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HONG KONG PUBLIC OPINION RESEARCH INSTITUTE

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Latest Tracking Poll Results

April 1, 2022

Contact Information

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- Date of survey: 21-25/3/2022
- Survey method: Random telephone survey conducted by real interviewers
- Target population: Cantonese-speaking Hong Kong residents aged 18 or above
- Sample size: 1,004(including 503 landline and 501 mobile samples)
- Effective response rate: 42.1%
- 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 +/-0.2 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 2020”, while the educational attainment (highest level attended) distribution and economic activity status distribution came from “Women and Men in Hong Kong - Key Statistics (2020 Edition)”.

Survey Topic

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- People's appraisal of the performance of news media
 - People's main source of news
 - People's most trustworthy source of news
 - Satisfaction rates of the performance of news media
- News media and Freedom of speech
 - Satisfaction rate of freedom of the press and credibility rating
 - Responsibility in reporting
 - Self-censorship of news media
 - Full play to the freedom of speech
 - Misused / Abused the freedom of press

Survey Result - Performance of news media

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● People's main sources of news

	16-23/9/2021	21-25/3/2022	Change	Record
Television	60%	65%	▲5%	Record high since Oct. 2020
Internet	64%	64%	--	Record low since Aug. 2018
Newspapers	28%	21%	▼7% *	All-time record low since Dec. 1993
Radio	24%	21%	▼3%	Record low since Apr. 2017
Friends	16%	17%	▲1%	Record high since Mar. 2021
Family members	10%	13%	▲3%	Record high since Mar. 2021
Magazines	6%	5%	▼1%	Record low since Apr. 2017

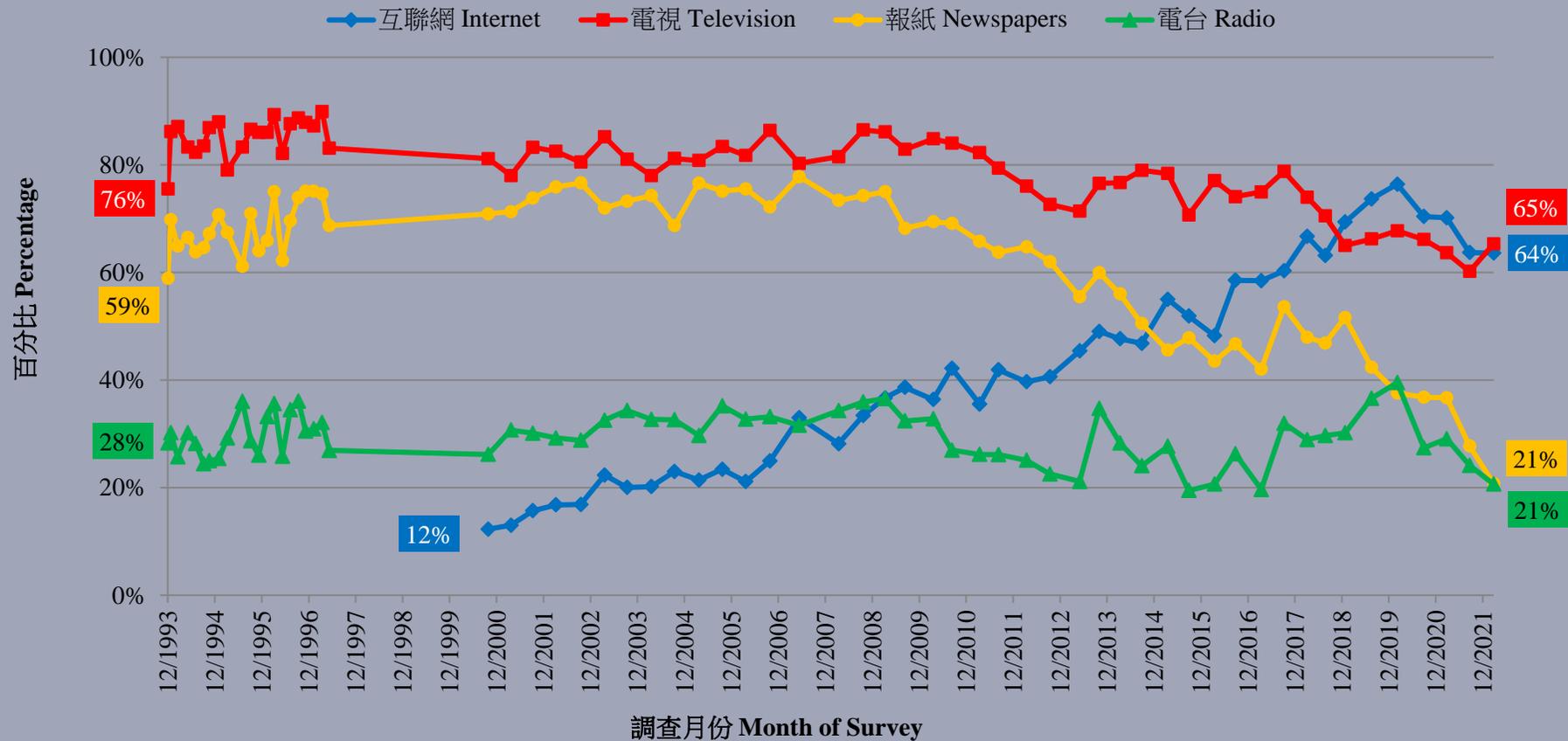
- Results of our news media survey show that 65% and 64% of the respondents claimed their main sources of news were television and internet respectively. Besides, 21% respectively said their main sources of news were newspapers and radio. The former has **dropped significantly** and registered another **all-time low** since record began in 1993.

