

The Preliminary Results of the Joint Survey in the Greater China Region 2013

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2013 ANPOR Annual Conference

*Knowing Our Neighbors: Public Opinion Research in Asia in a Time of Media
Revolution and Aging Societies*

21-23 November 2013, SNU, Seoul, South Korea

Outline

1. Research Background
2. Basic information of four regions in the Greater China Region
3. Survey Method
4. Survey Results and Analysis

Research Background

- Mainland China, Hong Kong, Macau and Taiwan, are collectively called the Greater China Region.
- So alike yet so different in terms of social, cultural, economic and political conditions.
- With the ever-increasing frequent exchanges and interactions of people in the region, how their people see their lives and societies to be similar with, or different from, each other provides valuable indicators for social scientists to understand the region.

Research Background

- A joint survey across the four societies is to measure people's appraisal of their society's democracy, freedom, prosperity and stability.
- It will also measure people's satisfaction with their society's economic and political development, as well as their perception of government officials in general.
- Compare and discuss the opinions gathered, both in terms of differences among different societies, as well as among different demographic groups within and across these societies.
- An outgrowth of the cross national survey on "Satisfaction in Daily Life in Asia Survey" initiated by ANPOR
- An extension of the ANPOR survey both in terms of scope and geographical coverage

Basic information of five regions in GCR



Notes: Population (Thousand)
 GDP(One million U.S. dollars)
 GDP per capital(GDPPC , dollars)
 Area (sq km)
 All data in 2012 are quoted on
 official websites.

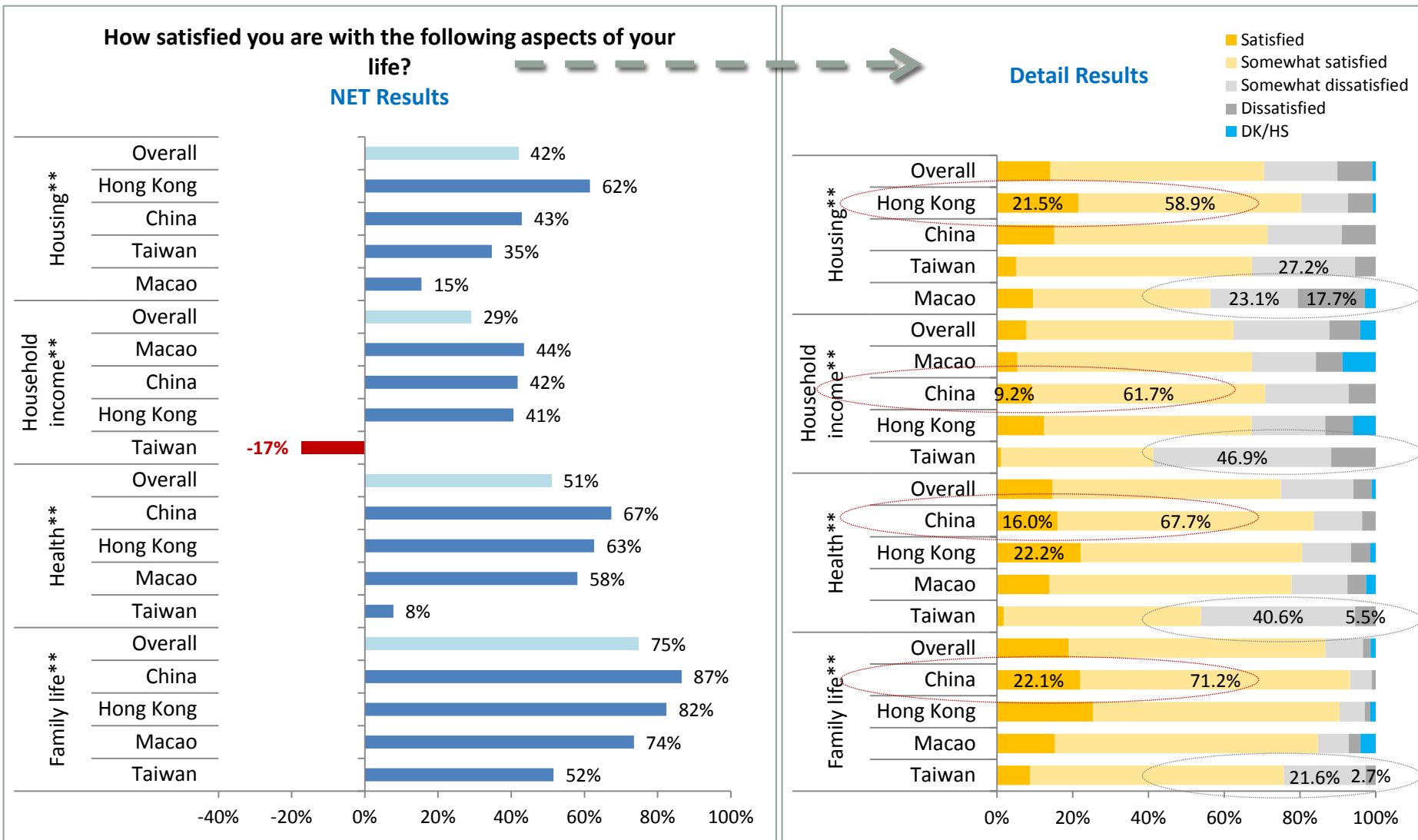
Survey Method

	Hong Kong	Macau	Taiwan	Mainland China
Date	2013/7/30-8/1; 2013/10/7-10	2013/8/23-26	2013/10/28-11/04	2013/9/28-10/20
Method	Telephone Survey	Telephone Survey	Internet Survey	Telephone Survey
Population	1. Hong Kong Residents 2. Cantonese speaking 3. 18 years old or above	1. Macau Residents 2. Cantonese speaking 3. 18 years old or above	1. Taiwan Residents 2. 20 years old or above	1. Beijing and Shanghai Residents 2. 18 years old or above
Sample	1,027 for survey in Aug; 1,024 for survey in Oct	614	603	606
SE	+/-3.1%	+/-4.04%	+/-4.04%	+/-3.98%
Weighting	Yes	Yes	No	No

Life Satisfaction

Only Household income in Taiwan gets negative NET results.

China gets highest percentages of satisfaction in 3 terms, while Taiwan gets highest ones in dissatisfaction in 4 items.

