

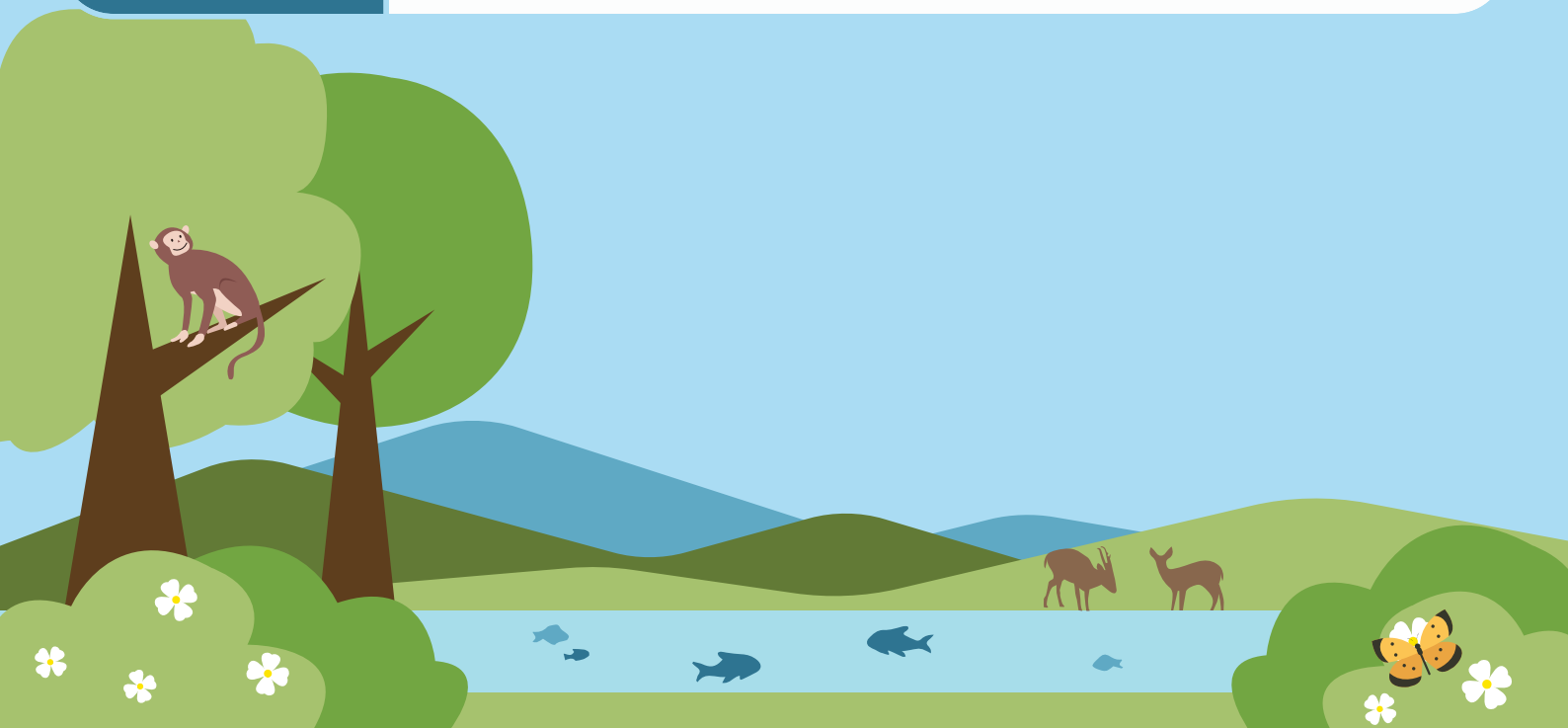


公眾和持份者群組 對香港生物多樣性的認識和態度研究

Survey on the Attitude and Level of Knowledge of the General Public
and Stakeholder Groups Towards Biodiversity in Hong Kong
(2017/21)

