YouGov Survey Results - Hong Kong

Fieldwork: October 2016

	Total	Gender		Age Group			Highest Education Level - Hong Kong							
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters,	Professional higher education (e.g. to	None of these
Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Force for good	63%	65%	61%	70%	58%	66%	81%	46%	55%	67%	66%	70%	67%	40%
Force for bad	21%	21%	22%	19%	25%	15%	6%	15%	26%	19%	20%	19%	27%	-
Don't know	16%	14%	17%	11%	17%	20%	13%	38%	19%	14%	15%	12%	6%	60%
Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Hong Kong														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Hong Kong should be able to meet all of its own needs without needing to rely on imports from other countries	15%	17%	14%	23%	13%	5%	25%	9%	11%	17%	15%	19%	28%	-
It's fine for Hong Kong to import things it needs from other countries	79%	78%	80%	71%	80%	92%	62%	72%	82%	79%	81%	78%	67%	40%
Don't know	6%	5%	6%	6%	6%	3%	13%	19%	7%	5%	5%	3%	6%	60%
Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Hong Kong?														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Acceptable	80%	84%	76%	74%	80%	89%	68%	75%	78%	81%	82%	81%	79%	20%
Unacceptable	11%	10%	12%	14%	11%	4%	6%	19%	10%	12%	10%	12%	11%	19%
Don't know	9%	7%	12%	11%	9%	6%	26%	7%	12%	7%	8%	7%	10%	60%
Q4. Overall, do you think immigrants from other countries into Hong Kong have a positive or negative effect on the country?														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Positive	22%	26%	18%	18%	24%	25%	25%	12%	20%	19%	20%	31%	31%	-
Neither positive nor negative	50%	48%	52%	53%	48%	50%	56%	59%	48%	55%	51%	50%	38%	40%
Negative	23%	21%	25%	25%	23%	19%	13%	16%	27%	23%	25%	17%	22%	19%
Don't know	5%	5%	4%	4%	4%	6%	7%	12%	5%	3%	5%	2%	9%	41%

YouGov Survey Results - Hong Kong

Fieldwork: October 2016

	Total	Income Group			Marital Status						
		Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?											
Base	1000	157	247	530	529	42	75	17	22	1	314
Force for good	63%	61%	68%	64%	61%	64%	68%	84%	68%	100%	64%
Force for bad	21%	23%	20%	21%	22%	23%	20%	6%	16%	-	22%
Don't know	16%	16%	12%	15%	17%	13%	12%	10%	16%	-	14%
Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Hong Kong											
Base	1000	157	247	530	529	42	75	17	22	1	314
Hong Kong should be able to meet all of its own needs without needing to rely on imports from other countries	15%	12%	17%	17%	13%	23%	17%	17%	21%	100%	16%
It's fine for Hong Kong to import things it needs from other countries	79%	81%	79%	79%	82%	77%	74%	83%	75%	-	76%
Don't know	6%	7%	4%	4%	5%	-	9%	-	4%	-	8%
Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Hong Kong?											
Base	1000	157	247	530	529	42	75	17	22	1	314
Acceptable	80%	77%	80%	81%	85%	72%	71%	89%	92%	-	73%
Unacceptable	11%	10%	10%	13%	9%	19%	14%	-	4%	100%	13%
Don't know	9%	13%	10%	6%	6%	9%	14%	11%	4%	-	14%
Q4. Overall, do you think immigrants from other countries into Hong Kong have a positive or negative effect on the country?											
Base	1000	157	247	530	529	42	75	17	22	1	314
Positive	22%	19%	20%	24%	26%	24%	11%	11%	25%	100%	18%
Neither positive nor negative	50%	48%	51%	50%	49%	54%	56%	61%	21%	-	51%
Negative	23%	27%	25%	23%	20%	18%	29%	17%	50%	-	25%
Don't know	5%	6%	4%	3%	4%	4%	5%	11%	4%	-	6%

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Highest Education Level - Hong Kong