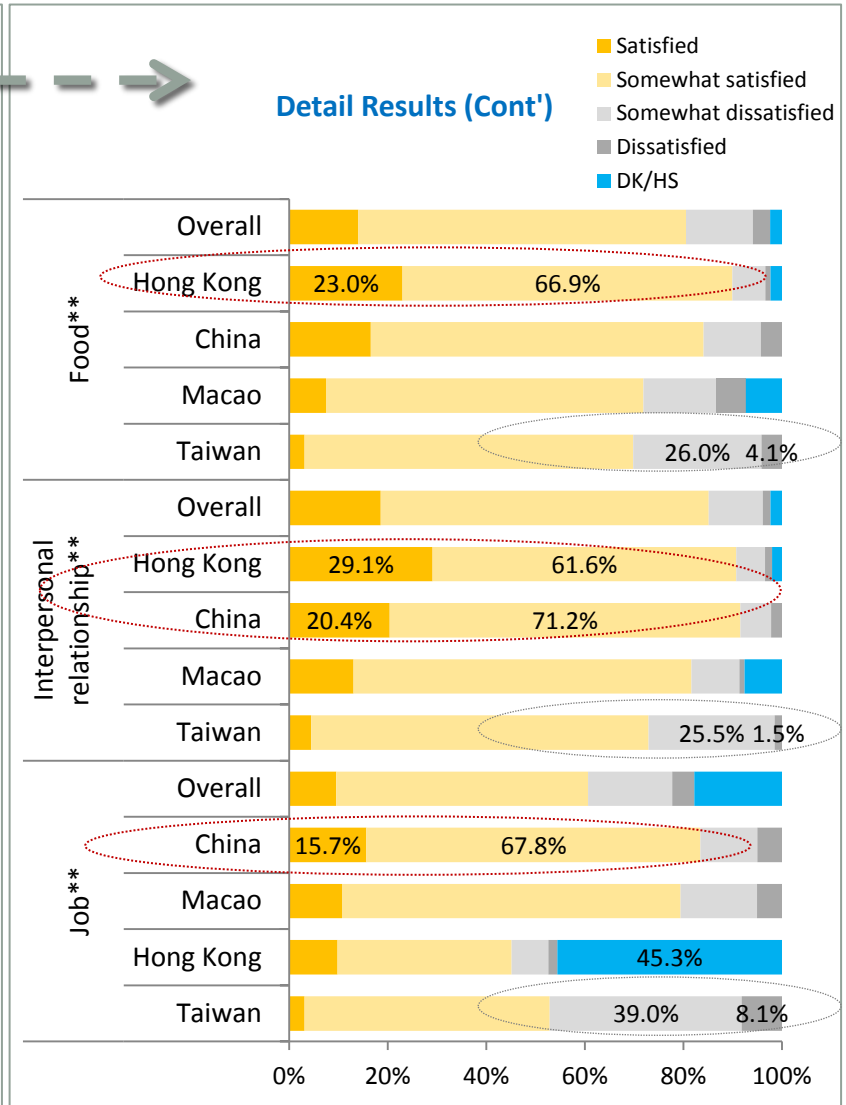
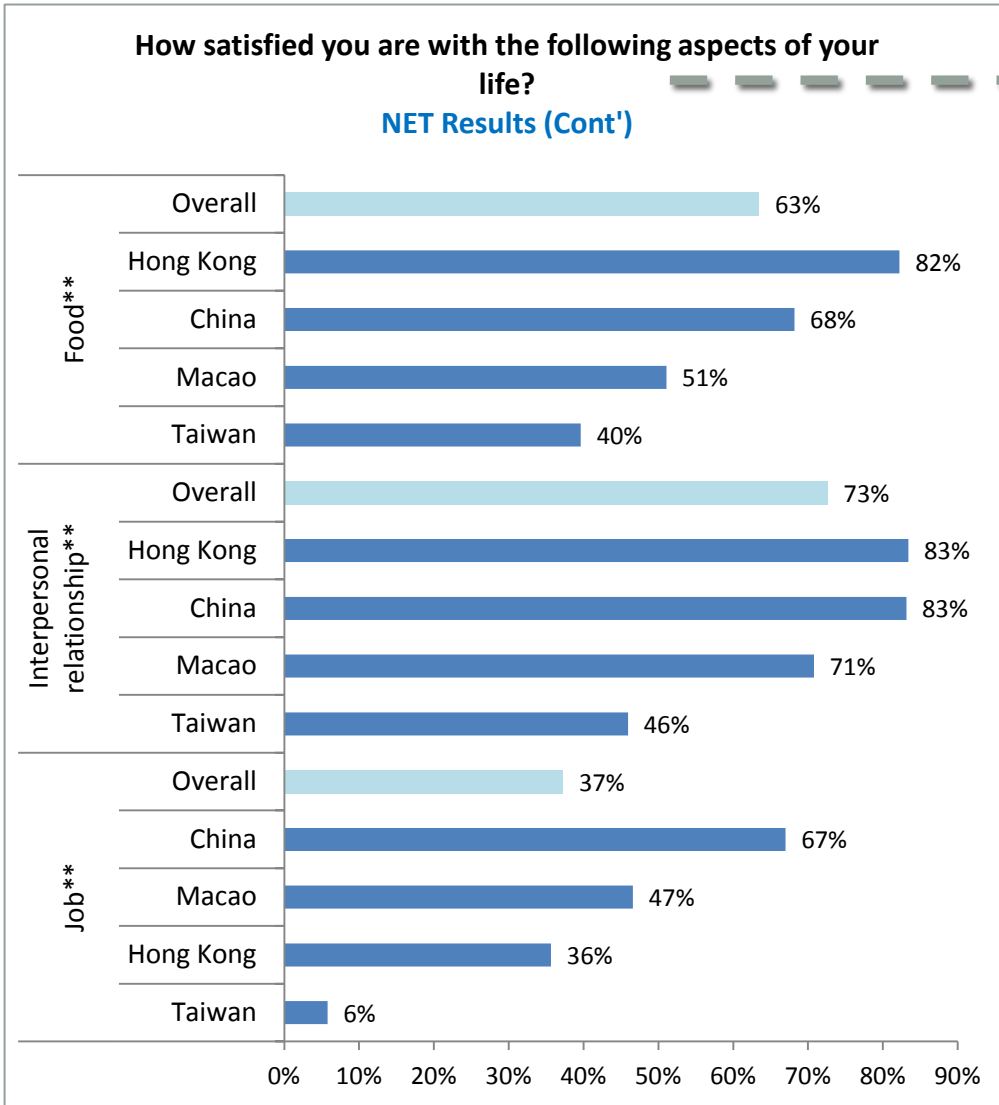


Note: **means the results of four regions are statistically different.

