



**COVID-19 One Year Later**  
**Public Perceptions about Pandemics and Their Links to Nature**  
**China, Myanmar, Thailand, the U.S. and Vietnam**

**Report presentation by GlobeScan and WWF**

27 May 2021

  
evidence and Ideas. applied

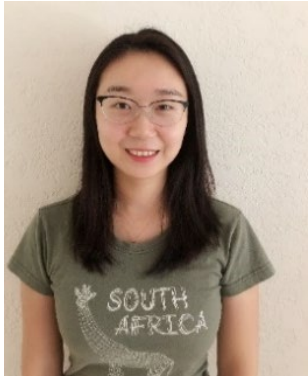


# Agenda



1. Introduction (by WWF) – 10 minutes
2. Research Presentation (by GlobeScan) – 25 minutes
3. Q&A and panel discussion– 25 minutes

# Our Panellists and Presenters today



**Anny Liang**  
Project Coordinator  
WWF



**Jan Vertefeuille**  
Senior Advisor of  
Advocacy  
WWF



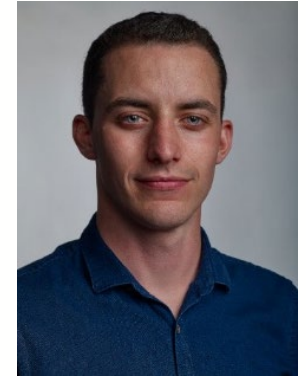
**Jesse Taweekan,**  
Program Manager,  
Illegal Wildlife Trade,  
WWF Greater  
Mekong



**Annika Terrana**  
Manager of Corporate  
Engagement,  
Forests  
WWF



**Wander Meijer**  
Senior Advisor  
GlobeScan



**Daniel Bergin**  
Senior Project  
Manager  
GlobeScan



# Research description and methodology

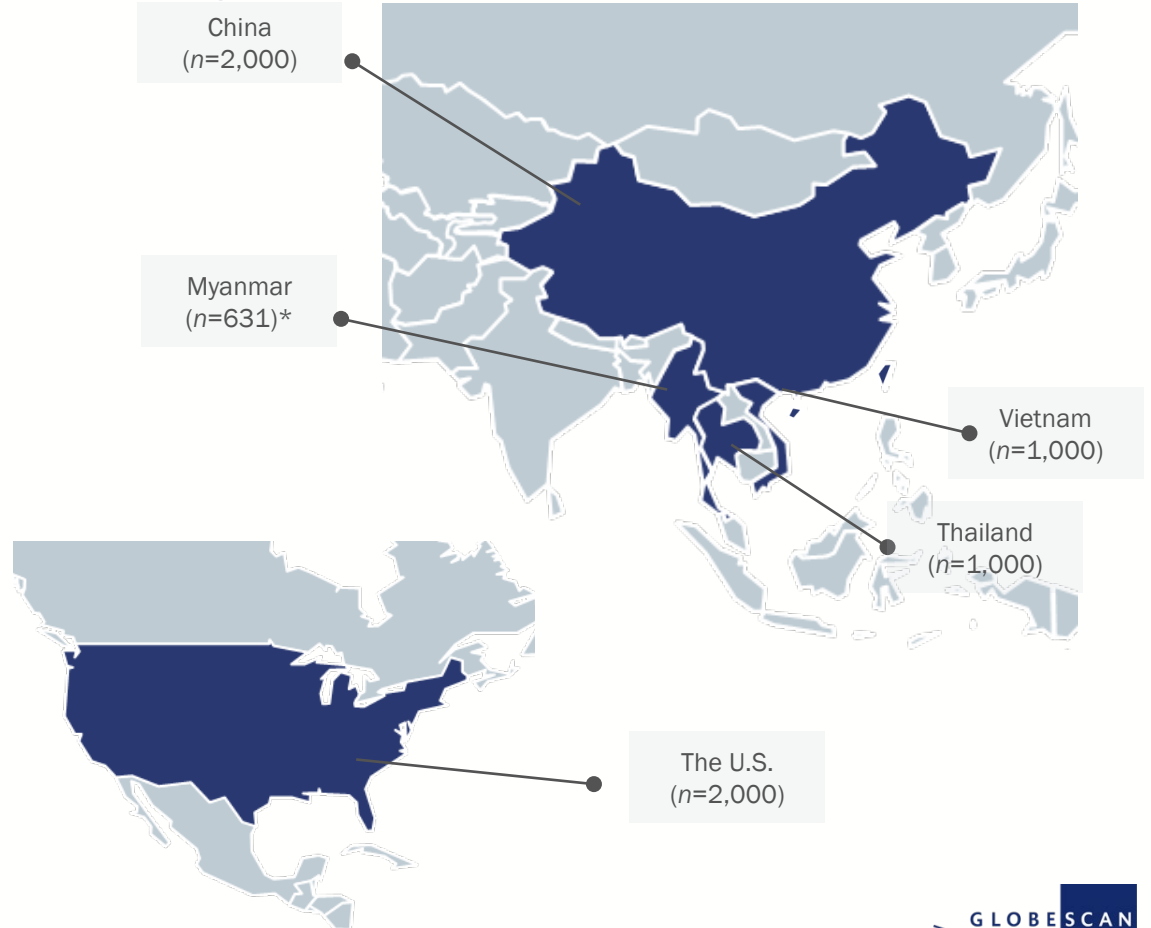
---



# Methodology Overview – General Survey

## Methodology and Sample

- Conducted online; respondents invited via email
- Questionnaire median length 13 minutes
- Fieldwork from February to March 2021 (to coincide with 2020 survey)
- Sample size  $n=6,631$  over 5 countries (China, Myanmar, Thailand, The U.S., Vietnam). Weighted for comparability (to  $n=1,000$  per country)
- Margin of error: 2% (China, the U.S.), 3% (Thailand, Vietnam), 4% (Myanmar)



# Research Objectives

## Objectives

### **Awareness and General Knowledge (in the Context of COVID-19)**

- Compare for three key countries and establish baseline values on awareness, attitudes, and behavior that can be used to inform campaign strategy / plans

### **Consumption Incidence and Frequency**

- Establish baseline values on consumption/purchase incidence/frequency of wild meat, define ownership incidence of wild pets, and measure future purchase intention for both consumption and pets

