

**HKUPOP Student Research Project**  
**Project DC10 Southern District Pokfulam Constituency**

**Fieldwork Report Form**

1. Name of student(s), group leader first:

Wong Chi Shing, Hugo

Leung Hiu Wing, Elvis

Tse Chi Ning, Ann

2. Details of Field trip:

**Pre-election Day**

Date and Time of visit: Between 11:00 to 14:00 on 3<sup>rd</sup> September

Venue: Pok Fu Lam

Location: Upper Baguio Villa and Cyber Port

**Election Day**

Date and Time of visit: Between 01:00 to 19:00 on 5<sup>th</sup> September

Venue: Pok Fu Lam

Location: Upper Baguio Villa, Cyber Port and Caritas Wu Cheng Chung Secondary School

3. Brief descriptions or narrations of the visit.

**Pre-election Day ( 3<sup>rd</sup> September)**

That day was rainy day. The weather was so bad that typhoon approached Hong Kong leading typhoon signal no 1. Because of the bad weather, there might be only a few people passed through.

Since the Upper Baguio Villa is big high house, it has amassed a high proportion of high-income groups and foreigners. Not surprisingly, there are numerous rich people that are living in the high class housing and resorting to their own private cars instead of walking.

We were hardly seen any shops, promotions of election candidates, let alone election atmosphere. On arrival of Victoria Road, we only saw a few banners which held on the edge of road that opposite the Petrol Station. Those banners

were alternate. That is, the banners of candidate1 were very close to that of candidate 2. We didn't see any candidate or supporters of candidates distributing leaflets and calling for vote. Although the Election Day was imminent, there was almost nothing about election.



The banners were very close to each others



There was almost nothing about election

### **Election Day (5<sup>th</sup> September)**

That day was sunny day. Since it is the last opportunity for candidates to fight against the rivals by grabbing more votes, there has been a significant growth in the promotion of both candidates and information of Election Day. Both candidates apparently heeded to step up promotion. To gain heavyweight support from the voters, they put flags, banners and posters including slogans, candidate's no, names and photos on the roadside of Victoria Road ranging from roundabout, lower Baguio Villa to the wayside of Cyber port. There was an increasing trend of two candidates turning into tense situation. They didn't adopt sluggish and inactive attitudes to face this election. To cite an example, both of them allocated many leaflets and human resources to persuade voters to vote. However, the strenuous part of promoting is that

it was far cry from adequacy of people.

In a bid to strengthen publicity drives of candidates, both of the teams took the initiative to promote their candidates by shouting out the candidate number to every vehicle which passed though. The affluent lived in there. They drive cars whenever they home. Thus, shouting to cars was a way to arouse voters' interest as well as prompt appeals to vote their candidates.

Also, there was a multitude of supporters of both candidates mainly on the two sides of road and the places far near Polling Stations. Each candidate did their utmost to promote themselves to voters. Some famous councilors and those in high position in political party were there and engaging in promotion activities, hoping to win the hearts of voters.

On arrival, we experienced stronger election atmosphere than pre-election day. The campaign advertisements of both candidates were mushroomed. Some shouted their slogans loudly. Some held their banners highly. Some wear team tee likewise wear same color jacket. We went all three polling stations to observe their promotions in an attempt to compare the promotion means among two candidates and develop a sense of election atmosphere.



Promotion on the roadside of  
Victoria Road roundabout



#### 4. Main purpose of Field trip:

Please record the main purpose of your field trip by ticking on one or more of the following objectives:

- ☒ To count, record, and analyze the content of campaign leaflets, posters, banners etc.
- ☐ To observe campaign activities, like forums, door-to-door visits, petitions, on-street broadcast, etc.
- ☒ To take pictures, or collect campaign materials for scanning.
- ☐ To interview electors and/ or other ordinary residents.
- ☐ To interview candidates and/ or their campaign workers.

5. Recording the basic figures – like how many posters and where, how many people attended the forum during different time period...etc.

#### **Pre-election Day ( 3<sup>rd</sup> September)**

There were 16 posters in total along the roadside which opposite the Petrol Station. It is our conviction that there were only few people (mostly Philippine maids) passed though the Upper Baguio Villa. The road was wet, quiet and slide. We saw the number of cars was more than that of people on the way. Moreover, there was no any forum and supporters of election candidates. We deem that the weather, the venues and the environment are the crucial factors explaining why there lack election atmosphere.

#### **Election Day (5<sup>th</sup> September)**

The promotions of candidates were concentrated in the polling stations. Two volunteer teams were stick together. We cannot rule out the possibility of lacking pedestrian road in this case.

It is of great marks that there were many volunteer and highfliers of political parties trying their best to prompt appeals to vote and gain great support from the voters.

There was a string of flags, posters. Simultaneously, we were hardly missed the two teams and their shout of their own slogans. There were around 20 people of each team at three places near polling station.