	Total	Gender		Age Group			Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters,	Professional higher education (e.g. to	None of these
		Male	Female	18-34	35-54	55+								
Q5. Thinking about immigration… Which ONE of the following would you say is closest to your view?														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Immigration is enriching and adding to the traditional culture of my country	27%	34%	20%	23%	27%	34%	30%	24%	19%	24%	27%	40%	35%	-
Immigration is eroding the traditional culture of my country	44%	37%	49%	48%	45%	30%	19%	35%	41%	42%	50%	40%	50%	19%
Immigration has little effect on the traditional culture of my country	22%	22%	22%	20%	21%	29%	25%	28%	28%	28%	17%	17%	11%	19%
Don't know	8%	7%	9%	9%	7%	6%	26%	13%	12%	6%	5%	4%	4%	61%
Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Strongly agree	15%	18%	12%	16%	15%	13%	13%	9%	11%	15%	15%	15%	34%	58%
Somewhat agree	39%	39%	39%	42%	38%	37%	12%	39%	43%	40%	41%	37%	24%	-
Neither agree nor disagree	30%	29%	32%	30%	30%	33%	62%	38%	32%	35%	27%	28%	27%	42%
Somewhat disagree	11%	10%	13%	9%	11%	17%	-	4%	8%	7%	13%	17%	15%	-
Strongly disagree	1%	2%	1%	1%	3%	-	-	-	2%	1%	1%	2%	-	-
Don't know	3%	2%	3%	3%	3%	-	13%	10%	4%	2%	3%	1%	-	-
Mean	3.57	3.62	3.51	3.67	3.53	3.47	3.43	3.61	3.55	3.63	3.56	3.47	3.77	4.17
Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Strongly agree	13%	16%	10%	12%	13%	15%	25%	7%	12%	12%	12%	14%	24%	39%
Somewhat agree	44%	45%	44%	44%	44%	47%	12%	43%	43%	51%	45%	45%	42%	19%
Neither agree nor disagree	30%	26%	33%	29%	30%	30%	38%	28%	32%	32%	26%	29%	29%	42%
Somewhat disagree	9%	8%	9%	11%	8%	5%	12%	13%	6%	3%	13%	10%	4%	-
Strongly disagree	2%	3%	2%	2%	3%	2%	-	3%	3%	2%	2%	2%	2%	-
Don't know	2%	2%	2%	2%	3%	-	13%	7%	4%	1%	2%	-	-	-
Mean	3.58	3.64	3.52	3.54	3.58	3.69	3.56	3.40	3.56	3.68	3.52	3.59	3.82	3.97

	Total	Income Group			Marital Status						
		Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Q5. Thinking about immigration… Which ONE of the following would you say is closest to your view?											
Base	1000	157	247	530	529	42	75	17	22	1	314
Immigration is enriching and adding to the traditional culture of my country	27%	25%	23%	30%	30%	28%	23%	5%	21%	-	23%
Immigration is eroding the traditional culture of my country	44%	36%	47%	46%	41%	51%	56%	23%	42%	100%	46%
Immigration has little effect on the traditional culture of my country	22%	24%	23%	20%	23%	13%	13%	39%	33%	-	21%
Don't know	8%	15%	7%	4%	5%	8%	7%	33%	4%	-	11%
Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens											
Base	1000	157	247	530	529	42	75	17	22	1	314
Strongly agree	15%	14%	13%	15%	14%	18%	14%	6%	21%	-	16%
Somewhat agree	39%	37%	42%	39%	39%	46%	54%	22%	32%	-	36%
Neither agree nor disagree	30%	36%	35%	28%	29%	30%	22%	72%	21%	100%	33%
Somewhat disagree	11%	8%	8%	14%	14%	6%	4%	-	17%	-	9%
Strongly disagree	1%	2%	1%	2%	1%	-	1%	-	5%	-	2%
Don't know	3%	4%	2%	2%	2%	-	5%	-	4%	-	4%
Mean	3.57	3.54	3.60	3.54	3.52	3.76	3.81	3.34	3.50	3.00	3.57
Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture											
Base	1000	157	247	530	529	42	75	17	22	1	314
Strongly agree	13%	12%	12%	14%	13%	11%	18%	15%	20%	-	12%
Somewhat agree	44%	39%	48%	44%	48%	40%	43%	5%	47%	100%	41%
Neither agree nor disagree	30%	28%	32%	31%	29%	43%	25%	79%	20%	-	28%
Somewhat disagree	9%	11%	7%	9%	8%	7%	13%	-	9%	-	10%
Strongly disagree	2%	6%	1%	2%	2%	-	-	-	-	-	4%
Don't know	2%	4%	1%	1%	1%	-	1%	-	5%	-	4%
Mean	3.58	3.43	3.62	3.59	3.63	3.54	3.67	3.36	3.82	4.00	3.48

	Total	Gender		Age Group			Highest Education Level - Hong Kong							
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters,	Professional higher education (e.g. to	None of these

Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization

	Total	Male	Female	18-34	35-54	55+	Primary school	Junior Secondary	Senior secondary	Non-Degree Tertiary	University degree	University higher degree	Professional higher education	None of these
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Strongly agree	4%	4%	3%	3%	5%	1%	-	-	2%	3%	2%	7%	16%	39%
Somewhat agree	14%	16%	12%	15%	16%	8%	19%	6%	15%	16%	13%	15%	9%	-
Neither agree nor disagree	36%	32%	40%	40%	35%	33%	44%	50%	39%	46%	34%	27%	32%	61%
Somewhat disagree	33%	33%	32%	32%	31%	38%	12%	32%	30%	26%	39%	36%	30%	-
Strongly disagree	11%	12%	10%	8%	10%	19%	13%	6%	11%	8%	11%	14%	13%	-
Don't know	2%	2%	2%	2%	3%	-	13%	7%	4%	1%	2%	1%	-	-
Mean	2.66	2.67	2.66	2.73	2.74	2.33	2.78	2.59	2.66	2.80	2.56	2.67	2.85	3.78

Q7. Which ONE of the following best describes the way you feel about Hong Kong?

