

PORI



HONG KONG PUBLIC OPINION RESEARCH INSTITUTE

香 港 民 意 研 究 所

“We Hongkongers” Panel Survey

Latest Results

July 8, 2022

Contact Information - “We Hongkongers” Panel Survey

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	HKPORI Panel
Date of survey	June 30, 3pm – July 5, 3pm
Survey method	Online survey
Target population	Hong Kong residents aged 12+
Total sample size	3,961
Response rate	4.6%
Sampling error	Sampling error of percentages at +/-1% at 95% confidence level
Weighting method	Rim-weighted according to 1) gender-age distribution, educational attainment (highest level attended) distribution and economic activity status distribution of Hong Kong population from Census and Statistics Department; 2) appraisal of political condition and political inclination distribution from regular tracking surveys.

Part 1: Circular Packaging

Survey Result - “We Hongkongers” Panel Survey

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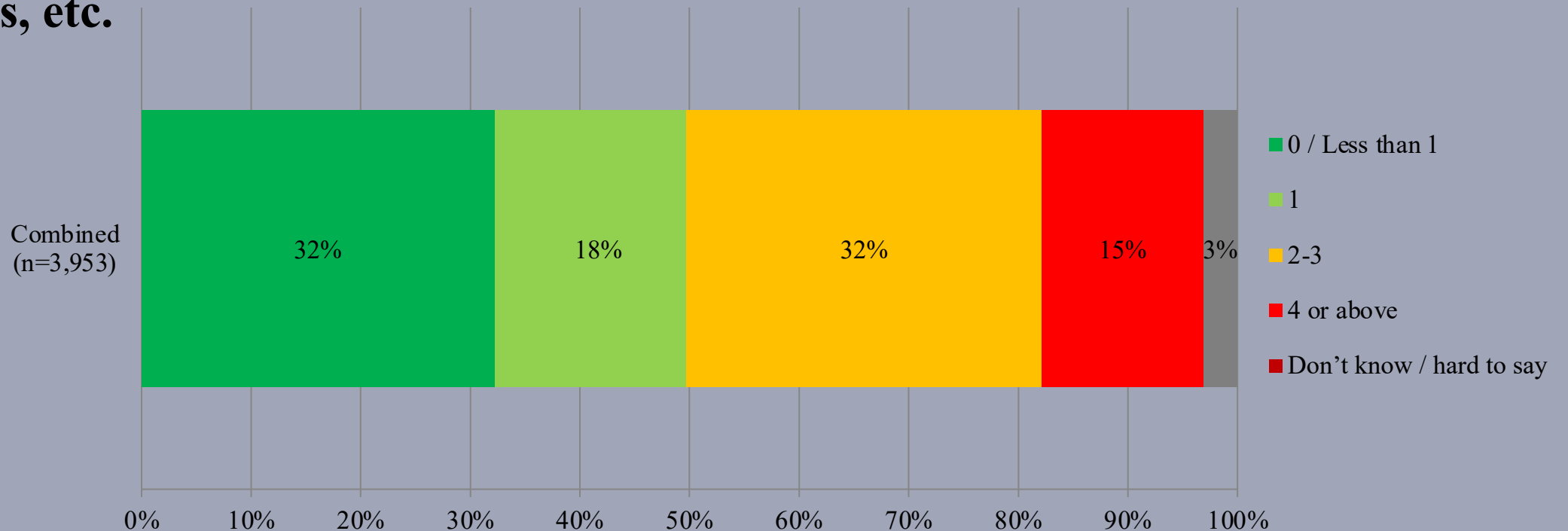
- **Latest survey period: 30/6-5/7/2022**
- **Question: Q1 How many times do you shop or spend online per month on average? Please include takeaway platforms, visiting online merchants and using courier services, etc.**

	Combined (n=3,953)
0 / Less than 1	32%
1	18%
2-3	32%
4 or above	15%
Don't know / hard to say	3%

Survey Result - “We Hongkongers” Panel Survey

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Survey Result - “We Hongkongers” Panel Survey

