



## 2011 年 12 月 28 日 新聞公報

### 港大民研發放最新香港市民身分認同調查結果

#### 特別宣佈

由於早前推出的「區選競猜遊戲」深受市民歡迎，「PopCon 普及民意平台」（網址為 <http://popcon.hk>）再度推出網上競猜遊戲。是次遊戲名為「特首初選競猜遊戲」，市民可以每日競猜泛民主派在明年 1 月 8 日舉行的初選結果，累積分數贏取豐富獎品，包括平板電腦和咖啡現金券。競猜數字會實時更新，直至投票時間最後一分鐘為止。有關遊戲已於 12 月 23 日正午正式開展，直至今日正午，遊戲額外獎分已經累積至 56,325 PopCoins，而何俊仁則在競猜遊戲中以 64 % 對 36% 領先馮檢基。

#### 公報簡要

香港大學民意研究計劃的最新調查顯示，若把『香港人』和『中國人』的身分二元對立比較，香港市民中無論是狹義或廣義地自稱為『香港人』的比率，都比狹義或廣義地自稱為『中國人』的比率高，大約有 20 至 30 個百分比的差距，當中自稱為『中國人』的比率更跌至 2000 年以來的新低，現時的比率為 17 個百分比。是次調查亦發現，以絕對評分計，市民對『香港人』身分的認同感就上升至 10 年新高，而對『中國人』的身分認同感就跌至 12 年新低。這個發展，似乎與中國近年的經濟發展背道而馳，相信與經濟範疇以外的發展有關。此外，若以 0 至 100 分的『身分認同指數』計算（指數愈高，正面感覺愈強），香港市民對『香港人』的感覺最強，然後是『中華民族一份子』、『亞洲人』、『中國人』、『世界公民』和『中華人民共和國國民』。綜合各種測試顯示，香港市民最認同『香港人』的身分，然後是一系列的文化認同。對『中華人民共和國國民』身分的認同程度，就相對低於其他身分認同。在 95% 置信水平下，有關評分誤差不超過 +/-2.4，有關百分比的最高抽樣誤差則為 +/-4 個百分比，調查的回應率為 66%。

#### 注意事項：

[1] 《香港大學民意網站》的網址為 <http://hkupop.hku.hk>，傳媒可到網站參閱調查細節。

[2] 調查樣本為 1,016 個成功個案，並非 1,016 乘以回應率 66.4%，過去有不少傳媒在報導上犯了上述錯誤。過去有不少傳媒在報導上犯了上述錯誤。

[3] 在 95% 置信水平下，調查中的百分比的最高抽樣誤差為 +/-4 個百分比之間，評分誤差另計。95% 置信水平，是指倘若以不同隨機樣本重複進行有關調查 100 次，則 95 次的結果會在正負誤差之內。傳媒引用有關數字時，可以註明「在 95% 置信水平下，各項評分誤差不超過 +/-0.25，各認同指數之誤差不超過 +/-2.4，百分比誤差不超過 +/-4 個百分比」。

[4] 因為調查存在抽樣誤差，數字不能過份精確，因此，傳媒在引用本調查的百分比數字時，應避免使用小數點，在引用評分數字時，則可以使用一個小數點。

[5] 調查數據並非透過音頻互動系統取得，倘若調查機構以「電腦隨機抽樣電話訪問」或類似文字來掩飾音頻互動調查，是不專業的做法。

## 最新數據

民研計劃今日如期在《民意網站》發放市民身分認同的最新調查結果。按照慣例，有關調查數字已經按照政府統計處提供之 2011 年中全港人口年齡及性別分佈初步統計數字，以「加權」方法作出調整。現先列出最新調查的樣本資料：

調查日期	總樣本數	回應比率	最高百分比誤差 <sup>[6]</sup>	最高認同指數之誤差 <sup>[6]</sup>
12-20/12/2011	1,016	66.4%	+/-3%	+/-2.4

[6] 有關誤差數字均以 95% 置信水平及整體樣本計算。95% 置信水平，是指倘若以不同隨機樣本重複進行有關調查 100 次，則 95 次的結果會在正負誤差之內。個別題目如果只涉及調查內若干次樣本，百分比誤差會相應增加。評分誤差則會按照樣本評分的分佈情況另行推算。

