



Tracking Research

Public Evaluation on Media Credibility Survey Results

*[To enable the sample information to reflect the characteristics of Hong Kong population as much as possible, all figures **had been weighted** according to the latest sex-and-age distribution of the Hong Kong population aged 18 or above since 2006, as released by the Census and Statistics Department. Due to the process of weighting, sample sizes might slightly differ from unweighted ones. Besides, the total percentage for some questions might not equal exactly to 100% due to rounding.]*

I will read out one by one the names of individual press and media institutes in Hong Kong. We would like to know how credible you think these institutes are. You can score from 1 to 10, 1 point refers to a “very low” level of credibility and 10 points refer to a “very high” level of credibility. 【The following names of press and media institutes were randomly ordered by computer to be read out】

Overall, how credible do you think the press and media in Hong Kong are? Again, 1 to 10, how many points will you give?

Individual and overall evaluation for the credibility of the press and media institutes in Hong Kong

Year of Survey	1997	2001	2006	2009	2010
Press and Media Institutes	Average score (rank)				
Electronic Media					
RTHK	7.26(1)	7.52(1)	7.27(1)	7.31(1)	6.95(1)
TVB	7.04(2)	7.04(2)	7.17(2)	7.30(2)	6.65(2)
Commercial Radio HK	6.77(4)	7.01(3)	6.69(5)	6.98(3)	6.45(3)
Cable TV	6.79(3)	7.01(3)	6.83(3)	6.87(4)	6.41(4)
ATV	6.68(5)	6.87(5)	6.78(4)	6.81(5)	6.34(5)
Now TV	Not yet launched	Not yet launched	/	6.78(6)	6.07(6)
Metro Radio	5.83(6)	6.57(6)	6.16(6)	6.49(7)	5.98(7)
HK Broadband Network	Not yet launched	Not yet launched	/	6.30(8)	5.48(8)
Electronic Media Overall Average	6.73	7.00	6.82	6.86	6.29

Newspapers					
SCMP	7.18(1)	7.24(3)	7.36(1)	7.57(1)	6.85(1)
Ming Pao	7.15(2)	7.54(1)	7.24(2)	7.35(2)	6.77(2)
HK Economic Times	6.79(4)	6.96(5)	7.08(4)	7.12(4)	6.71(3)
HK Economic Journal	6.60(6)	7.34(2)	7.09(3)	7.04(6)	6.57(4)
Sing Tao Daily	6.73(5)	7.13(4)	6.84(6)	7.07(5)	6.53(5)
Standard	7.11(3)	6.77(6)	6.97(5)	7.19(3)	6.50(6)
Headline Daily	Not yet published	Not yet published	5.99(11)	6.48(8)	5.90(7)
Sing Pao Daily News	6.39(8)	6.48(7)	6.43(7)	6.34(10)	5.88(8)
Oriental Daily News	6.54(7)	5.76(11)	6.12(9)	6.24(11)	5.75(9)
AM 730	Not yet published	Not yet published	5.88(12)	6.36(9)	5.73(10)
Metropolis Daily	Not yet published	Not yet published	6.15(8)	6.58(7)	5.67(11)
HK Commercial Daily	5.42(12)	5.87(10)	5.78(13)	5.90(13)	5.56(12)
HK Daily News	6.05(10)	5.92(9)	6.09(10)	5.95(12)	5.38(13)
Wen Wei Po	5.04(14)	5.93(8)	5.26(16)	5.71(15)	5.37(14)
Apple Daily	6.24(9)	5.15(14)	5.51(14)	5.80(14)	5.27(15)
Ta Kung Pao	5.24(13)	5.64(12)	5.25(17)	5.58(16)	5.14(16)
The Sun	Not yet published	5.13(15)	5.42(15)	5.57(17)	4.99(17)
Tintin Daily News	5.95(11)	5.18(13)	Cease publication	Cease publication	Cease publication
Newspapers Overall Average	6.32	6.27	6.26	6.46	5.92
Overall press media in HK	Question not asked	6.46	6.74	6.84	6.36