

## IV Frequency Tables

Table 5 [Q1\_student survey & general public survey] Before this interview, have you ever heard of “social enterprise”?

	<u>Student sample</u>		<u>General public sample</u>	
	Frequency	Percentage	Frequency	Percentage
Yes	305	32.3%	598	59.1%**
No	330	35.0%	392	38.8%*
Not sure	309	32.7%	21	2.1%**
Total	944	100.0%	1,011	100.0%
Missing	3			

\*Statistically significant at  $p < 0.05$  level

\*\*Statistically significant at  $p < 0.01$  level

Table 6 [Q2\_student survey] As far as you know, what products/services do “social enterprises” in Hong Kong provide? [Multiple answers allowed]

	Frequency	Percentage of responses (N=4,219)	Percentage of sample (N=940)
Restaurant	205	4.9%	21.8%
2nd hand shop & recycle service	179	4.2%	19.0%
Logistics service	155	3.7%	16.5%
Commercial service	154	3.7%	16.4%
Domestic cleaning	153	3.6%	16.3%
Convenient store & retail shop	147	3.5%	15.6%
Elderly service	141	3.3%	15.0%
Post-natal care & child minding	135	3.2%	14.4%
Integrated domestic service	131	3.1%	13.9%
Handicrafts	119	2.8%	12.7%
Hair styling	117	2.8%	12.4%
Rehabilitation and elderly products	116	2.7%	12.3%
Design and printing	115	2.7%	12.2%
Transport & tourist	114	2.7%	12.1%
Environmentally friendly products, florist & horticulture	114	2.7%	12.1%
Household repair and maintenance	112	2.7%	11.9%
Promotion	108	2.6%	11.5%
Healthy food	107	2.5%	11.4%
Car beauty service	105	2.5%	11.2%

	Frequency	Percentage of responses (N=4,219)	Percentage of sample (N=940)
Cleaning service for offices & buildings	104	2.5%	11.1%
Telephone survey	103	2.4%	11.0%
Moving/ transiting	101	2.4%	10.7%
Home decoration	96	2.3%	10.2%
Tuck shop	95	2.3%	10.1%
Beauty service	90	2.1%	9.6%
Catering	84	2.0%	8.9%
Home catering service	83	2.0%	8.8%
Laundry	81	1.9%	8.6%
Massage	52	1.2%	5.5%
Wrong answers: Career counseling	164	3.9%	17.4%
Wrong answers: Psychological counseling	127	3.0%	13.5%
Wrong answers: Educational course	121	2.9%	12.9%
Others (please specify: __)	6	0.1%	0.6%
Don't know/hard to say	385	9.1%	41.0%
Total	4,219	100.0%	
Missing	7		

Table 7 [Q2\_student survey\_ others] As far as you know, what products/services do “social enterprises” in Hong Kong provide? [Other answers]

	Frequency
Manufacturing production	1
Helping elderly to get jobs	1
Service sector	1
Production of weapons	1
Many	1
Commercial business	1
Total	6

Table 8 [Summary table of correct & incorrect answers for Q2\_student survey] As far as you know, what products/services do “social enterprises” in Hong Kong provide?

	Frequency	Percentage
All correct	306	32.6%
Both correct and incorrect answers	242	25.7%
All incorrect	7	0.7%
Don't know/ hard to say	385	41.0%
Total	940	100.0%
<i>Missing</i>	7	

Table 9 [Q3\_student survey] As far as you know, how “social enterprise” would make use of their profit? [Multiple answers allowed]

	Frequency	Percentage of responses (N=1,565)	Percentage of sample (N=945)
Help the underprivileged	373	23.8%	39.5%
Spend on community development	317	20.3%	33.5%
Invest on the social enterprise itself	243	15.5%	25.7%
Wrong answers: Share among the staff	134	8.6%	14.2%
Wrong answers: Donate all to charitable organization	121	7.7%	12.8%
Others (please specify:___)	6	0.4%	0.6%
Don't know/hard to say	371	23.7%	39.3%
Total	1,565	100.0%	
<i>Missing</i>	2		

Table 10 [Q3\_student survey\_ others] As far as you know, how “social enterprise” would make use of their profit? [Other answers]

	Frequency
Invest in funds	2
Donate some of the profit	1
Distribute to citizens	1
Increase services	1
Salary	1
Total	6

Table 11 [Summary table of correct &amp; incorrect answers for Q3\_student survey] As far as you know, how “social enterprise” would make use of their profit?