漁農自然護理署委託香港中文大學傳播與民意調查中心進行兩輪研究調查。
The Agriculture, Fisheries & Conservation Department (AFCD) commissioned
the Centre for Communication and Public Opinion Survey (CCPOS), The Chinese University of
Hong Kong to carry out two rounds of study.

| | | |
|---------------------------------|--|---|
| 訪問對象 Interviewee | 公眾人士 Public  15至64歲的香港居民 Aged 15-64 Hong Kong residents | 持份者群組 Stakeholder Groups  教師 和  從事規劃及發展工作的業界人士 Teachers and planning and development professionals |
| 調查形式 Interview Methods | 電話調查 Telephone survey | 網上調查 Online Survey |
| 兩輪調查 Two Rounds of Interview | 年份 Year 2017, 2021 | |
| 研究目的 Research Purposes | 透過四項指數(知識指數、重要性指數、緊密性指數及意願指數)了解不同群組對香港生物多樣性的態度和認識 Four indexes (Knowledge Index, Importance Index, Closeness Index and Willingness Index) were constructed to examine the attitude and knowledge of different groups of people towards biodiversity in Hong Kong. | |



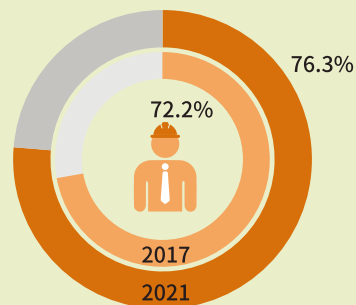
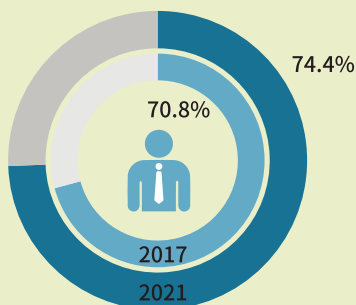
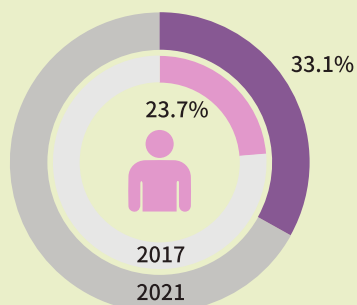


市民是否認識香港的「生物多樣性」？

Do residents know about “biodiversity” in Hong Kong?

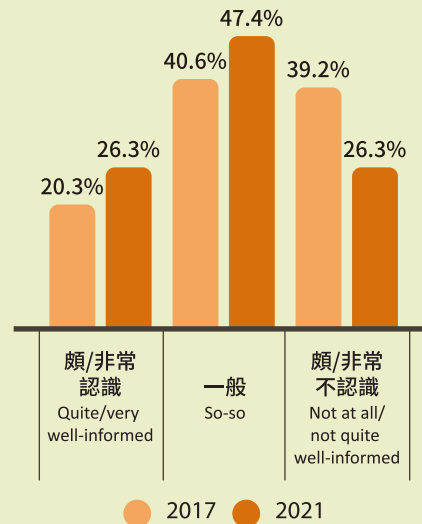
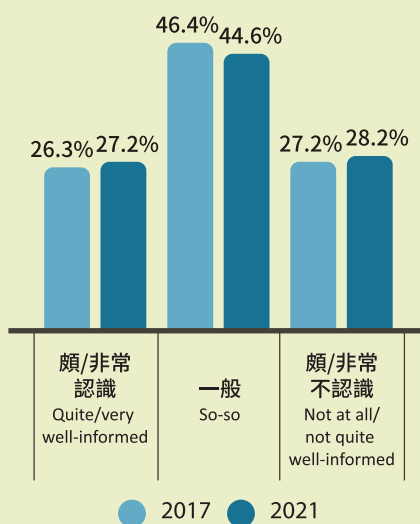
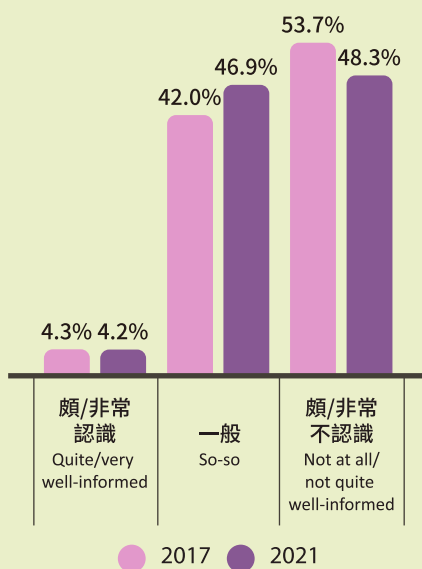
● 聽過「生物多樣性」並知道它的意思