Results: Overall Picture of Four Regions

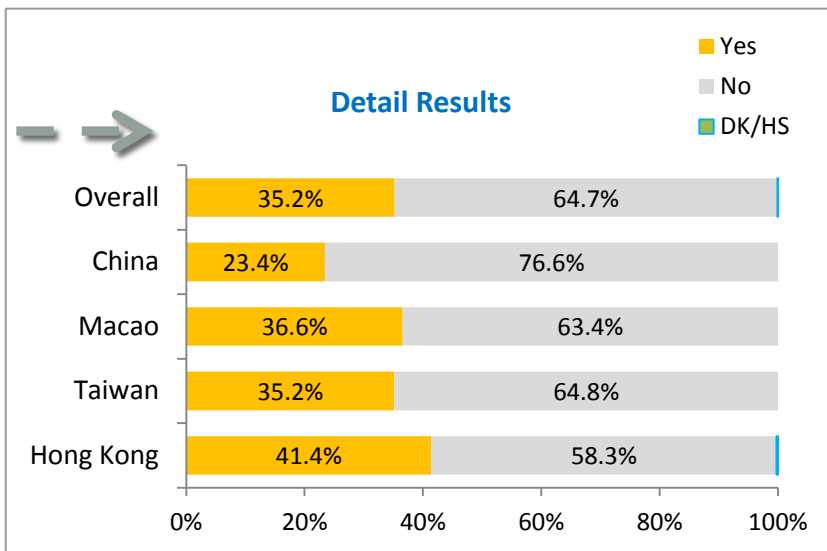
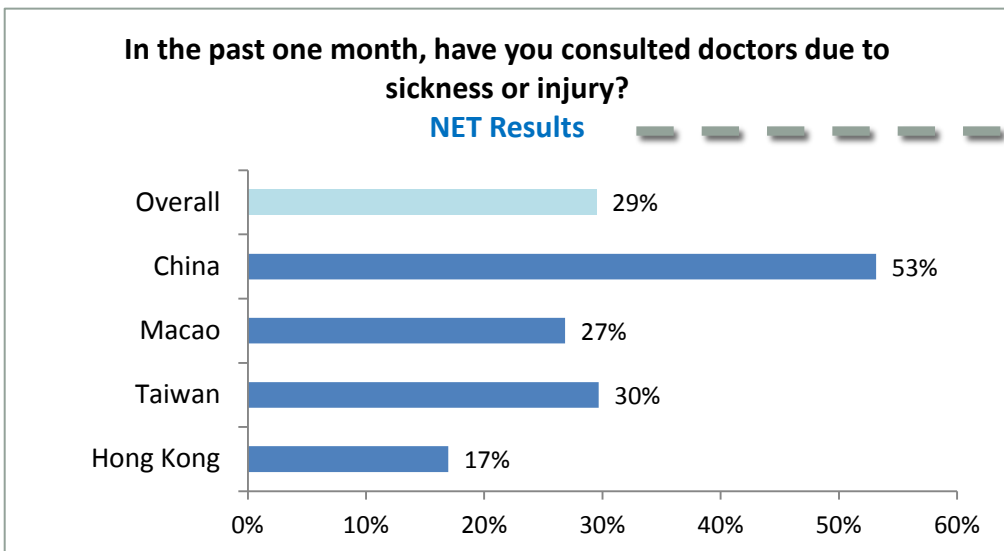
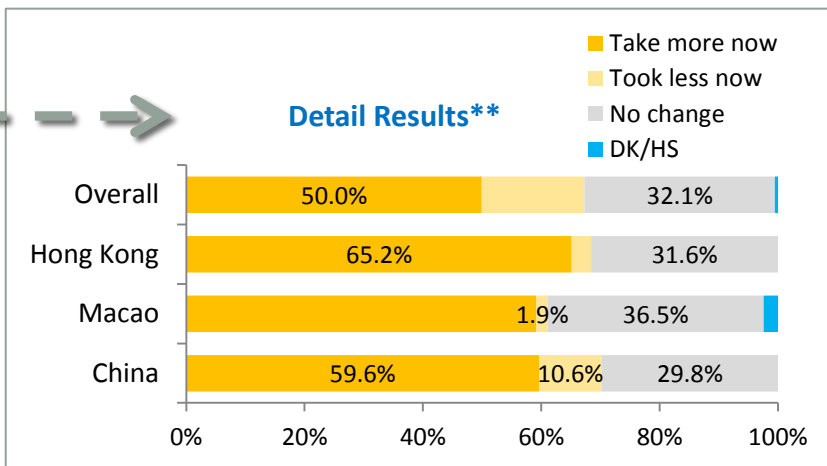
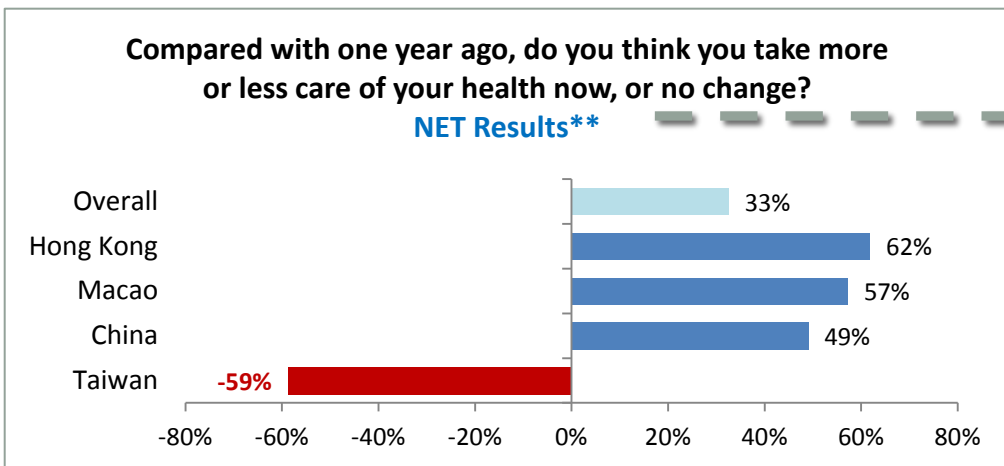
Life Satisfaction (Cont')

Hong Kong or China gets highest percentages of satisfaction in 3 items, while Taiwan gets highest ones in dissatisfaction in 3 items.



Note: **means the results of four regions are statistically different.

Take Care of Health & Consult Doctor



Note: **means the results of four regions are statistically different.

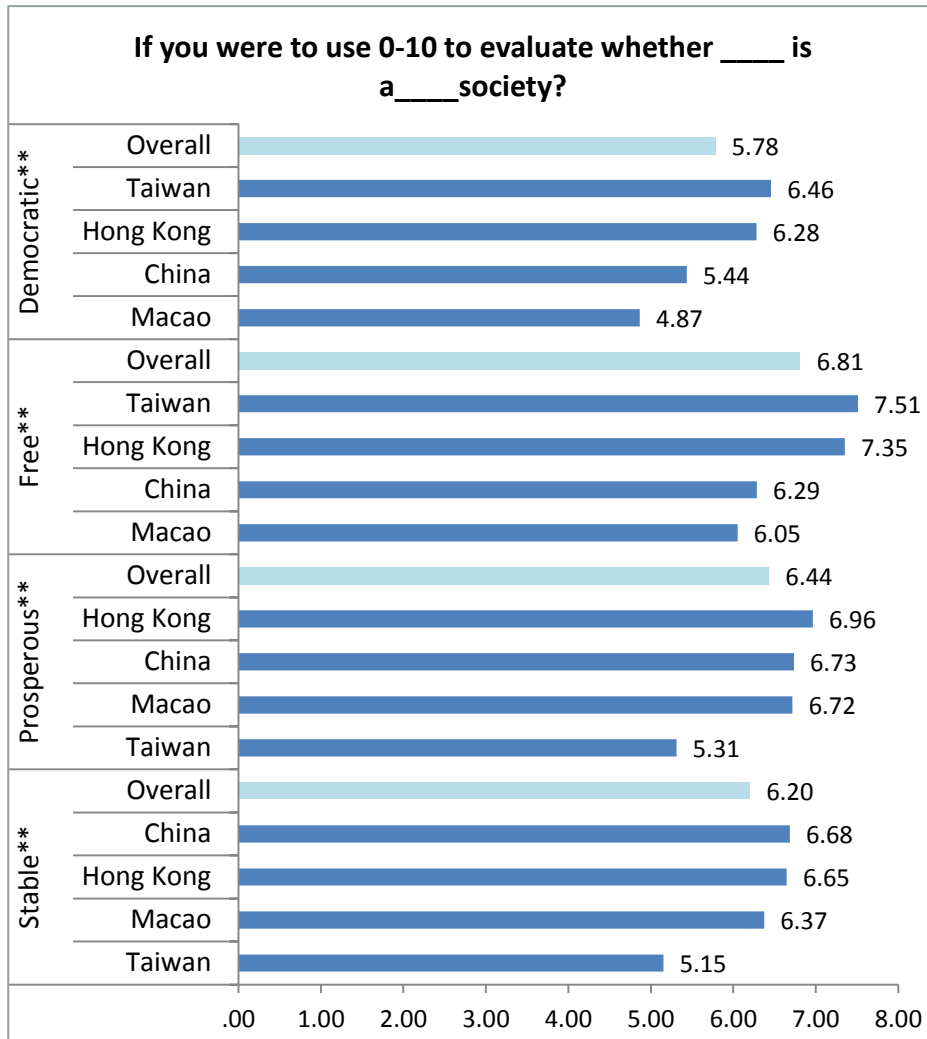
Results: Overall Picture of Four Regions

Society Evaluation

Taiwan evaluates democratic, free society with highest score;

Hong Kong evaluates prosperous society with highest score;

China evaluates stable society with highest score;



Note: **means the results of four regions are statistically different.

