordingly. The questionnaire was also circulated within TRAFFIC and the wider national and international conservation community to elicit additional feedback.

The survey questions focussed on permanent Ha Noi residents aged 18 and older. Five districts - four urban and one peripheral - were targeted as sites for data collection. Using official demographic statistics, the research team determined that a sample size of 2000 individuals would be appropriate in order to ensure the validity of the findings. In fact, a total of 2005 survey responses were collected and thus form the basis for this analysis.

The survey was administered orally by a team of twenty native Vietnamese speakers working in pairs over a period of approximately ten days. Before beginning work, all participants in a day-long training course focussed on the survey methodology.

All of the respondents were selected along random transects in particular districts. In the case of households, only one person per household could respond to the survey. The students were interviewed at home, not at school, so these responses were not drawn from a single class or even a single university.

Through the survey, TRAFFIC attempted to gain an understanding of the motivations people from a wide variety of professions, age groups, and income levels have for consuming wild animal food, ornamental products, and health products. Efforts were also made to systematically assess the respondents' awareness of critical legislation and environment-related concepts.

Following up on the survey, focus group discussions were held in order to clarify and expand upon key points. People invited to participate in the focus group discussions were those who had identified themselves through the survey as being willing to participate in further research regarding wildlife use in Ha Noi. The focus groups were broken down into those who had previously used wild animal products (further stratified into three age groups) and those who had not.

The research was conducted using Vietnamese Dong as the unit of currency. All conversions to US Dollars made in this report use the rate on 01 November 2005 of USD1 = VND15 902.

The following section summarises the most significant results of this research, and represents the starting point of long-term efforts to address illegal and unsustainable consumption of wild animal products in Viet Nam. It is hoped that these findings will provide an important source of information for use in designing future communication strategies aimed toward Ha Noi residents.



Green Turtle on sale

RESULTS

Quick Facts about Wild Animal Consumption in Ha Noi

- Nearly 50% of the Ha Noi residents surveyed have ever used wild animal products, of which 45% consume such products up to three times per year.
- Food accounts for the greatest percentage of wild animal products consumed in Ha Noi, followed by health products such as bear bile and tiger gelatine.
- Men consume wild animal products more frequently than women.
- Affluent and highly educated people are more likely to use wild animal products than those with less money and education.
- Wild animal food and products are status symbols enjoyed especially by businesspeople and government officers.
- Wild animal consumption is usually a group social activity, with wild animal meals predominantly purchased by one host, rather than sharing the cost among consumers at a given meal.
- The most frequently cited reason for not using wild animal products was that they were too expensive.
- Residents of Ha Noi believe that the use of wild animal products is popular, fashionable, increasingly affordable, and on the rise in nation's capital.
- The majority of Ha Noi residents are not aware of key legislation that protects endangered animal species and their habitats.
- Most people do not understand the impact that their own consumption has on the environment.
- People in Ha Noi mainly get their scientific information about wild animals from television and are most interested in shows about the biological characteristics of wild animal species.
- The Internet has major potential as a tool for reaching younger generations with positive wildlife conservation messages.

Understanding Wild Animal Consumers

Over 47% of the Ha Noi residents surveyed have used wild animal products, including either or all of the following types: food, ornamental and health products.

Of the people who use wild animal products, 82% have eaten wild animal food, 50% have used wild animal health products, and 16% have used ornamental products, including jewellery, fashion and decorative items made from wild animals.

Wild animal-based liquors (usually animal body parts steeped in rice alcohol) are frequently enjoyed in combination with wild animal food, according to interviews. While not strictly considered health products in the same way as traditional medicines like bear bile, it is important to note that they are consumed because they are believed to improve health.



Ornaments made of Hawksbill shell

Interesting differences were found between male and female consumption of wild animals. For example, more men than women use wild animal products: 60% of all male respondents stated they had used wild animal products, as compared to 34% of female respondents. Of all the people who admit to using wild animal products, 64% were men. In focus groups, women explained that there was more of an interest and culture for eating wild animal meat among men. Men also use wild animal health products more often than women.

Affluent and highly educated people are more likely to have used wild animal products. In other words, education and income levels are correlated with the incidence of wild animal consumption. For example, of the total number of survey respondents, more than 61% of university graduates and post-graduates and 70% of those who earn a minimum VND5 million (USD314) per month consume wild animal products.



Monitor lizard on sale

Entrepreneurs are the most likely to have used wild animal products (43%), followed by government officials (34%). Only 13% of those who have consumed wild animal products are self-employed traders. Farmers and students are the least likely to have consumed wild animals; likewise, people in high-level management positions are more likely to have consumed wild animals than ordinary staff. Discussions with Ha Noi residents also indicated that managers in businesses and government have more obligations to entertain colleagues and clients with wild animal meals.

In general, there appears to be no clear relationship between age and consumption rates across the survey. However, for wild animal health products, the highest ratio of consumers to non-consumers occurs among people in the 46- to 55-year old age bracket.

What does it all mean?

Wild animal consumption, and especially the consumption of wild animals as luxury food, is prevalent in Ha Noi. Status, income, education, and gender are all related to patterns of use. Specifically, the survey suggests that affluence and social status encourage the use of wild animal products. This suggests that, as economic development continues to increase and disposable income levels rise, the use of wild animal products has the potential to become even more prevalent, posing an even greater threat to endangered species in Viet Nam and the region.

These statistics also demonstrate that higher education does not discourage the use of wild animal products that are illegal or unsustainable. This implies either that current educational messages are not effective or that the method and timing of these messages do not have their intended impact. It also confirms that status - whether due to income, occupational position or education - is a key factor in consumption, and that wild animal use is potentially an important symbol of status in Ha Noi.

Why Consume Wild Animals?

The survey also explored the social and personal reasons why people use wild animal products:

The primary reason people in Ha Noi stated for eating wild animals is that they think the meat tastes good (52% of responses). However, nearly 39% of respondents indicated that they eat wild animals because they are invited to do so at social gatherings, not because they particularly enjoy the food. In addition, 35% eat the food to try the taste.

People in Ha Noi use ornamental wild animal products mainly because they believe them to be durable and beautiful (33% of respondents) or rare and strange (30%). A major reason for purchasing the products is as gifts or souvenirs (32%). Women are more likely than men to buy these products for their rarity than for their durable quality or beauty. Similarly, government officers generally responded that rarity and strangeness are more significant factors than durability and beauty, whereas consumers working in enterprises felt that durability and beauty are more important than rarity.

Of the survey respondents, 62% use wild animal health products following advice from families and friends, 22% use them because of health bulletins, and 11% use them because of health practitioners' advice. Families and friends are the major source of information for government officials, enterprise employees, and self-employed traders, as well as both ordinary and management level staff, to decide to use health products from wild animals.

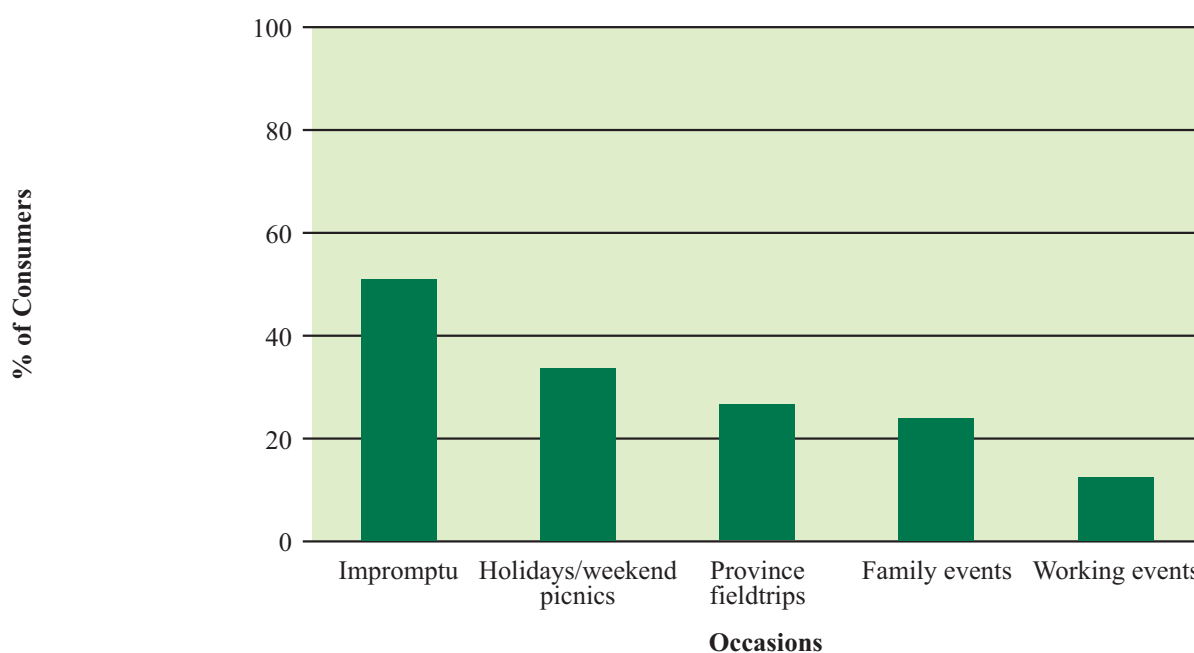
Most consumers stated that they eat wild animal food on the spur of the moment (see *Figure 1*). The second most popular occasion for eating wild animals is a holiday or weekend picnic.



Bear in captivity for bear bile

Figure 1.

Major Occasions for Wildlife Food Consumption



Eating wild animals is a highly social activity, as less than one per cent of respondents report consuming wild animal products alone, while 77% eat wild animal foods with relatives, and 26% consume them with business contacts. Additionally, 14% of respondents eat wild animal meat with friends. It is important to note that men are more likely than women to consume wild animals products with family, and that businessmen and government officials eat wild animals with their families less often than they eat with business colleagues and friends.

According to the survey, 44% of people who eat wild animals do so three times per year, while 17% consume them less often. Less than one percent consumes wild animal dishes five to six times per year, or more.

Meals of wild animals are predominantly purchased by one host, rather than the cost being shared among consumers at a given meal.

Ornamental and health products made of wild animals are commonly purchased by consumers themselves, but are more frequently received as gifts. Women have a higher incidence of receiving ornamental products as gifts than do men.

What does it all mean?

These results indicate that the consumption of wild animal food is related to both developed and emerging habits and tastes, as well as to social pressures and curiosity. The survey respondents often try wild animals because they are invited to do so. The results also show that among businessmen and government officials - the professions shown by survey results to have the highest wild animal consumption rates - eating wild animals is strongly linked with occupational and social peer pressures. Wild animal meals are often eaten on occasions where a single host is entertaining, and potentially trying to impress his or her guests, which confirms the importance of status and social pressure as factors closely linked to consumption among Ha Noi residents.

To Use or Not to Use

The survey also attempted to find out why certain people surveyed are not currently consumers of wild animal products:

The most frequently cited reason for not using wild animal products is that they are too expensive (42% of responses). In addition, 34% of respondents have not used wild animal products because they have no interest. Only seven per cent of the non-consumers were concerned about the ecological impacts, and only 10% had not consumed them because of their illegal status.

