



香港大學民意研究計劃
Public Opinion Programme
The University of Hong Kong

野生救援
WILDAID

Ivory Demand Survey

象牙需求意見調查

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Research Background 研究背景

- In August 2014, POP was commissioned by WildAid to conduct this “Survey on Ivory Consumption Trends in Hong Kong”.
民研計劃於2014年8月受 野生救援 委託，進行是次「象牙需求意見調查」。
- The survey objective was to gauge people’s views on consumption of ivory products and related policy.
研究目的為了解本港市民對購買象牙製品及相關政策的看法。
- POP consulted WildAid in designing the questionnaire while POP enjoyed full autonomy in fieldwork operation, data collection and data analysis. In return, POP takes full responsibility for all findings reported.
調查問卷由民研計劃諮詢野生救援後獨立設計，所有操作、數據收集及資料分析由民研計劃獨立進行，結果亦由民研計劃全面負責。

Contact Information 樣本資料

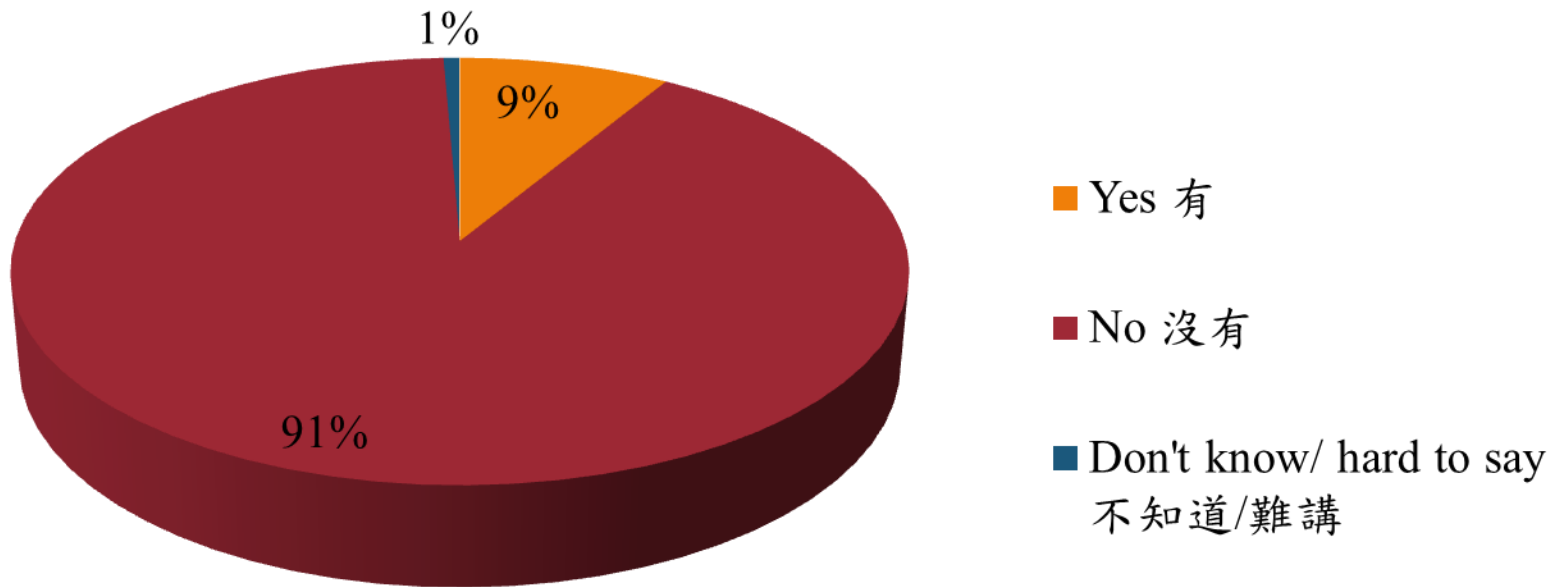
- Date of survey** : November 27 to December 9, 2014
調查日期 : 2014年11月27日至12月9日
- Target population** : Hong Kong citizens aged 18 or above who speak Cantonese
訪問對象 : 18歲或以上操粵語的香港居民
- Survey method** : Random telephone survey by real interviewers
調查方法 : 由真實訪員以電腦隨機抽樣電話訪問形式進行
- Successful cases** : 1,021 successful cases
成功樣本 : 1,021個成功個案
- Response rate** : 67.0%
回應比率 : 67.0%
- Standard error** : Less than 1.6% (no more than +/-3.1% at 95% confidence level)
標準誤差 : 少於1.6% (95%置信水平下，各個百分比的抽樣誤差為少於正負3.1%)
- Weighting method** : The raw figures obtained will be statistically weighted according to the latest gender, age and education distributions as reported by the Census & Statistics Department
加權方法 : 原始數據已按照政府統計處提供之全港人口年齡、性別及教育程度的最新分佈數字，以加權方法作出調整。

