



# 2016

中期人口統計  
Population By-census

## 人口數據多用途 繪製未來新藍圖

Gathering population data for future blueprints



### Classroom Promotion Programme (Primary)

香港特別行政區 政府統計處

Census and Statistics Department

Hong Kong Special Administrative Region

## Introduction

Population censuses have been conducted in Hong Kong once in a decade and a by-census in the middle of the intercensal period since 1961. The Census and Statistics Department (C&SD) will conduct the 2016 Population By-census (16BC) from 30 June to 2 August 2016. The aim of conducting population censuses/by-censuses is to obtain up-to-date benchmark information on the socio-economic characteristics of the population and its geographical distribution.

About 300 000 quarters have been selected for the 16BC through a random sampling procedure, covering about one-tenth of all households in Hong Kong. The size and characteristics of the entire population are inferred from the sample results in accordance with appropriate statistical theory. The 16BC will take quarters as the basic enumeration unit. During the enumeration, information is recorded on a household basis, while individual persons are the targets of enumeration.

The 16BC will adopt a multi-modal data collection approach. A notification letter will be sent to the sampled households (except for those without a clear address) in end June 2016. The self-enumeration period will start from 30 June. The sampled households can complete e-questionnaires (e-Q) through the 16BC website ([www.bycensus2016.gov.hk](http://www.bycensus2016.gov.hk)) or e-Q mobile app. The By-census Service Centre (BSC) (hotline: 18 2016) may also assist the households to complete the questionnaire through telephone interview if required.

During the period between 16 July and 2 August 2016, census officers will visit households that have not yet submitted e-Q to conduct interviews with individual members, and use tablets to record the data collected. Households can also book a preferred time slot for the face-to-face interview at the 16BC website or by calling BSC. Households should confirm the identity of census officers before admitting them to their premises. The census officers can be identified by the following gear:

- (i) Purple uniform
- (ii) Census Officer Certificate of Identity
- (iii) By-census badge
- (iv) Red satchel

The by-census not only provides the size of the population, but also provides data on the profile of the population in such aspects as geographical distribution, age composition and other socio-economic characteristics. The information collected is vital for government planning and policy formulation. Combining by-census data and other relevant information, the Government prepares population projections, which form the basis of government planning in housing, education, medical care and other social services. Besides, by-census data are also important for business firms to understand the market, and for the academia to conduct social and economic researches.



In view of the importance of the By-census to Hong Kong's future and its close link with the public, all people in Hong Kong should support this community activity and fulfill their civic responsibilities by providing accurate information in the By-census. To enable students to have a better understanding of the By-census and to enlist their support, the C&SD has prepared this Classroom Promotion Programme.

This Classroom Promotion Programme will be carried out through watching a publicity film. To tie in with the By-census operation, it is suggested that this programme be carried out during the period from early to late June, before the commencement of the By-census. Primary schools may arrange to carry out the programme for their students in a session which fits in their own curriculum.

### Educational Objectives

- To enable students to know about the 2016 Population By-census.
- To let students be aware of their civic responsibilities in relation to the By-census.

### Guidelines to the Classroom Promotion Programme

The teaching kit for this Classroom Promotion Programme for the 2016 Population By-census consists of a publicity film, this teaching guide and an in-class worksheet.

The Classroom Promotion Programme can be completed within about 40 minutes and is carried out by three parts, including watching the publicity film, followed by completing the in-class worksheet and conducting the "My Class Survey".

The 15-minute publicity film can be found in the enclosed DVD. Apart from the meaning and importance of the 2016 Population By-census, use of the information collected, legal status and principles regarding confidentiality of data pertaining to individual persons and individual households, the film also introduces the design and enumeration procedures of the By-census, particularly the multi-modal data collection approach. Contents of the film are lively, interesting and to the point. It is hoped that through the film, students can learn the basic knowledge and concept about the By-census, thereby fostering their proper attitude to the By-census.

The second part is the in-class worksheet (Annex 1) provided as a supplementary exercise to strengthen students' understanding on the important content of the film and the knowledge on the By-census. The worksheet enables students to acquire the knowledge on the By-census and understand its importance and their civil responsibility through thinking and analysis.

The third part, "My Class Survey", encourages students to participate in the process of designing and implementing a survey, with a view to arousing students' interest on statistics and to allow students to grasp the basic survey concept. Teachers may ask students to think about the usefulness of the data item and the feasibility to conduct the survey.

As population by-census and civic education are the core theme of this programme, it may be incorporated into sessions for subjects such as General Studies or Moral and Civil Education as a supplement to the original curriculum. Schools may also arrange special teaching sessions for this programme according to their own circumstances.

### Procedures of the Classroom Promotion Programme

Before playing the publicity film, teachers are suggested to take about 5 minutes to ask some simple questions about the 2016 Population By-census so as to stimulate students' interest. The 15-minute film can then be played. The remaining time (about 20 minutes) can be used for the recommended activities after watching the film. The focus is on elaborating the contents of the film, and to complete the in-class worksheet and conduct the "My Class Survey".

## Before Watching the Film

Ask the students the following questions:

- What is a population by-census ?
- When will the next population by-census be conducted in Hong Kong?
- Why do we need to conduct a population by-census?
- How the by-census help to build a better Hong Kong and improve the quality of life of Hong Kong residents?

(Students are allowed to answer the questions freely. They should then be asked to find out the correct answers in the film.)

## After Watching the Film

After the students have a clear idea on the questionnaire contents and the procedures of the 2016 Population By-census from the film, teachers may then distribute the in-class worksheets to students so as to consolidate their knowledge learnt from the film. Detailed answers are provided in the "In-class Worksheet Guide" (Annex 2). Teachers may also encourage students to disseminate the messages to their families in order to achieve the purposes of the promotion programme.

The questionnaire for "My Class Survey" is at the last page of the in-class worksheet. Teachers shall ask the questions on the worksheet, while students shall answer based on their personal information by putting their hands up. Teachers shall then help to count and announce the number of students. Students can record the data by filling in the tables. Students may decide on the data item to be collected and record the results.

The following aspects should be considered when deciding the data item:

1. willingness and ability of the respondents to answer;
2. processing efforts; and
3. usefulness of data and how it can be applied.

Example: What is the type of sports that you most frequently participate in?

1. Willingness and ability of the respondents to answer: no confidential information and any negative consequences.
2. Processing efforts: select the most common ball games, for examples, football, basketball, volleyball and table tennis. Other ball games can be classified as "Others".
3. Usefulness of data: to investigate classmates' interests for deciding the topics of the notice board or planning for the next class activity.

## Useful Links for Reference

### Census and Statistics Department

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

### 2016 Population By-census

<http://www.bycensus2016.gov.hk/en/index.html>

### 2011 Population Census

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

### 2006 Population By-census

<http://www.bycensus2006.gov.hk/en/index.htm>

### Statistical Literacy and Students' Corner

[http://www.censtatd.gov.hk/statistical\\_literacy/index.jsp](http://www.censtatd.gov.hk/statistical_literacy/index.jsp)