

# PORI

---

HONG KONG PUBLIC OPINION RESEARCH INSTITUTE

香 港 民 意 研 究 所

---

**Latest Survey Results**

**December 27, 2024**

# Presentation Flow

2

- 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

3

## Chinese Platforms



hkpori\_tc



hkpori\_tc



HKPORI

## English Platforms



hkpori\_en



hkpori\_en



hk\_pori



Hong Kong Public Opinion  
Research Institute

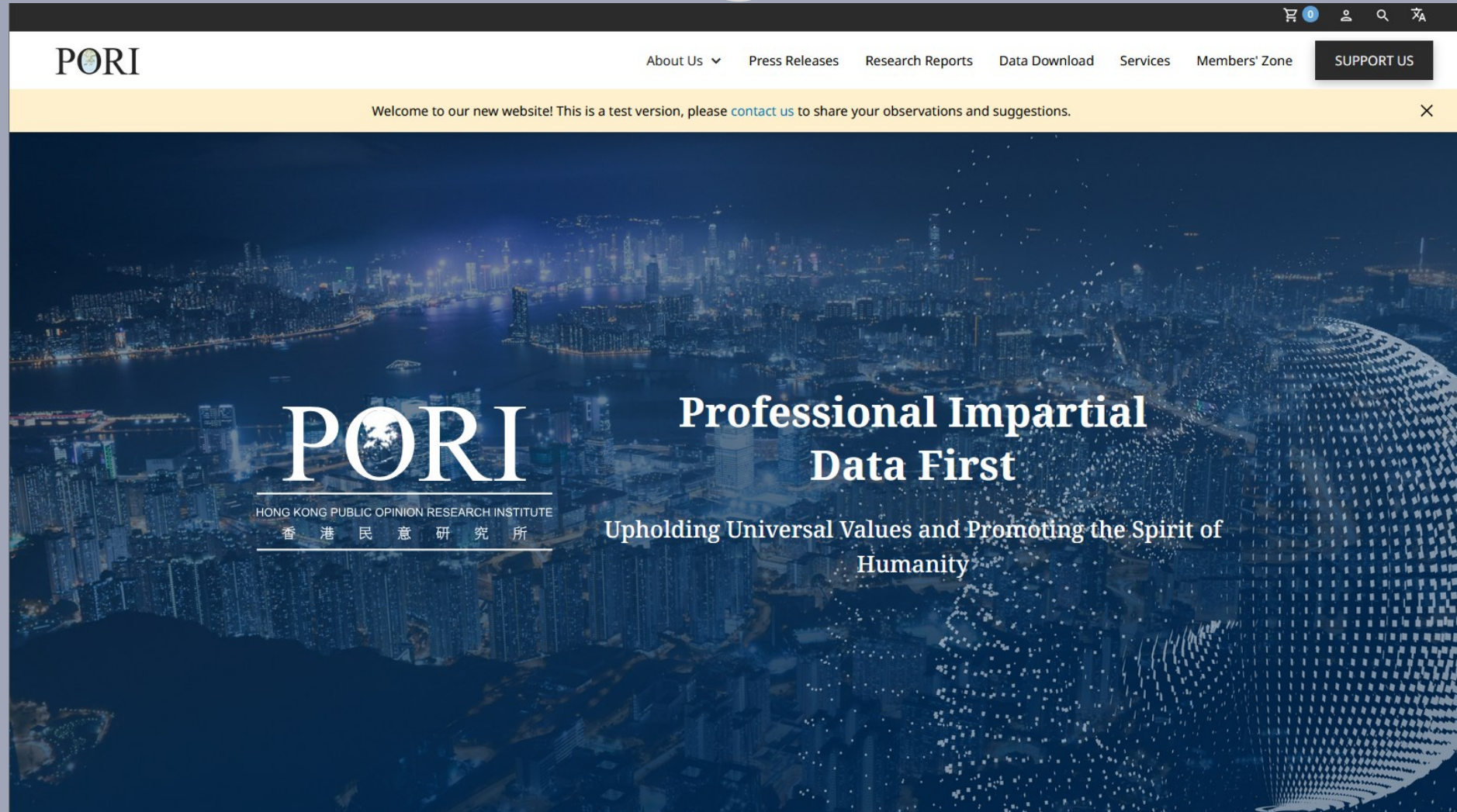
## Bilingual Platform



hkpori

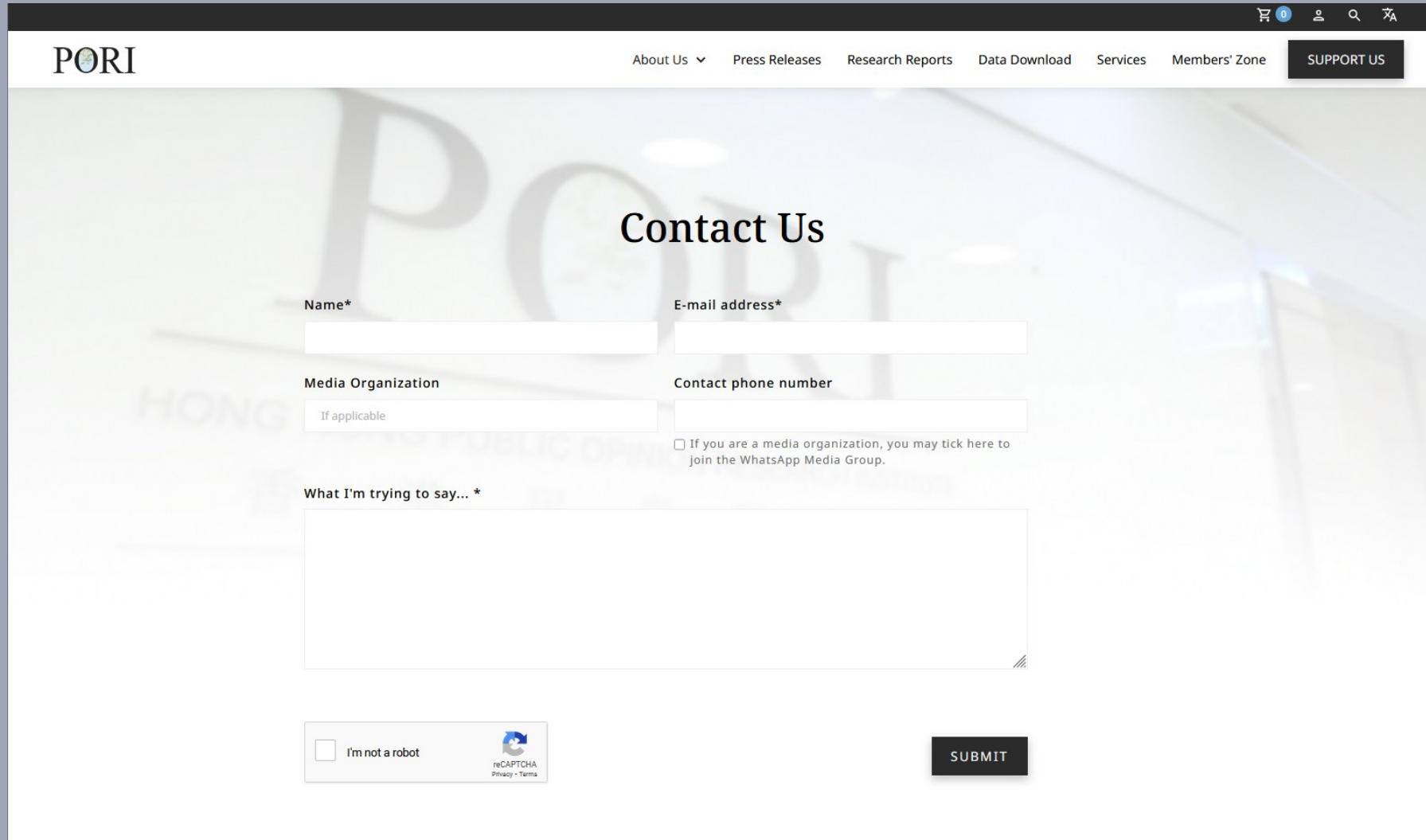
# PORI's Latest Development : New Website (<https://www.beta.pori.hk/>)

4



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

5



The screenshot shows the contact page of the PORI website. The page has a white header with the PORI logo on the left and navigation links: About Us, Press Releases, Research Reports, Data Download, Services, Members' Zone, and a black 'SUPPORT US' button. The main content area has a light blue background with a blurred image of a hallway. The title 'Contact Us' is centered. Below the title are four input fields: 'Name\*', 'E-mail address\*', 'Media Organization' (with a placeholder 'If applicable'), and 'Contact phone number'. There is a checkbox for 'If you are a media organization, you may tick here to join the WhatsApp Media Group.' Below these is a large text area for 'What I'm trying to say... \*'. At the bottom left is a reCAPTCHA 'I'm not a robot' checkbox, and at the bottom right is a black 'SUBMIT' button.

PORI

About Us ▾ Press Releases Research Reports Data Download Services Members' Zone SUPPORT US

## Contact Us

Name\*


E-mail address\*

Media Organization

Contact phone number

If you are a media organization, you may tick here to join the WhatsApp Media Group.

