THE UNIVERSITY OF HONG KONG
FACULTY OF SOCIAL SCIENCES

PUBLIC OPINION PROGRAMME

Annual Report for July 2011 to June 2012

I. Preamble

This is the fifth annual report of the Public Opinion Programme (POP) compiled for the Faculty, as a regular exercise which started in 2008. Also around that time, the University conducted an internal audit of POP.   Then, a year later in 2009, the University conducted a review of POP. While POP welcomes such reviews, it should be noted that POP differs significantly from other research centres, real or virtue, in the following ways:

- POP's current *modus operandi* is like an independent research centre, although it is only a "research programme" in name. The original idea is to give POP the flexibility of operating under different centres, departments or even University-owned companies if and when deemed desirable. POP was established in June 1991 within the Social Sciences Research Centre under the Faculty of Social Sciences. It was transferred to the Journalism and Media Studies Centre in May 2000, and then back to the Faculty of Social Sciences in January 2002. Its status has since then remained unchanged, for more than ten years now.

- Although the principal activity of POP may be similar to some other research units, POP adheres strictly to a set of self-imposed service policies designed to safeguard its independence, autonomy and a share in the proprietary rights of the research output it produces. It has effectively been involved in "knowledge exchange" activities since its establishment, way before the term itself becomes popular.

- POP receives no direct funding from the University, no one-line budget and no research grant. Nevertheless, POP does not take on pure commercial or consultancy projects. POP also tries hard to avoid competition with similar research units in the University.

- POP uses its own budget to conduct tracking opinion surveys and public education programmes to serve the need of the community.

II. Mission

POP was established in June 1991 to collect and study public opinion on topics which could be of interest to academics, journalists, policy-makers, and the general public. Since its establishment, POP has been providing quality survey services to a wide range of public and private organizations. Up to this date, POP has conducted more than 1,300 independent surveys and other kinds of research, almost all of which are funded by outside sources. POP's project collaborators include government departments, public organizations, non-government organizations, professional bodies,

political groups, leading commercial firms, small and medium enterprises, local and overseas media organizations, overseas universities, as well as international associations.

III. Strategy

At this stage of development, POP is willing to operate modestly as a self-funded frontline research programme serving the needs of our local academia and society. In the long run, POP aspires to become an opinion research centre like the National Opinion Research Center at the University of Chicago, or the Roper Center for Public Opinion Research at the University of Connecticut, just to mention two well-known examples overseas.

In 2009, during the University's review of POP, a 5-year development plan for POP was laid down, which brings it beyond its 20th anniversary in 2011. According to this plan, depending on the amount of university and community support gathered, POP is ready to develop along the following directions:

1) <u>Impact on Hong Kong society</u> – POP will continue its regular self-funded tracking poll series to provide credible opinion data for public consumption. The present level of media coverage of POP activities is around 220 print stories per month.

2) <u>Knowledge transfer to the local media</u> – POP has been the leader in introducing tracking polls, instant polls, exit polls, rolling polls, deliberative forums and election night early returns to the local media. POP intends to further introduce deliberative polls, panel studies and civil referendums to Hong Kong.

3) <u>Knowledge transfer to other local sectors</u> – POP will continue to work with fellow academics from all institutions, the business community and non-government organizations to construct and maintain scientific opinion indicators and indices, among other initiatives.

4) <u>Regional and international connections</u> – POP is an active participant of the World Association for Public Opinion Research (WAPOR) and the World Public Opinion Project. The Director of POP is currently the Chair of the Liaison Committee. Between June14-16, 2012, POP hosted the 65th WAPOR Annual Conference in Hong Kong, which is the first time that WAPOR ever holds its annual conference outside Europe and North America. The conference attracted 246 full registrations from 37 countries/regions plus 12 local participants, giving 117 presentations from 32 countries/regions, plus 8 poster presentations, 6 special panels and 2 plenary sessions. These are record high numbers in the history of WAPOR.

5) <u>Teaching within HKU</u> – If requested by the University, POP could be involved in the teaching of opinion research in a variety of ways, like (a) designing and/or teaching a foundation course, (b) providing datasets for secondary analysis and student projects, (c) providing opportunities for student experiential learning, and (d) deploying students to overseas opinion research centres for internship.

