

Survey on Parents' View about the Draft HK Code
Public Opinion Programme, The University of Hong Kong
12 December, 2012

Contact information

Target population: Cantonese speaking HK citizens of age 18 or above who are parents
 Date of Survey: 5-10 December, 2012
 Sample Size: 515
 Survey Method: Random telephone survey with real interviewers.
 Effective response rate: 69.2% (based on the number of eligible target respondents)
 Standard error: less than 2.2% (i.e. +/-4.4% at 95% confidence level)

Frequency tables

Q1 How old is your youngest son or daughter?

	Frequency	Percent	Valid Percent	Cumulative Percent
0-5	71	13.8	13.8	13.8
6-10	58	11.3	11.3	25.0
11-15	54	10.5	10.5	35.5
16-20	82	15.9	15.9	51.5
21-25	76	14.8	14.8	66.2
Valid 26-30	68	13.2	13.2	79.4
31-35	35	6.8	6.8	86.2
36-40	34	6.6	6.6	92.8
41 or above	30	5.8	5.8	98.6
8888 Don't know / hard to say	7	1.4	1.4	100.0
Total	515	100.0	100.0	

Mean (years old)

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
508	7	20.5	.557	20.00	30	12.544	0	71	10425

Q2 Are you aware that the government has recently launched a public consultation about vetting the promotional and marketing practices of formula milk and related products (e.g. feeding bottles and teats) for infants and young children?

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Yes	154	29.9	29.9	29.9
2 No	348	67.6	67.6	97.5
Valid 8888 Don't know / hard to say	13	2.5	2.5	100.0
Total	515	100.0	100.0	

Q3 The World Health Organization suggests that babies should be breastfed in their first 6 months. Some developed countries prohibit the promotion of milk formula for infants aged 6 months or below. If the Hong Kong government would like to legislate for similar legislation, do you think the ban should be applied for young children who are 6 months old or above? If yes, which of the following age group do you think the ban should apply for? [Read out answers]

	Frequency	Percent	Valid Percent	Cumulative Percent
6 months-1 year old	120	23.3	23.3	23.3
>1-2 years old	50	9.7	9.7	33.0
>2-3 years old	60	11.7	11.7	44.7
No need to extend to 6 months or above	134	26.0	26.0	70.7
Valid 8886 Should not be prohibited at all	72	14.0	14.0	84.7
8887 Others (See table)	14	2.7	2.7	87.4
8888 Don't know / hard to say	65	12.6	12.6	100.0
Total	515	100.0	100.0	

Q3 The World Health Organization suggests that babies should be breastfed in their first 6 months. Some developed countries prohibit the promotion of milk formula for infants aged 6 months or below. If the Hong Kong government would like to legislate for similar legislation, do you think the ban should be applied for young children who are 6 months old or above? If yes, which of the following age group do you think the ban should apply for? [Read out answers](Others)

	Frequency
Formula milk in all ages should be legislated	6
1 and half years old or below	1
3 years old or above	1
4 years old or below	1
5 years old or below	1
6 years old or below	1
8 months or below	1
personal needs	1
No opinion	1
Total	14

Q4 There is a saying that breastfeed rate is low in Hong Kong mainly due to the influence of the advertisements and promotional activities of formula milk for young children aged 6-36 months, do you support or oppose this argument? [Interviewer to probe the intensity]

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Very much support	35	6.8	6.8	6.8
2 Somewhat support	68	13.2	13.2	20.0
3 Half-half	105	20.4	20.4	40.4
Valid 4 Somewhat object	199	38.6	38.6	79.0
5 Very much object	60	11.7	11.7	90.7
8888 Don't know / hard to say	48	9.3	9.3	100.0
Total	515	100.0	100.0	

Q4gp data collapsed

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Support	103	20.0	20.0	20.0
3 Half-half	105	20.4	20.4	40.4
Valid 4 Object	259	50.3	50.3	90.7
8888 Don't know / hard to say	48	9.3	9.3	100.0
Total	515	100.0	100.0	

Q5 Do you think the formula milk manufacturers should be prohibited from providing any information on feeding and nutrition to customers, for example, they cannot answer to the enquiries when customers call to enquire the use of their products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	132	25.6	25.6	25.6
Valid 2 No	318	61.7	61.7	87.4
Valid 8888 Don't know / hard to say / no opinion	65	12.6	12.6	100.0
Total	515	100.0	100.0	

