

Proposal for conducting a 2018 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 2018” (“Survey”)(市民眼中的香港電台意見調查 2018) and propose conducting an opinion survey in 2018 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 Charter¹.

Background

2. In 2012, RTHK commissioned the Public Opinion Programme of the University of Hong Kong to conduct the survey. It 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 their usage of RTHK 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. They suggested that the survey or similar survey should be conducted regularly to enable tracking of the data collected. The second and third surveys were then conducted in 2014 and 2016 by Aristo Market Research & Consulting Co. Ltd. It was also agreed that 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.

¹ In accordance with paragraph 13(c) of the Charter, one of the functions of the Board of Advisors is to receive reports on the public opinion surveys regularly conducted by RTHK to track how well RTHK programming meets up to audience expectations.

Findings of the Survey conducted in past three surveys at 2012, 2014 and 2016

4. The Survey showed that the public were generally satisfied with the services of RTHK and RTHK has fulfilled the public purposes as well as mission.

5a.

Frequency of using RTHK services

	Radio Channels			TV Channels			RTHK Website		
	2016	2014	2012	2016	2014	2012	2016	2014	2012*
Usually	22.7	28.5	29.6	13.1	26.3	29.3	1.5	3.4	5.5
Sometimes	34.7	34.4	39.1	65.5	60.8	61.0	19.9	18.5	20.1
Never	42.5	36.5	31.0	21.5	12.3	9.2	78.6	77.9	73.4
Don't know/ Hard to say	0.1	0.6	0.3	0.0	0.6	0.5	0.0	0.2	1.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* In the 2012 research, the question aimed at gauging views on the future development of RTHK's "New Media Services". In subsequent years, the questions focused on the usage of website. Therefore, direct comparison of figures is not applicable.

5b.

Average score of using RTHK services in past 6 months

(Rating given out of a scale of 0-10)

	2016		2014		2012	
	Average score	Cardinal number	Average score	Cardinal number	Average score	Cardinal number
Radio Channels	7.1	588	7.1	629	6.9	778
TV Channels	7.0	803	7.2	886	7.4	964
RTHK Website	6.9	220	6.7	217	6.5	333

5c.

Average score of public purposes rated by citizens (Importance)

(Rating given out of a scale of 0-10)

	2016		2014		2012	
	Average score	Cardinal number	Average score	Cardinal number	Average score	Cardinal number
“promote education and learning” [4]	7.5	1019	7.7	1000	7.4	990
“provide an open platform for the free exchange of views” [2]	7.5	1027	7.6	995	7.5	995
“encourage social inclusion and pluralism” [3]	7.4	1024	7.3	1000	7.3	990
“stimulate creativity and excellence to enrich the multi-cultural life of Hong Kong people” [5]	7.1	1023	7.0	980	6.8	963
“sustain citizenship and civil society” [1]	7.0	1023	6.5	975	7.0	971

Number in [] denotes sequence in the RTHK Charter.

5d.

Average score of missions rated by citizens (Importance)

(Rating given out of a scale of 0-10)

	2016		2014		2012	
	Average score	Cardinal number	Average score	Cardinal number	Average score	Cardinal number
“to provide timely, impartial coverage of local and global events and issues” [2]	7.9	1025	8.2	1003	8.3	1011
“to inform, educate and entertain our audiences through multi-media programming” [1]	7.7	1023	7.6	1007	7.7	1006
“to provide a platform for free and unfettered expression of views” [4]	7.5	1024	7.9	997	7.8	1007
“to serve a broad spectrum of audiences and cater to the needs of minority interest groups” [5]	7.4	1026	7.6	1000	7.5	995
“to deliver programming which contributes to the openness and cultural diversity of Hong Kong” [3]	7.4	1024	7.4	992	7.4	985

Number in [] denotes sequence in the RTHK Charter.

Recommendations

6. RTHK has continued to develop its three DTT channels and take over two analogue television channels; meanwhile it currently operates seven FM/AM radio channels. It serves as the public service broadcaster of Hong Kong to provide editorially independent, professional and quality radio, television and new media services. As such, it is recommended to continue to conduct the Survey to gain more timely insights into the public’s views and expectations over its services in the context of the public purposes and missions set out in the RTHK Charter. We further propose conducting the fourth survey in 2018.

Proposed survey design

7. The proposed survey in 2018 would build on the framework of the

Survey. By posing similar questions as the Survey conducted as before, comparisons can be made on the results with previous years' findings to provide knowledge on the possible changes in public views and expectations.

8. As there is a fast growing media trend in Hong Kong, the proposed survey also aims to collect opinions on public broadcasting service; the public will be asked about the frequency of using RTHK's service..

Proposed survey methodology

9. 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. The respondents will be asked on how important / what the priorities of these public purposes and missions are 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 TV and radio channels.

Proposed time frame

10. Should the recommendation be endorsed, the survey is proposed to be conducted according to the time frame as follows:

Time	Progress
January 2018	Specifications ready
April 2018	Fieldwork carried out by survey company
May 2018	Submission of preliminary report, full report, PowerPoint presentation and other related materials by service provider
July 2018	Presentation of survey results during Board of Advisors Meeting in July 2018 by service provider

Advice sought

11. Members are invited to consider the proposal for conducting a survey in 2018 in the context of the public purposes and missions set out in the RTHK Charter.