# Development of Opinion Polls in Hong Kong

*Dr Robert CHUNG*

*Director of Public Opinion Programme*
*The University of Hong Kong*

# Overview of Lecture

* **Greetings with a brief introduction of Hong Kong**

* **Introduction of Public Opinion Programme (POP), HKU**

* **Directions of POP Development**
  * **Conventional Surveys**
  * **Deliberative Polling**
  * **Mass Engagement Projects**
  * **Electronic Platforms for Niche Engagement**
  * **International Projects**

* **2016 Legislative Council Election Surveys**

* **2017 Chief Executive Election Surveys**

# About Hong Knog

# About Hong Kong

* From the Wikipeidea https://en.wikipedia.org/wiki/Hong_Kong:

  * Archaeological studies support human presence in the Chek Lap Kok area (now Hong Kong International Airport) from 35,000 to 39,000 years ago.

  * From the mid-Tang dynasty to the early Ming dynasty (1368-1644), Hong Kong was a part of Dongguan County (東莞縣/ 東官縣). During the Ming dynasty, the area was transferred to Xin'an County (新安縣). The indigenous inhabitants at that time consisted of several ethnicities such as Punti, Hakka, Tanka and Hoklo.

  * During the Qing dynasty, the Kangxi Emperor ordered the evacuation of coastal areas of Guangdong from 1661 to 1669. Over 16,000 inhabitants of Xin'an County including those in Hong Kong were forced to migrate inland; only 1,648 of those who had evacuated subsequently returned.

# About Hong Kong

* During the First Opium War (1839–42), Hong Kong became a British colony with the perpetual cession of Hong Kong Island, followed by the Kowloon Peninsula in 1860 and a 99-year lease of the New Territories from 1898.

* Hong Kong was occupied by Japan during the Second World War until British control resumed in 1945.

* After the war, a wave of skilled migrants from the Republic of China moved in to seek refuge from the Chinese Civil War. When the Communist Party took over mainland China in 1949, even more skilled migrants fled across the open border for fear of persecution.

* Many newcomers, especially those who had been based in the major port cities of Shanghai and Guangzhou, established corporations and small- to medium-sized businesses and shifted their base operations to British Hong Kong.

# About Hong Kong

* In the early 1980s, negotiations between the United Kingdom and China resulted in the 1984 Sino-British Joint Declaration. Hong Kong in 1997 became a special administrative region (SAR) under China with a high degree of autonomy.

* On 1 July 1997, Tung Chee-Hwa became Hong Kong's first Chief Executive. In May 2003, he attempted to legislate Article 23 (National Security) of the Basic Law aroused strong suspicion among Hong Kong citizens, causing a mass demonstration on 1 July 2003. Tung stepped down on 10 March 2005.

* Donald Tsang succeeded as the Chief Executive until 2012, but he was plagued by news of bribery near the end of his term.

* Leung Chun-ying became Chief Executive in 2012, and has become the least popular CE ever since, especially after the Umbrella Movement in 2014.

# Introduction of
# HKU POP

# About HKU POP

* Established in June 1991. The first of its kind established within an academic institution in Hong Kong.

  * Now directly under the Faculty of Social Sciences of The University of Hong Kong.

  * To collect and study public opinion on a wide range of topics which are of interest to academics, journalists, policy-makers, and the general public.

  * Project collaborators include public organizations, NGOs, government departments, media organizations, green groups, political parties, commercial firms, other universities as well as international associations.

* By 2016, POP has conducted over *1,500* independent surveys, mostly supported by outside bodies and funding.

# POP's Service Policy

* POP adheres strictly to a set of self-imposed service policies designed to safeguard its independence, autonomy and shared copyrights of the research outputs it produces. All POP Polls are targeted for public consumption, but flexibility is allowed on the timing of release.

* POP bears full responsibilities of our research work, including the sampling design, questionnaire design, fieldwork operation, data analysis, and report writing.

* These service terms are the pillars of our credibility, and differentiate us from other research institutes.