	Total	Male	Female	18-34	35-54	55+	Primary school	Junior Secondary	Senior secondary	Non-Degree Tertiary	University degree	University higher degree	Professional higher education	None of these
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Hong Kong is the best country in the world	8%	10%	6%	5%	9%	8%	13%	9%	8%	3%	5%	11%	23%	-
Hong Kong is better than most other countries	49%	48%	50%	46%	53%	42%	43%	41%	48%	55%	49%	48%	47%	19%
Hong Kong is as good as most other countries	25%	24%	25%	25%	22%	34%	13%	28%	25%	26%	27%	23%	19%	-
Hong Kong is not as good as most other countries	14%	13%	16%	19%	12%	12%	19%	19%	15%	11%	17%	12%	8%	-
Hong Kong is the worst country in the world	1%	1%	1%	2%	1%	-	-	-	2%	-	0%	2%	2%	-
Don't know	4%	4%	3%	5%	3%	3%	13%	3%	3%	5%	2%	4%	2%	81%

Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.

	Total	Male	Female	18-34	35-54	55+	Primary school	Junior Secondary	Senior secondary	Non-Degree Tertiary	University degree	University higher degree	Professional higher education	None of these
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Yes, definitely	14%	15%	14%	18%	14%	9%	-	6%	11%	15%	14%	19%	26%	-
Yes, probably	40%	37%	42%	47%	37%	30%	37%	22%	35%	34%	48%	39%	49%	-
No, probably not	31%	31%	31%	24%	34%	38%	25%	50%	35%	32%	27%	29%	23%	40%
No, definitely not	7%	8%	6%	3%	7%	13%	19%	13%	9%	11%	4%	5%	-	-
Don't know	8%	9%	7%	8%	8%	9%	19%	9%	9%	8%	7%	9%	2%	60%

Q9. Who would you rather was president of the USA?

	Total	Male	Female	18-34	35-54	55+	Primary school	Junior Secondary	Senior secondary	Non-Degree Tertiary	University degree	University higher degree	Professional higher education	None of these
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Donald Trump	14%	19%	9%	15%	14%	13%	12%	9%	12%	15%	12%	19%	20%	-
Hillary Clinton	65%	62%	66%	63%	64%	68%	38%	63%	63%	62%	69%	68%	58%	-
Don't know	21%	18%	24%	22%	22%	19%	50%	28%	25%	23%	19%	13%	21%	100%

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	Total	Income Group			Marital Status						
		Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization

	Total	Lower income	Medium income	Higher income	Married	Living with partner	In relationship	Widowed	Divorced	Separated	Single
Base	1000	157	247	530	529	42	75	17	22	1	314
Strongly agree	4%	1%	3%	5%	4%	4%	4%	-	4%	-	4%
Somewhat agree	14%	14%	14%	15%	16%	19%	14%	17%	13%	-	11%
Neither agree nor disagree	36%	33%	46%	33%	34%	43%	44%	55%	21%	100%	37%
Somewhat disagree	33%	39%	29%	34%	32%	24%	30%	27%	45%	-	35%
Strongly disagree	11%	9%	8%	12%	12%	9%	7%	-	16%	-	9%
Don't know	2%	3%	1%	1%	2%	-	2%	-	-	-	4%
Mean	2.66	2.57	2.74	2.66	2.65	2.85	2.76	2.90	2.43	3.00	2.64

Q7. Which ONE of the following best describes the way you feel about Hong Kong?

	Total	Lower income	Medium income	Higher income	Married	Living with partner	In relationship	Widowed	Divorced	Separated	Single
Base	1000	157	247	530	529	42	75	17	22	1	314
Hong Kong is the best country in the world	8%	10%	4%	9%	9%	5%	6%	-	8%	-	7%
Hong Kong is better than most other countries	49%	42%	51%	51%	52%	50%	42%	34%	53%	100%	45%
Hong Kong is as good as most other countries	25%	23%	27%	24%	24%	26%	22%	43%	22%	-	26%
Hong Kong is not as good as most other countries	14%	19%	15%	13%	11%	15%	25%	22%	13%	-	17%
Hong Kong is the worst country in the world	1%	2%	1%	1%	1%	4%	-	-	-	-	1%
Don't know	4%	5%	2%	3%	3%	-	5%	-	4%	-	4%

Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.

	Total	Lower income	Medium income	Higher income	Married	Living with partner	In relationship	Widowed	Divorced	Separated	Single
Base	1000	157	247	530	529	42	75	17	22	1	314
Yes, definitely	14%	17%	15%	14%	14%	22%	19%	-	13%	-	15%
Yes, probably	40%	41%	43%	38%	37%	43%	48%	62%	45%	100%	40%
No, probably not	31%	28%	31%	32%	35%	29%	24%	17%	34%	-	26%
No, definitely not	7%	5%	6%	8%	8%	-	5%	-	4%	-	7%
Don't know	8%	10%	6%	8%	7%	6%	4%	22%	4%	-	11%

Q9. Who would you rather was president of the USA?

