



## 中大香港亞太研究所民調：

### 約三分二人贊成派電子消費券 五成七市民不滿政府發放安排

為刺激本地消費，政府向市民派發 5,000 元電子消費券，並於 7 月 4 日開始接受登記。香港中文大學香港亞太研究所在六月中進行的一項電話調查顯示，64.2%受訪市民贊成或非常贊成政府派發電子消費券。然而，亦有 57.0%受訪者對是次發放的各種安排不滿意或非常不滿意，滿意或非常滿意的只有 31.7%。

根據調查結果，64.2%的受訪者贊成或非常贊成政府向市民派發電子消費券，只有 29.8%不贊成或非常不贊成（見附表一）。可是，對於這次政府在分發電子消費券上的各種安排，有 57.0%的受訪者表示不滿意或非常不滿意，滿意或非常滿意的則有 31.7%（見附表二）。雖然有 59.7%受訪者表示，對他們來說，使用電子消費券這種消費方式頗為容易或非常容易，但是亦有 28.6%感到頗為困難或非常困難（見附表三）。

調查又發現，假如政府將來再向市民派錢，73.2%受訪者希望能直接派發現金，只有 5.2%期望派電子消費券，18.9%則表示兩者皆無所謂（見附表四）。

部分市民拿到電子消費券後，或許只會用於原本就要支出的日常消費，不會再額外花費。調查結果顯示，多數受訪者表示不會因此而額外增加本地消費，佔 54.0%，願意額外增加消費的則有 38.5%（見附表五）。假如平日慣常光顧的商舖針對電子消費券提供折扣優惠，47.7%的受訪者表示會到這些店舖買多些或買較貴的產品或服務，45.0%則表示不會這樣做（見附表六）。調查同時發現，56.4%受訪者認為電子消費券計劃對振興香港消費有些幫助，16.0%覺得頗有幫助，2.0%感到非常有助，只有 22.0%認為完全無幫助（見附表七）。

政府提供了四種儲值支付工具讓市民領取電子消費券，調查結果顯示，最多受訪者選擇以八達通來領取，佔 64.3%，其次為拍住賞（9.1%）、支付寶（7.5%）和微信支付（2.6%）（見附表八）。

是次調查於二零二一年六月十一日至二十一日晚上進行，調查採用雙框電話號碼（家居固網電話及手提電話）取樣設計，共成功訪問了 703 位 18 歲或以上的市民（家居固網電話：339 名；手提電話：364 名），家居固網電話及手提電話樣本的成功回應率分別為 28.7%和 30.4%。以 703 個成功樣本數推算，百分比變項的抽樣誤差約在正或負 3.70 個百分點以內（可信度設於 95%）。此外，調查數據先後以雙框電話號碼樣本被抽中的機會率和政府統計處最新公布的性別及年齡分布作加權處理。

中大香港亞太研究所電話調查研究室

二零二一年七月二日

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附表一：是否贊成政府派發電子消費券（百分比）

	百分比
非常贊成	9.7
贊成	54.5
不贊成	22.0
非常不贊成	7.8
不知道／很難說	6.1
（樣本數）	（701）

問題：「你贊唔贊成政府派發電子消費券呢？係非常贊成、贊成、唔贊成、定係非常唔贊成呢？」

附表二：是否滿意電子消費券的各種安排（百分比）

	百分比
非常滿意	1.0
滿意	30.7
不滿意	39.4
非常不滿意	17.6
不知道／很難說	11.3
（樣本數）	（702）

問題：「整體嚟講，你對政府今次電子消費券嘅各種安排滿唔滿意？係非常滿意、滿意、唔滿意、定係非常唔滿意呢？」

附表三：使用電子消費券消費是困難還是容易（百分比）

	百分比
非常困難	6.5
頗困難	22.1
頗容易	46.4
非常容易	13.3
不知道／很難說	11.7
（樣本數）	（703）

問題：「對你嚟講，使用電子消費券呢種方式嚟消費係難定易呢？係非常困難、幾困難、幾容易、定係非常容易呢？」

附表四：期望的領取形式（百分比）

	百分比
現金	73.2
電子消費券	5.2
無所謂	18.9
兩樣同時派	0.8
不知道／很難說	1.8
（樣本數）	(699)

問題：「如果將來政府再派錢，你希望政府直接派現金、派電子消費券，定係無所謂呢？」

附表五：會否因為領取電子消費券而額外多消費（百分比）

	百分比
會	38.5
不會	54.0
不知道／很難說	7.4
（樣本數）	(672)

