



Tracking Research

The Identity and National Identification of Hong Kong People Survey Results

*[To enable the sample information to reflect the characteristics of Hong Kong population as much as possible, all figures **had been weighted** according to the latest sex-and-age distribution of the Hong Kong population aged 18 or above since 2006, as released by the Census and Statistics Department. Due to the process of weighting, sample sizes might slightly differ from unweighted ones. Besides, the total percentage for some questions might not equal exactly to 100% due to rounding.]*

How do you identify yourself? (Read out answers)

Year of Survey	Hongkongese %	Hongkongese but also Chinese %	Chinese but also Hongkongese %	Chinese %	Others %	Total* % (N)
1996	25.2	32.9	14.7	25.7	1.5	100% (769)
1997	23.2	31.8	11.6	32.1	1.3	100% (302)
1998	28.8	30.0	15.6	24.5	1.2	100% (527)
1999	22.8	35.8	17.0	23.5	0.9	100% (533)
2002	24.8	36.0	14.5	23.6	1.1	100% (500)
2006	21.5	38.1	21.2	18.6	0.5	100% (1007)
2008	16.8	40.0	25.0	17.8	0.4	100% (1009)
2010	17.3	44.1	21.9	16.5	0.2	100% (937)

* excluding respondents who answered "don't know/no answer"

I will read out the following people or things. When you see or hear about these people or things, do you feel proud, affectionate or averse? Please use 1-to-5-point scale to indicate how strong your feeling is. 1 point stands for no such feeling at all while 5 points stand for a very strong feeling. So, the higher the points, the stronger the feeling is.

(The following items will be randomly selected by computer to be read out)

Percentage of respondents feeling proud of the following icons (which means giving 4 or 5 points on the 1-to-5-point scale)

Icons	Year of Survey							
	96 (%)	97 (%)	98 (%)	99 (%)	02 (%)	06 (%)	08 (%)	10 (%)
The Regional Emblem of the SAR (The Regional Flag of the SAR)*	12.0	29.2	16.3	18.3	19.3	29.2	37.2	39.1
Night View of Victoria Harbour	72.5	72.5	59.3	62.3	63.5	64.3	66.6	70.1
Legislative Council Building	26.3	22.3	17.5	16.8	22.4	24.2	24.8	30.3
Hong Kong and Shanghai Bank Building	30.9	32.3	29.9	29.2	34.0	34.9	36.0	38.2
Bank of China Building	29.6	29.6	23.6	28.9	32.1	29.3	29.2	32.0
The Great Wall	77.9	78.8	74.0	78.5	79.3	73.3	74.2	71.3
Putonghua	18.6	21.3	19.9	28.0	25.2	34.0	30.4	28.5
The Great Hall of the People	21.3	26.2	17.5	23.7	25.4	27.8	31.3	31.7
The National Flag	30.6	30.1	24.9	29.9	31.1	47.6	53.4	52.7
The National Anthem	39.1	40.1	28.3	36.0	38.1	48.2	53.0	54.8
The People's Liberation Army	10.0	13.6	13.7	16.5	18.9	28.8	29.6	33.5
Public Security (police)	3.0	2.7	4.4	4.5	7.2	6.7	10.3	9.6
The Chinese Communist Party	-	-	-	-	-	10.4	11.3	-
The Chinese Government	-	-	-	-	-	25.7	-	-
The Chinese market	-	-	-	-	-	30.9	-	-
The Chinese people	-	-	-	-	-	55.2	-	-
Ren Min Bi	-	-	-	-	-	-	23.6	-

* In the past, we asked about "the Regional Flag of the SAR" but that item was changed to "the Regional Emblem of the SAR" from 2006.

Percentage of respondents feeling affectionate towards the following icons (which means giving 4 or 5 points on the 1-to-5-point scale)

Icons	Year of Survey							
	96 (%)	97 (%)	98 (%)	99 (%)	02 (%)	06 (%)	08 (%)	10 (%)
The Regional Emblem of the SAR (The Regional Flag of the SAR)*	15.3	26.2	18.8	20.2	28.2	33.0	43.2	45.1
Night View of Victoria Harbour	76.1	76.3	66.0	67.8	69.8	65.7	71.0	73.1
Legislative Council Building	29.6	28.7	21.3	20.1	22.6	23.5	23.3	30.7
Hong Kong and Shanghai Bank Building	36.7	36.6	29.1	32.0	33.6	32.7	37.4	40.5
Bank of China Building	21.8	23.8	17.3	21.4	27.0	21.5	26.1	28.8
The Great Wall	59.4	56.0	50.3	54.1	54.1	53.6	58.2	53.8
Putonghua	29.6	32.1	28.0	33.0	34.9	33.0	34.6	29.7
The Great Hall of the People	16.9	18.3	11.2	15.4	20.8	21.1	25.2	25.0
The National Flag	32.4	34.1	26.0	29.8	32.3	42.6	50.0	49.7
The National Anthem	39.3	40.1	29.6	35.7	40.2	44.7	51.3	51.5
The People's Liberation Army	7.0	9.6	11.6	13.2	15.8	20.5	24.2	27.0
Public Security (police)	2.7	3.7	4.2	4.3	5.3	5.9	9.3	7.7
The Chinese Communist Party	-	-	-	-	-	8.3	10.9	-
The Chinese Government	-	-	-	-	-	21.5	-	-
The Chinese market	-	-	-	-	-	19.9	-	-
The Chinese people	-	-	-	-	-	53.4	-	-
Ren Min Bi	-	-	-	-	-	-	21.4	-

