

REPORT ON FOOD SAFETY SURVEY

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- Prepared by Mercado Solutions (Asia) Ltd.

食物環境衛生署

FOOD AND ENVIRONMENTAL HYGIENE DEPARTMENT

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1. Executive Summary

The Food and Environmental Hygiene Department (FEHD) commissioned Mercado Solutions (Asia) Limited to conduct a public survey between November 28 and December 20, 2000. A total of 2 017 persons aged 15 or above were successfully interviewed by telephone.

Major findings of the survey are set out below:

Work of FEHD on Food Safety

The majority of respondents were aware that FEHD was responsible for food safety and environmental hygiene (71.0% and 71.6% respectively). In terms of various areas of responsibilities, awareness levels of “meat inspection at slaughterhouses”, “inspection and testing of imported vegetables/poultry” and “taking of food samples from food premises for testing” all reached 60.0% or above.

Regarding sources of information about the work of FEHD, television was mentioned by 91.0% of respondents, followed by newspapers (57.1%), radio (22.8%) and Government publicity leaflets/posters (10.5%). However, considering the preferred channels to obtain information on FEHD’s work on food safety, the respondents suggested television (71.0%), the Government homepage (8.1%), newspapers (7.5%) and Government publicity leaflets/posters (6.0%). There is no doubt that television remained the most preferred channel. However, in order to achieve the effective dissemination of information, more resources ought to be allocated to upcoming media such as the homepage.

Some 89.6% of the respondents rated overall performance of the Government on food safety as very/quite good or average. Those suggested its performance to be quite / very poor were minimal (0.5%). The satisfaction level on “inspection of vegetables” was particularly high relating to Government efforts on food safety, in which 91.6% of the respondents rated average or above.

Practices of Food Safety

Patronage of food premises was a common practice for the public. 92.3% of the respondents patronized food premises at least once during the month before enumeration.

60.0% of respondents claimed they had not patronized unlicensed food premises in the month before enumeration, whilst 19.9% were not sure whether the food premises they patronized were licensed or not. Despite such high frequency of patronizing food premises, only 35.0% of them bothered to check the license of food premises. Therefore, further education for the public in relation to checking of licenses and more prominent display of licenses at food premises may be necessary in order to enhance recognition levels.

Consumption of high-risk food, sashimi/sushi was not a common practice since 61.4% of the respondents reported that they had not consumed sashimi/sushi in the month before enumeration. As for those who had consumed, they did so mainly at food premises. Consumption of another high-risk food, shellfish, was slightly more common with 61.1% of the respondents doing so in the month before enumeration and they were usually eaten at home. Therefore, different strategies may be adapted to enhance the level of food safety of these high-risk foods.

61.5% of the respondents had purchased food for preparation of meals in the month before enumeration. Among those who had purchased food for preparation of meals, 62.9% had purchased from markets only; 8.1% had purchased from supermarkets only and the remaining 29.0% had purchased from both markets and supermarkets. Those respondents who preferred markets suggested that there were more choices, the prices were cheaper and food was fresher. Alternatively, those who preferred buying food from supermarket cited the following: more hygienic environment and more convenient business hours.

Most of the respondents (87.2%) checked the labels when buying pre-packaged food. In terms of label contents, the “best before” or “use by” date and list of ingredients were the most commonly checked information on food labels (98.8% and 32.1% respectively). Comparatively, other information such as name of manufacturer and country of origin received much less attention (all less than 7.0%).

The majority of the respondents adopted certain measures such as cooking and washing food thoroughly to reduce microbiological hazards at home. However, quite a number of people did not know how to prepare food properly at home. For instance, only 15.7% of the respondents were aware of hot holding of cooked food at 63 °C or above; 50.2% correctly put cooked food in the upper part of the refrigerator; and 57.2% knew the correct temperature for cold storage of cooked food should be 4 °C or below. Although a majority (84.4%) soaked vegetables before cooking, only 13.7% did it as per the favourable practice, i.e. soaking the vegetables for at least an hour. Concerning the handling of shellfish at home, only 23.3% of the respondents would soak the shellfish in clean water for half a day to allow self-purification. Education programmes may be considered to enhance public awareness of the appropriate measures for handling food at home.

Perception of Food Safety

Most respondents (over 90.0%) perceived that the safety levels of food sold in high-class Chinese/western restaurants, popular-class Chinese/western/tea restaurants were average or above. On the other hand, food sold at cooked food stalls at roadside, markets and shops or restaurants selling sashimi/sushi were considered unsafe by some respondents (28.8%, 16.0% and 11.2% respectively).

Concerning the perception of safety of the uncooked food sold at different retail outlets, most of the respondents regarded the food as safe except for that sold by hawkers in the streets, which 33.2% of the respondents regarded the food as unsafe.

Of the common food hazards, quite a number of respondents regarded pesticide residues and pathogenic bacteria to have significant impact on their health (66.5% and 59.2% respectively), followed by environmental contaminants (48.7%).

Given the three parties to rank, large proportions of the respondents rated that the Government (43.1%) and suppliers (41.2%) were primarily responsible for ensuring food safety at home. Only 11.4% of them thought that primary responsibility lied with their family members.

Genetically Modified Food

While most of the respondents (82.5%) had heard of the term “genetically modified food”, only 34.6% would consider buying this food. Half of the respondents (50.5%) claimed that they would not buy this food and 7.9% would buy this food depending on situation.

Of those who were aware of genetically modified food, a majority (97.7%) considered that it was needed to be labelled as they (79.0%) believed that the public had the right to know and some (43.7%) thought having labels would allow them to make informed choices when purchasing. However, of those who advocated labelling, only 46.3% were willing to pay more for it.

Conclusion

From the survey findings, the majority of the respondents were aware of the work of FEHD on food safety and they were generally satisfied with the Government’s work on this aspect. Although majority of the respondents had adopted favourable practices of food safety, more promotional efforts on certain aspects needed to be continued. Furthermore, in order to ensure that food supplied or consumed in Hong Kong is safe for public consumption, it is essential for the Government, the trade and the consumers to perform their own duties properly to ensure the safety of food has reached the required standards.

2. Background

The Food and Environmental Hygiene Department (FEHD) is responsible for food safety control, import control of live food animals, management of food incidents and provision of environmental hygiene services and facilities in Hong Kong. The vision of FEHD is to work hand in hand with the community in building Hong Kong into a world-class metropolis renowned for its food safety and public hygiene.

As a benchmark exercise to gauge public perception of food safety, FEHD commissioned Mercado Solutions (Asia) Ltd. (MSA) to conduct a food safety survey from November to December 2000.

3. Survey Objectives

The objectives of the survey were:

- 3.1 to gauge the awareness of the public and their sources of information on the work of FEHD on food safety;
- 3.2 to assess the level of satisfaction of the public with respect to food safety;
- 3.3 to understand the practice of the public in terms of patronage of food premises, purchase of food and preparation of food at home;
- 3.4 to evaluate the perception of the public on the importance of various food hazards; and
- 3.5 to collect the views of the public on genetically modified food.

4. Survey Methodology

4.1 Target Population

The target population of the survey covered all Cantonese, English or Putonghua-speaking Hong Kong residents aged 15 or above.

4.2 Data Collection Method and Sample Design

Data were collected through telephone interviews.

The survey sample was selected by a two-stage random sampling process. In the first stage, a random sample of telephone numbers proportionally allocated to the 20 Environmental Hygiene districts in Hong Kong was selected from MSA's telephone database which contains all telephone numbers in the latest edition of the Residential Telephone Directory. The second stage involved the random selection of a household member (by Kish Grid Method), excluding domestic helpers, for interview. Kish Grid method was commonly used in survey for which all qualified target respondents in selected households were listed according to their age in ascending order and the method will ensure all qualified respondents would have equal chance being selected for the interview thus to avoid bias that some respondents e.g. homemakers, would be more easy to be contacted for the interview.

4.3 Pre-test Survey

A pre-test survey covering 20 successful interviews was conducted by FEHD before the main survey to test the suitability of the questionnaire and the operational procedures of the survey.

4.4 Fieldwork and Response Rate

The main fieldwork was conducted between 28 November and 20 December 2000.

Among the 2 850 telephone numbers sampled for the survey, 24 contacts were found to be invalid such as faxlines. Of the remaining 2 826 cases, 403 were non-contacts, 406 were refusals, and 2 017 were successfully interviewed, constituting a response rate of 71.4%.

The questionnaire used for collecting information is at Appendix A.

4.5 Precision of the Survey Results

As sampling method was employed, the survey findings were subject to a maximum deviation of plus or minus 2.2 percentage points from the true value at 95% confidence level. For instance, it was found that 56.4% of the 2 017 respondents were aware of FEHD's work on legislation to require that all pre-packaged food for sale must bear food labels. The true

value of this particular result might have an error of plus or minus 2.2 percentage points. Hence, the true value was between 54.2% and 58.6%. However, it is noteworthy that estimates from smaller sample size were subject to larger deviation and thus results should be treated with cautions when interpreting the findings with small base.

4.6 Quality Control

Suitable measures were taken to ensure that the quality of the survey results was satisfactory. These included proper training of enumeration, back-checking of completed questionnaires, logical checking and consistency checking. Back-checking exercise started from 4 to 22 December 2000 and a total of 400 questionnaires were successfully back-checked. All questionnaires back-checked had no quality problem and were proceeded to editing and coding. Each questionnaire was carefully edited and coded to avoid missing/low quality responses and for logical check.

4.7 Data Processing

Completed questionnaires were subject to manual editing and coding before validation check by computer. The checking included consistency checks and treatment of missing responses with the computer. While preliminary consistency checks had been made during editing, the checks at this stage were more thorough and extensive.

4.8 Weighting Data

The findings discussed in this report were based on unweighted data. Another set of data weighted by number of household members and the age-sex distribution of the population had been compiled separately for reference (Appendix B: Weighted & Unweighted Data). It should be noted that the differences between these two sets of data were negligible.

4.9 Statistical Testing

Chi-square for trend tests were performed for all the trend analyses on the cross-tabulations and Chi-square tests were performed for all the individual sub-group analyses on the cross-tabulations. The significant level used in both cases were 5% (i.e. there was a 5% chance that the relationship was mistaken as significant).

5. Profile of Respondents

A total of 2 017 respondents were interviewed. 49.8% of them were male and 50.2% were female. All respondents were aged 15 or above and a large number of them were aged between 18 and 49 (62.9%). 74.5% of the respondents had attained secondary or above education. 47.9% of the respondents were working full-time, whereas the remaining 51.8% were without any full-time job. Some of the typical occupations were clerical workers (14.5%), service or sales worker (8.0%), skilled workers (7.0%) and executive/manager (6.6%). Among those who were working full-time, 26.1% had income under \$10,000, 45.9% between \$10,000 and \$19,999, and 22.9% earned \$20,000 or above. This survey covered the entire Hong Kong including respondents living on Hong Kong Island (20.7%), in Kowloon (32.4%) and New Territories (46.2%). 96.4% of the respondents had been living in Hong Kong for 7 years or above. Most of the respondents were Cantonese speaking (99.6%).

The following table summarized the demographic data of respondents. The 1996 population by-census data were presented wherever the data were available for reference. In general, the demographic data of the sample and that of the 1996 population by-census were similar.

Table 1

Comparison of sample profile and population profile by sex			
	Sample		▼ 1996 Population By-census
	No.	%	%
Male	1 005	49.8	49.6
Female	1 012	50.2	50.4
Base: All respondents	2 017	100.0	100.0

▼ denotes 1996 population figures from C&SD. Those aged 14 and below were excluded.

Comparison of sample profile and population profile by age			
	Sample		▼ 1996 Population By-census
	No.	%	%
15-17	135	6.7	5.0
18-29	400	19.8	22.6
30-39	435	21.6	25.9
40-49	434	21.5	18.8
50-59	250	12.4	10.1
60+	363	18.0	17.6
Base: All respondents	2 017	100.0	100.0

▼ denotes 1996 population figures from C&SD. Those aged 14 and below were excluded.

Comparison of sample profile and population profile by education attainment			
	Sample		▼ 1996 Population By-census
	No.	%	%
Primary or below	514	25.5	32.1
Secondary	1 151	57.1	52.7
Post-secondary or above	350	17.4	15.2
Refused to answer	2	0.1	-
Base: All respondents	2 017	100.0	100.0

▼ denotes 1996 population figures from C&SD. Those aged 14 and below were excluded.

Sample profile by occupation		
	Sample	
	No.	%
<u>With full-time job</u>	967	47.9
Professional /Associate Professional	111	5.5
Executive/Manager	134	6.6
Clerical worker	292	14.5
Skilled worker	141	7.0
Unskilled worker	113	5.6
Service or Sales worker	162	8.0
Others	-	-
Refused to answer	14	0.7
<u>Without full-time job</u>	1 045	51.8
Student	260	12.9
Homemaker	449	22.3
Retired / Unemployed	336	16.7
Others	-	-
Refused to answer	5	0.2
Base: All respondents	2 017	100.0

Note: 1996 population figure for comparison with the sample profile was not available.

Sample profile by income		
	Sample	
	No.	%
<\$10,000	254	26.3
\$10,000-\$19,999	446	46.1
\$20,000+	223	23.1
Refused to answer	44	4.6
Base: Respondents who had full-time jobs	967	100.0

Note: 1996 population figure for comparison with the sample profile was not available.

Comparison of sample profile and population profile by residential district			
	Sample		▼ 1996 Population By-census
	No.	%	%
Hong Kong Island	418	20.7	22.7
Kowloon	653	32.4	33.1
New Territories	932	46.2	44.1
Marine	-	-	0.2
Refused to answer	14	0.7	-
Base: All respondents	2 017	100.0	100.0

▼ denotes 1996 population figures from C&SD. Those aged 14 and below were excluded.

Comparison of sample profile and population profile by years of residence			
	Sample		▼ 1996 Population By-census
	No.	%	%
< 7 years	72	3.6	8.1
7 years+	1 944	96.4	91.9
Refused to answer	1	*	-
Base: All respondents	2 017	100.0	100.0

*denotes less than 0.05%

▼ denotes 1996 population figures from C&SD. Those aged 14 and below were excluded.

Comparison of sample profile and population profile by language			
	Sample		▼ 1996 Population By-census
	No.	%	%
Cantonese	2 008	99.6	95.4
Putonghua	7	0.3	1.2
English	2	0.1	3.4
Base: All respondents	2 017	100.0	100.0

▼ denotes 1996 population figures for people speaking the above three languages from C&SD. Those aged 4 and below were excluded.

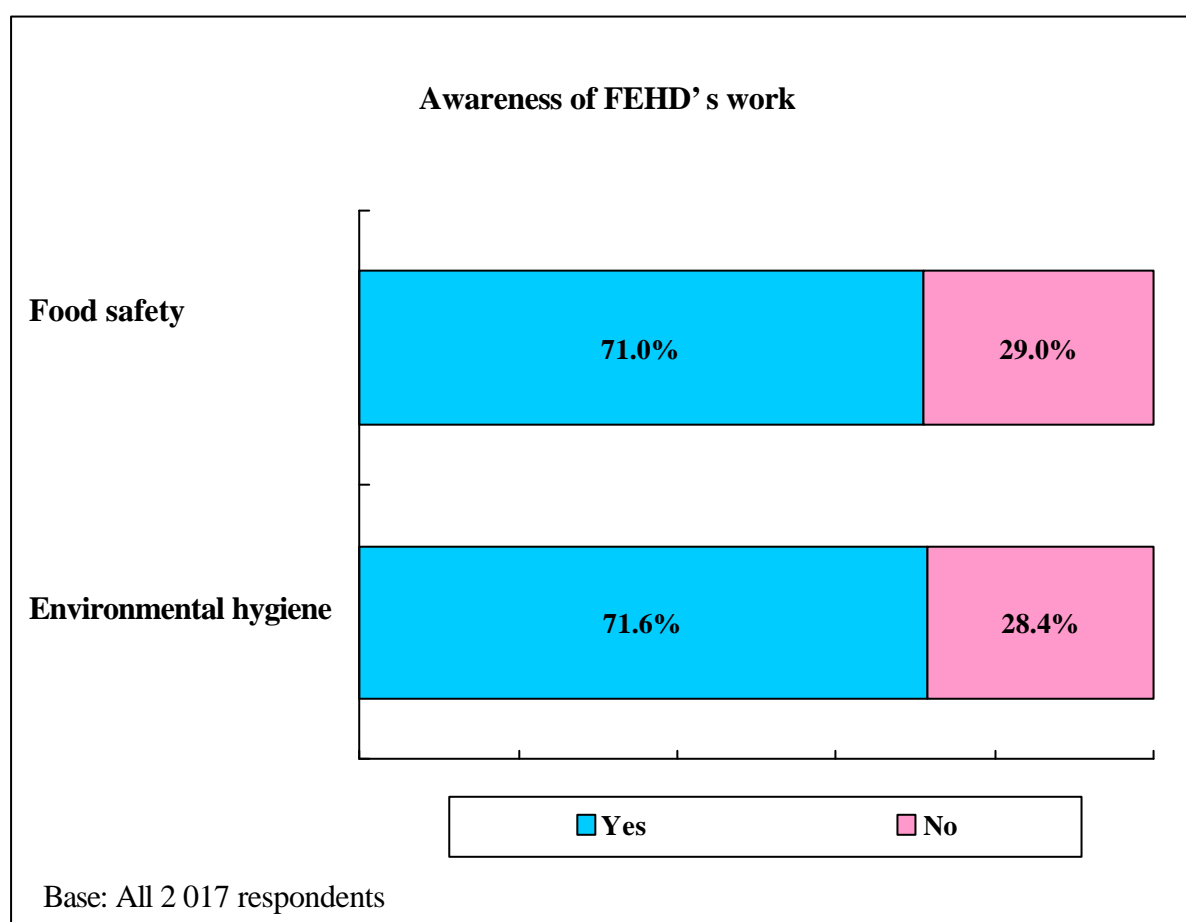
6. Major Findings and Interpretation

6.1 Work of FEHD on Food Safety

6.1.1 Awareness

The majority of respondents were aware of the work of FEHD. They knew that FEHD was responsible for the control of food safety (71.0%) and environmental hygiene (71.6%) (Chart 1).

Chart 1



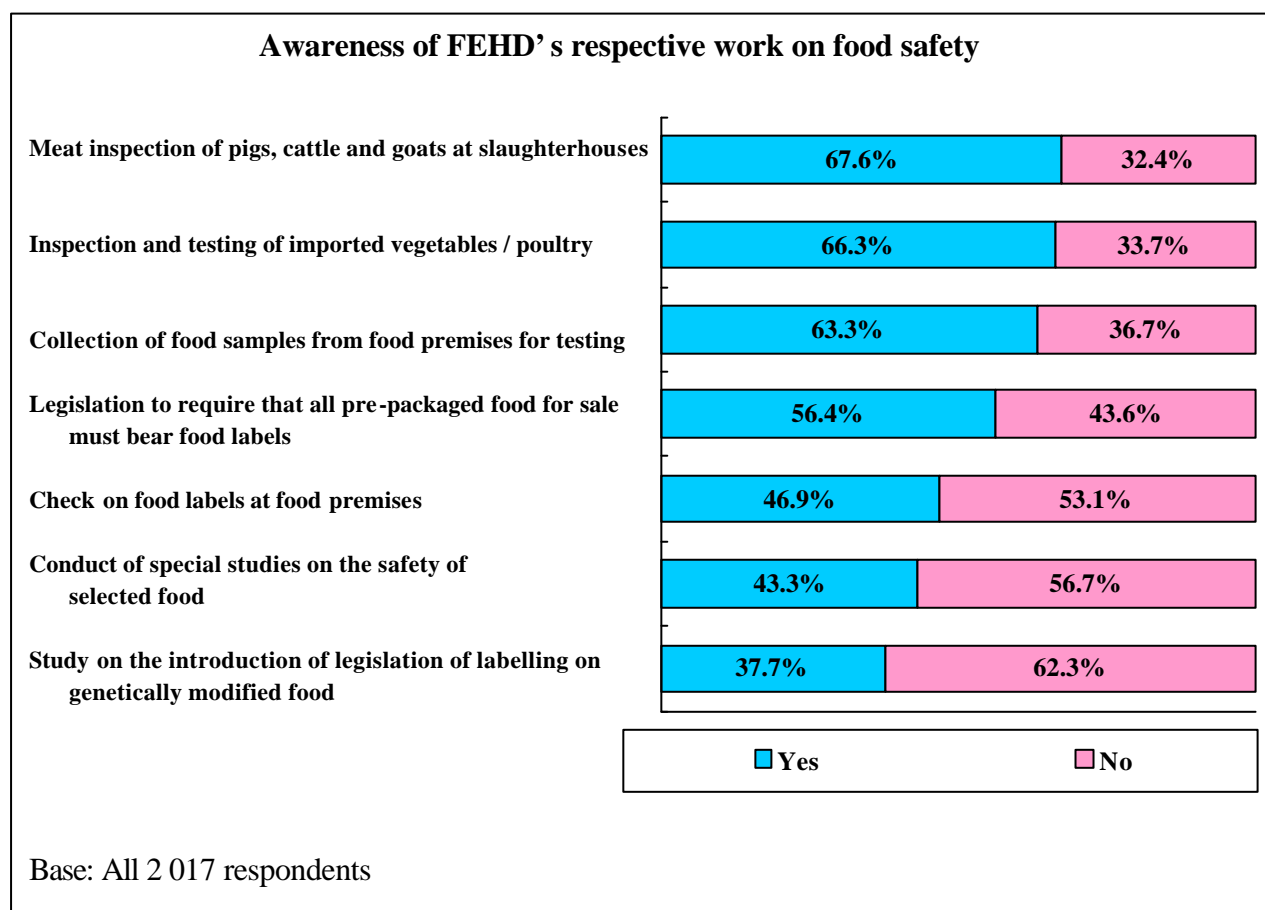
Analysed by demographics, the levels of awareness of FEHD's work on food safety showed an increasing trend as education level increased (56.4% for primary or below; 74.0% for secondary; and 82.3% for post-secondary or above) and as income increased (66.5% for <\$10,000; 78.5% for \$10,000-\$19,999 and 89.7% for \$20,000+) (Chi-square for trend test, p-value<0.001 for both cases). The income trend applied to those who had full-time jobs only. (Please refer to Appendix 1 for results of sub-groups analyses)

For the various areas of responsibility of FEHD, more than 60% of the respondents knew that the Department performed meat inspection of pigs, cattle and goats at slaughterhouses, conducted inspection and tests on imported vegetables / poultry, and regularly took food samples from food premises for testing.

56.4% of the respondents knew that the Department had legislated that all pre-packaged food for sale ought to bear food labels. The proportions of the respondents who knew the Department checked food labels of pre-packaged food sold at food premises and regularly conducted special studies on the safety of selected food were 46.9% and 43.3% respectively.

A relatively smaller proportion (37.7%) of the respondents knew that the Department had taken initiative to start a study on the introduction of legislation of labelling on genetically modified food (Chart 2).

Chart 2



6.1.2 Sources of information

Of the 1 421 respondents who were aware of FEHD's work on food safety, they were being asked from where they got the information and they were allowed to give multiple answers on this question. The majority (91.0%) of the respondents claimed they obtained the information from television and 57.1% from newspapers. Other common sources included radio (22.8%), Government publicity leaflets or posters (10.5%) and magazines (6.4%). 5.4% of the respondents obtained the information from the Government homepage. Therefore, television remained the most important medium for FEHD to promote its work and educate the public on food safety. (Please refer to Table 2 for details)

Analyzed by demographics, the proportions of respondents obtaining information through television decreased as education level increased (95.1% for primary or below; 91.2% for secondary; and 86.4% for post-secondary or above). (Chi-square for trend test, p-value < 0.001) (Please refer to Appendix 2 for sub-groups analyses)

On the other hand, the proportions of respondents obtaining information through newspapers increased as education level increased (45.9% for primary or below; 57.1% for secondary; and 67.9% for post-secondary or above) (Chi-square for trend test, p-value < 0.001) and as income increased (58.9% for <\$10,000; 61.0% for \$10,000-\$19,999 and 70.0% for \$20,000+) (Chi-square for trend test, p-value = 0.024). The income trend applied to those who had full-time jobs only. (Please refer to Appendix 2 for sub-groups analyses)

Table 2

Sources of information to know of FEHD's work on food safety		
	No.	%#
Television	1 293	91.0
Newspapers	811	57.1
Radio	324	22.8
Government publicity leaflets / posters	149	10.5
Magazines	91	6.4
Government homepage	77	5.4
Family members / relatives / friends	39	2.7
School / classmates	39	2.7
Government hotline	13	0.9
Others (seminar, seeing government officers taking food samples)	10	0.7
Base: Respondents who were aware of FEHD's work on food safety	1 421	

This column did not add up to 100% as respondents could give multiple answers.

