

**Opinion Survey on
Domestic Free Television Programme Services of
HK Television Entertainment Company Limited,
Television Broadcasts Limited and
Fantastic Television Limited**

Executive Summary

Prepared for: Communications Authority

By: NielsenIQ (Hong Kong) Limited



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SURVEY BACKGROUND AND OBJECTIVES

1. The three domestic free television programme service (“free TV”) licences of HK Television Entertainment Company Limited (“HKTVE”), Television Broadcasts Limited (“TVB”) and Fantastic Television Limited (“Fantastic TV”) are subject to a mid-term review by the Chief Executive in Council, which is after the sixth year of the 12-year validity period of the licences. To gauge public views on the services provided by the free TV licensees, the Communications Authority (“CA”) commissioned the NielsenIQ (Hong Kong) Limited to conduct an opinion survey (“Opinion Survey”) from October 2021 to January 2022, with the following objectives:
 - (a) to identify any changing viewing habits of the public and their expectations of broadcasting services in the light of the present day circumstances, especially the emergence of the Internet-based infotainment media;
 - (b) to assess whether the current conditions in the free TV licences and the provisions in the respective codes of practice on programme and advertising standards are appropriate to meet the expectation of the local audience, and identify any areas for adjustment; and
 - (c) to gauge public views on general issues and service requirements relating to the free TV services of HKTVE, TVB and Fantastic TV, and identify any areas for adjustment.
2. Where appropriate and available, the findings of the Opinion Survey are compared with those of the previous surveys conducted in 2017 (“Survey 2017”), 2014 (“Survey 2014”) and 2009 (“Survey 2009”)¹. However, the percentage figures in the Opinion Survey and the previous surveys should be interpreted with caution due to the difference in the composition of respondents².

¹ Survey 2017 refers to the opinion survey gauging the community’s views and attitudes towards the regulation of indirect advertising and sponsorship. Survey 2014 and Survey 2009 refer to the respective opinion surveys on free TV services conducted in the context of the renewal and mid-term review of the licences of Asia Television Limited and TVB.

² In the previous surveys conducted in 2017, 2014 and 2009, “watching free TV” referred to having watched free TV programmes on traditional television sets but *excluded* watching free TV programmes on mobile phones and the Internet. The composition of respondents in the Opinion Survey was *different* from previous surveys as the former was enlarged to include not only those using traditional television sets in watching free TV programmes but also those watching free TV programmes on mobile phones and the Internet.



SURVEY METHODOLOGY

SAMPLE COVERAGE AND TARGET RESPONDENTS

3. The target respondents of the Opinion Survey were Hong Kong residents aged 15 or above who had watched free TV programmes³ in the month prior to the Opinion Survey.
4. A random sample of 2 506 quarters was taken from the Frame of Quarters⁴ maintained by the Census and Statistics Department (“C&SD”). Household visits were made to the sampled quarters and an eligible respondent was randomly selected from each household by using the next birthday method for an interview. The selected households could opt to complete the interviews by telephone and online self-administered questionnaire.

DATA COLLECTION METHOD

5. The Opinion Survey was mainly conducted in the form of face-to-face interview, while a proportion of interviews were conducted by telephone and online self-administered questionnaire.

FIELDWORK PERIOD AND RESPONSE RATE

6. The fieldwork was conducted between 4 October 2021 and 7 January 2022.
7. A total of 1 712 persons of age 15 or above were successfully enumerated, with a response rate of 73.2%. Among them, 1 579 had watched free TV programmes in the month prior to the Opinion Survey. The sample size achieved produced survey findings with acceptable levels of precision. The following cases had been taken for illustration purpose:

³ “Free TV programmes” referred to programmes included in the free TV services provided by the three free TV licensees (viz. HKTVE, TVB, and Fantastic TV) as well as the public broadcaster, Radio Television Hong Kong (“RTHK”).

⁴ The *Frame of Quarters* consists of two parts, namely, the Register of Quarters and the Register of Segments. The *Register of Quarters* (RQ) contains computerised records of all addresses of permanent quarters in built-up areas including urban areas, new towns and other major developed areas. Each unit of quarters is identified by a unique address. The *Register of Segments* (RS) contains records of segments in non-built-up areas. The use of segments in non-built-up areas is necessary because the quarters in these areas may not have clear addresses and cannot readily be identified individually.