6) Synergy within HKU – POP looks forward to more collaboration with colleagues across different faculties and departments especially in terms of research support and the use of data by research students.

IV. Director's Reflection

Corresponding to the six lines of development mentioned in the last section, POP has made significant achievements over the last academic year to reach a new height. POP continues to aspire to becoming an international level opinion research centre while maintaining its high impact on local and regional developments.

- Impact – POP's influence in Hong Kong society is maintained at a very high level, there are on average about 7 newspaper stories on POP surveys each day. We will continue our self-funded tracking polls to maintain our impact on society.

- Knowledge exchange – Knowledge transfer and public education can now be broadly grouped under "knowledge exchange", which POP has been doing a lot since its establishment. To us, knowledge exchange includes the important elements of academic integrity and service quality. In the area of public opinion research, this includes the introduction of international standards of professional ethics and practices. Moreover, as our survey findings are increasingly used in secondary school textbooks and public examination papers, we look forward to more exchanges with different stakeholders to develop an outline of liberal studies using opinion research techniques.

- International connections – POP already has strong connections with institutions in Taiwan, Macau and Mainland China. POP is developing connections in Europe, America, East Asia, South Asia and Southeast Asia over the last few years, POP has been working closely with Stanford University on a number of projects and initiatives. The Director of POP now sits in the WAPOR Council, and will continue to strengthen these regional and international ties. As an outgrow of our WAPOR 2012 Annual Conference mentioned before, under the initiation of the Director of POP, an Asian Network of Public Opinion Research (ANPOR) has been established. Frequent meetings and conferences will be organized in future to facilitate intellectual exchange and professional connections in Asia.

- Teaching – Members of POP are happy to be involved in the teaching of opinion research in a variety of ways, like (a) designing and/or teaching a foundation course, (b) providing datasets for secondary analysis, (c) providing opportunities for student experiential learning, and (d) deploying students to overseas opinion research centres for internship. Last year, we organized our first ever credit-based internship programme for a group of 8 students from the Hong Kong Community College (HKCC) of The Hong Kong Polytechnic University (PolyU), covering 168 hours of internship time spanning over 6 weeks from early June to mid-July 2012.

- Synergy – POP will continue to collaborate with colleagues from different faculties and departments when called for, especially in terms of data collection and the provision of data for

secondary analysis by colleagues and research students. Our relocation to the Centennial Campus has given us more momentum in this aspect.

V. Output

In the following research output listing, Chung R.T.Y. is the Director of POP, Pang K.K.L. is the Assistant Director of POP, Ma J. is the IT Manager of POP, Lee F.W.K. and Lee W.W.Y. are Research Managers of POP, and Tai E.C.F is the Senior Data Analyst of POP.

Conference presentations

Chung R.T.Y. (2012), "Liberal Studies Conference 2012" presented at "A Multi-dimensional View at the Hongkong-China Contradiction", jointly hosted by Hong Kong Institute of Education (HKIEd), Hong Kong Professional Teachers' Union (PTU) and Hong Kong Liberal Studies Teachers' Association, held at HKIEd, Hong Kong, June 19, 2012.

Tai E.C.F and Chung R.T.Y. (2012), "PSI: Towards a New Index of Public Opinion" presented at the World Association for Public Opinion Research (WAPOR) 65th Annual Conference, jointly organized by WAPOR and Public Opinion Programme, the University of Hong Kong, held at the University of Hong Kong, June 16, 2012.

Chung R.T.Y. (2012), "Freedom to Publish Opinion Poll Results", a keynote speech plus presentation given at the World Association for Public Opinion Research (WAPOR) 65th Annual Conference, jointly organized by WAPOR and Public Opinion Programme, the University of Hong Kong, held at the University of Hong Kong, June 15, 2012.

Chung R.T.Y. and Lee W.W.Y. (2012), "Opinions and attitudes in time of economic turbulence" presented at a thematic session "Economy, politics and public sentiment", organized by World Association for Public Opinion Research, European WAPOR Conference held in Gdansk, Poland, March 15, 2012.

