

**Survey on the Regulation of Indirect Advertising  
and Sponsorship in Domestic Free Television  
Programme Services in Hong Kong**

**Opinion Survey**

**Executive Summary**

Prepared for

**Communications Authority**

By

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## **1 SURVEY BACKGROUND AND OBJECTIVE**

### **1.1 Survey Background and Objective**

- 1.1.1 Noting that its decisions on the complaint cases concerning indirect advertising and product sponsorship in television programmes had generated much discussion in the community and the media, the Communications Authority (“CA”) announced on 24 June 2016 that it decided to make preparations for a survey with the objective of gauging the Hong Kong community’s attitude and views towards the existing regulatory regime on indirect advertising and sponsorship in domestic free television programme (“free TV”) services in Hong Kong.
- 1.1.2 Pursuant to the Broadcasting Ordinance (Cap. 562) (“BO”), all materials included in a television programme service licensed under the BO must comply with the Codes of Practice issued by the CA. According to the CA’s Codes of Practice, indirect advertising and product/service sponsorship in television programmes refer to the following:
- Indirect advertising: the mingling of programme and advertising material or the embedding of advertising material within programme content, whether inadvertently or by design. It is regulated under the Generic Code of Practice on Television Programme Standards; and
  - Product/service sponsorship: the inclusion of product(s) or service(s) within a programme in return for payment or other valuable consideration. It is regulated under the Generic Code of Practice on Television Advertising Standards.
- 1.1.3 The Office of the Communications Authority, the executive arm of the CA, commissioned MVA Hong Kong Limited to conduct an opinion survey (“Opinion Survey”) and focus group discussions<sup>1</sup> with the objective of gauging the community’s attitude and views towards the regulation of indirect advertising and sponsorship in free TV services in Hong Kong.
- 1.1.4 Where appropriate and available, the findings of the Opinion Survey are compared with those of the previous surveys conducted in 2009 (“Survey 2009”)<sup>2</sup> and 2014 (“Survey 2014”)<sup>3</sup>.

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<sup>1</sup> This executive summary sets out the key findings of the Opinion Survey. Findings of the focus group discussions are set out in a separate report.

<sup>2</sup> Survey 2009 refers to the opinion survey on the free TV services of Asia Television Limited (“ATV”) and Television Broadcasts Limited (“TVB”) conducted in the context of the mid-term review of their respective licences.

<sup>3</sup> Survey 2014 refers to the opinion survey on the free TV services of ATV and TVB conducted in the context of the applications for the renewal of their respective free TV licences.

## **2 SURVEY METHODOLOGY**

### **2.1 Sample Coverage and Target Respondents**

- 2.1.1 The target respondents of the Opinion Survey were Hong Kong residents aged 15 and above who had watched free TV<sup>4</sup> in the month prior to the interviews.
- 2.1.2 A random sample of living quarters was selected from the Frame of Quarters database maintained by the Census and Statistics Department (“C&SD”), which was composed of the Register of Quarters (“RQ”)<sup>5</sup> covering residential quarters in the built-up areas and the Register of Segments (“RS”)<sup>6</sup> covering residential quarters in the non-built-up areas.
- 2.1.3 Household visits were made to the sampled quarters and an eligible respondent was randomly selected from each household using the “Kish Grid” method for an interview.

### **2.2 Data Collection Method**

- 2.2.1 The Opinion Survey was mainly conducted in the form of face-to-face interview while a small proportion of interviews were conducted by telephone interview.

### **2.3 Fieldwork Period and Response Rate**

- 2.3.1 The fieldwork was conducted between 17 February and 23 June 2017.
- 2.3.2 A total of 1,666 persons of age 15 or above were successfully interviewed, with a response rate of 70.0%. Among them, 1,528 had watched free TV in the month prior to the interviews.

### **2.4 Weighting**

- 2.4.1 Before data tabulation, the collected survey data was weighted by gender, age, living district and housing type distribution of the population (based on the statistics of General Household Survey 2016 from C&SD) such that the findings were representative of the opinions of the whole population aged 15 and above.

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<sup>4</sup> “Had watched free TV” refers to having watched any free TV on television sets but excludes watching recorded programmes, DVDs, programmes on mobile phones and the Internet.

<sup>5</sup> The RQ is a list of addresses of permanent quarters in built-up areas including urban areas, new towns and major developments in the New Territories. Each unit of quarters is identified by a unique address. As at the end of fourth quarter of 2016, there were about 2.5 million units of quarters in the RQ. (Source: C&SD)

<sup>6</sup> The RS is a list of area segments in non-built-up areas. The use of area segments in non-built-up areas is necessary because the quarters in these areas may not have clear addresses and cannot be easily identified. As at the end of fourth quarter of 2016, there were about 18,600 segments covering around 0.2 million units of quarters in the RS. (Source: C&SD)

### **3 SURVEY FINDINGS**

#### **3.1 Findings Presentation**

3.1.1 This executive summary contains the key findings of the Opinion Survey. All the results presented have been weighted according to the weighting method mentioned in the previous section.

3.1.2 For findings on questions which respondents could give multiple answers, percentage figures could add up to more than 100%.

#### **3.2 Free TV Viewing Habits**

##### Free TV Viewing Patterns

3.2.1 91.0% of the persons aged 15 or above had watched free TV in the month prior to the interviews (“viewers”). The viewership of free TV was the same as that in Survey 2014 (91.0%) but lower than that in Survey 2009 (96.0%).

3.2.2 71.8% of the viewers watched free TV on a daily basis (vis-à-vis 75.7% in Survey 2014 and 85.6% in Survey 2009). 16.3% watched free TV between three and six days a week (i.e. watched “often”) (vis-à-vis 14.6% in Survey 2014 and 10.0% in Survey 2009) and 11.9% did so between one day a month and two days a week (i.e. watched “occasionally”) (vis-à-vis 9.7% in Survey 2014 and 4.3% in Survey 2009).

3.2.3 Compared to Survey 2014 and Survey 2009, there was a decrease in the level of free TV viewership on a daily basis but an increase in the “often” and “occasional” viewership levels.

3.2.4 In terms of frequency of watching free TV, 75.8% of the viewers indicated that the frequency remained more or less the same over the past year, 3.2% increased, while 21.0% decreased. The result was similar to that in Survey 2014 (remained more or less the same: 74.4%, increased: 4.3%, decreased: 21.3%).

3.2.5 Among those who indicated that their frequency of watching free TV decreased over the past year, “personal reason” (54.8%) and “programme contents are not attractive/boring/not creative/not innovative/have no breakthrough” (41.9%) were the major reasons for the change.