有關市民對自我身分認同的各項數字表列如下：

調查日期	9-13/6/10	13-16/12/10	21-22/6/11	12-20/12/11	最新變化
樣本基數 <sup>[10]</sup>	1,004	1,013	520 <sup>[10]</sup>	541 <sup>[10]</sup>	--
整體回應比率	68.2%	67.4%	65.7%	66.4%	--
最新結果	結果	結果	結果	結果及誤差 <sup>[7]</sup>	--
自稱為「香港人」之比率	25% <sup>[9]</sup>	36% <sup>[9]</sup>	44% <sup>[9]</sup>	38+/-4%	-6% <sup>[9]</sup>
自稱為「中國人」之比率	28% <sup>[9]</sup>	21% <sup>[9]</sup>	23%	17+/-3%	-6% <sup>[9]</sup>
自稱「香港人」和「中國人」混合身分之比率 <sup>[8]</sup>	46% <sup>[9]</sup>	41% <sup>[9]</sup>	32% <sup>[9]</sup>	43+/-4%	+11% <sup>[9]</sup>
自認為廣義「香港人」之比率	57% <sup>[9]</sup>	63% <sup>[9]</sup>	65%	63+/-4%	-2%
自認為廣義「中國人」之比率	43% <sup>[9]</sup>	35% <sup>[9]</sup>	34%	34+/-4%	--

[7] 表中所有誤差數字以 95% 置信水平計算。95% 置信水平，是指倘若以不同隨機樣本重複進行有關調查 100 次，則 95 次的結果會在正負誤差之內。傳媒引用上述數字時，可以註明「在 95% 置信水平下，百分比誤差不超過 +/-4%」；以前調查的誤差數值請參閱網站。

[8] 即選擇「中國的香港人」或「香港的中國人」的比率。

[9] 該等變化超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。不過，數字變化在統計學上成立與否，並不同有關變化的實際用途和意義。

[10] 2011 年 6 月開始，本題目只涉及次樣本，而是次調查的次樣本基數是 541，加大誤差數字已經列明表內。

當被訪市民可在「香港人」、「中國的香港人」、「中國人」、及「香港的中國人」四者中選擇自己認同的身分時，38% 稱自己為「香港人」，17% 自稱為「中國人」，25% 自稱為「中國的香港人」，而 18% 則自稱為「香港的中國人」。換言之，63% 認為自己是廣義的「香港人」（即回答「香港人」或「中國的香港人」），34% 則認為自己是廣義的「中國人」（即回答「中國人」或「香港的中國人」），43% 則選擇了「香港人」和「中國人」的混合身分（即回答「中國的香港人」或「香港的中國人」）。

由於「香港人」、「中國的香港人」、「中國人」、及「香港的中國人」四者可能意識重疊，四擇其一未必能夠反映各項身分認同的強弱；因此，民研計劃一早就以 0 至 10 分同時測試市民對「香港人」及「中國人」的認同程度。2007 年 6 月開始，民研計劃把香港市民身分認同感的研究擴充，加入「中華人民共和國的國民身分」、「中華民族的一份子」、「亞洲人身分」及「世界公民身分」4 個單獨測試項目。及至 2008 年 12 月，有關研究再度擴充，加入市民對不同身分的重視程度評分，再以幾何平均方式計算各種「身分認同指數」，最新結果如下：

