HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香 港 民 意 研 究 所

Hong Kong Public Opinion Research Institute

Hong Kong Public Opinion Program

WILDAID

Jointly conducted

Survey on People's Views towards the Use of Traditional Chinese Medicine

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Research Report

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2 August 2019

Table of Contents

Survey on People's Views Towards The Use of Traditional Chinese Medicine

1. Research Background

1.1 Formerly known as the Public Opinion Programme at The University of Hong Kong, Hong Kong Public Opinion Program (HKPOP) now under the Hong Kong Public Opinion Research Institute (PORI) was commissioned by WildAid in April 2019 to conduct this "Survey on People's Views towards the Use of Traditional Chinese Medicine". The objective of the study was to gauge people's views on endangered animal species, their acceptance level of using such endangered species in traditional Chinese medicine and other related topics.

1.2 The research instrument used in this study was designed entirely by the HKPOP Team after considering the valuable inputs from WildAid. Fieldwork operations and data analysis were conducted independently by the HKPOP Team, without interference from any outside party. In other words, HKPOP was given full autonomy to design and conduct the survey, and HKPOP would take full responsibility for all the findings reported herewith.

2. Research Design

2.1 This was a random telephone survey conducted by telephone interviewers under close supervision. All data were collected by our interviewers using a Web-based Computer Assisted Telephone Interview (Web-CATI) system which allowed real-time data capture and consolidation. To ensure data quality, on top of on-site supervision and random checking, voice recording, screen capturing and camera surveillance were used to monitor the interviewers' performance.

2.2 Telephone numbers are randomly generated using known prefixes assigned to telecommunication services providers under the Numbering Plan provided by the Office of the Communications Authority (OFCA). Invalid numbers are then eliminated according to computer and manual dialing records to produce the final sample.

2.3 The target population of this survey was **Hong Kong citizens aged 18 or above who speak Cantonese**. When telephone contact was successfully established with a target household, one target respondent was selected. For landline, if more than one subject had been available, selection was made using the "next birthday rule" which would pick the person who had his/her birthday next from all those present.

2.4 The fieldwork was conducted during the period of **14 to 21 May 2019**. A total of **1,009** qualified respondents were successfully interviewed, including 672 landline and 337 mobile numbers. As shown from the calculation in Appendix I, the effective response rate of this survey was **57.4%** (Table 1 of the appendix), and the standard sampling error for percentages based on this sample was less than 1.6 percentage points. In other words, the sampling error for percentages was less than plus/minus 3.1 percentage points at 95% confidence level.

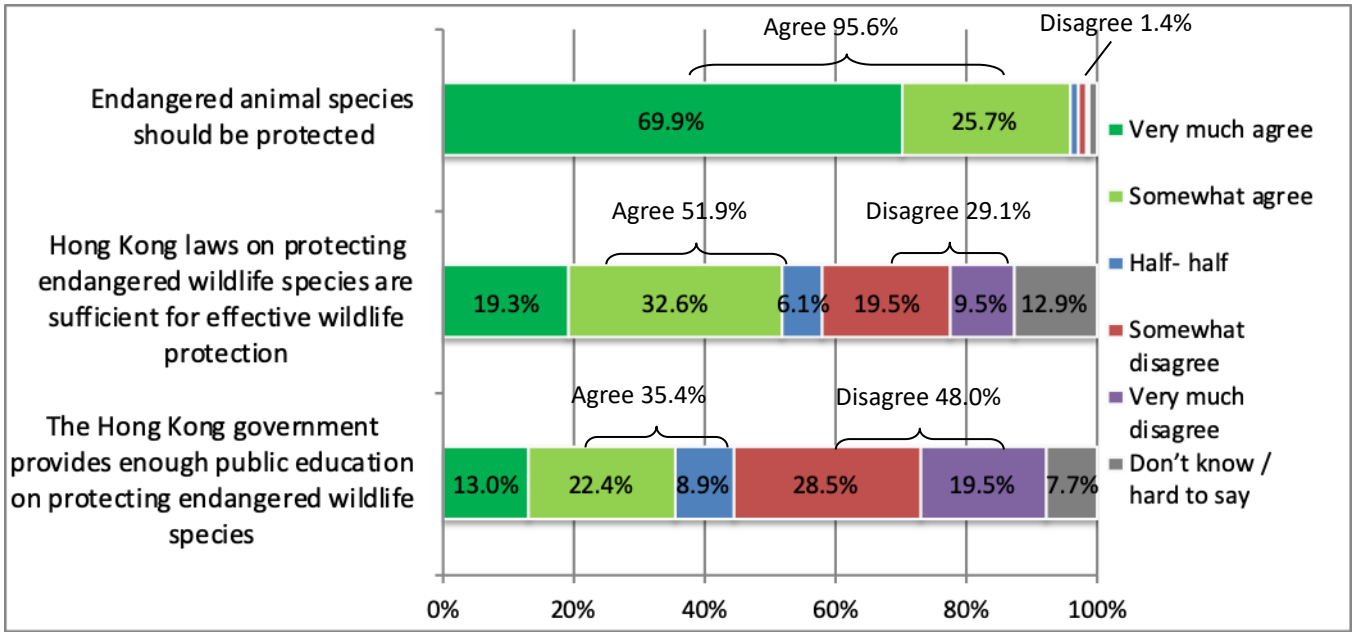
2.5 To ensure representativeness of the findings, the raw data collected have been rim-weighted according to figures provided by the Census and Statistics Department. The gender-age distribution of the Hong Kong population came from "Mid-year population for 2018", while the educational attainment (highest level attended) and economic activity status distributions came from "Women and Men in Hong Kong - Key Statistics (2018 Edition)".

3. Survey Findings

The questionnaire comprised a total of 11 opinion questions and ended by capturing some basic demographics of the respondents. The key findings are highlighted in this section, please refer to the relevant frequency tables in Appendix II for details. It should be noted that figures reported herewith have been rounded up to the nearest integer. Thus, figures reported hereafter may not be the same as those listed in the frequency tables and this is not an error.

3.1 The survey began by asking if the respondents agreed with three statements regarding endangered animal species. Results showed that a landslide majority of 96% agreed that "Endangered animal species should be protected" as compared to only 1% disagreed. Next, slightly over half (52%) of the respondents agreed that "Hong Kong laws on protecting endangered wildlife species are sufficient for effective wildlife protection" and only more than one-third (35%) agreed that "The Hong Kong government provides enough public education on protecting endangered wildlife species", while 29% and 48% showed disagreement respectively (Tables 3 to 5, Summary Chart 1).

