PORI

HONG KONG PUBLIC OPINION RESEARCH INSTITUTE

香　港　民　意　研　究　所

Latest Survey Results

December 27, 2024

Presentation Flow

- HKPORI's Latest Development
- Year-end Review and Forecast
- People's Most Familiar Political Figures
- PSI Report No. 6.50

PORI's Latest Development : New Social Media Platforms

Chinese Platforms

- hkpori_tc
- hkpori_tc
- HKPORI

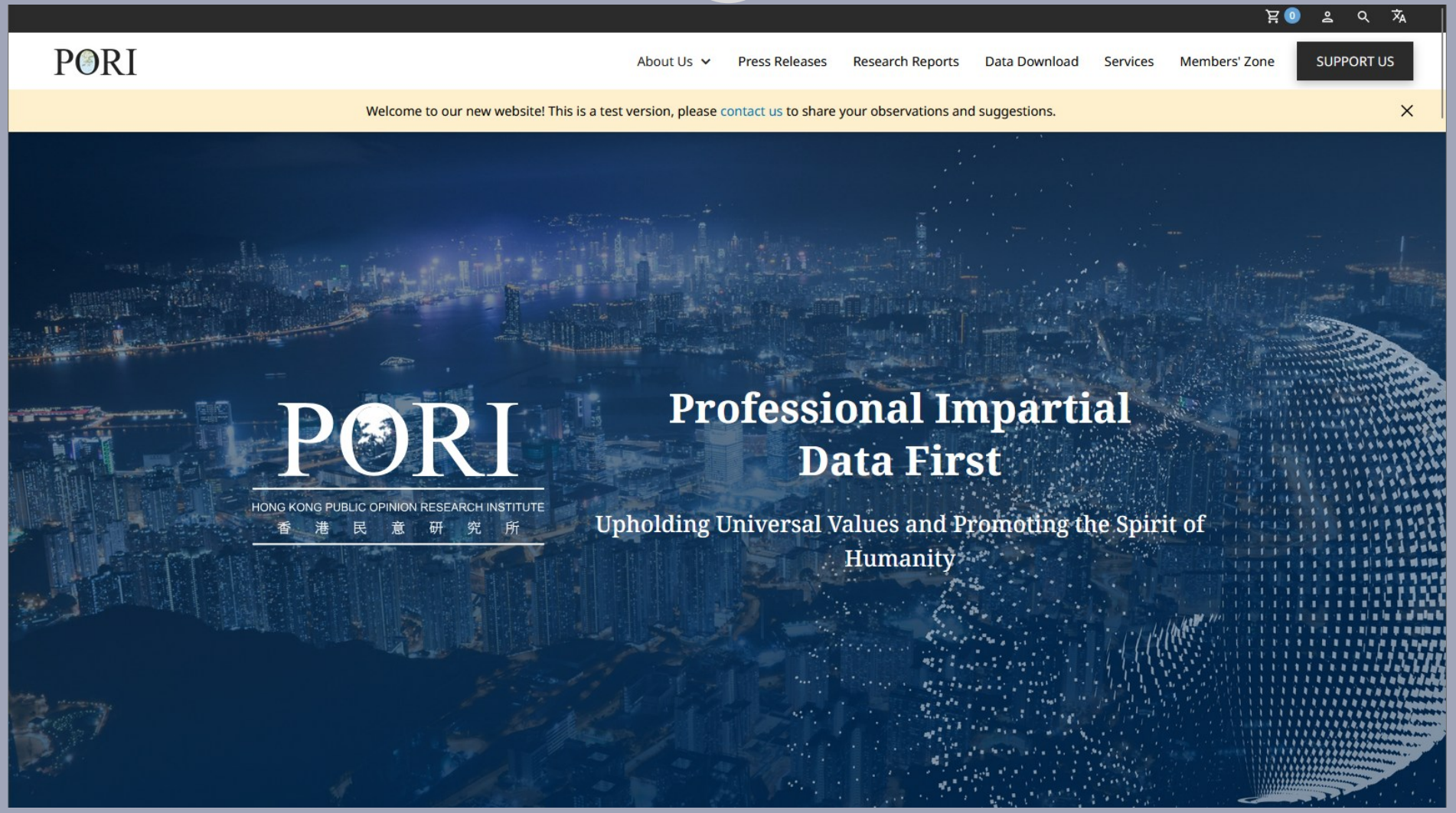
English Platforms

- NEW hkpori_en
- NEW hkpori_en
- hk_pori
- NEW Hong Kong Public Opinion Research Institute

