

Study Description: [Country]

Study title: Survey on Hong Kong Citizens' Attitude to Life and Living, part of a larger study entitled *Hong Kong Creativity Index*

Fieldwork dates: 1 March 2005 – 31 May 2005

Principal investigators: Dr Ng Chun Hung, Department of Sociology, University of Hong Kong

Sample type: Representative sampling of the entire adult population of Hong Kong

Fieldwork Institute: Policy 21, The University of Hong Kong

Fieldwork methods: Face-to-face interview

Sample size: 2000

Response rates:

2000	A - Total issued
233	B – Not eligible (ill, dead, non-English speaking, not at this address)
1767	C - Total eligible
1252	D - Total questionnaires received
233	E - non-responses (including non-contact; see note above under “sample type”)
282	F - Refusals (including questionnaires less than half filled in)
0	G - Non-contact (included in “E”)
0	H – Other non-response (included in “E”)

Language: Chinese

Weighted: Weighted by the number of respondents aged 18 or above in the household.

Weighting Procedure: See above

Known Systematic Properties: N.A.

Deviations from WVS-

questionnaire: See methodology questionnaire

Publications: N.A.

Characteristics of National Population:
(Here, population figures by SEX, AGE and EDUCATION are welcome)

In mid 2003
Population 6803100.

Sex ratio (males per 1000 females): 939.

Percentage of population aged 0-14: 16%.

Percentage of population aged 15-64: 73%.

Percentage of population aged 65 and over: 12%.

Median age: 38.

Literacy: age 15 and over has ever attended school
total population: 92.2%
male: 96%
female: 88.2% (1996 est.)