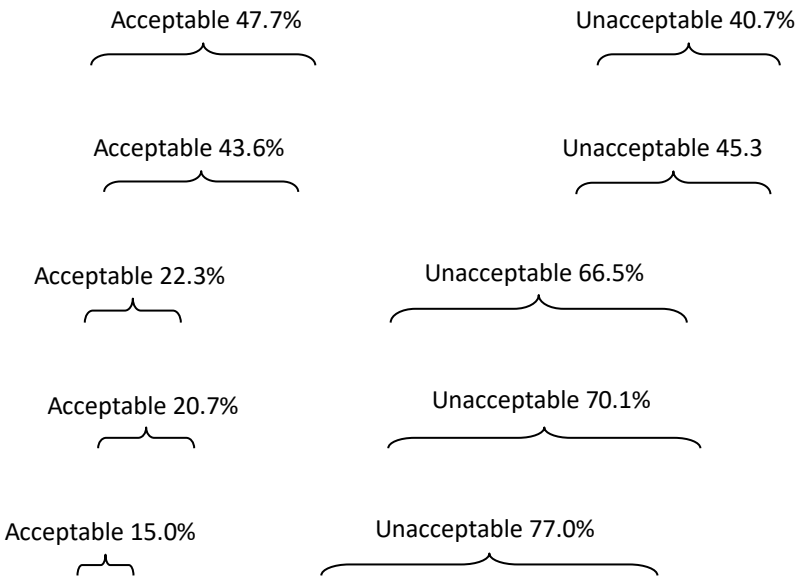
Summary Chart 1 – Agreement with three statements regarding endangered animal species



3.2 As regards the reasons for protecting the endangered animal species, among the 965 respondents who agreed with the first statement, without prompting, 37% opted for the explanation that "the number of endangered animals is reducing and they would become extinct" and 35% thought "endangered species are precious". Other reasons included "maintain a healthy ecological balance" (14%), "animals have feelings and the right to live" (12%), "some species extinctions will directly impact humans" (8%), "for future generations" (6%) and "promote biodiversity" (5%, Table 6).

3.3 The survey continued by prompting five different animal species and asking if the respondents would accept using them in Chinese medicine one by one. Results showed that seahorse ranked no.1 with 48% of respondents showing acceptance, deer followed closely behind with 44%. The acceptance figures for pangolin, rhinoceros and tiger were relatively lower, at 22%, 21% and 15% respectively (Tables 7 to 11, Summary Chart 2).

Summary Chart 2 – Acceptance on the use of five animal species in Chinese medicine



3.4 The next set of questions included four statements which aimed to gauge the respondents' views on the use of endangered animal species in Chinese medicine. First of all, as high as 85% agreed with the statements which said "Chinese medicine should phase out the use of endangered wildlife species whilst promoting sustainable and herbal alternatives" and "Hong Kong laws on banning the use of endangered wildlife species in Chinese medicine must be more strictly enforced", as contrast to

not more than 10% who disagreed with them. Next, 50% agreed that "Removing endangered wildlife species from Chinese medicine would be good for the reputation of Chinese medicine", yet 38% thought opposite. Finally, only one-quarter (26%) of the sample agreed that "Using endangered animal species in medicine is acceptable", while more than 60% (63%) disagreed (Tables 12 to 15, Summary Chart 3).

Summary Chart 3 – Agreement with four statements regarding the use of endangered animal species in Chinese medicine

3.5 Traditional Chinese medicine practitioners have identified many effective sustainable herbal alternatives to pangolin scales. Results revealed that nearly all (93%) respondents interviewed in this survey agreed that these sustainable herbal alternatives should be used extensively in order to protect the endangered pangolins, only 3% disagreed (Table 16).

3.6 Lastly, over half (52%) of the respondents claimed they were not taking any Chinese medicine while the other half (48%) were. Among these current users, 25% claimed they took plant-based medicines and only 2% admitted they took animal-based medicines but as high as 22% were not certain what kinds of Chinese medicine they were taking (Tables 17-20). For cross-tabulation analyses between Chinese medicine users and non-users, please refer to Tables 25-43 in Appendix IV.

4. Conclusion

4.1 This public opinion survey showed that nearly all Hong Kong people (96%) interviewed agreed that endangered animal species should be protected, with "becoming extinct" and "being precious" as the main reasons behind. Besides, only about half agreed that Hong Kong laws on protecting endangered wildlife species are sufficient for effective wildlife protection, while even less (about one-third) agreed that the Hong Kong government provides enough public education on protecting endangered wildlife species. This reflects that there are ample rooms for the government to do more in protecting the endangered species.

4.2 Moreover, Hong Kong people in general showed opposition to the use of endangered animal species in Chinese medicine. Among the use of five animal species in Chinese medicine (i.e. seahorse, deer, pangolin, rhinoceros and tiger), none of them obtained an acceptable level of over 50% while that for pangolin and rhinoceros is some 20% only and it is as low as 15% for tiger.

4.3 Landslide majority (85%) agreed with the approaches of "phasing out the use of endangered wildlife whilst promoting sustainable and herbal alternatives" and "stronger enforcement of Hong Kong laws on banning the use".

4.4 Lastly, the survey shows that about half of the respondents were current users of Chinese medicine. Half of these users knew they were taking plant-based medicines, yet the remaining ones mostly had no idea what kinds of Chinese medicine they were taking.

Appendix I
Contact Information

Table 1 Calculation of effective response rate

$$\text{Effective response rate} = \frac{\text{Successful cases}}{\text{Successful cases + Incomplete cases* + Refusal cases by eligible respondents^ + Projected refusal cases by eligible respondents}^{\#}}$$

$$= \frac{1{,}009}{1{,}009 + 416 + 5 + 328}$$

$$= 57.4\%$$

** including "partial interview" and "interview terminated before the screening question"*
^ including "household-level refusal" and "known respondent refusal"
 # Figure obtained by prorata

Table 2 Contact information

	Frequency	Percentage
Respondents' ineligibility confirmed	**2,170**	**9.4%**
Fax/ data line	527	2.3%
Invalid number	1,203	5.2%
Special technological difficulties	9	<0.1%
Call-forwarding/ mobile/ pager number	84	0.4%
Non-residential number	309	1.3%
No eligible respondents	38	0.2%
Respondents' eligibility not confirmed	**19,426**	**84.6%**
Line busy	576	2.5%
No answer	8,354	36.4%
Answering device	2,508	10.9%
Call-blocking	28	0.1%
Interview terminated before the screening question	360	1.6%
Appointment date beyond the end of the fieldwork period – Respondents' ineligibility not confirmed	7,592	33.1%
Others	8	<0.1%
Respondents' eligibility confirmed, but failed to complete the interview	**359**	**1.6%**
Partial interview	56	0.2%
Household-level refusal	2	<0.1%
Known respondent refusal	3	<0.1%
Appointment date beyond the end of the fieldwork period – Respondents' eligibility confirmed	287	1.2%
Miscellaneous	11	<0.1%
Successful cases	**1,009**	**4.4%**
Total	**22,964**	**100.0%**

Appendix II
Frequency Tables

Remark: As not all respondents responded to every question, the sample base for each question varies. The number of respondents who refused to answer a specific question is shown as "missing" values.