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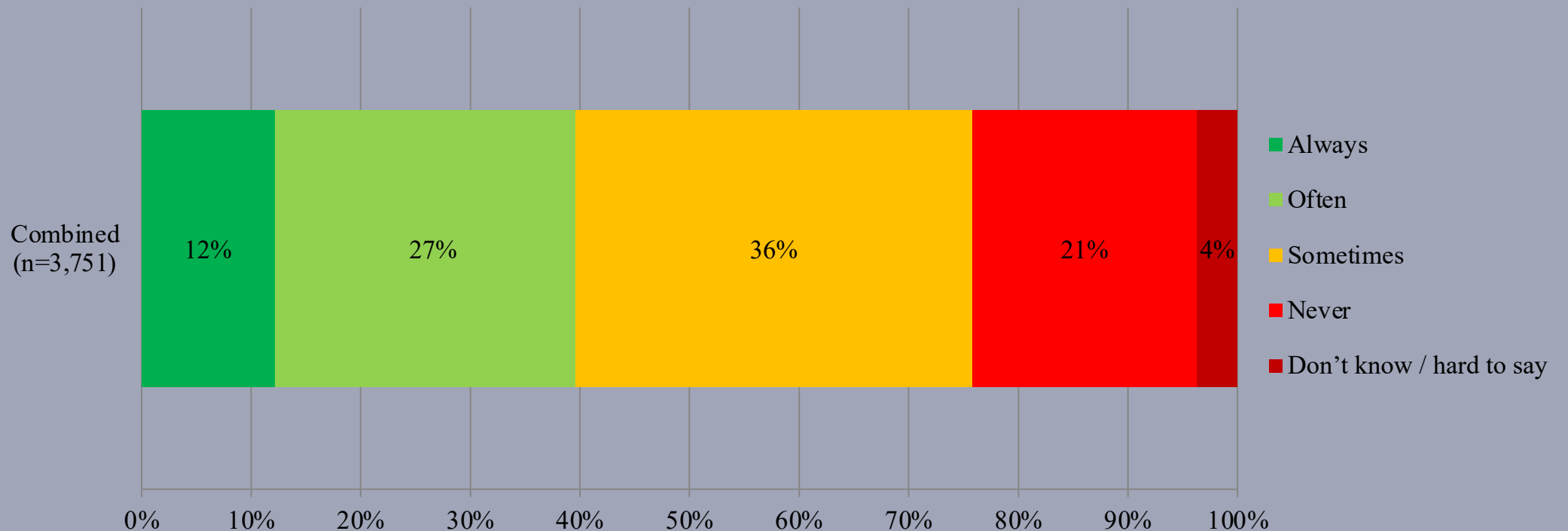
- **Latest survey period: 30/6-5/7/2022**
- **Question: Q2 How often do you recycle or reuse online shopping packaging?**

	Combined (n=3,751)
Always	12%
Often	27%
Sometimes	36%
Never	21%
Don't know / hard to say	4%

Survey Result - “We Hongkongers” Panel Survey

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- **Latest survey period: 30/6-5/7/2022**
- **Question: Q2 How often do you recycle or reuse online shopping packaging?**



Survey Result - “We Hongkongers” Panel Survey

- Latest survey period: 30/6-5/7/2022
- **Question: Q3 How much do you support or oppose the government to work with major online shopping companies to introduce reusable online shopping packaging and encourage customers to return the packaging after receipt of goods, in order to reduce online shopping waste?**

