

2011年人口普查

6月30日至 8月2日

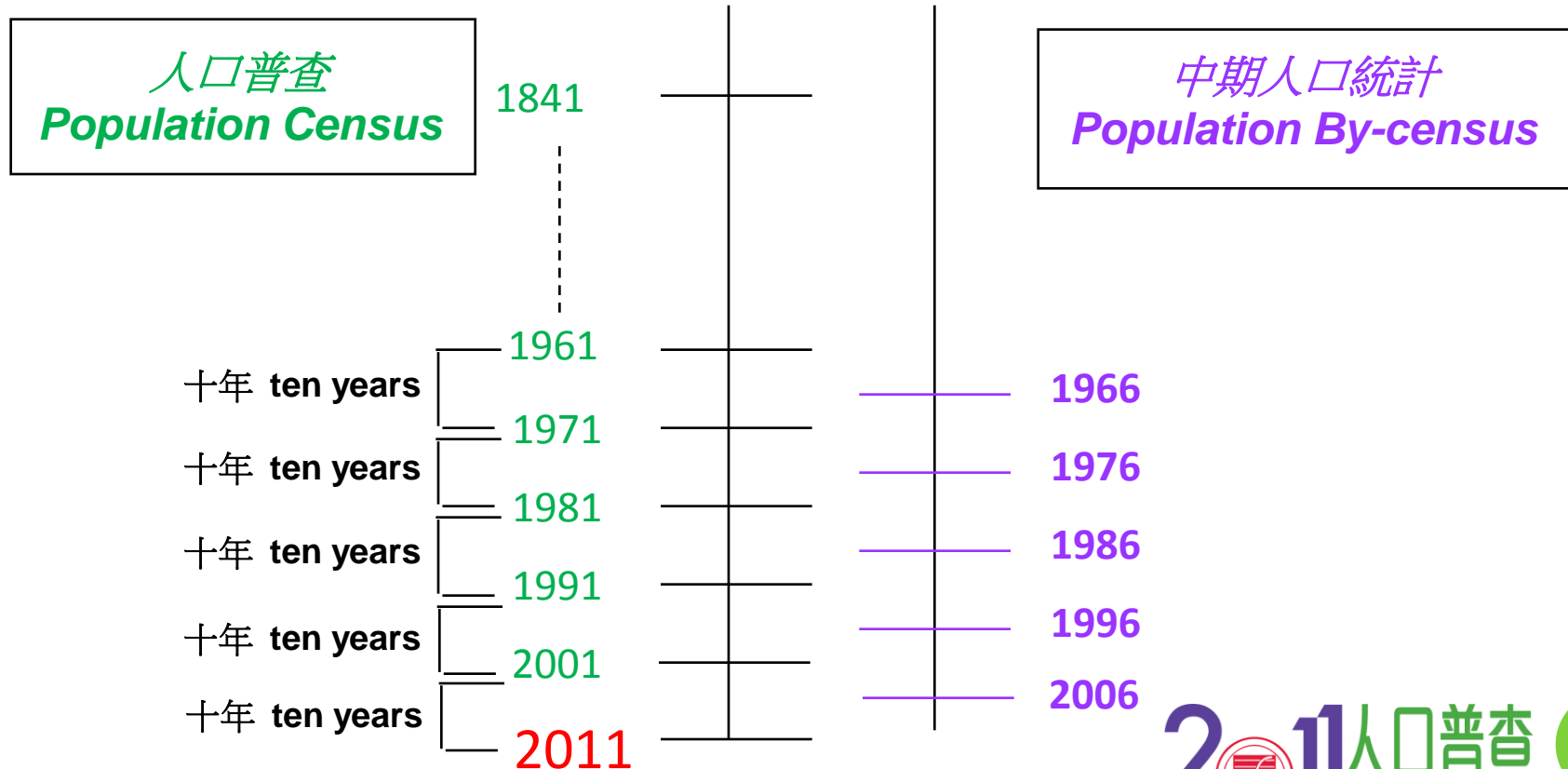
2011 Population Census

30 June - 2 August



背景 Background

- 1841: 最早官方人口數據
Earliest official population figure
- 1961: 戰後第一次人口普查
1st post-war population census



普查的目的

Purpose of Census

- 旨在搜集有關人口的數目及其社會、經濟特徵和地區分布情況的最新基準性資料。

To obtain up-to-date benchmark information on the size and socio-economic characteristics of the population and on its geographical distribution.