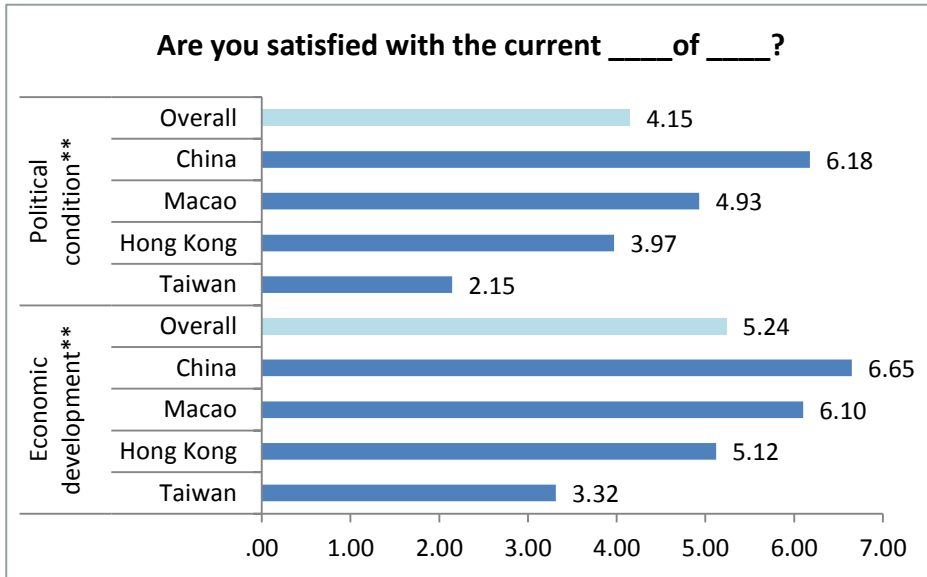
Scheffe Test-Mean Difference

Democratic			Prosperous		
Hong Kong	Macao	1.42**	Hong Kong	Macao	0.25
Taiwan		-0.17	Taiwan		1.65**
China		0.85**	China		0.23
Macao	Hong Kong	-1.42**	Macao	Hong Kong	-0.25
Taiwan		-1.59**	Taiwan		1.41**
China		-0.57**	China		-0.02
Taiwan	Hong Kong	0.17	Taiwan	Hong Kong	-1.65**
Macao		1.59**	Macao		-1.41**
China		1.02**	China		-1.42**
China	Hong Kong	-0.85**	China	Hong Kong	-0.23
Macao		0.57**	Macao		0.02
Taiwan		-1.02**	Taiwan		1.42**
Free			Stable		
Hong Kong	Macao	1.3**	Hong Kong	Macao	0.27
Taiwan		-0.16	Taiwan		1.50**
China		1.07**	China		-0.04
Macao	Hong Kong	-1.3**	Macao	Hong Kong	-0.27
Taiwan		-1.46**	Taiwan		1.22**
China		-0.24	China		-0.31
Taiwan	Hong Kong	0.16	Taiwan	Hong Kong	-1.50**
Macao		1.46**	Macao		-1.22**
China		1.22**	China		-1.53**
China	Hong Kong	-1.07**	China	Hong Kong	0.04
Macao		0.24	Macao		0.31
Taiwan		-1.22**	Taiwan		1.53**

Results: Overall Picture of Four Regions

Current Political and Economical Condition Satisfaction

China gives the satisfaction of both current political and economic condition with highest score;



Scheffe Test-Mean Difference

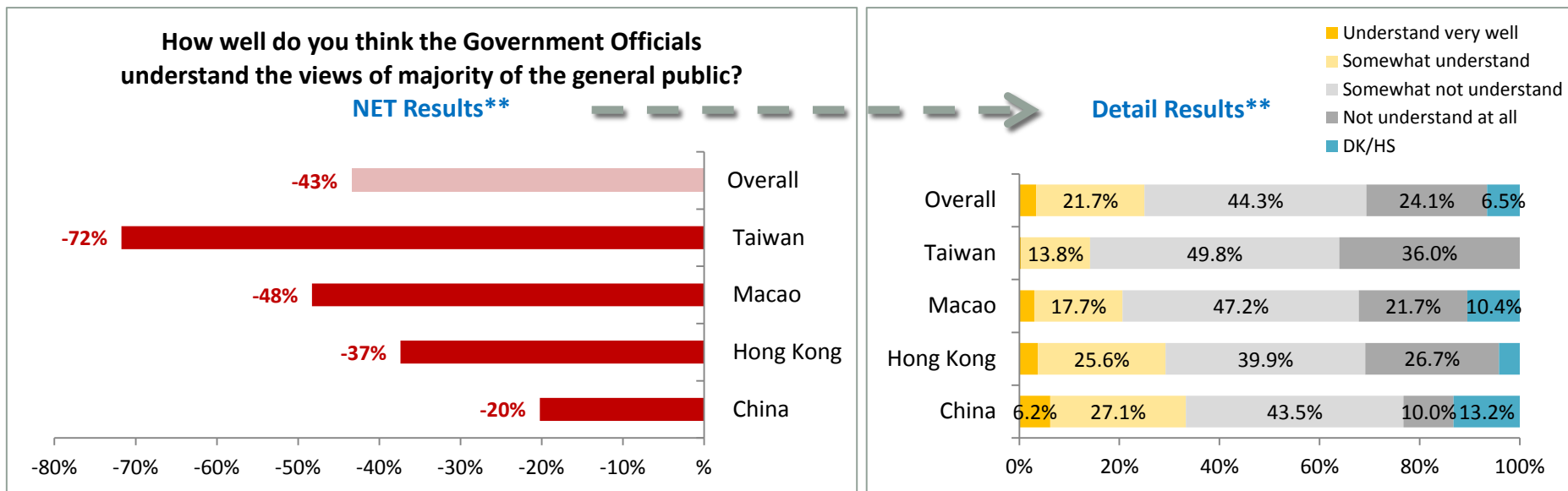
Economic development			Political condition		
Hong Kong	Macao	-0.98**	Hong Kong	Macao	-0.96**
	Taiwan	1.81**		Taiwan	1.82**
	China	-1.53**		China	-2.21**
Macao	Hong Kong	0.98**	Macao	Hong Kong	0.96**
	Taiwan	2.79**		Taiwan	2.78**
	China	-0.55**		China	-1.25**
Taiwan	Hong Kong	-1.81**	Taiwan	Hong Kong	-1.82**
	Macao	-2.79**		Macao	-2.78**
	China	-3.34**		China	-4.03**
China	Hong Kong	1.53**	China	Hong Kong	2.21**
	Macao	0.55**		Macao	1.25**
	Taiwan	3.34**		Taiwan	4.03**

Note: **means the results of four regions are statistically different.

Results: Overall Picture of Four Regions

Gov Officials understand Public Evaluation

All regions consider that government officials fail to understand views of majority of the general public.



Note: **means the results of four regions are statistically different.

Results: In-depth Exploration

Life Satisfaction-Demo Net Value

The elder or people with low level of education give higher scores of housing satisfaction in three regions.

