

Proposal for conducting a 2016 Opinion Survey on Radio Television Hong Kong

Purpose

This paper serves to give a review of the “Survey on the Public Image of Radio Television Hong Kong 2014” (“the 2014 Survey”)(市民眼中的香港電台意見調查 2014) and propose conducting an opinion survey in 2016 to gauge the public’s views on services provided by Radio Television Hong Kong (“RTHK”) in the context of the public purposes and missions set out in the RTHK Charter.

Background

2. In 2012, RTHK commissioned the Public Opinion Programme of the University of Hong Kong to conduct a survey. It was aimed to collect the public’s views and expectations on RTHK with regard to its public purposes and missions stated in the RTHK Charter. The survey also tracked and measured the public’s usage of RTHK’s television, radio and new media services.

3. In the 8th meeting of RTHK Board of Advisors held on 10 August 2012, the survey results were presented to Members of the Board. Members suggested that the survey or similar survey should be conducted regularly to enable tracking of the data collected. The second survey was then conducted in 2014 by Aristo Market Research & Consulting Co. Ltd.

4. In the past years, the public showed concern over the developments in the media industry, such as the re-organisation of Digital Broadcasting Corporation, surrender of Digital Audio Broadcasting (DAB) licence by Phoenix U Radio and the licence refusal of Hong Kong Television Network, etc. At the same time, RTHK has continued to develop its DAB services, taken forward the Pilot Project for Community Involvement Broadcasting Service, launched trial run of the three RTHK digital terrestrial television (DTT)

channels, and will provide analogue television services on the two channels to be vacated by Asia Television Limited.

Findings of the 2014 Survey

5. The 2014 Survey showed that the public were generally satisfied with the services of RTHK, especially on TV and radio services. Average scores of TV programmes and radio programmes were 7.2 and 7.1 respectively out of a scale of 10. Rating for RTHK website increased from 6.5 in 2012 to 6.7 in 2014 out of a scale of 10.

6. By means of a 0-10 rating scale, markings obtained for the importance of the five public purposes ranged from 6.5 to 7.7. This reflected that the public purposes were well received by the public. The order of importance was yet slightly different from the sequence in the RTHK Charter. The average scores obtained in the surveys of 2014 and 2012 were also different. (See **Table 1**)

Table 1 – Average score of the importance of public purposes rated by the public

Public purposes in order of importance rated by the public	Average score	
	2014	2012
1 “promote education and learning” [4]	7.7	7.4
2 “provide an open platform for the free exchange of views” [2]	7.6	7.5
3 “encourage social inclusion and pluralism” [3]	7.3	7.3
4 “stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people” [5]	7.0	6.8
5 “sustain citizenship and civil society” [1]	6.5	7.0

Number in [] denotes sequence in the RTHK Charter.

7. By means of a 0-100 rating scale, markings obtained for the performance of the five public purposes ranged from 63.2 to 67.8. This reflected that the public were satisfied with RTHK’s performance of the five public purposes. The rating orders of performance and importance were the same. (See **Table 2**)

Table 2 – Average score of the performance of public purposes rated by the public*

Public purposes in order of importance rated by the public	Average score
1 “promote education and learning” [4]	67.8
2 “provide an open platform for the free exchange of views” [2]	66.8
3 “encourage social inclusion and pluralism” [3]	66.4
4 “stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people” [5]	64.0
5 “sustain citizenship and civil society” [1]	63.2

Number in [] denotes sequence in the RTHK Charter.

**This question was asked in the 2014 Survey only.*

8. By means of a 0-10 rating scale, markings obtained for the importance of the five missions ranged from 7.4 to 8.2. This reflected that the public generally agreed to the missions. Again, this order of importance was different from the sequence in the RTHK Charter. Although the average scores of 2014 and 2012 were different, the orders of importance for both years were the same. (See **Table 3**)

Table 3 – Average score of the importance of missions rated by the public

Missions in order of importance rated by the public	Average score	
	2014	2012
1 “to provide timely, impartial coverage of local and global events and issues” [2]	8.2	8.3
2 “to provide a platform for free and unfettered expression of views” [4]	7.9	7.8
3 “to inform, educate and entertain our audiences through multi-media programming” [1]	7.6	7.7
4 “to serve a broad spectrum of audiences and cater to the needs of minority interest groups” [5]	7.6	7.5
5 “to deliver programming which contributes to the openness and cultural diversity of Hong Kong” [3]	7.4	7.4

Number in [] denotes sequence in the RTHK Charter.