Survey Findings

調查結果

Nearly 10% own ivory or ivory products

近一成受訪者擁有象牙或者象牙產品

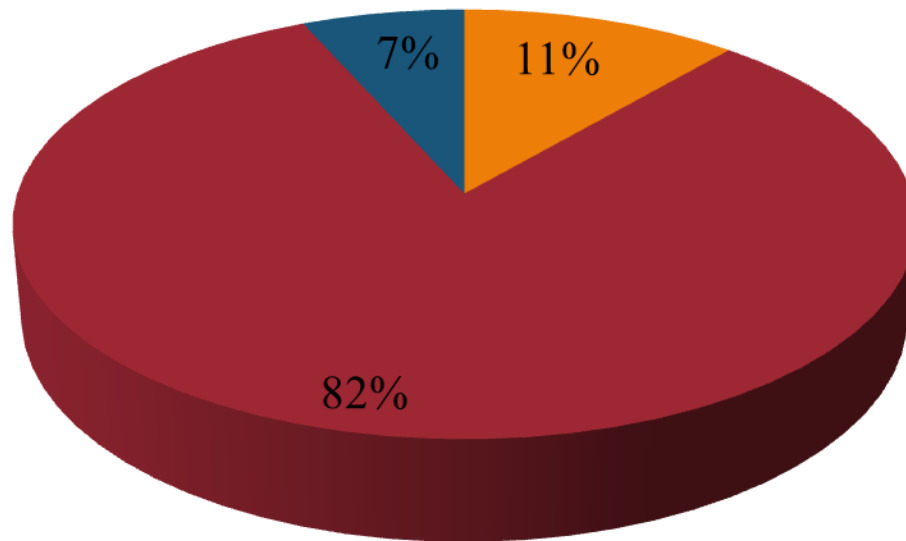


[Q1] Do you own any ivory or ivory products?
[Q1] 請問你有無擁有象牙或者象牙產品?

Base = 1,021
基數 = 1,021

Slightly over 10% knew someone who owned ivory or ivory products

稍多於一成受訪者表示認識擁有象牙或象牙產品的人



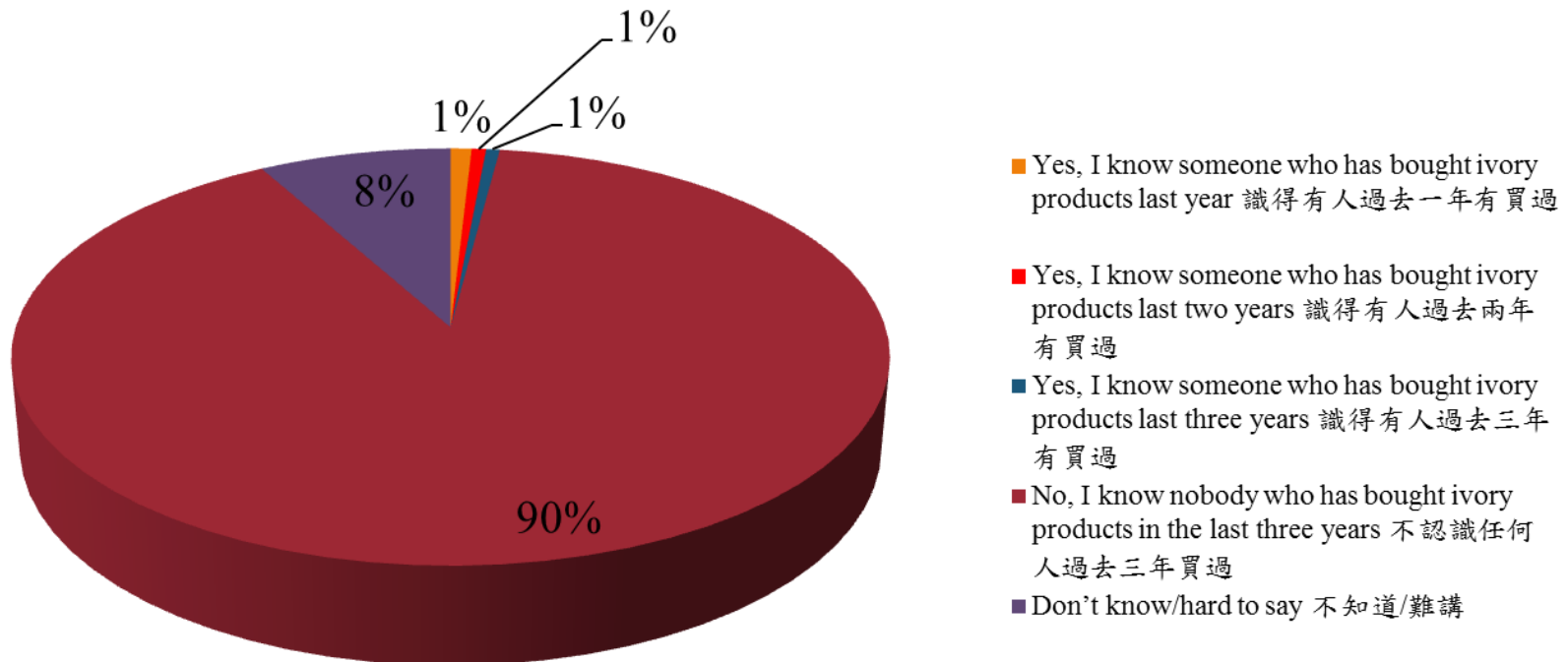
- Yes, I know someone who owns 認識
- No, I know nobody who owns 不認識
- Don't know / hard to say 不知道/難講

[Q2] Do you know anyone who owns ivory or ivory products?
[Q2] 你識唔識得人擁有象牙或象牙產品?