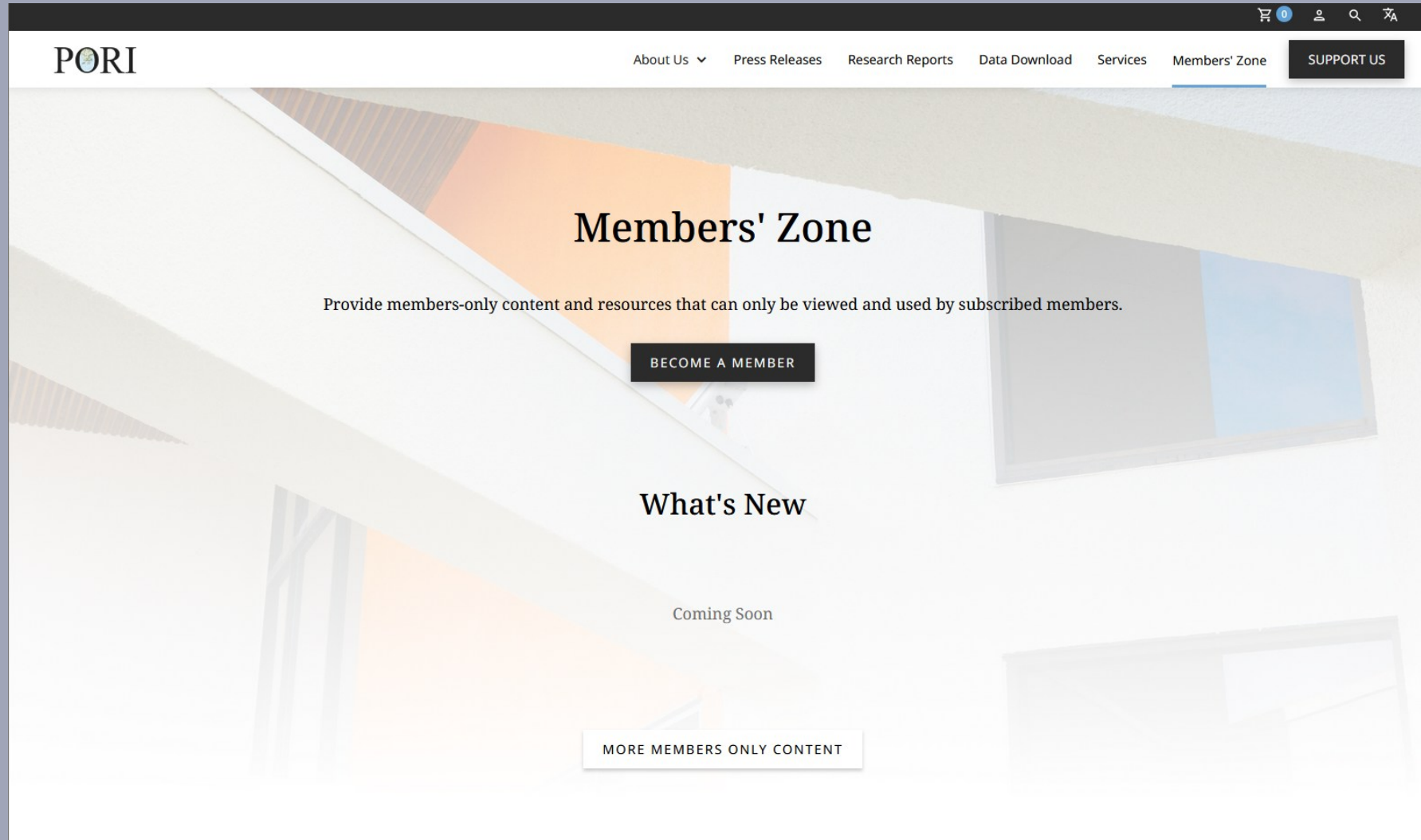
What I'm trying to say... \*

I'm not a robot  reCAPTCHA  
Privacy - Terms

SUBMIT

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

6





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



The screenshot shows the 'SUPPORT US' page on the PORI website. The page features a navigation bar with the PORI logo and links for 'About Us', 'Press Releases', 'Research Reports', 'Data Download', 'Services', 'Members' Zone', and a 'SUPPORT US' button. The main content area has a light blue background with the heading 'SUPPORT US'. Below the heading, there is a paragraph explaining that the success of HKPORI requires support from civil society in the form of volunteerism, membership, and sponsorship. A second paragraph notes that sponsorship must be explicitly stated and is not tax deductible. At the bottom, there is a section titled 'Become our member' which states that HKPORI offers a membership scheme to facilitate information sharing and fund its activities. A small icon and text at the bottom indicate that users can unsubscribe at any time.

**PORI**

About Us ▾ Press Releases Research Reports Data Download Services Members' Zone **SUPPORT US**

## SUPPORT US

The success of HKPORI requires the support of our civil society in the forms of volunteerism, membership and sponsorship.

Please note that the purpose of all sponsorship has to be explicitly stated, like for general research. They are not tax deductible, and cannot affect the independence of HKPORI in any way.

### Become our member

HKPORI offers the following membership scheme to facilitate information sharing and to fund its activities:

You can unsubscribe at any time

# Presentation Flow

8

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



# Contact Information

9

- 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%	<b>34%</b>	▼ 1%	--
Dissatisfaction Rate	50%	46%	<b>54%</b>	▲ 8%*	Record <b>High</b> Since 2020
Net Satisfaction Rate	-20%	-11%	<b>-20%</b>	▼ 8%	--
Mean Value	2.6	2.7	<b>2.6</b>	▼ 0.1	--
Expected Development of Hong Kong Next Year					
Better	57%	40%	<b>39%</b>	▼ 1%	Record <b>Low</b> Since 2020
Worse	28%	40%	<b>43%</b>	▲ 3%	Record <b>High</b> Since 2019
Net Optimism	28%	0%	<b>-4%</b>	▼ 4%	Record <b>Low</b> Since 2020

\*Significant Change

## Year-end Review and Forecast (II)

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

\*Significant Change

# Year-end Review and Forecast (III)

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

\*Significant Change

# Presentation Flow

13

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

# 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	<b>53%</b>	<b>1</b>	--	<b>All-time Record High</b>
Carrie Lam	39%	2	32%	2	<b>33%</b>	<b>2</b>	--	--
Leung Chun-ying	26%	3	23%	5	<b>30%</b>	<b>3</b>	<b>▲ 2</b>	Record <b>High</b> Since 05/2017
Donald Tsang	21%	6	23%	6	<b>27%</b>	<b>4</b>	<b>▲ 2</b>	Record <b>High</b> Since 02/2020
Tung Chee-hwa	24%	4	24%	3	<b>24%</b>	<b>5</b>	<b>▼ 2</b>	Record <b>High</b> Since 02/2020
Regina Ip	22%	5	24%	4	<b>17%</b>	<b>6</b>	<b>▼ 2</b>	--
Chris Tang	15%	7	12%	8	<b>14%</b>	<b>7</b>	<b>▲ 1</b>	--
Paul Chan	12%	8	13%	7	<b>13%</b>	<b>8</b>	<b>▼ 1</b>	--
Anson Chan	7%	14	7%	12	<b>13%</b>	<b>9</b>	<b>▲ 3</b>	Record <b>High</b> Since 08/2019
Henry Tang	6%	17	6%	14	<b>8%</b>	<b>10</b>	<b>▲ 4</b>	--

