

2015香港快樂指數調查

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鳴謝

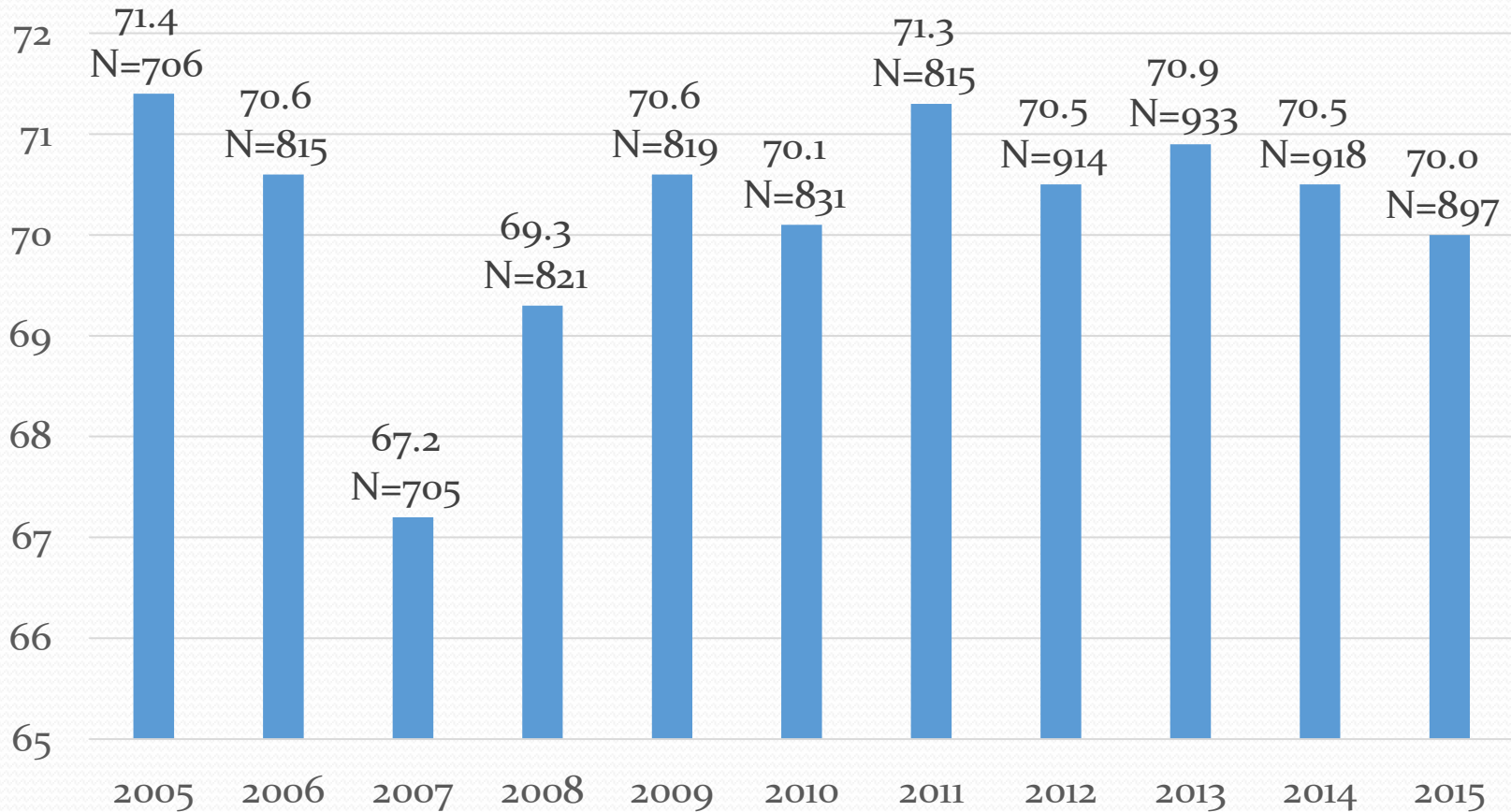
- 感謝施永青基金會的捐助。
- 感謝嶺南大學公共管治部的協助。

Survey Background

- 1.2 **Survey Method and Targets.** The Survey is a telephone interview survey. The target respondents of the Survey are Hong Kong residents aged 21 or above
對象：家香港滿21歲的居民
- Two stages of random sampling were used to ensure the representativeness of the sample. To select a random sample for the telephone survey, the Chinese computer-aided-telephone interviewing (CATI) system automatically generated phone samples from the telephone pool created from the Hong Kong Telephone Directory. The last two digits of the telephone numbers were replaced by two random numbers.
- The second stage of random sampling involved the selection of eligible samples within households. Those eligible household members whose birthdays were the closest from the survey day would be chosen as our respondents. We tried at least three dials to enhance the response rate.
- 1.3 **Data Collection.** Data collection took place in the evenings of September 30 – October 6, 2015. The CATI system was employed to collect data. It enabled on-line supervision of the data collection process.
- 2015年9月30日至10月6日隨機抽樣電話訪問
- 1.4 **Completed questionnaires.**
- We successfully interviewed a total of 913 respondents. The response rate is 24.7%.
- 1.5 **Margin of error.**
- The margin of error is estimated to be 3.2%.

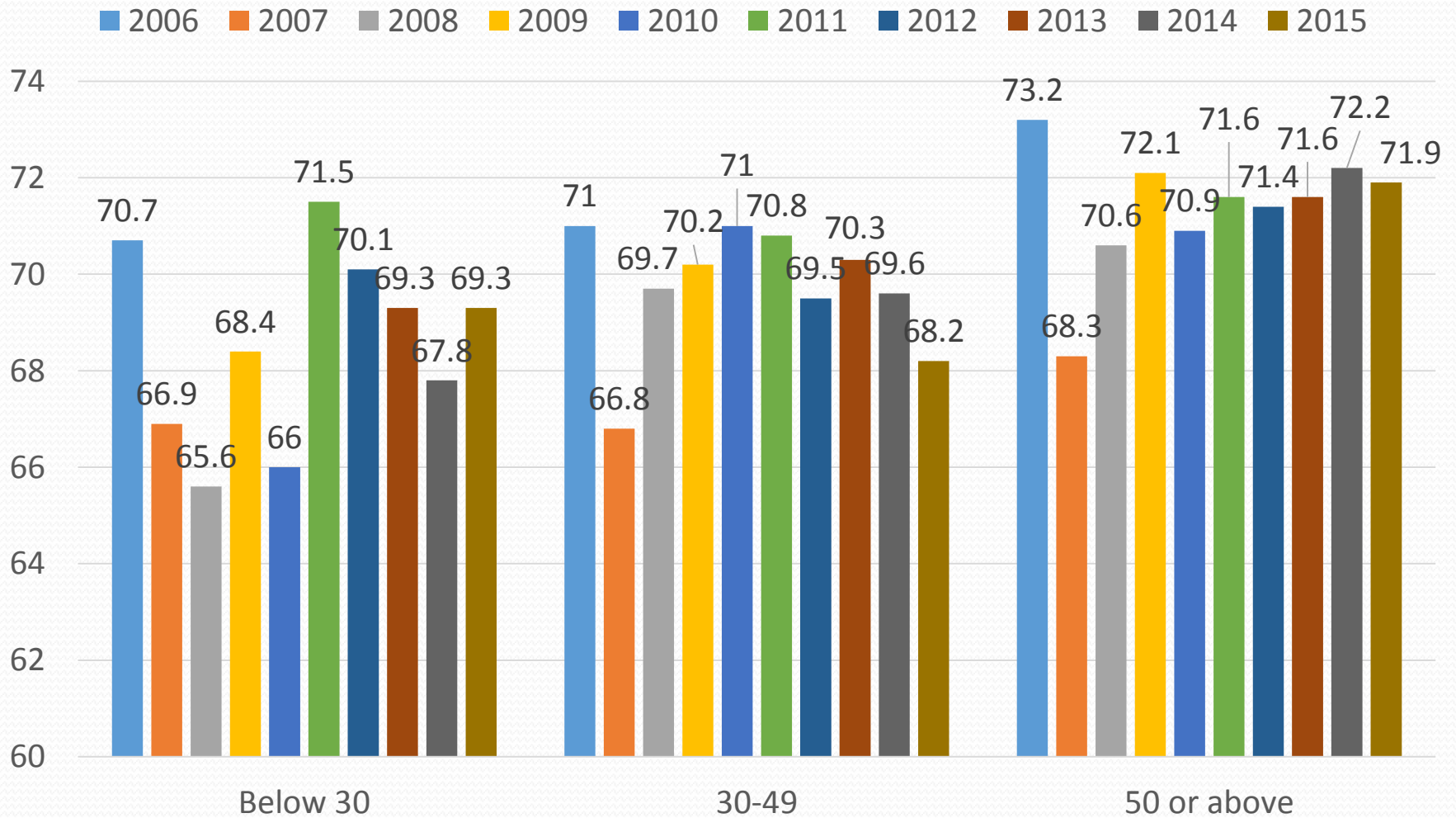
快樂指數 Happiness Index

2005 - 2015

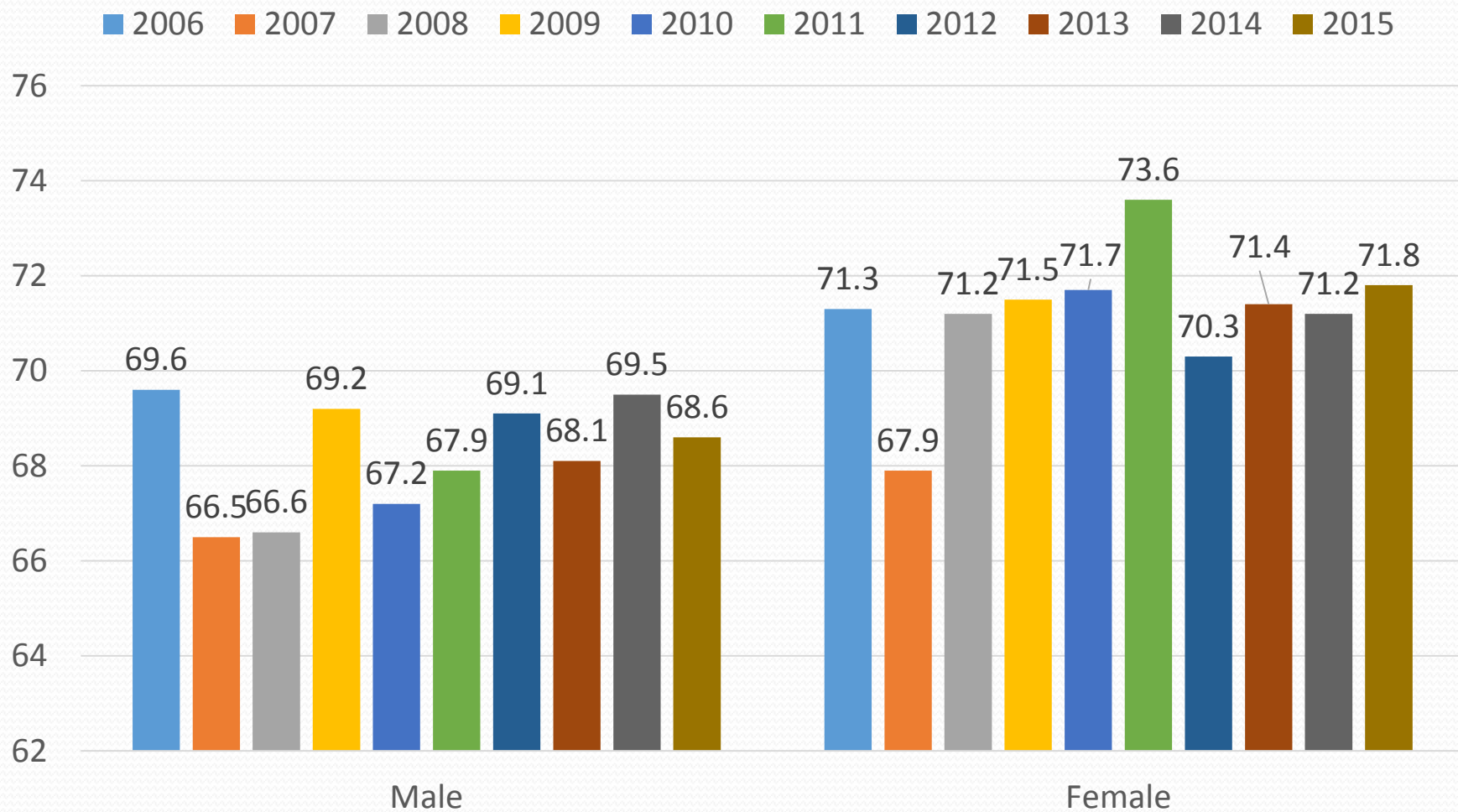


Note: 2015, 2014, 2013 and 2012 indices are compiled assuming 2011 age structure in the population census.

