

## 2015.C.008.15D - Data Dictionary

Name	Definition	Remarks
Resp. No.	Identification number of respondent	Data type: Numeric
Q1	Is "Biodiversity" a term you have..?	Data type: Numeric Acceptable values: 1 to 3 1. ..heard of and know something about. 2. ..heard of, but not sure what it means. 3. ..never heard of before.
Q2	Approximately what percentage of Hong Kong's territory is designated a country park, nature reserve and special area?	Data type: Numeric Acceptable values: 1 to 5 1. Around 20% 2. Around 30% 3. Around 40% 4. Around 50% 5. Don't know
Q3	Approximately what percentage of bird species in China can also be found in Hong Kong?	Data type: Numeric Acceptable values: 1 to 5 1. Around 15% 2. Around 25% 3. Around 35% 4. Around 45% 5. Don't know
Q4	Approximately what percentage of reptile species in China can also be found in Hong Kong?	Data type: Numeric Acceptable values: 1 to 5 1. Around 10% 2. Around 20% 3. Around 30% 4. Around 40% 5. Don't know

Q5_1-12	<p>Can you name some of the departments or government agencies that have direct responsibility of managing, protecting and conserving biodiversity in Hong Kong? (Check more than one box if needed.)</p> <ol style="list-style-type: none"> <li>1. AFCD</li> <li>2. EnB</li> <li>3. FEHD</li> <li>4. Customs &amp; Excise</li> <li>5. Lands Dept</li> <li>6. EPD</li> <li>7. Police</li> <li>8. LCSD</li> <li>9. LegCo</li> <li>10. No one has the responsibility</li> <li>11. Don't know</li> <li>12. Others, please specify _____</li> </ol>	<p>Data type: Numeric</p> <p>Acceptable values: 0 to 1</p> <p>0: NA</p> <p>1: The corresponding answer</p>
Q5_12_others	Specified answers from Q5_12	Data type: Text
Q6a-l	<p>How frequently do you use the following sources to get information and/or news about Hong Kong's biodiversity, wildlife or nature conservation?</p> <ol style="list-style-type: none"> <li>a) TV/Radio</li> <li>b) Family/Friends</li> <li>c) Newspapers</li> <li>d) School/University</li> <li>e) Government reports/Leaflets</li> <li>f) Green groups</li> <li>g) Community organisations</li> <li>h) Workplace</li> <li>i) Internet</li> <li>j) Government depts</li> <li>k) Environmental resources centres</li> <li>l) Consumer magazine</li> </ol>	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ol style="list-style-type: none"> <li>1. Frequently</li> <li>2. Sometimes</li> <li>3. Seldom</li> <li>4. Never</li> <li>5. Don't know</li> </ol>
Q7a-g	<p>How well have the following groups done to spread information and news about Hong Kong's biodiversity, wildlife or nature conservation?</p> <ol style="list-style-type: none"> <li>a) Political parties</li> <li>b) Government departments</li> <li>c) Top government officials</li> <li>d) Green groups</li> <li>e) Business community</li> <li>f) Community groups</li> <li>g) Media</li> </ol>	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ol style="list-style-type: none"> <li>1. Very well</li> <li>2. Well enough</li> <li>3. Not too well</li> <li>4. Not well at all</li> <li>5. Don't know</li> </ol>

Q8a-l	<p>How much do you trust information and news about Hong Kong's biodiversity, wildlife or nature conservation from the following?</p> <ul style="list-style-type: none"> <li>a) TV/Radio</li> <li>b) Family/Friends</li> <li>c) Newspapers</li> <li>d) School/University</li> <li>e) Government reports/Leaflets</li> <li>f) Green groups</li> <li>g) Community organisations</li> <li>h) Workplace</li> <li>i) Internet</li> <li>j) Government depts</li> <li>k) Environmental resources centres</li> <li>l) Consumer magazine</li> </ul>	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ul style="list-style-type: none"> <li>1. Great deal</li> <li>2. Some</li> <li>3. Little</li> <li>4. None</li> <li>5. Don't know</li> </ul>
Q9	How much do you think the potential loss of Biodiversity in Hong Kong would affect you?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ul style="list-style-type: none"> <li>1. It would affect me greatly</li> <li>2. It would affect me moderately</li> <li>3. It would affect me a little</li> <li>4. Not effect at all</li> <li>5. Don't know</li> </ul>
Q10	How concerned are you personally about the potential loss of Biodiversity in Hong Kong?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ul style="list-style-type: none"> <li>1. Not concerned at all</li> <li>2. A bit concerned</li> <li>3. Somewhat concerned</li> <li>4. Very concerned</li> <li>5. Don't know</li> </ul>
Q11	Have you heard of a government initiative called 'Biodiversity Strategy and Action Plan' (or BSAP)?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 3</p> <ul style="list-style-type: none"> <li>1. Yes – Go to Q11a</li> <li>2. No – Go to Q12</li> <li>3. Don't know – Go to Q12</li> </ul>
Q11a	Did you respond to the public consultation document that the government released on BSAP earlier this year?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 3</p> <ul style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> <li>3. Can't remember/Don't know</li> </ul>
Q12	How often have you discussed Hong Kong's biodiversity, wildlife or nature conservation with friends, family, neighbours or work colleagues in the past 12 months?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ul style="list-style-type: none"> <li>1. Always</li> <li>2. Frequently</li> <li>3. Sometimes</li> <li>4. Never</li> <li>5. Don't Know</li> </ul>

