



HONG KONG PUBLIC OPINION PROGRAM
HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所 之 香港民意研究計劃

Tel 電話: (852) 3844 3111
Fax 傳真: (852) 3705 3361
Website 網址: <https://www.pori.hk>

Address: Units 9-11, 6/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang
地址: 黃竹坑業興街 11 號南匯廣場 B 座 6 樓 9-11 室

2022 年 2 月 8 日 新聞公報

民研計劃發放兩岸政治人物民望

特別宣佈

香港民意研究計劃（香港民研）前身為香港大學民意研究計劃（港大民研）。公報內的「民研計劃」指的可以是香港民研或其前身港大民研。

公報簡要

民研計劃於一月由真實訪問員以隨機抽樣電話訪問方式，分兩階段成功訪問了 1,021 和 1,001 名香港居民。調查顯示，在十位香港市民最熟悉的當今中國及台灣領導人之中，以支持度排名，朱鎔基繼續名列首位，得 66.7 分。溫家寶、胡錦濤、李克強和習近平名列第二至五位，王毅、馬英九、江澤民和蔡英文位列第六至九位，陳水扁則名列第十位。相比上次調查，只有王毅的評分顯著上升。另外，胡錦濤和江澤民的評分同時錄得 2014 年以來新高。王岐山和韓國瑜分別得 55.8 及 35.5 分，但由於認知率較低而被剔除。評分調查的實效回應比率為 48.4%。在 95% 置信水平下，調查的評分誤差不超過 +/-3.3。

樣本資料

	提名階段	評分階段
調查日期	: 3-6/1/2022	17-20/1/2022
成功樣本數目 ^[1]	: 1,021 (包括 510 個固網及 511 個手機樣本)	1,001 (包括 494 個固網及 507 個手機樣本)
實效回應比率	: 52.7%	48.4%
調查方法	: 由真實訪問員進行隨機抽樣電話訪問	
訪問對象	: 18 歲或以上操粵語的香港居民	
抽樣誤差 ^[2]	: 在 95% 置信水平下，評分誤差不超過 +/-3.3	
加權方法	: 按照政府統計處提供的統計數字以「反覆多重加權法」作出調整。全港人口年齡及性別分佈統計數字來自《二零二零年年中人口數字》，而教育程度（最高就讀程度）及經濟活動身分統計數字則來自《香港的女性及男性 - 主要統計數字》（2020 年版）。	

[1] 數字為調查的總樣本數目，個別題目則可能只涉及次樣本。有關數字請參閱下列數表內列出的樣本數目。

[2] 此公報中所有誤差數字均以 95% 置信水平計算。95% 置信水平，是指倘若以不同隨機樣本重複進行有關調查 100 次，則 95 次各自計算出的誤差範圍會包含人口真實數字。由於調查數字涉及抽樣誤差，傳媒引用百分比數字時，應避免使用小數點，在引用評分數字時，則可以使用一個小數點。

最新數據

在提名調查中，被訪者可在未經提示下說出最多 10 名最熟悉的當今中國及台灣領導人，首 12 位最多被訪者提及的則被納入評分調查。在評分調查中，被訪者就個別政治人物以 0 至 100 分進行評分，0 分代表絕對不支持，100 分代表絕對支持，50 分為一半半。統計結果後，認知度最低的再被剔除，之後再按支持度由高至低順序排列，得出十大兩岸政治人物。以下是十大兩岸政治人物的最新評分，按評分由高至低排列^[3]：