As the government tightens the law to plug the loopholes of letting election candidates influences the willingness of voters, the candidates' team can only stay in the long-distance place, notably roundabout, waysides of lower Baguio Villa and the near road of Cyber port to promote.

Although there was drastically rising trend of having many supporters, high calibers in political party as well as Savantas Policy Institute, there were lack leaflets to deliver. Candidate 1's supporters had distributed his leaflets at Cyber Port.

Also, we saw four teenagers wearing tees which alleged the situation of candidate 1 leaves room to be desired when we were on the way. They conveyed the message of candidate 1 was on the verge of failure in order to make appeals for vote candidate 1.

There was no any forum. The roundabout had amassed two volunteer teams. It is not hard to imagine that since there are only a few pedestrians in that high class district, therefore those teams focused on the vehicles passing though.







The polling stations –

(Upper) Wu Cheng Chung Secondary School

(Lower) Upper Baguio Villa Park

Description of the findings – could be in the form simple narrations, or in the form of questions and answers.

Presumably, Southern district is high class housing. As for the aforementioned, there has amassed a high proportion of high-income groups and foreigners. It is assumed that the people who live in secure high educational level. Thus, both teams use Cantonese and English as the medium of election promotion.

### **Candidate 1 (Ellis , Lau Ying Tung)**

Candidate 1 is Ellis , Lau Ying Tung, aged 26 and is Investment Bank Strategist. Although he claims that he is an independent candidate, he is belong to Savantas Policy Institute. Ip Lau Shuk Yee, the representative of Savantas Policy Institute took part in supporting Ellis Lau.

His voluntary team was young. It seemed to be energetic and dynamic. But they didn't devote themselves to urge voters to vote candidate 1. As the district have many foreigners to live in, so there was foreign voluntary team, hoping to attract foreign voters. Compared with candidate 2, the number of voluntary team of Ellis Lau was understaffed.

He adopted the strategy of alleging his election situation going sour. His teenage voluntary teams wearing tees of deteriorating situation of Ellis Lau was stepping up promotion. Furthermore, his team wear purple jacket to show their spirit as Savantas Policy Institute mainly use purple color in their website.

Indeed, Ellis Lau was looking blankly. It is commonly thought that he was apprehensive about his election result.

When it comes to the content of promotion, Ellis Lau emphasized his ideal of election platform. For examples, he underlined that he can uphold the quality living environment in Pok Fu Lam, optimize the lawn at the waterfront and the use of resources, improve tree management to enhance safety as well as strengthen monitoring of public transports services and facilities and to name but a few.



Blankly look



Young and energetic  
team member



### **Candidate 2 (Paul Zimmerman)**

Candidate 2 is Paul Zimmerman, aged 51 and is CEO, Designing Hong Kong. He belongs to Civic Party. The voluntary team was at middle age and relatively matures. They were energetic and devoted themselves to promoting the political party they belong to by shouting out candidate number2. Compared with candidate1, the team spirit was better. Their morale and confidence was boosted.

The people who are in high position of Civic Party, ranging from Eu Yuet mee to Tung Ka Wah were there asking voters to vote candidate 1.

One strategy was quite interesting. His team member wearing tee shirt promoting Paul rode bicycle around the road. This creative mean might possibly attract the voters who were driving private cars. Compared with his rival, the



voluntary team obviously obtained more supporters.

His realm of election platform was comparatively simple but concrete. For instances, he spotlighted to stop the dump truck traffic, increase frequency of rush hour public transport, waterfront promenade from Sandy Bay to Waterfall Bay, finalizes the waterfront park and promise Marina and to name but a few.



Chan Shuk Chong



Eu Yeut Mee



Tung Ka Wah

## 6. Conclusions drawn from your observations.

We observed the followings:

Residents of the southern district of Pok Fu Lam are mainly middle class and foreigners.

Besides, the residential areas are scattered separately. Practically, a main road linked all three polling stations. That is, since the government restricted the candidates far away from polling stations, so the roundabout, waysides of lower Baguio Villa and the near road of Cyber port were full of two teams of supporters but less voters pass through. The authority concerned disapproved of candidates near the polling stations.

Apart from rare places near polling stations, both candidates' promotion mainly focus on the vehicles which pass through. When the cars pass in front of them, they shouted out their slogan and candidate number so loudly and smiled friendly.

Their banners were user-friendly that they used Chinese and English as medium since they realized that many foreigners live in this district.

To attract teenage voters and show energetic, candidate 1 resorted to young voluntary team. To surge candidate's popularity, candidate 2 invited many prestige political people to urge voting.