Frequency Tables

Table 3 [Q1] How much do you agree or disagree with the following statements regarding endangered animal species: **Endangered animal species should be protected.**

		Frequency		Percentage (Base=1,009)	
Very much agree	} Agree	705	} 965	69.9%	} **95.6%**
Somewhat agree		260		25.7%	
Half- half		15		1.5%	
Somewhat disagree	} Disagree	9	} 14	0.9%	} 1.4%
Very much disagree		4		0.4%	
Don't know / hard to say		15		1.5%	
	Total	1,009		100.0%	

Table 4 [Q2] How much do you agree or disagree with the following statements regarding endangered animal species: **Hong Kong laws on protecting endangered wildlife species are sufficient for effective wildlife protection.**

		Frequency		Percentage (Base=1,009)	
Very much agree	} Agree	194	} 524	19.3%	} **51.9%**
Somewhat agree		329		32.6%	
Half- half		62		6.1%	
Somewhat disagree	} Disagree	197	} 293	19.5%	} 29.1%
Very much disagree		96		9.5%	
Don't know / hard to say		130		12.9%	
	Total	1,009		100.0%	
	Missing	*<1*			

Table 5 [Q3] How much do you agree or disagree with the following statements regarding endangered animal species: **The Hong Kong government provides enough public education on protecting endangered wildlife species.**

		Frequency		Percentage (Base=1,007)	
Very much agree	} Agree	131	} 357	13.0%	} 35.4%
Somewhat agree		225		22.4%	
Half- half		89		8.9%	
Somewhat disagree	} Disagree	287	} 484	28.5%	} **48.0%**
Very much disagree		197		19.5%	
Don't know / hard to say		77		7.7%	
	Total	1,007		100.0%	
	Missing	*2*			

Table 6 [Q4] [Only for those who answer "Very much agree" or "Somewhat agree" in Q1, Base=965] Why do you think endangered wildlife species should be protected? (no need to read out, multiple answers allowed)

	Frequency	Percentage (Base=958)
The number of endangered animals is reducing and they would become extinct	353	**36.8%**
Endangered species are precious	338	35.3%
Maintain a healthy ecological balance	138	14.4%
Animals have feelings, and the right to live	117	12.2%
Some species extinctions will directly impact humans	77	8.0%
For future generations	61	6.3%
Promote biodiversity	46	4.8%
Every species has to be protected	16	1.7%
Some species provide medical benefits, e.g. drugs	16	1.7%
Other responses (see below)	47	4.9%
No reasons	29	3.1%
Don't know / Hard to say	22	2.3%
Total	1,261	100.0
Missing	*7*	

Others that cannot be grouped into the table	
Every species has its own value	7
For recreation, e.g. zoo and wildlife safari	7
They have educational value	6
Human-beings have the responsibility to protect the environment	5
For agriculture and farming	3
Animals should not be the food for human beings	2
Endangered species extinction would lead to global warming	2
It is cruel	
Animals are lovely	1
We have to care animals	1
To raise the public awareness towards wild animals in Hong Kong	1
It is the common consensus of the whole world	1
Air pollution make the endangered species become extinct	1
It is an international issue	1
The endangered wildlife species bring us memories and experience, which help us develop future strategies	1
They are the icons of some places	1
Human beings destroy their habitats	1
International convention	1
It is a hobby	1
My study is related to endangered wildlife species	1
To continue the endangered species	1
People cannot eat endangered wildlife species if they become extinct	1
People consume endangered wildlife species	1
I am a vegetarian	<1
They are beneficial to human beings	<1
They are beneficial to scientific and historical development	<1
Subtotal	47

Table 7 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Deer**]

		Frequency		Percentage (Base=1,009)	
Very acceptable	} Acceptable	121	} 440	12.0%	} 43.6%
Somewhat acceptable		319		31.6%	
Half- half		71		7.0%	
Somewhat unacceptable	} Unacceptable	192	} 457	19.0%	} **45.3%**
Very unacceptable		265		26.3%	
Don't know / hard to say		41		4.1%	
	Total	1,009		100.0%	

Table 8 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Tiger**]

		Frequency		Percentage (Base=1,009)	
Very acceptable	} Acceptable	33	} 151	3.3%	} 15.0%
Somewhat acceptable		118		11.7%	
Half- half		40		3.9%	
Somewhat unacceptable	} Unacceptable	223	} 777	22.1%	} **77.0%**
Very unacceptable		554		54.9%	
Don't know / hard to say		41		4.1%	
	Total	1,009		100.0%	

Table 9 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Seahorse**]

		Frequency		Percentage (Base=1,009)	
Very acceptable	} Acceptable	110	} 481	10.9%	} **47.7%**
Somewhat acceptable		371		36.7%	
Half- half		68		6.8%	
Somewhat unacceptable	} Unacceptable	184	} 411	18.2%	} 40.7%
Very unacceptable		227		22.5%	
Don't know / hard to say		49		4.9%	
	Total	1,009		100.0%	

Table 10 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Pangolin**]

		Frequency		Percentage (Base=1,005)	
Very acceptable	} Acceptable	47	} 224	4.6%	} 22.3%
Somewhat acceptable		177		17.6%	
Half- half		35		3.5%	
Somewhat unacceptable	} Unacceptable	238	} 669	23.7%	} **66.5%**
Very unacceptable		431		42.8%	
Don't know / hard to say		77		7.7%	
	Total	1,005		100.0%	
	Missing	*4*			

Table 11 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Rhinoceros**]

		Frequency		Percentage (Base=1,008)	
Very acceptable	} Acceptable	52	} 209	5.2%	} 20.7%
Somewhat acceptable		157		15.5%	
Half- half		50		5.0%	
Somewhat unacceptable	} Unacceptable	208	} 707	20.6%	} **70.1%**
Very unacceptable		499		49.5%	
Don't know / hard to say		42		4.1%	
	Total	1,008		100.0%	
	Missing	*1*			

Table 12 [Q6] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine: **Using endangered animal species in medicine is acceptable.**