Source: C&SD



Table 1 Reliability of Survey Findings

Variable	Sample Estimate	Coefficient of Variation ⁵	95% Confidence Interval
Proportion of free TV viewers who were satisfied with the standards currently imposed on free TV programmes	89.4%	0.9%	(87.9%, 90.9%)

SURVEY FINDINGS

8. This executive summary contains the key findings of the Opinion Survey.
9. For findings to questions to which respondents might give multiple answers, percentage figures could add up to more than 100%.

1. VIEWING HABITS OF DOMESTIC FREE TELEVISION PROGRAMME SERVICES

1.1 Use of Free TV Services⁶

10. 92.2% of persons aged 15 or above had watched free TV programmes via traditional TV sets in the month prior to the Opinion Survey (hereinafter referred to as “viewers”). The viewership of free TV services was about the same as that of the Survey 2017 (91.0%) and Survey 2014 (91.0%) but had dropped when compared to Survey 2009 (96.0%).
11. When asked which means the viewers mainly used to watch the free TV programmes, 92.2% indicated that they had used traditional TV sets, followed by the Internet⁷ (23.1%) and set-top boxes/TV boxes (14.9%).

1.2 Free TV Viewing Habits

12. Among the viewers, 70.2% watched free TV programmes on a daily basis (versus 71.8% in Survey 2017, 75.7% in Survey 2014 and 85.6% in Survey 2009). 10.0% did so between four and six days a week (i.e. “often viewers”) and 19.9% watched free TV programmes between three days a week and one day a month (i.e. “occasional viewers”). Compared to Survey

⁵ Coefficient of variation is obtained by expressing the standard error as a percentage of the estimate to which it refers.

⁶ Free TV services referred to the reception of free TV programmes via traditional TV sets, set-top boxes/TV boxes (e.g. myTV SUPER) and Internet service (e.g. YouTube).

⁷ For example, YouTube and Youku.



2017, 2014 and 2009, there was a decrease in the level of free TV viewership on a daily basis.

13. When viewers were asked the average percentage of time spent on different methods in watching free TV programmes, they indicated that they had spent 81.2% of viewing time on traditional TV sets, followed by mobile phones (6.9%), set-top boxes/TV boxes⁸ (6.2%) and laptop/desktop computers/tablets (5.6%).

1.3 Time Spent on Watching Free TV Programmes through Different Means

14. On average, viewers spent 2.8 hours watching free TV programmes per day regardless of the means.
15. Considering the means of watching free TV programmes, the average time spent on traditional TV sets per day was 2.6 hours (versus 2.3 hours in Survey 2017; 2.7 hours in Survey 2014 and 3.2 hours in Survey 2009). On the other hand, the average time spent on the Internet per day was 1.5 hours.
16. 42.0% of the viewers used traditional TV sets in watching free TV programmes for less than two hours per day (i.e. “light viewers”) (versus 45.7% in Survey 2017; 38.6% in Survey 2014 and 25.3% in Survey 2009). 34.4% did so for two hours to less than four hours per day (i.e. “normal viewers”) (versus 36.1% in Survey 2017; 36.8% in Survey 2014 and 42.5% in Survey 2009) and 23.6% for four hours or more watching free TV programmes per day (i.e. “heavy viewers”) (versus 18.2% in Survey 2017; 24.5% in Survey 2014 and 32.3% in Survey 2009).
17. Viewers normally watched free TV programmes in the hours from 6:00 p.m. to 11:59 p.m.⁹, which was identical to that in Survey 2017, Survey 2014 and Survey 2009.

1.4 Reasons for Watching Free TV Programmes

18. Regarding the reasons for watching free TV programmes, viewers did so “for obtaining information such as news, weather, financial and traffic reports” (73.7%), followed by “for entertainment” (61.4%) and “for education/enrichment” (40.0%).

1.5 Viewership of Free TV Channels and Programme Types

19. The free TV channels most often watched by viewers were TVB Jade (74.4% on weekdays and 73.5% on weekends), TVB News (62.1% on weekdays and 61.5% on weekends), ViuTV (47.6% on weekdays and 47.2% on weekends), TVB J2 (44.0% on weekdays and 45.0% on

⁸ For example, myTV SUPER and Xiaomi Mi Box.

⁹ It applies to both weekdays and weekends.



weekends), TVB Finance & Information¹⁰ (25.3% on weekdays and 24.2% on weekends), TVB Pearl (19.6% on weekdays and 21.3% on weekends) and Hong Kong Open TV¹¹ (19.1% on weekdays and 18.1% on weekends).

