



政府統計處

Census and Statistics Department



2016

中期人口統計

Population By-census

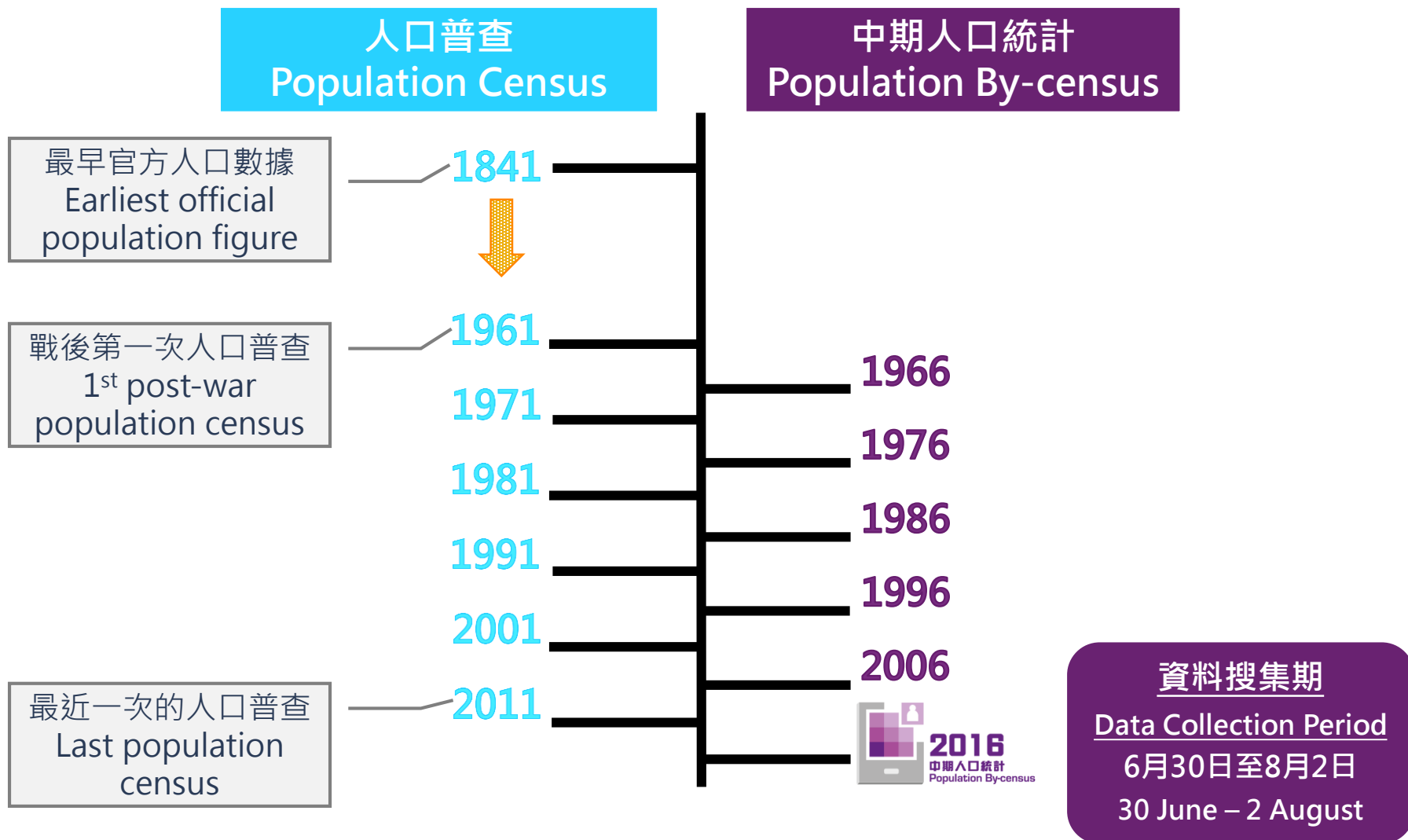
2016年中期人口統計 2016 Population By-census

2016年6月30日-8月2日
30 June – 2 August 2016



30 . 6 . 2016 – 2 . 8 . 2016

背景 Background



人口普查及中期人口統計的目的

Purpose of Population Census and By-census



安排 Arrangements



樣本數目 Sample size

- 抽選約30萬個屋宇單位
Selected 300 000 quarters
- 涵蓋全港約十分之一的住戶
Cover about one-tenth of all households in Hong Kong

數據項目 Data topics

- 性別、年齡、種族等基本人口資料，以及住屋、教育、工作及收入等其他資料
Basic demographic information like age, sex and ethnicity, as well as other information on housing, education, employment, income, etc.

