

# PORI

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HONG KONG PUBLIC OPINION RESEARCH INSTITUTE

香 港 民 意 研 究 所

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**Latest Tracking Poll Results**

**September 30, 2024**

# Presentation Flow

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- Latest Ideas of PORI's 5th Anniversary Review
- Social and Freedom Indicators
- “POP Panel” Online Survey Qualitative Opinion Data Analysis
  - Mega Event Economy

# Latest Ideas of PORI's 5th Anniversary Review

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- Space out all changes below within the next three months, to support the expansion of future civic education efforts and enhance user experience:
  - Revise social media platforms (from October 2024);
  - Begin topical studies and promote deliberation activities (from October 2024);
  - Redesign the website (around December 2024);
  - Reorganize data enquiry platform (from January 2025); and
  - Enhance the membership system (including priority access to some of PORI's latest research findings and materials, experts' commentaries, and exclusive access to members' newsletters, as well as direct interaction with the team)

# Presentation Flow

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- Latest Ideas of PORI's Ongoing 5th Anniversary Review
- Social and Freedom Indicators
- "POP Panel" Online Survey Qualitative Opinion Data Analysis
  - Mega Event Economy

# Contact Information - Social and Freedom Indicators

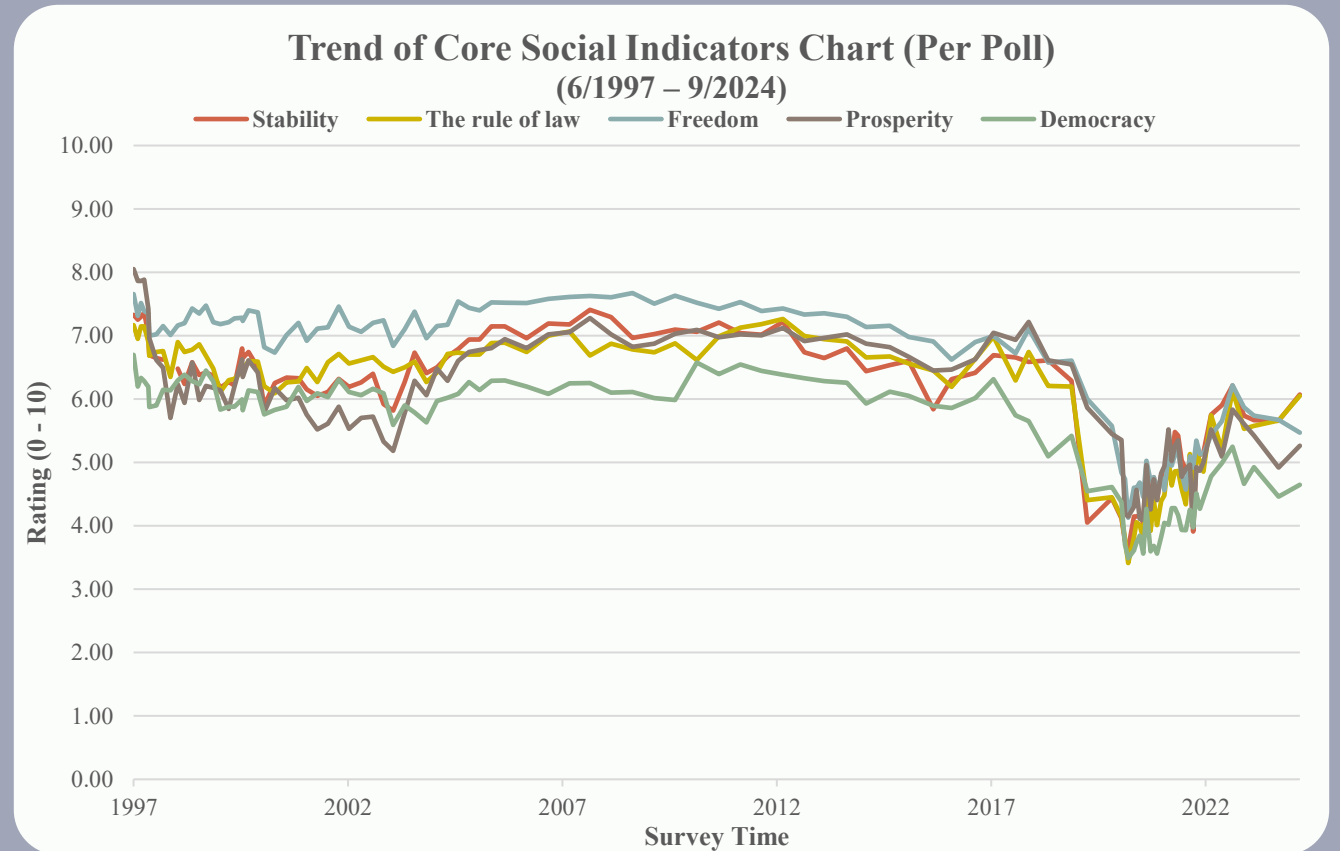
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- Date of survey: 2-4/9/2024 (for telephone survey)
- Target population: Cantonese-speaking Hong Kong residents aged 18 or above
- Survey method and sample size: 673 successful cases, including --
  - (1) 333 cases from random landline telephone survey
  - (2) 338 cases from random mobile telephone survey
- Effective response rate: 45.8% (for telephone survey)
- Sampling error: Sampling error of ratings not more than +/-0.39 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).