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

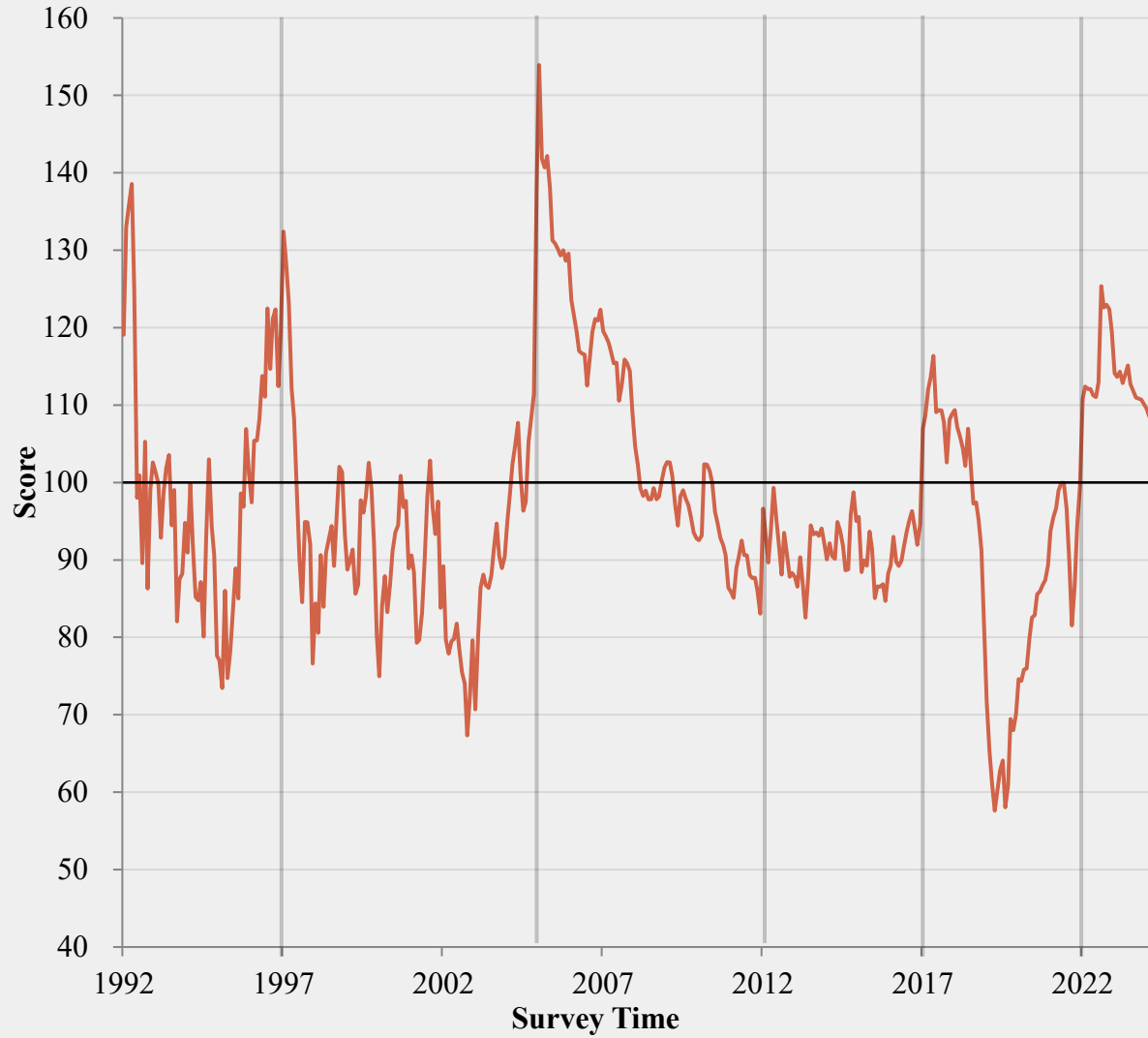
# Presentation Flow

17

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

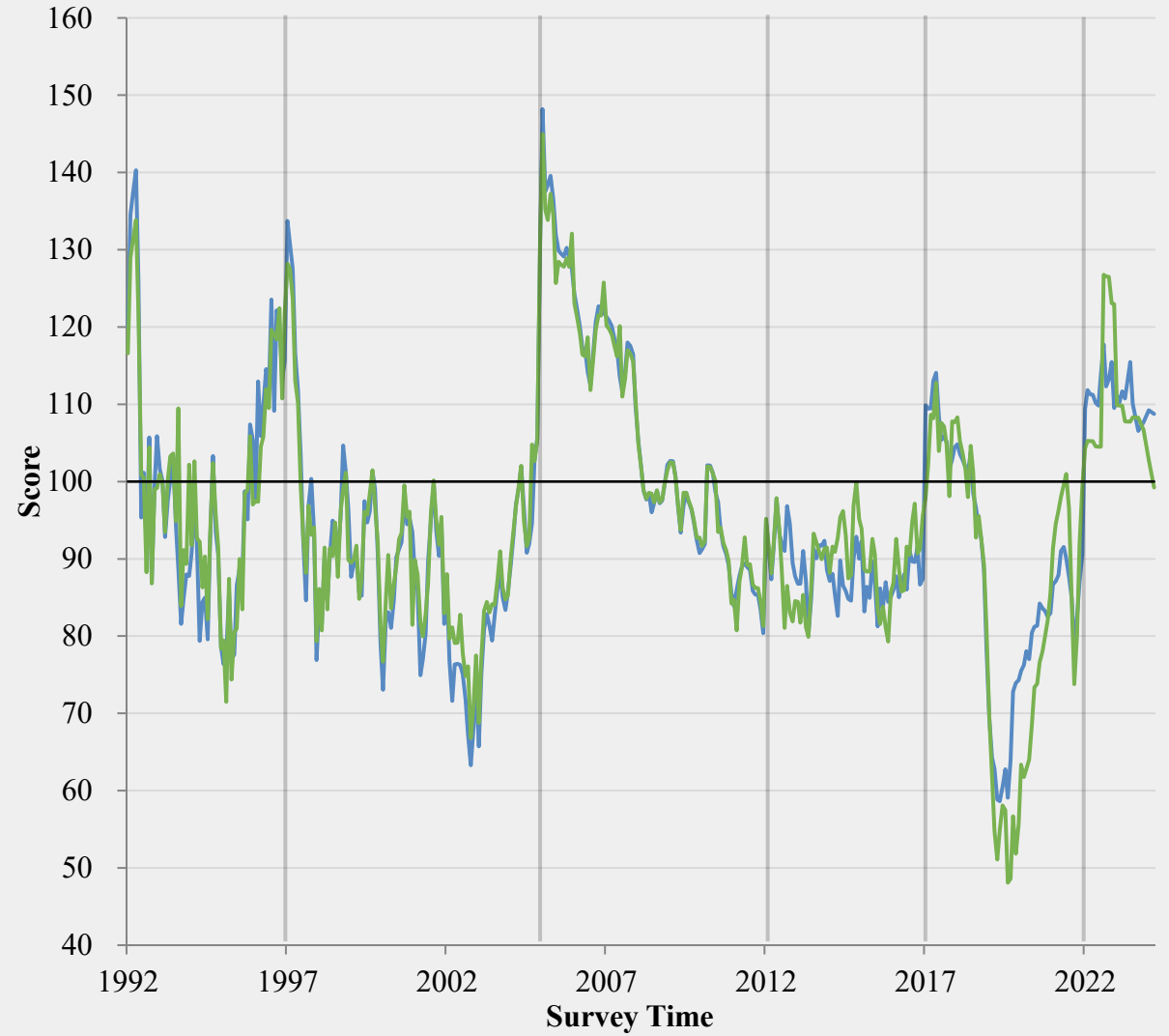