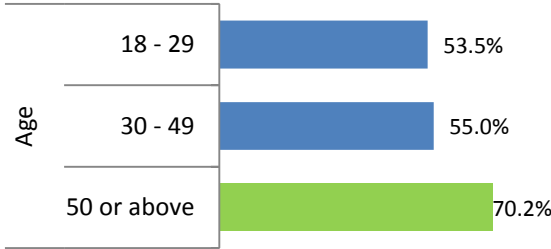
Hong Kong

Macau

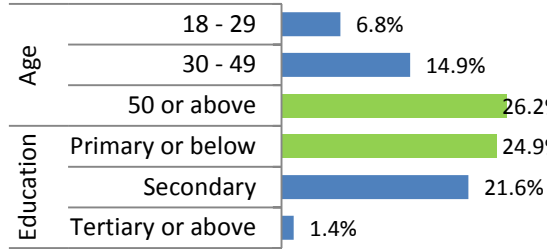
China

Housing

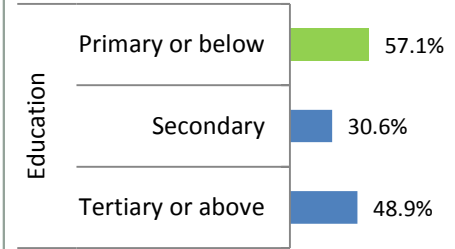
Housing-Hong Kong**



Housing-Macau**

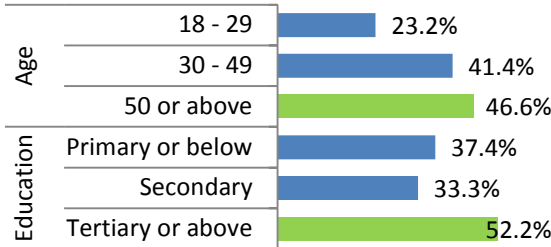


Housing-China**

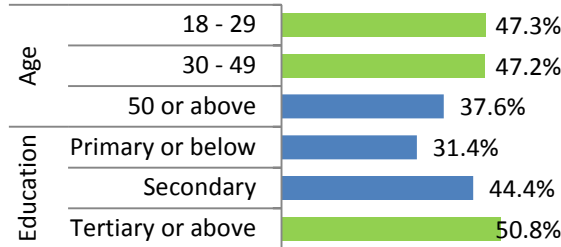


House Income

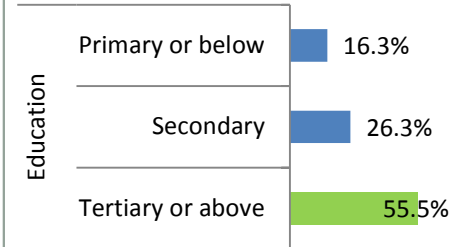
Household income-Hong Kong**



House income-Macau**

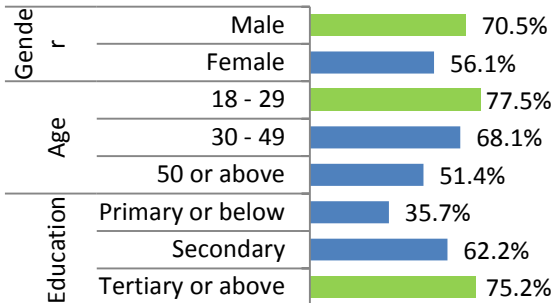


House incomeChina**

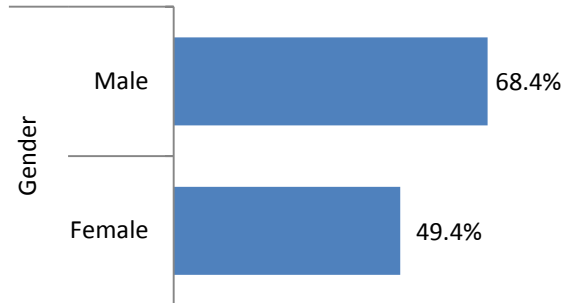


Health

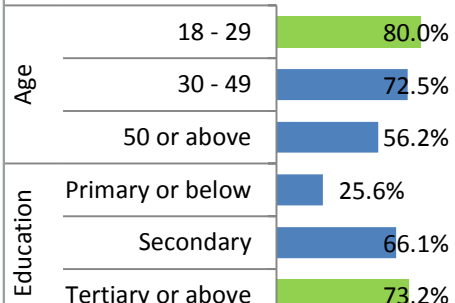
Health-Hong Kong**



Health-Macau**



Health-China**



Life Satisfaction-Demo Net Value (Cont')