# Snapshots of POP Head Office

# Organization Chart

**Programme Director**
**Dr Robert CHUNG**

**Assistant Director**
**Ms Karie PANG**

## Core Research Team

**Research Managers**
**Mr Frank LEE**
**Ms Winnie LEE**

**Senior Research Executive**
**Ms Joyce CHAN**

**Research Executives (Projects)**
**Ms Jasmine LI**
**Mr Kenneth CHAN**
**Mr Stanley CHU**

**Senior Data Analyst**
**Mr Edward TAI**

**Statistical Assistants**
**Mr Alex HUANG**
**Mr Alan YUM**

## Administrative Support

**Executive Assistant**
**Ms Carmen LAW**

**Executive**
**Ms Shirry HEUNG**

**Clerical Assistant**
**Ms Evelyn CHING**

## Technical Support

**IT Advisor**
**Mr KK CHEUNG**

**Analyst Programmers**
**Mr Kin WONG**
**Mr Dicky WONG**

## Frontline Support

**Supervisors**
**Mr Jeff CHEUNG**
**Ms Jasmine CHOW**
**Mr Pak-Ho MUI**

**Telephone Survey Laboratory**

**A pool of approx. 300 part-time interviewers**

# HKU POP Site
## (http://hkupop.hku.hk)

最新內容　新聞公報　民意調查　民意日誌　研究報告　專題項目　民意平台　民意專欄　網上資源　檔案資料　關於我們

搜尋相關資料　本地公眾人物　非本地公眾人物　政策與政治研究　社會研究　機構及團體

特首梁振英評分　38.7 ▲ 2.2 ｜ 民情指數　59.3 ▼ 7.7
13/9/2016　　　　　　　　　　　　　　　　　　　15/9/2016

★ 重點專題　／ 民情指數　● 民意平台

「民情指數」專頁
七一遊行人數點算計劃
其他遊行集會研究專頁
市民的身分認同感
財政預算案專頁
施政報告專頁
六四事件專頁
POP 流動應用程式

## 2016年立法會選舉專頁
## 2016 LC Election Feature Page

港大民研今日發放特首及政府民望數字　27/9/2016

彭定康、董建華、曾蔭權及梁振英評分比較 - 按次計算　▼



彭定康、董建華、曾蔭權及梁振英評分比較 (按月計算)
Comparison between Ratings of Chris Patten,
Tung Chee-hwa, Donald Tsang Yam-kuen and Leung Chun-ying (monthly average)

● 彭定康評分　　● 董建華評分　　■ 曾蔭權評分　　▲ 梁振英評分
Rating of Chris Patten　Rating of Tung　Rating of Donald　Rating of Leung
　　　　　　　　　　Chee-hwa　　　Tsang Yam-kuen　Chun-ying

評分 Rating
在任月份 Month of Service

民意調查原始數據 New!
Opinion Survey Dataset

PopVote
民間全民投票
Civil Referendum
普及投票 POPVOTE

■ 最新內容　　■ 媒體報導　　■ 民意日誌

港大民研今日發放特首及政府民望數字　27/9/2016
特首民望　27/9/2016
政府民望　27/9/2016

特首民望
政府民望
民情指數

**Search Wizard**

Local Public Figures   Non-local Public Figures   Research on Politics and Policies   Social Research   Groups & Organizations

## POP Polls

Back

| Listing according to topic and item | Listing according to last date of release | Archive - POP Polls |
| Reference - Collection of Findings for Ratings of Political Figures | Reference - Collection of Findings for Ratings of Political Groups |

| | Description | First survey | Online since | Last survey | Last release |
|---|---|---|---|---|---|
| **Popularity of Chief Executive** Module code: 01 | Description FAQs | 29-31/8/1996 | 17/11/2000 | 19-22/9/2016 | 27/9/2016 |
| | | | | Last survey | Last release |
| Support Rating of CE Leung Chun-Ying | Content | Qn wording | | 19-22/9/2016 | 27/9/2016 |
| Support Rate of Leung Chun-Ying | Content | Qn wording | | 19-22/9/2016 | 27/9/2016 |
| | | | | | |
| **Popularity of the Government** Module code: 07 | Description FAQs | 8-10/12/1992 | 28/6/2000 | 19-22/9/2016 | 6/9/2016 |
| | | | | Last survey | Last release |
| Satisfaction with HKSARG's performance [+] | | | | 19-22/9/2016 | 27/9/2016 |
| People's Trust in HKSARG | Content | Qn wording | | 19-25/8/2016 | 6/9/2016 |
| | | | | | |
| **Popularity of Principal Officials** Module code: 02,03 | Description FAQs | 10-15/4/1997 | 15/2/2001 | 12-14/9/2016 | 20/9/2016 |
| | | | | Last survey | Last release |
| Popularity of Secretaries of Departments [+] | | | | 5-8/9/2016 | 13/9/2016 |
| Popularity of Directors of Bureaux [+] | | | | 5-8/9/2016 | 13/9/2016 |
| The suitability of Principal Officials designates | Content | Qn wording | | 28-29/6/2012 | 5/7/2012 |
| Popularity of Executive Councillors | Content | Qn wording | | 12-14/9/2016 | 20/9/2016 |
| Popularity of Under Secretaries and Political Assistants | Content | Qn wording | | 4-9/1/2010 | 19/1/2010 |

彭定康、董建華、曾蔭權及梁振英評分比較 (按月計算)

Comparison between Ratings of Chris Patten,

Tung Chee-hwa, Donald Tsang Yam-kuen and Leung Chun-ying (monthly average)

