2023 年 2 月 7 日 新聞公報

香港民研發放兩岸政治人物民望

特別宣佈

香港民意研究所（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「香港民研」指的可以是香港民意研究所或其前身港大民研。

香港民研在去年六月啟動「一國兩制 25 周年中期民情總結」，至今已發表了十數個調查系列的歷年數據總結。另外，由 2022 年下半年開始，我們將定期民意調查和記招的次數大幅縮減，改為集中資源進行公民教育工作。我們已在網站開展了「民研快訊」等新欄目，日後會繼續豐富內容，並逐漸增加服務項目。歡迎到我們的網站查看更多內容，並追蹤我們的 Facebook、Instagram 和 Twitter 帳號，以獲得額外圖表和分析。

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 505 和 501 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，溫家寶、胡錦濤、李克強和習近平名列第二至五位，王岐山、王毅、馬英九和蔡英文位列第六至九位，陳水扁則名列第十位。相比半年前的調查，所有評分均沒有顯著變化，另外，胡錦濤的評分錄得 2013 年 3 月以來新高。栗戰書和蘇貞昌則由於認知率較低而被剔除。

評分調查的實效回應比率為 49.4%。在 95%置信水平下，調查的評分誤差不超過+/-3.2。

樣本資料

		提名階段	評分階段
調查日期	:	9-13/1/2023	13-18/1/2023
成功樣本數目[1]	:	505 (包括 251 個固網及 254 個手機樣本)	501 (包括 250 個固網及 251 個手機樣本)
實效回應比率	:	53.4%	49.4%
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+/-3.2	

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《二零二一年年中人口數字》，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》（2021 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	19-22/7/21	17-20/1/22	4-7/7/22	*13-18/1/23*		*最新變化*
樣本數目	652-706	545-602	522-527	*501*		*--*
回應比率	48.5%	48.4%	50.1%	*49.4%*		*--*
最新結果[4]	結果	結果	結果	*結果及誤差*	*認知率*	*--*
朱鎔基	64.5{1}	66.7{1}	72.3{1}[5]	*70.6+/-2.1{1}*	*81.7%*	*-1.7*
溫家寶	61.2{2}	62.7{2}	66.2{2}[5]	*65.1+/-2.2{2}*	*89.9%*	*-1.1*
胡錦濤	57.9{3}	59.6{3}	64.0{5}[5]	*64.6+/-2.3{3}*	*86.5%*	*+0.6*
李克強	56.9{4}	59.2{4}	65.1{3}[5]	*64.0+/-2.3{4}*	*84.6%*	*-1.1*
習近平	55.4{5}[5]	57.6{5}	64.7{4}[5]	*63.0+/-3.1{5}*	*90.6%*	*-1.7*
王岐山	51.8{6}	55.8{5}[6]	58.7{6}	*61.2+/-2.6{6}*	*68.2%*	*+2.5*
王毅	49.1{8}	54.1{6}[5]	56.7{6}	*60.0+/-3.1{7}*	*73.8%*	*+3.3*
馬英九	51.1{6}	51.9{7}	53.3{8}	*51.5+/-2.3{8}*	*87.8%*	*-1.8*
蔡英文	48.6{9}[5]	47.7{9}	39.2{9}[5]	*41.5+/-2.8{9}*	*85.0%*	*+2.3*
陳水扁	26.3{10}	26.9{10}	25.3{10}	*24.8+/-2.2{10}*	*85.4%*	*-0.6*
栗戰書	--	--	--	*47.7+/-3.2[6]*	*56.4%*	*--*
蘇貞昌	41.2[6]	--	--	*37.1+/-2.8[6]*	*58.9%*	*--*
江澤民	50.4{7}	51.6{8}	55.5{7}[5]	*--*	*--*	*--*
韓國瑜	--	35.5[6]	33.4[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，並不等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 70.6 分；溫家寶、胡錦濤、李克強和習近平名列第二至五位，得 65.1、64.6、64.0 及 63.0 分；王岐山、王毅、馬英九和蔡英文分別得 61.2、60.0、51.5 及 41.5 分，位列第六至九位。陳水扁則得 24.8 分，名列第十位。相比半年前的調查，所有評分均沒有顯著變化。另外，胡錦濤的評分錄得 2013 年 3 月以來新高。栗戰書和蘇貞昌分別得 47.7 及 37.1 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。

下次新聞公報／發佈會 **(暫定)**

- [新聞公報] 2 月 14 日（星期二）下午三時
  財政預算案調查總結

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 號南滙廣場 B 座 6 樓 9-11 室

Press Release on February 7, 2023

HKPORI releases popularity of cross-strait political figures

Special Announcements

The predecessor of Hong Kong Public Opinion Research Institute (HKPORI) was The Public Opinion Programme at The University of Hong Kong (HKUPOP). "HKPORI" in this release can refer to Hong Kong Public Opinion Research Institute or its predecessor HKUPOP.

