

2024 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、 市民最熟悉政治人物排名榜

公報簡要

香港民意研究所（香港民研）於十一月初由真實訪問員以隨機電話抽樣成功訪問了 669 名香港居民，同時繼續測試電話短訊調查方法。本報告集中分析電話訪問部分所得的數據（即不包括電話短訊網上調查樣本），雖然樣本總數有所減少，但與以往的調查及分析方法一致，因此結果可以直接比較。

電話訪問部分顯示，市民對香港過去一年整體發展的滿意淨值為負 20 個百分點，較去年下跌 8 個百分點。展望將來，對來年香港整體發展的樂觀淨值為負 4 個百分點，亦較去年下跌。個人層面方面，市民在過去一年的快樂淨值為正 25 個百分點，較去年上升。對於來年個人發展的展望，樂觀淨值為正 24 個百分點，較去年輕微下跌。全部上述數字的變化並未超出抽樣誤差。至於市民新年願望的內容，與個人相關的佔 33%，與社會相關的佔 32%，創 2012 年以來新低。與世界和平或友愛相關的則佔 19%，較去年顯著上升 9 個百分點，並且創 1992 年有紀錄以來新高。另外，10% 市民表示沒有新年願望，與去年數字相若。

至於市民最熟悉政治人物的最新排名榜，最多受訪者提及的首十名政治人物分別為李家超、林鄭月娥、梁振英、曾蔭權、董建華、葉劉淑儀、鄧炳強、陳茂波、陳方安生和唐英年，第十一至二十名分別為李慧琼、李柱銘、曾俊華、梁國雄、曾鈺成、麥美娟、楊潤雄、范徐麗泰、陳國基和田北辰。當中李家超提名比率創歷史新高，梁振英和陳方安生的提名比率則創 2017 及 2019 年以來新高。至於曾鈺成和李慧琼的提名比率則分別創 1997 及 2019 年以來新低。值得一提的是，前文化體育及旅遊局局長楊潤雄繼 2020 年 8 月後再次進入 50 名以內，並躍升至第 17 名。

對比一年前，8 位政治人物蟬聯十大，曾鈺成和李柱銘跌出十名以外，由陳方安生和唐英年取代。總結過去 10 次調查的結果，林鄭月娥的總結排名繼續位列榜首，然後是梁振英、董建華和曾蔭權。

電話訪問部分的實效回應比率為 46.6%。在 95% 置信水平下，調查的百分比誤差不超過 +/-5%，淨值誤差不超過 +/-10%，評分誤差不超過 +/-0.1。

樣本資料

調查日期 : 4-7/11/2024 (電話訪問部分)

調查方法	: (1) 隨機抽樣固網電話訪問 (2) 隨機抽樣手機電話訪問 (3) 隨機抽樣電話短訊邀請參與網上調查
訪問對象	: 18 歲或以上操粵語的香港居民
成功樣本數目 ^[1]	: 669 (電話訪問部分；包括 335 個固網樣本、334 個手機樣本)
實效回應比率	: 46.6% (電話訪問部分)
抽樣誤差 ^[2]	: 在 95% 置信水平下，百分比誤差不超過 +/-5%，淨值誤差不超過 +/-10%，評分誤差不超過 +/-0.1 (電話訪問部分)
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《按性別及年齡劃分的年中人口》(2023 年中)，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》(2023 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。