	Frequency	Percentage
All correct	332	35.1%
Both correct and incorrect answers	212	22.4%
All incorrect	30	3.2%
Don't know/ hard to say	371	39.3%
Total	945	100.0%
<i>Missing</i>	2	

Table 12 [Q4\_student survey] As far as you know, what is the social objective of “social enterprise”? [Multiple answers allowed]

	Frequency	Percentage of responses (N=1,939)	Percentage of sample (N=946)
To create job opportunities for the unprivileged	339	17.5%	35.8%
To promote community harmony& development	262	13.5%	27.7%
To provide brand new services to fulfill the needs of the community	167	8.6%	17.7%
To set up a social network	129	6.7%	13.6%
To promote environment protection	56	2.9%	5.9%
Wrong answer: To create job opportunities for public	317	16.3%	33.5%
Wrong answer: To promote economic development	228	11.8%	24.1%
Wrong answer: To provide financial assistance to public	79	4.1%	8.4%
Others (please specify:___)	3	0.2%	0.3%
Don't know/hard to say	359	18.5%	37.9%
Total	1,939	100.0%	
<i>Missing</i>	1		

Table 13 [Q4\_student survey\_ others] As far as you know, what is the social objective of “social enterprise”? [Other answers]

	Frequency
Actually many aspects	1
Enhance social democracy	1
Money	1
Total	3

Table 14 [Summary table of correct & incorrect answers for Q4\_student survey] As far as you know, what is the social objective of “social enterprise”?

	Frequency	Percentage
All correct	162	17.1%
Both correct and incorrect answers	346	36.6%
All incorrect	79	8.4%
Don't know/ hard to say	359	37.9%
Total	946	100.0%
<i>Missing</i>	<i>1</i>	

Table 15 [Q5\_student survey & general public survey] Which of the following statements do you think can best describe the nature of “social enterprise”? [For general public survey: interviewers to read out items 1-4, order to be randomized by computer]

	<u>Student sample</u>		<u>General public sample</u>	
	Freq.	%	Freq.	%
Right answer: “Social enterprise” spends its profit generated from business operation on community development	258	27.4%	462	45.8%**
Wrong answer: “Social enterprise” is non-profit making company providing community services	124	13.2%	158	15.7%
Wrong answer: “Social enterprise” is business organization financially supported by the government	71	7.5%	143	14.2%**
Wrong answer: “Social enterprise” is profit making company providing community services	83	8.8%	137	13.6%**
Others (please specify: ___)	1	0.1%	5	0.5%
Don't know/hard to say	404	42.9%	104	10.2%**
Total	941	100.0%	1,010	100.0%
<i>Missing</i>	<i>6</i>		<i>1</i>	

\*\*Statistically significant at  $p < 0.01$  level

Table 16 [Q5\_student survey &amp; general public survey\_ others] Which of the following statements do you think can best describe the nature of “social enterprise”? [Other answers]

<b>Student sample</b>	Frequency
Most important aim is to stabilize the needs of people in different social classes	1
<b>Total</b>	<b>1</b>
<b>General public sample</b>	Frequency
Can help people	1
It is business organization financially supported by the government at the beginning, while it would become non-profit making company providing community services	1
It is a company operated in the market	1
Do not agree with all the descriptions, but cannot think of an answer.	1
It creates job opportunity	1
It is organization that helps the poor.	1
<b>Total</b>	<b>6</b>

Table 17 [Summary table of correct &amp; incorrect answers for Q5\_student survey &amp; general public survey] Which of the following statements do you think can best describe the nature of “social enterprise”?

	<u>Student sample</u>		<u>General public sample</u>	
	Freq.	%	Freq.	%
Correct	258	27.4%	462	45.8%**
Incorrect	279	29.6%	444	44.0%**
Don't know/ hard to say	404	42.9%	104	10.2%**
<b>Total</b>	<b>941</b>	<b>100.0%</b>	<b>1,011</b>	<b>100.0%</b>
<i>Missing</i>	<i>6</i>		<i>1</i>	

\*\*Statistically significant at  $p < 0.01$  level

Table 18 [Q6\_student survey] How much do you agree or disagree to the following statements related to “social enterprise”? **Social enterprise can help the underprivileged.**

		Frequency	Percentage	
Very much agree	) Agree	75	7.9%	)42.7%
Quite agree		329	34.8%	
Half-half		235	24.8%	
Quite disagree	) Disagree	18	1.9%	)3.0%
Totally disagree		10	1.1%	
Don't know/ hard to say		279	29.5%	
Total		946	100.0%	
<i>Missing</i>		1		