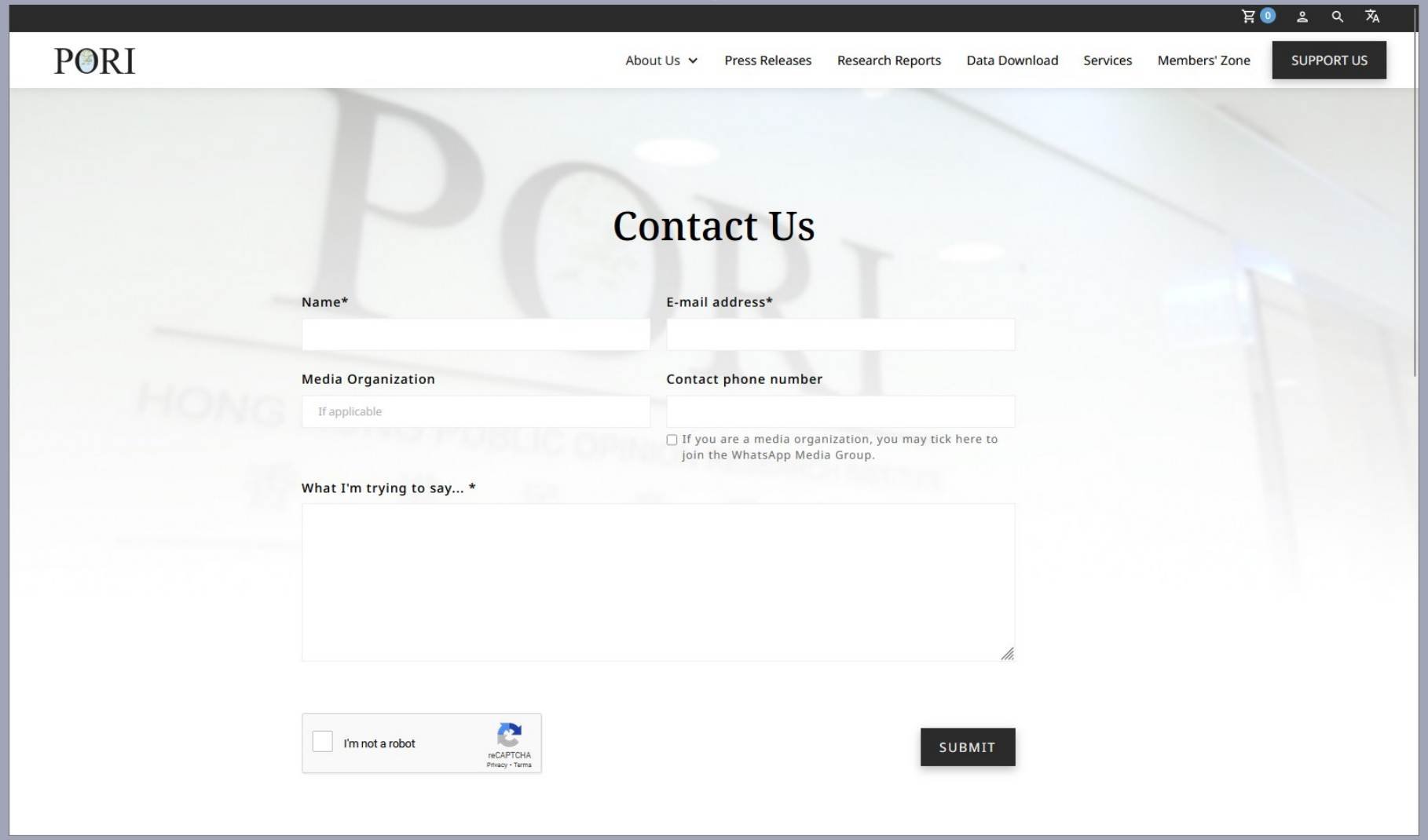
Bilingual Platform

- hkpori

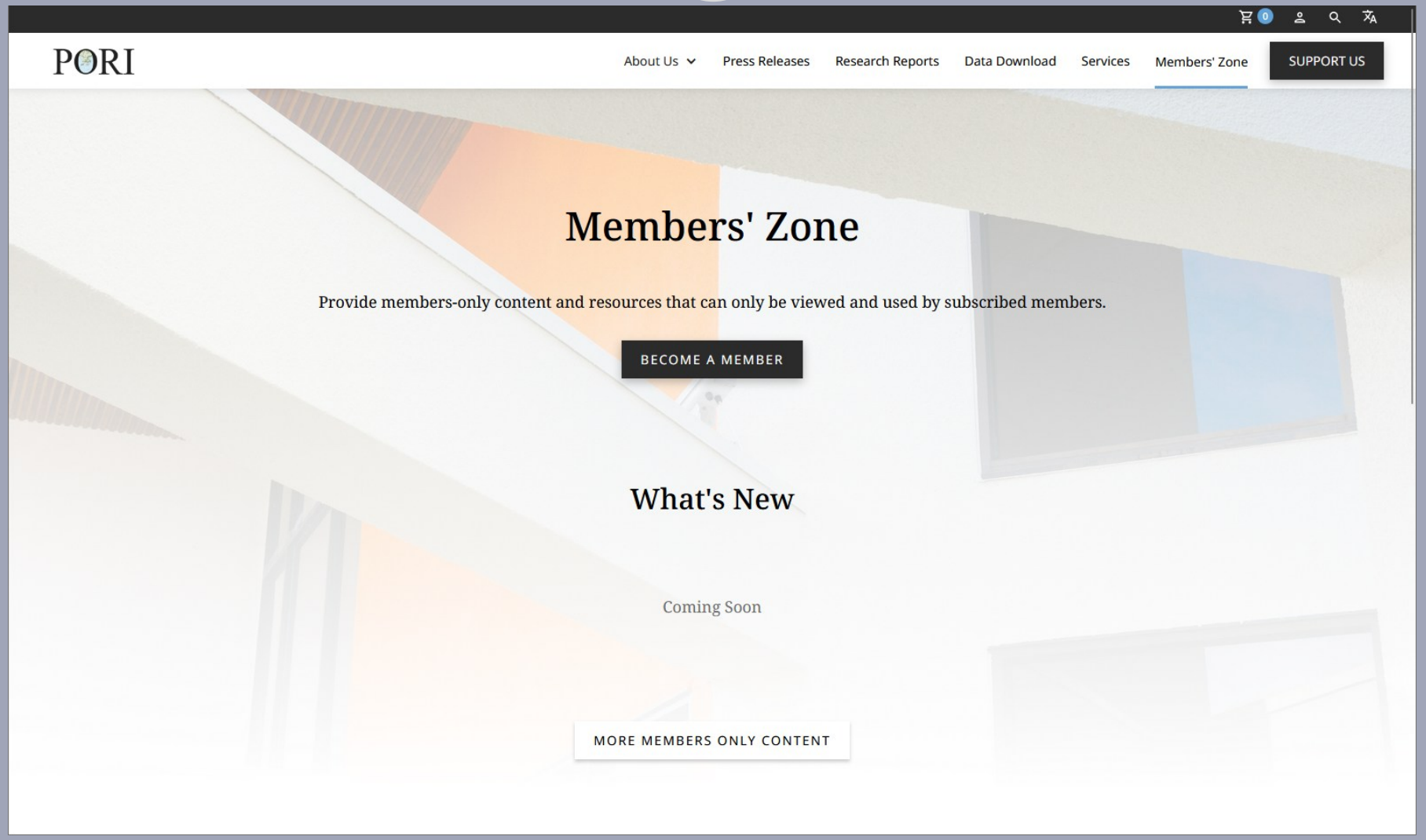
PORI's Latest Development : New Website (https://www.beta.pori.hk/)