		Frequency		Percentage (Base=1,003)	
Very much agree	} Agree	53	} 264	5.3%	} 26.4%
Somewhat agree		211		21.0%	
Half- half		74		7.4%	
Somewhat disagree	} Disagree	253	} 632	25.3%	} **63.0%**
Very much disagree		378		37.7%	
Don't know / hard to say		33		3.3%	
	Total	1,003		100.0%	
	Missing	*6*			

Table 13 [Q7] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine: **Hong Kong laws on banning the use of endangered wildlife species in Chinese medicine must be more strictly enforced.**

		Frequency		Percentage (Base=1,002)	
Very much agree	} Agree	556	} 850	55.5%	} **85.0%**
Somewhat agree		294		29.4%	
Half- half		26		2.6%	
Somewhat disagree	} Disagree	47	} 67	4.7%	} 6.7%
Very much disagree		20		2.0%	
Don't know / hard to say		59		5.9%	
	Total	1,002		100.0%	
	Missing	*7*			

Table 14 [Q8] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine: **Chinese medicine should phase out the use of endangered wildlife species whilst promoting sustainable and herbal alternatives.**

		Frequency		Percentage (Base=1,000)	
Very much agree	} Agree	580	} 851	58.0%	} **85.1%**
Somewhat agree		271		27.1%	
Half- half		19		1.9%	
Somewhat disagree	} Disagree	61	} 98	6.1%	} 9.8%
Very much disagree		36		3.6%	
Don't know / hard to say		32		3.2%	
	Total	1,000		100.0%	
	Missing	*9*			

Table 15 [Q9] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine: **Removing endangered wildlife species from Chinese medicine would be good for the reputation of Chinese medicine.**

		Frequency		Percentage (Base=1,000)	
Very much agree	} Agree	279	} 502	27.9%	} **50.2%**
Somewhat agree		223		22.3%	
Half- half		59		5.9%	
Somewhat disagree	} Disagree	235	} 376	23.5%	} 37.6%
Very much disagree		141		14.1%	
Don't know / hard to say		63		6.3%	
	Total	1,000		100.0%	
	Missing	*9*			

Table 16 [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?

	Frequency	Percentage (Base=1,004)
Yes	934	**93.0%**
No	31	3.1%
Don't know / Hard to say	39	3.9%
Total	1,004	100.0%
Missing	*5*	

Table 17 [Q11] Finally, do you take traditional Chinese medicine? If yes, what kinds? (no need to read out the answers, multiple answers allowed)

	Frequency	Percentage (Base=993)
Yes, Animal-based medicines	19	1.9%
Animal - Deer	9	1%
Animal - Seahorse	4	<1%
Animal - Pangolin	3	<1%
Animal - Tiger	1	<1%
Animal - Rhinoceros	1	<1%
Other responses (animals) (see Table 19)	9	1%
Yes, Plant-based medicines	249	25.1%
Plant - Herbs	47	4.7%
Plant - Chinese Angelica	32	3.2%
Plant - Radix Astragali	22	2.2%
Other responses (plant) (see Table 20)	201	20.2%
Yes, but I don't know what kinds of traditional Chinese medicine I take	217	21.9%
No, I don't take traditional Chinese medicine	517	**52.0%**
Don't know / hard to say	1	<1%
Total	1,064	100.0%
Missing	*16*	

Table 18 [Q11] Finally, do you take traditional Chinese medicine? If yes, what kinds? [aggregate data]

	Frequency	Percentage (Base=993)
Yes, I take traditional Chinese medicine	476	47.9%
No, I don't take traditional Chinese medicine	517	**52.0%**
Don't know / Hard to say	1	<1%
Total	993	100.0%
Missing	*16*	

Table 19 [Q11] Finally, do you take traditional Chinese medicine? If yes, what kinds?
- Other responses (for Animals)

	Frequency
Giant Gecko	1
Cicada slough	1
Toad skin	1
Shell, mineral	1
Crocodile meat	1
Scorpio	1
Earthworm	1
Bezoar	1
Crocodile meat and Giant Gecko	<1
Tortoise Jelly	<1
Sub-total	9

Table 20 [Q11] Finally, do you take traditional Chinese medicine? If yes, what kinds?
- Other responses (for Plants)

	Frequency
Yam and Barbary Wolfberry Fruits	4
Twenty-four herbs tea	4
Five Flower Tea	3
Glabrous Greenbrier Rhizome	3
Eucommia Bark; Bark	3
Tendrilleaf Fritillary Bulb	3
Indigowoad Root	3
Pilose Asiabell Root and Prepared Rehmannia Root	3
Pilose Asiabell Root	2
Caterpillar fungus	2
Notoginseng	2
Dahurian Angelica Root and Szechwan Lovage Rhizome	2
Notoginseng and Largehead Atractylodes Rhizome	2
Common Selfheal Fruit-Spike	2
Szechwan Lovage Rhizome	2
Szechwan Lovage Rhizome; Dahurian Angelica Root and Perilla leaf	2
San Ren Tang; Xiao Yao San; Largehead Atractylodes Rhizome; Chinese Thorowax Root; Poria and White Peony Root	2
Twenty-four herbs tea; Common Selfheal Fruit-Spike; Notoginseng and Danshen Root	2
Yam; Barbary Wolfberry Fruits and Pilose Asiabell Root	2
Barbary Wolfberry Fruits	2
Caterpillar Fungus and Barbary Wolfberry Fruits	2
Forsythia fruits; Baikal skullcap roots; Red Peony Root and Akebia Stem	2
Notoginseng; American Ginseng and Cow Bezoar	2
Chinese medicine products	2
Tendrilleaf Fritillary Bulb and Platycodon roots	2
Twenty-four herbs tea; Common Selfheal Fruit-Spike;	2