調查日期	22-24/7/20	18-22/1/21	19-22/7/21	17-20/1/22		最新變化
樣本數目	510	541-649	652-706	545-602		--
回應比率	56.5%	67.2%	48.5%	48.4%		--
最新結果 ^[4]	結果	結果	結果	結果及誤差	認知率	--
朱鎔基	61.6{1}	67.7{1} ^[5]	64.5{1}	66.7+/-2.3{1}	78.9%	+2.1
溫家寶	54.4{3}	61.9{2} ^[5]	61.2{2}	62.7+/-2.0{2}	87.5%	+1.5
胡錦濤	51.1{4}	58.0{3} ^[5]	57.9{3}	59.6+/-2.0{3}	84.3%	+1.7
李克強	46.4{5}	54.5{4} ^[5]	56.9{4}	59.2+/-2.3{4}	86.3%	+2.3
習近平	40.7{8}	50.9{6} ^[5]	55.4{5} ^[5]	57.6+/-3.1{5}	91.8%	+2.2
王毅	--	--	49.1{8}	54.1+/-3.3{6}	69.0%	+5.0 ^[5]
馬英九	45.9{7}	50.7{7} ^[5]	51.1{6}	51.9+/-2.1{7}	87.9%	+0.9
江澤民	46.2{6}	49.1{8}	50.4{7}	51.6+/-2.1{8}	84.7%	+1.2
蔡英文	57.6{2}	52.8{5} ^[5]	48.6{9} ^[5]	47.7+/-2.7{9}	89.1%	-0.9
陳水扁	23.1{10}	27.3{10} ^[5]	26.3{10}	26.9+/-2.0{10}	84.6%	+0.6
王岐山	--	53.3 ^[6]	51.8 ^[6]	55.8+/-2.9 ^[6]	61.1%	+4.1 ^[5]
韓國瑜	24.6{9}	33.5{9} ^[5]	--	35.5+/-2.9 ^[6]	60.1%	--
蘇貞昌	--	40.2 ^[6]	41.2 ^[6]	--	--	--
李登輝	36.7 ^[6]	--	--	--	--	--
韓正	33.2 ^[6]	--	--	--	--	--

[3] 如四捨五入後的數字相同，則會再考慮小數點後的數字。

[4] 括弧{ }內數字為排名。

[5] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。不過，變化在統計學上成立與否，並不同有關變化是否有實際用途或意義，而不同調查的加權方法亦可能有所不同。

[6] 於評分調查認知率較低。

最新調查顯示，在十位香港市民最熟悉的當今中國及台灣領導人之中，以支持度排名，朱鎔基繼續名列首位，得 66.7 分；溫家寶、胡錦濤、李克強和習近平名列第二至五位，得 62.7、59.6、59.2 及 57.6 分；王毅、馬英九、江澤民和蔡英文分別得 54.1、51.9、51.6 及 47.7 分，位列第六至九位。陳水扁則得 26.9 分，名列第十位。相比上次調查，只有王毅的評分顯著上升。另外，胡錦濤和江澤民的評分同時錄得 2014 年以來新高。王岐山和韓國瑜分別得 55.8 及 35.5 分，但由於認知率較低而被剔除。

須要說明，躋身「十大兩岸政治人物」的先決條件是香港市民的熟悉程度，然後再按支持度排名。「十大」以外的兩岸政治人物，支持度可以很高或很低，但由於並非市民最熟悉的人物，所以不在榜內。

民意日誌

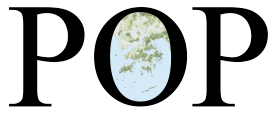
民研計劃於 2007 年開始與慧科訊業有限公司合作，由慧科訊業按照民研計劃設計的分析方法，將每日大事記錄傳送至民研計劃，經民研計劃核實後成為「民意日誌」。

由於本新聞公報所涉及的調查項目，上次調查日期為 19-22/7/2021，而今次調查日期則為 17-20/1/2022，因此是次公報中的「民意日誌」項目便以上述日期為依歸，讓讀者作出比較。以涵蓋率不下 25%本地報章每日頭條新聞和報社評論計，在上述期間發生的相關大事包括以下事件，讀者可以自行判斷有關事件有否影響各項民調數字：

