



Taking Charge and Cleaning Up

The search for a greener environment in the Hong Kong SAR

(December 2001)

*A project of Civic Exchange and the Rockefeller Brothers Fund
Survey research and report preparation by the Hong Kong Transition Project*

Visit us at: www.civic-exchange.org

ROOM 601, HOSEINEE HOUSE, 69 WYDHAM STREET, CENTRAL, HONG KONG
TEL: (852) 2893-0213 FAX: (852) 2575-8430
E-MAIL: CLOH@CIVIC-EXCHANGE.ORG OR LISAH@CIVIC-EXCHANGE.ORG

Table of Contents

Executive Summary	2
Introduction	
1. Priority assessments and degrees of concern	
Table 1 How high a priority should the government make the following in Hong Kong?	3
Table 2 How much concern do you have about the effects of the following on your personal health or well-being?	4
Table 3 Rank of government priority compared to rank of personal concern	5
Table 4 Top Priorities for government according to birthplace	6
Table 5 Priority of outdoor air pollution by birthplace	7
2. Effects of foreign experience and cultural identity on priorities and concerns	
Table 6 Effect of experience living abroad (Top priority + medium priority)	8
Table 7 Which of the following categories best describes you?	
Table 8 Comparative priorities by cultural identity	9
Table 9 Differences in comparative priorities by cultural identity	
Table 10 Comparative concerns by cultural identity	10
Table 11 How often do you eat fresh seafood?	
3. Differences of priorities and concern by gender and age group	
Table 12 Concerns by Gender	11
Table 13 Years of schooling by Age groups	12
Table 14 How high a priority should government make: Global Warming	13
Table 14A How much concern do you have about the effect of: Global Warming	
Table 15 How high a priority should government make: Illegal trade in endangered wildlife & plants	14
Table 16: How high a priority should government make: Shortage of fresh water in region	
Table 17: How high a priority should government make: Mainland' s environmental problems	15
Table 17A How much concern do you have about the effect of: Mainland' s environmental problems	
Table 18: How high a priority should government make: Coastline reclamation	16
Table 18A How much concern do you have about the effect of: Coastline reclamation	
Table 19: How high a priority should government make: Genetically modified foods	17
Table 19A How much concern do you have about the effect of: Genetically modified foods	
Table 20: How high a priority should government make: Pesticides in vegetables & uninspected food smuggling	18
Table 20A How much concern do you have about the effect of: Pesticides in vegetables & uninspected food smuggling	
Table 21: How high a priority should government make: Overpopulation & crowding	19
Table 21A How much concern . . . about the effect of: Overpopulation & crowding	
Table 22: How high a priority should government make: Loss & degradation of green areas	20
Table 22A How much concern do you have about the effect of: Loss & degradation of green areas	
Table 23: How high a priority should government make: Littering & neighborhood hygiene	21
Table 23A How much concern . . . about the effect of: Littering & neighborhood hygiene	
Table 24: How high a priority should government make: Lack of landfill space	22
Table 24A How much concern do you have about the effect of: Lack of landfill space	
Table 25: How high a priority should government make: Contaminated seafood	23
Table 25A How much concern do you have about the effect of: Contaminated seafood	
Civic Exchange 2001 Environmental Survey	2

Table 26: How high a priority should government make: Sea water pollution	24
Table 26A How much concern do you have about the effect of: Sea water pollution	
Table 27: How high a priority should government make: Drinking water pollution	
Table 27A How much concern do you have about the effect of: Drinking water pollution	25
Table 28: How high a priority should government make: Noise pollution	
Table 28A How much concern do you have about the effect of: Noise pollution	26
Table 29: How high a priority should government make: Indoor air pollution	
Table 29A How much concern do you have about the effect of: Indoor air pollution	
Table 30: How high a priority should government make: Outdoor air pollution	27
Table 30A How much concern do you have about the effect of: Outdoor air pollution	
Table 31 Distribution of respondents by District	28
Table 32 Concern for effects of outdoor air pollution by District	
Chart of Table 32 Concern for effects of outdoor air pollution by District	29
Chart of Table 32, Combined Great deal and some concern levels by District	
4. Effects of environmental education and participation on priorities and concerns	
Table 33 Education by What priority should the government make: Global Warming?	30
Table 34 How high a priority should the government make: Global Warming Non-students versus Students and versus Educators	31
Table 35 Have you participated in any of the following organized environmentally -related activities in the last two years?	
Table 36 Effect of various education/experience on priorities, by issue	32
5. Effects of occupation on environmental priorities and concerns	
Key to Table 37 occupation categories	33
Table 37 “Top Priority” on environmental issues by occupation (in overall rank order) compared to “Great Deal” of concern by occupation	34
Table 38 Number of issues ranked above/below or same as average of top priority, by occupation	35
6. Issues in Depth	
<i>1. Waste Reduction</i>	36
Table 39 How big of an environmental problem do you think plastic bags are in HK?	
Table 40 When shopping in supermarkets or at wet markets do you:	
Table 41 How many of the following conditions affect your accepting of plastic bags?	37
Table 42 If stores charged for plastic bags, would you bring your own?	
<i>2. Drinking Water</i>	37
Table 43 What kind of water do you normally drink at home?	
Table 44 If you do not drink regular tap water, which of the following reasons explain your decision?	
<i>3. Seafood</i>	38
Table 45 How often do you eat fresh seafood? (Yes responses only)	
Table 46 If you do not eat fresh seafood or rarely eat seafood, which of the following reasons explain your decision?	
<i>4. Organic Food</i>	38
Table 47 How often do you buy organic food, that is, food grown without pesticides or artificial chemicals?	
Table 48 If you DO NOT buy organic food products, which of the following reasons explain your decision?	

Table 49	If you DO BUY organic food, which of the following reasons explains your decision?	39
5. Littering		39
Table 50	How often have you seen people littering on the streets of Hong Kong?	
Table 51	How often have you seen people littering in the country parks, for ex., at beaches, barbeque and picnic areas?	
Table 52	How many of the following conditions affect why people litter?	40
Table 53	Would you support or oppose the following steps to cut down on litter?	
Table 54	How often have you dropped litter?	
Table 55	Frequency of littering by gender	
Table 56	Frequency of littering by age groups	41
Table 57	Frequency of littering by occupation	
6. Transportation and pollution		42
Table 58	If you drive for personal reasons, how often do you drive your car or van?	
Table 59	What would affect your driving frequency or make you take public transport?	
Table 60	How seriously would you consider buying a hybrid car, an electric car, or other form of more environmentally-friendly vehicle next time you buy?	
Table 61	How often do you take a franchised bus when traveling?	
Table 62	Do you like or not like the tv programs being shown on franchised bus lines?	43
Table 63	Do you consider these tv programs noise pollution by age groups	
7. Household chemicals		43
7. Willingness to pay for environmental products		
Table 64	Do you ever purchase products which are labeled environmentally friendly (e.g. mercury -free batteries, cloth shopping bags, etc.?)	44
Table 65	Which of the following reasons contributes to your decision TO BUY environmentally friendly products?	
Table 66	Which of the following contributes to your decision NOT to buy environmentally friendly products?	
Table 67	Effect of awareness on propensity to purchase environmentally friendly products	
8. Information sources and environmental issues		
Table 68:	Of those who read newspapers daily or several times a week--newspapers read	45
Table 69	Priority on drinking water pollution by reading of a daily newspaper	
Table 70	Hours of Internet use	46
Table 71	Top/Medium priority by hours of Internet use	
Table 72	Internet usage by educational attainment	47
Table 73	Which sources do you use to obtain information on environmental issues?	48
Table 74	How much do you trust environmental information from the following?	49
9. Environmental issues and satisfaction with government		
Table 75	How frequently if ever have you complained about pollution to government officials, Legco members or District Council members in the past 3 years?	51
Table 76	Reasons to complain about pollution to officials	
Table 77	Reasons why people don' t complain to officials	
Table 78	Pollution complainants versus non-complainants on degrees of concern*	
Table 79	How satisfied or dissatisfied are you with the efforts of the following to improve the environment?	52

Table 80 If there is an environmental problem in Hong Kong, which is the MOST appropriate group that the government should listen to?	53
10. Demographic profile of survey respondents	54
1. Are you a Permanent Resident of Hong Kong?	
2. Were you born in Hong Kong? *Birthplace /Hong Kong Census:	
3. Sex	
4. Age (for census comparative purposes)	
5. Age (for sociological analysis purposes)	55
6. Marital Status	
7. Educational Attainment	
8. Occupation	
9. Employed (by sector)	56
10 Religious affiliation	
11 Experience living outside HK 1 year or more	
Survey Methods	
Survey Preparation and Administration	57
Survey Instruments	58

Executive Summary

The report presents results of a public opinion survey on environmental attitudes of Hong Kong residents commissioned by the non-profit think tank Civic Exchange, funded by Rockefeller Brothers Fund and conducted by the Hong Kong Transition Project. The random telephone survey, conducted 27 September to 5 October 2001, represents responses from 964 Hong Kong residents aged 18 and above who were members of the household contacted.¹ Most Hong Kongers desire government to make many environmental issues a top or medium priority. Many express a great deal of concern about environmental issues. Most are dissatisfied with government's efforts to clean up the environment. Most are willing to support greater law enforcement and higher fines to protect the environment. Many are willing to purchase more environmentally friendly vehicles or take public transport if service convenience and conditions are improved. A growing proportion buy organic products, and a surprising proportion have participated in various environmentally related activities. Most prefer either the public themselves, independent environmental experts or green groups as those to whom the government should listen on environmental issues. Results show a strong correlation between educational level and environmental priorities, particularly among younger cohorts and those who use the Internet. Given these trends, environmental issues are sure to grow in importance as Hong Kong moves further into the 21st century.

Introduction

Hong Kong has made two transitions since 1982 when negotiations started for the return to Chinese sovereignty in 1997. As China opened up during the 1980s and early 1990s the industrial sector decamped for the mainland in search of lower land and labor costs. Hong Kong's services sector, especially finance, tourism, media and education, expanded dramatically as factory jobs moved out. Hong Kongers, who had been notoriously neglectful of environmental quality in their "borrowed place on borrowed time," have dramatically changed their views. Once jobs and housing were seen as far more important than environmental issues. Today, a better environment is seen as foundational to a better economy, particularly by younger, more educated age groups. Consequently, despite a severe economic downturn, nearly one in five Hong Kongers report making a donation to an environmental group in the past year. Environmentalism has arrived in post-colonial Hong Kong. The SAR is home, not waystation.

1. Priority assessments and degrees of concern

The questionnaire commenced with two questions requesting responses to a list of environmental issues. The first asked respondents to rank each issue in terms of priority the government should assign, from making it a "top priority" to considering it "Not a problem." The second bank of issues requested respondents to indicate their level of concern in terms of the effect on their personal health or well-being, from considering it to affect them "a great deal" to "none". Tables 1 and 2 present responses in ranked order (highest to lowest) of government priority and degree of personal concern.² In Table 1, six issues garnered a ranking of top priority from a majority of respondents.³

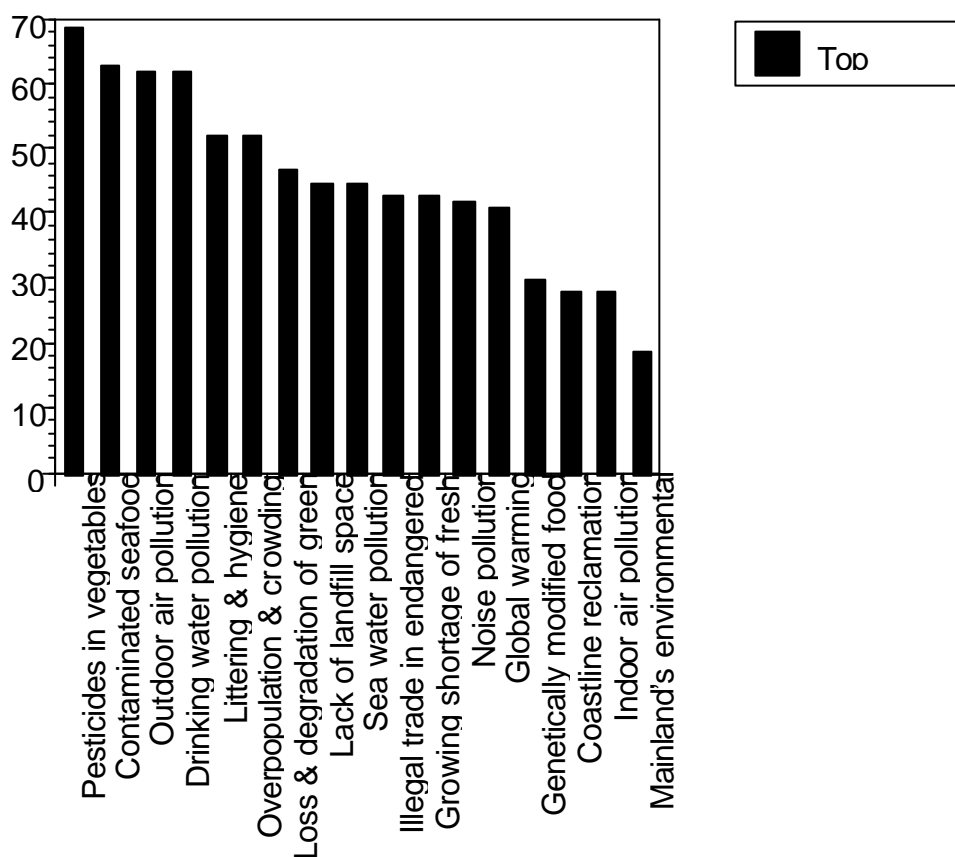
¹ Resident domestic helpers excluded. For demographic & methodological details see end. Questionnaire attached.

² To see questions in order asked respondents, see the survey instrument in the Appendix.

³ On only two issues did permanent residents show variance from non-permanents residents. These were littering and environmental hygiene (0.1 significance level which is considered very weak) in the neighborhood and coastline reclamation (0.03 stronger significance). Both are more "localized" concerns than other issues.

Table 1 How high a priority should the government make the following in Hong Kong?

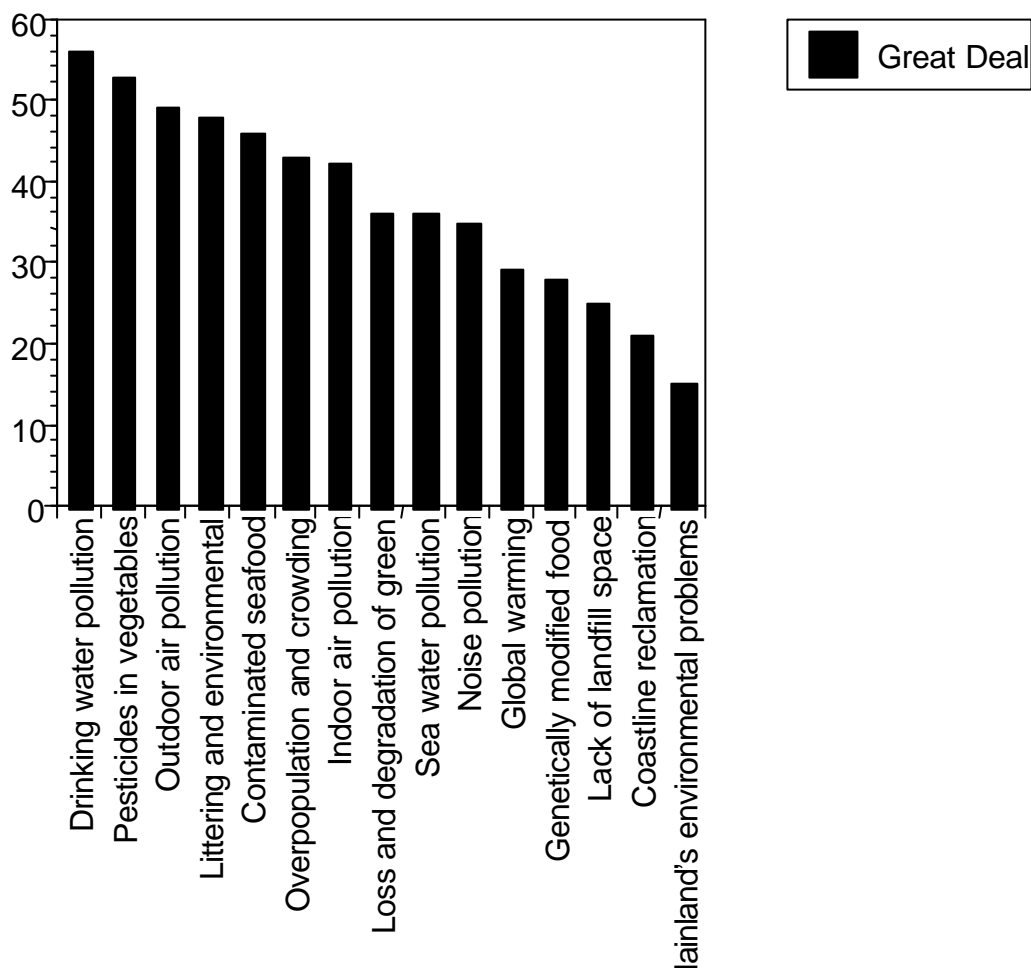
	Top priority	Medium	Low	Not a problem	Don't Know
Pesticides in vegetables/uninspected food smuggling	69	17	5	4	5
Contaminated seafood	63	18	7	6	6
Outdoor air pollution	62	23	4	5	5
Drinking water pollution	62	19	6	9	4
Littering & hygiene in the neighborhood	52	28	7	9	4
Overpopulation & crowding	52	26	8	7	8
Loss & degradation of green areas in HK	47	33	7	7	5
Lack of landfill space	45	28	10	4	12
Sea water pollution	45	34	8	7	6
Illegal trade in endangered wildlife & plants	43	28	11	9	10
Growing shortage of fresh water in region	43	24	7	17	8
Noise pollution	42	36	9	9	5
Global warming	41	24	10	9	16
Genetically modified food	30	35	9	10	16
Coastline reclamation	28	37	14	10	11
Indoor air pollution	28	36	9	19	7
Mainland's environmental problems	19	29	13	24	15



The second question asked the degree of personal concern a respondent had about these issues.

Table 2 How much concern do you have about the effects of the following on your personal health or well-being?

	Great deal	Some	Little	None	Don't Know
Drinking water pollution	56	30	8	4	1
Pesticides in vegetables & uninspected food smuggling	53	29	13	2	3
Outdoor air pollution	49	38	9	2	2
Littering and environmental hygiene	48	36	11	3	3
Contaminated seafood	46	34	13	4	2
Overpopulation and crowding	43	34	13	6	4
Indoor air pollution	42	39	12	4	2
Loss and degradation of green areas in HK	36	42	15	4	4
Sea water pollution	36	38	18	5	2
Noise pollution	35	43	16	5	2
Global warming	29	35	17	7	12
Genetically modified food	28	34	20	8	10
Lack of landfill space	25	35	25	9	7
Coastline reclamation	21	38	26	9	6
Mainland's environmental problems	15	31	25	20	10



Only a minority expressed concern about the mainland's environmental problems even though environmental conditions across the border impact on Hong Kong's water and drinking water

qualities, outdoor air quality, contaminated seafood, pesticides in the food, and global warming. Connections between “local” issues and the mainland’s problems and its contributions to these problems obviously have not been made by many. The high level of “don’t know” responses to global warming, genetically modified food and the mainland’s environmental problems indicate significant numbers of Hong Kongers admit knowing little about these issues. Only two of fifteen items triggered a great deal of concern among a majority. However, 14 of 15 issues show majorities who have either a great deal or some concern, with 86% (collapsed or merged top two categories) for example, showing moderate to high levels of concern about drinking water pollution and 87% moderate to high concern about outdoor air pollution. The relationship of degrees of concern with assessments of desired government priority shows that drinking water pollution and pesticides in food elicit majorities who consider they should be government priorities and who also have a great deal of concern about the effect on their personal health and well-being. Again, the mainland’s environmental problems ranked lowest in terms of worry about effect on respondent’s personal health or well-being. This issue, along with global warming and genetically modified food triggered the highest levels of don’t knows.

Table 3 compares the rank in terms of government priority with the rank of personal concern. The second column (labeled “Rank 1”) shows ranking of government priority of 17 items while the third column (Rank 2) shows that first rank of priority for each item against the degree of personal concern listed in order of those expressing a ‘great deal’ of concern. For example, in the third column, the first personal concern is the number 4 rank in “top priority” while the second issue in order of personal concerns was number 1 in “top priority.” Third is the same, while the fourth concern was 5th in priority and the sixth concern was 2nd in priority, and so on.

Table 3 Rank of government priority compared to rank of personal concern

Government priority	Rank 1	Rank 2	Personal concern
Pesticides in vegetables/uninspected food smuggling	1	4	Drinking water pollution
Contaminated seafood	2	1	Pesticides in vegetables & uninspected food smuggling
Outdoor air pollution	3	3	Outdoor air pollution
Drinking water pollution	4	5	Littering and environmental hygiene
Littering & hygiene in the neighborhood	5	2	Contaminated seafood
Overpopulation & crowding	6	6	Overpopulation and crowding
Loss & degradation of green areas in HK	7	16	Indoor air pollution
Lack of landfill space	8	7	Loss and degradation of green areas in HK
Sea water pollution	9	9	Sea water pollution
*Illegal trade in endangered wildlife & plants	10	12	Noise pollution
*Growing shortage of fresh water in region	11	13	Global warming
Noise pollution	12	14	Genetically modified food
Global warming	13	8	Lack of landfill space
Genetically modified food	14	15	Coastline reclamation
Coastline reclamation	15	17	Mainland’s environmental problems
Indoor air pollution	16		
Mainland’s environmental problems	17		

*Issues not asked as items of personal concern

The mainland’s environmental problems rank last in both lists. Indoor air pollution moves from 16 out of 17 in terms of opinion of level of government priority to 7th of 15 in terms of personal concern. Lack of landfill space moves from 8th of 17 in government priority to 13th of 15, well down the list of personal concerns from about halfway in terms of priority. Otherwise, the two

rankings assume a fairly strong degree of consistency in terms of assessments of priority and in terms of highest degree of personal concern.

