

## Rosewood Consumer Attitude Survey- Quantitative Questionnaire (Execution Date: November 2025)

**Execution Method:** Online Survey

**Sample Quota:** A total of 1,500 valid samples are required, distributed in two phases

- ✓ Phase 1 (Random Sample): Distribute 50 questionnaires to each of the 16 cities, randomly within gender and age ranges, totaling 800 samples

Quota Type	Quota Allocation	Samples Per City (Phase 1)
By Gender	Male	25
	Female	25
By Age	40 or below	25
	41 or above	25
By Category (multiple choice)	Large rosewood products purchasers	Random, collect incidence rate
	Small rosewood products purchasers	Random, collect incidence rate

- ✓ Phase 2 (Additional Sample): Based on Phase 1 data, allocate the remaining 700 questionnaires to populations and cities requiring further focus (potential consumers in the next 12 months).

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Dear Madam/Sir,

Hello! We sincerely invite you to participate in a study on **Rosewood Consumption Attitudes and Demands**. The entire survey will take approximately 15 minutes. Your valuable experience is crucial to us, and we hope to hear your views.

**Before we begin, please note:**

**Voluntary Participation:** This survey is completely voluntary. You have the right to withdraw at any time without any impact on your rights.

**Privacy Protection:** This questionnaire is anonymous and does not collect personally identifiable information such as your name, phone number, or address. All data will be used solely for aggregate statistical analysis. We will keep your answers strictly confidential and will not disclose them individually.

**Data Usage:** The research findings will be used for providing suggestions for developing regulations and rules of the rosewood industry and subsequent work related to promoting rosewood sustainable trade.

**Risk Disclosure:** This research does not pose any foreseeable risks to you.

**Please check the box below to indicate your informed consent:**

[       ] I have read and understood the above information and voluntarily participated in this survey.

**(Proceed only after you have checked this box.)**

## Screening

S1. Which city do you currently reside in most often? [Single Choice] 【Options randomized, "Other" at bottom, "Other" terminates interview】

Level 1	Beijing	1	Continue
	Shanghai	2	
	Guangzhou	3	
	Shenzhen	4	
Level 2	Hangzhou	5	
	Suzhou	6	
	Chengdu	7	
	Wuhan	8	
	Tianjin	9	
	Qingdao	10	
Level 3	Nanning	11	
	Fuzhou	12	
	Kunming	13	
	Wenzhou	14	
	Dongguan	15	
Level 4	Changchun	16	
Other	Other city (specify): _____	97	Terminate

S2. What is your gender? [Single Choice]

Female	1	Check quota
Male	2	Check quota

**[Programmer set quota: Male vs. Female per city = 1:1]**

S3. What is your actual age?

**Record actual age and circle the corresponding option** [Single Choice]

18-30 yr	1	Check quota
31-40 yr	2	
41-50 yr	3	Check quota
51-60 yr	4	
61 yr and older	5	

**[Programmer set quota: 18-40 years old vs. 41 years old or above per city = 1:1]**

S4. Do you or your household own **anything made of rosewood**? (Note: By 'owning rosewood', we mean any product made of rosewood which is currently in your possession, regardless of if you bought it yourself or received it from someone else or obtained it through any other method.) [Single Choice]

Yes, all purchased by myself	1	<b>Continue to next Question</b>
Yes, all received as gifts or obtained by other means	2	
Yes, some purchased and some gifts/other means	3	
No	4	<b>Skip to S8</b>

S4-1. **【Ask if S4=1 or 2 or 3】** How many **large rosewood products** (e.g. beds, wardrobes, tables, chairs; a 3-piece sofa set should count as 3) do you / your household own? [Single Choice]

0	1
1	2
2	3
3	4
4	5
5	6
6 or more	7
Other (please specify): _____	97

S4-2. **【Ask if S4=1 or 2 or 3】** How many **small rosewood products** (e.g. bracelets, baubles, ornaments, small tableware) do you / your household own? [Single Choice]

0	1
1-3	2
4-6	3
7-10	4
11-15	5
16-20	6
21 or more	7
Other (please specify): _____	97

S5. **【Ask if S4=1 or 3】** After the COVID-19 pandemic (i.e. starting from 2023), have you or your household ever bought a rosewood product? [Single Choice]

Yes	1
No	2

S6. **【Ask if S4=1 or 3】** How often do you purchase rosewood products? [Single Choice]

More than once per year	1
Once a year	2
Once every 2-4 years	3
Once every 4-6 years	4
It has been more than 6 years since last purchase	5

S7. Please think about the last time you purchased rosewood products. How did you make the decision to purchase? [Single Choice]

<b>Impulsive:</b> Purchased immediately after seeing a favorite product.	1
<b>Simple Planning:</b> Made the purchase after doing some homework.	2
<b>In-depth Research:</b> Made the decision after thorough deliberation.	3
<b>Peer-Influenced:</b> Bought it because friends recommended it.	4
Other (please specify): _____	97

S8. In the next 12 months, what is the likelihood of you purchasing any rosewood products?