Virgate wormwood	
Barbary Wolfberry Fruits and Longan Aril	2
Prince's-feather Fruit and Donkey-hide Glue	2
Tendrilleaf Fritillary Bulb and Canton Abrus Herb	2
Baikal skullcap roots; Notoginseng; Pilose Asiabell Root; Largehead Atractylodes Rhizome; Danshen Root; Suberect Spatholobus Stem and Turmeric Root Tuber	2
Common Selfheal Fruit-Spike; Canton Abrus Herb	2
Christina Loosestrife Herb; Plantain and Lalang Grass Rhizome	2
Barbary Wolfberry Fruits and Yam	2
Largehead Atractylodes Rhizome	2
Poria and Largehead Atractylodes Rhizome	2
Common Selfheal Fruit-Spike; Liquorice Root	2
Yam	1
Cat's claw, fritillaria bulb	1
Common Selfheal Fruit-Spike; Canton Abrus Herb; Largehead Atractylodes Rhizome, Poria, Chrysanthemum Flower and Liquorice Root	1
Common Selfheal Fruit-Spike; Millettiae Speciosae Champ and Eucommia Bark	1
Dandelions	1
Indigowoad Root and Indian Trumpetflower Seed	1
Liquorice Root	1
Liquorice Root; Dwarf Lilyturf Tuber and Houttuynia Herb	1
Loquat Leaf	1
Monk fruits and Liquorice Root	1
Pilose Asiabell Root and Jujube	1
Platycodon roots	1
Platycodon roots and Herb of Salix chienii	1
Ginseng	1
Caterpillar fungus and Glossy Ganoderma	1
Common Selfheal Fruit-Spike; Chrysanthemum Flower	1
Dandelions and Mulberry Leaf	1
Bark	1
Bolus of Ten Powerful Tonics; Kidney Qi Pill from the Golden Cabinet; Liu Wei Di Huang Wan; Wu Ling San; Eucommia Bark and Doubleteeth Pubescent Angelica Root	1
Chrysanthemum Flower; Largehead Atractylodes Rhizome; Liquorice Root and Eucommia Bark	1
Glabrous Greenbrier Rhizome; Cinnamon bark; Prepared Rehmannia Root and Tree Peony Bark	1
Yam and Eucommia Bark	1
Fleeceflower Root and Yerbadetajo Herb	1
Largehead Atractylodes Rhizome; Tendrilleaf Fritillary Bulb; Ladybell Root; Eucommia Bark and Lotus Seed	1
Pilose Asiabell Root; Largehead Atractylodes Rhizome; Liquorice Root; Eucommia Bark; Dahurian Angelica Root; Rehmannia Root; Achyranthes root and Poria	1
Pilose Asiabell Root; Largehead Atractylodes Rhizome;	1

Rehmannia Root; Jujube; Lily Bulb; Chinese Thorowax Root; Pinellia Tuber and Ginger	
Rehmannia Root; Glabrous Greenbrier Rhizome and Golden thread	1
Chrysanthemum Flower	1
Barbary Wolfberry Fruits; Pilose Asiabell Root and Szechwan Lovage Rhizome	1
Dwarf Lilyturf Tuber	1
Barbary Wolfberry Fruits and Pilose Asiabell Root	1
Barbary Wolfberry Fruits; Jujube and Snakegourd Root	1
Motherwort Herb; Pilose Asiabell Root; Largehead Atractylodes Rhizome and Yam	1
Yam; Dwarf Lilyturf Tuber; Platycodon roots; Mulberry Leaf and Houttuynia Herb	1
Cicada Slough	1
Pilose Asiabell Root and Yam	1
Pilose Asiabell Root; Caterpillar fungus; Szechwan Lovage Rhizome and Liquorice Root	1
Tall Gastrodia Tuber; Rehmannia Root; Fleeceflower Root; Mulberry Fruits and Garden Burnet Root	1
Canton Abrus Herb; Yam and Common Bombax Flower	1
Cinnamon bark and Poria	1
Largehead Atractylodes Rhizome; Szechwan Lovage Rhizome; Tall Gastrodia Tuber; Liquorice Root and Poria	1
Tall Gastrodia Tuber; Yam; Poria with hostwood; East Asian Tree Fern; Spine Date Seed; Barbary Wolfberry Fruits and Euryale Seed	1
Chrysanthemum Flower; Cockscomb Flower; Honeysuckle flowers and Wintersweet Flower	1
Common Selfheal Fruit-Spike; Liquorice Root and Spreading Hedyotis Herb	1
Dragon bones and Tortoise Plastron	1
Spreading Hedyotis Herb; Ban Zhi Lian; Tie Shu Ye and Jujube	1
Tendrilleaf Fritillary Bulb and Rehmannia Root	1
Canton Abrus Herb; Notoginseng; Barbary Wolfberry Fruits; Chrysanthemum Flower; Ginseng; Szechwan Lovage Rhizome; Lily Bulb; Monk fruits; Lotus Seed and Dahurian Angelica Root	1
Common Selfheal Fruit-Spike; Tendrilleaf Fritillary Bulb and Monk fruits	1
Glossy Ganoderma and Caterpillar fungus	1
Common Selfheal Fruit-Spike; Root; Shell Ginger	1 1
Ladybell Root and Pilose Asiabell Root	1
Perilla and Chinese Thorowax Root	1
Perilla leaf	1
Pilose Asiabell Root; Ban Zhi Lian; Dwarf Lilyturf Tuber and Platycodon roots	1
Tall Gastrodia Tuber and Jujube	1
Yam; Poria and Dahurian Angelica Root	1

Golden thread and Glabrous Greenbrier Rhizome	1
Hemp seed; Chinese Thorowax Root; Baikai skullcap root and Zu shi	1
Indigowoad Root; Five Flower Tea	1
Lotus Seed and Lily Bulb	1
Szechwan Lovage Rhizome and Honeysuckle flowers	1
Bark; root and leaf	1
Pilose Asiabell Root; Liquorice Root; Ginseng and Rice Bean	1
Glossy Ganoderma and Blaze mushroom	1
Grass and Root	1
Lalang Grass Rhizome and Mulberry leaf	1
Largehead Atractylodes Rhizome; Poria and Pilose Asiabell Root	1
Pilose Asiabell Root; Yam; Euryale Seed and Lotus Seed	1
Spreading Hedyotis Herb and Dandelions	1
Tendrilleaf Fritillary Bulb; Pilose Asiabell Root; Szechwan Lovage Rhizome; Dahurian Angelica Root; Chinese Thorowax Root and Platycodon roots	1
Canton Abrus Herb and Christina Loosestrife Herb	1
Coix Seed and Turmeric	1
Common Selfheal Fruit-Spike; Common Bombax Flower and Cockscomb Flower	1
Common Selfheal Fruit-Spike; Five Flower Tea	1
Eucommia Bark and Indian mulberry	1
Herbal tea for expelling dampness; Pilose Asiabell Root; Largehead Atractylodes Rhizome; Poria; Fragrant Solomonseal Rhizome and Ladybell Root	1
Largehead Atractylodes Rhizome; Liquorice Root; Chinese Thorowax Root; Ginkgo Seed; Lobed Kudzuvine Root; Ephedra; Bitter Apricot Seed; Perilla seeds; Coltsfoot flowers; White Mulberry Root-bark; Pinellia Tuber; Chinese Wolfberry Root-Bark and Ginseng	1
Rehmannia Root; Barbary Wolfberry Fruits; Fragrant Solomonseal Rhizome and Yam	1
Ginger; Tangerine peel; Cardamom and Spine date seed	1
Largehead Atractylodes Rhizome; Siler Root and Fineleaf Schizonepeta Herb	1
Largehead Atractylodes Rhizome; Szechwan Lovage Rhizome and Schisandra berries	1
Liquorice Root; Tangerine Peel; Costus roots; Talc Powder and Pyrrosia Leaf	1
Niu Huang Jie Du Pian; Bulbophyllum	1
Pilose Asiabell Root; Largehead Atractylodes Rhizome; Poria and Lily Bulb	1
Yam; and Pilose Asiabell Root	1
Cablin Patchouli Herb; Magnolia Bark; Pilose Asiabell Root; Largehead Atractylodes Rhizome and Poria	1
Magnolia flower	1
Poria and largehead atractylodes rhizome	1
Yam; Barbary Wolfberry Fruits and Perilla seeds	1