Base = 1,021
基數 = 1,021

Only 3% knew someone who had bought ivory or ivory products in past 3 years

僅有3%受訪者認識過往3年曾購買象牙或象牙產品的人



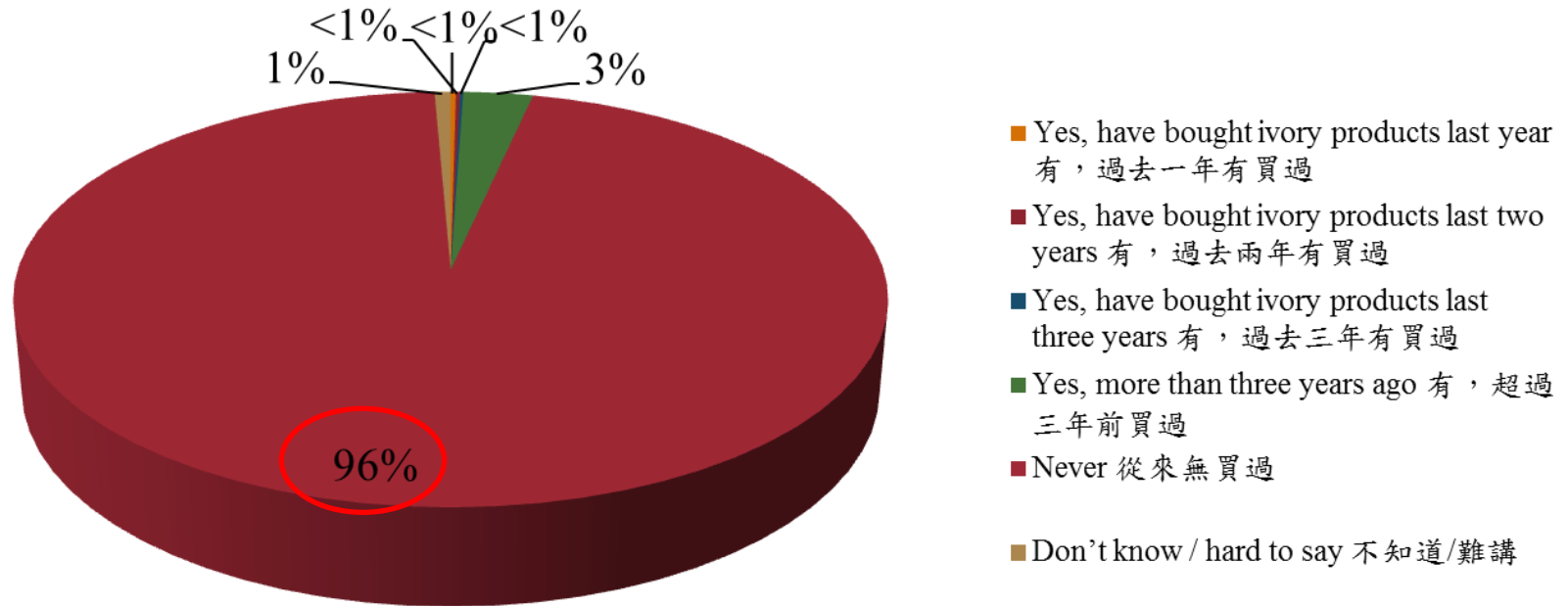
[Q3] Besides yourself, do you know anyone who has bought ivory or ivory products in the last one, two or three year(s)?

[Q3] 唔計你自己，你識唔識得人係過去既一至三年有買過象牙或者象牙製品？

Base = 1,021
基數 = 1,021

Over 95% claimed they had never bought any ivory or ivory products before

超過九成半受訪者表示自己從來沒有購買過



[Q4] Have you bought any ivory or ivory products in the last one, two or three year(s)?

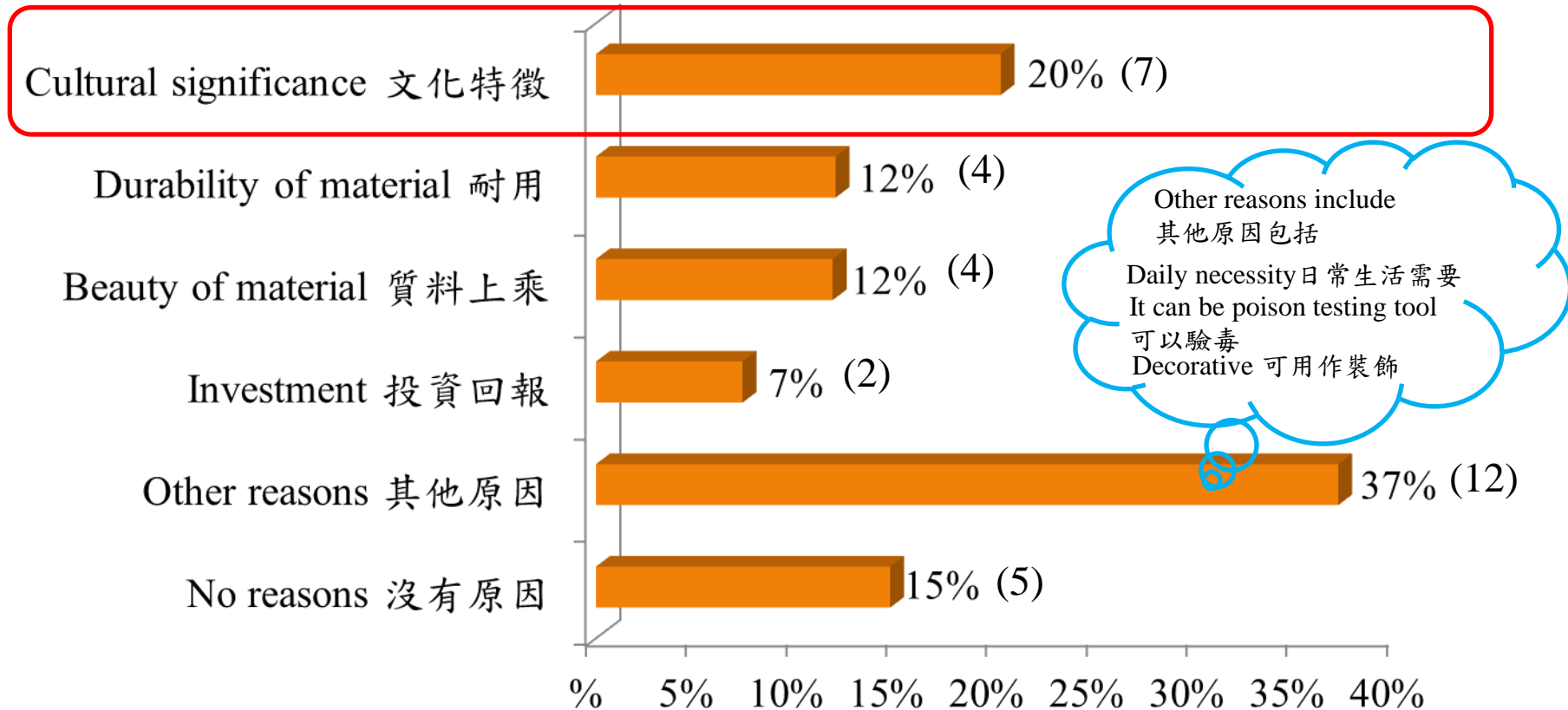
[Q4] 咁你自己係過去既一至三年有無買過象牙或者象牙製品?

