

1 **Table 1** Demographic characteristics of respondents (n = 1022) in Malaysia, Vietnam,  
 2 Thailand and China  
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	<b>Respondents, n (% of total responses within country)</b>			
	Malaysia	Viet Nam	Thailand	China
Total	124 (12)	210 (21)	307 (30)	381 (37)
<b>Role in industry</b>				
Working directly with animals in slaughter and transport	31 (25)	25 (12)	70 (23)	179 (47)
Supervisors, business owners or managers	49 (40)	17 (8)	62 (20)	131 (34)
Farmers	6 (5)	14 (7)	128 (42)	10 (3)
Livestock veterinarians in field or in advisory roles	30 (24)	116 (55)	17 (5)	53 (14)
Other	8 (6)	38 (18)	30 (10)	8 (2)
<b>Gender</b>				
Male	96 (77)	146 (77)	153 (52)	294 (78)
Female	32 (23)	43 (23)	143 (48)	85 (22)
<b>Age</b>				
Under 25	8 (6)	12 (6)	85 (29)	61 (16)
26-35	45 (36)	89 (47)	59 (20)	168 (44)
36-45	27 (22)	58 (31)	74 (25)	89 (23)
46-55	31 (25)	26 (14)	42 (14)	51 (13)
Over 56	13 (10)	4 (2)	36 (12)	10 (3)
<b>Religion</b>				
Buddhist	15 (12)	60 (32)	293 (97)	63 (17)
Atheist	0 (0)	121 (64)	0 (0)	249 (66)
Muslim	75 (60)	0 (0)	1 (0)	0 (0)
Christian	23 (19)	2 (1)	3 (1)	11 (3)
Other	11 (9)	5 (3)	5 (2)	56 (15)
<b>How knowledge gained</b>				
Formal qualifications in agriculture	56 (36)	165 (51)	151 (47)	191 (39)
Hands-on farm employment	56 (36)	75 (23)	84 (26)	139 (28)
Other	42 (28)	84 (26)	84 (26)	162 (33)
<b>Residential zone</b>				
Rural	62 (51)	80 (42)	153 (52)	126 (33)
Urban/ metropolitan	59 (49)	110 (58)	144 (48)	253 (67)

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6 **Table 2** Least square means of responses for statements about animal welfare during  
 7 transport and slaughter in respondents from China (n = 381, reference group), Thailand (n =  
 8 307), Malaysia (n = 124) and Vietnam (n = 210).

	Mean response <sup>1</sup>	Odds ratio <sup>2</sup>	95% Confidence Interval <sup>2</sup>	P value <sup>2</sup>
<b>The welfare of the animals during slaughter is important to me</b>				
China	3.85			
Thailand	4.01	0.32	0.19-0.52	<0.01
Malaysia	4.57	0.26	0.12-0.54	<0.01
Vietnam	4.24	0.36	0.23-0.61	<0.01
<b>The welfare of the animals during transport is important to me</b>				
China	3.87			
Thailand	4.13	0.22	0.13-0.36	<0.01
Malaysia	4.53	0.26	0.13-0.55	<0.01
Vietnam	4.18	0.61	0.38-0.98	<0.01
<b>The welfare of the animals while being slaughtered is satisfactory in my workplace</b>				
China	3.18			
Thailand	3.39	0.55	0.34-0.88	<0.01
Malaysia	3.94	0.31	0.15-0.64	<0.01
Vietnam	3.66	0.40	0.25-0.64	<0.01
<b>The welfare of the animals while being transported is satisfactory in my workplace</b>				
China	3.15			
Thailand	3.58	0.40	0.25-0.64	<0.01
Malaysia	3.82	0.26	0.13-0.54	<0.01
Vietnam	3.63	0.32	0.20-0.51	<0.01
<b>Most people who are important to me would approve of me making improvements to the welfare of the animals in my care</b>				
China	3.88			
Thailand	4.28	0.24	0.14-0.40	<0.01
Malaysia	4.38	0.33	0.16-0.71	<0.01
Vietnam	3.94	1.00	0.61-1.64	0.99
<b>I intend to make improvements to the welfare of animals</b>				
China	3.58			
Thailand	3.81	0.52	0.32-0.84	<0.01
Malaysia	4.11	0.31	0.15-0.64	<0.01
Vietnam	3.82	0.62	0.39-1.00	0.04
<b>I am confident that I can make improvements of the welfare of animals</b>				
China	3.66			
Thailand	4.15	0.17	0.10-0.28	<0.01
Malaysia	4.24	0.28	0.13-0.60	<0.01
Vietnam	3.70	1.01	0.62-1.62	0.97
<b>In the past I have tried to make improvements to the welfare of the animals in my care</b>				
China	3.77			
Thailand	3.91	0.67	0.41-1.11	0.12
Malaysia	4.03	0.74	0.34-1.60	0.44
Vietnam	3.31	3.50	2.15-5.69	<0.01

