**Appendix S1: Additional methods description for household surveys**

**Survey design**

In June-July 2014, we conducted semi-structured interviews with 26 stakeholders (including representatives of the Cayman Turtle Farm, Cayman Islands Department of Environment and Department of Tourism, World Animal Protection, members of the hospitality and diving industries, and members of the Cayman Islands Seafarers Association) regarding turtle conservation and use in the Cayman Islands to investigate issues potentially driving conflict between stakeholders, discuss key areas of uncertainty and identify questions of conservation and policy relevance (manuscript in prep). We used insights from these interviews to structure and design questionnaires for household surveys focused on assessing turtle meat consumption and identifying its potential socio-economic drivers. Due to the multicultural population of the country, with more than 100 nationalities, being registered for voting, nationality and having at least one Caymanian-born grandparent were used to investigate potential relationships between turtle consumption and Caymanian cultural influence.

In August 2014, we pre-tested the survey (n=31) with Cayman Islands’ Department of Environment staff and randomly selected residents to improve survey understanding and administration; the number of questions was reduced and wording was clarified where required. Data from the pilot study was not included in the final analysis described in this document.

**Data collection**

The proportion of households per district ranges from 2.2 to 54.3% (ESO 2015) and we were interested in conducting detailed analyses between districts; an equal number of households from each district was thus randomly selected to provide sufficient numbers of households for each category and maximize the sample size of each stratum (Daniel 2011).

When undertaking random household selection from the sampling frame, a replacement list was also prepared by simultaneously selecting an additional 50 households per district. Replacement of households was only allowed under the following conditions: house could not be located or had been destroyed during hurricane; after a visit, household was found to be vacant; after at least 5 visits at different times of the day (i.e. during and after working hours) and multiple days of the week (including weekdays and weekends), no one was ever found at home. Refusals were never replaced. Enumerators were not provided with replacements a priori to avoid biased selection in the field; requests for replacements had to be considered and authorized by lead researcher (AN).

Before administering the questionnaires, the interviewers provided a brief description of the general aims of the study and emphasized the voluntary and anonymous nature of the questionnaire. Because we aimed to protect respondents’ anonymity and minimize survey sensitivity, no personal or geographical data were collected that could be used to identify specific households.

**Sample and population characteristics**

Below (Table A.1), we present key characteristics of our sample of resident households. The percentages in the total resident population in the Cayman Islands (5th column) were taken from available information presented in Labour and Census reports from 2013 and 2010, respectively. Thus, they are presented here simply as an indicative measure, given the time lag and different reference levels (e.g. younger age group in those reports ranges from 15 to 24, instead of 18 to 24 as we used in our study).

**Table A.1.** Key socio-demographic characteristics of sample of resident households.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of variable** | **Level** | **Percentage in study sample** a | **Weighted percentage in study** | **Indicative percentage in total population** |
| Gender | Male  Female | 50.5  48.6 | 50.9  49.1 | 48.7 b  51.3 b |
| Level of education | Primary school or lower  High school  Higher education | 9.2  49.3  39.5 | 4.7  47.2  48.0 | 4.6  47.8  45.5 |
| Household size | Below median (<3)  Equal or above median (≥ 3) | 47.0  52.0 | 45.6  54.4 | N/A c |
| Age group | 18-24  25-34  35-44  45-54  55-64  65+ | 8.4  18.7  27.1  26.4  9.4  10.0 | 7.2  21.7  27.6  27.3  9.6  6.6 | 10.4 d  17.5 d  21.0 d  17.8 d  9.5 d  7.0 d |
| Nationality | Cayman Islands  Jamaica  Other  Cayman Islands & other  UK/USA | 52.7  20.4  12.8  7.5  6.4 | 41.7  23.6  17.3  8.9  8.5 | 55.2 e  21.8  5.6  ***---*** e  17.4 |
| Registered for voting | Yes  No | 53.0  45.2 | 45.7  54.3 | 45.1  54.9 |
| Any grandparents born in CI | Yes  No | 48.4  50.3 | 36.1  63.9 | N/A |
| District | George Town  West Bay  Bodden Town  North Side  East End  Sister Islands | 16.4  16.2  16.1  16.7  17.3  17.3 | 54.4  19.5  17.2  2.3  2.6  4.0 | 54.3  19.7  17.6  2.2  2.4  3.8 |

a Percentages do not always sum up to 100% due to missing data (i.e. when respondent refused to answer a specific question or interviewer entered information incorrectly).

b These values refer to the overall resident population (i.e., not only adults).

c Information not available in the same format but estimated national average household size was 2.4 people in 2010.

d Younger age group in available reports ranges from 15 to 24, instead of 18 to 24 as we used in our study.

e This percentage includes all residents with Cayman nationality, including those with dual nationalities (which we have considered separately in our study).

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