



**PUBLIC OPINION PROGRAMME  
THE UNIVERSITY OF HONG KONG**

**香港大學民意研究計劃**



**Hong Kong Society of 香港醫療專業人士協會  
Medical Professionals**

**(Supported by Sponge Creation Lab  
Food Medicine Lab Division on voluntary basis)**

# **Survey on Public Awareness of Sustainable Food and Diet**

## *Presentation of Findings*

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**25 March 2018**

# Research Background

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- The Hong Kong Society of Medical Professionals (HKSMP), supported by Sponge Creation Lab Food Medicine Lab Division on a voluntary basis, commissioned Public Opinion Programme (POP) of The University of Hong Kong to conduct this survey, which aims to gauge Hong Kong public's awareness of and attitude towards sustainable food.
- The target population of the survey is Cantonese-speaking Hong Kong residents of age 18 or above.
- The research instrument was designed by POP after consulting HKSMP and Sponge Creation Lab Food Medicine Lab Division. All fieldwork operations, data collection and data analysis were conducted independently by POP without interference from any party. In other words, POP was given full autonomy to design and conduct the survey and it would take full responsibility for all the findings reported herewith.

# Contact Information

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**Survey period:** 15-20 March 2018

**Target population:** Cantonese-speaking Hong Kong residents of age 18+

**Survey method:** Telephone survey conducted by telephone interviewers

**Sample size:** 1,014 successful cases  
*(including 808 landline and 206 mobile samples)*

**Effective response rate:** 61.1%

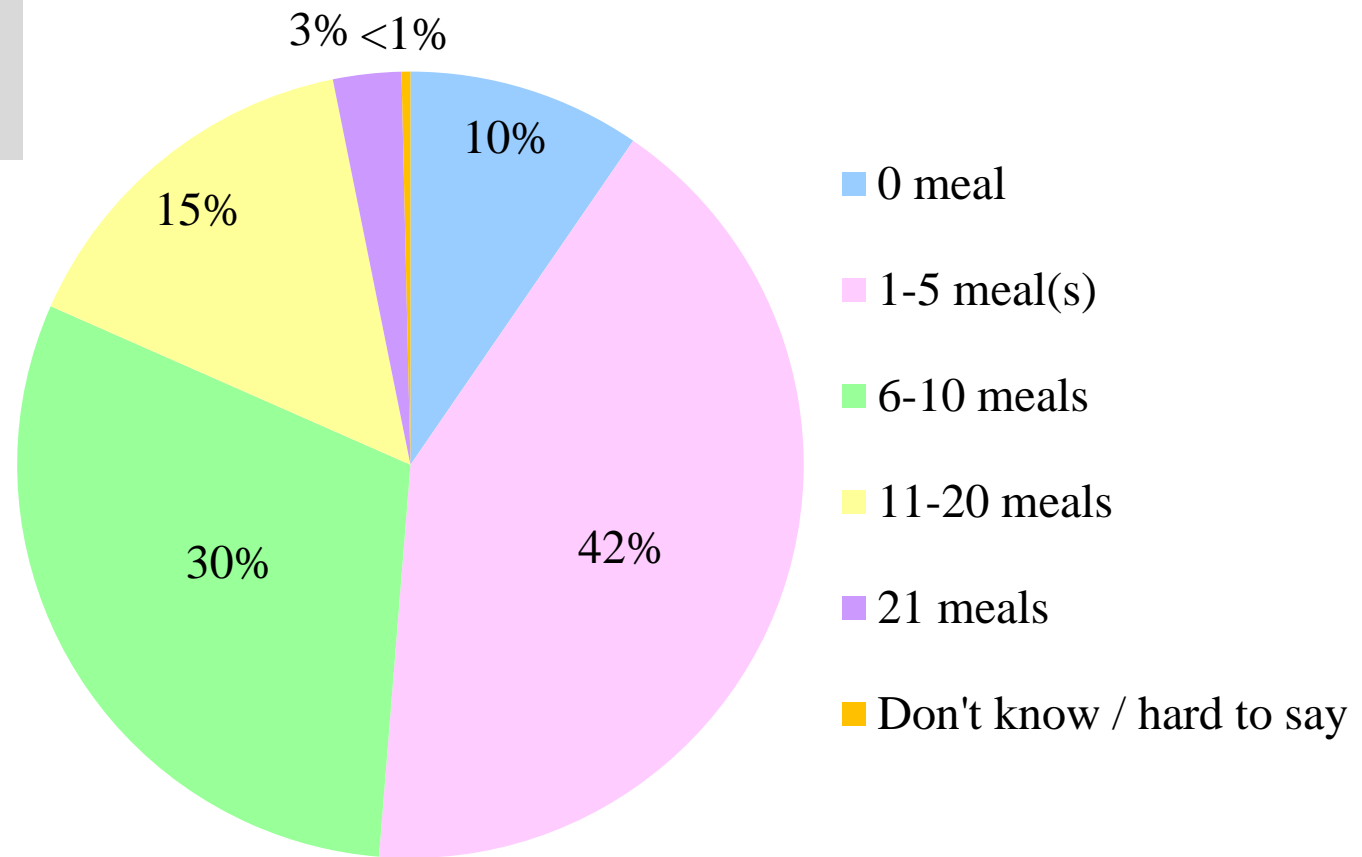
**Standard error:** Less than 1.6%  
*(i.e. no more than +/-3.1% at 95% confidence level)*

