

The ICAC Annual Survey

From Understanding Public Attitudes to Measuring Impact of Integrity Education

Independent Commission Against Corruption (ICAC)
Hong Kong, China
18 Mar 2026

ICAC Annual Survey - Objectives & Methodology

From Data to Strategies

"How integrity education affects the public's willingness to report corruption"

New Initiatives for Integrity Education in Hong Kong



ICAC Annual Survey & Integrity Education



Annual Survey

Objectives & Methodology

Starting from 1977

- In 1977, a community-wide opinion survey was conducted to obtain readings of **public attitude of the problem of corruption and ICAC's work.** Then, the survey was conducted between 1978 and 1990 biennially .
- Since 1992, the survey has been conducted on an **annual basis**.





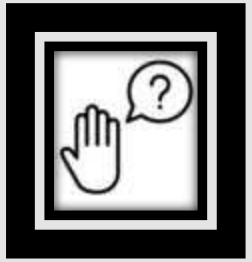
Objectives



- Attitude towards a corruption-free society
- Knowledge of corruption



- Public experience in encountering & reporting corruption
- Willingness to report corruption



- Receipt of information concerning the ICAC
- Opinions on publicity of ICAC's work

Target Respondents





- Sample size: 1,500
- Random Sampling
- Response Rate >60%

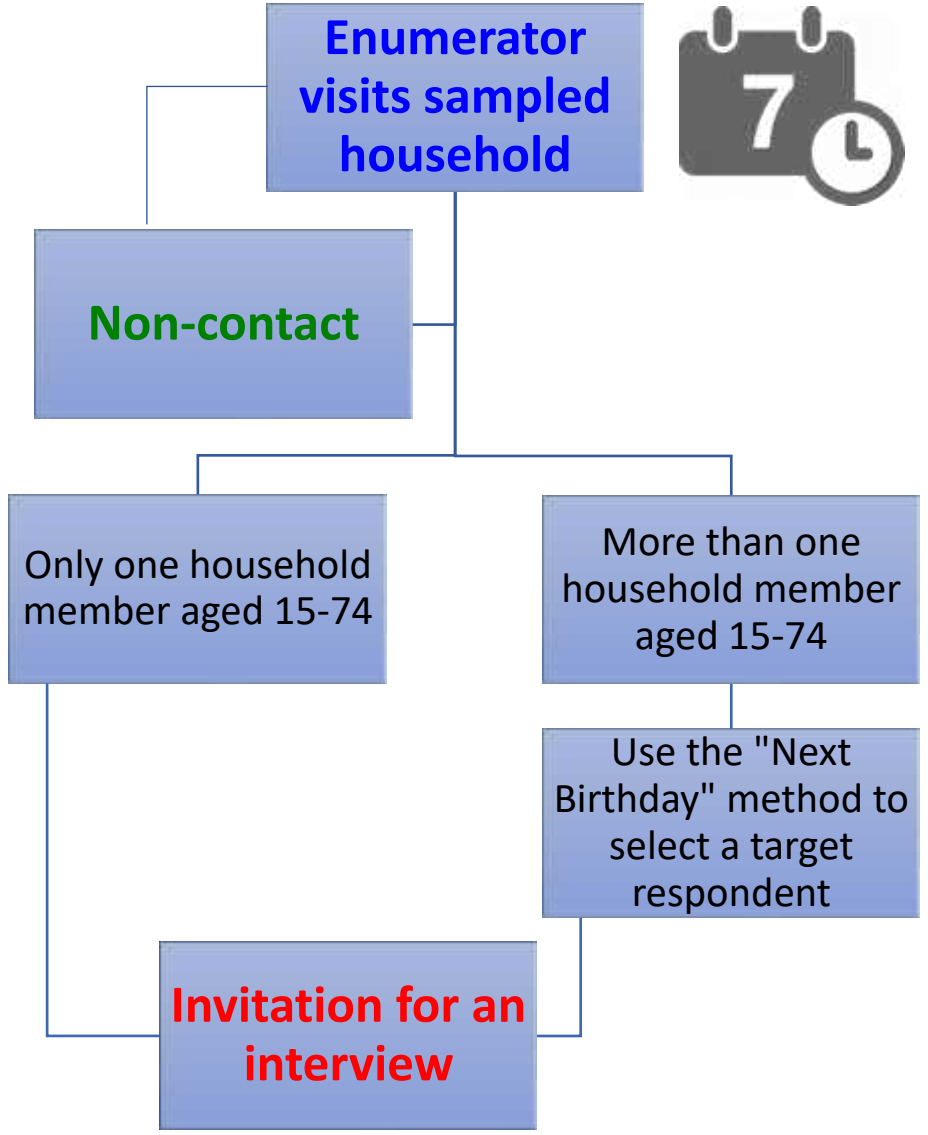
Aged 15-74

Live in HK

Speak Cantonese, Putonghua, English

Implementation of the Survey

- Independent polling agency
- Enumerators visit the sampled households
  - At different time of the day (including evenings)
  - On different days of a week
  - A face-to-face interview lasts about 10-15 minutes
- Strict quality control



