

**Public Opinion Programme, The University of Hong Kong
The Hong Kong Medical Association
The Hong Kong College of Community Medicine**

Survey on Alcohol Control Policy



Survey Report

Jointly compiled by
CHUNG Ting-yiu Robert, PANG Ka-lai Karie,
LEE Wing-yi Winnie and CHU Cho-leung Stanley

17 May 2016

*Copyright of this report is held jointly by The Hong Kong Medical Association (HKMA), the Hong Kong College of Community Medicine (HKCCM) and the Public Opinion Programme (POP) of The University of Hong Kong.
Dr Robert CHUNG is fully responsible for the work of POP.*

Contents

Survey Report

- | | |
|-------------------------------|---------------|
| <i>I. Research Background</i> | <i>Page 2</i> |
| <i>II. Research Design</i> | <i>Page 3</i> |
| <i>III. Research Findings</i> | <i>Page 4</i> |
| <i>IV. Concluding Note</i> | <i>Page 5</i> |

Appendices

- | | |
|---|--|
| <i>I. Contact Information</i> | |
| <i>II. Frequency Tables</i> | |
| <i>III. Demographics of the Respondents</i> | |
| <i>IV. Questionnaire (Bilingual)</i> | |

I. Research Background

- 1.1 In April 2016, **The Hong Kong Medical Association (HKMA)** and the **Hong Kong College of Community Medicine (HKCCM)** commissioned the Public Opinion Programme (POP) of The University of Hong Kong to conduct this “Survey on Alcohol Control Policy”. Target population of this survey was Cantonese-speaking Hong Kong residents aged 18 or above. The main objective of this survey was to collect Hong Kong citizens’ views on potential alcohol control policies.

- 1.2 The research instrument used in this study was designed by the POP Team after consulting the HKMA and HKCCM. Meanwhile, fieldwork operations, data collection and analysis were conducted independently by the POP Team, without interference from the commissioning body or any outside party. In other words, although POP has sought opinion from the HKMA and HKCCM regarding the questionnaire design, POP was given full autonomy to design and execute the study. In return, POP would take full responsibility for the research design and all the findings reported herewith.

