

2023 年 5 月 11 日 新聞公報

香港民研發放市民對新聞傳媒評價的最新結果

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 23 次歷年數據總結，餘下最後 2 次總結，將於本年六月底前完成。此外，由 2022 年下半年開始，我們已經把定期民意調查和記招的次數大幅減少，改為集中資源進行公民教育工作。

我們已在網站開展了「主席的話」、「民研快訊：問與答」、「民研快訊：最新消息」等多個欄目，作為公民教育的公開材料，我們會繼續豐富內容，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

香港民研於三月由真實訪問員以隨機抽樣電話訪問方式，成功訪問了 1,026 名香港居民。

調查顯示，在多種新聞傳媒之中，互聯網和電視繼續是市民的主要新聞來源，而主要透過互聯網得悉新聞者比率較半年前顯著上升。電視和互聯網亦繼續是市民最信任的新聞來源，當中電視的信任程度再創 2017 年 4 月以來新高，而互聯網的信任程度則再創 2018 年 8 月以來新低。

香港新聞自由程度的最新滿意淨值為負 8 個百分點。此外，認為香港新聞傳媒報道負責任的淨值為正 3 個百分點，較半年前顯著上升，並創 2019 年 8 月以來新高。認為香港新聞傳媒有自我審查的淨值為正 35 個百分點，同樣較半年前顯著上升，並創 1997 年 9 月有紀錄以來新高。最後，以 0-10 分為標準，市民對香港新聞傳媒公信力的最新評分為 5.11 分。

調查的實效回應比率為 42.8%。在 95% 置信水平下，調查的百分比誤差不超過 +/-4%，淨值誤差不超過 +/-8%，評分誤差不超過 +/-0.17。

樣本資料

調查日期	:	6-20/3/2023
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
成功樣本數目 ^[1]	:	1,026 (包括 501 個固網及 525 個手機樣本)
實效回應比率	:	42.8%

抽樣誤差 ^[2]	:	在 95% 置信水平下，百分比誤差不超過 +/-4%，淨值誤差不超過 +/-8%，評分誤差不超過 +/-0.17
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

新聞傳媒調查的最新結果表列如下：

調查日期	22-25/3/21	16-23/9/21	21-25/3/22	5-9/9/22	6-20/3/23	最新變化
樣本數目	542-658	636-660	560-691	507-517	520-526	--
回應比率	56.8%	44.1%	42.1%	48.6%	42.8%	--
最新結果	結果	結果	結果	結果	結果及誤差	--
市民的主要新聞來源：						
互聯網	70%	64% ^[4]	64%	64%	70+/-4%	+7% ^[4]
電視	64%	60%	65%	67%	65+/-4%	-2%
報紙	37%	28% ^[4]	21% ^[4]	26% ^[4]	31+/-4%	+5%
電台	29%	24%	21%	23%	25+/-4%	+3%
朋友	22%	16% ^[4]	17%	15%	17+/-3%	+2%
認為最值得信任的新聞來源：						
電視	26%	29%	35% ^[4]	37%	39+/-4%	+2%
互聯網	30%	23% ^[4]	24%	22%	22+/-4%	--
報紙	14%	9% ^[4]	8%	10%	13+/-3%	+3%
電台	12% ^[4]	12%	9%	11%	10+/-3%	-1%
家人	5%	6%	4%	5%	2+/-1%	-2%
香港新聞自由滿意率 ^[3]	35% ^[4]	31%	28%	36% ^[4]	37+/-4%	+1%
香港新聞自由不滿率 ^[3]	48% ^[4]	48%	51%	44% ^[4]	45+/-4%	+2%
滿意率淨值	-13% ^[4]	-18%	-23%	-8% ^[4]	-8+/-8%	-1%
平均量值 ^[3]	2.7 ^[4]	2.5	2.5	2.7 ^[4]	2.7+/-0.1	--
認為香港新聞傳媒：						
報道負責任 ^[3]	24% ^[4]	24%	22%	29% ^[4]	33+/-4%	+5%
報道不負責任 ^[3]	41% ^[4]	36%	42% ^[4]	38%	30+/-4%	-8% ^[4]
淨值	-17%	-12%	-20%	-10% ^[4]	3+/-7%	+13% ^[4]
平均量值 ^[3]	2.7	2.8	2.6 ^[4]	2.8 ^[4]	3.0+/-0.1	+0.2 ^[4]
有自我審查	53%	50%	48%	53%	61+/-4%	+8% ^[4]
沒有自我審查	31%	33%	31%	30%	26+/-4%	-4%
淨值	22%	17%	17%	23%	35+/-8%	+13% ^[4]
香港新聞傳媒公信力評分 (0-10)	5.08	4.81 ^[4]	4.94	5.11	5.11+/-0.17	--