Among those who had not used wild animal products, 19% indicated that they expect to try them in the future, and 38% were uncertain. In other words, 57% of survey respondents - a clear majority - were either definite or potential future consumers. The remainder, 43%, said they will not use wild animal products in the future.



Dried bear gall and bear paws

According to the survey, people do not perceive a strong link between disease and wild animal consumption, despite the recent outbreaks of SARS and avian flu. Less than two per cent of non-consumers cited this concern as a reason for avoiding wild animal food.

The survey also examined the factors that would need to be considered in encouraging people to use animal health products that contain sustainably harvested or substituted/artificial ingredients, rather than those that are illegally or questionably obtained. Among wild animal health product consumers surveyed, 37% would use substitutes for bear bile, tiger bone glue and snake liquor if they were of equal quality, while another 23% would use them if the price was suitable.

Culturally, substitutes must also be appropriate in order for people to embrace them. Focus group discussions with Ha Noi residents reveal that many are opposed to using Western medicines because of the side effects and the perception that these are not as pure, natural, and/or effective as traditional medicines derived from animals.

Age and occupation also seemed to be a factor in influencing such decisions. Of the university students surveyed, 100% would be willing to use sustainably harvested or artificial health products. Of all the occupation groups, on the other hand, household business owners are the least willing to embrace substitutes.

In terms of the information needed to convince people to use substitutes for illegally or questionably obtained wild animal health products, people said that they would be most strongly influenced by testimonials of those who have successfully used substitutes as well as by scientists giving evidence of their effectiveness. Women place a greater emphasis on testimonials of people who have used substitutes, while men say that scientific proof would be a more important factor in their decision. The views of friends and family members also play a significant role for both genders.

Although it was not specifically addressed in the survey, the issue of captive breeding and wildlife farming also should be mentioned here, as it could potentially provide the public with a sustainable and legal source of wildlife food and other products. While captive breeding has been encouraged by the Prime Minister under *Directive No. 359-TTg*, focus group discussions with respondents tend to indicate that consumers may not be content with consuming captive-bred wild animals. One focus group participant described captive-bred animals as “ordinary” and “not tasty”. Further research could contribute to better understanding the value of this approach.

What does it all mean?

The results suggest that many people in Ha Noi who are non-consumers will potentially become consumers if their standard of living and disposable income increase. Only a small percentage of residents are aware and responsive to the consequences, both legal and environmental, of wild animal consumption. The results also raise concerns that the trend in wild animal product consumption will continue to rise because the majority of non-users label themselves as either definite or potential future consumers. An increase in the number of people eating wild-sourced animal products would be a great impediment to ensuring that wildlife products are consumed at sustainable levels.

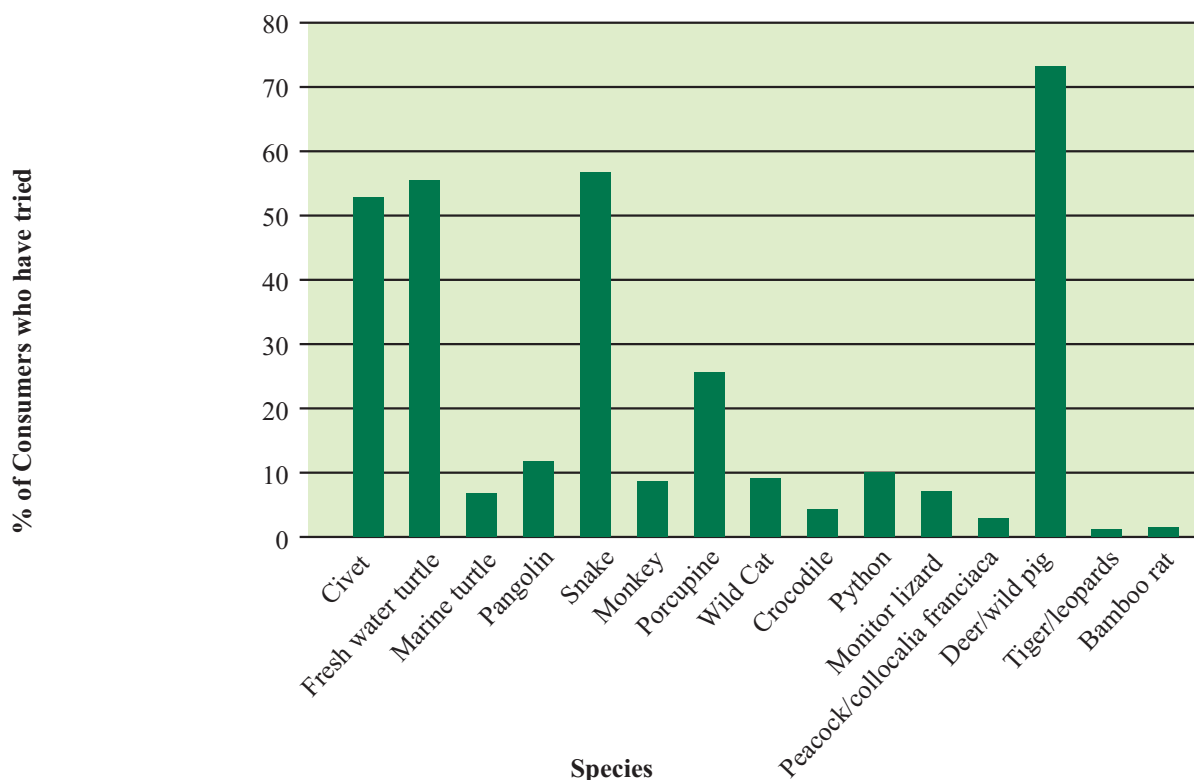
The survey also shows that Ha Noi residents do not have a high opinion of substitutes for wild animal health products, as they are considered less pure or of lower quality. However, because young people are very willing to accept substitutes for wild animal health products, it is possible that a shift in attitudes toward traditional medicine is emerging and that this opportunity can be used for changing the behaviour of future generations. Nevertheless, an alternative theory supported by the data is that among younger people, who are generally healthier than their older counterparts, traditional medicines derived from wild animals have less perceived value but that over time the individuals may begin to embrace these products.

Species at Risk

The survey showed that the most popular wild animal foods are deer and wild pigs, turtles, snakes, civets, and porcupines. *Figure 2* shows which species have been most widely consumed:

Figure 2.

Top Wildlife Species Consumed as Food



Many of these animals are protected under National *Decree 32/2006/ND-CP*. The exceptions are freshwater turtles, of which only some species are protected; deer/wild pigs, of which some deer species are protected; porcupine; and bamboo rat. In addition, only some species of snake and civet are now protected under National *Decree 32/2006/ND-CP*. For a more complete list, see *Appendix II* of this report.

According to National *Decree 139/2004/ND-CP*, those caught hunting, transporting or trading species listed under National *Decree 32/2006/ND-CP* are subject to a fine of between VND5 and 50 million (USD314 and 314), or imprisonment for between six months and seven years, depending on the rarity of the species and the complexity of the operation. In addition, authorities are required to revoke business licenses and close down any restaurant selling wildlife products. However, these laws are often not enforced, leading to a lack of awareness of the laws, as well as a lack of concern about punishment - and hence a very weak deterrent against further offences.

What does it all mean?

Many of the wild animal species consumed in Ha Noi are protected by national legislation, indicating that there is concern about their conservation status, and that the impacts of consumption by humans are interfering with their status in the wild. These results could imply a disregard for wild animal protection among Ha Noi residents, and could indicate that the consumption activities are appealing despite, or even because of, their illegality.

On the Prowl

Where do people in Ha Noi buy and consume their wild animal products? How do they learn about where to go? The survey attempted to answer these questions about the habits of wild animal consumers and found the following:

Where are wild animal products bought and consumed?

Most wild animal food is eaten in speciality restaurants in and around Ha Noi (82% of those who eat wild animals). Only about 19% have prepared wild animal meat at home for special occasions, and around 35% have eaten wild animals at speciality restaurants in other provinces. A very small percentage visit hotels or street food courts for wild animal foods.

Men are more likely to have eaten wild animals in speciality restaurants in other provinces than women, who mainly eat at restaurants in areas in and around Ha Noi (83% of female respondents).

Ornamental products made from wild animals are purchased in a diverse range of places, the most common of which are souvenir shops in the old quarter of Ha Noi (36% of respondents), speciality wild animal shops (35%), and souvenir shops in other tourist areas including markets, hotels, and airports (23%).

Men predominantly buy ornamental products in speciality wild animal shops, while women have more diversified sources, the most popular of which are souvenir shops in the old quarter of Ha Noi.

Government officials mainly buy ornamental products in supermarkets, followed by speciality wild animal shops. State and private enterprise employees predominantly shop in the old quarter's souvenir shops or in speciality wild animal shops. Management-level staffs are more likely to purchase products in souvenir shops in the old quarter, whereas regular employees utilize a more diverse range of locations.

According to the survey, health products from wild animals are purchased mainly through friends of the consumer (72% of respondents) or professional traders in medicinal wild animal products (58%). Wild animal restaurants, Lan Ong market, and stores in the mountainous provinces of Viet Nam (including Vinh Phuc (Tam Dao National Park) and Yen Bai) are also sources, though much less significant. Very few people purchase these products directly from abroad.

Friends are a more significant source of health products for females than for males. More males seek out professional wild animal traders for health products, and they are more likely than women to work with professional traders.

Government officials most frequently get their health products from friends, whereas other occupational groups most commonly buy health products from professional traders. However, all of the household business owners say that they purchase their wild animal health products from peddlers.

The survey also shows that 46% of wild animal food consumers had eaten wild animals in the past three months, demonstrating the prevalence of wild animal consumption. Of the university students who consume wild animal foods, 60% had eaten their most recent wild animal meal in the month prior to the survey. Only 11% of consumers had last eaten wild animals more than a year ago.

How do people learn about wild animal products?

Friends are the most predominant source of information for consumers about wild animal food, health, and ornamental products. Of the respondents, 74% of those who eat wild animals, 77% of those who use ornamental products, and 78% of those who use health products learned about the products from their friends.

Relatives serve as an information source of secondary importance for consumers. According to the survey, 44% of wild animal food consumers, 18% of ornamental product consumers, and 34% of health product consumers learn about the products from their families. People also discover wild animal food on their own when they are on holidays (16% of respondents) or business trips (16%). Health practitioners also play a role in providing information about health products to consumers.

The majority of students, on the other hand, get information on where to eat wild animal foods from their families, rather than friends.

The media, through advertisements and feature programmes, plays a role in spreading information about wild animal ornamental and health products, though the survey results indicate that it is a smaller role than that played by family and friends. Of the respondents, 14% of health product consumers and the same percentage of ornamental product consumers get information from TV, radio, or newspaper. In both cases, TV and newspaper are more commonly cited as sources than radio. Very few wild animal food consumers consult media for information on wild animal dishes (less than three percent of responses).

The Internet provides only a small fraction of consumers with information about wild animal products (six percent of ornamental product consumers, one percent of health product consumers, and less than half a percent of wild animal food consumers). However, the Internet is more important as an information source for ordinary staff than for management level staff when purchasing ornamental products - nearly 10% of regular staff surveyed use the Internet as an information source for purchasing ornamental wild animal products, as opposed to only three percent of management-level staff.

What does it all mean?