# Survey Findings

# **Dietary Habits**

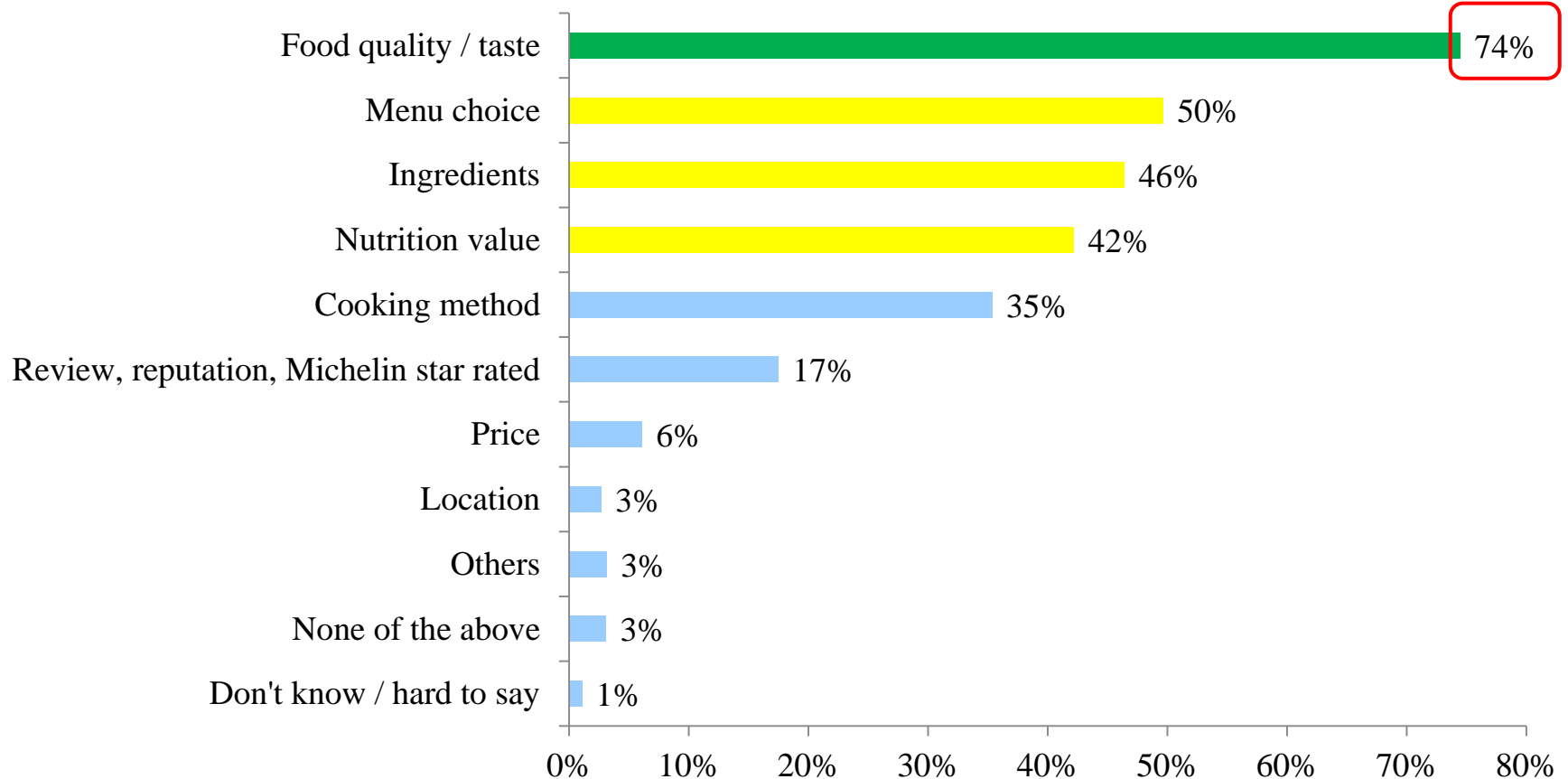
# Respondents would dine out or buy take away 6 times a week on average

Mean: 6 meals  
Median: 5 meals



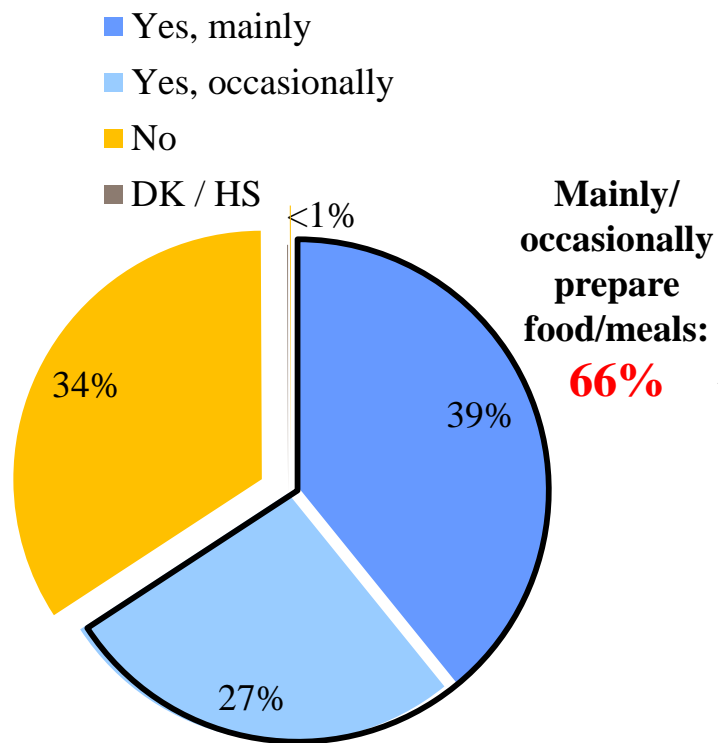
**[Q1] On average, how many times in a week do you dine out or buy take away? Please count all meals including breakfast, lunch and dinner. (Base=1,014)**