[Single Choice]

Definitely will buy	5
Probably will buy	4
Uncertain	3
Probably will not buy	2
Definitely will not buy	1

**[Programmer Note: Respondents can continue the survey if they meet ANY of the following conditions: S4=1 or 3, S8=4 or 5]**

S9. **【Hidden Question】** Programmer: Categorize respondents based on answers to S4, S5, and S8. [Single Choice]

Past Consumer: S4=1 or 3 AND S5=2	1
Recent Consumer: S4=1 or 3 AND S5=1	2
Potential Consumer: S4 ≠ 1 AND S4 ≠ 3 AND S8=4 or 5	3

**[Programmer Note: Phase 1 randomly collects incidence rate, Phase 2 focuses on finding potential consumers.]**

<b>Main Questionnaire</b>
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**Barriers to Rosewood Product Consumption (Asked to those not considering purchase in next 12 months)**

**[Programmer Note: This section is for respondents with S8=1/2/3, those not considering purchasing rosewood products in the next 12 months.]**

B1. If you are not considering purchasing rosewood products, what are the main reasons

[Please select the top 5 reasons and rank them from 1 (most important) to 5] **【Ranking】**

**【Options randomized, "Other" at bottom】**

The price is too high or not good value for money	1
I'm not confident about the authenticity or quality of the products	2
The design of the products do not match my personal taste	3
I already own the rosewood product I want, and there is no need to buy another piece.	4
I want to protect natural resources by reducing my use of rosewood	5
I don't have enough room/space for placement of products	6
Rosewood products . are outdated and appreciated by different generations	7
I'm concerned about illegal logging in the rosewood industry or difficulty in verifying sustainable sources	8
Rosewood products require too much care and maintenance (e.g., dust accumulation in carvings, difficulty cleaning; difficult to control the range of temperature and humidity, making it prone to cracking)	9
I prefer products made with other materials that offer similar uses	10
I prefer modern or minimalist design rather than traditional carved styles	11

Other (please specify): _____	97
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**Considerations for Purchasing Rosewood Products (Asked to those considering purchase in next 12 months)**

**[Programmer Note: This section is for respondents with S8=4 or 5, those considering purchasing rosewood products in the next 12 months.]**

B2. If you are considering purchasing rosewood products in the next 12 months what are the main reasons for your interest (hypothetically)?

[Please select the top 5 reasons and rank them from 1 (most important) to 5] **【Ranking】**

**【Options randomized, "Other" at bottom】**

<b>Gifting:</b> To buy as a gift to others	1
<b>Art:</b> I appreciate the beauty of rosewood - the unique grain, color, and texture	2
<b>Material of Nature:</b> I appreciate natural materials - Rosewood connects me with nature.	3
<b>Status:</b> I believe owning rosewood represents social status, success and wealth	4
<b>Investment Appreciation:</b> I believe rosewood products appreciate in value as collectables	5
<b>Belief/luck:</b> I believe rosewood can be purchased to alter luck/fate (Fengshui)	6
<b>Belief/health:</b> I believe rosewood is beneficial to the body and mind due to its special scent and helps avoid the use of formaldehyde.	7
<b>Social Influence:</b> My family/friends/colleagues/business partners recommend purchasing rosewood	8
<b>Quality of Life:</b> I believe rosewood enhances my quality of life	9
<b>Culture:</b> I believe rosewood carries the essence of Chinese culture and deserves to be passed down through generations	10
<b>Craftsmanship:</b> I appreciate the heritage value of traditional mortise and tenon techniques or hand-carved craftsmanship	11
Other (please specify): _____	97

B3. Which type of **rosewood product** are you more inclined to purchase in the next 12 months? [Single Choice]

Large rosewood products (e.g., bed, wardrobe, table, chair, etc.)	1
Small rosewood products (e.g., bracelets, small ornaments, decorations, small tableware, etc.)	2
Both large and small rosewood products	3
Not Sure	4