II. Research Design

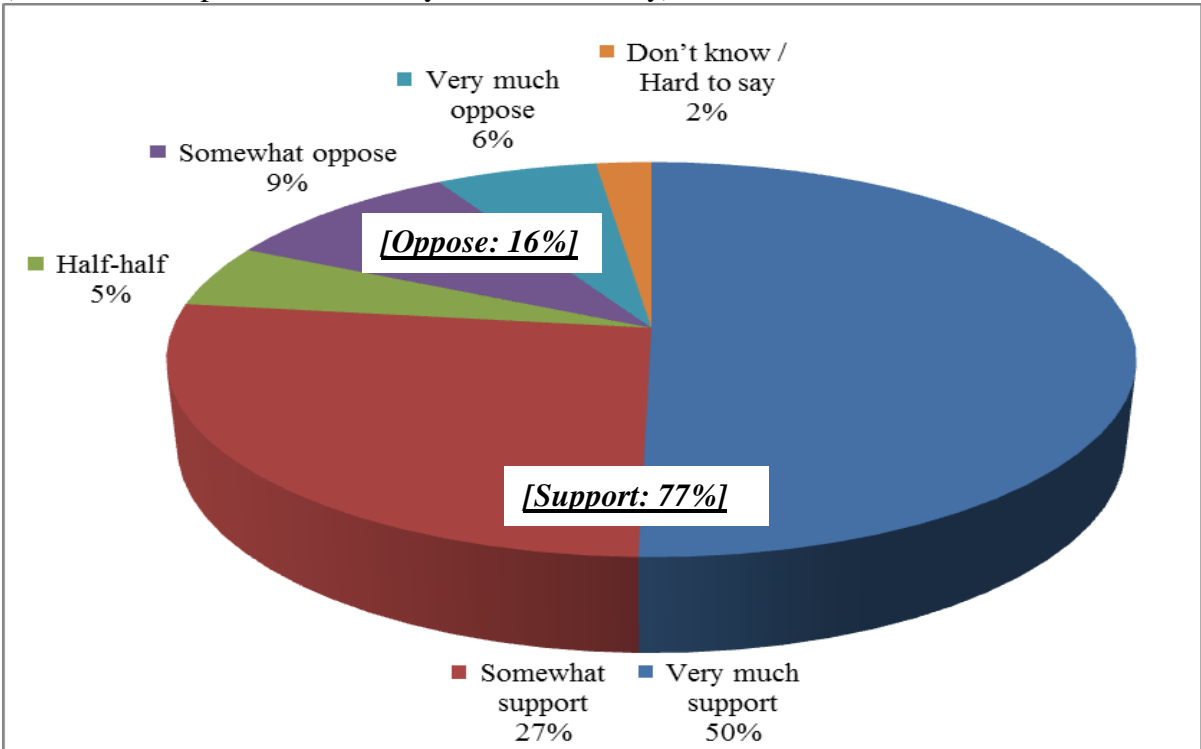
- 2.1 This was a random telephone survey conducted by telephone interviewers under close supervision. All data were collected by interviewers using a Web-based Computer Assisted Telephone Interview (Web-CATI) system which allowed real-time data capture and consolidation. To ensure data quality, on top of on-site supervision and random checking, voice recording, screen capturing and camera surveillance were used to monitor the interviewers' performance.
- 2.2 To minimize sampling bias, telephone numbers were randomly generated using known prefixes assigned to telecommunication services providers under the Numbering Plan provided by the Office of the Communications Authority (OFCA). Invalid numbers were then eliminated according to computer and manual dialing records to produce the final sample.
- 2.3 The target population of this survey was **Cantonese-speaking Hong Kong residents aged 18 or above**. When telephone contact was successfully established with a target household, one target respondent was selected. If more than one subject had been available, selection was made using the "next birthday rule" which selected the person who had his/her birthday next from all those present.
- 2.4 Fieldwork of this study was conducted during the period of **3 to 5 May, 2016**. Totally **1,003** respondents were successfully interviewed. As shown from the calculation in Appendix I, the response rate of this survey is 69.9% (Table 2). The standard error for percentages is less than 1.6 percentage points. In other words, the sampling error for all percentages would be less than plus/minus 3.2 percentage points at 95% confidence level. For detailed breakdowns of the contact information, please refer to Table 1 in Appendix I.
- 2.5 To ensure representativeness of the findings, the raw data have been rim-weighted according to provisional figures obtained from the Census and Statistics Department regarding the gender-age distribution of the Hong Kong population in 2015 year-end and the educational attainment (highest level attended) distribution collected in the 2011 Census. All figures in this report are based on the weighted sample.

III. Research Findings

The key findings of this survey are highlighted in this section. Please refer to the appropriate frequency tables for details (Appendix II). It should be noted that figures reported hereafter have been rounded to the nearest integers after considering the second decimal place, and due to rounding-offs, some collapsed percentages may not be exactly equal to the sum of the original percentages.