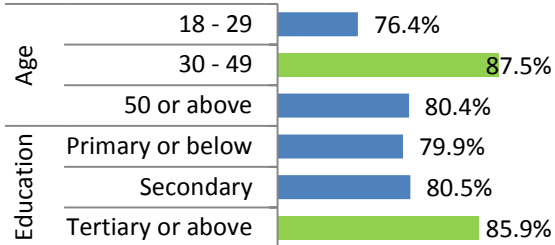
Hong Kong

Macau

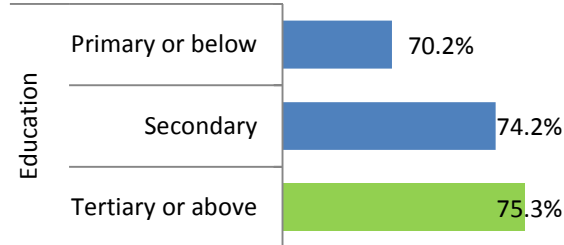
Taiwan

Family life

Family life-Hong Kong**

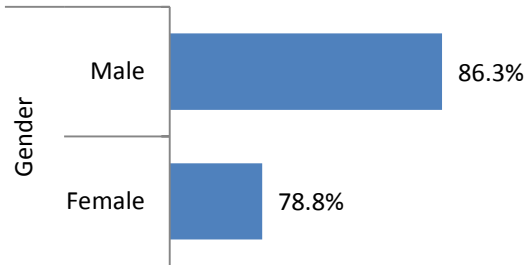


Family life-Macau**

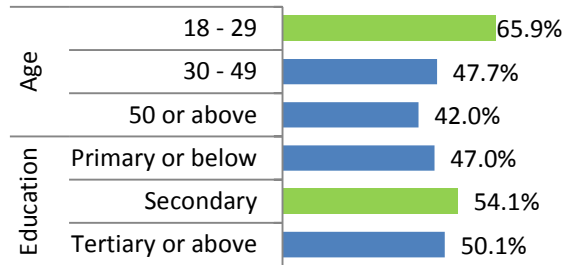


Food

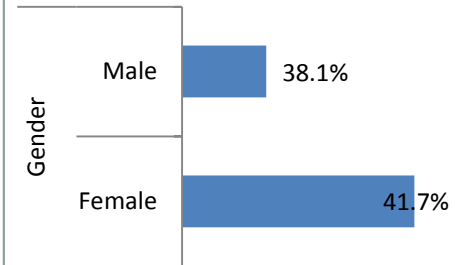
Food-Hong Kong**



Food-Macau**

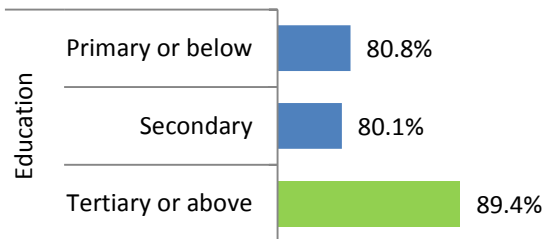


Food-Taiwan**

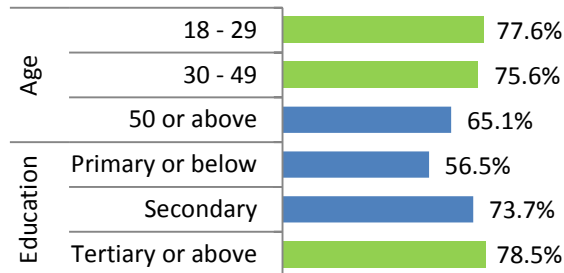


Interpersonal relationship

Interpersonal relationship-Hong Kong**



Interpersonal relationship-Macau**



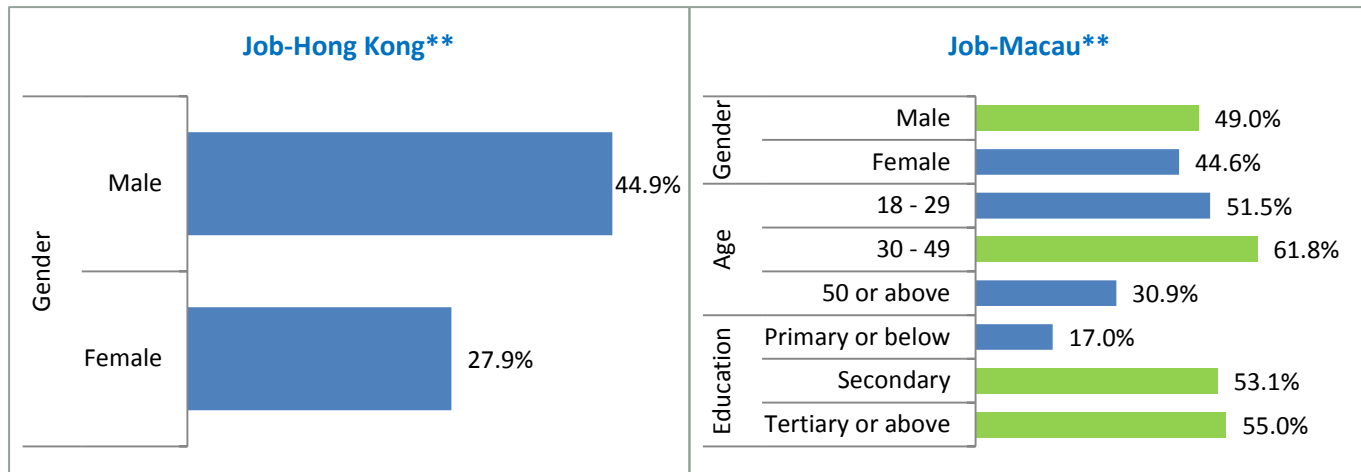
Life Satisfaction-Demo Net Value (Cont')

Male in HK, and male, people with middle age, people with middle or high level of education in Macao give job satisfaction with higher score.

Hong Kong

Macao

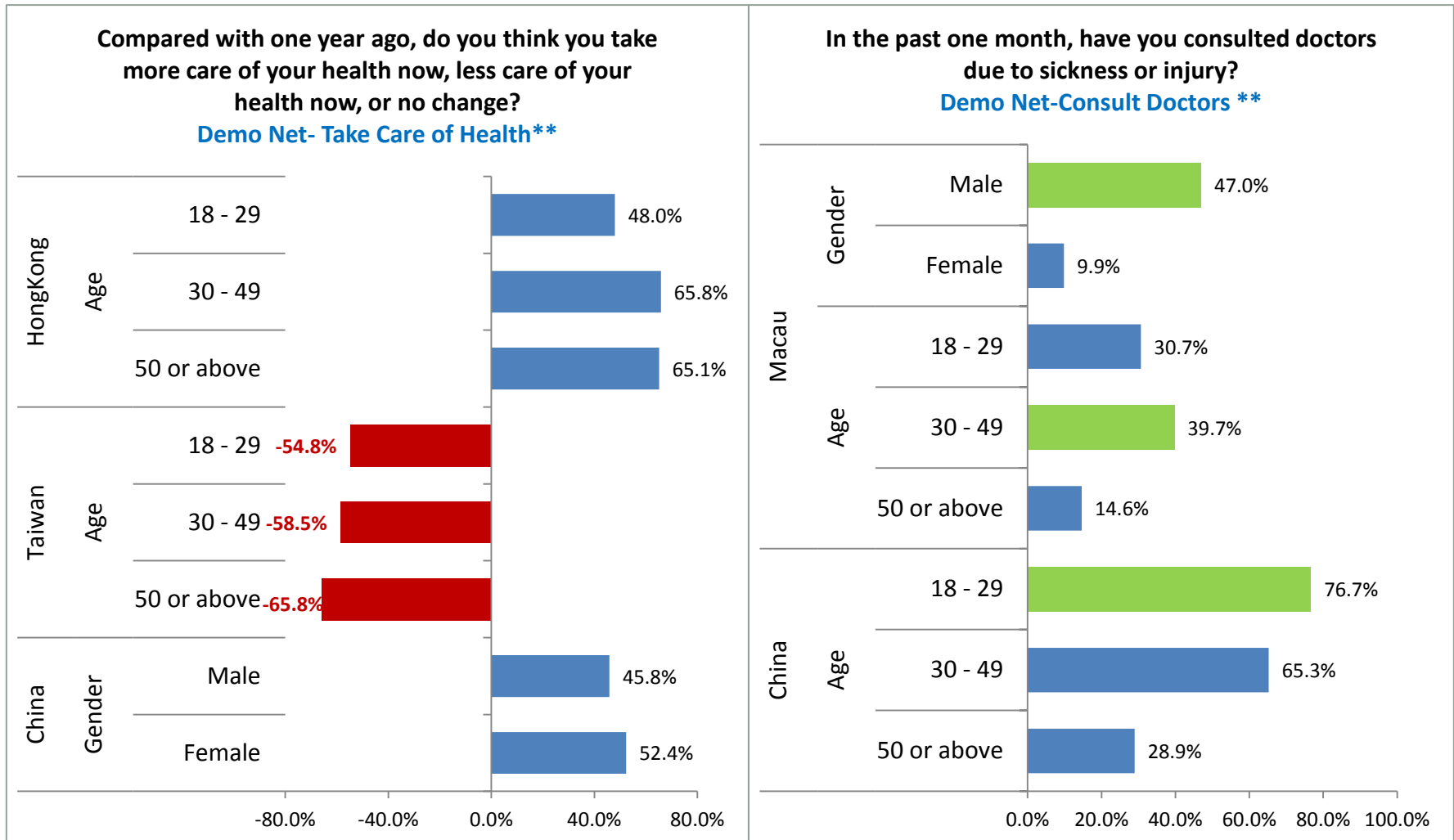
Job



Results: In-depth Exploration

Take Care of Health & Consult Doctor-Demo Net Value

All age groups in Taiwan get negative NET results in Take Care of Health, the elder, the higher negative percentage; Male and middle age people in Macau and young people in China are less likely to consult doctors in the past one month.



Society Evaluation - Demo Net Value

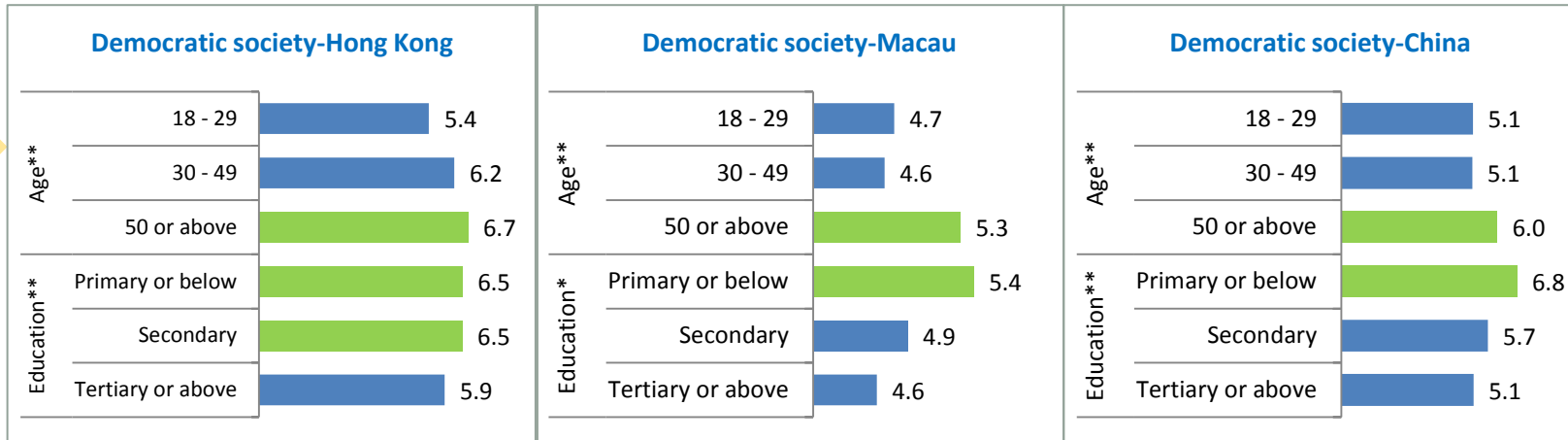
The elder, people with low level of education tend to rate society with higher scores in all three society, Hong Kong, Macau and China.