* In the past, we asked about "the Regional Flag of the SAR" but that item was changed to "the Regional Emblem of the SAR" from 2006.

Percentage of respondents feeling averse to the following icons (which means giving 4 or 5 points on the 1-to-5-point scale)

Icons	Year of Survey							
	96 (%)	97 (%)	98 (%)	99 (%)	02 (%)	06 (%)	08 (%)	10 (%)
The Regional Emblem of the SAR (The Regional Flag of the SAR)*	6.1	5.0	4.2	3.4	2.8	3.3	4.3	3.6
Night View of Victoria Harbour	1.0	0.3	2.0	1.5	1.4	1.5	1.4	2.9
Legislative Council Building	2.5	1.3	1.4	3.6	2.4	3.4	5.5	5.1
Hong Kong and Shanghai Bank Building	1.4	1.7	1.4	1.0	1.6	1.1	2.1	2.7
Bank of China Building	2.6	0.7	1.8	2.2	1.8	2.9	2.9	3.2
The Great Wall	1.3	0.3	1.3	1.7	1.2	1.6	2.0	2.4
Putonghua	3.4	2.6	2.8	1.7	3.6	1.8	3.3	7.3
The Great Hall of the People	6.6	3.0	2.1	3.5	3.0	3.7	4.8	4.0
The National Flag	6.6	4.7	4.6	2.8	4.4	3.8	3.7	3.8
The National Anthem	4.4	3.6	4.6	3.0	4.0	5.3	5.0	5.8
The People's Liberation Army	30.3	10.9	9.3	8.5	10.9	7.5	8.8	10.1
Public Security (police)	38.9	24.8	19.7	20.7	18.9	24.5	24.7	24.9
The Chinese Communist Party	-	-	-	-	-	24.0	23.8	-
The Chinese Government	-	-	-	-	-	9.2	-	-
The Chinese market	-	-	-	-	-	6.1	-	-
The Chinese people	-	-	-	-	-	3.0	-	-
Ren Min Bi	-	-	-	-	-	-	6.0	-

* In the past, we asked about "the Regional Flag of the SAR" but that item was changed to "the Regional Emblem of the SAR" from 2006.

Do you know how to sing the Chinese National Anthem?

Year of Survey	Yes %	Yes but only part of it %	No %	No answer / Refuse to answer %	Total % (N)
2006	41.4	27.4	30.9	0.3	100.0 (1013)
2008	48.8	23.5	27.6	0.1	100.0 (1014)
2010	50.5	24.4	24.9	0.1	100.0 (941)

How often do you watch “the National Anthem” short film on television? (Read out answers)

Year of Survey	Never %	Seldom %	Sometimes %	Often %	No answer / Refuse to answer %	Total % (N)
2006	7.0	26.4	29.2	37.1	0.3	100.0 (1013)
2008	6.1	20.4	28.3	44.9	0.3	100.0 (1014)
2010	6.7	22.5	31.5	39.1	0.2	100.0 (941)

How do you feel of broadcasting “the National Anthem” short film on television? (Read out answers)

Year of Survey	Very negative %	Negative %	Neutral %	Positive %	Very positive %	No answer / Refuse to answer %	Total % (N)
2008	1.9	5.3	39.3	40.1	12.2	1.1	100.0 (1014)
2010	2.9	5.9	39.3	38.9	12.5	0.6	100.0 (941)

Do you think you love Hong Kong/the Country/the Party (Chinese Communist Party)? 0 to 10 points , 0 point stands for "not at all" , 10 points stand for "very much".

Year of Survey	Average Score* (N)		
	Love HK?	Love the Country?	Love the Chinese Communist Party?
2006	7.52 (1007)	6.49 (999)	2.91 (952)
2008	7.79 (1007)	6.87 (1001)	3.72 (960)
2010	7.73 (937)	6.82 (935)	4.02 (903)

* Some respondents answered "no answer/refuse to answer". These answers are not included in the calculation of average score.