# PSI Report No. 6.46: Monthly PSI Figures

## PSI 1992-2024 (Monthly figures)



— Public Sentiment Index (PSI)

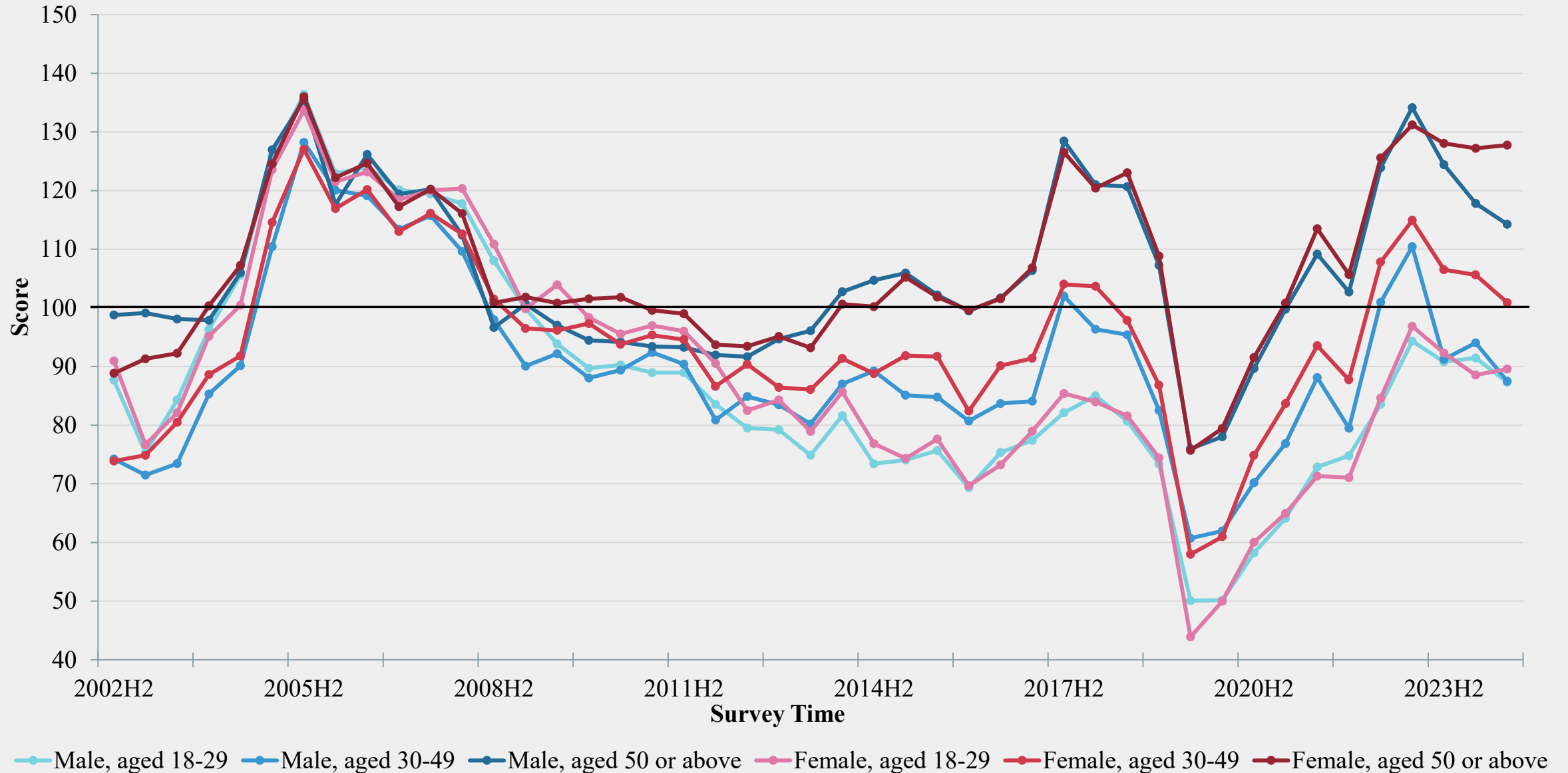
## GA and SA 1992-2024 (Monthly figures)