	Total	Lower income	Medium income	Higher income	Married	Living with partner	In relationship	Widowed	Divorced	Separated	Single
Base	1000	157	247	530	529	42	75	17	22	1	314
Donald Trump	14%	11%	17%	14%	14%	33%	11%	5%	20%	-	13%
Hillary Clinton	65%	65%	65%	68%	66%	54%	63%	62%	58%	100%	64%
Don't know	21%	24%	18%	18%	20%	13%	27%	33%	22%	-	23%

	Total	Gender		Age Group			Highest Education Level - Hong Kong							
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters,	Professional higher education (e.g. to	None of these
Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Better	5%	5%	5%	6%	6%	1%	-	4%	4%	4%	3%	10%	17%	-
No change	27%	28%	26%	31%	26%	21%	25%	36%	25%	30%	26%	31%	22%	20%
Worse	63%	62%	64%	57%	64%	74%	50%	57%	67%	62%	66%	57%	59%	19%
Don't know	4%	5%	4%	5%	4%	4%	26%	3%	5%	4%	4%	2%	2%	60%
Gender														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Male	48%	100%	-	34%	51%	65%	42%	64%	45%	48%	44%	57%	49%	80%
Female	52%	-	100%	66%	49%	35%	58%	36%	55%	52%	56%	43%	51%	20%
Age Group														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
18-24	13%	8%	18%	38%	-	-	6%	3%	9%	21%	21%	4%	-	19%
25-34	21%	17%	25%	62%	-	-	6%	3%	13%	23%	27%	25%	27%	20%
35-44	23%	23%	23%	-	47%	-	-	12%	23%	17%	23%	30%	28%	39%
45-54	26%	30%	22%	-	53%	-	13%	34%	34%	20%	19%	29%	27%	21%
55+	17%	23%	11%	-	-	100%	75%	48%	20%	20%	9%	12%	19%	-
Mean	41.11	44.21	38.24	26.45	44.37	61.04	58.83	52.40	44.32	39.79	36.44	41.29	42.53	39.02
Working Status														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Working full time (30 or more hours per week)	76%	79%	73%	72%	88%	51%	56%	57%	70%	77%	77%	87%	78%	58%
Working part time (8-29 hours a week)	7%	4%	9%	8%	4%	11%	-	6%	9%	6%	6%	5%	10%	-
Working part time (Less than 8 hours a week)	2%	2%	3%	2%	2%	4%	6%	-	3%	1%	1%	3%	8%	-
Full time student	5%	4%	7%	15%	1%	1%	6%	9%	4%	9%	9%	0%	-	-
Retired	5%	8%	2%	1%	1%	23%	13%	18%	7%	6%	2%	4%	-	-
Unemployed	1%	2%	1%	2%	1%	2%	-	3%	3%	1%	2%	0%	-	-
Not working	2%	1%	2%	0%	2%	4%	19%	-	3%	-	2%	1%	-	-
Other	1%	1%	2%	1%	1%	3%	-	6%	1%	1%	1%	-	4%	42%

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	Total	Income Group			Marital Status						
		Lower income (HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?											
Base	1000	157	247	530	529	42	75	17	22	1	314
Better	5%	7%	3%	6%	5%	7%	9%	5%	5%	100%	5%
No change	27%	25%	32%	28%	28%	44%	24%	22%	17%	-	26%
Worse	63%	62%	62%	64%	64%	45%	65%	61%	74%	-	63%
Don't know	4%	6%	3%	2%	3%	4%	3%	11%	4%	-	7%
Gender											
Base	1000	157	247	530	529	42	75	17	22	1	314
Male	48%	48%	46%	49%	57%	33%	34%	21%	44%	100%	39%
Female	52%	52%	54%	51%	43%	67%	66%	79%	56%	-	61%
Age Group											
Base	1000	157	247	530	529	42	75	17	22	1	314
18-24	13%	19%	17%	8%	1%	11%	32%	-	-	-	30%
25-34	21%	22%	22%	22%	12%	48%	46%	10%	-	100%	28%
35-44	23%	20%	22%	26%	26%	15%	16%	-	25%	-	21%
45-54	26%	22%	22%	29%	35%	26%	7%	12%	44%	-	14%
55+	17%	17%	17%	16%	25%	-	-	78%	32%	-	6%
Mean	41.11	39.36	39.89	41.92	46.70	35.01	29.78	59.62	51.31	28.00	33.52
Working Status											
Base	1000	157	247	530	529	42	75	17	22	1	314
Working full time (30 or more hours per week)	76%	58%	71%	89%	79%	87%	80%	32%	88%	-	69%
Working part time (8-29 hours a week)	7%	13%	8%	4%	5%	4%	9%	23%	12%	-	8%
Working part time (Less than 8 hours a week)	2%	4%	2%	1%	2%	2%	-	-	-	100%	2%
Full time student	5%	12%	8%	2%	-	4%	11%	-	-	-	14%
Retired	5%	7%	6%	3%	7%	-	-	34%	-	-	2%
Unemployed	1%	2%	2%	0%	1%	-	-	-	-	-	2%
Not working	2%	2%	2%	1%	3%	-	-	11%	-	-	1%
Other	1%	1%	-	1%	2%	2%	-	-	-	-	0%