17/1/22	國家統計局公布中國 2021 年 GDP 按年增長 8.1%
22/12/21	林鄭月娥赴京述職
14/12/21	李家超率團到深圳與廣東省官員商討通關安排
6/12/21	夏寶龍指「愛國者治港」是搞「五光十色」
4/12/21	特區政府與中聯辦合辦「國家憲法日」網上座談會
25/11/21	政府指中港通關進展良好，「香港健康碼」將於十二月推出
23/11/21	中港政府將開會商討通關詳情
21/11/21	中國內地防疫專家團訪港
16/11/21	習近平及拜登舉行視像會議
11/11/21	中共六中全會通過中共黨史上第三份歷史決議
9/10/21	紀念辛亥革命 110 周年大會於北京舉行
7/10/21	施政報告提出發展「北部都會區」
1/10/21	政府舉行國慶升旗儀式和酒會
25/9/21	孟晚舟獲釋返回中國
24/9/21	中國外交部發表《美國干預香港事務、支持反中亂港勢力事實清單》
20/9/21	傳中央政府向香港地產商施壓，各地產股大跌
7/9/21	政府恢復「回港易」計劃，並將推出「來港易」計劃
6/9/21	中央政府公布前海發展方案
23/8/21	中央政府官員向港府官員講解「十四五規劃」
23/7/21	東京奧運開幕

數據分析

調查顯示，在十位香港市民最熟悉的當今中國及台灣領導人之中，以支持度排名，朱鎔基繼續名列首位，得 66.7 分。溫家寶、胡錦濤、李克強和習近平名列第二至五位，王毅、馬英九、江澤民和蔡英文位列第六至九位，陳水扁則名列第十位。相比上次調查，只有王毅的評分顯著上升。另外，胡錦濤和江澤民的評分同時錄得 2014 年以來新高。王岐山和韓國瑜分別得 55.8 及 35.5 分，但由於認知率較低而被剔除。



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Press Release on February 8, 2022

POP releases popularity of cross-strait political figures

Special Announcement

The predecessor of Hong Kong Public Opinion Program (HKPOP) was The Public Opinion Programme at The University of Hong Kong (HKUPOP). “POP” in this release can refer to HKPOP or its predecessor HKUPOP.

Abstract

POP successfully interviewed 1,021 and 1,001 Hong Kong residents in a two-stage random telephone survey conducted by real interviewers in January. Our survey shows that, among the ten Mainland China and Taiwan political figures most well-known to Hong Kong people, Zhu Rongji continued to rank first in terms of popularity rating, attaining 66.7 marks. The 2nd to 5th ranks went to Wen Jiabao, Hu Jintao, Li Keqiang and Xi Jinping. Wang Yi, Ma Ying-jeou, Jiang Zemin and Tsai Ing-wen occupied the 6th to 9th ranks. The 10th rank fell to Chen Shui-bian. Compared to the previous survey, only the rating of Wang Yi has increased significantly. Meanwhile, both ratings of Hu Jintao and Jiang Zemin have reached record highs since 2014. Wang Qishan and Han Kuo-yu obtained support ratings of 55.8 and 35.5 marks respectively, but they were dropped due to their relatively low recognition rates. The effective response rate of the rating survey is 48.4%. The maximum sampling error of ratings is +/-3.3 at 95% confidence level.

Contact Information

	Naming stage	Rating stage
Date of survey	: 3-6/1/2022	17-20/1/2022
Sample size ^[1]	: 1,021 (including 510 landline and 511 mobile samples)	1,001 (including 494 landline and 507 mobile samples)
Effective response rate	: 52.7%	48.4%
Survey method	: Random telephone survey conducted by real interviewers	
Target population	: Cantonese-speaking Hong Kong residents aged 18 or above	
Sampling error ^[2]	: Sampling error of ratings not more than +/-3.3 at 95% conf. level	
Weighting method	: Rim-weighted according to figures provided by the Census and Statistics Department. The gender-age distribution of the Hong Kong population came from “Mid-year population for 2020”, while the educational attainment (highest level attended) distribution and economic activity status distribution came from “Women and Men in Hong Kong - Key Statistics (2020 Edition)”.	

[1] This figure is the total sample size of the survey. Some questions may only involve a subsample, the size of which can be found in the tables below.