調查日期 樣本基數 <sup>[14]</sup> 最新結果		9-13/6/10	13-16/12/10	17-22/6/11	12-20/12/11	最新變化
		531-558	528-550	503-596	534-551	--
		結果	結果	結果	結果及誤差 <sup>[11]</sup>	--
「香港人」認同感	「香港人」 認同指數 <sup>[13]</sup>	7.90 <sup>[12]</sup>	8.12 <sup>[12]</sup>	7.63 <sup>[12]</sup>	8.23 +/-0.16	+0.60 <sup>[12]</sup>
「香港人」重要度 <sup>[13]</sup>		74.8 <sup>[12]</sup>	77.7 <sup>[12]</sup>	74.7 <sup>[12]</sup>	79.1 +/-1.7	+4.4 <sup>[12]</sup>
「中華民族一份子」認同感	「中華民族 一份子」 認同指數 <sup>[13]</sup>	7.87	7.42 <sup>[12]</sup>	7.29	7.46 +/-0.22	+0.17
「中華民族一份子」重要度 <sup>[13]</sup>		76.1	72.1 <sup>[12]</sup>	70.8	72.5 +/-2.1	+1.7
「亞洲人」認同感	「亞洲人」 認同指數 <sup>[13]</sup>	7.96	7.45 <sup>[12]</sup>	7.63	7.65 +/-0.20	+0.02
「亞洲人」重要度 <sup>[13]</sup>		73.4	69.3 <sup>[12]</sup>	71.2 <sup>[12]</sup>	72.1 +/-2.0	+0.9
「中國人」認同感	「中國人」 認同指數 <sup>[13]</sup>	7.63	7.10 <sup>[12]</sup>	7.24	7.01 +/-0.23	-0.23
「中國人」重要度 <sup>[13]</sup>		74.5	69.7 <sup>[12]</sup>	70.7	67.9 +/-2.3	-2.8 <sup>[12]</sup>
「世界公民」認同感	「世界公 民」認同 指數 <sup>[13]</sup>	6.87	6.66	6.88	6.91 +/-0.23	+0.03
「世界公民」重要度 <sup>[13]</sup>		65.6	64.6	67.0 <sup>[12]</sup>	67.0 +/-2.1	--
「中華人民共和國國民」認同感	「中華人民 共和國國 民」認同 指數 <sup>[13]</sup>	6.38 <sup>[12]</sup>	6.27	6.41	6.28 +/-0.24	-0.13
「中華人民共和國國民」重要度 <sup>[13]</sup>		61.6 <sup>[12]</sup>	60.8	62.3	61.1 +/-2.4	-1.2
		6.20 <sup>[12]</sup>	6.07	6.31	6.12 +/-0.25	-0.19

[11] 表中所有誤差數字以 95% 置信水平計算。95% 置信水平，是指倘若以不同隨機樣本重複進行有關調查 100 次，則 95 次的結果會在正負誤差之內。傳媒引用上述數字時，可以註明「在 95% 置信水平下，各項評分誤差不超過 +/-0.25，各認同指數之誤差不超過 +/-2.4」；以前調查的誤差數值請參閱網站。

[12] 該等變化超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。不過，數字變化在統計學上成立與否，並不同有關變化的實際用途和意義。

[13] 為 2008 年 12 月之新增項目。「認同指數」計算自個別樣本之認同感評分乘以同一樣本的重要度評分，然後求取幾何平均數乘以 10，得出「認同指數」。倘若某個別樣本欠缺認同感或重要度評分之數字，則由整體認同感平均分或重要度平均分所取代。

[14] 由 2008 年 12 月開始，本系列題目的次樣本控制在略多於 500 個。

最新數字顯示，被訪市民對「香港人」、「中華民族一份子」、「亞洲人」及「中國人」的認同感分別為 8.23、7.46、7.65 及 7.01 分，而市民對「世界公民」及「中華人民共和國國民」的評分則分別為 6.91 及 6.28 分。重要程度方面，被訪市民對「香港人」、「中華民族一份子」及「亞洲人」的重要度分別為 7.78、7.18 及 6.96 分，而市民對「中國人」、「世界公民」及「中華人民共和國國民」的重要度則分別為 6.80、6.68 及 6.12 分。

把個別樣本之認同感評分乘以同一樣本之重要度評分，求取幾何平均數後再乘以 10，就得出 0 至 100 分的『身分認同指數』，0 分代表絕不投入，100 分代表絕對投入，50 分代表一半半。以認同指數計，香港市民六種身分的得分依次序為「香港人」、「中華民族一份子」、「亞洲人」、「中國人」、「世界公民」及「中華人民共和國國民」，分數為 79.1、72.5、72.1、67.9、67.0 及 61.1 分。

## 民意日誌

民研計劃於 2007 年 1 月在《民意網站》開設「民意日誌」專頁，以按日形式紀錄每日大事及提供若干在當天錄得的民意調查數字。2007 年 7 月，民研計劃與慧科訊業有限公司合作，從 7 月 24 日起，「民意日誌」中的每日大事紀錄由慧科訊業按照民研計劃設計的分析方法，按日傳送至民研計劃，經民研計劃核實後隨即上載到「民意日誌」。

