

PORI

HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香 港 民 意 研 究 所

**Hong Kong
Public Opinion Research Institute**

**Activity and Financial Report:
Abridged Version
*(from the date of establishment
up to 31 March 2020)***

15 April 2020

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1. Preamble

The Hong Kong Public Opinion Research Institute Limited (HKPORI) was registered in Hong Kong as a limited company on 19 February 2019 and started to operate symbolically on 4 May 2019. The purpose of HKPORI is to continue the vision and mission of the Public Opinion Programme (POP) at The University of Hong Kong (HKU) since its establishment in June 1991. HKPORI provides an umbrella for the operation of the Hong Kong Public Opinion Program (HKPOP) after it spun off from the university officially on 1 July 2019.

This report documents the major milestones and activities related to the establishment of HKPORI up to 31 March 2020, as well as the financial situation of HKPORI at that cutoff date. Regular activities and developments with POP project partners are not included here.

2. HKPORI as a Civic Society Conscientious Enterprise

At its establishment HKPORI has branded itself as a civic society conscientious enterprise which would uphold the highest level of professional and ethical standards in:

- (a) treating its staff;
- (b) working with its partners including volunteers and co-workers;
- (c) serving the community, local, national, regional and global;
- (d) protecting the human race in terms of social and environmental concerns.

In other words, profit-making should not be the primary goal of the enterprise, whereas corporate social responsibility, socially responsible investing, environmental sustainability, promotion of open source and knowledge commons, should all be part of its corporate values.

On 22 October 2019, HKPORI issued its “Shareholder’s Pledge”¹ and dated it back to 4 May 2019 with the following terms:

1. The objectives of HKPORI are exclusively to promote, develop and conduct social surveys, electoral studies and public opinion research and analysis, develop and advance education, knowledge and technology on the same, and to promote and advance any other purposes of a related nature beneficial to the growth and development of the Hong Kong community as a civic society.
2. The application of HKPORI’s funds is limited to the attainment of the above objectives.
3. The incomes and properties of HKPORI will not be distributed among any Shareholder.
4. In case HKPORI is dissolved, its remaining assets shall be donated to charity.
5. HKPORI will keep all records of income and expenditure, including but not limited to proper accounting books and compilation of annual financial statements.

3. Major Milestones and Activities of HKPORI by 31 March 2020 (* = milestones)

Date	Major Milestone / Activity
19 February 2019*	HKPORI registered as a limited company in Hong Kong
23 April 2019	HKU Faculty of Social Sciences and POP officially announced POP’s spinning off
4 May 2019*	HKPORI started to operate symbolically by offering its first staff contract
1 July 2019*	HKUPOP spun off from HKU to become HKPOP under PORI; HKPOP provided a platform to civil society for running the July 1 rally head-counting

¹ See Appendix 1 which shows the “Shareholder’s Pledge” along with a “Fact Sheet about HKPORI”.

Date	Major Milestone / Activity
4 July 2019	HKPORI received an offer from a citizen of a rent-free shared office in Wan Chai, it subsequently accepted the offer
4 July 2019*	HKPORI launched its online donation platform and membership scheme at http://pori.hk
2-8 July 2019	HKPOP conducted its first tracking survey
16 July 2019*	HKPOP released results of HKPOP's maiden survey via a press conference
17-19 July 2019	HKPOP conducted its second tracking survey
30 July 2019	HKPOP released its second tracking survey via a press conference
30 July 2019*	HKPOP launched its HKPOP Panel
1-6 August 2019	HKPOP conducted its third tracking survey
13 August 2019	HKPOP released its third tracking survey via a press conference
23 August 2019*	HKPORI confirmed the rental of an office space in Wong Chuk Hang as its future head office
5 September 2019	President and CEO released a press statement in response to CE's announcement on the withdrawal of the Extradition Bill
5-7 September 2019*	HKPOP Panel conducted its first round of ad hoc survey on the effect of CE's announcement on the withdrawal of the Extradition Bill
16 October 2019	HKPOP conducted an instant survey after the release of Policy Address
17 October 2019*	HKPOP released its Policy Address instant survey and launched the "We Hongkongers" Initiative ² via a press conference
17-18 October 2019	HKPOP conducted its Policy Address follow-up survey
17-21 October 2019	HKPOP conducted the first "We Hongkongers" rolling survey
22 October 2019*	HKPORI issued its "Shareholder's Pledge" and dated it back to 4 May 2019
22 October 2019	HKPOP released its Policy Address follow-up survey, the first "We Hongkongers" survey, and launched "We Hongkongers" crowdfunding programme via a press conference
22-28 October 2019	HKPOP conducted the second "We Hongkongers" rolling survey
29 October 2019	HKPOP released its eighth tracking survey and the second "We Hongkongers" survey via a press conference
25-31 October 2019	HKPOP conducted the third "We Hongkongers" rolling survey
1 November 2019*	HKPOP released the third "We Hongkongers" survey, launched the "World Connect" Initiative ³ and released its first ride-on survey via a press conference
5 November 2019	President and CEO released a press statement in response to the current condition
15 November 2019	HKPOP released the sixth "We Hongkongers" survey and the second ride-on "World connect" survey via a press conference; "We Hongkongers" Honorary Director announced HKPOP to take up the sixth round of Anti-Extradition Bill survey of CUHK in response to the