3.2.6 36.1% of the viewers spent 2.0 hours to less than 4.0 hours watching free TV per day (“normal viewers”), nearly half (45.7%) spent less than 2.0 hours (“light viewers”) watching free TV per day, while the remaining 18.2% spent 4.0 hours or more watching free TV per day (“heavy viewers”). This represented an increase in the light viewers (vis-à-vis 38.6% in Survey 2014 and 25.3% in Survey 2009) and a decrease in the heavy viewers (vis-à-vis 24.5% in Survey 2014 and 32.3% in Survey 2009) when compared to the findings in the previous surveys.

3.2.7 On average, viewers spent 2.3 hours watching free TV per day, showing a decrease as compared to Survey 2014 (2.7 hours) and Survey 2009 (3.2 hours).

3.2.8 Regarding the amount of time spent on watching free TV per day during weekdays (i.e. Monday to Friday) and weekends (i.e. Saturday and Sunday), 44.7% of viewers indicated that they spent about the same amount of time watching free TV during weekdays and weekends (vis-à-vis 37.4% in Survey 2014 and 45.5% in Survey 2009). 30.3% spent more time watching free TV during weekends than weekdays (vis-à-vis 29.2% in Survey 2014 and 30.3% in Survey

2009), while 25.1% spent less time during weekends than weekdays (vis-à-vis 33.3% in Survey 2014 and 24.2% in Survey 2009).

- 3.2.9 Viewers normally watched free TV in the hours from 6:00 p.m. to 11:59 p.m., which was identical to that in Survey 2014 and Survey 2009. Among those who watched free TV every day, 16.4% did not have usual watching timeslots on weekdays, while 30.4% did not have usual watching timeslots on weekends. Among those who watched free TV not as frequent as every day but at least one day a month, 42.1% did not have usual watching timeslots.

#### Viewing of Free TV Channels and Programme Types

- 3.2.10 Most viewers (98.1%) had watched digital channels in the past month, showing a noticeable increase as compared to that in Survey 2014 (68.9% for simulcast digital channels and 79.6% for other digital channels). On the other hand, only a few (2.7%) had watched analogue channels in the past month, representing a notable drop as compared to that in Survey 2014 (27.2%).
- 3.2.11 When asked which free TV channels were watched in the past month, 87.8% of the viewers answered TVB Jade (digital channel), followed by TVB iNews (65.2%), TVB J2 (48.0%), TVB J5 (33.4%), TVB Pearl (digital channel) (28.4%) and ViuTV (24.7%).<sup>7</sup>
- 3.2.12 TVB Jade (digital channel) (76.9%) was the free TV channel that was watched more often by the viewers, followed by TVB iNews (46.6%), TVB J2 (24.7%), TVB J5 (11.6%), TVB Pearl (digital channel) (10.8%) and ViuTV (9.8%).
- 3.2.13 Among the different types of free TV programmes, news programmes (89.6%), dramas (69.6%) were the most popular among viewers, followed by travelogues/magazine programmes/talk shows/food programmes (41.6%) and current affairs programmes (30.6%).

<b>Types of Free TV Programmes Watched Most Often</b>	<b>Percentage (%)</b>
News programmes	89.6
Dramas	69.6
Travelogues/magazine programmes/talk shows/food programmes	41.6
Current affairs programmes	30.6
Films	16.8
Documentaries	12.3
Science, nature and wildlife programmes	9.2
Sports programmes	8.0
Business/finance programmes	7.5
Quizzes and game shows	7.0
Music programmes	6.6
Arts and culture programmes	3.2
Education programmes	2.6
Programmes for children up to the age of 15	2.1
Programmes for senior citizens over the age of 60	1.4
Programmes for young people aged between 16 and 24	0.9
Others	0.4

<sup>7</sup> HK Television Entertainment Company Limited's ViuTVsix (digital channel) was launched on 31 March 2017, while Fantastic Television Limited's Chinese Channel (in both digital and analogue formats) was launched on 14 May 2017.

### Viewing Habits on Other Platforms

- 3.2.14 Apart from free TV stations, 24.7% of viewers had watched television programmes on other platforms in the month prior to the interviews.
- 3.2.15 Among those who had watched television programmes on other platforms in the month prior to the interviews, 70.0% had watched television programmes on pay TV (44.4% for Now TV and 26.9% for Cable TV) and 43.9% had watched television programmes on OTT/Internet TV (23.6% for myTV Super, 12.1% for LeEco and 11.2% for Viu).

### **3.3 Opinions on the Quantity and Forms of Advertising on Free TV**

#### Opinions on Advertisements Shown during Commercial Breaks

- 3.3.1 63.8% of the viewers considered the quantity of advertisements shown on free TV during prime time (i.e. 7:00 p.m. to 11:00 p.m.) “moderate” (vis-à-vis 65.6% in Survey 2014; 54.5% for analogue or simulcast digital channels and 64.0% for other digital channels in Survey 2009). On the other hand, 29.0% considered that there were “too many” or “a bit too many” advertisements (vis-à-vis 30.0% in Survey 2014; 39.9% for analogue or simulcast digital channels and 24.4% for other digital channels in Survey 2009). Few (0.6%) claimed that they accepted “[to] have more” or “[to] have a little bit more” advertisements (vis-à-vis 1.0% in Survey 2014; 0.2% for analogue or simulcast digital channels and 1.5% for other digital channels in Survey 2009).<sup>8</sup>
- 3.3.2 Regarding the quantity of advertisements shown on free TV outside prime time, the proportion of the viewers who considered it “moderate” was higher at 71.8% (vis-à-vis 74.9% in Survey 2014; 70.4% for analogue or simulcast digital channels and 71.3% for other digital channels in Survey 2009) when compared to that for quantity of advertisements shown during prime time, whereas 18.8% considered that there were “too many” or “a bit too many” advertisements (vis-à-vis 16.0% in Survey 2014; 16.3% for analogue or simulcast digital channels and 9.9% for other digital channels in Survey 2009). Few (0.7%) claimed that they accepted “[to] have more” or “[to] have a little bit more” advertisements (vis-à-vis 1.7% in Survey 2014; 1.4% for analogue or simulcast digital channels and 2.9% for other digital channels in Survey 2009).<sup>9</sup>

<b>Views on the Quantity of Advertisements Shown on Free TV</b>	<b>During Prime Time (7:00 p.m. – 11:00 p.m.)</b>	<b>Outside Prime Time</b>
Too many	7.8%	3.3%
A bit too many	21.2%	15.5%
Moderate	63.8%	71.8%
Can have a little bit more	0.6%	0.7%
Can have more	0.1%	0.0%
No opinion	6.6%	8.7%

- 3.3.3 When asked what the viewers usually did during commercial breaks between or within programmes, “deal with other stuffs, resume watching the programme after the commercial

<sup>8</sup> The answer codes for Survey 2014 and Survey 2009 were “too many”, “a bit too many”, “acceptable” (2014) / “just right” (2009), “can accept a little bit more”, “too few” and “no opinion” (2014) / “no comment” (2009).