* 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 – 3/2022)



Survey Result - Performance of news media

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● People's most trustworthy source of news

	16-23/9/2021	21-25/3/2022	Change	Record
Television	29%	35%	▲6% *	Record high since Oct. 2017
Internet	23%	24%	▲1%	Record high since Mar. 2021
Radio	12%	9%	▼3%	Record low since Oct. 2020
Newspapers	9%	8%	▼1%	All-time record low since Dec. 1993
Family members	6%	4%	▼2%	Record low since Oct. 2020
Friends	2%	3%	▲1%	Record high since Apr. 2015
Magazines	<1%	<1%	--	Record low since Aug. 2019

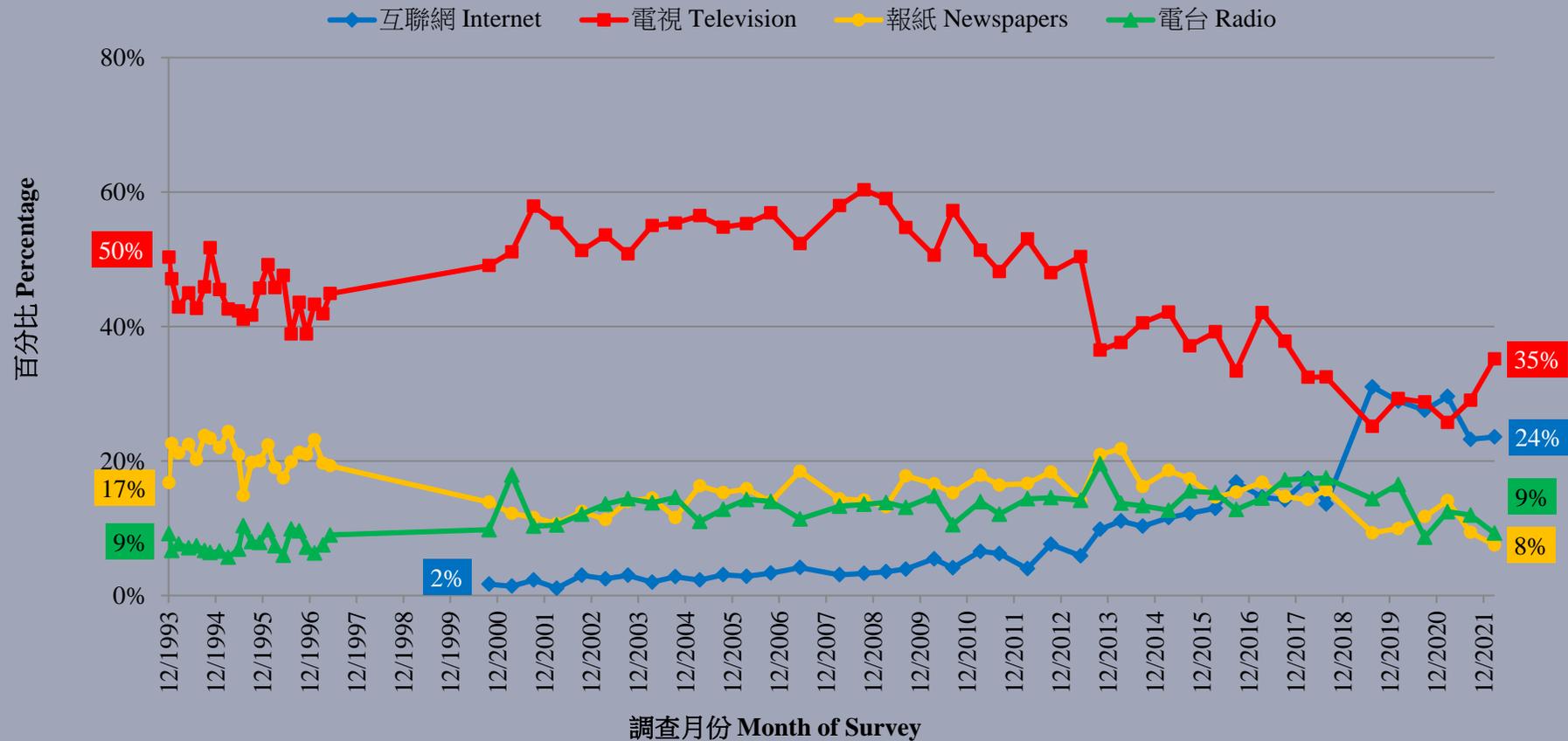
- As for trustworthiness, 35% and 24% of the respondents respectively found television and internet to be the most trustworthy source of news. The former has **risen significantly** compared to half a year ago. The trustworthiness of newspapers has dropped to 8%, registering an all-time **low** since record began in 1993.

* 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 – 3/2022)



Survey Result - Performance of news media

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• Net satisfaction rates of the performance of news media

	22-25/3/2021	21-25/3/2022	Change	Record
Television	7%	17%	▲9% *	Record high since Aug. 2018
Radio	14%	15%	▲1%	Record high since Mar. 2020
Internet	22%	12%	▼10% *	All-time record low since Apr. 2010
Newspapers	1%	-6%	▼7%	Record low since Oct. 2000
Magazines	-20%	-18%	▲2%	Record high since Oct. 2001
Overall	8%	2%	▼7%	All-time record low since Sept. 1993