按年齡組別劃分快樂指數 Happiness Index by Age Group 2006 - 2015

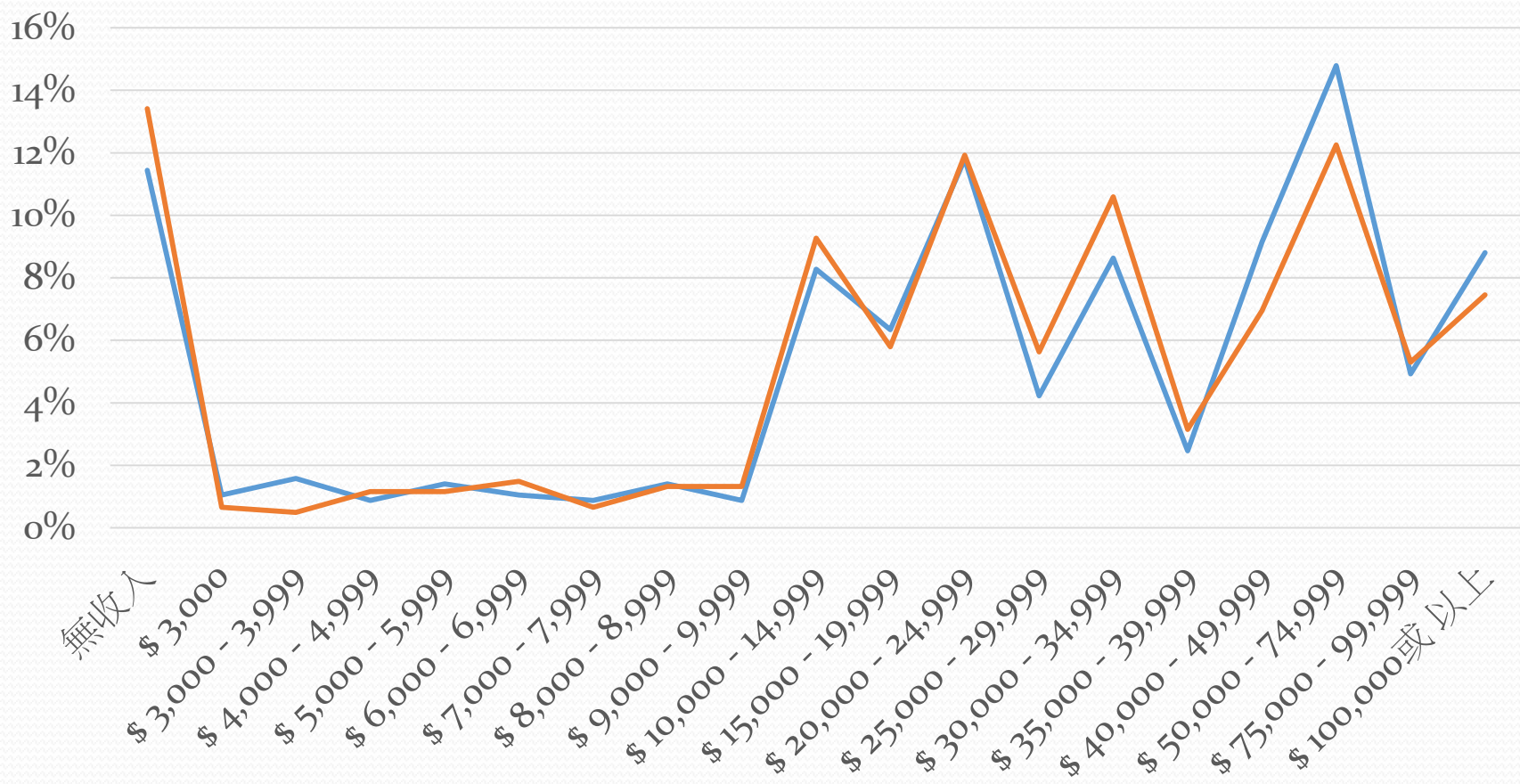


按性別劃分快樂指數 Happiness Index by Sex 2006 - 2015



家庭每月收入水平分佈 Distribution of Household Monthly Income 2015 and 2014

— 2015 — 2014

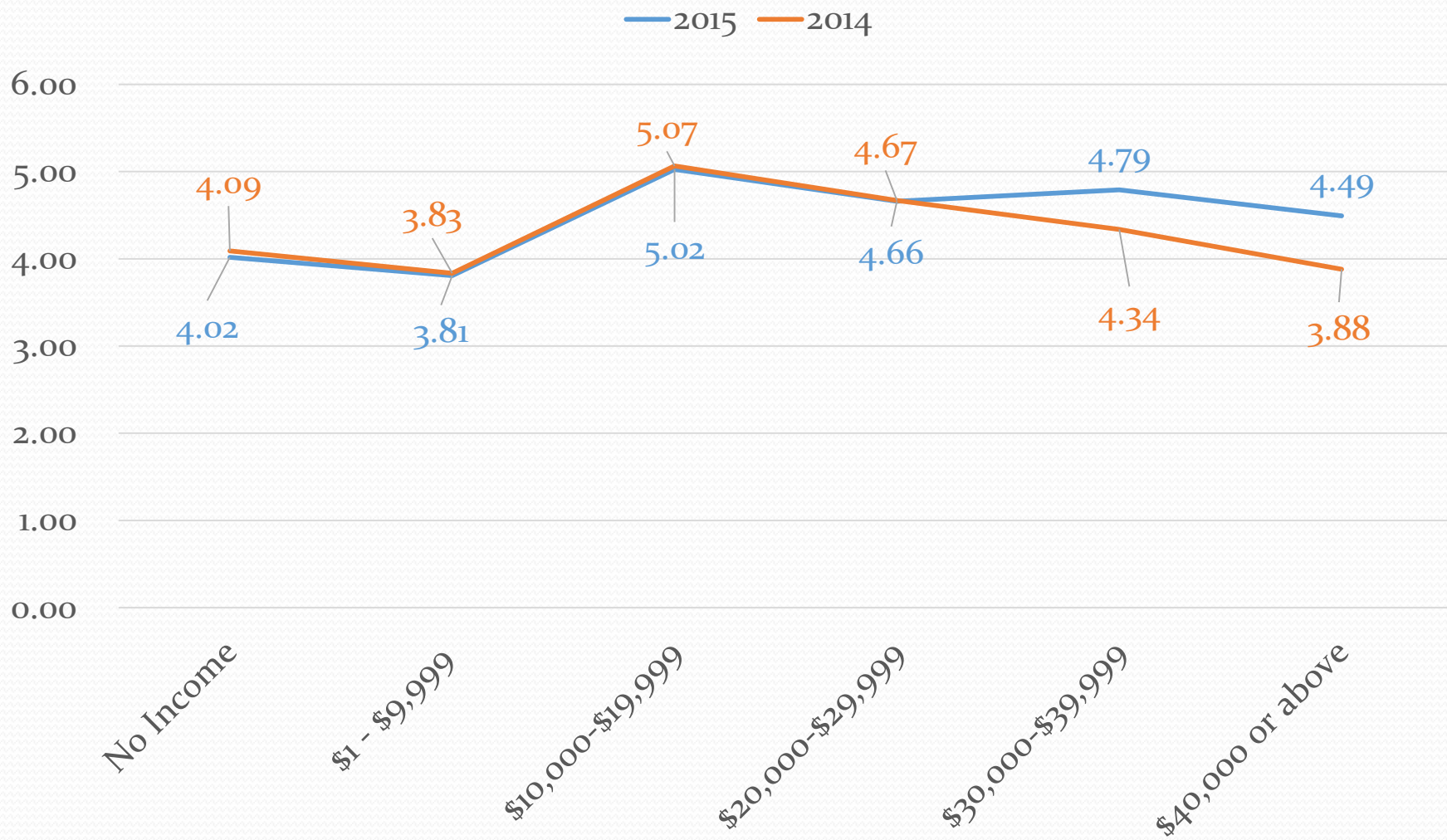


家庭每月收入	2009	2010	2011	2012	2013	2014	2015	2015 Change in Percentage
Household Income Per Month	平均值	平均值	平均值	平均值	平均值	平均值	平均值	
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	
No Income	71.3	67.2	71.2	70.2	66.72	70.4	70.0	-0.54%
\$1 - \$9,999	63.85	66.21	73.1	68.4	65.31	70.2	72.3	3.00%
\$10,000- \$19,999	70.42	69.57	71	68	68.24	63.7	68.2	6.99%
\$20,000- \$29,999	71.89	70.58	73.2	70.8	71.56	72.2	68.8	-4.68%
\$30,000- \$39,999	70.13	70.6	74.1	66.9	70.14	69.4	68.9	-0.73%
\$40,000或以上 or above	72.82	73.29	72.4	73.8	73.3	72.7	70.5	-3.06%

按家庭每月收入劃分財政壓力

Financial Stress by Household Income Groups

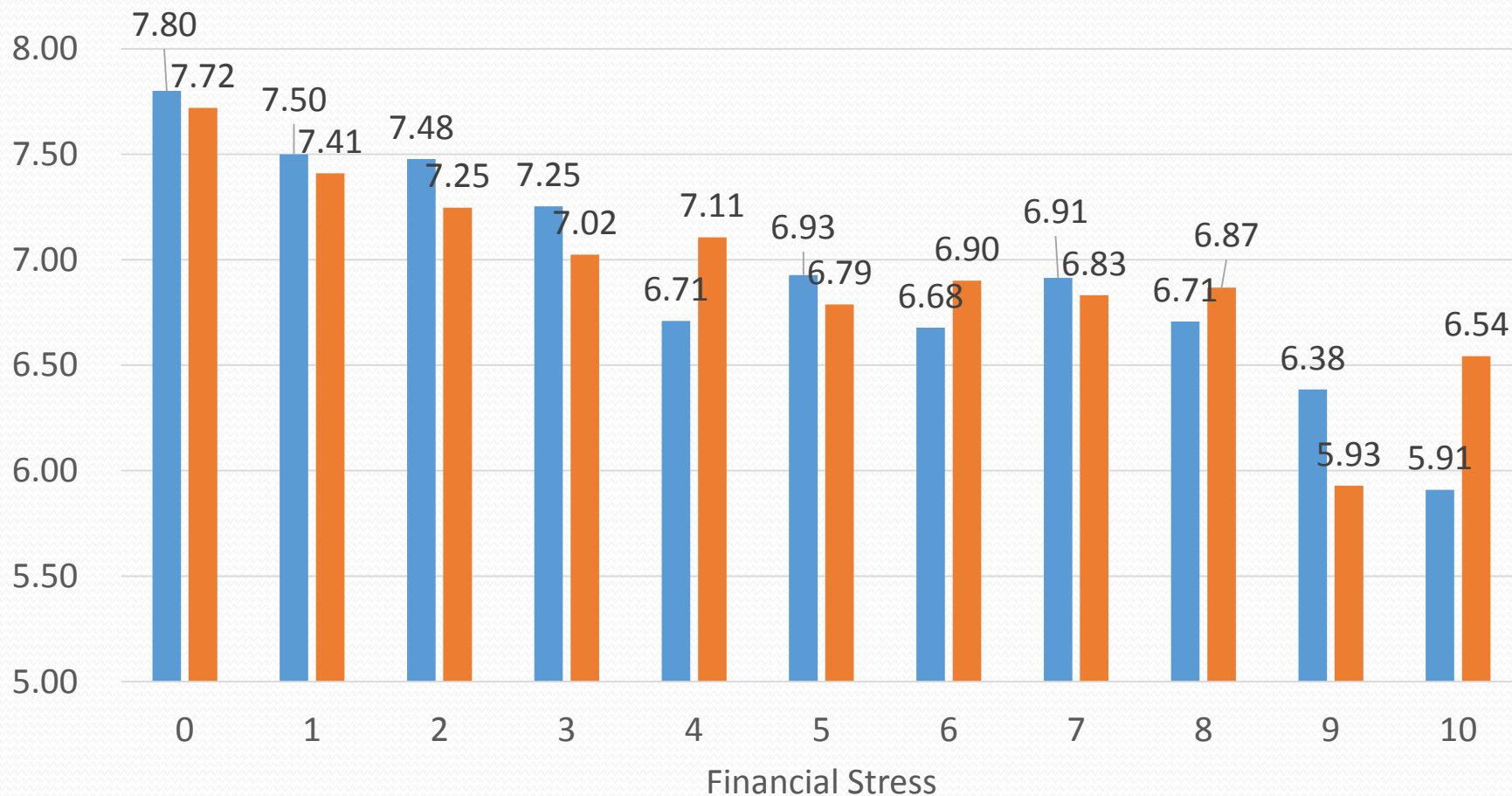
2013 and 2014 (Scale 0 - 10)



按財政壓力排列快樂指數

Happiness Index by the Level of Financial Stress 2013 and 2014 (Scale:0 to 10)

■ 2015 ■ 2014

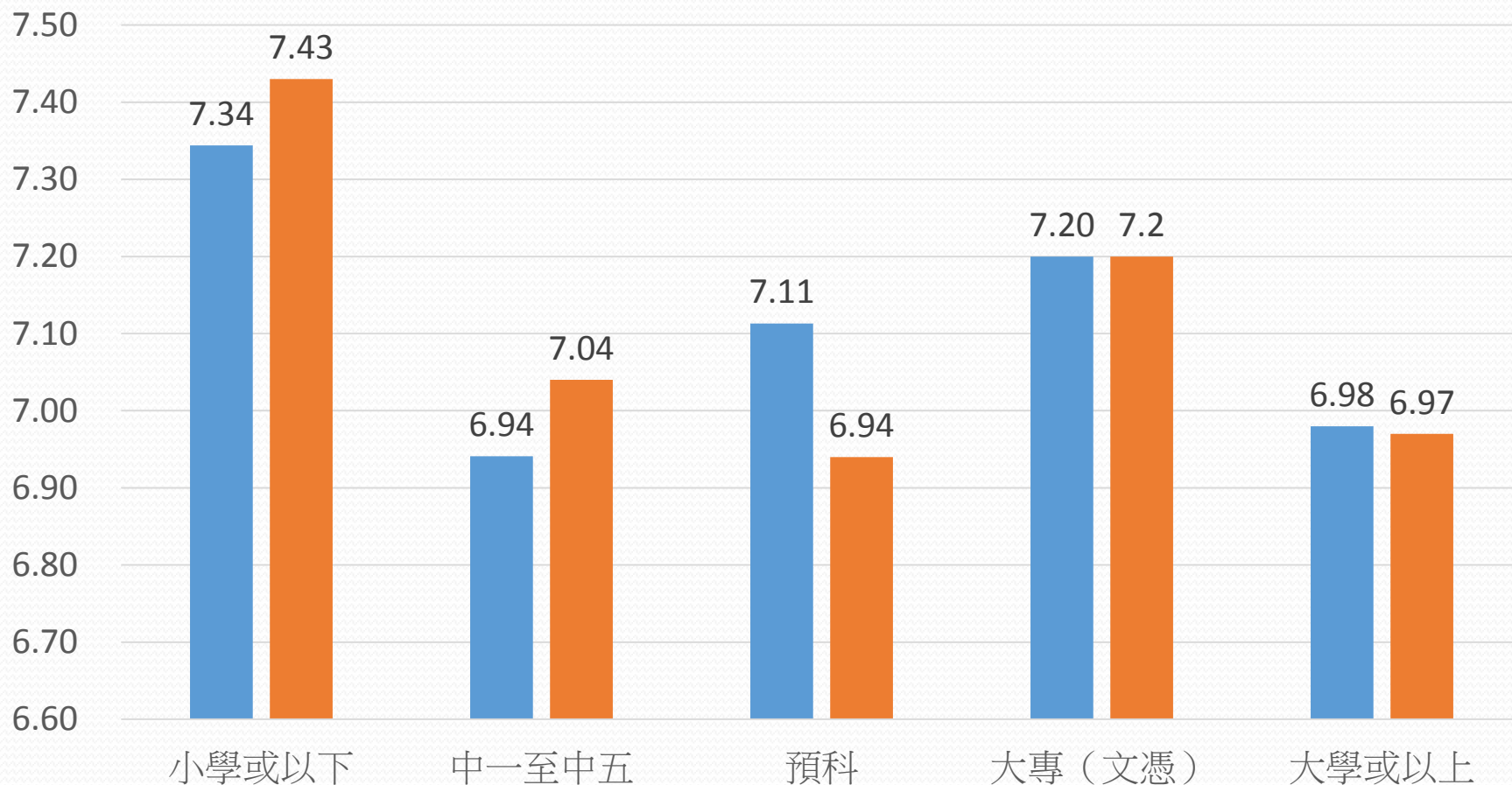


按教育程度排列的快樂指數

Happiness Index by Education Attainment

2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

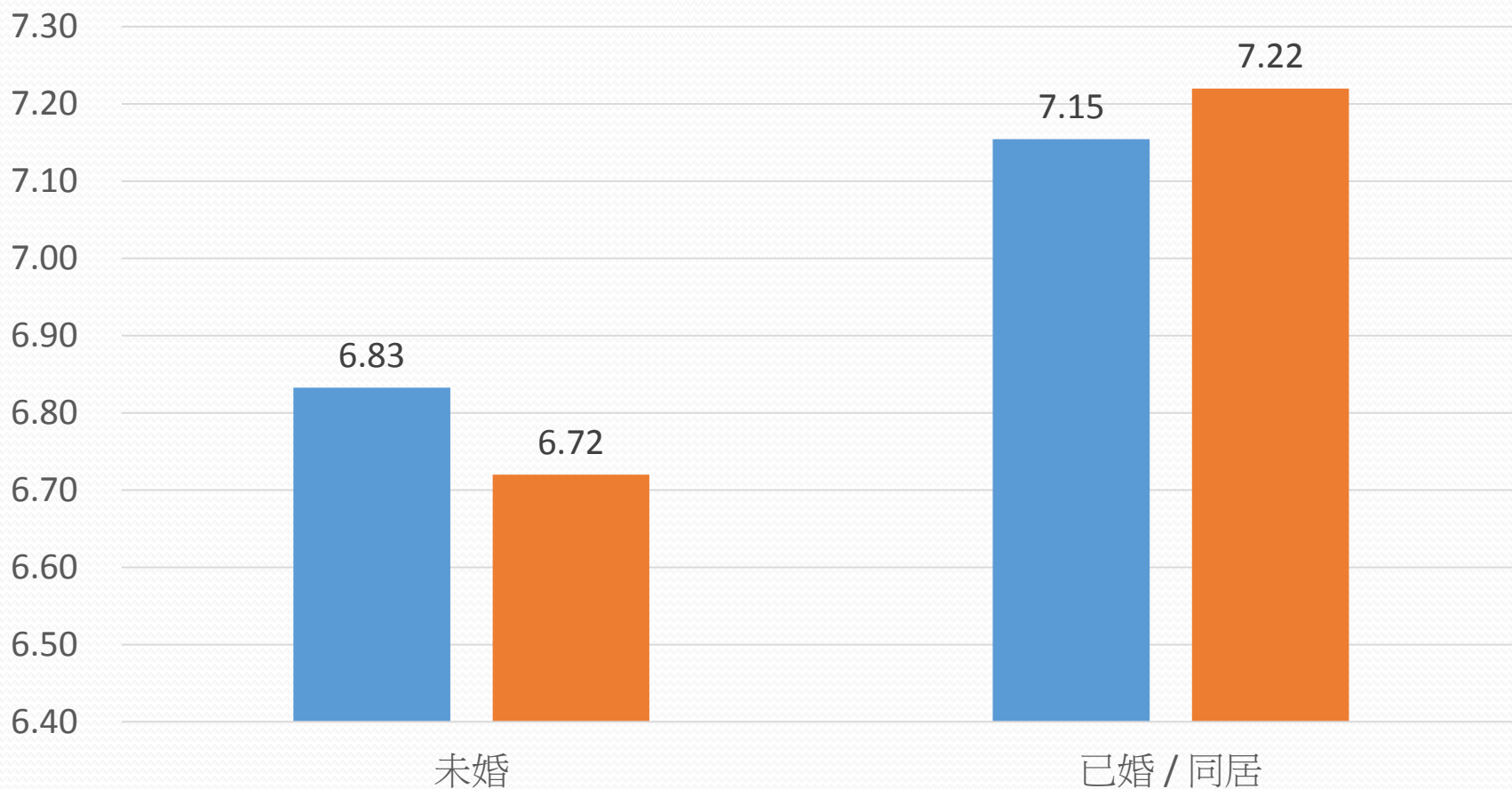


按婚姻狀況的快樂指數

Happiness by Marital Status

2015 and 2014 (Scale: 0 to 10)

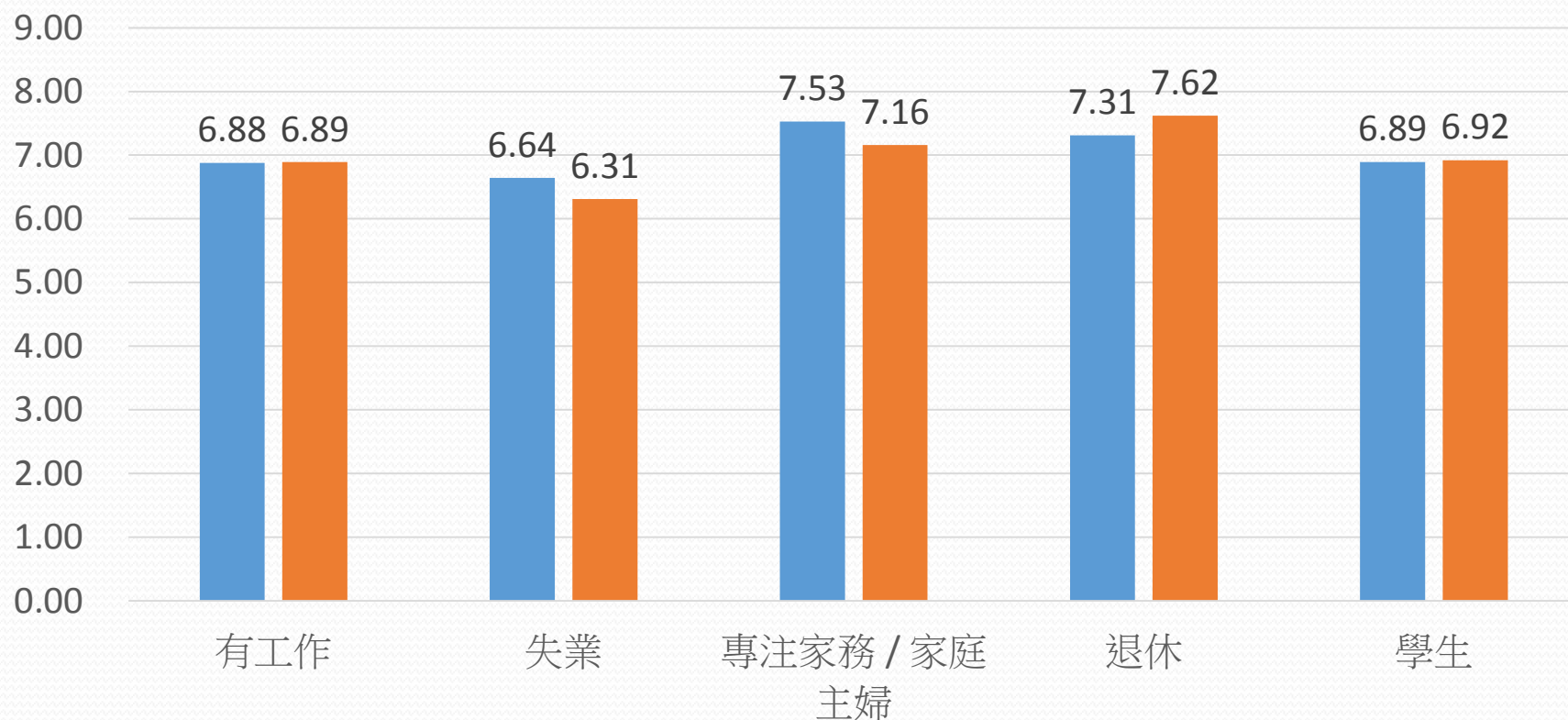
■ 2015 ■ 2014



家庭主婦和退休人士的人快樂指數較高
失業人士快樂指數最低

Happiness Index by Employment Status
2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