Liquorice Root; Peppermint and Virgate wormwood	1
Perilla	1
Pilose Asiabell Root, Longan Aril, Prepared Rehmannia Root, Barbary Wolfberry Fruits and Chinese Angelica	1
Pilose Asiabell Root; Largehead Atractylodes Rhizome and White Peony Root	1
Pilose Asiabell Root; Liquorice Root; Finger Citron; Chinese Thorowax Root; Sandalwood; Schisandra berries and Tangerine Peel	1
Xia Sang Ju	1
Chrysanthemum Flower and Peppermint	1
Fruits	1
Heterophylly Falsestarwort Root and Largehead Atractylodes Rhizome	1
Rhubarb	1
Platycodon roots and Honeysuckle flowers	1
Twenty-four herbs tea; Canton Abrus Herb	1
Twenty-four herbs tea; Five Flower Tea; Chrysanthemum Flower	1
Wheat; Danshen Root and Chrysanthemum Flower	1
Platycodon roots; Siler Root and Fineleaf Schizonepeta Herb	1
Yam; Liquorice Root; Poria and Pilose Asiabell Root	1
Yin Qiao San	1
Dwarf Lilyturf Tuber and Honeysuckle flowers	1
Xiao Yao San; Spreading Hedyotis Herb and Forsythia fruits	1
Argy Wormwood Leaf; Honeysuckle flowers and Root of Actinidia valvata Dunn	1
Himalayan Teasel Root; Chinese Taxillus Herb and Palmleaf Raspberry Fruit	1
Ricepaperplant Pith	1
Yin Qiao San; Glabrous Greenbrier Rhizome; Red Peony Root and Barbary Wolfberry Fruits	1
Canton Abrus Herb; Christina Loosestrife Herb	<1
Common Selfheal Fruit-Spike; Glabrous Greenbrier Rhizome and Chinese Taxillus Herb	<1
Oyster Shell	<1
Barbary Wolfberry Fruits; Chrysanthemum Flower; American Ginseng; White Fungus; Longan Aril and Fig	<1
Siler Root and Peppermint	<1
Tendrilleaf Fritillary Bulb; Common Selfheal Fruit-Spike; Chrysanthemum Flower and Xia Sang Ju	<1
Common Selfheal Fruit-Spike; Chrysanthemum Flower; Largehead Atractylodes Rhizome; Poria; Siler Root and Fineleaf Schizonepeta Herb	<1
Eucommia Bark and East Asian Tree Fern Rhizome	<1
Eucommia Bark; Indian mulberry and Poria	<1
Fruits; Bark; Root and Leaf	<1
Pilose Asiabell Root and Glabrous Greenbrier Rhizome	<1
Platycodon roots and Coltsfoot flowers	<1
Xia Sang Ju; Yin Qiao San	<1

Yam; Pinellia Tuber; Lotus Seed; Peppermint and Euryale Seed	<1
Common Selfheal Fruit-Spike; Dandelions; Barbary Wolfberry Fruits and Pilose Asiabell Root	<1
Ginseng and Tangerine Peel	<1
Tall Gastrodia Tuber and American Ginseng	<1
Barbary Wolfberry Fruits and Poria	<1
Chrysanthemum Flower and Honeysuckle flowers	<1
Chrysanthemum Flower; Largehead Atractylodes Rhizome; Poria; Spreading Hedyotis Herb and Honeysuckle flowers	<1
Glossy Ganoderma; Pilose Asiabell Root; Largehead Atractylodes Rhizome and Poria	<1
Indigowoad Root and Honeysuckle flowers	<1
Ladybell Root; Lotus leaf; Poria with hostwood and Malt	<1
Liquorice Root; Peppermint; Honeysuckle flowers; Fineleaf Schizonepeta Herb; Forsythia fruits; Platycodon roots; Great Burdock Achene; Lophatherum Herbs; Fermented Soybeans and Reed Rhizome	<1
Liquorice Root; Yam and Ginseng	<1
Notoginseng; Eucommia Bark and American Ginseng	<1
Perilla; Chrysanthemum flower and Virgate wormwood	<1
Szechwan Lovage Rhizome and Dahurian Angelica Root	<1
Yam; Jujube and Barbary Wolfberry Fruits	<1
Pilose Asiabell Root; Yam; Jujube and American Ginseng	<1
Yam; Barbary Wolfberry Fruits; Rehmannia Root; Lily Bulb; Lotus Seed and Honeysuckle flowers	<1
Cow Bezoar and Forest Musk	<1
Pilose Asiabell Root; Tall Gastrodia Tuber and Jujube	<1
Common Selfheal Fruit-Spike; Chrysanthemum Flower and Honeysuckle flowers	<1
American Ginseng	<1
Rehmannia Root; Cowherb Seed and Muskroot-like Semiaquilegia Root	<1
Honeysuckle flowers	<1
Barbary Wolfberry Fruits; Pilose Asiabell Root; Szechwan Lovage Rhizome; Eucommia Bark and Prepared Rehmannia Root	<1
Yam; Fleeceflower Root; Spine Date Seed; Indian Trumpetflower; Densefruit Pittany Root-bark; Baikal skullcap roots and Peony Root	<1
Sub-total	201

Appendix III
Demographics of Respondents

Remark: As not all respondents responded to every question, the sample base for each question varies. The number of respondents who refused to answer a specific question is shown as "missing" values.