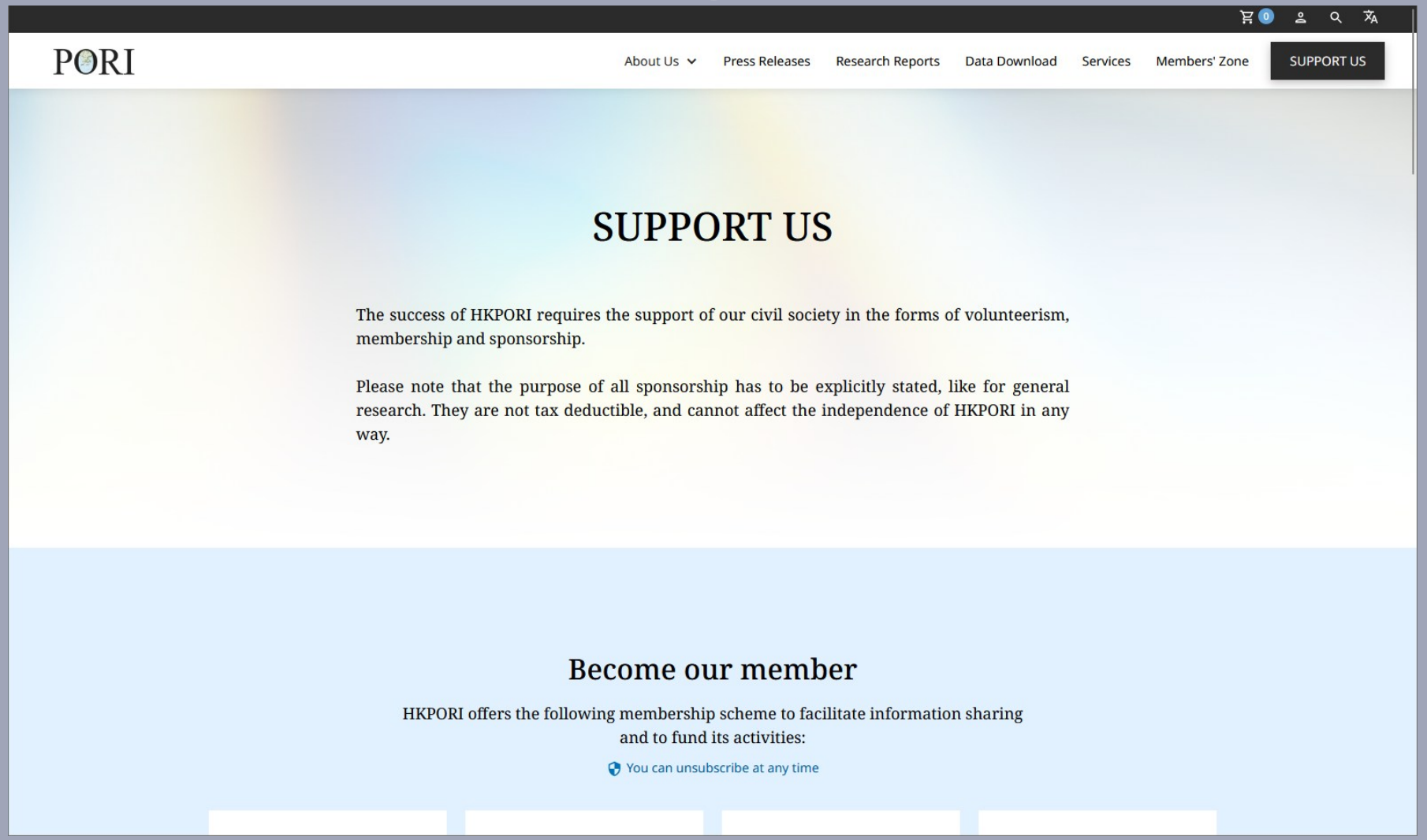
PORI's Latest Development:
New Website (https://www.beta.pori.hk/about-us/contact)



PORI's Latest Development:
New Website (https://www.beta.pori.hk/member-zone/all)



PORI's Latest Development:
New Website (https://www.beta.pori.hk/support-us#memberships)



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Contact Information

- Date of survey: 4-7/11/2024 (for telephone survey)
- Target population: Cantonese-speaking Hong Kong residents aged 18 or above
- Survey method and sample size: 669 successful cases, including --
- (1) 335 cases from random landline telephone survey
- (2) 334 cases from random mobile telephone survey
- Effective response rate: 46.6% (for telephone survey)
- Sampling error: Sampling error of percentages not more than +/-5%, that of net values not more than +/-10% and that of ratings not more than +/-0.1 at 95% confidence level (for telephone survey)
- 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 by Sex and Age group” (2023 mid-year), while the educational attainment (highest level attended) distribution and economic activity status distribution came from “Women and Men in Hong Kong - Key Statistics” (2023 Edition).

Year-end Review and Forecast (I)

Development of Hong Kong in the Year Past					
	2022	2023	2024	Change	Record
Satisfaction Rate	30%	35%	**34%**	▼ 1%	--
Dissatisfaction Rate	50%	46%	**54%**	▲ 8%*	Record High Since 2020
Net Satisfaction Rate	-20%	-11%	**-20%**	▼ 8%	--
Mean Value	2.6	2.7	**2.6**	▼ 0.1	--
Expected Development of Hong Kong Next Year					
Better	57%	40%	**39%**	▼ 1%	Record Low Since 2020
Worse	28%	40%	**43%**	▲ 3%	Record **High** Since 2019
Net Optimism	28%	0%	**-4%**	▼ 4%	Record Low Since 2020

*Significant Change

Year-end Review and Forecast (II)

Happy in the Year Past					
	2022	2023	2024	Change	Record
Happy	36%	44%	**54%**	▲10%*	Record High Since 2018
Unhappy	36%	30%	**29%**	--	Record Low Since 2018
Net Happiness Value	0%	14%	**25%**	▲ 11%	Record High Since 2018
Mean Value	2.9	3.1	**3.2**	▲ 0.1	--
Expected Personal Development in the Next Year					
Better	51%	47%	**48%**	▲ 1%	--
Worse	15%	22%	**24%**	▲ 2%	Record High Since 2020
Net Optimism	36%	25%	**24%**	▼ 1%	Record Low Since 2020

*Significant Change

Year-end Review and Forecast (III)

New Year Wishes					
	2022	2023	2024	Change	Record
Personal Matters	20%	38%	**33%**	▼ 6%	--
Society-related	49%	35%	**32%**	▼ 3%	Record Low Since 2012
World Peace-related	12%	10%	**19%**	▲ 9%*	**All-time Record High Since 1992**
No Special Wish	9%	11%	**10%**	▼ 1%	--