When all the respondents were asked about their preferred channels to know of FEHD's work, the following pattern of preference, in decreasing order, was observed: television (71.0%), Government homepage (8.1%), newspapers (7.5%) and Government publicity leaflets/posters (6.0%). (Please refer to Table 3 for details)

Table 3

Preferred channels to know of FEHD's work on food safety		
	No.	%
Television	1 433	71.0
Government homepage	164	8.1
Newspapers	151	7.5
Government publicity leaflets / posters	122	6.0
Radio	62	3.1
Government departments & related organisations	24	1.2
School / classmates	19	0.9
Family members / relatives / friends	14	0.7
Government hotline	12	0.6
Others (public areas, magazines)	16	0.8
Base: All respondents	2 017	100.0

Note: Percentages may not add up to 100% due to rounding of figures

Analysed by demographics, television was rated as the most preferred channel across the whole sample population. It was observed that the lower the education level (79.6% for primary or below; 71.2% for secondary and 58.0% for post-secondary or above) or the higher the age (55.6% for 15 – 17; 64.8% for 18 – 29; 69.0% for 30 – 39; 71.7% for 40 – 49; 76.4% for 50 – 59 and 81.8% for 60+), the greater the tendency for respondents to choose television to obtain information about FEHD's work on food safety (Chi-square for trend test, p-values < 0.001 for both cases). (Please refer to Appendix 3 for sub-groups analyses)

When comparing within respective socio-economic groups, for those respondents who preferred Government homepage, the age group of 29 or below (17.6%) and those who had attained post-secondary education or above (16.3%) constituted the largest proportions. (Please refer to Appendix 3 for results of sub-groups analyses and p-values)

Furthermore, it was also observed that among those who had full-time jobs, the higher the income level of these respondents, the higher the tendency of preferring the Government homepage to know about FEHD's work on food safety (7.1% for <\$10,000; 9.2% for \$10,000-\$19,999 and 15.2% for \$20,000+) (Chi-square for trend test, p-value = 0.004). (Please refer to Appendix 3 for sub-groups analyses)

6.1.3 Level of satisfaction

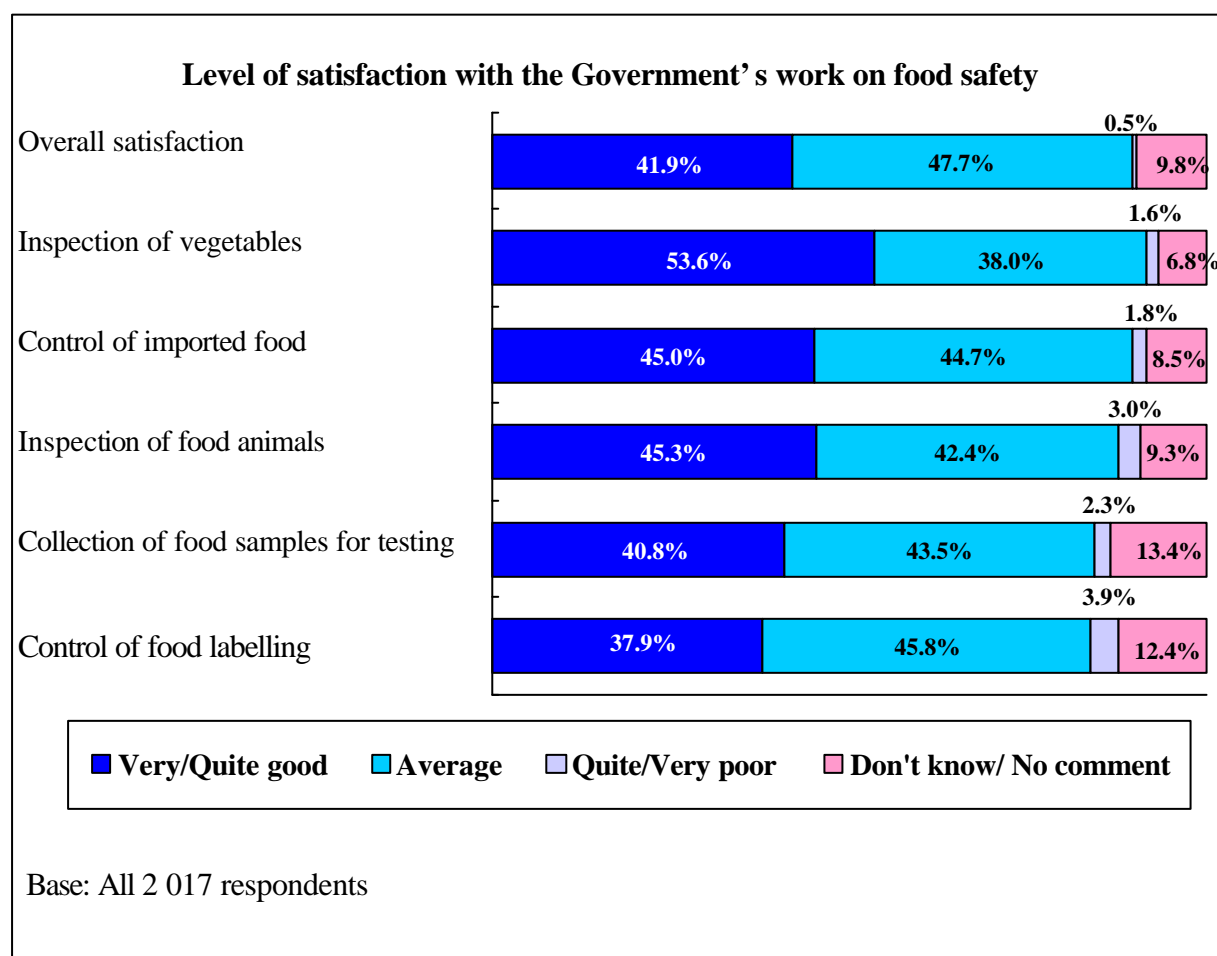
Overall, 89.6% of the respondents were satisfied with the work of the Government on food safety. The proportions of the respondents rated the overall performance as very / quite good, average, quite/very poor were 41.9%, 47.7% and 0.5% respectively.

Among the various areas of responsibility of the Government on food safety, the respondents were most satisfied with the inspection of vegetables as 91.6% of them rated it average or above.

Other areas of responsibility of the Government on food safety, including control of imported food, inspection of food animals, collection of food samples for testing and control of food labelling, were all rated average or above among 80% to 90% of the respondents (Chart 3).

Only a very small proportion (less than 4%) of the respondents rated the Government's performance in the above-mentioned areas of responsibility as quite/very poor. Their main suggestion for improvement was to enhance monitoring. (Please refer to Table 4 for details)

Chart 3



Note: Percentages may not add up to 100% due to rounding of figures

Table 4

Aspects for improvements on the Government's performance	
Inspection of vegetables	No.#
To enhance monitoring	30
To increase inspection to avoid illegal import of vegetables	1
To decrease testing to avoid food wastage	1
Base: Respondents who thought the Government's performance quite / very poor in this particular aspect	32
Control of imported food	No.#
To enhance monitoring	31
To increase number of staff	4
To increase transparency	1
To enhance food smuggling checking	1
Base: Respondents who thought the Government's performance quite / very poor in this particular aspect	36
Inspection of food animals	No.#
To enhance monitoring	59
To increase punishment	3
To increase the sense of responsibility of staff	1
Base: Respondents who thought the Government's performance quite / very poor in this particular aspect	60
Collection of food samples for testing	No.#
To enhance monitoring	45
To increase number of staff	1
Base: Respondents who thought the Government's performance quite / very poor in this particular aspect	46

Respondents could give multiple answers.

Table 4 (cont' d)

Aspects for improvements on the Government's performance	
Control of food labelling	No.#
To enhance monitoring	42
To enhance control over content of labels	33
To enhance enforcement	4
To increase number of staff	1
To enhance public education	1
Not specified	1
Base: Respondents who thought the Government's performance quite / very poor in this particular aspect	79

Respondents could give multiple answers.

6.2 Practices of Food Safety

6.2.1 Patronage of food premises

6.2.1.1 Patronizing pattern

The majority (92.3%) of the respondents had patronized food premises at least once during the month before enumeration. Only very small proportion (7.7%) of the respondents had not patronized food premises in the above-specified period. (Please refer to Table 5 for details)

Table 5

Patronage of food premises in the month before enumeration		
<u>Frequency</u>	No.	%
Once a day or more	751	37.2
2 - 6 times a week	458	22.7
Once a week	288	14.3
2 - 3 times a month	245	12.1
Once a month	119	5.9
Nil	156	7.7
Base: All respondents	2 017	100.0

Note: Percentages may not add up to 100% due to rounding of figures

60.0% of the respondents reported that they had not patronized unlicensed food premises in the month before enumeration whilst 12.3% reported that they had (Please refer to Table 6 for details).

76.1% of the respondents reported that they had not patronized any hawkers selling cooked food in the month before enumeration whilst 23.9% of them reported that they had (Please refer to Table 6 for details).

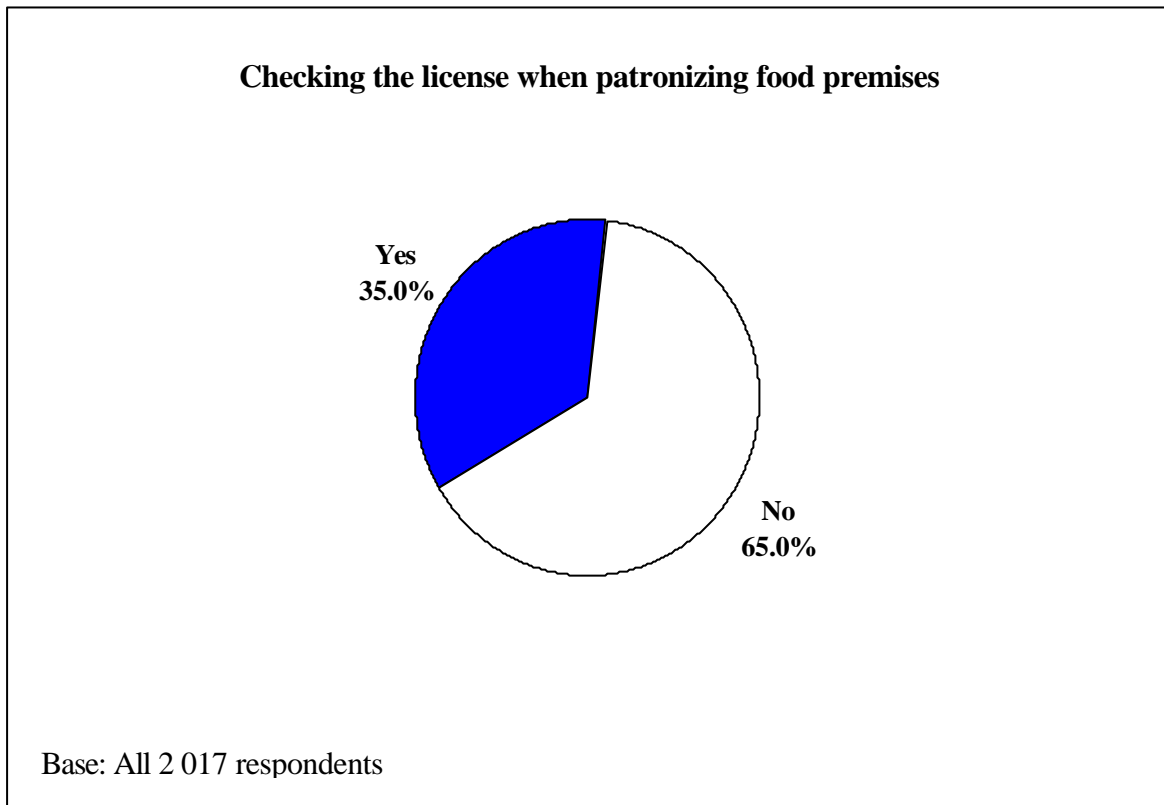
Table 6

Patronage of unlicensed food premises / hawkers selling cooked food in the before enumeration		
	No.	%
Had patronized unlicensed food premises		
Yes	249	12.3
No	1 210	60.0
Not sure whether they were licensed	402	19.9
Had not patronized food premises	156	7.7
Base: All respondents	2 017	100.0
	No.	%
Had patronized hawkers selling cooked food		
Yes	483	23.9
No	1 534	76.1
Base: All respondents	2 017	100.0

Caution: only based on respondents' perception and understanding of food premises being unlicensed rather than actual knowledge.

When patronizing food premises, 35.0% of the respondents reported that they would check the presence of license whereas 65.0% of them would not. (Chart 4)

Chart 4



6.2.1.2 Consumption of high-risk food

6.2.1.2.1 Sashimi/sushi

38.6% of the respondents reported that they had consumed sashimi/sushi in the month before enumeration. 61.4% of the respondents, however, reported that they had not consumed sashimi/sushi in the month before enumeration. (Please refer to Table 7 for details)

Table 7

Consumption of high-risk food in the month before enumeration - sashimi/sushi		
	No.	%
<u>Frequency</u>		
Once a day or more	2	0.1
2-6 times a week	22	1.1
Once a week	88	4.4
2-3 times a month	370	18.3
Once a month	297	14.7
Nil	1 238	61.4
Base: All respondents	2 017	100.0

Of the 779 respondents who had consumed sashimi/sushi in the month before enumeration, 75.5% consumed them at food premises only whilst 13.2% consumed at home only (Chart 5). Among the three major considerations provided, “good reputation” was rated as the most important consideration when the respondents patronizing food premises for sashimi/sushi (38.9%), followed by “comfortable environment” (27.2%) and “low price” (14.6%). (Please refer to Table 8 for details)

Chart 5

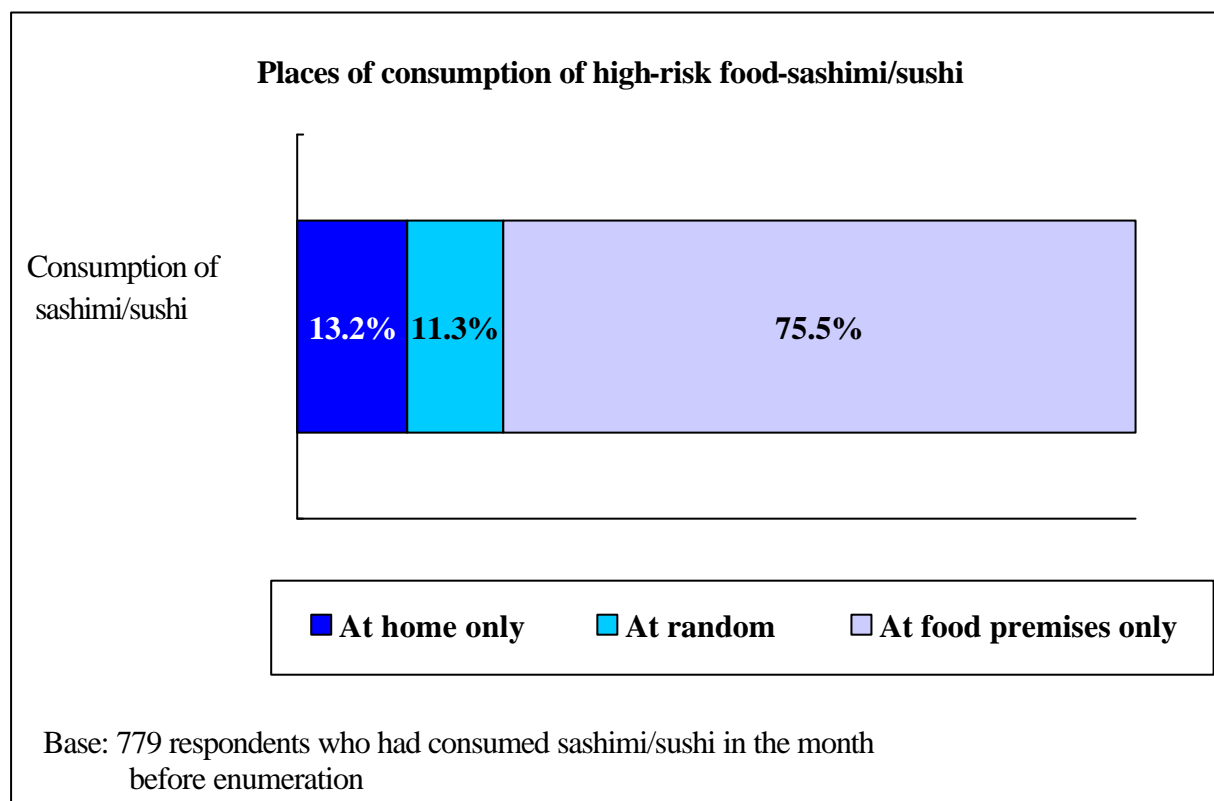


Table 8

Major considerations when patronizing food premises for sashimi/sushi		
	No.	%
* Good reputation	263	38.9
* Comfortable environment	184	27.2
* Low price	99	14.6
Convenient location	63	9.3
High quality food	61	9.0
Others (variety, convenient for taking away, no need to queue)	6	0.9
Base: Respondents who had consumed sashimi/sushi at food premises in the month before enumeration	676	100.0

* These reasons were probed for this particular question in the interview. The rest of the above captioned answers were spontaneously mentioned by the respondents.

6.2.1.2.2 Shellfish

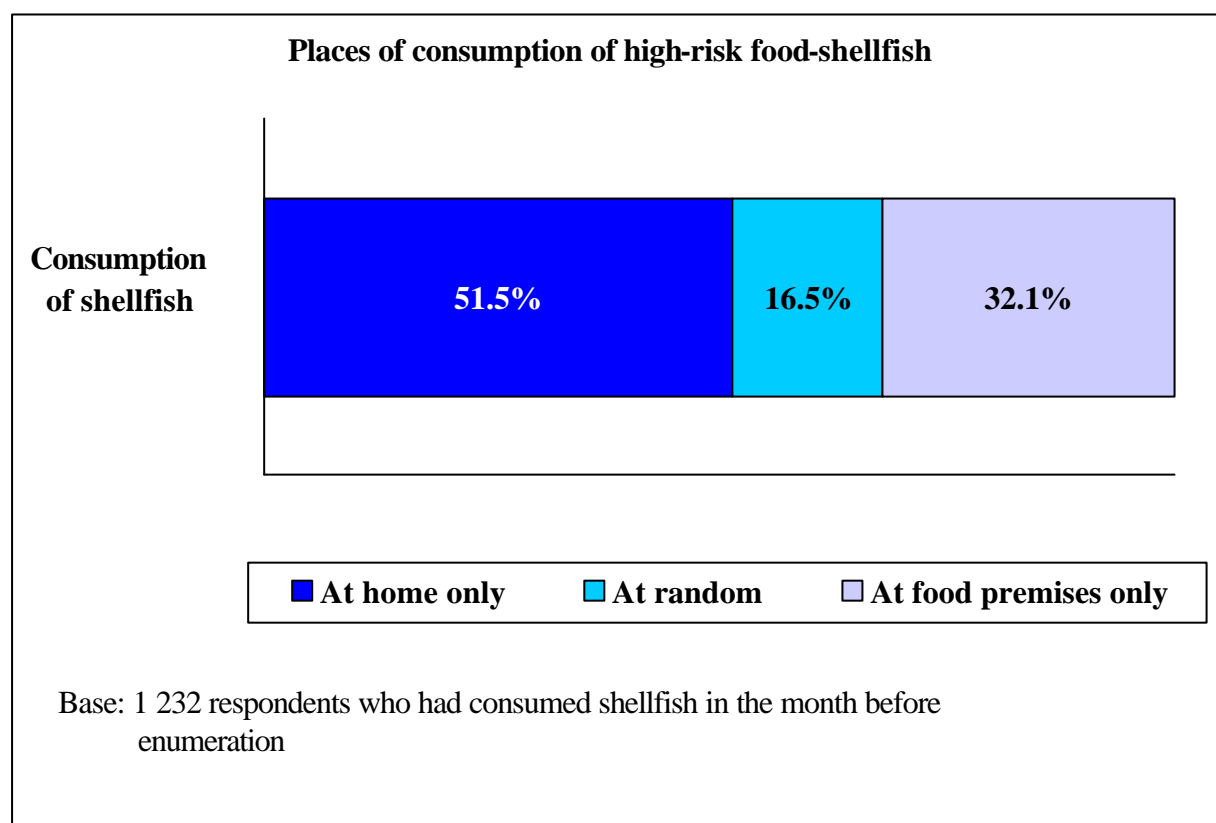
61.1% of the respondents reported that they had consumed shellfish in the month before enumeration. 38.9% of the respondents reported that they had not consumed shellfish in the month before enumeration. (Please refer to Table 9 for details)

Table 9

Consumption of high-risk food in the month before enumeration - shellfish		
	No.	%
<u>Frequency</u>		
Once a day or more	20	1.0
2-6 times a week	101	5.0
Once a week	231	11.5
2-3 times a month	527	26.1
Once a month	353	17.5
Nil	785	38.9
Base: All respondents	2 017	100.0

Among the 1 232 respondents who had consumed shellfish in the month before enumeration, 51.5% consumed shellfish at home only whilst 32.1% at food premises only (Chart 6). Comparing with the results of the previous Section 6.2.1.2.1, the proportion of respondents having consumed shellfish at home was larger than that having consumed sashimi/sushi at home.

Chart 6



598 respondents had consumed shellfish at food premises. When they were provided with the three major considerations of consuming shellfish at food premises, “good reputation” was rated as the most important one (40.5%), followed by “comfortable environment” (27.8%) and “low price” (15.4%). (Please refer to Table 10 for details)

Table 10

Major considerations when patronizing food premises for shellfish		
	No.	%
* Good reputation	242	40.5
* Comfortable environment	166	27.8
* Low price	92	15.4
Convenient location	59	9.9
High quality food	32	5.4
Others (decided by friends, no preference, not serving meals at home)	7	1.2
Base: Respondents who had consumed shellfish at food premises in the month before enumeration	598	100.0

* These reasons were probed for this particular question in the interview. The rest of the above captioned answers were spontaneously mentioned given by the respondents.

6.2.2 Purchase of food

6.2.2.1 Purchase of food for preparation of meals

61.5% of the respondents reported that they had purchased food for preparation of meals in the month before enumeration. (Please refer to Table 11 for details)

Table 11

Purchase of food for preparation of meals in the month before enumeration		
	No.	%
Yes	1 241	61.5
No	776	38.5
Base: All respondents	2 017	100.0

Table 12 (a)

Retail outlets for purchasing food for preparation of meals		
	No.	%
Market only	781	62.9
Supermarket only	100	8.1
Both market and supermarket	360	29.0
Base: Respondents who had purchased food for preparation of meals in the month before enumeration	1 241	100.0

Table 12 (b)

Preference between market and supermarket for food purchase		
	No.	%
Preferred to purchase from market	225	62.5
Preferred to purchase from supermarket	71	19.7
No special preference	64	17.8
Base: Respondents who had purchased food for preparation of meals from both market and supermarket in the month before enumeration	360	100.0

Of the 1 241 respondents who had purchased food for preparation of meals in the month before enumeration, 62.9% of them went to market only, 8.1% of them went to supermarket only and 29.0% went to both market and supermarket (Please refer to Table 12(a) for details). For those respondents who had gone to market to purchase food for preparation of meals, 60.2% (687 out of 1141) purchased from FEHD markets.

Among the 360 respondents who had purchased food for preparation of meals from both markets and supermarkets, 62.5% preferred purchasing food from markets. (Please refer to Table 12(b) for details)

Among the 1 006 respondents who had purchased or preferred to purchase food from markets, the most commonly cited reasons for doing so were “more choices” (61.2%), “fresh food” (50.5%) and “low price” (35.3%) (note: respondents could give multiple answers). (Please refer to Table 13 for details)

Tendency of respondents who had purchased or preferred to purchase food from markets decreased as education attainment increased (95.3% for primary or below; 83.7% for secondary; and 68.4% for post-secondary or above) and as income increased (among those who had full-time job) (89.1% for <\$10,000; 77.4% for \$10,000-\$19,999 and 64.0% for \$20,000+) but increased as age increased (75.9% for 15-17; 72.1% for 18-29; 78.4% for 30 – 39; 87.0% for 40 – 49; 92.3% for 50 – 59 and 93.5% for 60+) (Chi-square for trend test, p-values for all cases < 0.001). (Please refer to Appendix 4 for results of sub-groups analyses)

Among the 171 respondents who had purchased or preferred to purchase food from supermarkets, the most commonly cited reasons for doing so were “hygienic environment” (72.5%), “long and convenient business hours” (36.3%) and “pleasant environment” (28.7%) (note: respondents could give multiple answers). (Please refer to Table 14 for details)

Tendency of respondents who had purchased or preferred to purchase food from supermarket increased as education attainment increased (4.7% for primary or below; 16.3% for secondary and 31.6% for post-secondary or above) and as income increased (among those who had full-time job) (10.9% for <\$10,000; 22.6% for \$10,000-\$19,999 and 36.0% for \$20,000+); but decreased as age increased (24.1% for 15-17; 27.9% for 18-29; 21.6% for 30 – 39; 13.0% for 40 – 49; 7.7 for 50 – 59 and 6.5% for 60+) (Chi-square for trend test, p-values < 0.001 for all cases). (Please refer to Appendix 4 for results of sub-groups analyses)

Table 13

Reasons for purchasing food for preparation of meals from markets		
	No.	%#
More choices	616	61.2
Fresh food	508	50.5
Low price	355	35.3
Convenient location	191	19.0
Hygienic environment	30	3.0
Safe food	19	1.9
No other option	5	0.5
Others (pleasant environment, good management, close relationship)	5	0.5
Base: Respondents who purchased or preferred to purchase from market*	1 006	

Respondents could give multiple answers.

* Note: Among the 1 006 respondents, 781 of them purchased from market only while 225 of them preferred to purchase from market.

Table 14

Reasons for purchasing food for preparation of meals from supermarkets		
	No.	%#
Hygienic environment	124	72.5
Long and convenient business hours	62	36.3
Pleasant environment	49	28.7
Safe food	39	22.8
More choices	30	17.5
Low price	14	8.2
Convenient location	10	5.8
Fair weighing	3	1.8
Good management	3	1.8
Base: Respondents who purchased or preferred to purchase from supermarket*	171	

Respondents could give multiple answers.

* Note: Among the 171 respondents, 100 of them purchased from supermarket only while 71 of them preferred to purchase from supermarket.

6.2.2.2 Preference of types of whole chicken

When buying whole chickens, most of the respondents preferred buying freshly killed chickens (76.8%), followed by frozen(6.5%) and chilled chickens (5.8%) (Please refer to Table 15 for details). Freshly killed chicken was the mostly preferred type of whole chicken across the sample population. (Please refer to Appendix 5 for results of sub-groups analyses)

Table 15

Preference of types of whole chicken		
	No.	%
<u>Type of whole chicken usually bought/mostly preferred to buy</u>		
Freshly killed	1 549	76.8
Frozen	132	6.5
Chilled	116	5.8
Not buying	217	10.8
Don' t know	3	0.1
Base: All respondents	2 017	100.0

6.2.2.3 Reading labels of pre-packaged food

6.2.2.3.1 Checking the labels

The majority (87.2%) of the respondents reported that they would check the labels when buying pre-packaged food (Chart 7).

