



HKUPOP

香港大學民意研究計劃



**Hong Kong
Infant and Young Child
Nutrition Association**
香港嬰幼兒營養聯會

父母對「香港守則」草擬本意見調查

Survey on Parents' View about the Draft HK Code

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Public Opinion Programme, HKU

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研究背景

Research Background

- 研究目的：瞭解本港父母對「香港守則」草擬本的意見，特別是有關對監管嬰幼兒奶粉銷售推廣的意見

Objective: To understand Hong Kong parents' views on the draft HK Code, especially the view on the regulation of the advertisements, sales and marketing activities of formula milk

- 調查問卷由港大民研計劃諮詢香港嬰幼兒營養聯會後獨立設計，所有操作、數據收集及分析由民研計劃獨立進行，結果亦由民研計劃全面負責

POP designed the questionnaire independently after consulting Hong Kong Infant and Young Child Nutrition Association while POP has also enjoyed full autonomy in fieldwork operation, data collection and data analysis. POP takes full responsibility for all findings reported.

樣本資料

Contact Information

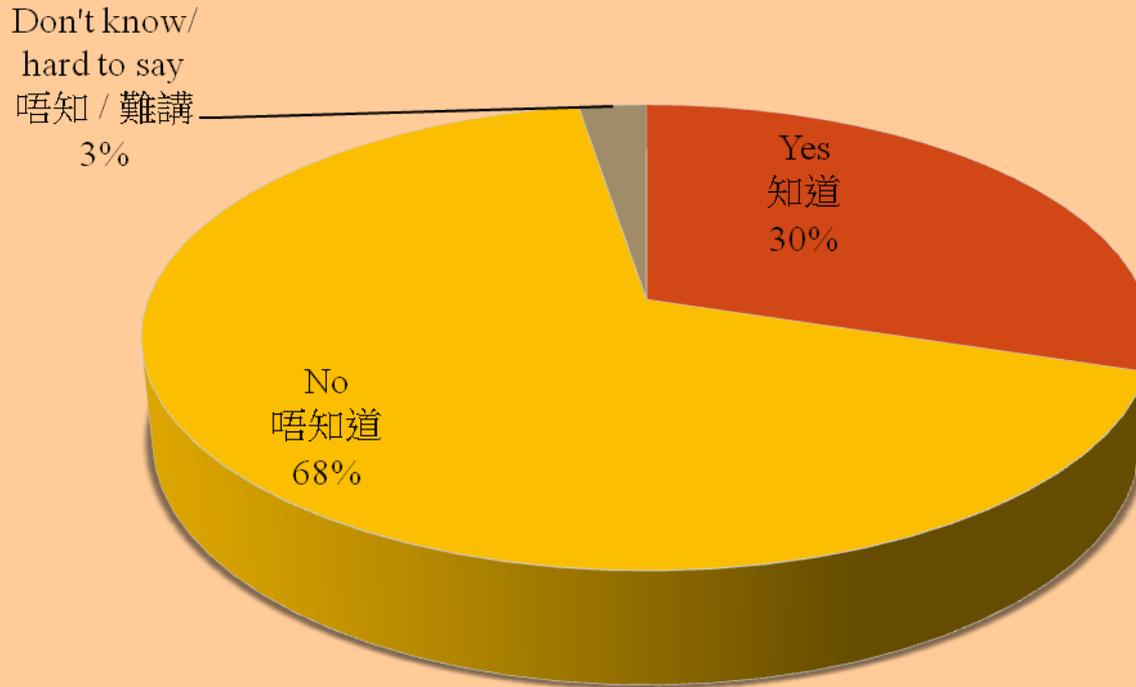
調查日期 Date of survey	· 2012年12月5日至10日 · December 5 to 10, 2012
調查對象 Target population	· 18歲或以上操粵語並育有至少一名子女的家長 · Cantonese speaking HK citizens of age 18 or above who are parents
調查方法 Survey method	· 由訪問員直接進行隨機抽樣的電話訪問 · Random telephone interviews by real interviewers
樣本大小 Sample size	· 515個成功個案 · 515 successful cases
有效回應率 Effective response rate	· 69.2% (以合資格受訪對象的數目計算) · 69.2% (based on the number of eligible target respondents)
標準誤差 Standard error	· 少於2.2%，亦即在95%置信水平下，各個百分比的抽樣誤差為少於正負4.4個百分比 · Less than 2.2%, ie. the sampling error of percentages shall be not more than +/-4.4% at 95% confidence level

調查結果

Survey Findings

近七成受訪家長不知道政府正就《香港守則》草擬本進行公眾諮詢

Nearly 70% of parents interviewed are not aware of the government's public consultation on the draft HK Code