Base = 1,020

基數 = 1,020

Cultural significance is the no.1 reason for buying ivory or ivory products

文化特徵是吸引買家購入象牙或象牙產品的首要原因



[Q5] [Only for those who have bought ivory products before in Q4] Why did you buy ivory or ivory products?

Base = 33

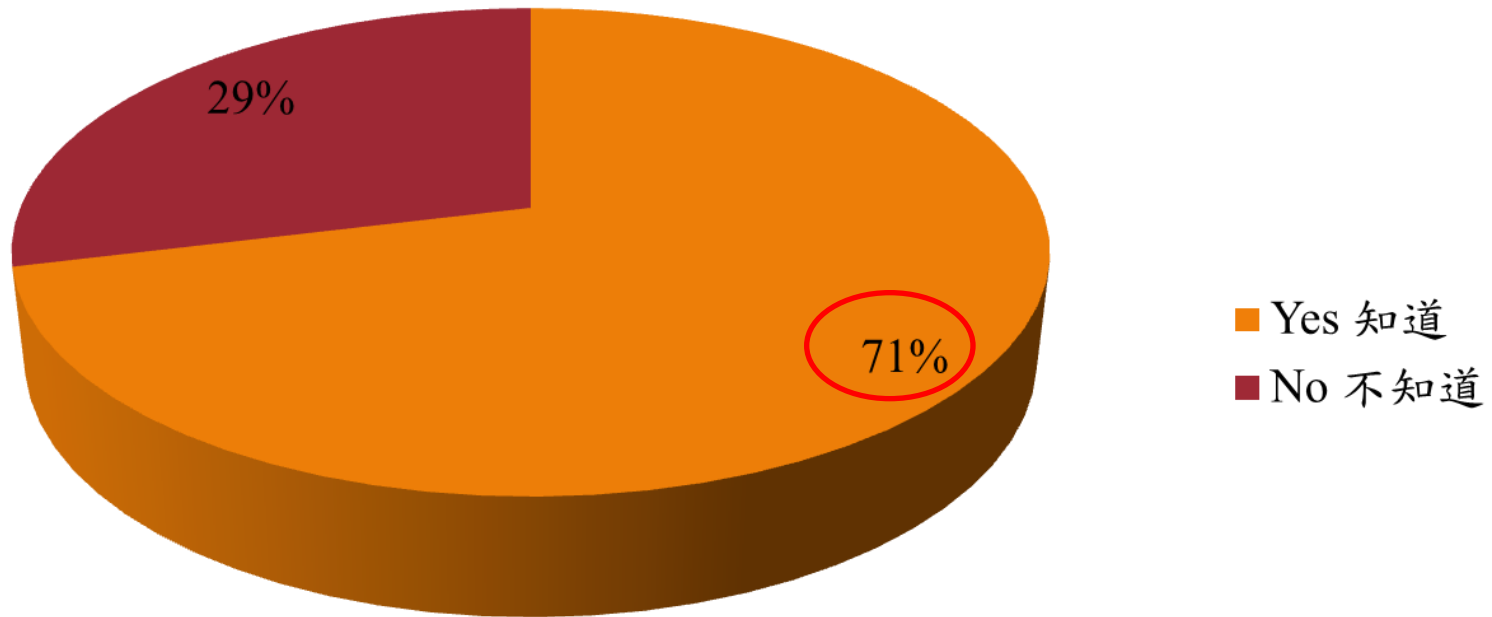
[Q5] 【只問Q4答有買過的被訪者】點解你選擇購買象牙或者象牙製品?

