

THE UNIVERSITY OF HONG KONG 香港大學
PUBLIC OPINION PROGRAMME 民意研究計劃

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THE UNIVERSITY OF HONG KONG
PUBLIC OPINION PROGRAMME

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Survey on Quality of Home Life Indicators
“家居生活質素指標調查”

Questionnaire (Finalized)

17 August 2004

The Public Opinion Programme (POP) was established in June 1991 at the Social Sciences Research Centre under the Faculty of Social Sciences of the University of Hong Kong. It was transferred to the Journalism and Media Studies Centre of the University of Hong Kong in May 2000, and then back to the Faculty of Social Sciences in January 2002.

香港大學民意研究計劃在一九九一年六月成立，初時隸屬香港大學社會科學學院的社會科學研究中心，二零零零年五月轉往香港大學新聞及傳媒研究中心，二零零二年一月再轉回香港大學社會科學學院管轄。

Section I Self Introduction

Good evening, sir/miss/madam, my name is _____ and I am an interviewer from the Public Opinion Programme of the University of Hong Kong. We would like to ask for your opinion regarding your home life quality which would only take you a couple of minutes. Please be rested assured that your number was randomly selected from our database and the information you provide will be kept strictly confidential. Should you have any doubts about the authenticity of this survey, you may contact our supervisor at the hotline 3471-7310, or call 2859-2988 in office hours.

- Number confirmation
- District of residence

Section II Selection of Respondent

Are you of age 18 or above? Since we need to conduct random sampling, if there is more than one adult at your home now, may I speak to the one who will have his/her birthday next? (Interviewer can illustrate with examples: "that means is there anyone who will have his / her birthday in August or the coming three months?") **【If the one who answers the phone is not 18 or above, then interviewer asks, "Is there any member of your family who is 18 or above?" If none, interview can be terminated.】**

Yes

No → Interview completed. Thank you for your cooperation. Goodbye. (Skip to end.)

Section III Opinion Questions

Part A Self-Assessment on Home Life Quality

[A1] Using a scale of 0-10, how satisfied are you with your **home size**, with 0 indicating extremely dissatisfied, 10 indicating extremely satisfied, and 5 being half-half?

0 to 10

Don't know/Hard to say

[A2] How about your satisfaction with your **personal space** at home, which means have you got your own bedroom, work station, and so on?

0 to 10

Don't know/Hard to say

[A3] Using the same scale of 0-10, how satisfied are you with your possession of **home entertainment and hi-tech facilities** like TV, DVD, computer, broadband access and so on?

0 to 10

Don't know/Hard to say

[A4] How about your satisfaction with your possession of **kitchen and bathroom appliances** like hotplate, water heater, oven, microwave, and so on?

0 to 10

Don't know/Hard to say

Now, we would like to ask you some questions related to your family members.

[A5] Using the same scale of 0-10, please rate your satisfaction with **the family activities and the time you spend with your family member(s) at home**, like chatting, dining together, watching TV, playing with kids, and so on? Family member(s) refers to those who live(s) with you.

0 to 10

Living alone (Skip to A7)

Don't know/Hard to say

[A6] How about your satisfaction with the **amount of care, attention and love** your family members shown to each other?

0 to 10

Living alone (Only used in data analysis stage, so as to have the same sample base.)

Don't know/Hard to say

[A7] Using the same scale of 0-10, how satisfied are you with the **activities you do within your living environment**, like jogging, chatting with others, shopping, social servicing, and so on?

0 to 10

Don't know/Hard to say

[A8] How about your satisfaction with your **neighbours**, like their quality, your relationship with them, their sense of community, and so on?

0 to 10

Don't know/Hard to say

[A9] Having considered all the tangible elements, how satisfied are you with the quality of the **materialistic aspect of your home life**? Please also use a scale of 0-10, with 0 indicating extremely dissatisfied, 10 indicating extremely satisfied, and 5 being half-half.

0 to 10

Don't know/Hard to say

[A10] Then, having considered all the intangible elements, how satisfied are you with the quality of the **non-materialistic aspect of your home life**? Please use the same scale of 0-10.

