



HONG KONG PUBLIC OPINION PROGRAM
HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所 之 香港民意研究計劃

Tel 電話: (852) 3844 3111

Fax 傳真: (852) 3705 3361

Website 網址: <https://www.pori.hk>

Address: Units 9-11, 6/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang

地址: 黃竹坑業興街 11 號南滙廣場 B 座 6 樓 9-11 室

2021 年 9 月 21 日 新聞公報

民研計劃發放五項核心社會指標及 企業社會責任調查結果

特別宣佈

香港民意研究計劃（香港民研）前身為香港大學民意研究計劃（港大民研）。公報內的「民研計劃」指的可以是香港民研或其前身港大民研。

公報簡要

民研計劃於八至九月期間由真實訪問員以隨機抽樣電話訪問方式總共成功訪問了 3,516 名香港居民。調查顯示，以 0 至 10 分評價，市民對五項核心社會指標的評分由高至低分別是「安定」、「繁榮」、「自由」、「法治」和「民主」，得分分別為 5.07、5.02、4.95、4.64 和 4.28 分。相比一個月前，「繁榮」和「法治」指標均顯著回落，而「安定」指標則創 2019 年 5 月以來新高。企業社會責任調查方面，最新結果為：九巴在本地公共交通機構中表現最好，而港鐵的評分較去年顯著上升；數碼通在本地電訊公司中表現最好，而中國移動的評分較去年顯著上升；恒生銀行在本地銀行及金融服務公司中表現最好，而恒生銀行、滙豐銀行和中國銀行的評分均較去年顯著上升；恒基兆業在本地地產商及物業發展公司中表現最好，而恒基兆業和新鴻基地產的評分均較去年顯著上升；百佳在本地零售公司中表現最好，唯評分較去年顯著下跌；麥當勞在本地連鎖式快餐店中表現最好，而三間被評機構的評分與一年前沒有明顯變化。各項調查的實效回應比率由 40.6% 至 52.9% 不等。在 95% 置信水平下，調查的評分誤差不超過 +/-2.4。

樣本資料

	企業提名 (I)	企業評分 (I)	核心社會指標 及企業提名 (II)	企業評分 (II)
調查日期	9-12/8/2021	20-26/8/2021	6-10/9/2021	16-18/9/2021
成功樣本數目 ^[1]	1,002	1,003	1,000	511
固網樣本	503	505	500	262
手機樣本	499	498	500	249
實效回應比率 ^[2]	49.4%	52.9%	44.2%	40.6%
調查方法	由真實訪問員進行隨機抽樣電話訪問			
訪問對象	18 歲或以上操粵語的香港居民			
抽樣誤差 ^[3]	在 95% 置信水平下，評分誤差不超過 +/-2.4			

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《二零二零年年中人口數字》，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》（2020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] 民研計劃在 2018 年 7 月調整實效回應比率的計算方法，因此改變前後的回應比率不能直接比較。
 [3] 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。

核心社會指標

以下是五項核心社會指標的最新數字：

調查日期	3-7/5/2021	7-10/6/21	30/6-8/7/21	9-12/8/21	6-10/9/21	最新變化
樣本數目	605-610	602-607	595-606	635-666	593-605	--
回應比率	55.5%	55.1%	46.4%	49.4%	44.2%	--
最新結果	結果	結果	結果	結果	結果及誤差	--
安定指標	4.42 ^[4]	4.80 ^[4]	4.76	4.99	5.07+/-0.24	+0.08
繁榮指標	4.41 ^[4]	4.83 ^[4]	4.94	5.52 ^[4]	5.02+/-0.19	-0.50 ^[4]
自由指標	4.56	4.77	4.56	5.11 ^[4]	4.95+/-0.26	-0.16
法治指標	4.01 ^[4]	4.39 ^[4]	4.48	5.06 ^[4]	4.64+/-0.26	-0.42 ^[4]
民主指標	3.56	3.82	4.04	4.02	4.28+/-0.26	+0.26

[4] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。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，而不同調查的加權方法亦可能有所不同。