Questionnaire – Part 1





Attitude

- Level of tolerance towards corruption
- Willingness to report corruption
- Importance of keeping HK corruption-free
- Support for the ICAC

Knowledge

- Acceptance level towards different behaviours
- Whether the acts are considered as illegal

Questionnaire – Part 2

- Public experience in encountering corruption and reporting corruption



Questionnaire – Part 3





- Information concerning the ICAC received by the respondents
- Effective social media platforms to promote ICAC's information

Annual Survey
Key Findings



ICAC ANNUAL SURVEY 2024



ZERO TOLERANCE OF CORRUPTION

98.7% RESPONDENTS **HAD NOT** COME ACROSS CORRUPTION PERSONALLY IN THE PAST YEAR



97.4% RESPONDENTS CONSIDERED KEEPING **CORRUPTION-FREE IS IMPORTANT** TO THE DEVELOPMENT OF HONG KONG



93.1% THE ICAC **DESERVES SUPPORT**

Tolerance of Corruption in HK

Q: Please use a score of 0 to 10 to indicate your level of tolerance towards corruption in HK.



Perceived Importance of Keeping HK Corruption-free to Development of HK

Q: As a whole, do you think keeping Hong Kong corruption-free is important to the overall development of Hong Kong?

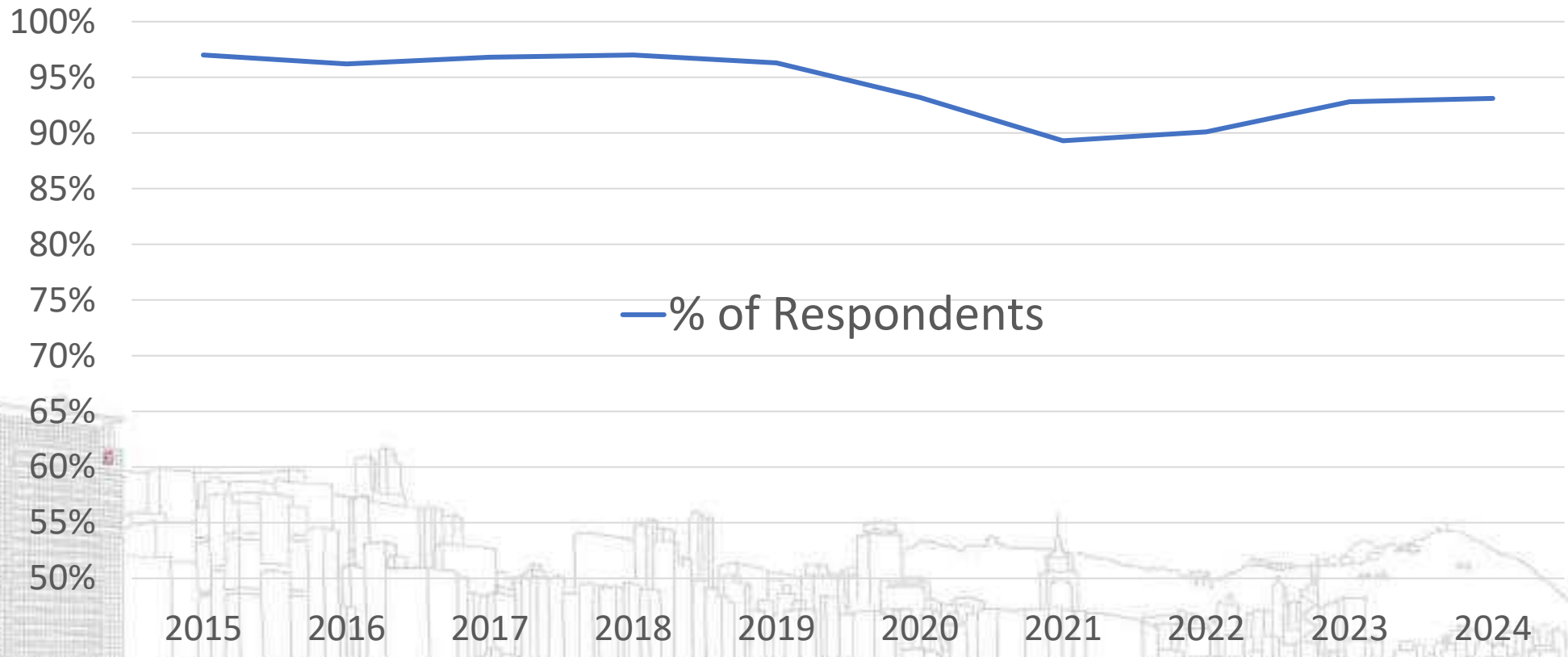
2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
99.0%	99.2%	99.2%	98.7%	98.7%	98.0%	97.3%	97.9%	96.7%	97.4%