<sup>1</sup> Likert scale from 1 (strongly disagree) to 5 (strongly agree)

<sup>2</sup> Probability of Thailand, Malaysia or Vietnam differing significantly from China.

Derived from multivariable ordinal logistic regression models including all demographic factors

11 **Table 3** Least square means of responses to statements about influencing factors in the  
 12 personal evaluation of animal welfare during transport and slaughter in respondents from  
 13 China (n = 381, reference group), Thailand (n = 307), Malaysia (n = 124) and Vietnam (n =  
 14 210), listed from the highest to the lowest rated.

	Mean response <sup>1</sup>	Odds ratio <sup>2</sup>	95% Confidence interval <sup>2</sup>	P value <sup>2</sup>
<i>Laws</i>				
China	3.72			
Thailand	3.83	0.75	0.46-1.22	0.24
Malaysia	4.07	0.80	0.39-1.64	0.54
Vietnam	3.97	0.64	0.41-1.00	0.05
<i>Personal knowledge</i>				
China	3.62			
Thailand	3.73	0.63	0.38-1.04	0.71
Malaysia	4.12	0.44	0.20-0.93	0.03
Vietnam	3.92	0.52	0.33-0.83	<0.01
<i>Importance to peers</i>				
China	3.47			
Thailand	3.86	0.31	0.19-0.51	<0.01
Malaysia	4.06	0.36	0.17-0.76	<0.01
Vietnam	3.65	0.78	0.50-1.22	0.20
<i>Importance in workplace</i>				
China	3.61			
Thailand	3.67	0.66	0.41-1.07	0.09
Malaysia	4.15	0.33	0.16-0.69	<0.01
Vietnam	3.66	1.07	0.69-1.67	0.75
<i>Religious beliefs</i>				
China	3.06			
Thailand	3.73	0.30	0.36-0.23	<0.01
Malaysia	4.36	0.23	0.23-0.11	<0.01
Vietnam	3.23	0.69	0.69-0.45	0.08
<i>Personal beliefs</i>				
China	3.37			
Thailand	3.58	0.63	0.39-1.02	0.06
Malaysia	4.02	0.28	0.13-0.59	<0.01
Vietnam	3.25	1.42	0.92-2.19	0.10
<i>More pressing community issues</i>				
China	3.51			
Thailand	3.57	1.46	1.46-0.91	0.12
Malaysia	3.58	1.00	1.00-0.47	1.00
Vietnam	3.40	1.40	1.40-0.91	0.13
<i>Personal monetary gain</i>				
China	3.34			
Thailand	3.41	1.00	0.63-1.59	0.94
Malaysia	3.49	0.75	0.37-1.52	0.42
Vietnam	3.25	1.32	0.86-2.03	0.10
<i>Community monetary gain</i>				
China	3.38			
Thailand	3.41	1.04	0.65-1.65	0.87
Malaysia	3.55	0.75	0.37-1.53	0.42

Vietnam

3.36

1.18

0.77-1.82

0.44

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<sup>1</sup> Likert scale from 1 (strongly disagree) to 5 (strongly agree)

<sup>2</sup> Probability of Thailand, Malaysia or Vietnam differing significantly from China.