² "We Hongkongers 我們香港人" is an initiative advocated by HKPOP, with the support of many members of the civic society. A briefing sheet is appended to this report as Appendix 2.

³ "World Connect 世界同行" is a civic society project initiated by a group of young people who believe in science and public opinion. The project is actively supported by HKPOP. A briefing sheet is appended to this report as Appendix 3.

Date	Major Milestone / Activity
	closure of its campus
22 November 2019*	HKPOP released the seventh “We Hongkongers” survey and the first half of Anti-Extradition Bill survey of CUHK, and announced its “DE Way Out 區選覓途” project ⁴ via a press conference
29 November 2019*	HKPOP released its eleventh and twelfth tracking surveys, the eighth “We Hongkongers” survey, the second half of Anti-Extradition Bill survey of CUHK, the preliminary results of “DE Way Out” survey, and launched the Community Democracy project ⁵ via a press conference
24 November – 2 December 2019	HKPOP conducted the “DE Way Out” survey
6 December 2019	HKPOP released its thirteenth tracking survey, the ninth “We Hongkongers” survey, as well as the final results of “DE Way Out” survey via a press conference
17 December 2019	HKPOP released its fifteenth tracking survey and launched the crowdfunding programme for Macau Study Series ⁶ via a press conference
7 January 2020	HKPOP released Community Democracy Project Research Report No. 1
10 January 2020	HKPOP released Community Democracy Project Research Report No. 2
14 January 2020	HKPOP released Community Democracy Project Research Report No. 3: Tuen Mun Sam Shing Constituency Focus Study
17 January 2020	HKPOP released Community Democracy Project Research Report No. 4: CE’s 10 Livelihood Initiatives, as well as Tuen Mun District, Constituencies covered by “Tuen Mun Eleven Newbies”, and Whampoa West Constituency Focus Study
31 January 2020	HKPOP released Community Democracy Project Research Report No. 5: “Community Health Module” Research Report No. 1
4 February 2020	HKPOP released Community Democracy Project Research Report No. 6: “Community Health Module” Research Report No. 2
5 February 2020	President of HKPORI Robert Chung makes a public appeal to the Chief Executive
7 February 2020	HKPOP released Community Democracy Project Research Report No. 7: “Community Health Module” Research Report No. 3
18 February 2020	HKPOP released the second part of its twenty-first tracking survey via a press conference and launched the “Community Health Information System”
26 February 2020	HKPOP conducted an instant survey after the release of Budget
27 February 2020	HKPOP released its Budget instant survey via a press conference
28 February 2020	President of HKPORI Robert Chung suggests people to set up mask cooperatives

⁴ In view of the District Council Election on November 24, HKPOP and scholars will implement a project called “DE Way Out 區選覓途”, which aims to find a way out for the chaotic society by collecting public opinions on the District Council elections and Hong Kong’s future via online surveys. A briefing sheet is appended to this report as Appendix 4.

⁵ With the completion of the District Council Election 2019, HKPOP has decided to launch “Community Integration through Cooperation and Democracy, CICD” Project (or the “Community Democracy Project” or “Project CD” or “Project CICD” or “民主社區互助共融計劃” in Chinese) in order to bring Hong Kong to new heights in terms of civility and democracy. A briefing sheet is appended to this report as Appendix 5.