Among those who would check the labels, they were being asked the types of information they would check in the labels (respondents could give multiple answers). 98.8% would check the “best before” or “use by” date whilst 32.1% would check the list of ingredients. Comparatively, name of manufacturer, country of origin and date of production were less frequently checked by the respondents (all less than 7.0%). (Please refer to Table 16 for details)

Among the 259 respondents who reported that they would not check the labels, they were being asked the reasons for not checking the label and their major reasons were “not understanding the labels” (40.2%) and “confident in the Government’s control of food labelling” (26.3%) (note: respondents could give multiple answers). (Please refer to Table 17 for details)

It was observed that those elderly aged 60 or above (35.8%); those who were retired or unemployed (33.0%); and those who have primary education or below (29.0%) were more likely not checking the labels before buying pre-packaged food as compared with respective socio-economic groups. (Please refer to Appendix 6 for results of sub-groups analyses and p-values)

Chart 7

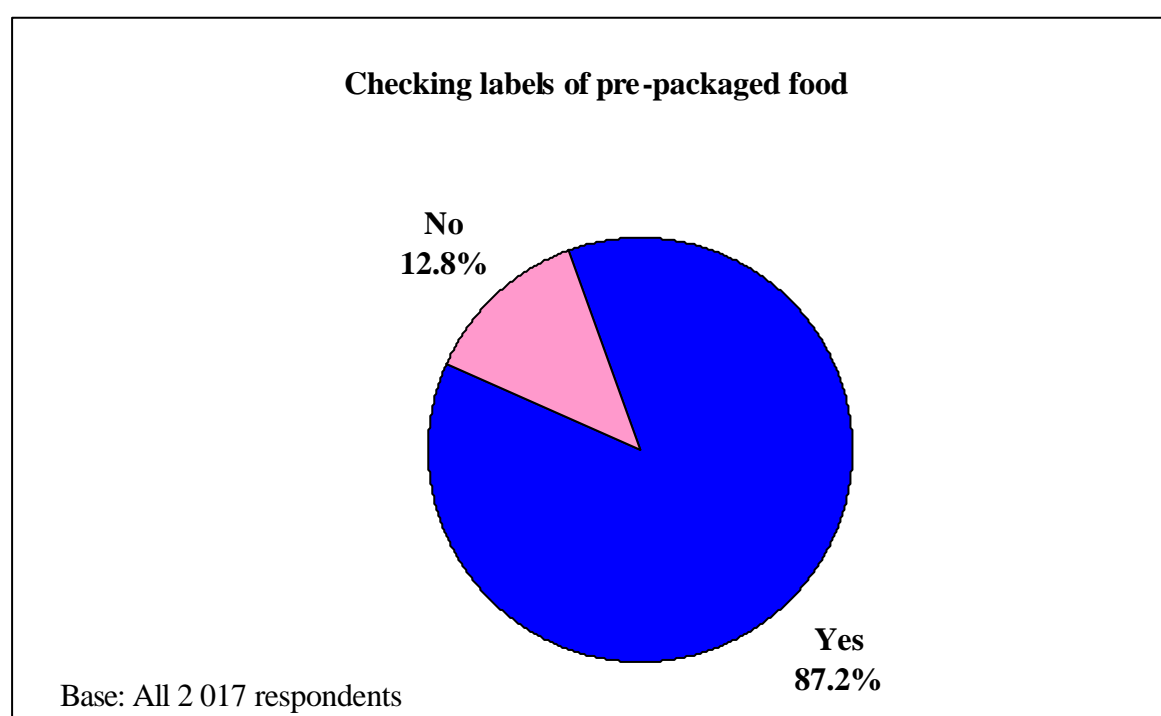


Table 16

Information on labels of pre-packaged food being checked for		
	No.	% #
“Best before” or “use by” date	1 737	98.8
List of ingredients	564	32.1
Name of manufacturer	113	6.4
Country of origin	27	1.5
Date of production	10	0.6
Others (whether the weight was value-for-money, whether the product was genetically modified)	3	0.2
Base: Respondents who checked the labels	1 758	

This column did not add up to 100% as respondents could give multiple answers.

Table 17

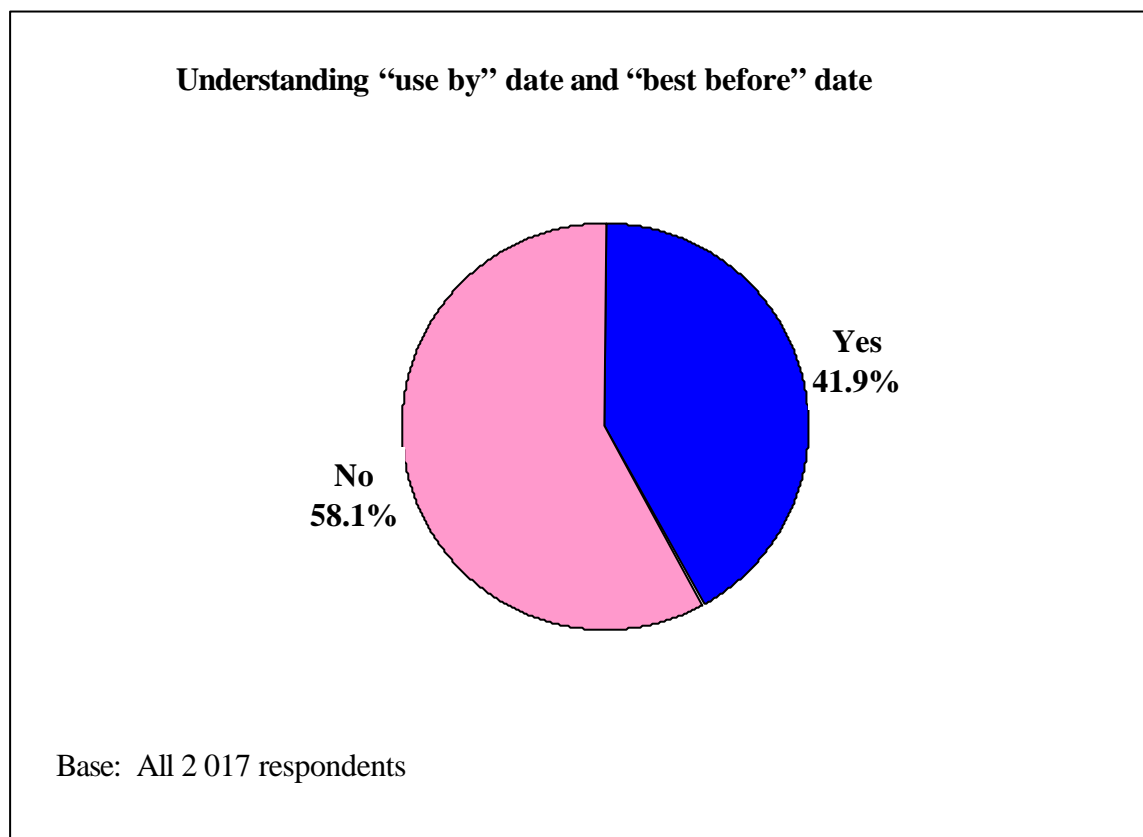
Reasons for not checking labels of pre-packaged food		
	No.	% #
Not understanding the labels (including those illiterate ones)	104	40.2
Confident in the Government's control of food labelling	68	26.3
Not interested to know	40	15.4
Not trusting the information on the labels	37	14.3
Confident in the labels	5	1.9
Believed that food for sale ought not to have passed “best before” or “use by” date	4	1.5
Others (not buying food, not buying pre-packaged food, learned from experience)	3	1.2
Not specified	2	0.8
Base: Respondents who did not check the labels	259	

This column did not add up to 100% as respondents could give multiple answers.

6.2.2.3.2 Understanding “use by” date and “best before” date

41.9% of the respondents could tell the difference between “use by” date and “best before” date, whereas 58.1% either could not tell the difference or gave wrong answers (Chart 8). The ability to distinguish these two terms was lowest among the elderly (aged 60 or above) (16.0%); the retired/unemployed respondent (18.5%); and those with primary education or below (21.8%) when comparing within respective socio-economic groups. (Please refer to Appendix 7 for results of sub-groups analyses and p-values)

Chart 8



6.2.3 Preparation of food at home

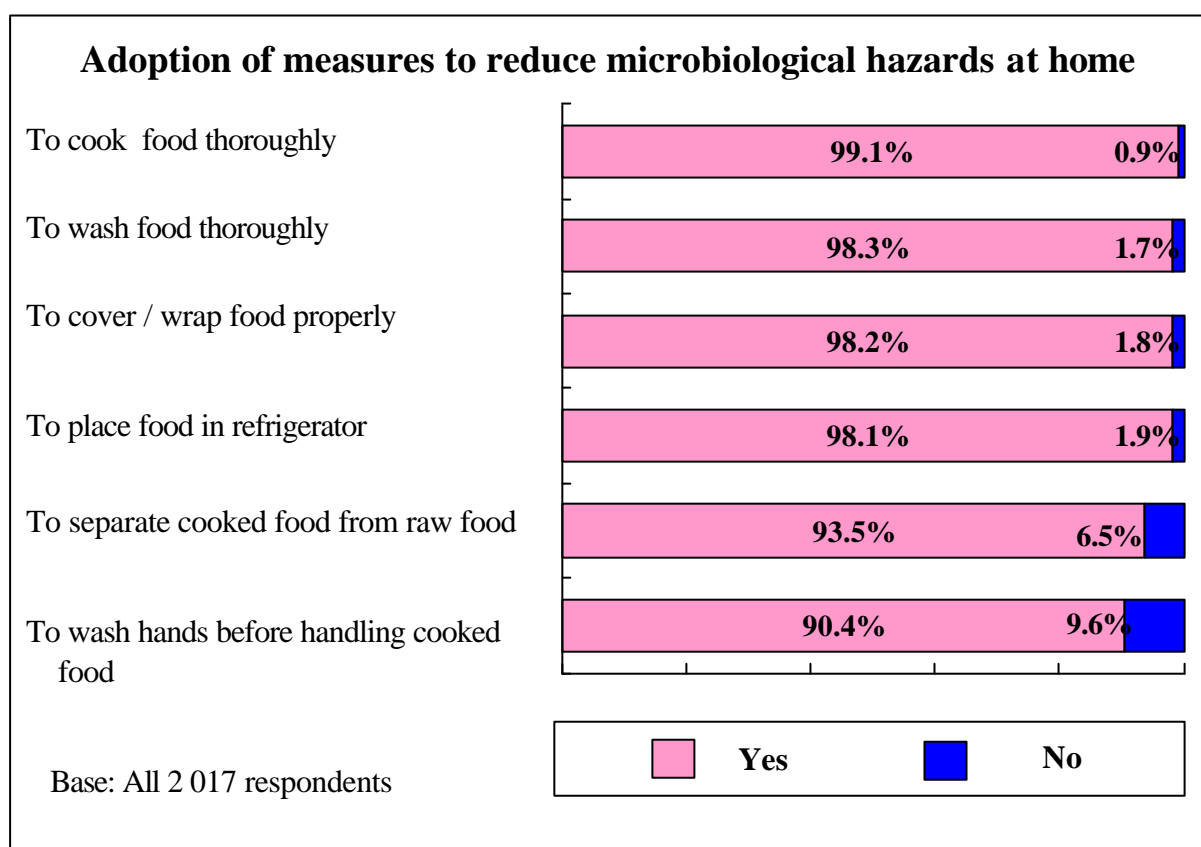
The majority (80.8%) of the respondents reported that they had prepared meals at home in the month before enumeration. Nevertheless, still 19.2% of the respondents had not prepared meals at home during the same period of time. (Please refer to Table 18 for details)

Table 18

Preparation of meals at home in the month before enumeration		
	No.	%
<u>Frequency</u>		
Once a day or above	938	46.5
2 – 6 times a week	316	15.7
Once a week	192	9.5
2 – 3 times a month	142	7.0
Once a month	42	2.1
Nil	387	19.2
Base: All respondents	2 017	100.0

6.2.3.1 General measures to ensure food safety

In general, the majority (over 90%) of the respondents adopted the following measures to ensure food safety at home: cooking food thoroughly, washing food thoroughly, covering/wrapping food properly, placing food in refrigerator, separating cooked food from raw food and washing hands before handling cooked food (Chart 9).

Chart 9

To store cooked food and raw food in refrigerator, 50.2% of the respondents reported that they would put cooked food in the upper part of the refrigerator to avoid cross contamination. (Please refer to Table 19 for details)

Table 19

Placement of food in refrigerator		
	No.	%
To put cooked food in the upper part (correct)	1 013	50.2
To put raw food in the upper part (incorrect)	567	28.1
No fixed arrangement (incorrect)	334	16.6
Don' t know/No comment	103	5.1
Base: All respondents	2 017	100.0

Regarding the appropriate ways of storing cooked food not for immediate consumption, 57.2% of the respondents knew that the food should be stored at 4° C or below for cold storage, comparing with a much lower proportion of respondents (15.8%) with the knowledge that the food should be stored at 63° C or above for hot holding. (Please refer to Table 20 for details)

The higher the education attainment (42.2% for primary or below; 60.8% for secondary and 67.7% for post-secondary or above) and the younger the respondents (65.2% for 15 – 17; 64.5% for 18 – 29; 62.5% for 30 – 39; 57.8% for 40 – 49; 55.2% for 50 – 59 and 40.5% for 60+), the greater the tendency to have a better knowledge of storing cooked food at the correct temperature of cold storage (Chi-square for trend test, p-values for both cases < 0.001). (Please refer to Appendix 8 for results of sub-groups analyses)

Table 20

Appropriate temperature for storing cooked food		
	No.	%
<u>Cold storage</u>		
4 ° C or below (correct)	1 154	57.2
5-10 ° C (incorrect)	75	3.7
Don' t know	788	39.1
<u>Hot holding</u>		
63 ° C or above (correct)	319	15.8
20-62 ° C (incorrect)	63	3.1
Don' t know	1 635	81.1
Base: All respondents	2 017	100.0

6.2.3.2 Favourable practices in preparing particular kinds of food at home

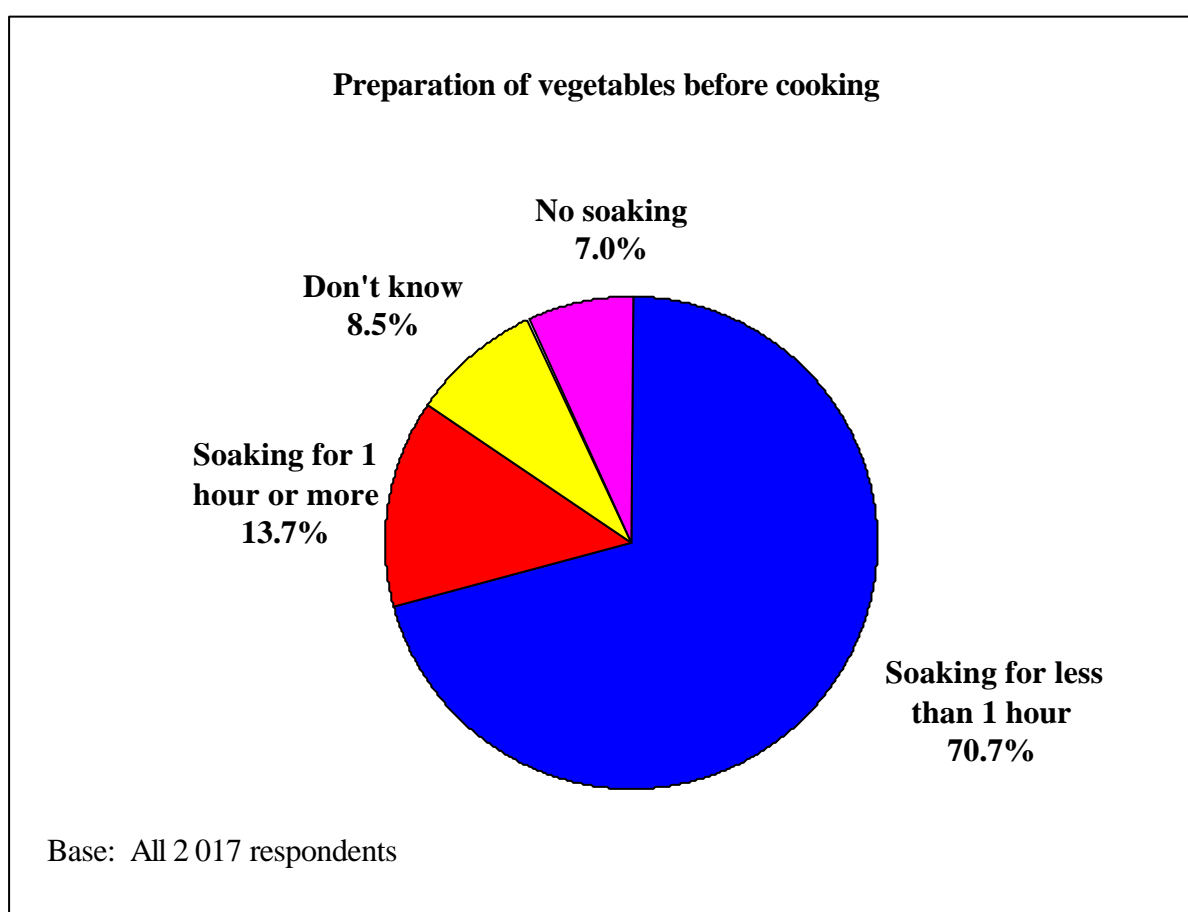
Preparation of three particular kinds of food, namely vegetables, shellfish and eggs were chosen for further study because various favourable practices were available and being promoted to effectively reduce the food-borne hazards associated with their consumption.

6.2.3.2.1 Vegetables

To reduce pesticide residues in vegetables effectively, it was suggested that vegetables should be soaked for at least one hour before cooking.

84.4% of the respondents reported that they would soak vegetables before cooking. However only 13.7% of them would do it as per the favourable practice (i.e. 1 hour or above). The majority (70.7%) of the respondents would only soak vegetables for less than 1 hour. 7.0% of the respondents claimed that they would not soak vegetables at all (Chart 10).

Chart 10



Analysed by demographics, the percentages of respondents preparing vegetables in a favourable way increased as age increased (8.1% for 15 – 17; 9.0% for 18 – 29; 11.3% for 30 – 39; 11.8% for 40 – 49; 13.6 for 50 – 59 and 26.2% for 60+), but decreased as education attainment increased (23.2% for primary or below; 10.9% for secondary and 8.9% for post-secondary or above) (Chi-square for trend test, p-values < 0.001 for both cases). It was observed that the homemaker (23.2%) and the retired/unemployed respondents (20.8%) were more likely to adopt favourable practice when comparing among different occupation groups. (Please refer to Appendix 9 for results of sub-groups analyses and p-values)

Respondents were being asked the reasons for soaking vegetables and were allowed to give multiple answers. The most commonly cited reasons for soaking vegetables included “to reduce pesticide residues” (89.4%) and “to wash away undesirable items” (13.5%). (Please refer to Table 21 for details)

Table 21

Reasons for soaking vegetables before cooking		
	No.	%#
To reduce pesticide residues	1 523	89.4
To wash away undesirable items	223	13.1
To observe mother’ s guidance	17	1.0
Others (to kill bacteria, to make them taste better)	11	0.6
Not specified	1	0.1
Base: Respondents who soaked vegetables before cooking	1 703	

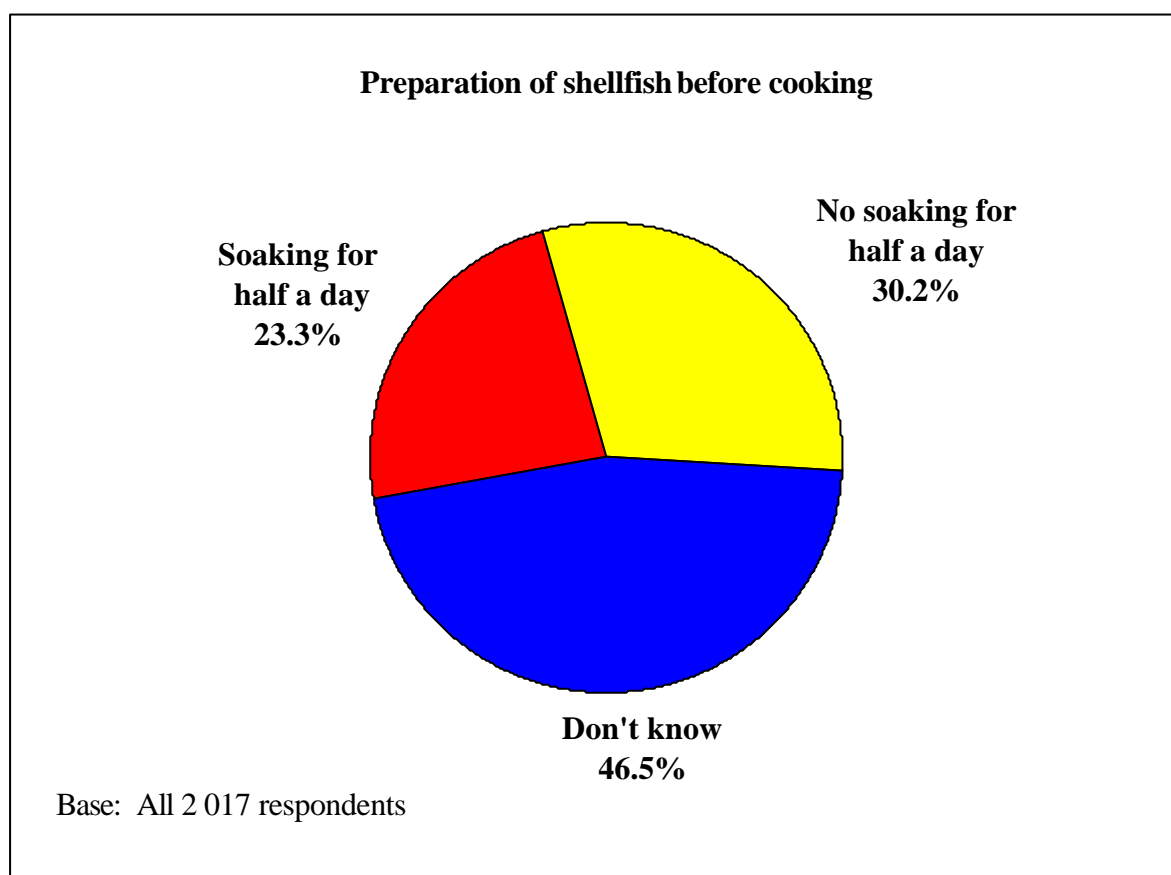
This column did not add up to 100% as respondents could give multiple answers.

6.2.3.2.2 Shellfish

To ensure safe preparation of shellfish at home, it was suggested that shellfish should be clean thoroughly before cooking, in particular, bivalves shellfish should be soaked in clean water for at least half a day before cooking to facilitate self-purification.

23.3% of the respondents reported that they would soak shellfish in clean water for half a day before cooking whereas 30.2% of them would not observe this favourable practice (Chart 11).

Chart 11



Among those who adopted the favourable practice, they were being asked the reasons for adopting the favourable practice and were allowed to give multiple answers. The major reason was “to make the shellfish spit out the dirt inside” (91.3%). (Please refer to Table 22 for details)

Table 22

Reasons for soaking shellfish in clean water for half a day before cooking		
	No.	%#
To make the shellfish spit out the dirt inside	429	91.3
To wash away mud and sand	25	5.3
To wash thoroughly	19	4.0
To remove pathogens inside	18	3.8
To wash away toxins	8	1.7
Others (to keep shellfish alive before cooking, to observe message conveyed by television)	3	0.6
Base: Respondents who soaked shellfish for half a day before cooking		470

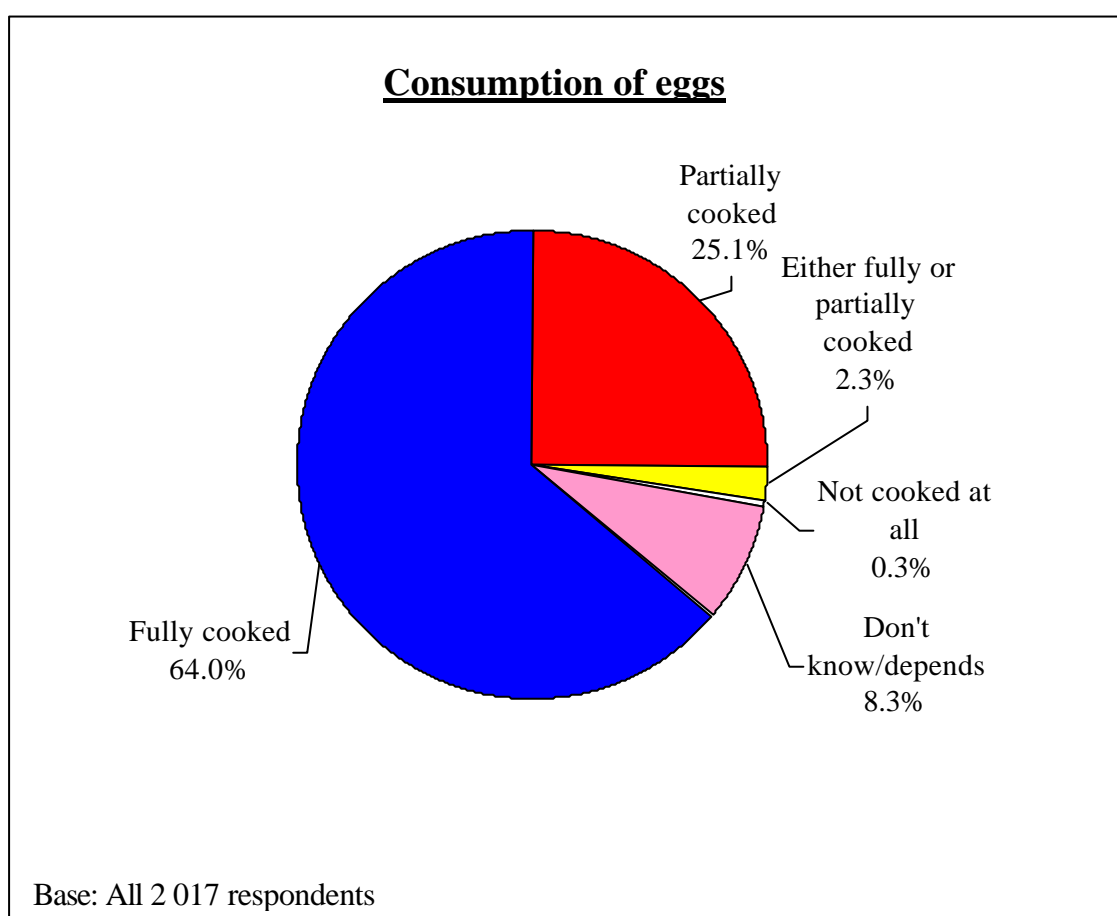
This column did not add up to 100% as respondents could give multiple answers.