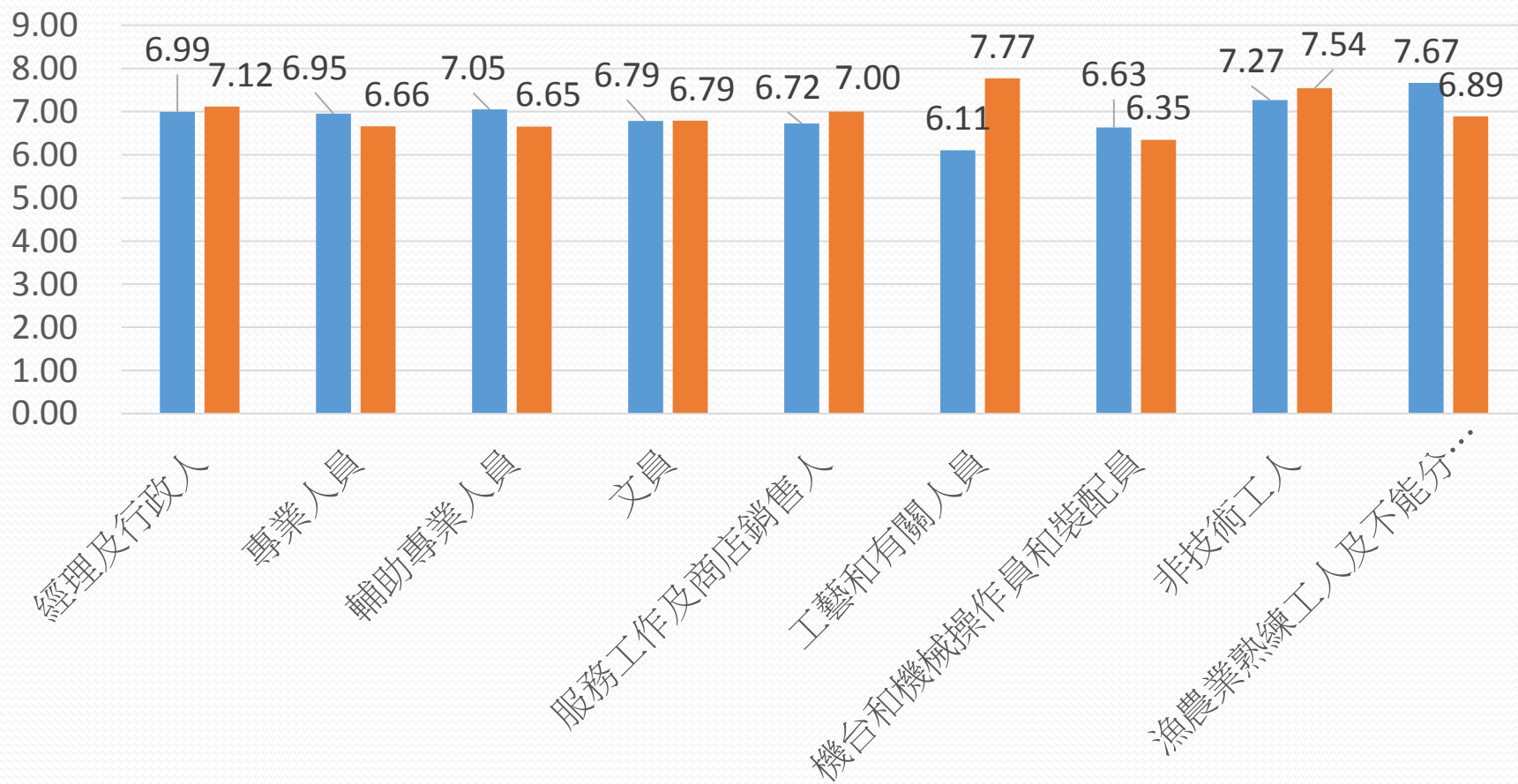


按職業劃分快樂指數（工作人口）

Happiness Index by Occupation (Working Population Only)

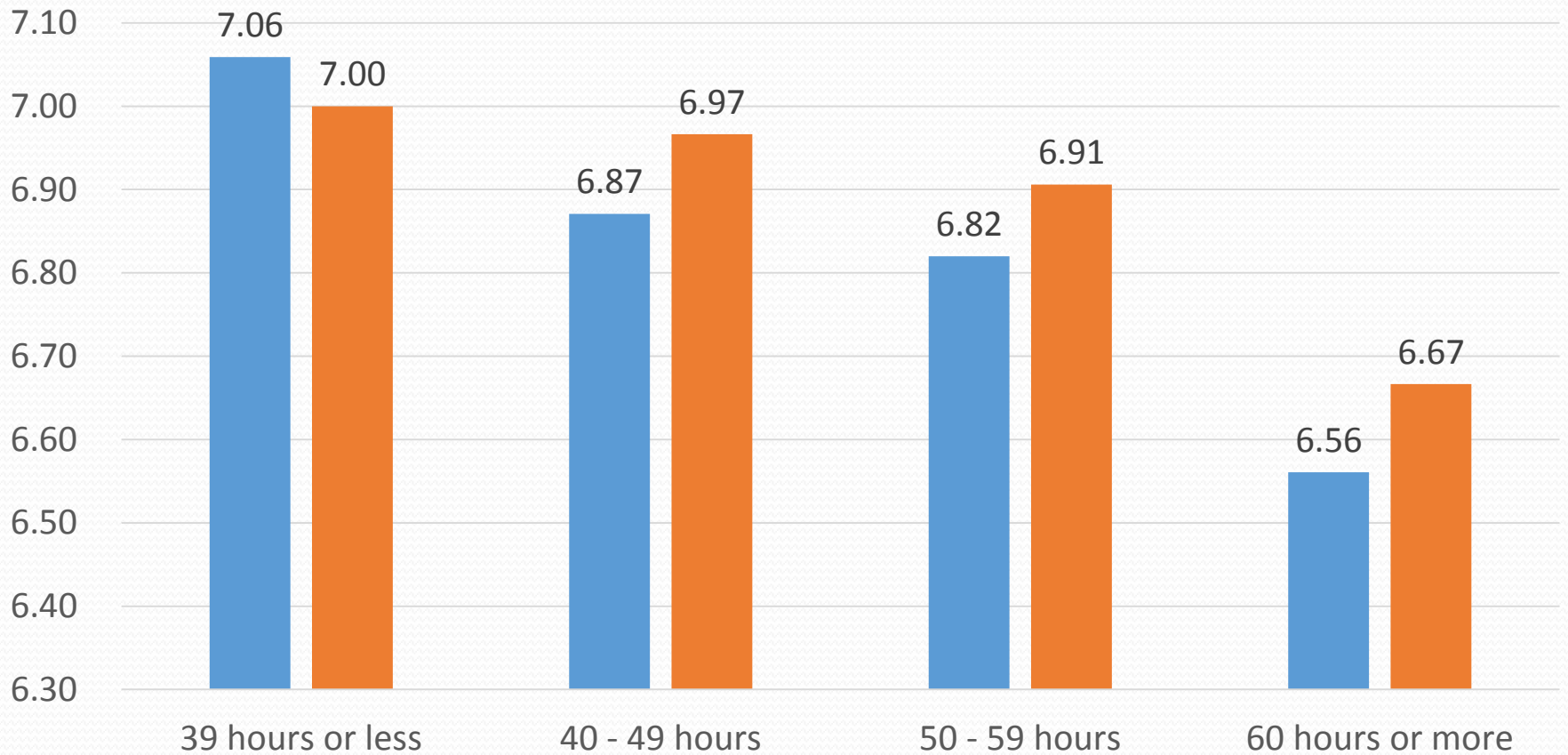
2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014



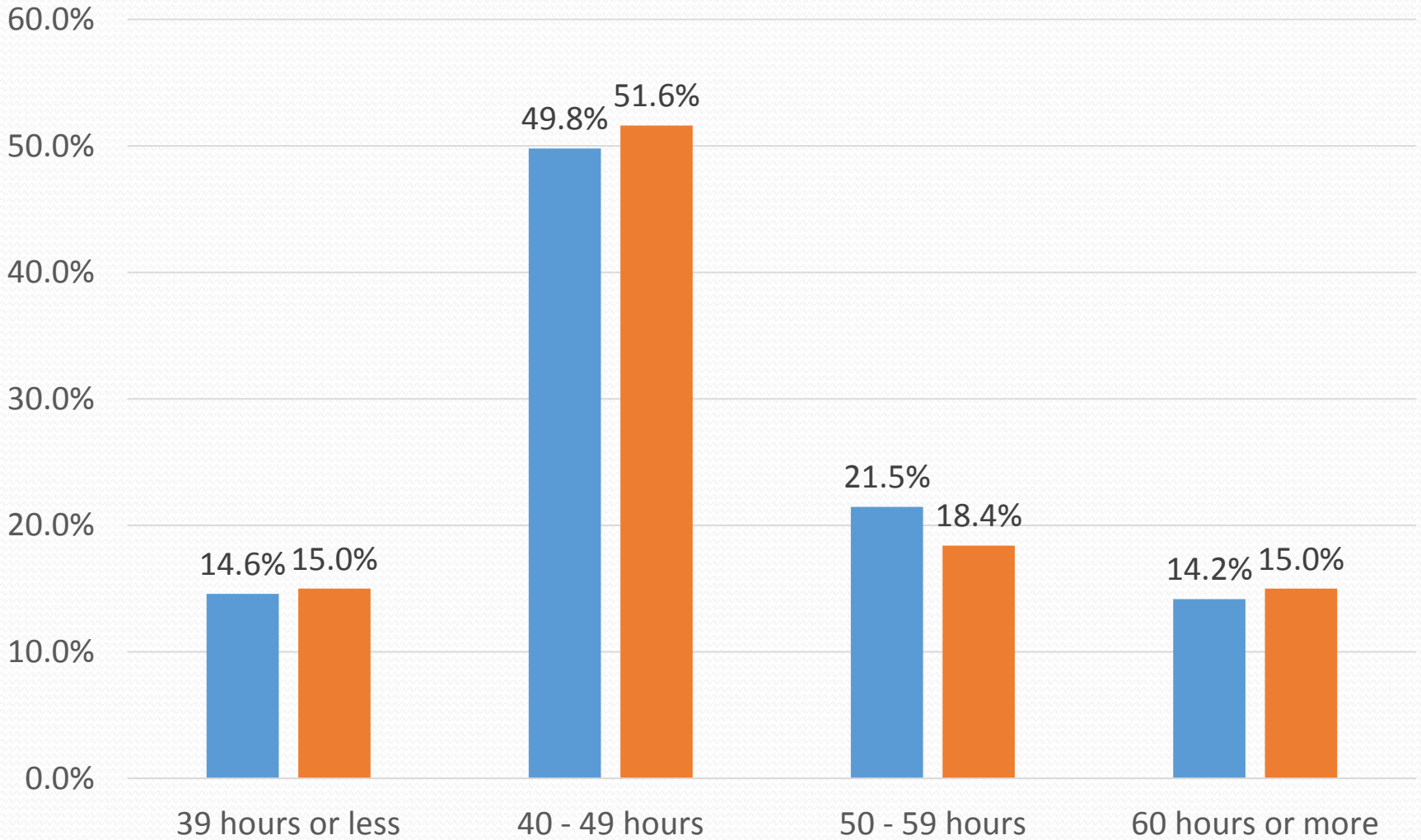
按每週工作時數排列的快樂指數 Happiness Index by Working Hours 2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014



每週工作時數百分比

■ 2015 ■ 2014

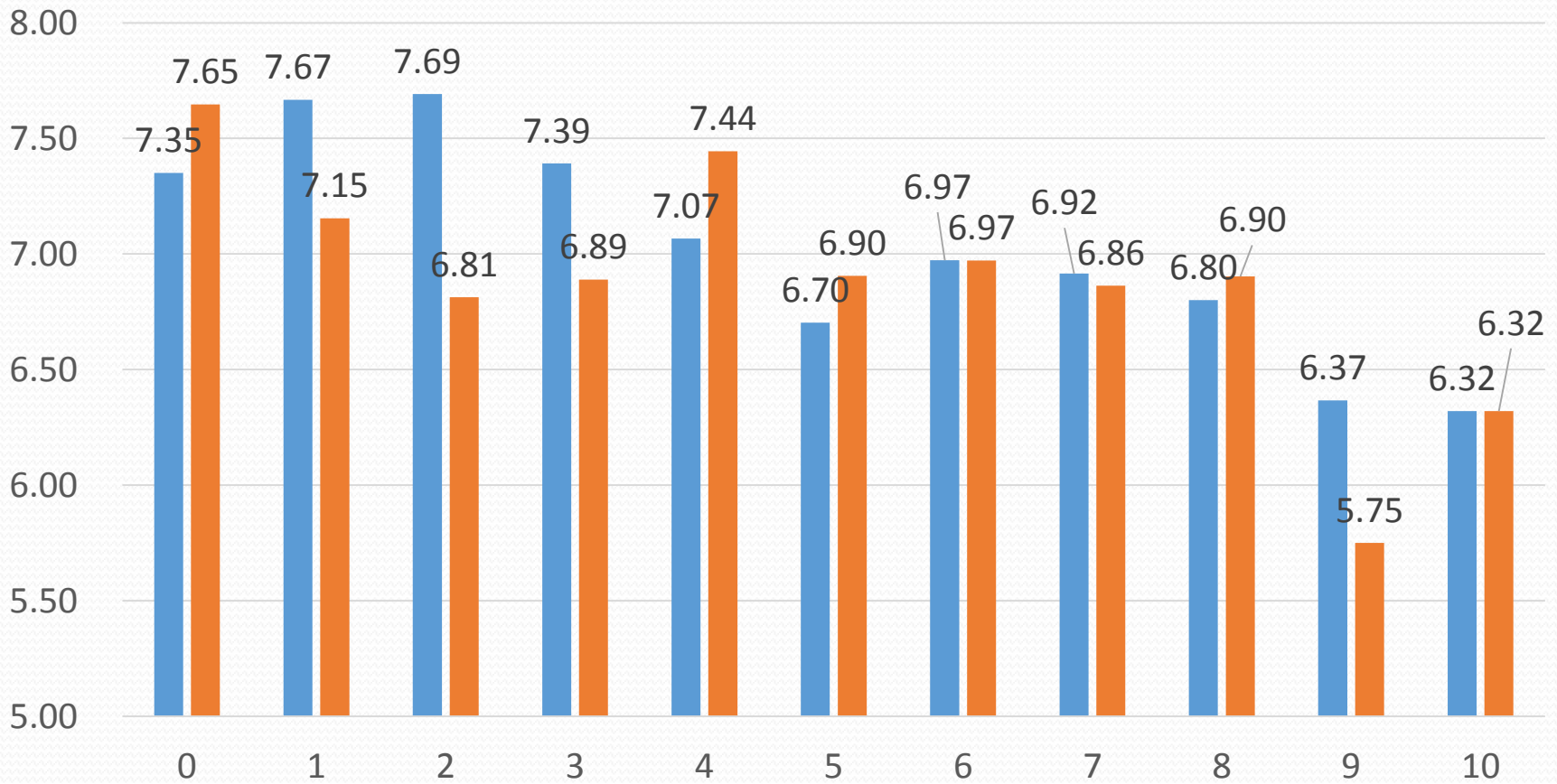


按工作壓力排列快樂指數

Happiness Index by Work Pressure

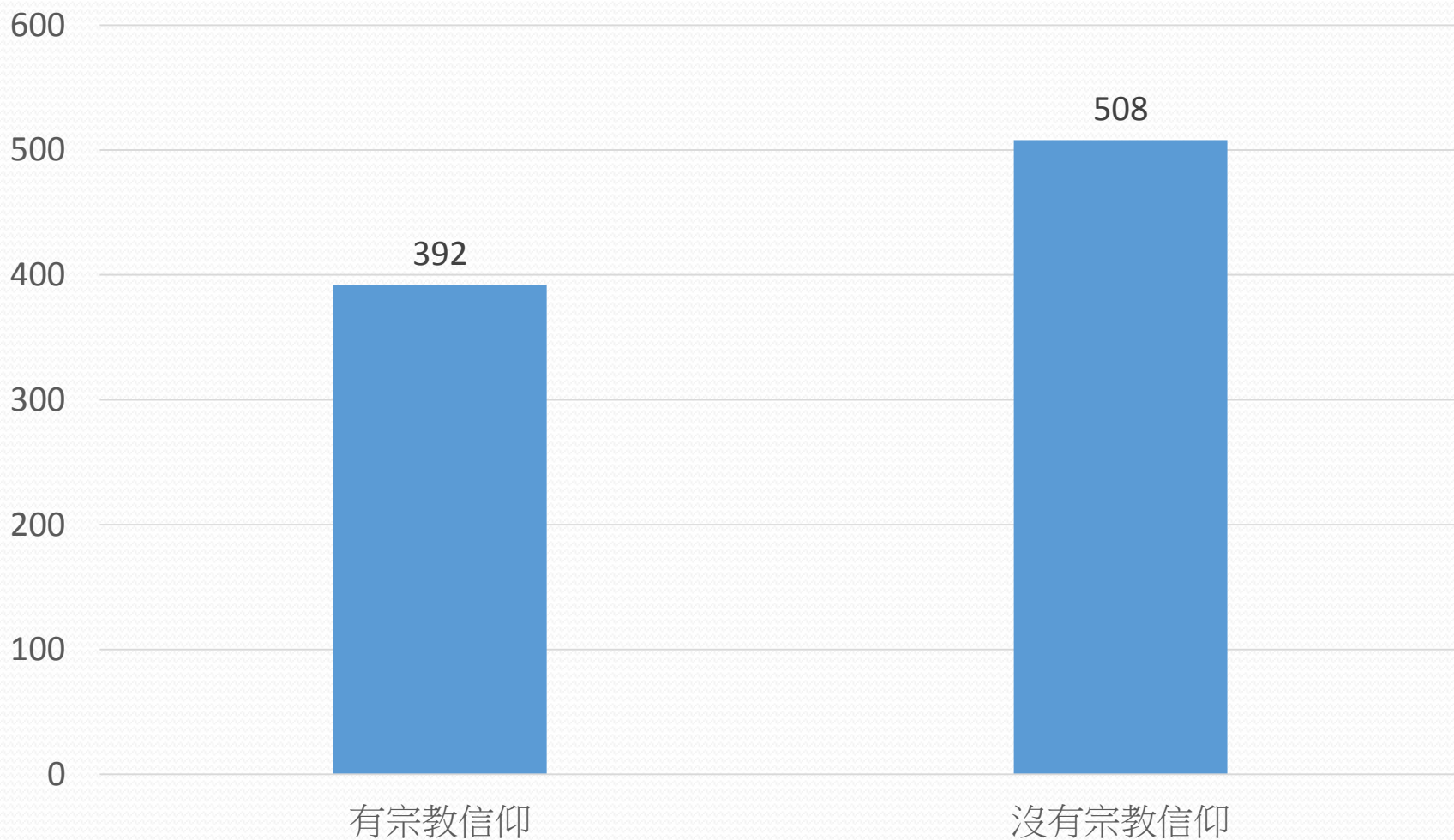
2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