Q13a-h	<p>Have you participated in any of the following organised biodiversity-related activities in the last 2 years?</p> <ul style="list-style-type: none"> <li>a) Clean up activities like beach clean-up or litter collection</li> <li>b) Tree or mangrove planting activities</li> <li>c) Biodiversity protection carnivals or fairs</li> <li>d) Waste recycling projects</li> <li>e) Visits to a nature reserve such as Mai Po or Kadoorie Farm</li> <li>f) Biodiversity talks, meetings or conferences</li> <li>g) Biodiversity training activities</li> <li>h) Bioblitzes</li> </ul>	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 3</p> <ul style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> <li>3. Don't know</li> </ul>
Q14	How many times have you visited country parks, nature reserves or special areas in the last 12 months?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 4</p> <ul style="list-style-type: none"> <li>1. 0 – Go to Q15</li> <li>2. 1-3 – Go to Q14a</li> <li>3. 4-6 – Go to Q14a</li> <li>4. Above 7 – Go to Q14a</li> </ul>
Q14a	Have you ever seen any criminal activity or general damage during one of your visits to country parks, nature reserves or special areas?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 3</p> <ul style="list-style-type: none"> <li>1. Yes – Go to Q14b</li> <li>2. No – Go to Q15</li> <li>3. Don't know – Go to Q15</li> </ul>
Q14b	What did you do?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 7</p> <ul style="list-style-type: none"> <li>1. Called Police</li> <li>2. Reported to government dept</li> <li>3. Discussed with friends/family</li> <li>4. Wrote a letter to the media</li> <li>5. Nothing</li> <li>6. Others, please specify _____</li> <li>7. Can't remember</li> </ul>
Q14b_others	Specified answers from Q14b	Data type: Text
Q15	In the past 12 months, have you personally been in restaurants and seen endangered species (e.g. pangolins) or controversial dishes (e.g. shark fin soup) being served?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 3</p> <ul style="list-style-type: none"> <li>1. Yes – Go to Q15a</li> <li>2. No – Go to Q16</li> <li>3. Don't know – Go to Q16</li> </ul>
Q15a	How many times have you been in a restaurant and seen these dishes being served in the past 12 months?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ul style="list-style-type: none"> <li>1. Above 7</li> <li>2. 3-6</li> <li>3. 1-2</li> <li>4. 0</li> <li>5. Can't remember</li> </ul>

Q15b_1-6	<p>Were any of the reasons for going to these restaurants...</p> <ol style="list-style-type: none"> <li>1. A wedding</li> <li>2. A family celebration</li> <li>3. A work outing</li> <li>4. A personal preference</li> <li>5. I work there</li> <li>6. Other, please specify _____</li> </ol>	<p>Data type: Numeric</p> <p>Acceptable values: 0 to 1</p> <p>0: NA</p> <p>1: The corresponding answer</p>
Q15b_others	Specified answers from Q15b_6	Data type: Text
Q16a-h	<p>How serious do you think the following is, as a threat to Biodiversity in Hong Kong?</p> <ol style="list-style-type: none"> <li>a) Increased climate change</li> <li>b) Continuing air/water pollution</li> <li>c) Importation and accidental release of non-native species of plant and animal</li> <li>d) Overfishing</li> <li>e) Increased coastal reclamation</li> <li>f) Increased housing developments</li> <li>g) Increased shipping in HK waters</li> <li>h) Restaurants continuing to serve rare and endangered species</li> </ol>	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ol style="list-style-type: none"> <li>1. Very serious</li> <li>2. Moderately serious</li> <li>3. Slightly serious</li> <li>4. Not at all serious</li> <li>5. Don't know</li> </ol>
Q17a-c	<p>Are you satisfied that the following groups have spent enough time and resources educating communities and children about Hong Kong's Biodiversity, wildlife or nature conservation?</p> <ol style="list-style-type: none"> <li>a) Government departments e.g. AFCD</li> <li>b) Environmental non-government organisations e.g. WWF HK</li> <li>c) Primary &amp; secondary schools</li> </ol>	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ol style="list-style-type: none"> <li>1. Very satisfied</li> <li>2. Somewhat satisfied</li> <li>3. Not satisfied</li> <li>4. Very unsatisfied</li> <li>5. Don't know</li> </ol>
Q18	Do you think that the school curriculum should include more learning about Hong Kong's biodiversity, wildlife or nature conservation?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 3</p> <ol style="list-style-type: none"> <li>1. Yes – Go to Q18a</li> <li>2. No – Go to Q19</li> <li>3. Don't know – Go to Q19</li> </ol>
Q18a	At what level should the school curriculum include more learning about Hong Kong's biodiversity, wildlife or nature conservation?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ol style="list-style-type: none"> <li>1. Pre-School</li> <li>2. Kindergarten</li> <li>3. Primary</li> <li>4. Secondary</li> <li>5. All levels</li> </ol>