由於本新聞公報所涉及的部分調查項目，上次調查日期為 17-22/6/11，而今次調查日期則為 12-20/12/11，因此是次公報中的「民意日誌」項目便以上述日期為依歸，讓讀者作出比較。以涵蓋率不下 25%本地報章每日頭條新聞和報社評論計，在上述期間發生的相關大事包括以下事件，讀者可以自行判斷有關事件有否影響各項民調數字，又或參閱「民意日誌」內所有大事紀錄後，再作判斷：

12/12/11	2011 年選舉委員會界別分組選舉共有約 65,500 人投票
17/11/11	唐英年和梁振英將在本月底宣布參選明年行政長官選舉
12/11/11	國家主席胡錦濤籲港宜做好風險防範
6/11/11	約 120 萬名選民於區議會選舉投票
12/10/11	行政長官曾蔭權發表 2011 - 12 年度施政報告
9/10/11	前國家主席江澤民於辛亥革命百週年紀念大會露面
29/8/11	警務處處長曾偉雄澄清國務院副總理李克強訪港的保安安排
16/8/11	國務院副總理李克強抵達香港展開為期 3 天的訪問
27/7/11	國務院港澳辦公室主任王光亞評論香港公務員的管治能力
23/7/11	溫州發生高鐵相撞及出軌事故，並造成多人傷亡
11/7/11	國務院港澳辦公室主任王光亞談下任香港特首應具備的條件
7/7/11	新華社聲明前國家主席江澤民病逝消息為謠言
1/7/11	多份報章於翌日報導七一遊行

## 分析評論

民意研究計劃總監鍾庭耀分析：「最新調查顯示，若把『香港人』和『中國人』的身分二元對立比較，香港市民中無論是狹義或廣義地自稱為『香港人』的比率，都比狹義或廣義地自稱為『中國人』的比率高，大約有 20 至 30 個百分比的差距，當中自稱為『中國人』的比率更跌至 2000 年以來的新低，現時的比率為 17 個百分比。是次調查亦發現，以絕對評分計，市民對『香港人』身分的認同感就上升至 10 年新高，而對『中國人』的身分認同感就跌至 12 年新低。這個發展，似乎與中國近年的經濟發展背道而馳，相信與經濟範疇以外的發展有關。此外，若以 0 至 100 分的『身分認同指數』計算（指數愈高，正面感覺愈強），香港市民對『香港人』的感覺最強，然後是『中華民族一份子』、『亞洲人』、『中國人』、『世界公民』和『中華人民共和國國民』。綜合各種測試顯示，香港市民最認同『香港人』的身分，然後是一系列的文化認同。對『中華人民共和國國民』身分的認同程度，就相對低於其他身分認同。至於是什麼事情影響了各項數字的起伏，讀者可以根據『民意日誌』的詳細記錄自行判斷。」

## 未來發放（暫定）

- 2011 年 12 月 30 日（星期五）下午一時至二時：2011 年回顧及 2012 年前瞻
- 2012 年 1 月 3 日（星期二）下午一時至二時：特首及特區政府民望



## Press Release on December 28, 2011

### HKU POP releases latest survey on Hong Kong people's ethnic identity

#### Special Announcement

Because of the great popularity of our previous “DC Guessing Game”, a new game was launched at our “PopCon” (<http://popcon.hk>) for guessing the results of the CE Election Primary. Any user can make guesses on the final result of the Pan-democrats' CE Election Primary, due to take place on January 8 next year. Users can make daily guesses, in order to earn credits and win prizes which include tablet PC and coffee coupons. Guessing figures will be released real time until the last minute of the election. The game was already launched at noon of December 23, and by noon today, the game has already accumulated 56,325 bonus PopCoins, while Albert Ho leads Frederick Fung by 64% to 36% in the guessing game.

