

特區行政長官人選跟進調查

Follow-up Survey on the Potential Candidates for the Chief Executive of HKSAR

承接上期報道之調查，本中心於十月八日再次跟進調查市民對五位被傳媒廣泛報道之特區行政長官人選的評分。發現董建華與楊鐵樑不分伯仲。楊鐵樑在知名度佔先，而董健華則在支持度僅勝。吳光正與二人尚有距離，而其他兩名人士則遠遠落後。

As a follow-up to our in-depth survey reported last time, our latest rating survey found that among the five possible candidates widely reported, Tung Chee-wah is topping the list in terms of support rating, but Yang Ti-liang is leading in terms of recognition rate. Peter Woo is lagging behind the two with a distance, while the other two candidates are left way behind.

Date of survey 調查日期: 8/10/96

Total sample 總樣本: 521

合適程度評分 Rating of suitability

行政長官人選 Candidate	平均分數 Average mark	有效評分人數 No. of valid raters	認知率 Recognition rate
1. 董建華 Tung Chee-hwa	62.7	390	74.9%
2. 楊鐵樑 Yang Ti-liang	61.8	415	79.7%
3. 吳光正 Peter Woo	54.7	330	63.3%
4. 賈施雅 Garcia Arthur	41.4	189	36.3%
5. 羅德丞 Lo Tak-shing	36.8	353	67.8%

被訪者是否介意由某些人選出任行政長官

Whether the respondents mind certain candidates becoming Chief Executive

行政長官人選 Candidate	不介意的比率 Percentage expressing "do not mind"	介意的比率 Percentage saying they "mind"
楊鐵樑 Yang Ti-liang	83.9%	9.2%
董建華 Tung Chee-wah	80.6%	7.9%
吳光正 Peter Woo	64.8%	18.0%
羅德丞 Lo Tak-shing	45.0%	43.4%
賈施雅 Garcia Arthur	37.8%	22.8%

九六年九月份社研定期調查之樣本數據 Contact information for POP tracking polls conducted in September 1996

		第一次調查 First poll	第二次調查 Second poll
日期	Date of surveys	12-16/9/96	25/9/96
訪問對象	Target population	十八歲或以上之香港市民 Hong Kong population aged 18 or above	
調查方法	Survey method	電話訪問 Telephone survey	
抽樣方法	Sampling method	從住宅電話簿中隨機抽出號碼，再用電腦配套另一部份。當成功接觸目標住戶後，再用出生日期抽取其中一名被訪者接受訪問。 Telephone numbers were selected randomly from telephone directories and additional numbers generated by the computer. If more than one subject had been available, the one who had his/her birthday next was selected.	
樣本數目	Sample size	547	534
回應率	Response rate	55.0%	45.9%
抽樣誤差	Standard error	2.1%	2.2%

各項評分調查之補充資料 SUPPLEMENTARY INFORMATION ON RATING SURVEYS

本刊上期向讀者介紹有關各項評分調查的設計方法，並刊出各項評分的近期結果。由於所刊之調查日期並不包括第一階段的提名調查，本刊在此加以補充。

In the last issue, we explained the methodology of our POP rating surveys as well as provided dates of our latest surveys. Those were in fact dates for Stage 2 surveys, which were concerned with ratings only. To supplement our information provided, we hereby give the dates for Stage 1 surveys (for unprompted mentions) as well.

	First stage (naming) 第一階段(提名)	Second stage (rating) 第二階段(評分)
Top Ten Legco Members 十大立法局議員	26/7/96	6/8/96
Top Ten Political Figures 十大政治人物	26/7/96	6/8/96
Top Five Political Groups 五大政治團體	6/8/96	28-29/8/96
Top Ten HKSAR Preparatory Committee Members 十大香港特別行政區籌備委員會委員		
January 96 九六年一月	4-5/1/96	17-18/1/96
March 96 九六年三月	13-15/3/96	25-27/3/96
May 96 九六年五月	5-6/5/96	22-23/5/96
July 96 九六年七月	10/7/96	26/7/96

下期提要 IN THE NEXT ISSUE

一項由香港醫學會委託本研究小組，在一九九六年九月進行的有關「脊骨神經科醫生」是否屬於「西醫」的調查發現，從大眾角度而言，大部份被訪者均對「醫生」、「西醫」、「脊骨神經科醫生」、「脊醫」、「骨科醫生」、「神經科醫生」等稱號有所混淆。調查亦顯示一般市民會認為「脊骨神經科醫生」是「西醫」中的專科醫生，但就算該等專業人士被稱為「脊醫」，大部份被訪者仍然認為他們是「西醫」中的專醫科生。本刊在下期將會有更詳細的分析。

A POP survey commissioned by the Hong Kong Medical Association in early September 1996 to study whether, in the public's view, "the title *dzek gwat san ging fo ji sang* (脊骨神經科醫生, meaning chiropractor) means a *sai ji* (西醫)..." has found that there was general confusion among respondents over the meaning of *ji sang* (醫生), *sai ji* (西醫), *dzek gwat san ging fo ji sang* (脊骨神經科醫生), *dzek ji* (脊醫), *gwat fo ji sang* (骨科醫生), and *san ging fo ji sang* (神經科醫生). The survey has confirmed that the general public had the impression that *dzek gwat san ging fo ji sang* are *sai ji*. However, this confusion could apparently not be resolved by simply restricting chiropractors to use the title *dzek ji*, as most respondents also considered *dzek ji* a specialist in *sai ji*. More details next time.

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香港醫學會 Hong Kong Medical Association (贊助有關「脊骨神經科醫生」稱號民意調查 for sponsoring opinion survey on people's perception of the title *dzek gwat san ging fo ji sang* [脊骨神經科醫生, meaning chiropractor])

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