# Survey Result - Core Social Indicators

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	4-7/3/24	2-4/9/24	Latest change
<b>Stability</b>	<b>5.66</b>	<b>6.07</b>	<b>▲ 0.41*</b>
<b>The rule of law</b>	<b>5.66</b>	<b>6.05</b>	<b>▲ 0.39</b>
<b>Freedom</b>	<b>5.67</b>	<b>5.47</b>	<b>▼ 0.20</b>
<b>Prosperity</b>	<b>4.92</b>	<b>5.26</b>	<b>▲ 0.34</b>
<b>Democracy</b>	<b>4.46</b>	<b>4.65</b>	<b>▲ 0.19</b>

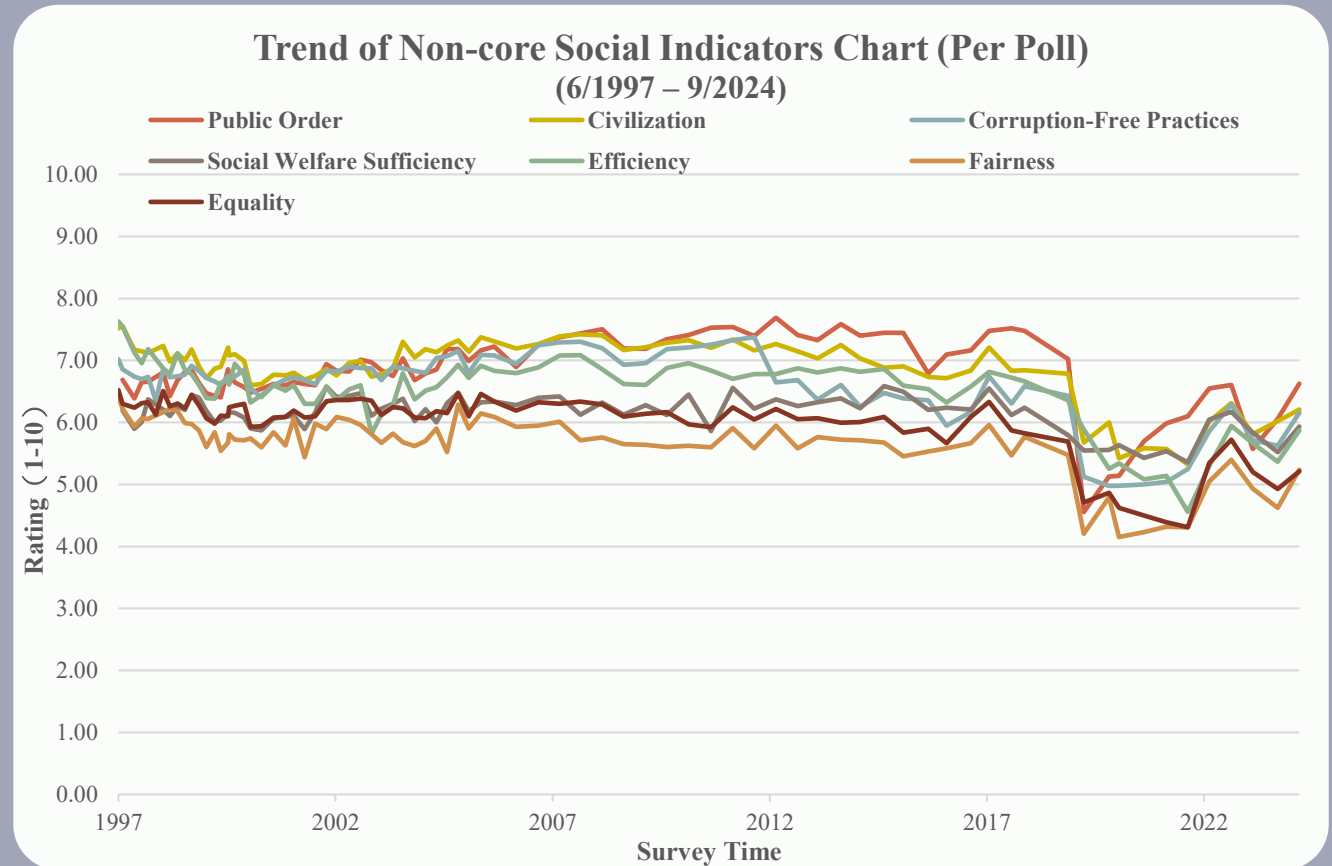


Except for “stability” which has increased significantly, there are no significant changes in all ratings of core social indicators compared to six months ago.

\* Significant changes

# Survey Result - Non-core Social Indicators

	4-7/3/24	2-4/9/24	Latest change
<b>Public Order</b>	<b>6.06</b>	<b>6.63</b>	<b>▲ 0.57*</b>
<b>Civilization</b>	<b>6.02</b>	<b>6.21</b>	<b>▲ 0.19</b>
<b>Corruption-Free Practices</b>	<b>5.62</b>	<b>6.15</b>	<b>▲ 0.53*</b>
<b>Social Welfare Sufficiency</b>	<b>5.52</b>	<b>5.93</b>	<b>▲ 0.41*</b>
<b>Efficiency</b>	<b>5.36</b>	<b>5.87</b>	<b>▲ 0.51*</b>
<b>Fairness</b>	<b>4.62</b>	<b>5.23</b>	<b>▲ 0.61*</b>
<b>Equality</b>	<b>4.93</b>	<b>5.21</b>	<b>▲ 0.29</b>



