

Questionnaire survey of medicines containing saiga antelope horn

Dear Madam/Mr:

Hello!

I am a graduate student at Beijing Forestry University and I invite you to participate in this survey in order to understand consumer consumption and perceptions of antelope horn medicines. The questionnaire is anonymous and the information obtained is for academic research purposes only, and will not cause any infringement or loss to you. There are no good or bad options, so please fill in the questionnaire carefully and honestly, otherwise it will be considered invalid. Thank you for your support and cooperation!

At present, the main medicines sold in pharmacies in China that contain the ingredients of Saiga antelope horn are: Antelope Cold Tablets, Antelope Cold Oral Liquid, Antelope Horn Oral Liquid, Antelope Horn Powder, Antelope Lung Clearing Pill, Pinggan Shuluo Pill, Tong Ren Bezoar Clear Heart Pill, Taihe Miao Ling Pill, etc.

Part I

1. Please select your level of agreement with the following statements.

	Strongly disagree	Rather disagree	Neutral	More in agreement	Strongly agree
Medicines containing saiga antelope horn are more effective than other medicines of equal price and potency					
The medicinal effects of saiga antelope horn cannot be replaced by other ingredients					
Buying medicines containing saiga antelope horn poses no threat to saiga antelope					

2. Select your level of agreement with the following statements.

	Strongly disagree	Rather disagree	Neutral	More in agreement	Strongly agree
Your doctor or pharmacist has advised you to buy medicines containing saiga antelope horn					
Someone close to you (family member, friend, etc.) has recommended you to buy medicines containing saiga antelope horn					
Someone close to you (family member, friend, etc.) has used medicines containing saiga antelope horn.					

There is no objection from those close to you (family, friends, etc.) to buy medicines containing saiga antelope horn					
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3. Please select your level of agreement with the following statements.

	Strongly disagree	Rather disagree	Neutral	More in agreement	Strongly agree
You know which medicines containing saiga antelope horn ingredients					
You know where to buy medicines containing saiga antelope horn					
You have the financial means to buy medicines containing saiga antelope horn					

4. Please select your level of agreement with the following statements.

	Strongly disagree	Rather disagree	Neutral	More in agreement	Strongly agree
In the case of the same effect, if other medicines are more expensive, you tend to buy medicines containing saiga antelope horn					
In the case of the same effect, if the price of other medicines is lower, you still tend to buy medicines containing saiga antelope horn					
In the case of the same price, if other medicines are less effective, you tend to buy medicines containing saiga antelope horn					
In the case of the same price, if other medicines are better, you still tend to buy medicines containing saiga antelope horn					
In the case of the same effect and price, you tend to buy medicines containing saiga antelope horn					

Part II

1. Have you ever purchased the following medicines containing saiga antelope horn:

Antelope Cold Tablets, Antelope Cold Oral Liquid, Antelope Horn Oral Liquid, Antelope Horn Powder, Antelope Lung Clearing Pill, Pinggan Shuluo Pill, Tong Ren Bezoar Clear Heart Pill, Taihe Miao Ling Pill. [Single choice]

- ☐ Can't remember
- ☐ Yes
- ☐ No

2. Please tick the medicines containing saiga antelope horn you have previously purchased. [Multiple Choice]

- ☐ Antelope Cold Tablets
- ☐ Antelope Cold Oral Liquid
- ☐ Antelope Horn Oral Liquid
- ☐ Antelope Horn Powder
- ☐ Antelope Lung Clearing Pill
- ☐ Pinggan Shuluo Pill
- ☐ Tongren Bezoar Clear Heart Pill
- ☐ Taihe Miao Ling Pill

3. How many times per year do you purchase these medicines containing saiga antelope horn? [Single choice]

- ☐ 1 time
- ☐ 2-5 times
- ☐ 6-10 times
- ☐ Above 10 times

4. What is the average number of these medicines containing saiga antelope horn that you buy each time? [Single choice]

- ☐ 1 N
- ☐ 2-5 N
- ☐ 6-10 N
- ☐ Above 10 N

5. What is the average price you pay for these medicines containing saiga antelope horn? [Single choice]

- ☐ Less than ¥10/N
- ☐ ¥10-20 /N
- ☐ ¥20-30 /N
- ☐ ¥30-50 /N
- ☐ ¥ Above 50/N

6. What are your sources of information about these medicines containing saiga antelope horn? [Multiple choice]

- ☐ Recommended by pharmacists and doctors
- ☐ Referrals from acquaintances
- ☐ Newspapers and magazines
- ☐ TV advertisement
- ☐ Network

7. What are your sources for purchasing these medicines containing saiga antelope horn? [Multiple choice]

- ☐ Designated Hospitals
- ☐ Designated pharmacies

- ☐ Online pharmacies (Jingdong, Taobao, Hungry, etc.)
- ☐ Other

8. Do you buy these medicines containing saiga antelope horn mainly for treatment? [Multiple choice]

- ☐ Catch a cold
- ☐ Fever
- ☐ Cough
- ☐ Convulsions
- ☐ Epilepsy
- ☐ Thoracodynia
- ☐ Apoplexy
- ☐ Paediatric diseases
- ☐ Eye diseases
- ☐ Other

9. What is the effect of your medicines containing saiga antelope horn? [Scale]

[very poor, very good]

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

10. Have you ever recommended others to use these medicines containing saiga antelope horn? [Scale]

[never, very frequent]

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

11. What is the main reason why you did not purchase the above medicines containing saiga antelope horn? [Single choice]

- ☐ No related symptoms.
- ☐ Never heard of it
- ☐ Poor results
- ☐ Expensive
- ☐ Contains wildlife ingredients

Part III



1. Which of the above diagrams is a special logo for the management of wildlife management and utilization in China? [Single choice]

- ☐ The first
- ☐ Second
- ☐ The third

2. The number of Saiga antelopes in existence in China is? [Single choice]

- ☐ Around two hundred
- ☐ Around two thousand
- ☐ Unclear

3. Are there still wild populations of Saiga antelope in the country? [Single choice]

- ☐ Yes
- ☐ No
- ☐ Unclear

4. The protection level of the Saiga antelope in China is? [Single choice]

- ☐ National Grade I protection
- ☐ National Grade II protection
- ☐ Unclear

5. The international trade control level for Saiga antelope is? [Single choice]

- ☐ CITES Appendix I
- ☐ CITES Appendix II
- ☐ Unclear

Part IV

1. What is your gender? [Single choice]

- ☐ Women
- ☐ Men

2. What is your age? (weeks old, fill in the number)

3. What are your academic qualifications (including enrollment)? [Single choice]

- ☐ Junior high school and below
- ☐ High School
- ☐ Secondary school/technical school/vocational high school
- ☐ junior college
- ☐ Undergraduate
- ☐ Master and higher academic degree

4. What is your occupation? (Students choose by major) [Single choice]

- Animal-related
- Environmentally relevant
- Medicine related
- Not related to animals, environment, medicine