◆ 彭定康評分
Rating of Chris Patten

✦ 董建華評分
Rating of Tung Chee-hwa

■ 曾蔭權評分
Rating of Donald Tsang Yam-kuen

✶ 梁振英評分
Rating of Leung Chun-ying

評分 Rating

在任月份 Month of Service
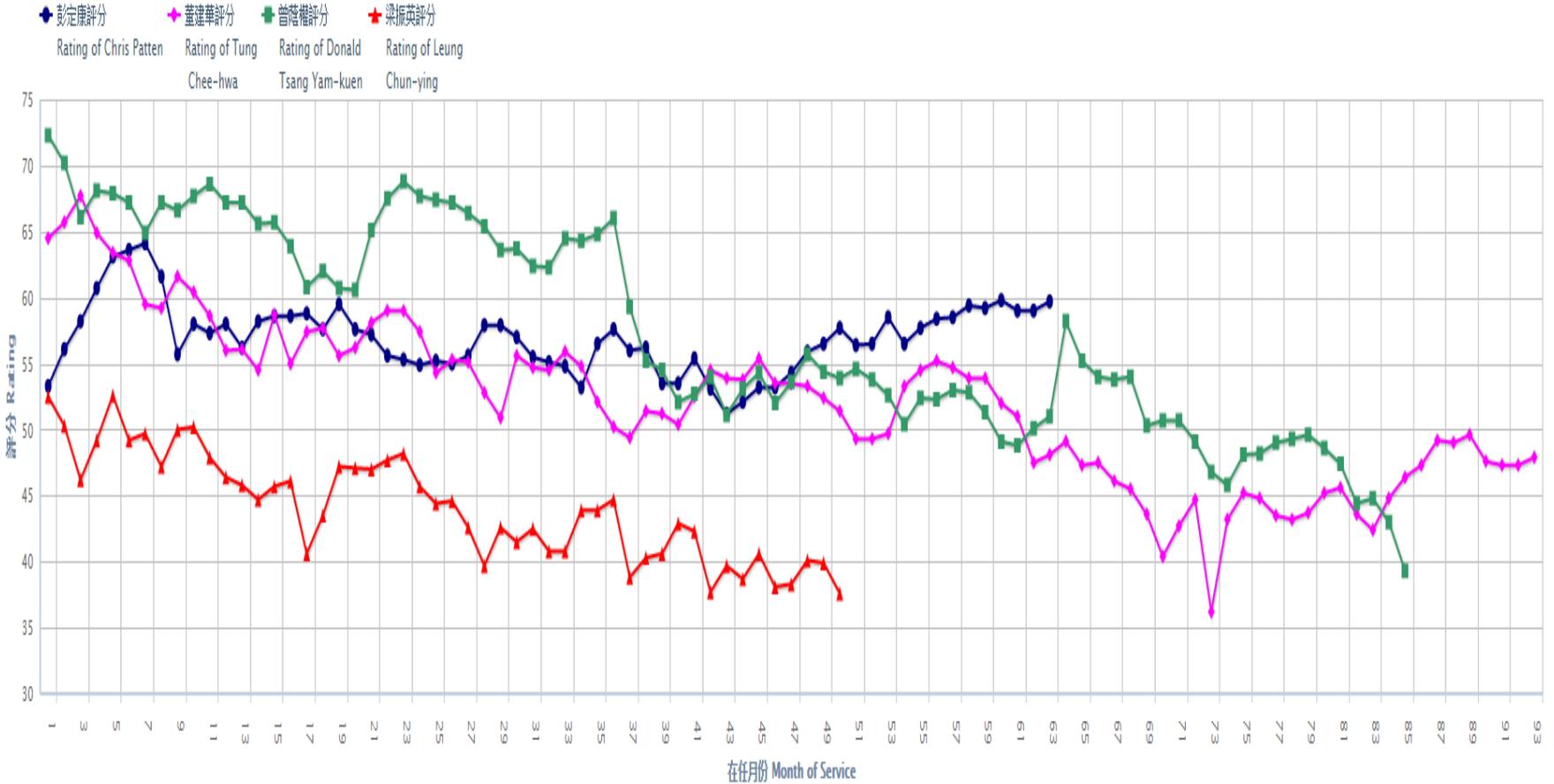
彭定康出任港督任期 (由 7/1992 至 6/1997)
Chris Patten as Governor (from 7/1992 to 6/1997)

董建華出任特首任期 (由 7/1997 至 3/2005)
Tung Chee-hwa as CE (from 7/1997 to 3/2005)

曾蔭權出任特首任期 (由 6/2005 至 6/2012)
Donald Tsang as CE (from 6/2005 to 6/2012)

梁振英出任特首任期 (由 7/2012 至今)
Leung Chun-ying as CE (from 7/2012 to now)