9. By means of a 0-100 rating scale, markings obtained for the performance of the five missions ranged from 66.0 to 70.2, indicating that the public were generally satisfied with RTHK’s performance. The rating orders of performance for 2014 and 2012 were slightly different. (See **Table 4**)

Table 4 – Average score of the performance of missions rated by the public

Missions in order of importance rated by the public	Average score	
	2014	2012
1 “to provide timely, impartial coverage of local and global events and issues” [2]	70.2	72.1
2 “to inform, educate and entertain our audiences through multi-media programming” [1]	69.2	70.4
3 “to provide a platform for free and unfettered expression of views” [4]	67.8	68.1
4 “to deliver programming which contributes to the openness and cultural diversity of Hong Kong” [3]	66.3	66.9
5 “To serve a broad spectrum of audiences and cater to the needs of minority interest groups” [5]	66.0	67.2

Number in [] denotes sequence in the RTHK Charter.

10. The public were also asked about the performance of RTHK’s DTT and DAB channels in the 2014 Survey. By means of a 0-10 rating scale, an average score of 6.6 and 7.0 were gained for DTT and DAB channels respectively. This indicated that most of the users were satisfied with the aforesaid channels.

11. The 2014 Survey also showed that the general penetration rates of radio and television programmes were 63% and 87% respectively, while that of new media programmes was 22%.

Recommendations

12. As mentioned in paragraph 3 above, Members of the Board suggested conducting similar survey on a regular basis to allow tracking of the data collected. We therefore propose to conduct a survey in 2016 building on the 2014 Survey to obtain a comparison between the results.

Proposed survey design

13. The proposed survey in 2016 would build on the framework of the 2014 Survey. By posing similar questions as the 2014 Survey, comparisons can be made on the results with previous years’ findings to provide knowledge on the possible changes in public views and expectations.

14. Referring to paragraph 4 above, we would also recommend the survey company to design the survey to gain more timely insights into the public's views and expectations over RTHK's services in the context of the public purposes and missions set out in the RTHK Charter.

15. As there is a fast growing trend in mobile app usage, the proposed survey will also aim to collect public opinions on RTHK apps in order to enhance our services especially with regard to public engagement. The public will be asked about their preference on the usage of the twelve RTHK mobile apps.

Proposed survey methodology

16. The survey will be conducted through the telephone targeted at Cantonese-speaking Hong Kong residents aged 18 or above (not less than 1,000 successful samples), with a set of questions for respondents to rate the performance of RTHK against its public purposes and missions set out in the RTHK Charter. The respondents will be asked on how important / what are the priorities of these public purposes and missions to them, as well as the additional public purposes and missions that the respondents expect RTHK to fulfill. Respondents will also be asked to state their expectations on RTHK's TV channels.

17. The survey should be statistically viable with proper demographic representation reflecting the profile of the population mix of Hong Kong. The survey is expected to be a tracking survey to measure the long term performance of RTHK at regular intervals.

Proposed time frame

18. Should the proposal be approved, it is proposed that the survey be conducted according to the time frame as follows:

Time	Progress
March 2016	To finalize the specifications if the proposal is approved
April 2016	Fieldwork carried out by survey company

May 2016	Submission of preliminary report, full report, PowerPoint presentation and other related materials by the survey company
July 2016	Presentation of survey results for the Board of Advisors' meeting in July 2016 by the survey company

Advice sought

19. Members are invited to consider the recommendations set out in paragraphs 12 to 18 above.

Radio Television Hong Kong

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