	Total	Gender		Age Group			Highest Education Level - Hong Kong							
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters,	Professional higher education (e.g. to	None of these
Marital Status														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Married	53%	63%	44%	21%	67%	77%	30%	69%	61%	48%	43%	59%	59%	61%
Living with partner	4%	3%	5%	7%	4%	-	-	3%	2%	6%	3%	7%	8%	19%
In relationship, but not living with partner	7%	5%	9%	17%	3%	-	-	-	4%	11%	12%	5%	7%	-
Widowed	2%	1%	3%	1%	0%	8%	38%	6%	2%	1%	-	-	6%	-
Divorced	2%	2%	2%	-	3%	4%	12%	-	2%	5%	2%	2%	-	-
Separated	0%	0%	-	0%	-	-	-	-	-	-	-	0%	-	-
Single	31%	26%	37%	54%	23%	11%	20%	21%	29%	30%	41%	27%	20%	19%
Household size														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
1	6%	5%	6%	2%	7%	9%	12%	-	5%	5%	5%	6%	8%	-
2	19%	19%	18%	12%	22%	25%	13%	10%	18%	18%	19%	22%	25%	-
3	27%	31%	25%	21%	31%	30%	31%	35%	29%	23%	25%	31%	26%	19%
4	31%	30%	32%	41%	26%	26%	26%	34%	29%	36%	36%	22%	29%	40%
5	11%	10%	12%	17%	8%	6%	-	6%	12%	14%	8%	12%	9%	-
6	3%	2%	4%	3%	4%	1%	6%	-	3%	1%	3%	4%	-	-
7	1%	1%	1%	2%	1%	1%	-	-	2%	1%	1%	0%	-	21%
8 or more	0%	0%	1%	1%	1%	-	-	3%	1%	1%	-	-	-	-
Don't know	0%	0%	0%	-	0%	-	-	-	-	-	0%	1%	-	-
Prefer not to say	2%	2%	2%	3%	1%	2%	13%	12%	1%	1%	2%	1%	2%	19%
Children														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
None - I don't have children	57%	50%	63%	77%	45%	51%	56%	59%	54%	62%	63%	49%	48%	59%
1	21%	23%	19%	11%	31%	13%	12%	19%	20%	18%	20%	28%	21%	19%
2	11%	12%	10%	7%	15%	6%	-	13%	12%	7%	10%	14%	19%	21%
3	2%	3%	1%	1%	3%	-	-	-	2%	1%	1%	4%	2%	-
4	0%	0%	1%	1%	0%	-	6%	-	0%	-	0%	-	2%	-
5 or more	0%	0%	-	0%	-	-	-	-	-	-	-	-	2%	-
None - My children are 18 or above	9%	11%	7%	4%	5%	30%	26%	9%	12%	11%	6%	6%	7%	-

	Total	Income Group			Marital Status						
		Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Marital Status											
Base	1000	157	247	530	529	42	75	17	22	1	314
Married	53%	35%	51%	59%	100%	-	-	-	-	-	-
Living with partner	4%	3%	5%	4%	-	100%	-	-	-	-	-
In relationship, but not living with partner	7%	8%	6%	8%	-	-	100%	-	-	-	-
Widowed	2%	5%	3%	0%	-	-	-	100%	-	-	-
Divorced	2%	4%	-	3%	-	-	-	-	100%	-	-
Separated	0%	-	-	0%	-	-	-	-	-	100%	-
Single	31%	46%	36%	25%	-	-	-	-	-	-	100%
Household size											
Base	1000	157	247	530	529	42	75	17	22	1	314
1	6%	10%	5%	5%	1%	-	5%	-	20%	-	13%
2	19%	24%	16%	18%	23%	36%	8%	28%	13%	-	12%
3	27%	22%	30%	29%	32%	22%	19%	28%	46%	100%	21%
4	31%	22%	33%	33%	28%	15%	49%	22%	8%	-	36%
5	11%	10%	13%	10%	10%	21%	11%	5%	-	-	11%
6	3%	3%	0%	4%	3%	4%	4%	-	13%	-	1%
7	1%	2%	2%	1%	1%	2%	2%	-	-	-	1%
8 or more	0%	1%	0%	0%	0%	-	-	5%	-	-	1%
Don't know	0%	1%	0%	-	-	-	-	-	-	-	1%
Prefer not to say	2%	3%	1%	0%	1%	-	1%	11%	-	-	3%
Children											
Base	1000	157	247	530	529	42	75	17	22	1	314
None - I don't have children	57%	74%	59%	51%	34%	59%	88%	62%	58%	100%	86%
1	21%	11%	20%	24%	33%	24%	6%	11%	16%	-	5%
2	11%	6%	10%	13%	18%	8%	2%	-	9%	-	2%
3	2%	1%	2%	2%	3%	6%	-	-	-	-	-
4	0%	1%	-	0%	0%	-	-	-	4%	-	0%
5 or more	0%	-	-	0%	-	-	-	5%	-	-	-
None - My children are 18 or above	9%	7%	8%	9%	11%	2%	4%	22%	13%	-	7%

