



The University of Hong Kong
Public Opinion Programme
香港大學民意研究計劃

Taster Programme for Hong Kong Institute of Technology
9 March 2013

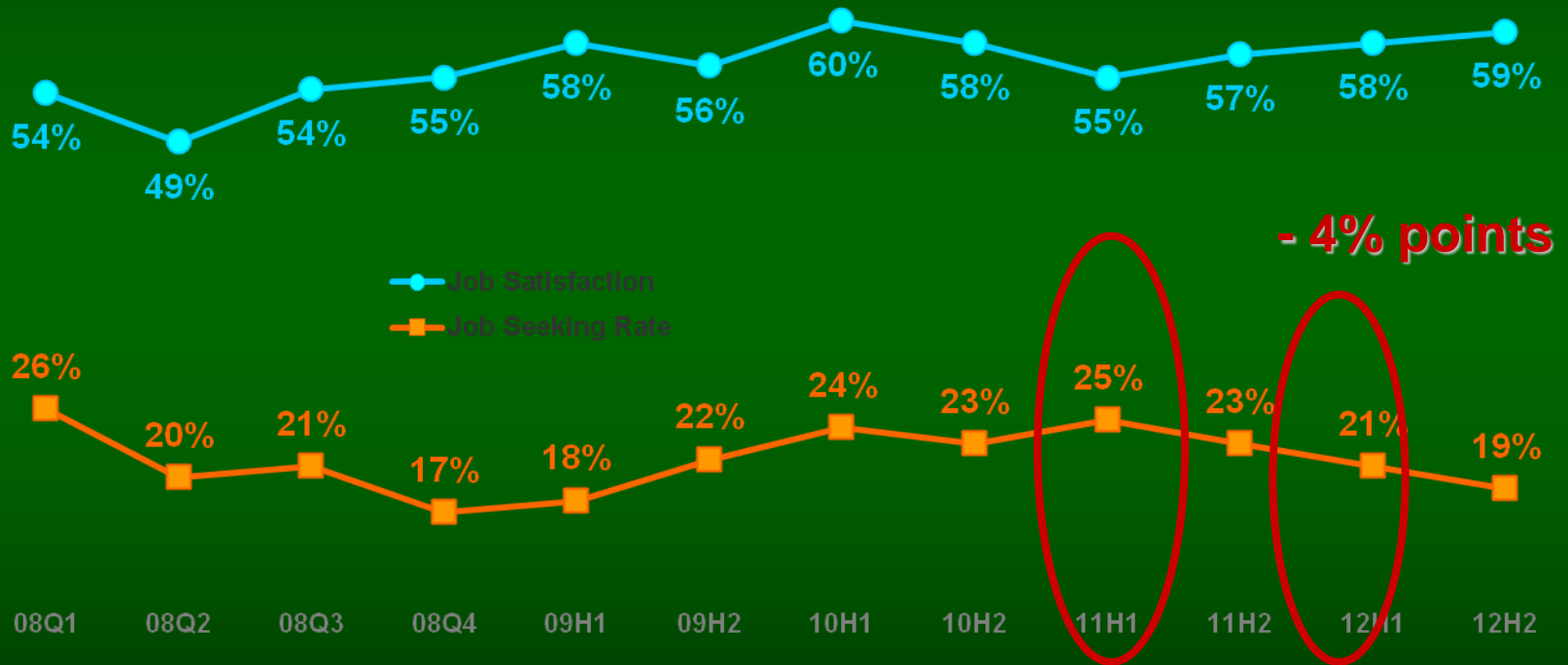
What is Business Research – Data Analysis

Dr Robert CHUNG Ting-yiu
(Director of Public Opinion Programme)

Sample Study One - Quality Workplace Index

- **Co-developed by HeadlineJobs and HKUPOP since 2008**
- **Survey 2012 Wave 2: September 17-21, 2012**
- **Random telephone survey conducted by interviewers**
- **Target respondents: HK working population 18+**
- **Sample size: 504**
- **Raw figures weighted according to the gender-age distribution of HK population**

Job Satisfaction and Job Seeking Rate



Base: Employee 3,300,600 (N=453)

Survey: co-developed by HeadlineJobs and HKUPOP

Sample Study Two – Work-Life Balance

- **Objective:** To track changes in the work-life balance of the local working population, and to examine related current issues.
- **7th survey on the work-life balance of the local working population by Community Business Limited and HKUPOP**
- **POP consulted Community Business in designing the questionnaire; POP enjoys full autonomy in doing the survey; POP takes full responsibility for all findings.**