年終回顧及前瞻

以下是市民對 2024 年回顧及 2025 年前瞻的數字，與近年的調查結果並列：

調查日期	9-14/12/21	5-9/12/22	8-16/12/23	4-7/11/24 ^[3]	最新變化
樣本數目	589-651	513-514	501	340-343	--
回應比率	58.0%	60.2%	52.2%	46.6%	--
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 ^[4]	26% ^[5]	30%	35%	34+/-5%	-1%
對香港過去一年發展的評價：不滿率 ^[4]	52% ^[5]	50%	46%	54+/-5%	+8%^[5]
滿意率淨值	-26% ^[5]	-20%	-11%	-20+/-10%	-8%
平均量值 ^[4]	2.5 ^[5]	2.6	2.7	2.6+/-0.1	-0.1
預期來年香港整體發展會改善之比率	40% ^[5]	57% ^[5]	40% ^[5]	39+/-5%	-1%
預期來年香港整體發展會惡化之比率	29% ^[5]	28%	40% ^[5]	43+/-5%	+3%
樂觀淨值	12% ^[5]	28% ^[5]	0% ^[5]	-4+/-10%	-4%
於過去一年感到生活快樂之比率 ^[4]	29% ^[5]	36% ^[5]	44% ^[5]	54+/-5%	+10%^[5]
於過去一年感到生活不快樂之比率 ^[4]	40% ^[5]	36%	30% ^[5]	29+/-5%	--
快樂比率淨值	-10% ^[5]	0% ^[5]	14% ^[5]	25+/-10%	+11%
平均量值 ^[4]	2.8 ^[5]	2.9 ^[5]	3.1 ^[5]	3.2+/-0.1	+0.1
預計來年個人發展較佳之比率	42% ^[5]	51% ^[5]	47%	48+/-5%	+1%
預計來年個人發展較差之比率	15% ^[5]	15%	22% ^[5]	24+/-5%	+2%
樂觀淨值	26% ^[5]	36% ^[5]	25% ^[5]	24+/-9%	-1%

調查日期	9-14/12/21	5-9/12/22	8-16/12/23	4-7/11/24 ^[3]	最新變化
樣本數目	589-651	513-514	501	340-343	--
回應比率	58.0%	60.2%	52.2%	46.6%	--
最新結果	結果	結果	結果	結果及誤差	--
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%	20%	38% ^[5]	33+/-5%	-6%
新年願望：與社會相關之比率（例如：經濟、民生、政治和其他）	40% ^[5]	49% ^[5]	35% ^[5]	32+/-5%	-3%
新年願望：與世界和平或友愛相關之比率	6%	12% ^[5]	10%	19+/-4%	+9% ^[5]
沒有新年願望之比率	18% ^[5]	9% ^[5]	11%	10+/-3%	-1%

[3] 各項數字只計算電話訪問部分，不包括電話短訊網上調查樣本。

[4] 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。

[5] 根據兩次調查的數字合併計算，有關差異在 95% 置信水平下表面成立。不過，變化在統計學上成立與否，並不同有關變化是否有實際用途或意義，而不同加權方法亦可能會得出不同結果。

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 34%，不滿比率為 54%，淨值為負 20 個百分點。平均量值為 2.6，即整體上介乎「幾不滿」及「一半半」之間。整體評價下跌 8 個百分點，但過去一年的變化並未超出抽樣誤差。展望將來，39% 預期來年香港的整體發展會比今年好，認為會惡化的則佔 43%，樂觀淨值為負 4 個百分點，較去年下跌 4 個百分點，但變化並未超出抽樣誤差。

個人層面方面，54% 市民表示在過去一年活得快樂，29% 表示不快樂，快樂淨值為正 25 個百分點，較去年上升 11 個百分點並創 2018 年以來新高，但變化並未超出抽樣誤差。平均量值為 3.2，即整體上接近「一半半」。對於來年的個人發展，48% 預計會較去年為佳，24% 則認為會較差，樂觀淨值為正 24 個百分點，較去年輕微下跌 1 個百分點。

至於市民新年願望的內容，與個人相關的佔 33%，與社會相關的佔 32%，創 2012 年以來新低。與世界和平或友愛相關的則佔 19%，較去年顯著上升 9 個百分點，並且創 1992 年有紀錄以來新高。另外，10% 市民表示沒有新年願望，與去年數字相若。

市民最熟悉政治人物

在市民最熟悉政治人物調查中，受訪者可在未經提示下說出最多 10 名最熟悉的香港在世政治人物。以下是最新調查中前二十名的結果^[6]：

調查日期	20-26/8/21		21-24/2/22		5-9/12/22		8-16/12/23		4-7/11/24 ^[7]	
樣本數目	633		587		513		501		342	
回應比率	52.9%		49.7%		60.2%		52.2%		46.6%	
最新結果	比率	排名	比率	排名	比率	比率	比率	排名	比率	排名
李家超	14%	7	21%	5	48%	1	50%	1	53+/-5%	1
林鄭月娥	59%	1	66%	1	39%	2	32%	2	33+/-5%	2
梁振英	24%	3	23%	4	26%	3	23%	5	30+/-5%	3
曾蔭權	18%	5	17%	7	21%	6	23%	6	27+/-5%	4
董建華	24%	2	21%	6	24%	4	24%	3	24+/-5%	5
葉劉淑儀	17%	6	24%	3	22%	5	24%	4	17+/-4%	6
鄧炳強	11%	9	13%	8	15%	7	12%	8	14+/-4%	7