Q6 Do you think the formula milk manufacturers should be prohibited from organizing any activities involving infants, young children, pregnant women and mothers of infants or young children, such as parenting seminars and baby crawling competition?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	94	18.3	18.3	18.3
Valid 2 No	366	71.1	71.1	89.3
Valid 8888 Don't know / hard to say / no opinion	55	10.7	10.7	100.0
Total	515	100.0	100.0	

Q7 Do you think the formula milk manufacturers should be prohibited from giving free sample of formula milk for young children aged 6-36 months to consumers?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	124	24.1	24.1	24.1
Valid 2 No	332	64.5	64.5	88.5
Valid 8888 Don't know / hard to say / no opinion	59	11.5	11.5	100.0
Total	515	100.0	100.0	

Q8 If all the release of information of formula milk for infants and young children aged 36 months or below provided by manufacturers and distributor will be banned in the future, do you think it is a good or bad thing for the consumers? [Interviewer to probe the intensity]

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Very good	26	5.0	5.0	5.0
Valid 2 Quite good	91	17.7	17.7	22.7
Valid 3 Half-half	103	20.0	20.0	42.7
Valid 4 Quite bad	181	35.1	35.1	77.9
Valid 5 Very bad	64	12.4	12.4	90.3
Valid 8888 Don't know / hard to say	50	9.7	9.7	100.0
Total	515	100.0	100.0	

Q8gp data collapsed

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Good	117	22.7	22.7	22.7
Valid 3 Half-half	103	20.0	20.0	42.7
Valid 4 Bad	245	47.6	47.6	90.3
Valid 8888 Don't know / hard to say	50	9.7	9.7	100.0
Total	515	100.0	100.0	

Demographic Information of Respondents

sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Male	174	33.8	33.8	33.8
Valid 2 Female	341	66.2	66.2	100.0
Total	515	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
	2 20 - 29	8	1.6	1.6	1.6
	3 30 - 39	71	13.8	13.9	15.5
	4 40 - 49	127	24.7	25.0	40.5
Valid	5 50 - 59	137	26.6	26.9	67.4
	6 60 - 69	100	19.4	19.6	87.0
	7 70 or above	66	12.8	13.0	100.0
	Total	509	98.8	100.0	
Missing	-99 Refuse to answer	6	1.2		
Total		515	100.0		

education level

		Frequency	Percent	Valid Percent	Cumulative Percent
	1 Primary or below	120	23.3	23.7	23.7
Valid	2 Secondary	284	55.1	56.0	79.7
	3 Tertiary or above	103	20.0	20.3	100.0
	Total	507	98.4	100.0	
Missing	-99 Refuse to answer	8	1.6		
Total		515	100.0		

occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
	1 Executives and Professionals	77	15.0	15.2	15.2
	2 Clerical and service workers	96	18.6	19.0	34.2
Valid	3 Production Workers	49	9.5	9.7	43.9
	5 Housewives	141	27.4	27.9	71.7
	6 Others	143	27.8	28.3	100.0
	Total	506	98.3	100.0	
Missing	-99 Refuse to answer	9	1.7		
Total		515	100.0		

income

		Frequency	Percent	Valid Percent	Cumulative Percent
	1 No income	1	.4	.5	.5
	2 HK\$5,000 or below	14	6.0	6.5	6.9
	3 HK\$5,000-9,999	43	18.4	19.9	26.9
	4 HK\$10,000-14,999	51	21.8	23.6	50.5
	5 HK\$15,000-19,999	31	13.2	14.4	64.8
Valid	6 HK\$20,000-29,999	28	12.0	13.0	77.8
	7 HK\$30,000-39,999	20	8.5	9.3	87.0
	8 HK\$40,000-49,999	9	3.8	4.2	91.2
	9 HK\$50,000 or above	13	5.6	6.0	97.2
	8886 Unstable	6	2.6	2.8	100.0
	Total	216	92.3	100.0	
Missing	-99 Refuse to answer	18	7.7		
Total		234	100.0		

housing type		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Public housing estate	185	35.9	37.6	37.6
	2 Subsidized sale flats	90	17.5	18.3	55.9
	3 Private housing	192	37.3	39.0	94.9
	4 Others	25	4.9	5.1	100.0
	Total	492	95.5	100.0	
Missing	-99 Refuse to answer	23	4.5		
Total		515	100.0		