

Airport survey: V1

This survey is for international tourists only.

Hello, my name is [interviewer's name] and I am collecting information for a study being conducted by the University of Exeter on behalf of the Department of Environment (DoE).

We are conducting a survey about turtles in the Cayman Islands. We would like to ask you some questions. If you decide to answer these questions, this information will be held totally anonymously, so that it is impossible to trace this information back to you. This information will be used to inform decisions about how to use and conserve sea turtles in the Cayman Islands.

Participation in this study is entirely voluntary and you can withdraw from the study at any time without giving a reason. Any information provided will be shared with the research team and may be used in subsequent publications. A summary of the information will also be made public locally. This questionnaire will take approximately 10 minutes.

This study is funded by a Darwin Initiative grant given to the University of Exeter and the Department of Environment.

Would you like to participate in this study?

[If **NO**: please assess reason and complete a line on the recording sheet only]

[If **YES**: complete a line on the recording sheet and record the information below before continuing with the questionnaire]

Interviewer: _____

Date: _____

Flight destination: _____

Airline: _____

Section A. Socio-demographic information

1. Gender: ___Male___ Female

2. What is your age group?

___ 18-24

___ 35-44

___ 55-64

___ 25-34

___ 45-54

___ 65+

3. What is your nationality? _____ [allow multiple]

4. What is your country of residence? _____

5. Which of these categories describes your **household's annual income in 2013? (US \$)**

___ under \$25,000

___ \$75,000 to under \$100,000

___ \$25,000 to under \$50,000

___ \$100,000 to under \$125,000

___ \$50,000 to under \$75,000

___ \$125,000 or more

___ I don't want to answer

6. Have you been to the Cayman Islands before this trip? _____ (Yes/No)

[If YES, ask:] How many times before this trip? _____

7. How long was your visit to the Cayman Islands? _____

8. Reason for visit?

___ business and professional

___ visit family and relatives

___ holidays, leisure and recreation

___ other

Section B. Consumer behaviour

9. Have you ever eaten turtle meat in the Cayman Islands? _____ (Yes/No)

[If NO, ask **why** without prompting options below and tick main reasons. Then, jump to **section D**]

___ price

___ availability

___ endangered species

___ vegetarian

___ religion

___ animal welfare

___ not interested

___ other(s). Which? _____

[If YES and this is not the first visit to the Cayman Islands, ask:]

9.1. Did you eat turtle meat during your previous visit(s) to the Cayman Islands? ____ (Yes/No)

10. During this visit to the Cayman Islands, how often did you eat turtle meat?

_____ never _____ once _____ twice _____ 3 to 5 times _____ more than 5 times

11. During this visit to the Cayman Islands, where did you eat turtle meat in the Cayman Islands? [fill in column Q11 in table below]

[If respondent has not eaten turtle meat, jump to Q15 after filling in column Q11]

12. During this visit to the Cayman Islands, how often did you eat turtle meat at each of the places you mentioned? [fill in columns Q12 in table below]

	Q11	Q12			
	Yes/No	Once	Twice	3-5 times	More than 5 times
Restaurant					
Private home					
Pirate's week					
Other: _____					

13. Why did you eat turtle meat? [tick main reasons without prompting options below]

_____ taste _____ culture _____ unique experience _____ novelty
_____ other(s). Which? _____

14. Which of the following describes the ways in which you ate turtle meat in the Cayman Islands during your visit? [tick all that apply]

_____ turtle stew _____ turtle steak _____ turtle soup _____ turtle eggs
_____ turtle burger _____ other(s). Which? _____

15. During your visit to the Cayman Islands, did you buy uncooked turtle meat? ____ (Yes/No)

16. Would you eat turtle again if given the opportunity? ____ (Yes/No)

[If YES, ask why] Reason(s): _____

[If NO, ask why. Then, jump to section D] Reason(s): _____

Section C. Choice experiments

PLEASE NOTE: This section only applies to respondents who have consumed turtle and are interested in eating again, i.e. those who answered YES to Q16

Now let's play a small game. Imagine that, during your next trip to the Cayman Islands, you are going to a restaurant to eat turtle meat and have to choose between three options. The three options, A, B and C, differ from each other in distance you would have to travel, where the meat comes from (wild or farmed), how often you would be able to order this dish, the number of wild turtles nesting in the Cayman Islands and price per meal. The question you must consider is which option would you prefer under the given set of circumstances. I am going to show you several cards but each time you should choose only between the three options in the card.