政府規劃和制訂政策
Government planning
and policy
formulation

學術機構的研究
Academic research

私營機構制訂業務方針
Business strategies of
private sector

普查法例

Census Legislation

- 人口普查是根據《普查及統計條例》(第316章) 第9條的規定進行。
The Census is conducted under Section 9 of the Census and Statistics Ordinance (Chapter 316).
- 根據該條例，指定的人士必須向政府統計處提供所需資料。
Under this ordinance, specified persons are obliged to provide the required information.

普查範圍 Coverage

- 人口普查涵蓋全港人口，包括：
Covering the entire population, including:
 - 陸上人口
land population
 - 水上人口
marine population
 - 一些居住在特別類型屋宇單位的人士，如療養院內住院人士等
people living in some special types of quarters, e.g. infirmaries

抽樣設計

Sample Design

○ 採用雙問卷設計 Using two types of questionnaires

■ 長問卷 Long form questionnaire

- 按隨機抽樣方法抽選約十分之一的住戶
About one-tenth households selected through a random sampling procedure
- 詳細訪問：搜集住戶成員多方面的社會和經濟特徵資料
Detailed enquiry : broad range of socio-economic characteristics of household members

■ 短問卷 Short form questionnaire

- 其餘十分之九的住戶
The remaining nine-tenths of households
- 簡單點算：搜集住戶成員的基本資料
Simple enumeration : basic characteristics of household members

數據項目 Data Topics

○ 「短問卷」住戶

Short form households

- 五條有關屋宇單位的居住狀況及居住人數的問題；及
Five questions on occupancy and number of household members; and
- 有關住戶成員的性別、出生年月、出生地點、在香港居住模式等共**13**條的問題（已包括了一條無須填寫的個人序號資料問題）。

A total of 13 questions such as sex, year and month of birth, place of birth and residency pattern in HK (including a dummy question with pre-filled person serial number) of individual household members

數據項目（續）

Data Topics (Cont'd)

○ 「長問卷」住戶

Long form households

- 13條有關房屋特徵和住戶特徵的問題（例如房間數目和按揭供款）；及
13 questions on housing and household characteristics (e.g. number of rooms and mortgage payment); and
- 43條有關個別住戶成員的人口及社會特徵、教育特徵、內部遷移特徵和經濟特徵等方面提供的資料。
43 questions on demographic and social characteristics, educational characteristics, internal migration characteristics and economic characteristics of individual household members.

人口普查的運作簡介

Overview of Census Operation

- 普查期: 2011年6月30日至2011年8月2日 (34天)
Census period : 30 June 2011 to 2 August 2011 (34 days)
- 資料搜集期
Data collection period
 - 第一階段 : 自行填報
Phase 1 : Self-enumeration
 - ✓ 電子問卷 (同時適用於「短問卷」住戶及「長問卷」住戶)
e-Questionnaire (for both short form and long form households)
 - ✓ 郵寄問卷 (只適用於「短問卷」住戶)
Postal questionnaire (for short form households only)
 - 第二階段 : 由統計員進行面談訪問
Phase 2 : Face-to-face interview by census officer

電話查詢服務

Telephone Enquiry Service

查詢熱線： Enquiry hotline:	2153 2011
服務時間： Service hours:	2011年6月23日至2011年8月2日（星期一至星期日，包括公眾假期）上午九時至晚上十時三十分 9:00 a.m. – 10:30 p.m., 23 June 2011 - 2 August 2011 (Monday to Sunday, including public holidays)

第一階段：自行填報

Phase 1: Self-enumeration

- 由 6 月 23 日起分批郵寄通知信予有明確郵遞地址的屋宇單位
Issue notification letters to household living in quarters with clearly identifiable postal address in batches starting from 23 June 2011
- 無論是自住業主或租客，可自行填交郵寄問卷或電子問卷
Owner-occupiers or tenants living in the quarters concerned to complete postal questionnaire or e-Questionnaire

郵寄問卷

Postal Questionnaire

- 只適用於「短問卷」住戶
Only available to short form households
- 使用藍色或黑色原子筆填寫
Use blue or black ball pen for completion
- 於 7 月 7 日或以前使用夾附的回郵信封把填妥的問卷寄回
政府統計處
Return the completed questionnaire using the pre-paid
return envelope by 7 July 2011



電子問卷

e-Questionnaire

- 同時適用於「短問卷」住戶及「長問卷」住戶
Available to both short form and long form households
- 於 6 月 30 日（上午 9 時起）至 7 月 7 日期間登記
Households register online during 30 June (from 9:00 a.m.) to 7 July 2011
- 在一個安全的平台上運作，輸入的資料會先加密後才在網上傳送
Operated on a secure platform with encryption during transmission over the Internet
- 透過2011年人口普查網站(www.census2011.gov.hk)進入電子問卷系統及避免使用公用電腦
Access through the 2011 Population Census website (www.census2011.gov.hk) and avoid using public computers



第二階段：面談訪問

Phase 2: Face-to-face Interview



- 訪問沒有以自行填報方式提供所需資料的住戶

Visits to households not yet provided the required information via self-enumeration mode.