*Significant Change

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People's Most Familiar Political Figures (1-10)

	5-9/12/2022		8-16/12/2023		4-7/11/2024		Change	Record
	%	Rank	%	Rank	%	Rank		
John Lee	48%	1	50%	1	**53%**	**1**	--	**All-time Record High**
Carrie Lam	39%	2	32%	2	**33%**	**2**	--	--
Leung Chun-ying	26%	3	23%	5	**30%**	**3**	▲ 2	Record High Since 05/2017
Donald Tsang	21%	6	23%	6	**27%**	**4**	▲ 2	Record High Since 02/2020
Tung Chee-hwa	24%	4	24%	3	**24%**	**5**	▼ 2	Record High Since 02/2020
Regina Ip	22%	5	24%	4	**17%**	**6**	▼ 2	--
Chris Tang	15%	7	12%	8	**14%**	**7**	▲ 1	--
Paul Chan	12%	8	13%	7	**13%**	**8**	▼ 1	--
Anson Chan	7%	14	7%	12	**13%**	**9**	▲ 3	Record High Since 08/2019
Henry Tang	6%	17	6%	14	**8%**	**10**	▲ 4	--

People's Most Familiar Political Figures (11-20)

	5-9/12/2022		8-16/12/2023		4-7/11/2024		Change	Record
	%	Rank	%	Rank	%	Rank		
Starry Lee	9%	10	8%	11	**8%**	**11**	--	Record Low Since 02/2019
Martin Lee	8%	12	8%	10	**8%**	**12**	▼ 2	--
John Tsang	7%	13	6%	15	**6%**	**13**	▲ 2	--
Leung Kwok-hung	4%	23	4%	20	**5%**	**14**	▲ 6	--
Jasper Tsang	6%	16	9%	9	**5%**	**15**	▼ 6	Record Low Since 12/1997
Alice Mak	4%	22	2%	25	**5%**	**16**	▲ 9	--
Kevin Yeung	--	--	--	--	**5%**	**17**	+	Record High Since 08/2020
Rita Fan	8%	11	3%	24	**5%**	**18**	▲ 6	--
Eric Chan	3%	27	5%	17	**4%**	**19**	▼ 2	--
Michael Tien	5%	18	7%	13	**3%**	**20**	▼ 7	--

Average Rank of the Past 10 Surveys

29/1-8/2/2019 —— 4-7/11/2024							
Overall rank	Political Figures	Average Rank*	Change	Overall rank	Political Figures	Average Rank*	Change
1	Carrie Lam	1.3	--	11	John Tsang	15.1	--
2	Leung Chun-ying	3.5	--	12	Leung Kwok-hung	15.8	--
3	Tung Chee-hwa	3.8	--	13	Henry Tang	16.6	--
4	Donald Tsang	5.0	--	14	Joshua Wong	18.0	--
5	Regina Ip	5.2	--	15	John Lee	19.9	▲ 3
6	Paul Chan	8.5	▲ 1	16	Chris Tang	21.6	▲ 4
7	Martin Lee	9.3	▼ 1	17	Michael Tien	22.4	▼ 1
8	Starry Lee	11.5	▲ 1	18	Matthew Cheung	24.3	▼ 3
9	Anson Chan	12.0	--	19	Tam Yiu-chung	24.8	▼ 2
10	Jasper Tsang	12.5	▼ 2	20	Junius Ho	25.7	▲ 2

* Those who ranked beyond the 50th are counted as 50th in calculation of average ranks