Derived from multivariable ordinal logistic regression models

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18 **Table 4** Least square mean responses to statements about influencing factors in the  
 19 respondents' ability to make improvements to animal welfare during transport and slaughter  
 20 in respondents from China (n = 381, reference group), Thailand (n = 307), Malaysia (n = 124)  
 21 and Vietnam (n = 210)

	Mean respons <sup>1</sup>	Odds ratio <sup>2</sup>	95% Confidence Interval	P value
<b>Slaughter: The following factors impact my ability to make improvements to welfare</b>				
<i>Laws</i>				
China	3.79			
Thailand	3.88	0.87	0.54-1.41	0.57
Malaysia	4.15	0.73	0.35-1.50	0.39
Vietnam	3.96	0.63	0.40-0.97	0.03
<i>Personal knowledge</i>				
China	3.64			
Thailand	3.72	0.53	0.32-0.88	0.01
Malaysia	4.10	0.33	0.15-0.72	<0.01
Vietnam	3.79	0.60	0.38-0.95	0.02
<i>Company approval</i>				
China	3.70			
Thailand	3.87	0.70	0.43-1.14	0.15
Malaysia	4.01	0.40	0.19-0.85	0.01
Vietnam	3.76	0.98	0.63-1.54	0.92
<i>Importance in workplace</i>				
China	3.60			
Thailand	3.79	0.52	0.32-0.85	<0.01
Malaysia	4.01	0.44	0.21-0.93	0.32
Vietnam	3.55	0.93	0.60-1.45	0.76
<i>Tools and resource availability</i>				
China	3.74			
Thailand	3.83	0.64	0.39-1.06	0.08
Malaysia	4.09	0.72	0.34-1.53	0.38
Vietnam	3.62	1.37	0.87-2.15	0.17
<i>Importance to peers</i>				
China	3.49			
Thailand	3.86	0.41	0.25-0.67	<0.01
Malaysia	4.03	0.33	0.16-0.71	<0.01
Vietnam	3.78	0.45	0.28-0.71	<0.01
<i>Workplace approval</i>				
China	3.51			
Thailand	3.81	0.37	0.22-0.62	<0.01
Malaysia	4.00	0.24	0.11-0.52	<0.01
Vietnam	3.55	0.69	0.44-1.09	0.10
<i>More pressing community issues</i>				
China	3.46			
Thailand	3.52	0.87	0.54-1.41	0.50
Malaysia	3.66	0.75	0.36-1.56	0.40
Vietnam	3.43	1.03	0.67-1.59	0.80
<i>Personal beliefs</i>				
China	3.28			
Thailand	3.57	0.49	0.30-0.78	<0.01

Malaysia	4.02	0.29	0.14-0.59	<0.01
Vietnam	3.21	1.63	1.07-2.51	0.02
<i>Religious beliefs</i>				
China	3.31			
Thailand	3.64	0.44	0.27-0.71	<0.01
Malaysia	4.20	0.34	0.17-0.71	<0.01
Vietnam	3.02	1.11	0.73-1.70	0.60
<i>Personal monetary gain</i>				
China	3.38			
Thailand	3.53	1.00	0.63-1.60	0.98
Malaysia	3.58	0.71	0.35-1.43	0.33
Vietnam	3.25	1.03	0.67-1.58	0.90
<i>Community monetary gain</i>				
China	3.39			
Thailand	3.46	1.34	0.84-2.16	0.22
Malaysia	3.61	0.66	0.32-1.35	0.25
Vietnam	3.27	1.04	0.67-1.60	0.07
<b>Transport: The following factors impact my ability to make improvements to welfare</b>				
<i>Laws</i>				
China	3.80			
Thailand	3.95	0.81	0.50-1.31	0.38
Malaysia	4.00	1.38	0.67-2.81	0.38
Vietnam	3.98	0.73	0.47-1.13	0.15
<i>Personal knowledge</i>				
China	3.71			
Thailand	3.80	0.61	0.37-1.02	0.06
Malaysia	4.02	0.67	0.31-1.45	0.31
Vietnam	3.86	0.60	0.37-0.95	0.03
<i>Company approval</i>				
China	3.72			
Thailand	3.91	0.60	0.36-0.98	0.04
Malaysia	4.03	0.34	0.16-0.71	<0.01
Vietnam	3.71	0.88	0.56-1.39	0.59
<i>Importance in workplace</i>				
China	3.71			
Thailand	3.80	0.70	0.43-1.16	0.16
Malaysia	3.98	0.63	0.29-1.34	0.22
Vietnam	3.55	1.52	0.97-2.38	0.06
<i>Tools and resource availability</i>				
China	3.72			
Thailand	3.83	0.84	0.51-1.39	0.50
Malaysia	3.84	1.27	0.61-2.66	0.52
Vietnam	3.55	1.95	1.24-3.07	<0.01
<i>Importance to peers</i>				
China	3.49			
Thailand	3.86	0.41	0.25-0.67	<0.01
Malaysia	4.03	0.28	0.13-0.59	<0.01
Vietnam	3.78	0.88	0.57-1.37	0.57
<i>Workspace</i>				
China	3.42			
Thailand	3.85	0.50	0.3-0.82	<0.01