B4. Which channels are you more inclined to use to learn about information on **"the best" rosewood products**? [Multiple Select] **【Options randomized, "Other" at bottom】**

B5. Among these channels, which one do you find **most credible**? [Single Choice] **【Show channels selected in B4】**

	Usually	Most Credible
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Large home furnishing exhibitions	1	1
Antique market/Collectibles market	2	2
Offline physical stores (e.g., furniture stores, timber markets, small art & jewelry stores)	3	3
Social media for searching guides/knowledge (e.g., Xiaohongshu)	4	4
Social media for leisure/video browsing (e.g., Douyin/TikTok)	5	5
Comprehensive video platforms (e.g., Bilibili)	6	6
Professional forums (e.g., Rosewood Forum) and communities (e.g., QQ/WeChat groups)	7	7
Overseas websites or social platforms (e.g., Instagram, Facebook, YouTube)	8	8
Product reviews and Q&A on e-commerce platforms (e.g., Taobao, Tmall, JD.com)	9	9
Search engines (e.g., Baidu, Google)	10	10
AI chat and Q&A platforms (e.g., DeepSeek, ChatGPT, etc.)	11	11
Collectibles e-commerce platforms (e.g., Weipaitang, Tiantian Jianbao)	12	12
Direct recommendations from relatives, friends, colleagues, etc.	13	13
Industry association experts	14	14
Professional books, magazines	15	15
TV programs	16	16
Elevator/bus/subway advertisements	17	17
Outdoor advertisements	18	18
Other (please specify): _____	97	97

B6. Which channels are you more inclined to use to purchase **rosewood products (any product made from rosewood)**? Please select all that apply. [Multiple Select] [NETs and options within NETs randomized, "Other" at bottom]

<b>NET Offline Channels</b>	
Large home furnishing exhibitions	1
Antique market/Collectibles market	2
Furniture market/Furniture mall brand stores	3
Timber markets to tail make	4
Timber distribution center at national borders	5
Small art & jewelry stores	6
From a private individual who does not operate a retail store or a market stall and who is not a street vendor	7
Instrument shop	8
<b>NET Online Channels</b>	
Comprehensive e-commerce platforms (e.g., JD.com, Taobao/Tmall, Pinduoduo)	11
Video-based e-commerce platforms (e.g., Douyin)	12

Social e-commerce platforms (e.g., Xiaohongshu, Weibo)	13
Cross-border e-commerce/Haitao (e.g., Amazon)	14
WeChat (WeChat stores, Official Accounts, Mini Programs, WeChat Live, Channels)	15
Collectibles/collection websites	16
Other (please specify): _____	97
Haven't purchased, received as gift or other means	99

### Attitudes and Perceptions (Ask all)

C1-1. Where do you think the value of rosewood lies? [Multiple Select] [Options randomized, "Other" at bottom]

Cultural & Historical Significance (e.g., traditional craftsmanship, heritage value)	1
Luxury & Status Symbol (high-end furniture, collectibles)	2
Durability & Quality (longevity, fine woodworking properties)	3
Investment Appreciation (scarcity-driven price increases)	4
Aesthetic Appeal (unique grain, colour, and texture)	5
Government Policies & Regulations (trade restrictions increasing rarity)	6
Other (please specify): _____	97

C1-2. When considering purchasing rosewood products, which factors below are most important to you?

[Please select the top 5 reasons and rank them from 1 (most important) to 5] [Ranking] [Options randomized, "Other" at bottom]

Price	1
Species	2
Darkness of the color	3
Patterns	4
Region of growing	5
Year of harvest	6
Hardness	7
Density	8
Oiliness	9
Dryness (dehydration)	10
Style/design	11
Craftsmanship	12
Brand	13
Producer/ manufacturer /processor	14
Legal source certification	15
Scent	16
Other (please specify): _____	97

C2. How do you think the demand for rosewood products will change in the future? [Single Choice]

Increase	1
Decrease	2
Remain unchanged	3
Not Sure	4

C3. What factors do you think will most influence changes in consumer demand for rosewood products? [Multiple Select] 【Options randomized, "Other" at bottom】

Growth/decline of the luxury furniture market	1
Increased/decreased cultural/traditional value	2
Increased/decreased investment/speculation demand	3
Price changes of rosewoods	4
Changes in government policy (e.g., import/export regulations)	5
Generational changes	6
Environmental awareness among consumers	7
Availability of alternative materials	8
Economic changes or disposable income levels	9
Other (please specify): _____	97

C4. What factors do you think hinder consumers in China from buying rosewood products?[Multiple Select] 【Options randomized, "Other" at bottom】