Table 19 [Q7\_student survey] How much do you agree or disagree on the following statements related to “social enterprise”? **Social enterprise can promote community development.**

		Frequency	Percentage	
Very much agree	) Agree	59	6.3%	)40.5%
Quite agree		321	34.2%	
Half-half		270	28.8%	
Quite disagree	) Disagree	10	1.1%	)1.9%
Totally disagree		8	0.9%	
Don't know/ hard to say		271	28.9%	
Total		939	100.0%	
<i>Missing</i>		8		

Table 20 [Q8\_student survey] How much do you agree or disagree on the following statements related to “social enterprise”? **Social enterprise can contribute to the community through making profit by business operation.**

		Frequency	Percentage	
Very much agree	) Agree	43	4.6%	)30.9%
Quite agree		247	26.3%	
Half-half		306	32.6%	
Quite disagree	) Disagree	38	4.0%	)5.5%
Totally disagree		14	1.5%	
Don't know/ hard to say		292	31.1%	
Total		940	100.0%	
<i>Missing</i>		7		

Table 21 [Q9\_student survey] How much do you agree or disagree on the following statements related to “social enterprise”? **The aim of social enterprise is to contribute to the community.**

		Frequency	Percentage	
Very much agree	) Agree	63	6.7%	)32.9%
Quite agree		248	26.2%	
Half-half		267	28.3%	
Quite disagree	) Disagree	48	5.1%	)7.1%
Totally disagree		19	2.0%	
Don't know/ hard to say		300	31.7%	
Total		945	100.0%	
<i>Missing</i>		2		

Table 22 [Q10\_student survey] How much do you agree or disagree on the following statements related to “social enterprise”? **Social enterprise worth the support from the public**

		Frequency	Percentage	
Very much agree	) Agree	84	8.9%	)30.0%
Quite agree		199	21.1%	
Half-half		293	31.1%	
Quite disagree	) Disagree	39	4.1%	)5.7%
Totally disagree		15	1.6%	
Don't know/ hard to say		313	33.2%	
Total		943	100.0%	
<i>Missing</i>		4		

Table 23 [Q11\_student survey] How much do you agree or disagree on the following statements related to “social enterprise”? **The government/NGO should help in development of social enterprise financially or in other aspects.**

		Frequency	Percentage	
Very much agree	) Agree	70	7.4%	)31.7%
Quite agree		229	24.3%	
Half-half		274	29.0%	
Quite disagree	) Disagree	31	3.3%	)5.7%
Totally disagree		23	2.4%	
Don't know/ hard to say		317	33.6%	
Total		944	100.0%	
<i>Missing</i>		3		



Table 24 [Q12\_student survey] How much do you agree or disagree on the following statements related to “social enterprise”? **Social enterprise only helps the underprivileged, which is not related to me.**

	Frequency	Percentage
Very much agree ) Agree	23 )76	2.4% )8.0%
Quite agree	53	5.6%
Half-half	188	19.9%
Quite disagree ) Disagree	236 )351	24.9% )37.1%
Totally disagree	115	12.2%
Don't know/ hard to say	331	35.0%
Total	946	100.0%
Missing	1	

Table 25 [Q13\_student survey] How much do you agree or disagree on the following statements related to “social enterprise”? **The prices of products/services provided by social enterprise are higher than those by other general business organizations.**

	Frequency	Percentage
Very much agree ) Agree	17 )87	1.8% )9.2%
Quite agree	70	7.4%
Half-half	245	26.0%
Quite disagree ) Disagree	109 )138	11.6% )14.6%
Totally disagree	29	3.1%
Don't know/ hard to say	473	50.2%
Total	943	100.0%
Missing	4	

Table 26 [Q14\_student survey] How much do you agree or disagree on the following statements related to “social enterprise”? **The quality of products/services of social enterprise is not as good as those of other business organization.**

	Frequency	Percentage
Very much agree ) Agree	18 )78	1.9% )8.3%
Quite agree	60	6.3%
Half-half	245	25.9%
Quite disagree ) Disagree	117 )155	12.4% )16.4%
Totally disagree	38	4.0%
Don't know/ hard to say	467	49.4%
Total	945	100.0%
Missing	2	

Table 27 [Q15\_student survey] What factor(s) do you concern most when you choose any products/services? [Maximum 3 answers]