# Directions of POP Development

* Standard **conventional surveys**: Constant enhancement of content and methodology, with a high degree of IQ

* **Deliberative polling**: Introduction of quality deliberation in opinion formation and expression, via DF and DP

* **Mass engagement** projects: Development of civil referendums and electronic voting (*PopVote*)

* Niche engagement projects: Especially with young people on **electronic platforms** (*PopCon*)

* International projects: Like **WAPOR 2012** Conference, **WAPOR-Asia**, **ANPOR**, **HAPOR**, World Public Opinion, Greater China Region projects

**\* Basic groundwork development: WebCATI, WebOMR, WebCAPI using mobile devices, and so on.**

# *Conventional Surveys*

# Research Projects

- As of now, POP has conducted over **1,500** independent surveys, approx. 60 per year, 5 per month.

- Common survey methods adopted:

    1) *Random telephone surveys*

    2) *Face-to-face interviews*

    3) *Online surveys*

    4) *Mail surveys*

    5) *Focus groups*

- Two major categories of POP projects: 1) **Self-initiated & self-funded** tracking polls, and 2) **Commissioned projects** by outside parties.

# Areas of Interest

* Electoral study

* Government policies

* Media performance

* General political issues

* Societal and livelihood issues

* Health issues

# Topics of POP Tracking Polls (selected)

Popularity of the Chief Executive

* Popularity of the Government
* Popularity of Principal Officials
* Popularity of Councilors
* Popularity of Disciplinary Forces
* Appraisal of Current Conditions
* Social Indicators

Freedom Indicators

* Rule of Law Indicators
* Media Performance
* Annual Series (4 June, Year-Ender)
* National Issues
* Policy Address Survey
* Budget Survey
* Election Surveys



梁振英最新民望
- 評分：46.5分(-2.5)
- 支持率：33%(+2%)
- 反對率：50%(-3%)
港大民意研究計劃



區議會選舉前瞻調查結果
港大民意研究計劃

| | 2015年 | 2011年 | |
|---|---|---|---|
| 打算於區議會選舉投票 | 71% | 66% | ▲5百分點 |
| 表示已經決定投給誰 | 30% | 37% | ▼7百分點 |



警隊民望再創歷來新低
資料來源：港大民研

# Commissioned Surveys

*Recent commissioned surveys include:*

* 2016 Legislative Council Election Surveys

* Survey on Donation Culture and Policy Donation

* Survey on the Review of the Medical Council of Hong Kong

* Survey on 2017 Chief Executive Election

* Survey on Retirement Protection

* Survey on Alcohol Control Policy

* Survey on Hong Kong Women's Understanding of Breast Cancer Screening

* Press Freedom Index Survey (Annual survey since 2013)

* Survey on the Public's Opinion towards Employee Choice Arrangement of MPF

* Survey on Public Perception of Independence Police Complaints Council (Annual survey since 2013)

* Opinion Survey on the Public Ranking of Universities in Hong Kong (Annual survey since 2001)

* TV Programme Appreciation Index Survey (Quarterly survey since 1998)

* Opinion Survey on Poverty Issues in the Policy Address (Annual survey since 2010)

# *Deliberative Polling*

# Deliberative Polling



The Deliberative Polling® process begins with administering a questionnaire on a random, representative sample of the public.

**Poll 1**

A random, representative sample is selected to participate in the Deliberative Poll.

**Recruitment**

Prior to the event, participants receive balanced briefing materials on the topics being discussed.

**Balanced Information**

At the event, participants are randomly assigned to small groups with trained moderators.

**Small Group Discussions**

Participants pose questions – questions are chosen by groups – to experts and policymakers.

**Plenary Sessions**

The event concludes with a final questionnaire capturing participants' considered opinions.

**Poll 2**

Results are analyzed and released to the media soon after the event.

WEB
print
TV

**Media Coverage**

# POP's involvement in DP development in HK

* DP Workshop, Feb 2009, HK
  Deliberative Forum, Feb 2010, HK (on policy reform)
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* Deliberative Forum, Sep 2014, HK (on the decisions of SCNPC on HK CE Election)
* Deliberative Forum, Jan 2015, HK (on political reform)
* Deliberative Forum, Mar 2015, HK (on Voluntary Health Insurance Scheme)
* Deliberative Forum, June 2015, HK (on political reform proposal)
* Deliberative Forum, Mar 2016, HK (on retirement protection scheme)

## Press

📄 Plans to introduce Deliberative Polling® to Hong Kong *Hong Kong Economic Journal* 6/2011

📄 Public consultation helps solve tough problems *Apple Daily* 6/2011

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* Deliberative Forum, June 2015, HK (on political reform proposal)
* Deliberative Forum, Mar 2016, HK (on retirement protection scheme)

# Occupy Central with Love and Peace (OCLP)

A civil disobedient movement mobilizing 10,000+ citizens to pressure the Central Government for a "genuine" universal suffrage in 2017 for the selection of the region's Chief Executive.

