2023 年 12 月 27 日　新聞公報

香港民研發放年終回顧及前瞻調查結果

特別宣佈

2023 年即將結束，香港民意研究所（香港民研）亦已接近完成每半年一次的定期檢討。經過數據分析後，我們決定從明年一月開始，正式引入電話短訊隨機抽樣調查，作為固網和手提電話調查的增補樣本，各佔三分之一。我們同時決定把定期電話調查的頻率調整至每兩個月一次，但同時增加網上意見群組調查至每月起碼一次，而新聞公佈和發佈會的頻率保持不變，直至 2024 年中再次檢討，與時共舞。

公報簡要

香港民研於十二月由真實訪問員以隨機抽樣電話訪問方式成功訪問了 501 名香港居民。

調查顯示，市民對香港過去一年整體發展的滿意淨值為負 11 個百分點。整體評價持續有改善，但過去一年的變化並未超過抽樣誤差。展望將來，對來年香港整體發展的樂觀淨值為 0 個百分點，較去年急跌 28 個百分點，跌幅非常顯著。個人層面方面，市民在過去一年的快樂淨值為正 14 個百分點，較去年上升 14 個百分點，為非常顯著的升幅。對於來年個人發展的展望，樂觀淨值為正 25 個百分點，較去年大幅下跌 11 個百分點。至於市民新年願望的內容，與個人相關的佔 38%，與社會相關的佔 35%，與世界和平或友愛相關的佔 10%。願望與個人相關的比率錄得非常顯著升幅，而與社會相關的則顯著下跌，兩者分別創 2015 年 12 月以來的新高及新低。另外，11%市民表示沒有新年願望，與去年數字相若。

調查的實效回應比率為 52.2%。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+/-0.1。

樣本資料

調查日期	:	8-16/12/2023
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]	:	501 (包括 250 個固網及 251 個手機樣本)
實效回應比率	:	52.2%
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+/-0.1

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《二零二二年年中人口數字》，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》（2022 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

以下是市民對 2023 年回顧及 2024 年前瞻的數字，與近年的調查結果並列：

調查日期	18-22/12/20	9-14/12/21	5-9/12/22	8-16/12/23	最新變化
樣本數目	633	589-651	513-514	501	--
回應比率	68.7%	58.0%	60.2%	52.2%	--
最新結果	結果	結果	結果	結果及誤差	--
對香港過去一年發展的評價：滿意率[3]	9%	26%[4]	30%	35+/-4%	+4%
對香港過去一年發展的評價：不滿率[3]	72%[4]	52%[4]	50%	46+/-4%	-4%
滿意率淨值	-62%[4]	-26%[4]	-20%	-11+/-8%	+9%
平均量值[3]	1.9[4]	2.5[4]	2.6	2.7+/-0.1	+0.1
預期來年香港整體發展會改善之比率	34%[4]	40%[4]	57%[4]	40+/-4%	-17%[4]
預期來年香港整體發展會惡化之比率	39%[4]	29%[4]	28%	40+/-4%	+11%[4]
樂觀淨值	-6%[4]	12%[4]	28%[4]	0+/-8%	-28%[4]
於過去一年感到生活快樂之比率[3]	13%[4]	29%[4]	36%[4]	44+/-4%	+8%[4]
於過去一年感到生活不快樂之比率[3]	59%	40%[4]	36%	30+/-4%	-6%[4]
快樂比率淨值	-45%	-10%[4]	0%[4]	14+/-8%	+14%[4]
平均量值[3]	2.2	2.8[4]	2.9[4]	3.1+/-0.1	+0.2[4]
預計來年個人發展較佳之比率	31%	42%[4]	51%[4]	47+/-4%	-4%
預計來年個人發展較差之比率	25%[4]	15%[4]	15%	22+/-4%	+7%[4]
樂觀淨值	6%[4]	26%[4]	36%[4]	25+/-7%	-11%[4]
新年願望：與個人相關之比率 (例如：健康、心境、事業、學業、財富、家庭、愛情、婚姻、朋友和其他)	22%[4]	22%	20%	38+/-4%	+18%[4]
新年願望：與社會相關之比率 (例如：經濟、民生、政治和其他)	49%[4]	40%[4]	49%[4]	35+/-4%	-15%[4]
新年願望：與世界和平或友愛相關之比率	7%[4]	6%	12%[4]	10+/-3%	-1%
沒有新年願望之比率	10%	18%[4]	9%[4]	11+/-3%	+2%