6.2.3.2.3 Eggs

To ensure safe consumption of eggs, it was suggested that eggs should be fully cooked to eliminate any pathogens present.

64.0% of the respondents reported they would adopt this favourable practice. Among those respondents who reported that they would fully cooked eggs before consumption, the major reasons were “to kill bacteria” (78.1%) and “the eggs tasted better” (19.8%) (note: respondents could give multiple answers). (Chart 12)

Chart 12



6.3 Perception of Food Safety

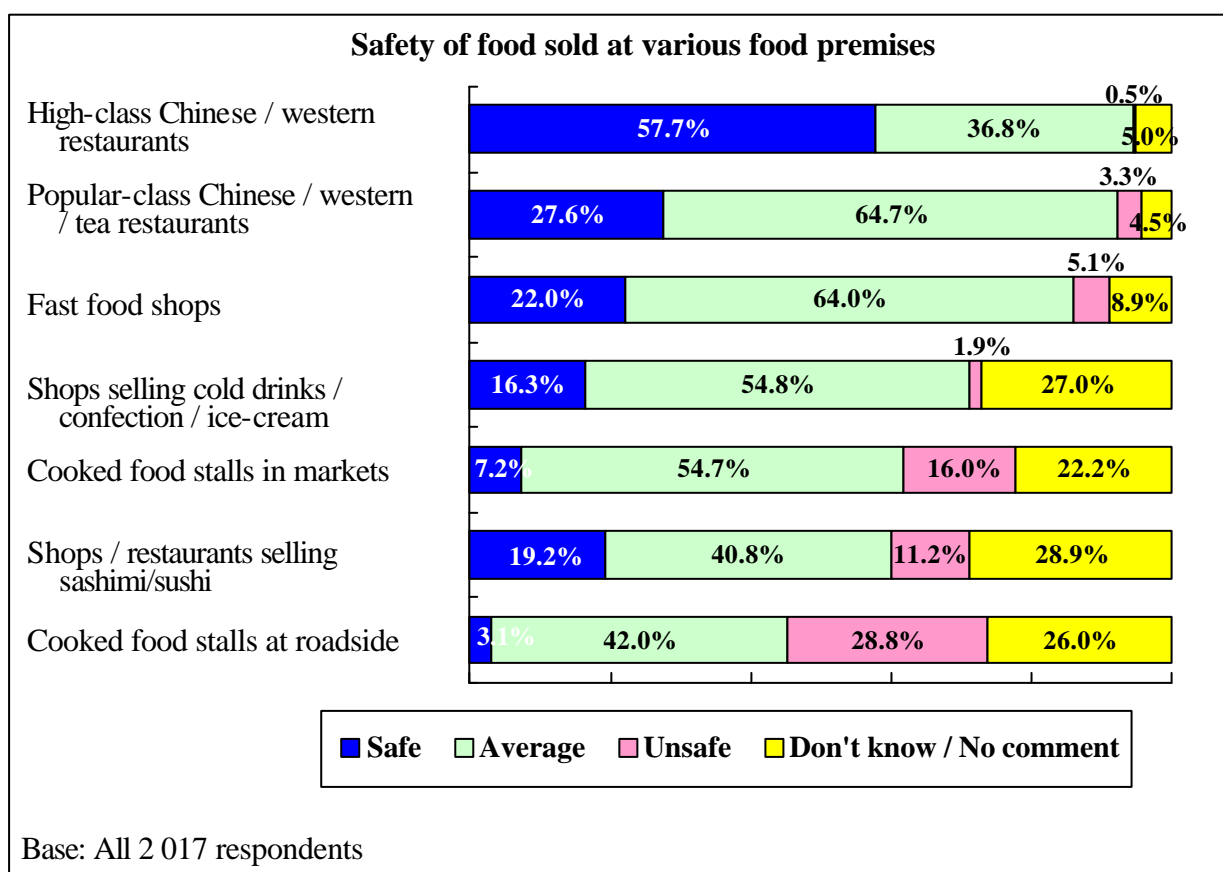
6.3.1 Perceived safety of food sold at various food premises

Except for cooked food stalls at roadside, most of the respondents perceived the level of safety of food sold at various food premises as average or above (Chart 14).

Over 90% of the respondents rated the level of safety of food sold at high-class Chinese/western restaurants and popular-class Chinese/western/tea restaurants as average or above. While 86.0% and 71.1% of respondents rated the level of safety of food sold at fast food shops and shops selling cold drinks/ confection/ ice-cream as average or above, only 61.9% of the respondents rated the level of safety of food sold at cooked food stalls in markets as average or above. For the shops or restaurants selling sashimi/sushi, 60.0% of the respondents considered the level of safety of food sold at these premises as average or above.

Among the different types of food premises, food sold at cooked food stalls at roadside (28.8%) and in markets (16.0%), as well as shops or restaurants selling sashimi/sushi (11.2%) were considered by more respondents as unsafe. (Chart 13)

Chart 13



The most frequently cited reasons for perceiving the food as unsafe were poor environmental hygiene, food hygiene, utensil/ facilities hygiene and personal hygiene of food handlers. (Please see Table 23 for details)

Table 23

Reasons for perceiving the food sold at various food premises as unsafe - I	
<u>High-class Chinese / western restaurants</u>	No.#
Unhygienic	7
Learned from experience	2
Insufficient control by government	1
Base: Respondents who perceived the food sold at respective food premises as unsafe	10
<u>Popular-class Chinese / western/ tea restaurants</u>	No.#
Unhygienic environment	39
Unhygienic food	16
Unhygienic utensils / facilities	10
Staff were not aware of personal hygiene	4
Learned from experience	3
Insufficient control by government	2
Not specified	2
Base: Respondents who perceived the food sold at respective food premises as unsafe	67
<u>Fast food shops</u>	No.#
Unhygienic environment	55
Unhygienic food	43
Unhygienic utensils/facilities	23
Insufficient control by government	2
Learned from experience	2
Staff were not aware of personal hygiene	1
The managerial staff are low in quality	1
Not specified	5
Base: Respondents who perceived the food sold at respective food premises as unsafe	103

Respondents could give multiple answers.

Table 23 (cont' d)

Reasons for perceiving the food sold at various food premises as unsafe - II	
<u>Shops selling cold drinks / confection / ice-cream</u>	No.#
Unhygienic food	22
Unhygienic environment	7
Unhygienic utensils / facilities	6
Learned from experience	1
Not specified	2
Base: Respondents who perceived the food sold at respective food premises as unsafe	38
<u>Cooked food stalls in market</u>	No.#
Unhygienic environment	175
Unhygienic food	148
Unhygienic utensil / facility	19
Insufficient control by government	3
Staff were not aware of personal hygiene	2
Not specified	4
Base: Respondents who perceived the food sold at respective food premises as unsafe	322
<u>Shops/restaurants selling sashimi/sushi</u>	No.#
Unhygienic food	186
Staff were not aware of hygiene issues	13
No specification of production date	13
Learned from experience	9
Improper transportation	7
Unhygienic utensils/facilities	5
Unhygienic environment	2
Insufficient control by government	2
Base: Respondents who perceived the food sold at respective food premises as unsafe	225
<u>Cooked food stalls at roadside</u>	No.#
Unhygienic environment	382
Unhygienic food	167
Unhygienic utensils / facilities	41
Insufficient control by government	22
Staff were not attentive to food safety issues	2
Staff were not aware of personal hygiene	1
Not specified	2
Base: Respondents who perceived the food sold at respective food premises as unsafe	581

Respondents could give multiple answers

6.3.2 Perceived safety of uncooked food sold at various retail outlets

Except hawkers in the streets, the respondents perceived the level of safety of uncooked food sold at various retail outlets, including ordinary markets, independent fresh meat shops (fresh meat stalls), independent fish stalls, supermarkets, independent frozen meat shops and independent poultry stalls, as average or above.

While less than 3% of the respondents perceived the uncooked food sold at various retail outlets as unsafe, 33.2% however considered the uncooked food sold by hawkers in the street as unsafe. (Chart 14)

The most commonly cited reasons for perceiving uncooked food sold at various retail outlets as unsafe included unhygienic food, improper storage and processing, unknown/unreliable sources and unhygienic environment. (Please see Table 24 for details)

Chart 14

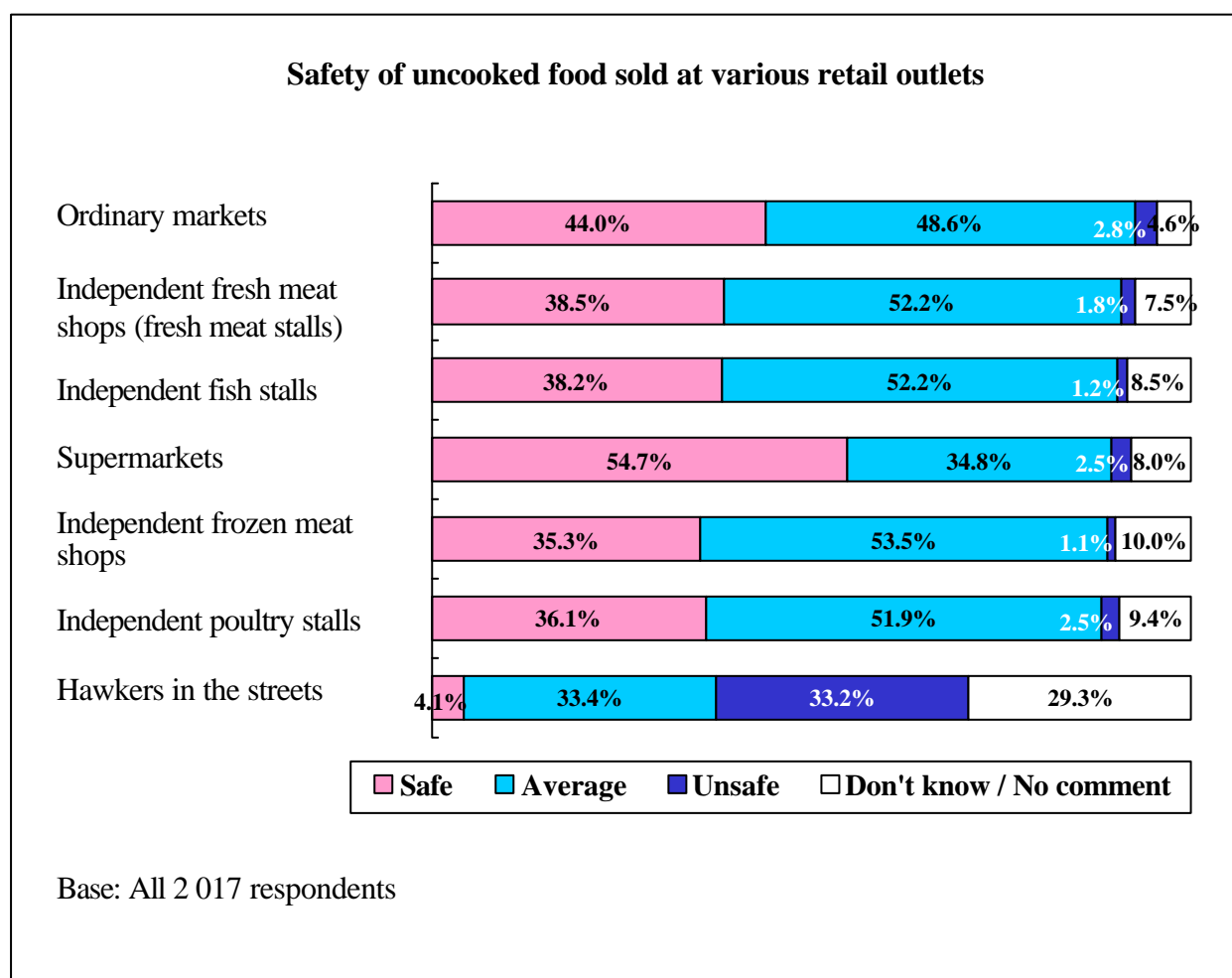


Table 24

Reasons for perceiving the uncooked food sold at various retail outlets as unsafe - I	
Ordinary markets	No.#
Improper storage	21
Unhygienic environment	15
Unknown / unreliable sources	8
Improper processing	6
Insufficient monitoring by government	3
Staff were not aware of hygienic issues	2
Not specified	2
Base: Respondents who perceived the uncooked food sold at the respective retail outlet as unsafe	57
Independent fresh meat shops (Fresh meat stalls)	No.#
Improper storage	23
Unknown/ unreliable sources	7
Improper processing	2
Unhygienic environment	2
Insufficient monitoring by government	1
Improper transportation	1
Not specified	1
Base: Respondents who perceived the uncooked food sold at the respective retail outlet as unsafe	37
Independent fish stalls	No.#
Unhygienic environment	11
Improper storage	9
Improper processing	4
Unknown/unreliable sources	3
Insufficient control by government	1
Base: Respondents who perceived the uncooked food sold at the respective retail outlet as unsafe	24
# Respondents could give multiple answers.	

Table 24 (cont' d)

Reasons for perceiving the uncooked food sold at various retail outlets as unsafe – II	
Supermarkets	No.#
Improper storage	18
Selling food beyond its “best before” or “use by” date	13
Improper processing	8
Insufficient monitoring by government	3
Unknown / unreliable sources	2
Staff were not aware of hygienic issues	2
Improper transportation	1
Not specified	4
Base: Respondents who perceived the uncooked food sold at the respective retail outlet as unsafe	51
Independent frozen meat shops	No.#
Improper storage	9
Unhygienic environment	4
Unknown / unreliable sources	4
Improper processing	3
Selling food beyond its “best before” or “use by” date	2
Unhygienic utensils/facilities	1
Base: Respondents who perceived the uncooked food sold at the respective retail outlet as unsafe	23
Independent poultry stalls	No.#
Unhygienic environment	38
Improper storage	9
Unknown/unreliable sources	5
Base: Respondents who perceived the uncooked food sold at the respective retail outlet as unsafe	51

Respondents could give multiple answers.

Table 24 (cont' d)

Reasons for perceiving the uncooked food sold at various retail outlet as unsafe – III	
Hawkers in the streets	No.#
Unhygienic environment	253
Unknown/unreliable sources	228
Lack of control by government	129
Improper processing	58
Improper storage	22
Absence of license	4
Learned from experience	4
Unhygienic utensils/facilities	3
Staff were not aware of hygienic issues	2
Base: Respondents who perceived the uncooked food sold at the respective retail outlet as unsafe	670

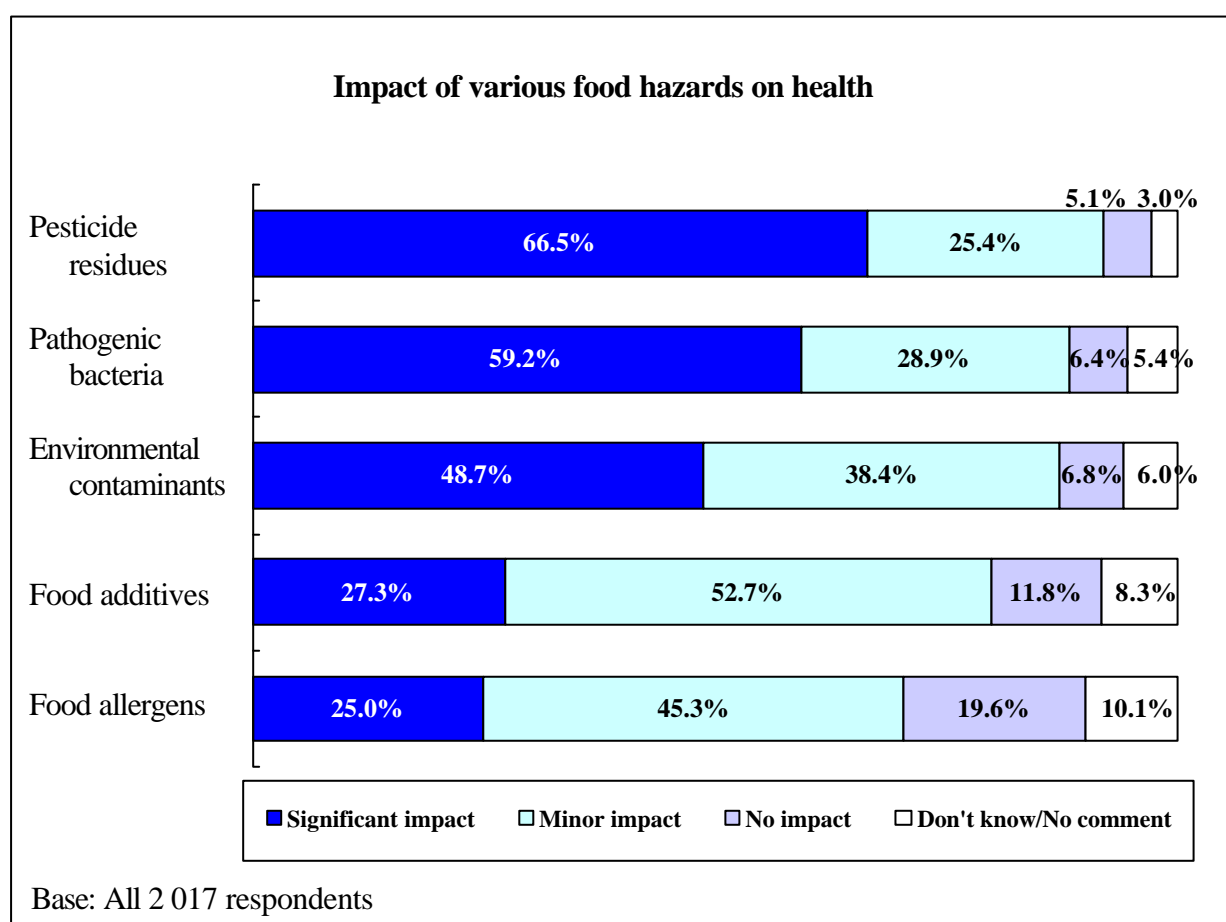
Respondents could give multiple answers.

6.3.3 Food hazards

6.3.3.1 Perceived impact on health

Respondents were asked about their perception of the impact of different food hazards on their health. Among various food hazards, pesticide residues (66.5%) and pathogenic bacteria (59.2%) were considered to be the most important, followed by environmental contaminants (48.7%). Food additives (27.3%) and food allergens (25.0%) were considered to be least important. (Chart 15)

Chart 15



6.3.3.2 Awareness of “Hazard Analysis and Critical Control Point” (HACCP)

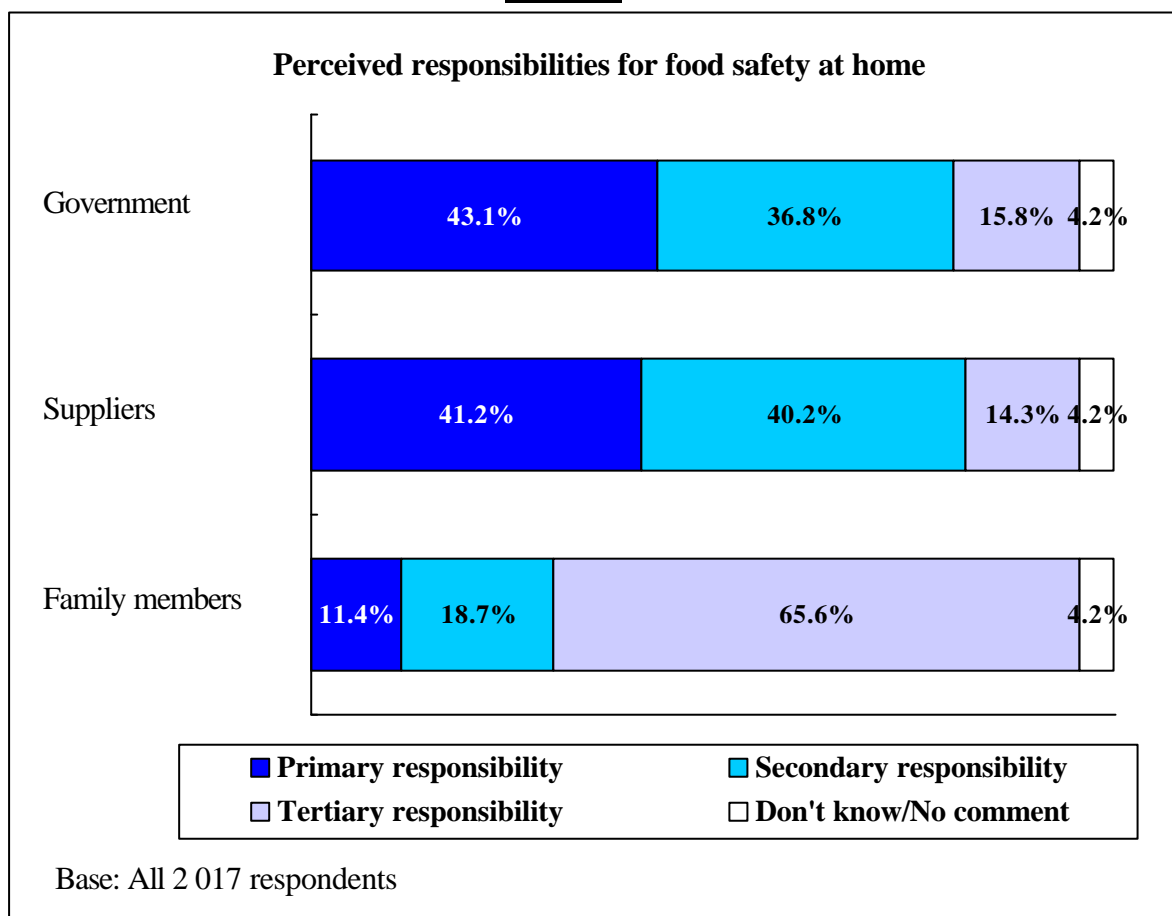
Awareness of “Hazard Analysis and Critical Control Point” (HACCP) was very low among the respondents, only 1.6% of them claimed to have heard of this term before (Please refer to Table 25 for details).

Table 25

Awareness of ‘Hazard Analysis and Critical Control Point’ (HACCP)		
	No.	%
Yes	33	1.6
No	1 984	98.4
Base: All respondents	2 017	100.0

6.3.4 Perceived responsibilities for food safety at home

Given the three parties, namely the Government, suppliers and family members, to rank, larger proportions of the respondents rated that the Government and suppliers (43.1% and 41.2% respectively) were primarily responsible for ensuring food safety at home. Only a small proportion (11.4%) of the respondents thought that primary responsibility lied with their family members. (Chart 16)

Chart 16

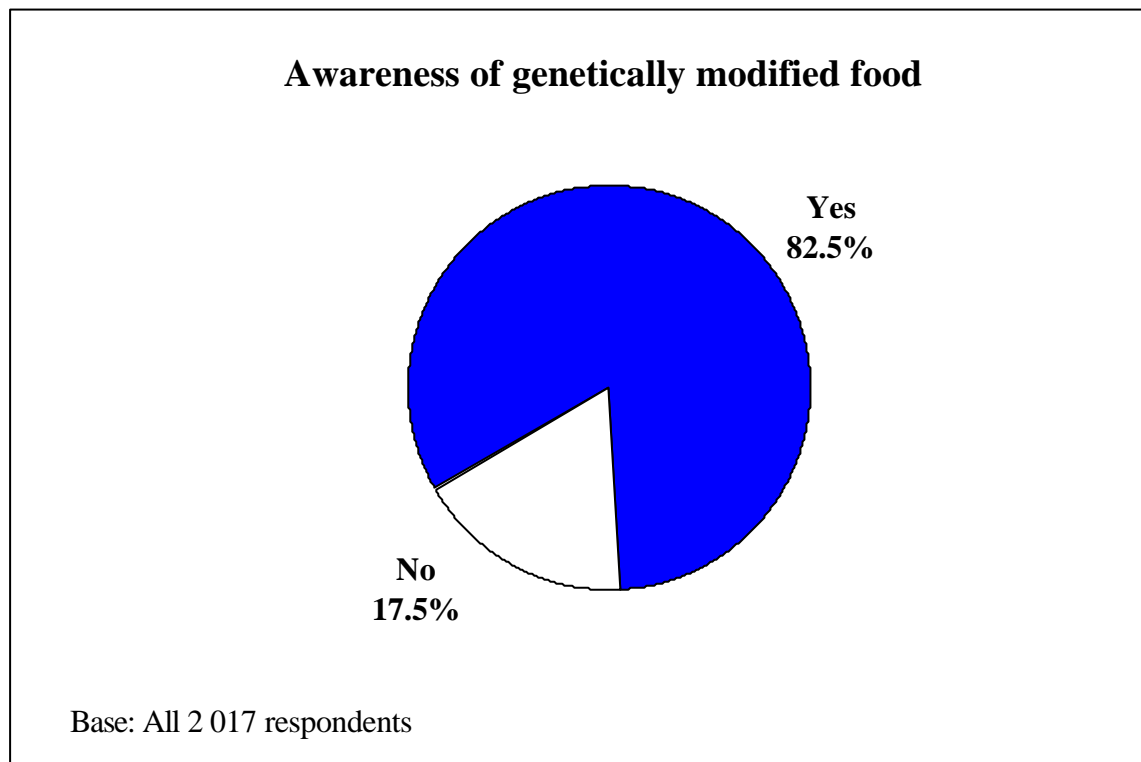
Note: Percentages may not add up to 100% due to rounding of figures

6.4 Genetically Modified Food

6.4.1 Awareness

Among the 2 017 respondents, 82.5% of them claimed that they had heard of the term “genetically modified food” before (Chart 17). It was also observed that the awareness levels increased as education level increased (58.6% for primary or below; 88.8% for secondary and 97.1% for post-secondary or above) and as income increased (among those who had full-time jobs) (82.3% for <\$10,000; 89.5% for \$10,000-\$19,999 and 96.4% for \$20,000+) (Chi-square for trend test, p-values < 0.001 for both cases). (Please refer to Appendix 10 for results of sub-groups analyses)

Chart 17

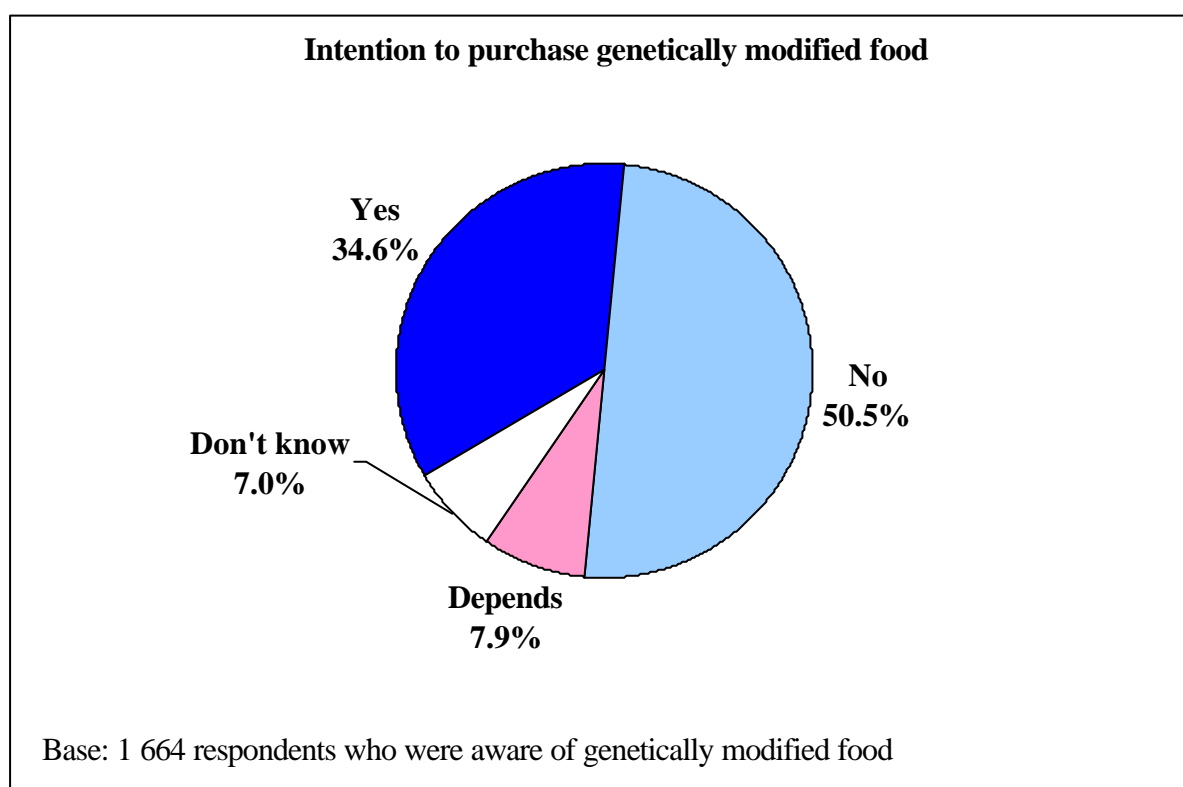


6.4.2 Intention to purchase

Among those 1 664 respondents who had heard of genetically modified food, 34.6% claimed that they would purchase such food whilst 50.5% claimed they would not. 7.9% of the respondents reported that they might buy genetically modified food depending on situation (Chart 18). Among those who would depend on situation, they were being asked under what conditions they would be willing to buy genetically modified food and they were allowed to give multiple answers. Their major considerations were reported to be “whether they were safe” (51.9%) and “whether they were good for health” (17.6%).

