

## Cruise ships' tourists: V1

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 5-10 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:** \_\_\_\_\_

**Cruise line:** \_\_\_\_\_

### 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?** \_\_\_\_\_

## Section B. Consumer behaviour

**7. 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:]

**7.1. Did you eat turtle meat during your previous visits to the Cayman Islands?** \_\_\_\_\_(Yes/No)

**8. During this visit to the Cayman Islands, where did you eat turtle meat?**

\_\_\_\_\_ nowhere      \_\_\_\_\_ Restaurant      \_\_\_\_\_ vendors at Pirate's week      \_\_\_\_\_ Private home

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

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

**10. 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? \_\_\_\_\_

**11. During your visit to the Cayman Islands, did you buy uncooked turtle meat?** \_\_\_\_\_(Yes/No)

**12. 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"]**

13. [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			

14. **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.*

	<b>Strongly disagree</b>	<b>Moderately disagree</b>	<b>Slightly disagree</b>	<b>Neither</b>	<b>Slightly agree</b>	<b>Moderately agree</b>	<b>Strongly agree</b>
15. Buying farmed turtle meat is a good thing for me to do.	1	2	3	4	5	6	7
16. Most people who are important to me would approve of me buying farmed turtle meat.	1	2	3	4	5	6	7
17. I am confident I could buy farmed turtle meat if I wanted to.	1	2	3	4	5	6	7
18. 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.*

	<b>Strongly disagree</b>	<b>Moderately disagree</b>	<b>Slightly disagree</b>	<b>Neither</b>	<b>Slightly agree</b>	<b>Moderately agree</b>	<b>Strongly agree</b>
19. Buying turtle meat taken from the wild 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 turtle meat taken from the wild.	1	2	3	4	5	6	7
21. I am confident I could buy turtle meat taken from the wild if I wanted to.	1	2	3	4	5	6	7
22. 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**

23. 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					
Turtles (any species)					
Blue iguana					

24. Does the Cayman Turtle Farm breed sea turtles for human consumption?  
 \_\_\_\_\_(Yes/No/I don't know)

**Section F. Turtle Farm**

25. 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? \_\_\_\_\_

26. 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):         |   |

---



---



---

27. 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): \_\_\_\_\_

**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 G. 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?**

---

---

---

---