調查日期	<u>20-26/8/21</u>		<u>21-24/2/22</u>		<u>5-9/12/22</u>		<u>8-16/12/23</u>		<u>4-7/11/24^[7]</u>	
樣本數目	633		587		513		501		342	
回應比率	52.9%		49.7%		60.2%		52.2%		46.6%	
最新結果	比率	排名	比率	排名	比率	比率	比率	排名	比率	排名
陳茂波	18%	4	29%	2	12%	8	13%	7	13+/-4%	8
陳方安生	9%	13	5%	18	7%	14	7%	12	13+/-4%	9
唐英年	7%	14	11%	10	6%	17	6%	14	8+/-3%	10
李慧琼	10%	10	9%	11	9%	10	8%	11	8+/-3%	11
李柱銘	12%	8	6%	13	8%	12	8%	10	8+/-3%	12
曾俊華	6%	18	5%	19	7%	13	6%	15	6+/-3%	13
梁國雄	7%	15	5%	21	4%	23	4%	20	5+/-2%	14
曾鈺成	10%	11	7%	12	6%	16	9%	9	5+/-2%	15
麥美娟	1%	--	5%	15	4%	22	2%	25	5+/-2%	16
楊潤雄	2%	--	1%	--	<1%	--	1%	--	5+/-2%	17
范徐麗泰	3%	32	2%	32	8%	11	3%	24	5+/-2%	18
陳國基	--	--	--	--	3%	27	5%	17	4+/-2%	19
田北辰	5%	20	6%	14	5%	18	7%	13	3+/-2%	20

[6] 如四捨五入後的數字相同，則會再考慮小數點後的數字。每次調查中，排名第 50 位以後則視作沒有上榜。

[7] 各項數字只計算電話訪問部分，不包括電話短訊網上調查樣本。

調查結果發現，最多受訪者提及的首十名政治人物分別為李家超、林鄭月娥、梁振英、曾蔭權、董建華、葉劉淑儀、鄧炳強、陳茂波、陳方安生和唐英年，第十一至二十名分別為李慧琼、李柱銘、曾俊華、梁國雄、曾鈺成、麥美娟、楊潤雄、范徐麗泰、陳國基和田北辰。當中李家超提名比率創歷史新高，梁振英和陳方安生的提名比率則創 2017 及 2019 年以來新高。至於曾鈺成和李慧琼的提名比率則分別創 1997 及 2019 年以來新低。值得一提的是，前文化體育及旅遊局局長楊潤雄繼 2020 年 8 月後再次進入 50 名以內，並躍升至第 17 名。

市民最熟悉政治人物調查的作用，在於以該等人物在市民心目中熟悉程度的起跌，顯示政治生態的改變。對比一年前，不分民望高低，8 位政治人物蟬聯十大，曾鈺成和李柱銘跌出十名以外，由陳方安生和唐英年取代。

須要註明，「市民最熟悉政治人物」的排名，是以受訪者在沒有提示下所說出的政治人物計算，是量度知名度的方法之一，與支持度無關。換言之，知名度排名很高的政治人物並不一定是最受歡迎的政治人物，而知名度排名偏低的政治人物，亦可能會在有提示的知名度調查中得到不同的排名。但無論如何，能夠在沒有提示的調查中脫穎而出者，肯定是市民最熟悉的政治人物。

以下則是累積過去 10 次大約跨越 5 年「市民最熟悉政治人物」調查的部分結果：

總結排名	<u>18-20/9/18—8-16/12/23</u>		<u>29/1-8/2/19—4-7/11/24^[8]</u>	
	政治人物	10 次調查平均排名 ^[9]	政治人物	10 次調查平均排名 ^[9]
1	林鄭月娥	1.2	林鄭月娥	1.3
2	梁振英	3.5	梁振英	3.5
3	董建華	3.7	董建華	3.8
4	曾蔭權	4.8	曾蔭權	5.0
5	葉劉淑儀	5.4	葉劉淑儀	5.2

