

*Opinion Survey on Anti-Drug
Counterfeiting*

Survey Questionnaire

29 October 2009

Part I Self-Introduction

Hello! My name is _____. I am an interviewer at the Public Opinion Programme of the University of Hong Kong. We are conducting a survey on people's behavior in buying drugs from pharmacy, and their views on drug counterfeiting. I would like to invite you to participate in an interview which will take only a few minutes. Please rest assured that your telephone number was randomly selected by our computer and all information you provide will be kept strictly confidential and used for aggregate analysis only.

[S1] Is your phone number xxxx xxxx?

Yes

No → skip to end

Part II Selection of Respondents

[S2] Is there any household member aged 18 or above? Since we need to conduct random sampling, if there is more than one available, I would like to speak to the one who will have his / her birthday next. (Interviewer can give example: "Is there anyone here who will have his/her birthday in November or the coming three months?") [If no one in the household belongs to this age group, interview ends, thank you for your cooperation, bye-bye.]

Yes

No → skip to end

Part III Survey Questions

1. Have you and/or your family member(s) purchased any drugs from pharmacy (excluding the pharmacy of hospital and private clinic) before?

Yes

No

Don't know/hard to say/don't remember

Refuse to answer

2. If there is a need, how important do you think are the following factors in affecting your decision to purchase drugs from pharmacy? (Read out 3 factors, order randomized by computer)

- Confidence towards the pharmacy
- Authenticity of the drugs
- Qualification and quality of the on-site pharmacist(s)

Very important

Quite important

Half-half

Quite unimportant

Very unimportant

Don't know/hard to say/no comment

Refuse to answer

3. Are you concerned with the problem of drug counterfeiting?

Yes

No

Don't know/hard to say

Refuse to answer

4. Have you ever purchased or suspected to have purchased counterfeit drugs?

Yes

No (skip to Q6)

Don't know/Hard to say/Don't remember (skip to Q6)

Refuse to answer (skip to Q6)

5. (Only ask those who said 'Yes' in Q4) So what kinds of drugs were involved? (Don't read out answers; multiple answers allowed)

Cough & cold
 Analgesic
 Weight-losing
 Cholesterol
 Blood pressure/cardiovascular
 Indigestion
 Skincare
 Aphrodisiacs
 Allergy
 Herbal oils
 Other proprietary Chinese medicines
 Others (please specify): _____
 Don't know/hard to say/forgotten
 Refuse to answer

6. In your opinion, what causes the problem of drug counterfeiting in Hong Kong? (Read out first 4 answers, order randomized by computer; multiple answers allowed)

Lacking in government regulations
 Ineffective prosecution
 Light sentence
 All of the above
 Others (please specify): _____
 Don't think there is such a problem
 Don't know/hard to say
 Refuse to answer

7. How important are the following ways in combating the problems of drug counterfeiting? (Read out 3 ways, order randomized by computer)

- Increase of penalty
- Reinforcement of prosecution
- More promotion and education of anti-drug counterfeiting

Very important
 Quite important
 Half-half
 Quite unimportant
 Very unimportant
 Don't know/hard to say/no comment
 Refuse to answer

8. Right now the prosecution and sentence of drug counterfeiting equals to the ways of handling other pirate goods such as pirate handbags, CDs, etc. Do you agree that the prosecution and sentence of drug counterfeiting executed by the government should be raised to level of threatening the public health, or it should remain unchanged?

Raise to level of threatening the public health

Remain unchanged

Don't know/hard to say/no comment

Refuse to answer

9. Do you agree that the government should legislate for regulating the safety of drugs independently, especially for the situation of combating the drug counterfeiting or inconsistent ingredients?

Yes

No

Don't know/hard to say/no comment

Refuse to answer

Part IV Personal Information

I'd like to know some of your personal particulars in order to facilitate our analysis.

[DM1] Gender

Male

Female

[DM2] Age

Refuse to answer

[DM3] Education level

Primary or below

Secondary

Matriculated

Tertiary , non-degree holder

Tertiary , degree holder

Postgraduate or above

Refuse to answer

[DM4] Occupation

Manager and executive

Professional

Technical / Associate professional

Clerk
Service industry and retail sales
Skilled agricultural & fishery worker
Craft & related staff
Plant & machine operator / assembler
Unskilled blue collar
Students [Skip DM5]
Housewives [Skip DM5]
Unclassified
Others (including unemployed, retired or other non-working) [Skip DM5]
Refuse to answer

[DM5] Do you and/or any of your family member(s) have chronic diseases?

Yes
No
Don't know/hard to say
Refuse to answer

Thank you for accepting the interview. If you have any doubts about the interview, you can call our hotline XXXX-XXXX to contact our supervisor to verify the interview and my identity. Bye bye!

***** **End of survey** *****