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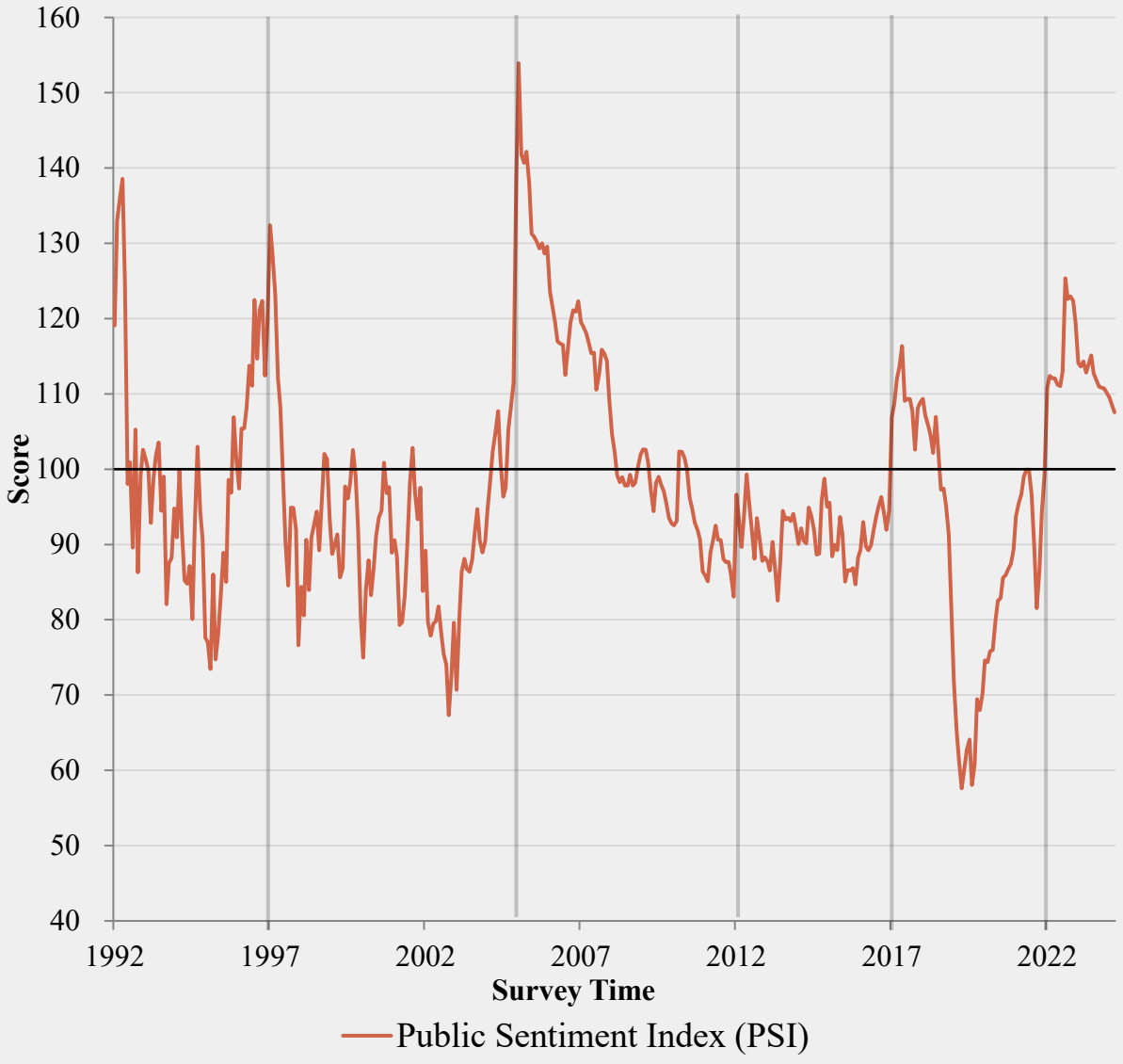
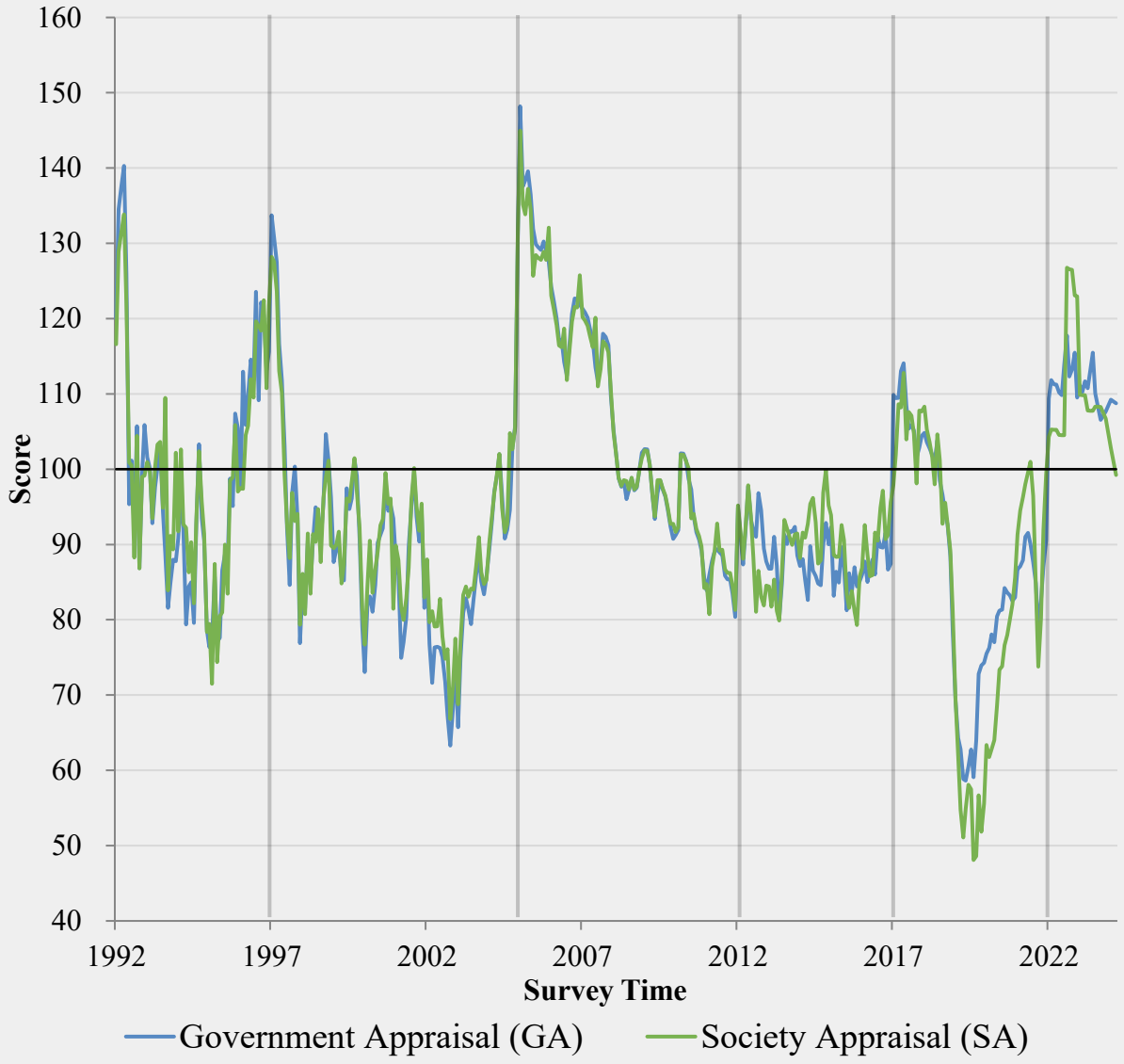
PSI Report No. 6.46: Monthly PSI Figures

PSI 1992-2024 (Monthly figures)