Economic Barriers	1
Legal and Environmental Concerns	2
Cultural Shifts	3
Market Authenticity Issues	4
Competition from Substitutes	5
Changing Consumer Preferences: Older consumers value rosewood while youth lack emotional attachment; city dwellers prioritize functionality and space efficiency over traditional craftsmanship.	6
Policy and Governance: eight-point guideline (八项规定) and other Anti-Corruption Campaigns	7
Technological and Retail Challenges: E-Commerce Limitations: Online platforms struggle to convey quality and authenticity, deterring high-value purchases.	8
Maintenance Concerns: Rosewoods need specialized care which discourages time-poor consumers.	9
Quality and craftsmanship issues, not as good as past artisans	10
Other (please specify): _____	97

C5. How would you describe the richness of rosewood species around the world? [Single Choice]

Very rich	1
Rich	2
Neither rich nor poor	3
Poor	4
Very poor	5
No idea at all	6

C6. Based on your experience, how likely are you to recommend rosewood products to family members, friends or colleagues/business associates? [Single Choice]

Very likely	5
Likely	4
Uncertain	3
Unlikely	2
Very unlikely	1

C7. If your family preferred furniture made from other types of wood when you were about to buy rosewood furniture, what would you most likely do? [Single Choice]

Give up rosewood furniture for my family	1
Convince him/her to buy rosewood furniture	2
Re-consider	3

**Sustainability and Environmental Protection (Ask all)**

E1. Some rosewood species take decades or even hundreds of years to grow, and over harvesting threaten the survival of these species. If the given statement is true, how likely are you to reduce the consumption of rosewood? [Single Choice]

Very likely	5
Likely	4
Uncertain	3
Unlikely	2
Very unlikely	1

E2. If you were informed that "due to massive consumer demand, rosewood species are at risk, and the resulting deforestation has impacted the environment and livelihoods in the source countries," how likely would you be to still purchase rosewood products? [Single Choice]

Very likely	5
Likely	4
Uncertain	3
Unlikely	2
Very unlikely	1

E3. If informed that some rosewood products are made from illegally sourced timber, how would that effect your purchasing decisions? [Single Choice]

I would not purchase anymore	1
I would ask about the source before buying	2
I would only purchase certified rosewood products, even if more expensive	3
I would still buy the product regardless of the source	4
Other (please specify): _____	97

E4. Are you willing to encourage family or friends to buy verified legal rosewood products? [Single Choice]

Yes	1
No	2

E5. How much more would you be willing to pay for a piece of rosewood product with certifications or symbols clarifying its legality or sustainability? [Single Choice]

No, I don't accept the rise in price for certification	1
I could accept no more than a 10% rise in price	2
I could accept a 10% - 20% rise in price	3
I could accept a 21% - 50% rise in price	4
I could accept a 51% - 100% rise in price	5
I could accept more than 100% rise in price	6
I would not buy rosewood products anymore no matter whether they are certified or not. <b>[Programmer: Show if S6≠4 or 5]</b>	7

E6. If you want to verify the legality of a rosewood product, which of the following information would you most want to obtain? [Multiple Select] 【Options randomized, "Other" at bottom】

CITES Import/Export Permit	1
Wood Species Latin Name	2
Region of Origin Certificate	3
Brand's Sustainability Commitment	4
A report from a trusted third-party certification body based on professional standards	5
Other (please specify): _____	97

E7. To what extent do you or people around you pay attention to whether a wood species is protected or endangered when purchasing rosewood products? [Single Choice]

Pay very close attention	5
Pay quite a bit of attention	4
Indifferent	3
Pay little attention	2

Pay no attention at all	1
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E8. Under what circumstances do you think you or people around you would stop purchasing rosewood products? [Multiple choice] 【Options randomized, "Other" at bottom】

Violation of laws/regulations	1
Product price is unreasonably high	2
Product source is non-transparent (illegal smuggling or logging)	3
Product quality defects (false material)	4
Product design style does not match my aesthetic	5
Friends or family advise not purchasing	6
Celebrity/experts in society call for not purchasing	7
Rosewood over-logging damages the environment and threatens the survival of rosewood species	8
Other (please specify): _____	97

E9. Below is a list of messages about rosewood and potential messengers. Which of the following do you think would most influence your ideas about rosewood purchasing? [Please rank the top 5 influence options below from 1 to 5: 1-most influential; 5-not much influential] 【Ranking】 【Options randomized, "Other" at bottom】