# Food quality / Taste is the most important consideration when choosing restaurants

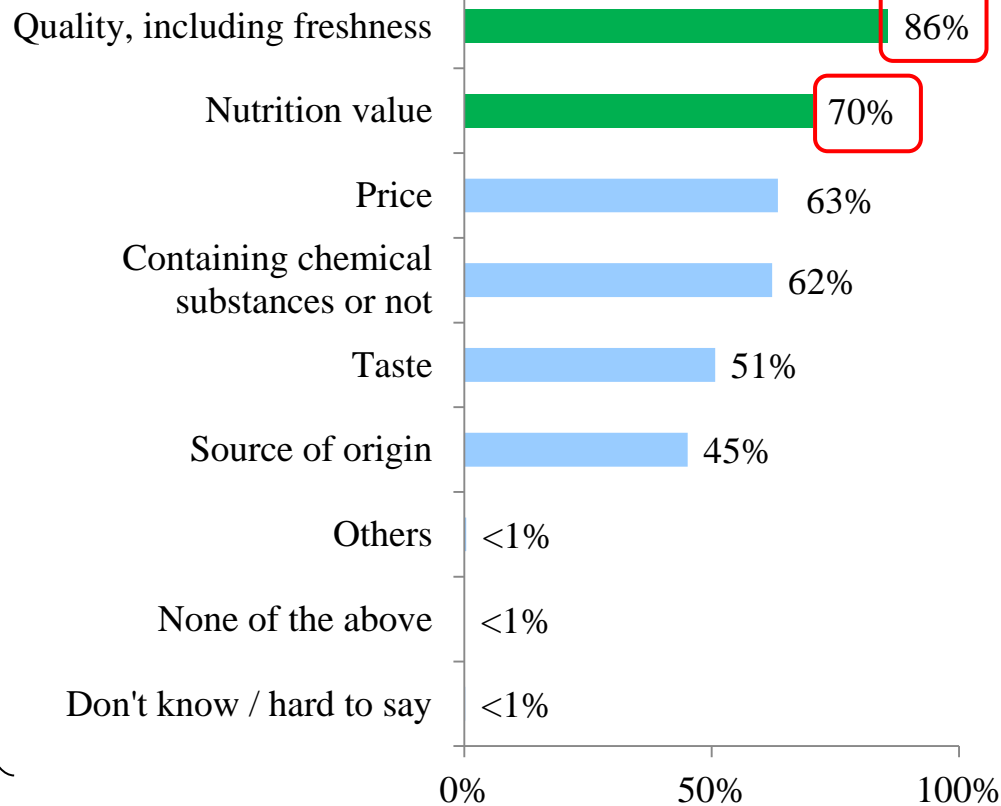


**[Q2] When you choose the restaurants for dining out or take away, which of the following factors do you find most important? [Read out items 1-6, order to be randomized by computer, multiple answers are allowed] (Base=1,013)**

# Food quality was also considered most important when buying ingredients, followed by nutrition value



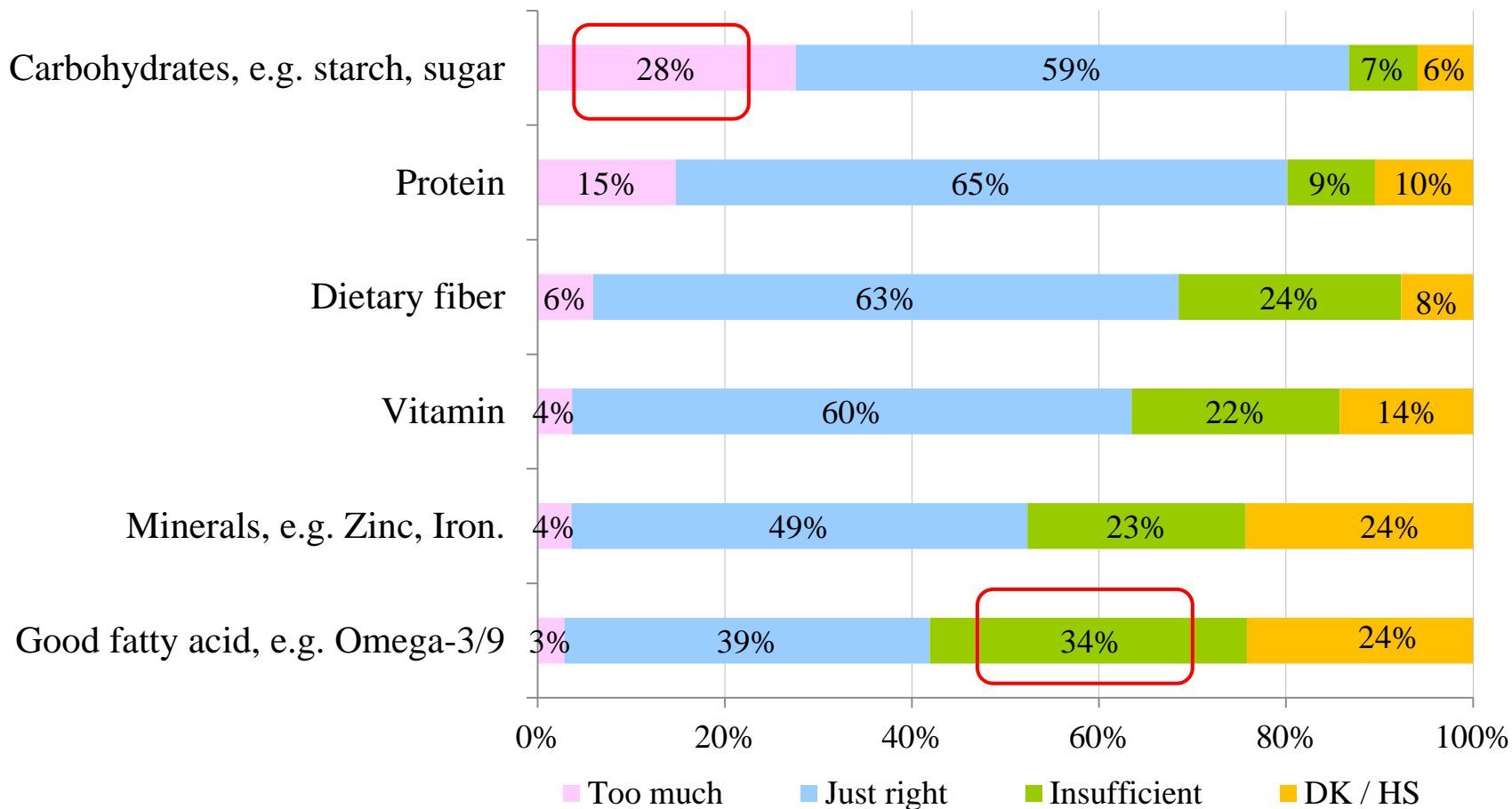
[Q3] Are you the one in your family who mainly or occasionally prepare food/meals? (Base=1,014)