以 0 至 10 分評價，市民對五項核心社會指標的評分由高至低分別是「安定」、「繁榮」、「自由」、「法治」和「民主」，得分分別為 5.07、5.02、4.95、4.64 和 4.28 分。相比一個月前，「繁榮」和「法治」指標均顯著回落，而「安定」指標則創 2019 年 5 月以來新高。

企業社會責任調查

企業社會責任調查目的為了解市民對不同商業機構的印象，從而鼓勵良心企業貢獻社會，並選出最佳企業。有關調查共分為六個單元，分別為 1) 公共交通系列；2) 電訊系列；3) 銀行及金融服務系列；4) 地產及物業發展系列；5) 零售系列及 6) 快餐店系列。

調查分為兩個階段，在第一階段提名調查，訪問員會要求被訪者在未經提示下說出最多五個他們最熟悉的相關企業，首三個最多被訪者提及的企業，將進入第二階段調查。在第二階段評分調查，訪問員會要求被訪者就入選企業的社會責任表現以 0 至 100 分進行個別評分，0 分代表表現極差，100 分代表表現極佳，50 分代表一半半。

公共交通機構

在提名調查中，最多被訪者提及的公共交通機構分別是九巴、港鐵及城巴。以下是相關企業的最新評分：

調查日期	4/1/18	20-23/7/18	5-6/8/19	9-13/11/20	20-26/8/21	最新變化
樣本數目	500	500	509	528	637	--
回應比率	58.5%	50.8%	66.6%	63.9%	52.9%	--
最新結果	結果	結果	結果	結果	結果及誤差	--
九巴	63.8	59.7 ^[5]	64.3 ^[5]	61.6 ^[5]	59.9+/-1.4	-1.6
城巴	60.0 ^[5]	59.5	62.9 ^[5]	57.8 ^[5]	57.3+/-1.4	-0.6
港鐵	60.1 ^[5]	56.2 ^[5]	47.3 ^[5]	46.5	54.4+/-1.9	+8.0 ^[5]

[5] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。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，而不同調查的加權方法亦可能有所不同。

最新調查顯示，在本地公共交通機構中，市民認為九巴的社會責任表現最好，得 59.9 分。而城巴和港鐵則分別得 57.3 及 54.4 分，當中港鐵的評分較去年顯著上升。

電訊公司

在提名調查中，最多被訪者提及的電訊公司分別是中國移動、和記電訊及數碼通。以下是相關企業的最新評分：

調查日期	5-6/2/18	5-6/9/18 / 18-20/9/18	5-6/8/19	9-13/11/20	20-26/8/21	最新變化
樣本數目	505	511 / 1,002	509	543	612	--
回應比率	61.2%	51.3% / 55.6%	66.6%	63.9%	52.9%	--
最新結果	結果	結果	結果	結果	結果及誤差	--
數碼通 (SmarTone)	51.1	54.2 ^[6]	56.1	53.3 ^[6]	54.9+/-1.7	+1.6
和記電訊 (「3」)	45.6 ^[6]	--	52.3	50.4	53.1+/-1.8	+2.7
中國移動	--	47.6	48.0	44.4	51.5+/-2.2	+7.1 ^[6]
電訊盈科	51.7 ^[6]	54.5 ^[6] [7]	--	--	--	--

[6] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。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，而不同調查的加權方法亦可能有所不同。

[7] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，是由於加權方法改變。如果以舊有加權方法處理數據，則差異並未超過抽樣誤差。

最新調查顯示，在本地電訊公司中，市民認為數碼通的社會責任表現最好，得 54.9 分。而和記電訊和中國移動則分別得 53.1 及 51.5 分，當中中國移動的評分較去年顯著上升。