In the pre-election day, we hardly observed any promotion of both candidates. We guess that there are few people during morning in such high class housing. What we observed in that day is the Philippine maids took after children from

kindergarten school buses. That district is rare people, rare pedestrian road and rare shops. The main travel tool is private cars and minibuses. In the pre-election day, we saw some posters were posted into the windows of minibuses.

2010年南區區議會薄扶林選區補選  
2010 Southern District Council  
Pokfulam Constituency By-election  
每小時投票人數  
Hourly Voter Turnout  
(只供臨時參考之用)  
(for Temporary Reference Only)

P(15)

投票站名稱: Caritas Wu Cheng-chung Secondary School  
投票站編號: D1101

時間 Time	每小時投票人數 Hourly Voter Turnout	累積投票人數 Cumulative Voter Turnout
上午七時三十分至上午八時三十分 7:30 a.m. - 8:30 a.m.	3	3
上午八時三十分至上午九時三十分 8:30 a.m. - 9:30 a.m.	10	13
上午九時三十分至上午十時三十分 9:30 a.m. - 10:30 a.m.	10	23
上午十時三十分至上午十一時三十分 10:30 a.m. - 11:30 a.m.	41	64
上午十一時三十分至上午十二時三十分 11:30 a.m. - 12:30 p.m.	51	115
下午十二時三十分至下午一時三十分 12:30 p.m. - 1:30 p.m.	41	156
下午一時三十分至下午二時三十分 1:30 p.m. - 2:30 p.m.	31	187
下午二時三十分至下午三時三十分 2:30 p.m. - 3:30 p.m.	41	228
下午三時三十分至下午四時三十分 3:30 p.m. - 4:30 p.m.	37	265
下午四時三十分至下午五時三十分 4:30 p.m. - 5:30 p.m.	43	308
下午五時三十分至下午六時三十分 5:30 p.m. - 6:30 p.m.		
下午六時三十分至下午七時三十分 6:30 p.m. - 7:30 p.m.		
下午七時三十分至下午八時三十分 7:30 p.m. - 8:30 p.m.		
下午八時三十分至下午九時三十分 8:30 p.m. - 9:30 p.m.		
下午九時三十分至下午十時三十分 9:30 p.m. - 10:30 p.m.		

Miss Reference LEE  
投票站主任姓名: Name of Presiding Officer  
日期: September 2010

禁止拉票區及禁止逗留區公告

2010年南區區議會薄扶林選區補選  
2010 Southern District Council  
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P(15)

投票站名稱: Cyberport Post Office  
投票站編號: D1103

時間 Time	每小時投票人數 Hourly Voter Turnout	累積投票人數 Cumulative Voter Turnout
上午七時三十分至上午八時三十分 7:30 a.m. - 8:30 a.m.	6	6
上午八時三十分至上午九時三十分 8:30 a.m. - 9:30 a.m.	12	18
上午九時三十分至上午十時三十分 9:30 a.m. - 10:30 a.m.	14	32
上午十時三十分至上午十一時三十分 10:30 a.m. - 11:30 a.m.	47	79
上午十一時三十分至下午一時三十分 11:30 a.m. - 12:30 p.m.	56	135
下午十二時三十分至下午一時三十分 12:30 p.m. - 1:30 p.m.	43	178
下午一時三十分至下午二時三十分 1:30 p.m. - 2:30 p.m.	60	238
下午二時三十分至下午三時三十分 2:30 p.m. - 3:30 p.m.	64	302
下午三時三十分至下午四時三十分 3:30 p.m. - 4:30 p.m.	39	341
下午四時三十分至下午五時三十分 4:30 p.m. - 5:30 p.m.	31	372
下午五時三十分至下午六時三十分 5:30 p.m. - 6:30 p.m.	29	401
下午六時三十分至下午七時三十分 6:30 p.m. - 7:30 p.m.		
下午七時三十分至下午八時三十分 7:30 p.m. - 8:30 p.m.		
下午八時三十分至下午九時三十分 8:30 p.m. - 9:30 p.m.		
下午九時三十分至下午十時三十分 9:30 p.m. - 10:30 p.m.		

Miss Scarlett CHEUK  
投票站主任姓名: Name of Presiding Officer  
日期: September 2010

Low voting rate

New questions generated from your observations or findings.

1. Do the candidates do the same promotion on the Election Day before? Did they have experience?
2. ( promotion strategy ) Any forum is operated? Any leaflets distributed before the Election Day? What the candidates prepare to promote themselves to voters?
3. What is the communication channel or platform between residents and candidates?

Open questions raised for discussion among team members.

Based on this rich / wealthy community, we want to raise these questions.

1. They choose foreigner as their target voters or not?
2. Are there any different criteria for choosing councilor between the middle class and the lower class?
3. How does the councilor improve their community? Is it enough to facilitates the facilities meanwhile the club house of these high class housing has well-equipped facilities? Would the councilor really implement and practice what they claim to do in their election platform?