Demographic characteristics such as gender, age and educational attainment often affect responses. In the case of Hong Kong, a dominantly Chinese society nearly cut off from the mainland between 1950 and 1980 except for one way immigrants, birth in Hong Kong or the mainland takes on a more significant role than elsewhere.⁴ The results in Table 4 show that the 24% of respondents to the survey born in mainland China tend to expect government to have higher priorities for most environmental issues than the 76% born in Hong Kong and elsewhere. The mainland born accord 11 of 17 issues with higher priority for government than Hong Kong born.⁵ Issues not given higher priorities tend to be issues which show a significantly higher level of don't know among mainland born, such as global warming and genetically modified food. Others, such as contaminated seafood and sea water pollution are of less concern for those born deeper inland who have diets and lifestyles not as ocean oriented as the locally born. One possible explanation of why those who were born on the mainland are less concerned about drinking water than locally born could be that they believe Hong Kong's drinking water quality is much better than the mainland's drinking water. The distribution of results in terms of less priority being put on these issues by mainland born seems logically explainable and not the result of chance. Hence, the pattern of generally higher priority put forward by mainland born likely indicates that the mainland born in general seem to expect government to be more active than the locally born.

Table 4 Top Priorities for government according to birthplace

	Top priority born HK/elsewhere	Top priority born in China	Significance*
Pesticides in vegetables/uninspected food smuggling	69	71	= 0.0005
Contaminated seafood	63	60	= 0.0001
Outdoor air pollution	61	65	= 0.0019
Drinking water pollution	64	56	0.0001
Littering & hygiene in the neighborhood	51	55	= 0.0001
Overpopulation & crowding	51	55	= 0.0032
Loss & degradation of green areas in HK	46	52	= 0.0009
Lack of landfill space	46	44	0.0001
Sea water pollution	46	45	= 0.0190
Illegal trade in endangered wildlife & plants	42	44	= 0.0011
Growing shortage of fresh water in region	42	46	= 0.0013
Noise pollution	41	45	0.0001
Global warming	42	37	0.0001
Genetically modified food	31	28	0.0001
Coastline reclamation	27	34	= 0.0008
Indoor air pollution	27	34	= 0.0014
Mainland's environmental problems	19	20	= 0.0002

*Significance is a measure of the strength of association between variables, in this case birthplace and priority for the government. The numbers given measure the likelihood the distribution of responses could be the result of chance. The lower the number—the closer it approaches zero—the greater the likelihood that the variables are associated and the lower the likelihood that the pattern of responses is due to random chance.

Those born in China typically show about twice the proportion of don't know responses as those born in Hong Kong, as Table 5 shows. This is mainly a function of age and education, as the

⁴ See Demographics section at end of briefing for details.

⁵ Chance alone would see one group which allotted higher priority about equally split, say with 7 to 9 issues accorded higher priority levels by one or the other group (for a 9 to 8 split).

China born tend to be both older and less educated than the locally born. The measures of association shown above reflect the overall pattern of distribution, such as appears in Table 5, and not just the relationship between birthplace and top priority responses. Thus part of the strength of association as indicated in Table 4 is comprised of the typical tendency of mainland born respondents to answer don't know more often than locally born respondents.

Table 5 Priority of outdoor air pollution by birthplace

	HK/elsewhere	China	all
Top priority	61	65	62
Medium	25	18	23
Low	5	2	4
Not a problem	5	6	5
Don't know	4	9	5
total	100	100	100

table contents: Percent of Column Total
 Chi-square = 17.07 with 4 df p = 0.0019

In terms of comparative levels of concern between Hong Kong born and China born, only 3 of 15 issues show that birthplace makes a significant difference in response patterns. These are global warming, in which 31% of Hong Kong born versus 23% of mainland born express a great deal of concern. Only 8% of Hong Kong born responded don't know while 23% of mainland born expressed uncertainty about the issue. The second issue was contaminants in seafood where 48% Hong Kong born said they had a "great deal" of concern about the effect on their personal health and well-being versus 39% of mainland born. The third was genetically modified food, with 29% of Hong Kong born concerned a great deal versus 24% of mainland born. The overall conclusion about the effect of birthplace on priorities and concerns is that on most issues, birthplace little affects levels of concern about the effects of environmental issues on personal health and well-being. But, on priorities for the government, those born on the mainland consistently expect the government to put issues at a higher level of priority.

2. Effects of foreign experience and cultural identity on priorities and concerns

Living outside Hong Kong for one year or more has effects on response patterns.⁶ Some 15% of the respondents reported living in US, UK, Australia, Canada and so on for at least a year. (see Table 11 in Demographics). As the second most densely populated place on earth, behind nearby Macau, there is a common belief locally that expatriates –people originating outside Hong Kong–have much higher sensitivities to living in the confined spaces of Hong Kong than locals. While Table 6 lends marginal support to this belief, a very high proportion of locals who have never lived outside Hong Kong also rate overpopulation and crowding as a top or medium priority for the government. On just seven issues out of seventeen overseas experience has an effect, though the differences can be very small, as with coastline reclamation and drinking water pollution. The differences are even less between those with experience abroad and those without when it comes to concern about effects on their personal health and well-being.

Table 6 Effect of experience living abroad (Top priority + medium priority)

	Experience living abroad	No experience abroad	Average of all	Significance
Overpopulation & crowding	85	76	77	= 0.0068
Lack of landfill space	82	73	74	= 0.0017

⁶ For the purposes of this analysis, that excludes long term residence on the mainland.

Outdoor air pollution	92	84	85	= 0.0273
Illegal trade in endangered species	78	70	71	= 0.0392
Loss & degradation of green areas of HK	87	79	80	= 0.0643
Drinking water pollution	86	81	82	= 0.0174
Coastline reclamation	69	66	66	= 0.0686

Pro-environmentalism is the effect of education and experience. The stated aim of green groups and the Environmental Protection Department to raise environmental awareness signifies an understanding that education and activities to enhance the development of attitudes which promote environmentally-aware behavior are effective in changing people's attitudes. Similarly, self-classification in terms of self-identity, whether by class, "green-ness" or political ideology, can often explain more in terms of behavior and attitude than demographic variables like age or gender. This is clearly the case in terms of what could be called "Cultural Identity." We asked "which of the following categories best describes you?" Table 7 shows the results.

Table 7 Which of the following categories best describes you? N= 964

	Count	%	Count of permanent residents
Expatriate	34	4	30
Chinese mainland migrant	52	5	39
Mainland professional working in HK	8	1	5
Grew up in HK, returned to HK within past 7 years	29	3	28
Hong Konger	820	85	817
Other	21	2	21

When results are filtered for those who have permanent residency, i.e., those who were born in Hong Kong or lived in Hong Kong for seven years or longer and who have applied to be permanent residents, the difference between attitudinal affinity and "objective" demographic description becomes apparent. For example, 3 of the 820 who originally classify themselves as Hong Kongers don't have permanent residency. All but 13 of the 52 mainland migrants are permanent residents, as are 5 of the 8 mainland professionals working in Hong Kong. The "other" grouping was all born in Hong Kong but consider themselves neither Hong Kongers, returnees, nor expatriates.⁷ Self-definition has more effect than legal status.

Differences in cultural identity show up in a wide array of both the priority responses and the personal concern responses. In each category below, the first column represents those who assign the issue top priority while the second column is the combined top plus medium priority. This is where differences emerge. For example, no cultural identity group differs much in terms of proportions which assign top priority to pesticides in vegetables. However, in combined priority, only 75% of mainlanders give the issue high priority versus 89% of expat/returnees, a significant difference. The difference is even more dramatic on contaminated seafood, the number one priority for the greatest majority of expat/returnees. While 75% of expat/returnees put this issue as a top priority, only 45% of mainlanders agree, and while 91% of expat/returnees

⁷ Statistically, any given category of a variable should have a minimum of 50 cases in order to provide more reliable results. (For example, the category with only 5 cases could easily show none or all giving one response, and each person represents a 20% block in percentage terms.) The expatriates and those who grew up in Hong Kong and returned (returnees) are very alike in terms of responses, while both categories of mainlanders seem to react much the same. For the purposes of analysis, the Expats/Returnees (63) are grouped together, as are the mainlanders (60). "Others" has been dropped.

make it a high priority (top and medium combined), just 67% of mainlanders do. Hong Kongers fall about in the middle on this issue.

Table 8 Comparative priorities by cultural identity

Issue	Expat/Returnee		Hong Konger		Mainlander		Average of all (Top)
	Top priority	Top/Medium	Top Priority	Top/Medium	Top Priority	Top / Medium	
Pesticides in vegetables	68	89	69	87	67	75	69
Contaminated seafood	75	91	63	81	45	67	63
Drinking water pollution	62	92	63	81	50	65	62
Littering & hygiene	57	84	51	80	50	68	52
Seawater pollution	56	84	46	80	37	75	46
Lack of landfill space	41	79	47	75	30	55	45
Illegal trade in endangered species	44	79	43	71	47	67	43
Noise pollution	43	78	42	79	35	62	42
Global warming	51	71	41	66	35	52	41
Indoor air pollution	19	63	28	65	38	60	28

Expat/returnees and Hong Kongers seem to rank issues more closely together than do mainlanders and Hong Kongers. Ten of 17 issues show distinctly different response patterns. Seven issues, outdoor air pollution, loss and degradation of green areas, overpopulation and crowding, coastline reclamation, genetically modified food, shortage of fresh water in the region and mainland environmental problems showed no significant differences in responses.

Table 9 Differences in comparative priorities by cultural identity

Top priority Expat/returnees		Top priority Hong Kongers		Top priority Mainlanders	
Issue	Top priority	Issue	Top priority	Issue	Top priority
Contaminated seafood	75	Pesticides in vegetables	69	Pesticides in vegetables	67
Pesticides in vegetables	68	Contaminated seafood	63	Drinking water pollution	50
Drinking water pollution	62	Drinking water pollution	63	Littering & hygiene	50
Littering & hygiene	57	Littering & hygiene	51	Illegal trade in endangered species	47
Seawater pollution	56	Lack of landfill space	47	Contaminated seafood	45
Global warming	51	Seawater pollution	46	Indoor air pollution	38
Illegal trade in endangered species	44	Illegal trade in endangered species	43	Seawater pollution	37
Noise pollution	43	Noise pollution	42	Noise pollution	35
Lack of landfill space	41	Global warming	41	Global warming	35
Indoor air pollution	19	Indoor air pollution	28	Lack of landfill space	30

In terms of concern about effects on personal health and well-being, 9 of 15 issues revealed significant differences due to cultural identification.

Table 10 Comparative concerns by cultural identity

Issue	Expat/Returnee		Hong Konger		Mainlander		Average all (Great deal)
	Great deal	Great/Some	Great deal	Great/Some	Great deal	Great/Some	
Pesticides in vegetables	68	91	53	82	48	77	54
Outdoor air pollution	56	89	50	88	43	80	50

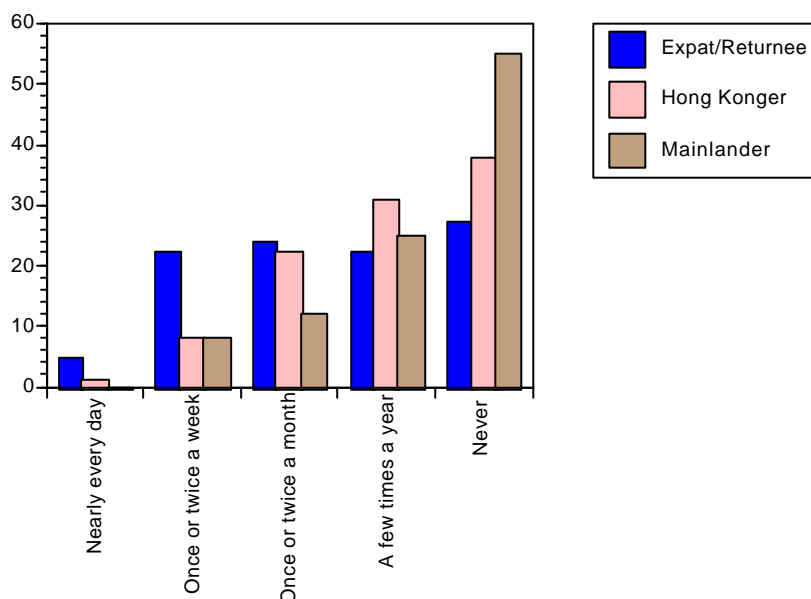
Littering & hygiene	51	81	48	84	40	72	48
Contaminated seafood	65	89	45	80	30	63	46
Indoor air pollution	43	82	43	83	35	67	43
Global warming	37	76	29	65	18	48	29
Genetically modified food	40	73	27	62	27	58	28
Lack of landfill space	24	59	26	61	13	35	25
Coastline reclamation	18	67	22	59	17	45	21

On six issues, noise pollution, drinking water pollution, sea water pollution, loss and degradation of green areas, overpopulation and crowding, and the mainland's environmental problems there were no significant differences in degree of concern.⁸ Concerns certainly affect behaviors, but just as certainly behaviors affect concerns. This can clearly be seen with the contaminated seafood issue, for example. Expats and returnees tend far more often than any other group to eat fresh seafood every day, while a majority of mainlanders say they never eat seafood. Hence the divergence in priority and degree of concern clearly stems from behavioral patterns.

Table 11 How often do you eat fresh seafood?

	Expat/Returnee	Hong Konger	Mainlander	Average of all
Nearly every day	5	1	0	1
Once or twice a week	22	8	8	9
Once or twice a month	24	22	12	22
A few times a year	22	31	25	30
Never	27	38	55	39

Chi-square = 32.64 with 8 df p 0.0001



3. Differences of priorities and concern by gender and age group

Gender differences show up in priority rates only for pesticides in vegetables and uninspected meat smuggling, with 72% of women rating this a top priority versus 66% of men, and in genetically modified food, with 34% of women calling for government to make it a top priority versus 26% of men. Women may consider these a higher priority since they are the dominant

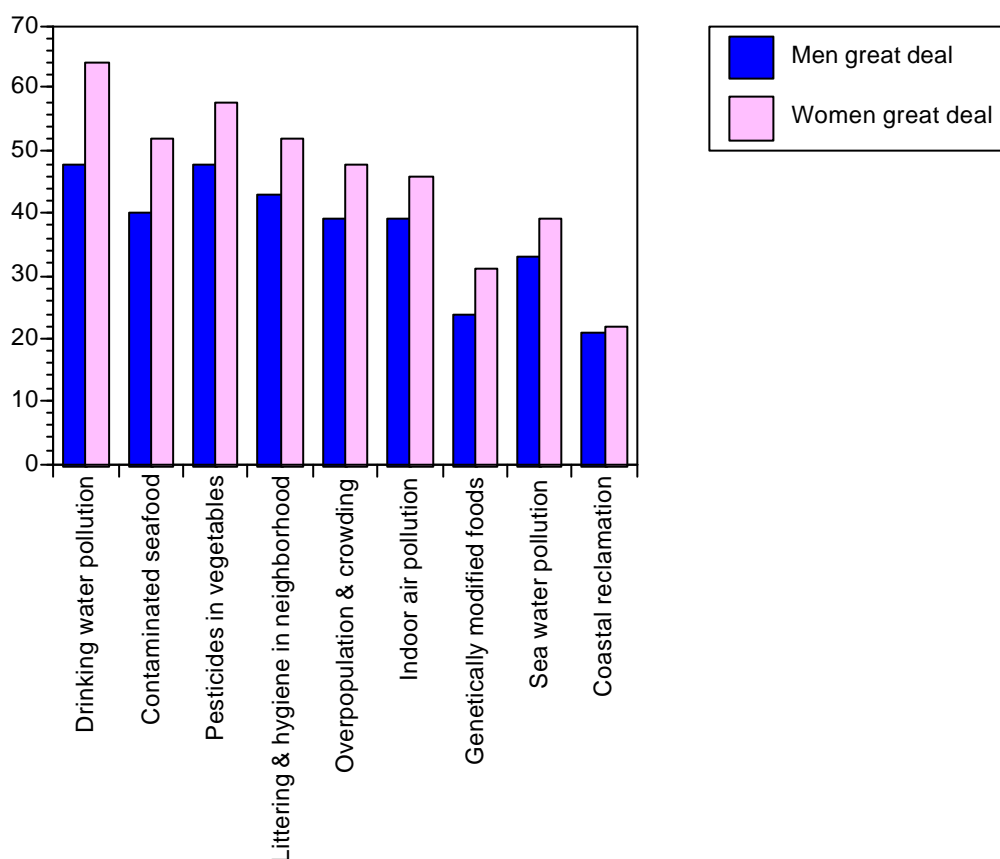
⁸ See Table 2 for degree of concern for these issues.

food procurers and preparers. While men and women differ little on most issues as a priority for government, when it comes to concerns about effects on health, men and women differ considerably on a number of issues. The first figure in each column is for those with a great deal of concern while the second figure is for those who feel no concern about the issue.

Table 12 Concerns by Gender

	Men Great Deal	Men No concern	Women Great Deal	Women No concern	Gender gap*
Drinking water pollution	48	6	64	3	19
Contaminated seafood	40	3	52	2	13
Pesticides in vegetables/uninspected food	48	4	58	2	12
Littering & hygiene in neighborhood	43	4	52	2	11
Overpopulation & crowding	39	7	48	5	11
Indoor air pollution	39	6	46	3	10
Genetically modified foods	24	10	31	9	8
Sea water pollution	33	3	39	2	7
Coastal reclamation	21	12	22	7	6

*Combines the differences between extremes of assessments, subtracting no concern from great deal among men and then women, then computing the difference. For ex. 48 - 6 = 42 for men; 64 - 3 = 61 for women. 61 - 42 = 19, the "gap"



The gender gap column gives a sense of how widely divergent men and women differ on these issues in their depth of concern. Age differences, however, show the greatest gaps of all demographic variables, with younger cohorts usually rating issues as a higher priority for government than other age groups. Age also plays a large role in the educational differences which affect "don't know" responses.

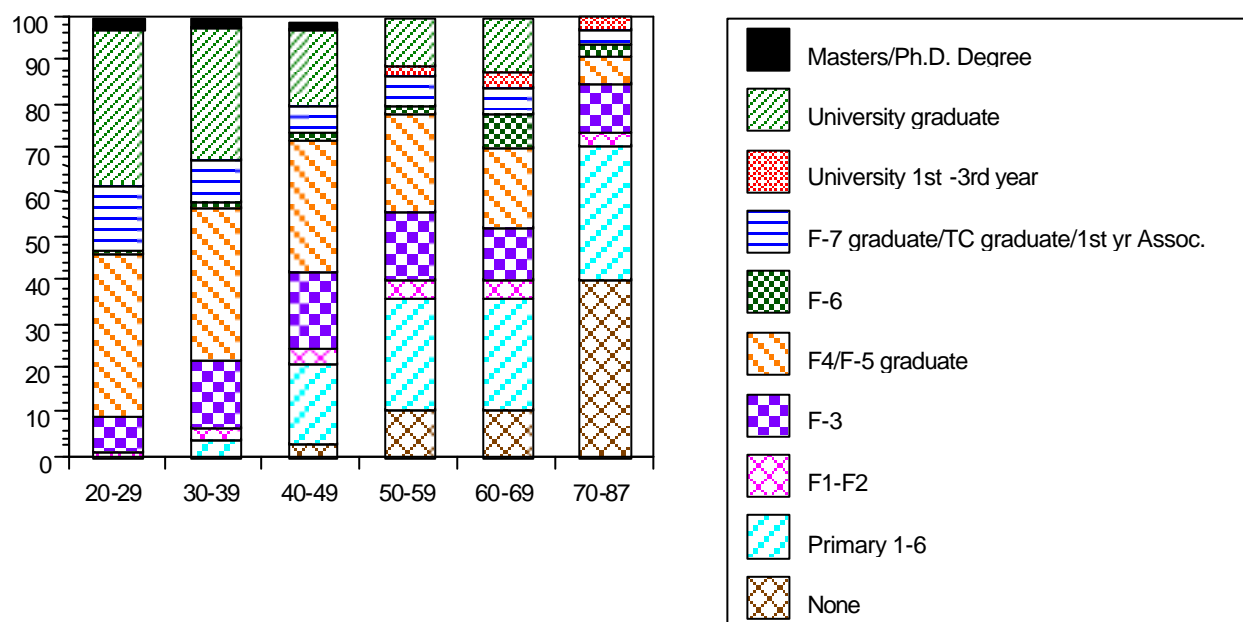
Table 13 Years of schooling by Age groups

Years of schooling	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
None	0	0	-	3	11	12	40	4
Primary 1-6	0	0	4	18	25	26	31	12
F1-F2	0	1	3	4	4	4	3	3
F-3	13	8	15	17	16	12	11	14
F4/F-5 graduate	35	37	35	30	22	18	6	30
F-6	17	1	1	2	2	8	3	3
F-7 graduate/TC graduate/1 st yr Assoc.	23	15	10	6	7	6	3	10
University 1 st -3 rd year	13	9	--	--	2	4	3	3
University graduate	0	26	30	17	11	12	0	20
Masters/Ph.D. Degree	0	3	2	2	0	0	0	2
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N=918
 Chi-square = 398.4 with 54 df p 0.0001

The chart below excludes the 18-19 age group. Those 20-29 still in university have been reclassified as university graduates (nearly all who enter university graduate in Hong Kong, unlike other countries). These amendments are made to remove those still in Form 6 or 7 at university and thus to show more clearly the correlation between age and educational attainment.