### **Consumption Behavior and Communication**

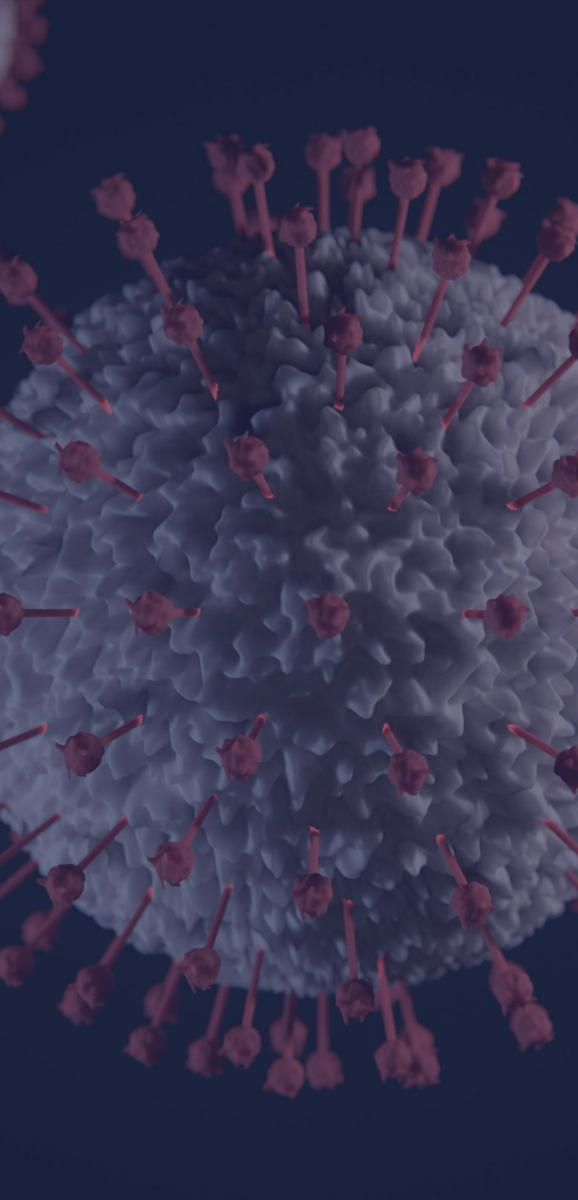
- Track behavior change and uncover the reasons for the change, i.e., how and why consumers decide to stop consuming/purchasing

### **Drivers and Deterrents**

- Understand the environment/factors that lead to consumption of wild meat or owning exotic pets
- Identify support for government policy changes to address root causes of the pandemic, like closing high-risk wildlife markets and ending deforestation

### **Demographic Profile**

- Identify the demographic profile of wild meat consumers and of those who purchase or own illegal wildlife as pets.



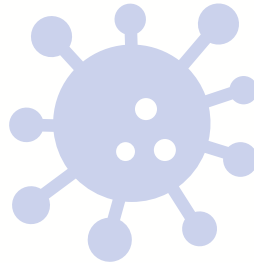
# Results



# Perceptions of COVID-19

## Concern about COVID-19 and Pandemic

**74%** Extremely or very **worried** about the outbreak



Vietnam **87%** (88% in 2020)

Myanmar **81%** (79% in 2020)

Thailand **73%** (86% in 2020) ↓

China **68%**

The U.S. **63%**

## Impact of COVID-19 on Daily Life

**57%** COVID-19 is having a strong or very strong impact on their life

Vietnam **69%** (68% in 2020)