It was observed that the younger the respondents, the stronger intention for them to purchase genetically modified food (56.9% for 15-17; 58.8% for 18-29; 41.5% for 30-39; 34.9% for 40-49; 26.7% for 50-59; and 19.2% for 60+) (Chi-square for trend test, p-value < 0.001). (Please refer to Appendix 11 for results of sub-groups analyses)

Chart 18



6.4.3 The need to label and the willingness to pay

The majority (97.7%) of the respondents who were aware of genetically modified food thought that such food needed to be labelled, only 0.8% did not think so. (Chart 19)

For those 1 626 respondents who thought that labelling of genetically modified food was needed, they were being asked the reasons for such need and were allowed to give multiple answers. The most commonly cited reasons were that they had the right to know (79.0%) and it would allow them to make informed choices (43.7%). (Please refer to Table 26 for details)

Nevertheless, for those who thought it was needed to label genetically modified food, only 46.3% of them were willing to pay a little more for it whilst 26.5% were not willing to do so. The remaining 27.2% claimed that their willingness to pay more for the labelling would depend on situation (Chart 20).

Chart 19

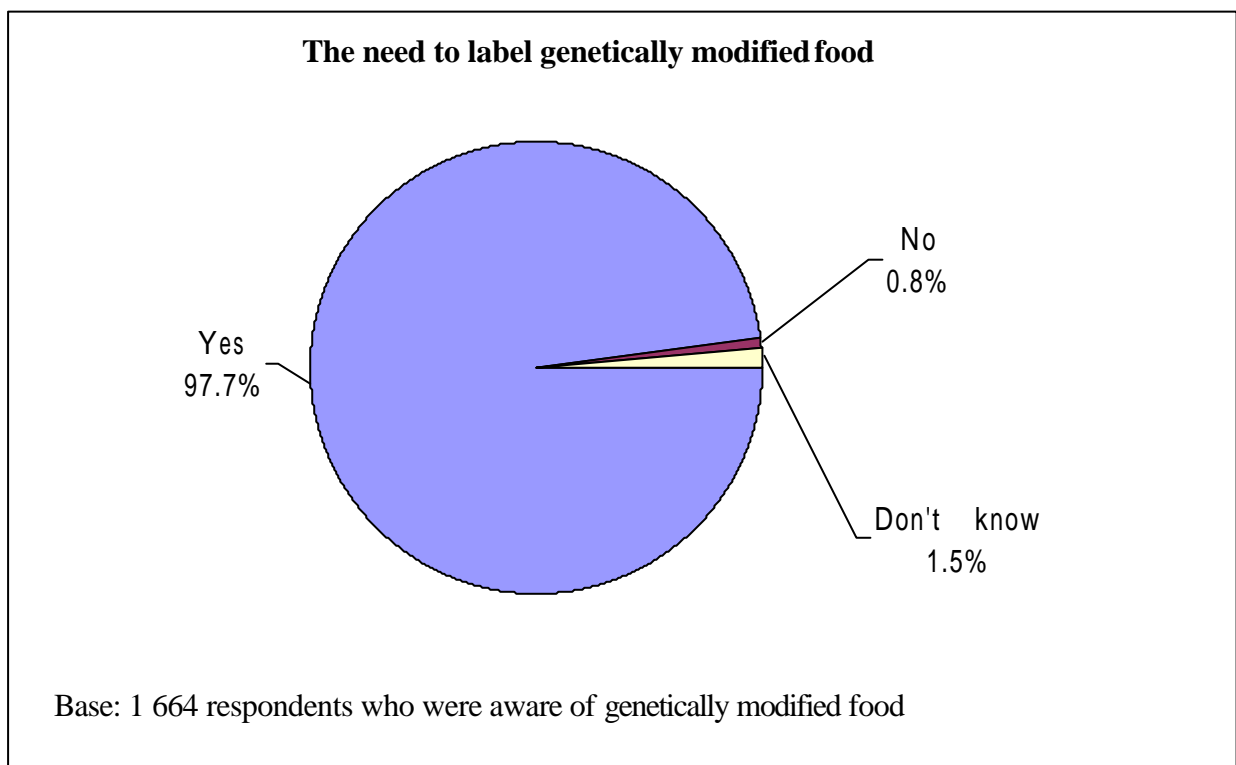
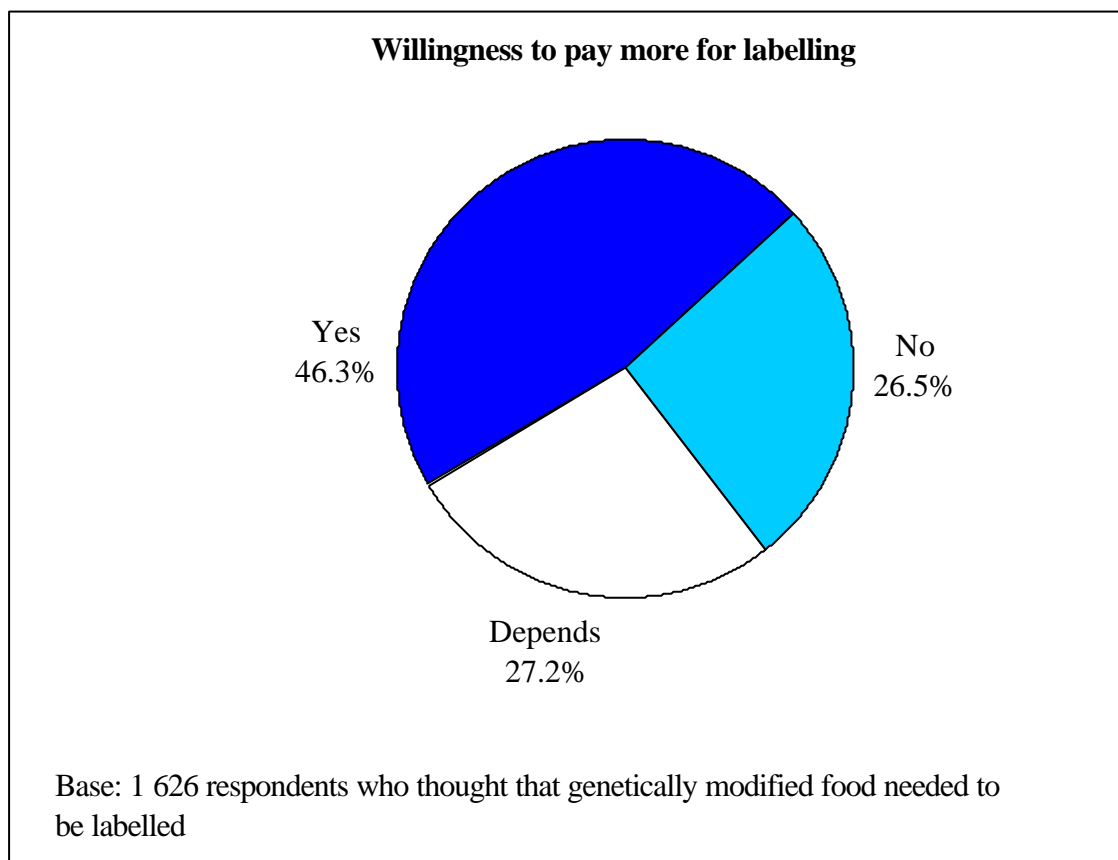


Table 26

Reasons for the need to label genetically modified food		
	No.	% #
To have the right to know	1 285	79.0
To be able to make informed choices	711	43.7
To be able to trace back the suppliers if problem arose	12	0.7
Base: Respondents who thought genetically modified food needed to be labelled	1 626	

This column did not add up to 100% as respondents could give multiple answers.

Chart 20

7. Conclusions & Recommendations

FEHD is responsible for food safety in order to ensure that food purchased or consumed by the public has achieved the requisite safety standard. In this benchmarking exercise, most of the respondents interviewed were aware of FEHD's work regarding food safety and environmental hygiene.

The respondents obtained information about FEHD's work on food safety through television, newspapers, radio and Government publicity leaflets and posters. Given that television followed by the Government homepage, newspapers and Government publicity leaflets/posters were being rated as the most preferred channels for obtaining the information about FEHD's work on food safety, more resources may be put in the upcoming media, such as Government homepage for enhancing public awareness on this aspect.

The respondents were also satisfied with the Government's overall efforts on food safety. About 90% considered it to be good or average. The level of satisfaction was particularly high concerning inspection of vegetables.

Patronage of food premises was very common, however, respondents were not accustomed to checking licenses. They perceived that the food was quite safe in most premises, except for cooked food stalls at roadside. It is therefore important to improve the public's attitude relating to checking of licenses and the display of the license in various premises. And people should aware that patronizing unlicensed food is not desirable and is a high risk behaviour.

Consumption of two kinds of high-risk food, namely sashimi/sushi and shellfish, was studied in this survey. The former was mainly consumed in food premises whilst for the later, consumption was more common at home. As a result, measures to ensure safety of sashimi/sushi should be addressed at food premises while better handling of shellfish at home should be promoted.

More respondents opted to purchase food for preparation of meals from markets instead of supermarkets. They perceived food in markets to be fresher, cheaper and with a wider range of variety.

Most of the respondents had already adopted basic measures such as cooking and washing food thoroughly and wrapping food in order to ensure safe food handling at home. However some of the basic practices were still overlooked by many people, such as appropriate temperature for hot holding of cooked food; soaking vegetables for at least an hour before cooking; and soaking shellfish in clean water for half a day before cooking, etc. More education programmes ought to be considered in order to enhance public awareness and knowledge in these areas.

Food hazards had raised concern among some of the respondents, in particular pesticide residues and pathogenic bacteria, which over half of the respondents thought that they had significant impact on their health. More inspections and testings of the food supply ought to be performed and test results ought to be released to the public to further enhance their trust and confidence in the Government relating to ensurance of food safety.

Given the three parties to rank, larger proportions of the respondents rated that the Government and suppliers were primarily responsible for ensuring food safety at home.

Most of the respondents were aware of genetically modified food and quite a significant proportion claimed that they would not purchase it. The respondents also required this kind of food to be properly labelled. It is thus advisable for FEHD to take proactive measures and initiate legislation in response to this increasing public demand.

In order to ensure that food supplied or consumed in Hong Kong is safe, it is essential that all following parties share equal responsibilities: the Government should be responsible for issues relating to legislation, control, inspection and public education; the suppliers should adopt proper procedures in purchase of raw materials, production, storage and delivery, as well as comply with the regulations set forth by the Government and follow the Good Manufacturing Practices; and the public should follow favourable practices in preparation of food at home or select proper premises for patronization. Ultimately, all three parties should work together to ensure that the requisite food standards are achieved.

Appendix A – Questionnaire (English version)

Serial: _____

Tel. Code: _____

Sup:	Case:
Edit:	Check:

Food and Environmental Hygiene Department Food Safety Survey

Name of respondent: _____ Name of interviewer: _____

Tel. no. of respondent: _____ Signature of interviewer: _____

Date/time of interview:

First interview : _____

Second interview : _____

Third interview : _____

Fourth interview : _____

Fifth interview : _____

Introduction

Hello, I am _____, an interviewer of Mercado Solutions (Asia) Ltd. We're now conducting a survey for the Food and Environmental Hygiene Department of the Hong Kong Government to collect Hong Kong people's knowledge about food safety. Would you please spare me about 15-20 minutes for an interview? We shall attach great importance to your valuable opinions, and the Government will take them into consideration when deciding the way forward for the promotion of food safety. The information you are going to provide, including your personal particulars, will be kept strictly confidential. Please accept our interview.

(Circle the appropriate answers given by the respondent.)

Random Selection of Respondent

How many members are there who are 15 or above living in your household? I mean those household members, excluding domestic helpers, who stay at this household at least 5 nights a week.

No. of eligible respondents : _____

Who are they (e.g. younger brother, elder sister, father)? Please list them from the youngest to the oldest one.

(Selection of respondent: Circle the last digit of the household's telephone code. Move along the column right under this digit, and circle the corresponding figure on the row where the eldest household member belongs to. Then interview the household member whose code number is the same as the figure.)

Code number	Household members aged 15 or above (Please list them from the youngest to the oldest one and record relationship)	Last digit of the telephone code									
		1	2	3	4	5	6	7	8	9	0
1.		1	1	1	1	1	1	1	1	1	1
2.		2	1	2	1	2	1	2	1	2	1
3.		2	3	1	2	3	1	2	3	1	2
4.		3	4	1	2	3	4	1	2	3	4
5.		5	1	2	3	4	5	1	2	3	4
6.		5	6	1	2	3	4	5	6	1	2
7.		3	4	5	6	7	1	2	3	4	5
8.		6	7	8	1	2	3	4	5	6	7
9.		8	9	1	2	3	4	5	6	7	8
10.		9	10	1	2	3	4	5	6	7	8

According to the information you're just given, we have randomly selected (the sampled household member) for interview. Would you please ask him/her to answer the call? (If the sampled respondent is not at home, arrange an interview on another date and time.)

(If the sampled respondent is not the one you first talk to, repeat the introduction; otherwise, go to S.1.)

S.1 How old are you? (Read out the age groups to the respondent.)

1. 14 or below (select another respondent or end the interview)
2. 15-17
3. 18-29
4. 30-39
5. 40-49
6. 50-59
7. 60-69
8. 70 or above

Awareness of the work of the FEHD on food safety
--

Q.1(a) Do you know that the Food and Environmental Hygiene Department of the Hong Kong Government is responsible for the work in the following **two areas**?

(Read out items (a) and (b).)

	Yes	No
(a) Food safety	1	2
(b) Environmental hygiene	1	2

(b) Regarding **food safety**, do you know that the Department performs the following duties?

(Read out items (a) to (g) in rotation.)

	Yes	No
[](a) It regularly takes food samples from food premises for testing	1	2
[](b) It regularly conducts special studies on the safety of selected food e.g. food for the Chinese New Year, sashimi and sushi, etc.	1	2
[](c) It has legislated that all prepackaged food for sale must bear a food label	1	2
[](d) It checks the food labels at food premises	1	2
[](e) It has started a study on the introduction of legislation of labelling on genetically modified food	1	2
[](f) It conducts inspections and tests on imported vegetables/poultry to make sure that they meet the safety standards	1	2
[](g) It performs meat inspections on pigs, cattle and goat at slaughterhouses	1	2

(c) Have you ever heard about "Hazard Analysis and Critical Control Point (HACCP)"?

1. Yes

Probe

 Please tell me the purpose of this system.

2. No _____

(If all the answers are "no" in Q.1b, Jump to Q.3.)

Channels to know the work of FEHD

Q.2 Through which channel(s) do you get to know the work of the Government on food safety? (Multiple answers allowed.)

1. Government publicity leaflets/posters
2. Government homepage
3. Government hotline
4. Television
5. Radio
6. Newspapers
7. Magazines
8. School/Classmates
9. Family members/relatives/friends
10. Others (Please specify): _____

Q.3 Through **which channel** do you prefer to get such government information?

1. Government publicity leaflets/posters
2. Government homepage
3. Government hotline
4. Television
5. Radio
6. Newspapers
7. Magazines
8. School/Classmates
9. Family members/relatives/friends
10. Others (Please specify): _____

Level of satisfaction with the performance of the FEHD on achieving food safety
--

Q.4 Do you consider the performance of the Government on (read out item (a) to (f) in rotation) very good, quite good, average, quite poor or very poor? (*If the answer is "quite poor" or "very poor", probe: On which aspect should improvement be made?*)

	Very good	Quite Good	Average	Quite Poor	Very Poor	Don't know/ No Comment	Aspects for improvement
[](a) Control of imported food	1	2	3	4	5	6	_____
[](b) Control of food labelling	1	2	3	4	5	6	_____
[](c) Taking food samples for testing	1	2	3	4	5	6	_____
[](d) Inspections of vegetable	1	2	3	4	5	6	_____
[](e) Inspections of food animals	1	2	3	4	5	6	_____
[](f) Overall	1	2	3	4	5	6	_____

Views on food safety hazards and the responsibility for food safety

Q.5 What is the impact of (Read out items (a) to (e) in rotation.) on your health? Is it significant, minor, or no impact?

	Significant Impact	Minor Impact	No impact	Don' t know / No comment
[(a)] Food additives	1	2	3	4
[(b)] Foods that cause allergic reactions	1	2	3	4
[(c)] Food contamination caused by environmental factors	1	2	3	4
[(d)] Pesticide residues	1	2	3	4
[(e)] Bacteria, I mean the bacteria that cause food-borne diseases	1	2	3	4

Q.6 In your opinion, who should be **primarily** responsible for ensuring food safety at your home? Family members, suppliers or government? Who' s next?

Group	Order of responsibility (Primary – 1, Secondary – 2, Tertiary – 3)
1. Family members	-----
2. Suppliers	-----
3. Government	-----
4. Don' t know/No comment	_____

Knowledge on genetically modified food and views on its labelling

Q.7 Have you ever heard of genetically modified food?

1. Yes
2. No (Jump to Q.10)

Q.8 If you know that the food is genetically modified, will you buy it?

1. Yes
2. No

3. Depends

Probe

Under what circumstances will you buy genetically modified food?

(Please specify): _____

4. Don' t know

Q.9 Do you think that genetically modified food needs to be labelled?

1. Yes

Probe

(a) Why is it needed? (Multiple answers allowed.)

1. The public has a right to know
2. To allow informed choices
3. Others (Please specify): _____

(b) If labelling is needed, the suppliers may transfer the costs to the customers. Are you willing to pay a little more money?

1. Willing
2. Not willing
3. Don't know/depends

2. No

Probe

Why isn't it needed? (Multiple answers allowed.)

1. I have confidence in the Government's efforts in monitoring food safety
2. I am illiterate
3. Information on the label is unreliable
4. Others (Please specify): _____

3. Don't know/

No comment

Habit of high-risk food consumption

Q.10 How frequently did you eat the following foods in the past month on average?
(Read out items (a) and (b).)

(a) Shellfish (e.g. clam, crab, shrimp)

1. Once a day or more
2. 2 to 6 times a week
3. Once a week
4. 2 to 3 times a month
5. Once a month
6. Nil

Probe

Did you usually eat at home or patronize the food premises outside?

1. At home
2. At food premises
3. At random

Probe

When you patronize the food premises, your major consideration is whether they have good reputation, they are low-priced or the environment is comfortable?

1. Good reputation
2. Low price
3. Comfortable environment
4. Others (Please specify): _____

(b) Sashimi/sushi

1. Once a day or more
2. 2 to 6 times a week
3. Once a week

☐

Did you usually eat at home or patronize the food premises outside?

4. 2 to 3 times amonth
5. Once a month

1. At home
2. At food premises
3. At random

☐

When you patronize the food premises, your major consideration is whether they have good reputation, they are low-priced or the environment is comfortable?

1. Good reputation
2. Low price
3. Comfortable environment
4. Others (Please specify):

Habit of patronizing food premises and views on the safety of food supplied by food premises

Q.11(a) How frequently did you patronize the food premises in Hong Kong in the past month on average?

1. Once a day or more
2. 2 to 6 times a week
3. Once a week
4. 2 to 3 times a month
5. Once a month
6. Nil

(b) When you patronise food premises, do you check whether they are licensed or not?

1. Yes
2. No

(c) Did you patronize any (read out items (i) and (ii) as follows) in the past month?
(If the interviewee's answer to Q.11(a) is "never", ask (ii) only; otherwise ask both (i) and (ii).)

	Yes	No	Don't know whether they are licensed
(i) Unlicensed food premises	1	2	3
(ii) Hawkers selling cooked food	1	2	-

Caution: only based on respondents' perception and understanding of food premises being unlicensed rather than actual knowledge.

Q12. How do you find the safety of the food currently supplied by (read out items (a) to (f) in rotation) in Hong Kong? Is it safe, average or unsafe?
(If the answer is "unsafe", probe): Why is it unsafe?

	Safe	Average	Unsafe	Don't know/ No comment	Reason(s) for unsafe
[J(a) High-class Chinese/western restaurants	1	2	3	4	
[J(b) Popular-class Chinese/western/tea restaurants	1	2	3	4	
[J(c) Fast food shops	1	2	3	4	
[J(d) Cooked food stalls in markets	1	2	3	4	
[J(e) Cooked food stalls at roadside	1	2	3	4	
[J(f) Shops selling cold drinks/confection/ice-cream	1	2	3	4	

Food purchasing habit and knowledge on food safety
--

Q.13(a) Did you buy food for preparation of meal in the past month?

1. Yes

Probe

 Where did you usually go to buy food?

(Multiple answers allowed.)

(If answer 'market', probe:) which market is it? Record: _____

- | | |
|---------------------------------------|---|
| 1. FEHD markets | } (Ask those who went to markets and supermarkets Q.13(b); ask those who only went to supermarkets Q.13(c); and ask those who only went to market Q.13(d).) |
| 2. Housing Authority markets | |
| 3. Markets in private housing estates | |
| 4. Supermarkets | |
| 5. Others (Please specify): _____ | |

2. No (Jump to Q13(e))

(b) Where do you prefer to buy food?

- | | |
|--------------------------|-------------------|
| 1. Supermarkets | (Ask Q.13(c)) |
| 2. Markets | (Jump to Q.13(d)) |
| 3. No special preference | (Jump to Q.13(e)) |

(c) Why did you go to supermarkets to buy food? (Multiple answers allowed.)

- | | |
|---------------------------------------|---------------------|
| 1. The price is low | } (Jump to Q.13(e)) |
| 2. The environment is hygienic | |
| 3. The food is safe | |
| 4. Long and convenient business hours | |
| 5. There are more choices | |
| 6. Pleasant environment | |
| 7. Others (Please specify): _____ | |

(d) Why did you go to markets to buy food? (Multiple answers allowed.)

- | |
|-----------------------------------|
| 1. The price is low |
| 2. The food is fresh |
| 3. There are more choices |
| 4. The environment is hygienic |
| 5. The food is safe |
| 6. Others (Please specify): _____ |

(e) When buying whole chicken, what kind of whole chicken will you or your family member buy? Chicken which are freshly killed, chilled or frozen?

- | | | | | |
|---------------------------|--|-------------------|------------|-----------|
| 1. Freshly killed | } <table border="1"><tr><td>Probe</td></tr></table> Which type of chickens do you buy most? | Probe | | |
| Probe | | | | |
| 2. Chilled | | | | |
| 3. Frozen | | | | |
| 4. Freshly killed/chilled | | | | |
| 5. Freshly killed/frozen | | | | |
| 6. Chilled/frozen | | | | |
| 7. All three | | | | |
| 8. Never buy any chicken | <table border="0"> <tr> <td>1. Freshly killed</td> </tr> <tr> <td>2. Chilled</td> </tr> <tr> <td>3. Frozen</td> </tr> </table> | 1. Freshly killed | 2. Chilled | 3. Frozen |
| 1. Freshly killed | | | | |
| 2. Chilled | | | | |
| 3. Frozen | | | | |

- Q.14 How do you find the safety of the **uncooked food** currently sold in (read out the following items in rotation) in Hong Kong? Is it safe, average or unsafe? (If the answer is “unsafe”, probe): Why is it unsafe?