Have heard of the term “biodiversity” and know its meaning



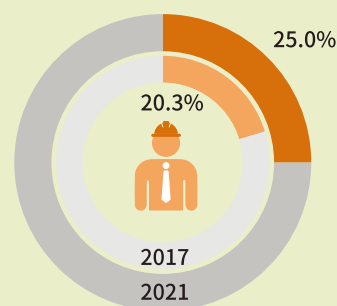
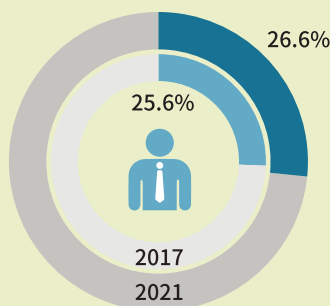
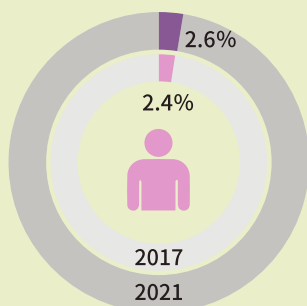
● 認識香港生物多樣性的情況

Knowledge of the biodiversity in Hong Kong



● 聽過「生物多樣性」並知道它的意思，以及認識香港生物多樣性的情況的百分比。

Percentage of people who have heard of the term “biodiversity” and know its meaning & are well-informed about Hong Kong’s biodiversity.





重要性指數 Importance Index

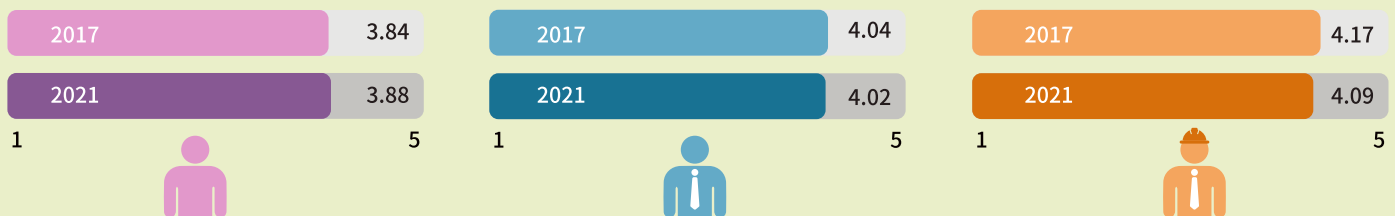


- 了解受訪者如何看待保護生物多樣性的重要性
Examine the respondents' perceptions of the importance of preserving biodiversity

透過七條題目，包括他們是否關心香港的生物多樣性、如何看待經濟發展和基建工程與保護生物多樣性之間的關係、公眾推廣及教育的重要性、政府、商界和市民保護生物多樣性的責任。

Constructed by seven questions, including whether they are concerned about biodiversity in Hong Kong, their views on the relationship between economic development, infrastructural projects and biodiversity conservation, the importance of public promotion and education on biodiversity, and the responsibility of government, business sector and residents in biodiversity conservation.