總結排名	18-20/9/18—8-16/12/23		29/1-8/2/19—4-7/11/24 ^[8]	
	政治人物	10 次調查平均排名 ^[9]	政治人物	10 次調查平均排名 ^[9]
6	李柱銘	8.7	陳茂波	8.5
7	陳茂波	8.9	李柱銘	9.3
8	曾鈺成	11.7	李慧琼	11.5
9	李慧琼	12.5 ^[10]	陳方安生	12.0
10	陳方安生	12.5 ^[10]	曾鈺成	12.5
11	曾俊華	14.7	曾俊華	15.1
12	梁國雄	14.9	梁國雄	15.8
13	唐英年	17.3	唐英年	16.6
14	黃之鋒	18.4	黃之鋒	18.0
15	張建宗	20.8	李家超	19.9
16	田北辰	21.5	鄧炳強	21.6
17	譚耀宗	24.6	田北辰	22.4
18	李家超	24.8	張建宗	24.3
19	楊岳橋	25.0	譚耀宗	24.8
20	鄧炳強	25.9	何君堯	25.7

[8] 各項數字只計算電話訪問部分，不包括電話短訊網上調查樣本。

[9] 每次調查中，排名第 50 位以後或者沒有上榜者，在計算平均排名時，皆作第 50 名論。

[10] 10 次調查平均排名相同。

總結過去 10 次調查的結果，林鄭月娥的總結排名繼續位列榜首，然後是梁振英、董建華和曾蔭權，跟去年結果一樣。總結排名第五至第十位則依次為葉劉淑儀、陳茂波、李柱銘、李慧琼、陳方安生和曾鈺成。

2025 年 1 月新聞發佈活動預告（暫定）

- 1 月 9 日（星期四）下午三時新聞發佈會：香港民研新網站及專欄作者介紹



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Press Release on December 27, 2024

HKPORI releases results of year-end reviews and forecast survey along with rankings of people's most familiar political figures

Abstract

The Hong Kong Public Opinion Research Institute (HKPORI) successfully interviewed 669 Hong Kong residents in early November, by means of a random telephone survey conducted by real interviewers, while the testing of online survey conducted via random SMS invitation is still in progress. This release focuses on the telephone survey sample only (i.e., excluding the SMS online sample). Although the sample size has been reduced, the research and analysis method are consistent with previous surveys and thus the results are suitable for direct comparison.

Results from the telephone survey show that net satisfaction with Hong Kong's development in the past year stands at negative 20 percentage point, representing an 8-percentage-point drop from last year. Looking ahead, the net optimism toward Hong Kong's development next year stands at negative 4 percentage points, which has also dropped compared to last year. At the individual level, net happiness value in the year past stands at positive 25 percentage points, which has increased from last year. As for personal development in the coming year, net optimism stands at positive 24 percentage points, slightly dropped compared to last year. All abovementioned changes are within the margin of error. As for people's New Year wishes, 33% were related to personal matters, 32% were society-related and registered a record low since 2012. Besides, 19% were world peace-related, which has significantly increased by 9 percentage points compared to last year and registered a historical high since 1992. Meanwhile, highly similar to last year, 10% said they did not have New Year wishes.

As of the latest rankings of people's most familiar political figures, our survey shows that the 10 most frequently named political figures were John Lee, Carrie Lam, Leung Chun-ying, Donald Tsang, Tung Chee-hwa, Regina Ip, Chris Tang, Paul Chan, Anson Chan and Henry Tang, followed by Starry Lee, Martin Lee, John Tsang, Leung Kwok-hung, Jasper Tsang, Alice Mak, Kevin Yeung, Rita Fan, Eric Chan, and Michael Tien, who rank from the eleventh to twentieth. Among them, the naming percentages for John Lee registered a historical high, whereas that of Leung Chun-ying and Anson Chan have registered a record high since 2017 and 2019 respectively. Meanwhile, the naming percentages for Jasper Tsang and Starry Lee have registered record lows since 1997 and 2019 respectively. It is worth mentioning that Kevin Yeung, the former Secretary for Culture, Sports and Tourism, re-entered the top 50 after August 2020 and leaps to the 17th place in this survey.