Malaysia	3.97	0.36	0.17-0.76	<0.01
Vietnam	3.55	0.75	0.48-1.18	0.20
<i>More pressing community issues</i>				
China	3.50			
Thailand	3.43	1.37	0.85-2.22	0.19
Malaysia	3.63	1.15	0.55-2.43	0.70
Vietnam	3.43	1.15	0.74-1.80	0.52
<i>Personal beliefs</i>				
China	3.38			
Thailand	3.52	0.96	0.59-1.55	0.86
Malaysia	3.93	0.54	0.26-1.11	0.09
Vietnam	2.97	2.42	1.56-3.74	<0.01
<i>Religious beliefs</i>				
China	3.21			
Thailand	3.53	0.78	0.48-1.25	0.30
Malaysia	3.95	0.63	0.31-1.28	0.20
Vietnam	2.90	1.75	1.14-2.69	0.01
<i>Personal monetary gain</i>				
China	3.45			
Thailand	3.52	0.95	0.59-1.52	0.81
Malaysia	3.55	0.94	0.46-1.90	0.85
Vietnam	3.19	1.54	1.00-2.37	0.05
<i>Community monetary gain</i>				
China	3.36			
Thailand	3.55	0.84	0.52-1.35	0.47
Malaysia	3.61	0.79	0.39-1.63	0.52
Vietnam	3.20	1.40	0.91-2.16	0.12
<i>Vehicle design</i>				
China	3.45			
Thailand	3.52	1.35	0.83-2.17	0.22
Malaysia	3.25	2.47	1.23-4.95	0.01
Vietnam	3.31	1.49	1.23-4.95	0.07

22 <sup>1</sup>Likert scale from 1 (strongly disagree) to 5 (strongly agree)

23 <sup>2</sup> Derived from multivariable ordinal logistic regression models

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25 **Table 5** Least square means of responses to sources of encouragement to improve animal  
 26 welfare and likelihood of eliciting favourable responses in respondents from China (n = 381,  
 27 reference group), Thailand (n = 307), Malaysia (n = 124) and Vietnam (n = 210).

	Mean response <sup>1</sup>	Odds ratio <sup>2</sup>	95% Confidence interval	P value
<b>I am most likely to make improvements to animal welfare if changes are prescribed by...</b>				
<i>Law</i>				
China	3.85			
Thailand	3.81	0.88	0.53-1.44	0.60
Malaysia	4.15	0.64	0.30-1.36	0.24
Vietnam	4.17	0.54	0.34-0.86	<0.01
<i>Local government</i>				
China	3.62			
Thailand	3.69	1.00	0.62-1.64	0.98
Malaysia	4.05	0.96	0.46-2.00	0.91
Vietnam	3.76	0.72	0.46-1.14	0.16
<i>My workplace</i>				
China	3.52			
Thailand	3.77	0.40	0.25-0.66	<0.01
Malaysia	3.98	0.25	0.12-0.52	<0.01
Vietnam	3.67	1.33	0.86-2.07	0.2
<i>A local organization</i>				
China	3.46			
Thailand	3.74	0.78	0.48-1.26	0.30
Malaysia	3.95	0.81	0.39-1.67	0.56
Vietnam	3.57	0.72	0.47-1.13	0.52
<i>Local law enforcement (police)</i>				
China	3.59			
Thailand	3.57	0.94	0.59-1.51	0.81
Malaysia	3.78	1.62	0.80-3.29	0.18
Vietnam	3.77	0.65	0.42-1.00	0.05
<i>My supervisor</i>				
China	3.32			
Thailand	3.62	0.40	0.25-0.65	<0.01
Malaysia	3.84	0.37	0.18-0.76	<0.01
Vietnam	3.42	0.87	0.57-1.35	0.53
<i>My community elder or community leader</i>				
China	3.28			
Thailand	3.55	0.40	0.25-0.65	<0.01
Malaysia	3.64	0.44	0.21-0.94	0.03
Vietnam	2.04	1.74	1.13-2.69	0.01
<i>A western organization</i>				
China	3.08			
Thailand	3.49	0.36	0.22-0.57	<0.01
Malaysia	3.51	0.37	0.18-0.74	<0.01
Vietnam	3.34	0.58	0.38-0.89	0.1
<b>I am most likely to make improvements to animal welfare if I see...</b>				
<i>Personal monetary gain from changing practices</i>				
China	3.36			
Thailand	3.71	0.41	0.26-0.67	<0.01