Thailand **66%** (56% in 2020) ↑

Myanmar **58%** (67% in 2020) ↓

The U.S. **50%**

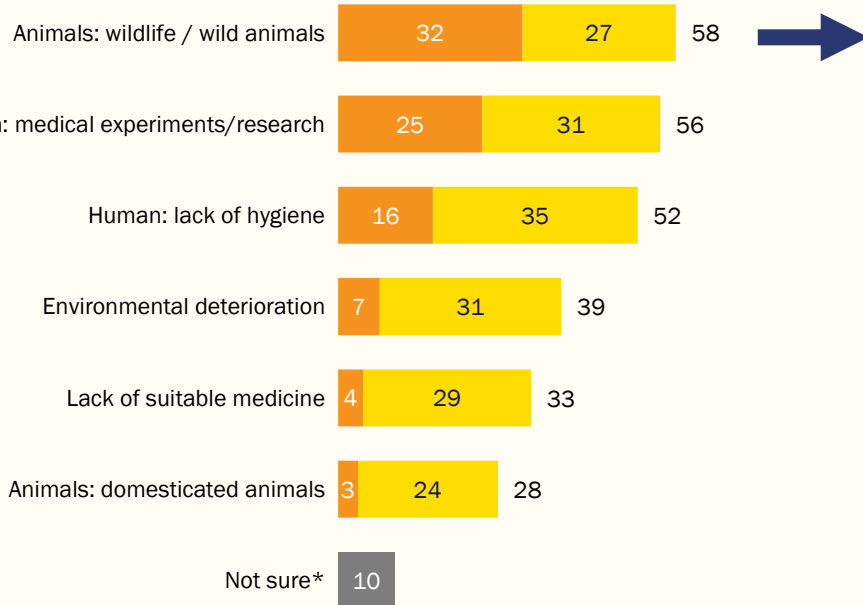
China **41%**



# Perceptions of COVID-19

## Perceived Sources of the Pandemic

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



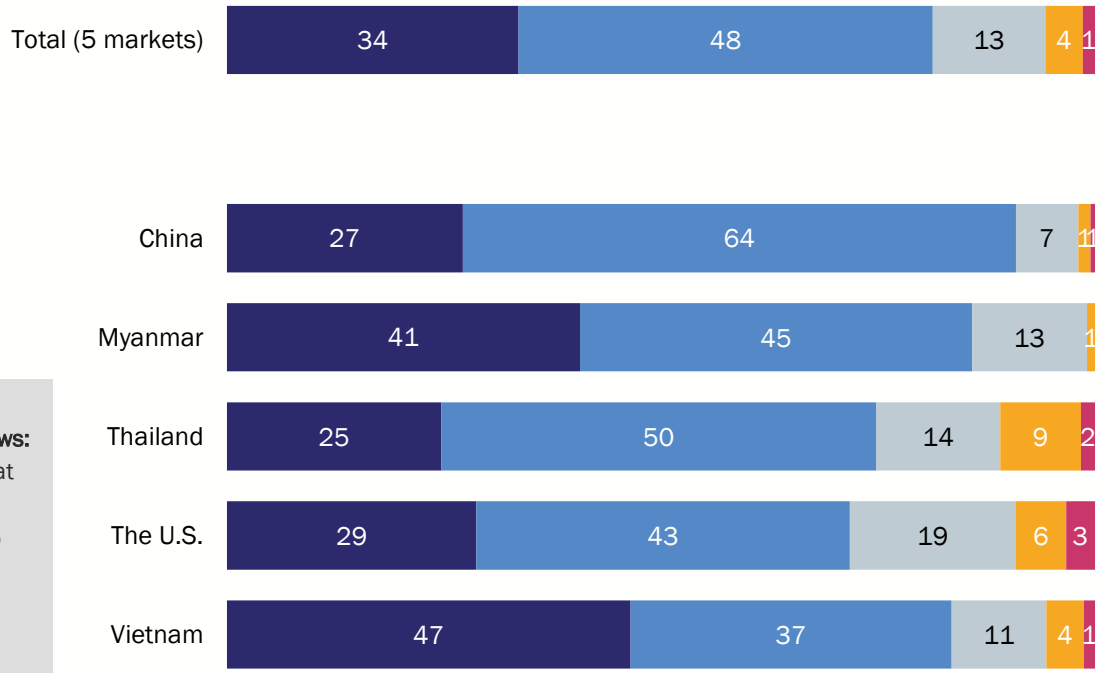
## Perceived Modes of COVID-19 Transmission from Wild Animals to Humans

	Total	China	Myanmar	Thailand	The U.S.	Vietnam
	(n=2,776)	(n=707)	(n=648)	(n=491)	(n=371)	(n=560)
1 Eating wild animals	73	84	60	84	55	77
2 Physical contact with wild animals / wild meat / exotic pets (touching)	60	63	48	68	53	66
3 Being bitten by wild animals	35	40	22	37	28	48
4 Using wild animals in medicines	30	21	33	30	17	45
5 Using wild animals for fur	26	30	29	20	10	36
6 Being near wild animals without contact	24	20	28	21	14	33

■ Top three per country

# Perceived Effectiveness of High-Risk Wildlife Market Closure

■ Very effective 
 ■ Somewhat effective 
 ■ Neither effective nor ineffective 
 ■ Not very effective 
 ■ Not effective at all

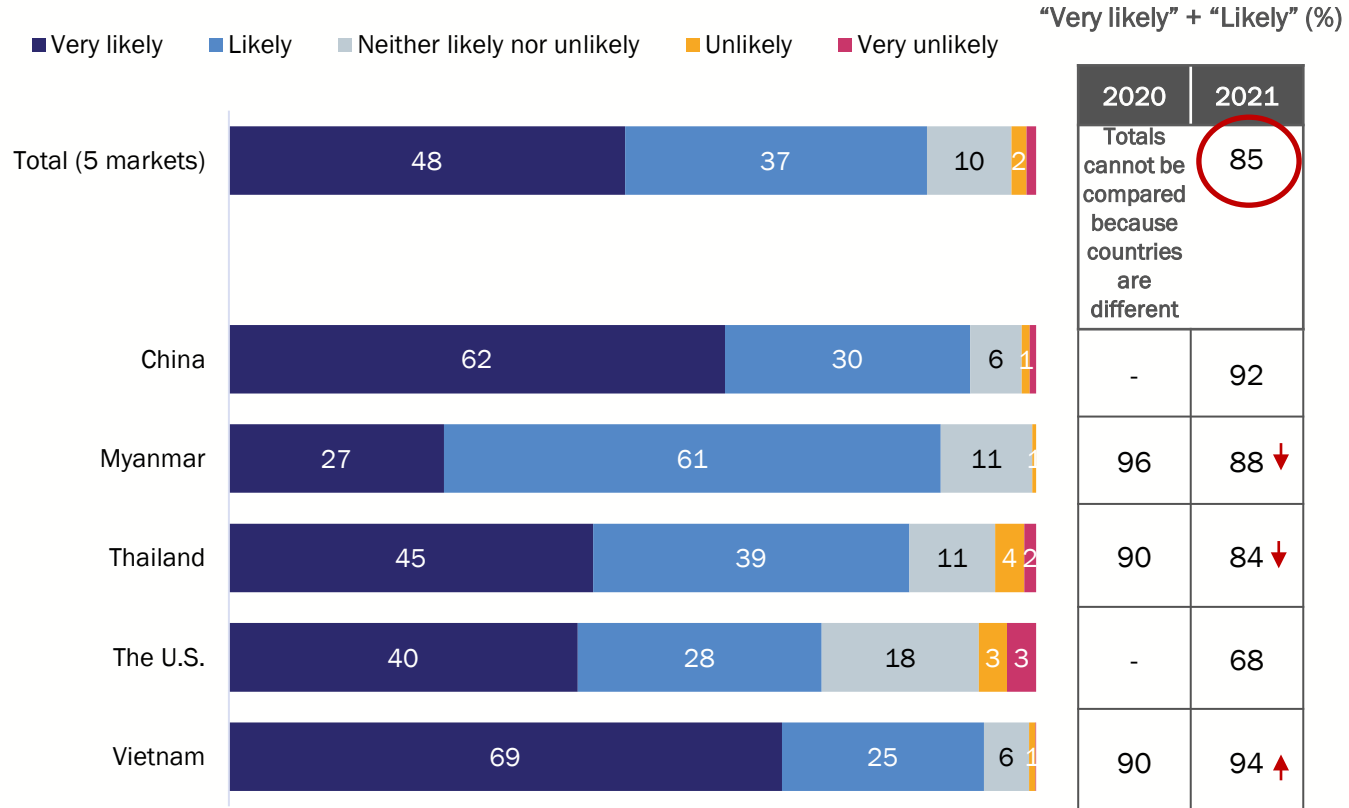


“Somewhat effective” + “Very effective” (%)