Q19a-d	<p>To what extent would you support or oppose the following if the government decided it was necessary to further protect or conserve local and global biodiversity?</p> <ul style="list-style-type: none"> <li>a) Increased spot checks at customs to check for endangered or invasive species</li> <li>b) Random bag searches in country parks to check for specimens</li> <li>c) Raids on Chinese medicine wholesalers for traces of endangered species</li> <li>d) Harsher penalties for restaurants that continue to serve shark's fin soup or other endangered species</li> </ul>	<p>Data type: Numeric Acceptable values: 1 to 5</p> <ul style="list-style-type: none"> <li>1. Greatly support</li> <li>2. Support</li> <li>3. Oppose</li> <li>4. Greatly oppose</li> <li>5. Don't know</li> </ul>
Q20	<p>Would you support or oppose the government if it increased taxes in order to enhance the protection and conservation of Hong Kong's biodiversity?</p>	<p>Data type: Numeric Acceptable values: 1 to 5</p> <ul style="list-style-type: none"> <li>1. Greatly support – Go to Q20a</li> <li>2. Support – Go to Q20a</li> <li>3. Oppose – Go to Q21</li> <li>4. Greatly oppose – Go to Q21</li> <li>5. Don't know – Go to Q21</li> </ul>
Q20a	<p>What percentage increase of your household tax would be appropriate to further fund protection and conservation of Hong Kong's Biodiversity ONLY?</p>	<p>Data type: Numeric Acceptable values: 1 to 7</p> <ul style="list-style-type: none"> <li>1. 1-3%</li> <li>2. 4-6%</li> <li>3. 7-9%</li> <li>4. 10-12%</li> <li>5. 13-15%</li> <li>6. Above 15%</li> <li>7. Refuse to answer</li> </ul>

Q21a-h	<p>To what extent do you think the following statements to be true?</p> <ul style="list-style-type: none"> <li>a) Hong Kong's economy would not suffer as a consequence to the loss of biodiversity.</li> <li>b) Biodiversity is indispensable for the production of goods, such as food, fuel and medicines.</li> <li>c) My habits and actions have little or no impact on biodiversity in Hong Kong.</li> <li>d) Hong Kong's environment would suffer as a consequence to the loss of biodiversity.</li> <li>e) Our country parks should be more open to development as they are a valuable source of space.</li> <li>f) Hong Kong's society would suffer as a consequence to the loss of biodiversity.</li> <li>g) Conserving and strengthening Hong Kong's various habitats would not help solve many environmental problems including air and water quality.</li> <li>h) It is the government's responsibility to protect biodiversity.</li> </ul>	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 5</p> <ul style="list-style-type: none"> <li>1. True</li> <li>2. Somewhat true</li> <li>3. Somewhat false</li> <li>4. False</li> <li>5. Don't know</li> </ul>
Q22	Sir/Madam, are you a permanent resident of Hong Kong?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 2</p> <ul style="list-style-type: none"> <li>1. Yes</li> <li>2. No</li> </ul>
Q23	Were you born in Hong Kong?	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 4</p> <ul style="list-style-type: none"> <li>1. Born in Hong Kong</li> <li>2. Born in China</li> <li>3. Born elsewhere</li> <li>4. Refuse to answer</li> </ul>
Q24	Sex of the respondent	<p>Data type: Numeric</p> <p>Acceptable values: 1 to 2</p> <ul style="list-style-type: none"> <li>1. Male</li> <li>2. Female</li> </ul>