⁶ POP began its Macau studies 28 years ago, including regular surveys and election studies, in order to build up progressively a set of scientific opinion polling mechanisms in the region and to provide data for future comparative studies. After 28 years, we hope to let the civil society decide whether our Macau studies should be continued or not. We will use a crowdfunding target of \$240,000 to let the general public, especially Macau citizens, to make the call. If the target is met, we will quickly conduct a new round of survey, otherwise, we will spend the funds on other POP survey series.

Date	Major Milestone / Activity
27-28 February 2020	HKPOP conducted its Budget follow-up survey
3 March 2020	HKPOP released its Budget follow-up survey via a press conference
3 March 2020	HKPOP released “Community Health Information System” Report No. 1
6 March 2020	HKPOP released Community Democracy Project Research Report No. 11: “Community Health Module” Research Report No. 7 and “Community Health Information System” Report No. 2
13 March 2020	HKPOP released “Community Health Information System” Report No. 3
17-20 March 2020	HKPOP conducted its twenty-fourth tracking survey
20 March 2020	HKPOP released Community Democracy Project Research Report No. 12: “Community Health Module” Research Report No. 8 and “Community Health Information System” Report No. 4, as well as launched the “Civil Resources Matching” Project
24 March 2020	HKPOP released the first part of its twenty-fourth tracking survey via a press conference
27 March 2020	HKPOP released Community Democracy Project Research Report No. 13: “Community Health Module” Research Report No. 9
31 March 2020	HKPOP released the second part of its twenty-fourth tracking survey via a press conference

4. HKPORI Income and Expenditure Account for the period from 19 February 2019 to 31 March 2020

Since HKPORI is a civic society conscientious enterprise by self-definition, and that definition is explained in the “stakeholder’s pledge” as well as embedded in various official documents of HKPORI, all funding received from the civic society through subscriptions for public services, crowdfunding platforms, donations and direct payments into the HKPORI account for this purpose, are taken as civic sponsorship in this report.

	<i>Notes</i>	HKD
Income		
<i>Civic Sponsorship</i>		
Civic sponsorship via online platform (Service charge:3.9% + HK\$2.35 each sponsorship)	<i>1</i>	6,029,459.62 (259,981.38)
Civic sponsorship via PPRP bank a/c	<i>2</i>	77,638.00
Civic sponsorship via direct deposit to PORI bank a/c	<i>3</i>	1,067,112.01
Civic sponsorship via subscription plans (July 2019 to March 2020)	<i>4</i>	788,100.00
Injection to tracking surveys (April to June 2020)	<i>5</i>	(720,000.00)
Net proceeds from civic sponsorship		6,982,328.25
<i>Project income</i>		
Commissioned project payment		3,691,395.00
Crowdfunding projects supported by the public		
<i>We HongKongers Initiative</i>		626,274.00
<i>We HongKongers Initiative – CUHK Special Module</i>		231,949.50

	<i>Notes</i>	HKD
<i>Civil Society Sponsorship – 3 questions</i>		36,000.00
<i>Macau Study Series</i>		23,179.10
Net project proceeds		4,608,797.60
Total Income		11,591,125.85
Expenditure		
Business set up		(21,407.00)
IT infrastructure set up		(388,809.58)
Office rental		(718,202.50)
Office set up		(473,630.60)
Staff payroll & MPF		(4,858,435.76)
Payable: staff payroll & MPF already incurred		(205,462.82)
Office running cost		(230,393.14)
Other project expenditure		(112,081.00)
Total Expenditure		(7,008,422.40)
Balance (provisional figures) at 31 March 2020		4,582,703.45

Notes: 1) No. of sponsors: 10,567; average amount: \$571; largest amount: \$50,000; smallest amount: \$1
2) Public Policy Research Platform (PPRP) received public sponsorship on behalf of PORI before the official bank account of PORI was set up; no. of sponsors: 49; average amount: \$1,584; largest amount: \$10,000; smallest amount: \$50
3) No. of sponsors: 199; average amount: \$5,362; largest amount: \$200,000; smallest amount: \$50
4) No. of sponsors: 502; average amount: \$1,570; largest amount: \$1,000; smallest amount: \$100
5) Tracking surveys in future are costed at \$240,000 per two surveys per month; actual expenditures for tracking surveys already conducted covering overhead and running costs are already reflected in expenditure items of this report