Malaysia	3.65	0.50	0.25-1.01	0.05
Vietnam	3.24	1.10	0.72-1.69	0.66
<i>Moral value in changing practices</i>				
China	3.78			
Thailand	3.90	0.50	0.31-0.83	<0.01
Malaysia	4.12	0.37	0.17-0.78	<0.01
Vietnam	4.04	0.47	0.29-0.75	<0.01
<i>Others making the changes</i>				
China	3.41			
Thailand	3.53	0.86	0.53-1.39	0.53
Malaysia	3.64	0.74	0.35-1.54	0.42
Vietnam	3.30	1.04	0.67-1.61	0.85

28 <sup>1</sup>The Likert scale was measured from 1 (strongly disagree) to 5 (strongly agree)

29 <sup>2</sup> Derived from multivariable ordinal logistic regression models

30 **Table 6** Rankings of importance of factors influencing attitudes to animal welfare from most  
 31 important (top) to least important (bottom) by Chinese (n = 381), Thai (n = 307), Malaysian  
 32 (n = 124) and Vietnamese (n = 210) respondents.

	China	Thailand	Malaysia	Viet Nam
<b>‘The following factors influence my personal evaluation of animal welfare during slaughter and transport’</b>	Laws <sup>a</sup> Knowledge <sup>ab</sup> Workplace <sup>ab</sup> More pressing concerns <sup>bc</sup> Co-workers <sup>cd</sup> Comm. monetary gain <sup>de</sup> Personal beliefs <sup>de</sup> Pers. monetary gain <sup>e</sup> Religious beliefs <sup>f</sup>	Co-workers <sup>a</sup> Laws <sup>a</sup> Religious beliefs <sup>ab</sup> Knowledge <sup>abc</sup> Workplace <sup>bc</sup> Personal beliefs <sup>c</sup> Pers. monetary gain <sup>d</sup> Comm. monetary gain <sup>d</sup> More pressing concerns <sup>d</sup>	Religious beliefs <sup>a</sup> Workplace <sup>b</sup> Knowledge <sup>b</sup> Laws <sup>b</sup> Co-workers <sup>b</sup> Personal beliefs <sup>b</sup> More pressing concerns <sup>c</sup> Comm. monetary gain <sup>c</sup> Pers. monetary gain <sup>c</sup>	Laws <sup>a</sup> Knowledge <sup>a</sup> Workplace <sup>b</sup> Co-workers <sup>b</sup> More pressing concerns <sup>c</sup> Comm. monetary gain <sup>c</sup> Pers. monetary gain <sup>c</sup> Personal beliefs <sup>c</sup> Religious beliefs <sup>c</sup>
<b>‘The following factors impact my ability to make improvements to welfare during slaughter’</b>	Laws <sup>a</sup> Tools and resources <sup>ab</sup> Company approval <sup>abc</sup> Knowledge <sup>bcd</sup> Work <sup>cde</sup> Workspace <sup>def</sup> Co-workers <sup>efg</sup> More pressing concerns <sup>efg</sup> Comm. monetary gain <sup>fgh</sup> Pers. monetary gain <sup>gh</sup> Religious beliefs <sup>h</sup> Personal beliefs <sup>h</sup>	Laws <sup>a</sup> Company approval <sup>ab</sup> Co-workers <sup>ab</sup> Tools and resources <sup>ab</sup> Workspace <sup>ab</sup> Work <sup>a b</sup> Knowledge <sup>bc</sup> Religious beliefs <sup>cd</sup> Personal beliefs <sup>de</sup> Pers. monetary gain <sup>de</sup> More pressing concerns <sup>de</sup> Comm. monetary gain <sup>e</sup>	Religious beliefs <sup>a</sup> Laws <sup>ab</sup> Knowledge <sup>ab</sup> Tools and resources <sup>ab</sup> Co-workers <sup>ab</sup> Personal beliefs <sup>ab</sup> Company approval <sup>ab</sup> Work <sup>ab</sup> Workspace <sup>b</sup> More pressing concerns <sup>c</sup> Comm. monetary gain <sup>c</sup> Pers. monetary gain <sup>c</sup>	Laws <sup>a</sup> Knowledge <sup>ab</sup> Co-workers <sup>ab</sup> Company approval <sup>abc</sup> Tools and resources <sup>bcd</sup> Workspace <sup>cd</sup> Work <sup>c d</sup> More pressing concerns <sup>de</sup> Comm. monetary gain <sup>ef</sup> Pers. monetary gain <sup>ef</sup> Personal beliefs <sup>fg</sup> Religious beliefs <sup>g</sup>
<b>The following factors impact my ability to make improvements to welfare during transport...’</b>	Laws <sup>a</sup> Tools and resources <sup>a</sup> Company approval <sup>a</sup> Company priority <sup>a</sup> Knowledge <sup>a</sup> Co-workers <sup>b</sup> More pressing concerns <sup>b</sup>	Laws <sup>a</sup> Company approval <sup>ab</sup> Workspace <sup>a b</sup> Co-workers <sup>ab</sup> Tools and resources <sup>ab</sup> Personal beliefs <sup>ab</sup> Company priority <sup>b</sup>	Company approval <sup>a</sup> Knowledge <sup>ab</sup> Laws <sup>ab</sup> Company priority <sup>ab</sup> Workspace <sup>ab</sup> Religious beliefs <sup>ab</sup>	Laws <sup>a</sup> Knowledge <sup>ab</sup> Company approval <sup>bc</sup> Tools and resources <sup>cd</sup> Workspace <sup>cd</sup> Company priority <sup>cd</sup> Co-workers <sup>d</sup>