基數 = 33

() = number of respondents 回答人數

Over 70% of respondents knew elephants had to die or be killed for ivory

超過七成受訪者知道大象要死亡或被殺才可以收集象牙

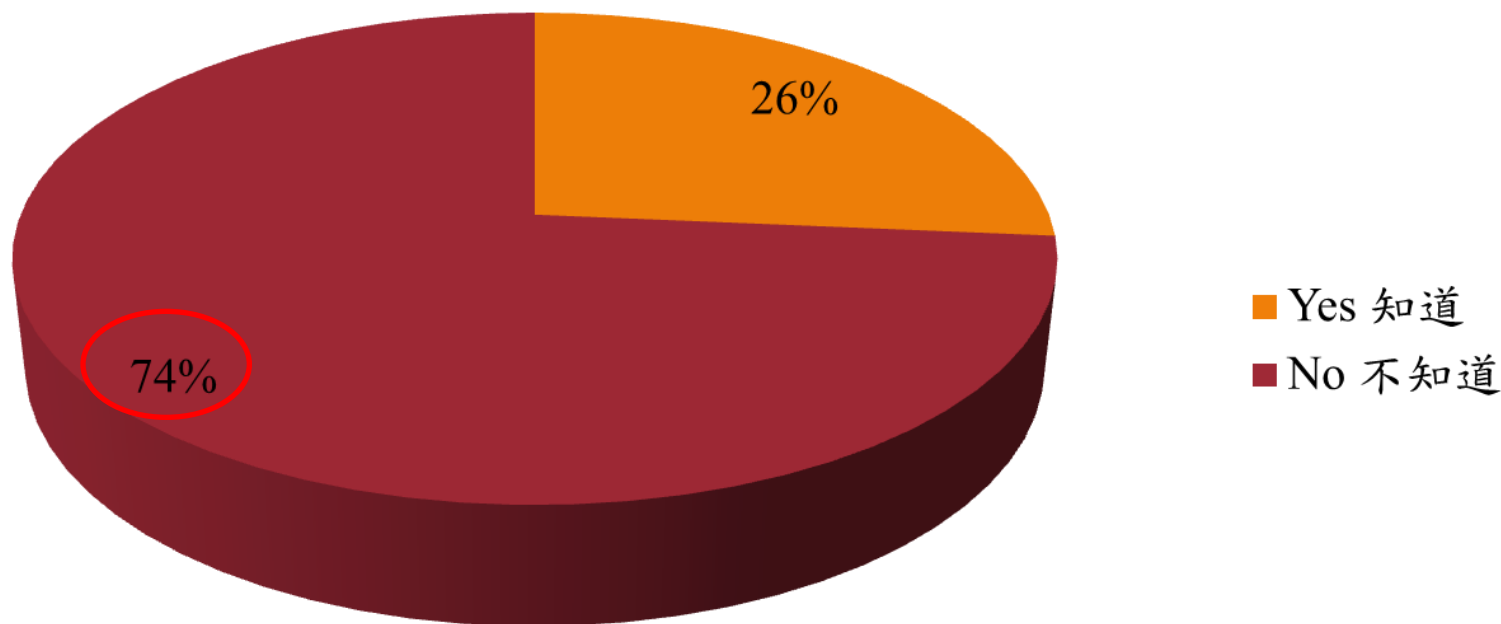


[Q6] Did you know that elephant tusks do not fall out like teeth, but in order to get the ivory, elephants must die or be killed?

[Q6] 你知唔知象牙唔會好似甩牙咁脫落，而係要隻大象死亡或被殺先可以攞到象牙？

Base = 1,020
基數 = 1,020

Nearly 75% were unaware that ivory poaching was linked to terrorist trade and international organized crime
接近七成半受訪者不知道捕獵象牙與恐怖分子交易及國際犯罪組織有關



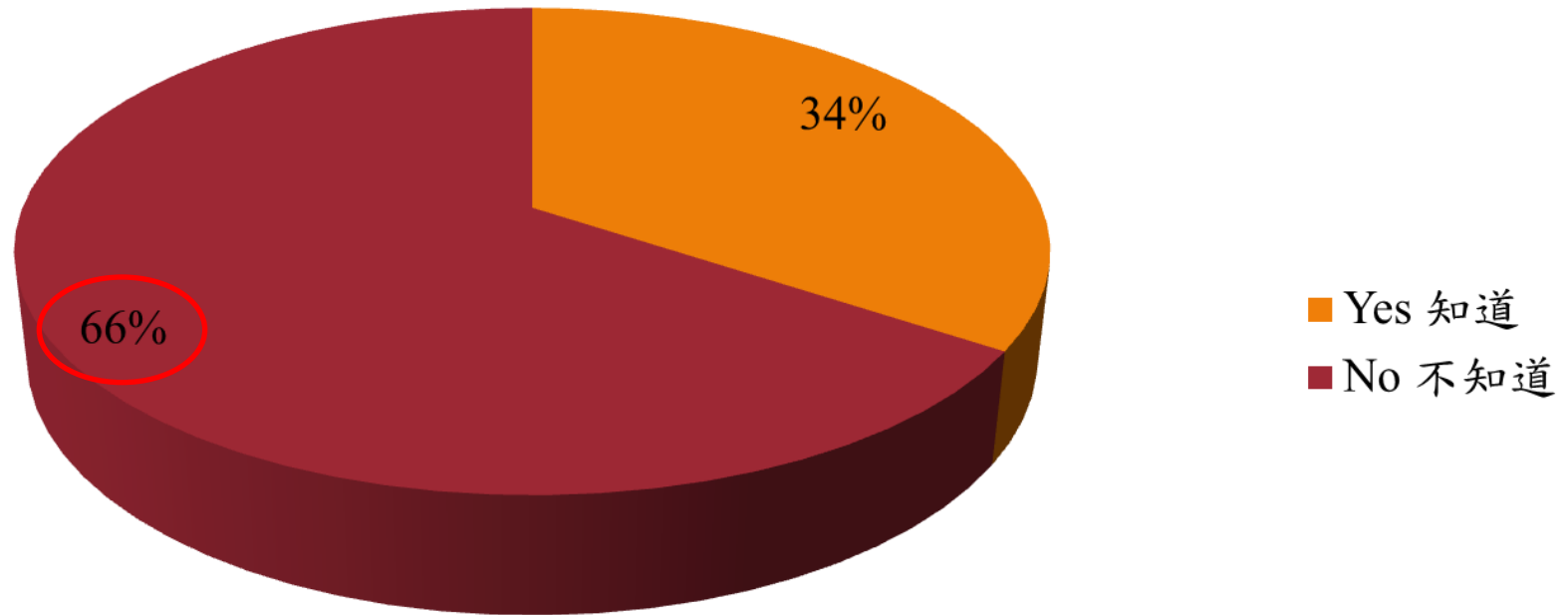
[Q7] Do you know that it has been proven that ivory poaching is linked to terrorist trade and international organised crime?