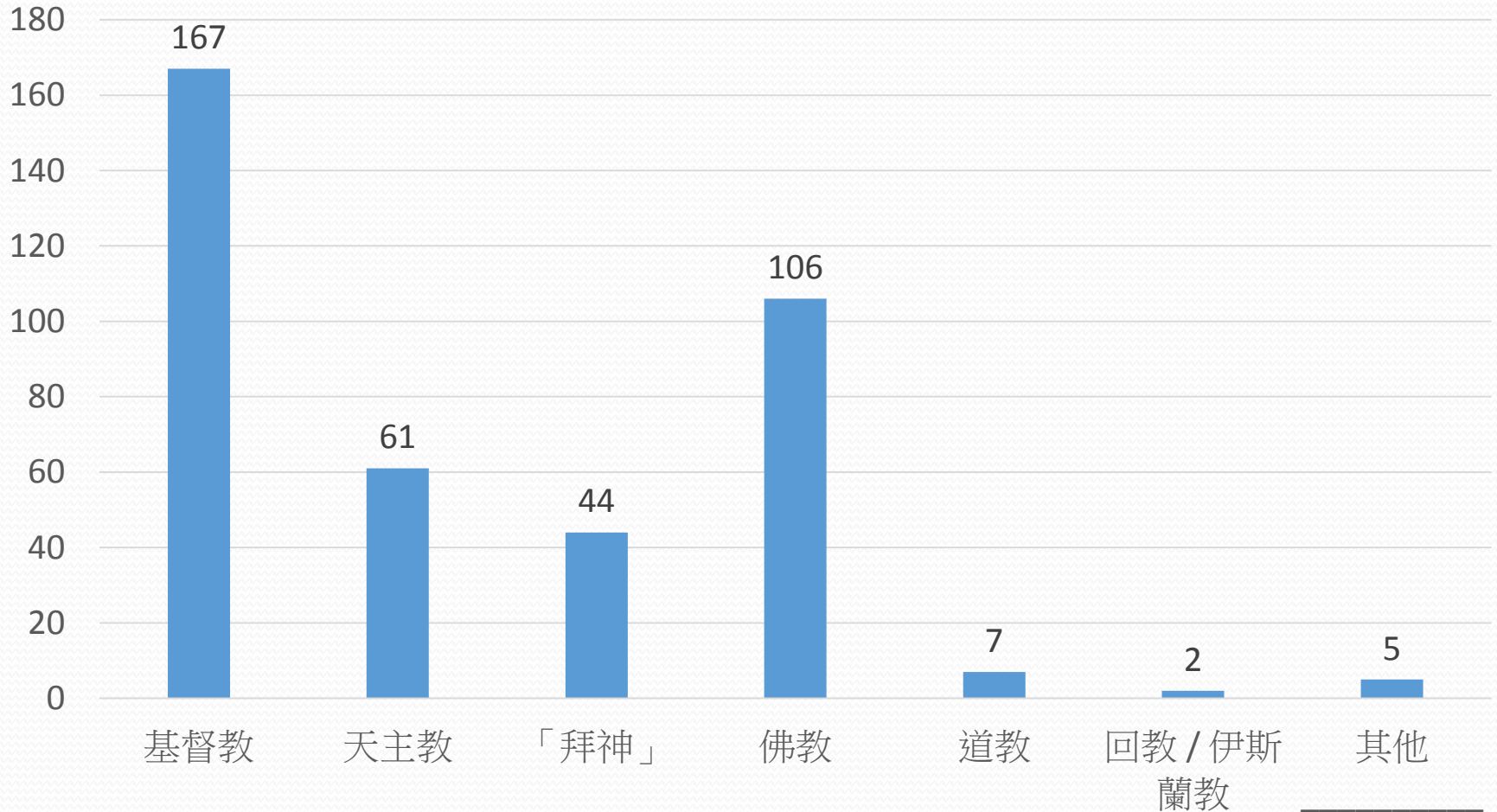


你是否有宗教信仰

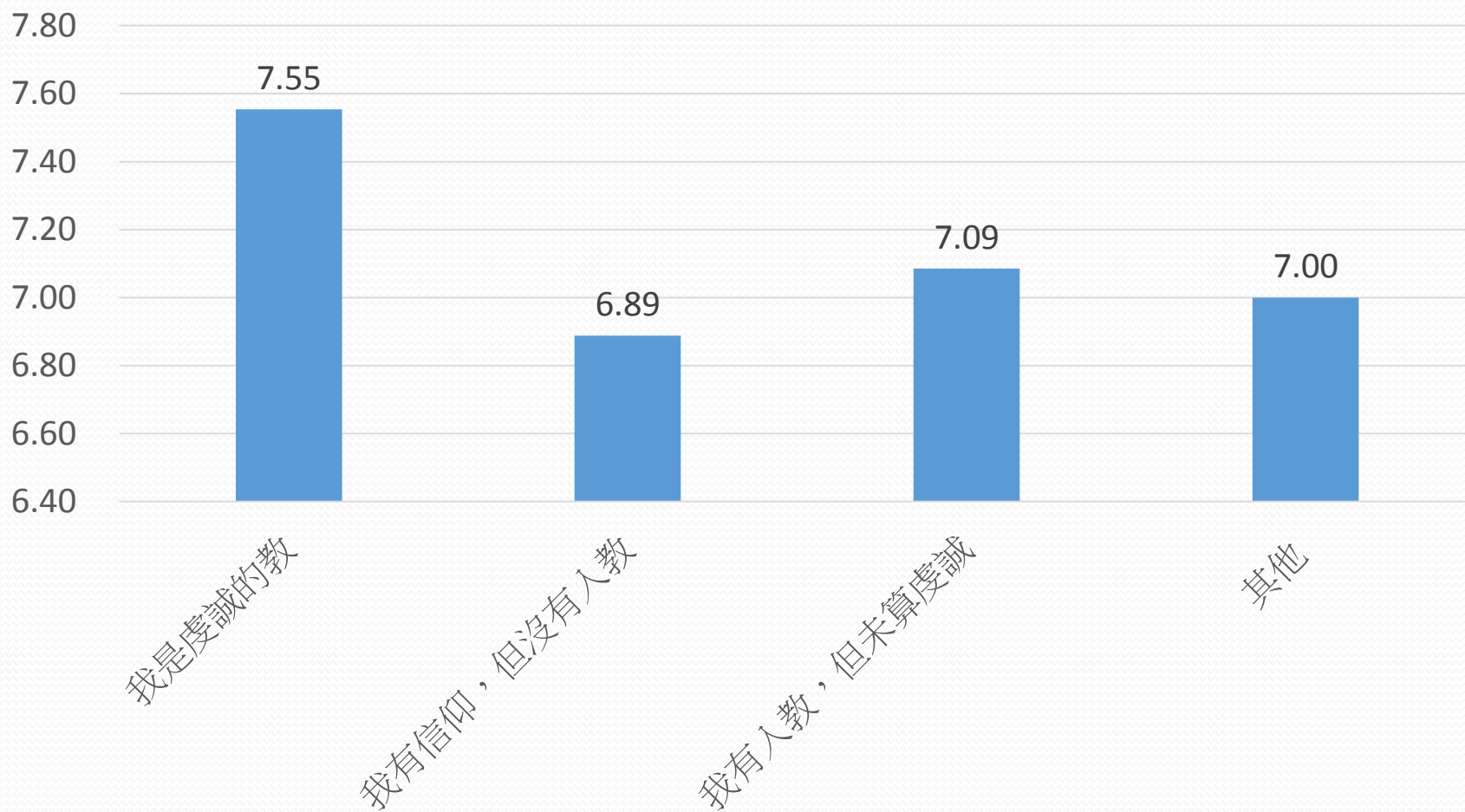
Do you have religious belief?



你信仰的是什麼宗教？
(只計有宗教信仰)
Distribution by Religion



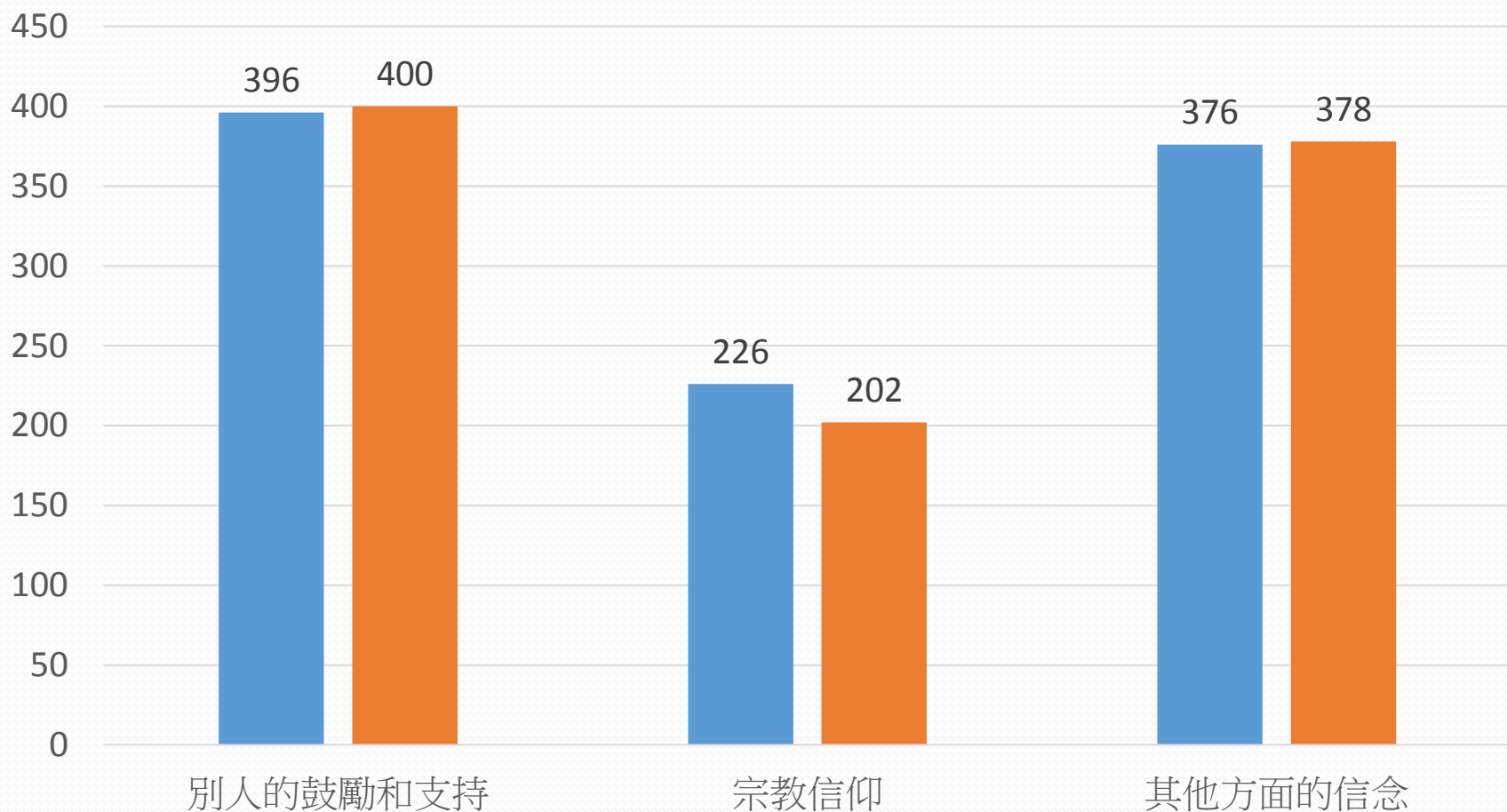
按宗教虔誠排列快樂指數 Happiness Index by Religiosity



誰或什麼在你有需要時給你支援

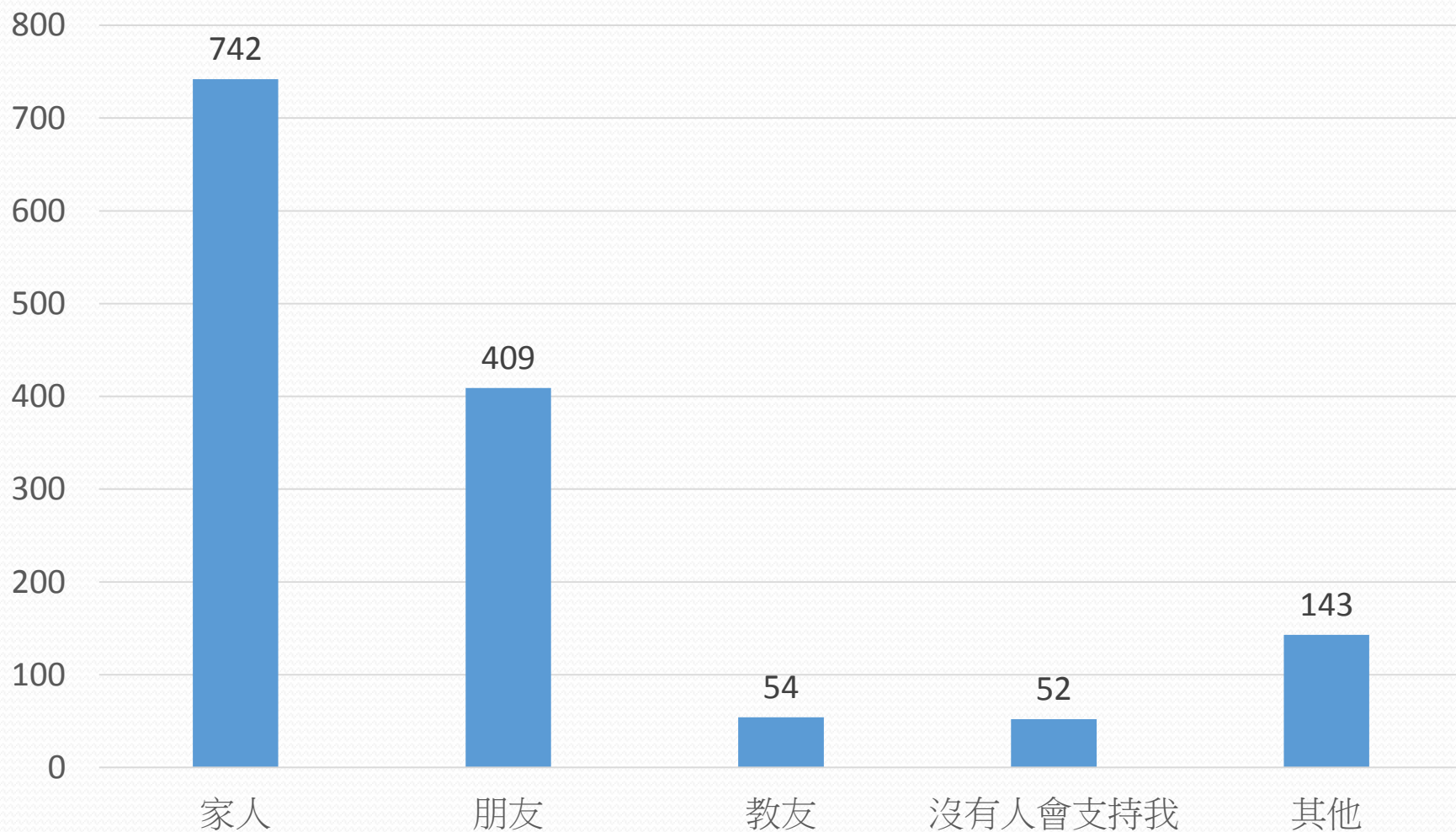
Who and What Give You Support When You are in Need