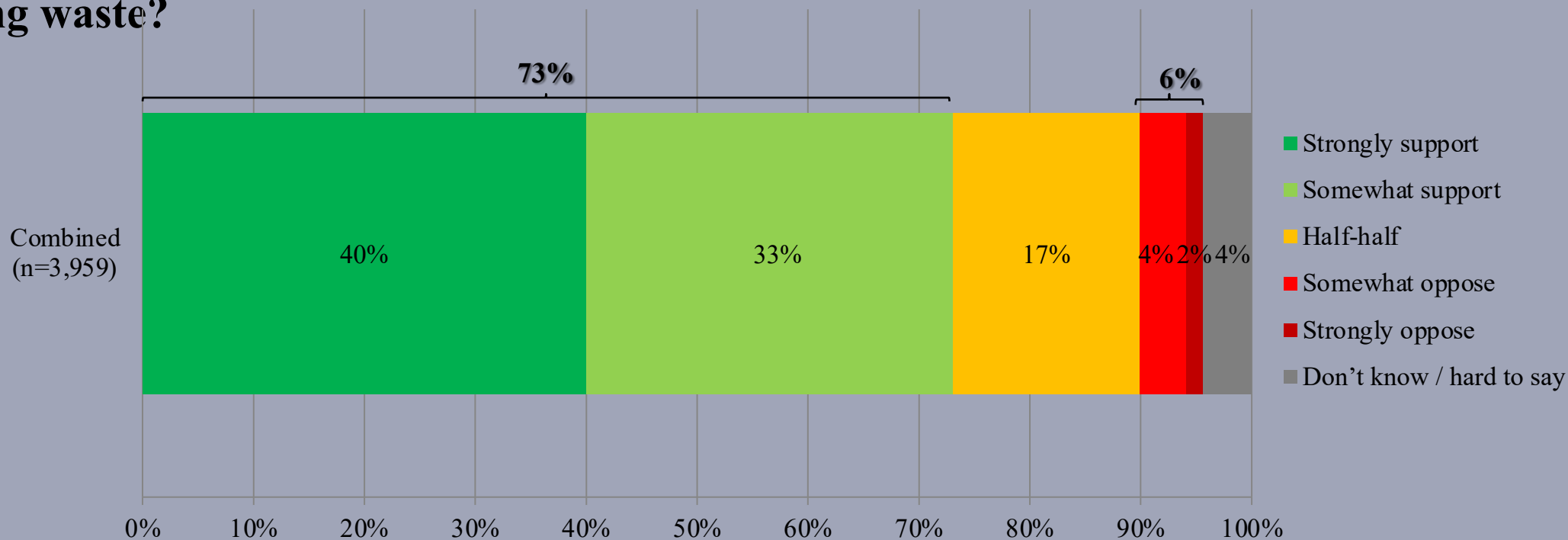
	Combined (n=3,959)	
Strongly support	40%	} 73%
Somewhat support	33%	
Half-half	17%	
Somewhat oppose	4%	} 6%
Strongly oppose	2%	
Don't know / hard to say	4%	
Mean [†]	4.1	

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

Survey Result - “We Hongkongers” Panel Survey

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- **Latest survey period: 30/6-5/7/2022**
- **Question: Q3 How much do you support or oppose the government to work with major online shopping companies to introduce reusable online shopping packaging and encourage customers to return the packaging after receipt of goods, in order to reduce online shopping waste?**



Survey Result - “We Hongkongers” Panel Survey

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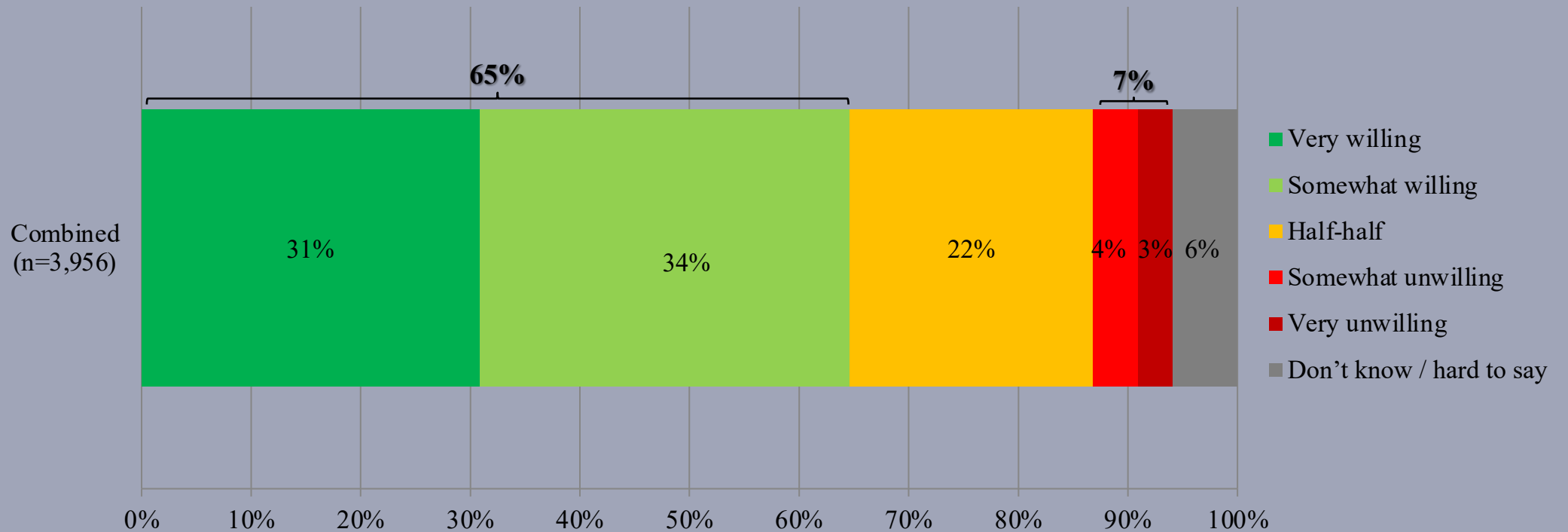
- Latest survey period: 30/6-5/7/2022
- **Question: Q4 If online shopping companies provide reusable online shopping packaging, how willing are you to return such packaging to a pick-up point?**

