



## 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.]

**Question: 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]**

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

Year of Survey	1997	2001	2006	2009	2010	2013	2016
<b>Press and Media Institutes (In alphabetical order of existing institutes)</b>	<b>Average score</b>						
<b>Electronic Media</b>							
Cable TV	6.79	7.01	6.83	6.87	6.41	6.38	6.51
Commercial Radio HK	6.77	7.01	6.69	6.98	6.45	6.48	6.49
Metro Radio	5.83	6.57	6.16	6.49	5.98	5.92	5.93
Now TV/ViuTV <sup>1</sup>	Not yet launched		---	6.78	6.07	6.14	6.56
RTHK	7.26	7.52	7.27	7.31	6.95	6.99	6.76
TVB	7.04	7.04	7.17	7.30	6.65	6.25	5.88
ATV	6.68	6.87	6.78	6.81	6.34	4.74	Cease broadcast
HK Broadband Network	Not yet launched		---	6.30	5.48	5.74	Cease broadcast
<b>Electronic Media Overall Average (By Calculation)</b>	<b>6.73</b>	<b>7.00</b>	<b>6.82</b>	<b>6.86</b>	<b>6.29</b>	<b>6.08</b>	<b>6.36</b>





<b>Paid Newspapers</b>							
Apple Daily	6.24	5.15	5.51	5.80	5.27	4.98	5.18
HK Commercial Daily	5.42	5.87	5.78	5.90	5.56	5.21	5.03
HK Economic Journal	6.60	7.34	7.09	7.04	6.57	6.46	6.06
HK Economic Times	6.79	6.96	7.08	7.12	6.71	6.78	6.47
Ming Pao	7.15	7.54	7.24	7.35	6.77	6.74	6.38
Oriental Daily News	6.54	5.76	6.12	6.24	5.75	5.85	5.59
Sing Pao Daily News	6.39	6.48	6.43	6.34	5.88	5.75	5.45
Sing Tao Daily	6.73	7.13	6.84	7.07	6.53	6.42	5.99
SCMP	7.18	7.24	7.36	7.57	6.85	6.98	6.54
Ta Kung Pao	5.24	5.64	5.25	5.58	5.14	4.68	4.21
Wen Wei Po	5.04	5.93	5.26	5.71	5.37	4.89	4.45
HK Daily News	6.05	5.92	6.09	5.95	5.38	5.46	Cease publication
The Sun	Not yet published	5.13	5.42	5.57	4.99	5.15	Cease publication
The Standard	7.11	6.77	6.97	Free Newspaper			
Tintin Daily News	5.95	5.18	Cease publication				
<b>Paid Newspapers Overall Average (By Calculation)</b>	<b>6.73</b>	<b>7.00</b>	<b>6.32</b>	<b>6.40</b>	<b>5.91</b>	<b>5.80</b>	<b>5.58</b>
<b>Free Newspapers</b>							
AM 730	Not yet published		5.88	6.36	5.73	5.82	5.85
Headline Daily	Not yet published		5.99	6.48	5.90	5.87	5.76
Metropolis Daily	Not yet published		6.15	6.58	5.67	5.71	5.57
Sky Post	Not yet published					5.44	5.43
The Standard	Paid Newspaper			7.19	6.50	6.71	6.56
New Evening Post	Not yet published					4.94	Cease publication
Sharp Daily	Not yet published					4.46	Cease publication
<b>Free Newspapers Overall Average</b>	<b>---</b>	<b>---</b>	<b>6.01</b>	<b>6.65</b>	<b>5.95</b>	<b>5.56</b>	<b>5.83</b>





<b>(By Calculation)</b>							
<b>Online News Media</b>							
Bastille Post	Not yet launched						4.93
Hong Kong 01	Not yet launched						4.87
Hong Kong In-media	Not yet launched	---	---	---	---	5.11	
Initium Media	Not yet launched						4.51
Passion Times	Not yet launched					---	4.20
Post 852	Not yet launched						4.84
Stand News	Not yet launched					5.76 <sup>2</sup>	5.24
<b>Online News Media Overall Average (By Calculation)</b>	---	---	---	---	---	---	<b>4.81</b>
<b>Overall Press Media in HK<sup>3</sup></b>	---	<b>6.46</b>	<b>6.74</b>	<b>6.84</b>	<b>6.36</b>	<b>6.18</b>	<b>5.89</b>
<b>Social Media<sup>4</sup></b>	---	---	---	---	---	---	<b>4.59</b>

Note : 1. Before 2016, the surveys asked about "Now TV". The survey in 2016 asked about "Now TV or Viu TV".

2. The survey in 2013 asked about "House News".

3. The credibility of "Overall Press Media in HK" was surveyed by an individual question. The question was "Overall, how credible do you think the press and media in Hong Kong are? Again, 1 to 10, how many points will you give?"

4. The credibility of "Social Media" was surveyed by an individual question. The question was "There is news information on social media, such as facebook, youtube, whatsapp. How credible do you think the news information on social media is? Again, 1 to 10, how many points will you give?"

