

Citizens' Evaluation of Media Credibility in Recent Years (score = 1-10, with 10 the highest)

Media Organization	Response Rate# (2022)	2006 (N=527)	2010 (N=1,206)	2013 (N=971)	2016 (N=907)	2019 (N = 1,079)	2022 (N=994)
(1) Electronic Media							
Now/Viu TV	85.7%	(Not asked)	6.07 (6)	6.14 (5)	6.56 (2) ↑	6.76 (1) ↑	6.29 (1) ↓
Commercial Radio	86.3%	6.69 (5) ↓	6.45 (3) ↓	6.48 (2)	6.49 (4)	6.42 (4)	6.09 (2) ↓
Cable TV	89.7%	6.83 (3)	6.41 (4) ↓	6.38 (3)	6.51 (3)	6.63 (3)	6.02 (3) ↓
Metro Broadcast	73.9%	6.16 (6) ↓	5.98 (7)	5.92 (6)	5.93 (5)	5.79 (5)	5.69 (4)
RTHK	91.4%	7.27 (1) ↓	6.95 (1) ↓	6.99 (1)	6.76 (1) ↓	6.72 (2)	5.68 (5) ↓
TVB	97.5%	7.17 (2)	6.65 (2) ↓	6.25 (4) ↓	5.88 (6) ↓	4.45 (6) ↓	5.01 (6) ↑
(2) Paid Newspapers							
South China Morning Post	76.4%	7.36 (1)	6.85 (1) ↓	6.98 (1)	6.54 (1) ↓	5.89 (1) ↓	5.95 (1)
Ming Pao Daily News	88.0%	7.24 (2) ↓	6.77 (2) ↓	6.74 (3)	6.38 (3) ↓	5.71 (2) ↓	5.72 (2)
HK Economic Times	78.5%	7.08 (4)	6.71 (3) ↓	6.78 (2)	6.47 (2) ↓	5.43 (4) ↓	5.67 (3) ↑
Sing Tao Daily	88.2%	6.84 (6) ↓	6.53 (5) ↓	6.42 (5)	5.99 (5) ↓	5.16 (6) ↓	5.53 (4) ↑
HK Economic Journal	76.5%	7.09 (3) ↓	6.57 (4) ↓	6.46 (4)	6.06 (4) ↓	5.31 (5) ↓	5.43 (5)
Oriental Daily News	92.0%	6.12 (8) ↑	5.75 (7) ↓	5.85 (6)	5.59 (6) ↓	5.09 (7) ↓	5.25 (6)
(3) Free Newspapers							
Standard	62.3%	(Paid)	6.50 (1) ↓	6.71 (1) ↑	6.56 (1)	5.92 (1) ↓	5.97 (1)
Headline Daily	88.3%	5.99 (2)	5.90 (2)	5.87 (2)	5.76 (3)	5.28 (3) ↓	5.33 (2)
am730	73.2%	5.88 (3)	5.73 (3)	5.82 (3)	5.85 (2)	5.29 (2) ↓	5.19 (3)
Sky Post	73.8%	(Not published)		5.44 (5)	5.43 (5)	4.89 (5) ↓	5.03 (4)
Metro Daily	66.3%	6.15 (1)	5.67 (4) ↓	5.71 (4)	5.57 (4)	4.98 (4) ↓	4.78 (5)
(4) Online Media							
HK In-media	58.7%	(Not asked)			5.11 (2)	5.63 (2) ↑	5.58 (1)
HK Free Press	40.6%	(Not published)			(Not asked)	5.56 (3)	5.50 (2)
The Initium	38.8%	(Not published)			4.51 (6)	4.78 (8) ↑	5.33 (3) ↑
Hong Kong 01	76.9%	(Not published)			4.87 (4)	5.40 (4) ↑	5.06 (4) ↓
Passion Times	44.9%	(Not published)		(Not asked)	4.20 (7)	5.02 (7) ↑	4.76 (5)
Bastille Post	55.6%	(Not published)			4.93 (3)	4.59 (9) ↓	4.64 (6)
Social Media	96.8%	---	---	---	4.59	5.36 ↑	5.07 ↓
All Hong Kong News Media*	98.6%	6.74 ↑	6.36 ↓	6.18	5.89 ↓	5.71	5.44 ↓

Note: Range of scale is from 1 to 10. The figures in the table are averages. Rankings are in parenthesis. Since there are many organizations, only some organizations are listed here. Those not in operation now are also excluded. Arrows (↑ indicating rise and ↓ decline) showing the difference reaches $p < .05$ in statistical significance.

Percentages next to the news organizations indicate the response rate in 2022 which show citizens' recognition of the organizations.

* "All Hong Kong News Media" is from one independent question in which citizens are asked about the overall news media.