# OCLPDS DP2 - Rundown

Date: September 29, 2013 (Sunday)
Time: 14:00 to 18:40
Venue: Lee Shau Kee Lecture Centre, Centennial Campus, the University of Hong Kong

| Time | Rundown |
|---|---|
| 13:00 – 13:45 | **Registration** |
| 14:00 – 14:20 | **Plenary Session 1** [Event moderator to introduce the event objectives, rundown and topics of small group discussions] |
| 14:30 – 15:30 | **Small Group Discussion 1** [Participants to discuss in groups of 10 led by trained facilitators] |
| 15:40 – 16:50 | **Plenary Session 2** [Representative of each small group to report the most important question(s) raised in group discussion for panel experts to respond] |
| 17:00 – 18:00 | **Small Group Discussion 2** [Participants to discuss in groups of 10 led by trained facilitators, and to fill in a post-deliberation questionnaire] |
| 18:10 – 18:40 | **Plenary Session 3** [Experience sharing by event organizers and participants] |
| 18:40 | **Event Ends** |

## OCLPDS - Second Deliberation Day (DP2)
## 29 September 2013

# 民研商討日參加者贊成公民提名

港大民意研究計劃舉辦第二次商討日，隨機抽樣市民參與討論「特首選舉設計」。參與者在經過多輪會議後，明顯對《基本法》規定的重要性評價降低，平均下降1.1，至4.6；認為要依《國際公約》原則的則持續在高位，由8.2 升至8.4。參與者相當贊成公民提名，對沿用上屆選舉委員會則相當反對。

但參與者對「佔領中環」行動並不樂觀。商討前有17%認為行動能成功影響中央，商討後為20%。民研同時以電話訪問了逾千人，只有6%受訪者認為行動成功機會大，73%受訪者認為機會細，與6月時變化不大。

雖然多人傾向公民提名，但行政會議成員鄭耀棠昨天表示，公民提名納入政改諮詢是微乎其微，《基本法》及人大常委決議根本沒有提到這建議，政務司司長林鄭月娥昨天也指出，政改討論須在法律框架下進行。但政府消息人士昨天指，首輪諮詢是開放式討論。

民研計劃總監鍾庭耀【圖】在會後公布民調結果，發現參與者相當反對沿用上屆選委會的模式，由不同界別人士產生提名委員會，10分為非常贊成平均值只有2.7，商討後更跌至2.3。支持公民提名的，商討前後維持有7.8及7.9的高位。多人非常贊成選舉設兩輪制，並非常重視《國際公約》。

就中央政府有權不任命及罷免普選產生的特首，參與者商討前分別為2.9及2.7分，即相當反對，評分在商討後略升，確認為反對意見減低，但仍不希望見到有關情況發生。

## 對「佔中」不樂觀

昨天商討過程全程5個多小時，參與者10人一組，在小組會議由專人帶領下討論特首選舉設計，並商議稍後向專家提出的問題。之後4位專家包括教院教授盧兆興、浸大助理教授黃偉國、城大講師黃志偉及港大研究經理李偉健，在全體會議回應小組的問題，由參與者再行深化討論。

17個小組的提問圍繞提委會的代表性、公民提名、普選定義、基本法框架及中央任命權。盧兆興提出公民提名與提委會的精英參與有衝突，而《基本法》難操作可彈性處理，但不應輕易修改，市民要多思考香港普選設計上要走向西式，或是循序漸進產生「香港模式」。

黃志偉回應表示，香港16年的精英參與式政治，正反映問題所在，認為《基本法》有進步空間，修改與否是「事在人為」，並肯定「普及而平等」在國際上的界定清晰。

參與者對佔中成效不樂觀，「佔中」發起人中大社會系副教授陳健民認為結果正常，自言對行動能否成功也不樂觀，但認同「唔係因為有希望先做，係要做先有希望」。他指現時「愈做愈有希望」，形容行動已發揮影響力。