Chung R.T.Y. (2011), "The New World of Public Opinion Research: WAPOR and HKUPOP" A conference organized by Korean Association for Survey Research (KASR), held at The Korea Chamber of Commerce & Industry, Seoul, October 28, 2011.

Chung R.T.Y. and Tai E.C.F (2011), "Election and Democratic Development: Experience of Taiwan, Hong Kong and Macau" presented at a conference on "Electoral Survey and Democratic Development: The Hong Kong Experience", organized by Election Study Center, National Chengchi University, Taiwan, held at the International Convention Center, National Taiwan University Hospital, Taiwan, September 24, 2011.

Lectures, talks and workshops

Chung R.T.Y. (2012), "Deliberation in the New World of Public Opinion" A workshop on

Deliberative Democracy, organized by The Center for Deliberative Democracy at Stanford University, held at Graduate House, the University of Hong Kong, June 17, 2012.

Tai E.C.F (2012), "New WebOMR Technology for Survey Use" A workshop on Deliberation Democracy, organized by The Center for Deliberative Democracy at Stanford University, held at Graduate House, the University of Hong Kong, June 17, 2012.

Chung R.T.Y. (2012), "WAPOR's 65th Annual Conference" A round table discussion on "E-Democracy II", jointly organized by World Association for Public Opinion Research and Public Opinion Programme, the University of Hong Kong, held at Graduate House, the University of Hong Kong, June 16, 2012.

Tai E.C.F (2012), "New WebOMR Technology for Survey Use" A workshop on Deliberative Democracy, jointly organized by The Center for Deliberative Democracy at Stanford University and the National Base for Leadership Education and Training, held in Sichuan University, Chengdu, May 27, 2012.

Chung R.T.Y. (2012), "Public Administration, Public Consultation, and Deliberative Democracy: A Perspective from Hong Kong" A workshop on Deliberative Democracy, jointly organized by The Center for Deliberative Democracy at Stanford University and the National Base for Leadership Education and Training, held in Sichuan University, Chengdu, May 26, 2012.

Chung R.T.Y. (2012), "e-Voting Security and Privacy" A panel discussion at a public seminar on "Lessons learnt from the first e-voting in Hong Kong, co-hosted by Internet Society and Professional Information Security Association, held at Y302, The Hong Kong Polytechnic University, May 19, 2012.

Ma J. (2012), "e-Voting Security and Privacy" presented at a public seminar on "PopVote Security & Privacy", co-hosted by Internet Society and Professional Information Security Association, held at the Hong Kong Polytechnic University, May 19, 2012.

Chung R.T.Y. (2012), "Keynote speech at 16th Annual Human Rights Press Awards Presentation Luncheon", organized by Amnesty International Hong Kong, Foreign Correspondents' Club and Hong Kong Journalists Association, held at Foreign Correspondents' Club, April 21, 2012.

Chung R.T.Y. (2012), "Chilling the Ivory Tower: The Present and Future of Hong Kong's Academic Freedom" presented at a public forum organized by Politics and Public Administration Association SSS HKUSU, held at The University of Hong Kong, April 2, 2012.

Chung R.T.Y. (2012), "Ming Pao Forum of CE election", organized by Ming Pao, held at Ming Pao Conference Room in Chai Wan, March 26, 2012.

Chung R.T.Y. (2012), "Introducing Deliberation in Public Opinion Research: The Hong Kong Experience" An Open Seminar for Academics, Public Administration and NGOS, organized by The

Centre for Deliberation at the Institute of Sociology, University of Warsaw, held at Warsaw, March 13, 2012.

Chung R.T.Y. (2012), "Let Ballots Fly – 2012 Election of HKSAR Chief Executive" presented at a workshop organized by United College, The Chinese University of Hong Kong, held at The Chinese University of Hong Kong, March 8, 2012.

Chung R.T.Y. (2012), "Exploring Academic Freedom in Hong Kong from the HKIED Incident" A public forum jointly hosted by Educational Policy Forum and UEd Forum, held at HKIED, February 27, 2012.

Chung R.T.Y. (2012), "Academic Freedom and Freedom of Speech in Hong Kong: Past and Present" A public forum organized by The University Education Concern Group and co-hosted by the Editorial Board of HKUSTSU, held at Tsang Shiu Tim Art Hall, The Hong Kong University of Science and Technology, February 21, 2012.