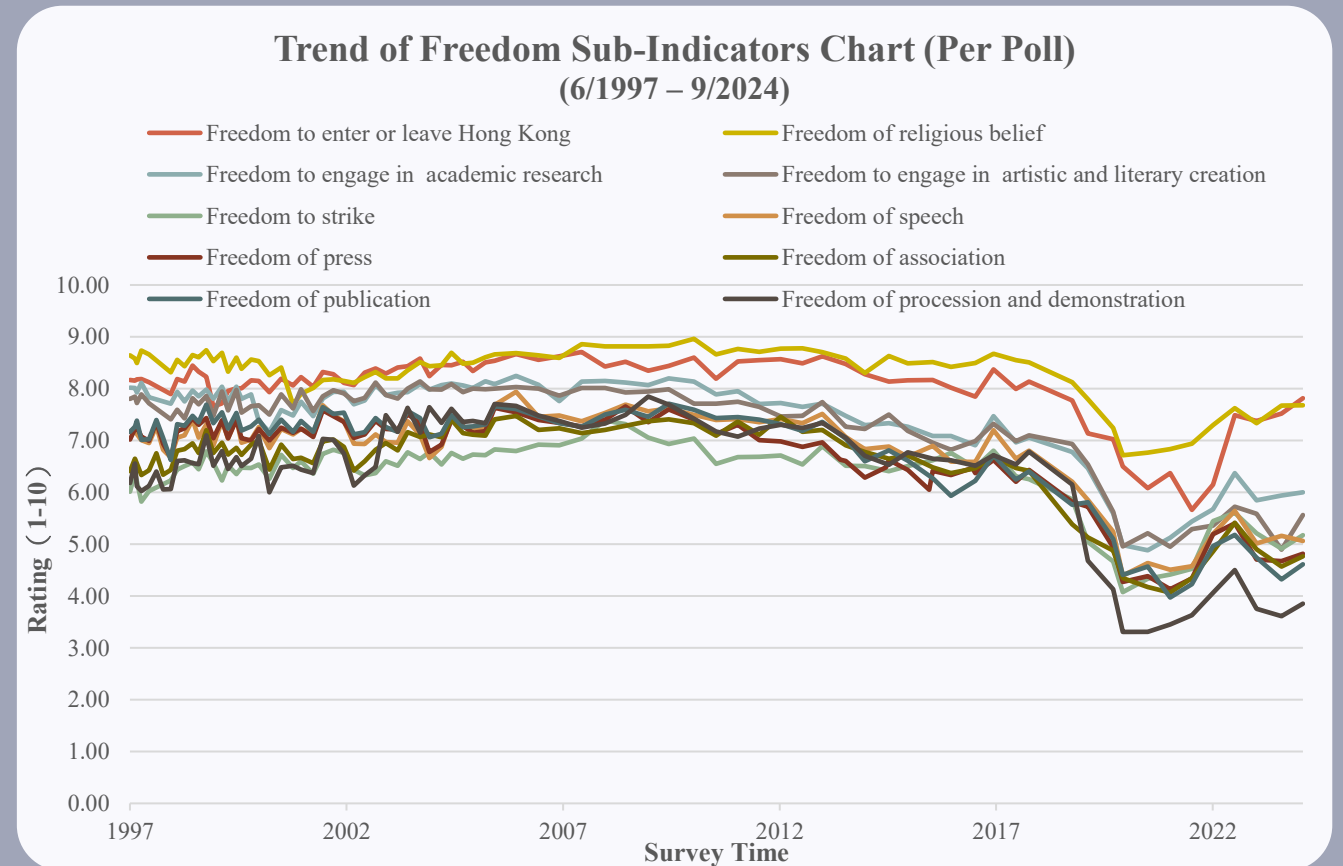
“Public order” has hit a new high since May 2019. All ratings of non-core indicators except “civilization” and “equality” have increased significantly over the past six months.

\* Significant changes

# Survey Result - Freedom Sub-Indicators

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	4-7/3/24	2-4/9/24	Latest change
Freedom to enter or leave Hong Kong	7.52	7.82	▲ 0.29
Freedom of religious belief	7.67	7.68	▲ 0.01
Freedom to engage in academic research	5.94	6.00	▲ 0.06
Freedom to engage in artistic and literary creation	4.89	5.56	▲ 0.67*
Freedom to strike	4.92	5.17	▲ 0.26
Freedom of speech	5.16	5.06	▼ 0.10
Freedom of press	4.67	4.81	▲ 0.14
Freedom of association	4.57	4.77	▲ 0.20
Freedom of publication	4.32	4.61	▲ 0.29
Freedom of procession and demonstration	3.61	3.85	▲ 0.24



“Entering or leaving Hong Kong” registered a new high since May 2018, and “religious belief” has also registered a new high since September 2019. Compared with half a year ago, except for freedom of “artistic and literary creation” which has increased significantly, there are no significant changes in ratings of all freedom sub-indicators.