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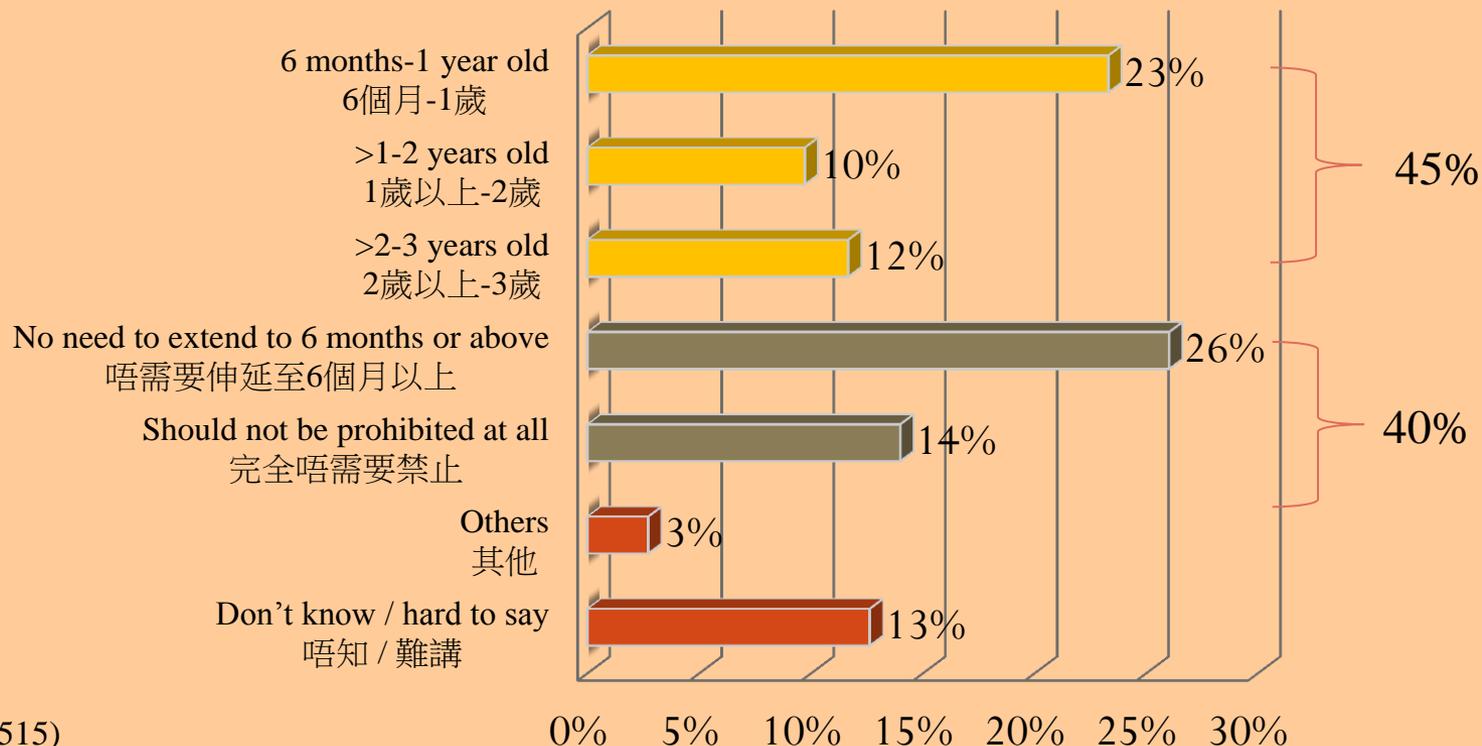
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Q2 Are you aware that the government has recently launched a public consultation about vetting the promotional and marketing practices of formula milk and related products (e.g. feeding bottles and teats) for infants and young children?

Q2 你知唔知道政府正就監管嬰幼兒奶粉及相關產品(例如奶樽、奶咀)既宣傳推廣手法進行公眾諮詢?

四成受訪者認為不需要把監管伸延至6個月以上的幼兒奶粉

40% of respondents think the legislation should not be applied for formula milk for young children aged 6 months old or above



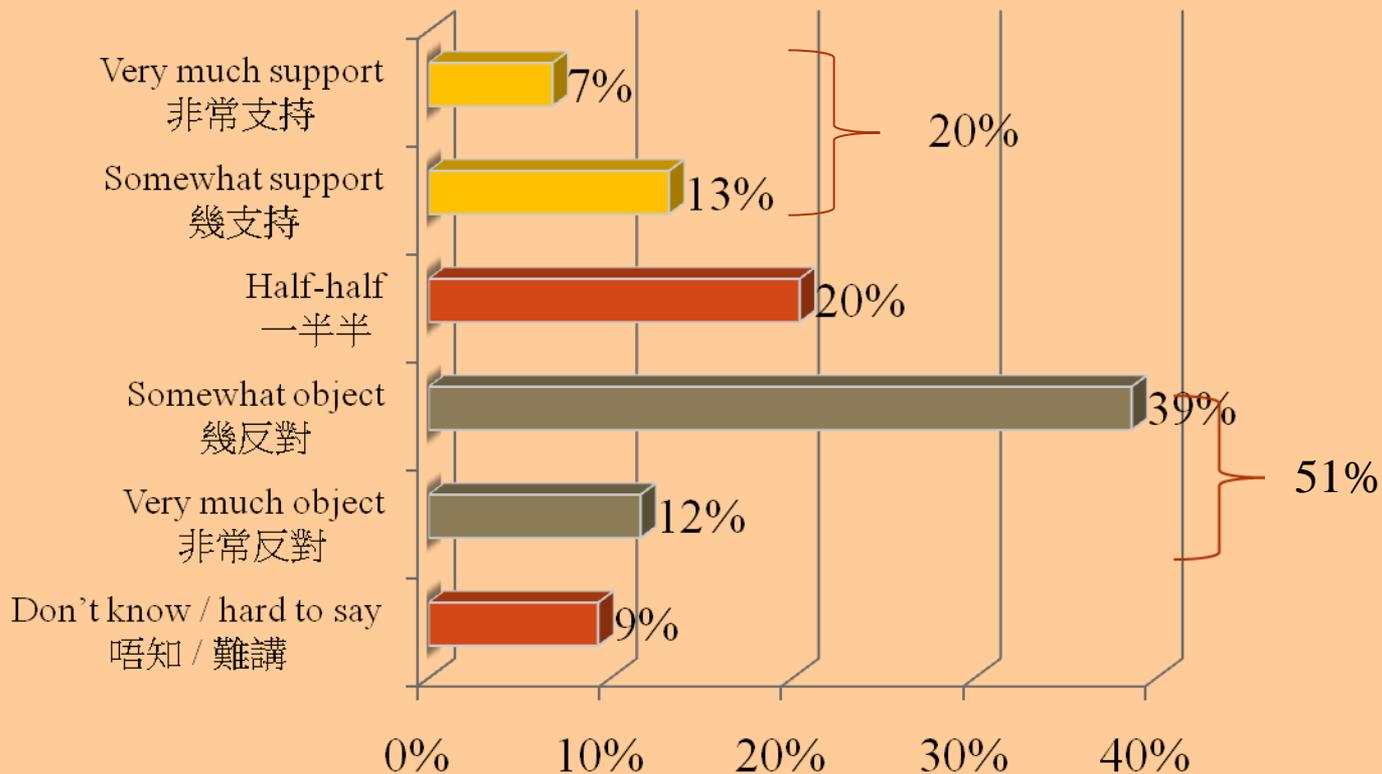
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Q3 The World Health Organization suggests that babies should be breastfed in their first 6 months. Some developed countries prohibit the promotion of milk formula for infants aged 6 months or below. If the Hong Kong government would like to legislate 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]