銀行及金融服務公司

在提名調查中，最多被訪者提及的銀行及金融服務公司分別是滙豐銀行、中國銀行及恒生銀行。以下是相關企業的最新評分：

調查日期	5-6/3/18	15-19/11/18	19-20/8/19	9-13/11/20	20-26/8/21	最新變化
樣本數目	501	545	513	581	597	--
回應比率	57.7%	67.9%	69.8%	63.9%	52.9%	--
最新結果	結果	結果	結果	結果	結果及誤差	--
恒生銀行	62.8	64.5	63.1	56.5 ^[8]	59.6+/-1.8	+3.1 ^[8]
滙豐銀行	60.6	62.9	58.9 ^[8]	46.3 ^[8]	52.9+/-2.0	+6.6 ^[8]
中國銀行	57.4	59.3	48.1 ^[8]	45.4	52.3+/-2.2	+6.9 ^[8]

[8] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。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，而不同調查的加權方法亦可能有所不同。

最新調查顯示，在本地銀行及金融服務公司中，市民認為恒生銀行的社會責任表現最好，得 59.6 分。而滙豐銀行和中國銀行則分別得 52.9 及 52.3 分。全部三間銀行的評分均較去年顯著上升。

地產商及物業發展公司

在提名調查中，最多被訪者提及的地產商及物業發展公司分別是新鴻基地產、長江實業及恒基兆業。以下是相關企業的最新評分：

調查日期	18-19/4/18	21-24/1/19	19-20/8/19	9-13/11/20	16-18/9/21	最新變化
樣本數目	503	519	513	564	511	--
回應比率	56.7%	59.0%	69.8%	63.9%	40.6%	--
最新結果	結果	結果	結果	結果	結果及誤差	--
恒基兆業	50.7	48.8	49.2	48.1	53.4+/-2.3	+5.3 ^[9]
長江實業	50.3	47.9	51.2 ^[9]	53.5	52.9+/-2.4	-0.7
新鴻基地產	48.4 ^[9]	49.6	47.6	45.1	51.5+/-2.3	+6.4 ^[9]

[9] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。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，而不同調查的加權方法亦可能有所不同。

最新調查顯示，在本地地產商及物業發展公司中，市民認為恒基兆業的社會責任表現最好，得 53.4 分。而長江實業和新鴻基地產則分別得 52.9 及 51.5 分。恒基兆業和新鴻基地產的評分均較去年顯著上升。

零售公司

在提名調查中，最多被訪者提及的零售公司分別是百佳、惠康及 7-11。以下是相關企業的最新評分：

調查日期	8-9/5/18	14-19/3/19	19-20/8/19	9-13/11/20	16-18/9/21	最新變化
樣本數目	511	565	513	524	511	--
回應比率	60.7%	73.1%	69.8%	63.9%	40.6%	--
最新結果	結果	結果	結果	結果	結果及誤差	--
百佳	55.8	53.8	54.7	57.1	52.4+/-2.2	-4.7 ^[10]
惠康	57.0	55.7	56.9	53.0 ^[10]	51.7+/-2.1	-1.4
7-11	57.7	55.9	57.8	52.4 ^[10]	50.5+/-2.0	-1.9

[10] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。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，而不同調查的加權方法亦可能有所不同。

最新調查顯示，在本地零售公司中，市民認為百佳的社會責任表現最好，得 52.4 分，唯評分較去年顯著下跌。而惠康和 7-11 則分別得 51.7 及 50.5 分。

連鎖式快餐店

在提名調查中，最多被訪者提及的連鎖式快餐店分別是大家樂、大快活及麥當勞。以下是相關企業的最新評分：

調查日期	6-7/6/18	20-23/5/19	19-20/8/19	9-13/11/20	16-18/9/21	最新變化
樣本數目	502	687	513	527	511	--
回應比率	56.0%	61.9%	69.8%	63.9%	40.6%	--
最新結果	結果	結果	結果	結果	結果及誤差	--
麥當勞	58.2 ^[11]	56.8	56.8	52.8 ^[11]	52.4+/-2.1	-0.4
大快活	57.1	55.9	56.4	54.8	52.3+/-1.8	-2.4
大家樂	57.3 ^[11]	55.1 ^[11]	55.6	50.8 ^[11]	50.0+/-2.1	-0.8

[11] 該數字與上次調查結果的差異超過在 95% 置信水平的抽樣誤差，表示有關變化在統計學上表面成立。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，而不同調查的加權方法亦可能有所不同。