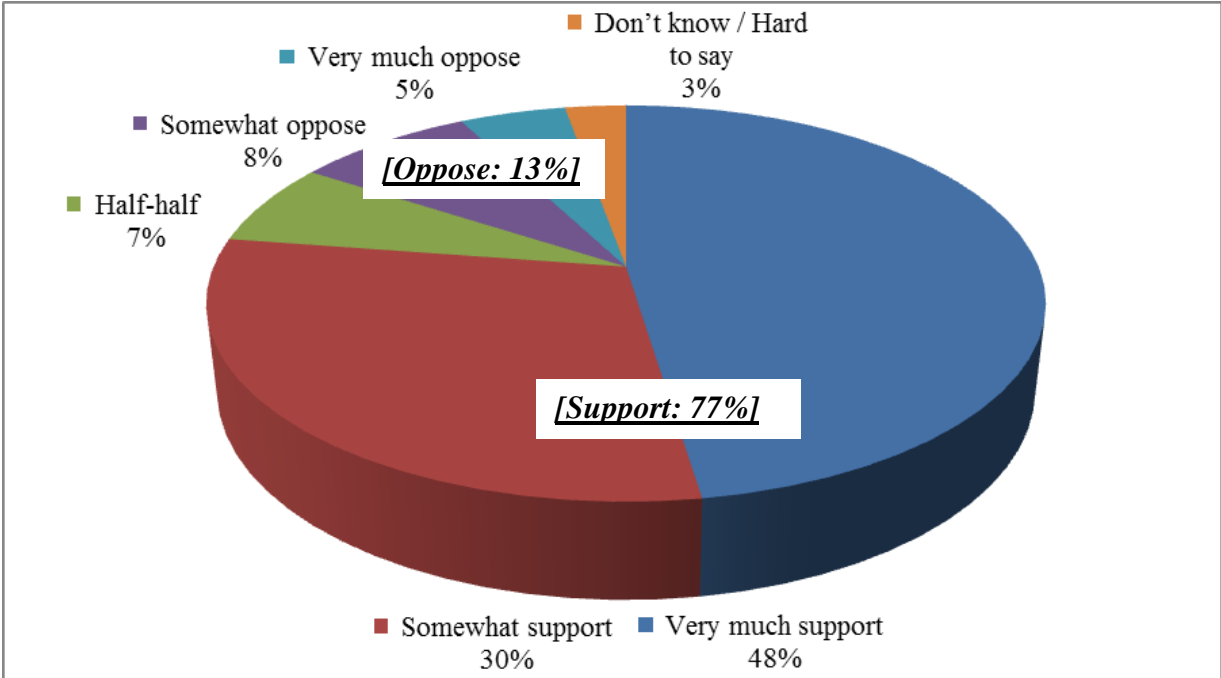
3.1 The survey first asked whether respondents would support or oppose a legislation to prohibit supermarkets, convenience stores and other retailers from selling alcohol to individuals under 18 years old. Results show that there was majority support for such legislation. Half of the respondents (50%) supported such legislation very much while more than a quarter (27%) said they somewhat supported the idea, giving a total support rate of 77%. On the other hand, one in six (16%) opposed such legislation, of which, 9% said they somewhat opposed whereas 6% said they opposed very much. While 5% opted for the middle ground “half-half”, there were also 2% who did not give a concrete answer (Table 3).

Figure 1 [Q1] Do you support or oppose the legislation of prohibiting supermarkets, convenience stores and other retailers from selling alcohol to individuals under 18 years old? (Interviewer to probe the intensity, one answer only)



3.2 The survey then went on to ask if the respondents would support or oppose the government to require all local-selling alcoholic beverages to carry health warnings on their labels. Again, a majority of nearly 80% (77%) showed support, with close to half (48%) very much supported the idea and another 30% somewhat supported it. At the same time, one in eight (13%) did not support having such requirement, with 8% somewhat opposing and 5% very much opposing it. Another 7% replied “half-half” and a small proportion of 3% said they did not know (Table 4).

Figure 2 [Q2] Do you support or oppose the Government requiring all local-selling alcoholic beverages to carry health warnings on their labels? (Interviewer to probe the intensity, one answer only)



IV. Concluding Note

4.1 This simple survey found that most people in Hong Kong supported enacting laws to prohibit retailers such as supermarkets and convenience stores from selling alcohol to minors as well as requiring all local-selling alcoholic beverages to carry health warnings on their labels. The public opinions are clearly in support of both alcohol control policies.