Work-Life Balance – Research Design

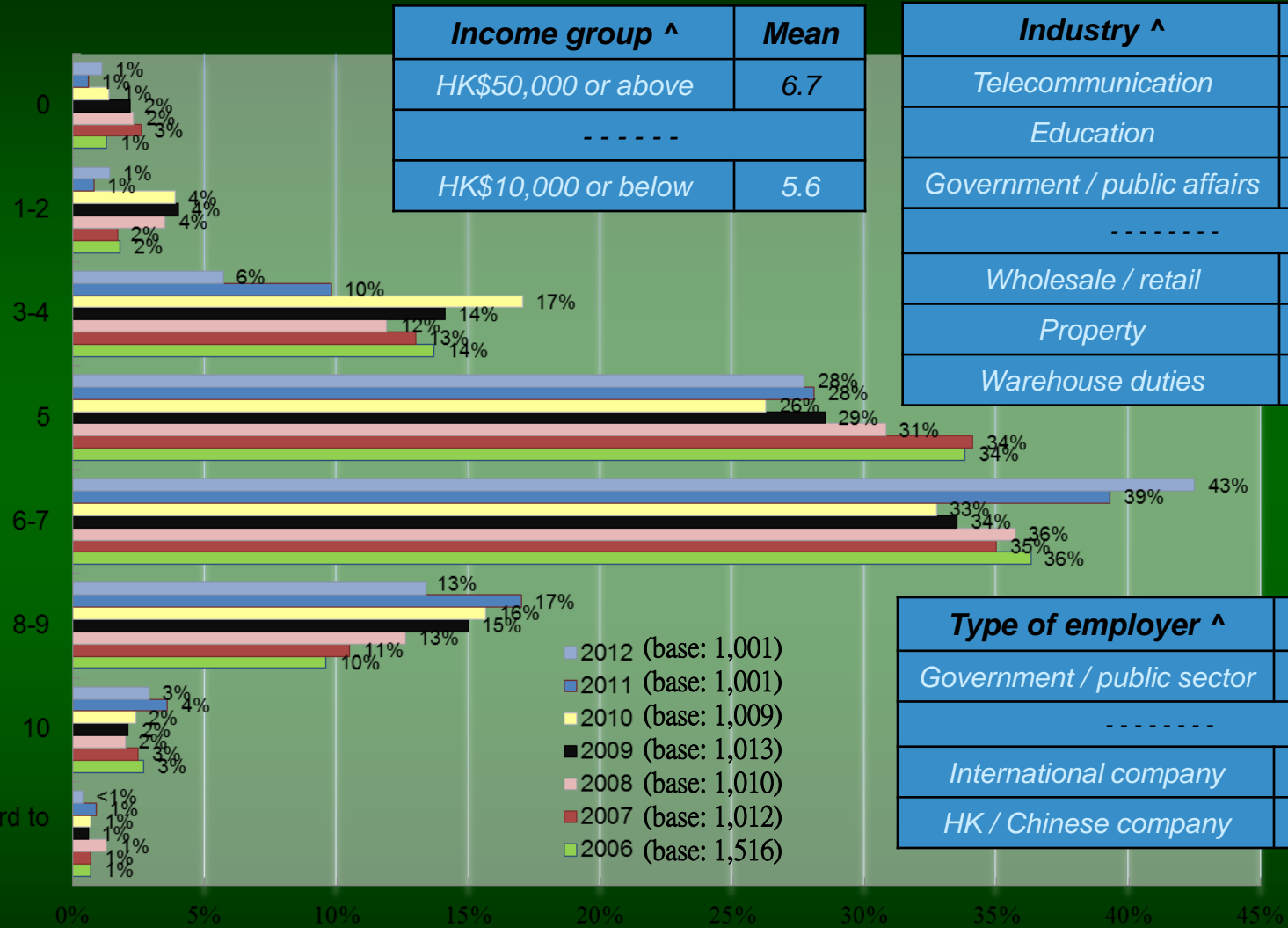
- **Date of interview: 3 August – 19 August 2012**
- **Sample size: 1,002 full time workers of age 15 or above**
- **Survey method: Random telephone survey conducted by interviewers under close supervision.**
- **Telephone numbers: Random numbers drawn from residential directories, plus another set of numbers generated by “plus/minus one/two”, in order to capture unlisted numbers.**

Work-Life Balance – Research Design

- **Birthday rule:** When contact was established with a target household, one full time worker of age 15 or above was selected. If more than one subjects are available, one was selected using the “next birthday rule”.
- **Effective response rate = 69.8%**
- **Sampling error = not more than plus/minus 3.2 percentage points at 95% confidence level.**

Achievement in Ideal Work-life Balance

Year	Mean
2012	6.0
2011	6.2
2010	5.7
2009	5.7
2008	5.7
2007	5.6
2006	5.7



Income group ^	Mean
HK\$50,000 or above	6.7

HK\$10,000 or below	5.6

Industry ^	Mean
Telecommunication	7.3
Education	6.5
Government / public affairs	6.5

Wholesale / retail	5.4
Property	5.2
Warehouse duties	5.1

Type of employer ^	Mean
Government / public sector	6.7

International company	5.9
HK / Chinese company	5.8

Don't know / hard to say

[Q1] On a scale of 0-10, how much have YOU achieved in terms of an ideal work-life balance? 0 represents the worst case possible, 10 represents already ideal, and 5 being half-half
 ^ significantly different between groups at 99% confidence level

Sample Study Three – Service Excellence

- **Commissioned by Efficiency Unit of HKSARG since 2009**
- **Target population: HK citizens 18+ who used any customer services provided by the government**
- **Departments covered in 2012: Transport Department, Housing Department, Labour Department, Social Welfare Department, HK Police Force, Immigration Department, Leisure and Cultural Services Department, Inland Revenue Department, HK Post, Hospital Authority**

Sample Study Four – HK Association for Customer Service Excellence

- **Hong Kong Service Excellence Index 2008-2010**
- **Target population: HK citizens of age 18 or above who used any kind of customer services in the year prior to the interview**
- **Services covered included: Banking & finance, land transport, air transport & logistics, tourism, retail, healthcare, insurance, government/public services, computer/electronics, realty & property management, telecommunications**

Questions and Answers