[Q4][Only ask those who answered “mainly/occasionally prepare food/meals” at Q3] Then, which of the following consideration factors do you find most important when you buy food/ingredients? [Read out items 1-6, order to be randomized by computer, multiple answers are allowed] (Base=667)



# Nearly 30% believe they consume too much carbohydrates in their daily diet, while over one-third believe their intake of good fatty acid is insufficient

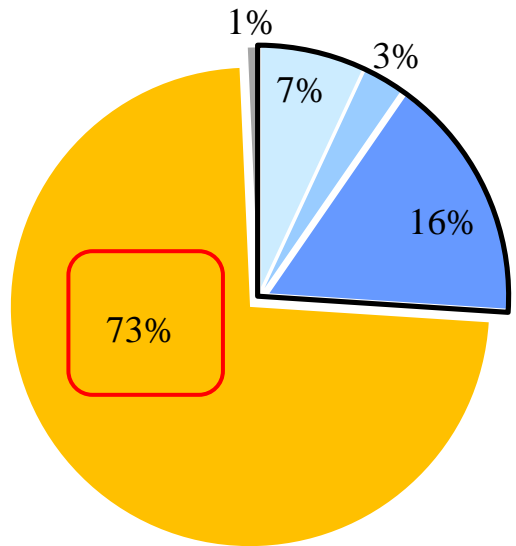


[Q5] In general, do you think you absorb too much, just right or insufficient of the following nutrients in your daily diet?  
(Base=1,013-1,014)

# **Awareness of Sustainable Food/Diet**

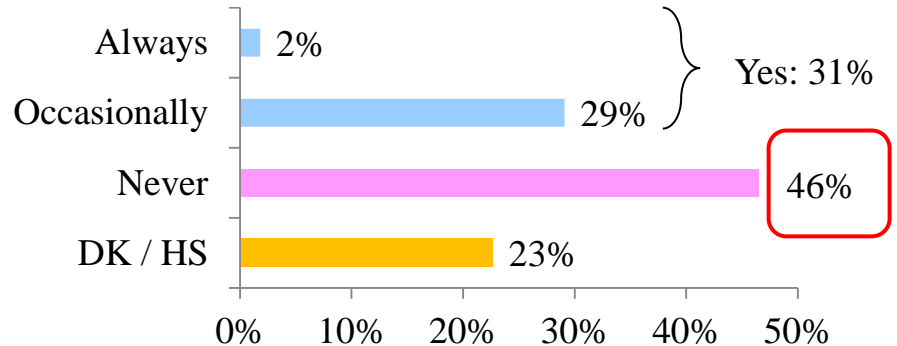
# Only 1/4 have heard of “sustainable food/diet”, among them, majority have never bought or consumed “sustainable food” nor visited restaurants that adopt “sustainable diet” in cooking

- Heard of "sustainable food"
- Heard of "sustainable diet"
- Heard of both
- Heard of neither
- DK / HS

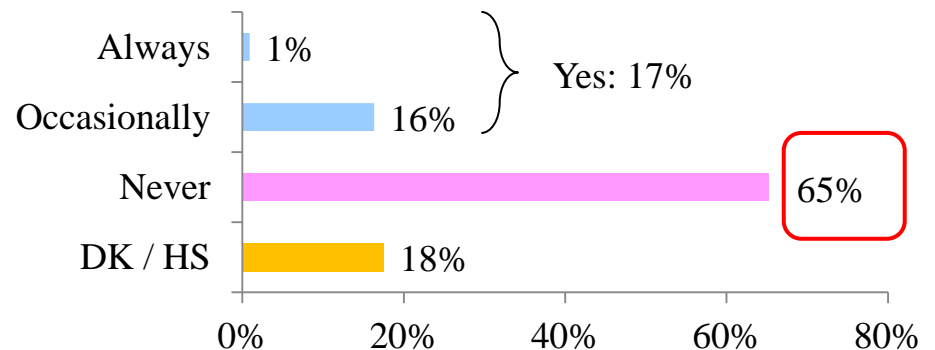


Have heard of sustainable food/diet: **26%**

[Q6] Prior to this survey, have you ever heard of “sustainable food” or “sustainable diet”? (Base=1,014)