Hong Kong

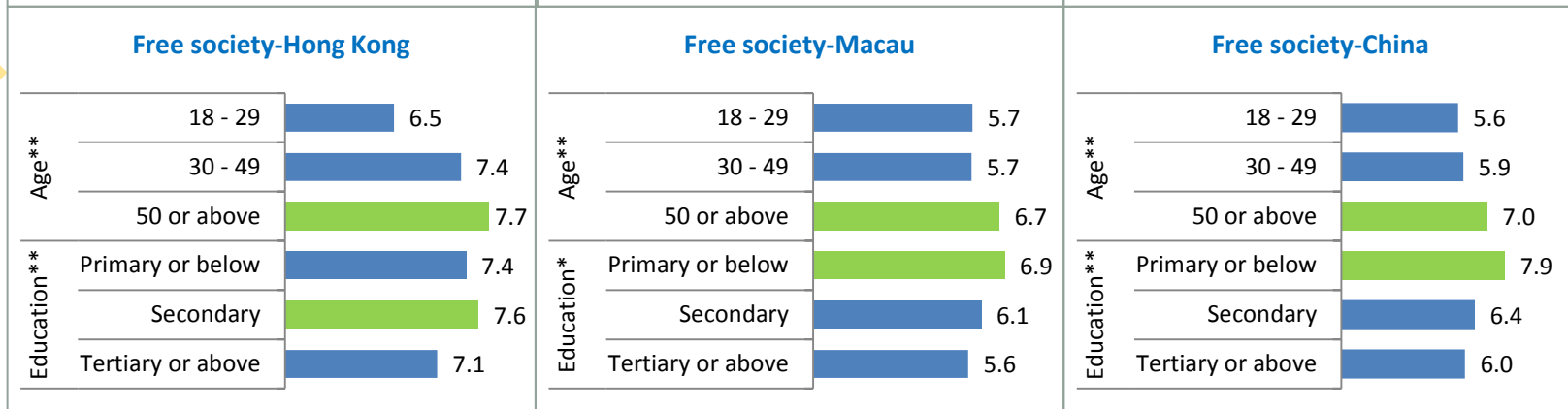
Macau

China

Democratic Society



Free Society



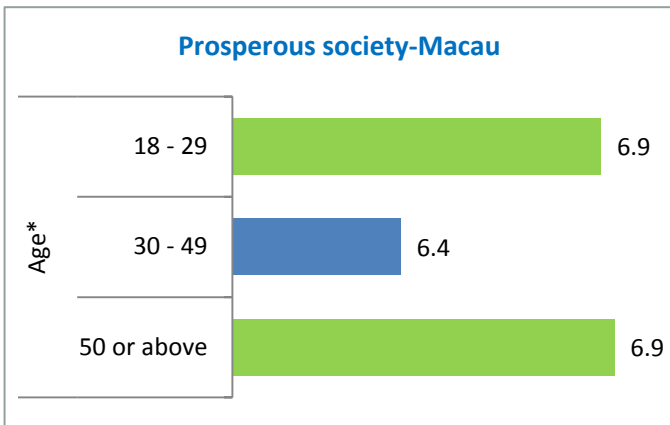
Society Evaluation - Demo Net Value (Cont')

Young and elder people in Macau are more likely to consider the society as prosperous, while the elder or people with low level of education in China tent to hold this opinion.

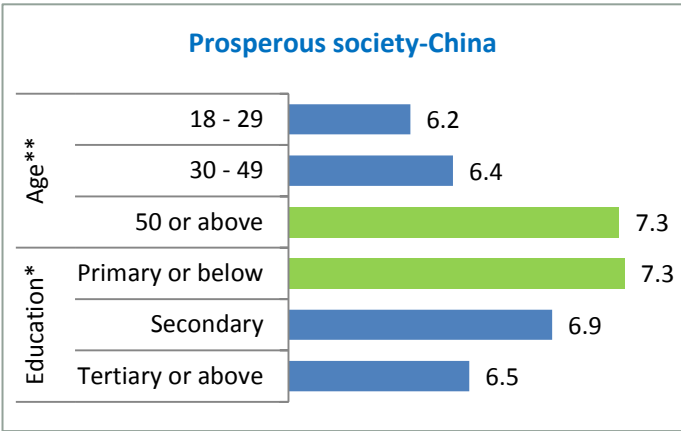
People with middle level of education in HK, the old people in Taiwan, male in China are more like to consider the society as stable.

