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Press Release (3 Pages)

**Lingnan University “Hong Kong Happiness Index 2010” Survey
Happiness Indices hover at high levels of 70+**

Lingnan University’s Centre for Public Policy Studies (CPPS) today announced survey findings of the “Hong Kong Happiness Index 2010”. According to the survey, Hong Kong people in 2010 continue to enjoy high levels of happiness similar to what they enjoyed in the previous year, with the overall happiness index at 70.1, not much different from the 2009 level of 70.6 and well above the trough of 67.2 seen in 2007.

The survey was conducted by CPPS from Oct 18 to Oct 22 2010 via randomized phone calls. The research team successfully interviewed 834 Hong Kong residents aged 21 or above. On a scale of 0 to 100, an index above 50 suggests that people are happy and an index below 50 indicates unhappiness.

Director of CPPS Prof Ho Lok-sang noted a significant increase in happiness among income earners within the lowest income group, and a considerably smaller increase among the highest income group, while happiness for other income groups declined slightly.

In 2010 many more people reported an improvement in financial conditions in the household than those who reported a decline. Those who reported bigger improvement also reported higher happiness indices. Financial stress continued to be an important factor for those who reported low happiness indices. As before, the unemployed reported significantly lower happiness indices.

Those who cited investing and making money as their most favourite activity reported much higher happiness this year than in the last year, at a respectable 74.3, up from 62.7 in the previous year. This is likely related to the recent good performance in financial markets. However, such happiness is “fleeting”, in contrast to the much more stable and still high happiness indices (~72-73) for those who cited spending time with their family or volunteering as their top favourite activities.

Since 2008, the survey has included questions related to LIFE scores, i.e., Love, Insight, Fortitude, and Engagement. For three consecutive years and for all age categories, females outperformed males in these scores and provide one reason why females consistently report higher happiness.

In 2010 we found that the scores for Love, Insight, and Fortitude all increased noticeably, but the score for Engagement declined slightly — all because the 21-29 age group showed a notably lower Engagement Index. We also found that both Love and Insight increase with age. In particular the 21-29 age group underperformed other age groups in Love, Insight, and Fortitude, and outperformed the elderly group only in Engagement. In addition, we found a significant positive relation between volunteering and happiness.

We tested the happiness formula for the various age groups, and found that it predicted the happiness indices for all age groups really well, thus validating it.

As in the previous two years, we did a Three Happiness regression, and confirmed the importance of retrospective happiness particularly for the elderly, suggesting that being satisfied or dissatisfied with what one has done has an important effect on happiness over the long term.

Since 2005, Lingnan University's annual Happiness Index Survey has aimed to study the impacts of economic, political and social factors on Hong Kong people's happiness and to provide a measurable indicator of happiness. It is hoped that the study will inform policy makers and the public, leading to better policies and ultimately a happier society.

The survey was supported by a special grant from the University. The Centre is glad and grateful to announce that the Shih Wing Ching Foundation will sponsor this annual survey starting from 2011.

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嶺南大學「香港快樂指數 2010」調查報告

2010 年 11 月 22 日

嶺南大學公共政策研究中心今日公布「香港快樂指數 2010」調查報告。香港人的快樂指數在 2010 年持續高企，達 70.1 分，與去年的 70.6 相若，較 2007 年的低位 67.2 分仍然高出很多。

是次調查由研究中心於 2010 年 10 月 18 至 22 日以電話隨機抽樣方式進行，成功訪問了 834 名年齡 21 歲或以上的香港居民。調查以零至 100 分作指標，50 分以上表示「快樂」；50 分以下表示「不快樂」。

研究中心主任何灝生教授發現，最低收入組群的快樂指數明顯上升，最高收入組群的快樂指數亦有輕微增幅，但其餘組群的快樂指數卻稍為下降。

在本年度，表示家庭財政狀況有改善的人比起表示財政轉差的人多，前者的快樂指數亦較高。財政壓力仍然是不快樂的主要因素之一。與過去的調查結果一樣，失業人士的快樂指數明顯偏低。

選擇「賺錢、投資」作為最喜愛活動的人士今年的快樂指數比起去年大幅上升，由去年的 62.7 分升至本年的 74.3 分，相信與近期金融市場表現甚佳有關。但這類人士的快樂非常波動。相對而言，以「陪伴家人」或「義工、教會活動」作為最喜愛活動的人士的快樂指數比較穩定，兩年皆能維持於 72-73 分的高水平。

自 2008 年起，本調查引入了一系列問題，按何氏提出的「快樂方程式」計算出「LIFE」指數（即「關愛 Love」、「智慧 Insight」、「堅毅 Fortitude」及「行動 Engagement」）。女性在各指數的得分，連續三年，兼且在所有年齡組別，皆較男性為高。這可能是女性持續較男性快樂的其中一個原因。

今年，我們發現受訪者「關愛」、「智慧」以及「堅毅」的得分都有上升，只有「行動」得分輕微下跌，原因是 21-29 年齡組別的活動指數下跌。我們亦發現，「關愛」及「智慧」得分會隨年齡增加而上升，其中，21-29 歲人士的「關愛」、「智慧」及「堅毅」得分都較其他年齡人士低，只有在「行動」一項，比年長人士得分高。此外，我們發現義工服務和快樂有少許正面關係。

另外，我們測試了由 LIFE 指數所組成的快樂方程式，發現方程式在不同年齡組別，只要套入該年齡組別的 LIFE 指數，即能準確預測實際的快樂指數，結果為方程式提供佐證。

跟過去兩年一樣，我們亦進行了「三式快樂」的回歸分析，確認「後顧快樂」(retrospective happiness) 對於年長人士的快樂指數有相當重要影響，顯示一個人對過去所做的事滿意與否，長遠來說，會很影響其終生的快樂程度。

研究中心自 2005 年開始每年進行「香港快樂指數」調查，旨在讓社會了解在目前本港經濟、政治、社會及文化氣候下香港人的快樂感受，並提供一個可量化的指數，分析導致「快樂」的因素。希望政策制定者以及公眾以此作參考，設計出更好的公共政策，創造一個更快樂的社會。

是次調查由嶺南大學特別撥款贊助。明年開始，經費將全獲「施永青基金會」贊助。