	Frequency	Percentage of responses (N=2,028)	Percentage of sample (N=943)
Price	494	24.4%	52.4%
Practical needs	404	19.9%	42.8%
Outlook	261	12.9%	27.7%
Duration	224	11.0%	23.8%
Brand	132	6.5%	14.0%
Origin of product	72	3.6%	7.6%
Service quality	36	1.8%	3.8%
Any after-sales services	20	1.0%	2.1%
Background of the shop/organization	20	1.0%	2.1%
Whether the raw materials are eco-friendly or not	17	0.8%	1.8%
Use of profit of the shop/organization	10	0.5%	1.1%
Others (please specify:___)	6	0.3%	0.6%
Don't know/hard to say	332	16.4%	35.2%
<b>Total</b>	2,028	100.0%	
<i>Missing</i>	4		

Table 28 [Q15\_student survey\_ others] What factor(s) do you concern most when you choose any products/services? [Other answers]

	Frequency
Quality of products	2
Usefulness	1
Ingredients	1
Personal preference	1
Follow my own heart	1
<b>Total</b>	6

Table 29 [Q16\_student survey] Would you check out the setup objective of the shop/service provider when you choose the products/services?

	Frequency	Percentage
Always	12	1.3%
Sometimes	94	10.0%
Seldom	346	36.7%
Never	295	31.3%
Don't know/hard to say	195	20.7%
Total	942	100.0%
<i>Missing</i>	5	

Table 30 [Q17\_student survey] Up till this moment, have you ever used any product/service provided by "social enterprise"? If yes, how many times?

	Frequency	Percentage
Yes, 1 times	1	0.1%
Yes, 2 times	1	0.1%
Yes, 3 times )Yes	1 )5	0.1% )0.5%
Yes, 4 times	1	0.1%
Yes, 5 times	1	0.1%
No (skip to Q20)	250	26.6%
Don't remember/don't know/hard to say (skip to Q20)	684	72.8%
Total	939	100.0%
<i>Missing</i>	8	

Table 31 [Q18\_student survey] If yes, which type of product/service? [Multiple answers allowed]

	Frequency	Percentage of responses (N=10)	Percentage of sub-sample (N=5)
Catering service	3	30.0%	60.0%
Products production & sales	2	20.0%	40.0%
Domestic service	2	20.0%	40.0%
Personal care services	2	20.0%	40.0%
General cleaning services	1	10.0%	20.0%
Total	10	100.0%	

Table 32 [Q19\_student survey] When you chose the above mentioned products/services, how much did the “social enterprise” background affect your decision?

	Frequency	Percentage
Very much affected	2	40.0%
Quite affected	2	40.0%
Not quite affected	1	20.0%
Total	5	100.0%

Table 33 [Q20\_student survey & general public survey] Now that you realize the social objective of “social enterprise” is to contribute to the community using the profit generated by business operation, are you willing to pay more for their products/services in future?

	<u>Student sample</u>		<u>General public sample</u>	
	Frequency	Percentage	Frequency	Percentage
Not willing	284	30.2%	208	20.6%**
Yes, for ___ % more	120	12.8%	594	58.8%**
Don't know/hard to say	536	57.0%	207	20.5%**
Total	940	100.0%	1,010	100.0%
Missing	7		1	

\*\*Statistically significant at  $p < 0.01$  level

Table 34 [Q20\_student survey & general public survey] Now that you realize the social objective of “social enterprise” is to contribute to the community using the profit generated by business operation, are you willing to pay more for their products/services in future? If yes, how much more would you be willing to pay?

	<u>Student sample</u>		<u>General public sample</u>	
	Frequency	Percentage	Frequency	Percentage
5% or less	60	50.0%	114	19.2%**
6% - 10%	24	20.0%	189	31.8%**
11% - 20%	13	10.8%	138	23.3%**
21% - 30%	7	5.8%	58	9.8%
31% - 40%	4	3.3%	9	1.5%
41% - 50%	7	5.8%	35	5.8%
51% or more	5	4.2%	51	8.7%
Total	120	100.0%	594	100.0%

\*\*Statistically significant at  $p < 0.01$  level

Table 35 [Q21\_student survey] Now that you realize the social objective of “social enterprise” is to contribute to the community using the profit generated by business operation, will you recommend their products/services to your friends/family?

	Frequency	Percentage
Definitely yes	37	3.9%
Maybe yes	387	40.9%
May not	185	19.5%
Definitely will not	32	3.4%
Don't know/hard to say	306	32.3%
Total	947	100.0%