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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

Latest Tracking Poll Results

January 5, 2021

Contact Information

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	Policy Address Follow-up Survey	Corporate Social Responsibility (Rating Survey)
Date of survey	18-22/12/2020	9-13/11/2020
Survey method	Random telephone survey conducted by real interviewers	
Target population	Cantonese-speaking Hong Kong residents aged 18 or above	
Sample size	1,014 (including 503 landline and 511 mobile samples)	1,005 (including 512 landline and 493 mobile samples)
Effective response rate	68.7%	63.9%
Sampling error	Sampling error of percentages not more than +/-4%, that of net values not more than +/-6% and that of ratings not more than +/-2.4 at 95% conf. level	Sampling error of ratings not more than +/-2.7 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 2019”, while the educational attainment (highest level attended) distribution and economic activity status distribution came from “Women and Men in Hong Kong - Key Statistics (2019 Edition)”.	

Survey Topic

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- **Policy Address Follow-up Survey**
 - Appraisal of Policy Address
 - Appraisal of Policy Direction
- **Corporate Social Responsibility (Rating Survey)**
 - Public Transportation
 - Telecommunication Corporations
 - Banks and Financial Services Companies
 - Real Estate and Property Development Companies
 - Retail Companies
 - Fast Food Restaurant Chains

Survey Result - Policy Address Follow-up Survey

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● Appraisal of Policy Address

		Instant poll 25/11/2020	Follow-up Survey 18-22/12/2020	Change	Record
The Fourth Policy Address	Satisfaction rate	19%	13%	▼6% *	Record low since Nov. 2019
	Dissatisfaction rate	64%	54%	▼10% *	Record low since Oct. 2018
	Net satisfaction rate	-46%	-41%	▲4%	Record high since Oct. 2018
	Rating	27.2	29.9	▲2.8	Record high since Oct. 2018

- The follow-up survey conducted a month after the Policy Address was delivered shows that 13% were satisfied with the Policy Address and 54% were dissatisfied, thus a net satisfaction rate of negative 41 percentage points. The satisfaction rating was 29.9 marks. Both the net satisfaction rate and the rating have registered slight increase since the instant poll.