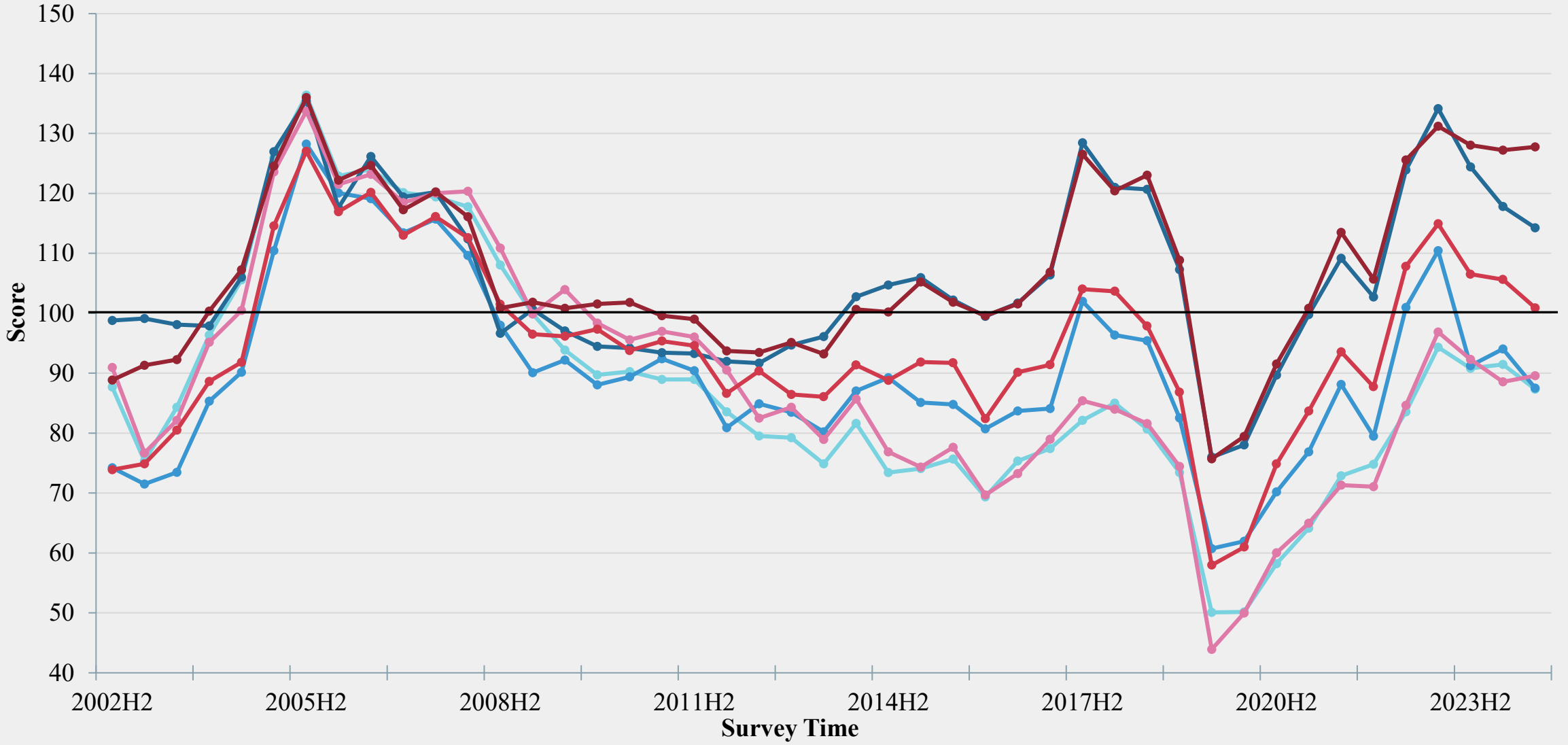


GA and SA 1992-2024 (Monthly figures)



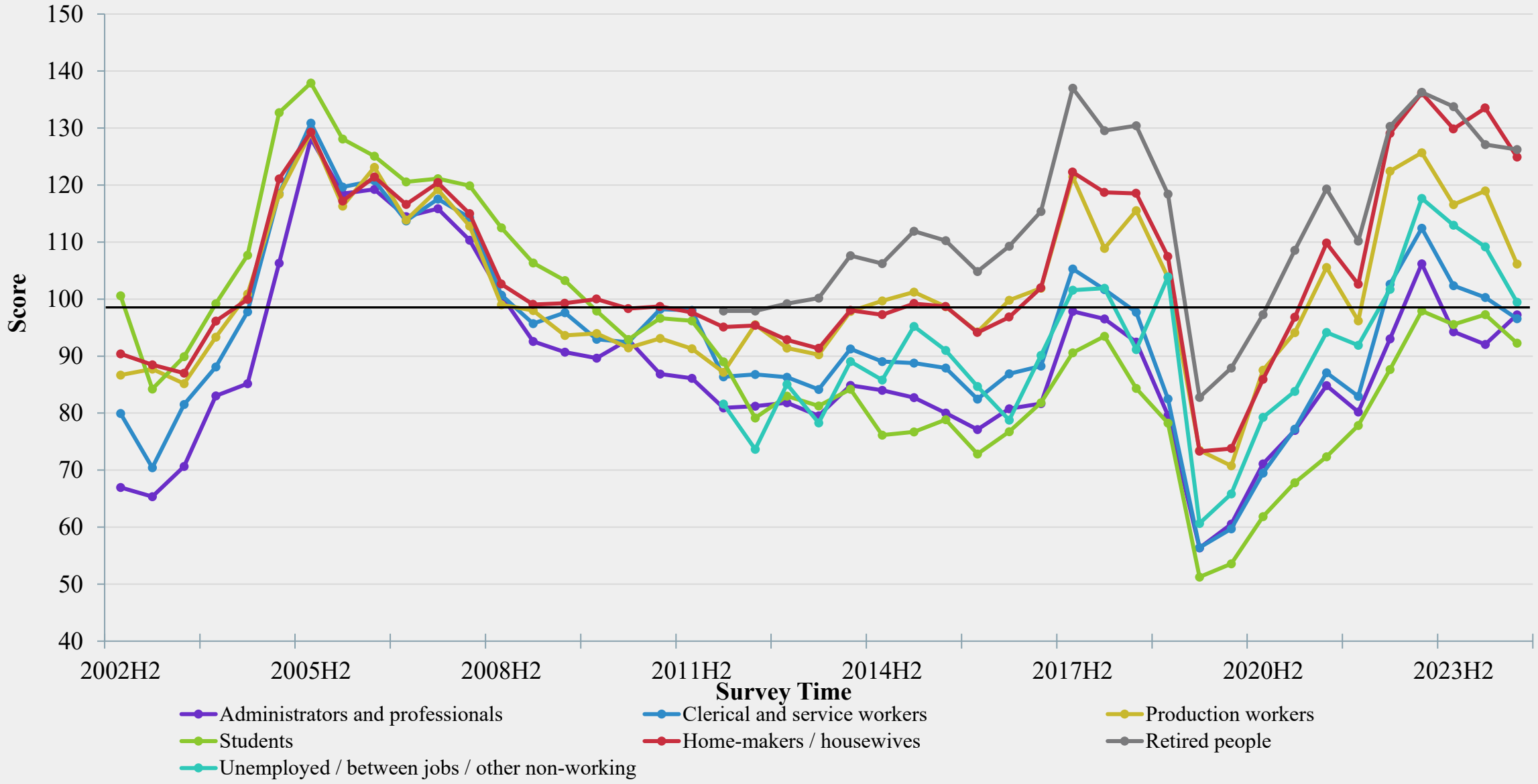
PSI Report No. 6.47: PSI per Gender and Age

