



8 Survey and Research

A Deeper View

UNDERSTANDING

What would make
you happy

What would make
you sad

Who cares about the
way I live

And listens to my
thoughts

In addition to community visits and interviews, surveys and detailed data analysis are crucial for understanding women's situation in Hong Kong. In the past three years, the Commission conducted several surveys and research and the results helped us to understand women's needs, review women-related policies from macro perspectives and shed light on the future development of the Commission's work and strategy.

8.1 Extent of Women's Satisfaction in Hong Kong

In February 2002, we conducted a telephone survey investigating Hong Kong women's satisfaction with their lives with a view to:

- collecting information on the extent of women's satisfaction with their current existence
- gaining a better understanding of the issues that most concern women and the factors affecting women's level of satisfaction
- becoming more aware of women's major wishes

A total of 1,518 women aged 18 and above participated in interviews. Survey findings helped the Commission plan work and strategy and served as a benchmark for similar studies tracking changes in different aspects of women's lives.

The Commission will continue to work closely with the Administration and non-governmental organisations (NGOs) on women's concerns, including healthcare, continuous education and employment.

See also, "Survey and Research Findings" in "Annex."

8.2 Extent and Level of Women's Participation in the Workplace

The Commission initiated a postal survey in 2002 investigating women's employment in Hong Kong's private and non-government sectors. The survey's objectives included:

- finding the number and proportion of women working in different industries and different fields in Hong Kong's private and non-governmental sectors, and their positions
- identifying the extent of women's employment in companies of different size, background and industry
- gauging the extent of major gender-related employment practices in the private and non-governmental sectors

A total of 1,516 questionnaires were completed and returned in April and May 2002. The survey was the first conducted by the Commission on this issue covering the private and non-governmental sectors, with results creating a benchmark against which future survey findings could be compared.

With this survey, we sought to identify more precisely the underlying reasons contributing to gender job segregation and the relatively small proportion of women in senior or management positions. The Commission would like to call on the private and non-governmental sectors to be sensitive to gender needs and to consider adopting family-friendly work practices where possible. Academics may also want to conduct more research and contribute ideas on how to enable women to participate more fully in all fields and at all levels in the two sectors.

See also, "Survey and Research Findings" in "Annex."

8.3 Effectiveness of Publicity and Public Education Campaign

The Commission organised a large-scale public education and publicity campaign from March 2002 to mid-2003 to enhance awareness of gender-related issues and conducted a three-round household survey to assess the campaign's effectiveness. The survey also aimed to gauge the community's views and perceptions on gender-related issues, including the need to incorporate women's needs and perspectives in policy-making (ie gender mainstreaming); collecting information on factors that deterred women from realising their potential; and measuring the extent of gender stereotyping in society.

The survey was carried out at three separate times: before, during and after the Commission's public education and publicity activities. In all, over 1,200 households were successfully sampled. Findings will serve as a baseline for similar studies tracking the effectiveness of the Commission's work in the future. They can also show how concepts of gender mainstreaming and stereotyping have changed.

Survey results have given the Commission better insight and understanding of women's needs and concerns and we will bear them in mind in future initiatives to empower women. In addition, we will further engage and educate the public with regard to the concept of gender mainstreaming and continue to carry out public education to reduce stereotyping.

See also "Survey and Research Findings" in "Annex."



8.4 Time Use and Factors Affecting Women's Participation in Society

We are aware that both women and men contribute to the community through paid and unpaid activities and know that some members, especially women, face barriers that hinder them from participating fully in the community. Women's contribution to the well-being of the community should be duly recognised.

At the request of Health, Welfare and Food Bureau, and on the advice of the Commission, a thematic household survey was commissioned by Census and Statistics Department to a private research company at the end of 2001. The survey looked into the average amount of time spent daily by different people on different activities and their participation in various aspects of life, such as housework, voluntary work, unpaid work for relatives and friends, cultural, recreational and social activities. Emphasis was placed on the differences displayed between women and men, the importance of the contribution made by homemakers and factors which might have affected their participation in society.

Fieldwork was carried out from the end of 2001 to early 2002. Over 6,100 households comprising some 16,000 respondents were successfully surveyed. This was a ground-breaking exercise as it was the first time the time-use pattern of women and men in Hong Kong had been examined. The information collected from the survey would enable the Commission and policy-makers to better understand the factors that hinder women's full participation in different aspects of community life. The data collected would also be useful for analysis in different areas and could serve as a baseline for similar studies in the future.

See also "Survey and Research Findings" in "Annex."