Demographics of Respondents

Table 21 Gender

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=1,009)	Frequency	Percentage (Base=1,009)
Male	353	35.0%	476	47.2%
Female	656	65.0%	533	52.8%
Total	1,009	100.0%	1,009	100.0%

Table 22 Age Group

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=993)	Frequency	Percentage (Base=993)
18 - 29	153	15.4%	165	16.6%
30 - 39	117	11.8%	163	16.4%
40 - 49	135	13.6%	172	17.3%
50 - 59	164	16.5%	198	19.9%
60 - 69	206	20.7%	159	16.0%
70 or above	218	22.0%	137	13.8%
Total	993	100.0%	993	100.0%
Missing	*16*		*16*	

Table 23 Educational Attainment

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=1,002)	Frequency	Percentage (Base=1,002)
Primary or below	171	17.1%	192	19.2%
Secondary	407	40.6%	476	47.5%
Tertiary or above	424	42.3%	334	33.3%
Total	1,002	100.0%	1,002	100.0%
Missing	*7*		*7*	

Table 24 Occupation

	Raw sample		Weighted sample	
	Frequency	Percentage (Base=995)	Frequency	Percentage (Base=995)
Executive and professional	170	17.1%	191	19.2%
Clerical and service worker	212	21.3%	301	30.2%
Production worker	68	6.8%	136	13.7%
Student	64	6.4%	49	4.9%
Homemaker	183	18.4%	108	10.8%
Others (e.g. unemployed, retired)	298	29.9%	211	21.2%
Total	995	100.0%	995	100.0%
Missing	*14*		*7*	

Appendix IV
In-depth Analysis

Traditional Chinese Medicine (TCM) takers vs non-takers

Table 25 [Q1] How much do you agree or disagree with the following statements regarding endangered animal species: [**Endangered animal species should be protected.**]

	TCM takers			Non-TCM takers		
	Frequency		Percentage (Base=476)	Frequency		Percentage (Base=517)
Very much agree	338		71%	360		70%
} Agree	} 459		} **96%**	} 491		} **95%**
Somewhat agree	120		25%	131		25%
Half- half	8		2%	7		1%
Somewhat disagree	5		1%	5		1%
} Disagree	} 7		} 1%	} 7		} 1%
Very much disagree	2		<1%	2		<1%
Don't know / hard to say	2		1%	12		2%
Total	476		100%	517		100%

Table 26 [Q2] How much do you agree or disagree with the following statements regarding endangered animal species: [**Hong Kong laws on protecting endangered wildlife species are sufficient for effective wildlife protection.**]

	TCM takers			Non-TCM takers		
	Frequency		Percentage (Base=475)	Frequency		Percentage (Base=517)
Very much agree	90		19%	104		20%
} Agree	} 241		} **51%**	} 271		} **53%**
Somewhat agree	151		32%	167		32%
Half- half	28		6%	31		6%
Somewhat disagree	94		20%	103		20%
} Disagree	} 136		} 29%	} 156		} 30%
Very much disagree	42		9%	53		10%
Don't know / hard to say	70		15%	58		11%
Total	475		100%	517		100%
Missing	*<1*					

Table 27 [Q3] How much do you agree or disagree with the following statements regarding endangered animal species: [**The Hong Kong government provides enough public education on protecting endangered wildlife species.**]

		TCM takers			Non-TCM takers		
		Frequency		Percentage (Base=474)	Frequency		Percentage (Base=516)
Very much agree	} Agree	75	} 182	16% } 38%	55	} 166	11% } 32%
Somewhat agree		106		22%	111		22%
Half- half		37		8%	50		10%
Somewhat disagree	} Disagree	129	} 220	27% } **46%**	157	} 259	30% } **50%**
Very much disagree		92		19%	102		20%
Don't know / hard to say		34		7%	41		8%
Total		474		100%	516		100%
Missing		*2*			*<1*		

Table 28 [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)

	TCM takers		Non-TCM takers	
	Frequency	Percentage (Base=453)	Frequency	Percentage (Base=490)
The number of endangered animals is reducing and they would become extinct	180	**40%**	166	34%
Endangered species are precious	142	31%	193	**39%**
Animals have feelings, and the right to life	67	15%	50	10%
Maintain a healthy ecological balance	64	14%	65	13%
Some species extinctions will directly impact humans	39	9%	37	8%
For future generations	31	7%	30	6%
Promote biodiversity	25	6%	21	4%
Some species provide medical benefits, e.g. drugs	8	2%	8	2%
Every species has to be protected	6	1%	9	2%
Others	22	5%	26	5%
No reasons	14	3%	16	3%
Don't know / Hard to say	10	2%	13	3%
Total	607	100%	633	100%
Missing	*6*		*1*	

Table 29 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Deer**]

		TCM takers			Non-TCM takers		
		Frequency	Percentage (Base=476)		Frequency	Percentage (Base=517)	
Very acceptable	} Acceptable	72	15%	} **48%**	48	9%	} 40%
Somewhat acceptable		155 } 227	33%		160 } 208	31%	
Half- half		31	7%		38	7%	
Somewhat unacceptable	} Unacceptable	70	15%	} 41%	116	23%	} **49%**
Very unacceptable		123 } 194	26%		136 } 253	26%	
Don't know / hard to say		23	5%		17	3%	
Total		476	100%		517	100%	

Table 30 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Tiger**]

		TCM takers			Non-TCM takers		
		Frequency	Percentage (Base=476)		Frequency	Percentage (Base=517)	
Very acceptable	} Acceptable	20	4%	} 17%	13	2%	} 14%
Somewhat acceptable		59 } 79	12%		58 } 70	11%	
Half- half		18	4%		21	4%	
Somewhat unacceptable	} Unacceptable	99	21%	} **75%**	118	23%	} **79%**
Very unacceptable		258 } 357	54%		289 } 407	56%	
Don't know / hard to say		22	5%		18	4%	
Total		476	100%		517	100%	

Table 31 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Seahorse**]

		TCM takers			Non-TCM takers		
		Frequency	Percentage (Base=476)		Frequency	Percentage (Base=517)	
Very acceptable	} Acceptable	56	12%	} **50%**	54	10%	} **46%**
Somewhat acceptable		181 } 237	38%		185 } 238	36%	
Half- half		28	6%		37	7%	
Somewhat unacceptable	} Unacceptable	78	16%	} 40%	101	19%	} 42%
Very unacceptable		110 } 188	23%		115 } 216	22%	
Don't know / hard to say		23	5%		26	5%	
Total		476	100%		517	100%	

Table 32 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Pangolin**]

		TCM takers			Non-TCM takers		
		Frequency	Percentage (Base=476)		Frequency	Percentage (Base=513)	
Very acceptable	} Acceptable	26	5%	} 26%	20	4%	} 19%
Somewhat acceptable		99 } 125	21%		77 } 97	15%	
Half- half		17	4%		17	3%	
Somewhat unacceptable	} Unacceptable	91	19%	} **62%**	145	28%	} **71%**
Very unacceptable		203 } 293	43%		218 } 362	42%	
Don't know / hard to say		40	8%		37	7%	
Total		476	100%		513	100%	
Missing		*0*			*4*		