Appendix I

Contact Information

Table 1 Contact information

	Frequency	Percentage
Respondents' ineligibility confirmed	4,320	13.5%
<i>Fax / data line</i>	521	1.6%
<i>Invalid number</i>	3,133	9.8%
<i>Call-forwarding / mobile / pager number</i>	105	0.3%
<i>Non-residential number</i>	488	1.5%
<i>Special technological difficulties</i>	55	0.2%
<i>No eligible respondents</i>	18	0.1%
Respondents' eligibility not confirmed	16,257	50.9%
<i>Line busy</i>	1,555	4.9%
<i>No answer</i>	12,000	37.6%
<i>Answering device</i>	1,868	5.9%
<i>Call-blocking</i>	64	0.2%
<i>Language problem</i>	380	1.2%
<i>Interview terminated before the screening question</i>	385	1.2%
<i>Others</i>	5	<0.1%
Respondents' eligibility confirmed, but failed to complete the interview	10,346	32.4%
<i>Household-level refusal</i>	3	<0.1%
<i>Known respondent refusal</i>	2	<0.1%
<i>Appointment date beyond the end of the fieldwork period</i>	10,300	32.3%
<i>Partial interview</i>	41	0.1%
Successful cases	1,003	3.1%
Total	31,926	100.0%

Table 2 Calculation of response rate

Response rate	
=	$\frac{\text{Successful cases}}{\text{Successful cases} + \text{Incomplete cases}^{\wedge} + \text{Refusal cases by eligible respondents}^{\#}}$
=	$\frac{1,003}{1,003 + (41 + 385) + (3 + 2)}$
=	69.9%

[^] Including "partial interview" and "interview terminated before the screening question"

[#] Including "household-level refusal" and "known respondent refusal"

Appendix II

Frequency Tables

Table 3 [Q1] Do you support or oppose the legislation of prohibiting supermarkets, convenience stores and other retailers from selling alcohol to individuals under 18 years old? (Interviewer to probe the intensity, one answer only)

		Frequency	Percentage (Base=1,003)
Very much support) Support	505	50.4%
Somewhat support		267	26.7%
Half-half		51	5.1%
Somewhat oppose) Oppose	95	9.4%
Very much oppose		63	6.3%
Don't know / Hard to say		22	2.1%
Total		1,003	100.0%
Mean value*		4.1	
Median		5.0	
Standard error		0.04	
Base		981	

* Mean value is calculated by quantifying all individual responses into 1, 2, 3, 4, 5 marks according to their degree of support/opposition, where 1 means very much oppose and 5 means very much support, and then calculate the sample mean.

Table 4 [Q2] Do you support or oppose the Government requiring all local-selling alcoholic beverages to carry health warnings on their labels? (Interviewer to probe the intensity, one answer only)

		Frequency	Percentage (Base=1,003)
Very much support) Support	477	47.6%
Somewhat support		299	29.8%
Half-half		68	6.8%
Somewhat oppose) Oppose	82	8.2%
Very much oppose		49	4.9%
Don't know / Hard to say		28	2.8%
Total		1,003	100.0%
Mean value*		4.1	
Median		4.0	
Standard error		0.04	
Base		975	

* Mean value is calculated by quantifying all individual responses into 1, 2, 3, 4, 5 marks according to their degree of support/opposition, where 1 means very much oppose and 5 means very much support, and then calculate the sample mean.

Appendix III

Demographics of the Respondents

Table 5 Gender

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=1,003)	Frequency	Percentage (Base=1,003)
Male	473	47.2%	452	45.1%
Female	530	52.8%	551	54.9%
Total	1,003	100.0%	1,003	100.0%

Table 6 Age

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=988)	Frequency	Percentage (Base=988)
18 – 19	39	3.9%	56	5.7%
20 – 29	116	11.7%	118	11.9%
30 – 39	105	10.6%	180	18.2%
40 – 49	177	17.9%	179	18.2%
50 – 59	230	23.3%	199	20.1%
60 – 69	183	18.5%	136	13.7%
70 or above	138	14.0%	120	12.2%
Total	988	100.0%	988	100.0%
<i>Missing</i>	<i>15</i>		<i>15</i>	