Q3 世界衛生組織建議，係嬰兒出生後首六個月應該完全以母乳餵哺，而某d已發展國家亦禁止奶粉商就6個月以下初生嬰兒奶粉進行宣傳推廣。如果香港政府打算推行類似既監管，你認為需唔需要伸延至6個月以上既幼兒奶粉？如果需要，咁你認為應該伸延至以下邊個年齡組別既奶粉？[讀出答案]

僅兩成受訪者認為母乳餵哺率偏低主要是因為奶粉的廣告及宣傳推廣活動
Only 20% of respondents agree the saying that low breastfeed rate is mainly influenced by formula milk's advertisements and promotional activities



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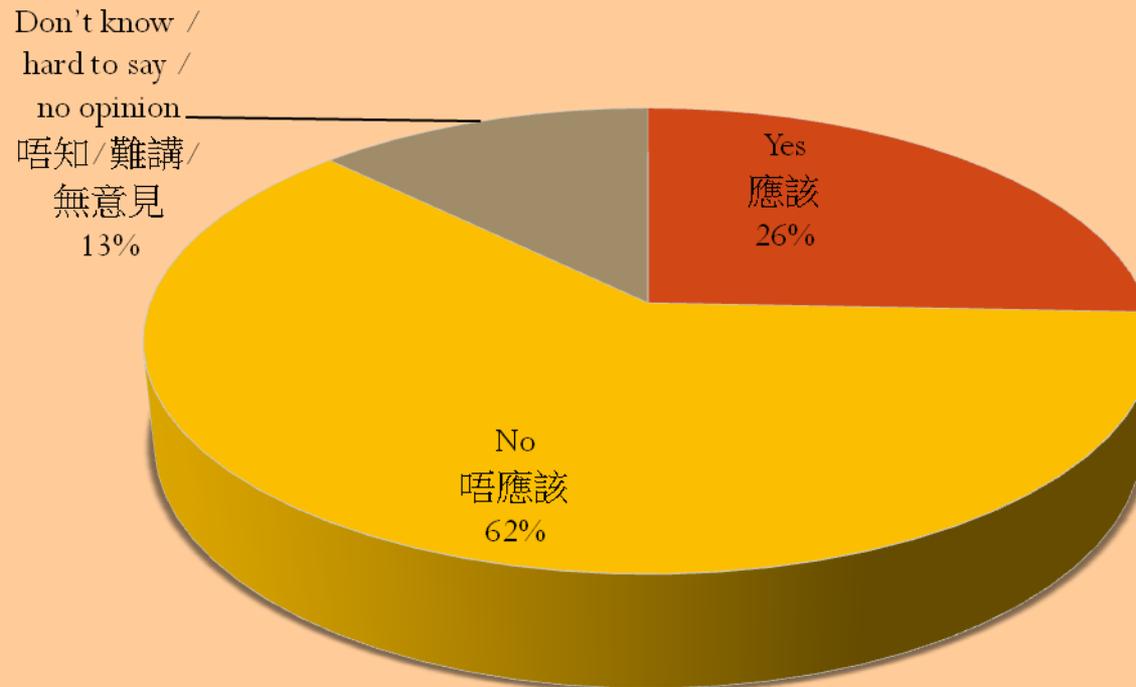
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Q4 There is a saying that breastfeed rate is low in Hong Kong mainly due to the influence of the advertisements and promotional activities of formula milk for young children aged 6-36 months, do you support or oppose this argument?
[Interviewer to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

Q4有意見認為，香港母乳餵哺率偏低既主要原因係因為母親受到六個月至三歲既奶粉廣告及宣傳推廣活動所影響，你有幾支持或者反對呢個講法？[追問程度]

逾六成受訪者認為不應該禁止奶粉商提供餵哺及營養資訊

Over 60% of respondents think the formula milk manufacturers should not be prohibited from providing information on feeding and nutrition



