



**Public Opinion Programme, HKU**  
**香港大學民意研究計劃**  
**WildAid**

Jointly conduct  
合作進行

*Survey on People's Views on the Use of  
Endangered Species in Traditional Chinese Medicine*  
**公眾對中藥使用瀕危物種意見調查**

Questionnaire  
調查問卷

May 10, 2019  
2019年5月10日

## Part I Introduction 第一部分 自我介紹

Good afternoon/evening! My name is X. I'm an interviewer from the Public Opinion Programme of The University of Hong Kong. We are conducting an opinion survey on people's views towards the use of traditional Chinese medicine. This will only take you around 10 minutes. You may refuse to answer any questions or terminate the interview anytime without any consequences. Can we start now?

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，而家做緊一個有關市民對使用中藥嘅意見調查，只會阻你十分鐘時間左右，你可以選擇拒答任何題目，甚至隨時終止訪問而唔會引致任何後果。請問可唔可以開始呢？

Yes 可以

No 唔可以 → Interview ends, thank you, bye-bye 訪問告終，多謝合作，拜拜

Your phone number is randomly selected by computer and your information provided 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 supervisor. 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 will be recorded for internal reference. All data containing personal identifiers and the recording will be destroyed within six months upon project completion.

你呢個電話號碼係經電腦隨機抽樣抽中嘅，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 xxxx-xxxx 同我哋嘅督導員聯絡，或者喺辦公時間打 xxxx-xxxx 向香港大學研究操守委員會查詢有關參與研究嘅權利。為咗保障數據嘅真確性，我哋嘅訪問會被錄音，但只會用作內部參考。所有含個人識別資料嘅數據同埋錄音，會喺調查完成後六個月內銷毀。

**[S1] The telephone number I dialed just now was xxxx-xxxx. Please tell me if it was incorrect.**

我頭先打嘅電話號碼係 xxxx-xxxx，如果我打錯咗請你話俾我知。

Correct, continue 冇打錯，繼續

Incorrect 打錯 → Interview ends, thank you, bye-bye 訪問告終，多謝合作，拜拜

## Part II Selection of Respondents 第二部分 選出被訪者

### Landline version 家居電話版本

**[S2a] How many Hong Kong residents aged 18 or above are there right now in your household?**  
請問你屋企而家有幾多位 18 歲或以上嘅香港居民？

- One only → Q1 (If the qualified family member is not the one who answered the phone, invite him/her to the phone and repeat the introduction)
- More than one, \_\_\_\_ (exact number) → S3
- No → Interview ends, thank you, bye-bye.
- Refuse to answer → Interview ends, thank you, bye-bye.
- 有一位 → Q1 (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 (入實數) → S3
- 冇 → 訪問告終，多謝合作，拜拜
- 拒答 → 訪問告終，多謝合作，拜拜

**[S3] Since there is more than one, we hope that all qualified family members have equal chance to be interviewed. I would like to speak to the one who will have his/her birthday next. Is it okay?**  
(Interviewer can ask: "is there anyone whose birthday is in May or the coming three months?")  
因為多過一位，我哋希望所有家庭成員都有同等機會接受訪問，所以想請最快生日嗰位嚟聽電話。請問可唔可以呢？(訪問員可舉例說明：『即係有冇 5 月或未來三個月內生日嘅人喺度？』)

- Yes – The one answered the phone is the respondent → Q1
- Yes – Another family member is the respondent → Q1 (interviewer to repeat the introduction)
- No – Family member refuses to answer → Interview ends, thank you, bye-bye.
- No – Target respondent refuses to answer → Interview ends, thank you, bye-bye.
- 可以 – 接聽電話的人士是被訪者 → Q1
- 可以 – 其他家人是被訪者 → Q1 (訪問員請重覆自我介紹)
- 唔可以 – 接聽電話人士拒絕合作 → 訪問告終，多謝合作，拜拜
- 唔可以 – 被抽中被訪者拒絕受訪 → 訪問告終，多謝合作，拜拜