Laws & Policies -- Domestic policies	1
Laws & Policies -- International conventions	2
Publicity on environment protection from NGOs	3
Publicity on cultural heritage from NGOs	4
Publicity on sustainable consumption from NGOs	5
Publicity on environmental protection from government bodies	6
Publicity on cultural heritage from government bodies	7
Publicity on sustainable consumption from government bodies	8
Reports/studies with data support	9
Advertisements	10
Suggestions from famous collectors/investors	11
Suggestions from friends	12
Suggestions from celebrities	13
Suggestions from religious leaders	14
Other (please specify): _____	97

E9-1. The following are some promotional formats for rosewood advertisements. Which type of advertising format would most influence your ideas about rosewood purchasing? [Single Choice] 【Options randomized, "Other" at bottom】

<b>Emerging media</b> [Single Choice]	
<b>WeChat Official Account/Channels:</b> Publishing in-depth articles, series posters, and short videos	1
<b>Douyin/Kuaishou:</b> Short, concise videos with high visual impact	2

<b>Weibo:</b> Initiatives published in collaboration with authoritative media, celebrities, or science KOLs	3
<b>Xiaohongshu (Red Note):</b> Collaborating with famous bloggers to create refined graphic notes or videos	4
<b>Search Engines:</b> Optimizing keywords such as "list of endangered rosewood species"	5
<b>Life service apps:</b> such as launching public welfare collaboration projects like "Adopt a Tree"	6
Other (please specify): _____	97
None	99

<b>Online and traditional media [Single Choice]</b>	
<b>Botanical Gardens, Parks, Nature Reserves:</b> Placing QR codes or reminder signs at ticket offices, guide maps, rest areas, and even plant name tags for contextual education	10
<b>Schools, Libraries, Science Museums, Rosewood-related Market:</b> Hosting thematic exhibitions, lectures, and distributing cultural creative products with PSA logos	11
<b>Residential Communities/Community Bulletin Boards:</b> Displaying conservation advertisements related to community greening	12
<b>Shared Bikes:</b> Affixing concise PSA stickers on bike baskets or frames	13
Television Advertising	14
Radio Advertising	15
Bus/Subway Advertising	16
Elevator Advertising	17
Building-mounted Billboard	18
Other (please specify): _____	97
None	99

E10. If rosewood furniture products are not available, which of the following products may provide similar satisfaction? Please select the top 5 options and rank them from 1 (most important) to 5. 【Ranking】 【Options randomized, "Other" at bottom】

Furniture made from other tropical dark colour hardwood species (other than rosewood)	1
Furniture made from temperate hardwood species	2
Furniture made from coniferous wood species	3
Furniture made from FSC-certified sustainable wood (including rosewood)	4
Furniture made from bamboo or rattan material	5
Furniture made from leather material	6
Furniture made from fabric material, e.g., wool, linen, etc.	7
Furniture made from non-rosewood but similar-appearance wood	8
Still buy some small items of rosewood as decorations and collections such as statues, table wares, musical instruments, and bracelets.	9

Nothing could replace rosewood: Irreplaceable <b>[Programmer: exclusive with other options]</b>	10
Other (please specify): _____	97

### Demographic (Ask all)

P1. What is your highest education level attained? [Single Choice]

Primary school	1
Junior high school	2
High school / technical school	3
Associate degree	4
University degree	5
Master or above	6

P2. Which of the following best describes your current employment situation? [Single Choice]

Full-time employment (40 hours a week or more)	1
Part-time employment (less than 40 hours a week)	2
Freelancer / Self-employed (not the owner of the business)	3
Business owner	4
Full-time student	5
Unemployed	6
Retired	7

P3. What is the area of the largest property belonging to you/ your household? [Single Choice]

No property	1
Under 50 square metres	2
50-100 square metres	3
101-150 square metres	4
151-200 square metres	5
201-250 square metres	6
251-300 square metres	7
300 square metres and above	8

P4. Please indicate your Monthly Personal Income (before taxes)? [Single Choice]

Under RMB 8,000	1
RMB 8,000 to RMB 9,999	2
RMB 10,000 to RMB 14,999	3
RMB 15,000 to RMB 19,999	4
RMB 20,000 to RMB 29,999	5

RMB 30,000 to RMB 39,999	6
RMB 40,000 to RMB 49,999	7
RMB 50,000 and above	8

**Closing Remarks: This concludes the survey. Thank you once again for taking the time to complete this questionnaire! Every answer is highly valuable. We wish you a pleasant day!**