Chart of Table 13 Educational attainment by age group⁹



The Age/Education correlation appears predominantly in the results of how high a priority the government should make environmental issues. Consistently across most issues, younger, higher educated respondents call for government to make environmental issues a higher priority. Only a few issues, like outdoor air pollution and pesticides in vegetables, show across age groups a majority for government to make them a top priority.

⁹ Rounding may add up to more than 100 percent in a column.

Table 14 How high a priority should government make: Global Warming

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	56	41	45	39	39	36	32	42
Medium	31	32	24	21	23	9	19	24
Low	4	13	13	11	4	6	5	10
Not a problem	6	6	9	8	9	13	11	8
Don't know	2	9	10	21	26	36	32	16
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 77.39 with 24 df p 0.0001

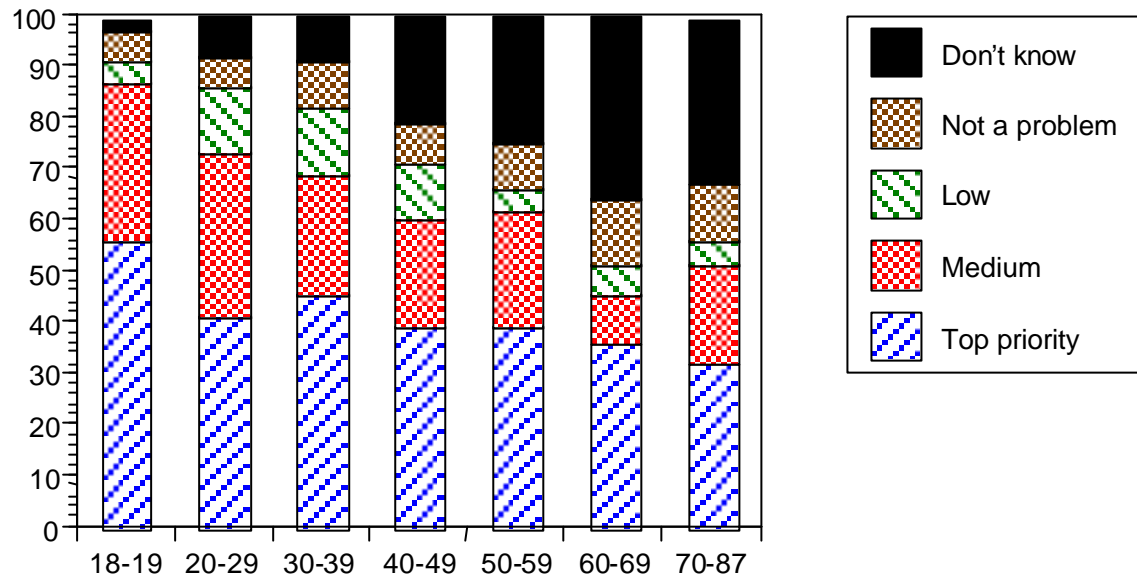


Table 14A How much concern do you have about the effect of: Global Warming

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	29	26	31	27	28	30	32	28
Some	48	46	34	35	31	25	16	36
Little	19	14	21	18	17	11	16	18
None	2	10	8	6	5	8	5	7
Don't know	2	4	7	14	19	26	30	12
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 67.77 with 24 df p 0.0001

As the chart of Table 14A shows, degrees of concern and correlation with age/education appear clearly when the highest and next highest degrees of concern are combined.

Chart of Table 14A How much concern do you have about the effect of: Global Warming

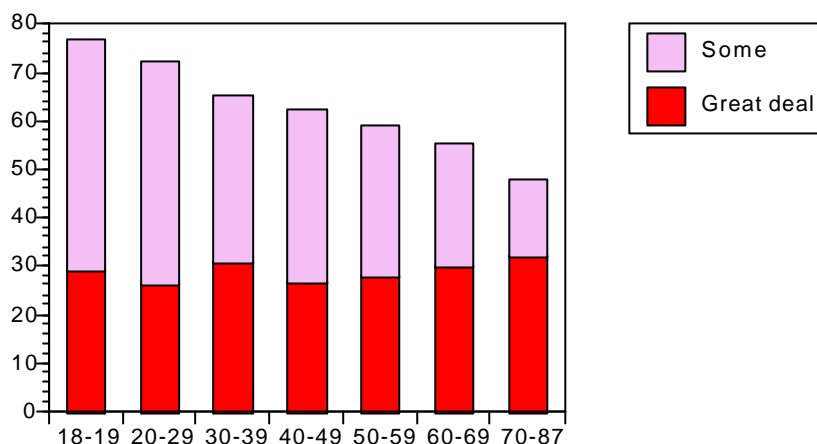
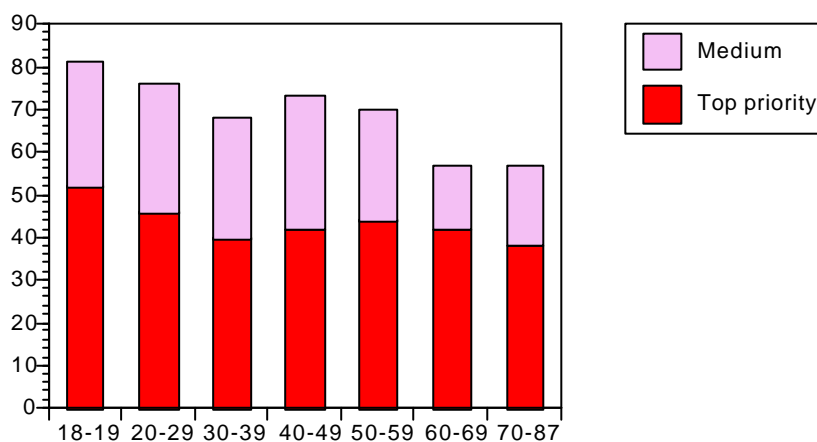


Table 15 How high a priority should government make: *Illegal trade in endangered wildlife & plants*

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	52	46	40	42	44	42	38	43
Medium	29	30	28	31	26	15	19	28
Low	10	13	15	9	7	11	5	11
Not a problem	8	6	8	8	11	17	11	9
Don't know	0	5	9	10	12	15	27	10
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 44.56 with 24 df p = 0.0066



The association of age with priorities is less pronounced, as the chart of Table 15 shows, but there is still a strong general correlation. This appears in many, but not all, of the tables.

Table 16: How high a priority should government make: *Shortage of fresh water in region*

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	52	41	44	38	51	43	43	43
Medium	35	30	26	24	17	15	16	25
Low	8	7	7	6	5	4	5	6
Not a problem	4	12	16	23	18	26	19	18
Don't know	0	10	7	8	9	11	16	8
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 40.29 with 24 df p = 0.0199

Table 17: How high a priority should government make: Mainland's environmental problems

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	35	17	18	17	21	25	27	19
Medium	29	40	33	27	23	11	8	29
Low	21	16	14	12	10	8	3	13
Not a problem	15	19	23	27	30	23	24	24
Don't know	0	9	12	17	17	34	38	15
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 86.37 with 24 df p 0.0001

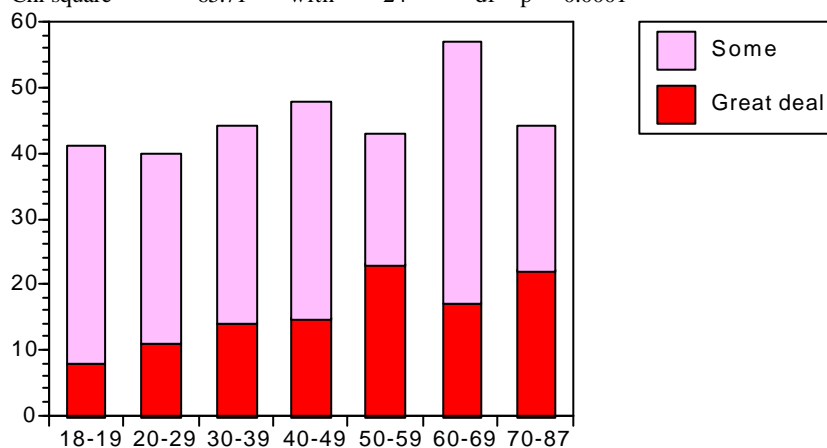
One of the exceptions to the correlation between younger age and higher priority and concern levels is that of concern for the effect of the mainland's environmental problems. This may be due to more elderly being born in China and having ancestral ties with their villages and hence being more aware of the effects of environmental problems on their family members. It may also be due to historical memory of the effect of drought, floods and other environmental disasters.

Table 17A How much concern do you have about the effect of: Mainland's environmental problems

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	8	11	14	15	23	17	22	15
Some	33	29	30	33	20	40	22	30
Little	33	30	29	23	22	9	19	26
None	25	26	21	17	18	15	14	20
Don't know	0	5	6	12	17	19	24	10
Total	100	100	100	100	100	100	100	100

table contents:Percent of Column Total N= 925

Chi-square = 65.71 with 24 df p 0.0001



An issue where older cohorts depart from their usual pattern of lower priority and concern levels is that of coastline reclamation. Younger groups put the issue much higher as a priority, with teens at 88% and twenties at 67% versus those in their 60s at 49% and 70 and above at 55% (combined top and medium priority). But when it comes to concern about the effects of coastal reclamation on their personal health and well-being, older cohorts report significantly higher degrees of concern, with the highest degree of concern rising with age. This again may be due to

historical experience, with the disruptions of reclamation and rebuilding, which may also trigger urban renewal and hence displacement of the elderly from their accustomed neighborhoods.

Table 18: How high a priority should government make: **Coastline reclamation**

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	38	21	23	28	40	36	41	28
Medium	50	46	42	37	29	13	14	37
Low	8	12	15	14	14	15	8	14
Not a problem	2	10	13	12	7	9	8	10
Don't know	2	11	8	10	11	26	30	11
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 77.00 with 24 df p 0.0001

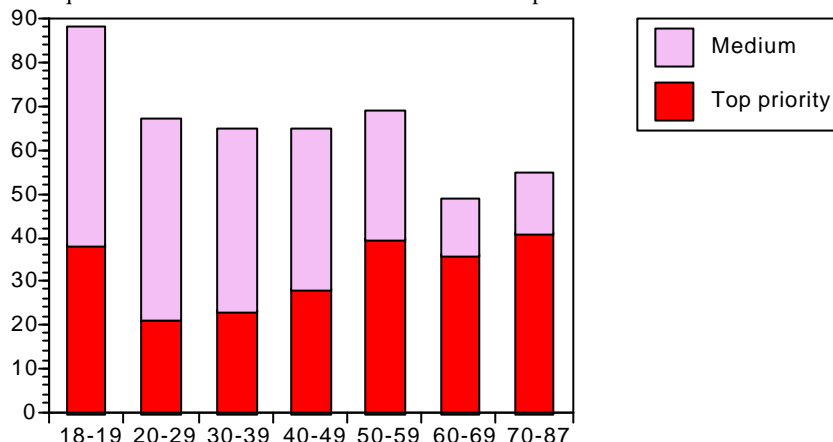
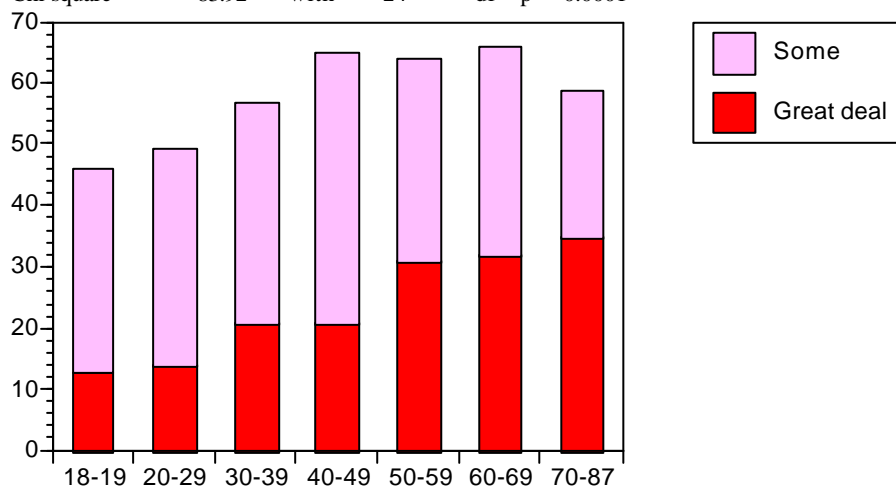


Table 18A How much concern do you have about the effect of: **Coastline reclamation**

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	13	14	21	21	31	32	35	21
Some	33	35	36	44	33	34	24	37
Little	35	31	32	23	16	11	22	26
None	19	17	7	7	8	8	5	9
Don't know	0	3	4	5	12	15	14	6
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 83.92 with 24 df p 0.0001



Priorities of and concern about genetically modified foods also shows an exceptional pattern, with those giving both top priority and a great deal of concern about GMO's effects on their personal health and well-being rising with age, with 50 and above all higher. This may be a function of education lowering, rather than raising anxieties.

Table 19: How high a priority should government make: Genetically modified foods

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	21	22	31	27	45	40	35	30
Medium	54	42	39	35	26	9	14	35
Low	6	14	10	9	6	9	0	9
Not a problem	15	14	11	9	6	4	8	10
Don't know	4	9	9	19	18	38	43	15
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 113.1 with 24 df p 0.0001

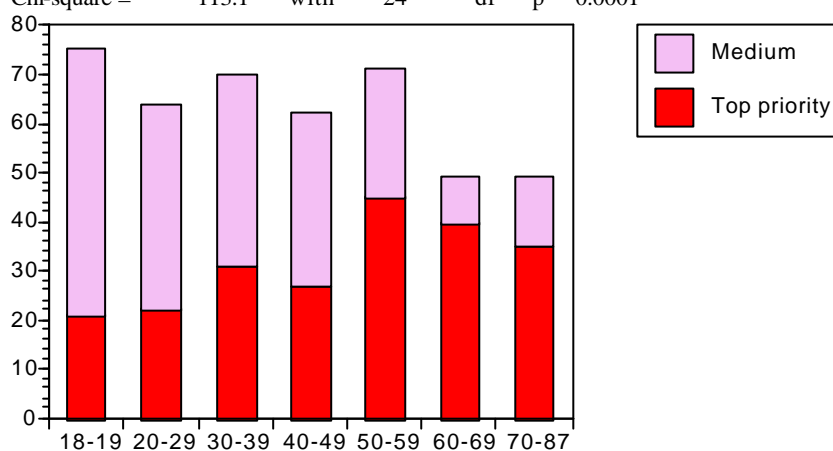
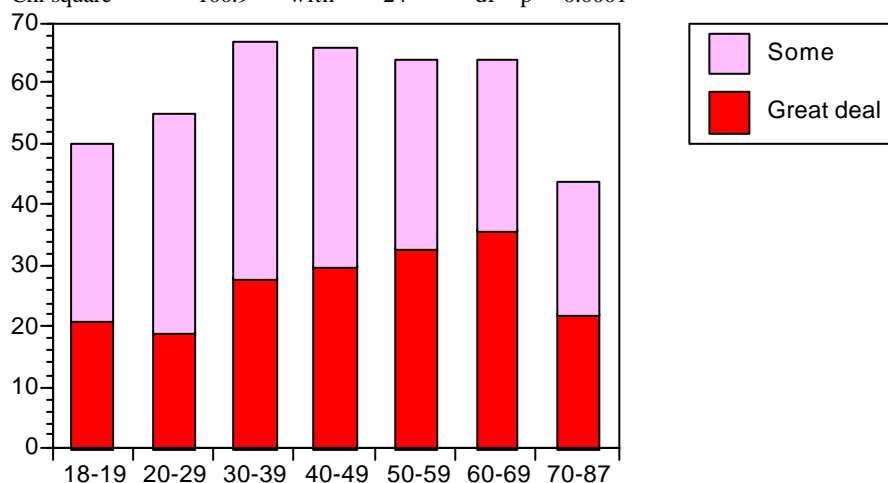


Table 19A How much concern do you have about the effect of: Genetically modified foods

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	21	19	28	30	33	36	22	27
Some	29	36	39	36	31	28	22	34
Little	31	26	21	19	17	11	16	20
None	19	18	6	5	5	4	5	8
Don't know	0	4	7	10	14	21	35	10
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 100.9 with 24 df p 0.0001



Concern about pesticides in vegetables and uninspected food smuggling seems to affect all age groups about the same, except for those in their 60s.

Table 20: How high a priority should government make: Pesticides in vegetables & uninspected food smuggling

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	67	71	69	70	75	55	68	69
Medium	23	19	20	17	12	13	3	17
Low	4	2	5	6	4	8	8	5
Not a problem	6	4	3	2	3	11	5	4
Don't know	0	4	4	6	6	13	16	6
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 45.59 with 24 df p = 0.0050

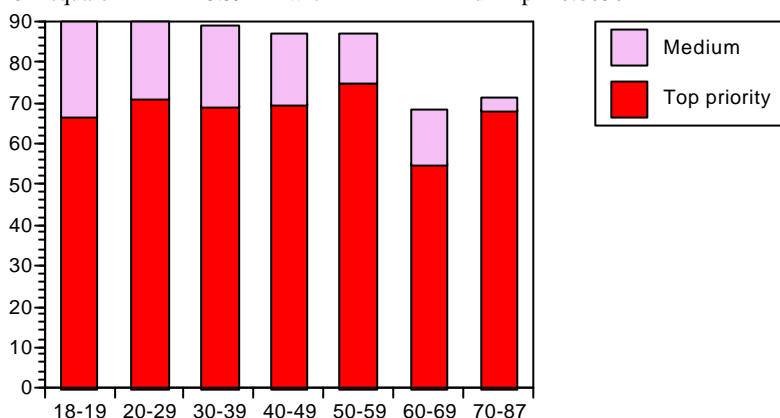
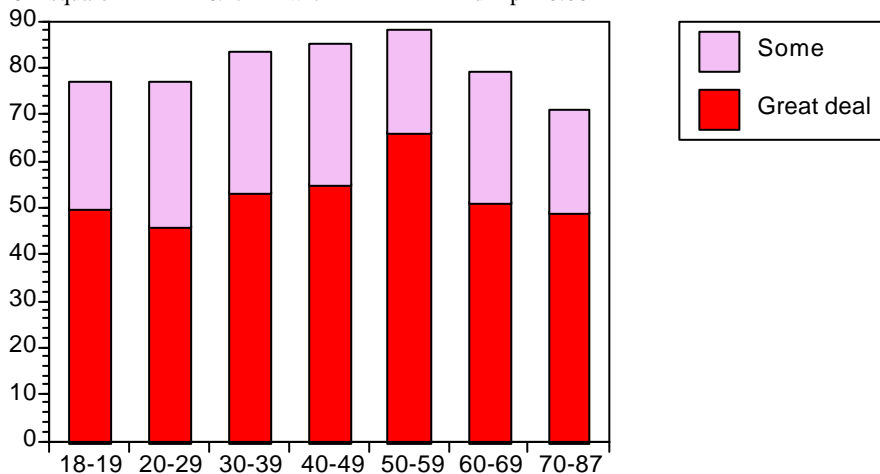


Table 20A How much concern do you have about the effect of: Pesticides in vegetables & uninspected food smuggling

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	50	46	53	55	66	51	49	53
Some	27	31	30	30	22	28	22	29
Little	19	17	14	11	9	4	22	13
None	4	3	2	2	0	6	3	2
Don't know	0	2	1	2	4	11	5	3
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 46.27 with 24 df p = 0.0041



While youth put a higher priority on overpopulation and crowding than elders (typical for most issues when top priority and medium priorities are combined), the pattern shifts dramatically as far as concern for its ill effects goes. A far higher proportion of those in their 70s and above make overpopulation and crowding a top priority than other groups. Table 21 A shows that concern for the ill effects of overpopulation and crowding rises steeply up to the 50s.