Chung R.T.Y. (2012), "Scholars or Academic Hegemons? Who Defines Academic Freedom?" A talk at school of Journalism and Communication, The Chinese University of Hong Kong, February 20, 2012.

Chung R.T.Y. and Tai E.C.F. (2012), "From TVAI to QMI and Beyond" A lecture for the Hong Kong Baptist University Master of Arts (Film & TV) students taking the course "Graduate Seminar on HK Television Industry", organized by the Hong Kong Baptist University, February 13, 2012.

Chung R.T.Y. (2012), "Building a Decent Civic Forum" A public forum organized by the University Education Concern Group, held at the City University of Hong Kong, February 5, 2012.

Chung R.T.Y. (2012), "Workshop on Deliberative Democracy, Public Consultation and the Media (Part II)" A workshop on Deliberative Polling, jointly organized by the Center for Deliberative Democracy at Stanford University and Public Opinion Programme at the University of Hong Kong, held at the Grand Lapa Hotel, Macau, December 2-5, 2011.

Chung R.T.Y. (2011), "HeadlineJobs Quality Workplace Index 2011 (2nd half)" A presentation at a seminar for Employee Engagement Summit 2011 organized by Sing Tao News Corporation, held at Kowloon Shangri-La Hotel, November 18, 2011.

Chung R.T.Y. (2012), "The New World of Public Opinion Research: WAPOR and HKUPOP" A seminar organized by Statistics Korea, held at The Government Complex Daejeon, Daejeon, October 27, 2011.

Chung R.T.Y. (2012), "Quality-Mass Index (QMI): A New Measurement of Audience Appraisal" A seminar organized by Committee on the Impact of Media Concentration (CIMC), held at 19th floor of Korea Press Center, Seoul, October 27, 2011.

Chung R.T.Y. (2012), "One World New Grounds: Breaking Surveys in Macau" A lecture for the members of the Macau Civil Servant's Association (ATFPM), presented at the office of ATFPM, Macau, October 22, 2011.

Chung R.T.Y. (2012), "Hong Kong Deliberative Forum" A deliberative forum study on the mechanism for filling vacancies in the Legislative Council Legislative Council, co-organized by Radio Television Hong Kong and Public Opinion Programme of the University of Hong Kong, held at Radio Television Hong Kong Studio 1, September 1, 2011.

Tai E.C.F (2012), "New WebOMR Technology for Survey Use" A Workshop on Deliberative Democracy organized by The Center for Deliberative Democracy at Stanford University, held in Beijing, August 17, 2011.

Chung R.T.Y. (2012), "Workshop on Deliberative Democracy, Public Consultation and the Media (Part I)" A workshop on Deliberative Polling jointly organized by the Center for Deliberative Democracy at Stanford University and Public Opinion Programme at the University of Hong Kong, held at Sheraton Hotel & Towers, Hong Kong, July 8-10, 2011.

Chung R.T.Y. (2011), "HeadlineJobs Quality Workplace Index 2011 (1st half)" A presentation at a seminar for Greater China Talent Management Summit 2011 organized by Sing Tao News Corporation, held at Kowloon Shangri-La Hotel, July 8, 2011.

Chung R.T.Y (2012), "Contemporary Public Opinion Research: Hong Kong Experience" A Deliberative Democracy and Public Consultation Intensive Workshop organized by Public Opinion Programme and The Center for Deliberative Democracy at Stanford University, held in Nanjing, July 4, 2011.

Tai E.C.F (2012), "New WebOMR Technology for Survey Use" A Workshop on Deliberative Democracy organized by The Center for Deliberative Democracy at Stanford University, held in Nanjing, July 4, 2011.

Column articles

Pang K.K.L. (2012), "2012 TV Programme Appreciation Index: Overview of 1st Stage Survey Results" (Chinese article), June 19, 2012, 《2012 電視節目欣賞指數第一階段調查結果概述》, published in the June 2012 Issue of Media Digest.

Chung R.T.Y. (2012), "Professional Standards of Exit Polls (Full version)" (Chinese article), June 15, 2012, 《票站調查的專業規範(長篇版)》, uploaded to PopCon on June 15, 2012.