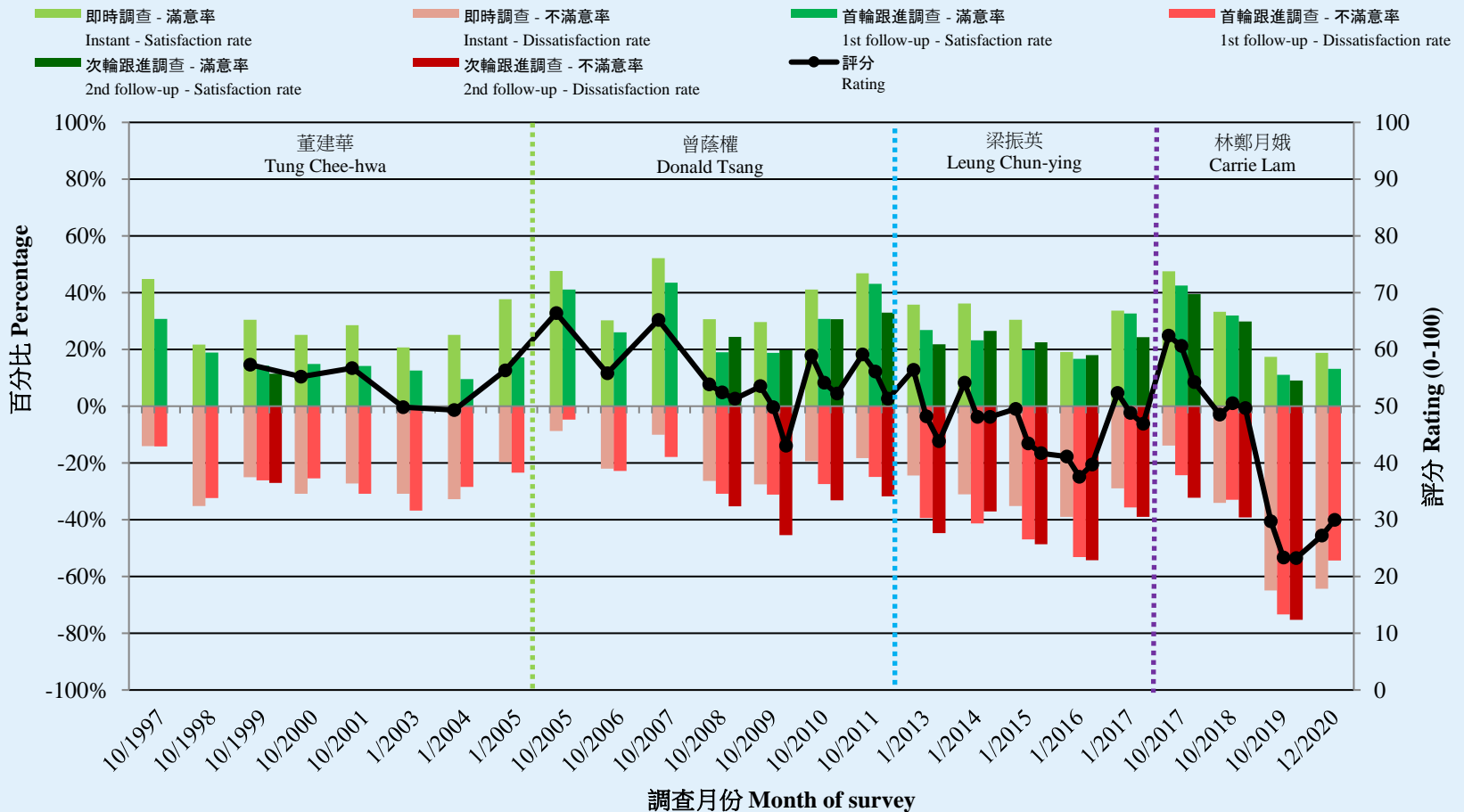
* Significant change

Survey Result - Policy Address Follow-up Survey

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施政報告滿意率 / 評分

Satisfaction Rate / Rating of Policy Address



Survey Result - Policy Address Follow-up Survey

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● Appraisal of Policy Direction

		11-14/11/2019	18-22/12/2020	Change	Record
The Fourth Policy Address	Satisfaction rate	9%	16%	▲7% *	Record high since Oct. 2018
	Dissatisfaction rate	79%	57%	▼22% *	Record low since Oct. 2018
	Net satisfaction rate	-70%	-42%	▲48% *	Record high since Oct. 2018

- The survey also shows that 16% were satisfied with Carrie Lam's policy direction, while 57% expressed dissatisfaction, thus the net satisfaction rate bounced back to negative 42 percentage points from last year's negative 70 percentage points.

* Significant change

Survey Topic

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- Policy Address Follow-up Survey
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- Corporate Social Responsibility (Rating Survey)
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Survey Result - Corporate Social Responsibility

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● Public Transportation

	5-6/8/2019	9-13/11/2020	Change	Record
KMB	64.3	61.6	▼2.7 *	Record low since Jul. 2018
Citybus	62.9	57.8	▼5.1 *	Record low since Oct. 2014
MTR	47.3	46.5	▼0.8	All-time record low since Feb. 2008

- Our latest survey showed that KMB was considered as having the best CSR reputation among local public transportations, scored 61.6 marks, while Citybus and MTR scored 57.8 and 46.5 marks respectively. The rating of MTR again fell to an all-time record **low** since 2008.

* Significant change

Survey Result - Corporate Social Responsibility

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• Telecommunication Corporations

	5-6/8/2019	9-13/11/2020	Change	Record
Smartone	56.1	53.3	▼2.8 *	Record low since Feb. 2018
“3” Mobile	52.3	50.4	▼1.9	Record low since Feb. 2018
China Mobile	48.0	44.4	▼3.6	All-time record low since Sept. 2018

- Our latest survey showed that Smartone was considered as having the best CSR reputation among local telecommunication corporations, scored 53.3 marks, while “3” Mobile and China Mobile scored 50.4 and 44.4 marks respectively.