- [3] 數字採自五等量尺。平均量值是把答案按照正面程度，以 1 分最低 5 分最高量化成為 1、2、3、4、5 分，再求取樣本平均數值。
- [4] 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。

最新調查發現，分別有 70% 及 65% 被訪者表示主要透過互聯網和電視得悉新聞，當中前者較半年前顯著上升。另外，分別有 31% 及 25% 被訪者主要透過報紙和電台得悉新聞。信任程度方面，分別有 39% 和 22% 被訪者認為電視和互聯網是最值得信任的新聞來源，前者再創 2017 年 4 月以來新高，後者則再創 2018 年 8 月以來新低。

調查亦發現，37% 被訪市民表示滿意香港的新聞自由程度，45% 表示不滿，滿意淨值為負 8 個百分點。平均量值為 2.7，即介乎「一半半」與「幾不滿意」之間。同時，33% 認為香港新聞傳媒的報道負責任，30% 認為不負責任，淨值為正 3 個百分點，較半年前顯著上升 13 個百分點，並創 2019 年 8 月以來新高。平均量值為 3.0，即整體上接近「一半半」。此外，61% 認為香港新聞傳媒有自我審查，26% 認為沒有，淨值為正 35 個百分點，同樣較半年前顯著上升 13 個百分點，並創 1997 年 9 月有紀錄以來新高。

最後，以 0-10 分為標準，市民對香港新聞傳媒公信力的最新評分為 5.11 分。

下次新聞公報／發佈會 (暫定)

- [新聞公報] 5 月 16 日 (星期二) 下午三時
台灣及西藏問題



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HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所

Press Release on May 11, 2023

PORI releases latest results of people's appraisal of news media

Special Announcements

The predecessor of Hong Kong Public Opinion Research Institute (HKPORI) was 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. Since then, 23 wrap ups of historical data have been released, and the last 2 wrap ups will be completed by the end of June this year. Besides, starting from the second half of 2022, we have already greatly reduced the frequency of our tracking polls and press conferences to channel our resources into civic education work.

We have already launched multiple new columns like “From the President”, “PORI Express: Q&A”, “PORI Express: Latest News” in our website as our civic education materials for the public. We will continue to enrich its content and gradually increase the number of service items. 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 1,026 Hong Kong residents by random telephone survey conducted by real interviewers in March.

Our survey shows that among various types of news media, television and internet remain to be people's main sources of news while the percentage of people using internet as their main source of news has significantly increased compared to half a year ago. Television and internet also continue to be the most trustworthy sources of news. The trustworthiness of television has registered another new record high since April 2017, whereas that of internet has registered another new record low since August 2018.

Latest net satisfaction with the freedom of the press in Hong Kong stands at negative 8 percentage points. Meanwhile, the net value of people perceiving the local news media to be responsible in their reporting stands at positive 3 percentage points, which has increased significantly compared to half a year ago and registered a new record high since August 2019. In addition, the net value of people thought the local news media had practiced self-censorship is positive 35 percentage points, also a significant increase from half a year ago and registering an all-time record high since September 1997. Lastly, on a scale of 0-10, the latest credibility rating of the Hong Kong news media is 5.11 marks.

The effective response rate of the survey is 42.8%. The maximum sampling error of percentages is +/-4%, that of net values is +/-8% and that of ratings is +/-0.17 at 95% confidence level.

Contact Information

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]	: 1,026 (including 501 landline and 525 mobile samples)
Effective response rate	: 42.8%
Sampling error ^[2]	: 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)”.