	Combined (n=3,956)	
Very willing	31%	} 65%
Somewhat willing	34%	
Half-half	22%	
Somewhat unwilling	4%	} 7%
Very unwilling	3%	
Don't know / hard to say	6%	
Mean [†]	3.9	

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

Survey Result - “We Hongkongers” Panel Survey

- Latest survey period: 30/6-5/7/2022
- **Question: Q4 If online shopping companies provide reusable online shopping packaging, how willing are you to return such packaging to a pick-up point?**



Survey Result - “We Hongkongers” Panel Survey

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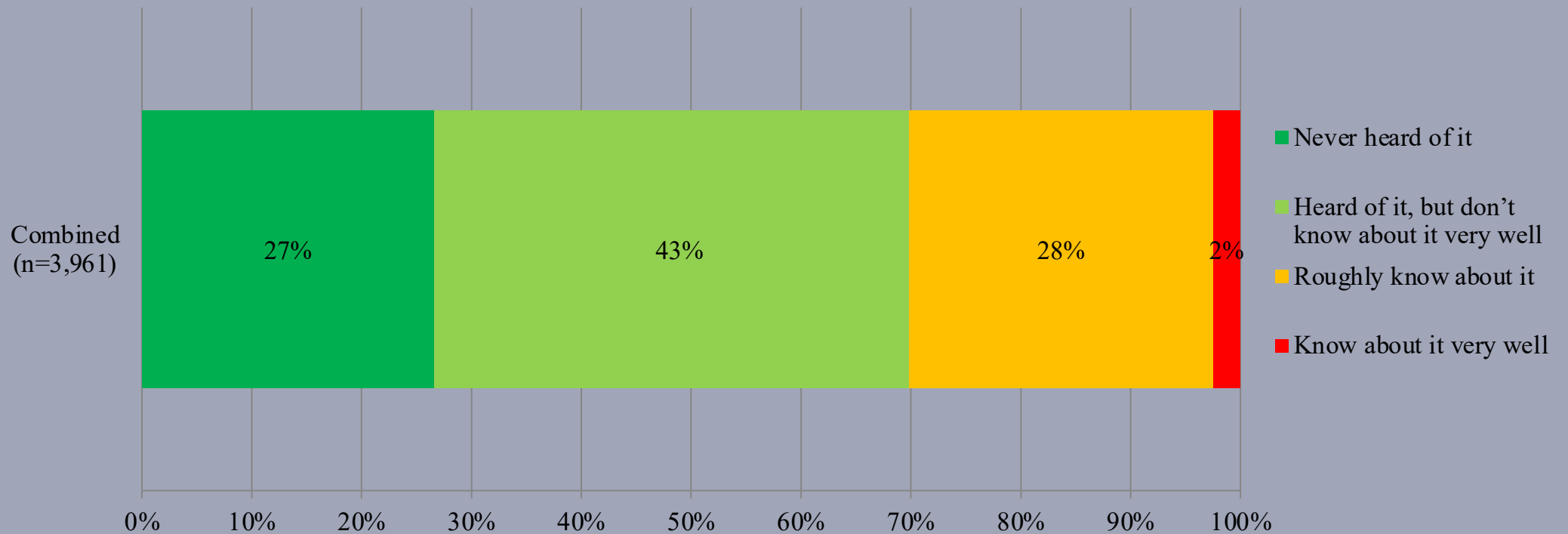
- **Latest survey period: 30/6-5/7/2022**
- **Question: Q5 How well do you think you know about “circular economy”?**