These results suggest that wild animal food is enjoyed during social outings for entertainment and celebration, more so than as a normal, everyday activity. It also supports the notion that wild animal food is enjoyed as a symbol of status, not as a regular meal in the privacy of one's home.

The survey also indicates that the souvenir shops in the old quarter of Ha Noi may have more draw for individuals of higher social or economic status, as demonstrated by the reported popularity of these shops among management level staff and business owners as compared to other groups.

The findings about popular information sources for wild animal products confirm that social networks play an important role in sustaining both the awareness about and purchase of wild animal products. Word of mouth clearly plays an important role in communications on these issues and has a powerful potential to shape behaviour which must be considered by any planned intervention.

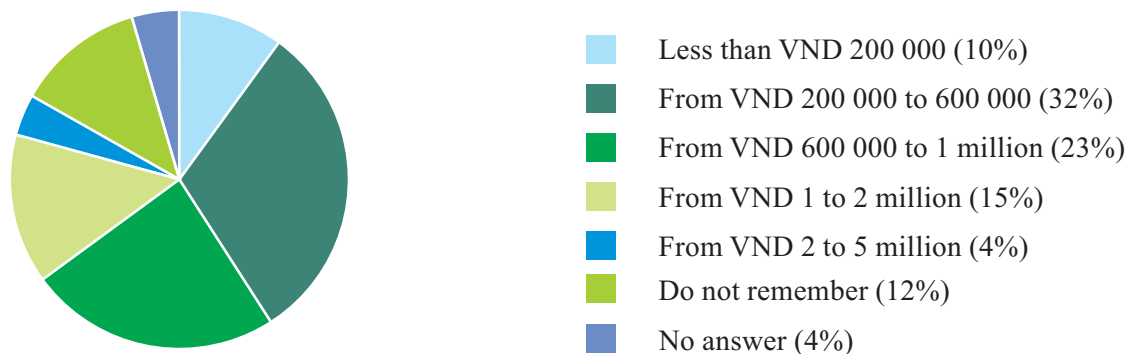
Professional settings may better foster information sharing among friends and colleagues about wildlife food consumption than academic settings, and age may also be a factor in the social pressure to eat wild animal foods. Students, who are generally younger, seem to learn more about wild animal foods from their families than from outside social influences. While the Internet is not overall a significant source of information at this point in time, for key groups it plays a role and thus could also be utilized in awareness campaigns.

Paying the Bill

The survey asked people in Ha Noi to estimate the cost of their most recent wild animal meal. Of the respondents who have consumed wild animal products, the majority of meal prices reported fell within the range of VND200 000 to 600 000 (USD13 to 38) per meal, followed by the range of VND600 000 to 1 million (USD38 to 63). Only less than 10% of the most recent meals were priced at less than VND200 000 (USD13). *Figure 3* illustrates the breakdown:

Figure 3.

Wildlife Meal Costs



The data indicate that wild animal meals are a significant expense, yet affordable for most respondents, since the majority of those surveyed earn between VND500 000 and 5 million (USD31 and 314) per month, with 34% of all those surveyed earning less than VND1 million (USD63) per month.

The income of the consumer was found to be proportional to the meal cost. In other words, the higher the income, the more expensive the most recent meal of wild animal food generally tended to have been.



Fresh water turtles on sale

Expenditures on wild animal meals also vary according to age. For example, 63% of wild animal food consumers between the ages of 18 and 25 most recently had meals less than VND600 000 (USD38) per meal, compared to only 38% of those between the ages of 46 and 55. This suggests that older Ha Noi residents consume more expensive meals, a trend which is likely to also be a function of income, since younger individuals generally earn less than older ones up to the point of retirement. Similarly, the survey showed that management-level staffs consume more expensive meals than ordinary staff. This is also likely to be influenced by income but may also be related to status and the related cultural expectations of those in more senior positions.

The cost of the most recently purchased ornamental wild animal product most often fell between VND100 000 and 500 000 (USD6 to 31). Among those consuming ornamental products, 17% spent between VND500 000 and 1 million (USD31 to 63), while very few spent over VND1 million (USD63) or less than VND100 000 (USD6).

Female consumers demonstrate a greater incidence of having paid over VND1 million (USD63) for their most recent ornamental wild animal products. For example, nearly nine percent of women spent over VND10 million (USD629) for their most recent product, while only two percent of men spent that much.

The average cost of the most recently consumed health product was between VND100 000 and 500 000 (USD6 and 31). Nearly seven percent of consumers paid between VND1 million and 5 million (USD62 and 314) for their health product, while 10% paid less than VND100 000 (USD6). Very few paid over VND10 million (USD629).

What does it all mean?

Because higher income and status individuals (in terms of factors such as age, occupational seniority, and profession) spend more on wild animal products than those of lower income or status, the study implies that, as income levels rise in Viet Nam, more expensive wild animal products will be in greater demand. In a market economy, rarity or scarcity of supply is generally correlated with higher prices, a fact which suggests that the most endangered species may be particularly at risk as consumer incomes rise.

The results also seem to indicate a greater willingness to pay higher prices for ornamental wild animal goods on the part of women, a trend which merits further study in order to help direct future communications and outreach activities.

Understanding the Trend

According to the survey, people in Ha Noi are observing the following trends:

Of those surveyed, 68% say that wild animal food consumption is either relatively popular or very popular in Ha Noi. Only seven per cent believe that it is not popular to eat wild animal foods.

Furthermore, wild animal food consumption is increasing in Ha Noi, according to 71% of those surveyed. 48% believe that ornamental product consumption is increasing, and 63% believe that wild animal health product consumption is increasing.

Of the interviewees, 80% believe that wild animal health products are either relatively popular or very popular. While almost one-third of respondents are unsure what the trends are with regard to ornamental products, the majority of those who provided a response believe that these products are relatively to very popular.

Of respondents who are currently “non-consumers,” 54% stated their intention to either possibly or definitely use wild animal products in the future. It is particularly notable that nearly half of the people who had not used wild animal products said that the reason was the prohibitive cost; as such, economic development and rising income levels threaten to increase consumption dramatically.

What does it all mean?

The study shows that wild animal consumption is perceived to be prevalent and on the rise. The growing affluence of Viet Nam's population, alongside the increasing popularity of these products, poses a unique challenge for regulation and for raising awareness about the detrimental effects of the wild animal trade.

The fact that most student respondents had eaten wild animal products recently also indicates that there is a growing interest and prevalence in eating wild meat among younger people. This could be a warning sign of a future rise in consumption and an increased demand for endangered species, placing additional pressure on declining wild animal populations.

The Word on the Streets

How aware are people in Ha Noi of the need for wild animal protection? Do they understand the laws set out by the national government? What are the communication tools that they enjoy and respond to most, and how do they access information? The survey attempted to answer these questions in order to better understand how to communicate with wild animal consumers.

Awareness of Wild Animal Issues

When asked about their knowledge of which wild animal species are endangered, nearly all respondents knew that hawksbill, Ho Guom turtles *Rafetus swinhoei*, pangolins, and tigers are listed as endangered species. The survey showed that the majority of people are also aware that elephants and bears are endangered. However, the percentage of those surveyed who believe that porcupines, wild boars and snakes are not threatened or endangered is equal to the percentage who believe them to be endangered. In fact, no species of porcupine or wild boar is endangered, and only some species of snake are endangered (see *Appendix II* of this report).

Nearly 99% of the people surveyed agree that it is vital for humans to protect wild animals. Reasons given include: preventing extinction, protecting ecological balance, sharing them with future generations, and

ensuring their access for medical research. People, to a lesser degree, also responded that their love for animals and the intrinsic value of wild animals were reasons to protect them.

People surveyed were also aware of some of the major threats to wild animals (see *Appendix IV* of this report). Of those surveyed, 87% think that wild animal hunting and trade increase the risk of extinction. They also understand that habitat destruction is a major factor. However, only 50% of respondents perceive that eating wild animal food can contribute to extinction.

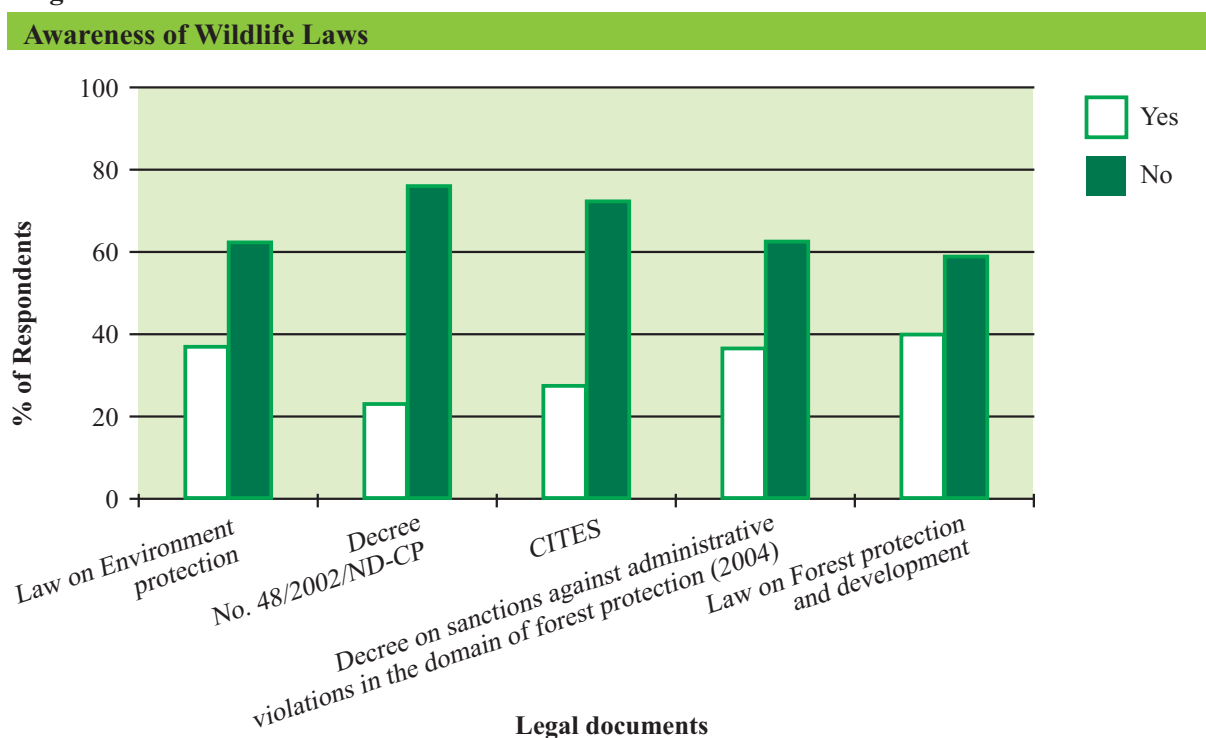
Most people know that hunting, raising, trading, and using protected wild animals for commercial purposes are all illegal. Less than ten percent of the individuals surveyed believed that these were legal activities. Nevertheless, focus group discussions indicate that there is some confusion as to which species are illegal to consume and whether eating wild animals is illegal at all. For example, one focus group participant believed that the current law allows consumers to use bear bile from captive bears but not from wild bears, creating confusion over whether using a given product is legal. Currently, *Decision No. 02/2005/QĐ-BNN* prohibits to raise bears in captivity.