	Vehicle design <sup>bc</sup> Pers. monetary gain <sup>bc</sup> Workspace <sup>bc</sup> Personal beliefs <sup>c</sup> Comm. monetary gain <sup>c</sup> Religious beliefs <sup>d</sup>	Knowledge <sup>b</sup> Comm. monetary gain <sup>c</sup> Religious beliefs <sup>c</sup> Vehicle design <sup>c</sup> Pers. monetary gain <sup>c</sup> More pressing concerns <sup>c</sup>	Co-workers <sup>ab</sup> Personal beliefs <sup>ab</sup> Tools and resources <sup>bc</sup> More pressing concerns <sup>cd</sup> Comm. monetary gain <sup>d</sup> Pers. monetary gain <sup>d</sup> Vehicle design <sup>e</sup>	More pressing concerns <sup>de</sup> Vehicle design <sup>ef</sup> Comm. monetary gain <sup>f</sup> Pers. monetary gain <sup>f</sup> Personal beliefs <sup>g</sup> Religious beliefs <sup>g</sup>
<b>Sources of encouragement to make improvements to animal welfare</b>	Law <sup>a</sup> Personal value <sup>a</sup> Local government <sup>b</sup> Police <sup>bc</sup> Workplace <sup>bcd</sup> Local organisation <sup>cde</sup> Peers <sup>def</sup> Pers. monetary gain <sup>ef</sup> Supervisor <sup>ef</sup> Community leader <sup>f</sup> International organisation <sup>g</sup>	Personal value <sup>a</sup> Law <sup>ab</sup> Workplace <sup>ab</sup> Local organisation <sup>bc</sup> Pers. monetary gain <sup>bcd</sup> Local government <sup>bcde</sup> Supervisor <sup>cdef</sup> Police <sup>def</sup> Community leader <sup>ef</sup> Peers <sup>f</sup> International organisation <sup>f</sup>	Law <sup>a</sup> Personal value <sup>ab</sup> Local government <sup>ab</sup> Workplace <sup>abc</sup> Local organisation <sup>bc</sup> Supervisor <sup>cd</sup> Police <sup>cde</sup> Pers. monetary gain <sup>def</sup> Peers <sup>ef</sup> Community leader <sup>ef</sup> International organisation <sup>f</sup>	Law <sup>a</sup> Personal value <sup>a</sup> Police <sup>b</sup> Local government <sup>b</sup> Workplace <sup>b</sup> Local organisation <sup>bc</sup> Supervisor <sup>cd</sup> International organisation <sup>d</sup> Peers <sup>d</sup> Pers. monetary gain <sup>de</sup> Community leader <sup>e</sup>

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Means that do not share a letter are significantly ( $P < 0.05$ ) different by Fisher LSD test

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