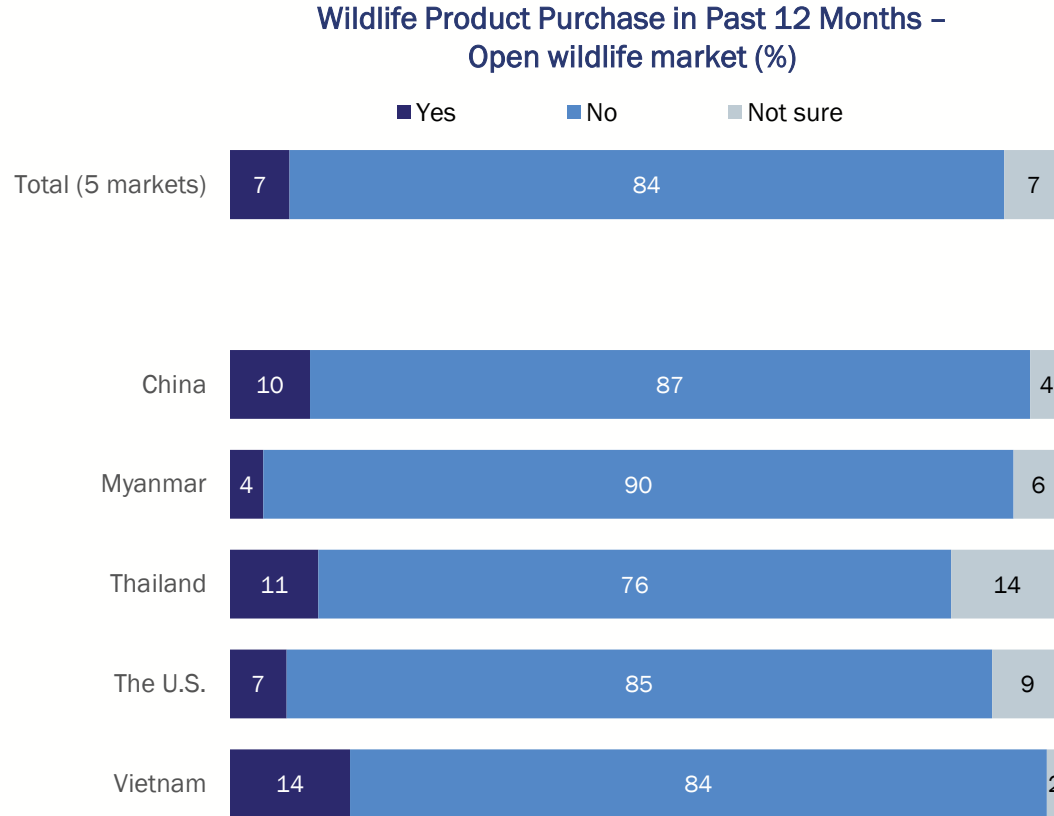
2020	2021
Totals cannot be compared because countries are different	
-	91
97	86 ↓
79	75
-	72
74	84 ↑

**\*Note: High-risk markets were defined to the respondents as follows:**  
 “High risk markets” are markets that sell mammals and birds that carry diseases that can be transmitted to humans. This includes most birds (due to avian flu) and mammals of particularly high risk like bats, primates, rodents and carnivores

# Likelihood to Support High-Risk Wildlife Market Closure by Governments and Health Ministries



# Wildlife Past Purchase – Open Market

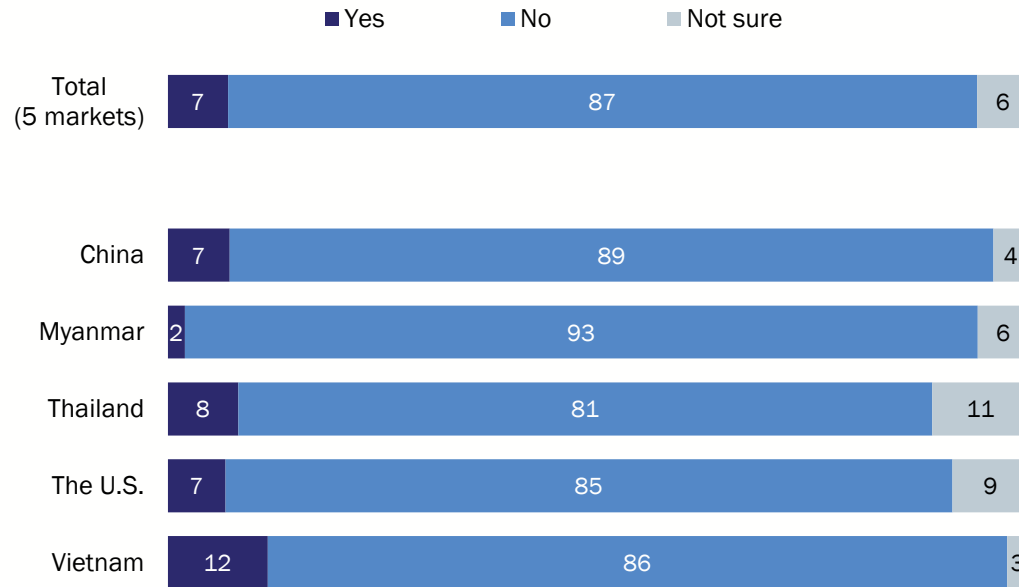


Know someone who has bought wildlife products (%)

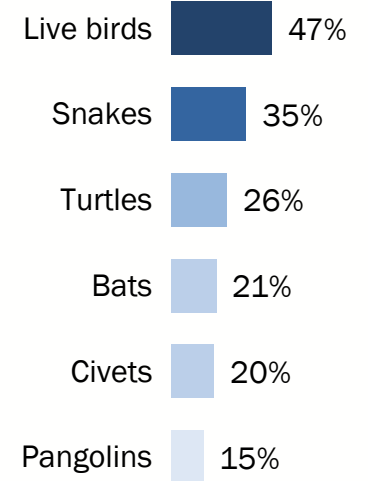
	2020	2021
Totals cannot be compared because countries are different	-	7
	-	10
	8	4
	15	11
	-	7
	15	14