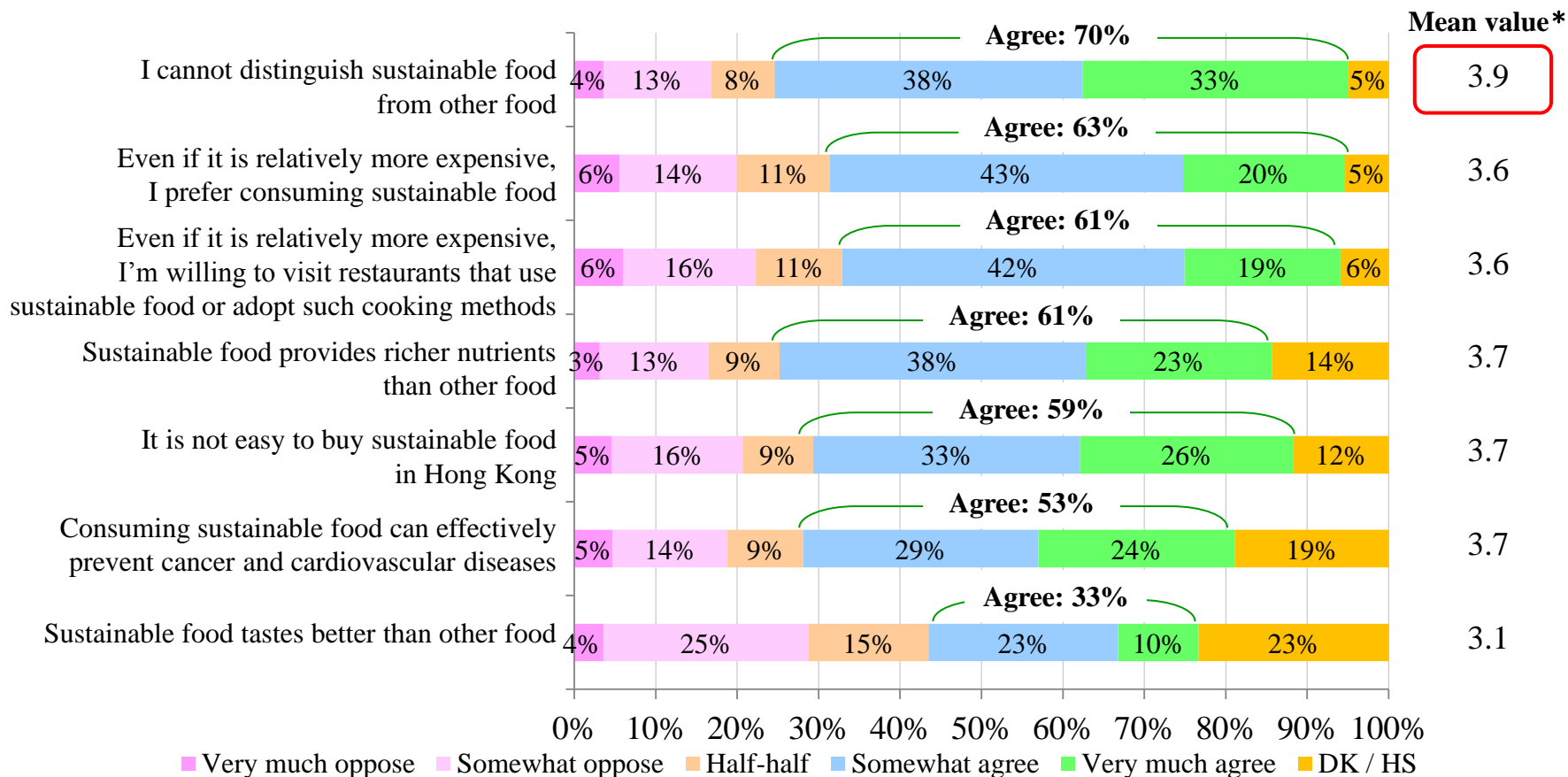
[Q7][Only ask those who have heard of either term] Then have you **bought or consumed any “sustainable food”** in Hong Kong? If yes, how often do you do so? (Base=264)



[Q8][Only ask those who have heard of either term] Then have you **visited any restaurants** in Hong Kong that adopt the principle of “sustainable diet” in their cooking? If yes, how often do you do so? (Base=264)

# **Attitude towards Sustainable Food/Diet**

# As high as 70% cannot distinguish sustainable food from other food, while they generally show support and agree to its benefits



[Q9-15] I will read out a number of statements concerning sustainable food or diet, please tell me how much do you agree with or oppose these statements. [Read out each item, order to be randomized by computer](Base=1,010-1,014)

\* The mean value is calculated by quantifying all individual responses into 1, 2, 3, 4, 5 marks according to their degree of agreement, where 1 is the lowest and 5 the highest, and then calculate the sample mean.

# Concluding Remarks

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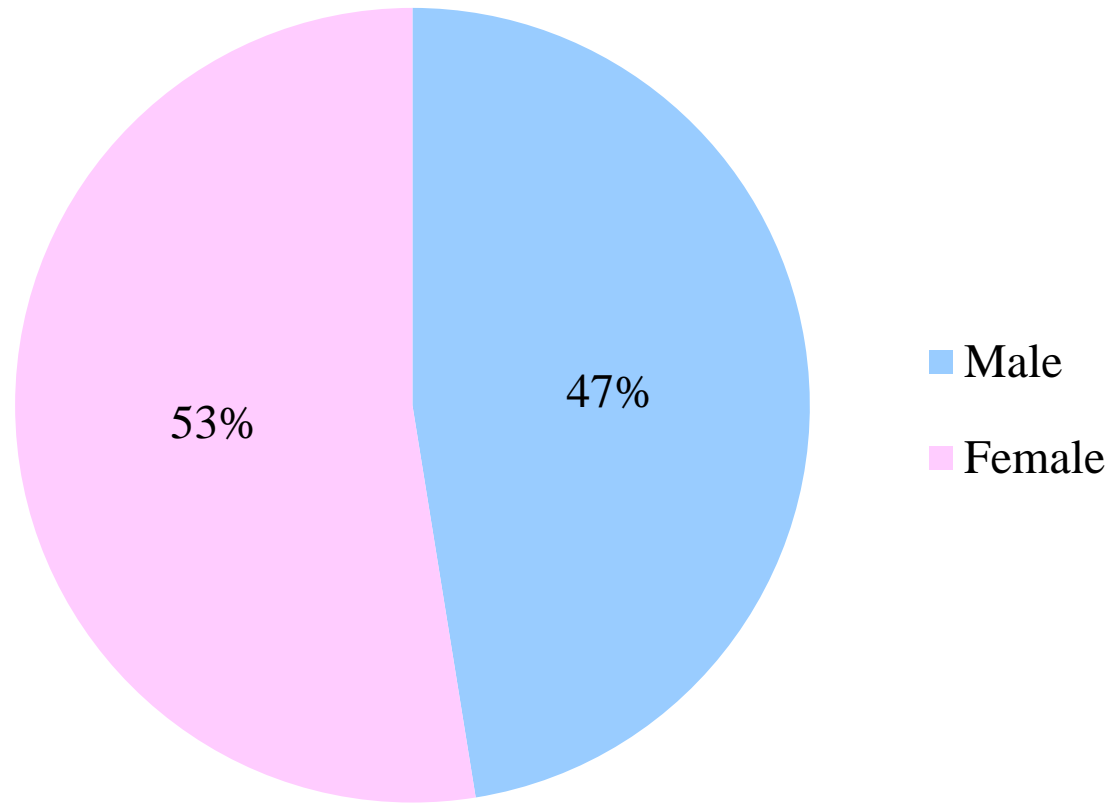
- **This survey showed that, the respondents on average would dine out or buy take away 6 times a week. They consider the quality and taste of food most important when choosing restaurants. Regarding those who prepare food or meals for their families, they also valued food quality most, followed by nutrition values.**
- **Only one-quarter have heard of sustainable food or diet, of which nearly half have never bought or consumed sustainable food in Hong Kong, while over 60% even said they had never visited a local restaurant that adopted the principle of “sustainable diet” in cooking.**
- **Meanwhile, 70% said they could not distinguish sustainable food from other food, however, over 60% each said even if the price is higher, they would be willing to buy sustainable food and to visit restaurants that adopt sustainable diet in cooking.**