■ 2015 ■ 2014



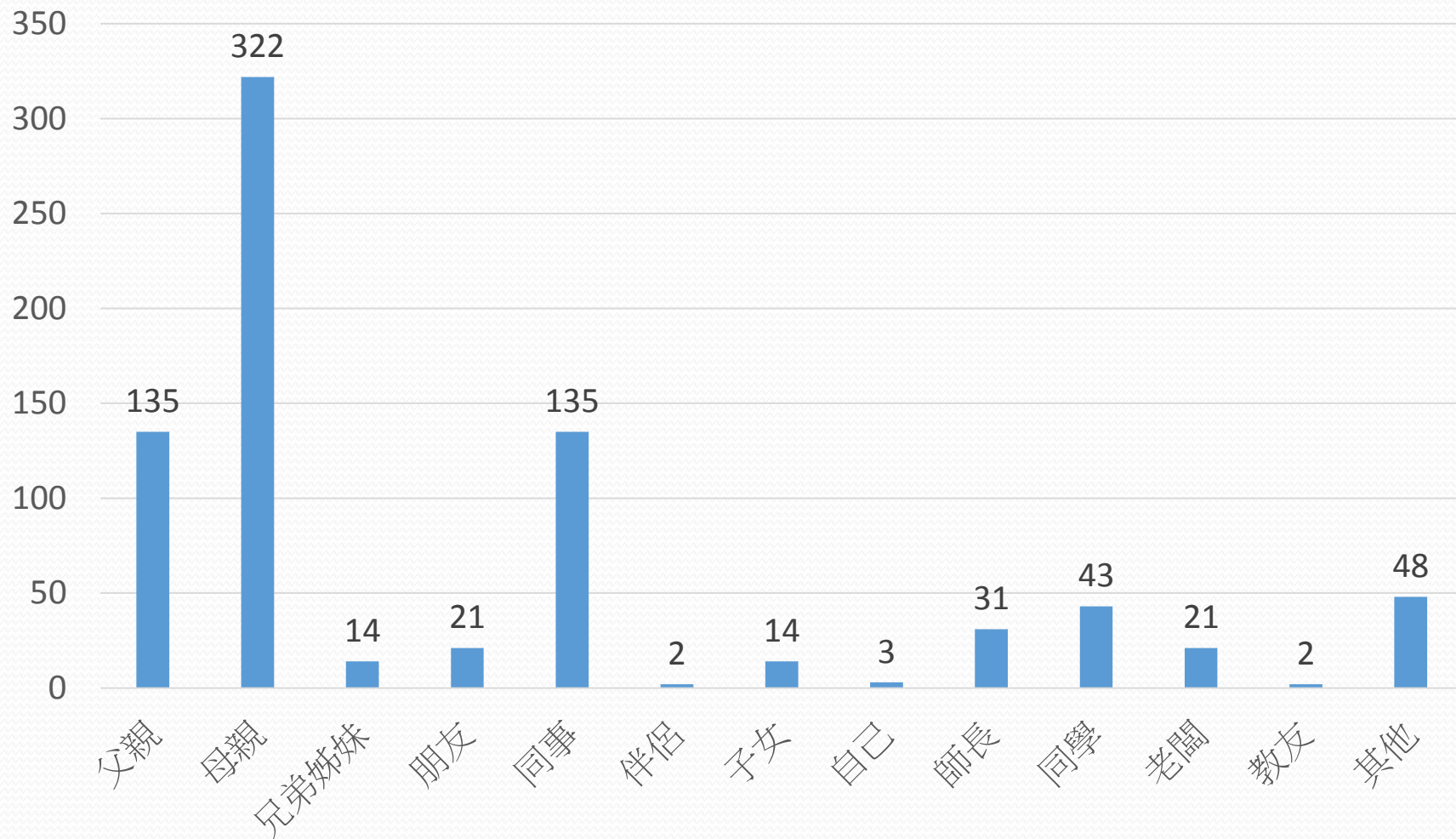
誰給予你最大的支持

Who Gives You the Most Support



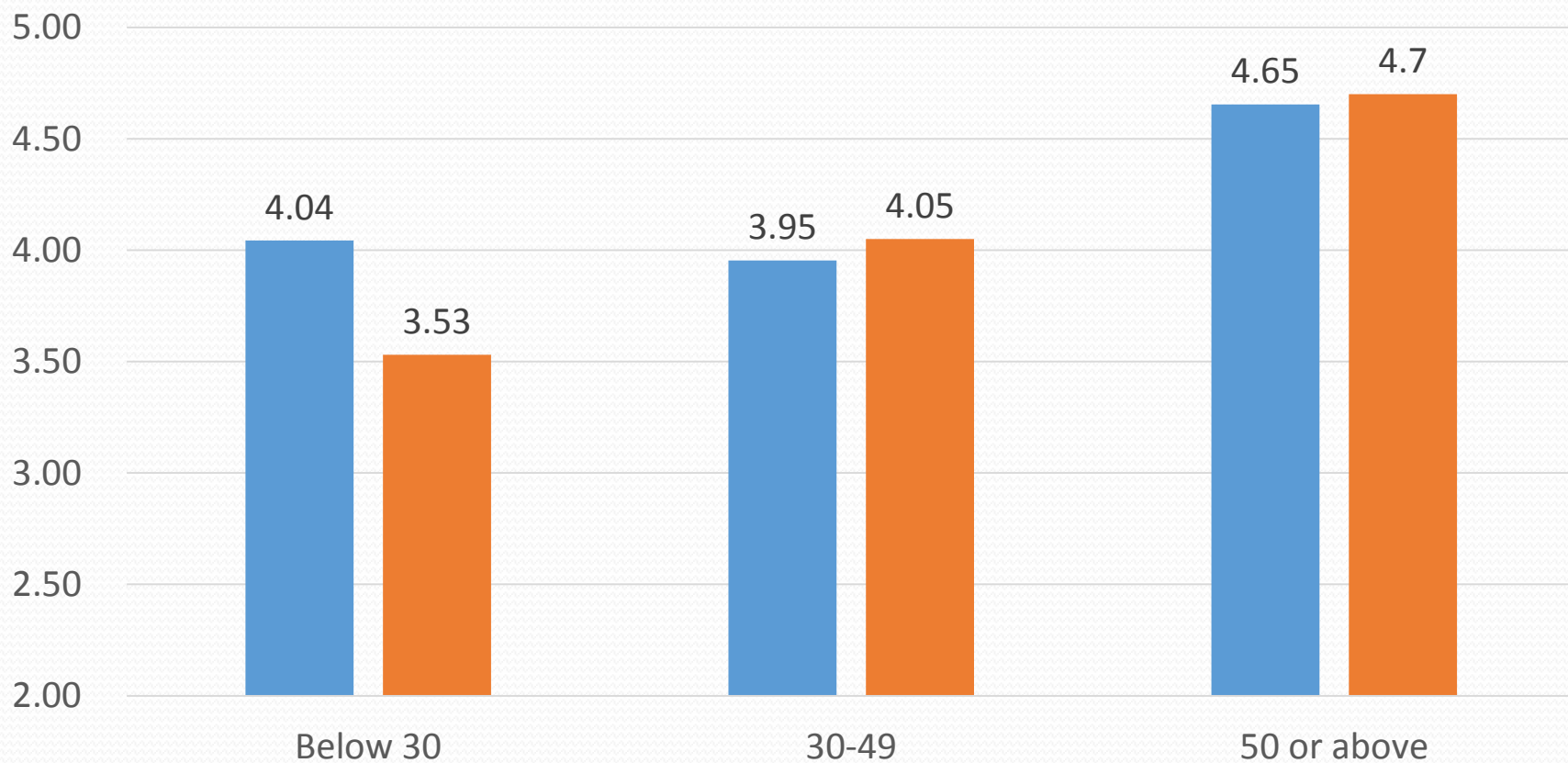
誰是你一生中最感激的人

Whom Would You Want to Thank The Most



按年齡組別排列對香港政府的施政滿意程度
Satisfaction with Public Policy by Age Groups
2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

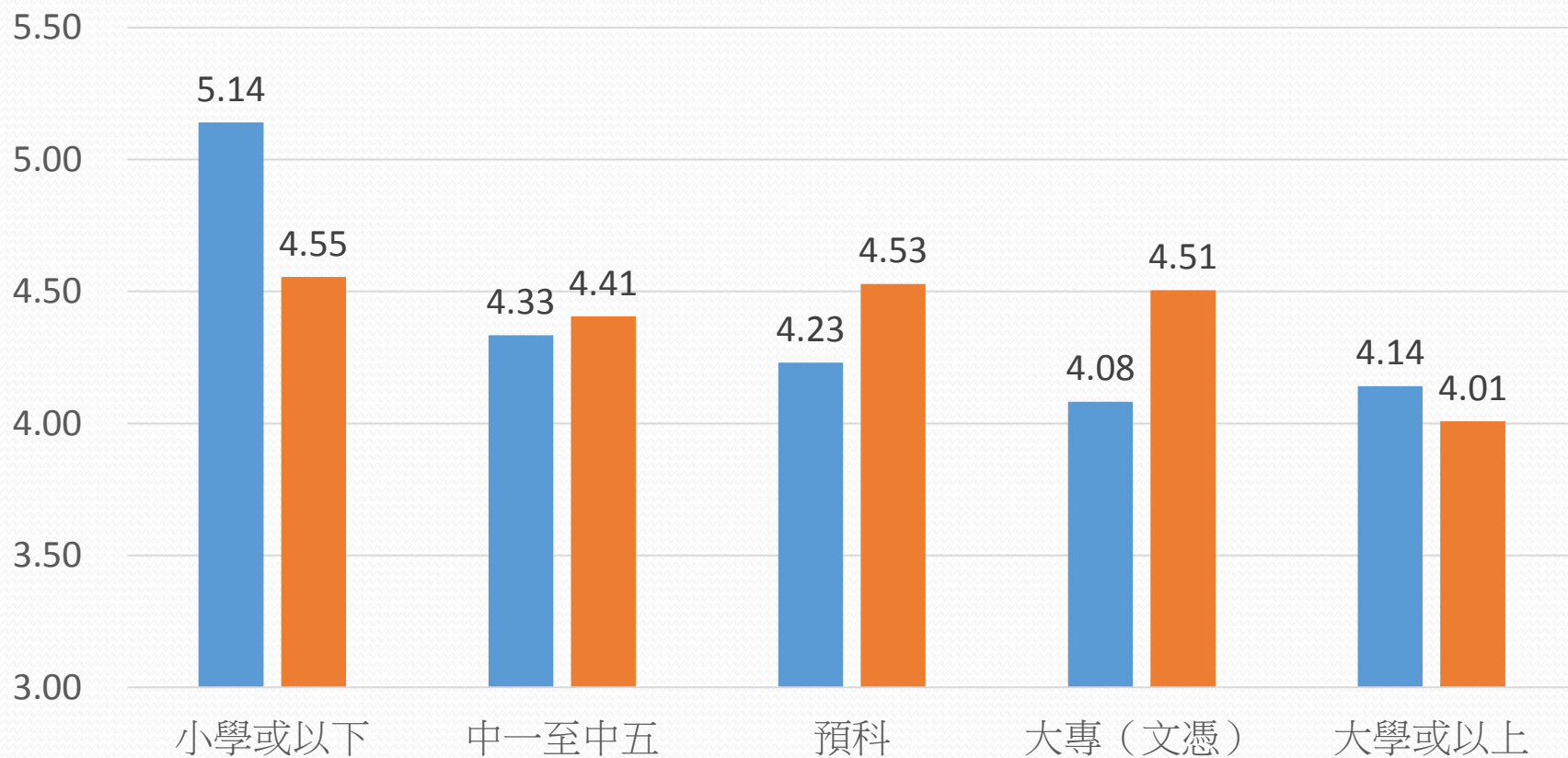


按教育程度排列對香港政府的施政滿意程度

Satisfaction with Public Policy by Education Level

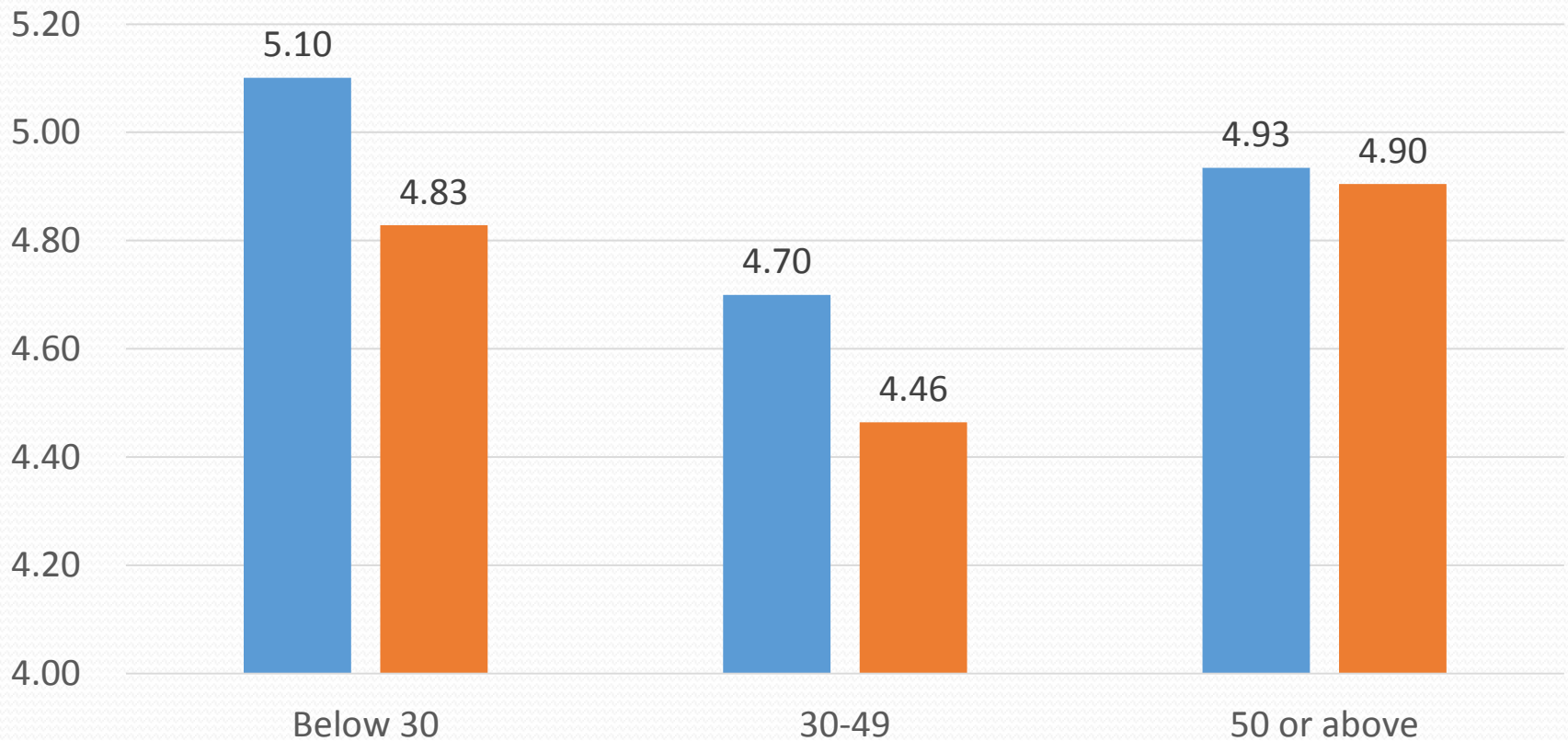
2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014



按年齡組別排列對媒體的滿意度
Satisfaction with the Media by Age Groups
2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