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	Total	Gender		Age Group			Highest Education Level - Hong Kong							
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters,	Professional higher education (e.g. to	None of these
Monthly Household Income - Hong Kong														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Under HKD 7,999	2%	2%	3%	3%	2%	4%	17%	12%	4%	1%	2%	1%	-	-
HKD 8,000–9,999	2%	3%	1%	2%	2%	3%	-	9%	5%	1%	1%	-	-	-
HKD 10,000–14,999	5%	4%	5%	7%	4%	2%	-	6%	6%	4%	6%	2%	-	20%
HKD 15,000–19,999	7%	7%	6%	7%	7%	6%	-	3%	8%	12%	5%	4%	8%	-
HKD 20,000–24,999	8%	8%	7%	10%	7%	5%	7%	10%	9%	10%	8%	4%	2%	-
HKD 25,000–29,999	8%	8%	8%	7%	8%	9%	13%	13%	13%	5%	6%	4%	2%	-
HKD 30,000–34,999	9%	8%	11%	12%	7%	10%	26%	16%	9%	12%	10%	6%	6%	-
HKD 35,000–39,999	9%	9%	8%	10%	10%	3%	-	3%	9%	13%	8%	9%	4%	-
HKD 40,000–44,999	9%	8%	9%	8%	8%	10%	-	-	9%	7%	10%	9%	8%	-
HKD 45,000–49,999	7%	6%	7%	6%	7%	5%	-	9%	4%	9%	7%	9%	-	-
HKD 50,000–59,999	9%	10%	9%	9%	11%	5%	12%	6%	10%	6%	9%	12%	11%	-
HKD 60,000–79,999	10%	11%	10%	8%	11%	11%	13%	-	6%	9%	11%	17%	15%	-
HKD 80,000–99,999	5%	5%	6%	2%	6%	9%	-	6%	3%	1%	7%	10%	7%	19%
HKD 100,000 and over	4%	6%	3%	3%	6%	4%	-	-	2%	1%	3%	10%	21%	-
Prefer not to say	5%	5%	5%	3%	5%	9%	13%	7%	2%	5%	6%	5%	14%	41%
Don't know	2%	1%	2%	3%	0%	2%	-	-	1%	3%	2%	-	4%	19%
Mean	#####	#####	43726.59	#####	#######	#####	33859.59	29706.22	36804.81	37481.34	46538.28	61247.38	76564.79	50390.39
Highest Education Level - Hong Kong														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Primary school (P1-P6)	1%	1%	2%	1%	0%	6%	100%	-	-	-	-	-	-	-
Junior Secondary (F1-F3)	3%	4%	2%	1%	3%	8%	-	100%	-	-	-	-	-	-
Senior secondary (F4-F6/7)	28%	27%	30%	19%	33%	34%	-	-	100%	-	-	-	-	-
Non-Degree Tertiary (e.g. Diploma, Higher Diploma, Associate degree, vocational education)	15%	15%	15%	19%	11%	17%	-	-	-	100%	-	-	-	-
University degree (e.g. BA, BSc, B.Ed)	30%	27%	32%	42%	26%	17%	-	-	-	-	100%	-	-	-
University higher degree (Masters, MBA, PhD)	17%	21%	14%	15%	21%	12%	-	-	-	-	-	100%	-	-
Professional higher education (e.g. to qualify as a lawyer, accountant)	5%	5%	5%	4%	5%	5%	-	-	-	-	-	-	100%	-
None of these	0%	1%	0%	1%	1%	-	-	-	-	-	-	-	-	100%