# **Appendix: Respondent Profile**



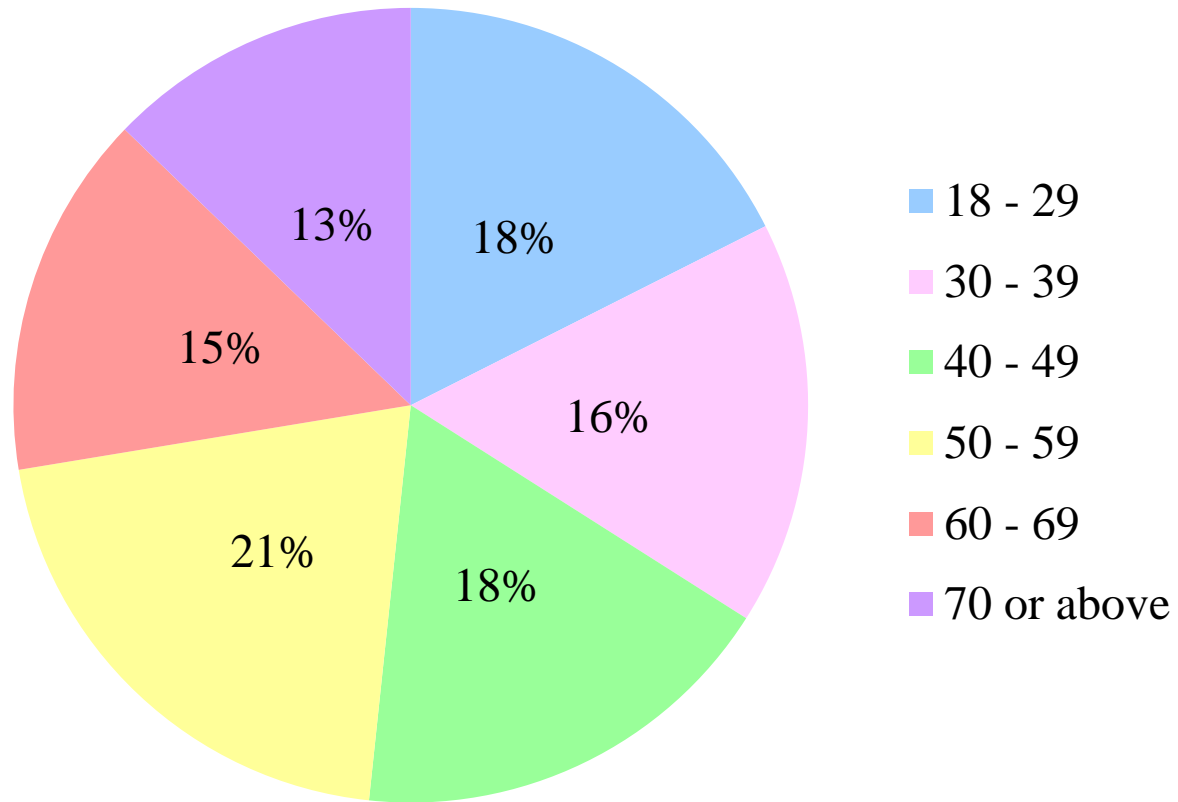
# Gender

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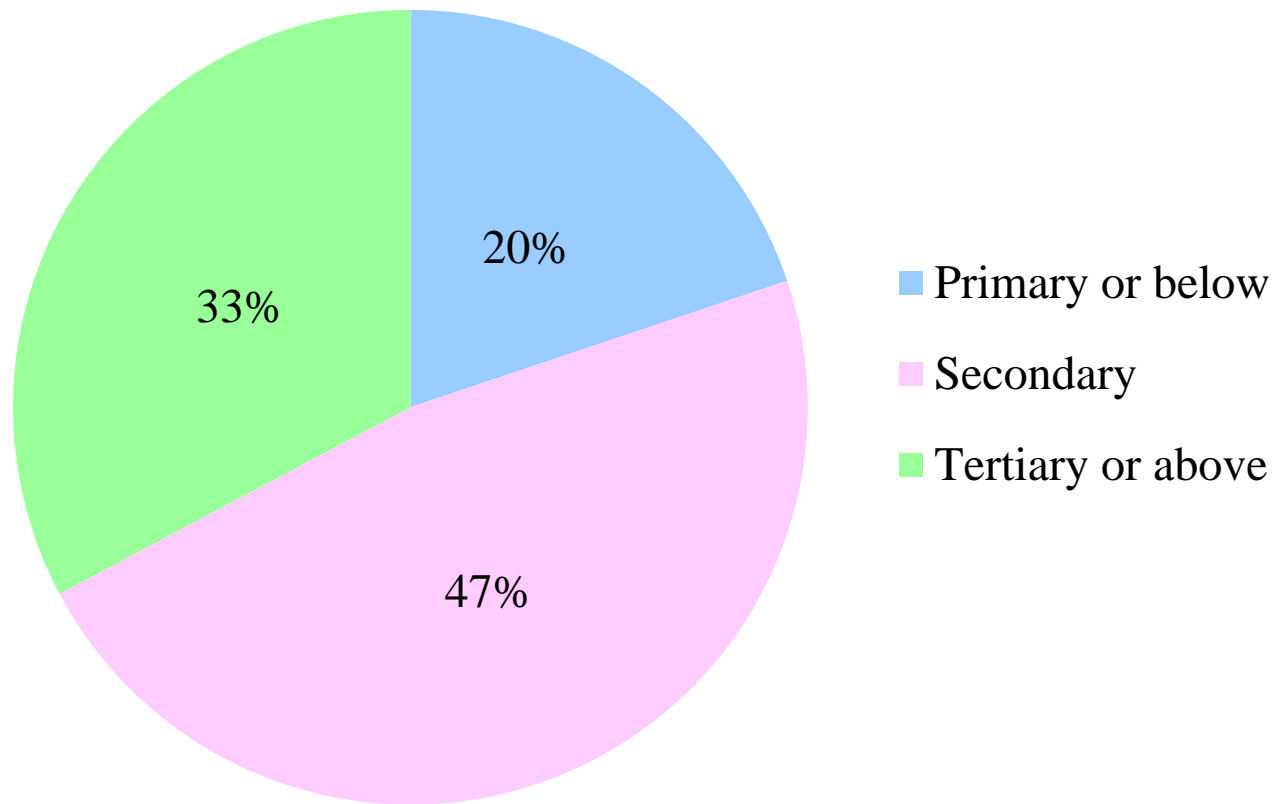
# Age