PSI among people of different gender and age groups (2002-2024; half-yearly averages)



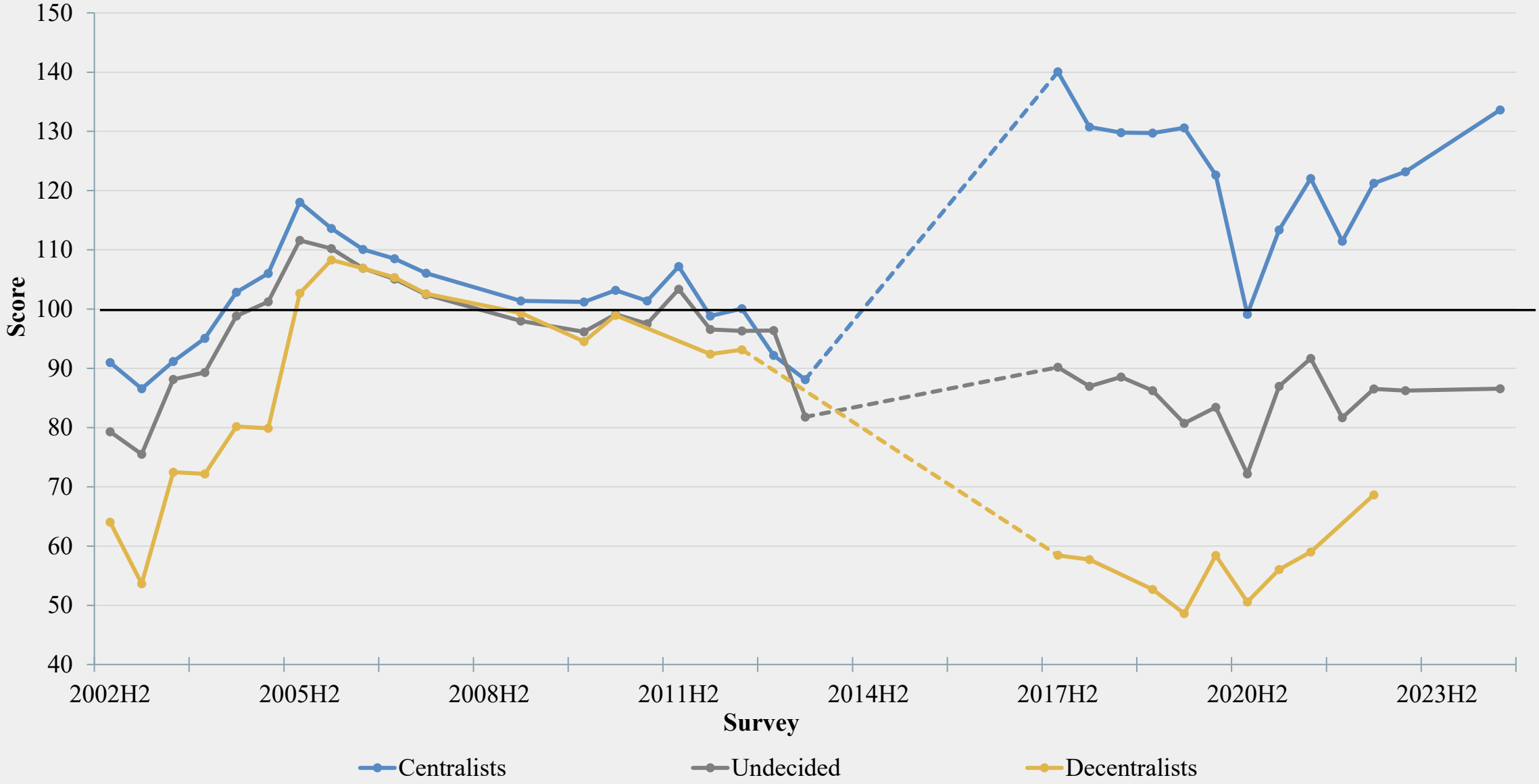
PSI Report No. 6.48: PSI per Economic Activity Status

PSI among people of different economic activity status (2002-2024; half-yearly averages)



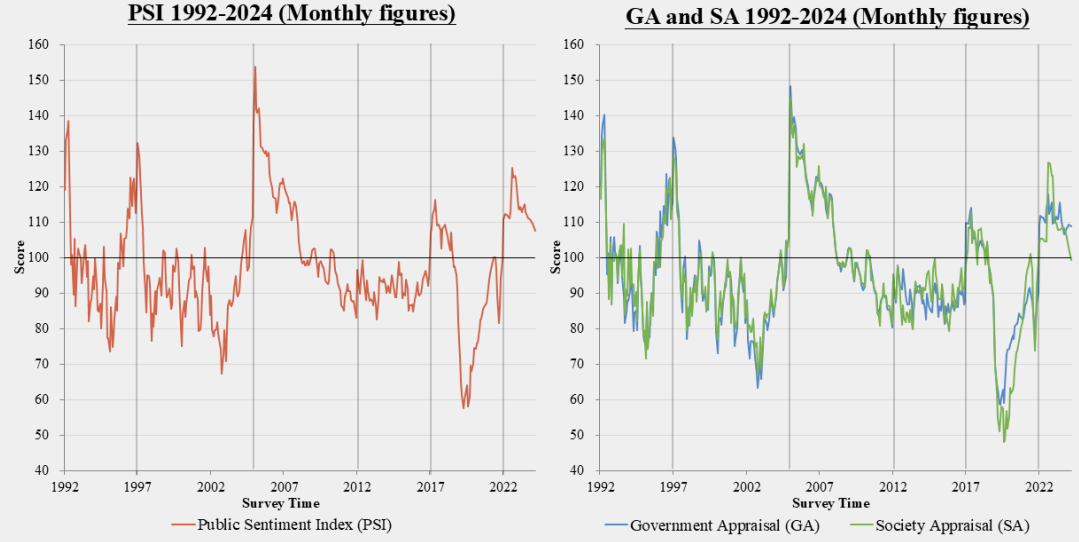
PSI Report No. 6.49: PSI per Centrality

PSI among people of different centrality (2002-2024; half-yearly averages)