	Combined (n=3,961)
Never heard of it	27%
Heard of it, but don't know about it very well	43%
Roughly know about it	28%
Know about it very well	2%

Survey Result - “We Hongkongers” Panel Survey

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- **Latest survey period: 30/6-5/7/2022**
- **Question: Q5 How well do you think you know about “circular economy”?**



Part 2:

Packaging of Fresh Produce

Survey Result - “We Hongkongers” Panel Survey

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- **Latest survey period: 30/6-5/7/2022**
- **Question: Q1 How much of the fresh fruits and vegetables in supermarkets do you think are over-packaged?**

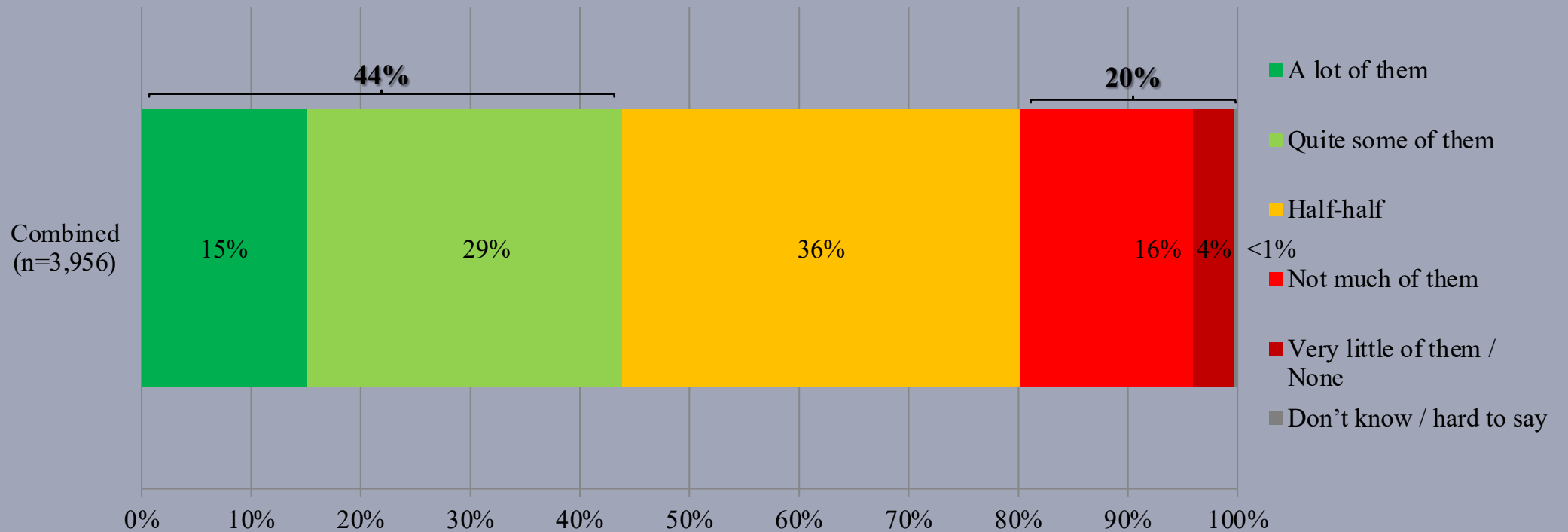
	Combined (n=3,956)	
A lot of them	15%	} 44%
Quite some of them	29%	
Half-half	36%	
Not much of them	16%	} 20%
Very little of them / None	4%	
Don't know / hard to say	<1%	
Mean [†]	3.4	