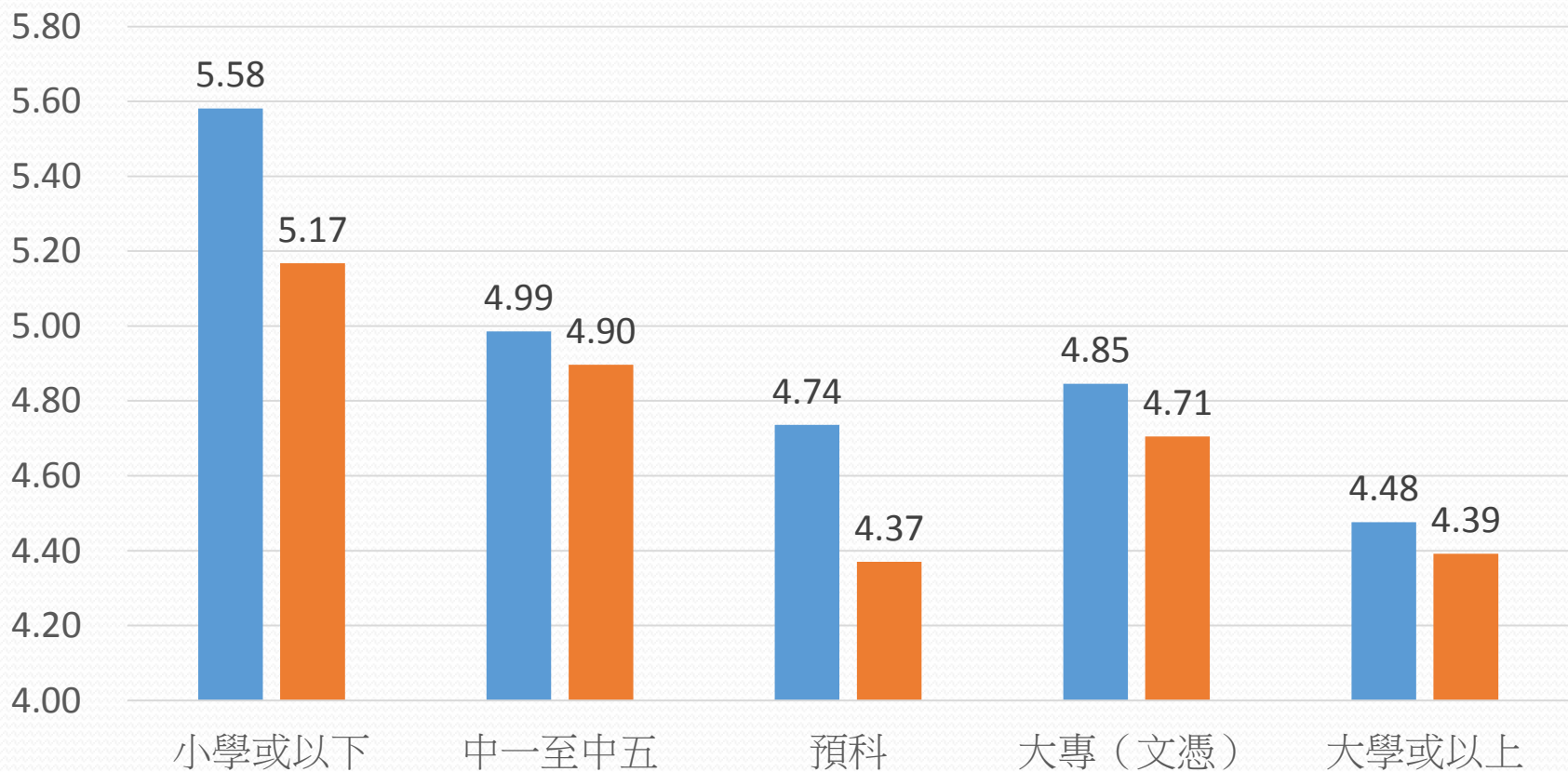


按教育程度排列對媒體的滿意度

Satisfaction with the Media by Education Levels

2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

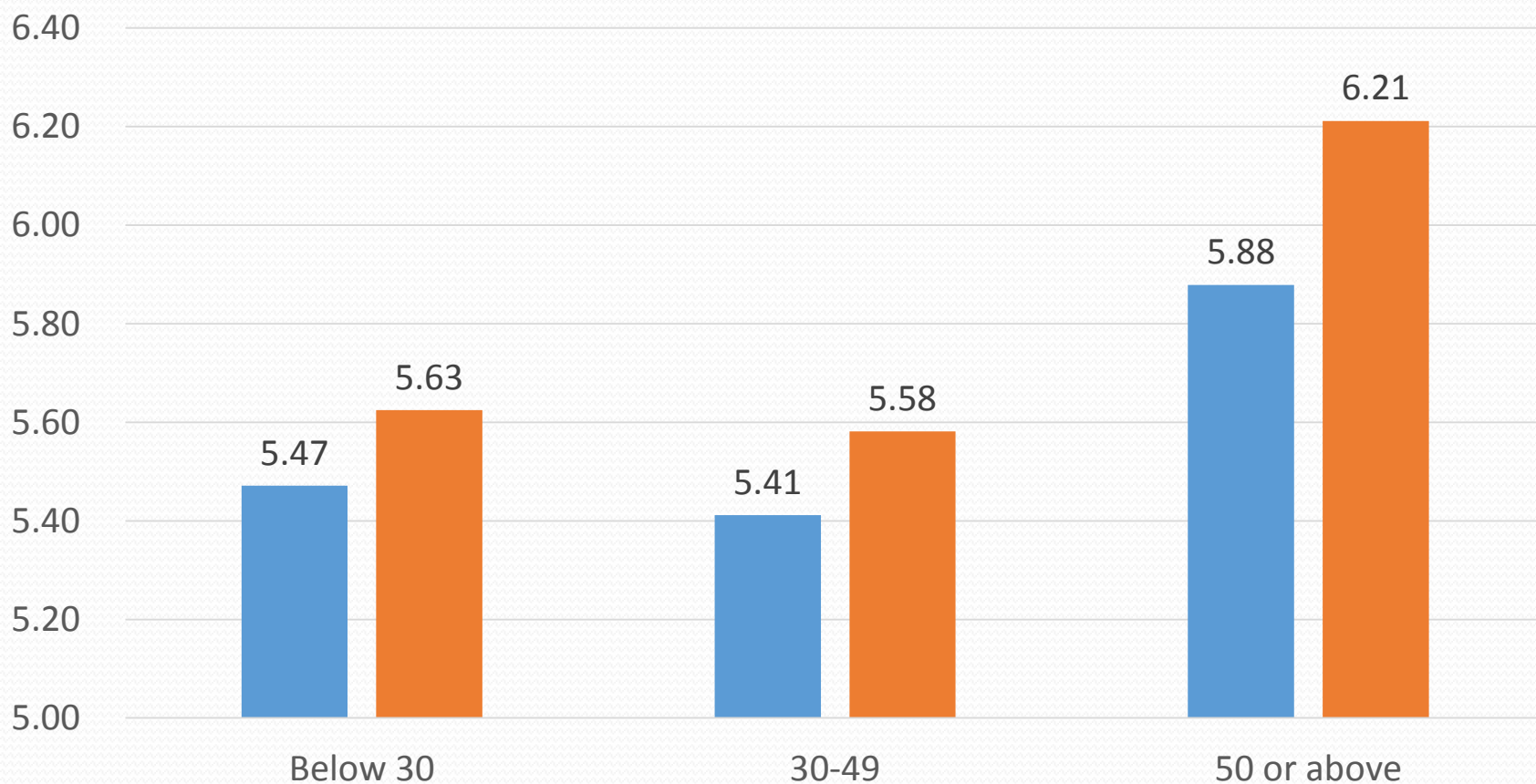


按年齡組別排列對生活環境的滿意度

Satisfaction with the Living Environment by Age Groups

2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

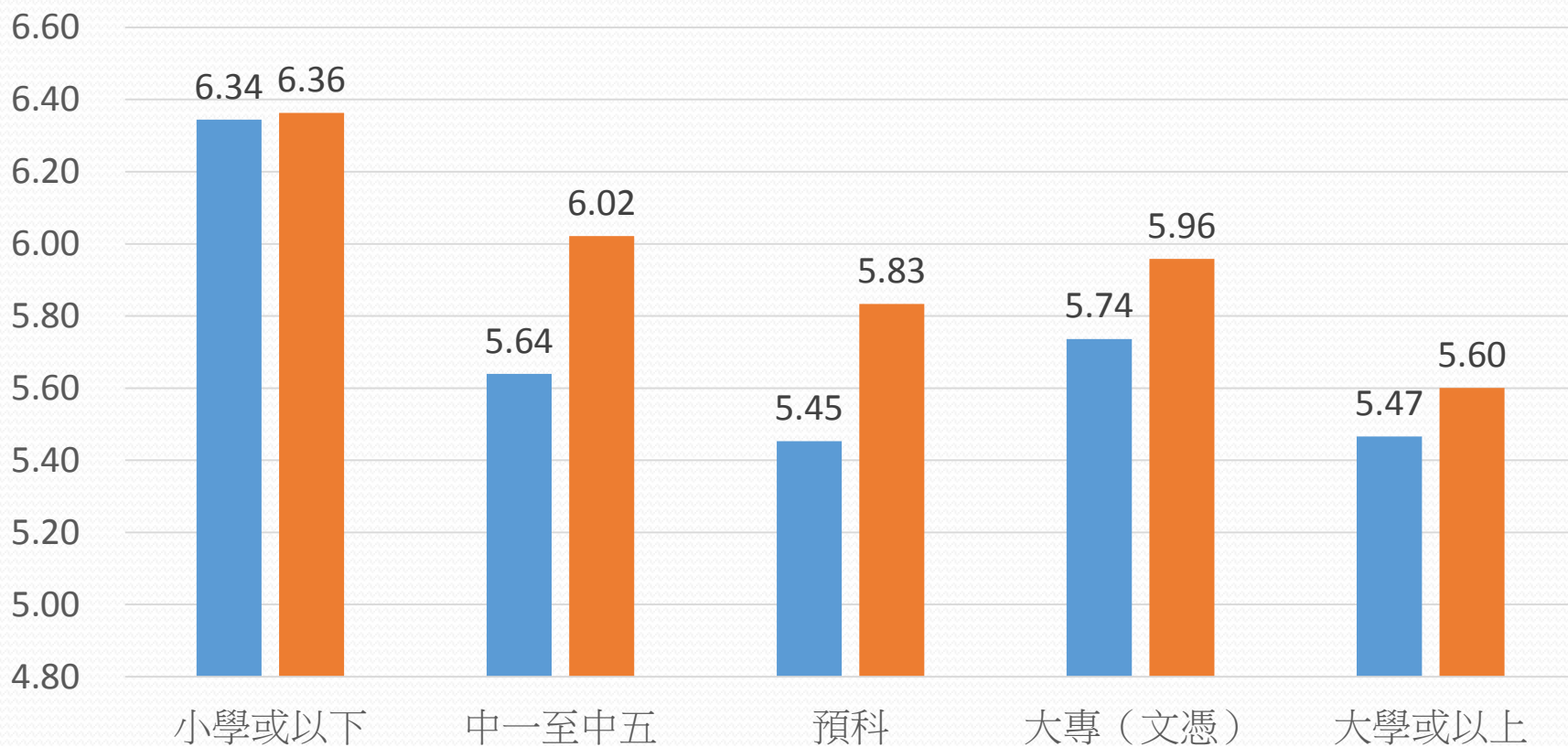


按教育程度排列對生活環境的滿意度

Satisfaction with the Living Environment by Education Level

2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

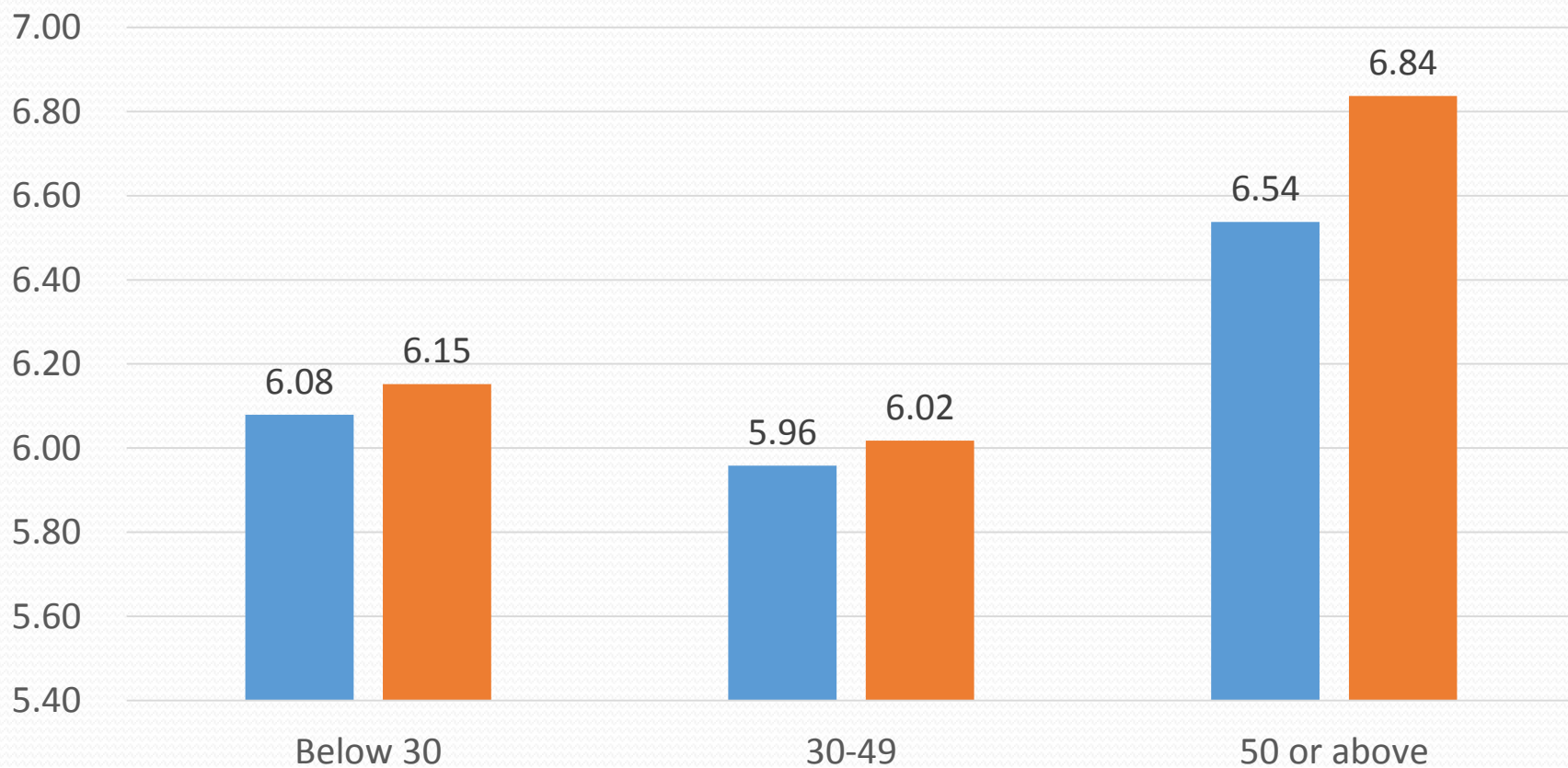


按年齡組別排列對公共醫療的滿意度

Satisfaction with Public Healthcare Services by Age Groups

2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014

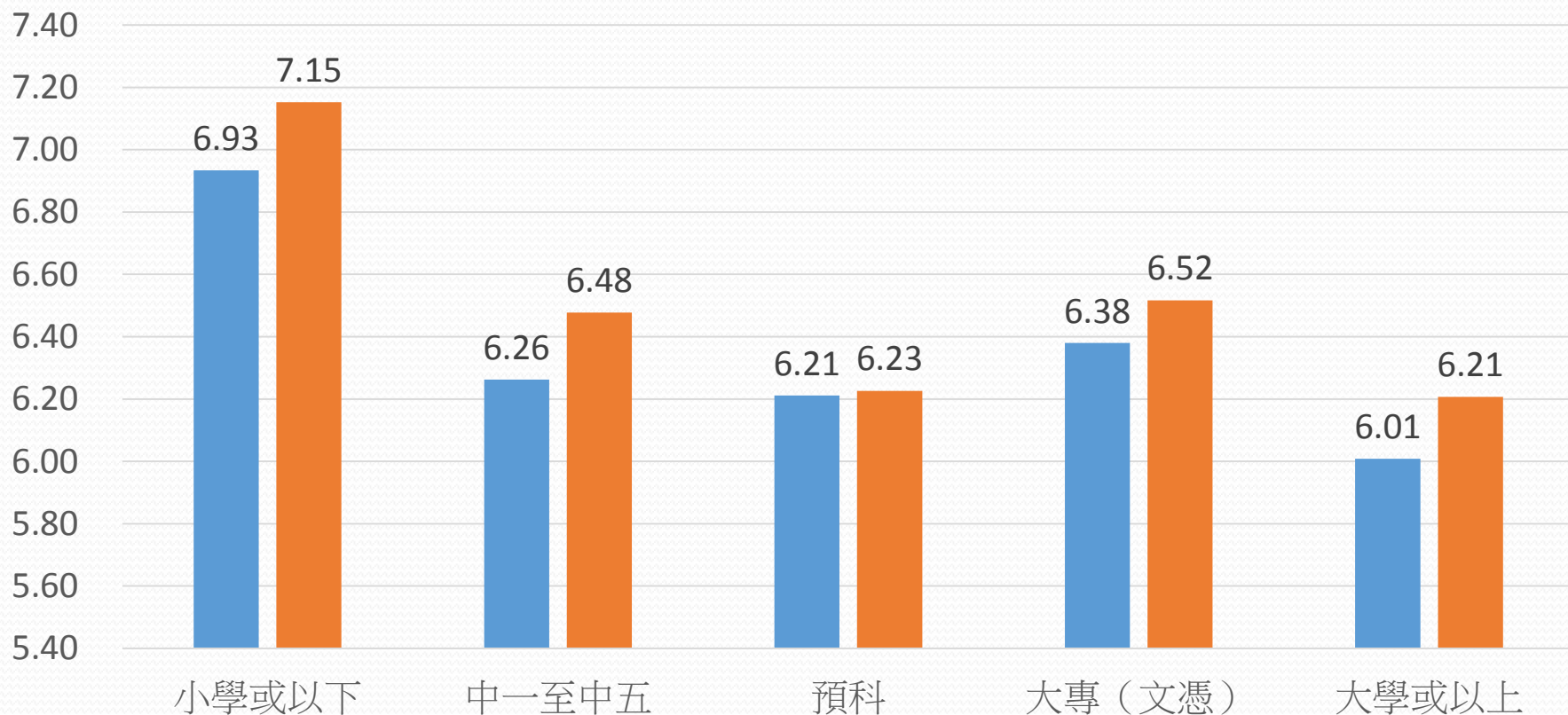


按教育程度排列對公共醫療的滿意度

Satisfaction with the Public Healthcare Services by Education Level

2015 and 2014 (Scale: 0 to 0)