Among different age groups, awareness of wild animal protecting laws varies. Fewer people in the 18-25 age range than in older age groups know that hunting protected wild animals is illegal. Similarly, fewer 18-35 year olds than people in older age groups know that raising most protected wild animals of unclear source is illegal.

Despite the fact that younger people are generally less aware of legal issues surrounding the wild animal trade, the younger age groups (i.e. under 35 years old) are more aware of Viet Nam's Red Data Book listing of endangered species. Similarly, individuals who have higher levels of education are also more aware of the Red Data Book than those with lower levels of completed education. However, it should be noted that, although a number of respondents were aware of the existence of the Red Data Book, this did not necessarily indicate that they were aware of which species the Red Book lists as endangered.

Generally, there is a lack of awareness among people in Ha Noi of specific environmental laws that protect wild animals. Thus, even though they understand that certain activities are illegal, they are not aware of the existence and scope of laws governing such activities. *Figure 4* illustrates the percentage of people surveyed who know or do not know about specific laws (note: *Decree 48/2002/ND-CP* has been recently updated as *Decree No. 32/2006/ND-CP*):

Figure 4.



The most popular source of information on wild animals is television (94% of respondents use this as source). Newspapers (53%) and books and bulletins (19%) are also relevant sources of information. In general, meetings, workshops, and the Internet still play a relatively small role in providing information on wild animals.

For government officials, newspapers are a more important source of information than for people in other occupations. Of the government officers surveyed, 67% said they use the newspaper for information on wild animals, whereas 45% of people who work in State or private enterprises use newspapers.

Of those surveyed, 54% occasionally watch TV programmes on wild animals, and 20% watch them on a regular basis. However, only 22% of Ha Noi residents surveyed never or rarely watch these programmes on TV. A significant difference exists between men and women: the survey shows that women both have a greater interest in and more regularly watch TV programmes on wild animals than do men.

VTV2's Animal World Program and Discovery Channel are the most popular TV shows on wild animals at present. Respondents prefer Animal World on VTV2, and focus group discussions indicate that people in Ha Noi find programmes on the Discovery Channel, which are presented in English, to be less culturally accessible because they cover foreign locations and animals rather than local wildlife.

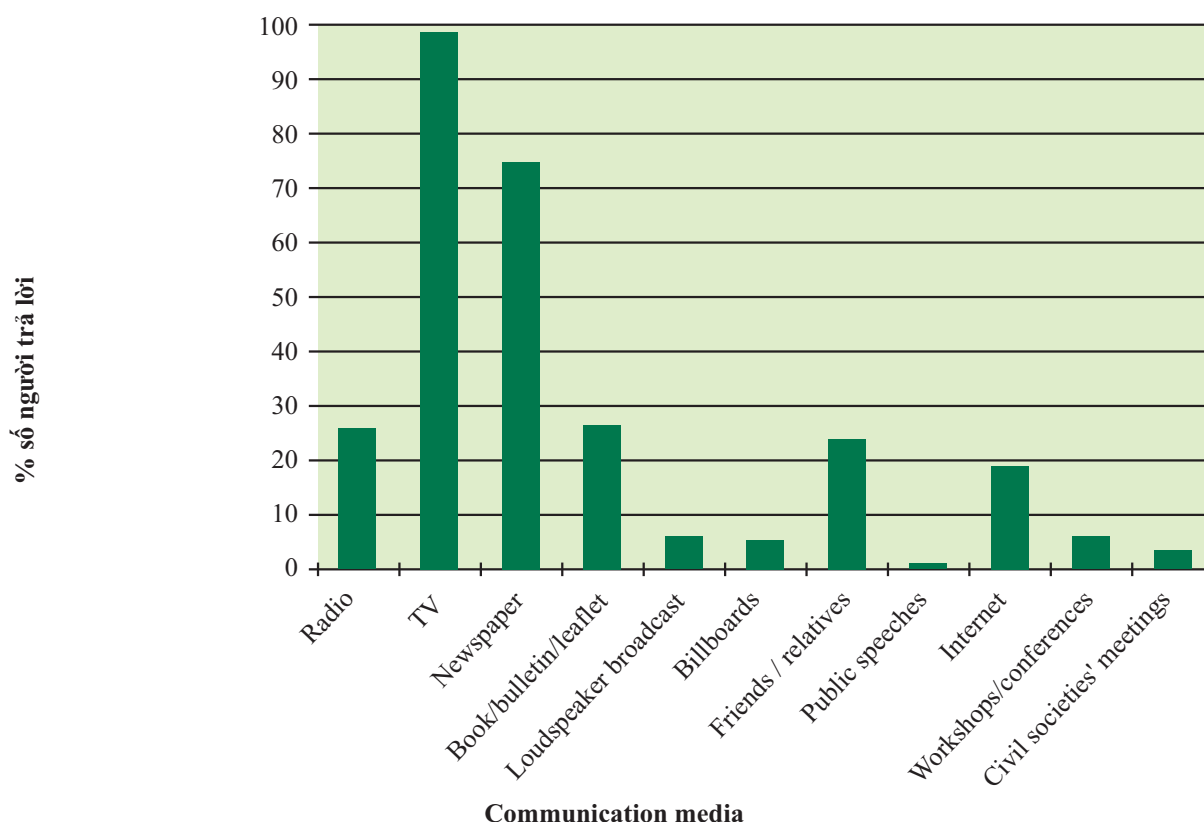
Biological characteristics are significantly more interesting to viewers than other aspects of TV programmes on wild animals. While 48% of viewers say this is their favourite topic covered by such programmes, only 11% cite their favourite topic as the impact of humans on wild animals.

Avenues of Communication

The most popular source of daily information on a range of topics for people in Ha Noi is television, accounting for nearly 99% of the survey responses. Newspapers are also a popular source of information, read by 74% of respondents. *Figure 5* demonstrates the role of key communications tools:

Figure 5.

Sources of Daily Information



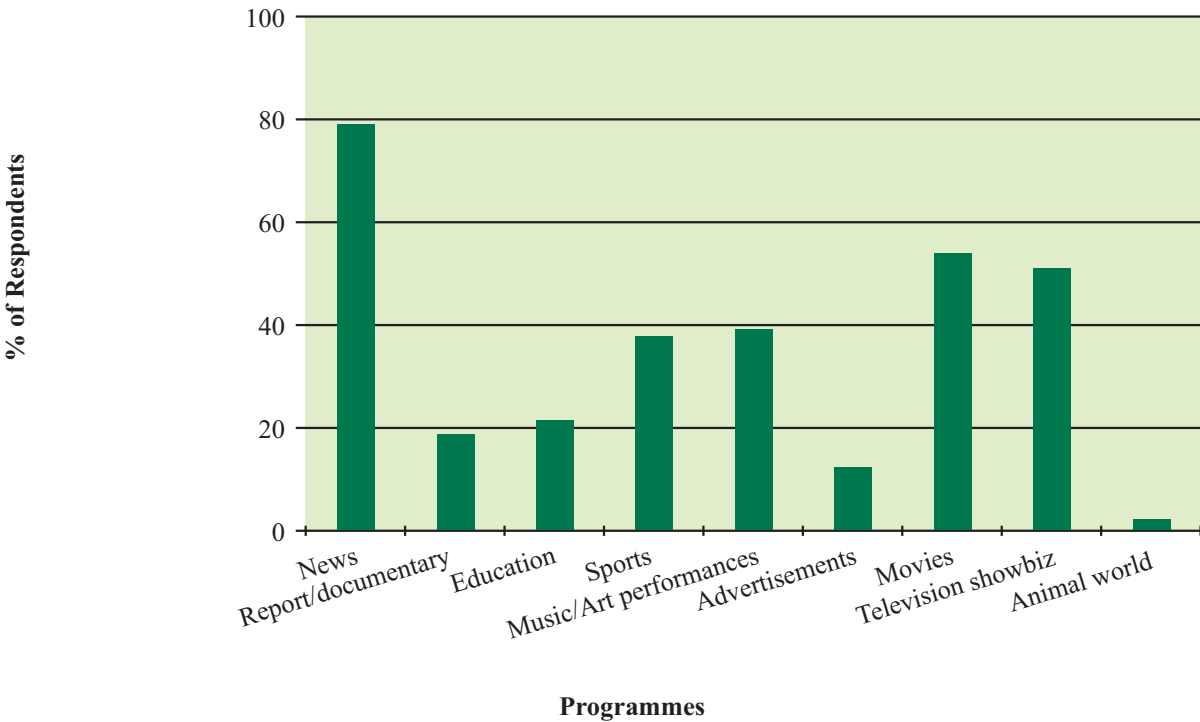
The Internet is a much more significant communications tool for younger age groups, cited as a frequently used information source by 45% of people in the 18-25 age range. By contrast, only 11% of people aged 46-55 use the Internet regularly. In these older groups, community meetings play a larger role.

Also, the Internet is a more significant communications tool for government officers and entrepreneurs than for other occupation groups.

The most watched television programming for people in Ha Noi is the news, followed by movies and television showbiz (a category which includes such programming as gameshows). *Figure 6* shows the interest level in various programmes:

Figure 6.

Most Popular TV Programming



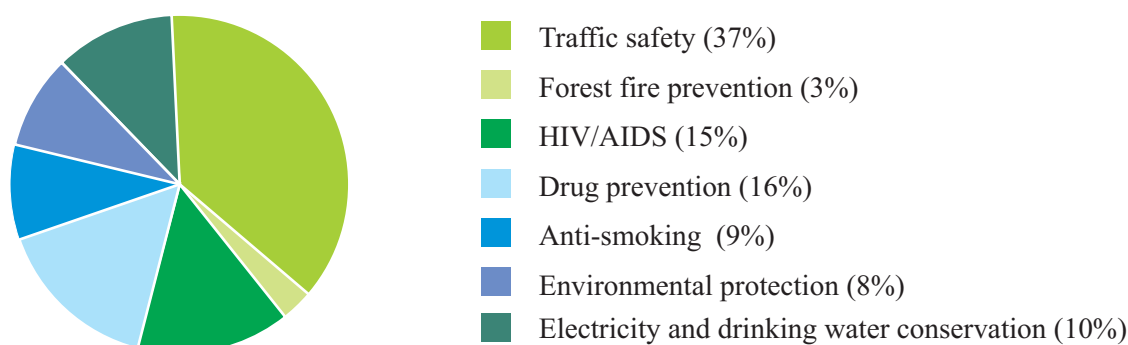
In terms of characteristics that they look for in TV programmes, 68% of respondents are interested in the informative aspects of programmes, while 43% are interested in educational characteristics and 37% are interested in TV programmes for their humorous aspects.

Women show a preference for movies, news, music/art performances, and television showbiz, in that order. The order of preference for men is news, sports, and finally movies.

Survey respondents have varying degrees of awareness of Viet Nam's public interest communications campaigns. Most familiar are traffic safety (88% of respondents), drug prevention (83%), and HIV/AIDS prevention (79%) programmes. *Figure 7* illustrates which ones are considered the most impressive by those surveyed:

Figure 7.

Most Impressive Social Communication Programmes



The use of celebrities in communications programmes has a confirmed value to residents in Ha Noi. Based on their familiarity with past campaigns, almost half (44%) of respondents feel that using celebrities is either effective or very effective, while a smaller fraction (37%) think it is only slightly effective or not effective.

