

Baptist Oi Kwan Social Service, DBS Bank (HK) Limited and Public Opinion Programme of the University of Hong Kong

Jointly Conduct

Survey on Hong Kong Adolescents' perception of Social Enterprise

To understand Hong Kong adolescents' perception of and attitude towards Social Enterprise, the Baptist Oi Kwan Social Service, DBS Bank (HK) Limited and Public Opinion Programme of the University of Hong Kong are currently conducting a survey named, <Survey on Hong Kong adolescents' perception of social enterprise>. Being the future pillars of the society, your active and sincere participation is especially valuable. This is an anonymous survey; please provide the answers as you knew before this interview regardless of right or wrong. Thank you for your co-operation.

Please fill in the appropriate with a pencil

[Q1] Before this interview, have you ever heard of "Social Enterprise"?

- Yes
- No
- Not sure

[Q2] As far as you know, what products/services do "Social Enterprises" in Hong Kong provide?

[Multiple answers allowed]

- | | | |
|---|--|---|
| <input type="radio"/> 2 nd hand shop & recycle service | <input type="radio"/> Domestic cleaning | <input type="radio"/> Rehabilitation and elderly products |
| <input type="radio"/> Tuck shop | <input type="radio"/> Household repair and maintenance | <input type="radio"/> Home decoration |
| <input type="radio"/> Psychological counseling | <input type="radio"/> Home catering service | <input type="radio"/> Moving/ transiting |
| <input type="radio"/> Handicrafts | <input type="radio"/> Transport & tourist | <input type="radio"/> Logistics service |
| <input type="radio"/> Car beauty service | <input type="radio"/> Post-natal care & child minding | <input type="radio"/> Telephone survey |
| <input type="radio"/> Catering | <input type="radio"/> Elderly service | <input type="radio"/> Integrated domestic service |
| <input type="radio"/> Beauty service | <input type="radio"/> Healthy food | <input type="radio"/> Cleaning service for offices & buildings |
| <input type="radio"/> Laundry | <input type="radio"/> Commercial service | <input type="radio"/> Restaurant |
| <input type="radio"/> Convenient store & retail shop | <input type="radio"/> Hair styling | <input type="radio"/> Environmentally friendly products, florist & horticulture |
| <input type="radio"/> Promotion | <input type="radio"/> Design and printing | <input type="radio"/> Educational course |
| <input type="radio"/> Massage | <input type="radio"/> Career counseling | <input type="radio"/> Others (please specify: __) |
| <input type="radio"/> Don't know/hard to say | <input type="radio"/> | <input type="radio"/> |

[Q3] As far as you know, how “social enterprise” would make use of their profit? [Multiple answers allowed]

- Help the unprivileged Donate all to charitable organization Spend on community development
 Invest on the social enterprise itself Share among the staff Others (please specify:____)
 Don't know/hard to say

[Q4] As far as you know, what is the social objective of “social enterprise”? [Multiple answers allowed]

- To provide financial assistance to public To create job opportunities for public To create job opportunities for the unprivileged
 To promote environment protection To set up a social network To provide brand new services to fulfill the needs of the community
 To promote economic development To promote community harmony& development Others (please specify:_____
 Don't know/hard to say

[Q5] Which of the following statements do you think can best describe the nature of “social enterprise”?

- “Social enterprise” is business organization financially supported by the government
 “Social enterprise” is non-profit making company providing community services
 “Social enterprise” is profit making company providing community services
 “Social enterprise” spend their profit generated from business operation on community development
 Others (please specify:_____
 Don't know/hard to say

[Q6-Q14] How much do you agree or disagree to the following statements related to “social enterprise”?

	Totally agree	Quite agree	Half-half	Quite disagree	Totally disagree	DK/HS
[Q6] Social enterprise can help the underprivileged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Q7] Social enterprise can promote community development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Q8] Social enterprise can contribute to the community through making profit by business operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- [Q9] The aim of social enterprise is to contribute to the community
- [Q10] Social enterprise worth the support from the public
- [Q11] The government/NGO should help in development of social enterprise financially or in other aspects
- [Q12] Social enterprise only helps the underprivileged, which is not related to me
- [Q13] The prices of products/services provided by social enterprise are higher than those by other general business organizations
- [Q14] The quality of products/services of social enterprise is not as good as those of other business organization

[Q15] What factor(s) do you concern most when you choose any products/services? [**Maximum 3 answers**]

- Price Practical needs Background of the shop/organization
- Outlook Brand Use of profit of the shop/organization
- Duration Origin of product Whether the raw materials are eco-friendly or not
- Service quality Any after-sales services Others (please specify: _____)
- Don't know/hard to say

[Q16] Would you check out the setup objective of the shop/service provider when you choose the products/services?

- Always
- Sometimes
- Seldom
- Never
- Don't know/hard to say

[Q17] Up till this moment, have you ever used any product/service provided by "social enterprise"? If yes, how many times?

- Yes, ____ times
- No (skip to Q20)
- Don't remember/don't know/hard to say (skip to Q20)

[Q18] If yes, which type of product/service? [Multiple answers allowed]

- Products production & sales Personal care services Others (please specify: _____)
- Domestic service General cleaning services Don't know/hard to say
- Catering service

[Q19] When you chose the above mentioned products/services, how much did the “social enterprise” background affect your decision?

- Very much affected
- Quite affected
- Not quite affected
- Not at all affected
- Don't know/hard to say

[Q20] Now that you realize the social objective of “social enterprise” is to contribute to the community using the profit generated by business operation, are you willing to pay more for their products/services in future?

- Not willing
- Yes, for ___ % more
- Don't know/hard to say

[Q21] When you now realized that “social enterprise” contribute to the community using the profit generated by business operation, will you recommend their products/services to your friends/family?

- Definitely yes
- Maybe yes
- May not
- Definitely will not
- Don't know/hard to say

Personal information

[DM1] Gender : Male Female

[DM2] Grade of studying :

- Secondary 1 Secondary 4 Secondary 6
- Secondary 2 Secondary 5 Secondary 7
- Secondary 3

End of questionnaire. Thank you!