# Wildlife Past Purchase

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

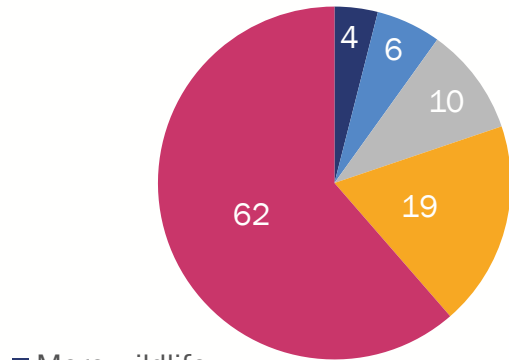


### Types of wildlife products bought (in a market or online)

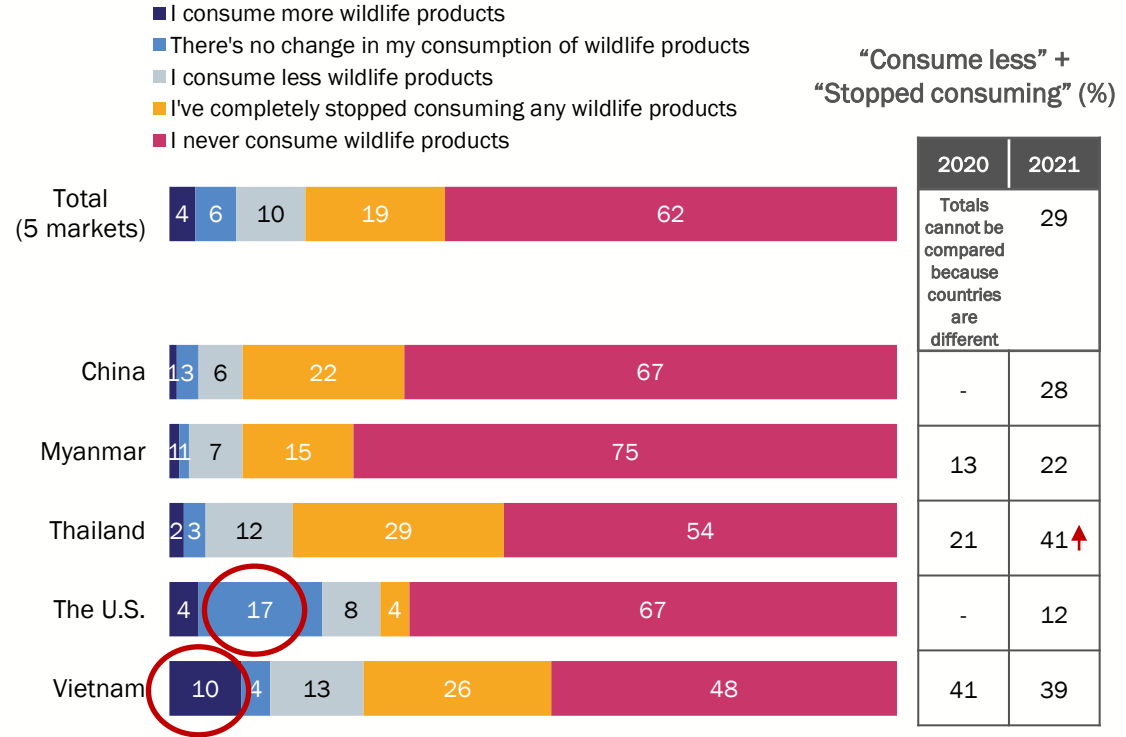


# Impact of COVID-19 on Wildlife Consumption

Wildlife consumption since COVID-19

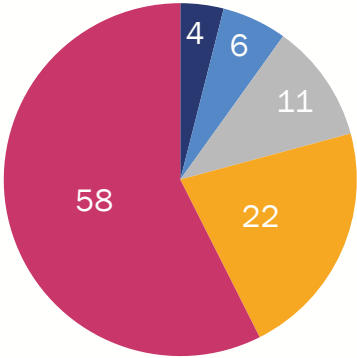


- More wildlife
- No change
- Less wildlife
- Completely stopped
- Never consumed



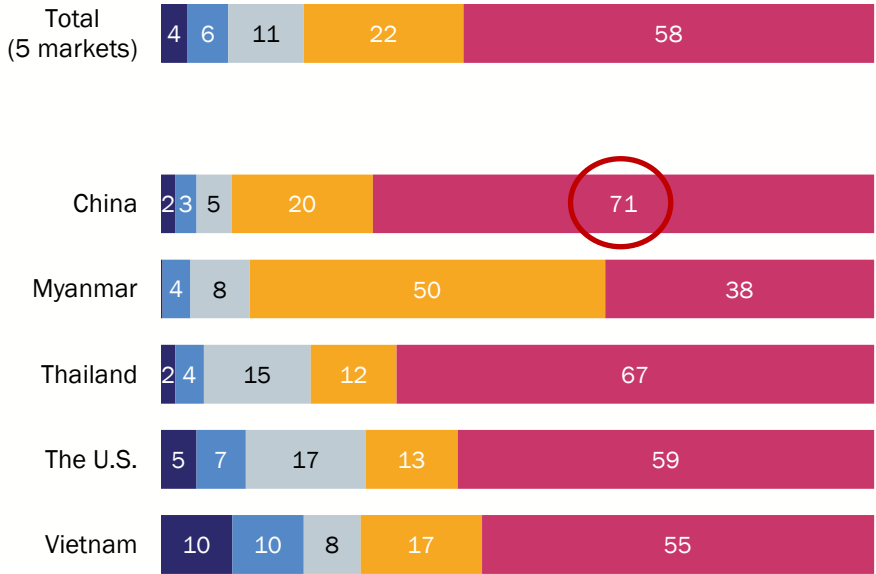
# Likelihood of Buying Wildlife Products in the Future

Likelihood of buying in the future



- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely

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



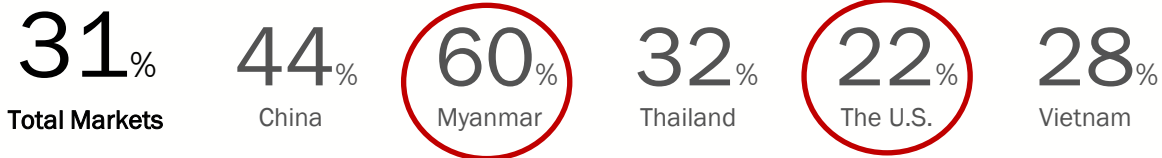
“Very likely” + “Likely” (%)

2020	2021
Totals cannot be compared because countries are different	
-	10
-	5
13	4
7	6
-	12
11	20

# Alternative Channels to Purchase Wildlife Products in the Future

If Wildlife Markets Would Be Closed... (Among Those Who Are Likely to Buy Wildlife Products in the Future)

