



Survey on Green Travel

Survey Questionnaire (Final Draft)

16 June 2008

Part 1 Self-Introduction

Good evening, sir/madam, this is Mr/Ms X, an interviewer from the Public Opinion Programme (POP) of the University of Hong Kong. We are conducting a survey on traveling and would like to invite you to participate in an interview which will take only a few minutes. Please be rest assured that your phone number is randomly selected by our computer and your information provided will be kept strictly confidential.

Is it okay for us to start this survey?

Yes

No (skip to end)

Part 2 Respondent Selection

[S1] Is there any member in your household of **age 25 or above**? Since we need to conduct random sampling, if there is more than one available, I would like to speak to the one who will have his / her birthday next. (If the target is not available at the moment, make an appointment to recall.)

Yes

No

Refuse to answer



Terminate interview, skip to end.

[S2] Have you traveled outside of Hong Kong in the past 2 years?

Yes

No

Refuse to answer



Terminate interview, skip to end.

Part 3 Main Questions

[Q1] How many times in total did you travel for business or holiday outside of Hong Kong in the past 12 months?

None → skip to Q3

_____ (1-10, exact number)

More than 10 times

Don't remember/hard to say

Refuse to answer

[Q2] Usually by what means did you travel outside of Hong Kong in the past 12 months?
(No need to read out answers, single response allowed only, choose the most frequently used one)

Plane

Train/bus/private car

Cruise ship/ferry

Others, please specify: _____

Don't know/hard to say

Refuse to answer

[Q3] Do you know what carbon emissions will result from travel activities that is related to the environment?

Yes – carbon dioxide

Yes – wrong answer

No

Refuse to answer

[Q4] Prior to this interview, are you aware that travel activities will result in carbon dioxide emissions?

Yes

No

Refuse to answer

[Q5] Do you believe that carbon dioxide emissions are harmful to the environment?

Yes

No

Don't know/hard to say

Refuse to answer

[Q6] Are you concerned about the amount of carbon dioxide emissions from your travels?
(Interviewer to prompt degree of concern)

Very much concerned

Quite concerned

Half-half

Not quite concerned

Not concerned at all

Don't know/hard to say

Refuse to answer

[Q7a] Have you ever done anything in the past to offset the carbon emissions from your travels?

Yes → go to Q7b

No → skip to Q7c

Refuse to answer → skip to Q8

[Q7b] What actions have you taken then? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed; Skip to Q8 afterwards)

Purchased carbon credits to offset my carbon emissions

Purchased “green” products/services that help me contribute to environmental conservation

Cut back on my business travels

Cut back on my leisure travels

Changed my mode of travel from air to land/sea

Others, please specify: _____

Don't know/hard to say

Refuse to answer

[Q7c] Why did you do nothing? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed)

I was not aware of any programs/schemes

I could not afford the extra amount to pay for environmentally-friendly products/services

I don't think my travels would do damage to the environment

I don't care about offsetting my carbon emissions

Others, please specify: _____

Don't know/hard to say

Refuse to answer

[Q8] Are you now prepared to do something (more) to offset the carbon emissions from your travels?

Yes → go to Q9

No → skip to Q10

Don't know/hard to say → skip to Q10

Refuse to answer → skip to Q10

[Q9] Then, are you willing to do the following to offset the carbon emissions from your travels? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed)

Travel less for business

Travel less for leisure

Buy products/services that help me contribute to environmental conservation

Buy carbon credits to offset carbon emissions

Change my mode of travel from air to land/sea

Others, please specify: _____

Don't know/hard to say

Refuse to answer

[Q10a] Are you willing to pay more for environmentally-friendly travel products or services?

Yes → go to Q10b

No → skip to Q11

Don't know/hard to say

Refuse to answer

[Q10b] Assuming your total travel expenses were HK\$1,000 for one trip, how much more would you be willing to pay?

HK\$_____ (exact amount)

Don't know/hard to say

Refuse to answer

[Q11] Do you want to know more about carbon offsetting and green travel in future?

Yes

No

Refuse to answer

Part 4 Demographics

We would like to know some of your personal particulars in order to facilitate our analysis.

[DM1] Gender

Male
Female

[DM2a] Age

_____ (Exact age)
Do not want to tell

[DM2b] 【For those who do not want to tell their exact age】 Age interval (Interviewer can read out the intervals)

25-30
31-40
41-50
51-60
60 above
Refuse to answer

[DM3] Education Attainment

Primary school or below
Secondary school
Matriculated
Tertiary, non-degree course
Tertiary, degree course
Master's degree
Doctor's degree or above
Refuse to answer

[DM4] Occupation

Managers and administrators
Professionals
Associate professionals
Clerks
Service workers and shop sales workers
Skilled agricultural and fishery workers
Craft and related workers
Plant and machine operators and assemblers
Non-skilled workers
Others (Please specify: _____)
Refuse to answer

[DM5] Monthly personal income (including bonus)

Less than \$10,000
\$10,000 to \$19,999
\$20,000 to \$29,999
\$30,000 to \$39,999
\$40,000 to \$49,999
\$50,000 or above
Refuse to answer

[DM6] Monthly household income

Less than \$10,000
\$10,000 to \$19,999
\$20,000 to \$39,999
\$40,000 to \$59,999
\$60,000 to \$79,999
\$80,000 to \$99,999
\$100,000 or above
Don't know
Refuse to answer

Thank you for your time. If you have any questions regarding this interview, you can call xxxx-xxxx to talk to our supervisor Ms Louise Pun, or the Human Research Ethics Committee for Non-Clinical Faculties of the University of Hong Kong at xxxx-xxxx during office hours to verify this interview's authenticity and confirm my identity. Good-bye!

******* End of questionnaire *******