— Government Appraisal (GA) — Society Appraisal (SA)

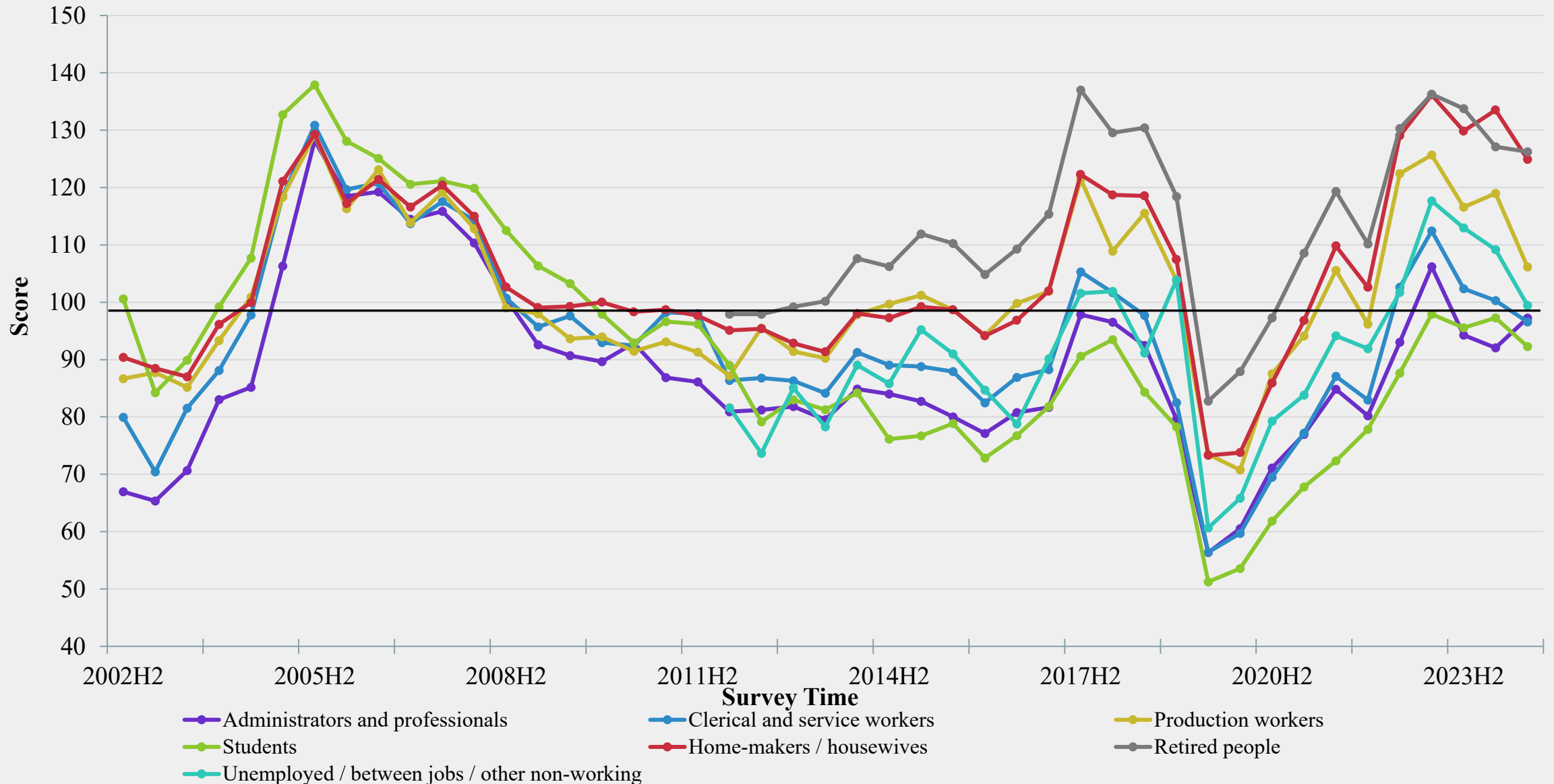
# PSI Report No. 6.47: PSI per Gender and Age