* Significant change

Survey Result - Corporate Social Responsibility

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• Banks and Financial Services Companies

	19-20/8/2019	9-13/11/2020	Change	Record
Hang Seng Bank	63.1	56.5	▼6.6 *	All-time record low since Mar. 2008
HSBC	58.9	46.3	▼12.6 *	All-time record low since Mar. 2008
Bank of China	48.1	45.4	▼2.7	All-time record low since Mar. 2008

- Our latest survey showed that Hang Seng Bank was considered as having the best CSR reputation among local banks and financial services companies, scored 56.5 marks, while HSBC and Bank of China scored 46.3 and 45.4 marks respectively. The drop in the rating of HSBC is especially huge. The ratings of all three banks are at all-time record **low** since 2008.

* Significant change

Survey Result - Corporate Social Responsibility

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• Real Estate and Property Development Companies

	19-20/8/2019	9-13/11/2020	Change	Record
Cheung Kong Property	51.2	53.5	▲2.3	Record high since May 2017
Henderson Land Development	49.2	48.1	▼1.0	Record low since Feb. 2012
Sun Hung Kai Properties	47.6	45.1	▼2.5	All-time record low since Mar. 2008

- Our latest survey showed that Cheung Kong Property was considered as having the best CSR reputation among local real estate and property development companies, scored 53.5 marks, while Henderson Land Development and Sun Hung Kai Properties scored 48.1 and 45.1 marks respectively. The rating of Sun Hung Kai Properties again fell to an all-time record **low** since 2008.

Survey Result - Corporate Social Responsibility

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• Retail Companies

	19-20/8/2019	9-13/11/2020	Change	Record
ParknShop	54.7	57.1	▲2.4	All-time record high since Apr. 2008
Wellcome	56.9	53.0	▼3.9 *	Record low since Dec. 2015
7-Eleven	57.8	52.4	▼5.4 *	Record low since Dec. 2015

- Our latest survey showed that ParknShop was considered as having the best CSR reputation among local retail companies, scored 57.1 marks, while Wellcome and 7-Eleven scored 53.0 and 52.4 marks respectively. The rating of ParknShop rose to an all-time record **high** since 2008.

* Significant change

Survey Result - Corporate Social Responsibility

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● Fast Food Restaurant Chains

	19-20/8/2019	9-13/11/2020	Change	Record
Fairwood	56.4	54.8	▼ 1.7	Record low since Jun. 2016
McDonald's	56.8	52.8	▼ 4.0 *	Record low since Sept. 2014
Café de Coral	55.6	50.8	▼ 4.8 *	Record low since Jun. 2015

- Our latest survey showed that Fairwood was considered as having the best CSR reputation among local fast food restaurant chains, scored 54.8 marks, while McDonald's and Café de Coral scored 52.8 and 50.8 marks respectively.

* Significant change

Survey Result - Corporate Social Responsibility

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Public Transportation	Telecommunication Corporations	Banks and Financial Services Companies	Real Estate and Property Development Companies	Retail Companies	Fast Food Restaurant Chains
KMB 61.6 ▼*	Smartone 53.3 ▼*	Hang Seng Bank 56.5 ▼*	Cheung Kong Property 53.5 ▲	ParknShop 57.1 ▲	Fairwood 54.8 ▼
Citybus 57.8 ▼*	“3” Mobile 50.4 ▼	HSBC 46.3 ▼*	Henderson Land Development 48.1 ▼	Wellcome 53.0 ▼*	McDonald’s 52.8 ▼*
MTR 46.5 ▼	China Mobile 44.4 ▼	Bank of China 45.4 ▼	Sun Hung Kai Properties 45.1 ▼	7-Eleven 52.4 ▼*	Café de Coral 50.8 ▼*

* Significant change

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Community Democracy Project -

Community Health Module

Latest Results

January 5, 2021

Contact Information - Community Health Module

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	HKPOP Panel	
Date of survey	December 28, 3pm – December 31 midnight	
Survey method	Online survey	
Target population	Hong Kong residents aged 12+	
	Representative Panel	Volunteer Panel
Total sample size	804	8,726
Response rate	9.0%	9.9%
Sampling error	Sampling error of percentages at +/-3% at 95% confidence level	Sampling error of percentages at +/-1% at 95% confidence level
Weighting method	The figures are rim-weighted according to 1) gender-age distribution of Hong Kong population and by District Councils population figures from Census and Statistics Department; 2) Voting results of District Councils Election from Registration and Electoral Office; 3) rating distribution of Chief Executive from regular tracking surveys.	

