

Press Release of April 20, 2015

Joint-University Rolling Survey on 2017 Chief Executive Election Proposal Set to Begin

The Centre for Communication and Public Opinion Survey (CCPOS) of The Chinese University of Hong Kong (CUHK), the Public Opinion Programme (POP) of The University of Hong Kong (HKU), and the Centre for Social Policy Studies (CSPS) of Hong Kong Polytechnic University (PolyU)* have decided to conduct the “Joint-University Rolling Survey on 2017 Chief Executive Election Proposal” (Joint Survey), in order to provide scientific data to the community, as well as to promote professional standards of opinion research. The initial plan of the Joint Survey is as follows:

Period	Starting from the day after the government announces the proposal, up to the day before Legco casts its vote.
Method	Random telephone interviews of Hong Kong citizens of 18 years old or above who speak Cantonese conducted by real interviewers
Questions	Do you support or oppose the government proposal on the 2017 Chief Executive Election? Demographics include gender, age, education and political alignment.
Operation	No less than 200 samples will be collected each day, giving over a rolling sample of 1,000 for 5 days, the result of which will be announced on the 4th day at 2pm after a rolling sample is complete, except on weekends and public holidays. Project sponsors will be given the advantage of obtaining the findings one day after a rolling point is complete, plus in-depth demographic analysis.
Code of ethics	All three university teams will follow the standards laid by the World Association for Public Opinion Research (WAPOR) in conducting and releasing the Joint Survey.

Up to this date, NOW TV has confirmed its sponsorship of the Joint Survey, according to its own reporting schedules. Other sponsors are welcome, but they must contact HKU POP one working day ahead of the sponsorship day. When a non-sponsor uses the privileged early findings provided to the sponsors, it should also cite the name(s) of the sponsors.

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* Names of institutes arranged in order of their English abbreviations.