

THE UNIVERSITY OF HONG KONG 香港大學

PUBLIC OPINION PROGRAMME 民意研究計劃

Tel 電話: (852) 3917 7700 Fax 傳真: (852) 2546 0561 Website 網址: <http://hkupop.hku.hk>  
Address: Room 706, 7/F, The Jockey Club Tower, The University of Hong Kong, Pokfulam, Hong Kong  
地址: 香港薄扶林香港大學賽馬會教學樓 7 樓 706 室



**Public Opinion Programme  
The University of Hong Kong**

**Hong Kong Medical Association**

**Hong Kong College of Community Medicine**

Jointly conduct

***Survey on Alcohol Control Policy***

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**Questionnaire**

April 22, 2016

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The Public Opinion Programme (POP) was established in June 1991 at the Social Sciences Research Centre under the Faculty of Social Sciences of The University of Hong Kong. It was transferred to the Journalism and Media Studies Centre of The University of Hong Kong in May 2000, and then back to the Faculty of Social Sciences in January 2002.

香港大學民意研究計劃在一九九一年六月成立，初時隸屬香港大學社會科學學院的社會科學研究中心，二零零零年五月轉往香港大學新聞及傳媒研究中心，二零零二年一月再轉回香港大學社會科學學院管轄。

## **Part I Self-Introduction**

Good evening! My name is X. I'm an interviewer from the Public Opinion Programme of The University of Hong Kong. We are conducting a survey on people's views on alcohol control policies in Hong Kong. It would take you around 10 minutes to complete the survey. Your response would help the relevant departments formulate future policies and related services. Are you willing to be interviewed?

Yes →S1

No →Interview ends, thank you, bye-bye

Please be assured that your phone number is randomly selected by our system. Your response is anonymous and the information you provide will be kept strictly confidential and used for aggregate analysis only. If you have any questions about the research, you can call xxxx xxxx to talk to our supervisors. If you want to know more about the rights as a participant, please contact the Human Research Ethics Committee of The University of Hong Kong at xxxx-xxxx during office hours. For quality control purpose, our conversation may be recorded for internal reference. The recording will be destroyed within 6 months. The interview begins now.

[S1] Is your residential telephone number xxxx xxxx?

Yes →S2

No →Interview ends, thank you, bye-bye

## Part II Selection of Respondent

[S2] The target population of this survey is **Hong Kong residents of age 18 or above**. May I know how many members in your household belong to this group? [If there is no eligible respondent, interview ends, thank you for your cooperation, bye-bye]

One →Start the interview [If the eligible respondent is not the one who answered the phone, invite him/her to the phone and repeat the self-introduction]

More than one, \_\_\_\_ →S3

None →Interview ends, thank you for your cooperation, bye-bye

Refuse to answer →Interview ends, thank you for your cooperation, bye-bye

[S3] Since there is more than one eligible respondent, I would like to speak to the one **who will have his/her birthday next**. Is it okay? [Interviewer can explain like this: “For example, is there anyone whose birthday is in May or the coming three months?”]

Yes, the one who answered the phone is the selected respondent →Start the interview

Yes, another family member is the selected respondent

→Start the interview [Interviewer repeats the self-introduction. Before the interview starts, it is a must to speak aloud “for quality control purpose, our conversation may be recorded for internal reference. The recording will be destroyed within 6 months.”]

The selected family member is not at home / not available

→Arrange another time for the interview

No, the one who answered the phone refuses to pass the phone to the selected respondent

→Interview ends, thank you for your cooperation, bye-bye

No, the selected respondent refuses to be interviewed

→Interview ends, thank you for your cooperation, bye-bye

**Part III      Survey Questions**

[Q1] Do you support or oppose the legislation of prohibiting supermarkets, convenience stores and other retailers from selling alcohol to individuals under 18 years old? (Interviewer to probe the intensity, one answer only)

Very much support  
Somewhat support  
Half-half  
Somewhat oppose  
Very much oppose  
Don't know / Hard to say  
Refuse to answer

[Q2] Do you support or oppose the Government requiring all local-selling alcoholic beverages to carry health warnings on their labels? (Interviewer to probe the intensity, one answer only)

Very much support  
Somewhat support  
Half-half  
Somewhat oppose  
Very much oppose  
Don't know / Hard to say  
Refuse to answer

## Part IV Personal Information

I'd like to know some of your personal particulars for aggregate analysis. Please be assured that the information you provide is anonymous and will be kept strictly confidential.