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

Survey Result - “We Hongkongers” Panel Survey

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Survey Result - “We Hongkongers” Panel Survey

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- **Latest survey period: 30/6-5/7/2022**
- **Question: Q2 Who of the following do you think bear the greatest responsibility for the over-packaging of fresh fruits and vegetables in supermarkets?**

	Combined (n=3,961)
All of them are equally responsible	34%
Supermarkets	19%
Suppliers	17%
Packaging manufacturers	13%
Citizens / Consumers	9%
Government	3%
No one is responsible	1%
Don't know / hard to say	3%

Survey Result - “We Hongkongers” Panel Survey

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- **Latest survey period: 30/6-5/7/2022**
- **Question: Q2 Who of the following do you think bear the greatest responsibility for the over-packaging of fresh fruits and vegetables in supermarkets?**



Survey Result - “We Hongkongers” Panel Survey

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- Latest survey period: 30/6-5/7/2022
- **Question: Q3 How much do you support or oppose supermarkets offering customers a choice to buy fresh fruits and vegetables without any packaging (unpackaged fruits and vegetables)?**

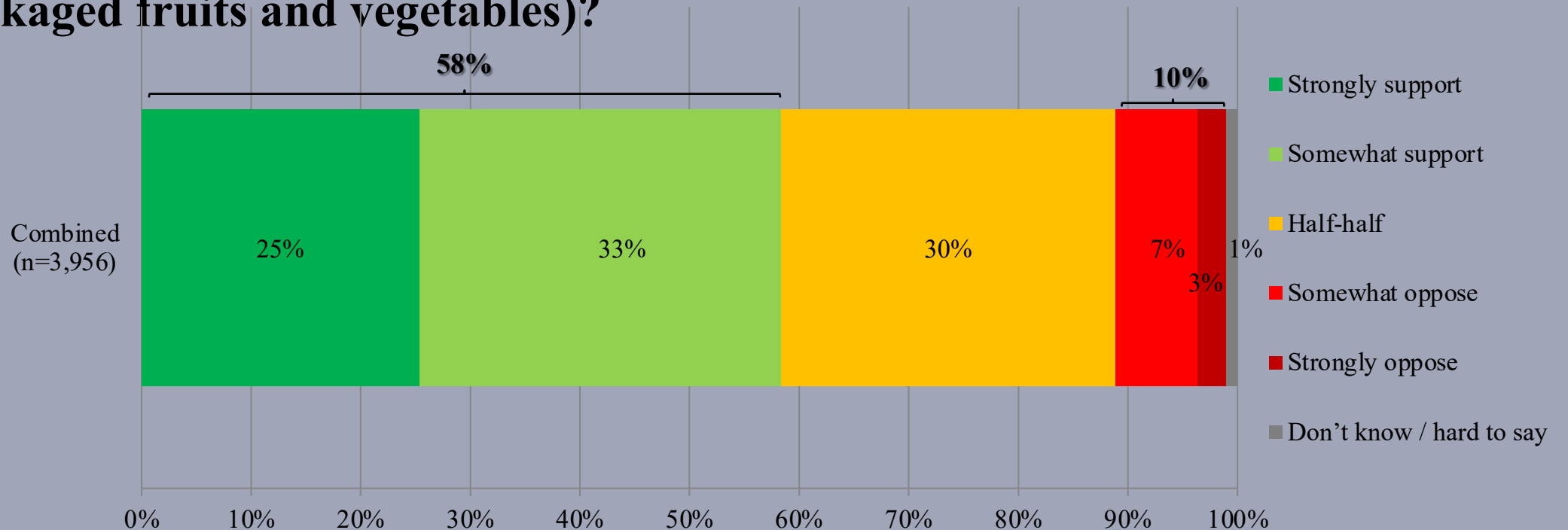
	Combined (n=3,956)	
Strongly support	25%	} 58%
Somewhat support	33%	
Half-half	30%	
Somewhat oppose	7%	} 10%
Strongly oppose	3%	
Don't know / hard to say	1%	
Mean [†]	3.7	

