

Country		Interviewee	Role	Gender	Age	Education	Work experience	Volunteer experience	Animal advocacy experience	Animal advocacy skills	Animal advocacy knowledge	Animal advocacy motivation	Animal advocacy goals	Animal advocacy challenges	Animal advocacy opportunities	Animal advocacy resources	Animal advocacy networks	Animal advocacy impact	Animal advocacy future
United Kingdom	London	Sarah	Volunteer	Female	25-34	University	Marketing	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights
United Kingdom	London	Sarah	Volunteer	Female	25-34	University	Marketing	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights
United Kingdom	London	Sarah	Volunteer	Female	25-34	University	Marketing	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights	Animal rights

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[1] For some individuals, I asked instead: "Do you personally have any previous career experiences that were related to the idea of growing the animal advocacy movement?"

[2] Sometimes, I listed as options intervals like 10, 100, 1000, 10,000, or 100,000. Sometimes I gave the example: "I'd guess between 5000 and 50,000 in the UK."

[3] Animal Charity Evaluators' report on China is most optimistic that foreign groups collaborate with locally registered groups, rather than to seek to establish an independent presence in China. Do you think that this approach of setting up local partner organisations for Western groups seems promising in [YOUR COUNTRY] too, or is that just a step that can be skipped?

[4] Imagine that there is a young, dedicated activist in [your country]. They're proactive, engaged, and have spent a couple of years working in the animal advocacy movement already. Would you be more excited about them starting a brand new animal protection organisation in [your country], working to help start up a local branch of a Western animal advocacy organisation, like The Humane League or the Good Food Institute, or working explicitly on some sort of community-building efforts in [your country]?

[5] For a talented young person in a wealthy Western country who was equally excited and likely to be successful at doing an intensive course in [your country's] language and then going to work for a farmed animal advocacy / animal-free food advocacy organisation in [your country], or in seeking to maximize their income and donate as much of it as they could to organisations in your country, which would you recommend?

[6] Of course, this coding system takes the nuance out of our interviewees' answers.