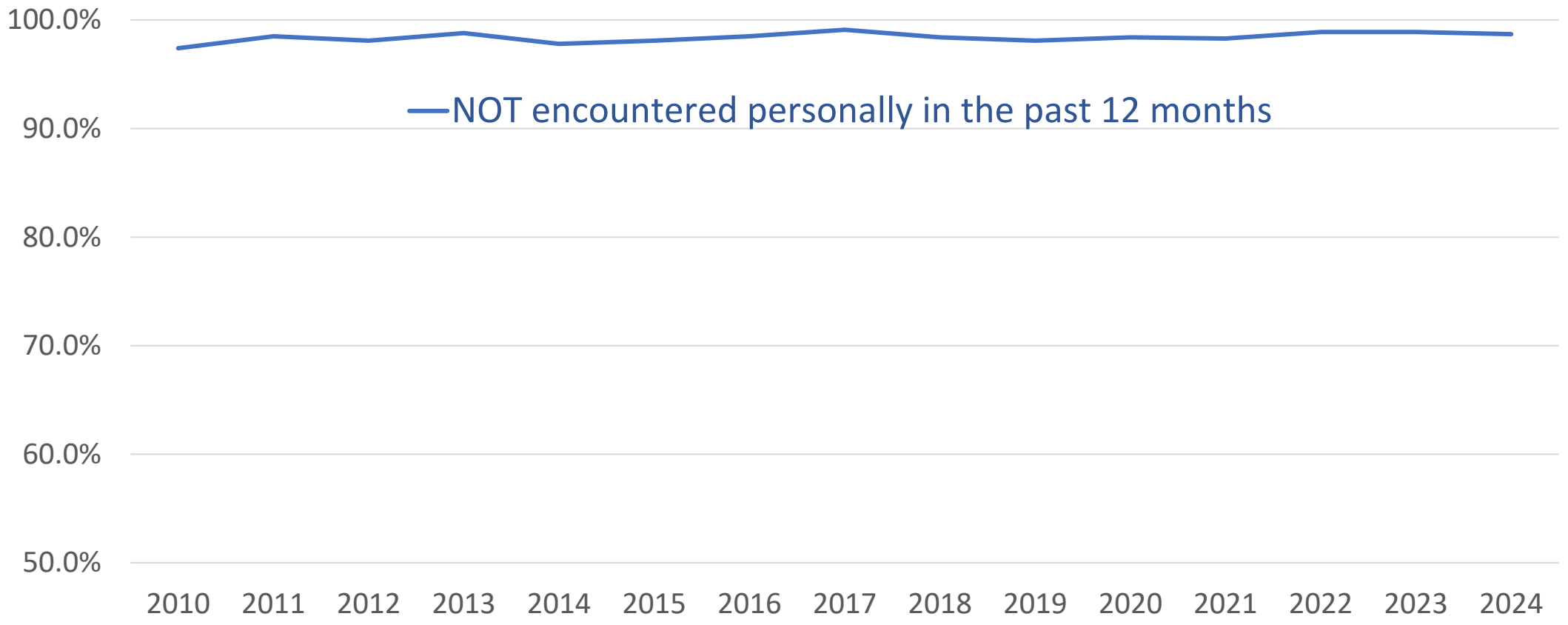
Support for the ICAC

Q: Does the ICAC deserve your support?



Public Experience in Encountering Corruption

Q: In the past 12 months, have you ever come across corruption personally in Hong Kong?



Survey Findings

- Findings in recent years are stable
- The public upholds the core value of integrity
  - Nearly zero tolerance of corruption
  - Had not come across corruption personally in the past year
- The public recognised the importance of our work
  - Keeping HK corruption-free is important
  - ICAC deserves their support

