

2024 年 9 月 10 日 新聞公報

香港民研發放特首及政府民望

特別宣佈

香港民意研究所(香港民研)主席及行政總裁鍾庭耀,於七月底以世界民意研究學會(WAPOR)會長身份出席及主持在韓國首爾舉行的周年大會。四日會期,既觸及民意研究的本質,也令鍾庭耀思考香港民意研究在國際社會的作用。返港後,香港民研編輯團隊將他的反思整理成四篇文章與大眾分享,最後一篇([Facebook 文章](#))提到:「民意研究……最重要的是 humanity (人文精神),強調民意研究的服務對象是 humankind (人類)。回顧過去推進香港、WAPOR 以至人類歷史發展的工作,他發現自己熱切盼望著一個跨越國界的世界,儘管那在旁人看來近乎信仰。」另外,編輯團隊亦總結了四篇文章([Facebook 文章](#)),認為文字只是思考的碎片,思考不會隨著文章而終止,未能用文字刻劃的思緒也將會反映在香港民研的未來發展,希望大家繼續關注香港民研。

公報簡要

香港民研於九月初由真實訪問員以隨機電話抽樣成功訪問了 673 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。

電話訪問部份顯示,特首李家超的最新評分為 50.7 分,較七月份電話調查結果輕微上升 0.1 分,有 14%受訪者給予 0 分。與此同時,其民望淨值為正 16 個百分點,相比七月份數字下跌 5 個百分點。政府民望方面,特區政府的滿意率淨值為負 10 個百分點,比七月份數字下跌 12 個百分點,但變化並未超出抽樣誤差。

電話訪問部分的實效回應比率為 45.8%。在 95%置信水平下,此部分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 +/-2.4。

樣本資料

| | |
|-----------------------|--|
| 調查日期 | : 2-4/9/2024 (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] | : 673 (電話訪問部分;包括 338 個固網樣本、335 個手機樣本) |
| 實效回應比率 | : 45.8% (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 +/-2.4 (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。

最新數據

以下是特首李家超的最新民望數字：

| 調查日期 | 1-16/12/23 | 2-12/1/24 ^[3] | 4-7/3/24 ^[3] | 6-13/5/24 ^[3] | 2-10/7/24 ^[3] | 2-4/9/24 ^[3] | 最新變化 |
|-------|------------|--------------------------|-------------------------|--------------------------|--------------------------|-------------------------|------|
| 樣本數目 | 1,003 | 669 | 667 | 676 | 671 | 673 | -- |
| 回應比率 | 50.5% | 50.4% | 43.3% | 41.0% | 48.9% | 45.8% | -- |
| 最新結果 | 結果 | 結果 | 結果 | 結果 | 結果 | 結果及誤差 | -- |
| 特首評分 | 53.0 | 52.1 | 47.4 ^[4] | 48.9 | 50.5 | 50.7+/-2.4 | +0.1 |
| 特首支持率 | 60% | 54% ^[4] | 49% | 53% | 55% | 51+/-4% | -4% |
| 特首反對率 | 26% | 33% ^[4] | 34% | 33% | 34% | 35+/-4% | +2% |
| 支持率淨值 | 34% | 21% ^[4] | 15% | 20% | 21% | 16+/-7% | -5% |

[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] 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。

電話訪問部分結果顯示，特首李家超的最新評分為 50.7 分，較七月份電話調查結果輕微上升 0.1 分，有 14% 受訪者給予 0 分。特首的最新支持率為 51%，反對率為 35%，民望淨值為正 16 個百分點，相比七月份數字下跌 5 個百分點。以上變化均未超出抽樣誤差。

以下是特區政府的最新民望數字：

| 調查日期 | 1-7/12/23 | 2-12/1/24 ^[5] | 4-7/3/24 ^[5] | 6-13/5/24 ^[5] | 2-10/7/24 ^[5] | 2-4/9/24 ^[5] | 最新變化 |
|--------------------------|--------------------|--------------------------|-------------------------|--------------------------|--------------------------|-------------------------|--------------------|
| 樣本數目 | 502 | 344 | 338 | 349 | 340 | 340 | -- |
| 回應比率 | 48.7% | 50.4% | 43.3% | 41.0% | 48.9% | 45.8% | -- |
| 最新結果 | 結果 | 結果 | 結果 | 結果 | 結果 | 結果及誤差 | -- |
| 特區政府表現滿意率 ^[6] | 48% | 40% ^[7] | 38% | 38% | 44% | 36+/-5% | -8% ^[7] |
| 特區政府表現不滿率 ^[6] | 33% ^[7] | 42% ^[7] | 49% | 44% | 41% | 46+/-5% | +5% |
| 滿意率淨值 | 16% ^[7] | -3% ^[7] | -11% | -6% | 3% | -10+/-10% | -12% |
| 平均量值 ^[6] | 3.1 ^[7] | 2.8 ^[7] | 2.6 | 2.8 | 2.9 | 2.7+/-0.1 | -0.2 |

[5] 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。

[6] 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。

[7] 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。

政府民望方面，特區政府的最新滿意率為 36%，不滿率為 46%，滿意率淨值為負 10 個百分點，比七月份數字下跌 12 個百分點，但變化並未超出抽樣誤差。而平均量值為 2.7 分，即整體上介乎「幾不滿」及「一半半」之間，比七月份水平輕微下跌。

2024 年 9 月新聞發佈活動預告（暫定）

- 9 月 17 日（星期二）新聞公報和數據更新：局長民望
- 9 月 24 日（星期二）新聞公報和數據更新：信任及信心指標
- 9 月 30 日（星期一）下午三時新聞發佈會：社會及自由指標



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Press Release on September 10, 2024

HKPORI releases popularities of CE and SAR Government

Special Announcement

The President and CEO of the Hong Kong Public Opinion Research Institute (HKPORI), Robert Chung, attended the World Association for Public Opinion Research (WAPOR) Annual Conference in Seoul as its President. The conference prompted Chung to reflect on the role of Hong Kong in the international community. Upon his return to HK, our Editorial Team has organized his reflections into four articles and the last one ([Facebook article](#)) reads: “..... the core value of public opinion research is humanity [and serving] humankind. Reflecting on his efforts... he found himself eagerly looking forward to a world that transcends borders, though it may seem more like a faith to many others.” The Editorial Team has also summarized the four articles ([Facebook article](#)), adding that words are just fragmented thoughts, and reflection will not end with these articles, but will continue to find their way into the future development of HKPORI. Stay tuned.