Survey Result - Community Health Module

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- **Question: How likely do you think it is that you will contract novel coronavirus pneumonia over the next one month?**

Linear Scale	Logarithmic Scale
Certainly not	0% chance (Certainly not)
	0.001% chance (1 in 100,000)
	0.01% chance (1 in 10,000)
	0.1% chance (1 in 1,000)
	1% chance (1 in 100)
10% chance	5% chance (1 in 20)
	10% chance (1 in 10)
20% chance	15% chance
	20% chance
30% chance	25% chance
	30% chance
40% chance	35% chance
	40% chance
50% chance	45% chance
	50% chance
60% chance	60% chance
70% chance	70% chance
80% chance	80% chance
90% chance	90% chance
100% chance (Certainly will)	100% chance (Certainly will)

^ Answer options included: 0-10 rating scale, others and don't know / hard to say. Apart from the linear scale, this question with answer options on a logarithmic scale has been asked since Oct 2020.

Survey Result - Community Health Module

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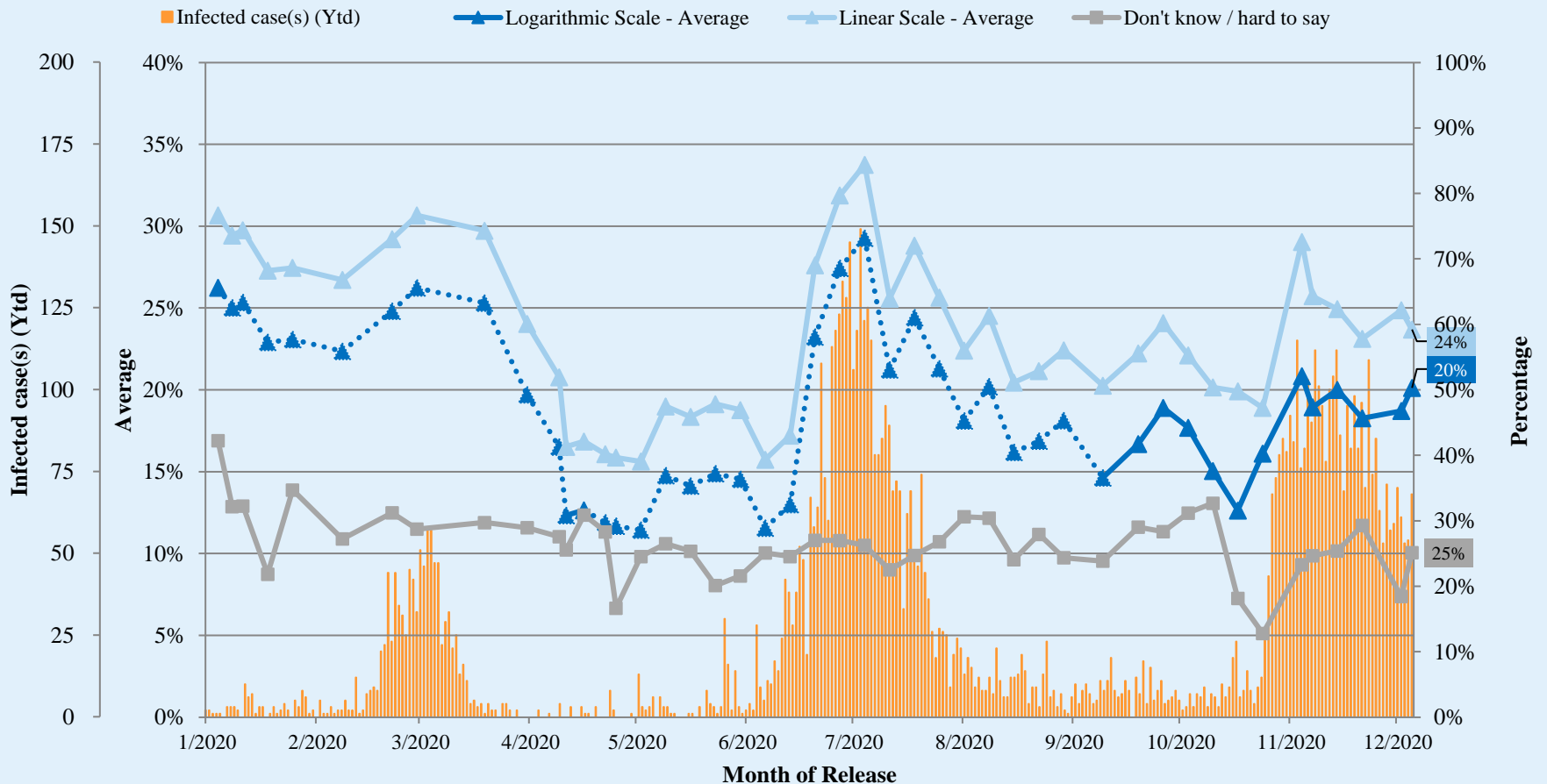
- **Latest survey period: 28-31/12/2020**
- **Question: How likely do you think it is that you will contract novel coronavirus pneumonia over the next one month?**