0 to 10

Don't know/Hard to say

[A11] When it comes to the **overall quality of home life** (“整體家居生活的滿意程度”), how would you allocate the importance, out of a total of 10, between the materialistic and non-materialistic aspects of your home life (你會如何權衡家居生活中物質生活部分及非物質生活部分的比重)? 【Interviewer to note: the 2 numbers should always add up to 10, e.g. if someone thinks both aspects are equally important, then the numbers to be input should be 5-5, other combinations could be 1-9, 3-7, 0-10, etc., except for respondents whose answer is “1 to 2” or “1 to 3”, then simply input 1 to the 1st item and 2 or 3 to the 2nd item. The POP Team will follow up them.】

Materialistic aspect _____ (0-10)

Non-materialistic aspect _____ (0-10)

Don't know / Hard to say

Part B Other Supplementary Questions

[B1] If you were to improve your home environment, which of the following aspects would you like to improve most? **【Interviewer to read out the first 3 answers and orders to be randomized, single response allowed.】**

Home size
Personal space owned at home
Quality of the community belonged to
Others (pls specify: _____)
Don't know/Hard to say

[B2] If you were to improve your home equipment and appliances, which of the following aspects would you like to improve most? **【Interviewer to read out the first 3 answers and orders to be randomized, single response allowed.】**

Home entertainment equipment and appliances
Kitchen and bathroom appliances
Computer/Technology related facilities
Others (pls specify: _____)
Don't know/Hard to say

[B3] Which of the following moments at home do you think is the most enjoyable? **【Interviewer to read out the first 8 answers and orders to be randomized, a maximum of 3 choices allowed, interviewer to probe by "anything else?".】**

Watching TV
Listening to music
Taking a bath
Cooking
Dining with family member(s)
Chatting with family member (s)
Playing with kids
Sleeping
Others (pls specify: _____)
Don't know/Hard to say

[B4] On a typical weekday, how much time would you spend with your family member(s) at home? Please exclude bed time. Family member(s) refers to those who live(s) with you. **【In exact number and round up to the nearest hour; if the answer is less than half an hour, interviewer to input 0.】**

Living alone (Skip to B8)

Depends/Hard to say

[B5] On a typical day during weekend, how much time would you spend with your family member(s) at home? Please exclude bed time. 【In exact number and round up to the nearest hour; if the answer is less than half an hour, interviewer to input 0.】

Living alone (Skipped)
Depends/Hard to say

[B6] How many times in a week would you have dinner together with your family member(s) **at home**? Family member(s) refers to those who live(s) with you. 【In exact number, if the answer is less than 1, interviewer to input 0.】

0 to 7
Living alone (Skipped)
Depends/Hard to say

[B7] How many times in a week would you have dinner together with your family member(s) **outside**? 【In exact number, if the answer is less than 1, interviewer to input 0.】

0 to 7
Living alone (Skipped)
Depends/Hard to say

[B8] If given a free choice, do you prefer to dine at home or outside?

At home (Skip to B9)
Outside (Skip to B10)
Don't know/Hard to say (Skip to B11)

[B9] What is your main reason for choosing to dine at home? 【Interviewer to read out the first 4 answers and orders to be randomized, single response allowed.】 (Skip to B11)

Healthier
Warmer/Closer
Can save money
Cooking at home is fun
Others (pls specify: _____)
Don't know/Hard to say

[B10] What is your main reason for choosing not to dine at home? 【Interviewer to read out the first 6 answers and orders to be randomized, single response allowed.】

Don't know how to cook
Having no time to cook
Lacking in cooking appliances/space
More choices when dining outside
More delicious food when dining outside
Convenient/Save efforts
Others (pls specify: _____)
Don't know/Hard to say

[B11] What is the approximate size of your current housing?

Less than 300 sq. ft
301-500 sq. ft
501-700 sq. ft
701-1000 sq. ft
More than 1,000 sq. ft

Section IV Personal Particulars

I'd like to know some of your personal particulars in order to facilitate our analysis.

- Gender 【Interviewer to input automatically】
- Age 【Input exact number】
- Education Attainment
- Type of housing
- Household size (including the respondent)
- Occupation
- Marital status
- Number of children
- Monthly household income (including year-end bonus and double pay)