Chung R.T.Y. (2012), "Professional Standards of Exit Polls (Abridged version)" (Chinese article), June 15, 2012, 《票站調查的專業規範(精簡版), published in Ming Pao and uploaded to PopCon on June 15, 2012.

Chung R.T.Y. (2012), "Survey on Ethnic Identity of Hong Kong People (Full version)" (Chinese article), June 6, 2012, 《港人身份認同調查(長篇版)》, uploaded to PopCon on June 6, 2012.

Chung R.T.Y. (2012), "Survey on Ethnic Identity of Hong Kong People (Abridged version)" (Chinese article), June 6, 2012, 《港人身份認同調查(精簡版)》, published in Ming Pao and uploaded to PopCon on June 6, 2012.

Chung R.T.Y. (2012), "Differences in polls on CE-elect" (Chinese article), June 2, 2012, 《候任特首民調的差異》, published in Ming Pao on June 2, 2012.

Chung R.T.Y. (2012), "The World's New Order of Public Opinion Research" (Chinese article), May 30, 2012, 《民意新世界、世界新民意》, uploaded to PopCon on May 30, 2012.

Chung R.T.Y. (2012), "Response to Hao Tie Chuan's Article" (Chinese article), March 22, 2012, 《對郝鐵川文章的回應》, published in Ming Pao on March 22, 2012.

Pang K.K.L. (2012), "2011 TV Programme Appreciation Index: Overview of 4th Stage Survey Results and Overall Results of the Whole Year" (Chinese article), March 9, 2012, 《2011 電視節目欣賞指數第四階段調查及全年綜合結果概述》, published in the March 2012 Issue of Media Digest.

Chung R.T.Y. (2012), "Solid Handling of the Poll Results" (Chinese article), January 12, 2012, 《紮實處理民調結果》, published in Ming Pao on January 12, 2012.

Pang K.K.L. (2011), "2011 TV Programme Appreciation Index: Overview of 3rd Stage Survey Results" (Chinese article), December 5, 2011, 《2011 電視節目欣賞指數第三階段調查結果概述》, published in the December 2011 Issue of Media Digest.

Chung R.T.Y. (2011), "Letter to Hong Kong: CE Election" (Chinese article), December 3, 2011, 《香港家書：特首選舉》, the audio version of the article was broadcast by RTHK in its programme "Letter to Hong Kong" on December 3, 2011.

Pang K.K.L. (2011), "2011 TV Programme Appreciation Index: Overview of 2nd Stage Survey Results" (Chinese article), September 1, 2011, 《2011 電視節目欣賞指數第二階段調查結果概述》, published in the September 2011 Issue of Media Digest.

Chung R.T.Y., Chan J.M. and Lee F.L.F. (2011), "Passing On June 4 Collective Memory: Results of the On-Site Survey of June Fourth Candlelight Vigil (2)" (Chinese article), July 1, 2011, 《六四集體記憶的代際承傳：燭光晚會現場調查結果（二）》, published in Ming Pao on July 1, 2011.

Public research reports

POP compiled and delivered 120 research reports of various types to project collaborators, many of which are available online at the HKUPOP Site (http://hkupop.hku.hk). Herewith a list of surveys

which were active during the 12-month period covered by this report.