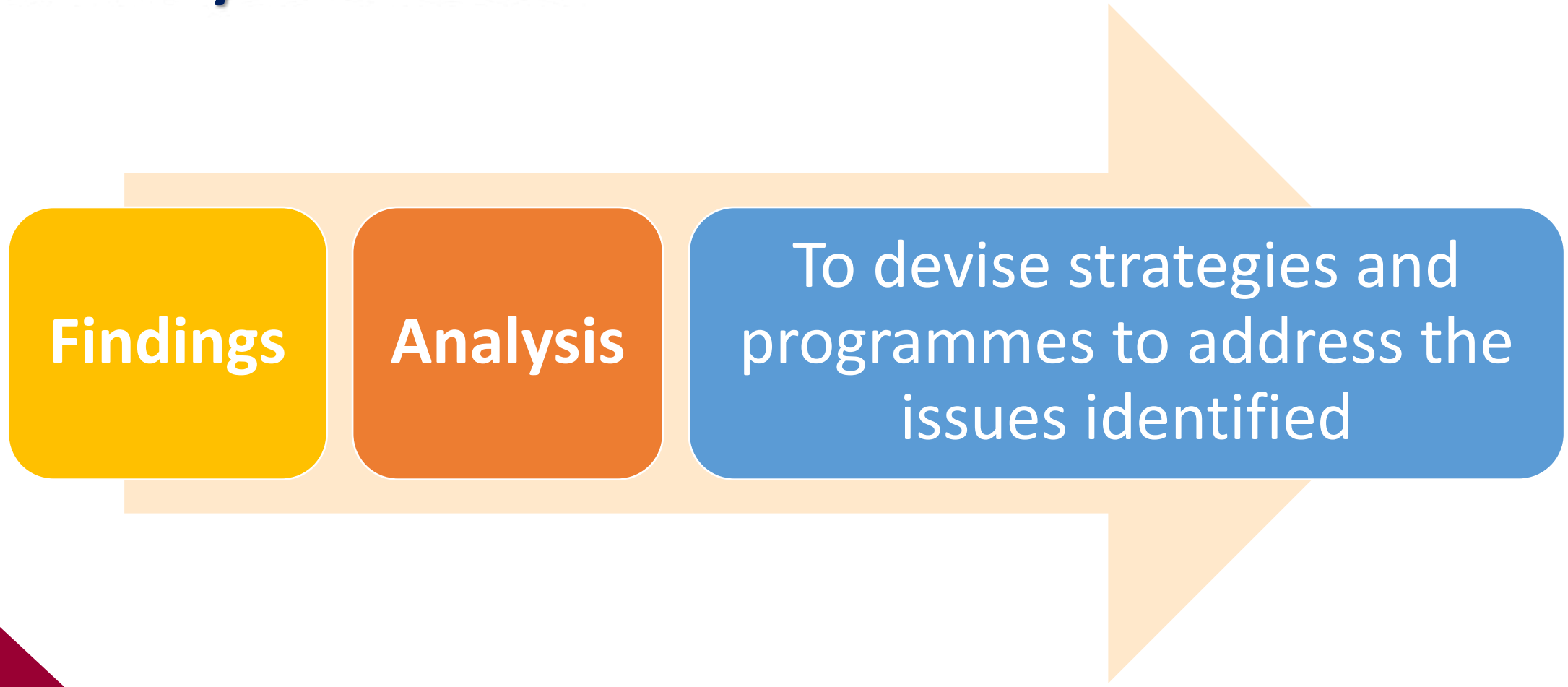


Annual Survey

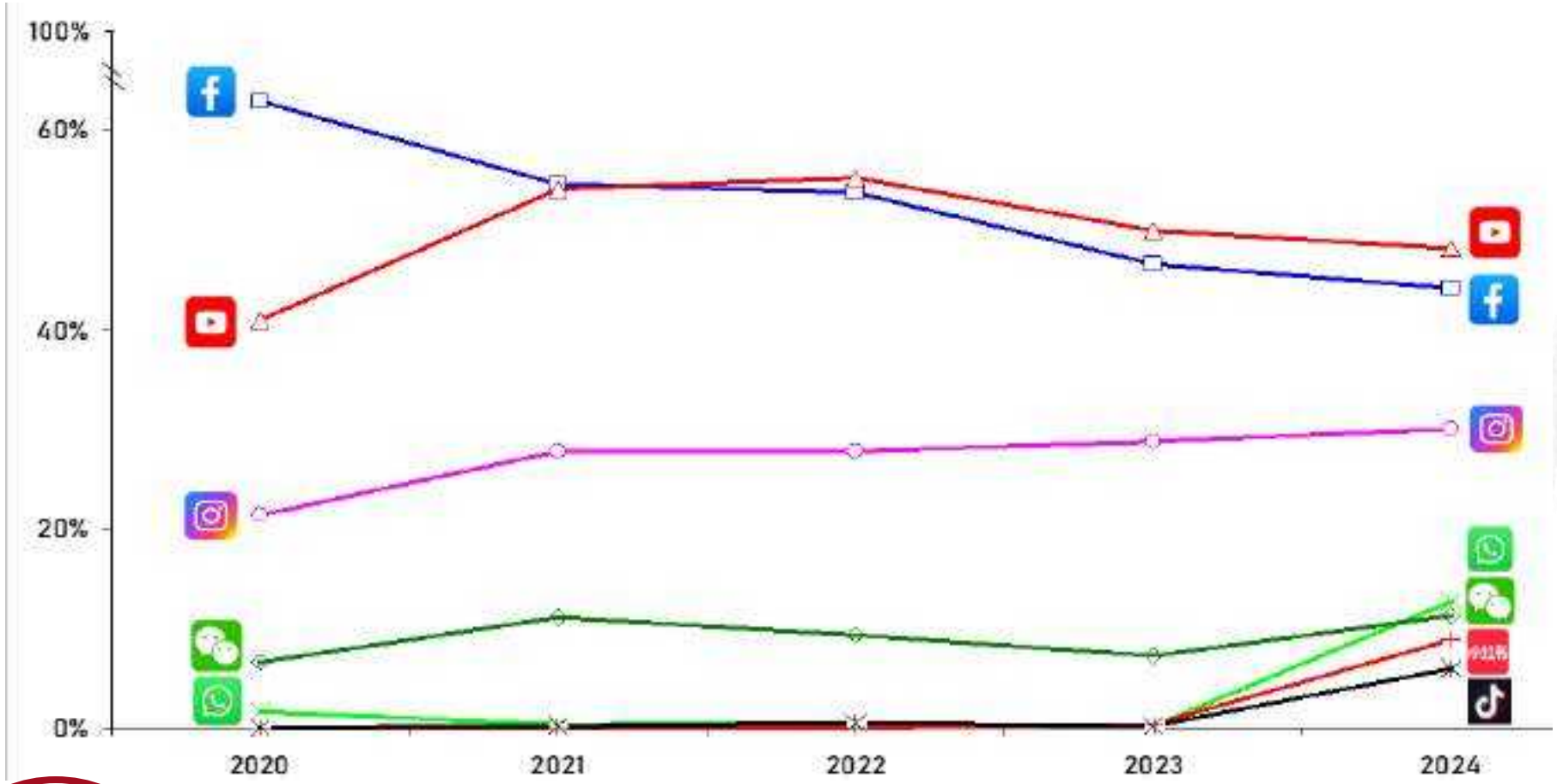
From data to strategies

From Data to Strategy

Our Analysis & Action



Most effective social media platforms





Findings

- YouTube, Facebook and Instagram were identified