



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust



SCHOOL OF PUBLIC HEALTH
THE UNIVERSITY OF HONG KONG
香港大學公共衛生學院

FAMILY: A Jockey Club Initiative for a Harmonious Society
HKU Study on Family Communication Patterns in Hong Kong
More Praise More Happiness

Press Conference

Fact Sheet

Background

The Hong Kong Jockey Club Charities Trust has taken the initiative to launch the “**FAMILY: A Jockey Club Initiative for a Harmonious Society**” project, in collaboration with the **School of Public Health, The University of Hong Kong**. At the end of 2009, a population-based survey, entitled “**Hong Kong Family and Health Information Trends Survey**” (HK - FHInTS), was conducted. This survey covers a wide variety of topics related to family communication patterns, family relationships, and the indices of family Health, Happiness, and Harmony (3Hs). The survey will be conducted again in November, 2010 and 2011.

Objectives

- To describe the communication patterns and family relationships among Hong Kong families
- To analyze the relationship between family communication methods and family 3Hs

Survey Period

- 19 November – 23 December 2009

Targets

- Hong Kong residents aged 18 or above who speak Cantonese

Methodology

- This was a random telephone survey, which was conducted by trained interviewers.
- Upon successful contact with a target household, one qualified member of the household was selected for an interview.
- In order to increase its representativeness, the raw data collected have been adjusted according to provisional figures obtained from the Census and Statistics Department regarding gender-age distribution of the Hong Kong population in mid-2009.
- Successful cases were 1,510, with the overall response rate at 80.5%, and the gender distribution was 46.2% male and 53.8% female.

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