

## Opinion Surveys in Hong Kong



MVA in Hong Kong

In order to assess the overall level of performance of the Property Services Agents and highlight potential weaknesses to facilitate service improvements, the Hong Kong Housing Authority commissioned MVA HK Ltd to conduct a 4-phase-telephone survey covering over 20,000 households in the public rental housing / Tenants Purchase Scheme estates.

### Description of Services:

- ▶ Undertake a comprehensive review of the questionnaire to ensure it is easy-to-understand through an iterative process involving if necessary pre-test(s).
- ▶ Organise a telephone-based Survey framework that is clear, effective and easy to follow;
- ▶ Use a CATI system as the backbone of the interviewing process;
- ▶ Engage experienced, mature, and motivated enumerators;
- ▶ Provide in-depth training to all enumerators and develop a corresponding instruction manual/ field handbook for the enumerators;
- ▶ Conduct periodic debriefing sessions throughout the data collection period;
- ▶ Provide communication, support and professional supervision to all fieldwork staff throughout the data collection period;
- ▶ Create an independent quality control system to monitor the Survey and to ensure data integrity;

- ▶ Conduct independent verification of at least 10% of each enumerator's completed interviews and 10% of all invalid cases;
- ▶ Edit all the questionnaires;
- ▶ Conduct rigorous data validation cleaning through the use of flow, logic and range checks;
- ▶ Devise an imputation plan for the missing variables in relation to the data to be collected from the Survey;
- ▶ Draw up a tabulation plan and carry out data analysis; and
- ▶ Prepare all reporting documentation as required.



### Opinion Survey

- ▶ 4-phase-telephone survey covered over 20,000 households in public rental housing / Tenants Purchase Scheme estates
- ▶ Employed over 100 temporary staff for the survey

#### Note :

The above quoted figures are indicative only.

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