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Latest Tracking Poll Results

May 11, 2023

Contact Information

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- Date of survey: 6-20/3/2023
- Survey method: Random telephone survey conducted by real interviewers
- Target population: Cantonese-speaking Hong Kong residents aged 18 or above
- Sample size: 1,026 (including 501 landline and 525 mobile samples)
- Effective response rate: 42.8%
- Sampling error: Sampling error of percentages not more than +/-4%, that of net values not more than +/-8% and that of ratings not more than +/-0.17 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)”.

Survey Topic

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- Performance of News Media
 - Main source of news and their trustworthiness
 - Satisfaction rate of freedom of the press and credibility rating
 - Responsibility in reporting
 - Self-censorship of news media

Survey Result - Performance of news media

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● People's main sources of news

	5-9/9/2022	6-20/3/2023	Change	Record
Internet	64%	70%	▲7% *	Record high since Mar. 2020
Television	67%	65%	▼2%	Record low since Sept. 2021
Newspapers	26%	31%	▲5%	Record high since Mar. 2021
Radio	23%	25%	▲3%	Record high since Mar. 2021
Friends	15%	17%	▲2%	Record high since Mar. 2022
Family members	12%	13%	▲1%	Record high since Mar. 2021
Magazines	6%	9%	▲2%	Record high since Mar. 2020

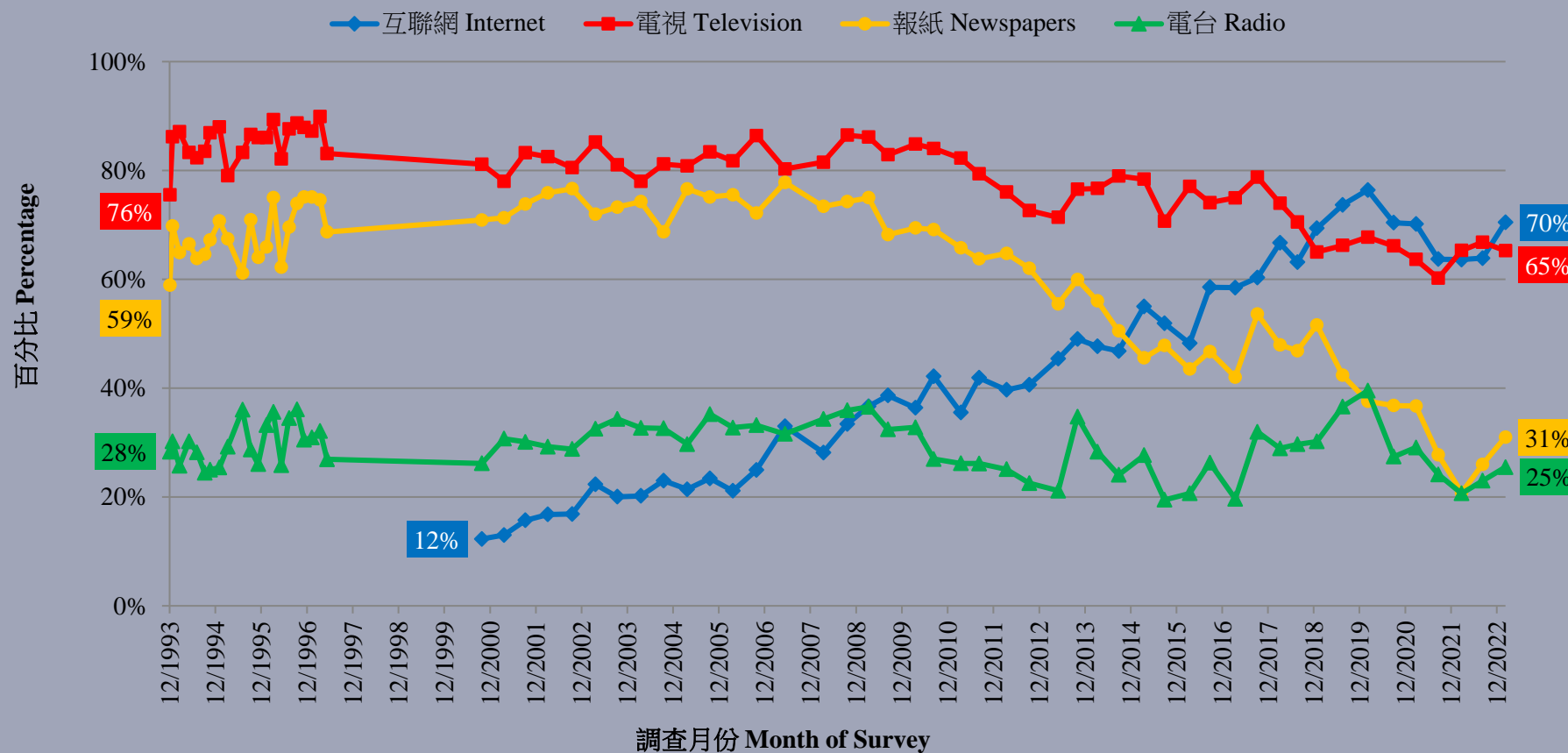
- Results of our latest survey show that 70% and 65% of the respondents claimed their main sources of news were internet and television respectively. The former has significantly **increased** compared to half a year ago. Besides, 31% and 25% said their main sources of news were newspapers and radio respectively.