The most favoured types of celebrities are, in general, evenly distributed among the categories of sports, music, culture/arts, and political/society/science. In general, traditional singers, actors and actresses, and football players have the broadest appeal as celebrities. Government leaders and scientists are also favoured by respondents.

However, discussions with focus groups also indicate that different people have diverse celebrity preferences, indicating that a broad range of endorsements may be required to make a campaign as effective as possible. For example, among younger groups, pop singers are more widely preferred than traditional singers. Football stars are the only celebrity type that has appeal across a range of age groups.



Monitor lizard on sale



Cobra and monitor lizard wine

What does it all mean?

The survey results show that there is some confusion and a lack of awareness among people in Ha Noi about which species are threatened, which are common, and which are protected and therefore illegal to consume. This indicates that consumers have little knowledge with which to make ecologically-conscious decisions about the products that they use, even if they would choose to do so. The survey also shows that many Ha Noi residents do not fully understand the connection between their own consumption and the illegal hunting and trade of wild animals.

The results demonstrate that awareness of key wild animal legislation is inadequate, and that younger people in particular might benefit from education about the illegality of many wild animals. However, the survey also suggests the possibility that the Viet Nam Red Data Book specifically has been better promoted than key legislation among younger people in recent years, potentially through the educational system. Because people with higher degrees were generally more aware of wildlife laws, there is also a possibility that the educational system spreads awareness of legislation, but that messages such as these require lifelong reinforcement in order to have a lasting impact.

The media has an important role to play in spreading messages about wild animal issues, but these messages must appeal to diverse audiences. The results of this study show that current messages about wildlife have not focused enough on issues such as protecting wild animals and the impact that individual actions have on wild animal populations. Furthermore, particular communications tools, such as the Internet and celebrity endorsements, have the potential to effectively spread messages about wild animal consumption. Television and social communication programmes can also be tailored to be more effective in addressing wild animal consumption.



Some critical endangered species frequently found in trade in Viet Nam

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This survey of 2000 Ha Noi residents demonstrates that consumption of wild animal products is not only widely prevalent, but also generally accepted among a large portion of the population. The use of wild animal goods is an entrenched social phenomenon encouraged by friends, colleagues, and relatives of individual consumers, and reinforced by strong links to income and status. Despite past awareness-raising efforts and the enactment of legislation to protect particular threatened species, it can be inferred based on the levels of consumption reported among survey respondents, as well as the wide availability of wildlife products on sale in the city (e.g. bear bile, marine turtle products, wild meat), that the people of Ha Noi remain an important contributor to the decline in wild populations throughout the region. Given the connection between income / status and wildlife consumption, there is particular concern about the influence that growing economic prosperity may have on further driving consumption to unsustainable levels.

It is important to recognize that Viet Nam has major legislation and policies in place which offer the potential to help control and manage illegal and unsustainable wild animal consumption, an obligation that is further reinforced by Viet Nam being a signatory to CITES. However, the survey demonstrates that there is a widespread lack of awareness on the part of Ha Noi residents regarding this legislation, coupled with a lack of familiarity regarding the long-term ecological and economic consequences of such trade.

This study shows that simply providing more communication and education following existing models will not necessarily be sufficient, as consumption of illegal wildlife is still widespread despite current efforts. In order to achieve positive behavioural change, there is a need to be more strategic about how such campaigns seek to influence behaviour and dismantle entrenched attitudes, combined with the need for a strengthened policy framework and more vigorous enforcement of existing legislation.

At the same time, however, this survey report also highlights particular avenues of opportunity which may help to reverse the current high levels of wild animal product consumption among Ha Noi residents. By harnessing the most effective means of communication and education, while strengthening the enforcement of relevant legislation, concerned agencies and individuals can hope to transform the societal conditions that encourage wild animal consumption in Ha Noi by better informing the public about the imminent threat it poses to Viet Nam's natural heritage. A broad and concerted effort is required, involving the efforts of government, national and international organizations, individuals and the private sector.

Recommendations

A number of recommendations are presented below which reflect the findings of the survey.

Communication Methods

- The Internet has thus far been underutilised as a communications tool for messages related to wildlife consumption. While many people use the Internet to find information, this rarely includes information wild animals. As such, there is a need to coordinate with popular news and entertainment websites, especially those used by youth, in order to place both advertisements and links to informative articles.
- There have been a few highly successful social communication programmes in Viet Nam, targeting issues such as traffic safety, HIV/AIDS and drug abuse prevention. Wild animal trade campaigns should incorporate the lessons learned from these other sectors, in terms of factors such as broadcast timing, style and means of communication.
- Wildlife consumption is more prevalent during particular times of the year, and thus communications efforts must take this into account. For example, programmes are likely to be more effective during holidays and special celebrations such as the calendar and fiscal year-ends, when celebrations among the business community - a major consumer of illegal wildlife products - are frequent.
- There is a wide variety in the types of media and media programmes that individuals prefer. As such, a range of mass media tools such as television, newspapers, and (to a lesser extent) radio should be used in communicating didactic messages about the effects of the illegal wildlife animal trade. In order to reach a broad audience, such messages should be incorporated into traditional wildlife-related programming such as that shown by VTV2, as well as into news shows and in the form of commercials and public service messages during popular programmes (e.g. showbiz, sports events, cultural shows).
- At present, those with more education and higher levels of income / status are also more likely to be consumers of wild animal products. Therefore, these groups - whose socioeconomic status perhaps provides particular access to wildlife products - should be a key target audience for awareness campaigns.
- Survey results demonstrate that university students are the age group most willing to consider substitutes and alternatives to wildlife products. It is important to recognize that these students are likely to have had greater exposure to conservation issues than their elders, who are more familiar with consumption of wildlife products as normal practice. This suggests that current conservation messages are reaching youth, but that there is a need to continue to reinforce such efforts over a lifetime, through both formal and informal educational sectors.
- Celebrities should be strategically evaluated for inclusion in communications campaigns to address various aspects of consumers' attitudes toward wild animal consumption. For example, famous scientists might be best used to explain the link between individual consumption and wild animal extinction, whereas government leaders may be appropriate spokespeople on issues of illegality. Actors, football stars, and musicians offer the chance to make wild animal use seem less socially acceptable, while also helping change the perception that consumption is linked to higher socio-economic status. For influencing young people, the survey shows that pop singers and football stars are more likely to be effective.

Communication Messages

- There exists a powerful underlying belief that wild animal foods and medicine are of higher quality, value and health benefit. In order to be effective, communications campaigns must consider ways to address these underlying assumptions and beliefs.
- Overall there is a need to increase the sophistication and depth of understanding of consumers regarding wildlife products. For example:
 - + Communications campaigns must make it clear that the consumption of particular wild animal products is illegal and that there are repercussions for breaking laws that prohibit the consumption of these animals.
 - + Consumers should be made aware of key legislation in Viet Nam, as most people have very little knowledge of any of the major laws governing wild animal trade and consumption, even if they understand the concept of wild animal extinction in general.
 - + There is also a need to increase public knowledge regarding issues of sustainability and environmental impact pertaining to legally traded wildlife products, so that people can make better-informed decisions regarding the legal wildlife products that they choose to consume. In turn, such efforts may also increase pressure on the industry as a whole, as well as encourage the potential establishment of appropriate regulatory systems.
 - + Information should also be disseminated regarding substitutes and alternatives to wild animal products, using testimonials and scientific evidence regarding their relative effectiveness, perhaps in conjunction with health practitioners.
- Recognizing that most people get information about consuming wild animals from friends, and frequently eat wild animal products with friends or colleagues, communications messages must specifically target these social networks in order to help de-legitimize these behaviours.
- Mass media messages should try to generate the feeling of a connection between animals and humans, and emphasize the role people play as stewards of the planet. In addition, the wild animals portrayed and messages communicated should be contextualized to Viet Nam and the region, so as to make the programmes more culturally and personally relevant to viewers.

Government and Businesses

The survey results also highlight a number of steps that both government and business can take to help decrease illegal and unsustainable use of wild animal resources among Ha Noi residents.

- Newspapers are a particularly effective way to convey messages to government employees and businesspeople.
- Both government and private sector should consider adopting policies to discourage illegal and unsustainable wild animal consumption among their employees, as these represent a significant overall percentage of consumers. Government and businesses should also be encouraged to end the practice of wild animal consumption for the entertainment of colleagues/clients and celebrations such as Tet.
- Survey responses demonstrate the need for further clarification of policies and increased enforcement of existing laws pertaining to the consumption of wildlife. Appropriate punitive measures can send a message that deters not only consumers, but also collectors, traders and vendors of illegal wild animal products. At the same time, however, there is a need to pursue enforcement efforts in such a way that it does not further raise the perceived status - and hence desirability - of particular wildlife products.

Next Steps

This survey was the first attempt of its kind in Ha Noi, and thus it provides an informative snapshot of patterns and beliefs regarding the consumption of wildlife products among city residents. It is hoped that these results can be constructively utilised in moving forward with strategic public awareness and communications efforts related to the illegal and unsustainable consumption of wildlife, both in Ha Noi and elsewhere throughout Viet Nam.

However, it is also important to recognise that this represents only an initial contribution to the considerable breadth of research that is required in order to be able to effectively influence people's views regarding the consumption of wildlife. It is hoped that this survey will be used as a foundation for future, more comprehensive research, as well as efforts to put this knowledge into practice, in order to promote effective long-term nature conservation in Viet Nam and throughout the region

As such, TRAFFIC and WWF are grateful to the Danish International Development Agency (DANIDA), which not only funded the original project under which this research study was conducted, but has also committed to continue working together during a second phase of the project.

This study demonstrates that illegal and unsustainable consumption of wildlife is a deeply entrenched feature of life in Ha Noi, with complex social, economic and cultural linkages. In the interest of ensuring viable wild animal populations over the long term in the region, TRAFFIC, along with all of those who helped in this study, encourages other prospective donors to take an active interest in tackling these issues. An integrated, long-term response is needed, and thus it is crucial that resources be made available, so that the momentum brought about by this initial study is not allowed to founder.



Frozen pangolins



Pangolin's meat

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Directive No. 359-TTg dated 29 May 1996 of the Prime Minister on urgent measures to protect and develop wild animals.

APPENDIX

Appendix I. Research Methodology

The research for this report was compiled based on data collected from a variety of sources:

Desk Research: Analysis of relevant information from published and unpublished documents on wild animal trade and consumption in Viet Nam, including:

- Results of previous research of relevant organizations
- Information on trade and consumption of wild animal products collected by Education for Nature in Viet Nam (ENV)
- Reports on the research and surveys conducted by TRAFFIC in Viet Nam and regional countries
- Legal documents on the protection of wild animals and regulation of wild animal trade

Questionnaire: The questionnaire (included in *Appendix III* of this report) was developed and used to survey over 2000 residents in Ha Noi on their consumption of wild animal products, their awareness and attitudes toward wild animal trade and consumption, and their habits with regards to mass media and information gathering. The questionnaire also profiled individuals based on their characteristics for the purposes of analyzing the survey data according to key criteria including age, gender, occupation, work position, and education level.

In-depth Interviews: Four owners/managers of speciality wild animal restaurants were interviewed at length in order to investigate their customers' behaviours, tastes, habits, and the volume of consumption.