[DM1] Gender

Male  
Female

[DM2a] Age

\_\_\_\_ (Input exact figure)  
Refuse to answer

[DM2b] [Only ask respondents who refused to disclose their exact age] Age interval  
[Interviewers can read out the intervals]

18 – 19  
20 – 29  
30 – 39  
40 – 49  
50 – 59  
60 – 69  
70 or above  
Refuse to answer

[DM3] Education attainment

Primary or below  
Secondary  
Matriculation  
Tertiary, non-degree  
Tertiary, degree  
Postgraduate or above  
Refuse to answer

[DM4] Occupation

Managers and administrators  
Professionals  
Associate professionals  
Clerks  
Service workers  
Sales workers  
Skilled agricultural and fishery workers  
Craft and related workers  
Plant and machine operators and assemblers  
Drivers  
Non-skilled workers  
Students [Skip to end]  
Homemakers [Skip to end]  
Retired [Skip to end]  
Not classifiable  
Unemployed and other people who are not employed  
Others  
Refuse to answer

[DM5] Monthly personal income

No income  
HK\$5,000 or below  
HK\$5,000 – 7,099  
HK\$7,100 – 9,999  
HK\$10,000 – 14,999  
HK\$15,000 – 19,999  
HK\$20,000 – 29,999  
HK\$30,000 – 39,999  
HK\$40,000 – 49,999  
HK\$50,000 or above  
Unstable  
Refuse to answer

*The interview is finished. Thank you for your time. If you have any questions regarding this interview, you can call xxxx-xxxx to talk to our supervisors or xxxx-xxxx during office hours to ask about your rights as a participant. Good-bye.*

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## 香港大學民意研究計劃

香港醫學會

香港社會醫學學院

合作進行

## 酒精飲品管制政策意見調查

調查問卷

2016 年 4 月 22 日

The Public Opinion Programme (POP) was established in June 1991 at the Social Sciences Research Centre under the Faculty of Social Sciences of The University of Hong Kong. It was transferred to the Journalism and Media Studies Centre of The University of Hong Kong in May 2000, and then back to the Faculty of Social Sciences in January 2002.

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## 第一部分 自我介紹

喂，先生／小姐／太太你好，我姓 X，我係香港大學民意研究計劃嘅訪問員嚟嘅，我哋而家進行緊一項有關酒精飲品管制政策嘅調查，我哋只會阻你大概 10 分鐘時間，你嘅回應會幫助有關部門制訂政策及日後嘅相關服務，請問你願唔願意接受我哋訪問呢？

願意 →S1

唔願意 →終止訪問，多謝，拜拜

請你放心，你嘅電話號碼係經由我哋嘅電腦隨機抽樣抽中嘅，問卷係唔記名嘅，而你提供嘅資料係會絕對保密，並只會用作綜合分析。如果你對今次嘅訪問有任何疑問，你可以打去熱線電話 XXXX-XXXX 同我哋嘅督導員張先生或陳小姐聯絡。如果你想知多啲關於參與調查嘅權利，你可以喺辦公時間致電 XXXX-XXXX 向香港大學研究操守委員會查詢。為左保障數據嘅真確性，我哋嘅訪問可能會被錄音，但只會用作內部參考，並會喺六個月內銷毀。而家我哋開始訪問。