[Q7] 你知唔知道捕獵象牙已經證實左係同恐怖分子交易及國際犯罪組織有關係?

Base = 1,021
基數 = 1,021

Two thirds were unaware that African elephant species could extinct within our life time if the current poaching rates continue

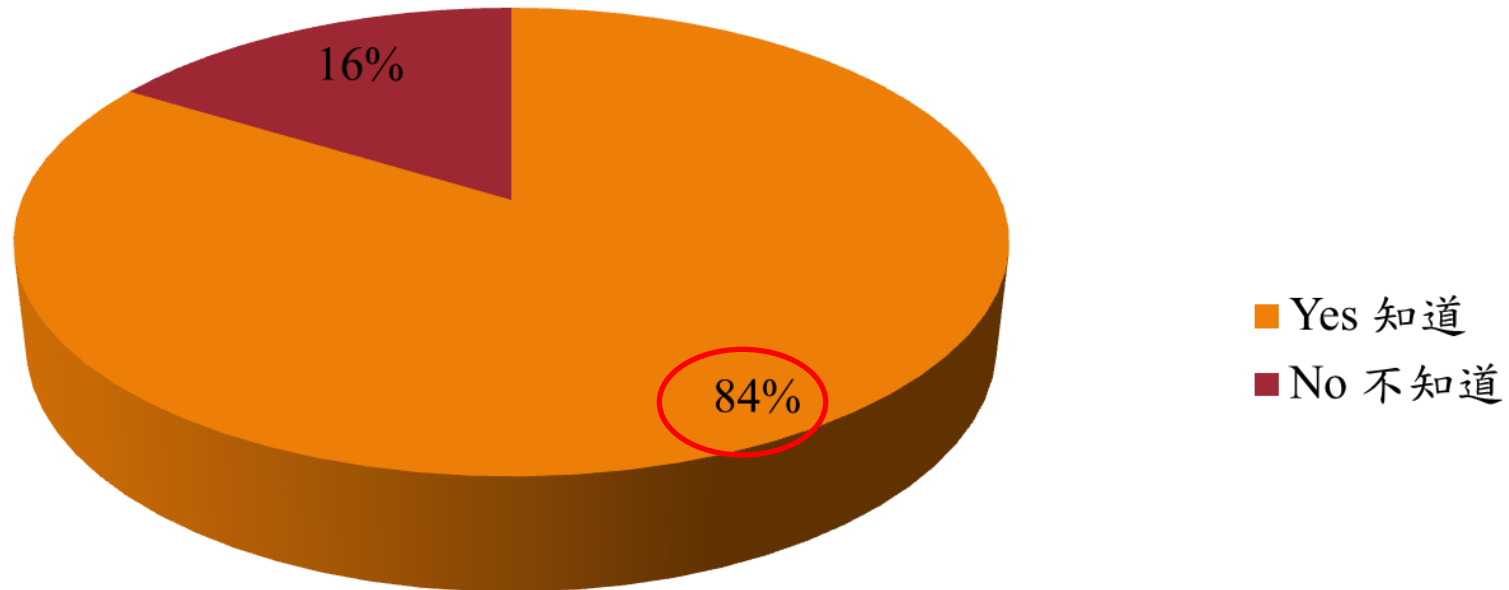
三分之二受訪者不知道如果現時捕殺大象的情況持續，非洲大象有可能在我們這一代絕種



[Q8] Did you know that one elephant is killed every fifteen minutes, which is 96 elephants per day, and if current poaching rates continue, the African elephant species could be extinct in the wild within our life time?
[Q8]你知唔知道每十五分鐘就會有一隻大象俾人殺死，即係每日有96隻大象被殺。如果宜家捕殺大象既情況持續，非洲大象就有可能喺我地呢一代絕種？

Base = 1,020
基數 = 1,020

Almost 85% were aware that it is illegal to import or export ivory out of Hong Kong without a license
近八成半受訪者知道在香港如果沒有證明文件而攜帶象牙出入境是違法的