Focus Group Discussions: Four focus group discussion sessions were held following the analysis of preliminary survey results in order to clarify and expand upon key points. Those who had used wildlife products in the past were broken down into three focus groups according to age; a fourth focus group was made up of people of a variety of ages who had never used wild animal products.

Appendix II. Protection of Species listed in the Survey

Viet Nam's rare and important wild animals are protected under the Governmental *Decree 32/2006/ND-CP* (hereafter referred to as *Decree 32*). Under *Decree 32*, endangered, precious, and rare species of wild animals are classified into two categories: *Group IB*, which consists of those strictly banned from exploitation and use for commercial purposes, including wild animals of scientific or environmental value or high economic value, with very small populations in nature or in high danger of extinction; and *Group IIB*, which consists of those restricted from exploitation and use for commercial purposes, including wild animals of scientific or environmental value or high economic value, with small populations in nature or in danger of extinction. Wild pigs, bamboo rat, geckos and porcupines, while mentioned in the survey, are not listed under *Decree 32*. The following is a list of the animals mentioned in the survey and their current listing under *Decree 32*:

Group IB species (exploitation prohibited), mentioned in the survey:

Cats	Golden Cat <i>Catopuma (Felis) temminckii</i> Jungle Cat <i>Felis chaus</i> Leopard Cat <i>Prionailurus (Felis) bengalensis</i> Fishing Cat <i>P. (Felis) viverrinus</i> Marbled Cat <i>Pardofelis (Felis) marmorata</i> Clouded Leopard <i>Neofelis nebulosa</i> Leopard <i>Panthera pardus</i> Tiger <i>P. tigris</i>
Elephant	Elephant <i>Elephas maximus</i>
Rhinoceros	Rhinoceros <i>Rhinoceros sondaicus</i>
Bears	Asiatic Black Bear <i>Ursus (Selenarctos) thibetanus</i> Sun Bear <i>Ursus (Helarctos) malayanus</i>
Deer	Chinese Forest Musk Deer <i>Moschus berezovskii</i> Hog Deer <i>Axis (Cervus) porcinus</i> Eld's Deer <i>Cervus eldii</i> Giant Muntjac <i>Megamuntiacus vuquangensis</i> Annamite (Truong Son) Muntjac <i>Muntiacus truongsongensis</i>
Snake	King Cobra <i>Ophiophagus Hannah</i>
Turtle	Chinese Three-striped Box Turtle <i>Cuora trifasciata</i>
Peacocks	Grey Peacock Pheasant <i>Polyplectron bicalcaratum</i> Germain's Peacock Pheasant <i>P. Germaini</i>

Group IIB (exploitation restricted), mentioned in the survey:

Macaques	Stump-tailed Macaque <i>Macaca arctoides</i> Assam Macaque <i>M. assamensis</i> Long-tailed Macaque <i>M. fascicularis</i> Pig-tailed Macaque <i>M. leonina (M. nemestrina)</i> Rhesus Macaque <i>M. mulatta</i>
Snakes Elapids	Common Cobra <i>Naja naja</i> Malayan Krait <i>Bungarus candidus</i> Red-headed Krait <i>B. flaviceps</i> Many Banded Krait <i>B. multicinctus</i> Banded Krait <i>B. fasciatus</i>
Snakes Pythons	Blood Python <i>Python curtus</i> Indian Python <i>P. molurus</i> Reticulated Python <i>Python reticulatus</i>
Snakes Ratsnakes	Copperhead Ratsnake <i>Elaphe radiata</i> Oriental Ratsnake <i>Ptyas mucosus</i>
Monitor lizards	Bengal Monitor <i>Varanus bengalensis (V. nebulosa)</i> Water Monitor <i>V. salvator</i>
Deer	Lesser Mouse Deer <i>Tragulid javanicus</i> Greater Mouse Deer <i>T. Napu</i>

Civets	Owston's Palm Civet <i>Chrotogale owstoni</i> Lesser Indian Civet <i>Viverricula indica</i> Large Spotted Civet <i>Viverra megaspila</i> Large Indian Civet <i>V. zibetha</i>
Pangolins	Malayan Pangolin <i>Manis javanica</i> Chinese Pangolin <i>M. pentadactyla</i>
Turtles	Temple turtle <i>Hieremys annandalii</i> Big-headed Turtle <i>Platysternon megacephalum</i> Giant Asian Pond Turtle <i>Heosemys grandis</i> Viet Nam Pond Turtle <i>Mauremys annamensis</i> Impressed Tortoise <i>Manouria impressa</i> Elongated Tortoise <i>Indotestudo elongata</i>
Crocodiles	Saltwater Crocodile <i>Crocodylus porosus</i> Siamese Crocodile <i>C. siamensis</i>
Peacocks	Mountain Peacock Pheasant <i>Collocalia germani</i>
Butterflies	Kaiser-e-Hind Butterfly <i>Teinopalpus imperialis</i> Common Bird Wing <i>Troides helena ceberus</i> Saturn Butterfly <i>Zeuxidia masoni</i>

In addition to the species listed above, there are four types of wild animals mentioned in the survey that are not protected under Decree 32, namely wild pigs, porcupines, bamboo rats and geckos.

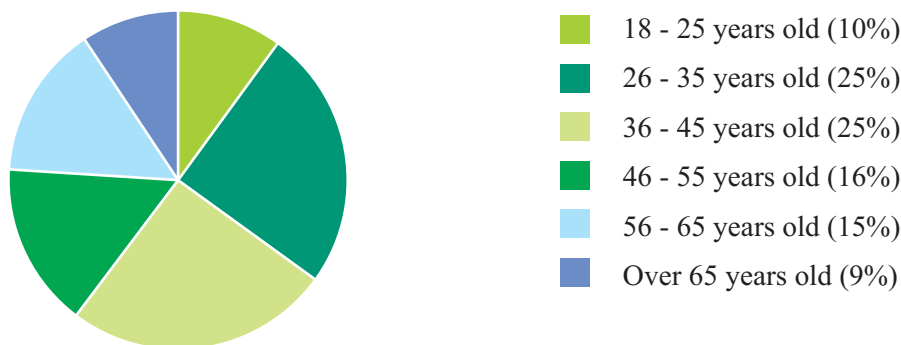
Species not protected by Decree 32, mentioned in the survey:

Wild pigs	Annam Bearded Pig <i>Sus bucculentus</i> Wild Pig <i>S. scrofa</i>
Porcupines	Brush-tailed Porcupine <i>Atherurus macrourus</i> Short-tailed Porcupine <i>Hystrix brachyuran</i> Indian Crested Porcupine <i>Hystrix indica</i>
Bamboo rats	Bay Bamboo Rat <i>Cannomyus badius</i> Hoary Bamboo Rat <i>Rhizomys pruinosus</i> Chinese Bamboo Rat <i>Rhizomys sinensis</i> Sumatran Bamboo Rat <i>Rhizomys sumatrensis</i>
Geckos	Common Flat-tailed Gecko <i>Cosymbotus platyurus</i> Intermediate Forest Gecko <i>Cyrtodactylus intermedius</i> Siamese Leaf-toed Gecko <i>Dixonius simaensis</i> Fehlmann's Gecko <i>Gehya fehlmanni</i> Lacerated Gecko <i>G. lacerata</i> Four-clawed Gecko <i>G. mutilate</i> Tokay Gecko <i>Gekko gekko</i> Marbled Gecko <i>G. grossmanni</i> Golden Gecko <i>G. ulikovskii</i> Common House Gecko <i>Hemidactylus frenatus</i> Pale House Gecko <i>H. garnotii</i> Stejneger's Gecko <i>H. stejnegeri</i> Mangrove Smooth-scaled Gecko <i>Lepidodactylus lugubris</i> Common Flying Gecko <i>Ptychozoon lionatum</i>

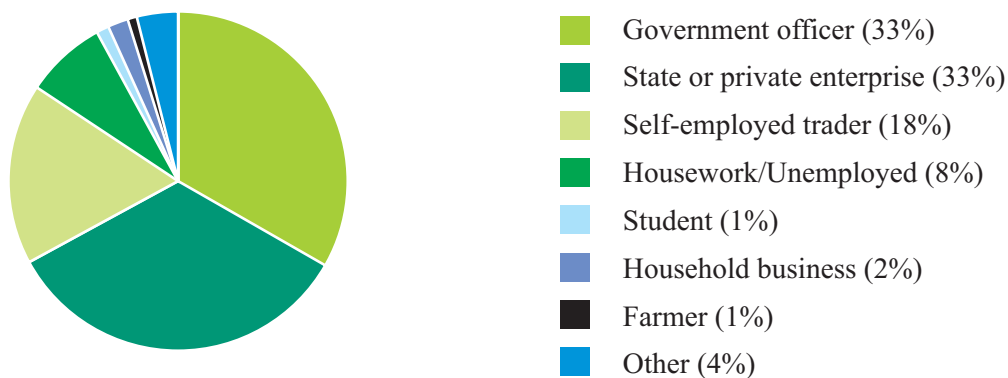
Appendix III. Survey Respondent Data

The following graphs represent the breakdown of the questionnaire respondents

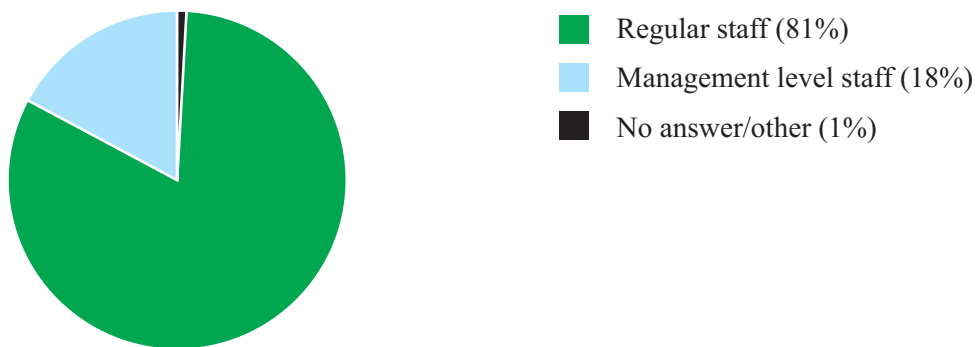
Respondents by Age Group



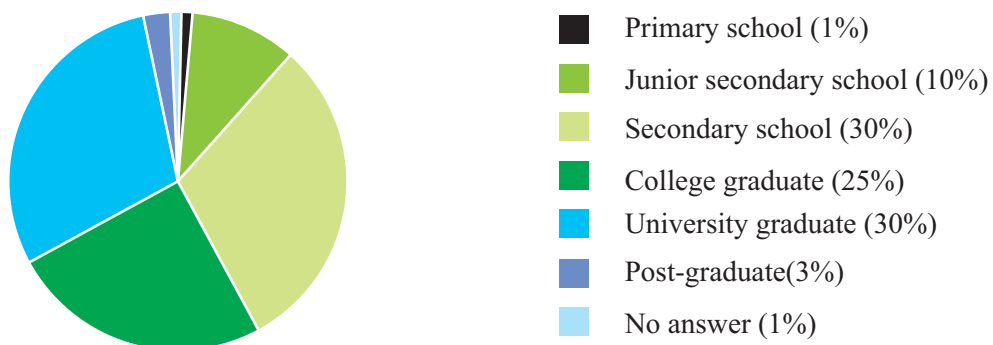
Respondents by Occupation



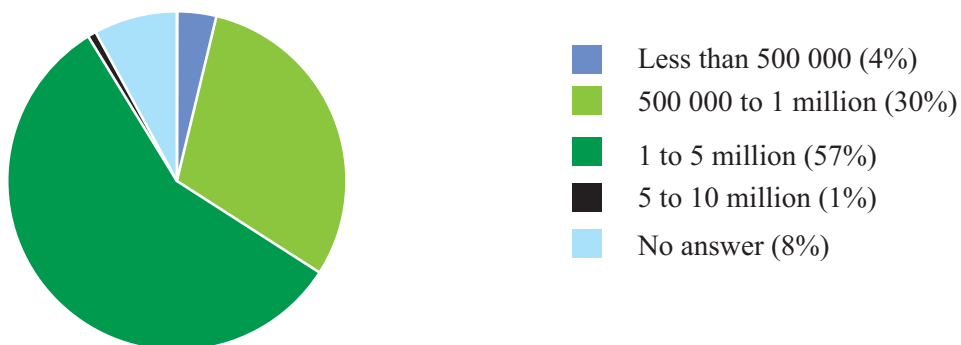
Respondents by Working Position



Respondents by Education Level



Respondents by Monthly Income (VND)