<sup>9</sup> The answer codes for Survey 2014 and Survey 2009 were “too many”, “a bit too many”, “acceptable” (2014) / “just right” (2009), “can accept a little bit more”, “too few” and “no opinion” (2014) / “no comment” (2009).

break” (78.3%) was the most common answer, followed by “watch the advertising contents of the whole commercial break” (26.1%), “switch channel, resume watching the programme after the commercial break” (20.4%) and “watch part of the advertising contents of the commercial break” (17.9%).

3.3.4 When asked to rate the frequency of advertisements shown during commercial breaks, 54.7% of the viewers found it “very often” or “relatively often” while 40.1% found it “average”. Few (3.0%) considered the frequency “very rare” or “relatively rare” (5-point scale frequency score<sup>10</sup>: 3.6 on average).

3.3.5 With regard to the acceptance level towards advertisements shown during commercial breaks, 56.2% of the viewers found it “strongly acceptable” or “acceptable” while 36.5% found it “average”. Few (4.7%) found it “strongly unacceptable” or “unacceptable” (5-point scale acceptance score<sup>11</sup>: 3.5 on average).

#### Awareness of Different Forms of Advertisements/Advertising Contents within Free TV Programmes

3.3.6 When asked if the viewers had ever seen the following forms of advertisements/advertising contents within free TV programmes (excluding advertisements shown during commercial breaks) –

- (a) incorporation of the sponsor’s name, brand, trademark, etc. into the title of a programme/programme segment (generally known as “title sponsorship”);
- (b) incorporation of the sponsor’s name, brand, trademark, etc. in the text message superimposed along the margin of the screen;
- (c) front/end sponsor credits of products/services; and
- (d) inclusion of the name, brand, trademark, etc. of a product/service within a programme (generally known as “product placement”),

the majority (84.5%) answered that they had seen at least one form of advertisements/advertising contents within free TV programmes as set out in (a) to (d) above, among which title sponsorship (71.8%) was the most widely mentioned, followed by front/end sponsor credits of products/services (64.9%), product placement (60.8%) and incorporation of the sponsor’s name, brand, trademark, etc. in the text message superimposed along the margin of the screen (52.8%).

#### Opinions on Various Forms of Advertisements/Advertising Contents within Free TV Programmes

3.3.7 Among those who had seen the three forms of advertisements/advertising contents within free TV programmes as set out in paragraph 3.3.6 (a)-(c) above (viz. title sponsorship, front/end sponsor credits and incorporation of the sponsor’s name, brand, trademark, etc. in the text message superimposed along the margin of the screen), nearly half (47.5%) rated their frequency of being shown on free TV “average” while 38.6% rated it “very often” or “relatively

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<sup>10</sup> There is a 5-point scale for the frequency score where 1 represents “very rare”, 2 represents “relatively rare”, 3 represents “average”, 4 represents “relatively often” and 5 represents “very often”.

<sup>11</sup> There is a 5-point scale for the acceptance score where 1 represents “strongly unacceptable”, 2 represents “unacceptable”, 3 represents “average”, 4 represents “acceptable” and 5 represents “strongly acceptable”.



often". 12.8% rated it "very rare" or "relatively rare" (5-point scale frequency score: 3.3 on average).

- 3.3.8 Regarding the acceptance level towards these three types of advertisements/advertising contents, around half (49.6%) found them "strongly acceptable" or "acceptable" while 39.2% found them "average". Few (6.5%) found them "strongly unacceptable" or "unacceptable" (5-point scale acceptance score: 3.5 on average).
- 3.3.9 Among those who had seen product placement shown on free TV, 44.7% found the frequency "average" while 39.1% found it "very often" or "relatively often". 15.4% found it "very rare" or "relatively rare" (5-point scale frequency score: 3.3 on average).
- 3.3.10 Regarding the acceptance level towards product placement shown on free TV, 41.9% of the viewers found it "strongly acceptable" or "acceptable" while 39.4% found it "average". 13.8% found it "strongly unacceptable" or "unacceptable" (5-point scale acceptance score: 3.3 on average).
- 3.3.11 The major factors affecting the viewers' acceptance level towards product placement shown on free TV were "whether the presentation is natural" (45.3%), "frequency of exposure" (42.2%), "duration of exposure" (37.2%), "whether it is obtrusive to viewing pleasure" (35.7%) and "type and nature of the programme" (30.0%). One-tenth of the viewers could not mention any factors.

<b>Factors Affecting the Acceptance Level towards Product Placement Appearing in Free TV Programmes</b>	<b>Percentage (%)</b>
Whether the presentation is natural	45.3
Frequency of exposure	42.2
Duration of exposure	37.2
Whether it is obtrusive to viewing pleasure	35.7
Type and nature of the programme	30.0
Whether the inclusion of the products/services is relevant to the programme contents	24.7
Whether the programme would have a promotional effect on the relevant products/services	12.3
Whether the television station would receive consideration for inclusion of the products/services within a programme	6.2
Whether the programme is produced by the television station itself	2.9
Whether the programme is a local production	2.8
Others	0.0
No comments/don't know	9.8

- 3.3.12 Viewers were asked to rate their acceptance level towards different forms of product placement currently employed by free TV stations, including the following –
- (a) products used as props in the context of the plot/contents of a programme;
  - (b) the host uses certain products for demonstration, or introduces/tries certain products/services;
  - (c) products/services appear in the background of a programme;
  - (d) the plot/programme content gives prominence to the relevant products/services; and
  - (e) the host/character of a programme gives favourable remarks for or encourages the use of certain products/services, or the dialogues/plot of a programme has the effect of promoting the products/services concerned.

Most found the form in (e) above the least acceptable (5-point scale acceptance score: 2.7 on average) as compared to the forms in (a), (b) and (c) above (5-point scale acceptance scores: 3.5, 3.5 and 3.4 on average respectively) and the form in (d) above (5-point scale acceptance score: 3.0 on average).