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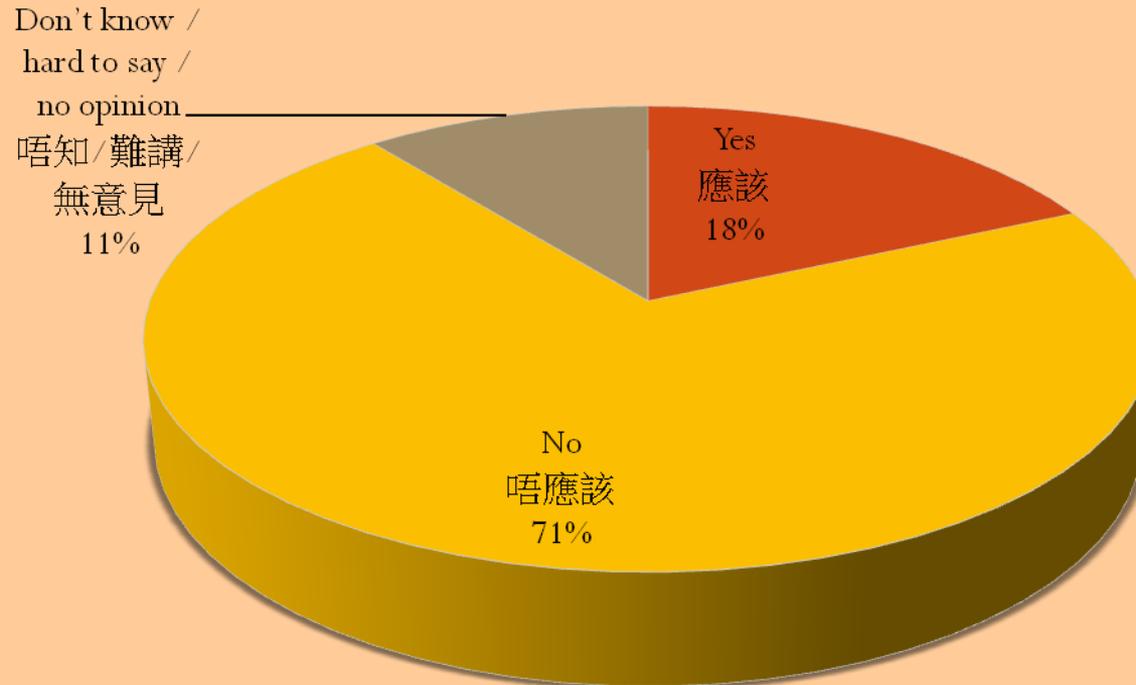
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Q5 Do you think the formula milk manufacturers should be prohibited from providing any information on feeding and nutrition to customers, for example, they cannot answer to the enquiries when customers call to enquire the use of their products?

Q5 咁你認為應唔應該禁止奶粉商向客戶提供任何餵哺及營養資訊，例如客戶致電查詢產品既使用方法，奶粉商亦唔可以回覆？

超過七成受訪者認為不應該禁止奶粉商舉辦任何活動

More than 70% of respondents think the formula milk manufacturers should not be prohibited from organizing any activities



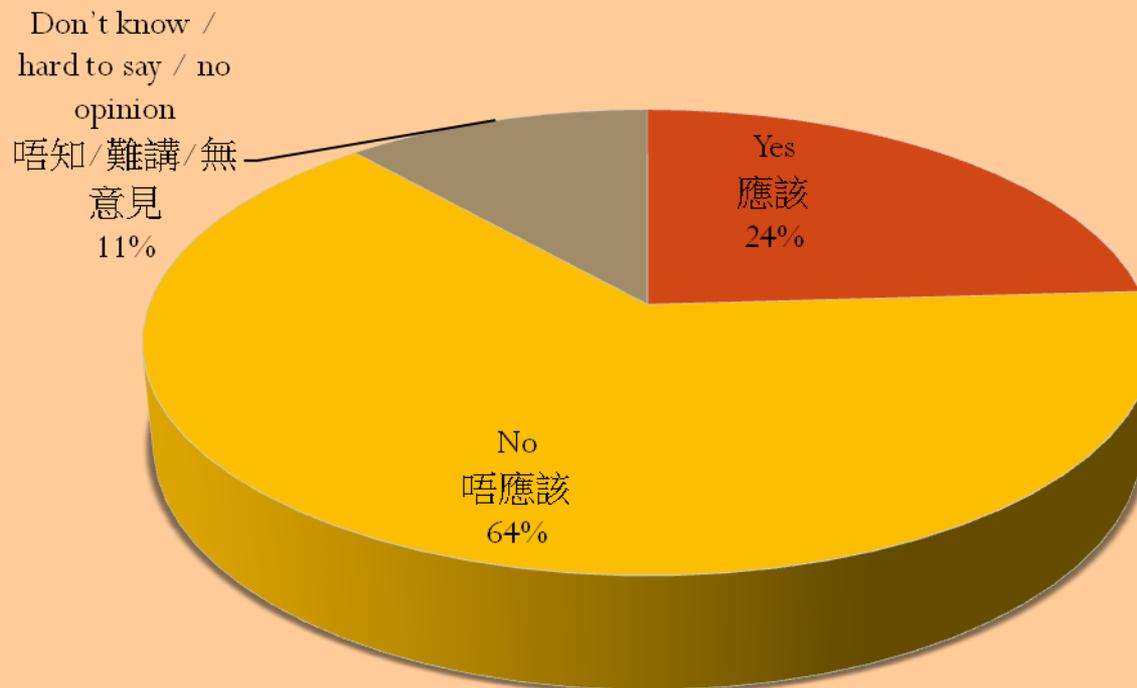
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Q6 Do you think the formula milk manufacturers should be prohibited from organizing any activities involving infants, young children, pregnant women and mothers of infants or young children, such as parenting seminars and baby crawling competition?

Q6 咁你認為應唔應該禁止奶粉商舉辦任何涉及嬰幼兒、孕婦及嬰幼兒母親既活動，例如親子講座、爬行比賽等？

超過六成受訪者認為不應該禁止奶粉商提供六個月或以上既幼兒奶粉試用裝
More than 60% of respondents think the formula milk manufacturers should not be prohibited from giving free sample of formula milk for young children aged 6-36 months