Start Date	Project Title
28-06-2012	CE-elect Leung Chun-ying
28-06-2012	Survey on Working Hours & Workload of Practicing Doctors in the Private Sector
25-06-2012	Survey on Illegal Residential Structures of CY Leung
20-06-2012	Public Survey on Tax Concession for Saving Insurance Plans
13-06-2012	Survey on the Re-structuring of SAR Government
13-06-2012	Survey on Member Behaviour in time of MPF Employee Choice Arrangement
11-06-2012	Survey on 15th Anniversary of Handover
08-06-2012	Public Survey on Oral Health
05-06-2012	Public Survey on Kidney Donation
04-06-2012	HKI Voters' Preference for Legislative Council Election 2012
01-06-2012	Survey on the Effectiveness of Love Teeth Campaign 2012-13
01-06-2012	Opinion survey coded as "Survey Q 2012" - June Survey
01-06-2012	TV Audience Studies 2012 - June Survey
31-05-2012	RTHK Opinion Survey 2012
25-05-2012	Opinion Survey on the Public Ranking of Universities in Hong Kong 2012
25-05-2012	Opinion Survey on School Principals' Ranking of Universities in Hong Kong 2012
23-05-2012	Survey on Delayed Payments and Account Receivables Management for Local Trading Companies 2012
23-05-2012	NET Patient Journey Focus Groups
21-05-2012	Third Telephone Survey on Family Harmony 2012 ("HK-HInTS" project)
16-05-2012	Survey on the Re-structuring of SAR Government
08-05-2012	Survey on Community Fund
07-05-2012	Knee Osteoarthritis Awareness Survey
01-05-2012	TV Audience Studies 2012 – May Survey
25-04-2012	Survey on Local Type 2 Diabetes Patient's Knowledge of Glucose 2012
18-04-2012	HKIE Members Online Survey
10-04-2012	2012 TV Programme Appreciation Index Survey (1st Stage)
01-04-2012	ATV Audience Studies 2012 – April Survey
26-03-2012	Survey on Employees' Job Satisfaction (2012 First Half Year)
21-03-2012	Survey on the Awareness and Preferences of Political Reform for Macau Citizens
19-03-2012	Survey on 2012 CE Election
19-03-2012	Instant Poll for 3.19 Chief Executive Election Forum 2012
18-03-2012	CE Election Rolling Surveys (10th to 11th round)
16-03-2012	Instant Poll for 3.16 Chief Executive Election Debate 2012
15-03-2012	Telephone Survey on Media Usage
14-03-2012	CE Election Rolling Surveys (8th to 9th round)
12-03-2012	2011 TV Programme Appreciation Index Survey (Final aggregate result)
09-03-2012	CE Election Rolling Surveys (6th to 7th round)
07-03-2012	HeadlineJobs Survey on Labor Market 2012
06-03-2012	MPF Survey 2012

Start Date	Project Title
05-03-2012	Survey on Scandal of Donald Tsang
03-03-2012	CE Election Rolling Surveys (4th to 5th round)
01-03-2012	Opinion survey coded as "Survey Q 2012" – March Survey
01-03-2012	TV Audience Studies 2012 – March Survey
27-02-2012	CE Election Rolling Surveys (1st to 3rd round)
27-02-2012	2012 Chief Executive Election Tracking Surveys (2012 Seventh Round)
25-02-2012	2012 Chief Executive Election Tracking Surveys (2012 Sixth Round)
21-02-2012	Survey on Local NGO's Knowledge on "Cloud Solution" and Security Concerns 2012
20-02-2012	2012 Chief Executive Election Tracking Surveys (2012 Fifth Round)
20-02-2012	2012 Chief Executive Election Tracking Surveys (2012 Second Round)
16-02-2012	Survey on the 2012 Chief Executive Election
13-02-2012	Survey on People's Working Pressure and Their Use of Brain
13-02-2012	2012 Chief Executive Election Tracking Surveys (2012 Fourth Round)
06-02-2012	Public Survey on Waste Charging Scheme
06-02-2012	2012 Chief Executive Election Tracking Surveys (2012 Third Round)
01-02-2012	TV Audience Studies 2012 – February Survey
30-01-2012	2012 Chief Executive Election Tracking Surveys (2012 Second Round)
22-01-2012	Survey on CE Primary Election 2012
18-01-2012	Opinion Survey on the Third Airport Runway
17-01-2012	DASS Project: Data Analysis & Survey Results Compilation
16-01-2012	2012 Chief Executive Election Tracking Surveys (2012 First Round)
12-01-2012	Opinion Survey on Over-usage of Brain
10-01-2012	Insulin User Survey
10-01-2012	2011 TV Programme Appreciation Index Survey (4th Stage)
03-01-2012	Opinion Survey on Chief Executive Election in 2012 (Fourth round survey)
01-01-2012	TV Audience Studies 2012 - January Survey
29-12-2011	2012 Opinion Survey on Employees' and Employers' view on MPF
19-12-2011	Opinion Survey on Chief Executive Election in 2012 (Eleventh round survey)
13-12-2011	The Hong Kong LGBT climate Study 2011-12
09-12-2011	Hong Kong Engineer Readership Survey 2011/12
06-12-2011	Provision of Survey of English-speaking radio audience
06-12-2011	Opinion Survey on Chief Executive Election in 2012 (Third round survey)
01-12-2011	Opinion survey coded as "Survey Q 2011" – December Survey
01-12-2011	TV Audience Studies 2011 – December Survey
28-11-2011	Survey on 2012 Chief Executive Election (Round 3)
23-11-2011	Survey on Effectiveness of Publicity Activities for Rehabilitated
23-11-2011	Survey on Popularity of DP candidates for the LC Election 2012
22-11-2011	Opinion Survey on Electricity Charges
18-11-2011	Research Study on Consumer Purchase Behaviors
17-11-2011	Survey on Public Attitudes towards New Immigrants
15-11-2011	Audience Survey for the "Architecture is Art Festival"