	Total	Income Group			Marital Status						
		Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Monthly Household Income - Hong Kong											
Base	1000	157	247	530	529	42	75	17	22	1	314
Under HKD 7,999	2%	16%	-	-	2%	4%	3%	11%	-	-	3%
HKD 8,000–9,999	2%	13%	-	-	2%	2%	-	6%	4%	-	3%
HKD 10,000–14,999	5%	30%	-	-	2%	2%	6%	10%	5%	-	9%
HKD 15,000–19,999	7%	42%	-	-	5%	2%	7%	17%	17%	-	8%
HKD 20,000–24,999	8%	-	31%	-	6%	11%	6%	-	-	-	11%
HKD 25,000–29,999	8%	-	31%	-	9%	8%	7%	22%	-	-	6%
HKD 30,000–34,999	9%	-	38%	-	9%	8%	7%	22%	-	-	11%
HKD 35,000–39,999	9%	-	-	16%	7%	9%	13%	-	12%	-	10%
HKD 40,000–44,999	9%	-	-	16%	10%	6%	8%	5%	4%	-	8%
HKD 45,000–49,999	7%	-	-	12%	7%	9%	8%	-	17%	-	4%
HKD 50,000–59,999	9%	-	-	17%	9%	4%	13%	-	16%	-	9%
HKD 60,000–79,999	10%	-	-	19%	13%	13%	10%	-	13%	-	6%
HKD 80,000–99,999	5%	-	-	10%	7%	9%	1%	5%	8%	-	3%
HKD 100,000 and over	4%	-	-	8%	5%	4%	6%	-	-	100%	3%
Prefer not to say	5%	-	-	-	7%	6%	1%	-	4%	-	3%
Don't know	2%	-	-	-	1%	-	4%	-	-	-	3%
Mean	#####	12792.82	27827.75	63569.34	50551.94	47940.77	46249.67	25750.61	45232.88	150000.00	37655.97
Highest Education Level - Hong Kong											
Base	1000	157	247	530	529	42	75	17	22	1	314
Primary school (P1-P6)	1%	2%	3%	1%	1%	-	-	34%	8%	-	1%
Junior Secondary (F1-F3)	3%	6%	5%	1%	4%	2%	-	11%	-	-	2%
Senior secondary (F4-F6/7)	28%	41%	36%	23%	33%	15%	16%	33%	21%	-	26%
Non-Degree Tertiary (e.g. Diploma, Higher Diploma, Associate degree, vocational education)	15%	17%	16%	13%	13%	20%	21%	5%	33%	-	14%
University degree (e.g. BA, BSc, B.Ed)	30%	24%	29%	31%	24%	24%	48%	-	21%	-	39%
University higher degree (Masters, MBA, PhD)	17%	8%	9%	25%	19%	28%	11%	-	17%	100%	15%
Professional higher education (e.g. to qualify as a lawyer, accountant)	5%	2%	2%	6%	5%	9%	5%	16%	-	-	3%
None of these	0%	1%	-	0%	1%	2%	-	-	-	-	0%

Social networks - member of

	Total	Gender		Age Group			Highest Education Level - Hong Kong							
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters,	Professional higher education (e.g. to	None of these
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Facebook	92%	90%	93%	94%	91%	90%	81%	100%	95%	94%	93%	85%	85%	59%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Twitter	20%	21%	20%	24%	19%	16%	-	6%	16%	20%	26%	23%	17%	-
LinkedIn	23%	24%	22%	23%	23%	22%	-	-	9%	17%	34%	36%	32%	-
Google+	43%	45%	40%	43%	41%	45%	30%	37%	42%	47%	45%	36%	47%	19%
MySpace	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pinterest	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tumblr	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Instagram	43%	35%	50%	64%	39%	12%	38%	16%	37%	47%	54%	40%	26%	-
Vine	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Snapchat	10%	8%	13%	22%	6%	1%	-	-	7%	8%	15%	14%	7%	-
WeChat	57%	58%	56%	56%	60%	51%	68%	46%	58%	57%	63%	52%	49%	-
Line	36%	34%	38%	49%	34%	15%	19%	19%	32%	36%	46%	36%	22%	-
Vimeo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tinder	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	17%	15%	20%	28%	14%	6%	12%	6%	14%	21%	21%	20%	7%	-
Other	7%	8%	6%	6%	7%	10%	-	9%	7%	11%	6%	6%	8%	-
Don't Know	0%	0%	0%	-	0%	-	-	-	0%	1%	-	-	-	-
Not applicable - I am not currently a member of any social networks	1%	2%	1%	-	2%	2%	-	-	0%	2%	2%	1%	-	41%

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	Total	Income Group			Marital Status						
		Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Base	1000	157	247	530	529	42	75	17	22	1	314
Facebook	92%	92%	93%	92%	90%	92%	94%	100%	92%	-	94%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-
Twitter	20%	17%	17%	22%	20%	28%	15%	-	21%	-	22%
LinkedIn	23%	11%	17%	28%	24%	24%	21%	-	38%	-	22%
Google+	43%	45%	42%	42%	43%	37%	35%	38%	54%	-	44%
MySpace	-	-	-	-	-	-	-	-	-	-	-
Pinterest	-	-	-	-	-	-	-	-	-	-	-
Tumblr	-	-	-	-	-	-	-	-	-	-	-
Instagram	43%	42%	40%	45%	32%	44%	63%	16%	50%	-	58%
Vine	-	-	-	-	-	-	-	-	-	-	-
Snapchat	10%	9%	11%	11%	7%	4%	18%	-	-	-	16%
WeChat	57%	58%	55%	59%	58%	59%	47%	61%	68%	100%	57%
Line	36%	32%	34%	39%	30%	53%	41%	6%	42%	-	44%
Vimeo	-	-	-	-	-	-	-	-	-	-	-
Tinder	-	-	-	-	-	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	17%	18%	17%	18%	13%	15%	18%	-	4%	-	27%
Other	7%	6%	4%	8%	7%	4%	5%	11%	21%	-	6%
Don't Know	0%	-	-	0%	-	-	-	-	8%	-	-
Not applicable - I am not currently a member of any social networks	1%	-	1%	1%	2%	-	-	-	-	-	1%