最新調查顯示，在本地連鎖式快餐店中，市民認為麥當勞的社會責任表現最好，得 52.4 分。而大快活和大家樂則分別得 52.3 及 50.0 分。

民意日誌

民研計劃於 2007 年開始與慧科訊業有限公司合作，由慧科訊業按照民研計劃設計的分析方法，將每日大事記錄傳送至民研計劃，經民研計劃核實後成為「民意日誌」。

由於本新聞公報所涉及的部分調查項目，上次調查日期為 9-13/11/2020，而今次調查日期則為 20/8-18/9/2021，因此是次公報中的「民意日誌」項目便以上述日期為依歸，讓讀者作出比較。以涵蓋率不下 25% 本地報章每日頭條新聞和報社評論計，在上述期間發生的相關大事包括以下事件，讀者可以自行判斷有關事件有否影響各項民調數字：

7/9/21	政府恢復「回港易」計劃，並將推出「來港易」計劃
6/9/21	中央政府公布前海發展方案

31/8/21	政府提出修例，放寬引入非本地培訓醫生條件
29/8/21	政府或推行全民接種新冠疫苗
26/8/21	立法會通過垃圾徵費條例草案
24/8/21	政府提出進一步修訂《電影檢查條例》，禁止不利國家安全電影上映
23/8/21	中央政府官員向港府官員講解「十四五規劃」
18/8/21	警方以涉嫌宣揚恐怖主義拘捕 4 名港大學生會成員
17/8/21	機場貴賓室員工確診，政府收緊防疫措施
15/8/21	民間人權陣線宣布解散
10/8/21	教協宣布即將解散
17/6/21	警方以國安法拘捕蘋果日報高層並凍結公司資產
30/5/21	政府和商界推出措施鼓勵接種疫苗
21/5/21	部分大學和企業推出措施鼓勵接種疫苗
14/5/21	政府引用國安法凍結黎智英私人財產
11/4/21	四款儲值支付工具將協助發放電子消費券

數據分析

調查顯示，以 0 至 10 分評價，市民對五項核心社會指標的評分由高至低分別是「安定」、「繁榮」、「自由」、「法治」和「民主」，得分分別為 5.07、5.02、4.95、4.64 和 4.28 分。相比一個月前，「繁榮」和「法治」指標均顯著回落，而「安定」指標則創 2019 年 5 月以來新高。

企業社會責任調查方面，最新結果為：九巴在本地公共交通機構中表現最好，而港鐵的評分較去年顯著上升；數碼通在本地電訊公司中表現最好，而中國移動的評分較去年顯著上升；恒生銀行在本地銀行及金融服務公司中表現最好，而恒生銀行、滙豐銀行和中國銀行的評分均較去年顯著上升；恒基兆業在本地地產商及物業發展公司中表現最好，而恒基兆業和新鴻基地產的評分均較去年顯著上升；百佳在本地零售公司中表現最好，唯評分較去年顯著下跌；麥當勞在本地連鎖式快餐店中表現最好，而三間被評機構的評分與一年前沒有明顯變化。



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 香港民意研究所 之 香港民意研究計劃

Tel 電話: (852) 3844 3111

Fax 傳真: (852) 3705 3361

Website 網址: <https://www.pori.hk>

Address: Units 9-11, 6/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang

地址: 黃竹坑業興街 11 號南滙廣場 B 座 6 樓 9-11 室

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POP releases five core social indicators and results of corporate social responsibility survey

Special Announcement

The predecessor of Hong Kong Public Opinion Program (HKPOP) was The Public Opinion Programme at The University of Hong Kong (HKUPOP). “POP” in this release can refer to HKPOP or its predecessor HKUPOP.