	Safe	Average	Unsafe	Don' t know/ No comment	Reason(s) for unsafe
[](a) Supermarkets	1	2	3	4	
[](b) Ordinary markets	1	2	3	4	
[](c) Independent fresh meat shops (Fresh meat stalls)	1	2	3	4	
[](d) Independent frozen meat shops	1	2	3	4	
[](e) Independent poultry stalls	1	2	3	4	
[](f) Independent fish stalls	1	2	3	4	
[](g) Hawkers in the streets	1	2	3	4	

- Q.15 How do you find the safety of the sashimi/sushi currently sold in Hong Kong? Is it safe, average or unsafe?

1. Safe
2. Average
3. Unsafe Probe Why is it unsafe? _____
4. Don' t know/No comment

- Q.16 When you buy prepackaged food, do you check the food labelling or not?

1. Yes Probe What information do you check for?
 1. “Best before” or “use by” date
 2. List of ingredients
 3. Name of manufacturer
 4. Others (Please specify): _____

(Multiple answers allowed.)
2. No Probe Why don' t you check it?
 1. I have confidence in the Government' s efforts in monitoring food labelling
 2. I am illiterate
 3. Information on the label is unreliable
 4. Others (Please specify): _____

(Multiple answers allowed.)

- Q.17 Can you tell the difference between “use by” and “best before” date?

1. Yes Probe Please state the difference: (Multiple answers allowed.)
 1. The food labeled with "use by ..."is generally more perishable and should not be used for human consumption after the specified date.
 2. According to the current legislation, while it is an offence to sell food with the label "use by ..." after the specified date, it is not against the law to sell food with the label "best before ..." after the specified date.
 3. Others (Please specify): _____
2. No

Q.18 Do you think the information on the label accurate or not?

1. Yes
2. No
3. Depending on the brand/supplier
4. Others (Please specify): _____ -
5. Don't know

Knowledge on safety of food processed at home

Q.19 Did you prepare any meals at home in the past month?

1. Yes

Probe

 How frequently is it in general?
 1. Once a day or more
 2. 2 to 6 times a week
 3. Once a week
 4. 2 to 3 times a month
 5. Once a month
2. No

Q.20(a) When you prepare meals at home, the following methods may be adopted to avoid the food being contaminated by bacteria. Will you (read out (a) to (f) in rotation)?

	Yes	No
[](a) Place the food in the refrigerator	1	2
[](b) Cook the food thoroughly	1	2
[](c) Separate cooked food from raw food to avoid cross-contamination by bacteria	1	2
[](d) Wash hands which have touched raw food before handling cooked food	1	2
[](e) Wash the food thoroughly	1	2
[](f) Cover/wrap the food properly	1	2

(b) If cooked food and raw food are to be placed in the refrigerator, which one will you put in the upper part of the refrigerator to avoid cross-contamination by bacteria?

1. Cooked food
2. Raw food
3. No fixed arrangement
4. Don't know/No comment

Q.21 Now I would like to know your habit in handling food.

(a) When you wash vegetables, will you first soak them thoroughly?

1. Yes ☐ Probe How long do you soak them? _____minutes

☐ Probe Why?

1. The pesticide residues can be reduced
2. Others (Please specify): _____

2. No ☐ Probe Why?

1. It is troublesome
2. Do not have time
3. Others (Please specify): _____

3. Don't know

(b) When you wash shellfish, will you first soak them in clean water for half a day?

1. Yes ☐ Probe Why?

1. That makes the shellfish spit out the dirt inside their bodies
2. Others (Please specify): _____

2. No ☐ Probe Why?

1. It is troublesome
2. Do not have time
3. Others (Please specify): _____

3. Don't know

(c) Will you cook egg thoroughly before consumption?

1. Yes ☐ Probe Will you fully cook or partially cook the egg?

- i. Fully cook ☐ Probe Why?
 - a. All bacteria can be killed
 - b. Others (Please specify): _____

- ii. Partially cook ☐ Probe Why?
 - a. I like to eat partially-cooked eggs
 - b. Others (Please specify): _____

- iii. Depends

2. No ☐ Probe Why don't you cook the _____ egg?

3. Don't know/ depends

Q.22 Cooked food not immediately consumed can be stored in a hot or cold place.

If it is stored in (read out (a) & (b) in rotation), what should be the temperature of that place in degree Celsius?

(a) a cold place

1. 4 degree Celsius or below

2. Others (please specify): _____

3. Don't know

(b) a hot place

1. 63 degree Celsius or above

2. Others (please specify): _____

3. Don't know

Personal Particulars

Now, I would like to collect some of your personal particulars for the sake of aggregate analysis. The information provided will be kept strictly confidential.

- Q.23 (a) (Record the sex of the respondent) 1. Male 2. Female
- (b) (Record the language used by the respondent) 1. Cantonese 2. Putonghua 3. English

(c) How many years have you been living in Hong Kong?

- | | | |
|----------------------|------------------|----------------------|
| 1. Less than 7 years | 4. 18 - 29 years | 7. 50 - 59 years |
| 2. 7 - 14 years | 5. 30 - 39 years | 8. 60 - 69 years |
| 3. 15 - 17 years | 6. 40 - 49 years | 9. 70 years or above |

(d) What is your education level?

- | | |
|--|--|
| 1. I have received no formal education | 4. Senior secondary (Form 4 to Form 7) |
| 2. Primary | 5. Post-secondary or above |
| 3. Junior secondary (Form 1 to Form 3) | |

(e) Do you have a full-time job?

Record occupation: _____ Position: _____

1.

Yes

2. No

Probe

 What is your occupation?

Probe

 Are you (read out the following items)?

(Read out the following items.)

- | | |
|--|---|
| 1. Professional/Associate-professional | 1. a student |
| 2. Executive/Manager | 2. a homemaker |
| 3. Clerical worker | 3. a retired person |
| 4. Skilled worker | 4. an unemployed person/a person waiting for employment |
| 5. Unskilled worker | 5. Others (Please specify): _____ |
| 6. Service or Sales worker | |
| 7. Others (Please specify): _____ | |

(If the respondent has a full-time job, go to (f); otherwise go to (g).)

(f) What is your monthly income? (Read out the following income groups for selection)

- | | |
|------------------------|------------------------|
| 1. Below \$5,000 | 4. \$15,000 - \$19,999 |
| 2. \$5,000 - \$9,999 | 5. \$20,000 - \$29,999 |
| 3. \$10,000 - \$14,999 | 6. \$30,000 or above |

(g) Which district do you live in?

- | | | |
|-------------|------------------|----------------|
| 1. Central | 7. Yau Tsim | 13. Kwai Tsing |
| 2. Western | 8. Mong Kok | 14. Tsuen Wan |
| 3. Wan Chai | 9. Sham Shui Po | 15. Tuen Mun |
| 4. Eastern | 10. Kowloon City | 16. Yuen Long |
| 5. Southern | 11. Wong Tai Sin | 17. North |
| 6. Islands | 12. Kwun Tong | 18. Tai Po |
| | | 19. Sha Tin |
| | | 20. Sai Kung |

~ Thank you for your valuable opinions! ~

Appendix B – Weighted and unweighted data

(Note: ‘Un’ represent the unweighted data while ‘W’ represent the weighted data)

Serial: _____

Tel. Code: _____

Sup:	Case:
Edit:	Check:

Food and Environmental Hygiene Department Food Safety Survey

Name of respondent: _____ Name of interviewer: _____

Tel. no. of respondent: _____ Signature of interviewer: _____

Date/time of interview:

First interview _____

Second interview _____

Third interview _____

Fourth interview _____

Fifth interview _____

Introduction

Hello, I am _____, an interviewer of Mercado Solutions (Asia) Ltd.. We're now conducting a survey for the Food and Environmental Hygiene Department of the Hong Kong Government to collect Hong Kong people's knowledge about food safety. Would you please spare me about 15-20 minutes for an interview? We shall attach great importance to your valuable opinions, and the Government will take them into consideration when deciding the way forward for the promotion of food safety. The information you are going to provide, including your personal particulars, will be kept strictly confidential. Please accept our interview.

(Circle the appropriate answers given by the respondent.)

Random Selection of Respondent

How many members are there who are 15 or above living in your household? I mean those household members, excluding domestic helpers, who stay at this household at least 5 nights a week.

No. of eligible respondents : _____

Who are they (e.g. younger brother, elder sister, father)? Please list them from the youngest to the oldest one.

(Selection of respondent: Circle the last digit of the household's telephone code. Move along the column right under this digit, and circle the corresponding figure on the row where the eldest household member belongs to. Then interview the household member whose code number is the same as the figure.)

Code number	Household members aged 15 or above (Please list them from the youngest to the oldest one and record relationship)	Last digit of the telephone code									
		1	2	3	4	5	6	7	8	9	0
1.		1	1	1	1	1	1	1	1	1	1
2.		2	1	2	1	2	1	2	1	2	1
3.		2	3	1	2	3	1	2	3	1	2
4.		3	4	1	2	3	4	1	2	3	4
5.		5	1	2	3	4	5	1	2	3	4
6.		5	6	1	2	3	4	5	6	1	2
7.		3	4	5	6	7	1	2	3	4	5
8.		6	7	8	1	2	3	4	5	6	7
9.		8	9	1	2	3	4	5	6	7	8
10.		9	10	1	2	3	4	5	6	7	8

According to the information you're just given, we have randomly selected (the sampled household member) for interview. Would you please ask him/her to answer the call? (If the sampled respondent is not at home, arrange an interview on another date and time.)

(If the sampled respondent is not the one you first talk to, repeat the introduction; otherwise, go to S.1.)

S.1 How old are you? (Read out the age groups to the respondent.)

1.	14 or below (select another respondent or end the interview)	Un%	W%
2.	15-17	6.7	4.9
3.	18-29	19.8	20.2
4.	30-39	21.6	23.2
5.	40-49	21.5	21.5
6.	50-59	12.4	12.1
7.	60-69	9.7	9.1
8.	70 or above	8.3	9.0

Awareness of the work of the FEHD on food safety
--

Q.1(a) Do you know that the Food and Environmental Hygiene Department of the Hong Kong Government is responsible for the work in the following **two areas**?

(Read out items (a) and (b).)

	Yes(1)		No(2)	
	Un%	W%	Un%	W%
(a) Food safety	71.0	71.2	29.0	28.8
(b) Environmental hygiene	71.6	71.2	28.4	28.8

(b) Regarding **food safety**, do you know that the Department performs the following duties?
(Read out items (a) to (g) in rotation.)

	Yes(1)		No(2)	
	Un%	W%	Un%	W%
[](a) It regularly takes food samples from food premises for testing	63.3	63.3	36.7	36.7
[](b) It regularly conducts special studies on the safety of selected food e.g. food for the Chinese New Year, sashimi and sushi, etc.	43.3	43.2	56.7	56.8
[](c) It has legislated that all prepackaged food for sale must bear a food label	56.4	55.9	43.6	44.1
[](d) It checks the food labels at food premises	46.9	46.8	53.1	53.2
[](e) It has started a study on the introduction of legislation of labelling on genetically modified food	37.7%	37.7	62.3	62.3
[](f) It conducts inspections and tests on imported vegetables/poultry to make sure that they meet the safety standards	66.3%	66.3	33.7	33.7
[](g) It performs meat inspections on pigs, cattle and goat at slaughterhouses	67.6%	67.7	32.4	32.3

(c) Have you ever heard about "Hazard Analysis and Critical Control Point (HACCP)"?

1. Yes Un% W%
1.6 1.7

Probe Please tell me the purpose of this system.

Cited correctly

- To control food safety
- To protect public safety against food poisoning

Un#	W#
11	12.2
9	9.4
2	2.9

Cited incorrectly	<u>14</u>	<u>14.4</u>
• To test for the safety of food	7	6.1
• To control bacteria in food	3	2.6
• To check expiry date of food	2	1.7
• To test for the content of microorganism in food	1	1.1
• To prohibit genetically modified food	1	2.0
• It's about heavy metal	1	2.2
• To keep the hygiene checking records	1	0.4
Not specified	8	8.3
# indicate the number of respondents		

2. No Un% W%
 98.4 98.3

(If all the answers are "no" in Q.1b, Jump to Q.3.)

Channels to know the work of FEHD

Q.2 Through which channel(s) do you get to know the work of the Government on food safety?

(Multiple answers allowed.)

	Un%	W%
1. Government publicity leaflets/posters	10.5	10.6
2. Government homepage	5.4	5.7
3. Government hotline	0.9	0.8
4. Television	91.0	91.4
5. Radio	22.8	23.0
6. Newspapers	57.1	57.5
7. Magazines	6.4	6.2
8. School/Classmates	2.7	2.5
9. Family members/relatives/friends	2.7	2.6
10. Others (Please specify):		
• Seminar	0.4	0.5
• Seeing government officers taking food sample	0.3	0.3

Q.3 Through which channel do you prefer to get such government information?

	Un%	W%
1. Government publicity leaflets/posters	6.0	5.7
2. Government homepage	8.1	8.4
3. Government hotline	0.6	0.6
4. Television	71.0	71.8
5. Radio	3.1	3.0
6. Newspapers	7.5	7.4
7. Magazines	0.2	0.2
8. School/Classmates	0.9	0.6
9. Family members/relatives/friends	0.7	0.7
10. Others (Please specify)		
• Government departments & related organizations	1.2	1.2
• Public area	0.6	0.5

<p>Level of satisfaction with the performance of the FEHD on achieving food safety</p>
--

Q.4 Do you consider the performance of the Government on (read out item (a) to (f) in rotation) very good, quite good, average, quite poor or very poor? *(If the answer is "quite poor" or "very poor", probe): On which aspect should improvement be made?*

	Very good (1)		Quite Good (2)		Average (3)		Quite Poor (4)		Very Poor (5)		Don't know/ No Comment (6)	
	Un%	W%	Un%	W%	Un%	W%	Un%	W%	Un%	W%	Un%	W%
(a) Control of imported food	2.8	2.8	42.2	41.0	44.7	45.6	1.4	1.6	0.4	0.5	8.5	8.5
(b) Control of food labelling	1.5	1.4	36.3	36.0	45.8	46.1	3.4	3.4	0.5	0.6	12.4	12.5
(c) Taking food samples for testing	2.3	2.3	38.5	37.4	43.5	44.1	2.2	2.5	0.1	0.1	13.4	13.7
(d) Inspections of vegetable	3.1	3.1	50.5	50.0	38.0	39.1	1.3	1.3	0.3	0.2	6.8	6.2
(e) Inspections of food animals	2.6	2.6	42.7	42.0	42.4	43.5	2.6	2.4	0.4	0.5	9.3	9.0
(f) Overall	1.7	1.6	40.2	39.3	47.7	49.2	0.5	0.5	*	*	9.8	9.4

* denotes less than 0.05%

Aspects for improvement	To enhance monitoring		To increase number of staff		To increase transparency		To enhance food smuggling checking			
	Un#	W#	Un#	W#	Un#	W#	Un#	W#		
(a) Control of imported food	31	32.9	4	7.4	1	1.1	1	0.8		

Aspects for improvement	To enhance monitoring		To enhance control over content of labels		To enhance enforcement		To increase number of staff		To enhance public education		Not specified	
	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#
(b) Control of food labelling	42	48.4	33	30.2	4	2.4	1	1.6	1	0.4	1	1.2

Aspects for improvement	To enhance monitoring		To increase number of staff							
	Un#	W#	Un#	W#						
(c) Taking food samples for testing	45	51.3	1	1.1						

Aspects for improvement	To enhance monitoring		To increase testing for illegal tran. of vegetables		To decrease testing to avoid food wastage	
	Un#	W#	Un#	W#	Un#	W#
(d) Inspections of vegetable	30	28.9	1	0.7	1	1.2

Aspects for improvement	To enhance monitoring		To increase punishment		To increase the sense of responsibility of staff	
	Un#	W#	Un#	W#	Un#	W#
(e) Inspections of livestock for food use	59	57.8	3	3.1	1	0.9

indicate the number of respondents

Views on food safety hazards and the responsibility for food safety

Q.5 What is the impact of (Read out items (a) to (e) in rotation.) on your health? Is it significant, minor, or no impact?

	Significant Impact (1)		Minor Impact(2)		No impact(3)		Don' t know/ No comment	
	Un%	W%	Un%	W%	Un%	W%	Un%	W%
(a) Food additives	27.3	27.0	52.7	52.5	11.8	11.8	8.3	8.7
(b) Foods that cause allergic reactions	25.0	25.0	45.3	44.4	19.6	20.2	10.1	10.5
(c) Food contamination cause by environmental factors	48.7	47.7	38.4	39.0	6.8	6.8	6.0	6.5
(d) Pesticide residues	66.5	66.4	25.4	25.7	5.1	5.1	3.0	2.7
(e) Bacteria, I mean the bacteria that cause food-borne diseases	59.2	59.9	28.9	27.5	6.4	6.9	5.4	5.7

Q.6 In your opinion, who should be **primarily** responsible for ensuring food safety at your home? Family members, suppliers or government? Who' s next?

Group	Order of responsibility						4. Don' t know/ No comment	
	(Primary – 1,		Secondary – 2,		Tertiary – 3)			
	Un%	W%	Un%	W%	Un%	W%	Un%	W%
1. Family members	11.4	11.4	18.7	18.7	65.6	65.5	4.2	4.4
2. Suppliers	41.2	41.4	40.2	40.1	14.3	14.2	4.2	4.4
3. Government	43.1	42.8	36.8	36.8	15.8	16.0	4.2	4.4

Knowledge on genetically modified food and views on its labelling

Q.7 Have you ever heard of genetically modified food?

	Un%	W%
1. Yes	82.5	82.6
2. No	17.5	17.4

(Jump to Q.10)

Q.8 If you know that the food is genetically modified, will you buy it or not?

	Un%	W%
1. Yes	34.6	35.8
2. No	50.5	49.7
3. Depends	7.9	7.7

Probe Under what circumstances will you buy genetically modified food?

(Please specify): _____

	Un%	W%
• Effect on health	69.5	70.8
• Others	31.3	30.4
4. Don't know	7.0	6.8

Q.9 Do you think that genetically modified food needs to be labelled ?

	Un%	W%
1. Yes	97.7	97.9

Probe (a) Why is it needed? (Multiple answers allowed.)

	Un%	W%
1. The public has a right to know	79.0	78.7
2. To allow informed choices	43.7	43.9
3. Others (Please specify): _____		
• To be able to trace back the Suppliers if problem arose	0.7	0.8

(b) If food labelling is needed, the suppliers may transfer the costs to the customers. Are you willing to pay a little more money?

	Un%	W%
1. Willing	46.3	46.3
2. Not willing	26.5	26.6
3. Don't know/Depends	27.2	27.1

2. No 0.8 0.7

Probe

 Why isn't it needed? (Multiple answers allowed.)

	Un%	W%
1. I have confidence in the Government's efforts in monitoring food safety	23.1	21.5
2. Not understanding the label (including those illiterate ones)	23.1	18.4
3. Information on the label is unreliable	15.4	17.7
4. Others (Please specify):		
• It is the same natural food	23.1	26.5
• Won't notice the label	7.7	6.7
• It is not entirely proven that it is harmful	7.7	9.2

3. Don't know/ 1.5 1.4
No comment

Habit of high-risk food consumption

Q.10 How frequently did you eat the following foods in the past month on average?
(Read out items (a) and (b))

(b) Shellfish (e.g. clam, crab, shrimp)

	Un%	W%
1. Once a day or more	1.0	1.0
2. 2 to 6 times a week	5.0	5.2
3. Once a week	11.5	11.7
4. 2 to 3 times a month	26.1	26.9
5. Once a month	17.5	17.3
6. Nil	38.9	37.9

Q10(a) code (1-5), Probe

Did you usually eat at home or patronize the food premises outside?

	Un%	W%
1. At home	51.5	53.0
2. At food premises	32.1	30.5
3. At random	16.5	16.5

Q10(a) code (1-5), then code (2-3), Probe

When you patronize the food premises, your major consideration is whether they have good reputation, they are low-priced or the environment is comfortable?

	Un%	W%
1. Good reputation	40.5	39.9
2. Low-priced	15.4	26.9
3. Comfortable environment	27.8	16.4
4. Others (Please specify)		
• Convenient location	9.9	10.2
• High quality food	5.4	5.1
• Decided by friends	0.5	0.6
• No preference	0.3	0.5
• Meals are not served at home	0.3	0.3

(b)	Sashimi/sushi	Un%	W%
1.	Once a day or more	0.1	0.1
2.	2 to 6 times a week	1.1	1.1
3.	Once a week	4.4	4.4
4.	2 to 3 times a month	18.3	18.5
5.	Once a month	14.7	14.8
6.	Nil	61.4	61.2

Q10(b) code (2-6), Probe

Did you usually eat at home or patronize the food premises outside?

		Un%	W%
1.	At home	13.2	12.6
2.	At food premises	75.5	75.7
3.	At random	11.3	11.6

Q10(b) code (2-6), then code (2-3), probe

When you patronize the food premises, your major consideration is whether they have good reputation, they are low-priced or the environment is comfortable?

		Un%	W%
1.	Good reputation	38.9	39.4
2.	Low-priced	14.6	26.0
3.	Comfortable environment	27.2	15.1
4.	Others (Please specify)		
	• Convenient location	9.3	10.0
	• High quality food	9.0	8.8
	• Others (variety, convenient for taking away, no need to queue)	0.9	0.8

✓

Habit of patronizing food premises and views on the safety of food supplied by food premises

Q.11(a) How frequently did you patronize the food premises in Hong Kong in the past month on average?

	Un%	W%
1. Once a day or more	37.2	36.4
2. 2 to 6 times a week	22.7	23.7
3. Once a week	14.3	14.0
4. 2 to 3 times a month	12.1	13.0
5. Once a month	5.9	5.7
6. Nil	7.7	7.2

(b) When you patronize food premises, do you check whether they are licensed or not?

	Un%	W%
1. Yes	35.0	35.8
2. No	65.0	64.2

(c) Did you patronize any (read out items (i) and (ii) as follows) in the past month?
(If the interviewee's answer to Q.11(a) is "never", ask (ii) only; otherwise ask both (i) and (ii).)

	Yes(1)		No(2)		Don't know whether they are licensed(3)	
	Un%	W%	Un%	W%	Un%	W%
(i) Unlicensed food premises	13.4	14.3	65.0	63.8	21.6	21.9
(ii) Hawkers selling cooked food	23.9	25.2	76.1	74.8	-	-

Caution: only based on respondents' perception and understanding of food premises being unlicensed rather than actual knowledge

Q12. How do you find the safety of the food currently supplied by (read out items (a) to (f) in rotation) in Hong Kong? Is it safe, average or unsafe?

(If the answer is "unsafe", probe): Why is it unsafe?

	Safe (1)		Average (2)		Unsafe (3)		Don't know / No comment (4)	
	Un%	W%	Un%	W%	Un%	W%	Un%	W%
(a) High-class Chinese/western restaurants	57.7	57.5	36.8	37.3	0.5	0.5	5.0	4.7
(b) Popular-class Chinese/western/tea restaurants	27.6	27.7	64.7	64.1	3.3	3.4	4.5	4.8
(c) Fast food shops	22.0	21.9	64.0	63.6	5.1	5.1	8.9	9.4
(d) Cooked food stalls in markets	7.2	6.9	54.7	54.1	16.0	16.1	22.2	22.9
(e) Cooked food stalls at roadside	3.1	2.9	42.0	42.4	28.8	28.4	26.0	26.3

Food Safety Survey

(f)Shops selling cold drinks/confection/ice-cream		16.3	16.3	54.8	54.3	1.9	1.8	27.0	27.6								
Reasons for unsafe	Unhygienic environment	Unhygienic food	Unhygienic utensils/facilities		Staff were not aware of personal hygiene		Learned from experience		Insufficient control by government		The managerial staff are low in quality		Not specified				
	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#	Un# W#				
(a)High-class Chinese/Western restaurants		(Unhygienic)															
		7	7.9	-	-	-	-	-	-	2	1.1	1	0.9	-	-	-	-
(b)Popular-class Chinese/Western/Tea restaurants		39	38.7	16	15.6	10	12.0	4	3.9	3	3.7	2	1.6	-	-	2	2.4
(c)Fast food shops		55	58.2	43	43.5	23	20.7	1	0.7	2	1.5	2	1.6	1	0.4	5	5.4
(d)Cooked food stalls in markets		175	177.7	148	148.7	19	18.4	2	1.1	-	-	3	2.2	-	-	4	3.0
(f)Shops selling cold drinks/confection/ice-cream		7	7.1	22	18.8	6	6.1	-	-	1	2.5	-	-	-	-	2	1.7
(e)Cooked food stalls at roadside		(Staff were not attentive to food safety issues)															
		382	383.8	167	158.2	41	42.5	1	0.9	2	2.9	22	21.8	-	-	2	1.4

indicate number of respondents

Food purchasing habit and knowledge on food safety
--

Q.13(a) Did you buy food for preparation of meal in the past month?

	Un%	W%
1. Yes	61.5	59.9
2. No (Jump to Q13(e))	38.5	40.1

(1), Probe

Where did you usually go to buy food?

(Multiple answers allowed.)

(If answer 'market', probe:) which market is it? Record: _____

	Un%	W%
1. FEHD markets	55.4	55.8
2. Housing Authority markets	25.6	26.5
3. Markets in private housing estates	13.1	12.7
4. Supermarkets	37.1	36.2
5. Others (Please specify): _____	-	-

(Ask those who went to markets and supermarkets Q.13(b);
ask those who only went to supermarkets Q.13(c);
and ask those who only went to market Q.13(d).)

(b) Where do you prefer to buy food?

		Un%	W%
1. Supermarkets	(Ask Q.13(c))	19.7	17.8
2. Markets	(Jump to Q.13(d))	62.5	63.6
3. No special preference	(Jump to Q.13(e))	17.8	18.6

(c) Why did you go to supermarkets to buy food? (Multiple answers allowed.)

