

## Supplementary Materials

### Box S1: Questionnaire.

*Location (circle): Rural / Village / City*

*Province:*

**1 Do you identify as Chinese?** YES (please continue); NO (if no, please do not continue. Thank you for your time)

**2 What is your gender?** Male; Female; Other; Prefer not to say.

**3 How old are you?** 18-24; 25-34; 35-44; 45-54; 55-64; >65.

**4 Religion:** Chinese folks; Atheist; Buddhism; Muslim; Christians; Daoism; Confucianism; Prefer not to say; Other.

**5 What is your highest level of education?** Elementary school or below; Technical college; Middle school; High school; University undergraduate; University postgraduate.

**6 Are you currently employed?** Yes; No.

**7 If yes, what field do you work in?** Administration; Agriculture; Arts; Construction; Education; Finance; Government; Health; Mining; Military; Retail/Sales; Science; Technology; Other.

**8 Where do you currently live?** Rural; Village; Urban; Other.

**9 Have you heard of the phrase 'animal welfare'?** Not sure; Never; A few times; Many times.

**10 Do you live in harmony with animals?** Not at all Slightly; Moderately; Very much; To a great extent.

**11 How important is caring for animals to you as a person?** Not at all Slightly; Moderately; Very; Extremely.

**12 Where did you learn about caring for animals? (Tick all that apply)** Formal study; Family and friends; Media; Business; My job; Government; Animal protection organization; Social media; Farmer; Have not heard; Other.

**13 Do you think that animal care should be taught in schools?** Definitely not; Probably not; Possibly; Probably; Definitely.

**14 Would you be willing to pay more for products from animals that are better cared for?** Yes; No

**15 If yes, how much more would you be willing to pay for a product from an animal very well cared for compared with the standard product?** 5%; 10%; 20%; 50%; 100%; <100%

**16 What do you think is the current standard of animal care in China?** Very poor; Poor; Satisfactory Good; Very good.

**17 How do you think the standard of animal care in China compares to other countries?** Much worse; Somewhat worse; About the same; Better; Much Better.

**18 Who do you think is most responsible for the adequate care of animals? (Tick one only)** Government; Animal Protection Organizations; Farmers; All of society; People who like animals; People who own animals; Companies that use animals; Other.

**19 How important is it that the following animals are cared for?**

(Not at all important; Slightly important; Neither important nor unimportant; Somewhat important; Very important.)

**19.1 d**

**20 Why do people take care of farm animals? Indicate how strongly you agree or disagree with the following reasons**

(Strongly disagree; Disagree; Neither agree nor disagree; Agree; Strongly agree.)

**20.1** It is important for food safety

**20.2** It is important for sake of the environment

- 20.3 It makes me feel good
- 20.4 My religion tells me to
- 20.5 It is good for human health
- 20.6 For sake of the animals
- 20.7 To improve profit from animals
- 20.8 To improve product quality or taste
- 20.9 To be a kind person

**21 How important are the following conditions in animal care?**

(Not at all important; Slightly important; Neither important nor unimportant; Somewhat important; Very important.)

- 21.1 Species-relevant nutrition
- 21.2 Access to drinking water
- 21.3 A comfortable environment
- 21.4 Space
- 21.5 Physical fitness
- 21.6 Absence of disease or injury
- 21.7 Control over their environment
- 21.8 Opportunity to perform natural behaviours
- 21.9 Absence of fear or distress
- 21.10 Absence of pain

**22 Indicate your level of agreement with the following statements**

(Strongly disagree; Disagree; Neither agree nor disagree; Agree; Strongly agree.)

- 22.1 Farms with animals should be certified by animal protection organizations
- 22.2 Procedures performed on animals such as ear tags, castrations and tail breaks are acceptable for management
- 22.3 Transportation time of live animals should be minimized
- 22.4 Animals on farms should be provided with enjoyable experiences
- 22.5 It is OK to buy products of animals that have suffered if the product quality is good enough
- 22.6 It is OK to buy products of animals that have suffered if the price is low enough
- 22.7 Animals should be unconscious (stunned) before they are killed
- 22.8 Animals should be killed before being cooked
- 22.9 It is important to have legislation that ensures animal care is adequate
- 22.10 Animal protection organization are important in ensuring animals are adequately cared for