3.3.13 In terms of the acceptance level towards product placement in different types of free TV programmes, it was generally considered unacceptable for product placement to be employed in “news programmes” (5-point scale acceptance score: 2.2 on average) and “current affairs programmes” (5-point scale acceptance score: 2.4 on average) among viewers. On the other hand, product placement was generally considered acceptable in “travelogues/magazine programmes/talk shows/food programmes/reality shows” (5-point scale acceptance score: 3.5 on average) -

<b>Acceptance Level towards Product Placement in Different Types of Free TV Programmes</b>	<b>Acceptance Score on Average</b>
Travelogues/magazine programmes/talk shows/food programmes/reality shows	3.5
Dramas	3.4
Films	3.4
Quizzes and game shows	3.4
Music programmes	3.3
Sports programmes	3.3
Business/finance programmes	3.0
Programmes for young persons	3.0
Documentaries, arts and culture programmes	2.7
Children’s programmes and education programmes	2.7
Current affairs programmes	2.4
News programmes	2.2

3.3.14 There was no major difference in the viewers’ acceptance level towards product placement in free TV programmes broadcast during the first half of the prime time (i.e. 7:00 p.m. to 9:00 p.m.) (5-point scale acceptance score: 3.3 on average), the second half of the prime time (i.e. 9:00 p.m. to 11:00 p.m.) (5-point scale acceptance score: 3.3 on average) and non-prime time (i.e. 11:00 p.m. to 7:00 p.m. on the next day) (5-point scale acceptance score: 3.4 on average).

3.3.15 In terms of different types of productions, there was no major difference in the viewers’ acceptance level towards product placement in “self-productions broadcast by free TV stations” (5-point scale acceptance score: 3.4 on average), “acquired local productions broadcast by free TV stations” (5-point scale acceptance score: 3.3 on average) and “acquired overseas productions broadcast by free TV stations” (5-point scale acceptance score: 3.2 on average).

3.3.16 About half of the viewers indicated that their acceptance level towards product placement within programmes shown on pay TV (viz. Cable TV, Now TV and TVB Network Vision) (50.3%) and Internet TV (viz. LeEco, HKTV, Netflix, myTV Super, Viu, etc.) (54.4%) was the same as that on free TV. 24.1% and 21.0% had a lower acceptance level towards product placement on pay TV and Internet TV than that on free TV, while 11.2% and 10.1% had a higher acceptance level towards product placement on pay TV and Internet TV than that on free TV.

Opinions on the Use of Product Placement and Other Forms of Advertising for Increasing the Revenue of Free TV Stations

- 3.3.17 When viewers were asked whether it was acceptable for free TV stations to extend the use of product placement within programmes for the purpose of increasing revenue with the emergence of new media in recent years that free TV stations are facing more vigorous competition, more than half (56.6%) considered it acceptable, 18.2% considered it unacceptable, while 19.7% indicated “half and half/it depends”.
- 3.3.18 The major reason for those accepting free TV stations to extend the use of product placement within programmes was “free television stations rely on advertising revenue to operate” (97.6%). As for those who considered it unacceptable, “affect viewing pleasure” (71.9%) and “related contents are odd, affecting the programme quality” (54.2%) were the major reasons. Among those who indicated “half and half/it depends”, most considered it “acceptable provided that the related contents are justified editorially, presented in a natural manner, not gratuitous and not obtrusive to viewing pleasure” (75.6%).
- 3.3.19 Viewers were asked to indicate their acceptance towards different forms of advertising if free TV stations were allowed to show more advertising content for the purpose of increasing revenue. Their acceptance scores (expressed on a 5-point scale) towards different forms of advertising were as follows:
- (a) slightly lengthen the duration of commercial breaks in each hour for, say, 1 to 2 minutes (5-point scale acceptance score: 3.0 on average);
  - (b) allow television stations to employ product placement in programmes more extensively (5-point scale acceptance score: 2.9 on average);
  - (c) allow television stations to employ product placement in programmes more extensively, but for certain types of programmes only (5-point scale acceptance score: 3.4 on average); and
  - (d) television stations are allowed to employ product placement in programmes more extensively provided that such programmes are shown without commercial breaks (5-point scale acceptance score: 3.3 on average).

**3.4 Opinions on the Existing Regulatory Requirements on Advertising in Free TV**

Necessity of Restrictions on the Aggregate Advertising Time for Free TV

- 3.4.1 The majority of the viewers (63.7%) considered that the current restrictions on the aggregate advertising time per clock hour for free TV were necessary, while 20.6% considered the restrictions not necessary.
- 3.4.2 For those who considered the current restrictions necessary, “too many advertisements lead to discontinuity of programme content, affecting viewing pleasure” (78.4%) was the major reason, followed by “too many advertisements would shorten the duration of programme content” (58.6%).
- 3.4.3 For those who considered the current restrictions not necessary, “free television stations rely on advertising to increase their revenue, there should not be any restrictions” (78.7%) was the major reason.

Necessity of Imposing Restrictions on the Employment of Product Placement

- 3.4.4 About half of the viewers (51.0%) considered it necessary to impose restrictions on the employment of product placement in free TV programmes, while 28.1% considered it not necessary.
- 3.4.5 For those who considered it necessary to impose restrictions, they took the views that the relevant restrictions should achieve the goals to “avoid affecting the integrity and attractiveness of programmes” (66.1%), “prevent programmes from having prominent effect of promoting products/services” (53.4%) and “ensure distinction between programmes and advertisements/advertising contents” (41.2%).

**Appendix Questionnaire**

Note: Questions with “SA” indicate that the questions were single answer questions, questions with “MA” indicate that the questions were multiple answer questions.



Opinion Survey on Advertising in Domestic Free Television Programme Services

**Opinion Survey on the Quantity and Forms of Advertising in Domestic Free Television Programme Services**

**RESTRICTED UPON DATA ENTRY  
FOR ACCESS BY AUTHORIZED PERSONS ONLY**

Interviewer Number : \_\_\_\_\_ Sampled Address Number : \_\_\_\_\_

Address : \_\_\_\_\_

Name of Respondent : \_\_\_\_\_ Contact Number : \_\_\_\_\_

Z1 Total number of households in the sampled address :

**【Record】** \_\_\_\_\_ **【Input “1” if there is only one household and jump to S1】**

(A household is defined as a group of people who live and dine together in a quarter. They may not be relatives among themselves. A person who takes care of his/ her daily necessities alone will be classified as a household.)

Z2 Household number of this questionnaire (Count from left hand side) :

**【Record】** \_\_\_\_\_

Record the results of visits

Number of Visits	1	2	3	4	5
Date					
Start Time					
End Time					
Result					
Number of Visits	6	7	8	9	10
Date					
Start Time					
End Time					
Result					

Reference number for results of visits :

1 = successful (long) = 成功(長卷, 即 S5=1)

2 = successful (short) = 成功(短卷, 即 S5=2)

3 = partially successful = 部分成功

4 = non contact = 接觸不到

5 = language problem = 語言問題

6 = no eligible respondents of age >=15 = 沒有合適的 15 歲或以上受訪者

7 = vacant = 單位已經空置

8 = demolished = 單位已拆卸

9 = non-domestic = 非住宅單位

10 = no such address = 無此地址

11 = others (please specify) = 其他 (請註明)

99 = refusal = 拒訪



**Introduction**

**【Read out】** Hello! My name is \_\_\_\_\_, an interviewer from MVA Hong Kong Limited. **【Show interviewer card and household invitation letter by the Communications Authority】** Recently you should have received an invitation letter from the Office of the Communications Authority, notifying you that it has commissioned us to conduct a household survey, with the objective of gauging public views on the quantity and forms of advertising in domestic free television programme services. All information collected will be kept in strict confidence and will only be used for aggregated statistical analyses. All data collected will also be destroyed upon the completion of this survey. Thank you for your co-operation!