[2] All error figures in this release are calculated at 95% confidence level. “95% confidence level” means that if we were to repeat a certain survey 100 times with different random samples, we would expect 95 times having the population parameter within the respective error margins calculated. Because of sampling errors, when quoting percentages, journalists should refrain from reporting decimal places, whereas one decimal place can be used when quoting rating figures.

Latest Figures

In the naming survey, respondents could name, unprompted, up to 10 contemporary leaders in China or Taiwan whom they knew best. The top 12 nominees then entered the rating survey. In the rating survey, respondents were asked to rate individual political figures using a 0-100 scale, where 0 indicates absolutely no support, 100 indicates absolute support and 50 means half-half. After calculation, the bottom ones in terms of recognition rate were dropped; the remaining 10 were then ranked according to their support ratings to become the top 10 cross-strait political figures. Recent ratings of the top 10 cross-strait political figures are summarized below, in descending order of support ratings^[3]:

Date of survey	<u>22-24/7/20</u>	<u>18-22/1/21</u>	<u>19-22/7/21</u>	<u>17-20/1/22</u>		<u>Latest change</u>
Sample size	510	541-649	652-706	545-602		--
Response rate	56.5%	67.2%	48.5%	48.4%		--
Latest findings ^[4]	Finding	Finding	Finding	Finding & error	Recognition rate	--
Zhu Rongji	61.6{1}	67.7{1} ^[5]	64.5{1}	66.7+/-2.3{1}	78.9%	+2.1
Wen Jiabao	54.4{3}	61.9{2} ^[5]	61.2{2}	62.7+/-2.0{2}	87.5%	+1.5
Hu Jintao	51.1{4}	58.0{3} ^[5]	57.9{3}	59.6+/-2.0{3}	84.3%	+1.7
Li Keqiang	46.4{5}	54.5{4} ^[5]	56.9{4}	59.2+/-2.3{4}	86.3%	+2.3
Xi Jinping	40.7{8}	50.9{6} ^[5]	55.4{5} ^[5]	57.6+/-3.1{5}	91.8%	+2.2
Wang Yi	--	--	49.1{8}	54.1+/-3.3{6}	69.0%	+5.0^[5]
Ma Ying-jeou	45.9{7}	50.7{7} ^[5]	51.1{6}	51.9+/-2.1{7}	87.9%	+0.9
Jiang Zemin	46.2{6}	49.1{8}	50.4{7}	51.6+/-2.1{8}	84.7%	+1.2
Tsai Ing-wen	57.6{2}	52.8{5} ^[5]	48.6{9} ^[5]	47.7+/-2.7{9}	89.1%	-0.9
Chen Shui-bian	23.1{10}	27.3{10} ^[5]	26.3{10}	26.9+/-2.0{10}	84.6%	+0.6
Wang Qishan	--	53.3 ^[6]	51.8 ^[6]	55.8+/-2.9^[6]	61.1%	+4.1^[5]
Han Kuo-yu	24.6{9}	33.5{9} ^[5]	--	35.5+/-2.9^[6]	60.1%	--
Su Tseng-chang	--	40.2 ^[6]	41.2 ^[6]	--	--	--
Lee Teng-hui	36.7 ^[6]	--	--	--	--	--
Han Zheng	33.2 ^[6]	--	--	--	--	--

[3] If the rounded figures are the same, numbers after the decimal point will be considered.

[4] Numbers in curly brackets { } indicate the rankings.

[5] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level, meaning that the change is statistically significant prima facie. However, whether the difference is statistically significant is not the same as whether they are practically useful or meaningful, and different weighting methods could have been applied in different surveys.

[6] Recognition rates were comparatively low in the rating survey.

The latest survey revealed that, among the ten Mainland China and Taiwan political figures most well-known to Hong Kong people, Zhu Rongji continued to rank first in terms of popularity rating, attaining 66.7 marks. The 2nd to 5th ranks went to Wen Jiabao, Hu Jintao, Li Keqiang and Xi Jinping with scores of 62.7, 59.6, 59.2 and 57.6 marks respectively. Wang Yi, Ma Ying-jeou, Jiang Zemin and Tsai Ing-wen occupied the 6th to 9th ranks with 54.1, 51.9, 51.6 and 47.7 marks correspondingly. The 10th rank fell to Chen Shui-bian with a score of 26.9 marks. Compared to the previous survey, only the rating of Wang Yi has increased significantly. Meanwhile, both ratings of Hu Jintao and

Jiang Zemin have reached record highs since 2014. Wang Qishan and Han Kuo-yu obtained support ratings of 55.8 and 35.5 marks respectively, but they were dropped due to their relatively low recognition rates.