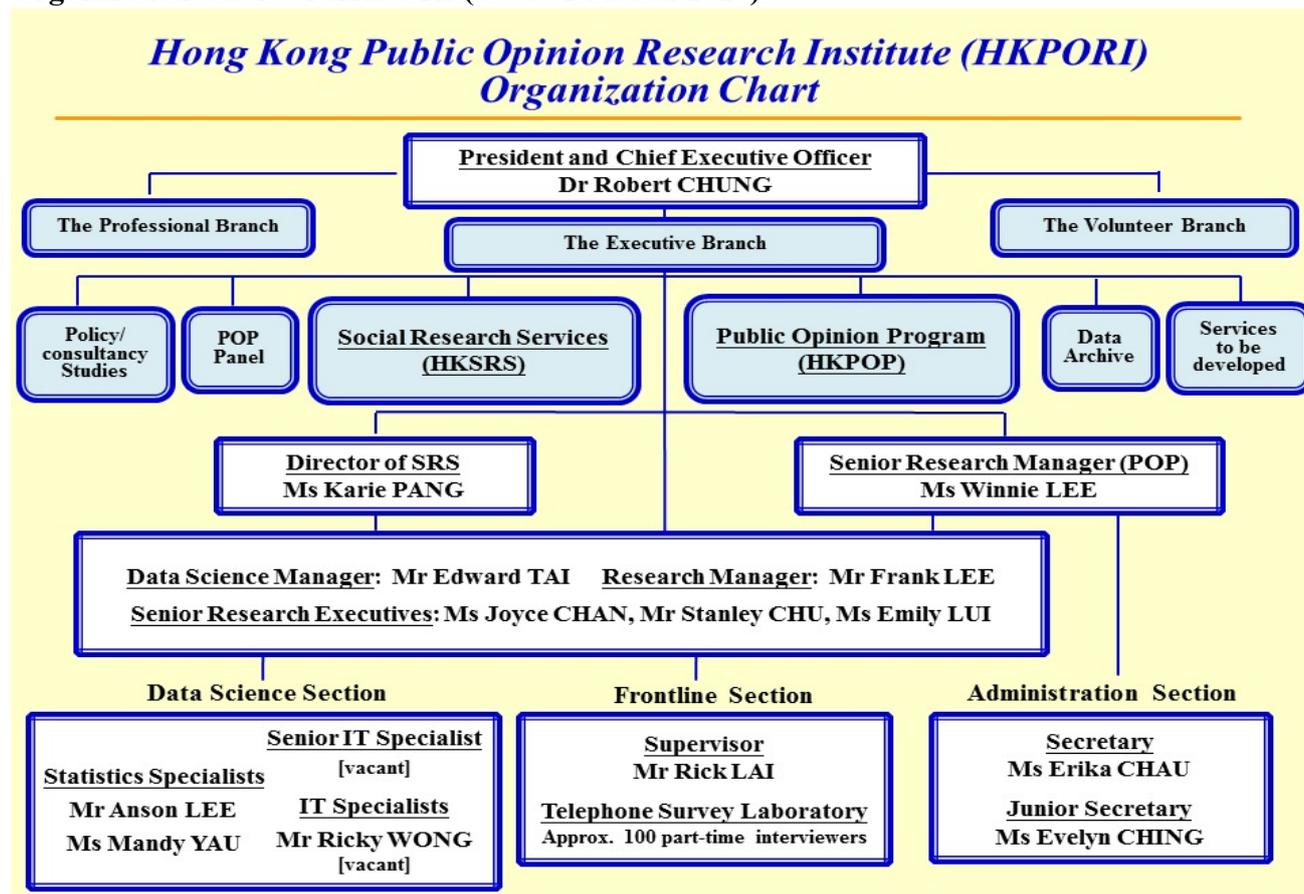
5. *HKPORI Staffing Profile for the period from 1 July 2019 to 31 March 2020*

HKPORI is an independent institute spun off from The University of Hong Kong and is a direct continuation of HKUPOP in terms of leadership, staffing, expertise, service quality and development philosophy. It has practically retained all HKUPOP's full-time staff employed as of 30 June 2019. This section presents the staff profile (from 1 July 2019 to 31 March 2020), other supporting manpower and the current organization chart of HKPORI as of 31 March 2020.

Staff Profile of HKPORI

	Headcounts on 1 July 2019	Headcounts on 31 March 2020
President and CEO	1	1
Researchers	6	7
Data Science Section	3	3
Frontline Section	1, plus 101 part-time interviewers	1, plus 91 part-time interviewers
Administration Section	1	2

Organization Chart of HKPORI (as of 31 March 2020)



~ End of Report ~