- 指數的尺度為1至5分，分數越高，代表認為保護生物多樣性的重要性越高：
On the scale 1 – 5, the higher the score, the higher the level of importance is attached to preserving biodiversity:



緊密性指數 Closeness Index

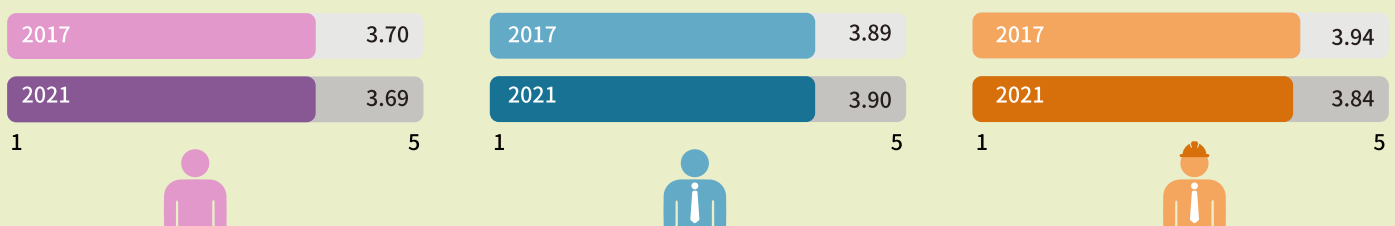
- 探討受訪者如何看待生物多樣性與社會的緊密性
Gauge respondents' evaluation of the relationship between biodiversity and the society.

透過六條題目，包括對市民閒暇生活、生活環境、健康、食物和產品選擇、社會經濟的影響，以及為下一代設想。

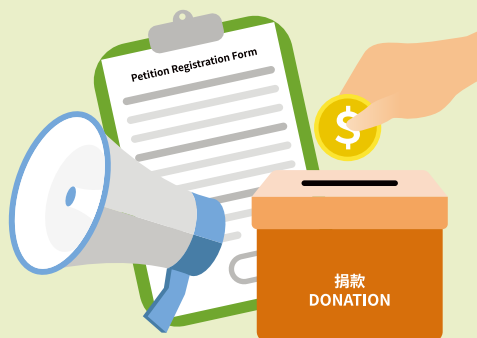
Constructed by six questions, including impact on leisure life, living environment, public health, food and products choices, economy and the future generation.



- 指數的尺度為1至5分，分數越高，代表認為生物多樣性和社會有著越緊密的關係：
On the scale 1 – 5, the higher the score, the closer the public perceives biodiversity is to the society:



意願指數 Willingness Index



● 探討受訪者保護生物多樣性的意願

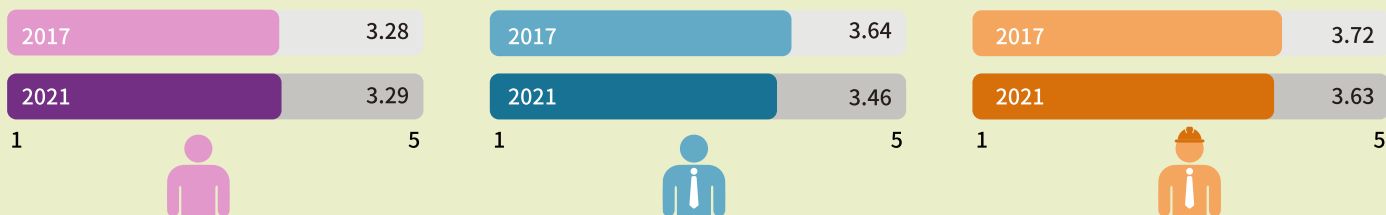
Examine the willingness of respondents to preserve biodiversity

透過六條題目，包括鼓勵親友、留意相關資訊、簽名聯署以示支持、杯葛危害生物多樣性的商品和服務、捐款給相關團體、以及參與環保活動。

Constructed by six questions, including encourage families and friends, pay attention to relevant information, sign petitions, boycott harmful products and services, donate money to associations, and participate in environmental activities.