Abstract

POP successfully interviewed a total of 3,516 Hong Kong residents by random telephone surveys conducted by real interviewers during August and September. Our surveys show that, on a scale of 0 to 10, people’s ratings on the five core social indicators ranked from the highest to the lowest are “stability”, “prosperity”, “freedom”, “rule of law” and “democracy”. Their scores are 5.07, 5.02, 4.95, 4.64 and 4.28 respectively. Compared with a month ago, the “prosperity” and “rule of law” indicators both fell back significantly, while the “stability” indicator has registered a new high since May 2019. As for the survey on corporate social responsibility (CSR), the latest results are: KMB is the best local public transportation, while the rating of MTR has increased significantly over the year past; SmarTone is the best local telecommunication corporation, while the rating of China Mobile has increased significantly over the year past; Hang Seng Bank is the best local bank and financial services company, while the ratings of Hang Seng Bank, HSBC and Bank of China have all increased significantly over the year past; Henderson Land Development is the best local real estate and property development company, while the ratings of Henderson Land Development and Sun Hung Kai Properties have increased significantly over the year past; PARKnSHOP is the best local retail company, although its score has dropped significantly over the year past; McDonald’s is the best local fast food restaurant chain and the ratings of all 3 companies on list did not register any significant change in the year past. The effective response rates of various surveys range from 40.6% to 52.9%. The maximum sampling error of ratings is +/-2.4 at 95% confidence level.

Contact Information

		Corporations Naming (I)	Corporations Rating (I)	Core Social Indicators & Corporations Naming (II)	Corporations Rating (II)
Date of survey	:	9-12/8/2021	20-26/8/2021	6-10/9/2021	16-18/9/2021
Sample size ^[1]	:	1,002	1,003	1,000	511
Landline samples	:	503	505	500	262
Mobile samples	:	499	498	500	249

Effective response rate ^[2]	:	49.4%	52.9%	44.2%	40.6%
Survey method	:	Random telephone survey conducted by real interviewers			
Target population	:	Cantonese-speaking Hong Kong residents aged 18 or above			
Sampling error ^[3]	:	Sampling error of ratings not more than +/-2.4 at 95% conf. level			
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 for 2020”, while the educational attainment (highest level attended) distribution and economic activity status distribution came from “Women and Men in Hong Kong - Key Statistics (2020 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] In July 2018, POP revised the calculation of effective response rate. Thus, the response rates before and after the change cannot be directly compared.

[3] 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.

Core Social Indicators

Herewith the latest figures of the five core social indicators:

Date of survey	<u>3-7/5/2021</u>	<u>7-10/6/21</u>	<u>30/6-8/7/21</u>	<u>9-12/8/21</u>	<u>6-10/9/21</u>	<u>Latest change</u>
Sample size	605-610	602-607	595-606	635-666	593-605	--
Response rate	55.5%	55.1%	46.4%	49.4%	44.2%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
Degree of stability	4.42 ^[4]	4.80 ^[4]	4.76	4.99	5.07+/-0.24	+0.08
Degree of prosperity	4.41 ^[4]	4.83 ^[4]	4.94	5.52 ^[4]	5.02+/-0.19	-0.50^[4]
Degree of freedom	4.56	4.77	4.56	5.11 ^[4]	4.95+/-0.26	-0.16
Compliance with the rule of law	4.01 ^[4]	4.39 ^[4]	4.48	5.06 ^[4]	4.64+/-0.26	-0.42^[4]
Degree of democracy	3.56	3.82	4.04	4.02	4.28+/-0.26	+0.26

[4] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level, meaning that the change is statistically significant prima facie. However, whether the difference is statistically significant is not the same as whether they are practically useful or meaningful, and different weighting methods could have been applied in different surveys.

On a scale of 0 to 10, people’s ratings on the five core social indicators ranked from the highest to the lowest are “stability”, “prosperity”, “freedom”, “rule of law” and “democracy”. Their scores are 5.07, 5.02, 4.95, 4.64 and 4.28 respectively. Compared with a month ago, the “prosperity” and “rule of law” indicators both receded significantly, while the “stability” indicator has registered a new high since May 2019.

Survey on Corporate Social Responsibility

The survey series on Corporate Social Responsibility (CSR) aims to gauge the public image of different commercial organizations in order to encourage them to become ethical companies and select the best corporations. There are a total of six modules under this survey series, namely, 1) Public Transportation, 2) Telecommunication, 3) Banks and Financial Services, 4) Real Estate and Property Development, 5) Retail, and 6) Fast Food Restaurant.