Table 21: How high a priority should government make: Overpopulation & crowding

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	40	47	53	53	59	45	62	52
Medium	44	32	27	24	19	23	5	26
Low	10	9	9	6	3	13	5	8
Not a problem	6	6	6	7	10	8	5	7
Don't know	0	6	6	10	10	11	22	8
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N=925
Chi-square = 46.70 with 24 df p = 0.0036

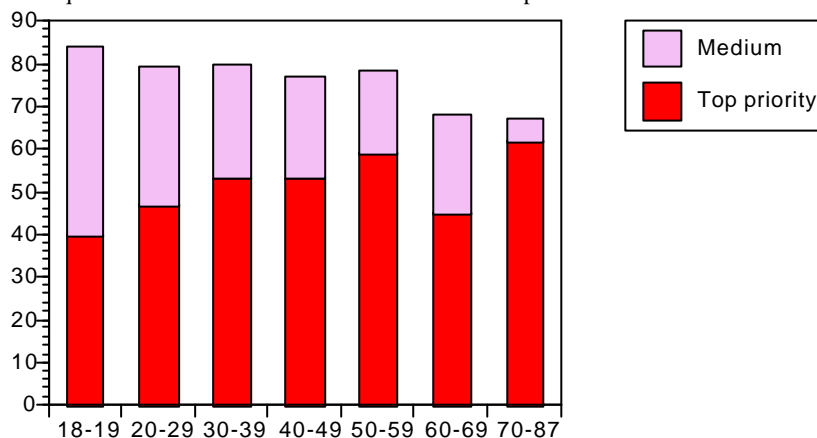


Table 21A How much concern . . . about the effect of: Overpopulation & crowding

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	25	32	43	45	59	51	49	43
Some	38	39	35	37	26	21	27	34
Little	25	17	15	9	6	9	16	13
None	13	10	5	5	5	8	3	6
Don't know	0	2	3	4	5	11	5	4
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N=925
Chi-square = 61.44 with 24 df p = 0.0001

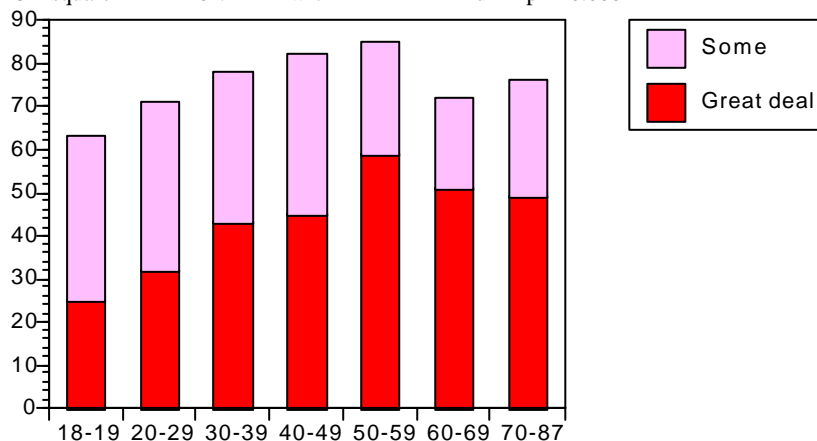
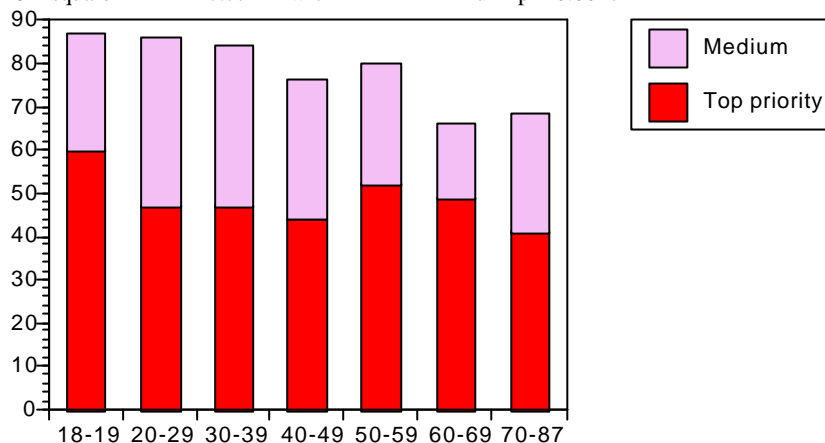


Table 22: How high a priority should government make: Loss & degradation of green areas

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	60	47	47	44	52	49	41	48
Medium	27	39	37	32	28	17	27	33
Low	10	6	8	8	7	6	8	7
Not a problem	2	4	5	9	9	17	8	7
Don't know	0	4	3	8	5	11	16	6
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N=925
 Chi-square = 47.77 with 24 df p = 0.0027



Loss and degradation of green areas in Hong Kong also tends to concern age groups consistently except for those in their 70s and up.

Table 22A How much concern do you have about the effect of: Loss & degradation of green areas

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	35	30	37	35	48	36	27	36
Some	42	45	44	42	37	38	32	42
Little	19	19	13	18	8	8	22	15
None	2	3	4	3	3	6	8	4
Don't know	2	3	2	2	5	13	11	4
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N=925
 Chi-square = 47.30 with 24 df p = 0.0031

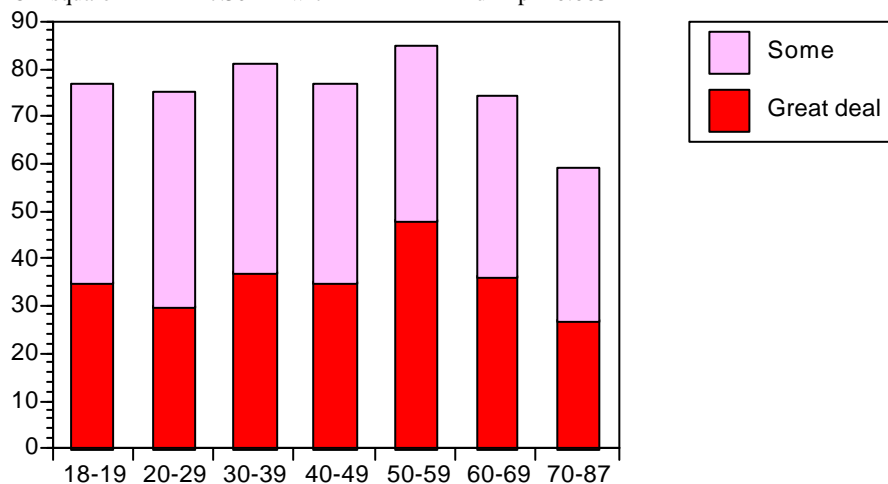
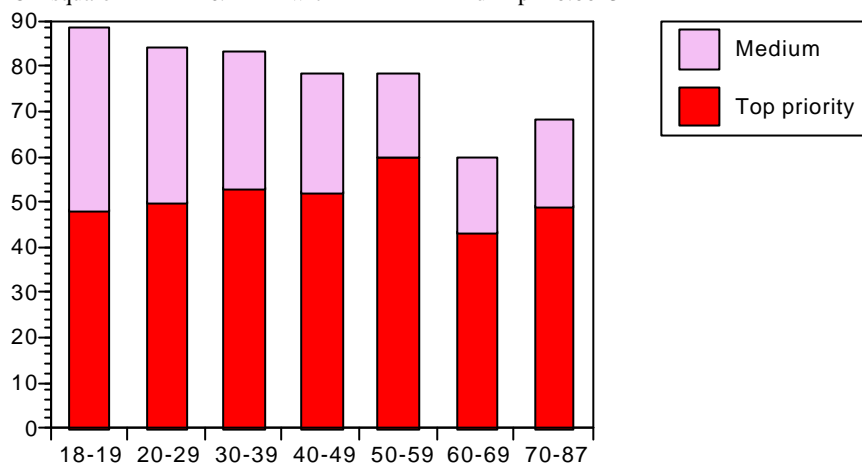


Table 23: How high a priority should government make: *Littering & neighborhood hygiene*

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	48	50	53	52	60	43	49	52
Medium	40	34	30	26	18	17	19	28
Low	6	6	6	8	10	11	5	7
Not a problem	6	6	8	10	10	19	11	9
Don't know	0	3	3	5	3	9	16	4
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 46.14 with 24 df p = 0.0043

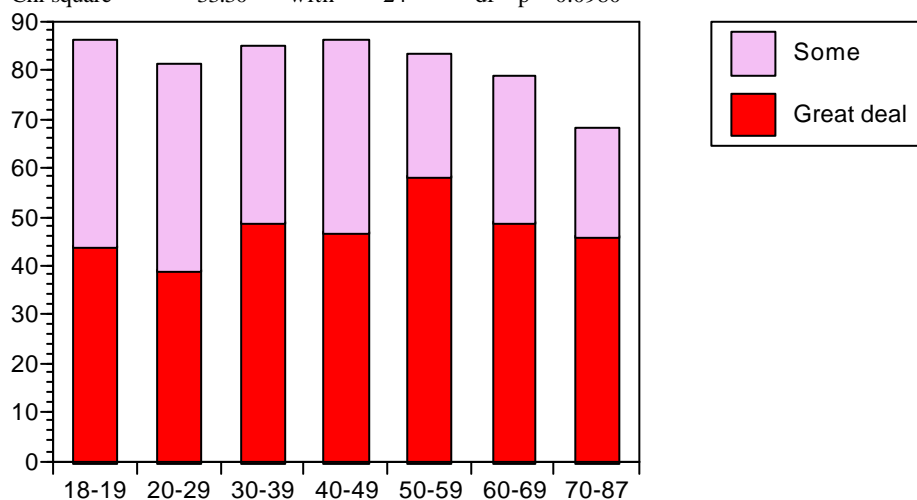


Despite Table 23 and 24, teens don't seem to take littering quite as seriously as their priority setting might indicate. See section 5 part 5 below for more on littering.

Table 23A How much concern . . . about the effect of: *Littering & neighborhood hygiene*

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	44	39	49	47	58	49	46	47
Some	42	42	36	39	25	30	22	36
Little	13	12	10	10	10	11	19	11
None	2	5	3	3	3	2	8	3
Don't know	0	2	2	2	5	8	5	3
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 33.30 with 24 df p = 0.0980



The issue of lack of landfill space fits the typical pattern in terms of priority with younger groups rating it a higher priority than older groups, but concerns about its effect on health and well-being tend to rise with age as Table 24A shows.

Table 24: How high a priority should government make: Lack of landfill space

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	60	41	46	44	50	42	35	45
Medium	17	38	33	25	24	23	22	29
Low	13	12	11	8	10	9	5	10
Not a problem	2	1	4	6	5	2	5	4
Don't know	8	7	7	18	12	25	32	13
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 62.10 with 24 df p 0.0001

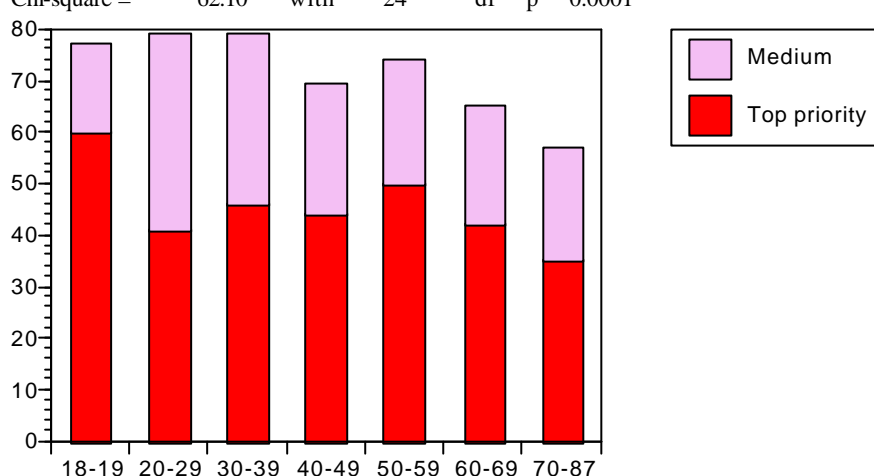
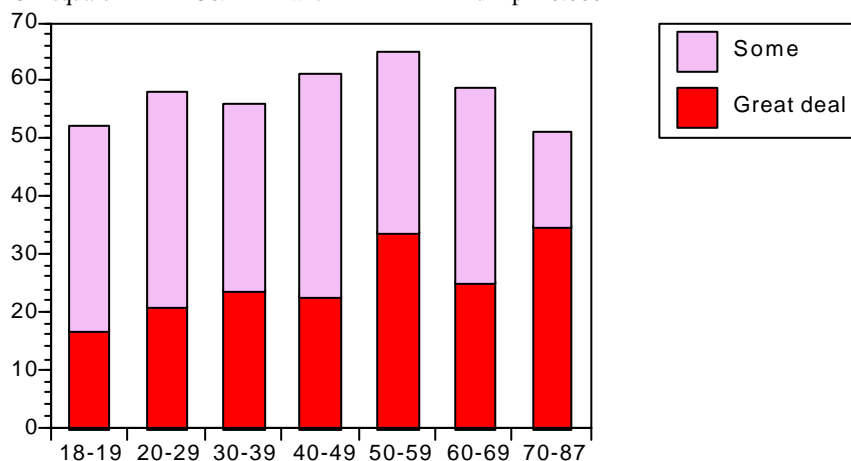


Table 24A How much concern do you have about the effect of: Lack of landfill space

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	17	21	24	23	34	25	35	24
Some	35	37	32	38	31	34	16	34
Little	35	24	30	25	19	13	19	25
None	10	14	10	7	7	8	14	10
Don't know	2	5	4	7	9	21	16	7
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 56.21 with 24 df p = 0.0002



Younger groups want contaminated seafood made a higher government priority, but older groups are more concerned about the effects on their health.

Table 25: How high a priority should government make: Contaminated seafood

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	60	67	67	59	60	55	49	62
Medium	29	22	19	16	13	15	14	18
Low	6	4	7	10	9	4	5	7
Not a problem	2	4	5	7	9	9	8	6
Don't know	2	4	3	8	10	17	24	7
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
Chi-square = 63.28 with 24 df p 0.0001

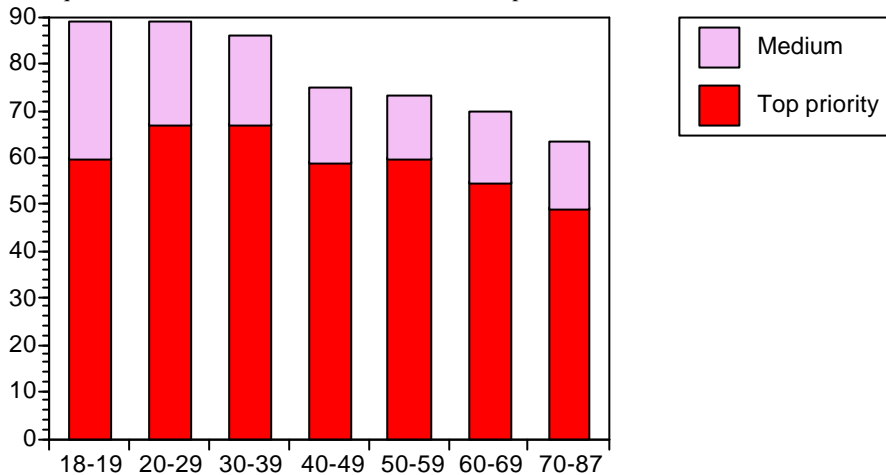


Table 25A How much concern do you have about the effect of: Contaminated seafood

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	33	37	47	49	51	51	39	45
Some	46	39	33	34	31	28	27	34
Little	19	18	15	10	12	4	14	14
None	2	4	3	5	3	11	8	4
Don't know	0	2	1	2	4	6	14	2
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
Chi-square = 53.54 with 24 df p = 0.0005

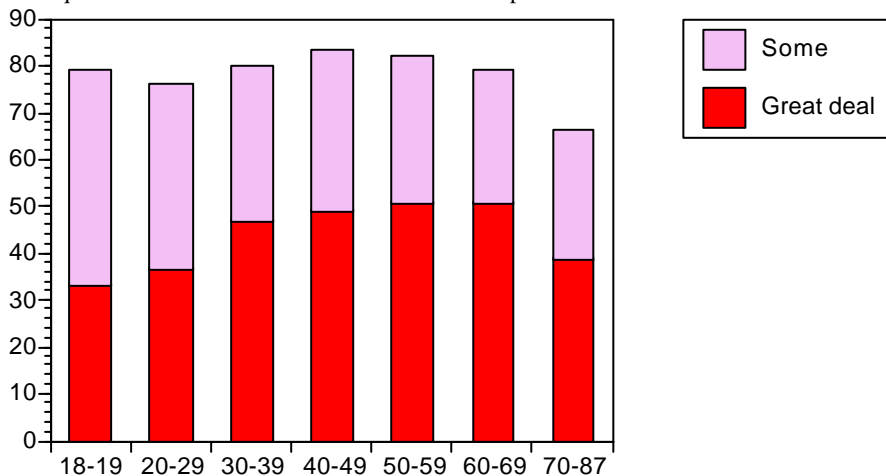


Table 26: How high a priority should government make: *Sea water pollution*

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	52	50	44	43	48	40	49	45
Medium	29	37	37	37	25	23	19	34
Low	13	6	9	7	11	8	8	8
Not a problem	4	5	6	8	10	15	8	7
Don't know	2	3	4	5	8	15	16	6
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 43.55 with 24 df p=0.0086

Table 26A How much concern do you have about the effect of: *Sea water pollution*

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	35	30	34	38	46	32	35	36
Some	31	39	38	43	31	36	32	38
Little	27	23	22	15	14	11	14	19
None	6	7	4	3	5	9	11	5
Don't know	0	1	2	1	5	11	8	3
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 52.61 with 24 df p = 0.0007

Pollution of drinking water ranks number one as a concern for people, and number four as a priority. Up to age 60, nearly two out three rank it as a top priority. Only among those in their 60s does it fail to gain a majority putting it as top priority.

Table 27: How high a priority should government make: *Drinking water pollution*

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	65	63	63	59	68	47	51	61
Medium	21	21	21	18	16	15	8	19
Low	10	6	5	7	6	2	5	6
Not a problem	4	6	7	12	8	26	19	10
Don't know	0	4	4	4	3	9	16	4
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 57.17 with 24 df p = 0.0002

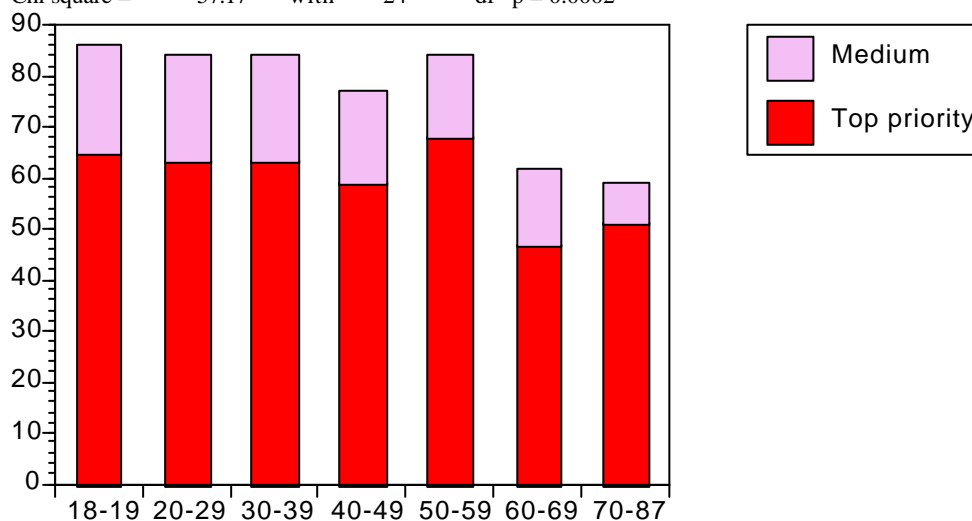
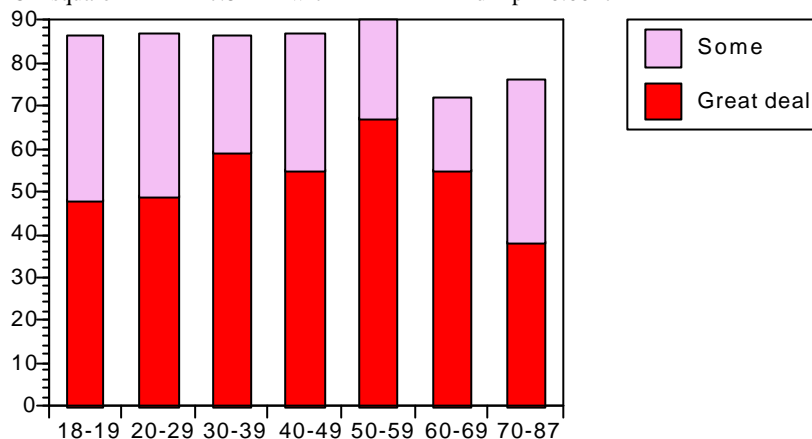


Table 27A How much concern do you have about the effect of: Drinking water pollution

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	48	49	59	55	67	55	38	56
Some	38	38	27	32	23	17	38	30
Little	15	7	10	8	5	9	11	8
None	0	5	3	4	5	13	8	5
Don't know	0	1	1	1	1	6	5	2
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 47.81 with 24 df p = 0.0027



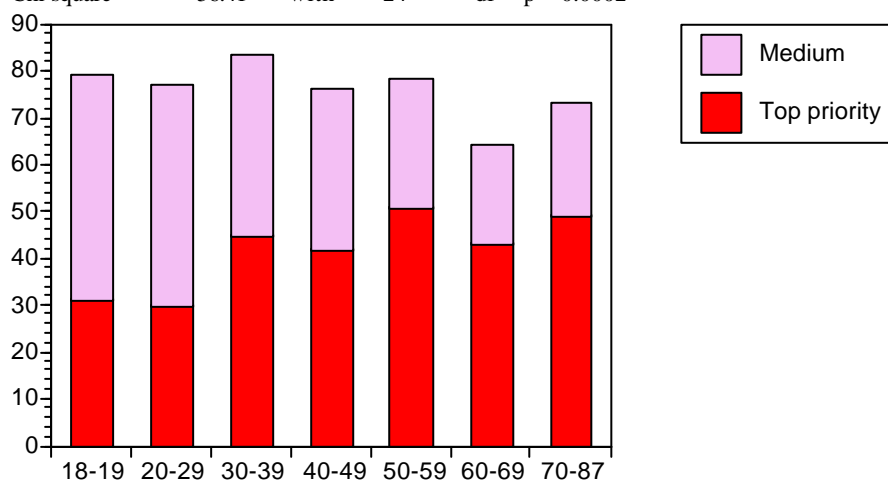
Priority preferences on noise pollution also run contrary to the dominant pattern, with top priority on noise rising with age.