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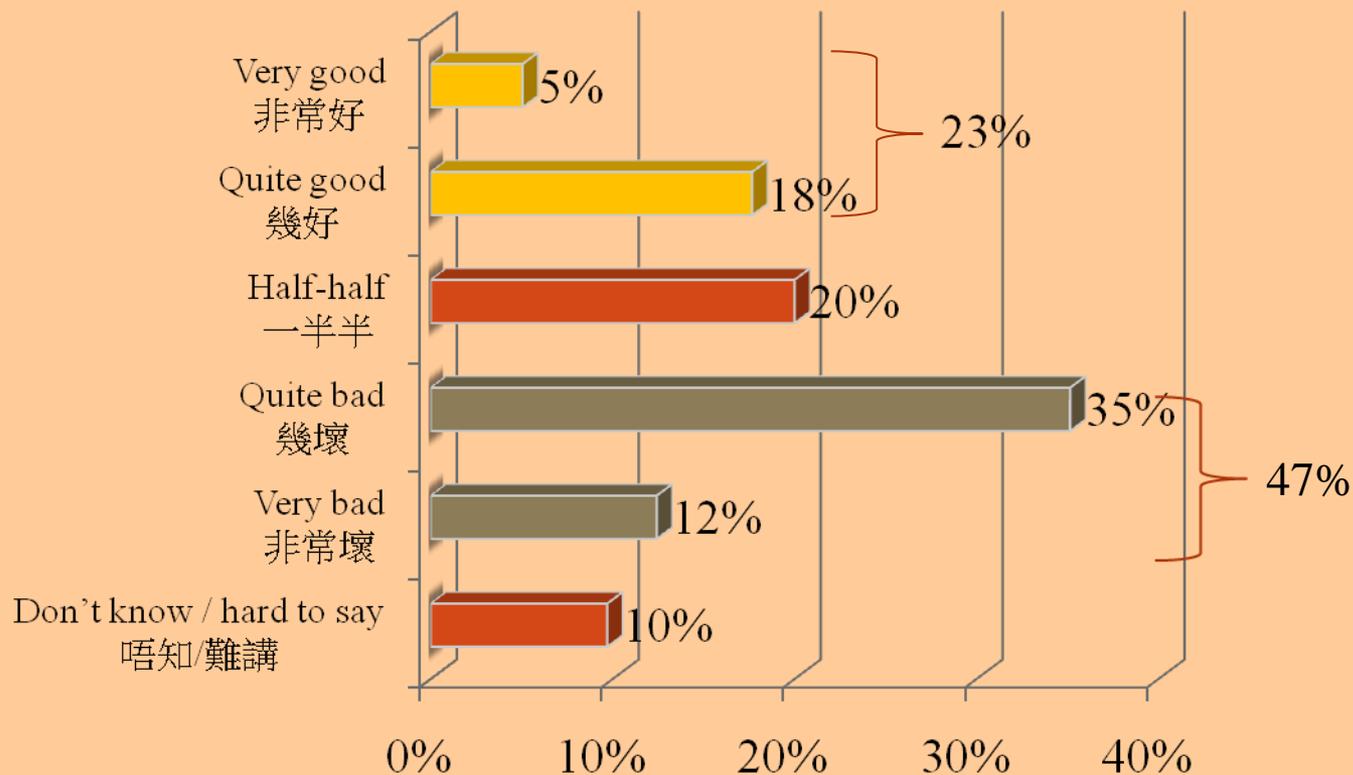
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Q7 Do you think the formula milk manufacturers should be prohibited from giving free sample of formula milk for young children aged 6-36 months to consumers?

Q7 咁你認為應唔應該禁止奶粉商提供六個月或以上既幼兒奶粉試用裝予消費者？

近半受訪者認為全面禁止製造商及分銷商發放奶粉資訊對消費者是一件壞事

Nearly half of respondents think it will be bad to the consumers if to ban all the release of information of formula milk provided by manufacturers and distributors



(Base = 515)

(基數 = 515)

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

[Interviewer to probe the intensity]

Q8 如果日後全面禁止製造商及分銷商發放任何三歲以下嬰幼兒奶粉既資訊，你認為對消費者係好事定壞事？

[追問程度]

總結

Conclusion

- 大部分受訪者不知道政府正就監管嬰幼兒奶粉及相關產品的宣傳推廣手法進行公眾諮詢。而四成認為沒有需要對六個月以上幼兒奶粉作出監管。

Majority of respondents are **not aware of** the public consultation launched recently while 40% consider banning promotion of formula milk for young children aged 6 months or above as **unnecessary**.

- 只有兩成受訪者認為本港母乳餵哺率偏低主要是因為受奶粉廣告及宣傳推廣活動所影響，但有半數受訪者反對該說法。

Only 20% support the saying that low breastfeed rate in HK is mainly influenced by the advertisements and promotional activities of formula milk while **half hold the opposite view** to the saying.

總結

Conclusion

- 約六至七成受訪者均認為**不應禁止**奶粉商提供餵哺及營養資訊、舉辦推廣活動和提供六個月或以上既幼兒奶粉試用裝。

Around 60-70% think the formula milk manufacturers **should not be prohibited** from providing information on feeding and nutrition, organizing activities and giving free sample of formula milk for young children aged 6-36 months.

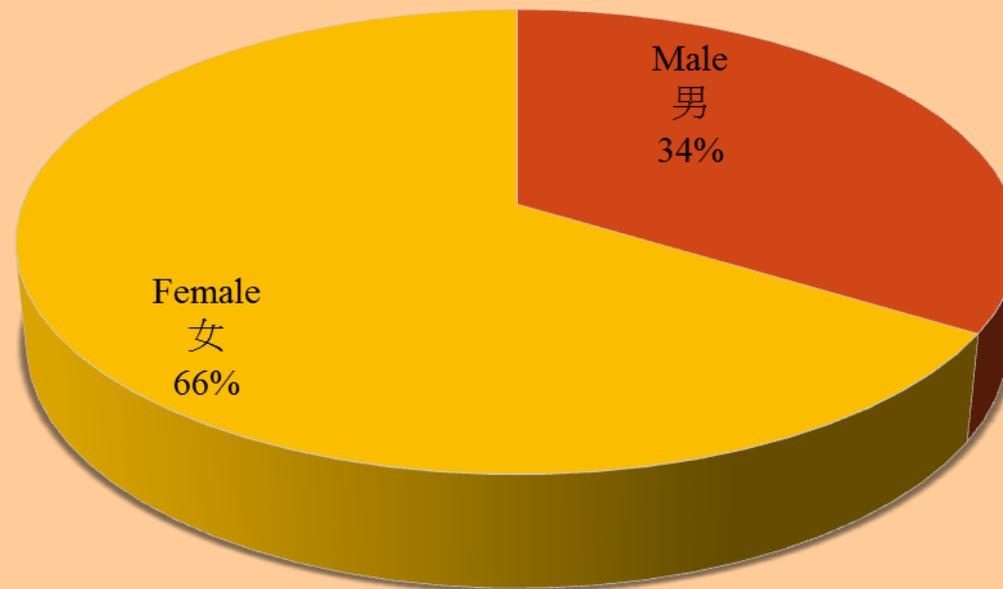
- 最後，近一半受訪者認為**全面禁止**製造商及分銷商發放任何三歲以下嬰幼兒奶粉的資訊對消費者而言是一件壞事。

Finally, nearly half of respondents think it will be **bad to** consumers to **prohibit all** the release of information of formula milk for infants and young children aged 36 months or below by the manufacturers and distributors.