The surveys were conducted in two stages. In the first stage naming survey, respondents were requested to nominate, unprompted, at most five relevant corporations that they were most familiar with. The three most frequently cited names would enter the next stage. During the second stage rating survey, respondents would be asked to rate the CSR performance for each of the shortlisted corporations using a 0-100 scale, in which 0 indicates extremely poor performance, 100 indicates extremely good performance, and 50 means half-half.

Public Transportation

In the naming survey, the public transportations mentioned most frequently were KMB, MTR and Citybus. The latest ratings of these corporations are summarized as follows:

Date of survey	<u>4/1/18</u>	<u>20-23/7/18</u>	<u>5-6/8/19</u>	<u>9-13/11/20</u>	<u>20-26/8/21</u>	<u>Latest change</u>
Sample size	500	500	509	528	637	--
Response rate	58.5%	50.8%	66.6%	63.9%	52.9%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
KMB	63.8	59.7 ^[5]	64.3 ^[5]	61.6 ^[5]	59.9+/-1.4	-1.6
Citybus	60.0 ^[5]	59.5	62.9 ^[5]	57.8 ^[5]	57.3+/-1.4	-0.6
MTR	60.1 ^[5]	56.2 ^[5]	47.3 ^[5]	46.5	54.4+/-1.9	+8.0^[5]

[5] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level, meaning that the change is statistically significant prima facie. However, whether the difference is statistically significant is not the same as whether they are practically useful or meaningful, and different weighting methods could have been applied in different surveys.

Our latest survey showed that KMB was considered as having the best CSR reputation among local public transportations which scored 59.9 marks, while Citybus and MTR scored 57.3 and 54.4 marks respectively. The rating of MTR has increased significantly compared with last year.

Telecommunication Corporations

In the naming survey, the telecommunication corporations mentioned most frequently were China Mobile, Hutchison Telecom and SmarTone. The latest ratings of these corporations are summarized as follows:

Date of survey	<u>5-6/2/18</u>	<u>5-6/9/18 / 18-20/9/18</u>	<u>5-6/8/19</u>	<u>9-13/11/20</u>	<u>20-26/8/21</u>	<u>Latest change</u>
Sample size	505	511 / 1,002	509	543	612	--
Response rate	61.2%	51.3% / 55.6%	66.6%	63.9%	52.9%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
SmarTone	51.1	54.2 ^[6]	56.1	53.3 ^[6]	54.9+/-1.7	+1.6
Hutchison Telecom ("3")	45.6 ^[6]	--	52.3	50.4	53.1+/-1.8	+2.7
China Mobile	--	47.6	48.0	44.4	51.5+/-2.2	+7.1^[6]
PCCW	51.7 ^[6]	54.5 ^{[6] [7]}	--	--	--	--

[6] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level, meaning that the change is statistically significant prima facie. However, whether the difference is statistically significant is not the same as whether they are practically useful or meaningful, and different weighting methods could have been applied in different surveys.

[7] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level because of a change in the weighting method. If the previous weighting method was used, the difference would not have gone beyond the sampling error.

Our latest survey showed that SmarTone was considered as having the best CSR reputation among local telecommunication corporations which scored 54.9 marks, while Hutchison Telecom and China Mobile scored 53.1 and 51.5 marks respectively. The rating of China Mobile has increased significantly compared with last year.

Banks and Financial Services Companies

In the naming survey, the banks and financial services companies mentioned most frequently were HSBC, Bank of China and Hang Seng Bank. The latest ratings of these corporations are summarized as follows:

Date of survey	<u>5-6/3/18</u>	<u>15-19/11/18</u>	<u>19-20/8/19</u>	<u>9-13/11/20</u>	<u>20-26/8/21</u>	<u>Latest change</u>
Sample size	501	545	513	581	597	--
Response rate	57.7%	67.9%	69.8%	63.9%	52.9%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
Hang Seng Bank	62.8	64.5	63.1	56.5 ^[8]	59.6+/-1.8	+3.1^[8]
HSBC	60.6	62.9	58.9 ^[8]	46.3 ^[8]	52.9+/-2.0	+6.6^[8]
Bank of China	57.4	59.3	48.1 ^[8]	45.4	52.3+/-2.2	+6.9^[8]

[8] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level, meaning that the change is statistically significant prima facie. However, whether the difference is statistically significant is not the same as whether they are practically useful or meaningful, and different weighting methods could have been applied in different surveys.

