

Public Opinion Survey on Nutrition Labelling Scheme

Through the Central Policy Unit, the Food and Health Bureau has commissioned the Hong Kong Polytechnic University (PolyU) Technology & Consultancy Company Limited to conduct a public opinion survey on nutrition labelling scheme. The survey was carried out by the Centre for Social Policy Studies under the Department of Applied Social Sciences of PolyU. The Centre was responsible for work related to sampling, interviewing procedures, data quality control and data analysis.

2. The public opinion survey was conducted between 18 and 22 of April 2008. Random sampling of telephone numbers from the residential telephone directory published by the PCCW Hong Kong was employed for sample selection. Then a household member aged 18 was randomly selected for direct interview by the interviewer.

3. There were a total of 860 respondents in the public opinion survey. All data collected was weighted by the age-sex distribution of the Hong Kong population. The margin of error at 95% confidence level estimated for the percentages obtained from the collected data was at most +/-3.3%.

4. Results of the public opinion survey are set out in the Annex.

Food and Health Bureau

May 2008

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1. Some of the prepackaged food claim that they have “high calcium”, “low fat”, “low sugars” or “low cholesterol” content, etc. Do you think that these food should list out the nutritional information to justify their claims?

Yes	No	Do not know/No comment	Refuse to answer	Total
93.0	2.8	4.1	0.2	100.0

2. If the nutrition labelling scheme, which will require prepackaged food to list out the nutritional information, will lead to a reduction in food choice, do you think it is still worth it?

Yes	No	Do not know/No comment	Refuse to answer	Total
81.4	11.0	7.5	0.1	100.0

3. To assist the trade to comply with the new requirements, the Government will provide for a grace period before implementation of the nutrition labelling scheme. Do you think a two-year grace period is too long, appropriate or too short?

Too long	Appropriate	To short	Do not know/No comment	Refuse to answer	Total
54.6	38.8	2.8	3.7	--	100.0

4. Do you agree to exempt those food products which are imported or manufactured in small volume from the nutrition labeling requirements so as to reduce the impact on food choice and the operating cost of the trade?

Yes	No	Do not know/No comment	Refuse to answer	Total
25.4	66.3	7.8	0.5	100.0

5. Do you think it is reasonable that prepackaged food products which claim to have “high calcium”, “low fat”, “low sugars” or “low cholesterol”, regardless of its import or manufacturing volume, should list out the nutritional information to justify their claims and should not be exempted from the nutrition labelling requirements?

Yes	No	Do not know/No comment	Refuse to answer	Total
90.5	6.1	3.4	--	100.0