* Significant change

Survey Result - Performance of news media

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市民的主要新聞來源 (按次計算)
People's main source of news (Per Poll)
(12/1993 – 3/2023)



Survey Result - Performance of news media

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● People's most trustworthy source of news

	5-9/9/2022	6-20/3/2023	Change	Record
Television	37%	39%	▲2%	Record high since Apr. 2017
Internet	22%	22%	--	Record low since Aug. 2018
Newspapers	10%	13%	▲3%	Record high since Mar. 2021
Radio	11%	10%	▼1%	Record low since Mar. 2022
Family members	5%	2%	▼2%	Record low since Apr. 2017
Friends	2%	1%	▼1%	Record low since Aug. 2018
Magazines	0%	0%	--	Record low since Mar. 2022

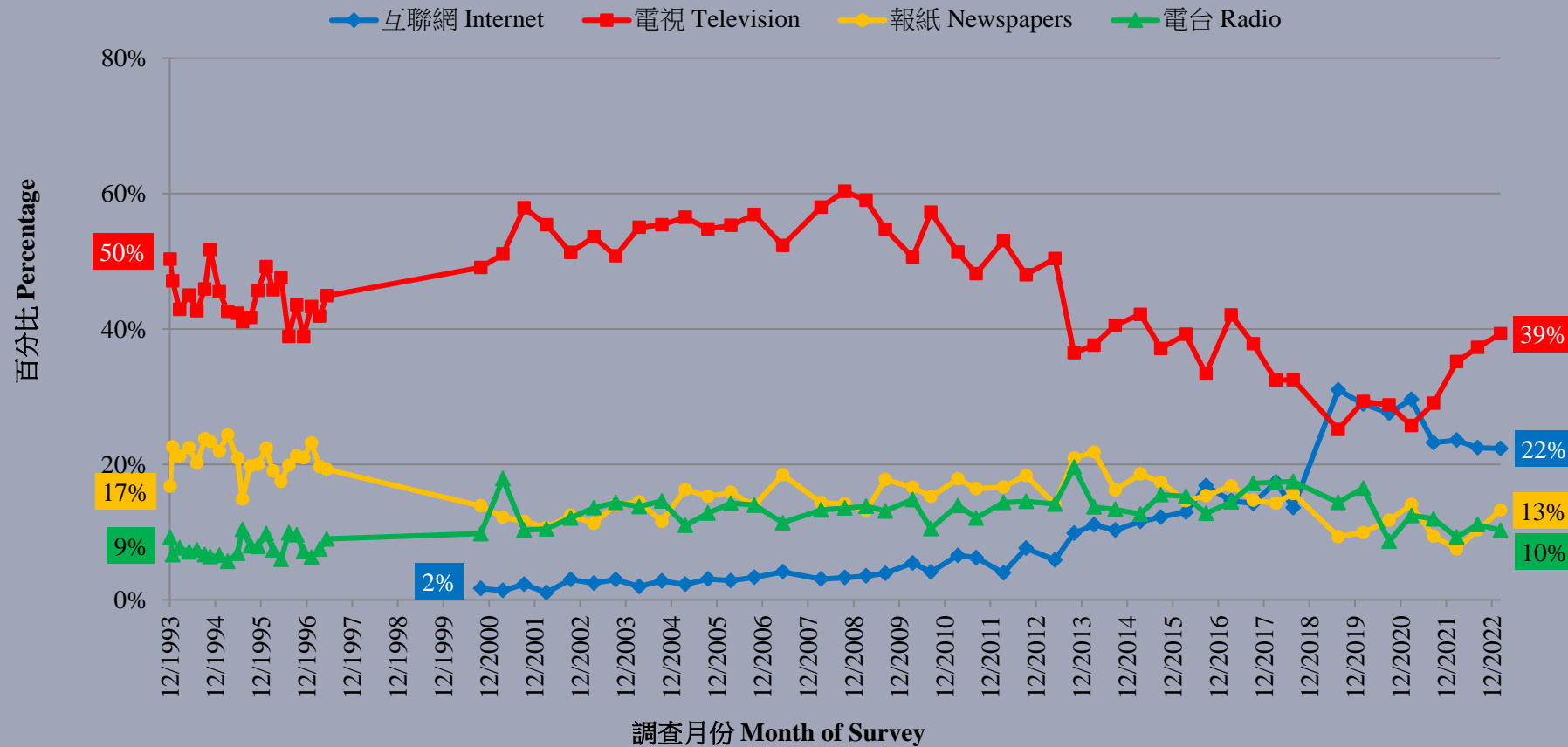
- As for trustworthiness, 39% and 22% of the respondents respectively found television and internet to be the most trustworthy sources of news. The former has registered another new record **high** since April 2017, while the latter one has registered a new record **low** since August 2018.