Our latest survey showed that Hang Seng Bank was considered as having the best CSR reputation among local banks and financial services companies which scored 59.6 marks, while HSBC and Bank of China scored 52.9 and 52.3 marks respectively. The ratings of all three banks have increased significantly compared with last year.

Real Estate and Property Development Companies

In the naming survey, the real estate and property development companies mentioned most frequently were Sun Hung Kai Properties, CK Asset and Henderson Land Development. The latest ratings of these corporations are summarized as follows:

Date of survey	<u>18-19/4/18</u>	<u>21-24/1/19</u>	<u>19-20/8/19</u>	<u>9-13/11/20</u>	<u>16-18/9/21</u>	<u>Latest change</u>
Sample size	503	519	513	564	511	--
Response rate	56.7%	59.0%	69.8%	63.9%	40.6%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
Henderson Land Development	50.7	48.8	49.2	48.1	53.4+/-2.3	+5.3^[9]
CK Asset	50.3	47.9	51.2 ^[9]	53.5	52.9+/-2.4	-0.7
Sun Hung Kai Properties	48.4 ^[9]	49.6	47.6	45.1	51.5+/-2.3	+6.4^[9]

[9] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level, meaning that the change is statistically significant prima facie. However, whether the difference is statistically significant is not the same as whether they are practically useful or meaningful, and different weighting methods could have been applied in different surveys.

Our latest survey showed that Henderson Land Development was considered as having the best CSR reputation among local real estate and property development companies which scored 53.4 marks, while CK Asset and Sun Hung Kai Properties scored 52.9 and 51.5 marks respectively. The ratings of

Henderson Land Development and Sun Hung Kai Properties have increased significantly compared with last year.

Retail Companies

In the naming survey, the retail companies mentioned most frequently were PARKnSHOP, Wellcome and 7-Eleven. The latest ratings of these corporations are summarized as follows:

Date of survey	<u>8-9/5/18</u>	<u>14-19/3/19</u>	<u>19-20/8/19</u>	<u>9-13/11/20</u>	<u>16-18/9/21</u>	<u>Latest change</u>
Sample size	511	565	513	524	511	--
Response rate	60.7%	73.1%	69.8%	63.9%	40.6%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
PARKnSHOP	55.8	53.8	54.7	57.1	52.4+/-2.2	-4.7^[10]
Wellcome	57.0	55.7	56.9	53.0 ^[10]	51.7+/-2.1	-1.4
7-Eleven	57.7	55.9	57.8	52.4 ^[10]	50.5+/-2.0	-1.9

[10] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level, meaning that the change is statistically significant prima facie. However, whether the difference is statistically significant is not the same as whether they are practically useful or meaningful, and different weighting methods could have been applied in different surveys.

Our latest survey showed that PARKnSHOP was considered as having the best CSR reputation among local retail companies which scored 52.4 marks, although its score has dropped significantly compared with last year. Meanwhile, Wellcome and 7-Eleven scored 51.7 and 50.5 marks respectively.