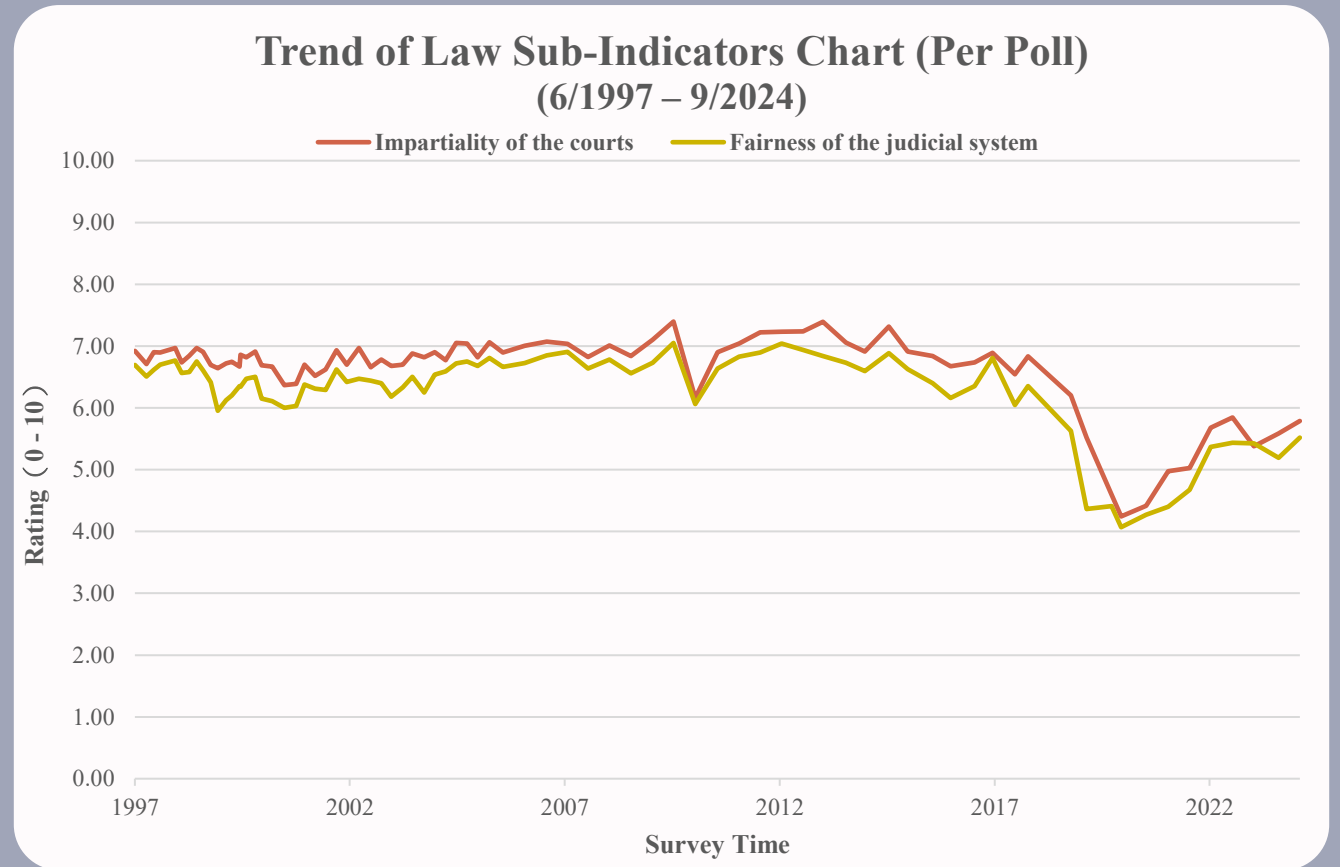
\* Significant changes



# Survey Result – Rule of Law Sub-indicators

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	4-7/3/24	2-4/9/24	Latest change
<b>Impartiality of the courts</b>	<b>5.59</b>	<b>5.79</b>	<b>▲ 0.20</b>
<b>Fairness of the judicial system</b>	<b>5.19</b>	<b>5.52</b>	<b>▲ 0.33</b>



Both of the changes over the past six months are within sampling errors, while “fairness of the judicial system” reached a new high since May 2019.