	Representative Panel		Volunteer Panel	
	Don't know / hard to say	Average	Don't know / hard to say	Average
Linear Scale	26%	24%	28%	22%
Logarithmic Scale	25%	20%	26%	17%

^ Answer options included: 0-10 rating scale, others and don't know / hard to say. Apart from the linear scale, this question with answer options on a logarithmic scale has been asked since Oct 2020.

Survey Result - Community Health Module

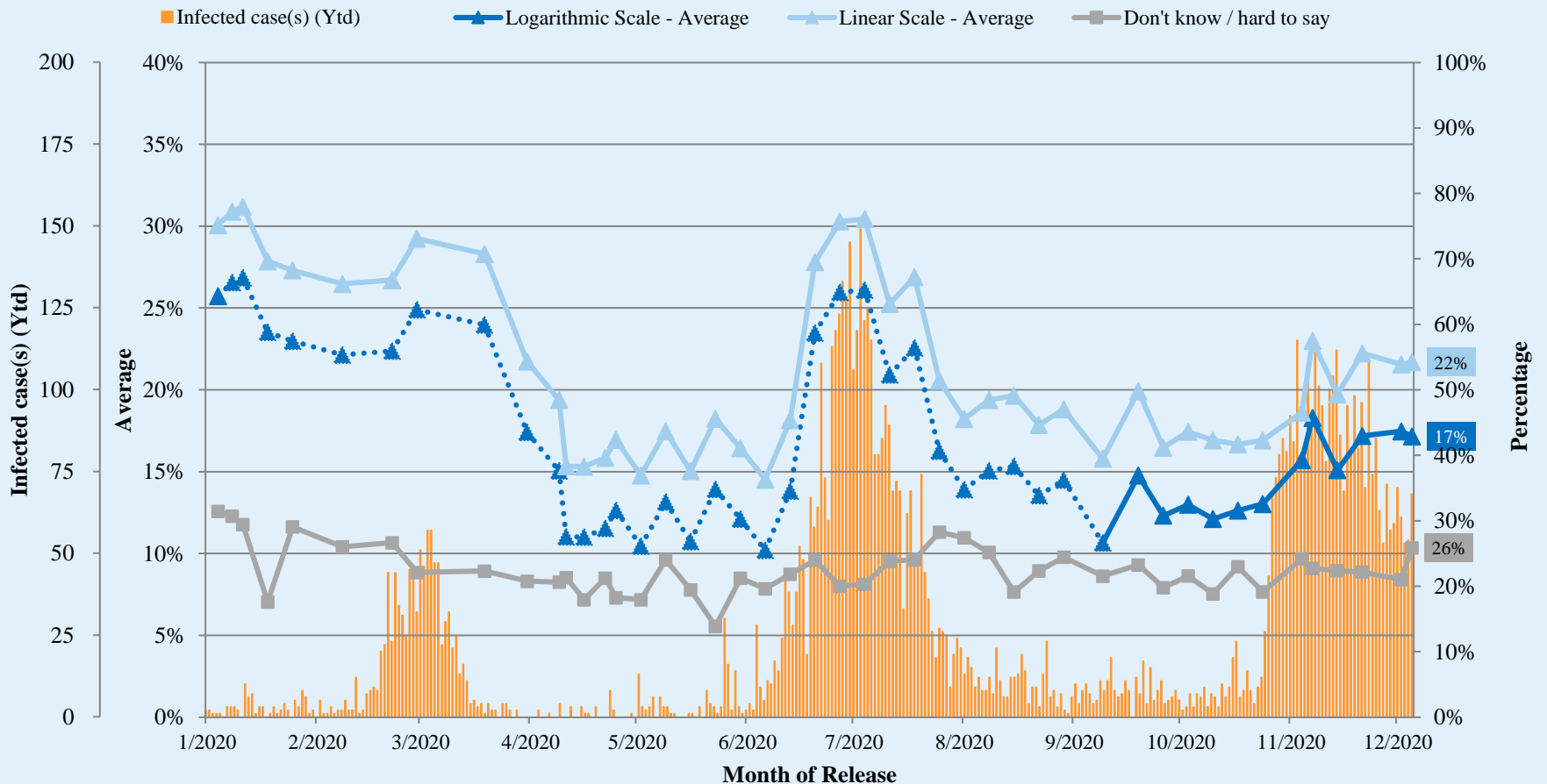
Assessment of the public's expected chance of COVID-19 infection (Representative Panel)