● 指數的尺度為1至5分，分數越高，代表有越大的個人意願去保護生物多樣性：

On the scale 1 – 5, the higher the score, the stronger is the personal willingness to preserve biodiversity:



自然或保育地區 Natural or Conservation Areas

2021年的研究調查同時了解公眾到訪香港自然或保育地區的情況和到訪目的。

The 2021 study also aimed to understand whether the public had visited natural or conservation areas in Hong Kong and their purposes of visiting those places.

● 過去4至5年，有否到訪過郊野公園、地質公園、海岸公園或者米埔等地呢？

Have you visited country parks, the geopark, marine parks, or Mai Po Nature Reserve, etc. in the past four to five years?



● 到訪目的：

What were your purposes:

遊玩或進行康樂活動

Have fun or undertake leisure activities

70.1%

觀賞大自然生態

To view and appreciate the wildlife and nature

65.7%

學習或研究大自然生態

To learn about or study the wildlife and nature

19.1%

宣傳生物多樣性的渠道 Channels of Promoting Biodiversity

公眾認為政府應該利用甚麼宣傳渠道加強推廣生物多樣性

Channels that should be used by the government to promote biodiversity according to the public



65.8%

社交媒體
Social Media
(Facebook, YouTube...)



55.9%

電視 / 電台
Television / Radio



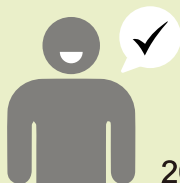
51.5%

學校
School

知道並認識「生物多樣性」？

Had heard and well-informed about the term “biodiversity”?

1



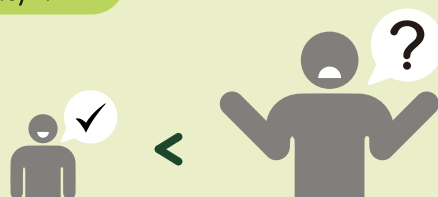
2017

2021

公眾聽過並知道「生物多樣性」意思的比例顯著上升。

People who had heard of the term “biodiversity” and knew what it meant has significantly increased.

2



兩輪調查同樣只有少數人表示認識香港生物多樣性的情況，整體的知識指數同樣偏低，反映公眾對生物多樣性的認知依然有限。

Only a few people were well-informed about the biodiversity in Hong Kong and the overall “knowledge index” were also relatively low in both surveys. The study had once again shown that the public had a limited knowledge about the concept of biodiversity.

3

公眾對保護生物多樣性的不同層面均持正面態度。

The public had an overall positive orientation towards various aspects of biodiversity conversation.



唯「意願指數」較「重要性指數」和「緊密性指數」低，反映公眾雖然重視保護生物多樣性，亦知悉到生物多樣性和社會的緊密關係，但他們卻不願意付出個人努力去保護生物多樣性。

However, “Willingness index” was lower than “Importance Index” and “Closeness Index”. It indicated that the public had acknowledged the importance of biodiversity conservation and the closeness of biodiversity to the society, but they were less willing to make personal efforts in preserving biodiversity.

比較兩輪調查，這三項指數均沒有出現顯著差別，反映公眾在保護生物多樣性的態度和看法上大致上沒有改變。

Comparing the results of the two surveys, no significant differences in the three indexes were observed, which revealed the attitudes and behaviors of the public in biodiversity conservation had remained largely the same.



● 透過教育和宣傳提高對生物多樣性的意識

To promote biodiversity awareness through education and publicity

教育 Education

調查發現大部份香港市民會到訪自然或保育地區遊玩及觀賞大自然，建議多舉辦一些相關的教育活動，藉此提升公眾對生物多樣性的認識及知識。

The study found that many Hong Kong residents like visiting natural or conservation areas and experiencing the nature and wildlife. Relevant educational activities could be organised to raise awareness and transfer knowledge about biodiversity to the public.

宣傳 Publicity

參考調查結果，以社交媒體、大眾傳媒(例如電視、電台等)和學校作為主要的推廣渠道。

With reference to the survey results, social media, mass communication (e.g. TV, radio, etc.) and schools could be adopted as main channels of promotion.