**Sampling**

S1 In order to conduct a representative survey, we need to randomly select a household member in your household for interview. Could you tell me the number of persons aged 15 or above in this household? Only include persons who stay here at least four nights a week and that live-in domestic helpers are excluded.

\_\_\_\_\_ person(s) **【If the household has more than one person, ask S2; Otherwise, please invite that household member for the interview.】**

S2 Starting from the eldest one, please tell me the age of each of your household member and your relationship with them.

No.	Household Member (Rank from eldest member to youngest member)	
	Relationship	Age
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

S3 After random selection by the computer, I would like to conduct the interview with the household member aged \_\_\_\_\_.

**【If the respondent refuses to be interviewed, please read out】**

Your opinion is invaluable to the formulation of policies by the Communications Authority. The interview will only last for a short while. Also, please rest assured that all information will be used for research purpose only and will be kept strictly confidential.



- S4 **【If the selected respondent is available for interview】** How old are you?  
**【If the selected respondent is not at home or not available for the interview, please ask a household member who is at home to answer】** How old is he/ she?

	14 or below .....	0	→Based on S2 select another eligible respondent for the interview. Repeat the introduction.
	15.....	1	
	16 - 19.....	2	
	20 - 24.....	3	
	25 - 29.....	4	
	30 - 34.....	5	
	35 - 39.....	6	
	40 - 44.....	7	
	45 - 49.....	8	
	50 - 54.....	9	
	55 - 59.....	10	
	60 - 64.....	11	
	65.....	12	
	66 - 69.....	13	
	70 or above .....	14	

- S5 **【If the selected respondent is available for interview】** Excluding recorded programmes, DVDs, programmes on mobile phones and the Internet, have you ever watched any domestic free television programmes on television sets in the past month? No matter whether you watched these programmes on television sets at home, restaurants, pubs or other places, all are considered.

**【If the selected respondent is not at home or not available for the interview, please ask a household member who is at home to answer】** Excluding recorded programmes, DVDs, programmes on mobile phones and the Internet, has he/ she ever watched any domestic free television programmes on television sets in the past month? No matter whether he/ she watched these programmes on television sets at home, restaurants, pubs or other places, all are considered.

	<b>【SA】</b>	
Yes	1	
No	2	→Jump to D7 (If answering on behalf of the selected respondent, please ask the household member to provide the contact number of the selected respondent and try to verify the answer with the selected respondent by phone)



Opinion Survey on Advertising in Domestic Free Television Programme Services

S6 **【If the selected respondent is not at home or not available for the interview, re-arrange another day/time for the interview. Please provide a contact number for contacts with the selected household member】**

What time will he/ she be back? What is his/ her name please?

Name of selected household member : \_\_\_\_\_

Expected date at home : \_\_\_\_\_

Expected time at home : \_\_\_\_\_





Opinion Survey on Advertising in Domestic Free Television Programme Services

**Main Questions**

**Part A: Domestic Free Television Viewing Habits**

**【Read out】** Now I would like to ask about your habit of watching domestic free television. “Free television” refers to the free television programmes **you watch on television sets** at home, restaurants, pubs or other places, but **excluding recorded programmes, DVDs, programmes on mobile phones and the Internet.**

A1a In the past month, which domestic free television channel(s) have you ever watched? **【Rotate options】** **【If choosing “TVB Jade” / “TVB Pearl” / “RTHK TV 31” / “RTHK TV 33” / “Fantastic TV Chinese Channel”, probe】** Is it an analogue channel or a digital channel?

A1b Among those domestic free television channel(s), which are those you watch more often? **【If “TVB Jade” / “TVB Pearl” / “RTHK TV 31” / “RTHK TV 33” / “Fantastic TV Chinese Channel”, probe】** Is it an analogue channel or a digital channel?

	<b>A1a</b>	<b>A1b</b>	
	<b>【MA】</b>	<b>【MA】</b>	
(Analogue channel) TVB Jade	01	01	
(Analogue channel) RTHK TV 31A	02	02	
(Analogue channel) TVB Pearl	03	03	
(Analogue channel) RTHK TV 33A	04	04	
(Analogue channel) Fantastic TV Chinese Channel	05	05	
(Digital channel) RTHK TV 31	31	31	
(Digital channel) RTHK TV 32	32	32	
(Digital channel) RTHK TV 33	33	33	
(Digital channel) Fantastic TV Chinese Channel (channel 77)	77	77	
(Digital channel) TVB (channel 81) Jade	81	81	
(Digital channel) TVB (channel 82) J2	82	82	
(Digital channel) TVB (channel 83) iNews	83	83	
(Digital channel) TVB (channel 84) Pearl	84	84	
(Digital channel) TVB (channel 85) J5	85	85	
(Digital channel) HKTVE (channel 96) ViuTVsix	96	96	
(Digital channel) HKTVE (channel 99) ViuTV	99	99	



Opinion Survey on Advertising in Domestic Free Television Programme Services

A2 How often do you watch free television programmes?

	【SA】	
Every day	1	
5-6 days a week	2	
3-4 days a week	3	
1-2 days a week	4	
At least 1 day every 2 weeks	5	
At least 1 day every 3 weeks	6	
At least 1 day every month	7	

A3 Has your frequency of watching free television increased, decreased or remained more or less the same over the past year?

	【SA】	
Increased	1	→Jump to A5 or A9
Decreased	2	→Ask A4
Remained more or less the same	3	→Jump to A5 or A9

A4 Why has the frequency of watching free television programmes decreased? What else? **【Do not read out】**

	【MA】	
There are fewer choices of television channels than before	1	
Programme variety is limited and not diversified enough	2	
Programme contents are not attractive/ boring/ not creative/ not innovative/ have no breakthrough	3	
Production is of lower quality than before	4	
The stance is biased, not objective/ impartial/ comprehensive enough	5	
Too many repeated programmes	6	
Use other equipment to watch television (e.g. Internet/ smartphone)	7	
Like to watch television programmes on other platforms (e.g. pay television, satellite television, Internet TV)	8	
Personal reason (e.g. job, study, family, health)	9	
Others (please specify):	96	

A5 **【If the answer of A2 is “Every day” (A2=1) →Ask A5-A8】**

How many hours do you normally spend on watching domestic free television programmes on average in a day from Monday to Friday?