No, I would not buy any wildlife products anymore



Yes, I would buy wildlife products via... (%)

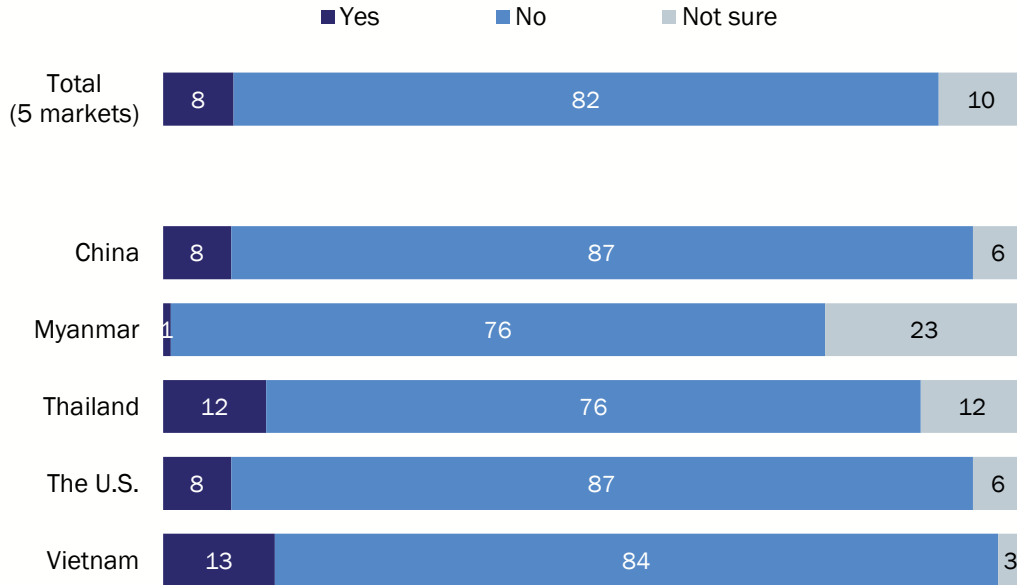
	Total	China	Myanmar	Thailand	The U.S.	Vietnam
	(n=470)	(n=48)	(n=42)	(n=60)	(n=117)	(n=203)
1 I would buy wildlife products overseas	36	22	3	27	30	51
2 I would buy wildlife products from a trusted supplier	33	35	25	38	32	33
3 I would buy wildlife products online	26	26	1	17	25	34
4 I would buy wildlife products through another channel	11	4	13	8	8	15

■ Top purchase channel per country



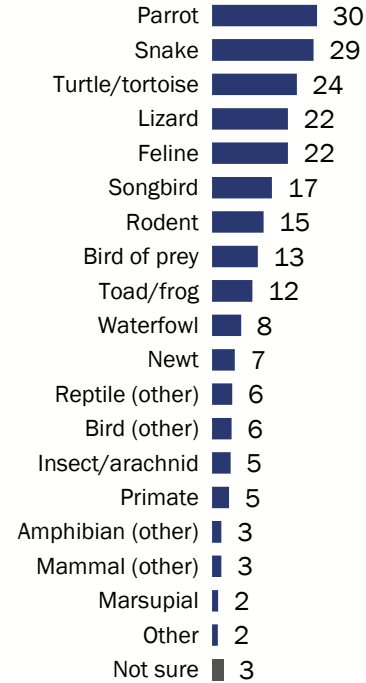
# Exotic Pet Purchase

**8%** purchased or knew someone who purchased exotic pets in the past 12 months



Note: The definition of an exotic pet that was given to the participants was: “An exotic pet is a pet that is not native to the area the owner lives or is usually considered wild.”

## Exotic Pets Bought in the Past 12 Months (%)



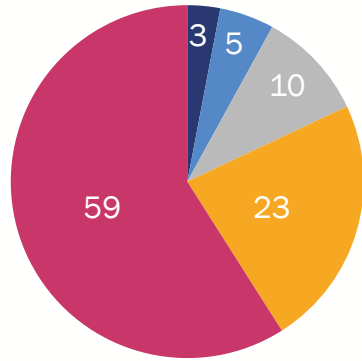
### Top two exotic pets per country



\*\*Myanmar data is not available due to small sample size

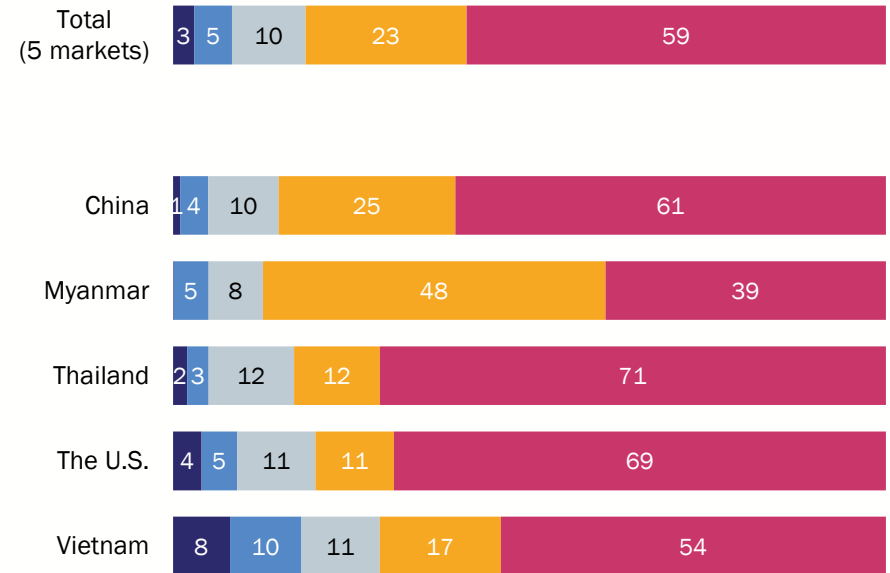
# Likelihood of Buying Exotic Pets in the Future