Q25	In which of the 18 districts do you live? (If unsure/don't know, what is the nearest MTR, KCR, light rail station to your home?)	Data type: Numeric Acceptable values: 1 to 19 <ol style="list-style-type: none"> <li>1. Central &amp; Western</li> <li>2. Wan Chai</li> <li>3. Eastern</li> <li>4. Southern</li> <li>5. Yau Tsim Mong</li> <li>6. Sham Shui Po</li> <li>7. Kowloon City</li> <li>8. Wong Tai Sin</li> <li>9. Kwun Tong</li> <li>10. Tsuen Wan</li> <li>11. Tuen Mun</li> <li>12. Yuen Long</li> <li>13. Kwai Tsing</li> <li>14. Islands</li> <li>15. North</li> <li>16. Tai Po</li> <li>17. Shatin</li> <li>18. Sai Kung</li> <li>19. Refuse to answer</li> </ol>
Q26	What is your marital status?	Data type: Numeric Acceptable values: 1 to 6 <ol style="list-style-type: none"> <li>1. Married/Civil partnership</li> <li>2. Living with partner</li> <li>3. Widowed</li> <li>4. Divorced/Separated</li> <li>5. Single</li> <li>6. Other, please specify: _____</li> </ol>
Q26_others	Specified answers from Q26	Data type: Text
Q27	What is your level of education?	Data type: Numeric Acceptable values: 1 to 8, 99 <ol style="list-style-type: none"> <li>1. Never went to school</li> <li>2. Primary</li> <li>3. Secondary</li> <li>4. Vocational college</li> <li>5. University – Associate degree</li> <li>6. University – Bachelor</li> <li>7. University – Master</li> <li>8. University – PhD</li> <li>99. Refuse to answer</li> </ol>
Q28	What year were you born in?	Data type: Year 111 = no answer or refuse to answer

Q29	Are you...?	Data type: Numeric Acceptable values: 1 to 3 1. Working full time – Go to Q30 2. Working part time – Go to Q30 3. Unemployed – Go to Q29a
Q29a	As you do not work, are you any of the following?	Data type: Numeric Acceptable values: 1 to 6 1. Housewife/Househusband 2. Retired 3. Unemployed – Actively looking for work 4. Unemployed – Medically unfit to work 5. Full or part-time student 6. Others, please specify _____
Q29a_others	Specified answers from Q29a	Data type: Text
Q30	What is the nature of your job?	Data type: Numeric Acceptable values: 1 to 10 1. Managers and administrators (EO or above level civil servant, and inspector and above levels disciplinary unit official) 2. Professionals & associate professionals (include assist to certified professionals) 3. Clerks (include secretary) 4. Service workers and shop sales workers (include police officer, firefighters, etc) 5. Skilled agricultural and fishery workers 6. Craft and related workers (include performers) 7. Plant and machine operators and assemblers 8. Elementary occupations 9. Education sectors (teachers; primary, secondary, tertiary level and principals) 10. Other, please specify: _____
Q30_others	Specified answers from Q30	Data type: Text

Q31	What is your religion, if any? (Include ancestor worship and Chinese folk belief.)	Data type: Numeric Acceptable values: 1 to 9 1. None 2. Taoist 3. Ancestor worship 4. Buddhist 5. Christian 6. Muslim 7. Hindu 8. Jewish 9. Other, please specify: _____
Q31_others	Specified answers from Q31	Data type: Text
Q32	How many children do you have, if any?	Data type: Numeric 0 = none – Go to Q33 99 = Don't know
Q32a_1-6	Which stage of education are they in? 1. Too young (newborn, not in school yet) 2. Kindergarten 3. Primary 4. Secondary 5. Tertiary 6. Too old (left school, now working)	Data type: Numeric Acceptable values: 0 to 1 0: NA 1. The corresponding answer
Q33	Do you have experience living outside Hong Kong for 1 year or more?	Data type: Numeric Acceptable values: 1 to 3 1. Yes – Go to Q33a 2. No – Go to Q34 3. Refuse – Go to Q34
Q33a	Which country?	Data type: Numeric Acceptable values: 1 to 11 1. UK 2. USA 3. Australia 4. Canada 5. New Zealand 6. Singapore 7. Mainland China 8. Taiwan 9. Macau 10. Other, please specify: _____ 11. Refuse to answer
Q33a_others	Specified answers from Q33a	Data type: Text

Q34	And finally our last question is what is your approximate monthly household income in HKD?	Data type: Numeric Acceptable values: 1 to 17 1. None 2. Less than \$5,000 3. \$5,000 - \$9,999 4. \$10,000 - \$14,999 5. \$15,000 - \$19,999 6. \$20,000 - \$24,999 7. \$25,000 - \$29,999 8. \$30,000 - \$34,999 9. \$35,000 - \$39,999 10. \$40,000 - \$49,999 11. \$50,000 - \$59,999 12. \$60,000 - \$69,999 13. \$70,000 - \$79,999 14. \$80,000 - \$89,999 15. \$90,000 - \$99,999 16. \$100,000 and up 17. Refuse to answer
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