It should be noted that our list of “top 10 cross-strait political figures” only includes those best known to the Hong Kong public, ranked according to their support ratings. Other political figures may have very high or low support ratings, but they are excluded from the list because they are relatively less well-known.

Opinion Daily

In 2007, POP started collaborating with Wisers Information Limited whereby Wisers supplies to POP a record of significant events of that day according to the research method designed by POP. These daily entries would then become “Opinion Daily” after they are verified by POP.

For the polling items covered in this press release, the previous survey was conducted from 19 to 22 July, 2021 while this survey was conducted from 17 to 20 January, 2022. During this period, herewith the significant events selected from counting newspaper headlines and commentaries on a daily basis and covered by at least 25% of the local newspaper articles. Readers can make their own judgment if these significant events have any impacts to different polling figures.

17/1/22	National Bureau of Statistics announces that China’s GDP grows 8.1% in 2021.
22/12/21	Carrie Lam on duty visit to Beijing.
14/12/21	John Lee leads a delegation to Shenzhen to discuss details of border reopening with officials from Guangdong.
6/12/21	Xia Baolong says the “patriots administering Hong Kong” principle aims at achieving participation of people from diverse backgrounds.
4/12/21	The SAR government and the Liaison Office co-organised the “Constitution Day” online seminar.
25/11/21	The government says the progress of border reopening between mainland China and Hong Kong is promising, and that “Hong Kong Health Code” will be launched in December.
23/11/21	Mainland China and Hong Kong SAR governments will have a meeting to discuss details of border reopening.
21/11/21	Pandemic experts from mainland China visit Hong Kong.
16/11/21	Xi Jinping and Biden meet virtually.
11/11/21	The sixth plenary session of the Communist Party of China Central Committee passes the third historical resolution in party history.
9/10/21	Commemorative meeting of the 110th anniversary of 1911 Revolution is held in Beijing.
7/10/21	The Policy Address proposes developing the “Northern Metropolis”.
1/10/21	The government holds a flag-raising ceremony and a reception in celebration of the National Day.
25/9/21	Meng Wanzhou is freed and returns to China.
24/9/21	China’s Ministry of Foreign Affairs publishes the “Fact Sheet: U.S. Interference in Hong Kong Affairs and Support for Anti-China, Destabilizing Forces”.
20/9/21	Various property stocks plummet while rumour has it that the Central Government is putting pressure on Hong Kong property developers.
7/9/21	The government resumes the Return2hk Scheme and will launch the Come2hk Scheme.
6/9/21	The Central Government releases the development plan of Qianhai.
23/8/21	Officials from the Central Government explain the 14th five-year plan to Hong Kong government officials.
23/7/21	The opening ceremony of the Tokyo Olympics is held.

Data Analysis

Our survey shows that, among the ten Mainland China and Taiwan political figures most well-known to Hong Kong people, Zhu Rongji continued to rank first in terms of popularity rating, attaining 66.7 marks. The 2nd to 5th ranks went to Wen Jiabao, Hu Jintao, Li Keqiang and Xi Jinping. Wang Yi, Ma Ying-jeou, Jiang Zemin and Tsai Ing-wen occupied the 6th to 9th ranks. The 10th rank fell to Chen Shui-bian. Compared to the previous survey, only the rating of Wang Yi has increased significantly. Meanwhile, both ratings of Hu Jintao and Jiang Zemin have reached record highs since 2014. Wang Qishan and Han Kuo-yu obtained support ratings of 55.8 and 35.5 marks respectively, but they were dropped due to their relatively low recognition rates.