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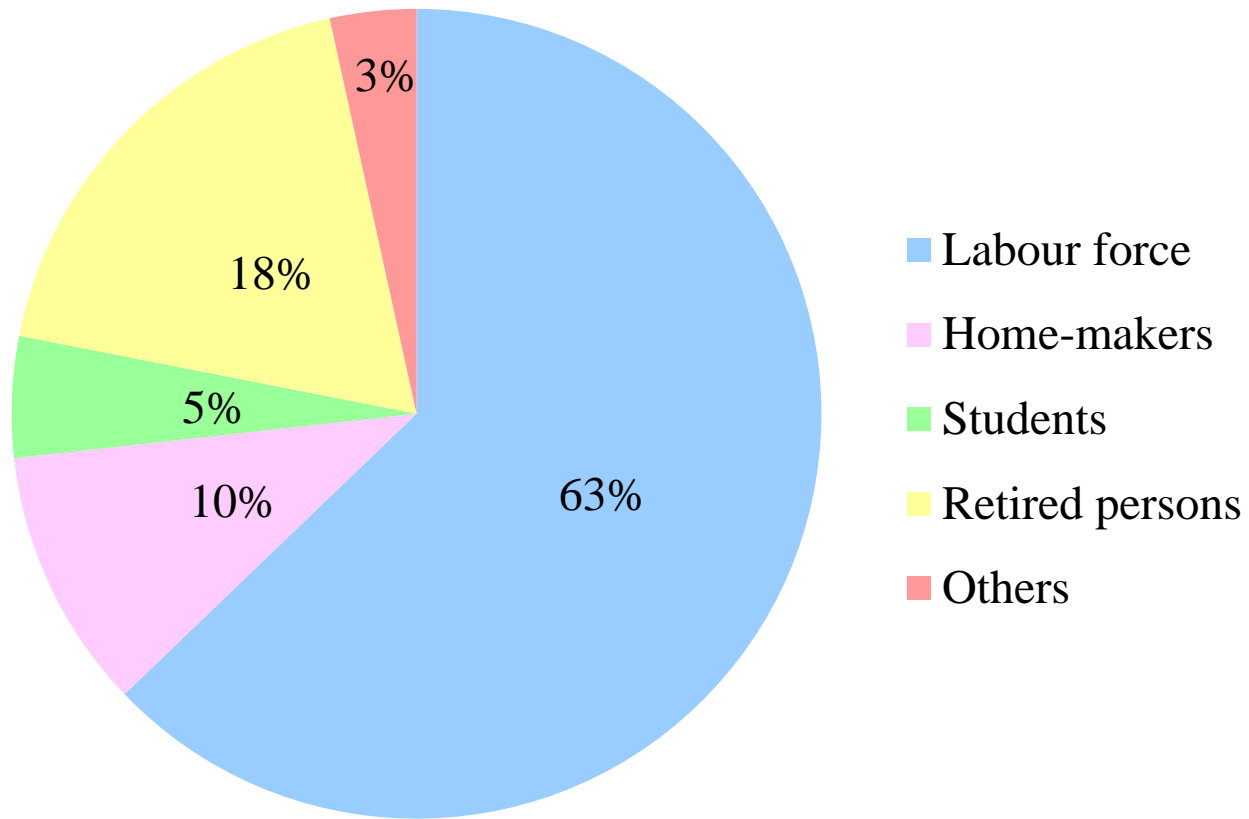
# Education Attainment

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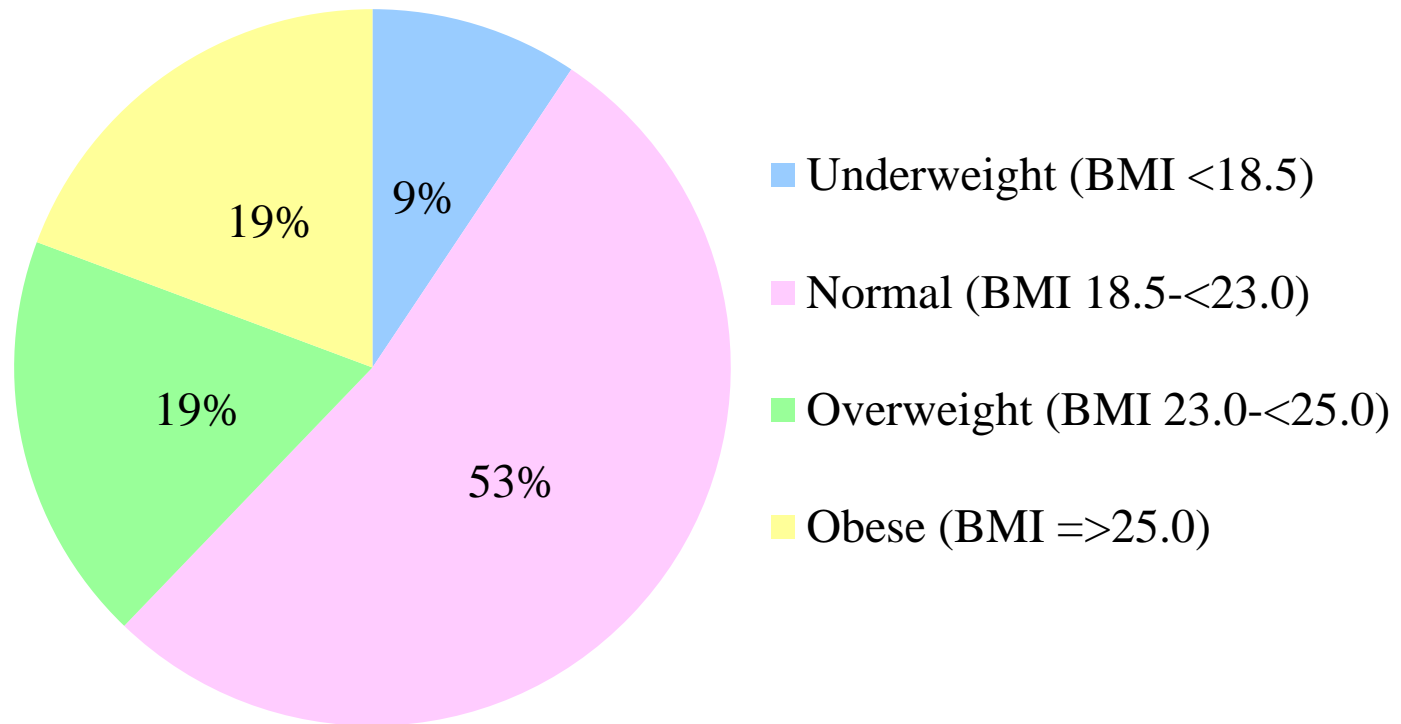
# Economic Activity Status