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



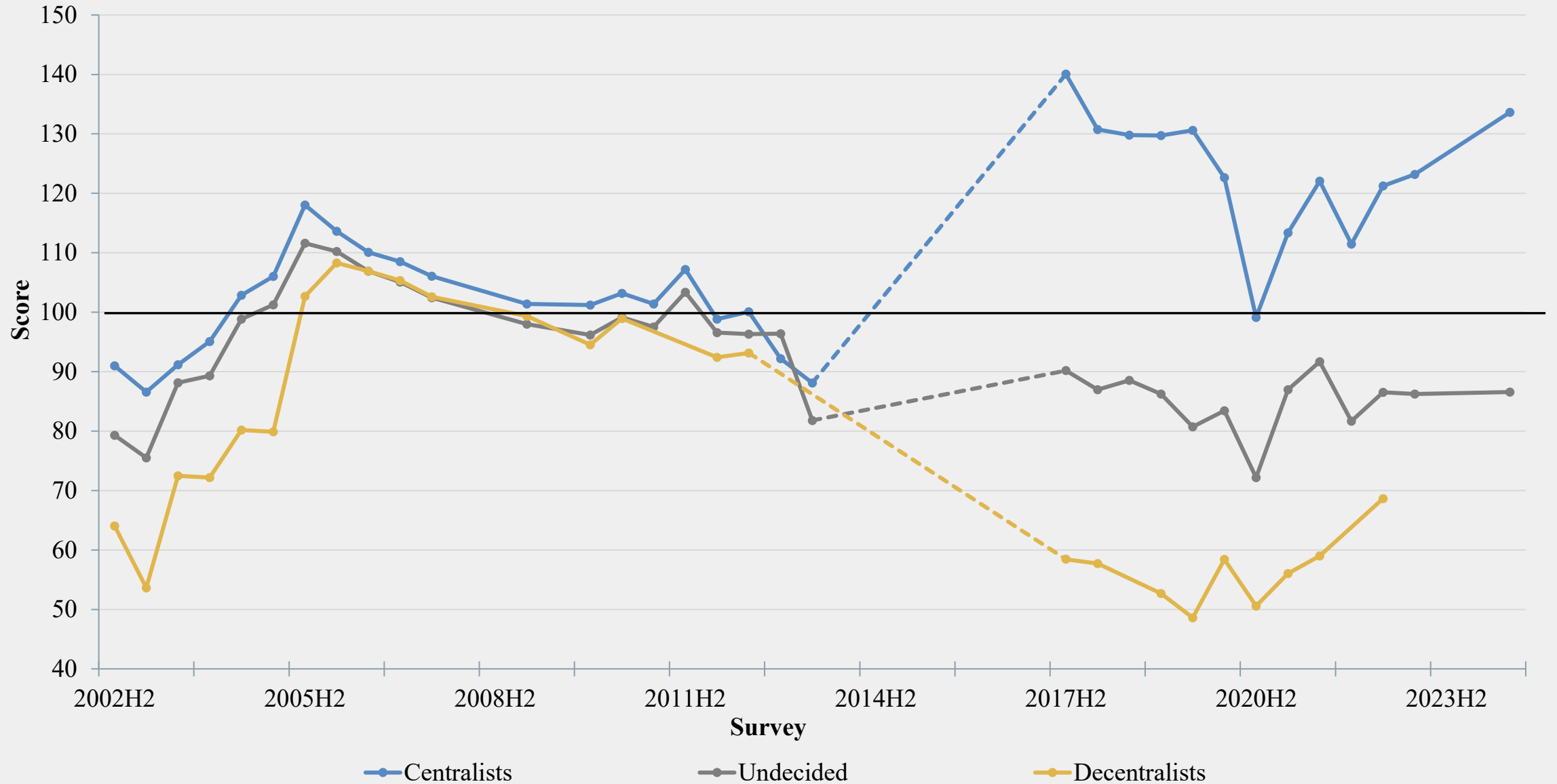
# PSI Report No. 6.48: PSI per Economic Activity Status

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



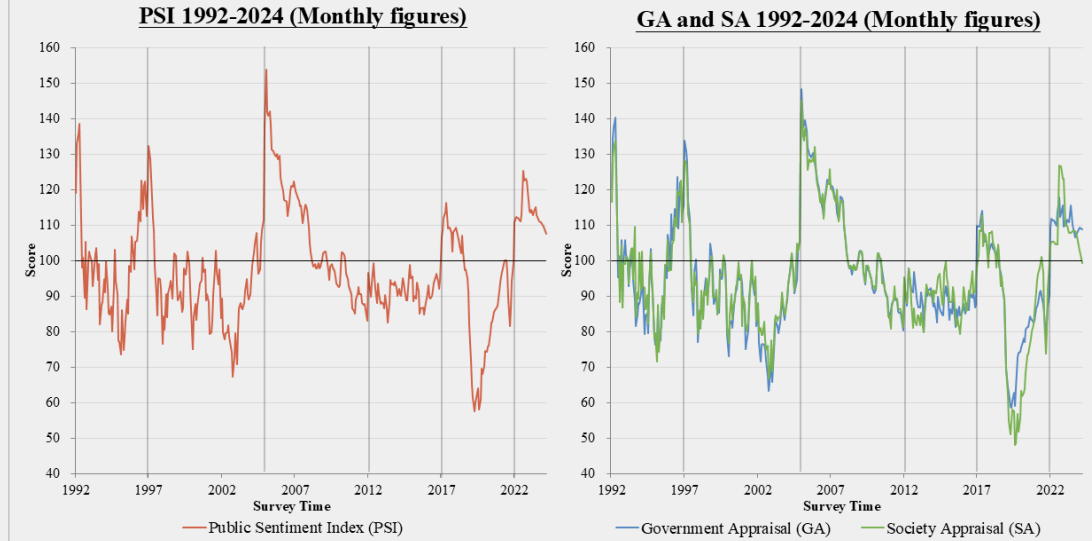
# PSI Report No. 6.49: PSI per Centrality