Appendix IV. Survey Questionnaire

(Translated from original Vietnamese version)

We are conducting research on the awareness, attitude, knowledge and behaviour of Ha Noi residents on the consumption of wild animals. We would, therefore, highly appreciate your participation in this survey. The information collected from our conversation will be kept in the strictest confidence and will only be used for the purposes of this research. Your participation in this survey is voluntary. You can refuse to answer any questions or stop the conversation whenever you like. We hope, however, that you will participate actively and openly in this research.

Do you agree to start the conversation now?

1. Yes 2. No

The interviewer circles the answer(s)

Interviewer: _____

Time: _____ *Date* _____ *Hrs:* _____ *From* _____ *to* _____

Site of survey: _____

1. Ba Dinh
2. Hai Ba Trung
3. Dong Da
4. Hoan Kiem
5. Gia Lam

GENERAL INFORMATION

(Optional)

Name of interviewee: _____

Tel: _____

Home address: _____

Office address: _____

I. CONSUMPTION

1. Have you ever consumed food, health products, and/or liquors (alcoholic drinks) or used ornamental products obtained from the following wild animals? (*Present show card #1 list of wild animals - to the interviewee for reference*)

1. Yes (*go to I.1*) 2. No (*go to I.2 Question 20*)

I.1. FOR RESPONDENTS WHO HAVE CONSUMED WILDLIFE PRODUCTS

2. What wildlife products have you used? (*Check all that apply*)

Type of products (<i>Present show card #1 to assist interviewee</i>)	Have used
1. Food (<i>go to Part A</i>)	☐
2. Ornamental products (such as handbags, hairpins, crocodile leather belts, stuffed animals) (<i>go to Part B</i>)	☐
3. Health products (snake liquor, bone glue of python/monkey, bear bile; wild animal parts) (<i>go to Part B</i>)	☐

A. FOOD

3. Where do you normally eat wildlife food? (*Check all that apply*)

- | | |
|---|--------------------------------|
| 1. At home | 4. Hotel restaurants: |
| 2. Street food court | 4.1. inside Ha Noi |
| 3. Speciality restaurants: | 4.2. within Ha Noi's periphery |
| 3.1. ☐ in Ha Noi | 4.3. in other provinces |
| 3.2. ☐ surrounding areas of Ha Noi | 5. Other (specify)..... |
| 3.3. ☐ In other provinces | 6. Don't remember |
| | 7. DK/NA |

4. How did you first learn about wildlife food? (*Check all that apply*)

- | | |
|---|---------------------------|
| 1. Friends | 7. Radio |
| 2. Family/relatives | 8. Book/bulletin/leaflet |
| 3. On business fieldtrip to other provinces | 9. Hotels |
| 4. Holiday tour/picnic | 10. Internet |
| 5. TV | 11. Other (specify):..... |
| 6. Newspapers | 12. Don't remember |
| | 13. DK/NA |

5. On what occasion do you eat wildlife food? (*Check all that apply*)

- | | |
|--|----------------------------|
| 1. On fieldtrip to provinces | 5. Holidays/Weekend picnic |
| 2. Family events (weddings...) | 6. Other (specify)..... |
| 3. Working events (Salary raise / career promotion, signing a new contract...) | 7. Don't remember |
| 4. Impromptu/on spur-of-the moment | 8. DK/NA |

6. With whom do you usually eat wildlife food? (*Check all that apply*)

- | | |
|--|-------------------------|
| 1. Family members, including relatives | 4. Colleagues |
| 2. Friends | 5. Other (specify)..... |
| 3. Business partners | 6. DK/NA |

7. What wild animals have you eaten ? (*Check all that apply*)

- | | |
|---|------------------------------|
| 1. Civets | 14. Tiger/leopards |
| 2. Fresh water turtle/Soft shell water turtle | 15. Others (specified):..... |
| 3. Marine turtles. | 16. Don't remember |
| 4. Pangolins. | 17. NA |
| 5. Snakes | |
| 6. Macaques | |
| 7. Porcupines | |
| 8. Cats | |
| 9. Crocodiles | |
| 10. Pythons | |
| 11. Monitor lizards | |
| 12. Peacock/collocalia franciaca | |
| 13. Deer/wild pigs | |

8. Who paid for the most recent meal of wildlife food (that you ate)? (*Check all that apply*)

- | | |
|--|--|
| 1. Myself | 4. Don't remember (<i>go to Question 10</i>) |
| 2. Others (<i>go to Question 10</i>) | 5. DK/NA (<i>go to Question 10</i>) |
| 3. We shared | |

9. What was the cost of your most recent meal of wildlife food? (*Only one choice*)

- | | |
|----------------------------------|----------------------------|
| 1. Less than 200 000 VND | 5. From 2 to 5 million VND |
| 2. From 200 000 to 600 000 VND | 6. More than 5 million VND |
| 3. From 600 000 to 1 million VND | 7. Don't remember |
| 4. From 1 to 2 million VND | 8. DK/NA |

For _____ people (specify average number of people)

10. What are the reasons you eat wildlife food? (*check all that apply*)

- | | |
|------------------------------------|-------------------------|
| 1. New experience | 6. Fashionable |
| 2. More tasty | 7. Affordable |
| 3. Health reasons | 8. Other (specify)..... |
| 4. Improves business relationships | 9. DK/NA |
| 5. Invited by others | |

11. How often do you eat wildlife food? (*only one choice*)

- | | |
|-----------------------------------|-------------------------|
| 1. Only once | 4. Other (specify)..... |
| 2. Up to three times per year | 5. Don't remember |
| 3. More than three times per year | 6. DK/NA |

12. When was your latest meal of wildlife food? (*Only one choice*)

- | | |
|----------------------------|----------------------|
| 1. Less than one month ago | 5. Over one year ago |
| 2. 1-3 months ago | 6. Don't remember |
| 3. 3-6 months ago | 7. DK/NA |
| 4. 6 months - 1 year | |

B. ORNAMENTAL AND HEALTH PRODUCTS

13. Do you often buy wildlife products for yourself or are these given to you? (*Only one choice*)

13.1. ☐ Ornamental products	13.2. ☐ Health products
1. I buy them myself	1. I buy them myself
2. I am given (<i>go to Questions 22</i>)	2. I am given/invited (<i>go to Questions 18</i>)
3. Both are true	3. Both are true
4. Don't remember	4. Don't remember (<i>go to Questions 18</i>)
5. DK/NA (<i>go to Questions 22</i>)	5. DK/NA (<i>go to Questions 18</i>)

14. Where did you buy these products? (*Check all that apply*)

14.1. ☐ Ornamental products	14.2. ☐ Health products
1. Souvenir shops in ancient Ha Noi	1. Professional traders in medicinal wildlife products
2. Souvenir shops in other tourist areas, including hotels, airports	2. Friends
3. Speciality wildlife shops	3. Lan Ong Market
4. Market	4. Ninh Hiep Market
5. Supermarket	5. Supermarket
6. Abroad	6. Wildlife food restaurants
7. Other (specify).....	7. From other traditional Vietnamese medicine shops
8. Don't remember	8. Abroad
9. DK/NA	9. Other (specify).....
	10. Don't remember
	11. DK/NA

15. What information source do you use to decide where to buy wildlife products? (*Check all that apply*)

Information source	☐ 15.1. Ornaments	☐ 15.2 Health products
1. Friends	☐	☐
2. Family members/relatives	☐	☐
3. Newspaper	☐	☐
4. TV	☐	☐
5. Radio	☐	☐
6. Books/bulletin/leaflets	☐	☐
7. Health practitioners	☐	☐
8. Internet	☐	☐
9. Other (specify).....	☐	☐
10. Don't remember	☐	☐
11. DK/NA	☐	☐

16. What are the reasons you buy the following wildlife products? (*Check all that apply*)

☐ 16.1. Ornamental products		☐ 16.2. Health products	
1. They are rare and strange	☐	1. Have been advised by health practitioner	☐
2. For souvenirs	☐	2. Have been advised by friends	☐
3. For gifts	☐	3. Health bulletins/newspapers	☐
4. For a good luck	☐	4. Incurable disease	☐
5. Other (specify).....	☐	5. Other (specify).....	☐
6. Don't remember	☐	6. Don't remember	☐
7. NA	☐	7. NA	☐

17. How much did you spend for your latest wildlife product? (*Only one choice*)

Cost	☐ 17.1. Ornamental products (<i>Go to 22</i>)	☐ 17.2. Health products
1. Less than 100 000 VND	☐	☐
2. From 100 000 to 500 000 VND	☐	☐
3. From 500 000 to 1 million VND	☐	☐
4. From 1 to 5 million VND	☐	☐
5. From 5 to 10 million VND	☐	☐
6. More than 10 million VND	☐	☐
7. Don't remember	☐	☐
8. DK/NA	☐	☐

18. If artificial or sustainably-harvested substitutes for wild animal health-products, such as bear bile, tiger bone glue and snake liquor, were available with the same quality, would you be willing to use them instead of wild animal products?