Respondents' demographics

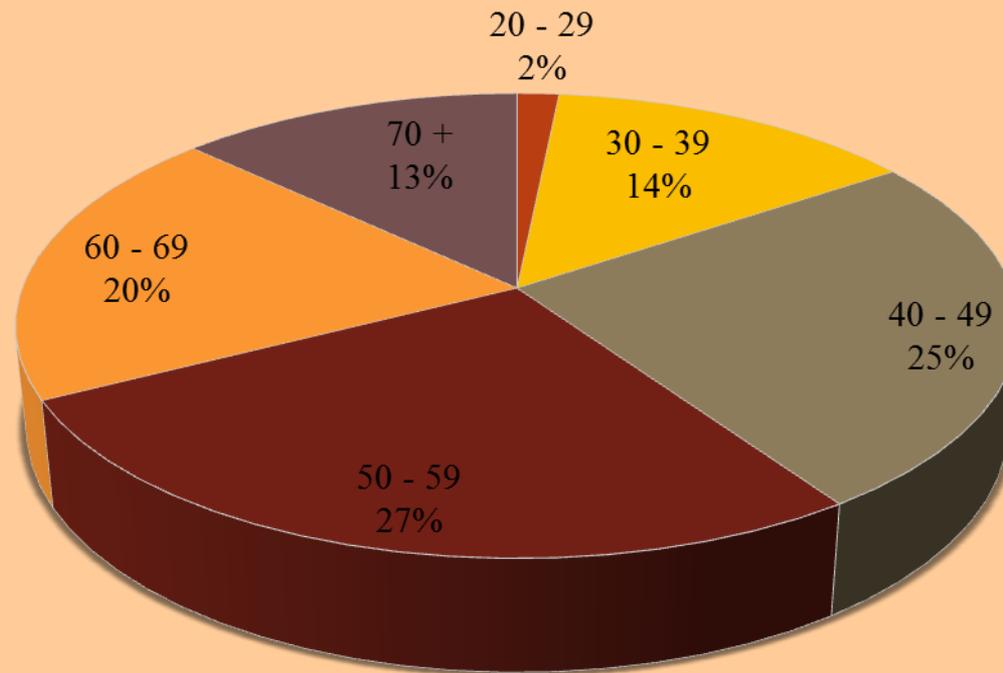
人口變項

Gender 性別



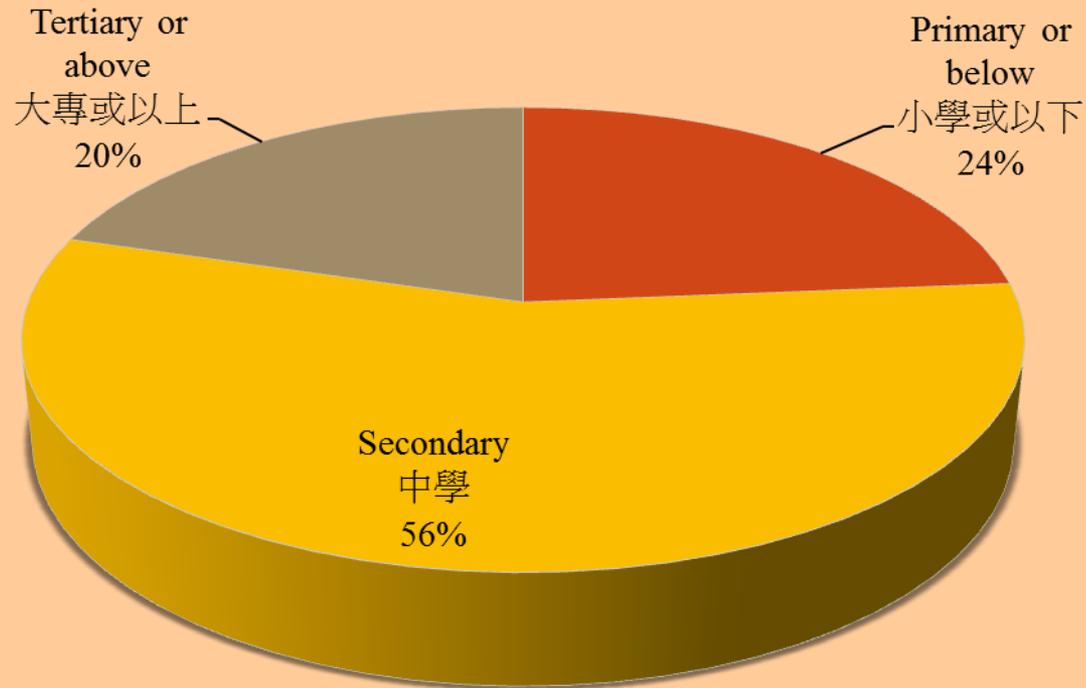
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Age 年齡