#### Abstract

The latest surveys conducted by the Public Opinion Programme (POP) at the University of Hong Kong show that if we use a dichotomy of ‘Hong Kong citizens’ versus ‘Chinese citizens’ to measure Hong Kong people's ethnic identity, the proportion of people identifying themselves as ‘Hong Kong citizens’ outnumbers that of ‘Chinese citizens’ both in their narrow and broad senses, by about 20 to 30 percentage points, while the percentage of those identifying themselves as “Chinese citizens” has dropped to a new low since 2000, now at 17%. Figures also show that in terms of absolute rating, people's identification with “Hong Kong citizens” has reached a ten-year high, while that of “Chinese citizens” has dropped to a 12-year low. This is contrary to the China's economic development in recent years, so it must be due to factors beyond economic development. Moreover, if we use ‘identity indices’ ranging between 0 and 100 to measure the strengths of people's identities (the higher the index, the stronger the identity), Hong Kong people's feeling is strongest as ‘Hong Kong citizens’, followed by ‘members of the Chinese race’, then ‘Asians’, ‘Chinese citizens’, ‘global citizens’, and finally ‘citizens of the PRC’. Combining all measurements, Hong Kong people feel strongest as ‘Hong Kong citizens’, then followed by a number of cultural identities. The feeling of being ‘citizens of the PRC’ is the weakest among all identities tested. The sampling error of ratings is not more than +/-2.4 while the maximum sampling error of percentages is +/-4 percentage points at 95% confidence level. The response rate of the surveys is 66%.

Points to note:

- [1] The address of the “HKU POP SITE” is <http://hkupop.hku.hk>, journalists can check out the details of the survey there.
- [2] The sample size is 1,016 successful interviews, not 1,016 x 66.4% response rates. In the past, many media made this mistake.
- [3] The maximum sampling error of all percentages is +/-4 percentage points at 95% confidence level. “95% confidence level” means that if we were to repeat a certain survey 100 times, using the same questions each time but with different random samples, we would expect 95 times getting a figure within the error margins specified. When quoting these figures, journalists can state “sampling error of various ratings not more than +/-0.25, sampling error of identity indices not more than +/-2.4, and sampling error of percentages not more than +/-4% at 95% confidence level”.
- [4] When quoting percentages of this survey, journalists should refrain from reporting decimal places in order to match the precision level of the figures.

[5] The data of this survey is collected by means of random telephone interviews conducted by real interviewers, not by any interactive voice system (IVS). If a research organization uses “computerized random telephone survey” to camouflage its IVS operation, it should be considered unprofessional.

## Latest Figures

POP today releases via the POP Site the latest survey on people’s ethnic identity. All the figures have been weighted according to provisional figures obtained from the Census and Statistics Department regarding the gender-age distribution of the Hong Kong population in mid-year 2011. Herewith the latest contact information:

Date of survey	Sample base	Overall response rate	Maximum sampling error of percentages <sup>[6]</sup>	Maximum sampling error of ethnicity indices <sup>[6]</sup>
12-20/12/2011	1,016	66.4%	+/-3%	+/-2.4

[6] Errors are calculated at 95% confidence level using full sample size. “95% confidence level” means that if we were to repeat a certain survey 100 times, using the same questions each time but with different random samples, we would expect 95 times getting a figure within the error margins specified. Questions using only sub-samples would have bigger sample error. Sampling errors of ratings are calculated according to the distribution of the scores collected.

Recent figures on Hong Kong people’s sense of ethnic identity are summarized as follows:

Date of survey	9-13/6/10	13-16/12/10	21-22/6/11	12-20/12/11	<u>Latest Change</u>
Sample base <sup>[10]</sup>	1,004	1,013	520 <sup>[10]</sup>	541 <sup>[10]</sup>	--
Overall response rate	68.2%	67.4%	65.7%	66.4%	--
Finding	Finding	Finding	Finding	<i>Finding and error<sup>[7]</sup></i>	--
Identified themselves as “Hong Kong citizens”	25% <sup>[9]</sup>	36% <sup>[9]</sup>	44% <sup>[9]</sup>	38+/-4%	-6% <sup>[9]</sup>
Identified themselves as “Chinese citizens”	28% <sup>[9]</sup>	21% <sup>[9]</sup>	23%	17+/-3%	-6% <sup>[9]</sup>
Identified themselves with a mixed identity of “Hong Kong citizens” plus “Chinese citizens” <sup>[8]</sup>	46% <sup>[9]</sup>	41% <sup>[9]</sup>	32% <sup>[9]</sup>	43+/-4%	+11% <sup>[9]</sup>
Identified themselves as “Hong Kong People” in broad sense	57% <sup>[9]</sup>	63% <sup>[9]</sup>	65%	63+/-4%	-2%
Identified themselves as “Chinese People” in broad sense	43% <sup>[9]</sup>	35% <sup>[9]</sup>	34%	34+/-4%	--