[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。

最新年終調查顯示，市民對香港過去一年整體發展的滿意比率為 35%，不滿比率為 46%，淨值為負 11 個百分點，平均量值為 2.7，即整體上介乎「幾不滿」及「一半半」之間。整體評價持續有改善，但過去一年的變化並未超過抽樣誤差。展望將來，40%預期來年香港的整體發展

會比今年好，認為會惡化的同樣佔 40%，樂觀淨值為 0 個百分點，較去年急跌 28 個百分點，跌幅非常顯著。

個人層面方面，44%市民表示在過去一年活得快樂，30%表示不快樂，快樂淨值為正 14 個百分點，較去年上升 14 個百分點，為非常顯著的升幅，而平均量值為 3.1，即整體上接近「一半半」，同樣升幅顯著。對於來年的個人發展，47%預計會較去年為佳，22%則認為會較差，樂觀淨值為正 25 個百分點，較去年大幅下跌 11 個百分點。

至於市民新年願望的內容，與個人相關的佔 38%，與社會相關的佔 35%，與世界和平或友愛相關的佔 10%。願望與個人相關的比率錄得非常顯著升幅，而與社會相關的則顯著下跌，兩者分別創 2015 年 12 月以來的新高及新低。另外，11%市民表示沒有新年願望，與去年數字相若。

未來新聞發佈活動

- 1 月 2 日（星期二）新聞公報和數據更新：「第二代民情指數」系列更新
- 1 月 9 日（星期二）新聞公報和數據更新：民情指數之按政治陣營分析
- 1 月 16 日（星期二）新聞公報和數據更新：特首及政府民望
- 1 月 25 日（星期四）下午三時新聞發佈會：「香港民研意見群組」網上問卷調查結果、社會現況評價、信任及信心指標
- 1 月 30 日（星期二）新聞公報和數據更新：民情指數之按社會階層分析

Press Release on December 27, 2023

HKPORI releases results of year-end review and forecast survey

Special Announcement

As 2023 comes to its end, Hong Kong Public Opinion Research Institute (HKPORI) has nearly completed its latest half-yearly review. After studying the data, we will introduce SMS into our sampling frame starting next January, along with landline and mobile samples, all in equal shares. We have also decided to adjust the frequency of our regular telephone surveys to once every two months, while increasing the frequency of our online panel surveys to at least once a month. The frequency of our press events will remain unchanged until our next review in mid-2024 in order to dance with time.

Abstract

HKPORI successfully interviewed 501 Hong Kong residents by a random telephone survey conducted by real interviewers in December.

Our survey shows that net satisfaction with Hong Kong's development in the year past stands at negative 11 percentage points. Overall appraisal has continued to improve, but the change over the year past is within sampling error. Looking ahead, net optimism toward Hong Kong's development next year in general stands at 0 percentage point, which has plummeted by 28 percentage points and a very significant drop compared to last year. At the individual level, net happiness value in the year past stands at positive 14 percentage points, which is a very significant 14-percentage-point increase from last year. As for personal development in the coming year, net optimism stands at positive 25 percentage points, which is a significant 11-percentage-point drop from last year. As for people's New Year wishes, 38% were related to personal matters, 35% were society-related and 10% were world peace-related. The percentage of wishes related to personal matters has increased very significantly, and that of wishes related to the society has decreased significantly, registering their record high and low respectively since December 2015. Meanwhile, 11% said they did not have New Year wishes, which was similar to the figure last year.

The effective response rate of the survey is 52.2%. The maximum sampling error of percentages is +/-4%, that of net values is +/-8% and that of ratings is +/-0.1 at 95% confidence level.

Contact Information

Date of survey	:	8-16/12/2023
Survey method	:	Random telephone survey conducted by real interviewers
Target population	:	Cantonese-speaking Hong Kong residents aged 18 or above
Sample size[1]	:	501 (including 250 landline and 251 mobile samples)
Effective response rate	:	52.2%

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 +/-0.1 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 2022", while the educational attainment (highest level attended) distribution and economic activity status distribution came from "Women and Men in Hong Kong - Key Statistics (2022 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

Herewith the figures of 2023 review and 2024 forecast, compared with similar figures obtained in recent years:

Date of survey	18-22/12/20	9-14/12/21	5-9/12/22	8-16/12/23	Latest change
Sample size	633	589-651	513-514	501	--
Response rate	68.7%	58.0%	60.2%	52.2%	--
Latest findings	Finding	Finding	Finding	Finding & error	--
Satisfied with HK's development in the year past[3]	9%	26%[4]	30%	35+/-4%	+4%
Dissatisfied with HK's development in the year past[3]	72%[4]	52%[4]	50%	46+/-4%	-4%
Net satisfaction rate	-62%[4]	-26%[4]	-20%	-11+/-8%	+9%
Mean value[3]	1.9[4]	2.5[4]	2.6	2.7+/-0.1	+0.1
Expected HK's development to be better next year	34%[4]	40%[4]	57%[4]	40+/-4%	-17%[4]
Expected HK's development to be worse next year	39%[4]	29%[4]	28%	40+/-4%	+11%[4]
Net optimism	-6%[4]	12%[4]	28%[4]	<1+/-8%	-28%[4]
Respondents who were happy in the year past[3]	13%[4]	29%[4]	36%[4]	44+/-4%	+8%[4]
Respondents who were unhappy in the year past[3]	59%	40%[4]	36%	30+/-4%	-6%[4]
Net happiness value	-45%	-10%[4]	<1%[4]	14+/-8%	+14%[4]
Mean value[3]	2.2	2.8[4]	2.9[4]	3.1+/-0.1	+0.2[4]
Expected personal development to become better next year	31%	42%[4]	51%[4]	47+/-4%	-4%
Expected personal development to become worse next year	25%[4]	15%[4]	15%	22+/-4%	+7%[4]
Net optimism	6%[4]	26%[4]	36%[4]	25+/-7%	-11%[4]

Date of survey	18-22/12/20	9-14/12/21	5-9/12/22	*8-16/12/23*	*Latest change*
Sample size	633	589-651	513-514	*501*	*--*
Response rate	68.7%	58.0%	60.2%	*52.2%*	*--*
Latest findings	Finding	Finding	Finding	*Finding & error*	*--*
New Year wishes: Personal matters (e.g. health, career, studies, wealth, family, love, marriage, friendship and other personal issues)	22%[4]	22%	20%	*38+/-4%*	*+18%[4]*
New Year wishes: Society-related (e.g. economic related, people's livelihood, political related and others)	49%[4]	40%[4]	49%[4]	*35+/-4%*	*-15%[4]*
New Year wishes: World peace-related	7%[4]	6%	12%[4]	*10+/-3%*	*-1%*
No special wish	10%	18%[4]	9%[4]	*11+/-3%*	*+2%*

[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 year-end survey shows that 35% were satisfied with Hong Kong's development in the year past, 46% were dissatisfied, giving a net satisfaction of negative 11 percentage points. The mean score is 2.7, meaning between "quite dissatisfied" and "half-half" in general. Overall appraisal has continued to improve, but the change over the year past is within sampling error. Looking ahead, 40% expected Hong Kong's overall development next year would be better than this year, while another 40% said it would be worse, giving a net optimism of 0 percentage point, which has plummeted by 28 percentage points and a very significant drop compared to last year.

At the individual level, 44% said they lived a happy life in the year past, 30% said they were not happy, giving a net happiness value of positive 14 percentage points, which is a very significant 14-percentage-point increase from last year. The mean score is 3.1, meaning close to "half-half" in general, also a significant rise compared to last year. As for the personal development, 47% believed they would become better in coming year, 22% thought they would be getting worse, giving a net optimism of positive 25 percentage points, which is a significant 11-percentage-point drop from last year.

As for people's New Year wishes, 38% were related to personal matters, 35% were society-related and 10% were world peace-related. The percentage of wishes related to personal matters has increased very significantly, and that of wishes related to the society has decreased significantly, registering their record high and low respectively since December 2015. Meanwhile, 11% said they did not have New Year wishes, which was similar to the figure last year.

Upcoming Press Events

▪ January 2 (Tuesday) press release and figures update: Update on "Second Generation PSI" Series
▪ January 9 (Tuesday) press release and figures update: PSI per Political Camps
▪ January 16 (Tuesday) press release and figures update: Popularities of CE and SAR Government
▪ January 25 (Thursday) at 15:00, press conference: "POP Panel" Online Survey Results, Appraisal of Society's Conditions, Trust and Confidence Indicators
▪ January 30 (Tuesday) press release and figures update: PSI per Social Strata