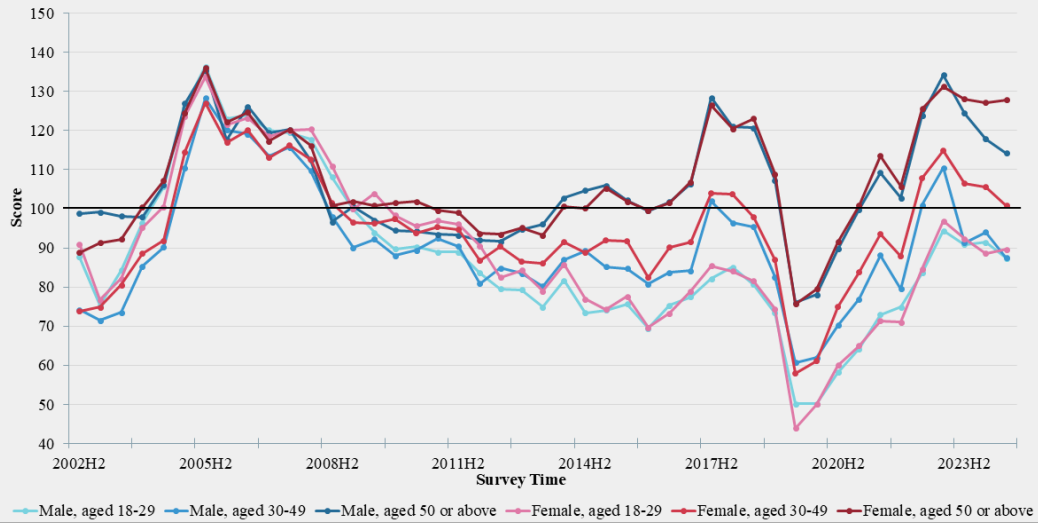


PSI Report No. 6.50 – Combined Charts

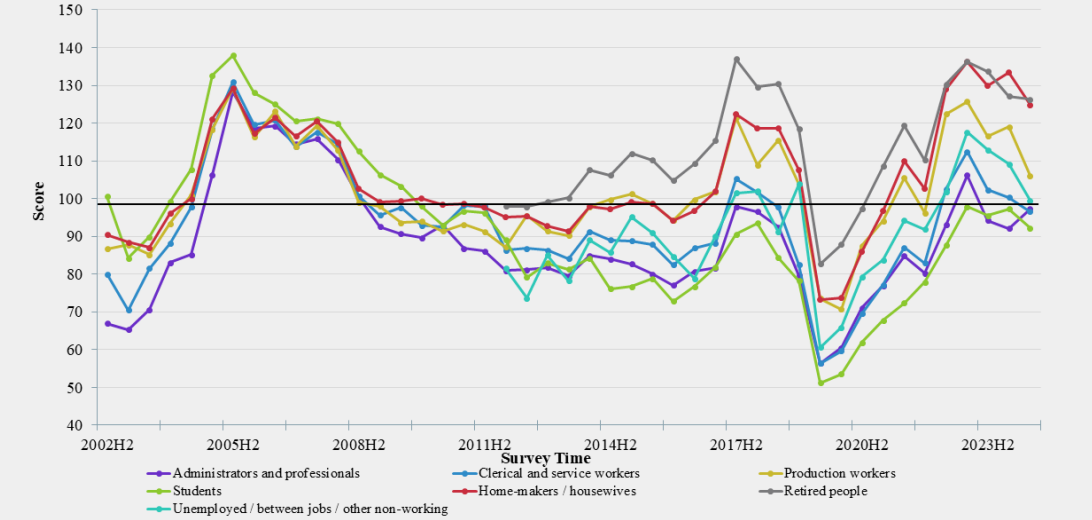
PSI Report No. 6.46: Monthly PSI Figures



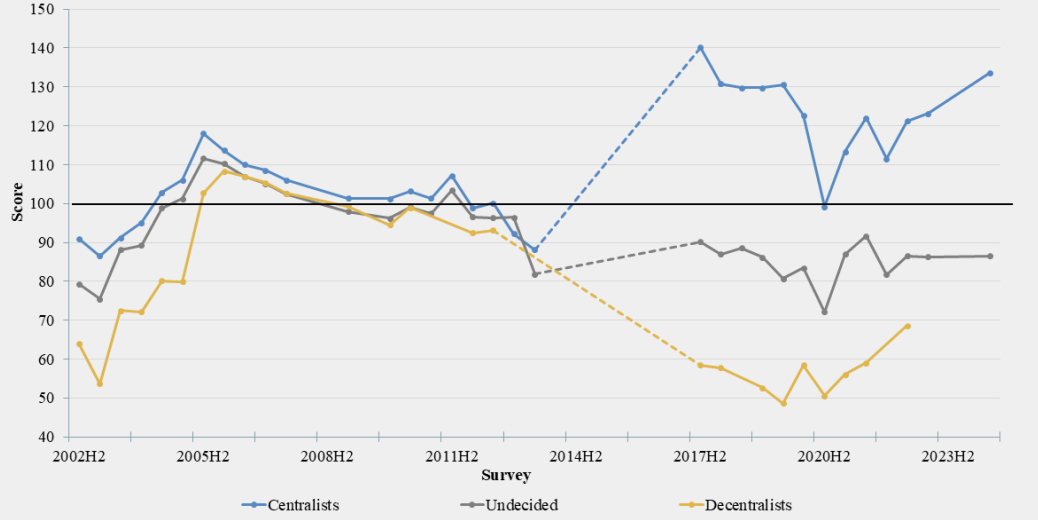
PSI Report No. 6.47: PSI per Gender and Age



PSI Report No. 6.48: PSI per Economic Activity Status



PSI Report No. 6.49: PSI per Centrality



PSI Report No. 6.50 – Concluding Remarks

- This ninth aggregate report has reconfirmed the usefulness of **age** and **centrality** analysis, whereas gender and economic activity status analyses are much less useful.
- However, for centrality, the fluctuations in public sentiment may not be precise enough because the sample size has become smaller.