Table 7 Education attainment

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=992)	Frequency	Percentage (Base=992)
Primary or below	141	14.2%	235	23.7%
Secondary	460	46.4%	477	48.1%
Tertiary or above	391	39.4%	280	28.3%
Total	992	100.0%	992	100.0%
<i>Missing</i>	<i>11</i>		<i>11</i>	

Table 8 Occupation

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=989)	Frequency	Percentage (Base=988)
Executives and professionals	262	26.5%	232	23.5%
Clerical and service workers	157	15.9%	183	18.6%
Production workers	66	6.7%	81	8.2%
Students	85	8.6%	97	9.8%
Homemakers	144	14.6%	166	16.8%
Others	275	27.8%	228	23.1%
Total	989	100.0%	988	100.0%
<i>Missing</i>	<i>14</i>		<i>15</i>	

Table 9 Monthly personal income

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=929)	Frequency	Percentage (Base=931)
No income	209	22.5%	227	24.4%
HK\$9,999 or below	212	22.8%	217	23.3%
HK\$10,000 – 14,999	108	11.6%	117	12.5%
HK\$15,000 – 19,999	98	10.5%	107	11.5%
HK\$20,000 – 39,999	177	19.1%	162	17.4%
HK\$40,000 or above	103	11.1%	76	8.2%
Unstable	22	2.4%	26	2.8%
Total	929	100.0%	931	100.0%
<i>Missing</i>	<i>74</i>		<i>72</i>	

Appendix IV Questionnaire (Bilingual)

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

Hong Kong Medical Association

Hong Kong College of Community Medicine

Jointly conduct

Survey on Alcohol Control Policy

Questionnaire

April 22, 2016

Part I Self-Introduction

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

Yes →S1

No →Interview ends, thank you, bye-bye

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

[S1] Is your residential telephone number xxxx xxxx?

Yes →S2

No →Interview ends, thank you, bye-bye

Part II Selection of Respondent

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

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

More than one, ____ →S3

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

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

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

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

Yes, another family member is the selected respondent

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

The selected family member is not at home / not available

→Arrange another time for the interview

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

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

No, the selected respondent refuses to be interviewed

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

Part III Survey Questions

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

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

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

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

Part IV Personal Information

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

[DM1] Gender

Male
Female

[DM2a] Age

____ (Input exact figure)
Refuse to answer

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

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

[DM3] Education attainment

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

[DM4] Occupation

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

[DM5] Monthly personal income

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

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

香港大學民意研究計劃
香港醫學會
香港社會醫學學院

合作進行

酒精飲品管制政策意見調查

調查問卷

2016年4月22日

第一部分 自我介紹

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

願意 →S1

唔願意 →終止訪問，多謝，拜拜

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

[S1] 請問你嘅住宅電話號碼係唔係 XXXX-XXXX？

係 →S2

唔係 →終止訪問，多謝，拜拜

第二部分 選出被訪者

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

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

有多過一位，____位 →S3

冇 →訪問告終，多謝合作，拜拜

拒絕回答 →訪問告終，多謝合作，拜拜

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

可以，接聽電話者係被訪者 →開始訪問

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

被選中家庭成員不在家／沒空 →另約時間再致電

唔可以，接聽電話者拒絕給被選中家庭成員聽電話 →訪問告終，多謝合作，拜拜

唔可以，被選中家庭成員拒絕接受訪問 →訪問告終，多謝合作，拜拜

第三部分 問卷主體部分

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

好贊成
幾贊成
一半半
幾反對
好反對
唔知 / 難講
拒答

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

好贊成
幾贊成
一半半
幾反對
好反對
唔知 / 難講
拒答

第四部分 個人資料

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

[DM1] 性別

- 男
- 女

[DM2a] 年齡

____ (入實數)
拒答

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

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

[DM3] 教育程度

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

[DM4] 職業

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

[DM5] 每月個人收入

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

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