Average time spent per day: \_\_\_\_\_ hours



Opinion Survey on Advertising in Domestic Free Television Programme Services

- A6 From Monday to Friday, in which time slot(s) of a day, i.e. the start and end time, do you watch domestic free television programmes normally? **【Multiple time slots are allowed】**
1. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
  2. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
  3. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
- Not fixed **【Do not read out】** 97
- A7 How many hours do you normally spend on watching domestic free television programmes on average in a day on Saturday and Sunday?  
Average time spent per day: \_\_\_\_\_ hours
- A8 On Saturday and Sunday, in which time slot(s) do you watch domestic free television programmes normally? **【Multiple time slots are allowed】**
1. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
  2. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
  3. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
- Not fixed **【Do not read out】** 97
- A9 **【If the respondent sometimes watches free television, i.e. A2 is not “Everyday” (A2<>1) → Ask A9-A11】**  
How many hours do you spend on watching domestic free television programmes in total from Monday to Friday?  
\_\_\_\_\_ hours
- A10 How many hours do you spend on watching domestic free television programmes in total on Saturday and Sunday?  
\_\_\_\_\_ hours
- A11 In which time slot(s) do you watch domestic free television programmes more often? **【Multiple time slots are allowed】**
1. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
  2. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
  3. \_\_\_\_\_ : \_\_\_\_\_ to \_\_\_\_\_ : \_\_\_\_\_
- Not fixed **【Do not read out】** 97



A12 Which types of free television programme do you watch most often? What else?

	<b>【MA】</b>
News programmes	1
Current affairs programmes	2
Programmes for children up to the age of 15 (e.g. “Kids, Think Big”, “Joyous Alliance”)	3
Programmes for young people aged between 16 and 24 (e.g. “Y Angle”, “University Secrets”)	4
Programmes for senior citizens over the age of 60 (e.g. “Happy Old Buddies”, “Two Dollar Senior Tours”)	5
Documentaries	6
Arts and culture programmes	7
Business/ finance programmes	8
Dramas	9
Films	10
Education programmes	11
Travelogues/ magazine programmes/ talk shows/ food programmes	12
Music programmes	13
Science, nature and wildlife programmes	14
Quizzes and game shows	15
Sports Programmes	16
Others (please specify):	96

A13 Apart from domestic free television stations, have you ever watched television programmes on other platforms in the past month? For example, pay television, satellite television, Internet TV.

	<b>【SA】</b>	
Yes	1	→ Ask A14
No	2	→ Jump to B1

A14 Have you ever watched any television programmes on the following platforms in the past month?

	<b>【MA】</b>	
<b><u>Pay television</u></b>		
Cable TV	1	
Now TV	2	
TVB Network Vision (TVB Pay Vision)	3	
<b><u>OTT/ Internet TV</u></b>		
LeECO/ LeTV	4	
HKTv	5	
Netflix	6	
myTV Super	7	
Viu	8	
Others (please specify):	96	



Opinion Survey on Advertising in Domestic Free Television Programme Services

**Part B: Opinion on the Quantity and Forms of Advertising on Domestic Free Television**

B1. How would you rate the quantity of advertisements shown on free television during the prime time from 7:00p.m. to 11:00p.m.?

	<b>【SA】</b>	
Too many	1	
A bit too many	2	
Moderate	3	
Can have a little bit more	4	
Can have more	5	
No opinion <b>【Do not read out】</b>	97	

B2. What about outside the prime time? How would you rate the quantity of advertisements shown on free television?

	<b>【SA】</b>	
Too many	1	
A bit too many	2	
Moderate	3	
Can have a little bit more	4	
Can have more	5	
No opinion <b>【Do not read out】</b>	97	

B3. What do you usually do during the commercial breaks between or within programmes?

	<b>【MA】</b>	
Watch the advertising contents of the whole commercial break	1	
Switch channel, resume watching the programme after the commercial break	2	
Deal with other stuffs, resume watching the programme after the commercial break	3	
Watch part of the advertising contents of the commercial break	4	
Others (please specify):	96	



Opinion Survey on Advertising in Domestic Free Television Programme Services

B4. Have you ever seen the following forms of advertisements/advertising contents within free television programmes? Advertisements shown during commercial breaks are excluded.

	【MA】	
1. Incorporation of the sponsor's name, brand, trademark, etc. into the title of a programme/ programme segment (generally known as title sponsorship). For example, "ABC presents – programme name"	1	
2. Incorporation of the sponsor's name, brand, trademark, etc. in the text message superimposed along the margin of the screen	2	
3. Front/ end sponsor credits of products/ services	3	
4. Inclusion of the name, brand, trademark, etc. of a product/ service within a programme (generally known as product placement), for example: (a) Name, brand, trademark, etc. of a product/ service appearing in the background of a programme (b) A product being used as a prop within a programme (c) Introducing or demonstrating a product/ service in a programme, making it a part of the programme contents	4	
Others (please specify):	96	
Don't know	97	

B5. How would you rate the frequency of the following forms of advertisements/advertising contents currently shown on free television? Please use a 5-point scale to indicate, 1 represents "very rare", 2 represents "relatively rare", 3 represents "average", 4 represents "relatively often", 5 represents "very often". **【97 represents "no comments", but do not read out】**

	【1-5 Pts】	
1. Advertisements during commercial breaks	Pts	
2. <b>【Only ask respondents with answers to B4 including 1, 2 or 3 (B4=1/2/3)】</b> Various types of sponsorship (including title sponsorship, front/ end sponsor credits, etc.) outside commercial breaks	Pts	
3. <b>【Only ask respondents with answers to B4 including 4 (B4=4)】</b> Names, brands, trademarks, etc. of products/ services appearing within programmes (generally known as product placement) outside commercial breaks	Pts	



Opinion Survey on Advertising in Domestic Free Television Programme Services

B6. How would you rate your acceptance level concerning different forms of advertisements/ advertising contents currently shown on free television? Please use a 5-point scale to indicate, 1 represents “strongly unacceptable”, 2 represents “unacceptable”, 3 represents “average”, 4 represents “acceptable”, 5 represents “strongly acceptable”. **【97 represents “no comments”, but do not read out】**

	<b>【1-5 Pts】</b>	
1. Advertisements during commercial breaks	Pts	
2. Various types of sponsorship (including title sponsorship, front/ end sponsor credits, etc.) outside commercial breaks	Pts	
3. Names, brands, trademarks, etc. of products/ services appearing within programmes (generally known as product placement) outside commercial breaks	Pts	

**【Read out】** Now I would like to ask about your opinion on product placement as a form of advertising in free television programmes. Product placement means names, brands, trademarks, etc. of products/ services appearing within a programme.