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

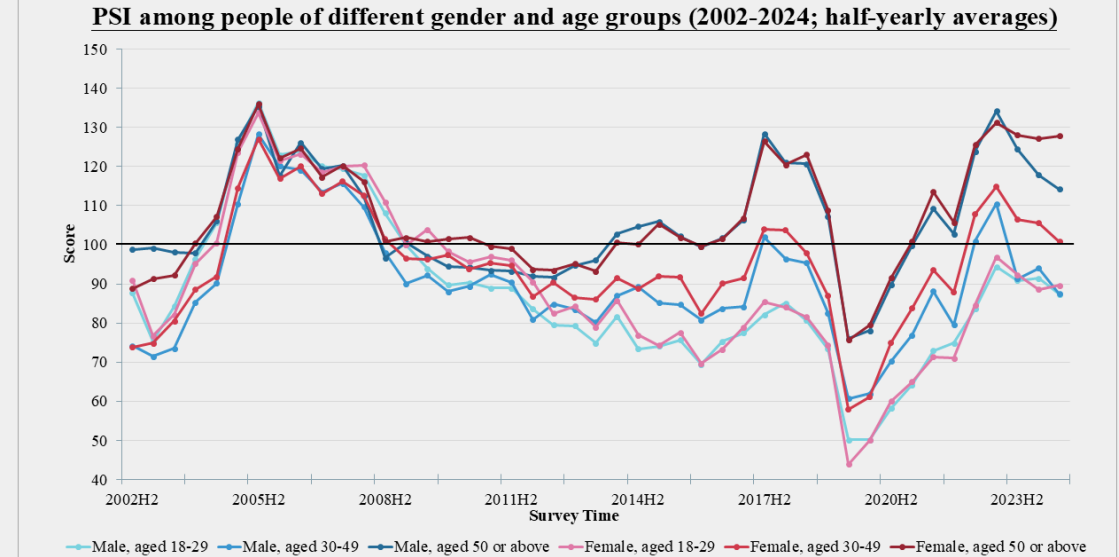


# PSI Report No. 6.50 – Combined Charts

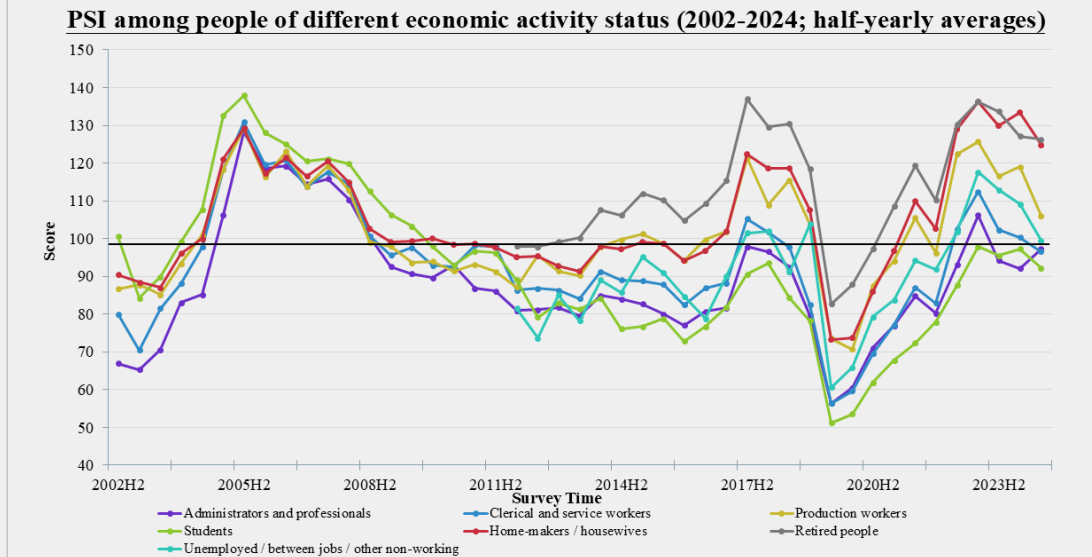
**PSI Report No. 6.46: Monthly PSI Figures**



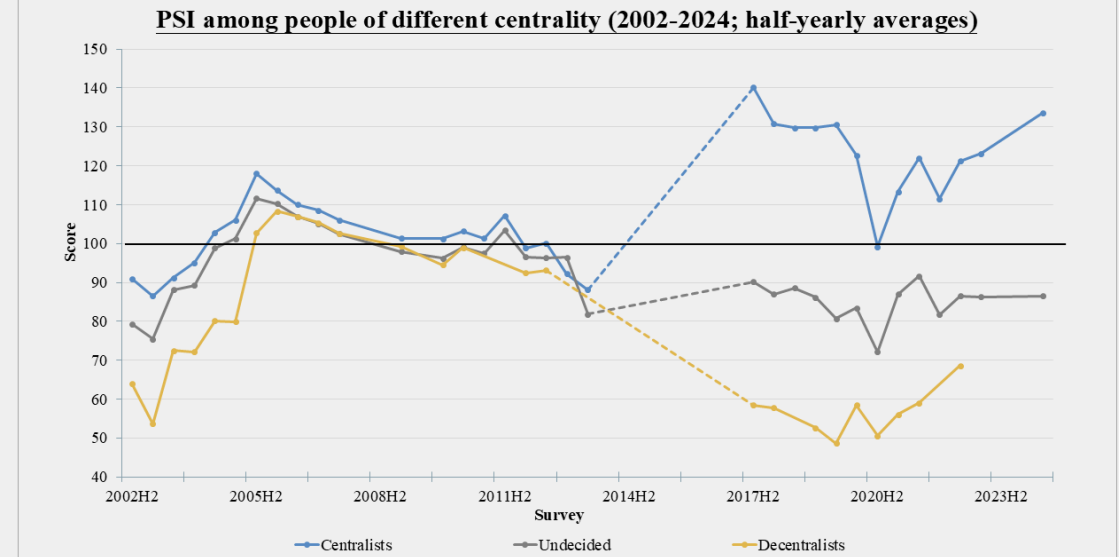
**PSI Report No. 6.47: PSI per Gender and Age**



**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.