^ Answer options included: 0-10 rating scale, others and don't know / hard to say. Apart from the linear scale, this question with answer options on a logarithmic scale has been asked since Oct 2020.

Survey Result - Community Health Module

Assessment of the public's expected chance of COVID-19 infection (Volunteer Panel)



^ Answer options included: 0-10 rating scale, others and don't know / hard to say. Apart from the linear scale, this question with answer options on a logarithmic scale has been asked since Oct 2020.

* Significant change

Survey Result - Community Health Module

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- **Latest survey period: 28-31/12/2020**
- **Last survey period: 17-28/12/2020** (Representative Panel N= 277 Volunteer Panel N= 6,524)
- **Second last survey period: 10-17/12/2020** (Representative Panel N= 838 Volunteer Panel N= 9,055)

Opinion Question [^]		Representative Panel (N=803)				Volunteer Panel (N=8,716)			
		Satisfied	Half-half	Dissatisfied	Mean [†]	Satisfied	Half-half	Dissatisfied	Mean [†]
Q2 How satisfied or dissatisfied are you with the government's performance in handling novel coronavirus pneumonia?	Latest	16% ▼*	20% ▲*	64%	2.1	16% ▲*	13% ▼*	71% ▲*	1.9
	Last	21%	12%	66%	2.1	14%	16%	69%	1.9
	Second Last	17%	22%	60%	2.1	18%	11%	70%	2.0