■ 2015 ■ 2014

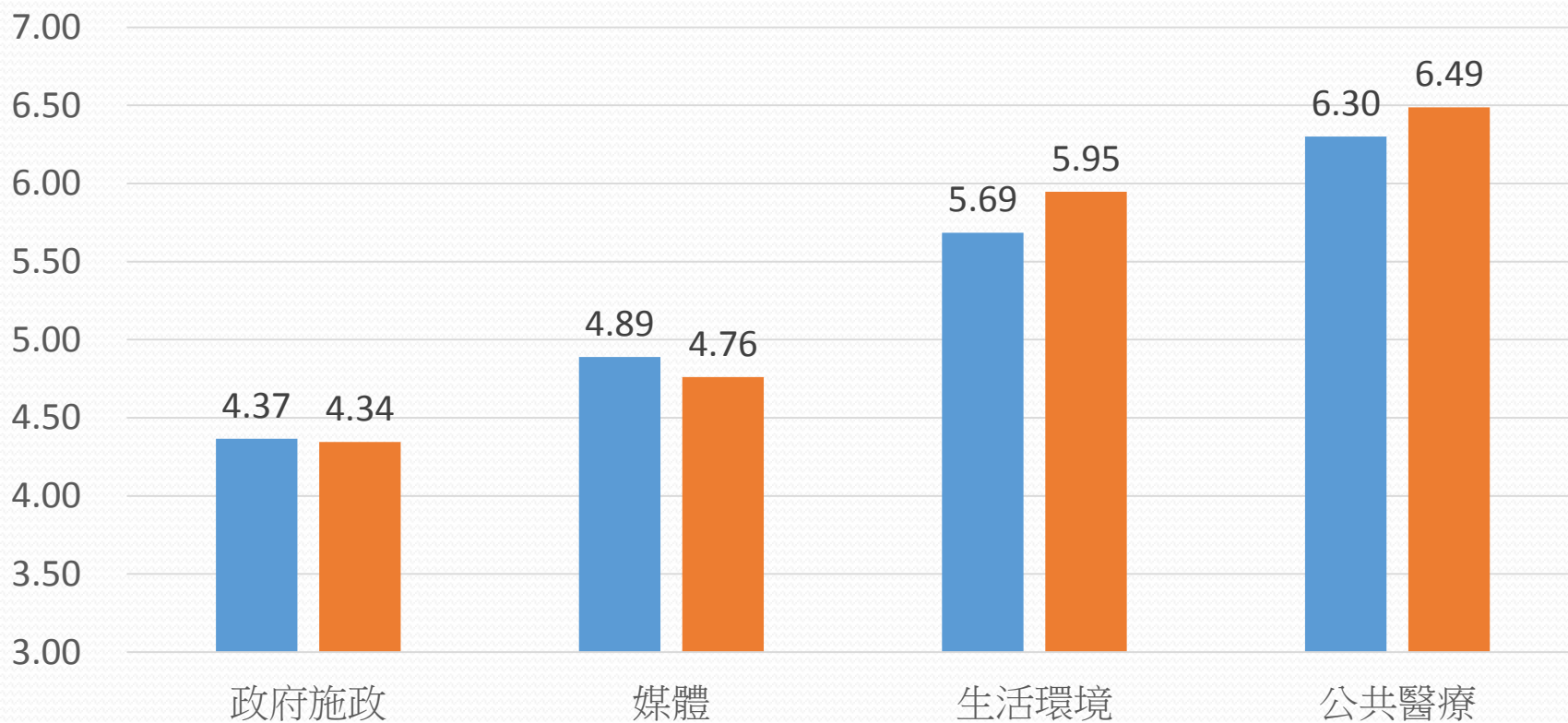


對重點關注項目滿意度的比較

Comparison of Satisfaction with Key Dimensions of Concern

2015 vs 2014

■ 2015 ■ 2014



快樂方程式

Happiness Formula = LIFE

- L = Love (關愛)
- I = Insight (智慧)
- F = Fortitude (堅毅)
- E = Engagement (行動)

關愛的量度指標

Measures of Love

- 我關心我的家人。
- 我樂意助人。

智慧的量度指標

Measures of Insight

- 只要能充份發揮本身的潛能，已屬成功。
- 我並不求奢華的生活。
- 對於自己能力處理範圍以外的事情，我不會去多想。
- 我懂得分輕重主次。
- 我懂得分配時間：工作、休息、陪伴家人不會偏廢。
- 對得罪過我的人我不會記仇。
- 做人要懂得感恩。

堅毅的量度指標

Measures of Fortitude

- 遇到挫敗我不氣餒。
- 我有堅強的信念，不怕困難。

行動的量度指標

Measures of Engagement

- 我有清晰的人生目標。
- 每做一件事我都全心全意去做好。

快樂指數的迴歸分析

Regression of Happiness Index

快樂與愛智毅行的簡單關係

Baseline Equation – Specification

	Coefficient	t-Statistic	Prob.
關愛 Love**	0.101	2.27	0.024
智慧 Insight***	0.222	3.87	0.000
堅毅 Fortitude**	0.101	2.26	0.024
行動 Engagement***	0.218	4.43	0.000
常數 (Constant)***	2.240	7.27	0.000

Adjusted R-squared = 0.24

F-statistics = 67.66***

N = 839

(***indicates 1% significance)

(** indicates 5% significance)

(* indicates 10% significance)

	Average	N
關愛Love		
我關心愛護我的家人。	8.40	909
我樂意助人。	7.63	904
智慧Insight		
只要能充份發揮本身的潛能，已屬成功。	7.21	886
我並不求奢華的生活。	6.95	903
對於自己能力處理範圍以外的事情，我不會去多想。	6.36	891
我懂得分輕重主次。	7.40	899
我懂得分配時間：工作、休息、陪伴家人不會偏廢。	7.13	899
對得罪過我的人我不會記仇。	6.81	903
做人要懂得感恩。	8.36	906
堅毅Fortitude		
遇到挫敗我不氣餒。	7.39	893
我有堅強的信念，不怕困難。	7.36	900
行動Engagement		
我有清晰的人生目標。	7.11	898
每做一件事我都全心全意去做好。	7.85	907

		Below 30	30-49	50 or above
我關心愛護我的家人。	2015	7.91	8.64	8.43
	2014	8.19	8.62	8.83
我樂意助人。	2015	7.29	7.73	7.71
	2014	7.36	7.68	7.76
只要能充份發揮本身的 潛能，已屬成功。	2015	7.24	7.35	7.17
	2014	6.92	7.53	7.67
對於自己能力處理範圍 以外的事情，我不會去 多想。	2015	5.35	6.28	6.71
	2014	5.33	6.22	6.75
遇到挫敗我不氣餒。	2015	6.80	7.34	7.60
	2014	7.18	7.65	7.70
我有清晰的人生目標。	2015	6.65	7.05	7.28
	2014	6.58	7.44	7.48

Happiness Regression – with Demographics Added

加入個人人口特徵

	Coefficient	t-Statistic	Prob.
關愛 Love*	0.108	1.87	0.062
智慧 Insight**	0.180	2.4	0.017
堅毅 Fortitude**	0.146	2.53	0.012
行動 Engagement***	0.174	2.68	0.008
女性 Female*	0.233	1.76	0.079
30 - 49歲 Aged 30 - 49	-0.358	-1.6	0.110
50歲或以上 Aged 50 or Up	-0.358	-1.62	0.106
已婚或同居 Married or Cohabitation*	0.273	1.74	0.083
家庭收入 Household Income = \$0	0.128	0.56	0.575
家庭收入 Household Income >\$0 and < \$10,000	0.252	1.05	0.294
家庭收入 Household Income > \$40,000	0.002	0.02	0.986
財政壓力 Financial stress***	-0.109	-4.58	0.000
常數 (Constant)***	2.922	6.97	0.000

Adjusted R-squared = 0.2512
 (***)indicates 1% significance)

F-statistics = 15.87***
 (** indicates 5% significance) (* indicates 10% significance)

N = 533

Happiness Regression – Policy and Environment Factors Included

	Coefficient	t-Statistic	Prob.
關愛 Love	0.071	1.28	0.201
智慧 Insight	0.090	1.24	0.216
堅毅 Fortitude**	0.140	2.53	0.012
行動 Engagement**	0.145	2.33	0.020
女性 Female*	0.211	1.67	0.096
30-49歲 Aged 30 - 49	-0.222	-1.03	0.301
50歲或以上 Aged 50 or Up	-0.283	-1.34	0.180
已婚或同居 Married or Cohabited	0.231	1.54	0.124
家庭收入 Household Income = \$0	0.171	0.78	0.435
家庭收入 Household Income >\$0 and < \$10,000	0.184	0.8	0.425
家庭收入 Household Income > \$40,000	0.027	0.19	0.848
財政壓力 Financial stress***	-0.087	-3.78	0.000
對生活環境滿意度 Satisfaction with Living Environment***	0.270	7.11	0.000
常數 (Constant) ***	2.434	5.99	0.000

Adjusted R-squared = 0.3163
 (***) indicates 1% significance)

F-statistics = 19.93***
 (** indicates 5% significance) (* indicates 10% significance)

N = 533

Trend of LIFE Scores from 2010 to 2015

LIFE Scores	2010		2011		2012		2013		2014		2015	
	平均值 Mean	人數 N	平均值 Mean	人數 N	平均值 Mean	人數 N	平均值 Mean	人數 N	平均值 Mean	人數 N	平均值 Mean	人數 N
關愛 Love	8.35	809	7.65	772	8.11	912	8.5	933	8.17	912	8.02	902
智慧 Insight	7.49	814	7.31	768	6.96	886	7.15	871	7.22	857	7.17	855
堅毅 Fortitude	7.28	807	7.28	791	7.43	876	7.68	919	7.62	913	7.37	889
行動 Engagement	6.73	797	7.35	742	7.28	896	7.3	921	7.33	904	7.47	897

Trend of LIFE Scores by Gender from 2010 to 2015

性別		Love 愛					Insight 智					Fortitude 毅					Engagement 行				
Sex	Year	11	12	13	14	15	11	12	13	14	15	11	12	13	14	15	11	12	13	14	15
Male	平均值	7.21	7.88	8.28	8.00	7.85	6.95	6.72	6.95	6.99	6.95	7.13	7.2	7.63	7.61	7.29	6.92	7.09	7.21	7.35	7.33
	人數	312	360	372	378	383	313	352	353	353	383	323	354	367	380	383	302	358	370	377	383
Female	平均值	7.95	8.25	8.64	8.30	8.15	7.52	7.12	7.29	7.39	7.33	7.37	7.58	7.71	7.62	7.43	7.39	7.4	7.36	7.32	7.58
	人數	474	552	561	534	530	472	534	518	504	530	487	522	552	533	530	454	538	551	527	530
Total	平均值	7.65	8.11	8.5	8.17	8.02	7.29	6.96	7.15	7.22	7.17	7.28	7.43	7.68	7.62	7.37	7.2	7.28	7.3	7.33	7.47
	人數	786	912	933	912	913	785	886	871	857	913	810	876	919	913	913	756	896	921	904	913

Trend of LIFE Scores by Age Groups from 2010 to 2014

(totals adjusted by age bracket weights)

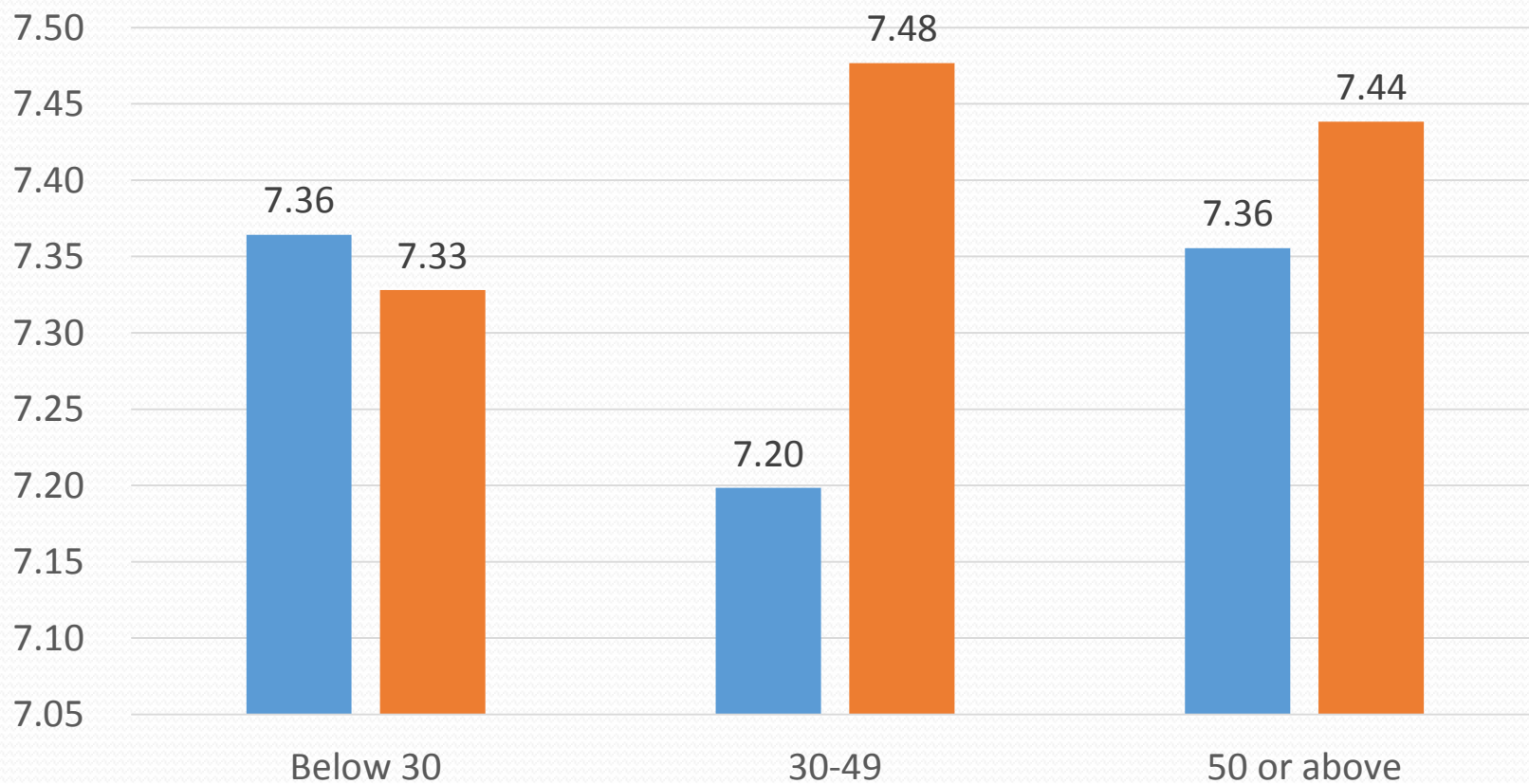
		關愛 Love					智慧 Insight					堅毅 Fortitude					行動 Engagement				
Age Group	Year	11	12	13	14	15	11	12	13	14	15	11	12	13	14	15	11	12	13	14	15
21-29	平均值	7.64	7.82	7.82	7.77	7.60	6.9	6.48	6.54	6.72	6.58	7.13	6.97	7.15	7.18	6.75	7.35	6.87	6.81	6.58	6.93
	人數	144	157	130	128	140	144	156	128	125	140	144	156	130	128	140	143	155	130	128	140
30-59	平均值	7.64	8.18	8.61	8.20	8.09	7.38	6.98	7.17	7.19	7.23	7.32	7.47	7.75	7.64	7.36	7.3	7.41	7.38	7.46	7.53
	人數	472	534	521	507	478	471	526	495	481	478	479	519	515	507	478	469	535	518	507	478
60 or Above	平均值	7.71	8.11	8.61	8.32	8.18	7.5	7.31	7.45	7.54	7.45	7.3	7.73	7.81	7.77	7.76	6.66	7.21	7.39	7.48	7.69
	人數	156	207	269	265	279	153	191	237	241	279	168	189	262	266	279	130	193	261	256	279
Entire sample	平均值	7.65	8.1	8.5	8.17	8.03	7.31	6.96	7.15	7.22	7.18	7.28	7.44	7.68	7.62	7.36	7.2	7.27	7.3	7.33	7.47
	人數	772	898	920	900	897	768	873	860	847	897	791	864	907	901	897	742	883	909	891	897

對活在世上有價值肯定的程度

Life is Really Worth Living by Age Groups

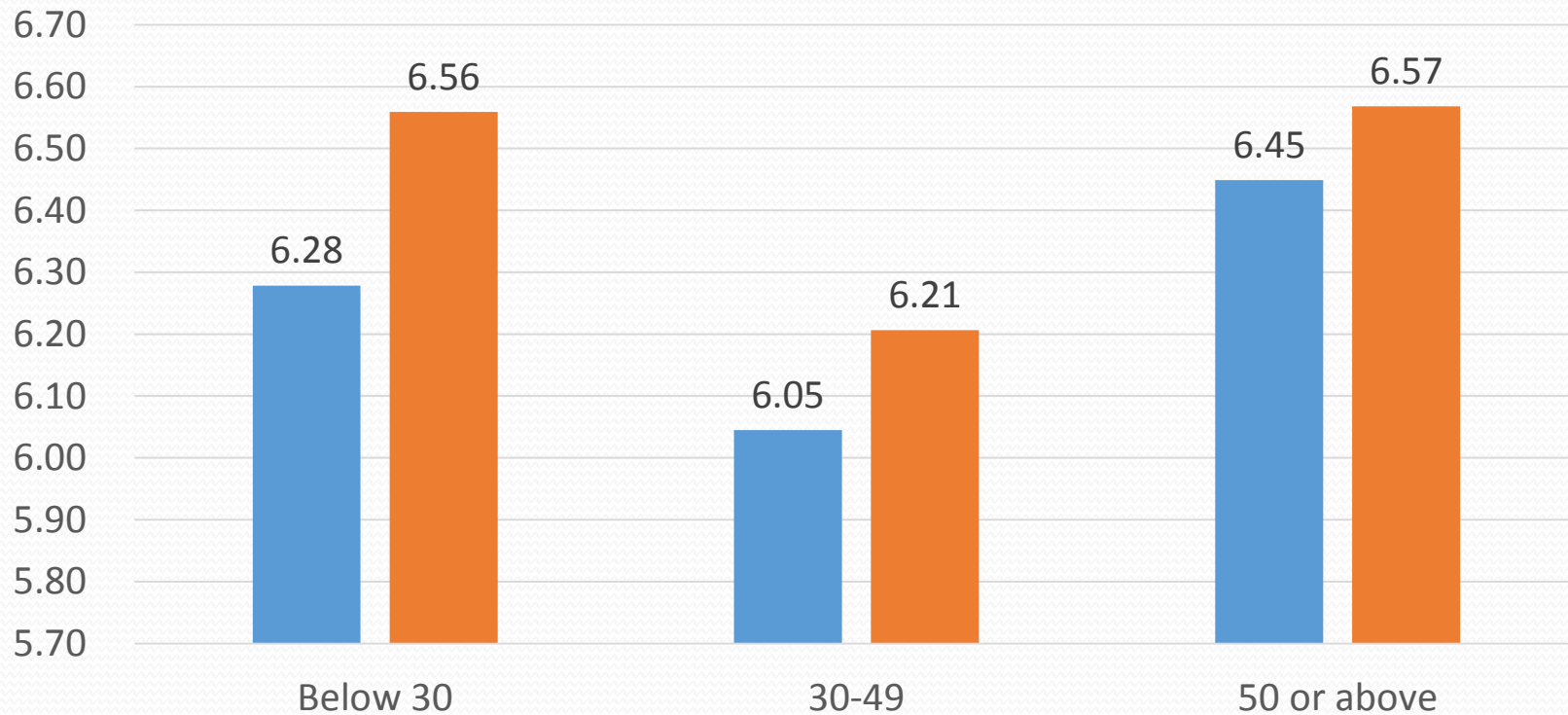
2015 and 2014 (Scale: 0 to 10)