B7. Could you please tell me which of the following factors would affect your acceptance level towards product placement appearing in free television programmes? What else?

	<b>【MA】</b>	
Type and nature of the programme	1	
Whether the presentation is natural	2	
Whether the inclusion of the products/ services is relevant to the programme contents	3	
Whether the programme would have a promotional effect on the relevant products/ services	4	
Whether the programme is produced by the television station itself	5	
Whether the programme is a local production	6	
Whether the television station would receive consideration for inclusion of the products/ services within a programme	7	
Whether it is obtrusive to viewing pleasure	8	
Duration of exposure	9	
Frequency of exposure	10	
Others (please specify):	96	
No comments/ don't know <b>【Do not read out】</b>	97	





Opinion Survey on Advertising in Domestic Free Television Programme Services

B8. How would you rate your acceptance level towards product placement in different types of free television programmes? Please use a 5-point scale to indicate, 1 represents “strongly unacceptable”, 2 represents “unacceptable”, 3 represents “average”, 4 represents “acceptable”, 5 represents “strongly acceptable”. **【97 represents “no comments”, but do not read out】**

	<b>【1-5 Pts】</b>	
A. News programmes	Pts	
B. Current affairs programmes	Pts	
C. Children’s programmes (e.g. “Kids, Think Big”, “Joyous Alliance”) and education programmes	Pts	
D. Programmes for young persons (e.g. “Y Angle”, “University Secrets”)	Pts	
E. Documentaries, arts and culture programmes	Pts	
F. Business/ finance programmes	Pts	
G. Dramas	Pts	
H. Films	Pts	
I. Travelogues/ magazine programmes/ talk shows/ food programmes/ reality shows	Pts	
J. Music programmes (e.g. concerts)	Pts	
K. Quizzes and game shows	Pts	
L. Sports Programmes	Pts	

B9. What about your acceptance level towards product placement in free television programmes broadcast during different time slots? Please use a 5-point scale to indicate, 1 represents “strongly unacceptable”, 2 represents “unacceptable”, 3 represents “average”, 4 represents “acceptable”, 5 represents “strongly acceptable”. **【97 represents “no comments”, but do not read out】**

	<b>【1-5 Pts】</b>	
A. First half of the prime time, i.e. 7:00p.m. to 9:00p.m.	Pts	
B. Second half of the prime time, i.e. 9:00 p.m. to 11:00p.m.	Pts	
C. Non-prime time, i.e. 11:00p.m. to 7:00p.m. on the next day	Pts	





Opinion Survey on Advertising in Domestic Free Television Programme Services

B10. Regarding product placement as a form of advertising within programmes, how would you rate your acceptance level towards the following means of inclusion of advertising content for products/services in programmes currently employed by free television stations? Please use a 5-point scale to indicate, 1 represents “strongly unacceptable”, 2 represents “unacceptable”, 3 represents “average”, 4 represents “acceptable”, 5 represents “strongly acceptable”. **【97 represents “no comments”, but do not read out】**

	<b>【1-5 Pts】</b>	
1. Products used as props in the context of the plot/ contents of a programme (e.g. snacks and drinks placed on the table by the hosts of a talk show, or exposure of the names, brands, trademarks, etc. of certain products/ services in dramas)	Pts	
2. The host uses certain products for demonstration (e.g. cookery programmes, programmes featuring automobiles), or introduces/ tries certain products/ services (e.g. food in restaurants, clothes in boutiques)	Pts	
3. Products/ services appear in the background of a programme (e.g. name, brand, trademark, etc. of a product/ service shown on the backdrop of a product release event)	Pts	
4. The plot/ programme content gives prominence to the relevant products/ services (e.g. close-up shots of products/ trademarks/ shops or repeat exposure of the name, brand or trademark of the same product/ service)	Pts	
5. The host/ character of a programme gives favourable remarks for or encourages the use of certain products/ services, or the dialogues/ plot of a programme has the effect of promoting the products/ services concerned	Pts	

B11. Now I would like to ask about your acceptance level towards product placement as a form of advertising within the following programmes. Please use a 5-point scale to indicate, 1 represents “strongly unacceptable”, 2 represents “unacceptable”, 3 represents “average”, 4 represents “acceptable”, 5 represents “strongly acceptable”. **【97 represents “no comments”, but do not read out】**

	<b>【1-5 Pts】</b>	
1. Self-productions broadcast by free television stations	Pts	
2. Acquired local productions broadcast by free television stations	Pts	
3. Acquired overseas productions broadcast by free television stations	Pts	



Opinion Survey on Advertising in Domestic Free Television Programme Services

B12. Compared to free television, how would you rate your acceptance level towards product placement as a form of advertising within programmes shown on the following platforms? Is the acceptance level lower, the same or higher as compared to that on free television?

		<b>【SA】</b>
1. Pay television (i.e. Cable TV, Now TV, TVB Network Vision (TVB Pay Vision))	Lower	1
	The same	2
	Higher	3
	No comments <b>【Do not read out】</b>	97
2. Internet TV (i.e. LeECO/LeTV, HKTU, Netflix, myTV Super, Viu, etc.)	Lower	1
	The same	2
	Higher	3
	No comments <b>【Do not read out】</b>	97

B13a. With the emergence of new media in recent years, free television stations are facing more vigorous competition. Do you accept that free television stations extend the use of product placement within programmes for the purpose of increasing revenue?

	<b>【SA】</b>	
Accept	1	
Not accept	2	
Half and half/ It depends	3	
No opinion, do not care <b>【Do not read out】</b>	9	



Opinion Survey on Advertising in Domestic Free Television Programme Services

B13b. **【Only ask respondents choosing “Accept”, “Not accept”, “Half and half/ It depends”  
(B13a=1/2/3)】** Why?