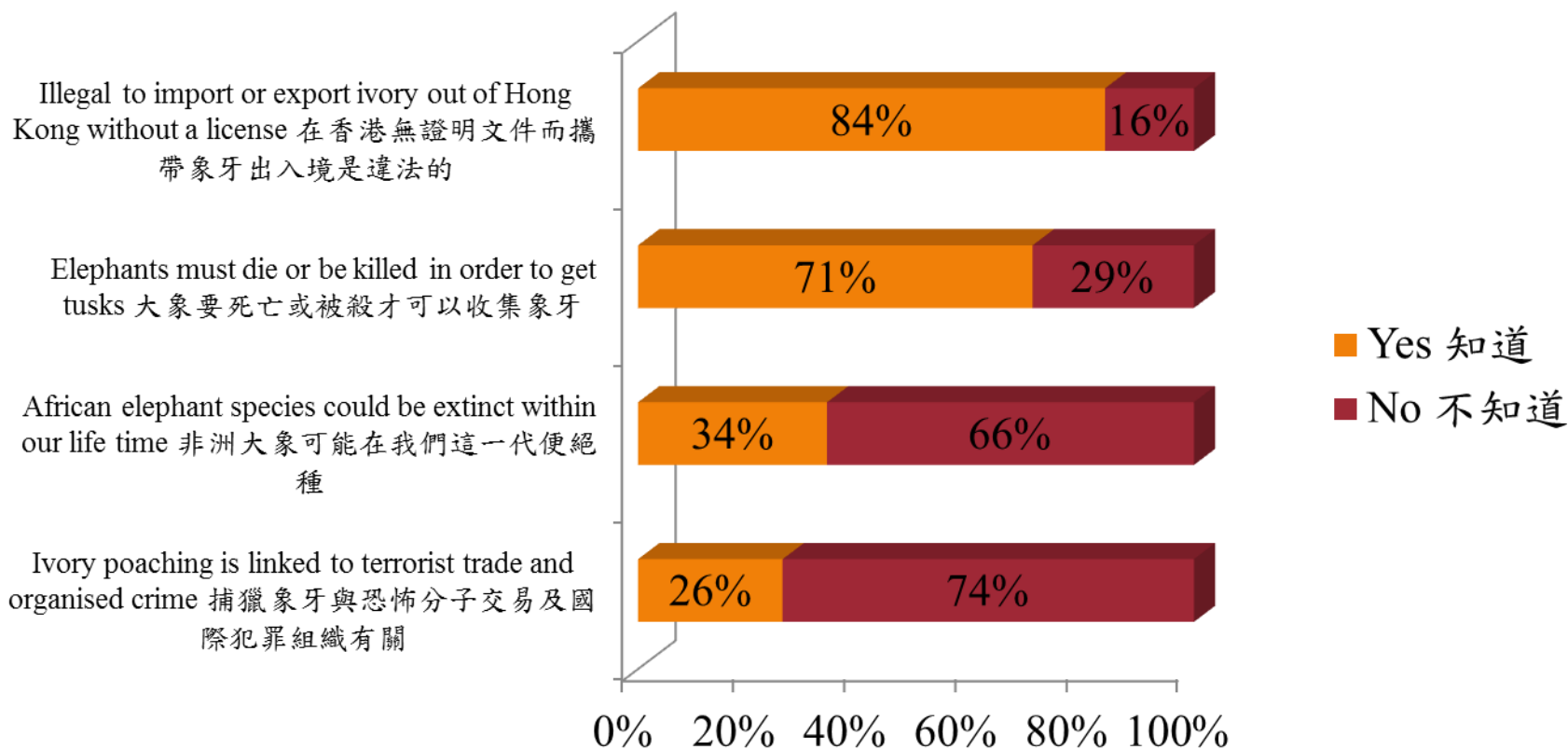
[Q9] Back to Hong Kong, do you know that it is illegal to import or export ivory out of Hong Kong without a license?

[Q9] 講番我地香港，你知唔知道如果無證明文件而攜帶象牙出入境係違法既？

Base = 1,021
基數 = 1,021

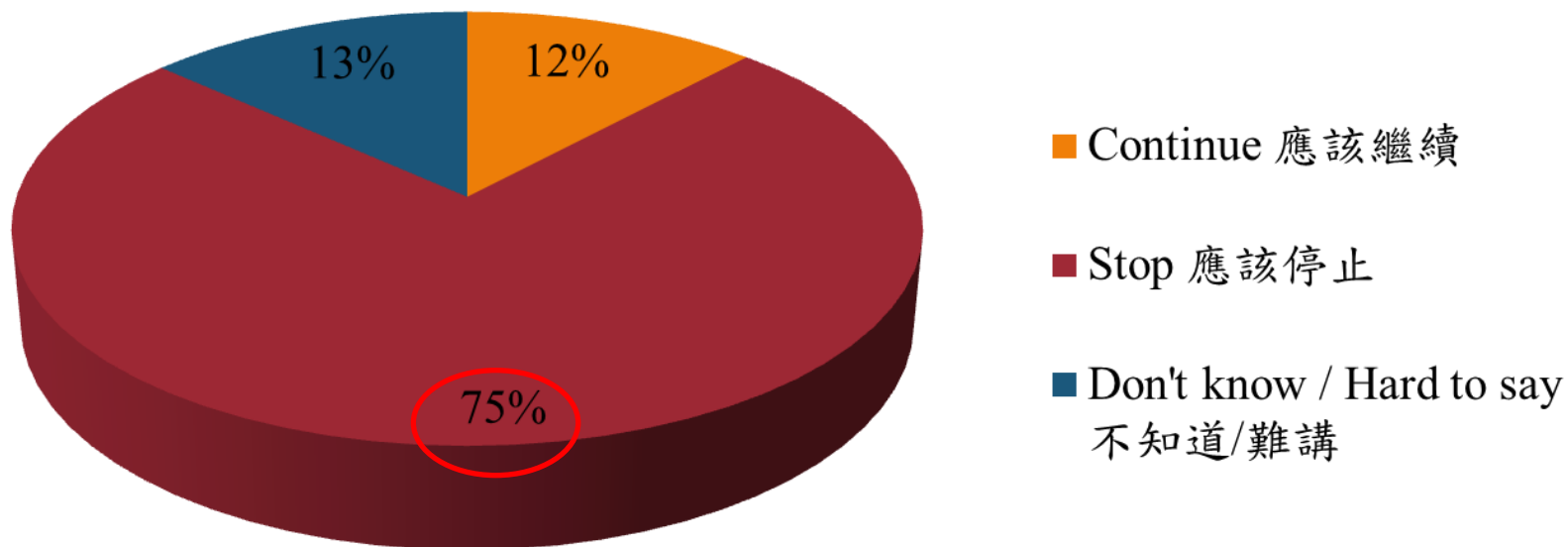
Summary Chart: Public Awareness on Ivory Poaching