問題：「有啲人攞咗電子消費券之後，只會用番啲原本就要支出嘅日常消費，唔會洗多咗錢。咁又你會唔會因為攞咗電子消費券而額外多咗啲本地其他消費？」

附表六：會否因為慣常光顧商舖提供優惠而增加消費（百分比）

	百分比
會	47.7
不會	45.0
不知道／很難說	7.3
（樣本數）	(672)

問題：「如果你平時幫襯開嘅商舖針對電子消費券提供折扣優惠，會唔會令到你喺呢啲鋪頭買多啲，或者買較貴嘅產品或服務呢？」

附表七：電子消費券對振興香港消費有多大幫助（百分比）

	百分比
非常有幫助	2.0
頗有幫助	16.0
有些幫助	56.4
完全無幫助	22.0
不知道／很難說	3.7
（樣本數）	(698)

問題：「你認為電子消費券計劃對振興香港消費有幾大幫助呢？係非常有幫助、幾有幫助、有啲幫助、定係完全無幫助？」

附表八：儲值支付工具的選擇（百分比）

	百分比
八達通	64.3
支付寶（Alipay Hong Kong）	7.5
拍住賞（Tap & Go）	9.1
微信支付（WeChat Pay Hong Kong）	2.6
未決定那一種	12.2
不懂如何申請	2.1
不知道／很難說	2.1
（樣本數）	(702)

問題：「到時你會用邊種儲值支付工具去領取電子消費券呢？係八達通、支付寶（Alipay Hong Kong）、拍住賞（Tap & Go）定係微信支付（WeChat Pay Hong Kong）呢？」

## **Survey Findings on Views about Electronic Consumption Vouchers Released by Hong Kong Institute of Asia-Pacific Studies at CUHK**

In order to boost local consumption, the HKSAR Government will issue HK\$5,000 electronic consumption vouchers to eligible residents, and plans to open the scheme for registration on 4 July. A telephone survey conducted by the Hong Kong Institute of Asia-Pacific Studies at The Chinese University of Hong Kong in mid-June showed that 64.2% of the respondents agreed or strongly agreed with the government's disbursement of electronic consumption vouchers. However, 57.0% of the respondents were dissatisfied or very dissatisfied with the various arrangements of the scheme, while 31.7% were satisfied or very satisfied.

According to the survey results, 64.2% of the respondents agreed or strongly agreed with the disbursement of electronic consumption vouchers by the Government to the public, while only 29.8% disagreed or strongly disagreed. However, with regard to the various arrangements made by the Government for the current voucher scheme, 57.0% of the respondents were dissatisfied or very dissatisfied, and 31.7% were satisfied or very satisfied. While 59.7% of the respondents said that it would be rather easy or very easy for them to spend an electronic voucher, 28.6% said it would be quite difficult or very difficult.

The survey also found that if the Government were to issue money to the public again in the future, 73.2% of the respondents would like to receive a cash deposit directly, while only 5.2% were in favour of electronic consumer vouchers, and 18.9% indicated that they would be indifferent to the mode of money.

After receiving the electronic consumption vouchers, some people may plan to only spend the money on regular daily consumption that they have originally planned, and overall not spend any extra money. Of the survey results, 54.0% of respondents said they would not spend more overall, while 38.5% said they were willing to consume more. If the stores that respondents normally shop at offer discounts for electronic consumption vouchers, 47.7% of the respondents said they would buy more or buy more expensive products or services in these stores, while 45.0% said they would not do so. The survey also found that 56.4% of the respondents believed that the scheme would be somewhat helpful in boosting consumption in Hong Kong, 16.0% believed it would be quite helpful, 2.0% very helpful, and only 22.0% believed it would be completely unhelpful.

The Government has provided four stored value facilities for the public to collect the electronic consumption vouchers. The survey results showed that the largest number of the respondents chose Octopus to receive them, accounting for 64.3%, followed by Tap & Go (9.1%), Alipay HK (7.5%) and WeChat Pay HK (2.6%).

A dual-frame (landline and mobile phone) sampling design was adopted for the survey, and it was conducted from 11 to 21 June 2021. A total of 703 respondents aged 18 or above (landline: 339; mobile: 364) were successfully interviewed, with response rates of 28.7% (landline) and 30.4% (mobile). The sampling error is estimated at plus or minus 3.70 percentage points at the 95% confidence level. In addition, weighting of survey data was based on the probability of the respondents being selected via dual-frame sampling design and relevant age-sex distribution of the population published by the Census and Statistics Department.

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