Table 28: How high a priority should government make: Noise pollution

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	31	30	45	42	51	43	49	42
Medium	48	47	38	34	27	21	24	36
Low	15	11	9	7	10	8	8	9
Not a problem	6	7	6	13	9	15	8	9
Don't know	0	6	3	4	4	13	11	5
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 56.41 with 24 df p = 0.0002



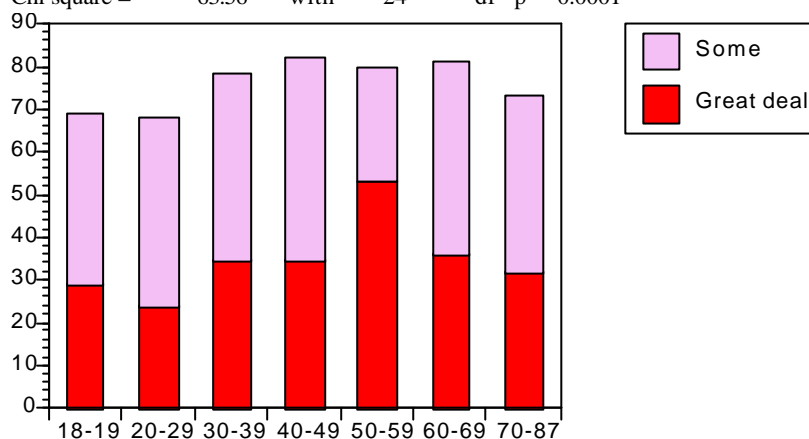
Concern with the effects on health of noise also rises with age, hitting a peak of 90% of those in their 50s being concerned a great deal and to some extent.

Table 28A How much concern do you have about the effect of: Noise pollution

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	29	24	35	35	53	36	32	35
Some	40	44	43	47	27	45	41	42
Little	25	26	16	13	12	8	11	16
None	6	7	4	4	7	6	8	5
Don't know	0	0	1	2	1	6	8	2
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 63.56 with 24 df p 0.0001



Top and medium priority on indoor air pollution follows the usual pattern of being higher among younger groups, but older groups, which perhaps spend more time indoors, place a much higher top priority on this issue.

Table 29: How high a priority should government make: Indoor air pollution

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	19	24	29	25	35	32	46	28
Medium	58	46	41	30	30	17	14	36
Low	6	11	11	8	11	9	0	9
Not a problem	13	15	14	28	16	28	27	19
Don't know	4	5	6	8	9	13	14	7
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 69.88 with 24 df p 0.0001

Table 29A How much concern do you have about the effect of: Indoor air pollution

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	29	32	47	39	54	57	38	42
Some	35	45	39	43	33	23	35	39
Little	31	17	10	12	7	4	14	12
None	4	5	3	5	2	9	5	4
Don't know	0	1	1	2	4	8	8	2
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 74.42 with 24 df p 0.0001

There is no significant difference by age/education in government priority on outdoor air pollution. However, there were significant differences in degree of concern among age groups, with older age groups showing significantly higher degrees of concern about the effects of pollution on their personal health and well-being.

Table 30: How high a priority should government make: Outdoor air pollution

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Top priority	69	60	61	57	68	68	65	61
Medium	21	29	25	23	18	15	16	24
Low	4	4	5	4	5	2	0	4
Not a problem	4	4	4	9	5	6	3	5
Don't know	2	4	6	6	5	9	16	6
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 32.30 with 24 df p = 0.1198

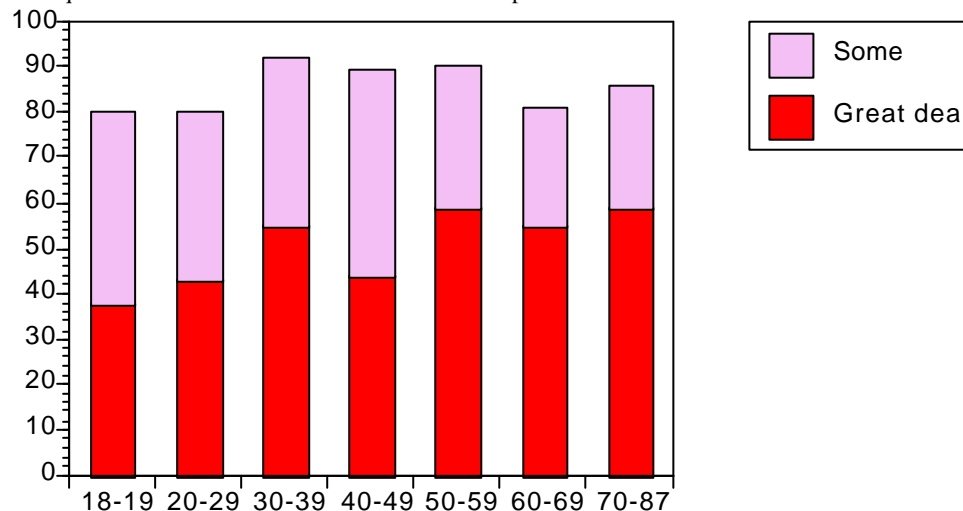
Because the survey undersampled those 60 and up, concerns about the ill-effects of air pollution must be considered even higher than indicated in the survey results.

Table 30A How much concern do you have about the effect of: Outdoor air pollution

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Great deal	38	43	55	44	59	55	59	50
Some	42	37	37	45	31	26	27	38
Little	17	16	7	9	7	8	3	9
None	2	3	1	1	2	4	5	2
Don't know	2	1	1	1	2	8	5	2
Total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925

Chi-square = 57.40 with 24 df p = 0.0001



While concern for air pollution at the great deal and some level appears about evenly across age levels, there is some considerable variance among the 18 Districts of Hong Kong. First, Table 31 indicates the overall distribution of the respondents by district while Table 32 shows distribution of concern levels. Table 32 results analyzed on the page following.

Table 31 Distribution of respondents by District

	Count	%
1. Southern District	31	4
2. Central and Western District	24	3
3. Wan Chai District	26	3
4. Eastern District	90	10
5. Yau Tsim Mong District	25	3
6. Sham Shui Po District	41	5
7. Kowloon City District	64	7
8. Wong Tai Sin District	61	7
9. Kwun Tong District	75	9
10. Sai Kung District	40	5
11. Sha Tin District	91	10
12. North District District	55	6
13. Tai Po District	37	4
14. Yuen Long District	38	4
15. Tuen Mun District	62	7
16. Tsuen Wan District	39	5
17. Kwai Tsing District	56	6
18. Islands District	13	1

N= 868

Table 32 Concern for effects of outdoor air pollution by District

	Great deal	Some	Little	None	DK	total
1 Southern District	48	39	10	0	3	100
2 Central and Western District	63	33	0	0	4	100
3 Wan Chai District	54	35	8	0	4	100
4 Eastern District	50	29	18	2	1	100
5 Yau Tsim Mong District	68	20	8	0	4	100
6 Sham Shui Po District	46	44	10	0	0	100
7 Kowloon City District	67	27	6	0	0	100
8 Wong Tai Sin District	46	38	13	2	2	100
9 Kwun Tong District	47	40	11	0	3	100
10 Sai Kung District	48	48	5	0	0	100
11 Sha Tin District	39	48	11	2	0	100
12 North District District	55	29	13	4	0	100
13 Tai Po District	51	35	11	0	3	100
14 Yuen Long District	47	47	3	0	3	100
15 Tuen Mun District	48	32	13	5	2	100
16 Tsuen Wan District	33	56	8	0	3	100
17 Kwai Tsing District	52	39	2	7	0	100
18 Islands District	62	23	8	8	0	100
Total average	50	37	10	2	1	100

table contents: Percent of Row Total Chi-square = 84.39 with 68 df p = 0.0865

The arrowed line with the arrowhead to the right in the chart below shows the overall average of “great deal” of concern responses while the line with the arrowhead on the left shows the average of “some” concern responses. Those districts with response levels above average are Central and Western, Wan Chai, Yau Tsim Mong, Kowloon City, North District, Kwai Tsing, and Islands. Those districts which have above average levels of combined some and great deal are shown on the chart below, with the arrowed line indicating the average level of high to medium concern.

Chart of Table 32 Concern for effects of outdoor air pollution by District

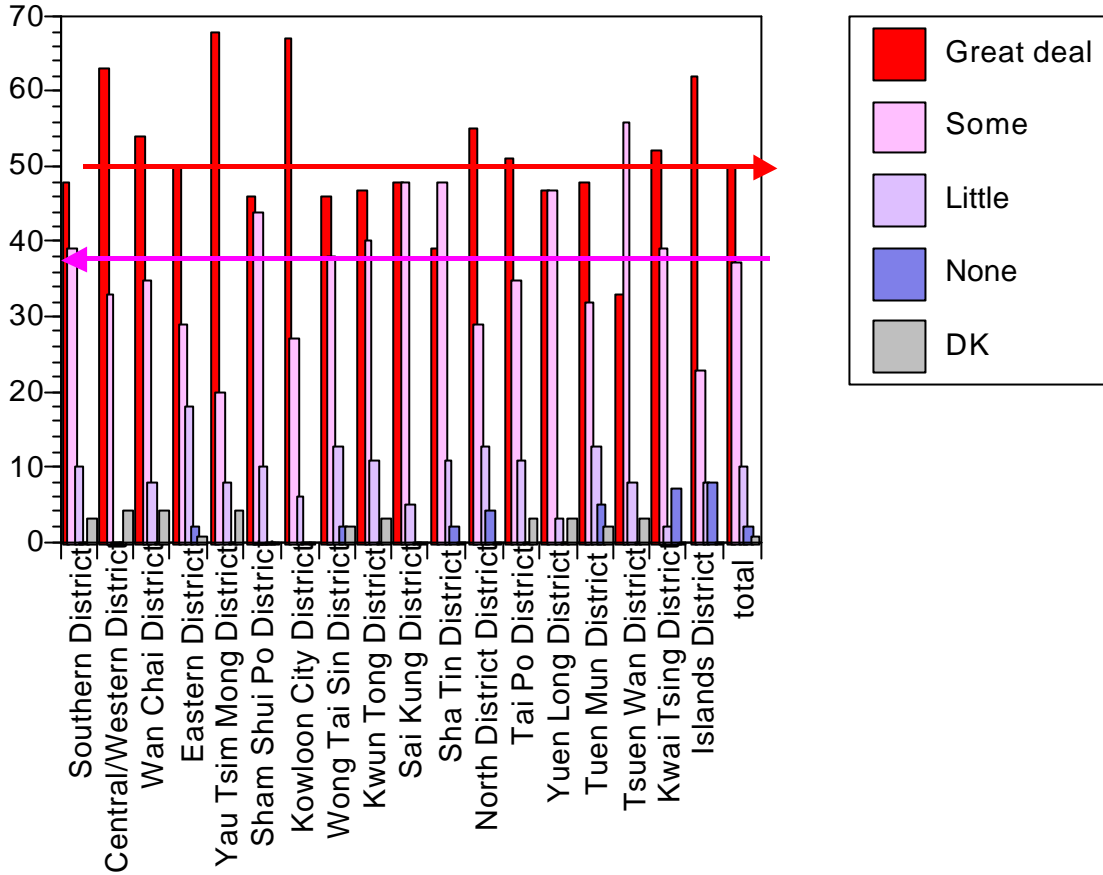
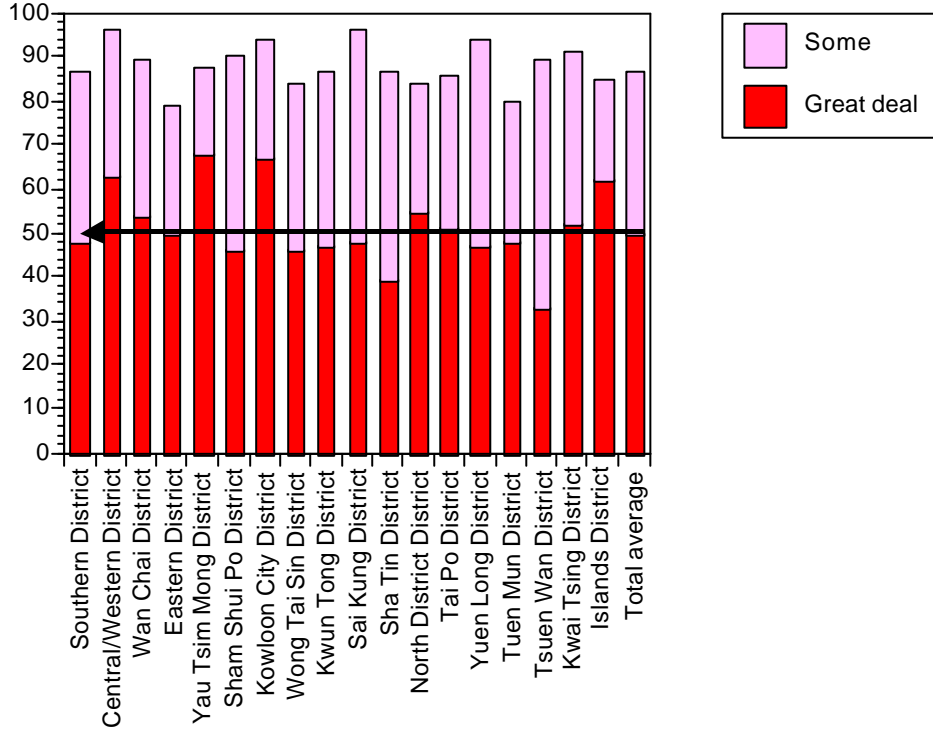


Chart of Table 32, Combined Great deal and some concern levels by District



4. Effects of environmental education and participation on priorities and concerns

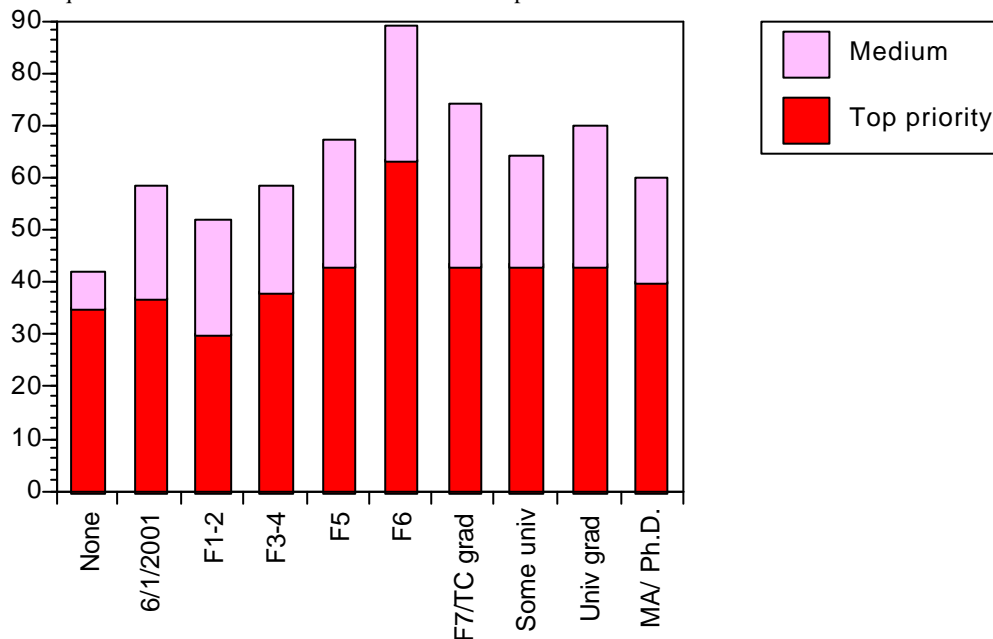
Age and education levels affect levels of priority and concern, but those educated more recently (those in teens and twenties now) show much higher levels of priority and concern than those educated to a comparable level, but older. This is most pronounced with issues such as global warming, as Table 33 and Table 34 show. Hence the question of what effect various forms of education on environmental issues has is an important one to explore. Given the sums spent on environmental education by the government, what participation rates do we see and what effect does this have on attitudes? This section explores these questions.

Table 33 Education by What priority should the government make: Global Warming?

	None	1-6	F1-2	F3-4	F5	F6	F7/TC grad	Some univ	Univ grad	Masters/ Ph.D.	total
Top priority	35	37	30	38	43	63	43	43	43	40	41
Medium	7	21	22	20	24	26	31	21	27	20	24
Low	5	10	11	8	12	4	10	7	11	33	10
Not a problem	7	6	11	13	6	7	6	25	11	0	9
DK	47	27	26	21	15	0	10	4	8	7	16
total	100	100	100	100	100	100	100	100	100	100	100

table contents: Percent of Column Total

Chi-square = 100.3 with 36 df p 0.0001



Those with a Form Six education show significantly higher support for making global warming a top priority. Table 34 shows that those who currently classify themselves as students (71 out of the sample of 964) give global warming higher top and medium priority over non-students, while Educators (teachers, principals, lecturers, 26 out of 964) give even higher ratings.¹⁰

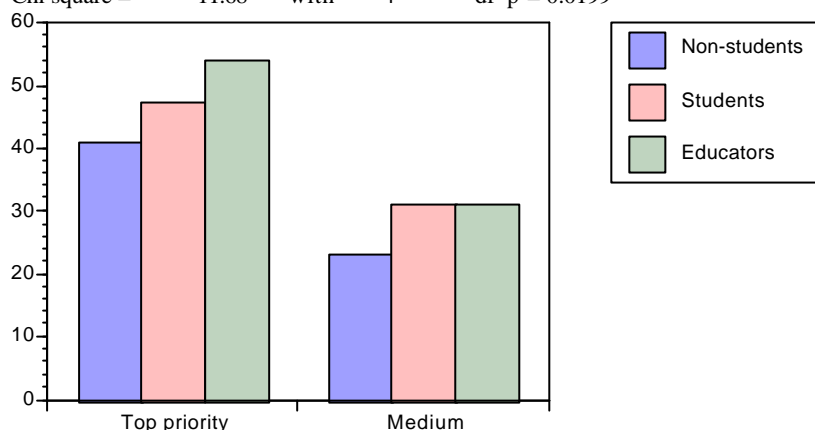
¹⁰ For ratings by occupation, see below.

Table 34 How high a priority should the government make: Global Warming Non-students versus Students and versus Educators

	Non-students	Students	Educators
Top priority	41	47	54
Medium	23	31	31
Low	11	8	4
Not a problem	8	11	7
Don't Know	17	3	4
total	100	100	100

table contents: Percent of Column Total

Chi-square = 11.68 with 4 df p = 0.0199



But not all forms of education are formal, and education both formal and by experience continue in a variety of forms throughout life. This seems especially true of environmental education and experience, as Table 35 shows.

Table 35 Have you participated in any of the following organized environmentally-related activities in the last two years? (Yes responses only)

%Yes	Activity
55	Waste recycling project
19	Visit to nature reserve such as Mai Po or Kadoorie Farm
12	Visit to organic farm
11	Clean up activities like beach cleaning or litter collection
8	Environmental talk, meeting or conference
8	Tree or mangrove planting
7	Environmental protection carnival or fair
4	Entered green competition (art, photo, essay, etc)
3	Visit to environmental facility like refuse station
2	Environmental training activity
1	Environmentally oriented camping trip
0.3	Pro-environment demonstration (eg Clean Air march)

Table 36 shows the relationship, if any, between the activities listed in Table 35 and the top priority put by participants or non-participants. Waste recycling participation shows a consistent, albeit sometimes weak relationship with nearly every priority issue. Some issues show combined top and medium priorities since the relationship strength depends on differences at this level than just in top priority alone. Participation in some events on some issues, such as drinking water pollution and pesticides in vegetables seems to lower the percentages of top priority over the percentage of top priority given by non-participants.