HKPORI launched the "One Country Two Systems 25-year Mid-term Review" in June last year. Wrap up of the historical data of more than ten survey series have been released since then. Meanwhile, starting from the second half of 2022, we have greatly reduced the frequency of our tracking polls and press conferences to channel our resources into civic education work. We have already launched some new columns, such as "PORI Express", in our website and will continue to enrich its content, then add more services. Please visit our website for more contents and follow us on Facebook, Instagram and Twitter to see extra charts and analyses.

Abstract

HKPORI successfully interviewed 505 and 501 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. The 2nd to 5th ranks went to Wen Jiabao, Hu Jintao, Li Keqiang and Xi Jinping. Wang Qishan, Wang Yi, Ma Ying-jeou and Tsai Ing-wen occupied the 6th to 9th ranks, while the 10th rank fell to Chen Shui-bian. Compared to the previous survey conducted half a year ago, all ratings have not changed much. Meanwhile, the rating of Hu Jintao has registered a new record high since March 2013 whereas Li Zhanshu and Su Tseng-chang were dropped due to their relatively low recognition rates.

The effective response rate of the rating survey is 49.4%. The maximum sampling error of ratings is +/-3.2 at 95% confidence level.

Contact Information

		Naming stage	Rating stage
Date of survey	:	9-13/1/2023	13-18/1/2023
Sample size[1]	:	505 (including 251 landline and 254 mobile samples)	501 (including 250 landline and 251 mobile samples)
Effective response rate	:	53.4%	49.4%
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 +/-3.2 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 2021", while the educational attainment (highest level attended) distribution and economic activity status distribution came from "Women and Men in Hong Kong - Key Statistics (2021 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	19-22/7/21	17-20/1/22	4-7/7/22	13-18/1/23		Latest change
Sample size	652-706	545-602	522-527	501		--
Response rate	48.5%	48.4%	50.1%	49.4%		--
Latest findings[4]	Finding	Finding	Finding	Finding & error	Recognition rate	--
Zhu Rongji	64.5{1}	66.7{1}	72.3{1}[5]	70.6+/-2.1{1}	81.7%	-1.7
Wen Jiabao	61.2{2}	62.7{2}	66.2{2}[5]	65.1+/-2.2{2}	89.9%	-1.1
Hu Jintao	57.9{3}	59.6{3}	64.0{5}[5]	64.6+/-2.3{3}	86.5%	+0.6
Li Keqiang	56.9{4}	59.2{4}	65.1{3}[5]	64.0+/-2.3{4}	84.6%	-1.1
Xi Jinping	55.4{5}[5]	57.6{5}	64.7{4}[5]	63.0+/-3.1{5}	90.6%	-1.7
Wang Qishan	51.8[6]	55.8[5][6]	58.7[6]	61.2+/-2.6{6}	68.2%	+2.5
Wang Yi	49.1{8}	54.1{6}[5]	56.7{6}	60.0+/-3.1{7}	73.8%	+3.3
Ma Ying-jeou	51.1{6}	51.9{7}	53.3{8}	51.5+/-2.3{8}	87.8%	-1.8
Tsai Ing-wen	48.6{9}[5]	47.7{9}	39.2{9}[5]	41.5+/-2.8{9}	85.0%	+2.3
Chen Shui-bian	26.3{10}	26.9{10}	25.3{10}	24.8+/-2.2{10}	85.4%	-0.6
Li Zhanshu	--	--	--	47.7+/-3.2[6]	56.4%	--
Su Tseng-chang	41.2[6]	--	--	37.1+/-2.8[6]	58.9%	--
Jiang Zemin	50.4{7}	51.6{8}	55.5{7}[5]	--	--	--
Han Kuo-yu	--	35.5[6]	33.4[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 70.6 marks. The 2nd to 5th ranks went to Wen Jiabao, Hu Jintao, Li Keqiang and Xi Jinping with scores of 65.1, 64.6, 64.0 and 63.0 marks respectively. Wang Qishan, Wang Yi, Ma Ying-jeou and Tsai Ing-wen occupied the 6th to 9th ranks with 61.2, 60.0, 51.5 and 41.5 marks correspondingly. The 10th rank fell to Chen Shui-bian with a score of 24.8 marks. Compared to the previous survey conducted half a year ago, all ratings have not changed much. Meanwhile, the rating of Hu Jintao has registered a new record high since March 2013. Li Zhanshu and Su Tseng-chang obtained support ratings of 47.7 and 37.1 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.

<u>Upcoming Press Release / Press Conference (Tentative)</u>

- [Press Release] February 14 (Tuesday) at 15:00
  Wrap up on Budget surveys