Compared to a year ago, 8 political figures remain on the top 10 list. Jasper Tsang and Martin Lee have fallen out of top 10 and are replaced by Anson Chan and Henry Tang. Based on the results of the past 10 surveys, Carrie Lam continued to occupy the no.1 overall rank, followed by Leung Chun-ying, Tung Chee-hwa and Donald Tsang.

The effective response rate of the survey is 46.6%. The maximum sampling error of percentages is +/-5%, that of net values is +/-10% and that of ratings is +/-0.1 at 95% confidence level.

Contact Information

Date of survey	: 4-7/11/2024 (for telephone survey)
Survey method	: (1) Random landline telephone survey (2) Random mobile telephone survey (3) Online survey by random SMS invitation
Target population	: Cantonese-speaking Hong Kong residents aged 18 or above
Sample size ^[1]	: 669 (for telephone survey, including 335 landline, 334 mobile)
Effective response rate	: 46.6% (for telephone survey)
Sampling error ^[2]	: 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% conf. 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).

[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.

Year-end Reviews and Forecast

Herewith are the figures for 2024 review and 2025 forecast, compared with similar figures obtained in recent years:

Date of survey	<u>9-14/12/21</u>	<u>5-9/12/22</u>	<u>8-16/12/23</u>	<u>4-7/11/24^[3]</u>	<u>Latest change</u>
Sample size	589-651	513-514	501	340-343	--
Response rate	58.0%	60.2%	52.2%	46.6%	--
Latest findings	Finding	Finding	Finding	Finding & error	--
Satisfied with HK’s development in the year past ^[4]	26% ^[5]	30%	35%	34+/-5%	-1%
Dissatisfied with HK’s development in the year past ^[4]	52% ^[5]	50%	46%	54+/-5%	+8%^[5]
Net satisfaction rate	-26% ^[5]	-20%	-11%	-20+/-10%	-8%
Mean value ^[4]	2.5 ^[5]	2.6	2.7	2.6+/-0.1	-0.1
Expected HK’s development to be better next year	40% ^[5]	57% ^[5]	40% ^[5]	39+/-5%	-1%
Expected HK’s development to be worse next year	29% ^[5]	28%	40% ^[5]	43+/-5%	+3%
Net optimism	12% ^[5]	28% ^[5]	0% ^[5]	-4+/-10%	-4%

Date of survey	<u>9-14/12/21</u>	<u>5-9/12/22</u>	<u>8-16/12/23</u>	<u>4-7/11/24^[3]</u>	<u><i>Latest change</i></u>
Sample size	589-651	513-514	501	340-343	--
Response rate	58.0%	60.2%	52.2%	46.6%	--
Latest findings	Finding	Finding	Finding	<i>Finding & error</i>	--
Respondents who were happy in the year past ^[4]	29% ^[5]	36% ^[5]	44% ^[5]	54+/-5%	+10%^[5]
Respondents who were unhappy in the year past ^[4]	40% ^[5]	36%	30% ^[5]	29+/-5%	--
Net happiness value	-10% ^[5]	0% ^[5]	14% ^[5]	25+/-10%	+11%
Mean value ^[4]	2.8 ^[5]	2.9 ^[5]	3.1 ^[5]	3.2+/-0.1	+0.1
Expected personal development to become better next year	42% ^[5]	51% ^[5]	47%	48+/-5%	+1%
Expected personal development to become worse next year	15% ^[5]	15%	22% ^[5]	24+/-5%	+2%
Net optimism	26% ^[5]	36% ^[5]	25% ^[5]	24+/-9%	-1%
New Year wishes: Personal matters (e.g. health, career, studies, wealth, family, love, marriage, friendship and other personal issues)	22%	20%	38% ^[5]	33+/-5%	-6%
New Year wishes: Society-related (e.g. economic related, people's livelihood, political related and others)	40% ^[5]	49% ^[5]	35% ^[5]	32+/-5%	-3%
New Year wishes: World peace-related	6%	12% ^[5]	10%	19+/-4%	+9%^[5]
No special wish	18% ^[5]	9% ^[5]	11%	10+/-3%	-1%

[3] Various figures are based only on samples from the telephone surveys but not those from the SMS online survey.