Table 36 Effect of various education/experience on priorities, by issue

Issue	Activity	Non-participant Top priority	Participant Top priority	Survey average
Outdoor air pollution	Fair	61	73	62
	Camping	62	75	62
	Tree planting	61	65	62
	Conference	61	67	62
Indoor air pollution	Clean up	27	34	28
	Tree planting	28	18	28
	Fair	28	33	28
	Conference	28	32	28
Drinking water pollution	Training activity	62	52	62
	Conference	62	57	62
	Green competition	62	49	62
	Organic farm visit	63	56	62
	Fair	61	71	62
	Tree planting	62	55	62
	Clean up	63	55	62
Sea water pollution	Waste recycling	43	47	46
	Fair	45	51	46
Contaminated seafood	Waste recycling	61	64	63
	Fair	61	79	63
	Tree planting	63	58	63
	Beach clean up	64	52	63
Lack of landfill space	Conference	45	50	45
	Waste recycling	43	47	45
	Beach clean up	45	50	45
Loss & degradation of green areas	Training activity	48	39	47
	Green competition	47	54	47
Overpopulation & crowding	Training activity	52	44	52
	Conference	51	57	52
	Environmental facility visit	51	63	52
Pesticides in vegetables	Conference	70	62	69
	Green competition	70	56	69
	Beach clean up	70	61	69
Genetically modified food	Conference	31	25	30
	Green competition	31	15	30
	Environmental facility visit	31	20	30
Coastal reclamation (top and medium combined)	Environmental facility visit	29	43	28
	Waste recycling	62	70	66
	Fair	65	76	65
(top and medium combined)	Tree planting	64	77	65
Mainland environmental problems (top and medium combined)	Conference	18	28	19
	Tree planting	47	64	48
	Beach clean up	18	24	19
Fresh water shortage	Tree planting	43	50	43
Illegal trade in endangered species	Conference	42	53	43
Global warming (top and medium combined)	Conference	41	46	41
	Waste recycling	37	45	41
	Tree planting	40	49	41
	Beach clean up	64	73	65

*Only activities showing significant association shown

5. Effects of occupation on environmental priorities and concerns

Arguably, occupation constitutes one of the most influential factors in terms of experience over a lifetime. It often determines, and at the least influences, one's personal interests. While environmental attitudes and occupation do not necessarily coincide, they more often than not coincide than conflict if there is any relationship at all. Even those who work in the home, "housewives" for want of a better term, show stronger associations than many other job categories with issues such as pesticides in food. So occupation does not necessarily mean paid occupation. It means the category regarding work within which you spend the most time (such as retired). This section examines the association of occupation with environmental issues.

The key below assigns a number which appears in Table 37 to indicate that occupational category. Agriculture and Fishery workers, craft workers and those who work in elementary occupations (like rock and sand quarry work) are combined both for similarity of their work and to make up sufficient numbers to allow some measure of reliability.

That there are large disparities between the priority assigned by different occupations become immediately apparent. And that there are often large differences between assignments of top priority as a government issue and the percentage expressing a great deal of concern about the personal effects on their health and well-being becomes abundantly clear. For example, while 81% of agriculture & fisheries, craft and elementary sector workers want pesticides in vegetables and uninspected meat smuggling put as a top government priority, only 51% express a great deal of concern about the personal effects of pesticides on themselves. These differences between priority they wish the government to take and the degree of concern they feel personally may account for some of the contradictions between survey reports and the level of complaints and personal contacts on an issue.

Key to Table 37 occupation categories

KEY	Occupation category	Count	%
1	Managers & admin	89	9
2	Professionals	74	8
3	Assoc. Professionals	40	4
4	Clerks/Secretaries	104	11
5	Service & shop sales	88	9
6*	Agriculture & fish	8	1
7*	Craft workers	28	3
8	Plant & machine operators	77	8
9*	Elementary occupations	36	4
10	Housewife	166	17
11	Retired	78	8
12	Unemployed	32	3
13	Student	71	7
14	Teachers	26	3
15	Other	32	3

*6-7-9 combined categories

Table 37 “Top Priority” on environmental issues by occupation (in overall rank order) compared to “Great Deal” of concern by occupation¹¹

Issue	1	2	3	4	5	6-7-9	8	10	11	12	13	14	15	total
Pesticides/vegetables <i>Great deal</i>	71 58	61 50	75 50	71 52	65 59	81 51	62 39	75 59	63 53	69 63	62 42	73 42	69 72	69 53
Contaminated seafood <i>Great deal</i>	62 44	53 42	75 58	64 42	61 46	71 50	58 36	67 51	53 45	50 47	62 38	73 31	63 63	62 45
Outdoor air pollution <i>Great deal</i>	57 55	54 57	58 50	58 47	50 42	68 42	62 53	65 49	71 58	47 41	68 42	73 54	69 50	61 49
Drinking water pollution <i>Great deal</i>	63 63	51 51	68 58	62 53	58 56	72 54	64 55	68 63	49 50	50 53	63 50	62 46	66 56	62 56
Littering & hygiene <i>Great deal</i>	48 46	41 50	65 58	48 47	49 49	61 50	47 40	57 50	49 46	59 47	45 39	58 35	66 59	52 47
Overpopulation <i>Great deal</i>	45 39	42 34	65 43	53 44	51 41	44 39	55 46	59 49	56 53	47 53	37 25	65 39	53 59	51 43
Loss & degradation of green areas in HK <i>Great deal</i>	48 37	35 35	50 40	47 33	49 40	58 43	47 23	46 37	42 33	47 50	47 34	58 15	47 41	47 36
Lack of landfill space <i>Great deal</i>	42 20	32 19	55 28	39 23	47 24	46 31	47 21	49 26	40 27	50 41	51 14	62 23	44 41	45 24
Sea water pollution <i>Great deal</i>	45 34	30 24	60 35	41 39	49 36	49 40	44 42	50 36	46 37	47 38	47 31	50 42	31 34	45 36
Illegal trade in endangered species* fresh water shortage*	37 39	35 30	40 43	48 49	39 36	46 60	51 48	46 43	36 41	38 38	48 39	42 54	41 47	43 43
Noise pollution <i>Great deal</i>	39 34	37 39	50 35	39 35	40 31	56 33	35 36	48 38	47 39	41 47	30 23	31 31	41 38	42 35
Global warming <i>Great deal</i>	48 36	28 23	35 43	43 28	39 26	46 25	44 22	41 28	35 33	41 34	47 23	54 23	34 44	41 29
Genetically modified food <i>Great deal</i>	27 27	27 31	30 28	30 29	28 30	42 29	26 21	38 31	35 28	38 31	14 20	27 19	28 31	31 28
Coastline reclamation <i>Great deal</i>	26 17	28 16	35 33	26 24	24 18	39 25	25 16	28 22	39 27	25 34	25 10	31 12	22 38	29 21
Indoor air pollution <i>Great deal</i>	28 47	27 45	23 38	24 36	25 42	18 38	35 40	33 48	44 49	22 44	23 32	23 39	25 50	28 42
Mainland environment problems <i>Great deal</i>	15 14	12 12	15 13	15 14	18 10	26 18	17 13	20 17	23 21	22 25	25 7	19 12	19 25	19 15

*Concern for effect on personal health not asked on these issues

On 9 of 17 issues those in professional occupations gave the lowest percentage of “top priority” responses. The unemployed ranked lowest in two issues, students in three and retirees, the other category and agriculture and fisheries, craft and elementary took one each. Thus professionals, by far, demanded the least action on environmental issues from government.

Table 38 compares the number of issues which each occupational category came in above, below, or the same as the overall sample average, first in terms of priorities assigned, then in terms of concerns felt. Professionals fall below the average in priorities in all 17 issues while agriculture

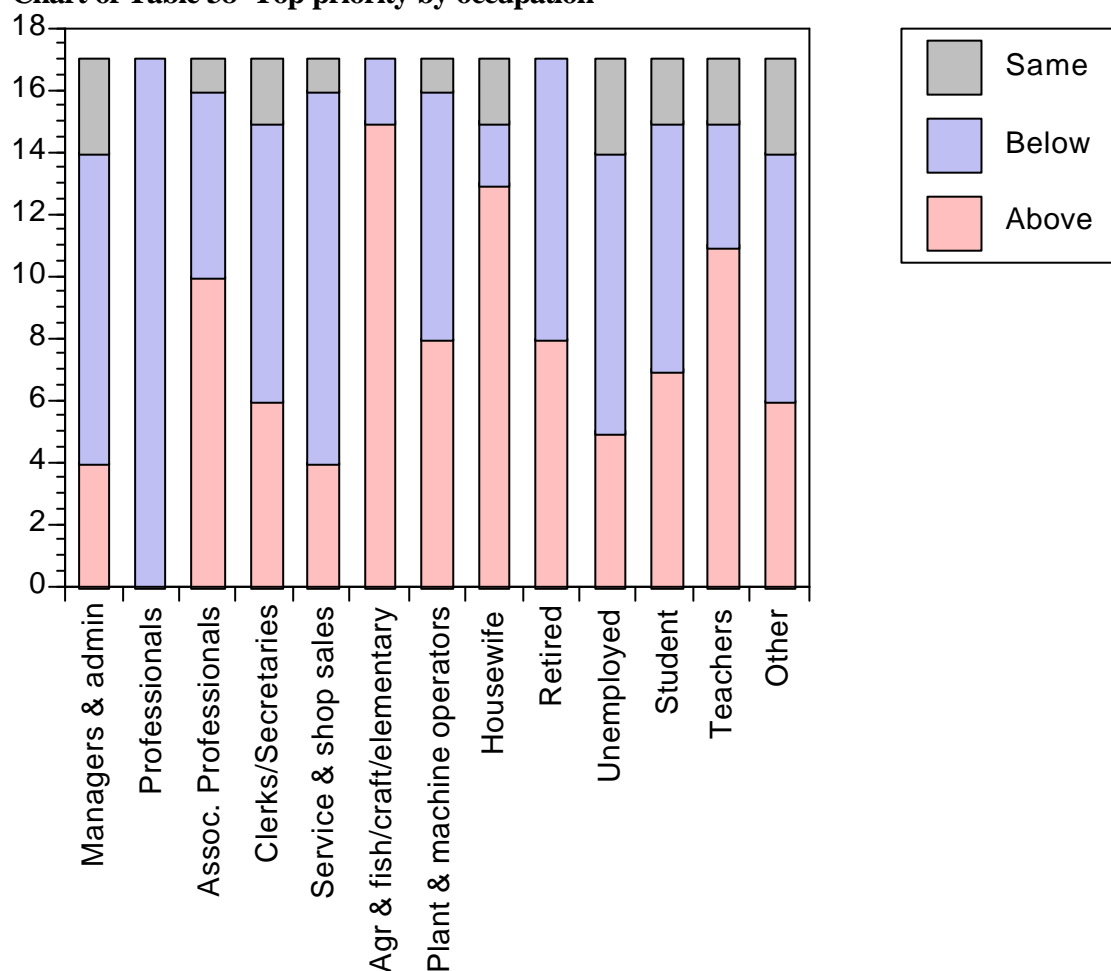
¹¹ The top line of each issue gives the percentage of that occupation assigning that issue a “top priority” for government. The last column on the right indicates the average of “top priority” percentages given on the issue by all respondents. The second line in each issue area, in smaller, italicized type, indicates the percentage of that occupation indicating a “great deal” of concern about the personal effects on their health and wellbeing of the issue.

& fisheries, craft and elementary occupations asks for an above average top priority in 15 of 17 issues, followed closely by housewives giving above average in 13 of 17 categories, and below average in only 2 categories.

Table 38 Number of issues ranked above/below or same as average of top priority, by occupation

Occupation category	Government Top Priority			Great deal of concern		
	Above	Below	Same	Above	Below	Same
Managers & admin	4	10	3	6	9	0
Professionals	0	17	0	4	11	0
Assoc. Professionals	10	6	1	8	4	3
Clerks/Secretaries	6	9	2	4	9	2
Service & shop sales	4	12	1	5	6	4
Agr & fish/craft/elementary	15	2	0	8	7	0
Plant & machine operators	8	8	1	5	10	0
Housewife	13	2	2	12	1	2
Retired	8	9	0	3	9	3
Unemployed	5	9	3	12	2	1
Student	7	8	2	0	15	0
Teachers	11	4	2	2	13	0
Other	6	8	3	13	1	1

Chart of Table 38 Top priority by occupation



Students on most issues show a “great deal” of concern below average, with below average concern in all 15, followed by teachers who fall below average in 13. The “other” category, which includes many part timers and small sales jobs (like hawkers) and short term contract workers, showed above average concern in 13 issues and below on only one, with housewives close behind with 12 above, 1 below and the unemployed with 12 above and 2 below.

6. Issues in Depth

While occupation strongly affects attitudes toward the environment in most cases (those who work outdoors and whose livelihoods are affected by the environment such as agriculture and fisheries workers give an above average top priority rank to environmental concerns far more than professionals, who tend to work mainly in air-conditioned offices, as shown in Table 38), government spends considerable sums on environmental fairs and activities and makes media allocate time for environmental awareness advertising, in an attempt to change behavior. The questions in this section are an attempt to explore motivations behind behavior. It is important to understand why people act as they do in order to better target media/education campaigns.

1. Waste Reduction

More than 9 in 10 respondents have heard of the government’s “use less plastic bags” campaign, with 94% responding yes, 5% no and 1% don’t know. Table 39 shows that the campaign has had some effect on assessments of plastic bags as an environmental problem.

Table 39 How big of an environmental problem do you think plastic bags are in HK?

	Not heard	Heard	total
Not so serious	5	4	4
Somewhat serious	33	24	24
Serious	22	25	25
Very serious	35	46	45
Don’t know	5	2	2
total	100	100	100

table contents: Percent of Column Total

Chi-square = 7.816 with 4 df p = 0.0985

And the campaign has also affected plastic bag use among those who have heard about the campaign.

Table 40 When shopping in supermarkets or at wet markets do you:

	Not heard	Heard	total
Always accept a plastic bag	22	10	11
Often accept a plastic bag	21	17	17
Sometimes accept a plastic bag	50	63	62
Never accept—always bring your own	3	9	9
Don’t know/don’t shop	3	1	1
total	100	100	100

table contents: Percent of Column Total

Chi-square = 14.23 with 4 df p = 0.0066

Those who accept plastic bags (90% --excluding those who never accept and those who don’t know or don’t shop above) explained why they accept the bags.

Table 41 How many of the following conditions affect your accepting of plastic bags?

(Yes responses only) N= 867

Yes	Condition
82	More convenient
76	Use bags for other things (such as waste disposal)
65	Often forget to bring your own bag
25	Don't think about it

The main problem for lessening demand for plastic bags is that while they might have heard of the “use less plastic bags” campaign, they forget to bring their own bag, or, as one in four admitted, they don't think about it. However, the campaign does seem to affect people's willingness to bring their own bag if stores charge for plastic bags. If the government were to put a small tax on plastic bags, collected at the stores, and separated from the purchase total as a separate item, it might do more to reduce the plastic bag disposal problem.

Table 42 If stores charged for plastic bags, would you bring your own?

	Not heard	Heard	total
Yes	67	78	78
No	26	13	13
Don't Know	7	9	9
total	100	100	100

table contents: Percent of Column Total

Chi-square = 7.832 with 2 df p = 0.0199

2. Drinking Water

The safety of drinking water is a major concern, despite government reassurances drinking water is safe and clean. It is the number one personal concern in terms of percentage indicating a “great deal” of concern about its effect on their personal health and well-being (56%). Drinking water ranks fourth in priority issues. The concern about water safety is understandable since government itself recommends boiling water to eliminate threat of cholera. Boiling doesn't remove heavy metals, however.

Table 43 What kind of water do you normally drink at home?

Group	Count	%
Tap water	27	3
Boiled tap water	835	87
Filtered water	70	7
Bottled water	30	3
Stream or well water	1	-
Don't Know	1	-

Table 44 If you do not drink regular tap water, which of the following reasons explain your decision? (Yes responses only)

Yes	Reason
88	Concerned about bacteria
75	Concerned about heavy metals
73	Concerned about chemicals in the water
73	Concerned about maintenance of water tanks by your building
41	Concerned about pesticides
41	Don't like taste or odor of water
3	To avoid paying water rates

3. Seafood

As an ocean-surrounded city with origins as a fishing port, one might expect Hong Kongers to be heavy seafood eaters. But apparently this is not the case, with 68% reporting they rarely or never eat seafood.

Table 45 How often do you eat fresh seafood? (Yes responses only)

%	Frequency
1	Nearly every day
9	Once or twice a week
22	Once or twice a month
29	A few times a year
39	Never

Of the two-thirds who do not eat seafood or rarely eat it, most cite concerns about contamination as the main cause of their not eating seafood. Only between about 1 in 10 are allergic, and about 1 in 5 don't like seafood.

Table 46 If you do not eat fresh seafood or rarely eat seafood, which of the following reasons explain your decision? (Yes responses only)

%	Reason
75	Concerned about sewage-contaminated fish
61	Concerned about heavy metals and chemicals
21	Concerned about dwindling fish stocks
17	Don't like seafood
15	Too expensive
12	Allergic to seafood

4. Organic Food

Many people appear unaware of organic food, and nearly half rarely or never buy organic foods even if they do know about it. The main reasons seem related more to availability and information about its benefits.

Table 47 How often do you buy organic food, that is, food grown without pesticides or artificial chemicals?

Group	Count	%
Don't Know (never check)	399	41
Every time I buy food	22	3
Most times I buy food	98	10
Rarely	331	34
Never	114	12

Table 48 If you DO NOT buy organic food products, which of the following reasons explain your decision? (asked of Rarely and Never categories of Table 47, Yes responses only)

%	Reason
72	Difficult to obtain
62	Don't know enough about organic food
43	Too expensive
23	Don't trust organic labels
22	Don't believe it is better for health

Table 49 If you DO BUY organic food, which of the following reasons explains your decision? (asked of Every time and Most times category of Table 47, Yes responses only)

%	Reason
84	Believe it is better for health
73	Believe it is better for children's health
71	Organic farming benefits wildlife
48	Tastes better
44	Don't care about the cost
33	Organic food is fashionable

5. Littering

One of the continuing issues in Hong Kong concerns the amount of money and manpower spent cleaning up after litterers. Some observers have even argued that Hong Kong attitudes toward littering have fallen well behind mainland civic education on this matter. When asked: "Have you heard of the government's Clean Hong Kong campaign?" only 3% replied they had not. So the issue is not a matter of information. Those who say they had heard of the campaign show that it makes them more alert to the problem of littering, as Table 50 shows.

Table 50 How often have you seen people littering on the streets of Hong Kong?

	Not heard	Have heard	total
Daily	10	36	35
Several times a week	29	21	21
Few times a month	6	14	13
Seldom or never	39	21	22
Never paid attn to littering	16	8	8
total	100	100	100

table contents: Percent of Column Total

Chi-square = 14.49 with 4 df p = 0.0059

That a third see littering daily is remarkable, and raises the question of whether there are better ways to enforce littering laws or whether sufficient staffing has been allocated to stop littering. On the streets of Hong Kong people notice littering more often than when they go to country parks. Those who never paid attention to littering rises from 8% in the city to 23% in the country parks.

Table 51 How often have you seen people littering in the country parks, for ex., at beaches, barbeque and picnic areas?

	Not heard	Heard	total
Every time	6	17	16
Most times	13	16	16
Sometimes	23	32	32
Never	29	12	12
Never paid attn to littering	29	23	23
total	100	100	100

table contents: Percent of Column Total

Chi-square = 10.51 with 4 df p = 0.0326

As to why people litter so much in Hong Kong, respondents gave the following reasons, with a majority acknowledging that littering is "normal" in Hong Kong society.

Table 52 How many of the following conditions affect why people litter? (Yes responses only)

%	Reason
53	Littering is normal/common in HK society
53	Litter bins not available or inconveniently located
49	Police don't enforce laws against littering
33	Area already very dirty. More litter makes no difference
27	It's government's job to clean up
26	Litter bins all full
6	Litter decays naturally so no harm in littering

As to what steps people support, while education and advertising command near unanimous support, not far behind—supported by nine out of ten—come stronger enforcement of littering laws and even making litterers clean up as punishment. As Table 52 showed, there is a widespread perception that police do not enforce anti-litter laws.

Table 53 Would you support or oppose the following steps to cut down on litter?

Action	Support	Oppose	Don't Know
Educate children against littering	99	1	0
More tv and radio ads against littering	93	6	1
Stronger enforcement of littering laws	92	6	2
Make litterers clean up as punishment	88	10	2
Increase fines for littering	83	15	2
Place more trash bins on streets & in parks	81	18	1
More cleaning by government	78	20	2

A surprising large proportion of people admitted frankly that they littered, but just a handful –5 out of nearly a thousand—admitted to frequent littering.

Table 54 How often have you dropped litter?

Group	Count	%
Never	651	68
Rarely	232	24
Occasionally	64	7
Frequently	5	1
Don't know	12	1

Gender makes a huge difference, if not in littering, at least in honesty of reporting about it.

Table 55 Frequency of littering by gender

	Male	Female	total
Never littered	54	80	68
Rarely littered	33	16	24
Occasionally/frequently	13	4	8
total	100	100	100

table contents: Percent of Column Total
 Chi-square = 79.17 with 2 df p 0.0001

And on this issue, younger age groups are either learning the bad habits of their elders and being even more brazen in their littering, or else they are just more honest in reporting their behavior than older groups. Fewer than half of teenagers report never littering while about three out of four of those 30 and up either never litter, or refuse to honestly admit it. This is one issue which

needs action, action most people would accept according to Table 53, and which people seem to admit is a bad habit stemming from lax enforcement, not lack of information.