中大政治與行政學系高級講師蔡子強認為，民調結果與討論氣氛及講者背景有關，指市民較支持「佔中」未必會構思出這一故參與者多為對「佔中」開放及關心民主人士。

| 參與者商討前後的意見變化 | | | |
|---|---|---|---|
| 意見 | 商討前<br>(1為絕不重要10為絕對重要) | 商討後 | 變化 |
| 按《基本法》規定設立提名委員會 | 5.7 | 4.6 | -1.1 |
| 按《公民權利及政治權利國際公約》規定的「普及和平等」原則，不可設下不合理條件限制公民參選 | 8.2 | 8.4 | +0.2 |
| 意見 | 商討前<br>(1為非常反對10為非常贊成) | 商討後 | 變化 |
| 公民可以直接提名特首候選人，但要有一定數量的公民共同提名一人 | 7.8 | 7.9 | +0.1 |
| 若在特首選舉中沒有候選人得票超過一半，由得票最多的兩位候選人進入第二輪投票 | 8.1 | 8.2 | +0.1 |
| 沿用上屆選舉委員會的模式，由不同界別人士產生提名會 | 2.7 | 2.3 | -0.4 |
| 中央政府有權不任命普選產生的特首 | 2.9 | 3.4 | +0.5 |
| 中央政府有權罷免普選產生的特首 | 2.7 | 3.0 | +0.3 |

資料來源：港大民意研究計劃

■參與者明顯對《基本法》規定的重要性評價降低

(何澤攝)

*"**POP Deliberation Day participants agree with civil nomination**"*

**Hong Kong Economic Journal 30-9-2013**

# POP's involvement in DP development in HK

* DP Workshop, Feb 2009, HK
  Deliberative Forum, Feb 2010, HK (on policy reform)
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# Deliberative Forum (January 2015)