- 統計員一般會於 7 月 16 日至 8 月 2 日期間，下午 1 時至晚上 10 時到訪住戶

Census officer will usually visit the households from 1:00 p.m. to 10:00 p.m. during 16 July to 2 August

- 可預約面談訪問時間

Appointment booking service for face-to-face interview available

預約面談訪問時間

Appointment Booking Service

- 7 月 8 日開始提供預約服務
Start on 8 July 2011
- 可透過2011年人口普查網站 (www.census2011.gov.hk) ；或
Book an appointment online via the 2011 Population Census website (www.census2011.gov.hk); or
- 致電電話查詢中心 (2153 2011)安排預約
Call the Telephone Enquiry Centre (2153 2011) to arrange an appointment

統計員的身分

Identity of Census Officer

- 身穿紫色衣領背後印有「人口普查」字樣的淺綠色T恤
Wear a green T-shirt with purple collar and the words “Population Census” printed at the back
- 襟前配帶人口普查徽章
Wear a Census badge
- 攜帶有人口普查徽號的紅色文件袋
Carry a red satchel with the Census Logo
- 帶備由政府統計處簽發的統計員身份證明書
Bring along with Census Officer Certificate of Identity issued by the Census and Statistics Department

統計員的身分（續）

Identity of Census Officer (Cont'd)

- 統計員只會在普查期的第二階段（7月16日至8月2日）到訪住戶進行面談訪問。
Census officers will pay household visits only in the second phase (i.e. during 16 July to 2 August 2011) to conduct face-to-face interview
- 如有懷疑，住戶應立即致電 2153 2011，核實統計員的身分。
In case of doubt, households should immediately call 2153 2011 for verification.

電話跟進

Telephone Follow-up

- 統計員會在普查期內透過電話聯絡曾提交普查資料的住戶，以跟進有關資料。
During the census period, census officer may contact households which have ever provided information for the 2011 Population Census by phone for follow-up.
- 統計員打出的電話會顯示電話查詢中心的號碼（2153 2011）。
The phone number of the Telephone Enquiry Centre (2153 2011) will be displayed for all the calls made by census officers for the purpose.

資料保密

Data Confidentiality

- 採取嚴格措施，確保搜集所得資料得以保密
Implement strict measures to ensure confidentiality of data collected
- 統計員向未獲授權人士透露該等資料，即屬違法
An offence for census officers to disclose the collected data to unauthorised persons
- 所有搜集回來的資料只作統計用途
Use collected information for statistical purposes only
- 所有已填入資料的問卷將於人口普查開始後十二個月內銷毀
All completed questionnaires will be destroyed within 12 months after commencement of the Census

普查的人手及開支

Staff Resources and Cost of Census

項目 Item	資料 Information
普查涵蓋範圍 Census coverage	全港人口（包括香港居民及訪客） All people in Hong Kong (including residents and visitors)
資料搜集期間的額外人手 Additional staff resources during data collection period	約 18 300名臨時外勤工作人員 about 18 300 temporary field workers
整項計劃的總開支 Cost for the whole project	約為5億2千萬元 some 520 million dollars

公眾合作 Community Support

- 提供準確資料
Provide accurate data
- 提供各種協助，方便統計員進行工作
Render help to facilitate the work of census officers

齊參與 人口普查
共建設 美好明天

SUPPORT THE CENSUS
BUILD A BETTER FUTURE

2011年人口普查

2011 Population Census

○ 電子問卷
e-Questionnaire

○ 網上預約面談時間
e-Appointment for
Face-to-face Interview



網址Website:

<http://www.census2011.gov.hk>

○ 電話查詢中心
Telephone Enquiry Centre



電話Tel.: **2153 2011**

- 預約訪問時間 Make appointment for visits
- 核對統計員的身份 Verify Census Officer's identity
- 其他查詢 Other enquiries