Start Date	Project Title
06-11-2011	Exit Poll on 2011 District Council Election
04-11-2011	Opinion Survey on Local Travel Industry
01-11-2011	TV Audience Studies 2011 - November Survey
28-10-2011	Survey on retirement 2011/12 – A comparative Study between Hong Kong and Shanghai
25-10-2011	Opinion Survey on Chief Executive Election in 2012 (Second round survey)
22-10-2011	Popularity Survey on Chief Executive & Principal Officers in Macau
17-10-2011	Opinion Survey on Chief Executive Election in 2012 (Tenth round survey)
13-10-2011	2011 TV Programme Appreciation Index Survey (3rd Stage)
12-10-2011	Opinion Survey on Poverty Issues in Policy Address 2011-12
10-10-2011	Policy Address Survey 2011
11-10-2011	Policy Address 2011 Instant Poll Subscription (for electronic media)
11-10-2011	Survey on 2012 Chief Executive Election (Round 2)
01-10-2011	ATV Audience Studies 2011 – October Survey
30-09-2011	Hong Kong Government Service Excellence Index 2011 (HKGovSEI 2011)
27-09-2011	Survey on Public Knowledge of Lung Cancer
26-09-2011	Survey of Corporate Credit Risk Management in Hong Kong (2011)
26-09-2011	Opinion Survey on Chief Executive in 2012
19-09-2011	Survey on Employees' Job Satisfaction 2011 – Second Half
05-09-2011	Survey on breastfeeding and infant feeding
05-09-2011	Survey for TV Programme "I wanna be CE 2"
01-09-2011	Opinion survey coded as "Survey Q 2011" – September Survey
01-09-2011	TV Audience Studies 2011 – September Survey
30-08-2011	Opinion Surveys of Local SMEs' Views on Minimum Wage Legislation
24-08-2011	Work Life-Balance of the Hong Kong Working Population 2011
23-08-2011	Opinion Survey on Chief Executive Election in 2012 (Ninth round survey)
17-08-2011	Heavy Menstrual Bleeding Survey
18-08-2011	Opinion survey of 1,000 Hong Kong residents on a designated topic for a deliberative forum
16-08-2011	Survey on Chief Executive Election 2012
10-08-2011	Survey on Nuclear Energy
10-08-2011	Survey on Women Rights, Protection & Retirement Plans
05-08-2011	Follow-Up Survey on Public Sentiment about Ocean Park's Animal Exhibits
01-08-2011	TV Audience Studies 2011 - August Survey
29-07-2011	Survey on Employers' Feedback on Graduates of Rehabilitation Sciences Department
29-07-2011	Survey on Delayed Payment Problems Among the Import & Export Trading Firms
27-07-2011	Opinion Survey on Credit Debt and Financial Management
21-07-2011	Credit Card Survey 2011
20-07-2011	Constructing budgets for retirement in Hong Kong
09-07-2011	2011 TV Programme Appreciation Index Survey (2nd Stage)
06-07-2011	Survey on Replacement Mechanism of Legco Vacancies

Start Date	Project Title
01-07-2011	TV Audience Studies 2011 - July Survey

Other intellectual property

POP writes its own software for computer assisted telephone interviews (CATI), online surveys, online voting system, mobile device data input, and optical mark recognition (OMR) tasks.