■ 2015 ■ 2014



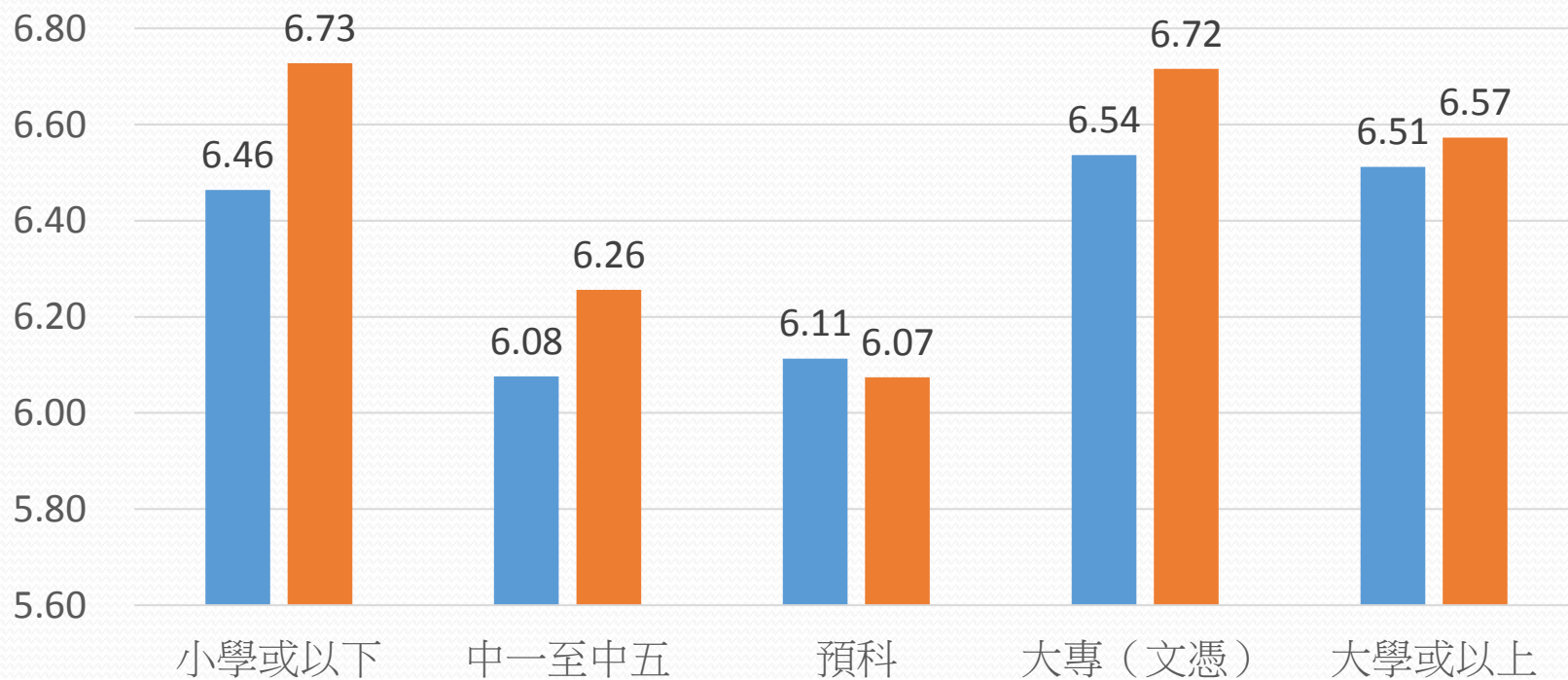
按年齡組別排列
對生活上的一切滿意的程度
Satisfied with Everything in Life by Age Group
(Scale: 0 to 10)

■ 2015 ■ 2014



按教育程度排列
對生活上的一切滿意的程度
Satisfied with Everything in Life by Education Level
(Scale: 0 to 10)

■ 2015 ■ 2014

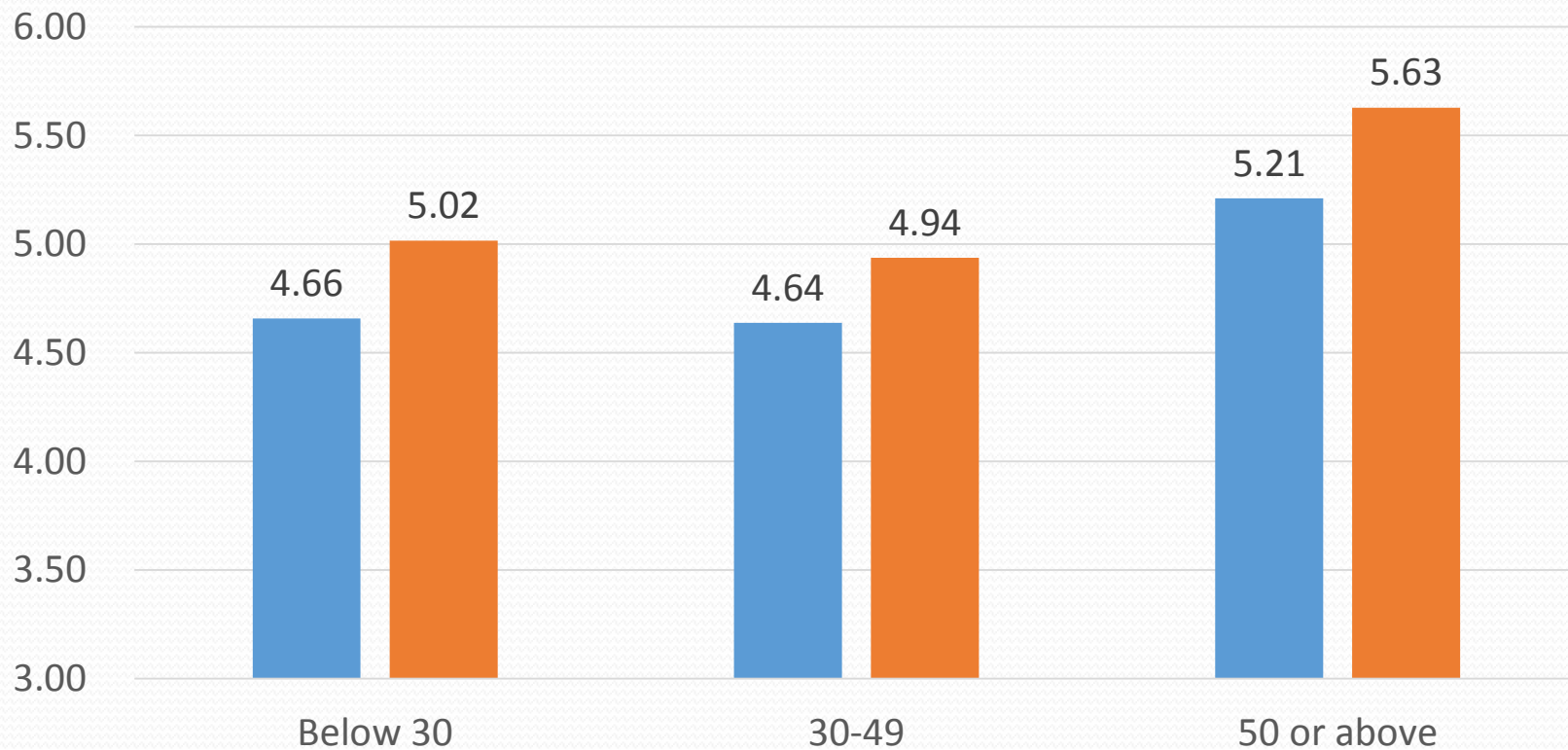


香港是一個理想的生兒育女的地方

Hong Kong is an Ideal Place to Raise Children by Age Group

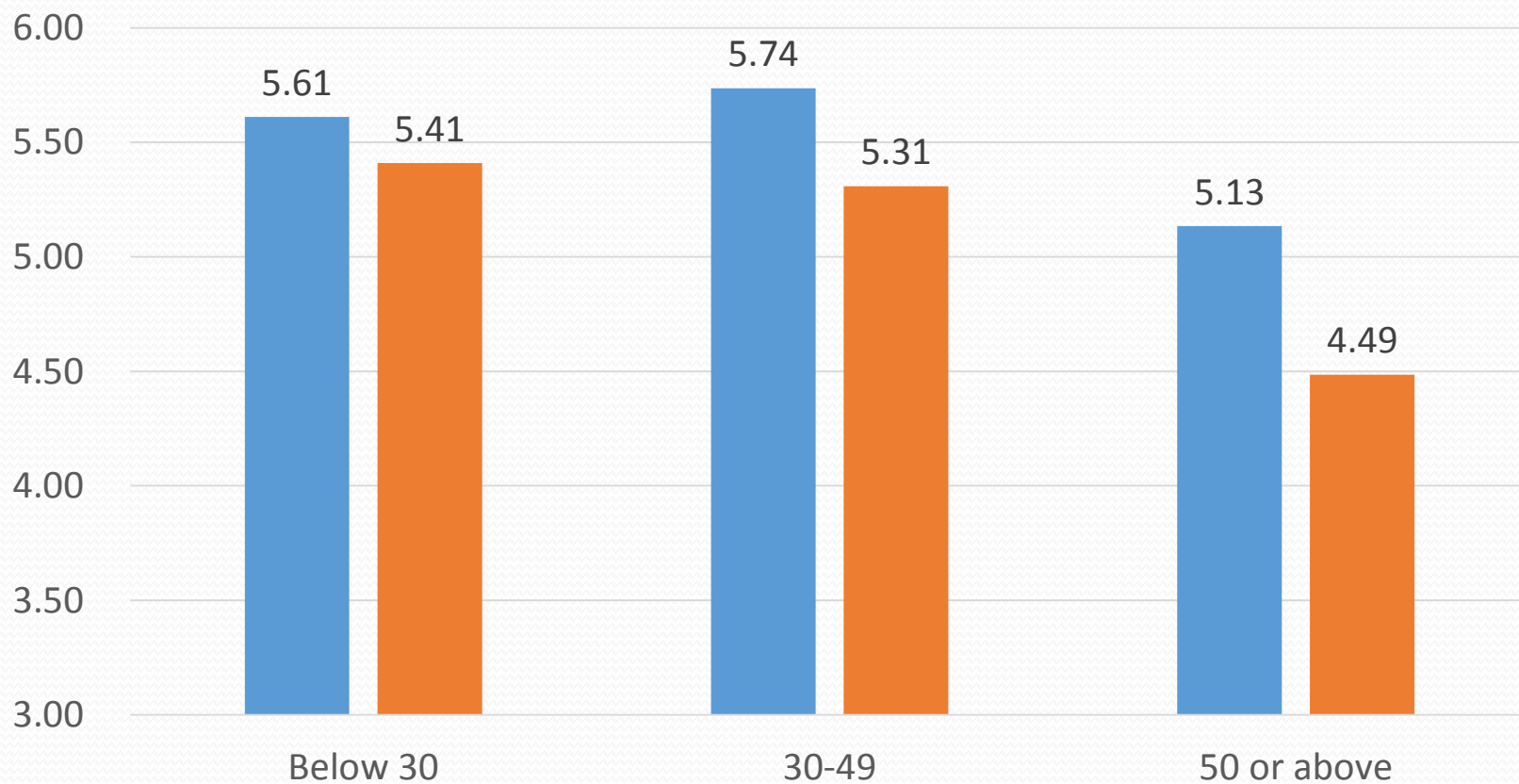
(Scale: 0 to 10)

■ 2015 ■ 2014

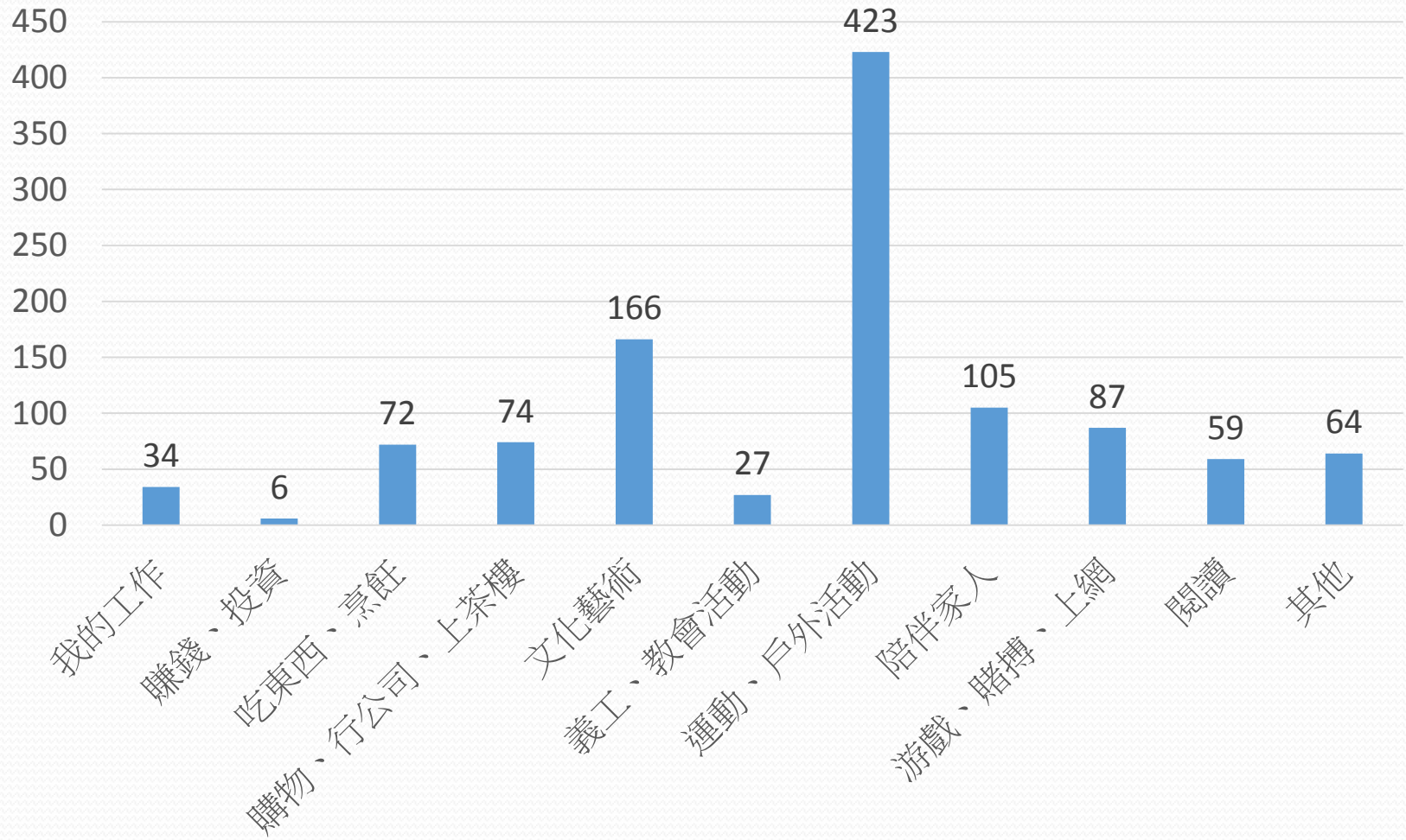


過去一年內曾主動做過不少沒有報酬的志願工作 (Scale: 0 to 10)

■ 2015 ■ 2014



最喜愛的活動（包括工作）是什麼



Happiness Index, Life Satisfaction and Life Worth Living by Gender and by Age Groups, 2014 and 2015

		Happiness 活得很快樂				Life Satisfaction 生活很滿意				Worthy Life 活在世上很有價值			
	Age	30 or Below	30-49	50 or Above	Total	30 or Below	30-49	50 or Above	Total	30 or Below	30-49	50 or Above	Total
	Year												
Male	2014	6.71	6.71	7.25	6.95	6.32	5.98	6.47	6.30	7.13	7.17	7.51	7.32
	2015	6.65	6.60	7.07	6.81	6.09	5.80	6.29	6.06	7.27	7.17	7.18	7.19
	N	66	102	209	377	66	102	209	377	66	102	209	377
Female	2014	6.87	7.13	7.20	7.12	6.83	6.36	6.63	6.57	7.55	7.69	7.39	7.52
	2015	7.18	6.99	7.28	7.15	6.45	6.22	6.56	6.41	7.45	7.22	7.47	7.37
	N	74	142	304	520	74	142	304	520	74	142	304	520
All	2014	6.78	6.96	7.22	7.05	6.56	6.21	6.57	6.46	7.33	7.48	7.44	7.43
	2015	6.93	6.82	7.19	7.00	6.28	6.05	6.45	6.26	7.36	7.20	7.36	7.30
	N	140	244	513	897	140	244	513	897	140	244	513	897

結論 Conclusions

- 整體快樂指數輕微下跌
- 年青人快樂指數輕微回升
- 年青人行動指數提高
- 港人義務工作參與度提高
- 港人對媒體滿意度提高、對施政滿意度不變