as the most effective social media platforms for promoting information concerning the ICAC

Most effective social media platforms



YouTube Channel



Facebook Fanpage

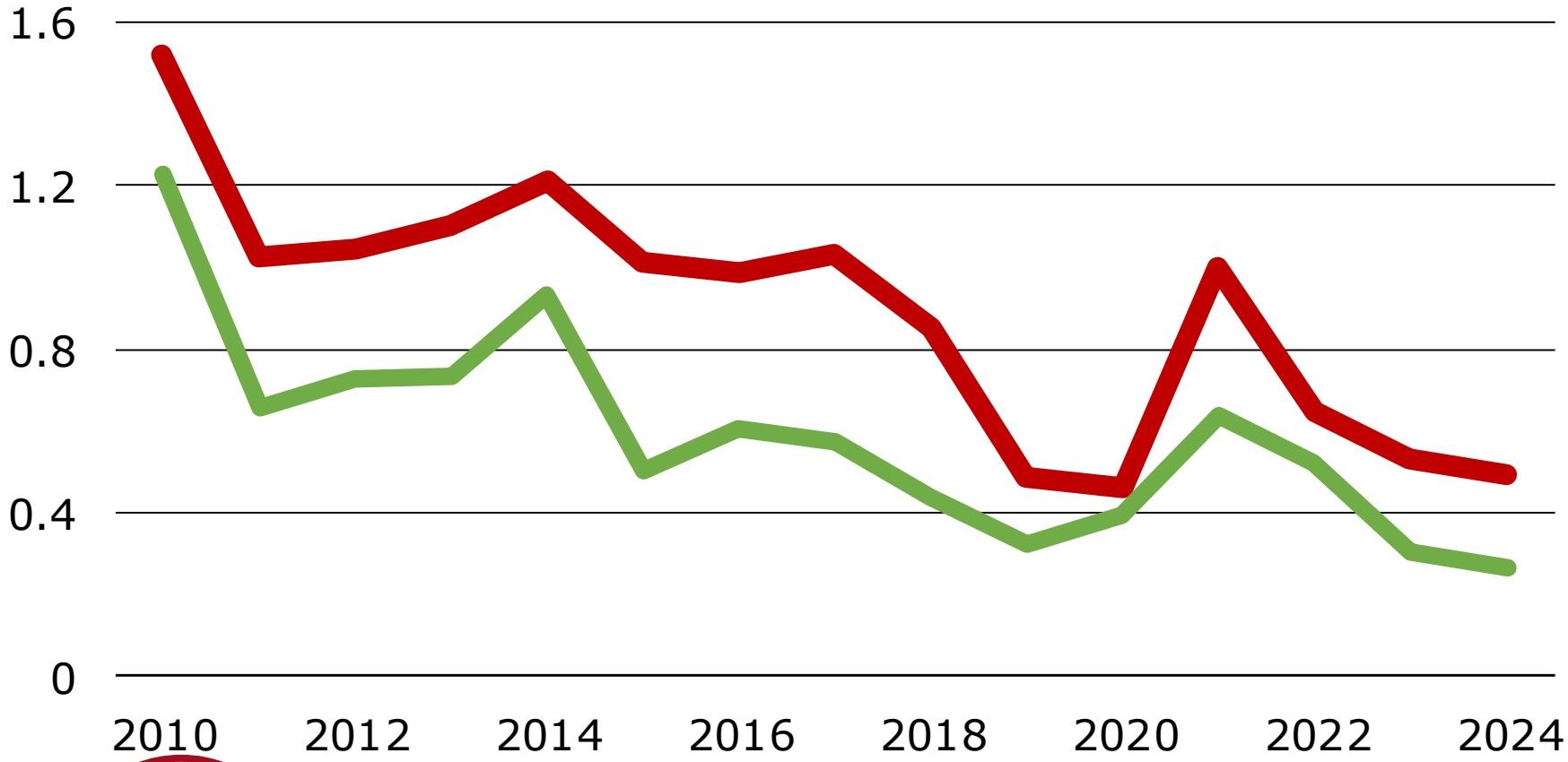


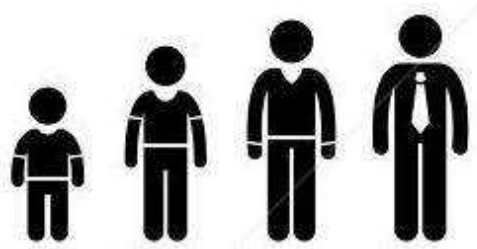
Instagram

Strategies:

- Enhancing the use of the most effective social media channels as identified by respondents

Tolerance of Corruption in HK – analysed by age





Aged 15-24

Aged >24

Findings

- Youngsters had a slightly higher level of tolerance of corruption

Youth Education

小啡豆兒童劇場 KIDS THEATRE

iJunior 小學德育計劃

高中iTeen領袖計劃

ICAC廉政大使計劃 AMBASSADOR PROGRAMME



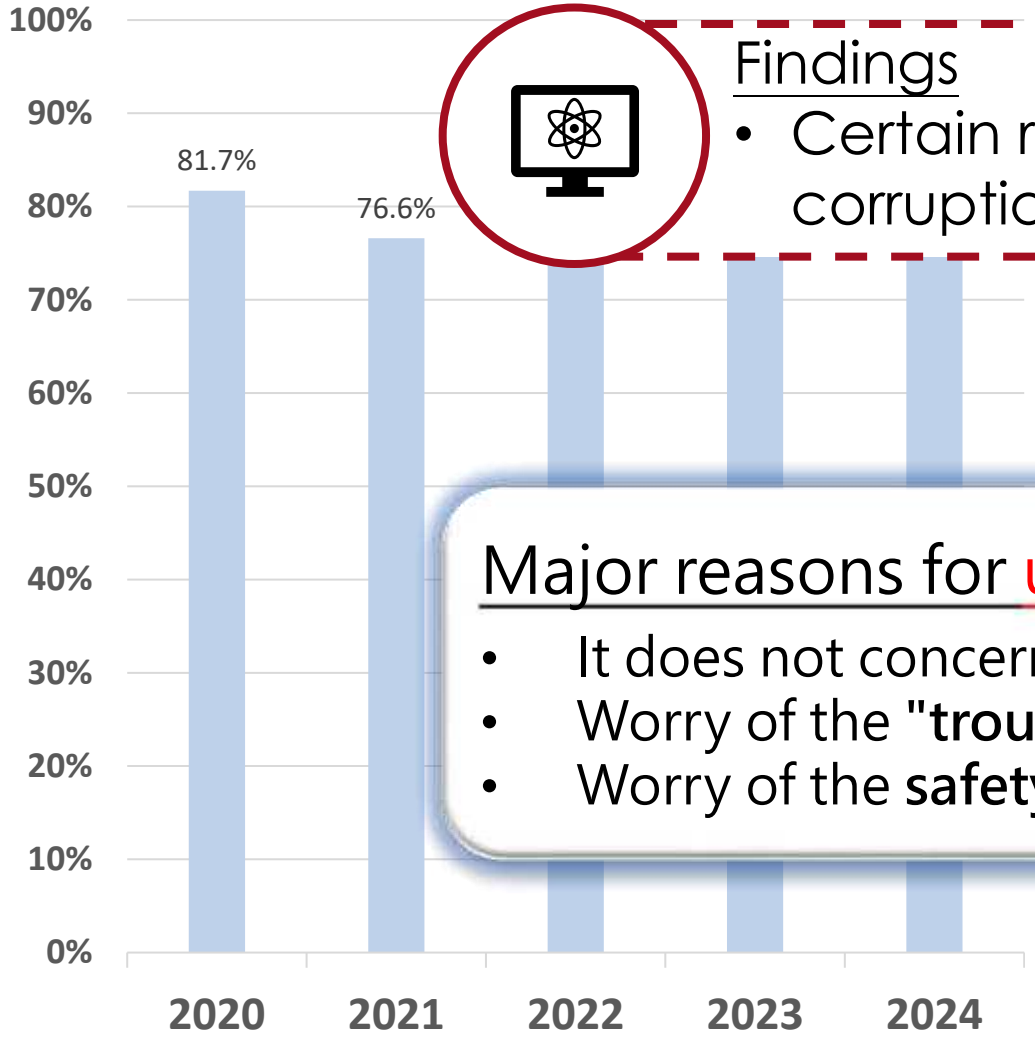



Kindergartens ***Primary schools*** ***Secondary Schools*** ***Universities***

Strategies:

- Continue to enhance our education work for youth

Willingness to Report Corruption



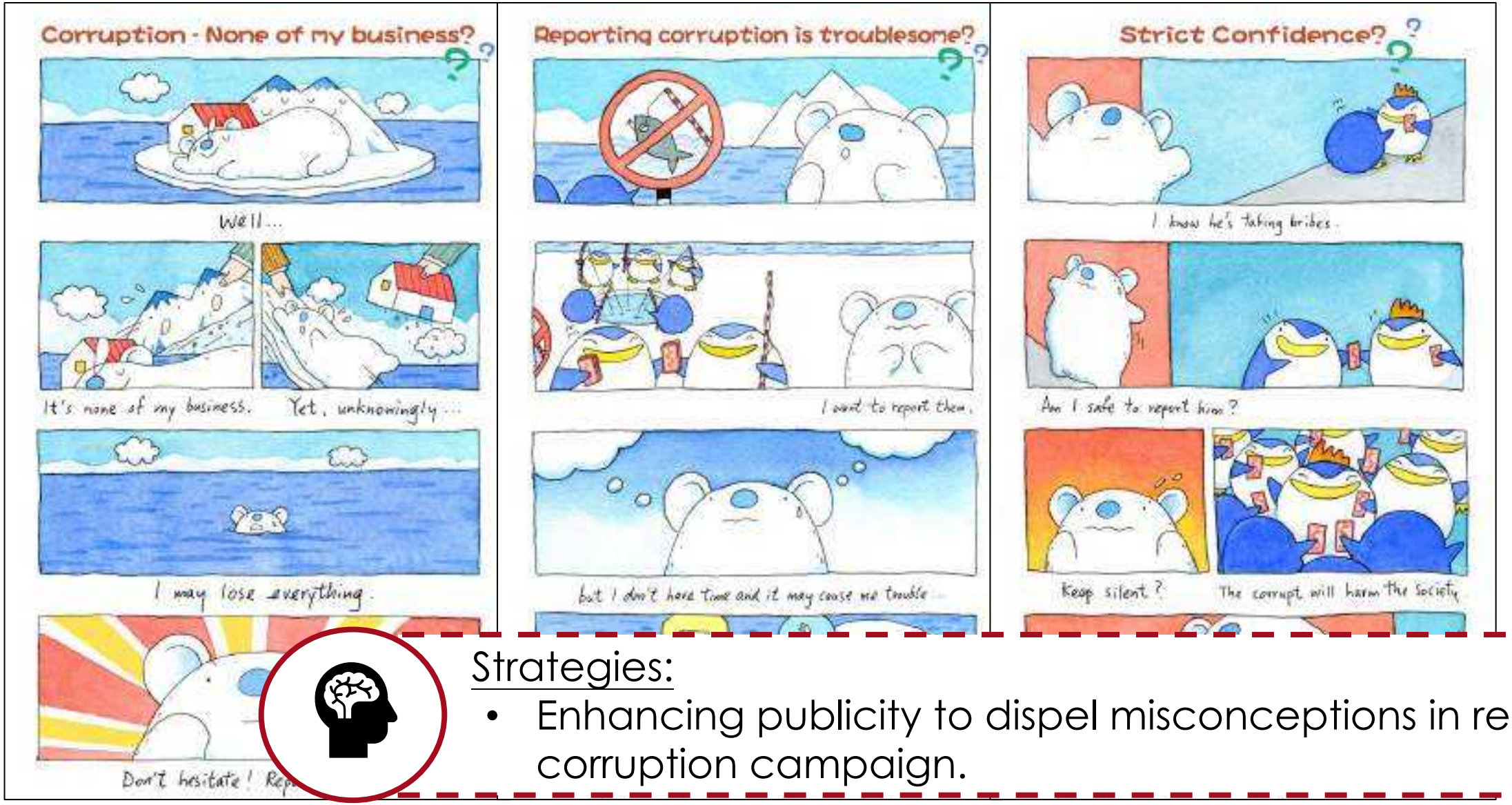
Findings

- Certain respondents expressed reluctance to report corruption due to misconceptions.

Major reasons for unwillingness to report corruption

- It does not concern the respondents themselves
- Worry of the "**troublesome**" reporting procedures
- Worry of the **safety** of respondents themselves and their families

Willingness to Report Corruption



Strategies:

- Enhancing publicity to dispel misconceptions in reporting corruption campaign.



HKIAAC

Research Topic

How does integrity education influence the public's willingness to report corruption?

Research Method

- Empirical analysis
- Based on ICAC Annual Survey data

Key Research Findings

Integrity education significantly enhances the public's willingness to report corruption

2. The longer the duration of receiving ICAC information, the stronger the willingness to report



1. Mediation Mechanism

Raise willingness to report

Reduce tolerance

Increase awareness

Integrity Education

Key Research Findings

3. Public perceptions of corruption vary across educational attainment levels; integrity education must be tailored accordingly

General Public





Higher educated individuals







ICAC's Strategy on Education & Publicity

"Ethics for All" Approach
(In-depth messages)



Media Publicity
(wide coverage)



ICAC Website



Facebook



Instagram

Publicity videos







Innovative Approach on Education & Publicity













- Exploring more opportunities for the public to receive anti-corruption messages through multiple publicity channels

Café “1974”