[7] All error figures in the table are calculated at 95% confidence level. “95% confidence level” means that if we were to repeat a certain survey 100 times, using the same questions each time but with different random samples, we would expect 95 times getting a figure within the error margins specified. Media can state “sampling error of percentages not more than +/-4% at 95% confidence level” when quoting the above figures. The error margin of previous survey can be found at the POP Site.

[8] This means the percentage of “Chinese Hong Kong citizens” plus “Hong Kong Chinese citizens”.

[9] Such changes have gone beyond the sampling errors at the 95% confidence level, meaning that they are statistically significant prima facie. However, whether numerical differences are statistically significant or not is not the same as whether they are practically useful or meaningful.

[10] Starting from June 2011, this question only uses sub-samples of the tracking surveys concerned. The sub-sample size of this survey is 541, and the increased sampling errors have already been reflected in the figures tabulated.

When asked to make a choice among 4 given identities, namely, “Hong Kong citizens”, “Chinese Hong Kong citizens”, “Chinese citizens” and “Hong Kong Chinese citizens”, 38% of the respondents identified themselves as “Hong Kong citizens”, 17% as “Chinese citizens”, 25% as “Chinese Hong Kong citizens”, while 18% identified themselves as “Hong Kong Chinese citizens”. In other words,

63% of the respondents identified themselves as "Hong Kong People" in the broader sense (i.e. either as "Hong Kong citizens" or "Chinese Hong Kong citizens"), whereas 34% identified themselves as "Chinese People" in the broader sense (i.e. either as "Chinese citizens" or "Hong Kong Chinese citizens"), 43% chose a mixed identity of "Hong Kong citizens plus Chinese citizens" (i.e. either as "Chinese Hong Kong citizens" or "Hong Kong Chinese citizens").

Because the concepts of "Hong Kong citizens", "Chinese Hong Kong citizens", "Chinese citizens" and "Hong Kong Chinese citizens" may overlap with each other, and making a one-in-four choice may not reflect the actual strengths of one's ethnic identities, POP has right from the beginning conducted parallel tests on the strengths of people's separate identities as "Hong Kong citizens" and "Chinese citizens" using a scale of 0-10. In June 2007, POP expanded its study to include four new identities for strength rating, namely, "citizens of PRC", "members of the Chinese race", "Asians" and "global citizens". In December 2008, the study was further expanded by including separate importance ratings for different identities, and the compilation of a separate index for each identity using geometric means. Herewith the latest results:

Date of survey Sample base <sup>[14]</sup>		9-13/6/10 531-558	13-16/12/10 528-550	17-22/6/11 503-596	12-20/12/11 534-551 <i>Finding and error<sup>[11]</sup></i>		<i>Latest change</i>		
Finding		Finding		Finding					
Strength rating of being "Hong Kong citizens"	Identity index of being "Hong Kong citizens"	7.90 <sup>[12]</sup>	8.12 <sup>[12]</sup>	7.63 <sup>[12]</sup>	74.7 <sup>[12]</sup>	8.23 +/-0.16	79.1 +/-1.7	+0.60 <sup>[12]</sup>	+4.4 <sup>[12]</sup>
Importance rating of being "Hong Kong citizens" <sup>[13]</sup>	Identity index of being "Hong Kong citizens" <sup>[13]</sup>	7.38	7.62 <sup>[12]</sup>	7.50		7.78 +/-0.19		+0.28 <sup>[12]</sup>	
Strength rating of being "Members of the Chinese race"	Identity index of being "Members of the Chinese race"	7.87	7.42 <sup>[12]</sup>	7.29	70.8	7.46 +/-0.22	72.5 +/-2.1	+0.17	+1.7
Importance rating of being "Members of the Chinese race" <sup>[13]</sup>	Identity index of being "Members of the Chinese race" <sup>[13]</sup>	7.49	7.12 <sup>[12]</sup>	7.06		7.18 +/-0.22		+0.12	
Strength rating of being "Asians"	Identity index of being "Asians"	7.96	7.45 <sup>[12]</sup>	7.63	71.2 <sup>[12]</sup>	7.65 +/-0.20	72.1 +/-2.0	+0.02	+0.9
Importance rating of being "Asians" <sup>[13]</sup>	Identity index of being "Asians" <sup>[13]</sup>	7.07	6.67 <sup>[12]</sup>	6.88		6.96 +/-0.21		+0.08	
Strength rating of being "Chinese citizens"	Identity index of being "Chinese citizens"	7.63	7.10 <sup>[12]</sup>	7.24	70.7	7.01 +/-0.23	67.9 +/-2.3	-0.23	-2.8 <sup>[12]</sup>
Importance rating of being "Chinese citizens" <sup>[13]</sup>	Identity index of being "Chinese citizens" <sup>[13]</sup>	7.42	7.01 <sup>[12]</sup>	7.08		6.80 +/-0.24		-0.28 <sup>[12]</sup>	
Strength rating of being "global citizens"	Identity index of being "global citizens"	6.87	6.66	6.88	67.0 <sup>[12]</sup>	6.91 +/-0.23	67.0 +/-2.1	+0.03	--
Importance rating of being "global citizens" <sup>[13]</sup>	Identity index of being "global citizens" <sup>[13]</sup>	6.51	6.47	6.65		6.68 +/-0.24		+0.03	
Strength rating of being "citizens of PRC"	Identity index of being "citizens of PRC"	6.38 <sup>[12]</sup>	6.27	6.41	62.3	6.28 +/-0.24	61.1 +/-2.4	-0.13	-1.2

Date of survey Sample base <sup>[14]</sup>	9-13/6/10 531-558	13-16/12/10 528-550	17-22/6/11 503-596	12-20/12/11 534-551	<i>Latest change</i>
Finding	Finding	Finding	Finding	<i>Finding and error<sup>[11]</sup></i>	--
Importance rating of being “citizens of PRC” <sup>[13]</sup>	“citizens of PRC” <sup>[13]</sup> 6.20 <sup>[12]</sup>	6.07	6.31	<b>6.12</b> <b>+/-0.25</b>	<b>-0.19</b>

[11] All error figures in the table are calculated at 95% confidence level. "95% confidence level" means that if we were to repeat a certain survey 100 times, using the same questions each time but with different random samples, we would expect 95 times getting a figure within the error margins specified. Media can state “sampling error of ratings not more than +/-0.25 and sampling error of identity indices not more than +/-2.4 at 95% confidence level” when quoting the above figures. The error margin of previous survey can be found at the POP Site.

[12] Such changes have gone beyond the sampling errors at the 95% confidence level, meaning that they are statistically significant prima facie. However, whether numerical differences are statistically significant or not is not the same as whether they are practically useful or meaningful.

[13] New items since December 2008. “Identity index” is calculated for each identity of a respondent by taking the geometric mean of the strength and importance ratings of a certain identity, multiply by 10. If either the strength or importance rating of a respondent is missing, it is substituted by the sample mean of that identity.

[14] Since December 2008, the sub-sample size of the series of questions is controlled at slightly over 500 cases.

Latest findings showed that the identity ratings for “Hong Kong citizens”, “members of the Chinese race”, “Asians” and “Chinese citizens”, were 8.23, 7.46, 7.65 and 7.01 marks respectively. Using the same rating method, the strength of people’s identity as “global citizens” and “citizens of PRC” were 6.91 and 6.28 marks respectively. As for the importance ratings, “Hong Kong citizens”, “members of the Chinese race” and “Asians” scored 7.78, 7.18 and 6.96 marks respectively, while those for, “Chinese citizens”, “global citizens” and “citizens of PRC” and were 6.80, 6.68 and 6.12 marks respectively.

Taking the geometric mean of the strength and importance ratings of each respondent and then multiply it by 10, we have an ‘identity index’ for the respondent for a certain identity between 0 and 100, with 0 meaning no feeling, 100 meaning extremely strong feeling, and 50 meaning half and half. Using these identity indices, the rank order of Hong Kong people’s six identities were “Hong Kong citizens”, “members of the Chinese race”, “Asians”, “Chinese citizens”, “global citizens” and “citizens of PRC”. Their scores were 79.1, 72.5, 72.1, 67.9, 67.0 and 61.1 marks respectively.