[For this version, you must use cards labelled as "Restaurant1"]

17. [Show cards and ask for each card:] **Which one of the options below would you prefer if the conditions were as described here?**

[MAKE SURE YOU SHOW THE CORRECT CARDS LABELLED AS IN TABLE BELOW]

Card name	[Tick option chosen by respondent:]		
	A	B	C
Restaurant11			
Restaurant12			
Restaurant13			
Restaurant14			
Restaurant15			
Restaurant16			

18. **When you were thinking about the source of meat (wild or farmed), what type of factors did you think about?** [probe for preferences towards wild or farmed turtle meat and reasons]

[Only for those that consistently refused to participate in any of the choice experiments] **Why did you refuse to participate in this exercise?**

Section D. Attitudes and norms

Each statement in this section refers to buying farmed turtle meat in a restaurant in the Cayman Islands. I would like you to indicate, on a scale of one to seven, with 1 being Strongly Disagree and 7 being Strongly Agree, to what degree you agree or disagree with the following statements.

	Strongly disagree	Moderately disagree	Slightly disagree	Neither	Slightly agree	Moderately agree	Strongly agree
19. Buying farmed turtle meat is a good thing for me to do.	1	2	3	4	5	6	7
20. Most people who are important to me would approve of me buying farmed turtle meat.	1	2	3	4	5	6	7
21. I am confident I could buy farmed turtle meat if I wanted to.	1	2	3	4	5	6	7
22. I intend to buy farmed turtle meat during my next trip to the Cayman Islands.	1	2	3	4	5	6	7

Each statement in this section refers to buying turtle meat taken from the wild in a restaurant in the Cayman Islands.

	Strongly disagree	Moderately disagree	Slightly disagree	Neither	Slightly agree	Moderately agree	Strongly agree
23. Buying turtle meat taken from the wild is a good thing for me to do.	1	2	3	4	5	6	7
24. Most people who are important to me would approve of me buying turtle meat taken from the wild.	1	2	3	4	5	6	7
25. I am confident I could buy turtle meat taken from the wild if I wanted to.	1	2	3	4	5	6	7
26. I intend to buy turtle meat taken from the wild during my next trip to the Cayman Islands.	1	2	3	4	5	6	7

Section E. Knowledge

27. Which species/types of sea turtles currently nest in the Cayman Islands? [do not prompt answers]

_____ Green _____ Hawksbill _____ Loggerhead _____ Leatherback
 _____ other(s). Which? _____

28. For the following animal species, is it legal/allowed to harvest them from the wild in the Cayman Islands?

	Yes	Yes, under some conditions (license/size/season)	Never	I don't know this species	I don't know
Conch					
Green iguana					
Turtle eggs (any species)					
Starfish					
Green turtles					
Blue iguana					
Loggerhead turtles					

29. In the Cayman Islands, where can you legally obtain turtle meat (cooked and/or uncooked)? [do not prompt answers]

_____ Turtle Farm _____ from the wild [Did respondent mention license? _____ Yes/No]
 _____ restaurants _____ shops
 _____ nowhere. Why? _____
 _____ other(s). Which? _____

30. Does the Cayman Turtle Farm breed sea turtles for human consumption?

_____ (Yes/No/I don't know)

31. Approximately, how many turtles nest in the Cayman Islands each year?

_____ less than 10 _____ 250 to under 500 _____ 1000 or more
 _____ 10 to under 100 _____ 500 to under 1000 _____ don't know
 _____ 100 to under 250

32. Approximately, how many turtle nests are there in the Cayman Islands each year?

_____ less than 10 _____ 100 to under 500 _____ 1000 or more
 _____ 10 to under 100 _____ 500 to under 1000 _____ don't know