Likelihood of buying in the future



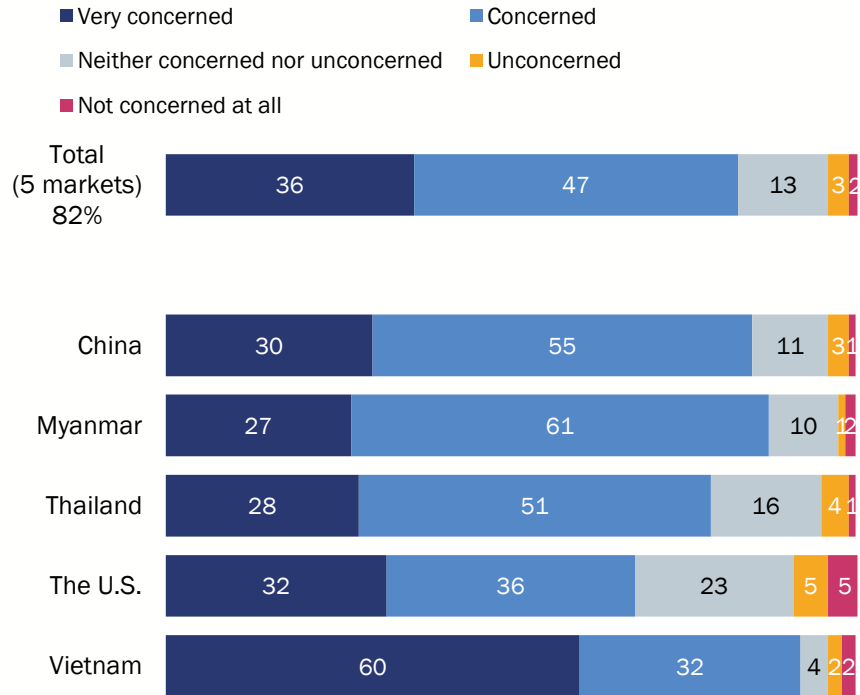
- Very likely
- Likely
- Neither likely nor unlikely
- Unlikely
- Very unlikely

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



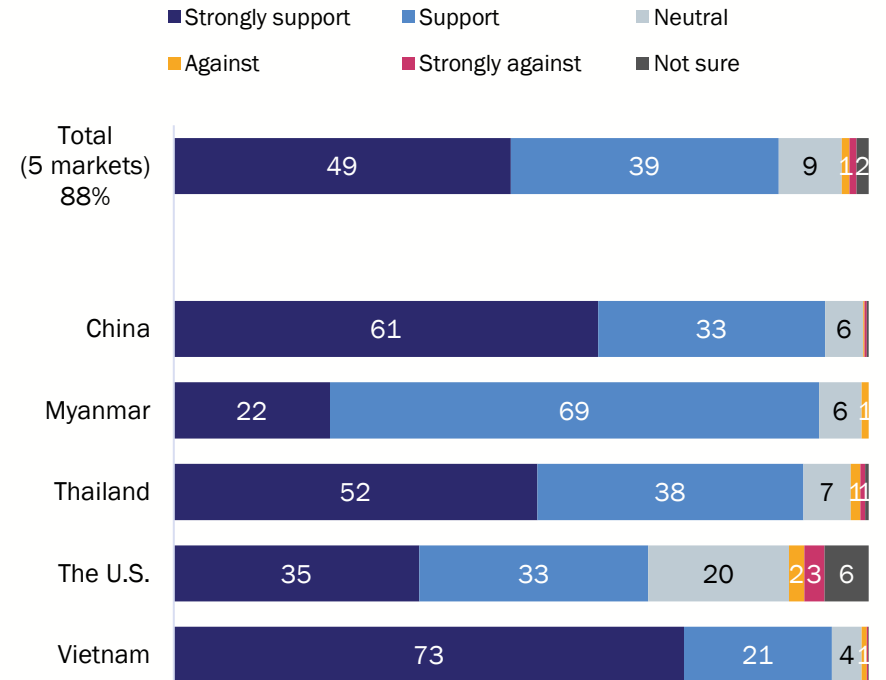
# Deforestation and its links to COVID-19

## Concern about Deforestation Leading to Risk of Coronavirus (%)



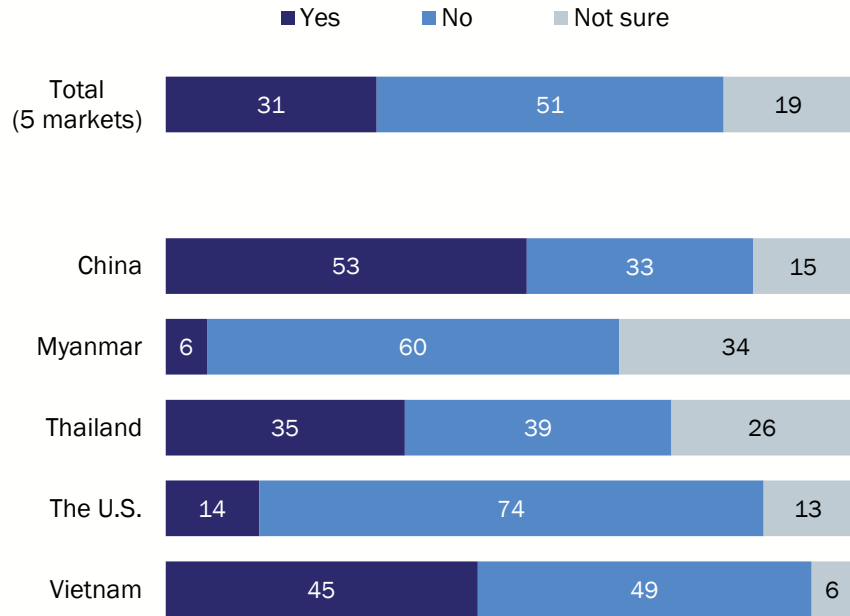
**\*Note: Participants were shown the following information:**  
 “deforestation leads to closer contact between people and wildlife, increasing the risk of coronaviruses and other diseases jumping from animals to humans

