

**Proposal for conducting a 2014 Opinion Survey
on Radio Television Hong Kong**

Purpose

This paper provides a review on the “Survey on the Public Image of Radio Television Hong Kong 2012” (市民眼中的香港電台意見調查 2012) (“the Survey”), and propose conducting another opinion survey in 2014 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 the Survey. The Survey 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 television, radio and new media services.

3. In the 8th meeting of RTHK Board of Advisors held on 10 August 2012, Members received a presentation on the survey results, and suggested that similar surveys should be conducted regularly to enable tracking of the data collected.

4. In the past two years, RTHK has continued to develop its Digital Audio Broadcasting (DAB) service, took forward the Pilot Project for Community Involvement Broadcasting Service, and started trial run of its new Digital Terrestrial Television (DTT) service with three high definition DTT channels.

Findings of the Survey conducted in 2012

5. The Survey showed that the public were generally satisfied with the services of RTHK, especially on TV and radio services.

6. By means of a 0-10 rating scale, markings obtained for the importance of the five public purposes as set out in the RTHK Charter ranged from 6.8 to 7.5. This reflected that the public purposes were well received by the public (See **Table 1**).

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

Public purposes in order of importance rated by the public	Average score
1 “providing an open platform for free exchange of views” [2]	7.5
2 “promoting education and learning” [4]	7.4
3 “encouraging social inclusion and pluralism” [3]	7.3
4 “sustaining citizenship and civil society” [1]	7.0
5 “stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong people” [5]	6.8

Number in [] denotes sequence in the RTHK Charter.

7. By means of a 0-10 rating scale, markings obtained for the importance of the five missions as set out in the RTHK Charter ranged from 7.4 to 8.3. This reflected that the public generally agreed to the missions (See **Table 2**).

Table 2 – Average score of missions rated by the public

Missions in order of importance rated by the public	Average score
1 “to provide timely and impartial coverage of local and global events and issues” [2]	8.3
2 “to provide a platform to express views freely” [4]	7.8
3 “to inform, educate and entertain members of the public through multi-media programming” [1]	7.7
4 “to serve public and cater the needs of minority” [5]	7.5
5 “to contribute to the openness and cultural diversity of Hong Kong” [3]	7.4

Number in [] denotes sequence in the RTHK Charter.

8. The public were also asked to rate the performance of RTHK against its missions. Markings obtained ranged from 66.9 to 72.1. This reflected that the public were generally satisfied with RTHK's performance.

9. Respondents who gave a mark lower than 50 were asked to give reasons for their markings. Since the amount of opinions collected for low marking in respect of each mission ranged only from 31 to 64, they were not considered statistically significant compared to the sample size of 1,034 respondents.

10. The Survey also showed that general penetration rates for radio and television programmes were 69% and 91% respectively, while that of new media programmes was 26%.

11. Most respondents expected RTHK to enhance its new media service contents so as to facilitate more "interactive participation (such as voting, social media discussion groups)" as well as "archive of classic programmes" and "e-learning".

Recommendations

12. We recommend to conduct another opinion survey on RTHK in 2014. With reference to paragraph 4, the survey will help RTHK gain more insight into the public's views and expectations over our services in the context of the public purposes and missions set out in the RTHK Charter. We also aim to collect public opinions and expectations on the various new services launched by RTHK in the past two years, in particular the three RTHK DTT channels, namely RTHK TV 31, 32 and 33, and the DAB service.

Proposed survey design

13. We propose that the survey in 2014 should follow the framework of the 2012 Survey. By posing similar questions as the Survey conducted in 2012, comparisons can be made on the results to provide information on changes in public views and expectations.

14. As the trial transmission of RTHK TV 31, 32 and 33 has commenced in January 2014, we would also use the survey to collect specific views and expectations regarding RTHK’s new DTT service. We would also like to collect views on the DAB service which was launched in September 2012.

Proposed survey methodology

15. The proposed survey will be a telephone survey asking Cantonese-speaking Hong Kong residents aged 18 or above (not less than 1,000 successful samples) a set of questions to rate the performance of RTHK against its public purposes and missions. 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 and DAB channels.

16. 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

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

Time	Progress
March 2014	Specifications ready
April 2014	Processing of procurement procedures, selection of service provider and confirmation of polling questions
May 2014	Survey conducted by service provider
June 2014	Submission of preliminary report, full report, PowerPoint presentation and other related materials by service provider
July 2014	Ready for presentation of survey results during Board of Advisors’ meeting by service provider

Advice sought

18. Members are invited to consider the proposal for conducting a survey in 2014 and the proposed design, methodology and time frame in paragraphs 13 to 17 above.

**Radio Television Hong Kong
March 2014**