[4] 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.

[5] Based on figures from two surveys, the change is statistically significant prima facie at 95% confidence level. However, statistically significant changes may not be useful or meaningful, and different weighting methods can produce different results.

Our latest year-end survey shows that 34% were satisfied with Hong Kong's development in the year past, 54% were dissatisfied, giving a net satisfaction of negative 20 percentage points. The mean score is 2.6, meaning between "quite dissatisfied" and "half-half" in general. The overall appraisal has decreased by 8 percentage points over the past year, but this change is within the margin of error. Looking ahead, 39% expected Hong Kong's overall development next year would be better than this year, while 43% said it would be worse, giving a net optimism of negative 4 percentage points, which has dropped by 4 percentage points compared to last year, but the change is within the margin of error.

At the individual level, 54% said they lived a happy life in the year past, and 29% said they were not happy, giving a net happiness value of positive 25 percentage points, which has increased by 11 percentage points from last year and registered a record high since 2018, but the change is within the margin of error. The mean score is 3.2, meaning close to "half-half" in general. As for personal development, 48% believed they would be better in the coming year, whereas 24% thought they would be getting worse, giving a net optimism of positive 24 percentage points, which slightly dropped by 1 percentage point from last year.

As for people's New Year wishes, 33% were related to personal matters, 32% were society-related and registered a record low since 2012. Besides, 19% were world peace-related, which significantly

increased by 9 percentage points and registered a historical high since 1992. Meanwhile, 10% said they did not have New Year wishes, which was highly similar to the figure last year.

People's Most Familiar Political Figures

In the survey on people's most familiar political figures, respondents could name, unprompted, up to 10 Hong Kong political figures currently alive whom they knew best. Results of the top 20 figures in the latest survey are summarized below^[6]:

Date of survey	<u>20-26/8/21</u>		<u>21-24/2/22</u>		<u>5-9/12/22</u>		<u>8-16/12/23</u>		<u>4-7/11/24^[7]</u>	
Sample size	633		587		513		501		342	
Response rate	52.9%		49.7%		60.2%		52.2%		46.6%	
Latest findings	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
John Lee	14%	7	21%	5	48%	1	50%	1	53+/-5%	1
Carrie Lam	59%	1	66%	1	39%	2	32%	2	33+/-5%	2
Leung Chun-ying	24%	3	23%	4	26%	3	23%	5	30+/-5%	3
Donald Tsang	18%	5	17%	7	21%	6	23%	6	27+/-5%	4
Tung Chee-hwa	24%	2	21%	6	24%	4	24%	3	24+/-5%	5
Regina Ip	17%	6	24%	3	22%	5	24%	4	17+/-4%	6
Chris Tang	11%	9	13%	8	15%	7	12%	8	14+/-4%	7
Paul Chan	18%	4	29%	2	12%	8	13%	7	13+/-4%	8
Anson Chan	9%	13	5%	18	7%	14	7%	12	13+/-4%	9
Henry Tang	7%	14	11%	10	6%	17	6%	14	8+/-3%	10
Starry Lee	10%	10	9%	11	9%	10	8%	11	8+/-3%	11
Martin Lee	12%	8	6%	13	8%	12	8%	10	8+/-3%	12
John Tsang	6%	18	5%	19	7%	13	6%	15	6+/-3%	13
Leung Kwok-hung	7%	15	5%	21	4%	23	4%	20	5+/-2%	14
Jasper Tsang	10%	11	7%	12	6%	16	9%	9	5+/-2%	15
Alice Mak	1%	--	5%	15	4%	22	2%	25	5+/-2%	16
Kevin Yeung	2%	--	1%	--	<1%	--	1%	--	5+/-2%	17
Rita Fan	3%	32	2%	32	8%	11	3%	24	5+/-2%	18
Eric Chan	--	--	--	--	3%	27	5%	17	4+/-2%	19
Michael Tien	5%	20	6%	14	5%	18	7%	13	3+/-2%	20

[6] If the rounded figures are the same, numbers after the decimal point will be considered. For each survey, those who ranked beyond the 50th would be considered not on the list.