		Un%	W%
1. The price is low		8.2	7.5
2. The environment is hygienic		72.5	71.7
3. The food is safe		22.8	23.9
4. Long and convenient business hours	(Jump to Q.13(e))	36.3	36.9
5. There are more choices		17.5	18.4
6. Pleasant environment		28.7	28.9
7. Others (Please specify): _____			
• Convenient location		5.8	5.6
• Fair weighing		1.8	1.9
• Good management		1.8	1.2

(d) Why did you go to markets to buy food? (Multiple answers allowed.)

	Un%	W%
1. The price is low	35.3	35.4
2. The food is fresh	50.5	52.0
3. There are more choices	61.2	62.1
4. The environment is hygienic	3.0	3.3
5. The food is safe	1.9	1.8
6. Others (Please specify): _____		
• Convenient location	19.0	18.5
• No other options	0.5	0.5
• Others (pleasant environment, good management, close relationship)	0.5	0.6

(e) When buying whole chicken, what kind of whole chicken will you or your family member buy? Chicken which are freshly killed, chilled or frozen?

	Un%	W%
1. Freshly killed	71.7	72.5
2. Chilled	4.3	4.3
3. Frozen	5.1	5.1
4. Freshly killed/chilled	2.8	3.4
5. Freshly killed/frozen	2.0	2.1
6. Chilled/frozen	0.3	0.4
7. All three	2.9	3.3
8. Never buy any chicken	10.8	8.7
Don't know	0.1	0.2

(4-7), Probe

Which type of chickens do you buy most?

	Un%	W%
1. Freshly killed	63.6	62.9
2. Chilled	18.5	21.0
3. Frozen	17.9	16.1

Q.14 How do you find the safety of the **uncooked food** currently sold in (read out the following items in rotation) in Hong Kong? Is it safe, average or unsafe? (If the answer is "unsafe", probe): Why is it unsafe?

	Safe(1)		Average(2)		Unsafe(3)		Don't know/ No comment(4)	
	Un%	W%	Un%	W%	Un%	W%	Un%	W%
(a) Supermarkets	54.7	54.8	34.8	35.1	2.5	2.4	8.0	7.7
(b) Ordinary markets	44.0	42.6	48.6	49.7	2.8	2.9	4.6	4.8
(c) Independent fresh meat shops (Fresh meat stalls)	38.5	38.3	52.2	52.3	1.8	1.6	7.5	7.8
(d) Independent frozen meat shops	35.3	35.5	53.5	53.6	1.1	1.0	10.0	9.9
(e) Independent poultry stalls	36.1	36.6	51.9	51.7	2.5	2.5	9.4	9.3
(f) Independent fish stalls	38.2	38.6	52.2	51.9	1.2	1.1	8.5	8.4
(g) Hawkers in the streets	4.1	4.2	33.4	34.4	33.2	32.1	29.3	29.3

Food Safety Survey

Reasons for unsafe	Improper storage		Selling food beyond its "best before" or "use by" date		Improper processing		Insufficient control by government		Unknown/unreliable sources		Staff were not aware of hygiene issues		Improper transportation		Not specified	
	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#
(a) Supermarkets	18	16.3	13	12.3	8	7.8	3	3.5	2	2.1	2	1.8	1	0.7	4	4.4

Reasons for unsafe	Improper storage		Unknown/unreliable sources		Improper processing		Unhygienic Environment		Insufficient control by government		Staff were not aware of hygiene issues		Not specified	
	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#
(b) Ordinary markets	21	18.9	8	10.7	6	6.5	15	15.9	3	1.4	2	1.8	2	2.3

Reasons for unsafe	Improper storage		Unknown/unreliable sources		Improper processing		Unhygienic Environment		Insufficient control by government		Improper transportation		Not specified	
	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#
(c) Independent fresh meat shops	23	19.1	7	6.5	2	1.7	2	2.3	1	0.5	1	1.2	1	0.9

Reasons for unsafe	Unknown/unreliable sources		Improper processing		Improper storage		Unhygienic Environment		Selling food beyond its "best before" or "use by" date		Unhygienic Utensils/facilities	
	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#
(d) Independent frozen meat shops	4	3.0	3	1.6	9	8.3	4	3.6	2	2.1	1	1.2

Reasons for unsafe	Unhygienic Environment		Improper storage		Unknown/unreliable sources	
	Un#	W#	Un#	W#	Un#	W#
(e) Independent poultry stalls	38	38.1	9	7.2	5	6.0

Reasons for unsafe	Unhygienic Environment		Improper storage		Improper processing		Unknown/unreliable sources		Insufficient control by government	
	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#
(f) Independent fish stalls	11	10.4	9	8.0	4	2.6	3	3.3	1	1.2

Reasons for unsafe	Unknown/unreliable sources		Improper processing		Improper storage		Unhygienic Environment		Insufficient control by government		No license		Learned from experience		Unhygienic utensils/facilities		Staff were not aware of hygiene issues	
	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#	Un#	W#
(g) Independent hawkers in the streets	228	223.8	58	59.6	22	21.2	253	241.7	129	122.0	4	2.9	4	4.3	3	3.8	2	0.7

indicate number of respondents

Q.15 How do you find the safety of the sashimi/sushi currently sold in Hong Kong? Is it safe, average or unsafe?

	Un%	W%
1. Safe	19.2	19.1
2. Average	40.8	40.9
3. Unsafe	11.2	11.0
4. Don't know/No comment	28.9	29.0
Probe		
Why is it unsafe? _____	Un#	W#
• Unhygienic food	186.0	183.5
Improper storage	110.0	114.2
Improper processing	74.0	66.4
Selling food beyond its expiry date	9.0	9.0
No regular bacteria killing	1.0	0.9
• Staff were not aware of hygiene issues	13.0	13.0
• No specification of production date	13.0	11.4
• Learned from experience	9.0	8.3
• Improper transportation	7.0	9.1
• Unhygienic utensils / facilities	5.0	6.7
• Unhygienic environment	2.0	1.9
• Insufficient control by government	2.0	1.8

indicate number of respondents

Q.16 When you buy pre-packaged food, do you check the food labelling?

	Un%	W%
1. Yes	87.2	87.2
2. No	12.8	12.8

(1-Yes), Probe: What information do you check for? (Multiple answers allowed.)

	Un%	W%
1 "Best before" or "use by" date	98.8	98.8
2. List of ingredients	32.1	32.2
3. Name of manufacturer	6.4	6.4
4. Others (Please specify:)		
• Country of origin	1.5	1.5
• Date of production	0.6	0.5
• Others (whether the weight was value-for-money, whether the product was genetically modified)	0.2	0.1

(2-No), Probe: Why don't you check it? (Multiple answers allowed.)

	Un%	W%
1. Not understanding the labels (including those illiterate ones)	40.2	39.7
2. Confident in the Government's control of food labeling	26.3	25.0
3. Not interested to know	15.4	16.3
4. Not trusting the information on the labels	14.3	15.0
5. Confident in the labels	1.9	2.4
6. Believed that food for sale ought not to have passed "best before" or "use by" date	1.5	1.2
7. Others (not buying food, not buying pre-packaged food, learned from experience)	1.2	0.8
8. Not specified	0.8	0.9

Q.17 Can you tell the difference between “use by” and “best before” date?

	Un%	W%
1. Yes	41.9	41.8
2. No	58.1	58.2

(1), Probe

Please state the difference: (Multiple answers allowed.)

Can differentiate

1. The food labeled with "use by ..." is generally more perishable and should not be used for human consumption after the specified date.	94.7 86.1	95.2 86.7
2. According to the current legislation, while it is an offence to sell food with the label "use by ..." after the specified date, it is not against the law to sell food with the label "best before ..." after the specified date.	29.7	29.1
3. Others (Please specify): _____ “ Use by “ date		
• It is not consumable after the specified date	3.8	3.5
“Best before” date		
• It is only a recommended date	1.5	1.8
• It is the best if consumed before the specified date	0.9	1.0

Cannot differentiate

5.3 4.8

Q.18 Do you think the information on the label accurate or not?

	Un%	W%
1. Yes	67.1	66.8
2. No	10.3	10.2
5. Depending on the brand/supplier	13.3	13.5
4. Others (Please specify): _____	-	-
5. Don't know	9.3	9.6

Knowledge on safety of food processed at home

Q.19 Did you prepare any meals at home in the past month?

	Un%	W%
1. Yes	80.8	80.4
2. No	19.2	19.6

(1), Probe

How frequently is it in general?

1. Once a day or more	57.5	57.3
2. 2 to 6 times a week	19.4	19.3
3. Once a week	11.8	11.7
4. 2 to 3 times a month	8.7	8.9
5. Once a month	2.6	2.7

Q.20(a) When you prepare meals at home, the following methods may be adopted to avoid the food being contaminated by bacteria. Will you (read out (a) to (f) in rotation) ?

	Yes(1)		No(2)	
	Un%	W%	Un%	W%
(a) Place the food in the refrigerator	98.1	98.0	1.9	2.0
(b) Cook the food thoroughly	99.1	98.9	0.9	1.1
(c) Separate cooked food from raw food to avoid cross-contamination by bacteria	93.5	93.6	6.5	6.4
(d) Wash hands which have touched raw food before you handling cooked food	90.4	90.7	9.6	9.3
(e) Wash the food thoroughly	98.3	98.2	1.7	1.8
(f) Cover/wrap the food properly	98.2	98.0	1.8	2.0

(b) If cooked food and raw food are to be placed in the refrigerator, which one will you put in the upper part of the refrigerator to avoid cross-contamination by bacteria?

	Un%	W%
1. Cooked food	50.2	50.1
2. Raw food	28.1	28.8
3. No fixed arrangement	16.6	16.5
4. Don't know/No comment	5.1	4.6

Q.21 Now I would like to know your habit in handling food.

(a) When you wash vegetables, will you first soak them thoroughly?

	Un%	W%
1. Yes	84.4	84.6
2. No	7.0	6.6
3. Don' t know	8.5	8.8

(1-Yes), Probe	Un%	W%
How long do you soak them? _____minutes		
• Less than 1 hour	83.8	83.8
• 1 hour or more	16.2	16.2

(1-Yes), Probe	Un%	W%
Why?		
• To reduce pesticide residues	89.4	89.4
• To wash away undesirable items	13.1	13.2
• To observe mother' s guidance	1.0	1.0
• Others (to kill bacteria, to make them taste better)	0.6	0.7
• Not specified	0.1	0.1

(2-No), Probe	Un%	W%
Why?		
• It is troublesome	30.3	30.2
• Do not have time	35.2	35.3
• Other methods of handling vegetables	27.5	26.1
• Nutrition will be washed away	7.7	8.1
• Heard that soaking is not good	2.8	3.7
• They taste bad if soaking for too long	1.4	1.9
• They are safe as they are home-grown	0.7	1.3

(b) When you wash shellfish, will you first soak them in clean water for half a day?

	Un%	W%
1. Yes	23.3	23.8
2. No	30.2	30.7
3. Don' t know	46.5	45.5

(1-Yes), Probe	Un%	W%
Why?		
•To make the shellfish spit out the dirt inside	91.3	91.1
•To wash away mud and sand	5.3	5.6
•To wash thoroughly	4.0	3.6
•To remove pathogens inside	3.8	4.2

•To wash away toxins	1.7	1.9
•Others (to keep shellfish alive before cooking, to observe message conveyed by television)	0.6	0.4
(2-No), Probe		
Why?	Un%	W%
• It is troublesome	27.9	28.8
• Do not have time	40.8	39.6
• Other methods to handle shellfish	14.9	15.0
• It affects the taste	10.0	9.9
• No need to soak	7.9	8.4

(c) Will you cook egg thoroughly before consumption?

	Un%	W%
1. Yes	91.4	91.7
2. No	0.3	0.3
3. Don' t know/Depends	8.3	8.0

(1), Probe

Will you fully cook or partially cook the egg?

	Un%	W%
i. Fully cook, Probe:	70.0	69.6
• Cleaner and safer	81.4	80.9
a. To kill bacteria	78.1	77.8
• The eggs tasted better	19.8	20.1
ii. Partially cook, Probe:	27.5	27.8
a. Like eating partially-cooked eggs	90.9	90.6
• Partially-cooked eggs taste better	9.5	9.7
• Its my habit	0.8	0.7
• Partially-cooked eggs have more nutrition	0.6	0.7
• Children like eating foods easy to eat	0.2	0.2
• It can be done quickly	0.2	0.2
• If don' t eat what my servant cooks, it seems that I am too critical	0.2	0.1
iii. Depends	2.5	2.7

(2), Probe

Why don' t you cook the egg?

• Like eating raw eggs	66.7	81.3
• Only eat egg white	33.3	18.7

Q.22 Cooked food not immediately consumed can be stored in a hot or cold place.
If it is stored in (read out (a) & (b) in rotation), what should be the temperature of that place in degree Celsius?

Un% W%

(a) a cold place	1.	4 degree Celsius or below	57.2	57.1
	2.	Others (please specify):		
	•	5-10 degree Celsius	3.7	3.9
	3.	Don' t know	39.1	39.1
			Un%	W%
(b) a hot place	1.	63 degree Celsius or above	15.8	15.5
	2.	Others (please specify):		
	•	50-37 degree Celsius	3.1	2.9
	•	Depends on the weather	*	0.1
	3.	Don' t know	81.0	81.5
* denote less than 0.05%				

Personal Particulars

Now, I would like to collect some of your personal particulars for the sake of aggregate analysis. The information provided will be kept strictly confidential.

Q.23(a) (Record the sex of the respondent)

	Un%	W%
1. Male	49.8	48.1
2. Female	50.2	51.9

(b) (Record the language use by the respondent)

	Un%	W%
1. Cantonese	99.6	99.6
2. Putonghua	0.3	0.3
3. English	0.1	0.1

(c) How many years have you been living in Hong Kong?

	Un%	W%
4. Less than 7 years	3.6	3.4
5. 7 - 14 years	4.3	3.8
6. 15 - 17 years	6.9	5.5
7. 18 - 29 years	25.5	26.4
8. 30 - 39 years	21.0	21.8
9. 40 - 49 years	21.5	21.7
10. 50 - 59 years	10.5	10.4
11. 60 - 69 years	4.4	4.2
12. 70 years or above	2.3	2.8
Refused to answer	*	*

*denotes less than 0.05%

(d) What is your education level?	Un%	W%
1. I have received no formal education	8.3	8.6
2. Primary	17.2	17.9
3. Junior secondary (Form 1 to Form 3)	18.8	18.2
4. Senior secondary (Form 4 to Form 7)	38.2	37.5
5. Post-secondary or above	17.4	17.8
Refused to answer	0.1	0.1

(e) Do you have a full-time job?

	Un%	W%
1. Yes	47.9	48.5
2. No	51.8	51.2
Refused to answer	0.2	0.3

(1), Probe

What is your occupation? (Read out the following items.)

	Un%	W%
1. Professional/Associate-professional	5.5	5.5
2. Executive/Manager	6.6	6.4
3. Clerical worker	14.5	15.4
4. Skilled worker	7.0	6.9
5. Unskilled worker	5.6	5.6
6. Service or Sales worker	8.0	8.2
7. Others (Please specify): _____	-	-
8. Refused to answer	0.7	0.6

(2), Probe

Are you (read out the following items)?

	Un%	W%
1. a student	12.9	12.1
2. a homemaker	22.3	23.2
3. a retired person	12.8	12.1
4. an unemployed person/a person waiting for employment	3.8	3.9
5. Others (Please specify): _____	-	-

(If the respondent has a full-time job, go to (f); otherwise go to (g).)

(f) What is your monthly income? (Read out the following income groups for selection)

	Un%	W%
4. Below \$5,000	3.1	3.1
5. \$5,000 - \$9,999	23.2	23.8
6. \$10,000 - \$14,999	27.1	28.1
7. \$15,000 - \$19,999	19.0	19.2
8. \$20,000 - \$29,999	12.0	11.4
9. \$30,000 or above	11.1	10.0
Refused to answer	4.6	4.4

(g) Which district do you live in?

	Un%	W%		Un%	W%
7. Central	1.8	2.0	21. Kwai Tsing	7.6	7.8
8. Western	1.7	1.5	22. Tsuen Wan	4.3	3.9
9. Wan Chai	2.8	2.3	23. Tuen Mun	7.4	7.2
10. Eastern	9.0	9.1	24. Yuen Long	5.4	5.1
11. Southern	4.5	5.2	25. North	3.9	3.9
12. Islands	0.9	1.0	26. Tai Po	4.9	4.8
13. Yau Tsim	2.8	2.9	27. Sha Tin	9.6	9.8
14. Mong Kok	2.2	2.2	28. Sai Kung	3.2	3.3
15. Sham Shui Po	5.9	5.3	Refused	0.7	0.8
16. Kowloon City	6.1	6.0			
17. Wong Tai Sin	6.3	6.4			
18. Kwun Tong	9.1	9.3			

Appendix C – Sub-group analysis

Appendix 1: Awareness of FEHD's work on food safety analysed by demographics

	Yes		No		Total	
	No.	%	No.	%	No.	%
Age						
15-17	78	57.8	57	42.2	135	100.0
18-29	294	73.5	106	26.5	400	100.0
30-39	336	77.2	99	22.8	435	100.0
40-49	336	77.4	98	22.6	434	100.0
50-59	183	73.2	67	26.8	250	100.0
60+	205	56.5	158	43.5	363	100.0
Education attainment						
Primary or below	290	56.4	224	43.6	514	100.0
Secondary	852	74.0	299	26.0	1 151	100.0
Post-secondary or above	288	82.3	62	17.7	350	100.0
Refused to answer	2	100.0	-	-	2	100.0
Occupation						
With full-time job	757	78.3	210	21.7	967	100.0
Professional/Associate Professional	99	89.2	12	10.8	111	100.0
Executive/Manager	115	85.8	19	14.2	134	100.0
Clerical worker	245	83.9	47	16.1	292	100.0
Skilled worker	93	66.0	48	34.0	141	100.0
Unskilled worker	74	65.5	39	34.5	113	100.0
Service/Sales worker	121	74.7	41	25.3	162	100.0
Refused to answer	10	71.4	4	28.6	14	100.0
Without full-time job	672	64.3	373	35.7	1 045	100.0
Student	178	68.5	82	31.5	260	100.0
Homemaker	286	63.7	163	36.3	449	100.0
Retired/Unemployed	208	61.9	128	38.1	336	100.0
Refused to answer	3	60.0	2	40.0	5	100.0
Years of residence						
<7 years	33	45.8	39	54.2	72	100.0
7 years+	1 398	71.9	546	28.1	1 944	100.0
Refused to answer	1	100.0	-	-	1	100.0
Base: All respondents	1 432		585		2 017	
Income						
<\$10,000	169	66.5	85	33.5	254	100.0
\$10,000 - \$19,999	350	78.5	96	21.5	446	100.0
\$20,000+	200	89.7	23	10.3	223	100.0
Refused to answer	38	86.4	6	13.6	44	100.0
Base: All respondents with full-time jobs	757		210		967	

Appendix 2: Current channels to know of FEHD's work on food safety analysed by demographics - I

	Television		Newspapers		Radio		Government publicity leaflets/posters		Magazines		Government homepage		School/class-mate		Family members/relatives/friends		Government hotline		Others		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Sex																						
Male	652	89.3	433	59.3	173	23.7	74	10.1	44	6.0	49	6.7	13	1.8	12	1.6	8	1.1	6	0.8	730	NA
Female	641	92.8	378	54.7	151	21.9	75	10.9	47	6.8	28	4.1	26	3.8	27	3.9	5	0.7	4	0.6	691	NA
Age																						
15-17	71	92.2	25	32.5	22	28.6	11	14.3	3	3.9	9	11.7	14	18.2	-	-	1	1.3	-	-	77	NA
18-29	257	87.7	164	56.0	50	17.1	39	13.3	14	4.8	30	10.2	15	5.1	11	3.8	5	1.7	4	1.4	293	NA
30-39	308	91.7	204	60.7	90	26.8	46	13.7	35	10.4	23	6.8	4	1.2	10	3.0	5	1.5	2	0.6	336	NA
40-49	308	92.2	216	64.7	83	24.9	34	10.2	18	5.4	12	3.6	2	0.6	5	1.5	2	0.6	4	1.2	334	NA
50-59	162	89.5	110	60.8	36	19.9	9	5.0	11	6.1	3	1.7	2	1.1	6	3.3	-	-	-	-	181	NA
60+	187	93.5	92	46.0	43	21.5	10	5.0	10	5.0	-	-	2	1.0	7	3.5	-	-	-	-	200	NA
Education attainment																						
Primary or below	269	95.1	130	45.9	56	19.8	14	4.9	11	3.9	2	0.7	3	1.1	14	4.9	1	0.4	1	0.4	283	NA
Secondary	774	91.2	485	57.1	196	23.1	94	11.1	53	6.2	52	6.1	32	3.8	19	2.2	8	0.9	8	0.9	849	NA
Post-secondary or above	248	86.4	195	67.9	71	24.7	41	14.3	27	9.4	23	8.0	4	1.4	6	2.1	4	1.4	1	0.3	287	NA
Refused to answer	2	100.0	1	50.0	1	50.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	NA

Note: #The row did not add up to 100% as respondents could give multiple answers.

Appendix 2 (Cont' d): Current channels to know of FEHD's work on food safety analysed by demographics - II

	Television		Newspapers		Radio		Government publicity leaflets/posters		Magazines		Government homepage		School/class-mate		Family members/relatives/friends		Government hotline		Others		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	% #
Occupation																						
With full-time job	678	89.8	472	62.5	174	23.0	91	12.1	60	7.9	51	6.8	9	1.2	18	2.4	9	1.2	7	0.9	755	NA
Professional/Associate professional	85	85.9	75	75.8	24	24.2	15	15.2	12	12.1	14	14.1	3	3.0	3	3.0	2	2.0	1	1.0	99	NA
Executive/Manager	100	87.0	74	64.3	34	29.6	11	9.6	7	6.1	9	7.8	-	-	2	1.7	1	0.9	1	0.9	115	NA
Clerical worker	228	93.4	148	60.7	52	21.3	37	15.2	23	9.4	10	4.1	3	1.2	6	2.5	4	1.6	2	0.8	244	NA
Skilled worker	82	88.2	58	62.4	28	30.1	9	9.7	6	6.5	9	9.7	-	-	2	2.2	1	1.1	2	2.2	93	NA
Unskilled worker	67	91.8	43	58.9	11	15.1	6	8.2	7	9.6	3	4.1	1	1.4	2	2.7	-	-	-	-	73	NA
Service/Sales worker	109	90.1	69	57.0	24	19.8	12	9.9	4	3.3	6	5.0	2	1.7	3	2.5	1	0.8	1	0.8	121	NA
Refused to answer	7	50.0	5	35.7	1	7.1	1	7.1	1	7.1	-	-	-	-	-	-	-	-	-	-	10	NA
Without full-time job	612	92.3	337	50.8	149	22.5	58	8.7	31	4.7	26	3.9	30	4.5	21	3.2	4	0.6	3	0.5	663	NA
Student	156	88.1	75	42.4	42	23.7	28	15.8	8	4.5	24	13.6	23	13.0	3	1.7	3	1.7	-	-	177	NA
Homemaker	266	94.7	160	56.9	60	21.4	17	6.0	16	5.7	2	0.7	4	1.4	10	3.6	1	0.4	2	0.7	281	NA
Retired/Unemployed	190	92.7	102	49.8	47	22.9	13	6.3	7	3.4	-	-	3	1.5	8	3.9	-	-	1	0.5	205	NA
Refused to answer	3	100.0	2	66.7	1	33.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	NA

Note: # The row did not add up to 100% as respondents could give multiple answers.

Appendix 2 (Cont' d): Current channels to know of FEHD's work on food safety analysed by demographics - III

	Television		Newspapers		Radio		Government publicity leaflets/ posters		Magazines		Government homepage		School/ class-mate		Family members/ relatives/ friends		Government hotline		Others		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	% #
Years of residence																						
<7 years	31	93.9	14	42.4	8	24.2	1	3.0	-	-	-	-	3	9.1	1	3.0	-	-	1	3.0	33	NA
7 years+	1 261	90.9	796	57.4	315	22.7	148	10.7	91	6.6	77	5.6	36	2.6	38	2.7	13	0.9	9	0.6	1 387	NA
Refused to answer	1	100.0	1	100.0	1	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	NA
Base: Respondents who are aware of FEHD's duties on food safety	1293		811		324		149		91		77		39		39		13		10		1 421	
Income																						
<\$10,000	146	86.9	99	58.9	35	20.8	16	9.5	7	4.2	11	6.5	3	1.8	8	4.8	-	-	2	1.2	168	NA
\$10,000 - \$19,999	322	92.3	213	61.0	77	22.1	52	14.9	26	7.4	20	5.7	4	1.1	7	2.0	5	1.4	5	1.4	349	NA
\$20,000+	178	89.0	140	70.0	57	28.5	21	10.5	20	10.0	19	9.5	2	1.0	3	1.5	3	1.5	-	-	200	NA
Refused to answer	32	84.2	20	52.6	5	13.2	2	5.3	7	18.4	1	2.6	-	-	-	-	1	2.6	-	-	38	NA
Base: Respondents with full-time jobs who are aware of FEHD's duties on food safety	678		472		174		91		60		51		9		18		9		7		755	

Note: # The row did not add up to 100% as respondents could give multiple answers.