### Mobile version 手提電話版本

**[S2b] Are you a Hong Kong resident aged 18 or above?**  
請問你係唔係 18 歲或以上嘅香港居民？

- Yes 係
- No 唔係 → Interview ends, thank you, bye-bye 訪問告終，多謝合作，拜拜

## Part III Opinion Questions 第三部分 問卷主體部分

[Q1-3] How much do you agree or disagree with the following statements regarding endangered animal species: (read out 3 statements to be randomized by computer, prompt for level of agreement for each)

你有幾認同或者唔認同以下呢D有關瀕危動物品種嘅句子？（讀出以下3句，次序由電腦隨機排列，逐一追問認同程度）

Q1 Endangered animal species should be protected.

瀕危動物品種係應該受到保護。

Q2 Hong Kong laws on protecting endangered wildlife species are sufficient for effective wildlife protection.

香港既法例能夠有效保護瀕危野生動物品種。

Q3 The Hong Kong government provides enough public education on protecting endangered wildlife species.

香港政府有提供足夠嘅公眾教育去保護瀕危野生動物品種。

[answers for each statement]

Very much agree	好認同
Somewhat agree	幾認同
Half-half	一半半
Somewhat disagree	幾唔認同
Very much disagree	好唔認同
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

[Q4] (Only for those who answer "Very much agree" or "Somewhat agree" in Q1) Why do you think endangered wildlife species should be protected? (no need to read out, multiple answers allowed) (只問 Q1 回答「好認同」或「幾認同」者) 點解你認為瀕危野生動物品種應該受到保護？(不讀答案，可選多項)

Endangered species are precious	瀕危物種珍貴
Maintain a healthy ecological balance	保持健康的生態平衡
Promote biodiversity	促進生物多樣性
For agriculture and farming	農業和耕作用途
For recreation, e.g. zoo and wildlife safari	康樂用途，如動物園、野生動物園
For future generations	為了下一代
Some species extinctions will directly impact humans	部分物種滅絕將直接影響人類
Some species provide medical benefits, e.g. drugs	部分物種有醫療功效，例如可作藥物
Others, please specify: _____	其他，請註明： _____
No reason	
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

**[Q5] Do you think using the following animal species in Chinese medicine is acceptable?** (read out 5 answers to be randomized by computer, prompt for level of acceptance for each)

你有幾接受或者唔接受使用以下動物品種做中藥？（讀出以下 5 項，次序由電腦隨機排列，逐一追問接受程度）

- Deer 鹿
- Tiger 老虎
- Seahorse 海馬
- Pangolin 穿山甲
- Rhinoceros 犀牛

[answers for each item]

Very acceptable	好接受
Somewhat acceptable	幾接受
Half-half	一半半
Somewhat unacceptable	幾唔接受
Very unacceptable	好唔接受
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

**[Q6-9] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine:** (read out 4 statements to be randomized by computer, prompt for level of agreement for each)

你有幾認同或者唔認同以下呢 D 有關使用瀕危動物品種做中藥嘅句子？（讀出以下 4 句，次序由電腦隨機排列，逐一追問認同程度）

Q6 Using endangered animal species in medicine is acceptable.

使用瀕危動物品種做藥物係可以接受嘅。

Q7 Hong Kong laws on banning the use of endangered wildlife species in Chinese medicine must be more strictly enforced.

香港有禁用瀕危野生動物品種做中藥嘅法律，但必須更嚴格地執行。

Q8 Chinese medicine should phase out the use of endangered wildlife species whilst promoting sustainable and herbal alternatives.

中醫業界應該停止使用瀕危野生動物品種並以可持續草藥做替代品。

Q9 Removing endangered wildlife species from Chinese medicine would be good for the reputation of Chinese medicine.