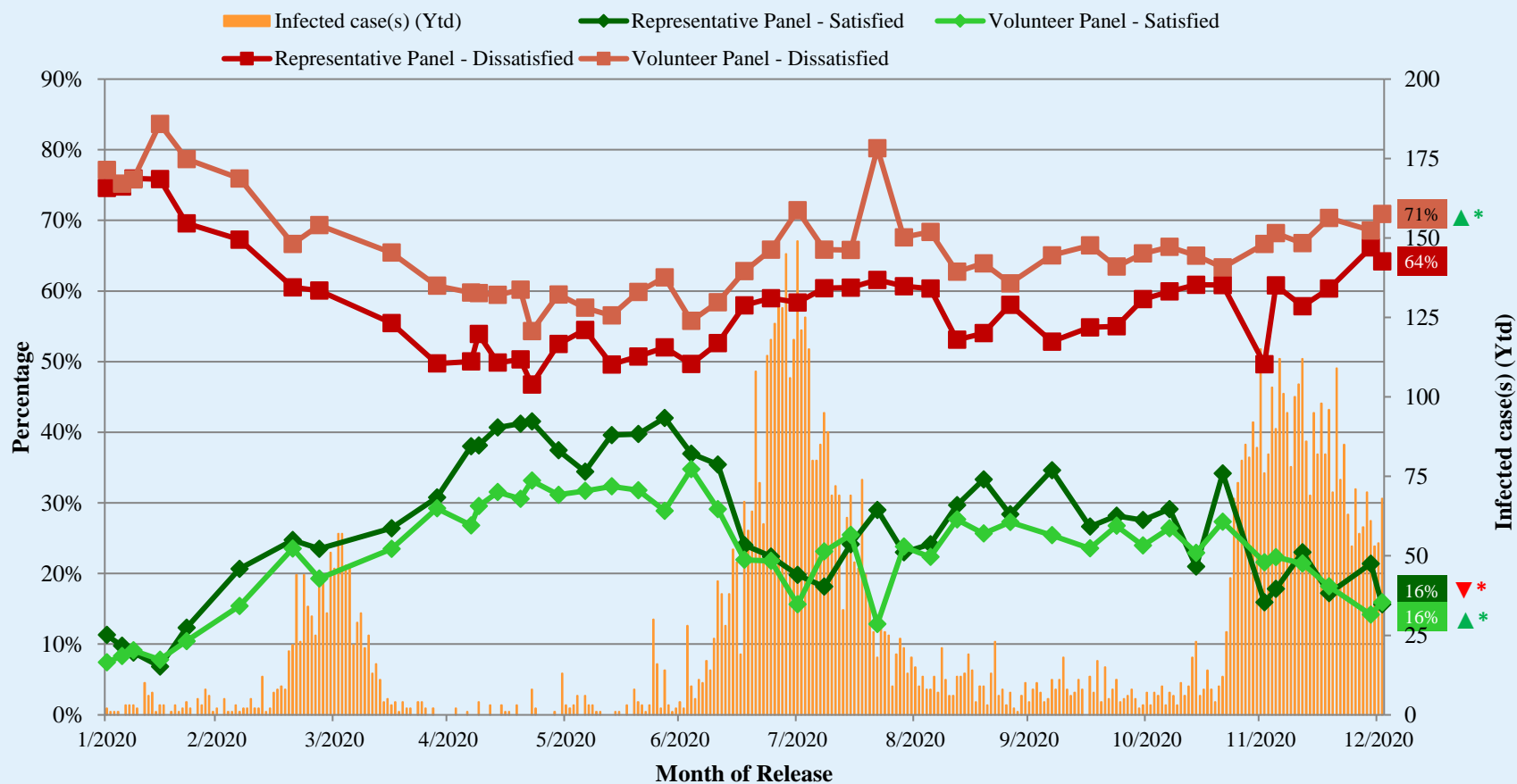
[^] Answer options included: very much satisfied, somewhat satisfied, half-half, somewhat dissatisfied, very much dissatisfied and don't know / hard to say

[†] 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.

* Significant change

Survey Result - Community Health Module

Appraisal of HK Government's performance in handling novel coronavirus pneumonia



^ Answer options included: very much satisfied, somewhat satisfied, half-half, somewhat dissatisfied, very much dissatisfied and don't know / hard to say * Significant change

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Community Democracy Project - Community Health Module

Post-Epidemic Normality Resumption Index (PENRI)

Latest Results

January 5, 2021

Contact Information - PENRI

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	HKPOP Panel
Date of survey	December 14, 3pm – December 31 midnight
Survey method	Online survey
Target population	Hong Kong residents aged 12+
Total sample size	9,934
Response rate	10.2%
Sampling error	Sampling error of percentages at +/-1% at 95% confidence level
Weighting method	The figures are rim-weighted according to 1) gender-age distribution of Hong Kong population and by District Councils population figures from Census and Statistics Department; 2) Voting results of District Councils Election from Registration and Electoral Office; 3) rating distribution of Chief Executive from regular tracking surveys.

Survey Result - PENRI

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Date of Publication	<u>18/12</u>	<u>19/12</u>	<u>20/12</u>	<u>21/12</u>	<u>22/12</u>	<u>23/12</u>	<u>24/12</u>	<u>25/12</u>	<u>26/12</u>	<u>27/12</u>	<u>28/12</u>	<u>29/12</u>	<u>30/12</u>	<u>31/12</u>	<u>1/1</u>
Imported Cases(Ytd)	6	6	7	4	7	10	6	10	2	6	1	1	3	7	6
Local Infection Cases(Ytd)	90	64	102	70	78	53	47	61	55	53	69	60	50	47	62
Post-Epidemic Gathering Resumption Index (PEGRI)	11.8	15.7	11.8	15.6	11.8	15.3	15.8	16.2	16.3	16.2	16.2	12.4	17.3	17.5	18.8

Survey Result - PENRI

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