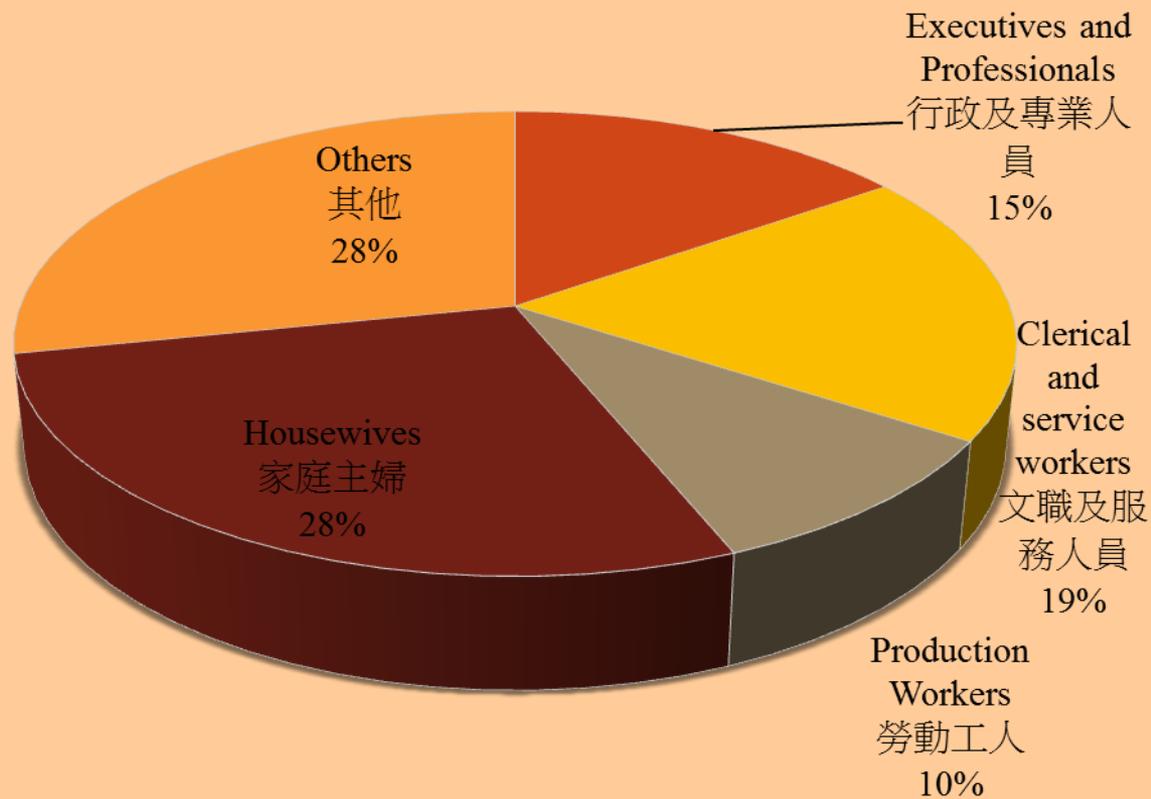
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Education level 教育程度



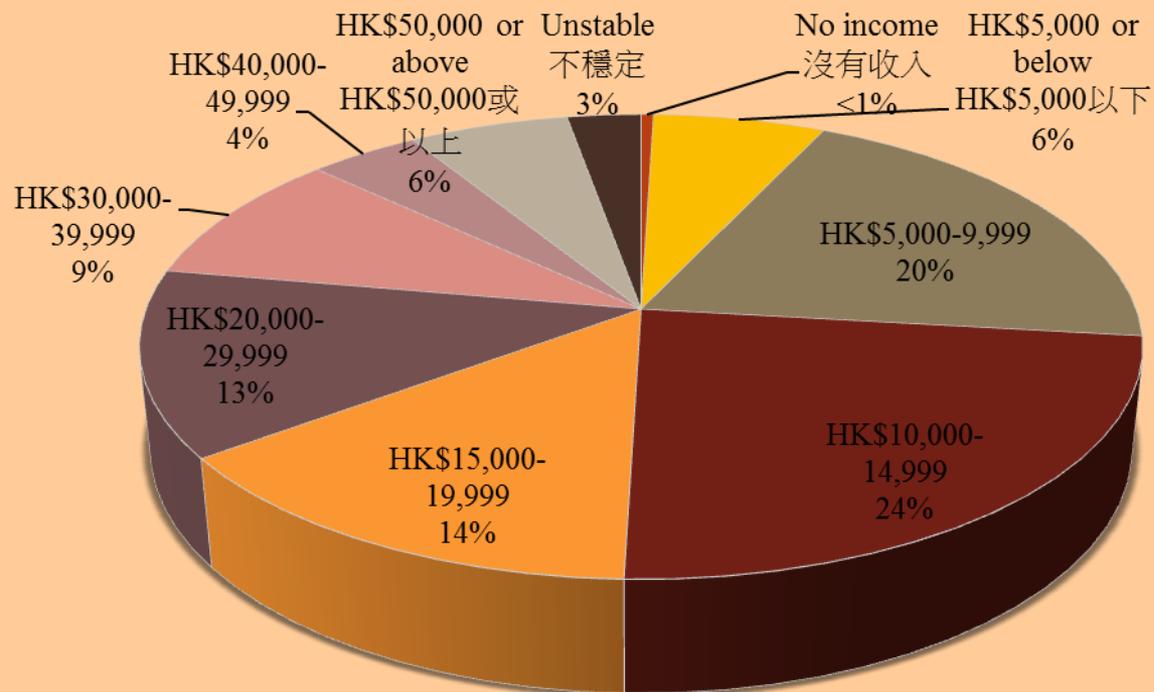
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Occupation 職位