### **Opinion Daily**

In January 2007, POP opened a feature page called "Opinion Daily" at the "POP Site", to record significant events and selected polling figures on a day-to-day basis, in order to let readers judge by themselves the reasons for the ups and downs of different opinion figures. In July 2007, POP collaborated with Wisers Information Limited whereby Wisers supplies to POP each day starting from July 24, a record of significant events of that day, according to the research method designed by POP. These daily entries would be uploaded to "Opinion Daily" as soon as they are verified by POP.

For some of the polling items covered in this press release, the previous survey was conducted from June 17 to 22, 2011 while this survey was conducted from December 12 to 20, 2011. During this period, herewith the significant events selected from counting newspaper headlines and commentaries on a daily basis and covered by at least 25% of the local newspaper articles. Readers can make their own judgment if these significant events have any impacts to different polling figures.

12/12/11	A total of 65,500 registered voters voted in the 2011 Election Committee Subsector Elections.
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17/11/11	Henry Tang and Leung Chun-ying said the announcement of their candidacy for next year's Chief Executive Election will be made at the end of this month.
12/11/11	President Hu Jintao has reminded the SAR Government to get prepared for financial crisis.
6/11/11	About 1.2m registered electors have cast their votes in the 2011 District Council election.
12/10/11	The Chief Executive Donald Tsang announce the 2011-12 Policy Address.
9/10/11	Former Chinese president Jiang Zemin attends the 100th anniversary of the 1911 revolution ceremony.
29/8/11	Commissioner of Police Andy Tsang clarified the security actions made during Vice Premier's stay.
16/8/11	Vice-Premier of the State Council Li Keqiang arrived in Hong Kong for a three-day official visit.
27/7/11	Hong Kong and Macao Affairs Office director Wang Guangya commented on the governing ability of Hong Kong civil servant.
23/7/11	Two high-speed rail trains collided and derailed at Wenzhou and resulted in deaths and injuries.
11/7/11	Hong Kong and Macao Affairs Office director Wang Guangya talked about the conditions for the next Chief Executive of Hong Kong.
7/7/11	Xinhua News Agency declared the death of former president Jiang Zemin as rumour.
1/7/11	Many newspapers on the following day report the July 1 march.

### **Commentary**

Robert Chung, Director of Public Opinion Programme, observed, “Our latest survey shows that if we use a dichotomy of ‘Hong Kong citizens’ versus ‘Chinese citizens’ to measure Hong Kong people’s ethnic identity, the proportion of people identifying themselves as ‘Hong Kong citizens’ outnumbers that of ‘Chinese citizens’ both in their narrow and broad senses, by about 20 to 30 percentage points, while the percentage of those identifying themselves as “Chinese citizens” has dropped to a new low since 2000, now at 17%. Figures also show that in terms of absolute rating, people’s identification with “Hong Kong citizens” has reached a ten-year high, while that of “Chinese citizens” has dropped to a 12-year low. This is contrary to the China’s economic development in recent years, so it must be due to factors beyond economic development. Moreover, if we use ‘identity indices’ ranging between 0 and 100 to measure the strengths of people’s identities (the higher the index, the stronger the identity), Hong Kong people’s feeling is strongest as ‘Hong Kong citizens’, followed by ‘members of the Chinese race’, then ‘Asians’, ‘Chinese citizens’, ‘global citizens’, and finally ‘citizens of the PRC’. Combining all measurements, Hong Kong people feel strongest as ‘Hong Kong citizens’, then followed by a number of cultural identities. The feeling of being ‘citizens of the PRC’ is the weakest among all identities tested. As for the reasons behind the ups and downs of these figures, we will leave it to our readers to form their own judgment using the detailed records displayed in our ‘Opinion Daily’.”

### **Future Releases (Tentative)**

- December 30, 2011 (Friday) 1pm to 2pm: 2011 year-end and 2012 forecast survey
- January 3, 2012 (Tuesday) 1pm to 2pm: Popularity of CE and HKSAR Government