* Significant change

Survey Result - Performance of news media

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市民認為最值得信任的新聞來源 (按次計算)
People's most trustworthy source of news (Per Poll)
(12/1993 – 3/2023)



Survey Result - Performance of news media

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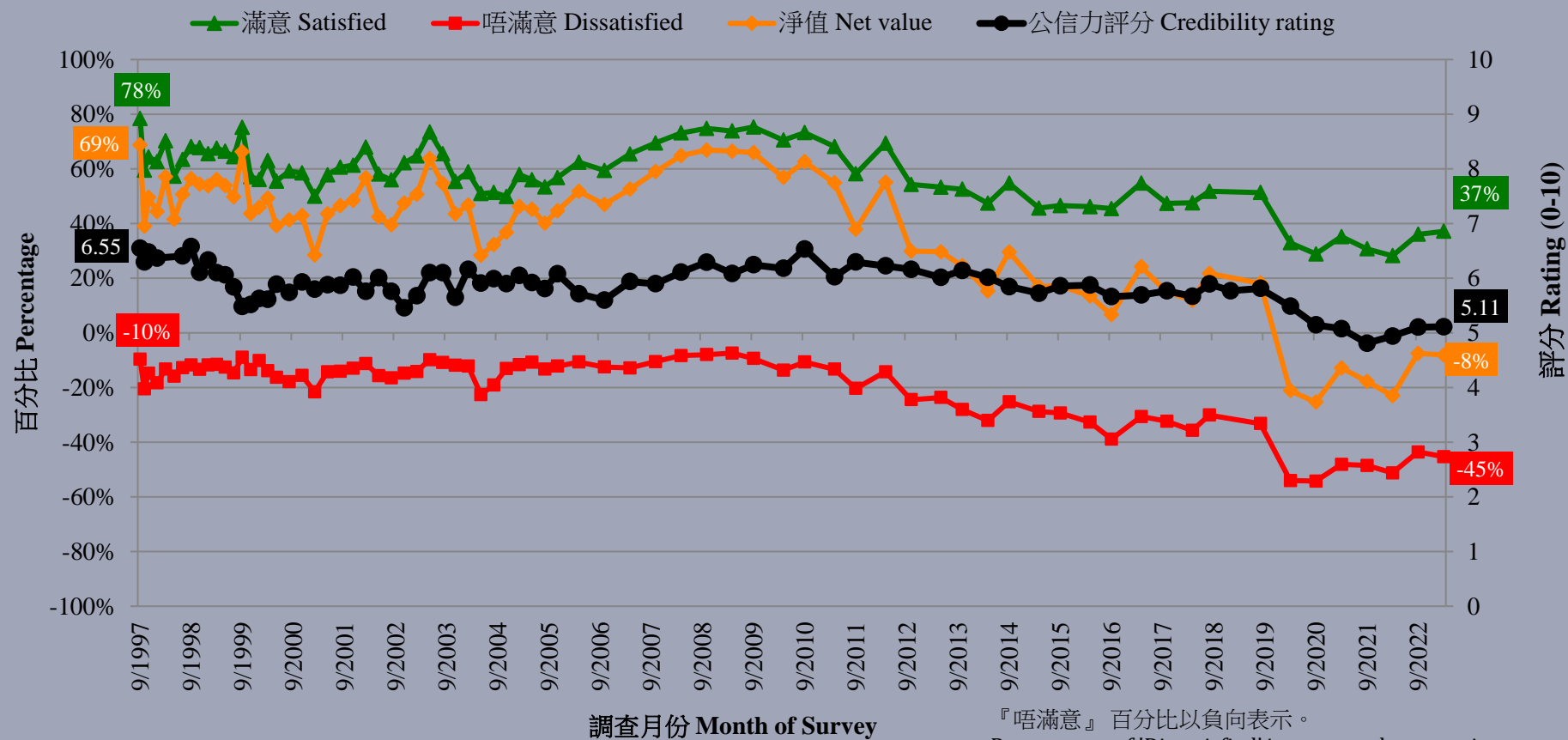
• Satisfaction rate of freedom of the press and credibility rating

	5-9/9/2022	6-20/3/2023	Change	Record
Satisfaction rate of freedom of the press	36%	37%	▲1%	Record high since Aug. 2019
Dissatisfaction rate of freedom of the press	44%	45%	▲2%	Record high since Mar. 2022
Net satisfaction rate	-8%	-8%	▼1%	Record low since Mar. 2022
Credibility rating of the local news media	5.11	5.11	--	Record high since Oct. 2020

- Results also show that 37% of the respondents were satisfied with the freedom of the press in Hong Kong while 45% were dissatisfied, giving a net satisfaction of negative 8 percentage points.
- On a scale of 0-10, the latest credibility rating of the Hong Kong news media is 5.11 marks.

Survey Result - Performance of news media

新聞自由滿意程度及公信力評分 (按次計算)
Satisfaction rate of freedom of the press and Credibility rating (per poll)
(9/1997 – 3/2023)



『唔滿意』百分比以負向表示。
Percentages of 'Dissatisfied' is presented as negative

Survey Result - Performance of news media

● People’s opinions on news media in HK...

	5-9/9/2022	6-20/3/2023	Change	Record
Were responsible in their reporting	29%	33%	▲5%	Record high since Aug. 2019
Were irresponsible in their reporting	38%	30%	▼8% *	Record low since Aug. 2019
Net value	-10%	3%	▲13% *	Record high since Aug. 2019
Had practiced self-censorship	53%	61%	▲8% *	All-time record high since Sept. 1997
Had not practiced self-censorship	30%	26%	▼4%	All-time record low since Sept. 1997
Net value	23%	35%	▲13% *	All-time record high since Sept. 1997

- 33% perceived the local news media to be responsible in their reporting, 30% regarded it not, giving a net value of positive 3 percentage points, which has significantly **increased** compared to half year ago and registering a record **high** since August 2019.
- 61% of the respondents thought the local news media had practiced self-censorship while 26% said no, giving a net value of positive 35 percentage points, which has **increased** significantly compared to half a year ago and registered an **all-time record high** since September 1997.

* Significant change