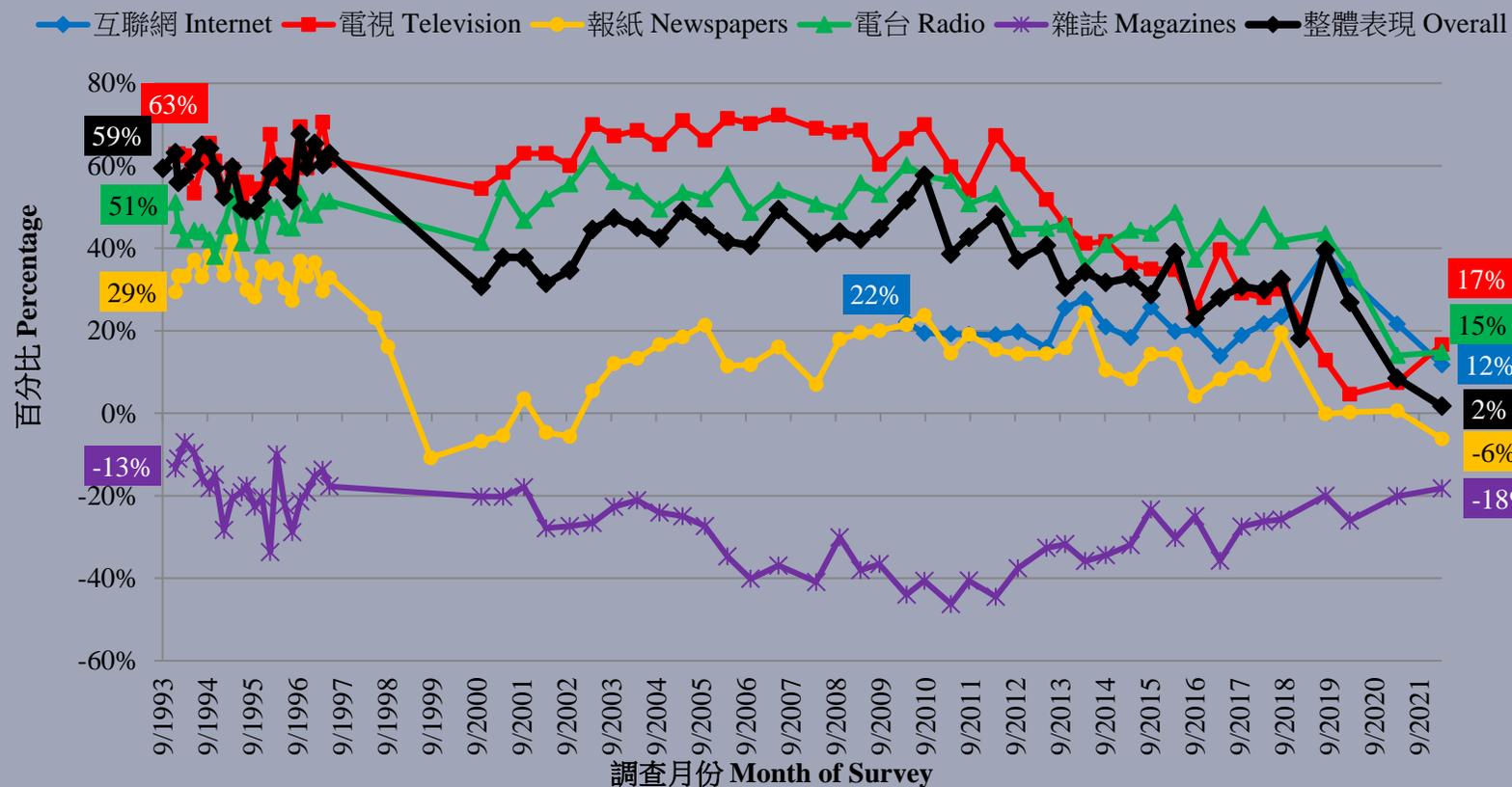
- The net satisfactions toward internet has **significantly dropped** by 10 percentage points compared to one year ago, registering an all-time record **low** since 2010. The net satisfactions toward television has **significantly risen** by 9 percentage points, registering a record **high** since 2018.
- Overall speaking, people's satisfaction with the performance of news media in general continues to plunge. The latest satisfaction rate is 33%, net satisfaction at positive 2 percentage points, registering an all-time **low** since record began in 1993.