Table 56 Frequency of littering by age groups

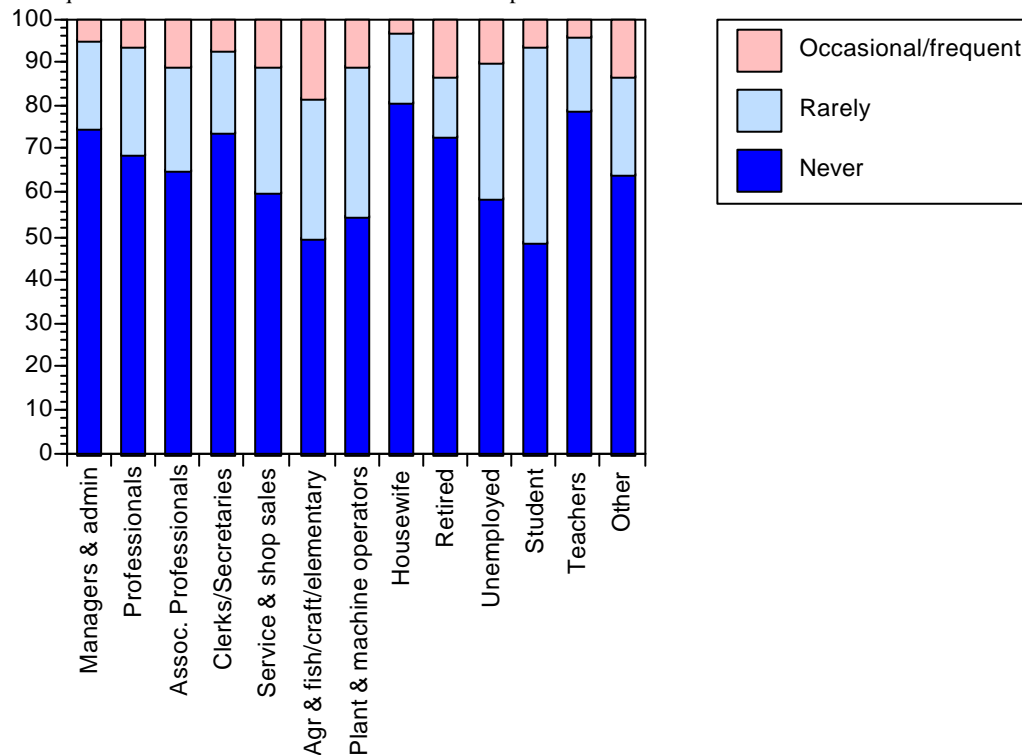
	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Never	44	53	70	73	75	74	73	68
Rarely	52	30	24	20	18	19	19	24
Occasionally/frequently	4	17	6	7	7	8	8	8
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N=925
 Chi-square = 52.82 with 12 df p 0.0001

Table 57 Frequency of littering by occupation

Occupation category	Never	Rarely	Occasional/ Frequently	total
Managers & admin	75	20	5	100
Professionals	69	25	6	100
Assoc. Professionals	65	24	11	100
Clerks/Secretaries	74	19	7	100
Service & shop sales	60	29	11	100
Agr & fish/craft/elementary	50	32	18	100
Plant & machine operators	55	34	11	100
Housewife	81	16	3	100
Retired	73	14	13	100
Unemployed	59	31	10	100
Student	49	45	6	100
Teachers	79	17	4	100
Other	65	23	13	100
total	68	24	8	100

table contents: Percent of Row Total
 Chi-square = 66.86 with 24 df p 0.0001



6. Transportation and pollution

The relationship between increased driving of cars and vans with higher levels of air pollution has been long established. The vast majority of Hong Kongers do not drive, 83% in this survey, but those who do – 12% for personal reasons and 5% for business reasons—contribute more than their share to air pollution. This section examines factors affecting driving versus public transportation.

Table 58 If you drive for personal reasons, how often to you drive your car or van?

%	Frequency
36	Daily
23	Several times a week
24	Once or twice a week
16	Few times a month

Table 59 What would affect your driving frequency or make you take public transport?

Yes	No	Maybe/DK	Factor
67	26	7	Difficulty in finding parking
60	29	11	More convenient & comfortable public transport alternative
58	34	8	Traffic congestion
43	45	12	Higher parking costs
37	51	12	Higher fuel costs

When asked: “Would you consider taking public transport instead of driving?” 49% answered yes, 23% no, 14% maybe, while 15% gave various circumstances which might affect their choice of public transport, including the factors in Table 59 as well as whether they move house, lose a job or change jobs, etc.

Table 60 How seriously would you consider buying a hybrid car, an electric car, or other form of more environmentally-friendly vehicle next time you buy?

%	Group
9	Not seriously at all
16	Somewhat seriously
35	Very seriously
28	Depends on competitive price & running costs
12	Don't know

Transportation in Hong Kong has recently generated another kind of pollution as of late involving the often loud broadcasting of ads and programs on in-bus televisions. We first asked Table 61 questions to find out who took these buses, and then how they regarded what has been described in letters to the editor as “noise pollution.”

Table 61 How often do you take a franchised bus when traveling?

%	Frequency
41	Daily
25	Several times a week
11	Several times a month
19	Rarely
4	Never

Table 62 Do you like or not like the tv programs being shown on franchised bus lines?

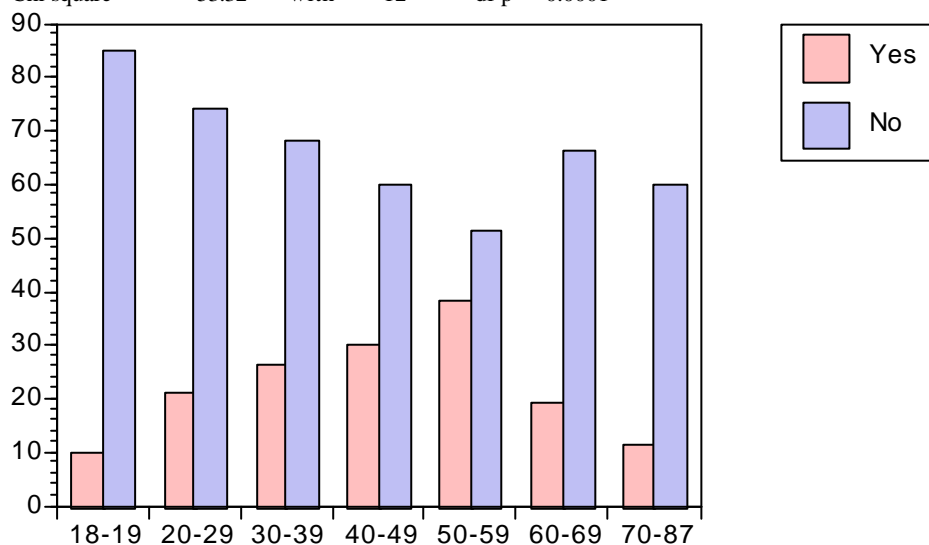
%	Group
4	Greatly dislike
18	Dislike
37	Neutral
30	Like
2	Greatly like
9	Don't know

While 22% indicated dislike for the programs on the buses, 26% labeled them noise pollution, indicating that many of the neutrals and don't knows in Table 62 may oppose the programs on noise grounds alone. And while 32% like the programs, 65% did not consider them noise pollution, so many of the neutrals and don't knows in Table 62 seem willing to tolerate the programs. However, that toleration differs widely among age groups, as Table 63 shows.

Table 63 Do you consider these tv programs noise pollution by age groups

	18-19	20-29	30-39	40-49	50-59	60-69	70-87	total
Yes	10	21	26	30	38	19	11	26
No	85	74	68	60	51	66	60	65
Don't Know	4	6	7	10	11	15	30	9
total	100	100	100	100	100	100	100	100

table contents: Percent of Column Total N= 925
 Chi-square = 53.32 with 12 df p 0.0001



7. Household chemicals

When asked: “Are you aware or not aware that many household chemicals such as bleach, drain cleaner, cockroach/mosquito sprays are damaging to the environment?” 72% replied in the affirmative, 18% were unaware and 10% did not know about the issue. But knowing about environmentally damaging products and habits may be one thing; willingness to pay for environmentally friendly products becomes the true bottom line.

7. Willingness to pay for environmental products

Nearly half (44%) always or sometimes purchase environmentally friendly products.

Table 64 Do you ever purchase products which are labeled environmentally friendly (e.g. mercury-free batteries, cloth shopping bags, etc.?) (N= 964)

Group	Count	%
Always purchase when possible	148	15
Sometimes	278	29
Rarely	110	11
Never	168	17
Don't know	260	27

The dominant reason is to help improve the environment.

Table 65 Which of the following reasons contributes to your decision TO BUY environmentally friendly products? (asked of always and sometimes respondents in Table 64)

%	Group
82	Want to do my bit for the environment
60	To set example to children
38	Trendy to be pro-environment
35	Better quality of environmentally friendly products
8	Peer pressure to buy environmental products

And for those who don't buy environmentally friendly products, Table 66 shows their reasons.

Table 66 Which of the following contributes to your decision NOT to buy environmentally friendly products? (asked of rarely and never respondents in Table 64)

%	Group
61	Environmentally friendly products hard to find
58	Not aware of such products
28	Cheaper cost of regular products
19	Environmental effects of products not a concern
12	Poor quality of environmentally friendly products

Those aware of the environmental damage of household products (Section 7 or part 5 above), show greater propensity to buy environmentally friendly products.

Table 67 Effect of awareness on propensity to purchase environmentally friendly products

	Aware	Not aware	Don't know	total
Always purchase	17	13	6	15
Sometimes	32	24	18	29
Rarely	12	12	6	11
Never	16	21	19	17
Don't know	23	29	51	27
total	100	100	100	100

table contents: Percent of Column Total

Chi-square = 43.88 with 8 df p 0.0001

Granted, Table 67 shows that many who are aware of the environmentally damaging effects of many of the products they purchase still rarely or never purchase environmentally friendly products. Nevertheless, Table 67 also demonstrates that awareness affects behavior significantly

for many. Hence, the next section examines the information sources people use as well as those they trust for environmental information.

8. Information sources and environmental issues

Hong Kong people buy and read more newspapers per thousand than any other entity. The *Economist Pocket World in Figures 2000* reports that Hong Kong newspapers sell 800 copies per thousand of population, well above the next highest entity, Norway, at 593 per thousand, and far above the UK at 332 and the US at 212 per thousand. Two thirds of respondents indicated they read a newspaper daily, 26% several times a week, and only 7% said they never read the paper. Since 138% report reading various newspapers, as listed in Table 68 (they are allowed to indicate up to 3 papers in response), this means that many of the 90% of the population who read newspapers read more than one newspaper.

Table 68: Of those who read newspapers daily or several times a week-newspapers read
(up to three selections allowed so does not sum to 100)

%	Newspaper
45	Oriental Daily
43	Apple Daily
16	Mingpao Daily
11	The Sun
5	Sing Tao Daily
5	South China Morning Post
4	Singpao
4	Hong Kong Economic Times
3	Hong Kong Economic Journal
1	Hong Kong Daily News
1	China Daily, Tai Kung Pao, Wen Wei Pao
.5	Hong Kong iMail

On many issues, such as littering in the neighborhood, newspaper reading makes little difference in responses. These are opinions which can be confidently formed based on one's own observations, not newspaper reporting. However, other issues such as genetically modified foods and drinking water pollution are affected by reading a newspaper. Table 69 is presented as an example. Less than 50% who never read a newspaper want to give drinking water pollution a top priority, while 62% of daily readers and 66% of frequent readers assign it top priority.

Table 69 Priority on drinking water pollution by reading of a daily newspaper

	Daily	Several times/wk	Never	total
Top priority	62	66	49	62
Medium	19	16	20	19
Low	7	5	6	6
Not a problem	9	9	12	9
Don't know	3	5	13	4
total	100	100	100	100

table contents: Percent of Column Total

Chi-square = 20.45 with 8 df p = 0.0088

Radio listening and television viewing seem to have little consistent effect on environmental priorities and no effect on concerns. 98% report they watch or listen for an average of 10.5

hours per week. However, Internet usage does have an effect on priority setting for the government, and 50% report using the Internet.

Table 70 Hours of Internet use

Hours	Count	%
0	425	47
1-4	185	20
5-10	172	19
11-20	76	8
21-100	54	6

N= 912 (52 did not know about Internet use and were dropped)

The percentage wanting a higher priority (top/medium priorities combined) tends to rise with Internet use, until use rises above 20 hours a week. This is perhaps because at lower levels of use the Internet is more an information and communication source, while above 20 hours a week one finds hackers and compulsive ICQ users rather than information seekers. Nevertheless, even the hackers tend to give a higher priority than the average, in most cases, than non-users.

Table 71 Top/Medium priority by hours of Internet use

Issue	0	1-4	5-10	11-20	21-100	Av	Chi-square
Pesticides in vegetables	84	89	88	90	89	87	0.0032
Contaminated seafood	75	85	84	90	83	81	0.0005
Outdoor air pollution	83	89	86	92	78	85	0.0994
Drinking water pollution	73	85	88	86	85	80	0.0006
Littering & hygiene in the neighborhood	77	82	82	84	76	80	0.0056
Overpopulation & crowding	74	78	82	80	74	77	0.0423
Loss & degradation of green areas in HK	77	87	85	82	78	80	0.0352
Lack of landfill space	68	82	78	79	72	74	0.0001
Sea water pollution	74	81	85	86	78	79	0.0017
Illegal trade in endangered wildlife & plants	68	74	73	62	69	71	0.0001
Growing shortage of fresh water in region	63	70	71	76	70	67	0.0003
Noise pollution	77	80	81	80	74	78	0.0001
Global warming	59	71	70	79	67	66	0.0001
Genetically modified food	62	72	69	70	56	66	0.0001
Coastline reclamation	59	73	70	74	69	66	0.0001
Indoor air pollution	61	70	69	67	63	66	0.0012
Mainland' s environmental problems	47	45	52	55	50	49	0.0001

While there is a correlation between education and prioritization, it is not consistent, and not in very many instances strong. It is certainly not as strong as the correlation between Internet use and priorities, as in Table 71 above. The Chart below of Table 71 shows how priorities of Internet users almost always exceed those of non-users. "Hackers" or those with 21 or more hours per week (one respondent reported 100 hours per week of Internet use) have been removed from the chart to clarify the tendency, but comparison of hackers priority totals with non-users still maintains the general tendency. As Hong Kong becomes more educated, and as use of the Internet spreads and grows as younger cohorts age, priorities on environmental issues will continue to rise.

Chart of Table 71 Top/Medium priority use by hours of Internet use

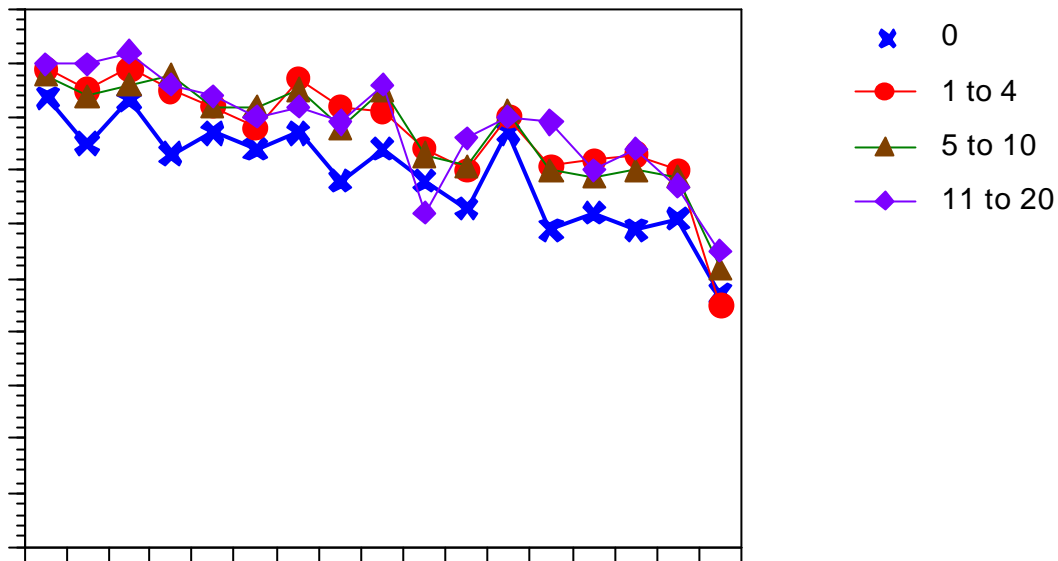


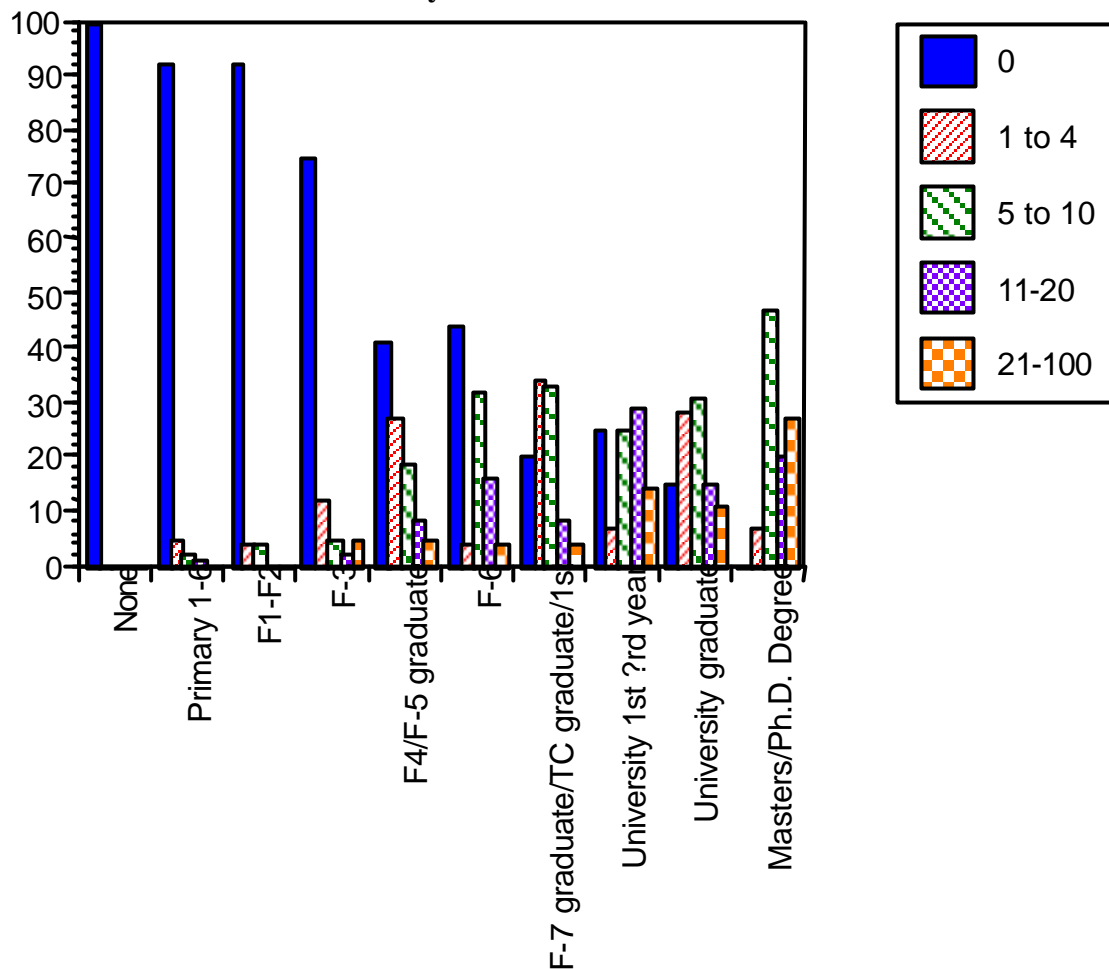
Table 72 Internet usage by educational attainment

Years of schooling	0	1-4	5-10	11-20	21-100	total
None	100	0	0	0	0	100
Primary 1-6	92	5	2	1	0	100
F1-F2	92	4	4	0	0	100
F-3	75	12	5	2	5	100
F4/F-5 graduate	41	27	19	8	5	100
F-6	44	4	32	16	4	100
F-7 graduate/TC graduate/1 st yr Assoc.	20	34	33	8	4	100
University 1 st -3 rd year	25	7	25	29	14	100
University graduate	15	28	31	15	11	100
Masters/Ph.D. Degree	0	7	47	20	27	100
total	47	20	19	8	6	100

table contents: Percent of Row Total

Chi-square = 370.8 with 36 df p 0.0001

Chart of Table 72 Internet use by educational attainment

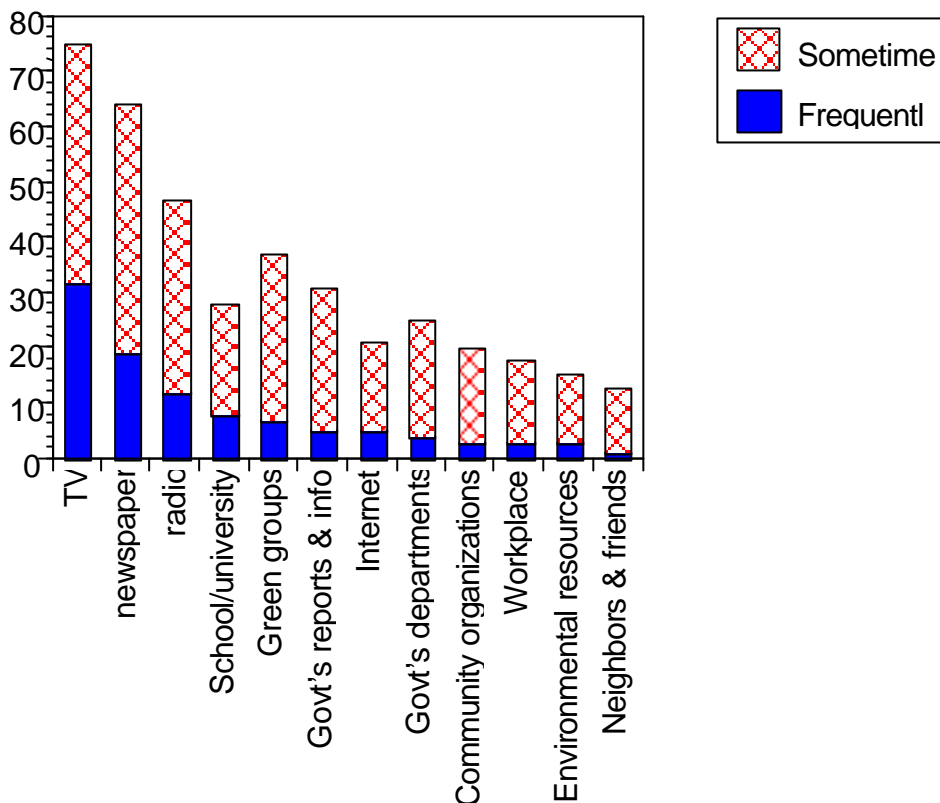


While Internet use seems to have strong effect on priority setting on environmental issues, it is not the main source of information for such issues.