- | | |
|------------------------------------|--|
| 1. Yes | 4. Not sure (<i>go to Question 22</i>) |
| 2. Depends on price | 5. DK/NA (<i>go to Question 22</i>) |
| 3. No (<i>go to Question 22</i>) | |

19. What source of information would you consider the most reliable in influencing you to change from consuming wild animal health products to artificial or sustainably harvested substitutes? **(Only one choice)**

- | | |
|--|---|
| 1. Friends | 6. Doctor/health practitioner |
| 2. Family members /including relatives | 7. Testimonials by people who have used the substitutes |
| 3. Business partners | 8. Other (specify):..... |
| 4. Scientists demonstrating the effectiveness of the substitutes | 9. Don't remember |
| 5. Mass media (radio, newspapers, TV) | 10. NA |

I.2. FOR RESPONDENTS WHO HAVE NEVER CONSUMED WILDLIFE

20. What are the reasons you have not eaten or used wildlife products *(check all that apply)*

- | | |
|-------------------------------|--------------------------------------|
| 1. No interest | 6. Disease transmission (e.g., SARS) |
| 2. No opportunity | 7. Disgusting |
| 3. Too expensive | 8. Other (specify)..... |
| 4. Illegal | 9. Don't remember |
| 5. Adverse ecological impacts | 10. NA |

21. In the future, do you think you will use wildlife products?

- | | |
|--------|----------|
| 1. Yes | 2. No |
| | 3. DK/NA |

II. AWARENESS

22. According to you, what are the following legal and illegal actions? *(Check all that apply)*
(Interviewer reads out loud all statements)

Descriptions	Yes	No	No comment	DK/NA
1. Hunting endangered wild animals in the wild for commercial purposes	☐	☐	☐	☐
2. Raising endangered wild animals taken from the wild for commercial purposes	☐	☐	☐	☐
3. Using the parts and derivatives of endangered wild animals for medicinal purposes	☐	☐	☐	☐
4. Taking endangered animals from the wild and keeping them as pets	☐	☐	☐	☐
5. Using the parts and derivatives of endangered wild animals for personal decorations, house decorations or for good luck	☐	☐	☐	☐
6. Trading and transporting endangered wild animals hunted from the wild	☐	☐	☐	☐

23. Are you familiar with Viet Nam Red Data Book on endangered species?

- | | |
|---------------|--------------------------|
| 1. Yes | ☐ |
| 2. No | ☐ |
| 3. Don't know | ☐ |
| 4. NA | ☐ |

24. According to you, which animals listed below are endangered and which are common (not endangered)? *(Check all that apply) (Show card 2 is used)*

Wild animals	24.1. Endangered wild animals	24.2. Common wild animals
1. Elephant	☐	☐
2. Porcupine	☐	☐
3. Tiger	☐	☐
4. Pangolin	☐	☐
5. Rat snake	☐	☐
6. Wild pig	☐	☐
7. Large colourful butterflies	☐	☐
8. Bear	☐	☐
9. Gecko	☐	☐
10. Rhino	☐	☐
11. Hawksbill Turtle	☐	☐
12. Hoan Kiem Lake fresh water turtle	☐	☐
13. Don't know	☐	☐
14. NA	☐	☐

25. Have you ever heard of the following legal documents and treaties on wildlife protection? *(Check all that apply) (Interviewer reads out loud each document)*

Descriptions	Yes	No	DK/NA
1. Law on Environmental Protection	☐	☐	☐
2. Decree 48/2002/ND-CP of the Government on amending and supplementing list of the endangered wild animals	☐	☐	☐
3. Convention on International Trade in Endangered Species of Wild Fauna and Flora (1975) or Washington Convention	☐	☐	☐
4. Decree on sanctions against administrative violations in the domain of forest and forest products protection (2004)	☐	☐	☐
5. Law on Forest Protection and Development (revised, 2004)	☐	☐	☐

26. What information sources do you use to learn about wild animals? *(Check all that apply)*

- | | |
|---------------------------|--|
| 1. TV | 8. Disclosing information at community meeting |
| 2. Newspaper | 9. Friends |
| 3. Book/bulletin/leaflet | 10. Other (specify):..... |
| 4. Radio | 11. Don't remember |
| 5. Speciality restaurants | 12. DK/NA |
| 6. Internet | |
| 7. Workshop/conference | |

27. Do you think endangered wild animals require human protection?

- | | |
|----------------------------------|-------------------------------------|
| 1. Yes | 3. DK/NA <i>(go to Question 30)</i> |
| 2. No <i>(go to Question 29)</i> | |

28. If Yes, why? (Check all that apply)

1. to protect them from extinction;
2. to ensure the ecological balance of nature is maintained;
3. to make our life more lively;
4. to enable our children to see them in the future;
5. to ensure that they are available for medical research and other uses in the future;
6. they have an intrinsic value and cannot be replaced, such as the Hoan Kiem lake fresh water turtle;
7. I love animal and don't want them to be extinct
8. All of the above
9. Don't know
10. NA

29. If No, Why? (Check all that apply)

1. There are many animals in nature / a plentiful supply;
2. They can be dangerous to people;
3. Wild animals do not have the right to be protected by humans;
4. Other (specify):.....
5. Don't care
6. DK/NA

30. Which of the following do you believe will contribute to the extinction of endangered wild animals in Viet Nam? (check all that apply)

1. Eating wildlife
2. Hunting and trading endangered animals from the wild
3. Using traditional medicines from wild animals
4. Deforestation/ habitat destruction
5. Environmental pollution
6. Natural calamities
7. Keeping wild animals as pets
8. Other (specify):.....
9. Don't know
10. NA

31. According to you the Ha Noi residents' consumption of wild animals is: (check all that apply)

	31.1 Đặc sản		31.2 Đồ dùng		31.3 Đồ tăng cường sức khỏe	
1. Very popular	☐	☐ increasing	☐	☐ increasing	☐	☐ increasing
2. Popular	☐	☐ decreasing	☐	☐ decreasing	☐	☐ decreasing
3. Somewhat popular	☐	☐ constant	☐	☐ constant	☐	☐ constant
4. Not very popular	☐	☐ don't know	☐	☐ don't know	☐	☐ don't know
5. Not popular	☐	☐ NA	☐	☐ NA	☐	☐ NA
6. DK/NA	☐		☐		☐	
7. Very popular	☐		☐		☐	

III. GENERAL COMMUNICATION INFORMATION

32. From which of the following communication tools do you often get (the most) information? (Check all that apply)

1. Radio
2. TV
3. Newspaper
4. Book/bulletin/leaflet
5. Loudspeaker broadcast
6. Billboard
7. Friends / relatives
8. Speeches at public areas
9. Internet
10. Workshop/conference
11. Civil societies' meetings
12. Other (specify):.....
13. Don't remember
14. DK/NA

33. What television programmes are you most interested in? (*Check all that apply*)

- | | |
|--|--------------------------|
| 1. News | 7. Movies |
| 2. Television report/documentary | 8. Television showbiz |
| 3. Education | 9. Other (specify):..... |
| 4. Sports | 10. Don't remember |
| 5. Music and other kinds of art performances | 11. DK/NA |
| 6. Advertisements | |

34. When watching a film or a TV programme, which of the following are you most interested in?

- | | |
|----------------|--------------------------|
| 1. Humorous | 5. Commercial value |
| 2. Informative | 6. Other (specify):..... |
| 3. Educational | 7. Don't know |
| 4. Artistic | 8. NA |

35. Which of the following communication programmes in Viet Nam are you familiar with? (*Check all that apply*).

☐ 35.1. Communication activities		☐ 35.2. Programme that impressed you the most
1. HIV/AIDS prevention	Watched	(Only one choice)
2. Drug prevention	☐	☐
3. Anti smoking	☐	☐
4. Environmental protection	☐	☐
5. Electricity and drinking water conservation	☐	☐
6. Traffic safety	☐	☐
7. Forest fire prevention	☐	☐
8. Other (specify):.....	☐	☐
9. None (<i>go to Question 37</i>)	☐	☐
10. None impressive (<i>go to Question 37</i>)	☐	☐

36. What are the aspects or features of programmes that impress you the most? (*Check all that apply*).

- | | |
|--------------------------------------|----------|
| 1. Content of the programme | 3. Both |
| 2. The way the messages are conveyed | 4. DK/NA |

37. Do you often watch television programmes about wild animals? (*Only one choice*)

- | | |
|--------------------|--|
| 1. Yes, always | 4. No, never (<i>go to Question 40</i>) |
| 2. Yes, sometimes | 5. Don't know (<i>go to Question 40</i>) |
| 3. Yes, but rarely | 6. NA (<i>go to Question 40</i>) |

38. What wild animal programmes do you often watch?

- | | |
|------------------|--|
| 1. World animals | 3. Animal planet |
| 2. Discovery | 4. Don't remember (<i>go to Question 40</i>) |
| | 5. Other (specify):..... |

39. Which topic of the above programmes do you like the best/find most interesting? (*Only one choice*)

- | | |
|--|--|
| 1. Relationship between wild animals and the human environment; | 4. Wild animals' role in nature; |
| 2. Impacts on wild animals by humans; | 5. Illegal hunting, cases of trading wild animals; |
| 3. Biological characteristics of wild animals, such as intelligence; | 6. Other (specify): |
| | 7. Don't know |
| | 8. NA |

40. Among celebrities, which kind do you like best? (*Check all that apply*)

40.1 Culture/arts

1. Writer/Poet
2. Painter/artist
3. Film director
4. Actor/actress
5. Journalist/TV/ editor
6. Fashion model/Miss Beauty
7. Other (specify:

40.2 Music

1. Pop/rock singer
2. Traditional singer
3. Pop/rock musician
4. Classical musician
5. Other (specify:

40.3 Sport

1. Footballer
2. Tennis player
3. Athlete
4. Martial artist
5. Bodybuilder
6. Other (specify:

40.4 Politics/Society/ Economy/Science

1. State/government leader
2. Social activist
3. Businessman
4. Scientist
5. Children
6. Other (specify:

41. Some communication programmes have used "celebrities" to transmit communication messages. For you, is this:

- | | |
|------------------------|---------------------|
| 1. Very effective | 4. Ineffective |
| 2. Effective | 5. Very ineffective |
| 3. Not quite effective | 6. No comment |
| | 7. DK/NA |

IV. GENERAL INFORMATION OF THE INTERVIEWEE

42. Age

- | | |
|----------------------|----------------------|
| 1. 18 - 25 years old | 4. 46 - 55 years old |
| 2. 26 - 35 years old | 5. 56 - 65 years old |
| 3. 36 - 45 years old | 6. Over 65 years old |

43. Sex

- | | |
|---------|-----------|
| 1. Male | 2. Female |
|---------|-----------|

44. Education level

- | | |
|----------------------------|------------------------|
| 1. Primary | 4. College graduate |
| 2. Junior secondary school | 5. University Graduate |
| 3. Secondary school | 6. Post graduate |

45. Occupation:

- | | |
|--------------------------------|--|
| 1. Government officer | 3. Labours in other occupations: (<i>Go to Question 47</i>) |
| 2. State or private enterprise | 3.1 ☐ Self-employed trader |
| | 3.2 ☐ Housework/Unemployed (<i>go to Question 48</i>) |
| | 3.3 ☐ Student (<i>go to Question 48</i>) |
| | 3.4 ☐ Household business |
| | 3.5 ☐ Farmer |
| | 3.6 ☐ Other (specify):..... |

46. Working position

- | | |
|---------------------------|--------------------------|
| 1. Regular staff | 3. Other (specify):..... |
| 2. Management level staff | 4. DK/NA |

47. You or your family's combined income level per month

- | | |
|----------------------------------|-----------------------------|
| 1. Less than 500 000 VND | 4. From 5 to 10 million VND |
| 2. From 500 000 to 1 million VND | 5. More than 10 million VND |
| 3. From 1 to 5 million VND | 6. DK/NA |

48. Would you be willing to participate in similar research in the future?

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

49. If yes, would you be interested in participating in a focus group discussion?

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

THANK YOU FOR YOUR PARTICIPATION IN THIS SURVEY

TRAFFIC, the wildlife trade monitoring network, works to ensure that trade in wild plants and animals is not a threat to the conservation of nature. It has offices covering most parts of the world and works in close co-operation with the Secretariat of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).

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