Abstract

HKPORI successfully interviewed 673 Hong Kong residents in early September, 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 the latest popularity rating of CE John Lee stands at 50.7 marks, which has slightly increased by 0.1 marks compared to that of the telephone survey conducted in July. Among all respondents, 14% gave CE a 0 mark. His net popularity stands at positive 16 percentage points, which has decreased by 5 percentage points compared to the figure obtained in July. As for the SAR Government, its net satisfaction stands at negative 10 percentage points, which has decreased by 12 percentage points compared to that in July, but the change is within the margin of error.

The effective response rate of the telephone survey is 45.8%. The maximum sampling error of percentages based on this part is +/-5%, that of net values is +/-10% and that of ratings is +/-2.4 at 95% confidence level.

Contact Information

| | |
|----------------|--|
| Date of survey | : 2-4/9/2024 (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] | : 673 (for telephone survey, including 338 landline, 335 mobile) |
| Effective response rate | : 45.8% (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 +/-2.4 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.

Latest Figures

The latest popularity figures of CE John Lee are summarized as follows:

| Date of survey | <u>1-16/12/23</u> | <u>2-12/1/24^[3]</u> | <u>4-7/3/24^[3]</u> | <u>6-13/5/24^[3]</u> | <u>2-10/7/24^[3]</u> | <u>2-4/9/24^[3]</u> | <u>Latest change</u> |
|-----------------------------|-------------------|--------------------------------|-------------------------------|--------------------------------|--------------------------------|-------------------------------|----------------------|
| Sample size | 1,003 | 669 | 667 | 676 | 671 | 673 | -- |
| Response rate | 50.5% | 50.4% | 43.3% | 41.0% | 48.9% | 45.8% | -- |
| Latest findings | Finding | Finding | Finding | Finding | Finding | Finding & error | -- |
| Rating of CE | 53.0 | 52.1 | 47.4 ^[4] | 48.9 | 50.5 | 50.7+/-2.4 | +0.1 |
| Vote of confidence in CE | 60% | 54% ^[4] | 49% | 53% | 55% | 51+/-4% | -4% |
| Vote of no confidence in CE | 26% | 33% ^[4] | 34% | 33% | 34% | 35+/-4% | +2% |
| Net approval rate | 34% | 21% ^[4] | 15% | 20% | 21% | 16+/-7% | -5% |

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

[4] 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 telephone survey results show that the latest popularity rating of CE John Lee stands at 50.7 marks, which has slightly increased by 0.1 marks compared to that of the telephone survey conducted in July. Among all respondents, 14% gave CE a 0 mark. The latest approval rate of CE is 51%, and the disapproval rate is 35%, giving a net popularity of positive 16 percentage points, which has decreased by 5 percentage points compared to the figure obtained in July. All these changes are within the margin of error.

Recent popularity figures of the SAR Government are summarized as follows:

| Date of survey | <u>1-7/12/23</u> | <u>2-12/1/24^[5]</u> | <u>4-7/3/24^[5]</u> | <u>6-13/5/24^[5]</u> | <u>2-10/7/24^[5]</u> | <u>2-4/9/24^[5]</u> | <i>Latest change</i> |
|---|--------------------|--------------------------------|-------------------------------|--------------------------------|--------------------------------|-------------------------------|-----------------------------|
| Sample size | 502 | 344 | 338 | 349 | 340 | 340 | -- |
| Response rate | 48.7% | 50.4% | 43.3% | 41.0% | 48.9% | 45.8% | -- |
| Latest findings | Finding | Finding | Finding | Finding | Finding | Finding & error | -- |
| Satisfaction rate of SARG performance ^[6] | 48% | 40% ^[7] | 38% | 38% | 44% | 36+/-5% | -8%^[7] |
| Dissatisfaction rate of SARG performance ^[6] | 33% ^[7] | 42% ^[7] | 49% | 44% | 41% | 46+/-5% | +5% |
| Net satisfaction rate | 16% ^[7] | -3% ^[7] | -11% | -6% | 3% | -10+/-10% | -12% |
| Mean value ^[6] | 3.1 ^[7] | 2.8 ^[7] | 2.6 | 2.8 | 2.9 | 2.7+/-0.1 | -0.2 |

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

[6] 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.

[7] 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.

As for the SAR Government, its latest satisfaction rate is 36%, whereas the dissatisfaction rate stands at 46%, thus the net satisfaction is negative 10 percentage points, which has decreased by 12 percentage points compared to the figure in July, but the change is within the margin of error. The mean score is 2.7, meaning between “somewhat dissatisfied” and “half-half” in general, and represents a slight decrease from July.

Press Events Forecast for September 2024 (Tentative)

- September 17 (Tuesday) press release and figures update: Popularities of Directors of Bureaux
- September 24 (Tuesday) press release and figures update: Trust and Confidence Indicators
- September 30 (Monday) at 15:00, press conference: Social and Freedom Indicators