[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

Latest results of the news media survey are tabulated as follows:

Date of survey	<u>22-25/3/21</u>	<u>16-23/9/21</u>	<u>21-25/3/22</u>	<u>5-9/9/22</u>	<u>6-20/3/23</u>	<u>Latest change</u>
Sample size	542-658	636-660	560-691	507-517	520-526	--
Response rate	56.8%	44.1%	42.1%	48.6%	42.8%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
People’s main source of news:						
Internet	70%	64% ^[4]	64%	64%	70+/-4%	+7% ^[4]
Television	64%	60%	65%	67%	65+/-4%	-2%
Newspapers	37%	28% ^[4]	21% ^[4]	26% ^[4]	31+/-4%	+5%
Radio	29%	24%	21%	23%	25+/-4%	+3%
Friends	22%	16% ^[4]	17%	15%	17+/-3%	+2%
Most trustworthy source of news:						
Television	26%	29%	35% ^[4]	37%	39+/-4%	+2%
Internet	30%	23% ^[4]	24%	22%	22+/-4%	--
Newspapers	14%	9% ^[4]	8%	10%	13+/-3%	+3%
Radio	12% ^[4]	12%	9%	11%	10+/-3%	-1%
Family members	5%	6%	4%	5%	2+/-1%	-2%

Date of survey	<u>22-25/3/21</u>	<u>16-23/9/21</u>	<u>21-25/3/22</u>	<u>5-9/9/22</u>	<u>6-20/3/23</u>	<u>Latest change</u>
Sample size	542-658	636-660	560-691	507-517	520-526	--
Response rate	56.8%	44.1%	42.1%	48.6%	42.8%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
Satisfaction rate of freedom of the press in HK ^[3]	35% ^[4]	31%	28%	36% ^[4]	37+/-4%	+1%
Dissatisfaction rate of freedom of the press in HK ^[3]	48% ^[4]	48%	51%	44% ^[4]	45+/-4%	+2%
Net satisfaction rate	-13% ^[4]	-18%	-23%	-8% ^[4]	-8+/-8%	-1%
Mean value ^[3]	2.7 ^[4]	2.5	2.5	2.7 ^[4]	2.7+/-0.1	--
Perceived that the local news media:						
Were responsible in their reporting ^[3]	24% ^[4]	24%	22%	29% ^[4]	33+/-4%	+5%
Were irresponsible in their reporting ^[3]	41% ^[4]	36%	42% ^[4]	38%	30+/-4%	-8%^[4]
Net value	-17%	-12%	-20%	-10% ^[4]	3+/-7%	+13%^[4]
Mean value ^[3]	2.7	2.8	2.6 ^[4]	2.8 ^[4]	3.0+/-0.1	+0.2^[4]
Had practiced self-censorship	53%	50%	48%	53%	61+/-4%	+8%^[4]
Had not practiced self-censorship	31%	33%	31%	30%	26+/-4%	-4%
Net value	22%	17%	17%	23%	35+/-8%	+13%^[4]
Credibility rating of the local news media (0-10)	5.08	4.81 ^[4]	4.94	5.11	5.11+/-0.17	--

[3] Collapsed from a 5-point scale. The mean value is calculated by quantifying all individual responses into 1, 2, 3, 4, 5 marks according to their degree of positive level, where 1 is the lowest and 5 the highest, and then calculate the sample mean.

[4] 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.

Our latest survey results 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. 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 has registered a new record low since August 2018.

Results also show that 37% of the respondents were satisfied with the freedom of the press in Hong Kong while 45% were dissatisfied, net satisfaction is thus negative 8 percentage points. The mean value is 2.7, meaning between “half-half” and “quite dissatisfied” in general. Meanwhile, 33% perceived the local news media to be responsible in their reporting, 30% regarded the local news media as irresponsible, giving a net value of positive 3 percentage points, which has increased significantly by 13 percentage points compared to half a year ago and registered a new record high since August 2019. The mean value is 3.0, meaning close to “half-half” in general. In addition, 61% of the respondents thought the local news media had practiced self-censorship while 26% perceived the contrary, giving a net value of positive 35 percentage points, also representing a significant increase of 13 percentage points and registering an all-time record high since September 1997.

Lastly, on a scale of 0-10, the latest credibility rating of the Hong Kong news media is 5.11 marks.

Upcoming Press Releases / Press Conferences (Tentative)

- [Press Release] May 16 (Tuesday) at 15:00
Taiwan and Tibetan issues