VI. Activities

Social influence

A wisenews search of media coverage of POP activities during the period covered by this report gives 2,665 print reports, or around 222 print stories per month. This search excludes stories covered by the electronic media.

POP held a "3.23 Civil Referendum Project" (PopVote) on March 23-24, 2012 to echo with the fourth Chief Executive election on March 25. The purpose was to let the general public express their support towards different candidates through civil voting. The "civil referendum" had three objectives, namely: 1) to integrate with the results of public opinion surveys to form a comprehensive reference for the public and the election committee, 2) to construct a civil society by promoting civil participation, and 3) to demonstrate the electronic voting system. At the end, over 220,000 local citizens voted in this civil referendum. Both local and international media have widely covered this event, which became headline stories in literally all local newspapers.

Commissioned research projects

During the period covered by this report, POP conducted 120 projects commissioned by, or in collaboration with, outside organizations. The projects receive no university funding, but most of the outputs are placed in the public domain via the HKUPOP Site (http://hkupop.hku.hk). These projects are listed in the last section and are not repeated here.

Regular tracking polls

Apart from working on projects commissioned by outside parties, POP has self-funded a pool of almost 200 tracking questions which are repeated periodically. They relate to a spectrum of social issues in Hong Kong, such as the popularity of the Chief Executive and the HKSAR Government, reaction to policy and budget speeches, people's assessment of the political, economic and social conditions, freedom indicators, social indicators, and so on. POP self-funds these surveys as part of its community service. POP releases the findings of these tracking polls to the media and the public regularly on a complimentary basis. All materials are also uploaded to POP Site (http://hkupop.hku.hk) for public consumption.

VII. Collaborations

Over the past many years, POP has collaborated with hundreds of public and private organizations locally, regionally and internationally. They include university departments and units, government departments, public organizations, non-government organizations, professional bodies, political groups, leading commercial firms, small and medium enterprises, local and overseas media organizations, overseas universities, and many international associations. According to POP's "service policy", we never give up our research autonomy and intellectual property rights when collaborating with project partners, so the relationship is never money-oriented.

a. **Inter-Departmental Collaborations within the University**

Excluding projects which call on POP purely for data collection, in the year past, we have been working closely with colleagues from 1) School of Business, 2) School of Public Health, 3) School of Nursing, 4) Department of Psychiatry, and 5) Department of Social Work & Social Administration on a variety of research projects to which we contribute significantly in terms of research design and technical support.

b. **Collaboration with Local Organizations**

In the year past, POP has completed more than 100 research projects in collaboration with 1) local government departments such as Hong Kong Police Force, Department of Health, Hong Kong Monetary Authority, and Radio Television Hong Kong, 2) leading business firms likes Microsoft, Hongkong and Shanghai Banking Corporation (HSBC) and Hong Kong General Chamber of Commerce, 3) non-government organizations like Hong Kong Council of Social Service, Baptist Oi Kwan Social Service, Community Business, Greenpeace, Friends of the Earth, and World Wide Fund, and 5) media conglomerates such as Asia Television (ATV), Now TV, Cable TV and many local newspapers.

c. **Regional Collaboration**

POP has maintained strong connections with leading academic and media institutions in Taiwan, Macau and Mainland China in the area of public opinion research. Intellectual exchange and project collaborations take place regularly with institutes like 1) Fudan Media and Public Opinion Research Center at Fudan University (Shanghai), 2) Election Study Centre at National Chengchi University (Taiwan) and 3) Macao Polling Research Association (Macau). POP has earned a good reputation among these institutes in the Greater China Region.

d. **International Associations and Network**

In the year past, POP has worked closely with the Center for Deliberative Democracy at Stanford University on promoting deliberative democracy and deliberative polling. In June 2012, POP hosted the 65th Annual Conference of the World Association for Public Opinion Research (WAPOR) at this University, which was the first ever WAPOR Annual Conference held outside Europe and America. A few months after that, the Asian Network of Public Opinion Research

(ANPOR) was established, and the Director of POP is now the Secretary-Treasurer of ANPOR.

27 November 2012
Revised 1 February 2013

---------- End of Report ----------