* Significant change

Survey Result - Performance of news media

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市民對新聞傳媒表現的滿意率淨值 (按次計算)
Net Satisfaction Rate of News Media (Per Poll)
(9/1993 – 3/2022)



Survey Topic

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- People's appraisal of the performance of news media
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 - Responsibility in reporting
 - Self-censorship of news media
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 - Misused / Abused the freedom of press

Survey Result - News media and Freedom of the press

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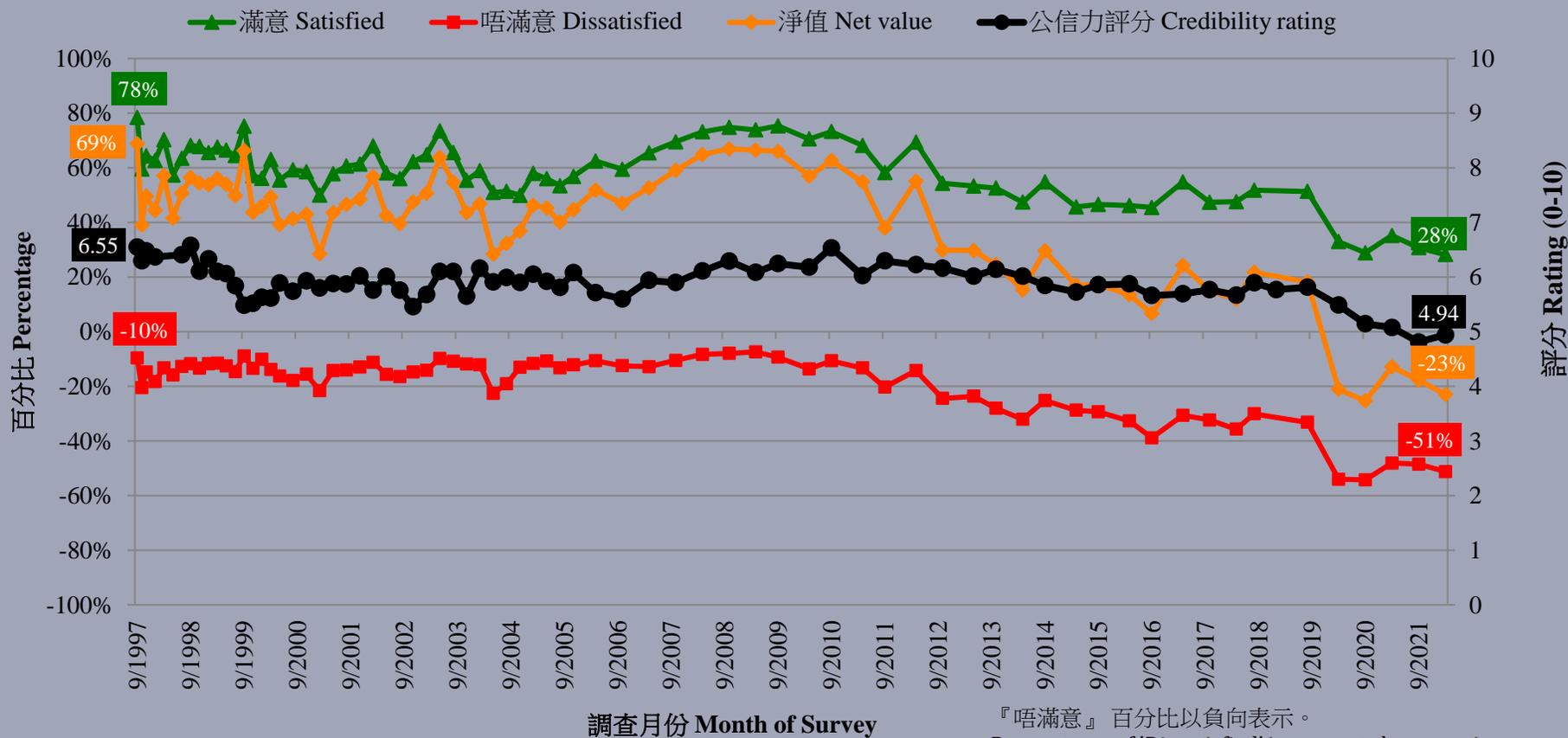
• Satisfaction rate of freedom of the press and credibility rating