通知 Notification

- 抽選中的住戶將在2016年6月底前收到住戶通知信
Selected households to receive notification letter before end June 2016



安排 Arrangements (續 Con't)



法定統計調查 Mandatory Survey

- 按《普查及統計條例》（第316章）進行
Conducted under the Census & Statistics Ordinance (Chapter 316)
- 指定人士必須提供資料
All persons specified are obliged to provide information

數據保密 Data Confidentiality

- 搜集得的資料只供統計用途，絕不向未獲授權的機構（包括政府部門）透露
Data collected will only be used for statistical purpose and will not be released to unauthorised parties, including Government departments

保障私隱 Privacy Protection

- 為保障私隱，所有可用作識別個別人士或住戶的資料標籤會在12個月內銷毀
To protect privacy, all record identifiers on individual persons or households will be destroyed within 12 months



填報電子問卷 Completing e-Questionnaire (e-Q)

2016年6月底前收到住戶通知信
Receive notification letter before
end June 2016

2016年6月30日起
From 30 June 2016

網上自行填報 Online Self-enumeration

- 住戶透過互聯網或流動應用程式填報電子問卷
Sampled households to complete e-Q online or
using mobile app

隨時隨地

Anytime, any
place

平板電腦

Mobile Tablet



簡單易用

Simple and
easy

智能電話

Smartphone



環保減耗

Environmentally
friendly



桌面/手提電腦

Desktop/ Notebook
Computer

安全保密

Data security



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統計員到訪住戶

Census Officers Visiting Households

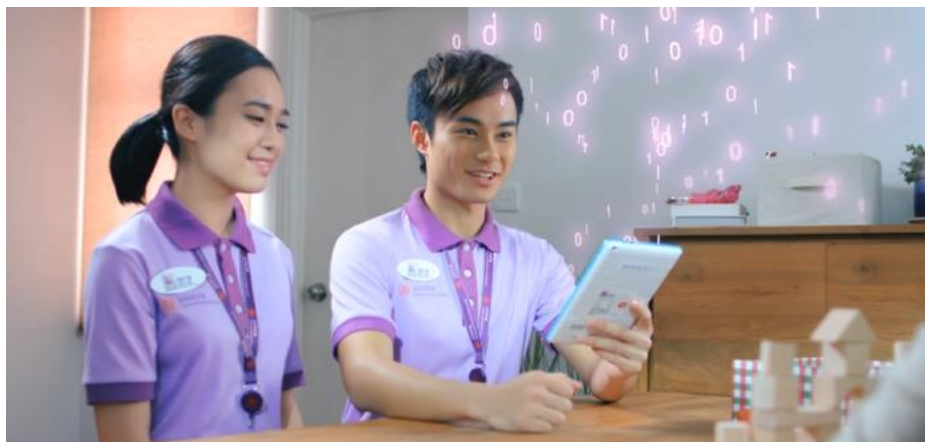
2016年7月16日-8月2日

From 16 July to 2 August 2016

統計員會到訪仍未填交電子問卷的住戶

Census officers will visit households not yet completed e-Q

- 統計員以兩人一組
Census officers work in pair
- 利用平板電腦進行面談訪問
Use mobile tablets to conduct face-to-face interview



中期人口統計服務中心

By-census Service Centre

- 中心提供以下服務：

The Centre provides these services:

- 回覆查詢
Answering enquiries
- 協助住戶填報電子問卷
Assisting households to complete e-Q
- 確認統計員身分
Checking census officers' identity
- 為有需要的住戶以電話訪問形式完成問卷
Assisting households to complete questionnaire through telephone interview if required
- 預約面談訪問時間
Booking appointment for face-to-face interview

- 所有由中心撥出的電話，均會顯示18 2016，以易於識別
All calls from the Centre will show 18 2016 for easy identification

專人接聽

Operated by
dedicated
staff



150+
電話線

Over 150
telephone
lines

服務時間：

Service hours:

2016年6月24日至8月2日
上午9時至晚上10時30分

24 June – 2 August 2016
(9:00 a.m. to 10:30 p.m.)



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市民要特別注意的事項

Special Points to Note by the Public



- 提防假冒郵件 / 電郵 / 來電
Be alert of fake mails / emails / incoming calls
 - 統計處在抽樣時並沒有受訪者的電郵及電話
Census and Statistics Department does not have respondents' email addresses and telephone numbers at the time of drawing the sample
 - 不要回覆任何來歷不明的郵件 / 電郵 / 來電
Do not respond to suspicious mails / emails / incoming calls
- 2016中期人口統計不會詢問有關**股票、投資、銀行存款、身份證號碼**等資料
2016 Population By-census will not collect information on **stock, investment, bank deposit, identity card number**, etc.
- 如有疑問，可隨時致電中期人口統計服務中心18 2016 查詢
Always call the By-census Service Centre Hotline 18 2016 when in doubt



如何識別統計員身分？

How to Identify Census Officers?



認清統計員的身分
才讓統計員進入家中進行訪問
Confirm the identity of
census officers before admitting
them to your premises

☎ 18 2016

致電中期人口統計服務中心
確認統計員身分
Call the By-Census Service Hotline to
confirm census officers' identity



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人口數據多用途 繪製未來新藍圖

Gathering population data for future blueprints

請支持2016中期人口統計
於7月10日或之前填交電子問卷

Please support 16BC
by completing e-Q
on or before 10 July 2016

如有任何疑問，請致電：
In case of any questions, please call：



18 2016



統計員的裝備

Gears for Census Officers





問與答

Questions and Answers