Section F. Scenario exercises

33. During your visit to the Cayman Islands, did you visit the Cayman Turtle Farm? ____
(Yes/No)

[If **NO**, ask **why** without prompting options below and tick main reasons]

_____ not interested _____ animal welfare _____ price
_____ other(s). Which? _____

34. If you were in charge of the Turtle Farm, would you improve anything? _____ (Yes/No)

[If **YES**, ask: **What?**, tick main recommendations without prompting options below and provide details below]

_____ improve animal welfare	_____ decrease interaction with animals
_____ decrease entrance fee	_____ improve facilities for people
_____ decrease turtle meat price	_____ increase turtle meat abundance
_____ increase number of meat selling locations	_____ improve turtle release programme
_____ improve conservation role	_____ increase education/awareness role
_____ change funding/subsidies	_____ improve customer service
_____ stop selling turtle meat	
_____ other comments (or more details):	

35. Now I'm going to show you several cards with different scenarios. Please sort these cards in order of your preference (from favourite at top to least favourite at bottom).

1 (favourite): _____ 2: _____ 3: _____ 4 (least favourite): _____

Section G. Wildlife value orientations

Below are statements that represent a variety of ways people feel about nature. I would like you to indicate, on a scale of one to seven, with 1 being Strongly Disagree and 7 being Strongly Agree, to what degree you agree or disagree with the following statements.

	Strongly disagree	Moderately disagree	Slightly disagree	Neither	Slightly agree	Moderately agree	Strongly agree
39. Humans should manage fish and wildlife populations so that humans benefit.	1	2	3	4	5	6	7
40. The needs of humans should take priority over fish and wildlife protection.	1	2	3	4	5	6	7
41. It is acceptable for people to kill wildlife if they think it poses a threat to their life.	1	2	3	4	5	6	7
42. It is acceptable for people to kill wildlife if they think it poses a threat to their property.	1	2	3	4	5	6	7
43. It is acceptable to use fish and wildlife in research even if it may harm or kill some animals.	1	2	3	4	5	6	7
44. Fish and wildlife are on earth primarily for people to use.	1	2	3	4	5	6	7
45. We should strive for a world where there's an abundance of fish and wildlife for hunting and fishing.	1	2	3	4	5	6	7
46. Hunting is cruel and inhumane to the animals.	1	2	3	4	5	6	7

	Strongly disagree	Moderately disagree	Slightly disagree	Neither	Slightly agree	Moderately agree	Strongly agree
47. People who want to hunt should be provided the opportunity to do so.	1	2	3	4	5	6	7
48. Hunting does not respect the lives of animals.	1	2	3	4	5	6	7
49. We should strive for a world where humans and fish and wildlife can live side by side without fear.	1	2	3	4	5	6	7
50. I view all living things as part of one big family.	1	2	3	4	5	6	7
51. Animals should have rights similar to the rights of humans.	1	2	3	4	5	6	7
52. Wildlife are like my family and I want to protect them.	1	2	3	4	5	6	7
53. I care about animals as much as I do other people.	1	2	3	4	5	6	7
54. It would be more rewarding to me to help animals rather than people.	1	2	3	4	5	6	7
55. I take great comfort in the relationships I have with animals.	1	2	3	4	5	6	7
56. I feel a strong emotional bond with animals.	1	2	3	4	5	6	7
57. I value the sense of companionship I receive from animals.	1	2	3	4	5	6	7

Thank you very much for your time and participation. We will now use this data to inform decisions about how to conserve and use sea turtles in the Cayman Islands. Do you have any comments or questions?

Section H. For enumerators only

Was the respondent generally willing to answer questions?

Did the respondent seem to understand the questions?

How difficult did it seem to be for the respondent to make the decisions in the choice experiment?

Very difficult	Difficult	Medium	Easy	Very easy	Not applicable

Do you think the respondent was replying honestly (e.g. body language, too defensive, etc.)?

Other comments?