# Deliberative Forum (June 2015)

# Deliberative Forum (Mar 2016)
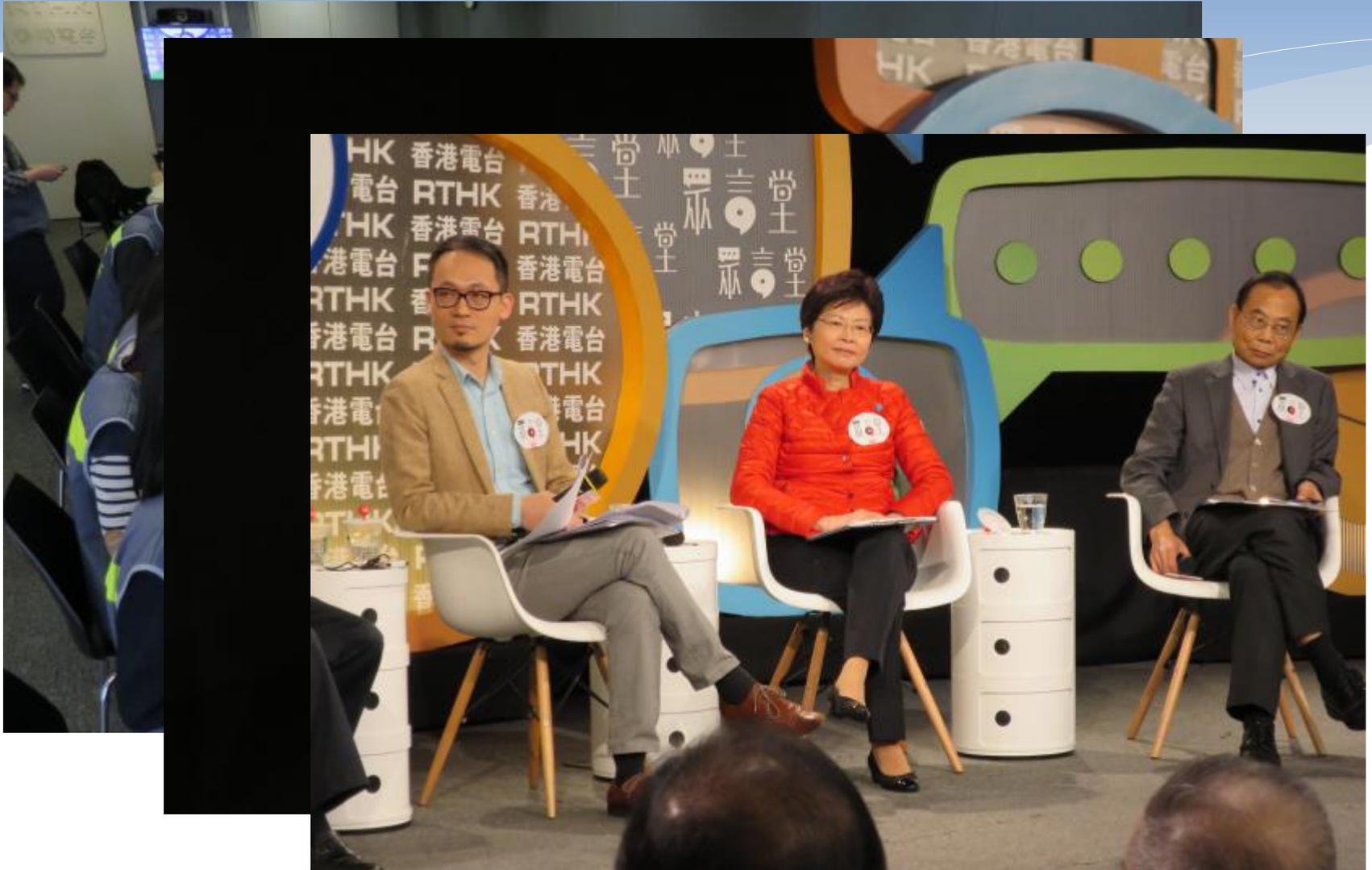
# Challenges in Running "D-Projects"

*Fulfilling 5 key principles*

* *Balance* - The organizer should provide the participants with balanced information for and against all arguments before the deliberation.
    * *Ensuring balanced materials and panel experts*
* *Engagement* - Deliberative meetings target to promote active citizenship by engaging the public into the discussion and/or decision making process.
    * *Ensuring active participation by a randomly selected representative sample*
* *Civility* - Discussion and deliberation must be based on mutual respect.
    * *Ensuring a safe environment for participants to express their views, e.g. protecting anonymity, privacy, etc.*
* *Equality* - Deliberation should be conducted fairly, each participant should be considered equal.
    * *Ensuring fair and equal conversation led by moderator*
* *Rationality and openness* - Individuals are not called to give up their own interests, but they should also consider other views before building or adjusting their opinions.
    * *Ensuring rational conversations between people with different background (education, social, cultural, etc.)*

# *Mass Engagement Projects*

# PopVote

Voting platform for mass engagement

* To construct a civil society by promoting civil participation
* To demonstrate an electronic voting system

# Voting Channels

**Website**
HKID number
SMS verification

**Mobile App**
HKID number
SMS verification

**Polling Stations**
HKID card verification
Tablets
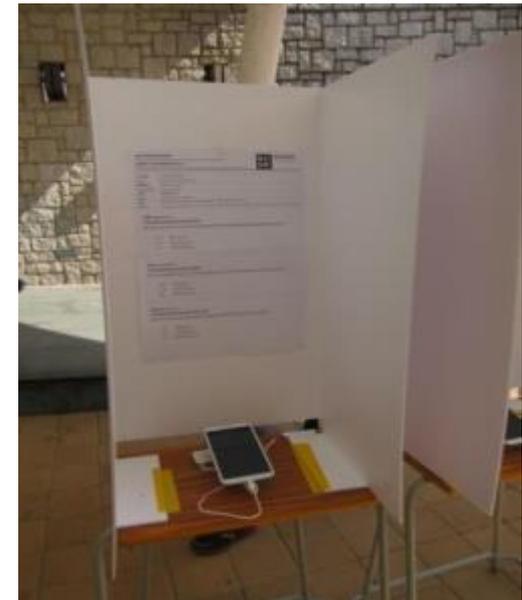
# Three Large-Scale Events

## 1st

**3.23 Civil Referendum**
March 23-24, 2012

*Mock CE Election*

| | |
|---|---:|
| Web | 66k |
| App | 71k |
| Station | 85k |
| **Total** | **222k** |

*(valid votes)*

## 2nd

**New Year Civil Referendum**
January 1, 2014

*Express views on the principles of CE Election*

| | |
|---|---:|
| Web | 19k |
| App | 40k |
| Station | 3k |
| **Total** | **62k** |

*(valid votes)*

## 3rd

**6.22 Civil Referendum**
June 20-29, 2014

*Constitutional reform proposals*

| | |
|---|---:|
| Web | 235k |
| App | 486k |
| Station | 70k |
| **Total** | **792k** |

*(valid votes)*

# PopVote 3.23 Civil Referendum (1)

* To echo with the 2012 CE election held on March 25
* On March 23, for the general public to express their support towards different candidates
  * Three objectives:
  * 1) to provide a multi-dimensional 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.
* Design:
  * All local citizens of age 18 or above
  * Electronic voting
    * via internet or smartphone app
  * designated territory-wide physical polling stations

# PopVote 3.23 Civil Referendum (2)

* Voting time extended to 18:00 of the next day (March 24), because:
    * Overwhelming responses from the public
    * System interruption
* Final result: 222,990 votes
    * 55% "abstention" or "blank vote"
    * ->Preference: aborting the CE election

| | Number of votes | Percentage |
|---|---|---|
| **Polling Station** | 85,154 | 38% |
| **Smartphone App** | 71,831 | 32% |
| **Website (popvote.hk)** | 66,005 | 30% |
| **Total** | 222,990 | 100% |

# Public opinion

If you were to vote for the chief executive tomorrow from these candidates, who would you vote for? (%)