[7] Various figures are based only on samples from the telephone surveys but not those from the SMS online survey.

Survey results show that the 10 most frequently named political figures were John Lee, Carrie Lam, Leung Chun-ying, Donald Tsang, Tung Chee-hwa, Regina Ip, Chris Tang, Paul Chan, Anson Chan and Henry Tang, followed by Starry Lee, Martin Lee, John Tsang, Leung Kwok-hung, Jasper Tsang, Alice Mak, Kevin Yeung, Rita Fan, Eric Chan, and Michael Tien, who rank from the eleventh to twentieth. Among them, the naming percentages for John Lee registered a historical high, whereas that of Leung Chun-ying and Anson Chan have registered a record high since 2017 and 2019 respectively. Meanwhile, the naming percentages for Jasper Tsang and Starry Lee have registered record lows since 1997 and 2019 respectively. It is worth mentioning that Kevin Yeung, the former Secretary for Culture, Sports and Tourism, re-entered the top 50 after August 2020 and leaps to the 17th place in this survey.

The purpose of the “people’s most familiar political figures” survey is to show the changing political ecology by studying the ups and downs of people’s familiarity with these figures over time. Compared to a year ago, regardless of their popularity figures, 8 political figures remain on the top 10 list. Jasper Tsang and Martin Lee have fallen out of top 10 and are replaced by Anson Chan and Henry Tang.

It should be noted, however, that our ranking of “people’s most familiar political figures” is based on our surveys which requested respondents to name local political figures without prompting. This kind of familiarity measurement is not the same as prompted ratings. In other words, those high on the list may not be the most supported figures, while those lower may have a different ranking if we use a prompting method. However, those who scored best in unprompted surveys are no doubt the most well-known political figures in Hong Kong.

Herewith are the results of the past 10 surveys on “people’s most familiar political figures” spanning over about five years:

Overall rank	<u>18-20/9/18—8-16/12/23</u>		<u>29/1-8/2/19—4-7/11/24^[8]</u>	
	Political figures	Average rank across 10 surveys ^[9]	Political figures	Average rank across 10 surveys ^[9]
1	Carrie Lam	1.2	Carrie Lam	1.3
2	Leung Chun-ying	3.5	Leung Chun-ying	3.5
3	Tung Chee-hwa	3.7	Tung Chee-hwa	3.8
4	Donald Tsang	4.8	Donald Tsang	5.0
5	Regina Ip	5.4	Regina Ip	5.2
6	Martin Lee	8.7	Paul Chan	8.5
7	Paul Chan	8.9	Martin Lee	9.3
8	Jasper Tsang	11.7	Starry Lee	11.5
9	Starry Lee	12.5 ^[10]	Anson Chan	12.0
10	Anson Chan	12.5 ^[10]	Jasper Tsang	12.5
11	John Tsang	14.7	John Tsang	15.1
12	Leung Kwok-hung	14.9	Leung Kwok-hung	15.8
13	Henry Tang	17.3	Henry Tang	16.6
14	Joshua Wong	18.4	Joshua Wong	18.0
15	Matthew Cheung	20.8	John Lee	19.9
16	Michael Tien	21.5	Chris Tang	21.6
17	Tam Yiu-chung	24.6	Michael Tien	22.4
18	John Lee	24.8	Matthew Cheung	24.3
19	Alvin Yeung	25.0	Tam Yiu-chung	24.8
20	Chris Tang	25.9	Junius Ho	25.7

[8] Various figures are based only on samples from the telephone surveys but not those from the SMS online survey.

[9] For each survey, those who ranked beyond the 50th and those not on the list are counted as 50th in our calculation of average ranks.

[10] The average ranks for 10 surveys are identical.

Based on the results of the past 10 surveys, Carrie Lam continued to occupy the no.1 overall rank, followed by Leung Chun-ying, Tung Chee-hwa and Donald Tsang, same as last year too, whilst Regina Ip, Paul Chan, Martin Lee, Starry Lee, Anson Chan and Jasper Tsang occupied the 5th to 10th ranks overall.

Press Events Forecast for January 2025 (Tentative)

- January 9 (Thursday) at 15:00, press conference: Introduction of HKPORI's New Website and Columnists