停止使用瀕危野生動物品種，有助提高中醫藥嘅聲譽。

[answers for each statement]

Very much agree	好認同
Somewhat agree	幾認同
Half-half	一半半
Somewhat disagree	幾唔認同
Very much disagree	好唔認同
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

**[Q10] Traditional Chinese medicine practitioners have identified many effective sustainable herbal alternatives to pangolin scales. Should these be used in order to protect endangered pangolins?**  
中醫業界已經發現咗好多可持續草藥，可有效取代穿山甲鱗片。你認為應唔應該全面使用呢D 替代品以保護瀕危嘅穿山甲？

Yes	應該
No	不應該
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

**[Q11] Finally, do you take traditional Chinese medicine? If yes, what kinds?** (no need to read out the answers, multiple answers allowed)

最後，請問你自己有冇服用中藥嘅習慣？如有，咁主要成份係乜野？（不讀答案，可選多項）

Yes, animal-based medicines 以動物為主嘅藥物，主要成份為：

- Deer 鹿
- Tiger 老虎
- Seahorse 海馬
- Pangolin 穿山甲
- Rhinoceros 犀牛
- Other animals, please specify 其他動物，請注明：\_\_\_\_\_

Yes, plant-based medicines 以植物為主嘅藥物，主要成份為：

- please specify 請注明：\_\_\_\_\_

No, I don't take traditional Chinese medicine	沒有服用中藥嘅習慣
Don't know / Hard to say	唔知道／難講
Refuse to answer	拒答

## Part IV Demographics 第四部分 個人資料

We would like to ask you some personal information for aggregate analyses. Your information provided will be kept strictly confidential. You may also refuse to answer any question.

我哋想請問您一啲簡單嘅個人資料以作綜合分析，你所提供嘅資料係會絕對保密，你亦有權拒絕回答任何問題。

### [DM1] Gender

性別

Male	男
Female	女

### [DM2a] How old are you now?

你今年幾多歲？

____ (Exact age)	____ (準確數字)
Do not want to tell	唔肯講

### [DM2b] (For those unwilling to give exact age) Then how old are you now approximately? (Read out options)

(只問不肯透露準確年齡的被訪者) 咁你今年大約幾多歲？(讀出範圍)

18 – 19	18 – 19 歲
20 – 24	20 – 24 歲
25 – 29	25 – 29 歲
30 – 34	30 – 34 歲
35 – 39	35 – 39 歲
40 – 44	40 – 44 歲
45 – 49	45 – 49 歲
50 – 54	50 – 54 歲
55 – 59	55 – 59 歲
60 – 64	60 – 64 歲
65 – 69	65 – 69 歲
70 or above	70 歲或以上
Refuse to answer	拒答

**[DM3] What is your educational attainment? (Highest level attended, i.e. regardless of whether the course had been completed, including the course in progress)**

你讀書讀到乜嘢程度？(最高就讀程度，即不論有否完成該課程，包括現正就讀)

Primary or below	小學或以下
Lower secondary (F.1-F.3)	初中 (中一至中三)
Upper secondary (F.4-F.7 / DSE / YiJin)	高中 (中四至中七 / DSE / 毅進)
Post-secondary: non-degree course (including diploma / certificate / sub-degree course)	專上教育：非學位課程 (包括文憑 / 證書 / 副學位課程)
Post-secondary: degree course (including bachelor degree / postgraduate)	專上教育：學位課程 (包括學士學位 / 研究院)
Refuse to answer	拒答

**[DM4] What is your occupation?**

你嘅職業係？

Executive and professional	行政及專業人員
Clerical and service worker	文職及服務人員
Production worker	勞動工人
Student	學生
Homemaker / housewife	料理家務者 / 家庭主婦
Retired person	退休人士
Unemployed or not working for other reason	失業 / 待業 / 其他非在職
Others (Please specify: _____)	其他 (請註明：_____)
Refuse to answer	拒答

*This is the end of the interview. Thank you for your time.*

問卷已經完成，多謝你接受訪問。