	16-23/9/2021	21-25/3/2022	Change	Record
Satisfaction rate of freedom of the press	31%	28%	▼3%	All-time record low since Sept. 1997
Dissatisfaction rate of freedom of the press	48%	51%	▲3%	Record high since Oct. 2020
Net satisfaction rate	-20%	-23%	▼3%	Record low since Oct. 2020
Credibility rating of the local news media	4.81	4.94	▲0.13	Record high since Mar. 2021

- Results also show that 28% of the respondents were satisfied with the freedom of the press in Hong Kong while 51% were dissatisfied, giving a net satisfaction of negative 23 percentage points.
- On a scale of 0-10, the credibility rating of the Hong Kong news media is 4.94 marks.

Survey Result - News media and Freedom of the press

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 – 3/2022)



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

Survey Result - News media and Freedom of the press

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

	16-23/9/2021	21-25/3/2022	Change	Record
Were responsible in their reporting	24%	22%	▼2%	Record low since Oct. 2020
Were irresponsible in their reporting	36%	42%	▲6% *	Record high since Apr. 2007
Net value	-12%	-20%	▼8%	Record low since Oct. 2006
Had practiced self-censorship	50%	48%	▼2%	Record low since Sept. 2014
Had not practiced self-censorship	33%	31%	▼2%	Record low since Mar. 2021
Net value	17%	17%	--	Record low since May 2013

- 22% perceived the local news media to be responsible in their reporting, 42% regarded the local news media as irresponsible, giving a net value of negative 20 percentage points, which has **dropped** by 8% compared to half year ago, registering a record **low** since 2006.
- In addition, 48% of the respondents thought the local news media had practiced self-censorship while 31% perceived the opposite, giving a net value of positive 17 percentage points.

* Significant change

Survey Result - News media and Freedom of the press

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

	22-25/3/2021	21-25/3/2022	Change	Record
Had scruples when criticizing the Central Government	66%	63%	▼3%	Record low since Aug. 2019
Had no scruples when criticizing the Central Government	24%	23%	▼2%	Record low since Jan. 2000
Net value	42%	40%	▼1%	Record low since Mar. 2020
Had scruples when criticizing the HKSAR Government	58%	51%	▼7% *	Record low since Mar. 2020
Had no scruples when criticizing the HKSAR Government	34%	40%	▲6% *	Record high since Mar. 2020
Net value	24%	11%	▼13% *	Record low since Mar. 2020

- 63% thought the local news media had scruples when criticizing the Central Government, with a net value of positive 40 percentage points. 51% thought they had scruples when criticizing the HKSAR Government, net value at positive 11 percentage points, a **plunge** of 13 percentage points since March last year.

* Significant change

Survey Result - News media and Freedom of the press

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

	22-25/3/2021	21-25/3/2022	Change	Record
Had given full play to the freedom of speech	46%	43%	▼3%	All-time record low since Sept. 1997
Had not given full play to the freedom of speech	45%	46%	▲1%	All-time record high since Sept. 1997
Net value	1%	-3%	▼5%	All-time record low since Sept. 1997
Had misused/ abused the freedom of press	47%	49%	▲2%	Record high since Aug. 2018
Had not misused/ abused the freedom of press	39%	37%	▼2%	Record low since Apr. 2018
Net value	8%	12%	▲4%	Record high since Aug. 2018

- 43% believed the local news media had given full play to the freedom of speech, net value at negative 3 percentage points, an all-time **low** since record began in 1997. But at the same time, 49% said they had misused or abused the freedom of press, net value at positive 12 percentage points.