[S1] 請問你嘅住宅電話號碼係唔係 XXXX-XXXX？

係 →S2

唔係 →終止訪問，多謝，拜拜

## 第二部分 選出被訪者

[S2] 呢份問卷嘅訪問對象係 18 歲或以上嘅香港居民，請問你屋企宜家有幾多位屬於呢個組別嘅呢？【如果戶中有合資格嘅被訪者，訪問告終；多謝合作，收線】

有一位 →開始訪問 [如合資格家庭成員不是接聽電話者，請邀請合資格家庭成員聽電話並重覆自我介紹]

有多過一位，\_\_\_\_位 →S3

冇 →訪問告終，多謝合作，拜拜

拒絕回答 →訪問告終，多謝合作，拜拜

[S3] 因為多過一位合資格嘅家庭成員，我想請即將生日嗰位嚟聽電話。請問可唔可以呢？【訪問員可舉例說明：「例如有冇 5 月或未來三個月內生日嘅人？」】

可以，接聽電話者係被訪者 →開始訪問

可以，其他家人係被訪者 →開始訪問 [訪問員：請重覆自我介紹，開始訪問前必須讀出「為左保障數據嘅真確性，訪問可能會被錄音，但只會用作內部參考，並會喺六個月內銷毀。」]

被選中家庭成員不在家／沒空 →另約時間再致電

唔可以，接聽電話者拒絕給被選中家庭成員聽電話 →訪問告終，多謝合作，拜拜

唔可以，被選中家庭成員拒絕接受訪問 →訪問告終，多謝合作，拜拜



### 第三部分 問卷主體部分

[Q1] 請問你贊成定反對政府立法禁止超級市場，便利店及其他零售店舖售賣酒精飲品俾 18 歲以下人士？[訪員追問程度，只選一項]

好贊成  
幾贊成  
一半半  
幾反對  
好反對  
唔知 / 難講  
拒答

[Q2] 咁你贊成定反對政府強制所有嘅本港出售嘅酒精飲品包裝上貼有健康警告字句？  
[訪員追問程度，只選一項]

好贊成  
幾贊成  
一半半  
幾反對  
好反對  
唔知 / 難講  
拒答

## 第四部分 個人資料

我哋想請問您一啲簡單嘅個人資料以作綜合分析，你所提供嘅資料係唔記名同埋會絕對保密，請放心。

[DM1] 性別

- 男
- 女

[DM2a] 年齡

\_\_\_\_ (入實數)  
拒答

[DM2b] 【只問不肯透露準確年齡被訪者】年齡 (範圍) [訪問員可讀出範圍]

- 18 – 19 歲
- 20 – 29 歲
- 30 – 39 歲
- 40 – 49 歲
- 50 – 59 歲
- 60 – 69 歲
- 70 歲或以上
- 拒答

[DM3] 教育程度

- 小學或以下
- 中學
- 預科
- 專上非學位
- 專上學位
- 研究院或以上
- 拒答

[DM4] 職業

老闆、經理及行政人員  
專業人員  
輔助專業人員  
文員  
服務工作人員  
商店銷售人員  
漁農業熟練工人  
手工藝及有關人員  
機台及機器操作員及裝配員  
司機  
非技術工人  
學生 [Skip to end]  
家庭主婦 [Skip to end]  
已退休 [Skip to end]  
不能辨別  
失業 / 待業 / 其他非在職  
其他  
拒答

[DM5] 每月個人收入

沒有收入  
HK\$5,000 以下  
HK\$5,000 – 7,099  
HK\$7,100 – 9,999  
HK\$10,000 – 14,999  
HK\$15,000 – 19,999  
HK\$20,000 – 29,999  
HK\$30,000 – 39,999  
HK\$40,000 – 49,999  
HK\$50,000 或以上  
不穩定  
拒答

問卷已經完成，多謝您接受我哋嘅訪問。如果你對今次嘅訪問有任何疑問，你可以打去熱線電話 xxxx-xxxx 同我哋嘅督導員聯絡，或者喺辦公時間打去熱線電話 xxxx-xxxx 查詢有關於參與研究嘅權利。拜拜。