Extensive media coverage







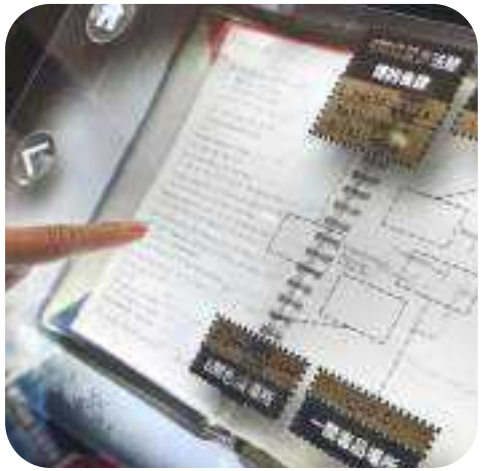
The New ICAC Exhibition Hall











Extensive media coverage







Operation 303 - An Experiential Investigation Activity







Extensive media coverage







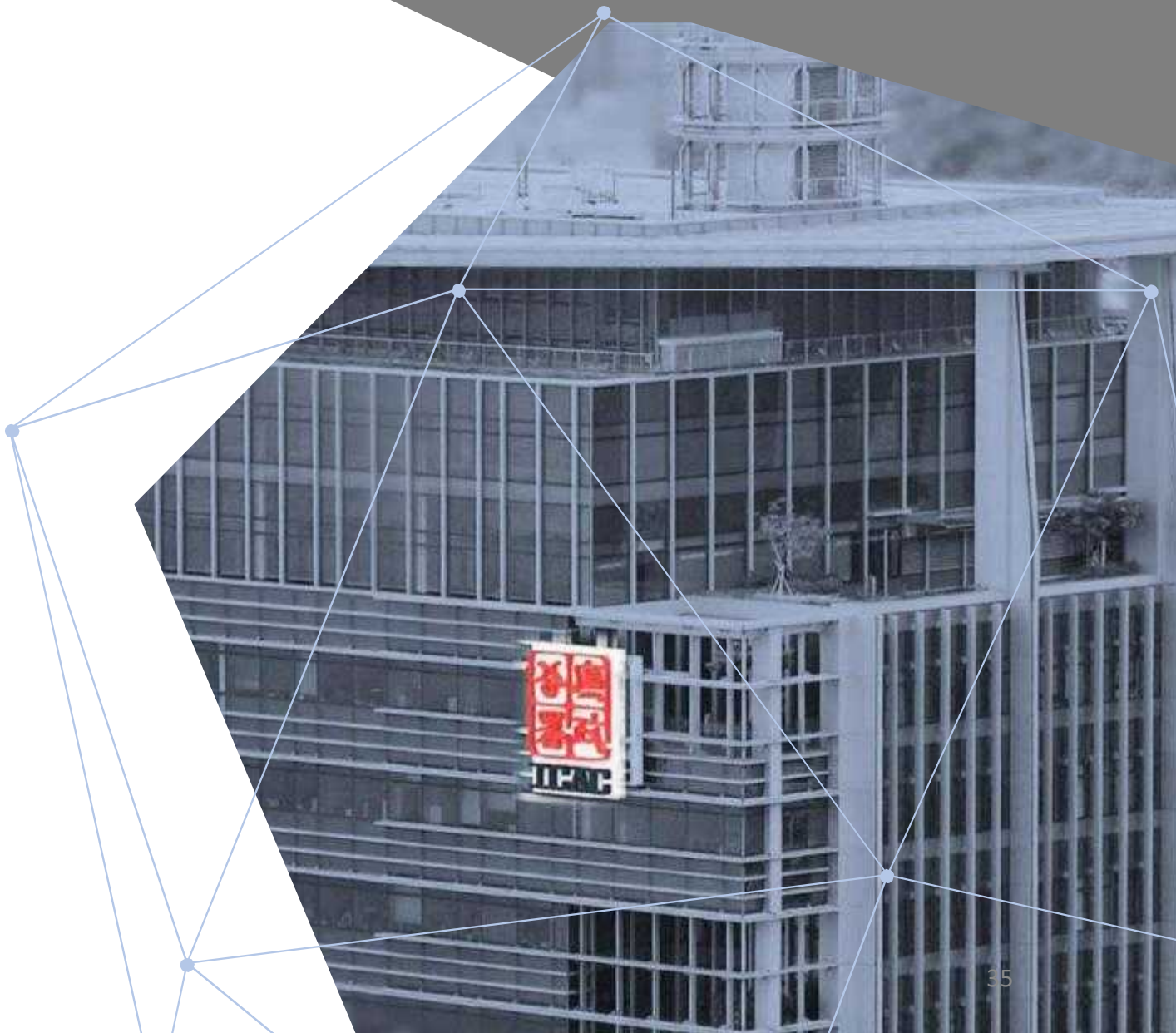
Conclusion

ICAC Annual Survey

Plays a pivotal role in engaging the public in policy-making process

Provide reference for the ICAC to map out and fine-tune our education and publicity strategies

THANK YOU



ICAC Website

ICAC Annual Survey