Table 33 [Q5] Do you think using the following animal species in Chinese medicine is acceptable? [**Rhinoceros**]

		TCM takers			Non-TCM takers		
		Frequency		Percentage (Base=476)	Frequency		Percentage (Base=516)
Very acceptable	} Acceptable	29	} 109	6% } 23%	23	} 97	5% } 19%
Somewhat acceptable		80		17%	73		14%
Half- half		22		5%	28		5%
Somewhat unacceptable	} Unacceptable	81	} 323	17% } **68%**	125	} 372	24% } **72%**
Very unacceptable		242		51%	247		48%
Don't know / hard to say		22		5%	19		4%
Total		476		100%	516		100%
Missing		*0*			*1*		

Table 34 [Q6] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine: [**Using endangered animal species in medicine is acceptable.**]

		TCM takers			Non-TCM takers		
		Frequency		Percentage (Base=474)	Frequency		Percentage (Base=513)
Very much agree	} Agree	27	} 135	6% } 28%	26	} 128	5% } 25%
Somewhat agree		108		23%	102		20%
Half- half		43		9%	29		6%
Somewhat disagree	} Disagree	114	} 277	24% } **58%**	136	} 342	27% } **67%**
Very much disagree		163		34%	206		40%
Don't know / hard to say		19		4%	14		3%
Total		474		100%	513		100%
Missing		*1*			*3*		

Table 35 [Q7] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine: [**Hong Kong laws on banning the use of endangered wildlife species in Chinese medicine must be more strictly enforced.**]

		TCM takers			Non-TCM takers		
		Frequency		Percentage (Base=473)	Frequency		Percentage (Base=514)
Very much agree	} Agree	260	} 400	55% } **85%**	286	} 437	56% } **85%**
Somewhat agree		140		30%	151		29%
Half- half		12		3%	14		3%
Somewhat disagree	} Disagree	19	} 29	4% } 6%	26	} 36	5% } 7%
Very much disagree		10		2%	10		2%
Don't know / hard to say		31		7%	27		5%
Total		473		100%	514		100%
Missing		*2*			*3*		

Table 36 [Q8] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine: [**Chinese medicine should phase out the use of endangered wildlife species whilst promoting sustainable and herbal alternatives.**]

		TCM takers			Non-TCM takers		
		Frequency		Percentage (Base=473)	Frequency		Percentage (Base=512)
Very much agree	} Agree	271	} 411	57% } **87%**	299	} 427	58% } **83%**
Somewhat agree		139		29%	129		25%
Half- half		11		2%	7		1%
Somewhat disagree	} Disagree	28	} 41	6% } 9%	34	} 56	7% } 11%
Very much disagree		13		3%	23		4%
Don't know / hard to say		11		2%	21		4%
Total		473		100%	512		100%
Missing		*2*			*5*		

Table 37 [Q9] How much do you agree or disagree with the following statements regarding the use of endangered animal species in Chinese medicine: [**Removing endangered wildlife species from Chinese medicine would be good for the reputation of Chinese medicine.**]

	TCM takers				Non-TCM takers			
	Frequency		Percentage (Base=473)		Frequency		Percentage (Base=512)	
Very much agree	131	} 238	28%	} **50%**	145	} 256	28%	} **50%**
Somewhat agree	107		23%		112		22%	
Half- half	27		6%		31		6%	
Somewhat disagree	116	} 185	24%	} 39%	117	} 185	23%	} 36%
Very much disagree	69		15%		68		13%	
Don't know / hard to say	22		5%		39		8%	
Total	473		100%		512		100%	
Missing	*3*				*5*			

Table 38 [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?

	TCM takers		Non-TCM takers	
	Frequency	Percentage (Base=473)	Frequency	Percentage (Base=514)
Yes	435	**92%**	484	**94%**
No	14	3%	17	3%
Don't know / Hard to say	24	5%	14	3%
Total	473	100%	514	100%
Missing	*2*		*2*	

Table 39 **[Q11]** Finally, do you take traditional Chinese medicine? If yes, what kinds? (no need to read out the answers, multiple answers allowed)

	TCM takers	
	Frequency	Percentage (Base=546)
Yes, Animal-based medicines	19	4%
Animal - Deer	9	2%
Animal - Tiger	1	<1%
Animal - Seahorse	4	1%
Animal - Pangolin	3	1%
Animal - Rhinoceros	1	<1%
Other animals	9	2%
Yes, Plant-based medicines	249	**52%**
Plant - Herbs	47	10%
Plant - Chinese Angelica	32	7%
Plant - Radix Astragali	22	5%
Other plant-based medicines	201	42%
Yes, but I don't know what kinds of traditional Chinese medicine I take	217	46%
No, I don't take traditional Chinese medicine	N/A	
Total	546	100%

Table 40 Gender

	TCM takers		Non-TCM takers	
	Frequency	Percentage (Base=476)	Frequency	Percentage (Base=517)
Male	188	39%	281	**54%**
Female	288	**61%**	235	46%
Total	476	100%	517	100%

Table 41 Age group

	TCM takers		Non-TCM takers	
	Frequency	Percentage (Base=462)	Frequency	Percentage (Base=515)
18 - 29	53	11%	109	**21%**
30 - 39	57	12%	104	20%
40 - 49	92	20%	78	15%
50 - 59	100	**22%**	93	18%
60 - 69	91	20%	66	13%
70 or above	70	15%	64	12%
Total	462	100%	515	100%
Missing	*13*		*2*	

Table 42 Educational attainment

	TCM takers		Non-TCM takers	
	Frequency	Percentage (Base=472)	Frequency	Percentage (Base=514)
Primary or below	94	20%	91	18%
Secondary	237	**50%**	234	**46%**
Post-secondary or above	141	30%	188	37%
Total	472	100%	514	100%
Missing	*4*		*3*	

Table 43 Occupation

	TCM takers		Non-TCM takers	
	Frequency	Percentage (Base=467)	Frequency	Percentage (Base=511)
Executive and professional	89	19%	100	20%
Clerical and service worker	140	**30%**	157	**31%**
Production worker	49	10%	83	16%
Student	15	3%	35	7%
Homemaker	68	15%	38	8%
Others (incl. unemployed & retired)	107	23%	98	19%
Total	467	100%	511	100%
Missing	*9*		*5*	

Appendix V
Bilingual Questionnaire

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
公衆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 1 Self 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 2 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 3 Main 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 4 Personal Information
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。