# Presentation Flow

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# “POP Panel” Online Survey Qualitative Opinion Data Analysis – Mega Event Economy

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- **“POP Panel” online survey open-ended questions in September**
  - The SAR Government has been promoting a series of economic measures on mega events since January this year. Which of these events was more memorable to you?
  - Please briefly describe your impression of the mentioned events:
- A total of 488 respondents aged 12 or above responded to the questions

# “POP Panel” Online Survey Qualitative Opinion Data Analysis – Mega Event Economy

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- **Steps for processing the responses**
  - Responses were subjected to word segmentation using “PyCantonese”;
  - Remove unmeaningful words, words that appear only once, punctuations and 1-letter words;
  - Around 50 words that appeared most frequently in the raw samples were selected in each of the 2 groups for the generation of word clouds using “HTML5 Word Cloud”.
- The word clouds are available in Chinese only.

# Mega Events that People Found to be More Memorable

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## Most frequently appeared words:<sup>^</sup>

Night Vibes (夜繽紛) (72)

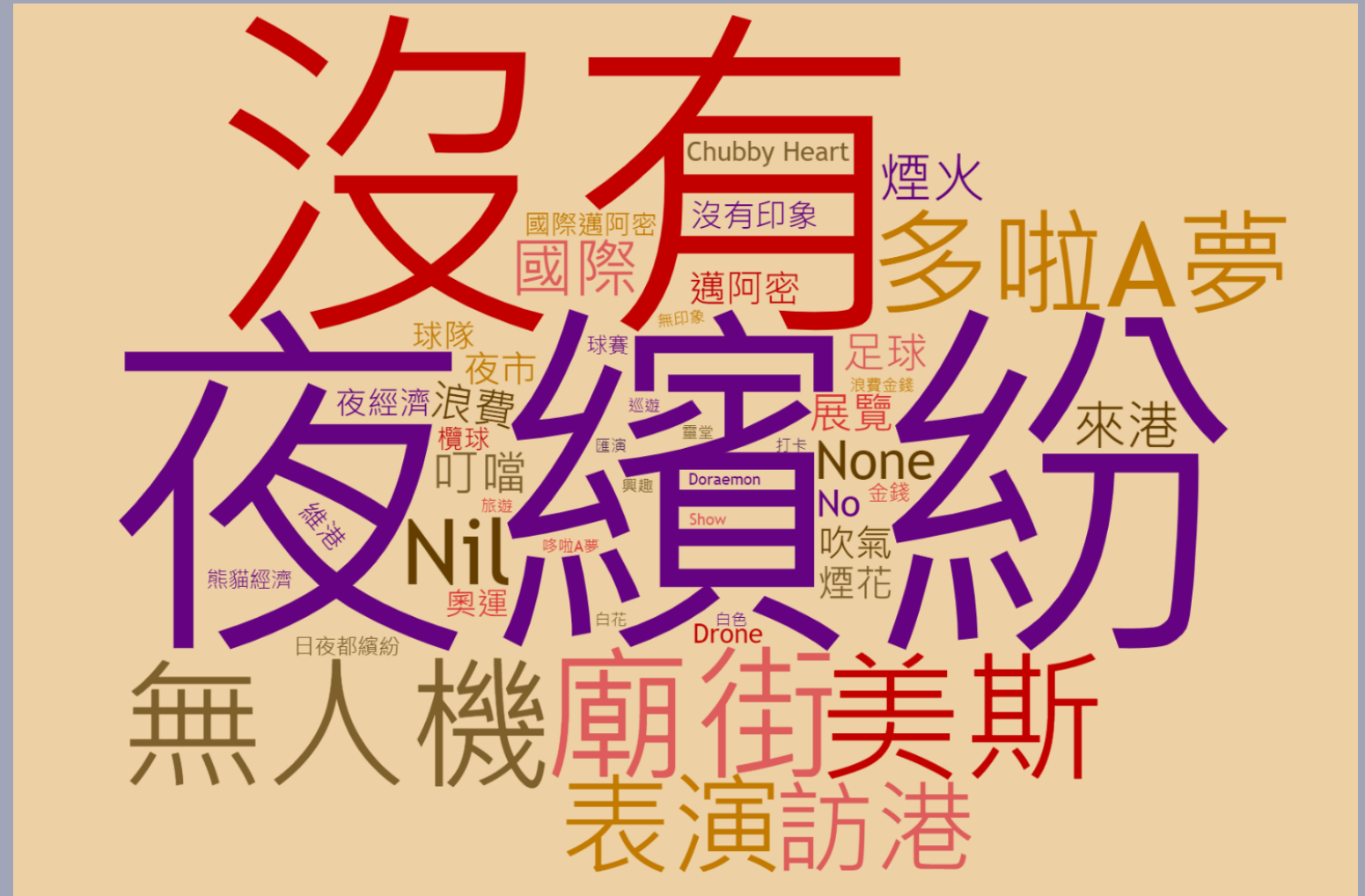
No (沒有) (67)