對捕獵象牙認知的綜合圖



**75% thought the AFCD should stop issuing new licenses
for ivory possession in future**

**七成半受訪者認為香港漁農自然護理署
應該停止發放新的象牙收藏許可證**

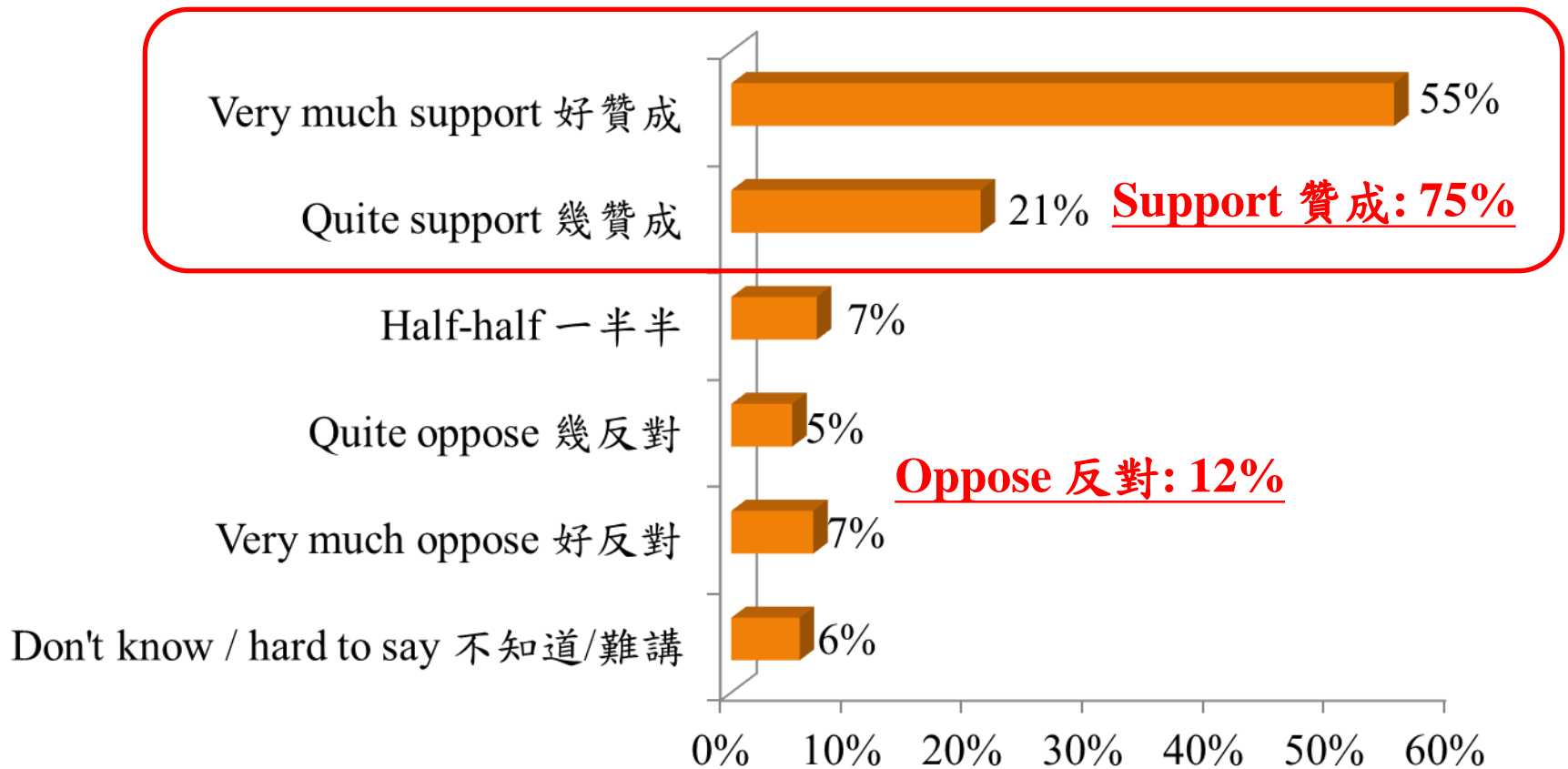


[Q10] By end of 2013, about 450 licenses for ivory possession have been issued by AFCD in Hong Kong. Do you think AFCD should continue or stop issuing new licenses in future?

[Q10] 直至2013年底，香港漁農自然護理署一共發出約450個象牙收藏許可證。你認為漁護署應該繼續抑或停止發新既許可證？

Base = 1,017
基數 = 1,017

75% support a ban on selling ivory in Hong Kong 七成半受訪者贊成本地實施禁售象牙



[Q11] Finally, how much would you support or oppose a ban on selling ivory in Hong Kong?

[Q11] 最後，你有幾贊成或反對本地實施禁售象牙？

Base = 1,021

基數 = 1,021

Conclusion 總結

- Landslide majority of the respondents said they did not own nor buy any ivory or ivory products before. 絕大部分受訪者表示自己沒有擁有任何象牙或象牙產品，過去亦從來沒有購買過。
- Only a quarter of the respondents were aware that “ivory poaching is linked to terrorist trade and international organized crime” while only one-third knew “African elephant species could be extinct in the wild within our life time”, reflecting Hong Kong people’s insufficient knowledge in ivory poaching. 僅有四分之一受訪者知道「捕獵象牙與恐怖分子交易及國際犯罪組織有關」及三分之一知道「非洲大象就有可能在我們這一代絕種」，反映香港市民普遍對捕獵象牙的認知不足。
- Most respondents were supportive to “stop issuing new licenses for ivory possession by AFCD” and “impose a ban on ivory selling in Hong Kong”. 大多數受訪者認為「漁農自然護理署應該停止發放新的象牙收藏許可證」及支持「本地實施禁售象牙」。

End of presentation

簡報完畢

For more information, please visit:
詳細報告結果，請瀏覽：
<http://hkupop.hku.hk>