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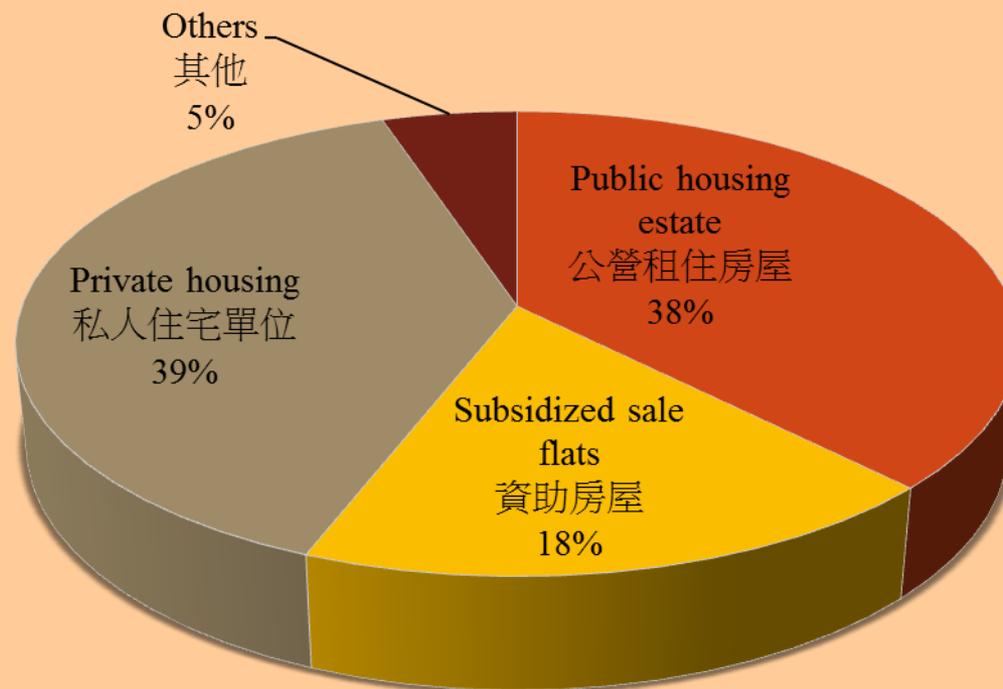
Monthly income 個人每月收入



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(基數 = 216)

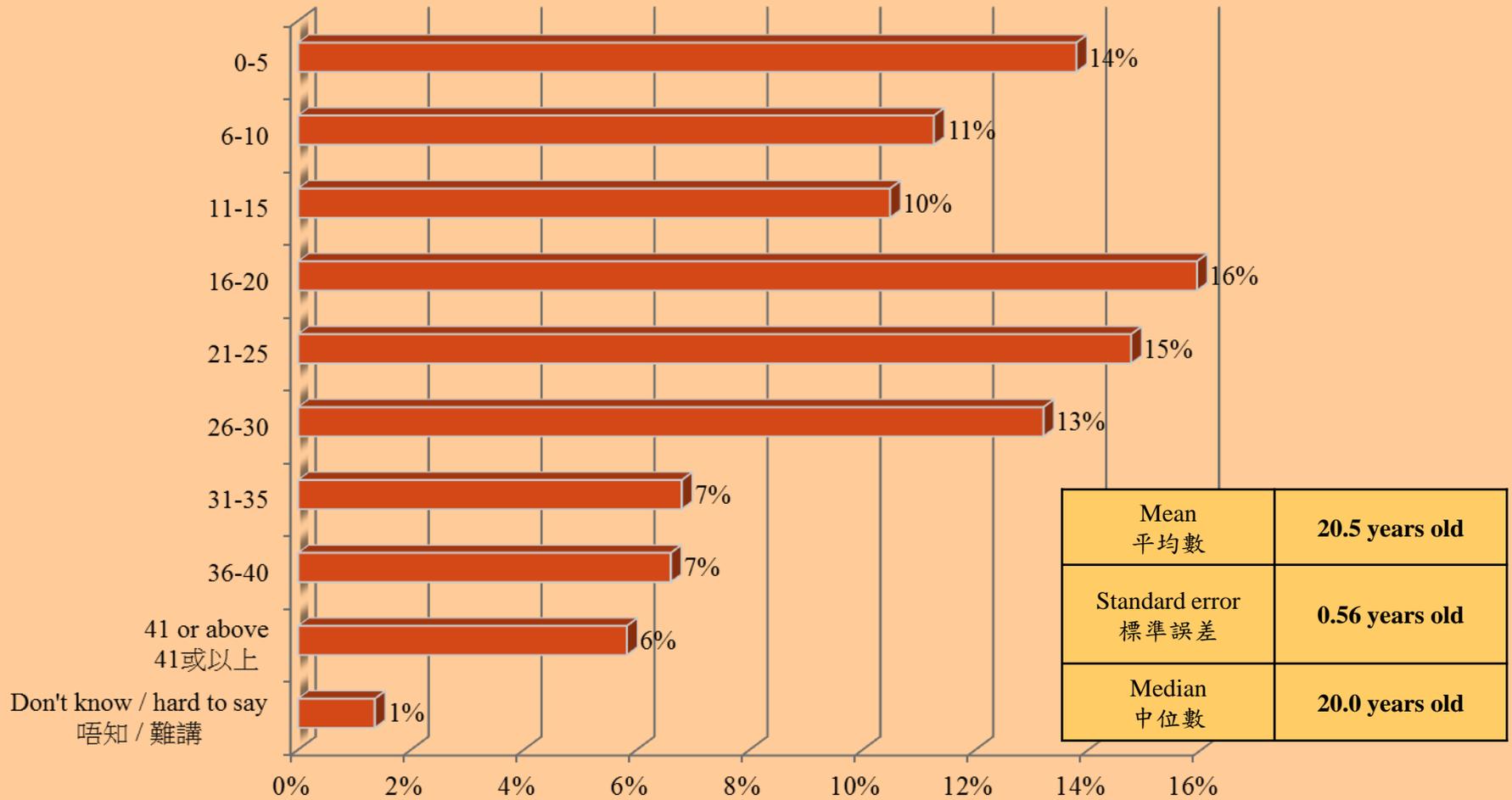
Housing type 居住房屋



(Base = 492)

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Age of youngest son or daughter 年紀最小的子/女年齡



(Base = 515)

(基數 = 515)

**End of presentation by
HKU POP
簡報完畢**