## Support for Government Action to Reduce Deforestation (%)

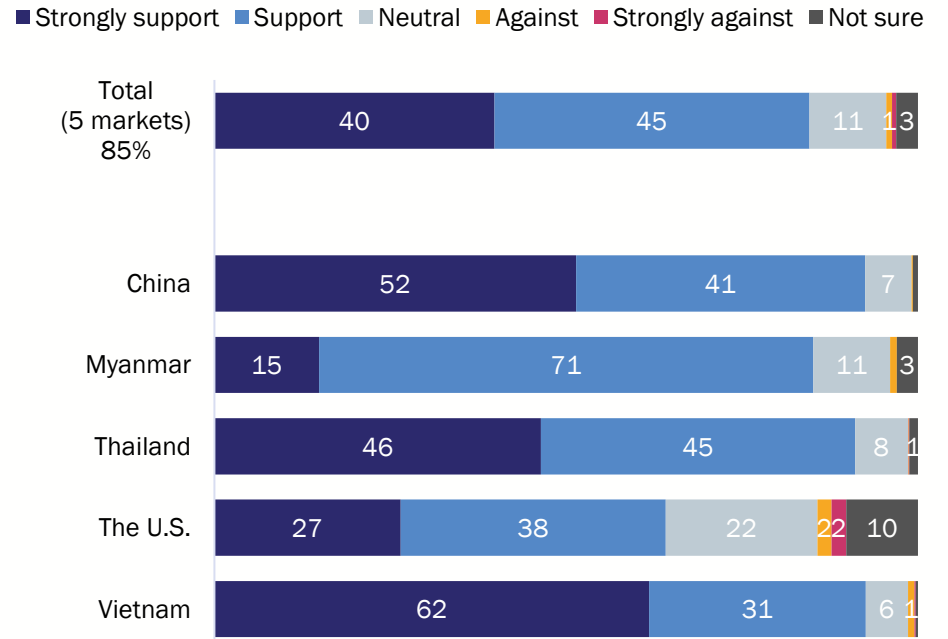


# One Health Approach to Dealing With Pandemics

Heard of “One Health” Approach before Prompt\* (%)



Support for the “One Health” Approach to Dealing with Pandemics (%)

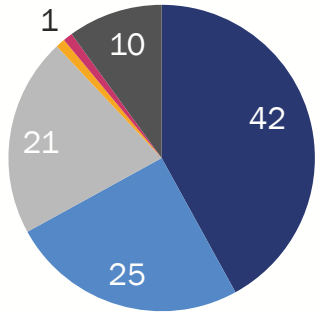


\*Note: Participants were shown the following definition after being asked if they had heard of the “One Health” approach:

“One Health” is an approach to designing programs, policies, and legislation where different sectors communicate and work together for better health outcomes across people, animals, plants, and their shared environment, especially for animal health, disease transfer between animals and humans, and combatting antibiotic resistance.

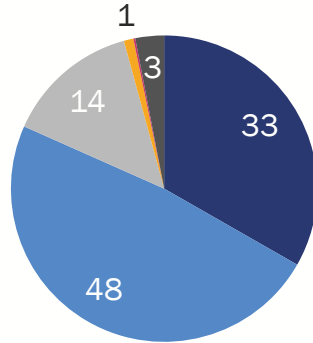
# One Health Approach to Dealing With Pandemics

Likelihood to Buy from Companies Taking Action to Prevent Pandemics (US)



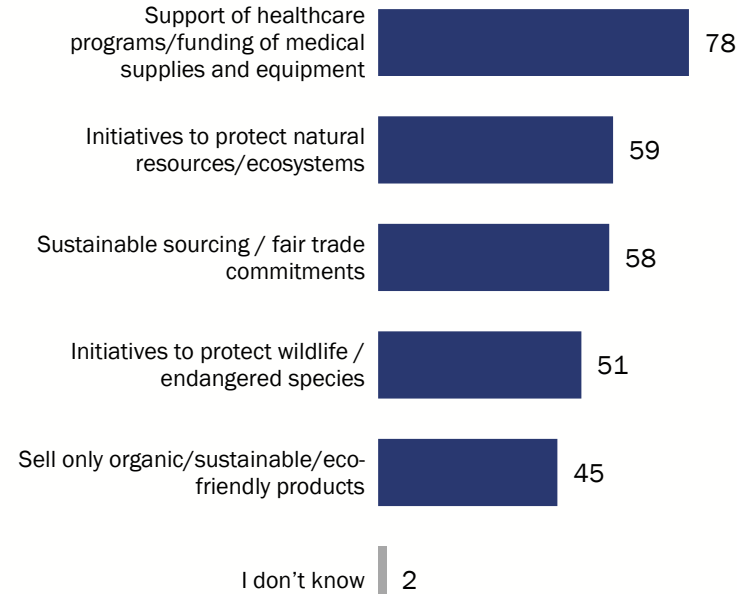
**67%**  
likely

Likelihood to Buy from Companies Taking Action to Prevent Pandemics (China)



**81%**  
likely

Types of Companies' Actions to Prevent Future Pandemics (China)





# Key Findings and Conclusions

# Key Findings

## Call for Government Actions

		<u>China</u>	<u>Myanmar</u>	<u>Thailand</u>	<u>The U.S.</u>	<u>Vietnam</u>
	<b>81%</b> believe closure of high-risk wildlife markets where they sell animals coming from the wild is <b>Very</b> or <b>Somewhat Effective</b> to prevent similar pandemic diseases from happening in the future	91%	86%	75%	72%	84%
	<b>85%</b> are <b>Very Likely</b> or <b>Likely to Support</b> the efforts by governments and health ministries to close all high-risk markets selling animals coming from the wild	92%	88%	84%	68%	94%
	<b>88%</b> <b>Strongly Support</b> or <b>Support</b> increased efforts to preserve forests and end deforestation in their country or overseas specifically to prevent future pandemics	94%	90%	90%	68%	95%
	<b>85%</b> <b>Strongly Support</b> or <b>Support</b> “One Health” approach to dealing with pandemics	93%	86%	91%	65%	93%

# Conclusions

## Context

- COVID-19 continues to cause a high degree of concern for most people and continues to have a strong impact on people's lives.
- Many people continue to associate COVID-19 with the consumption of wild animals, though there is significant variance between countries: US differ significantly from the Asian countries in this research.

## Preventing the next pandemic

- The general public is worried about future pandemics.
- They support actions from their governments to close high-risk markets selling wildlife, lessen deforestation, and adopt a One Health approach to prevent the emergence of similar diseases.
- Disease transmission from animal to human is perceived as the number one risk for future pandemics and unregulated wildlife trade ranks fourth.

## Wildlife buying habits and the impact of COVID-19

- Many consumers have been affected in their wildlife buying habits because of COVID-19 and have reduced their wildlife purchase because of the pandemic.
- However, a significant proportion still intend to buy wildlife products or exotic pets in the future.





# Thank You



# Q & A