Nov 28 – Dec 1 survey
Jan 16-19 survey

Number of respondents in this month's poll

## 1,022
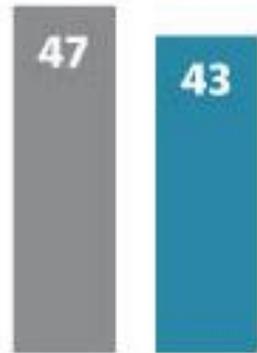
**Leung Chun-ying**
47
43
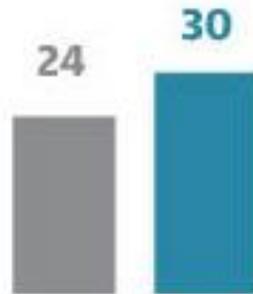
**Henry Tang Ying-yen**
24
30

**Albert Ho Chun-yan**
4
9
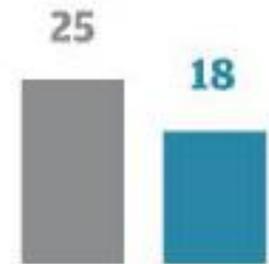
**None of the above/ don't know**
25
18

Source: HKU    Note: figures rounded to nearest percentage

SCMP

# Snapshots of 3.23 Civil Referendum



Images from Apple Daily

# Cyber Attack – 3.23 Civil Referendum



Images from SCMP

# Snapshots of 6.22 Civil Referendum



Images from HKUPOP and Apple Daily

# Cyber Attack – 6.22 Civil Referendum



Matthew Prince
@eastdakota

⚙ 👤 Segui

Battling 300Gbps+ attack right now. Knew it was coming so well prepared. Helluva story someday.

# Electronic Platforms for Niche Engagement

# PopCon Opinion Platform



http://popcon.hkupop.hku.hk/popcon_v1/index.php?lang=en

# Smartphone App

# International Projects

# WAPOR's Annual Conference 2012 in Hong Kong

* **Theme: The New World of Public Opinion Research**

* June 14 to 16, 2012

* 246 full participants coming from 37 different countries and regions, representing 137 different organizations.

* 117 paper presentations from 32 different countries and regions have been made, plus 8 poster presentations, 6 special panels, 2 plenary sessions, and a parallel workshop on deliberative democracy with 28 participants.

* Website: http://wapor2012.hkpop.hk/en/index.php

# WAPOR's Annual Conference 2012

# Other International Projects

* World Association for Public Opinion Research – Asia Chapter (WAPOR – Asia)

* Asian Network for Public Opinion Research (ANPOR)

* Hong Kong Association for Public Opinion Research (HAPOR) [Establishment under progress]

* World Public Opinion

* Greater China Region projects

# 2016 Legislative Council Election Surveys

Since its establishment in 1991, POP conduct many surveys to track opinion changes whenever there are large-scale elections.

**2016 LC Election Series**

| Survey series | Date | Details |
|---|---|---|
| **LC pre-nomination survey** | 20/6 - 8/7 | • Sponsored by Power for Democracy (PfD)<br>• 5,084 successful cases |
| **Rolling survey** | 30/7 - 2/9 | • Jointly sponsored by 4 parties (HK01, Cable, Now & PfD)<br>• 35 days of rolling surveys, with:<br>  - N=200+ each day for first 22 days<br>  - N=350+ each day for next 8 days<br>  - N=500+ each day in final week<br>(Total 10,207 cases done) |
| **Exit poll (voluntary student project)** | 4/9 (election day) | • No sponsorship, no analysis and projection performed on election day<br>• 3,329 successful cases in 47 stations |

# 2017 Chief Executive Election Surveys

## 2017 CE Election Series

| Survey series | Date | Details |
|---|---|---|
| **CEE tracking polls (pre-nomination)** | 26/9/16 to early 2017 | • 10+ rounds of surveys sponsored by media, including:<br>- Ming Pao (8 rounds)<br>- HK01 (at least 3 rounds) |
| **Rolling survey (after nomination)** | Mar 2017 | • To start right after nomination period closes till the election<br>• Sponsor(s) to be confirmed |

### *2012 CE Election Series*

| Survey series | Date | Details |
|---|---|---|
| **CEE tracking polls I (pre-nomination)** | Aug 2009 to Dec 2011 | • 19 rounds of surveys sponsored by media and think tank, including:<br>- Ming Pao (11 rounds)   - SCMP (3 rounds)<br>- Apple Daily (4 rounds)   - HKPORC (1 round) |
| **CEE tracking polls II (pre-nomination)** | Jan to Feb 2012 | • 7 rounds of surveys jointly sponsored by media:<br>- nowTV, AppleDaily, Ming Pao, SCMP |
| **Rolling survey (after nomination)** | Mar 2012 | • 24 days of rolling survey, with:<br>- N=167+ each day for the first 12 days<br>- N=250+ each day for the last 12 days<br>• Jointly sponsored by media: CableTV, SCMP,  STD |

# End of Lecture …
# questions welcome