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	Total	Gender		Age Group			Highest Education Level - Hong Kong							
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters,	Professional higher education (e.g. to	None of these
Region Hongkong														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Hong Kong Island	19%	21%	17%	17%	15%	32%	13%	-	12%	21%	20%	22%	41%	58%
Kowloon	28%	28%	29%	29%	31%	21%	26%	31%	27%	27%	30%	30%	21%	-
New Territories	53%	51%	55%	54%	54%	48%	62%	69%	60%	52%	49%	48%	38%	42%
Other	0%	0%	0%	0%	0%	-	-	-	-	1%	0%	-	-	-
District Hong Kong														
Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
Central & Western	4%	5%	4%	3%	4%	6%	-	-	3%	4%	4%	6%	13%	-
Eastern	7%	8%	6%	7%	6%	12%	-	-	3%	11%	9%	8%	9%	39%
Southern	4%	4%	3%	2%	3%	8%	13%	-	5%	2%	3%	3%	12%	-
Wan Chai	4%	4%	3%	5%	2%	5%	-	-	2%	4%	4%	5%	7%	19%
Kowloon City	6%	5%	7%	4%	8%	5%	-	6%	4%	7%	6%	8%	6%	-
Kwun Tong	7%	7%	7%	9%	7%	5%	13%	19%	8%	4%	8%	5%	4%	-
Sham Shui Po	5%	7%	4%	6%	5%	4%	-	-	5%	7%	7%	4%	4%	-
Wong Tai Sin	5%	5%	5%	5%	6%	3%	13%	6%	5%	7%	5%	4%	2%	-
Yau Tsim Mong	5%	4%	5%	4%	5%	3%	-	-	4%	2%	5%	8%	6%	-
Kwai Tsing	7%	8%	6%	7%	8%	3%	-	3%	9%	14%	4%	6%	-	-
North	3%	2%	3%	3%	2%	3%	-	6%	4%	3%	2%	5%	-	-
Sai Kung	6%	6%	7%	7%	5%	7%	12%	6%	11%	5%	5%	4%	4%	-
Sha Tin	11%	10%	13%	9%	12%	13%	13%	19%	10%	12%	12%	10%	11%	21%
Tai Po	4%	4%	5%	5%	4%	3%	18%	-	5%	4%	5%	4%	2%	-
Tsuen Wan	4%	4%	5%	5%	5%	3%	-	3%	4%	3%	7%	4%	-	-
Tuen Mun	7%	8%	7%	7%	7%	8%	-	19%	9%	5%	7%	6%	9%	20%
Yuen Long	7%	8%	7%	8%	7%	4%	12%	13%	7%	6%	7%	8%	2%	-
Islands	2%	1%	3%	1%	3%	3%	7%	-	2%	1%	1%	2%	10%	-
Other	0%	0%	0%	0%	0%	-	-	-	-	1%	0%	-	-	-

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Region Hongkong

	Total	Income Group			Marital Status						
		Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Base	1000	157	247	530	529	42	75	17	22	1	314
Hong Kong Island	19%	13%	15%	21%	20%	24%	12%	11%	21%	100%	17%
Kowloon	28%	36%	28%	28%	27%	20%	28%	27%	31%	-	31%
New Territories	53%	51%	57%	51%	52%	56%	60%	61%	49%	-	51%
Other	0%	1%	-	-	0%	-	-	-	-	-	0%

District Hong Kong

	Total	Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Base	1000	157	247	530	529	42	75	17	22	1	314
Central & Western	4%	3%	3%	5%	4%	4%	-	-	12%	100%	4%
Eastern	7%	5%	5%	8%	8%	11%	5%	-	4%	-	7%
Southern	4%	2%	4%	4%	4%	2%	4%	11%	-	-	3%
Wan Chai	4%	3%	2%	4%	3%	7%	4%	-	4%	-	4%
Kowloon City	6%	9%	6%	5%	7%	2%	5%	5%	5%	-	5%
Kwun Tong	7%	8%	10%	6%	6%	7%	11%	11%	4%	-	9%
Sham Shui Po	5%	7%	5%	5%	6%	6%	1%	-	4%	-	5%
Wong Tai Sin	5%	7%	5%	5%	4%	-	5%	11%	13%	-	6%
Yau Tsim Mong	5%	5%	3%	6%	4%	4%	6%	-	5%	-	6%
Kwai Tsing	7%	7%	9%	7%	6%	11%	8%	17%	5%	-	7%
North	3%	4%	4%	3%	3%	4%	2%	11%	-	-	2%
Sai Kung	6%	8%	8%	5%	5%	7%	6%	10%	8%	-	8%
Sha Tin	11%	11%	10%	12%	12%	13%	10%	17%	4%	-	10%
Tai Po	4%	2%	6%	5%	4%	6%	6%	-	8%	-	5%
Tsuen Wan	4%	2%	4%	5%	5%	-	10%	-	8%	-	3%
Tuen Mun	7%	9%	10%	6%	8%	4%	10%	-	4%	-	7%
Yuen Long	7%	6%	5%	8%	7%	8%	6%	6%	12%	-	7%
Islands	2%	2%	0%	1%	2%	2%	3%	-	-	-	1%
Other	0%	1%	-	-	0%	-	-	-	-	-	0%