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

Survey Result - “We Hongkongers” Panel Survey

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- Latest survey period: 30/6-5/7/2022
- **Question: Q3 How much do you support or oppose supermarkets offering customers a choice to buy fresh fruits and vegetables without any packaging (unpackaged fruits and vegetables)?**



調查結果 - 「我們香港人意見群組調查」

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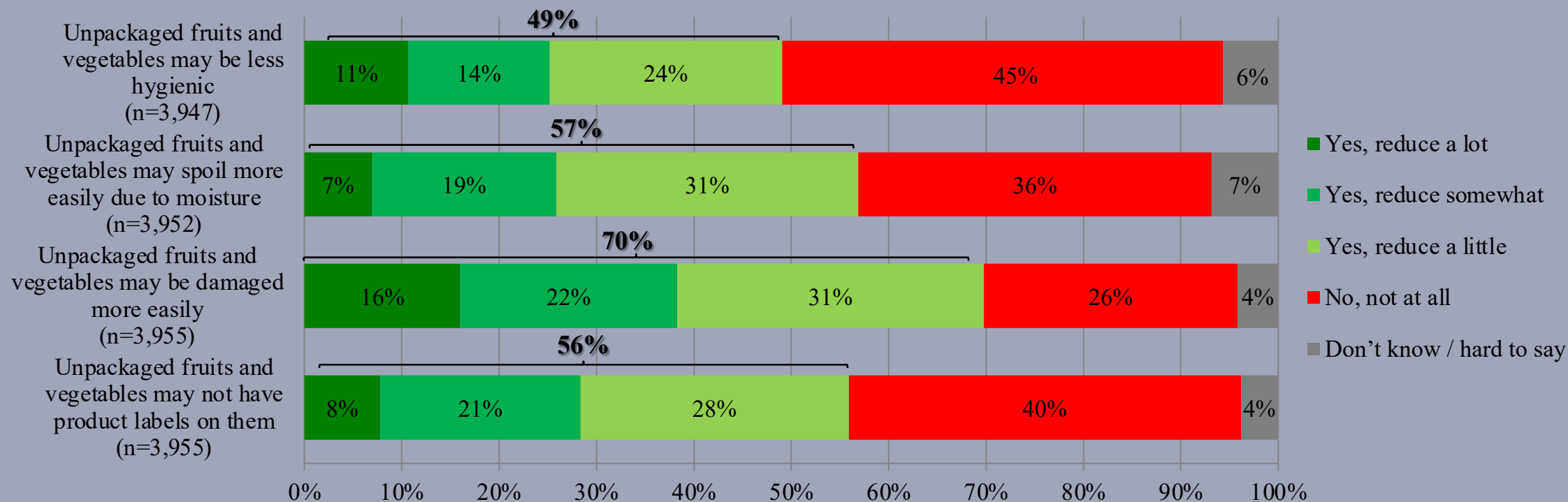
- Latest survey period: 30/6-5/7/2022
- **Question: Q4 Do the following thoughts reduce your desire to buy unpackaged fruits and vegetables compared to packaged ones?**

Combined	a) Unpackaged fruits and vegetables may be less hygienic (n=3,947)	b) Unpackaged fruits and vegetables may spoil more easily due to moisture (n=3,952)	c) Unpackaged fruits and vegetables may be damaged more easily (n=3,955)	d) Unpackaged fruits and vegetables may not have product labels on them (n=3,955)
Yes, reduce a lot	11%	7%	16%	8%
Yes, reduce somewhat	14%	19%	22%	21%
Yes, reduce a little	24%	31%	31%	28%
No, not at all	45%	36%	26%	40%
Don't know / hard to say	6%	7%	4%	4%
		57%	70%	56%

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Survey Result - “We Hongkongers” Panel Survey

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- Latest survey period: 30/6-5/7/2022
- **Question: Q5 How important do you think it is for supermarkets to disclose information about plastic packaging of their products or in-store packaging? (e.g., material used, amount used, recycling or disposal methods, etc.)**

	Combined (n=3,959)	
Very important	17%	} 57%
Somewhat important	41%	
Half-half	26%	
Somewhat unimportant	8%	} 14%
Very unimportant	6%	
Very important	2%	
Mean [†]	3.6	

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

Survey Result - “We Hongkongers” Panel Survey

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