Prosperous Society

Macau

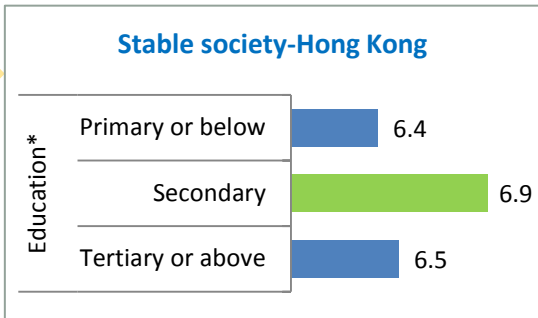


China

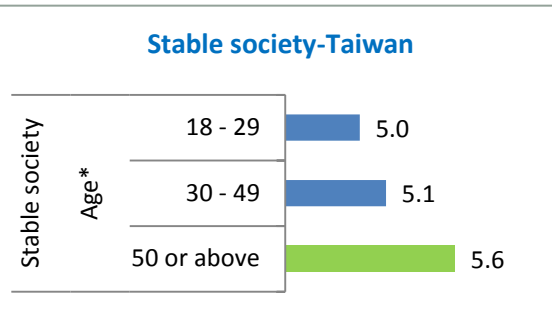


Stable Society

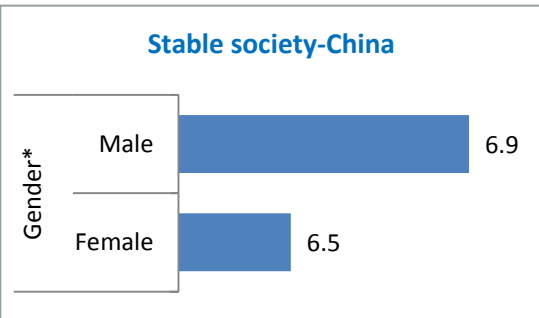
Hong Kong



Taiwan



China



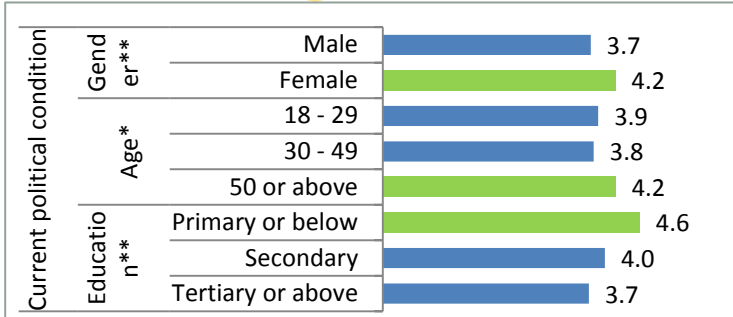
Results: In-depth Exploration

Current Political and Economical Condition Satisfaction-Demo Net Value

Political Condition

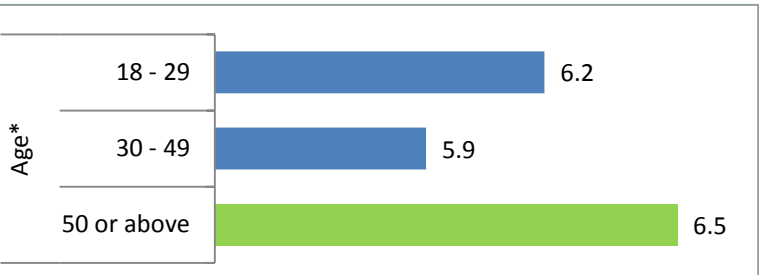
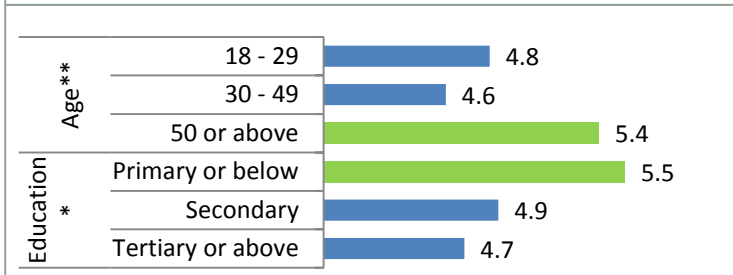
Economic Condition

Hong Kong

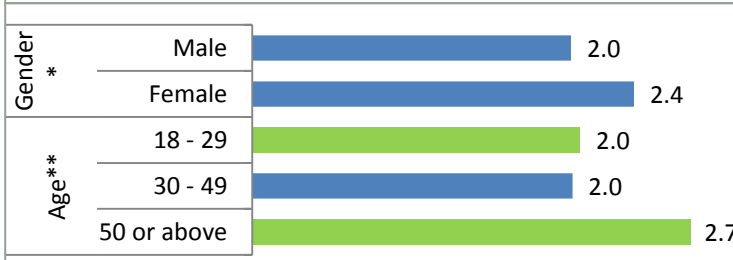


It is common in four regions that the elder and people with low level of education are more likely to be satisfied with current political and economic condition.

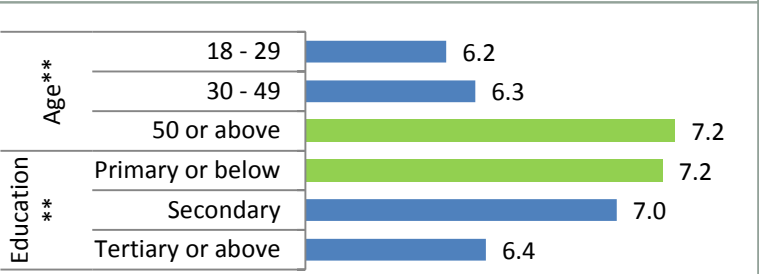
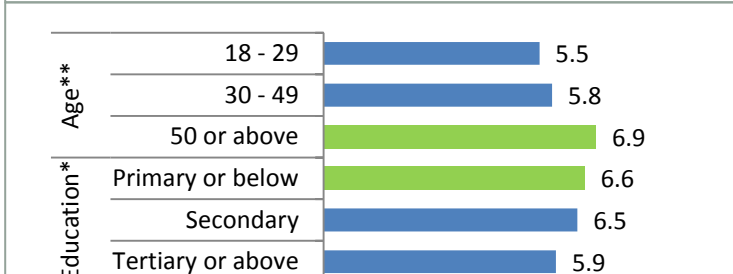
Macau



Taiwan



China



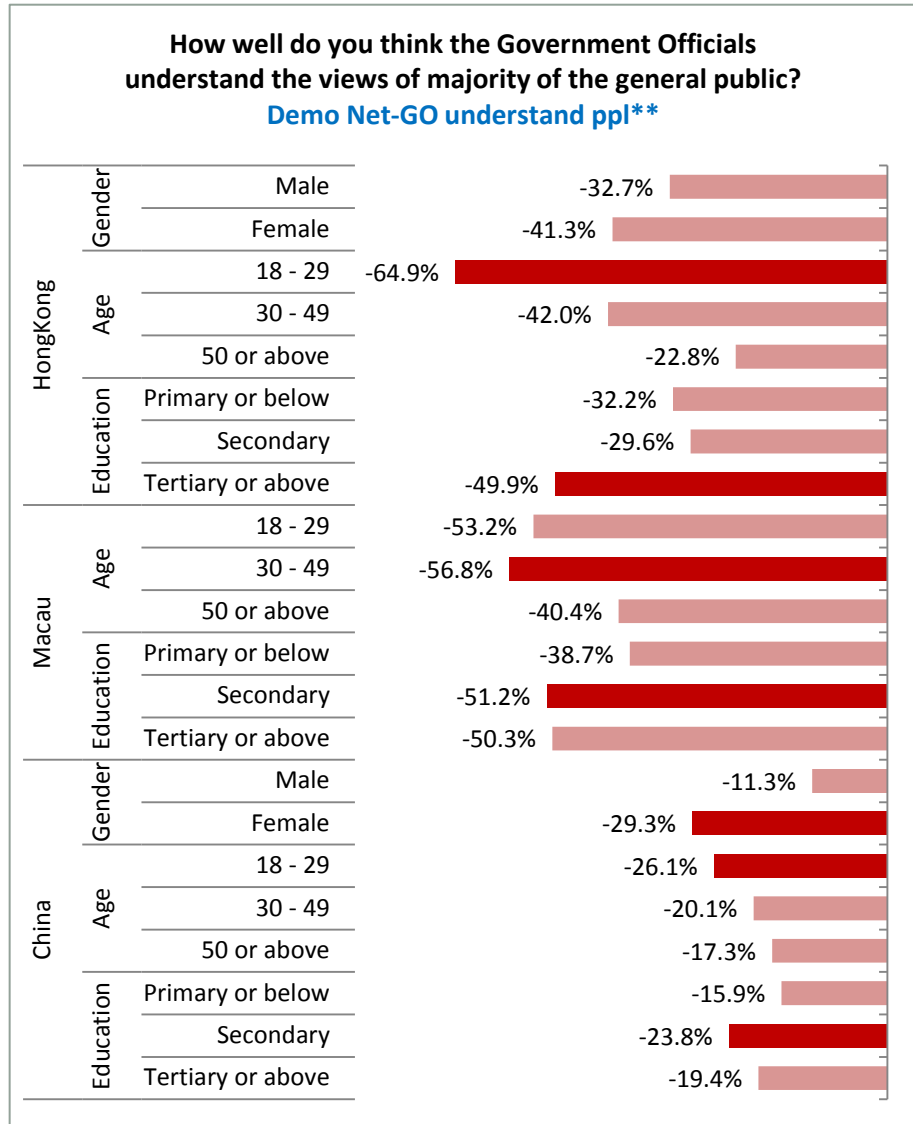
Gov Officials understand Public Evaluation -Demo Net Value

The Youth and people with middle or high level of education consider government to fail to understand public opinion with higher percentages in three society.

Hong Kong

Macau

China



Q & A