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# Body Mass Index (BMI)

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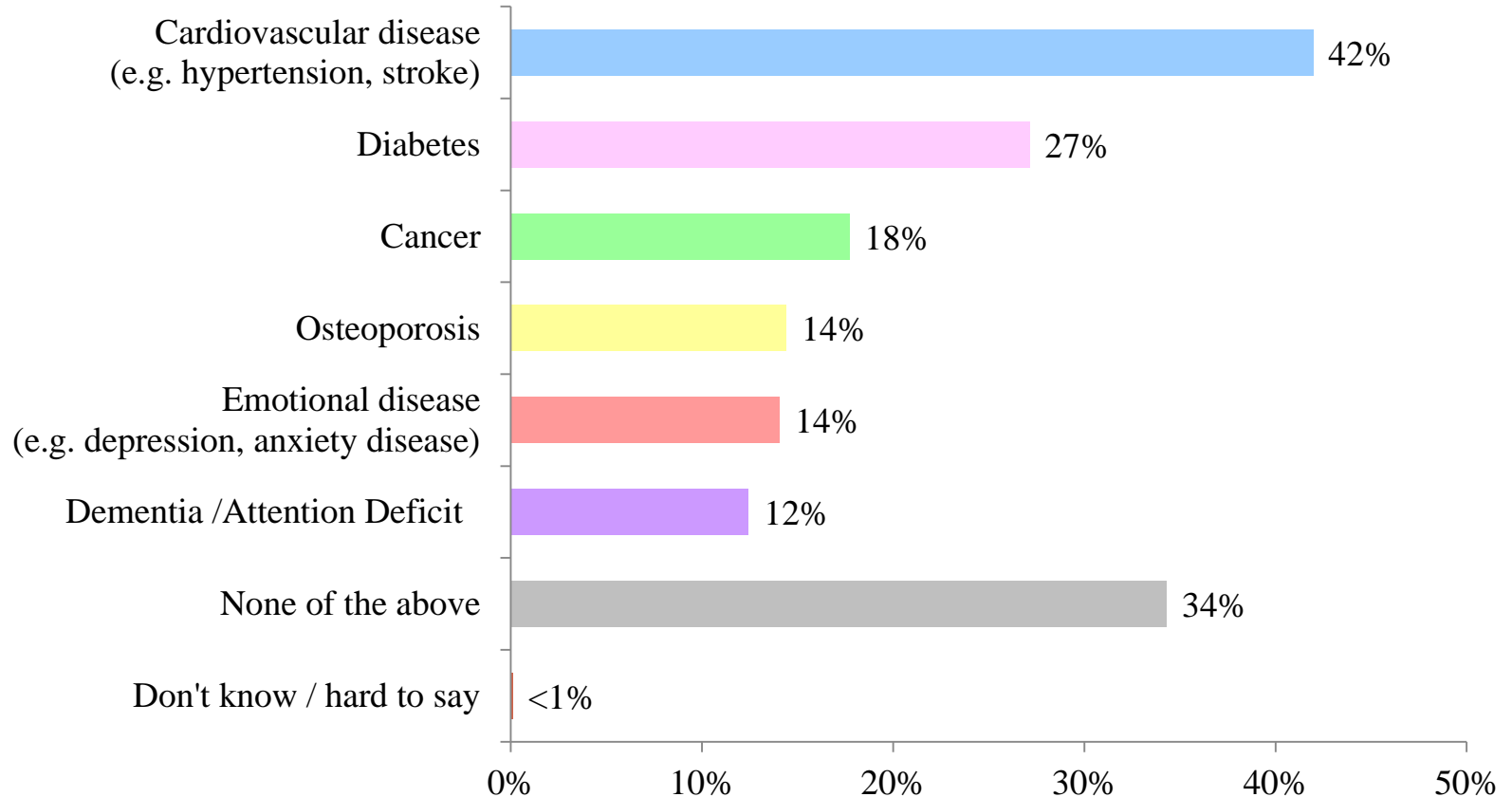
Note: The BMIs were calculated using self-reported weights and heights of respondents (BMI Calculation:  $\text{Weight (kg)} / [\text{Height (m)}]^2$ ), while classification of weight status follows that applied by the Department of Health for Chinese adults in Hong Kong.

(Source: <https://www.chp.gov.hk/en/statistics/data/10/280/6621.html?f=466>)

# Chronic Illness

## (Respondents and family members)

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**[DM7] Lastly, do you or your family members have ever been diagnosed the following chronic illnesses?**  
**[Read out answers 1-6, multiple answers are allowed]**

# End of Presentation

For details, please visit

<http://hkupop.hku.hk>