Temple Street (廟街) (28)

Drone (無人機) (27)

Messi (美斯) (27)

<sup>^</sup> The numbers in the brackets represent the frequency each word that appeared in the responses of this group





# “POP Panel” Online Survey Open-ended Questions - Mega Event Economy

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- **Summarized the reasons collected by Perplexity AI**
  - We uploaded the responses related to the 2 domains above to Perplexity AI respectively with prompts to summarize the contents in various ways;
  - Record the **original responses** given by Perplexity AI.

# People's Impressions of Mega Events from Different Perspectives

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## Event Effectiveness and Economic Impact

- Many events were perceived as ineffective in boosting the local economy.
- Interviewees expressed concern over wasteful spending on poorly organized events.
- There was a general sentiment that events failed to attract significant tourist interest.
- Some respondents noted that events like night markets did not enhance local consumption.
- The lack of measurable outcomes for many events raised doubts about their value.

## Public Sentiment and Engagement

- Positive feelings were associated with the Doraemon exhibition, seen as engaging and fun.
- The Hong Kong Rugby Sevens maintained its reputation as a beloved annual event.
- Criticism was directed at events perceived as politically charged or controversial, such as the Inter Miami match.
- Many respondents felt that events lacked local cultural representation, making them less appealing.
- Some comments highlighted a disconnect between government initiatives and public interests or needs.

## Quality and Organization of Events

- The organization of several events was criticized for being poorly executed, leading to disappointment.
- Many respondents felt that the overall quality of events was subpar compared to previous years.
- Events like the fireworks display were labeled as uninteresting and lacking creativity.
- The Doraemon drone show received mixed reviews, with some praising its innovation while others found it lacking depth.
- Comments indicated a desire for more unique and culturally relevant programming in future events.



# People's Impressions of Various Mega Events

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## Doraemon Exhibition

- Praised for attracting many visitors and generating excitement.
- Seen as one of the few successful events in terms of crowd engagement and economic benefits.
- Helped boost business for surrounding shopping malls and hotels

## Tatler XFEST (Messi Football Incident)

- Heavily criticized due to Messi's absence, leading to negative publicity and embarrassment for Hong Kong's event planning capabilities
- Described as chaotic and messy, failing to meet expectations

## Rugby Sevens

- A traditional favorite but noted for losing its charm and appeal over time
- Seen as beneficial for creating a lively social atmosphere but questioned regarding its economic impact

## Night Markets

- Labeled as ineffective and poorly organized, with minimal economic benefit reported
- Criticized for lacking unique offerings that would attract both locals and tourists
- Seen as a failure in promoting local culture and boosting nighttime consumption

## Fireworks Display

- Criticized as uninteresting and a waste of money, failing to generate excitement

## Inflatable Installations (e.g. Chubby Hearts)

- Labeled as uncreative, childish and a waste of public funds with low attendance and engagement
- Criticized for lacking depth and cultural significance