Table 73 Which sources do you use to obtain information on environmental issues?

Source	Frequently	Sometimes	Seldom	Never	DK
tv	32	43	19	4	2
newspaper	19	45	25	8	3
radio	12	35	32	17	4
School/university	8	20	19	43	10
Green groups	7	30	22	36	5
Gov' t reports & info	5	26	30	33	6
Internet	5	16	20	51	9
Gov' t departments	4	21	24	43	8
Community organizations	3	17	27	46	7
Workplace	3	15	21	53	8
Environmental resources center	3	12	21	52	12
Neighbors & friends	1	12	35	46	5

Chart of Table 73 Information sources for environmental issues

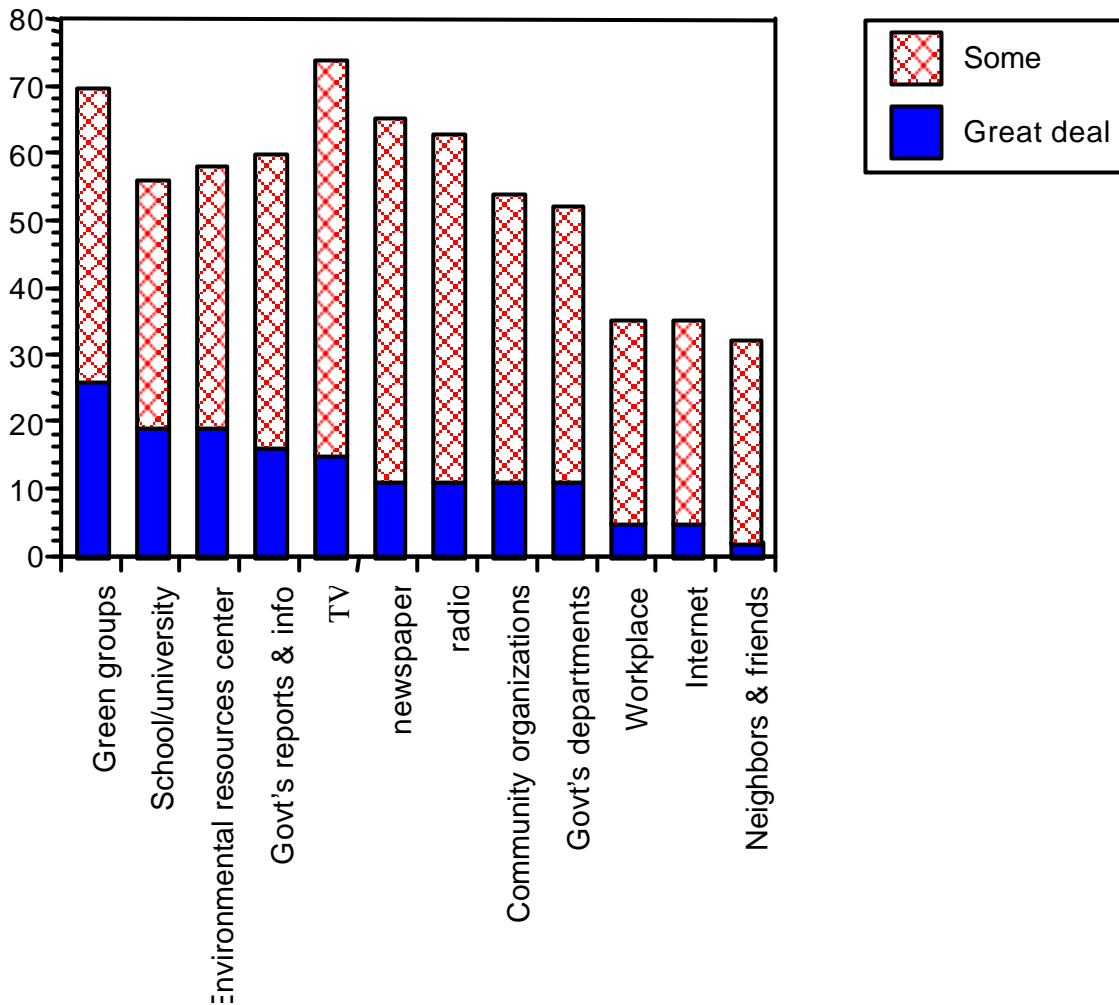


Trust in these information sources, however, is quite different from where most information comes from, as Table 74 shows.

Table 74 How much do you trust environmental information from the following?

Source	Great deal	Some	Little	None	DK
Green groups	26	44	7	1	21
School/university	19	37	8	2	34
Environmental resources center	19	39	7	2	33
Gov' t reports & info	16	44	12	4	24
tv	15	59	17	1	7
newspaper	11	54	23	2	11
radio	11	52	16	2	19
Community organizations	11	43	14	3	29
Gov' t departments	11	41	15	5	28
Workplace	5	30	20	7	38
Internet	5	30	17	6	42
Neighbors & friends	2	30	26	8	34

Chart of Table 74 Trust in sources of environmental information



9. Environmental issues and satisfaction with government

About 7% or 69 of 964 respondents reported complaining about pollution to representatives or administration officers sometime in the past three years. These “complainants” show a heightened sensitivity to environmental issues in terms of concern about personal effects, but do not seem to demand government to put a higher priority on these same issues. This may be related to their experience with making these complaints, with 61% of complainants versus 46% of non-complainants dissatisfied with government department’s efforts to improve the environment and 70% of complainants dissatisfied with top government officials efforts versus 54% for non-complainants. They are less unhappy with political parties, by 53% dissatisfied with party efforts versus 46% of non-complainants dissatisfied with environmental efforts by political parties.

Table 75 How frequently if ever have you complained about pollution to government officials, Legco members or District Council members in the past 3 years?

Group	Count	%
Never	885	92
Once	24	2
Several times	38	4
Many times	7	1
Don't Know	10	1

That only 7% say they have complained to officials about pollution in the past three years might be surprising, given the high levels of concern that earlier parts of this report detailed. The reasons why so many did not complain had nothing to do with satisfaction with efforts by the government on pollution, nor with satisfaction with the current conditions of these environmental concerns, nor with pollution not affecting the respondent enough to trigger complaint. As Table 77 shows, nearly two thirds don't think complaining to government officers or representatives would do any good, and over half don't know who to complain to.

Table 76 Reasons to complain about pollution to officials

%	Reason
74	Pollution affects my health
71	Pollution affects my family's health
17	Pollution affects my business

Table 77 Reasons why people don't complain to officials

%	Reason
62	Don't think it would do any good
58	Don't know who to complain to
24	Pollution doesn't affect me

In Table 78 respondents answering "once, several and many times" in Table 75 have been regrouped as Complainants. Those answering "never" in Table 75 as Non-complainants.

Table 78 Pollution complainants versus non-complainants on degrees of concern*

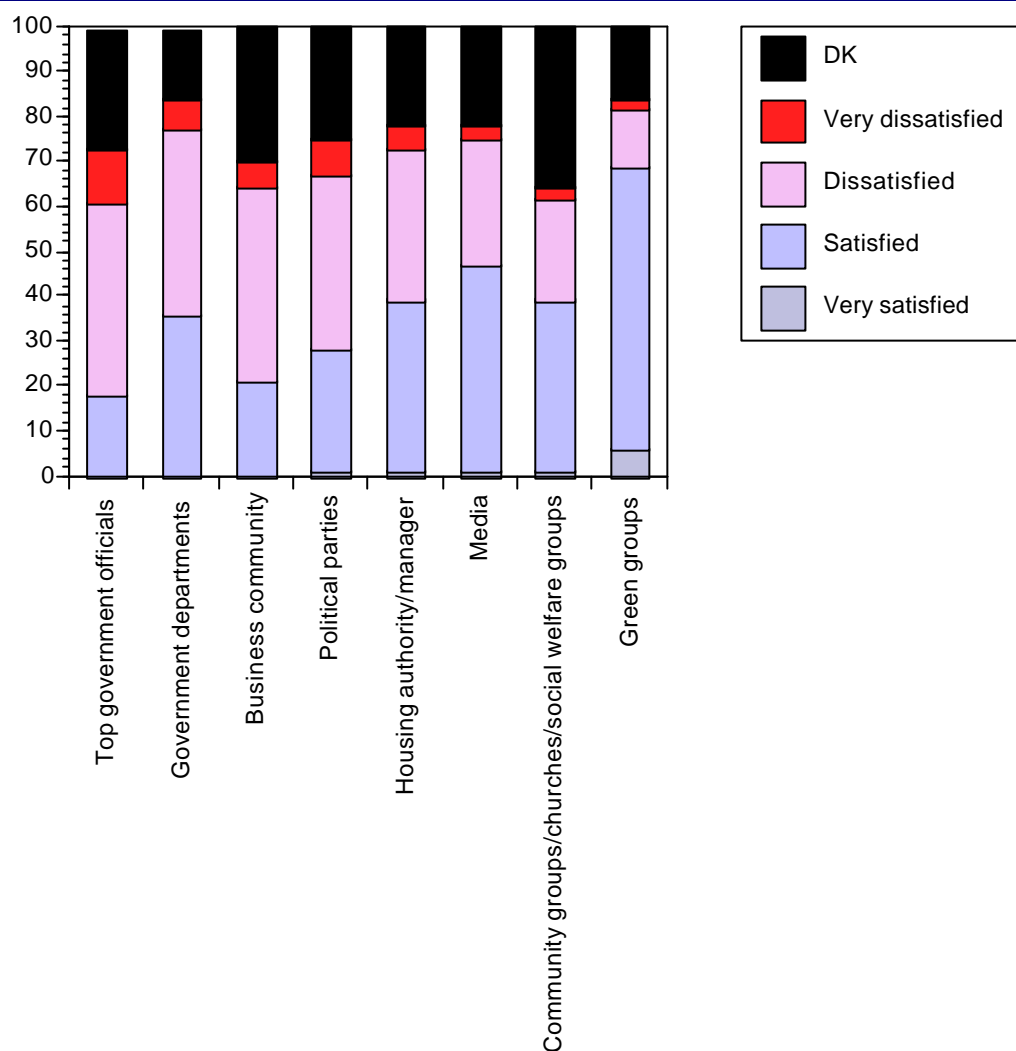
Issue	Complainant Great deal	Complainant Great deal + some	Non-complainant Great deal	Non-complainant Great deal + some	Chi-square
Global warming	48	71	27	63	.0016
Coastal reclamation	33	71	20	58	.0544
GM foods	39	70	27	62	.0742
Overpopulation	60	79	42	77	.0219
Noise pollution	61	80	33	78	.0001
Indoor air pollution	60	87	41	82	.0333
Outdoor air pollution	66	86	48	88	.0162

*Other issues show no significant differences between groups

Table 79 below shows the highest levels of dissatisfaction with government officials and government departments, followed closely by the business community and political parties. Green groups and the media garner the highest levels of satisfaction with their efforts.

Table 79 How satisfied or dissatisfied are you with the efforts of the following to improve the environment?

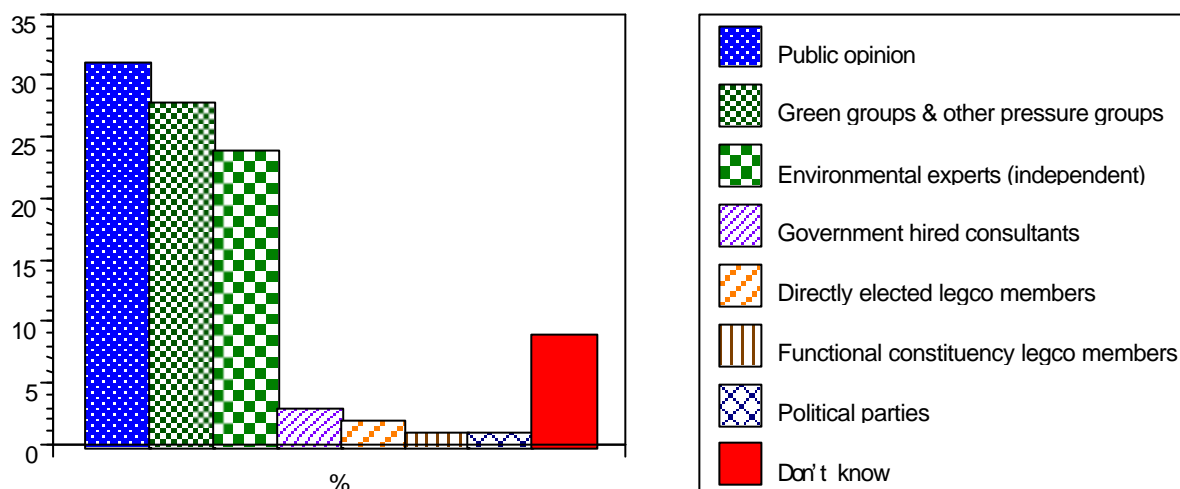
	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	DK
Top government officials	--	18	43	12	26
Government departments	--	36	41	7	15
Business community	--	21	43	6	30
Political parties	1	27	39	8	27
Housing authority/manager	1	38	34	5	22
Media	1	46	28	3	22
Community groups/churches/social welfare groups	1	38	23	2	37
Green groups	6	63	13	2	17



But as Table 80 shows, a plurality of the public wish the government would listen to their views on environmental concerns, with public interest NGOs and independent environmental experts far preferred over hired government consultants and Legco and party members.

Table 80 If there is an environmental problem in Hong Kong, which is the MOST appropriate group that the government should listen to?

%	Group
31	Public opinion
28	Green groups & other pressure groups
24	Environmental experts (independent)
3	Government hired consultants
2	Directly elected legco members
1	Functional constituency legco members
1	Political parties
9	Don't know



A surprisingly large proportion of Hong Kong people have put their money where their concerns are. Nearly one in five, 19%, say they gave a donation to an environmental group during the last 12 months. Even when times are hard, and these are some of the toughest Hong Kong has seen in a generation or more, Hong Kongers know there is no future unless they protect the environment.

In sum, most Hong Kongers desire the government to make many environmental issues a top or medium priority. Many express a great deal of concern about environmental issues. Most are dissatisfied with government's efforts to clean up the environment. Most are willing to support greater law enforcement and higher fines to protect the environment. Many are willing to purchase more environmentally friendly vehicles or take public transport if service convenience and conditions are improved. A growing proportion seem to be buying organic products, and a surprisingly proportion have participated in various environmentally related activities. But at the end of the day, Hong Kong's environmentally concerned people seem to be very much an army in search of a general.

10. Demographic profile of survey respondents

For survey methods see below. Some tables in this demographic profile of respondents include comparison with March 2001 census “Summary Results” (currently available). These census results are given so respondents can be compared with the whole community. The telephone survey was focused on those aged 18 and above who are members of a household (excludes domestic workers). While 99% of Hong Kongers have at least one land line telephone (about 80% have mobile phones as well), those who do not are poor. Elderly residents tend to be poor, live in shared premises with one common phone or one controlled by management, and have lower education levels; all factors which affect inclusion in the telephone survey. These older, poorer residents are underrepresented in the results, as may be seen in Table 4 below.

1. Are you a Permanent Resident of Hong Kong?

Group	Count	%
Yes	940	98
No	24	2

2. Were you born in Hong Kong?

All surveyed	Count	%	Permanent residents	Count	%
HK	679	70	HK	678	72
China	245	25	China	227	24
Elsewhere	39	4	Elsewhere	35	4

N=963 N=940

*Birthplace /Hong Kong Census:

Hong Kong	China	Elsewhere
59.7	32.5	7.8

*Includes all ages and all persons normally resident in Hong Kong. The telephone survey excluded all below age 18 and excluded domestic workers.

3. Sex

Group	Count	%	HK 2001 Census
Male	461	48	49
Female	503	52	51

4. Age (for census comparative purposes)

Group	Count	%	*HK 2001 Census
18-24	134	14	12
25-34	215	23	21
35-44	295	32	26
45-54	162	18	18
55-64	61	7	9
65+	58	6	12

N=925 *HK census figures adjusted to those aged 18 and above

The survey over-represents those 18-44 and under-represents those 55 and above. This is common in random sample telephone surveys in Hong Kong. Most of the 65+ are women with very low education levels since compulsory education for male and female was not required until 1971 and took several years to phase in. The 2001 census median (includes all ages) is 36. Median age of the sample is 39. The age table used in cross-tabs is calculated according to decades (those in their teens, those in their twenties, thirties, etc.). This is common sociological practice and facilitates life cycle comparisons. University students normally matriculate in local

universities between 19 and 25. Most enter the job market between ages 18 to 23. Age of first marriage averages from 27 to 29, depending on gender. First births for married women is in their thirties. Normal Hong Kong retirement age is 60. Analysis by decades rather than by census divisions makes more sense in the Hong Kong context and is closer to group age-experience norms.

5. Age (for sociological analysis purposes) N=925

Group	Count	%
18-19	48	5
20-29	161	17
30-39	272	29
40-49	249	27
50-59	105	11
60-69	53	6
70-87	37	4

6. Marital Status N=957

Group	Count	%	HK census
Not married	310	32	32
Married	628	66	59
Widowed	10	1	6
Divorced/separated	9	1	3

7. Educational Attainment N=964

Years of schooling	Count	%
None	43	5
Primary 1-6	109	11
F1-F2	27	3
F-3	130	14
F4/F-5 graduate	287	30
F-6	27	3
F-7 graduate/TC graduate/1 st yr Assoc.	93	10
University 1 st –3 rd year	28	3
University graduate	194	20
Masters/Ph.D. Degree	15	2

8. Occupation N=964

Group	Count	%
Managers & admin	89	9
Professionals	74	8
Assoc. Professionals	40	4
Clerks/Secretaries	104	11
Service & shop sales	88	9
Agriculture & fish	8	1
Craft workers	28	3
Plant & machine operators	77	8
Elementary occupations	36	4
Housewife	166	17
Retired	78	8
Unemployed	32	3
Student	71	7
Teachers	26	3
Other	32	3

9. Employed (by sector) N=603

Group	Count	%
Civil servant	81	13
Privatized public	17	3
Private sector	489	81
Non-profit	16	3

61% of the sample are employed in full time gainful employment.

10 Religious affiliation N=964

Group	Count	%
None	540	56
Catholic	45	5
Protestant	120	12
Buddhist	77	8
Taoist	2	--
Ancestor worship	169	18
Other	11	1

11 Experience living outside HK 1 year or more N=211

Group	Count	%
UK	22	10
US	25	12
Aust	14	7
Can	27	13
NZ	1	--
Singapore	3	1
PRC	80	38
Taiwan	5	2
Macao	6	3
Other	28	13

Survey Methods

Those surveyed in September 2001 numbered 940 permanent residents and 24 residents without permanent residency rights aged 18 and up. Interviews were conducted by telephone in Cantonese, Mandarin, English, Hakka and Fujianese. Respondents were selected by random generation of final 4 digits of number dialed after random selection of initial exchange digits (first four digits) from latest directories. After determining number of people resident at the number aged 18 and up, respondent chosen to interview was made by use of Kish table in which final digit of number dialed and total number resident in the household embedded in a matrix of randomly generated possibilities. The Kish table below is the table used.

No. of people in the household

The last digit of the telephone number

	1	2	3	4	5	6	7	8	9	0
1	1	1	1	1	1	1	1	1	1	1
2	1	1	2	2	2	1	1	2	1	2
3	3	2	2	1	2	2	3	1	1	3
4	1	4	2	3	3	2	1	4	2	4
5	5	2	1	1	3	2	4	3	5	4
6	1	6	2	6	4	5	3	2	4	5
7	2	3	5	5	7	4	6	6	1	7
8	7	2	3	4	8	6	5	7	8	1
9	6	7	4	2	1	9	8	5	3	9
10	4	5	8	7	9	3	2	1	6	10

Phone calls were made from 6 pm to 10:30-10:45 pm over weeknights, and from 2 pm to 10:30 pm on Saturday and Sunday, with scheduled callbacks for those who requested such. Up to 5 attempts were made per number or until a respondent was identified, nature of the number determined (fax, answer machines, business numbers discarded), or interview was refused. Completion rate of interviews once a respondent has been identified (in other words, we have attempted to reach the specific person indicated by the Kish table at a particular number) was 25% (3,791 respondents identified/964 interviews completed).

Survey Preparation and Administration

Briefing written by: Michael E. DeGolyer

Survey Questionnaire: Lisa Hopkinson, Michael DeGolyer, Sharon Chan Edmiston, Cheung Pui ki, Christine Loh

Survey Administration: Cheung Pui ki

Statistical analysis: Michael E. DeGolyer

Survey Instruments

English and Chinese versions of the questionnaires used are attached in the Appendix.