

**Proposed scope for the RTHK Opinion Survey 2012  
initiated by the RTHK Board of Advisors**

**Purpose**

This paper aims to outline the scope of a RTHK Opinion Survey to be conducted by the Board to measure the satisfaction level of the general public towards the RTHK services in the context of the public purposes and missions set out in the RTHK Charter. Once endorsed by the Board, this paper will be the framework for preparing the quotation documents inviting quotations from survey houses.

**Objectives of the survey**

2. It is proposed that the survey should –
  - a) gauge the views of the public on the overall performance of RTHK in delivering its public purposes and missions in accordance with the RTHK Charter;
  - b) measure public expectations of RTHK as a public service broadcaster in terms of the priority of its public purposes and missions set out in the RTHK Charter; and
  - c) track and measure the usage of RTHK services by the public.

**Methodology**

3. A telephone survey will ask general respondents (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 also be asked on how important / what are the priorities of these public purposes and missions to them. 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.

### Suggested questions to be asked in the survey

4. It is proposed that the survey should pose the following questions to the respondents –

- a) *Performance of RTHK against its Public Purposes* – how do you evaluate RTHK in fulfilling the following purposes through its services (in a ten point scale rating):
  - (i) sustain citizenship and civil society;
  - (ii) provide an open platform for the free exchange of views without fear or favour;
  - (iii) encourage social inclusion and pluralism;
  - (iv) promote education and learning; and
  - (v) stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people.
  
- b) *Priorities of the public purposes* – how important are the RTHK’s public purposes to you (in a ten point scale rating)?
  
- c) *Performance of RTHK against its missions* – how do you evaluate RTHK in fulfilling the following missions through its services (in a ten point scale rating):
  - (i) To inform, educate and entertain our audiences through multi-media programming;
  - (ii) To provide timely, impartial coverage of local and global events and issues;
  - (iii) To deliver programming which contributes to the openness and cultural diversity of Hong Kong;
  - (iv) To provide a platform for free and unfettered expression of views; and
  - (v) To serve a broad spectrum of audiences and cater to the needs of minority interest group.
  
- d) *Priorities of the missions* – how important are the RTHK’s missions to you (in a ten point scale rating)?
  
- e) *Fulfilling the needs of the public* – can RTHK programming on (a) Radio, (b) TV and (c) New Media meet your personal needs (in a ten point scale rating)?

- f) *Quality of programming* - how would you rate the quality of services on (a) Radio, (b) TV and (c) New Media (in a ten point scale rating)? and
- g) *Usage and means of reception* - how frequent, in terms of hours in a day or week, do you (a) listen to the RTHK radio programmes, (b) watch the RTHK TV programmes, (c) access the RTHK new media services and through which means or platforms?

### **Advice sought**

5. Members are advised to note the content of the proposed opinion survey detailed in this paper and offer any advice which they may have.

**Radio Television Hong Kong**  
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