Fast Food Restaurant Chains

In the naming survey, the fast food restaurant chains mentioned most frequently were Café de Coral, Fairwood and McDonald's. The latest ratings of these corporations are summarized as follows:

Date of survey	<u>6-7/6/18</u>	<u>20-23/5/19</u>	<u>19-20/8/19</u>	<u>9-13/11/20</u>	<u>16-18/9/21</u>	<u>Latest change</u>
Sample size	502	687	513	527	511	--
Response rate	56.0%	61.9%	69.8%	63.9%	40.6%	--
Latest findings	Finding	Finding	Finding	Finding	Finding & error	--
McDonald's	58.2 ^[11]	56.8	56.8	52.8 ^[11]	52.4+/-2.1	-0.4
Fairwood	57.1	55.9	56.4	54.8	52.3+/-1.8	-2.4
Café de Coral	57.3 ^[11]	55.1 ^[11]	55.6	50.8 ^[11]	50.0+/-2.1	-0.8

[11] The difference between the figure and the result from the previous survey has gone beyond the sampling error at 95% confidence level, meaning that the change is statistically significant prima facie. However, whether the difference is statistically significant is not the same as whether they are practically useful or meaningful, and different weighting methods could have been applied in different surveys.

Our latest survey showed that McDonald's was considered as having the best CSR reputation among local fast food restaurant chains which scored 52.4 marks, while Fairwood and Café de Coral scored 52.3 and 50.0 marks respectively.

Opinion Daily

In 2007, POP started collaborating with Wisers Information Limited whereby Wisers supplies to POP a record of significant events of that day according to the research method designed by POP. These daily entries would then become “Opinion Daily” after they are verified by POP.

For some of the polling items covered in this press release, the previous survey was conducted from 2 to 5 February, 2021 while this survey was conducted from 9 to 12 August, 2021. During this period, herewith the significant events selected from counting newspaper headlines and commentaries on a daily basis and covered by at least 25% of the local newspaper articles. Readers can make their own judgment if these significant events have any impacts to different polling figures.

7/9/21	The government resumes the Return2hk Scheme and will launch the Come2hk Scheme.
6/9/21	The Central Government releases the development plan of Qianhai.
31/8/21	The government proposes amendments to relax requirements for non-locally trained doctors to practise in Hong Kong.
29/8/21	The government may launch a universal COVID-19 vaccination programme for all residents.
26/8/21	The Legislative Council passes waste-charging bill.
24/8/21	The government further amends the “Film Censorship Ordinance” to ban exhibition of films that are contrary to the interests of national security.
23/8/21	Officials from the Central Government explain the 14th five-year plan to Hong Kong government officials.
18/8/21	Police arrests four members of the HKU Students’ Union who allegedly advocated terrorism.
17/8/21	A worker at airport lounge tests positive, prompting the government to tighten anti-epidemic measures.
15/8/21	Civil Human Rights Front announces its disbandment.
10/8/21	The Hong Kong Professional Teachers’ Union announces it will be dissolved.
17/6/21	Police arrests senior executives of Apple Daily and freezes assets of the company under the national security law.
30/5/21	The government and the business sector launch initiatives to encourage vaccination.
21/5/21	Some universities and corporations launch initiatives to encourage vaccination.
14/5/21	The government freezes Jimmy Lai’s personal assets under the national security law.
11/4/21	Four stored value facilities will assist in the distribution of electronic consumption vouchers.

Data Analysis

Our survey shows that, on a scale of 0 to 10, people’s ratings on the five core social indicators ranked from the highest to the lowest are “stability”, “prosperity”, “freedom”, “rule of law” and “democracy”. Their scores are 5.07, 5.02, 4.95, 4.64 and 4.28 respectively. Compared with a month ago, the “prosperity” and “rule of law” indicators both fell back significantly, while the “stability” indicator has registered a new high since May 2019.

As for the survey on corporate social responsibility (CSR), the latest results are: KMB is the best local public transportation, while the rating of MTR has increased significantly over the year past; SmarTone is the best local telecommunication corporation, while the rating of China Mobile has increased significantly over the year past; Hang Seng Bank is the best local bank and financial services company, while the ratings of Hang Seng Bank, HSBC and Bank of China have all increased significantly over the year past; Henderson Land Development is the best local real estate and property development company, while the ratings of Henderson Land Development and Sun Hung Kai Properties have increased significantly over the year past; PARKnSHOP is the best local retail company, although its score has dropped significantly over the year past; McDonald’s is the best local fast food restaurant chain and the ratings of all 3 companies on list did not register any significant change in the year past.