	<b>【MA】</b>	
<b>Reasons for acceptance 【B13a=1】:</b>		
Free television stations rely on advertising revenue to operate	1	
Related contents can provide information about products/ services, contributing to viewing pleasure	2	
Other reasons for acceptance (please specify):	3	
<b>Reasons for non-acceptance 【B13a=2】:</b>		
Affect viewing pleasure	4	
Related contents are odd, affecting the programme quality	5	
The relevant contents are misleading	6	
Other reasons for non-acceptance (please specify):	7	
<b>Reasons for Half and half/ It depends 【B13a=3】:</b>		
Acceptable provided that audience can be clearly informed that the programme contains advertisements/ advertising contents	8	
Acceptable provided that the related contents are justified editorially, presented in a natural manner, not gratuitous and not obtrusive to viewing pleasure	9	
Other reasons for Half and half/ It depends (please specify):	10	



Opinion Survey on Advertising in Domestic Free Television Programme Services

B14. If free television stations are allowed to show more advertising content for the purpose of increasing their revenue, do you accept the following forms of advertising? Please use a 5-point scale to indicate, 1 represents “strongly unacceptable”, 2 represents “unacceptable”, 3 represents “average”, 4 represents “acceptable”, 5 represents “strongly acceptable”. **【97 represents “no comments”, but do not read out】**

	<b>【1-5 Pts】</b>	
1. Slightly lengthen the duration of commercial breaks in each hour for, say, 1 to 2 minutes (Currently the aggregate advertising time should not exceed 10 minutes per clock hour during the prime time)	Pts	
2. Allow television stations to employ product placement in programmes more extensively	Pts	
3. Allow television stations to employ product placement in programmes more extensively, but for certain types of programmes only, such as lifestyle programmes/ travelogues/ talk shows/ food programmes/ game shows	Pts	
4. Television stations are allowed to employ product placement in programmes more extensively provided that such programmes are shown without commercial breaks	Pts	



Opinion Survey on Advertising in Domestic Free Television Programme Services

**Part C: Opinions on the Existing Regulatory Requirements on Advertising in Free Television**

- C1. (a) Currently there are restrictions on the aggregate advertising time per clock hour for free television, for example, the aggregate advertising time should not exceed 10 minutes per clock hour during the prime time. Do you think it is necessary to have such restrictions? **【Do not read out】**

	<b>【SA】</b>	
Necessary	1	
Not necessary	2	
No opinion	97	

- (b) **【Only ask respondents who think it is necessary/ not necessary to restrict the advertising time in free television (C1a=1 or 2)】** Why?

	<b>【MA】</b>	
<b>Reasons for restrictions being necessary 【C1a=1】:</b>		
Too many advertisements lead to discontinuity of programme content, affecting viewing pleasure	1	
It is not suitable to have too many advertisements in certain time slots, so there should be different restrictions for different time slots	2	
Too many advertisements would shorten the duration of programme content	3	
Others (please specify):	95	
<b>Reasons for restrictions being not necessary 【C1a=2】:</b>		
Like watching advertisements, it does not matter to watch more	9	
Free television stations rely on advertising to increase their revenue, there should not be any restrictions	10	
It should be market-driven	11	
Others (please specify):	96	

- C2. Do you think it is necessary to impose restrictions on the employment of product placement in free television programmes? **【Do not read out】**

	<b>【SA】</b>	
Necessary	1	
Not necessary	2	
No opinion	97	



- C3. **【Only ask respondents who think it is necessary to have restrictions on the employment of product placement in free television programmes (C2=1)】** What goals should be achieved by the relevant restrictions?

	<b>【MA】</b>		
Ensure distinction between programmes and advertisements/ advertising contents	1		
Prevent programmes from having prominent effect of promoting products/ services	2		
Viewers are clearly informed that the programmes contain advertisements/ advertising contents	3		
Avoid affecting the integrity and attractiveness of programmes	4		
Others (please specify):	96		



Opinion Survey on Advertising in Domestic Free Television Programme Services

**Demographics**

**【Read out】** For statistical analyses of the survey, I would like to ask about certain personal information. All the information provided will be kept strictly confidential and will only be used for consolidated statistical analyses.

D1. What is your education level? **【If “post-secondary/ university”, probe】** Is it a degree or sub-degree course?

	<b>【SA】</b>	
Primary or below	1	
Junior Secondary (F.1 – F.3)	2	
Senior Secondary (F.4 – F.7)	3	
Post-secondary (e.g. Higher Diploma/ Associate degree)	4	
Bachelor degree or above	5	
Refused to answer <b>【Do not read out】</b>	98	

D2. What is your marital status?

	<b>【SA】</b>	
Single	1	
Married/ Cohabiting	2	
Widowed	3	
Divorced/ Separated	4	
Refused to answer <b>【Do not read out】</b>	98	

D3. **【Only ask respondents who are 16 or above (S4>1)】** Are you the guardian or parent of the household member(s) aged 15 or below?

	<b>【SA】</b>	
Yes	1	
No	2	

D4. Do you have a job at present? A job includes running your own business or helping your family without being paid. **【If “Yes”, probe】** Are you working full-time or part-time? (Working full-time means having worked for 35 hours or more in a week; while working part-time means having worked for less than 35 hours in a week)

	<b>【SA】</b>	
Working full-time	1	
Working part-time	2	
Student	3	→ Jump to D6
Homemaker/ Housewife	4	→ Jump to D6
Retired person	5	→ Jump to D6
Unemployed person	6	→ Jump to D6
Others (please specify): _____	96	→ Jump to D6
Refused to answer <b>【Do not read out】</b>	98	→ Jump to D6



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D5. Which industry is the organization you work for engaged in? What position do you hold?

	<b>【SA】</b>		<b>【SA】</b>
A. Industry:		B. Position:	
Manufacturing	1	Manager or executive	1
Construction	2	Professional	2
Import/ export trades, wholesale, retail	3	Associate professional	3
Transportation, storage and postal and courier services	4	Clerk	4
Restaurants and hotels	5	Service or shop sales worker	5
Information and communications	6	Craft or related worker	6
Finance, insurance and real-estate	7	Plant and machine operator and assembler	7
Professional, scientific and technical activities	8	Unskilled worker	8
Government services, educational service, arts, entertainment and recreational activities	9		
Others (please specify):	96	Others (please specify):	96
Refused to answer <b>【Do not read out】</b>	98	Refused to answer <b>【Do not read out】</b>	98

D6. Including all sources of income, what is the approximate total income of your household per month?

	<b>【SA】</b>	
HK\$1 - HK\$9,999	1	
HK\$10,000 - HK\$29,999	2	
HK\$30,000 - HK\$49,999	3	
HK\$50,000 - HK\$69,999	4	
HK\$70,000 - HK\$99,999	5	
HK\$100,000 or above	6	
No income <b>【Do not read out】</b>	7	
Refused to answer <b>【Do not read out】</b>	98	

D7. Record gender of the respondent:

	<b>【SA】</b>	
Male	1	
Female	2	

**【Read out】** This is the end of the interview. Thank you for your participation. All information provided by you during the interview will be kept strictly confidential. In order to ensure the quality standard of the interview, our staff from the quality assurance department or the staff of the Office of the Communications Authority may contact you again to conduct a brief random reassurance check to ensure the accuracy of the information collected. If you are selected, please kindly help us. Thank you very much!