Appendix 3: Preferred channels to know the work of FEHD's work on food safety analysed by demographics -I

Appendix 5: Preferred channels to know the work of FLETC's work on road safety analysed by demographics 1																										
		Television		Government homepage		Newspapers		Government publicity leaflets / posters		Radio		Government department & related organizations		School / Classmates		Family members/ relatives / friends		Government hotline		Magazines		Others		Total		
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Sex																										
Male		691	68.8	99	9.9	83	8.3	59	5.9	32	3.2	17	1.7	6	0.6	3	0.3	9	0.9	1	0.1	5	0.5	1 005	100.0	
Female		742	73.3	65	6.4	68	6.7	63	6.2	30	3.0	7	0.7	13	1.3	11	1.1	3	0.3	3	0.3	7	0.7	1 012	100.0	
Age#																										
15-17		75	55.6	26	17.6	19	3	2.2	10	7.4	4	3.0	4	3.0	12	8.9	-	-	-	-	1	0.7	-	-	135	100.0
18-29		259	64.8	68	17.0	28	7.0	27	6.8	12	3.0	-	-	4	1.0	-	-	1	0.3	-	-	1	0.3	400	100.0	
30-39		300	69.0	38	8.7	35	8.0	36	8.3	13	3.0	2	0.5	1	0.2	-	-	2	0.5	2	0.5	6	1.4	435	100.0	
40-49		311	71.7	23	5.3	41	9.4	31	7.1	12	2.8	4	0.9	-	-	2	0.5	7	1.6	1	0.2	2	0.5	434	100.0	
50-59		191	76.4	8	3.2	27	10.8	8	3.2	6	2.4	6	2.4	2	0.8	-	-	1	0.4	-	-	1	0.4	250	100.0	
60+		297	81.8	1	0.3	17	4.7	10	2.8	15	4.1	8	2.2	-	-	12	3.3	1	0.3	-	-	2	0.6	363	100.0	
Education attainment##																										
Primary or below		409	79.6	7	1.4	31	6.0	20	3.9	18	3.5	10	1.9	-	-	14	2.7	3	0.6	-	-	2	0.4	514	100.0	
Secondary		820	71.2	100	8.7	79	6.9	74	6.4	33	2.9	11	1.0	17	1.5	-	-	8	0.7	3	0.3	6	0.5	1151	100.0	
Post-secondary or above		203	58.0	57	16.3	40	11.4	28	8.0	11	3.1	3	0.9	2	0.6	-	-	1	0.3	1	0.3	4	1.1	350	100.0	
Refused to answer		1	50.0	-	-	1	50.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	100.0	

p-values for age group 29 or below against 30 – 39 was < 0.001; that for age group 29 or below against 40 – 49 was < 0.001; that for age group 29 or below against 50 - 59 was < 0.001; and that for age group 29 or below against 60+ was < 0.001.

p-values for those who attained post-secondary or above against those who attained primary or below was < 0.001; and that for those who attained post-secondary or above against those who attained secondary was < 0.001.

Appendix 3 (Cont'd): Preferred channels to know of FEHD's work on food safety analysed by demographics - II

Appendix (Cont. 3): Preferred channels to know of L EAD's work on food safety analysed by demographics - II																								
	Television		Government homepage		Newspapers		Government publicity leaflets / posters		Radio		Government department & related organizations		School / Classmates		Family members/ relatives / friends		Government hotline		Magazines		Others		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
	Occupation																							
With full-time job	661	68.4	97	10.0	92	9.5	70	7.2	21	2.2	9	0.9	2	0.2	1	0.1	8	0.8	1	0.1	5	0.5	967	100.0
Professional/Associate professional	57	51.4	23	20.7	14	12.6	12	10.8	3	2.7	1	0.9	-	-	-	-	1	0.9	-	-	-	-	111	100.0
Executive/Manager	84	62.7	18	13.4	12	9.0	12	9.0	4	3.0	2	1.5	-	-	-	-	1	0.7	-	-	1	0.7	134	100.0
Clerical worker	213	72.9	23	7.9	25	8.6	20	6.8	6	2.1	1	0.3	-	-	-	-	2	0.7	1	0.3	1	0.3	292	100.0
Skilled worker	99	70.2	13	9.2	15	10.6	8	5.7	4	2.8	1	0.7	-	-	-	-	-	-	-	-	1	0.7	141	100.0
Unskilled worker	91	80.5	3	2.7	9	8.0	6	5.3	-	-	1	0.9	1	0.9	1	0.9	1	0.9	-	-	-	-	113	100.0
Service/Sales worker	110	67.9	16	9.9	14	8.6	11	6.8	3	1.9	3	1.9	1	0.6	-	-	3	1.9	-	-	1	0.6	162	100.0
Refused to answer	7	50.0	1	7.1	3	21.4	1	7.1	1	7.1	-	-	-	-	-	-	-	-	-	-	1	7.1	14	100.0
Without full-time job	769	73.6	67	6.4	58	5.6	52	5.0	41	3.9	15	1.4	17	1.6	13	1.2	4	0.4	3	0.3	6	0.6	1 045	100.0
Student	145	55.8	52	20.0	12	4.6	20	7.7	10	3.8	3	1.2	16	6.2	-	-	-	-	1	0.4	1	0.4	260	100.0
Homemaker	372	82.9	9	2.0	22	4.9	20	4.5	11	2.4	4	0.9	1	0.2	3	0.7	2	0.4	2	0.4	3	0.7	449	100.0
Retired/Unemployed	252	75.0	6	1.8	24	7.1	12	3.6	20	6.0	8	2.4	-	-	10	3.0	2	0.6	-	-	2	0.6	336	100.0
Refused to answer	3	60.0	-	-	1	20.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	20.0	5	100.0
Base: All respondents	1 433		164		151		122		62		24		19		14		12		4		12		2017	

Appendix 3 (Cont' d): Preferred channels to know of FEHD's work on food safety analysed by demographics - III

	Television		Government homepage		Newspapers		Government publicity leaflets / posters		Radio		Government department & related organizations		School / Classmate s		Family members / relatives / friends		Government hotline		Magazines		Others		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Income																								
<\$10,000	184	72.4	18	7.1	23	9.1	18	7.1	3	1.2	3	1.2	1	0.4	1	0.4	2	0.8	-	-	1	0.4	254	100.0
\$10,000 - \$19,999	317	71.1	41	9.2	35	7.8	31	7.0	10	2.2	2	0.4	1	0.2	-	-	6	1.3	-	-	3	0.7	446	100.0
\$20,000+	132	59.2	34	15.2	30	13.5	20	9.0	5	2.2	1	0.4	-	-	-	-	-	-	-	-	1	0.4	223	100.0
Refused to answer	28	63.6	4	9.1	4	9.1	1	2.3	3	6.8	3	6.8	-	-	-	-	-	-	1	2.3	-	-	44	100.0
Base: All respondents with full-time jobs	661		97		92		70		21		9		2		1		8		1		5		967	

Appendix 4: Retail outlets for purchasing food for preparation of meals analysed by demographics

	Prefer market & market only		Prefer supermarket & supermarket only		Total	
	No.	%	No.	%	No.	%
<u>Age</u>						
15-17	22	75.9	7	24.1	29	100.0
18-29	101	72.1	39	27.9	140	100.0
30-39	200	78.4	55	21.6	255	100.0
40-49	254	87.0	38	13.0	292	100.0
50-59	169	92.3	14	7.7	183	100.0
60+	260	93.5	18	6.5	278	100.0
<u>Education attainment</u>						
Primary or below	369	95.3	18	4.7	387	100.0
Secondary	528	83.7	103	16.3	631	100.0
Post-secondary or above	108	68.4	50	31.6	158	100.0
Refused	1	100.0	-	-	1	100.0
<u>Occupation</u>						
With full-time job	382	77.6	110	22.4	492	100.0
Professional/Associate professional	44	74.6	15	25.4	59	100.0
Executive/Manager	42	68.9	19	31.1	61	100.0
Clerical worker	105	70.9	43	29.1	148	100.0
Skilled worker	52	82.5	11	17.5	63	100.0
Unskilled worker	63	96.9	2	3.1	65	100.0
Service/Sales worker	70	81.4	16	18.6	86	100.0
Refused to answer	6	60.0	4	40.0	10	100.0
Without full-time job	623	91.2	60	8.8	683	100.0
Student	43	72.9	16	27.1	59	100.0
Homemaker	379	93.3	27	6.7	406	100.0
Retired/Unemployed	201	92.2	17	7.8	218	100.0
Refused to answer	1	50.0	1	50.0	2	100.0
<u>Years of residence</u>						
Less than 7 years	56	100.0	-	-	56	100.0
7 years or above	949	84.7	171	15.3	1 120	100.0
Refused to answer	1	100.0	-	-	1	100.0
Base: Respondents who had purchased or preferred to purchase food for preparation of meals	1 006		171		1 177	
<u>Income</u>						
<\$10,000	123	89.1	15	10.9	138	100.0
\$10,000 - \$19,999	171	77.4	50	22.6	221	100.0
\$20,000+	73	64.0	41	36.0	114	100.0
Refused to answer	15	78.9	4	21.1	19	100.0
Base: Respondents with full-time jobs who had purchased or preferred to purchase food for preparation of meals	382		110		492	

Appendix 5: Preference of types of whole chicken analysed by demographics

	Freshly killed		Chilled		Frozen		Total	
	No.	%	No.	%	No.	%	No.	%
Age								
15-17	89	74.2	8	6.7	23	19.2	120	100.0
18-29	284	79.8	25	7.0	47	13.2	356	100.0
30-39	337	86.2	30	7.7	24	6.1	391	100.0
40-49	347	87.2	33	8.3	18	4.5	398	100.0
50-59	208	91.2	10	4.4	10	4.4	228	100.0
60+	284	93.4	10	3.3	10	3.3	304	100.0
Education attainment								
Primary or below	411	93.6	15	3.4	13	3.0	439	100.0
Secondary	896	86.0	64	6.1	82	7.9	1 042	100.0
Post-secondary or above	240	76.4	37	11.8	37	11.8	314	100.0
Refused to answer	2	100.0	-	-	-	-	2	100.0
Occupation								
With full-time job	736	85.7	61	7.1	62	7.2	859	100.0
Professional/Associate professional	82	80.4	13	12.7	7	6.9	102	100.0
Executive/Manager	90	75.6	15	12.6	14	11.8	119	100.0
Clerical worker	217	86.5	16	6.4	18	7.2	251	100.0
Skilled worker	120	90.9	6	4.5	6	4.5	132	100.0
Unskilled worker	91	93.8	4	4.1	2	2.1	97	100.0

Appendix 5 (cont' d): Preference of types of whole chicken analysed by demographics

	Freshly killed		Chilled		Frozen		Total	
	No.	%	No.	%	No.	%	No.	%
Service/Sales worker	126	86.3	7	4.8	13	8.9	146	100.0
Refused to answer	10	83.3	-	-	2	16.7	12	100.0
Without full-time job	812	86.9	54	5.8	68	7.3	934	100.0
Student	174	73.4	20	8.4	43	18.1	237	100.0
Homemaker	388	92.4	21	5.0	11	2.6	420	100.0
Retired/Unemployed	250	90.3	13	4.7	14	5.1	277	100.0
Refused to answer	1	25.0	1	25.0	2	50.0	4	100.0
<u>Years of residence</u>								
<7 years	60	89.6	4	6.0	3	4.5	67	100.0
7 years+	1,488	86.1	112	6.5	129	7.5	1 729	100.0
Refused to answer	1	100.0	-	-	-	-	1	100.0
Base: Respondents who purchased the respective type of whole chicken mainly	1 549		116		132		1 797	
<u>Income</u>								
<\$10,000	203	87.5	9	3.9	20	8.6	232	100.0
\$10,000 - \$19,999	340	85.9	31	7.8	25	6.3	396	100.0
\$20,000+	162	82.7	20	10.2	14	7.1	196	100.0
Refused to answer	31	88.6	1	2.9	3	8.6	35	100.0
Base: Respondents with full-time jobs who purchased the respective type of whole chicken mainly	736		61		62		859	

Appendix 6: Checking labels of pre-packaged food analysed by demographics

	Yes		No		Total	
	No.	%	No.	%	No.	%
Sex						
Male	859	85.5	146	14.5	1 005	100.0
Female	899	88.8	113	11.2	1 012	100.0
Age#						
15-17	114	84.4	21	15.6	135	100.0
18-29	372	93.0	28	7.0	400	100.0
30-39	416	95.6	19	4.4	435	100.0
40-49	403	92.9	31	7.1	434	100.0
50-59	220	88.0	30	12.0	250	100.0
60+	233	64.2	130	35.8	363	100.0
Education attainment##						
Primary or below	365	71.0	149	29.0	514	100.0
Secondary	1 055	91.7	96	8.3	1 151	100.0
Post-secondary or above	336	96.0	14	4.0	350	100.0
Refused to answer	2	100.0	-	-	2	100.0
Occupation###						
With full-time job	906	93.7	61	6.3	967	100.0
Professional/Associate professional	108	97.3	3	2.7	111	100.0
Executive/Manager	130	97.0	4	3.0	134	100.0
Clerical worker	281	96.2	11	3.8	292	100.0
Skilled worker	128	90.8	13	9.2	141	100.0
Unskilled worker	96	85.0	17	15.0	113	100.0
Service/Sales worker	150	92.6	12	7.4	162	100.0
Refused to answer	13	92.9	1	7.1	14	100.0
Without full-time job	847	81.1	198	18.9	1 045	100.0
Student	227	87.3	33	12.7	260	100.0
Homemaker	395	88.0	54	12.0	449	100.0
Retired/Unemployed	225	67.0	111	33.0	336	100.0
Refused to answer	5	100.0	-	-	5	100.0
Base: All respondents	1 758		259		2 017	

p-values for age group 60+ against 15-17 was < 0.001; that for age group 60+ against 18-29 was < 0.001; that for age group 60+ against 30-39 was < 0.001; that for age group 60+ against 40-49 was < 0.001; and that for age group 60+ against 50-59 was < 0.001.

p-values for those who attained primary or below against those who attained secondary was < 0.001 and that for those who attained primary or below against those who attained post-secondary or above was < 0.001.

p-values for retired/unemployed against professional/associate professional was < 0.001; that for retired/unemployed against manager/executive was < 0.001; that for retired/unemployed against clerical worker was < 0.001; that for retired/unemployed against skilled worker was < 0.001; that for retired/unemployed against unskilled worker was < 0.001; that for retired/unemployed against service/sales worker was < 0.001; that for retired/unemployed against student was < 0.001; and that for retired/unemployed against homemaker was < 0.001.

Appendix 6 (Cont' d): Checking labels of pre-packaged food analysed by demographics

	Yes		No		Total	
	No.	%	No.	%	No.	%
<u>Income</u>						
<\$10,000	226	89.0	28	11.0	254	100.0
\$10,000 - \$19,999	420	94.2	26	5.8	446	100.0
\$20,000+	217	97.3	6	2.7	223	100.0
Refused to answer	43	97.7	1	2.3	44	100.0
Base: All respondents with full-time jobs	906		61		967	

Appendix 7: Understanding “use by” date and “best before” date analysed by demographics

	Yes		No		Total	
	No.	%	No.	%	No.	%
Age#						
15-17	56	41.5	79	58.5	135	100.0
18-29	225	56.3	175	43.8	400	100.0
30-39	222	51.0	213	49.0	435	100.0
40-49	198	45.6	236	54.4	434	100.0
50-59	87	34.8	163	65.2	250	100.0
60+	58	16.0	305	84.0	363	100.0
Education attainment##						
Primary or below	112	21.8	402	78.2	514	100.0
Secondary	545	47.4	606	52.6	1 151	100.0
Post-secondary or above	188	53.7	162	46.3	350	100.0
Refused to answer	1	50.0	1	50.0	2	100.0
Occupation###						
With full-time job	487	50.4	480	49.6	967	100.0
Professional/Associate professional	52	46.8	59	53.2	111	100.0
Executive/Manager	92	68.7	42	31.3	134	100.0
Clerical worker	159	54.5	133	45.5	292	100.0
Skilled worker	52	36.9	89	63.1	141	100.0
Unskilled worker	42	37.2	71	62.8	113	100.0
Service/Sales worker	82	50.6	80	49.4	162	100.0
Refused to answer	8	57.1	6	42.9	14	100.0
Without full-time job	356	34.1	689	65.9	1 045	100.0
Student	132	50.8	128	49.2	260	100.0
Homemaker	162	36.1	287	63.9	449	100.0
Retired/Unemployed	62	18.5	274	81.5	336	100.0
Refused to answer	3	60.0	2	40.0	5	100.0
Years of residence						
<7 years	20	27.8	52	72.2	72	100.0
7 years+	826	42.5	1 118	57.5	1 944	100.0
Refused to answer	-	-	1	100.0	1	100.0
Base : All respondents	846		1 171		2 017	

p-values for age group 60+ against 15-17 was < 0.001; that for age group 60+ against 18-29 was < 0.001; that for age group 60+ against 30-39 was < 0.001; that for age group 60+ against 40-49 was < 0.001; and that for age group 60+ against 50-59 was < 0.001.

p-values for those who attained primary or below against those who attained secondary was < 0.001 and that for those who attained primary or below against those who attained post-secondary or above was < 0.001

p-values for retired/unemployed against professional/associate professional was < 0.001; that for retired/unemployed against manager/executive was < 0.001; that for retired/unemployed against clerical worker was < 0.001; that for retired/unemployed against skilled worker was < 0.001; that for retired/unemployed against unskilled worker was < 0.001; that for retired/unemployed against service/sales worker was < 0.001; that for retired/unemployed against student was < 0.001; and that for retired/unemployed against homemaker was < 0.001.

Appendix 7 (con't): Understanding “use by” date and “best before” date analysed by demographics

	Yes		No		Total	
	No.	%	No.	%	No.	%
Income						
<\$10,000	104	40.9	150	59.1	254	100.0
\$10,000 - \$19,999	235	52.7	211	47.3	446	100.0
\$20,000+	131	58.7	92	41.3	223	100.0
Refused to answer	17	38.6	27	61.4	44	100.0
Base : All respondents with full-time jobs	487		480		967	

Appendix 8: Storing cooked food in a cold place analysed by demographics

	Correct (4° C or below)		Incorrect (Others/Don't know)		Total	
	No.	%	No.	%	No.	%
<u>Age</u>						
15-17	88	65.2	47	34.8	135	100.0
18-29	258	64.5	142	35.5	400	100.0
30-39	272	62.5	163	37.5	435	100.0
40-49	251	57.8	183	42.2	434	100.0
50-59	138	55.2	112	44.8	250	100.0
60+	147	40.5	216	59.5	363	100.0
<u>Education attainment</u>						
Primary or below	217	42.2	297	57.8	514	100.0
Secondary	700	60.8	451	39.2	1 151	100.0
Post-secondary or above	237	67.7	113	32.3	350	100.0
Refused to answer	-	-	2	100.0	2	100.0
<u>Occupation</u>						
With full-time job	594	61.4	373	38.6	967	100.0
Professional/Associate professional	70	63.1	41	36.9	111	100.0
Executive/Manager	97	72.4	37	27.6	134	100.0
Clerical worker	183	62.7	109	37.3	292	100.0
Skilled worker	80	56.7	61	43.3	141	100.0
Unskilled worker	62	54.9	51	45.1	113	100.0
Service/Sales worker	94	58.0	68	42.0	162	100.0
Refused to answer	8	57.1	6	42.9	14	100.0
Without full-time job	556	53.2	489	46.8	1 045	100.0
Student	174	66.9	86	33.1	260	100.0
Homemaker	258	57.5	191	42.5	449	100.0
Retired/Unemployed	124	36.9	212	63.1	336	100.0
Refused to answer	4	80.0	1	20.0	5	100.0
Base: All respondents	1 154		863		2 017	
<u>Income</u>						
<\$10,000	139	54.7	115	45.3	254	100.0
\$10,000 - \$19,999	269	60.3	177	39.7	446	100.0
\$20,000+	158	70.9	65	29.1	223	100.0
Refused to answer	28	63.6	16	36.4	44	100.0
Base: All respondents with full-time jobs	594		373		967	

Appendix 9: Preparation of vegetables before cooking analysed by demographics

	Favourable (Soaking more than 1 hour)		Unfavourable (Others/ Don't know)		Total	
	No.	%	No.	%	No.	%
Sex						
Male	111	11.0	894	89.0	1,005	100.0
Female	165	16.3	847	83.7	1,012	100.0
Age						
15-17	11	8.1	124	91.9	135	100.0
18-29	36	9.0	364	91.0	400	100.0
30-39	49	11.3	386	88.7	435	100.0
40-49	51	11.8	383	88.2	434	100.0
50-59	34	13.6	216	86.4	250	100.0
60+	95	26.2	268	73.8	363	100.0
Education attainment						
Primary or below	119	23.2	395	76.8	514	100.0
Secondary	126	10.9	1 025	89.1	1 151	100.0
Post-secondary or above	31	8.9	319	91.1	350	100.0
Refused to answer	-	-	2	100.0	2	100.0
Occupation						
With full-time job	75	7.8	892	92.2	967	100.0
Professional/Associate professional	5	4.5	106	95.5	111	100.0
Executive/Manager	13	9.7	121	90.3	134	100.0
Clerical worker	25	8.6	267	91.4	292	100.0
Skilled worker	9	6.4	132	93.6	141	100.0
Unskilled worker	9	8.0	104	92.0	113	100.0
Service/Sales worker	12	7.4	150	92.6	162	100.0
Refused to answer	2	14.3	12	85.7	14	100.0
Without full-time job	201	19.2	844	80.8	1 045	100.0
Student	27	10.4	233	89.6	260	100.0
Homemaker #	104	23.2	345	76.8	449	100.0
Retired/Unemployed ##	70	20.8	266	79.2	336	100.0
Refused to answer	-	-	5	100.0	5	100.0
Years of residence						
<7 years	18	25.0	54	75.0	72	100.0
7 years+	258	13.3	1 686	86.7	1 944	100.0
Refused to answer	-	-	1	100.0	1	100.0
Base: All respondents	276		1 741		2 017	

p-values for homemaker against professional/associate professional was < 0.001; that for homemaker against manager/executive was 0.001; that for homemaker against clerical worker was < 0.001; that for homemaker against skilled worker was < 0.001; that for homemaker against unskilled worker was < 0.001; that for homemaker against service/sales worker was < 0.001; that for homemaker against student was < 0.001; and that for homemaker against retired/unemployed was 0.437.

p-values for retired/unemployed against professional/associate professional was < 0.001; that for retired/unemployed against manager/executive was 0.004; that for retired/unemployed against clerical worker was < 0.001; that for retired/unemployed against skilled worker was < 0.001; that for retired/unemployed against unskilled worker was 0.002; that for retired/unemployed against service/sales worker was < 0.001; that for retired/unemployed against student was 0.001; and that for retired/unemployed against homemaker was 0.437.

Appendix 9 (Con't): Preparation of vegetables before cooking analysed by demographics

	Favourable (Soaking more than 1 hour)		Unfavourable (Others/ Don't know)		Total	
	No.	%	No.	%	No.	%
<u>Income</u>						
<\$10,000	22	8.7	232	91.3	254	100.0
\$10,000 - \$19,999	28	6.3	418	93.7	446	100.0
\$20,000+	22	9.9	201	90.1	223	100.0
Refused to answer	3	6.8	41	93.2	44	100.0
Base: All respondents with full-time jobs	75		892		967	

Appendix 10: Awareness of genetically modified food analysed by demographics

	Yes		No		Total	
	No.	%	No.	%	No.	%
<u>Age</u>						
15-17	123	91.1	12	8.9	135	100.0
18-29	366	91.5	34	8.5	400	100.0
30-39	392	90.1	43	9.9	435	100.0
40-49	377	86.9	57	13.1	434	100.0
50-59	198	79.2	52	20.8	250	100.0
60+	208	57.3	155	42.7	363	100.0
<u>Education attainment</u>						
Primary or below	301	58.6	213	41.4	514	100.0
Secondary	1 022	88.8	129	11.2	1 151	100.0
Post-secondary or above	340	97.1	10	2.9	350	100.0
Refused to answer	1	50.0	1	50.0	2	100.0
<u>Occupation</u>						
With full-time job	860	88.9	107	11.1	967	100.0
Professional/Associate professional	104	93.7	7	6.3	111	100.0
Executive/Manager	125	93.3	9	6.7	134	100.0
Clerical worker	269	92.1	23	7.9	292	100.0
Skilled worker	121	85.8	20	14.2	141	100.0
Unskilled worker	86	76.1	27	23.9	113	100.0
Service/Sales worker	142	87.7	20	12.3	162	100.0
Refused to answer	13	92.9	1	7.1	14	100.0
Without full-time job	800	76.6	245	23.4	1 045	100.0
Student	244	93.8	16	6.2	260	100.0
Homemaker	349	77.7	100	22.3	449	100.0
Retired/Unemployed	207	61.6	129	38.4	336	100.0
Refused to answer	4	80.0	1	20.0	5	100.0
Base: All respondents	1 664		353		2 017	
<u>Income</u>						
<\$10,000	209	82.3	45	17.7	254	100.0
\$10,000 - \$19,999	399	89.5	47	10.5	446	100.0
\$20,000+	215	96.4	8	3.6	223	100.0
Refused to answer	37	84.1	7	15.9	44	100.0
Base: All respondents with full-time jobs	860		107		967	

Appendix 11: Intention to purchase genetically modified food analysed by demographics

	Yes		No		Total	
	No.	%	No.	%	No.	%
Age						
15-17	62	56.9	47	43.1	109	100.0
18-29	188	58.8	132	41.3	320	100.0
30-39	141	41.5	199	58.5	340	100.0
40-49	106	34.9	198	65.1	304	100.0
50-59	46	26.7	126	73.3	172	100.0
60+	33	19.2	139	80.8	172	100.0
Education attainment						
Primary or below	63	24.2	197	75.8	260	100.0
Secondary	387	44.5	482	55.5	869	100.0
Post-secondary or above	125	43.6	162	56.4	287	100.0
Refused to answer	1	100.0	-	-	1	100.0
Occupation						
With full-time job	316	43.3	413	56.7	729	100.0
Professional/Associate professional	40	45.5	48	54.5	88	100.0
Executive/Manager	40	39.6	61	60.4	101	100.0
Clerical worker	105	45.5	126	54.5	231	100.0
Skilled worker	39	38.2	63	61.8	102	100.0
Unskilled worker	24	33.8	47	66.2	71	100.0
Service/Sales worker	61	49.2	63	50.8	124	100.0
Refused to answer	7	58.3	5	41.7	12	100.0
Without full-time job	259	37.8	426	62.2	685	100.0
Student	120	56.6	92	43.4	212	100.0
Homemaker	92	31.0	205	69.0	297	100.0
Retired/Unemployed	47	26.7	129	73.3	176	100.0
	1	33.3	2	66.7	3	100.0
Base: Respondents who intended or didn't intend to purchase	576		841		1 417	
Income						
<\$10,000	73	41.7	102	58.3	175	100.0
\$10,000 - \$19,999	145	42.2	199	57.8	344	100.0
\$20,000+	76	42.9	101	57.1	177	100.0
Refused to answer	22	66.7	11	33.3	33	100.0
Base: Respondents with full-time jobs who intended or didn't intend to purchase	316		413		729	