20. Among the different types of free TV programmes, news programmes (85.4%) and drama (66.1%) were the most popular among viewers, followed by travelogues/talk shows/gourmet programmes (52.0%), current affairs programmes (43.7%), celebrity/talent/variety shows (35.4%), documentaries (25.9%), music programmes (24.1%), reality shows (22.3%), business/finance programmes (20.5%) and sports programmes (15.3%).

1.6 Change of Habits in Watching Free TV Programmes

21. When asked whether there was any change of viewing habits in the past three years, 50.4% of the viewers answered that they watched free TV programmes more often by traditional TV sets than set-top boxes/TV boxes or on the Internet. 34.4% answered that they had subscribed to Internet-based TV programme services¹².
22. 46.0% of the viewers indicated that they always engaged in other activities (e.g. using social media and playing electronic games) when watching free TV programmes. 23.6% and 11.7% sometimes and seldom did so respectively. 18.7% never engaged in other activities when watching free TV programmes.
23. The main reasons for the change in habits in paragraphs 21 and 22 above were “using smart phone more often” (64.2%), “TV programmes may be watched anytime” (54.1%), “spending more time at home due to COVID-19 pandemic” (25.3%) and “unattractive free TV programmes/celebrities” (20.5%).

1.7 Habits of Watching Online Programmes

24. Among the viewers, 47.3% indicated that they had watched online programmes¹³ by set-top boxes/TV boxes and/or the Internet. The average time spent per day was 2.0 hours. The usual watching time slot was in the hours from 7:00 p.m. to 11:59 p.m.⁹.
25. Among those (47.3%) who watched online programmes by set-top boxes/TV boxes and/or the Internet, the most popular infotainment media was YouTube (76.0%), followed by Facebook (41.9%), Netflix (41.7%), myTV SUPER (37.8%) and Instagram (26.3%).

¹⁰ Later renamed “TVB Finance, Sports and Information Channel”.

¹¹ Later renamed “HOY TV”.

¹² For example, myTV SUPER, Netflix and YouTube.

¹³ They include but not limited to free TV programmes provided by the three free TV licensees and RTHK through the Internet.



26. Regarding the reasons for watching online programmes, viewers did so for “content of personal choice; appeal and variety” (72.3%), followed by “easy to look for programmes that I like or suit me” (67.5%), “convenience” (54.5%) and “connectivity” (20.8%).

1.8 Habits of Watching Free TV Programmes with Family Members Aged Below 15

27. Among the viewers who used traditional TV sets in watching free TV programmes, 18.1% claimed that they had children aged below 15 in the households (versus 24.4% in Survey 2014 and 30.1% in Survey 2009). Among these households (18.1%),
- (a) 71.0% claimed that parents or other household members aged 18 or above had accompanied their children to watch free TV programmes (versus 76.3% in Survey 2014 and 76.5% in Survey 2009); and
 - (b) the usual watching time slot was in the hours from 7:00 p.m. to 9:59 p.m. on weekdays and from 7:00 p.m. to 9:59 p.m. on weekends. In Survey 2014 and Survey 2009, the usual watching time was in the hours from 7:00 p.m. to 9:59 p.m. and 7:00 p.m. to 10:59 p.m. regardless of the day of week.

2. VIEWS ON PROGRAMME VARIETY AND POSITIVE PROGRAMME REQUIREMENTS

2.1. Programme Variety

28. 59.5% of the viewers (excluding those who only watched RTHK programmes) considered that the programme variety was satisfactory (versus 54.8% in Survey 2014 and 54.7% for analogue or simulcast digital channels and 55.0% for other digital channels in Survey 2009). 26.4% found it average (versus 18.5% in Survey 2014 and 30.6% for analogue or simulcast digital channels and 29.3% for other digital channels in Survey 2009). 7.0% expressed dissatisfaction with the subject matter (versus 22.3% in Survey 2014 and 11.8% for analogue or simulcast digital channels and 9.1% for other digital channels in Survey 2009). 7.1% had no comment (versus 4.4% in Survey 2014 and 3.0% for analogue or simulcast digital channels and 6.5% for other digital channels in Survey 2009).
29. Comparing to Survey 2014 and Survey 2009, there was no significant difference in the proportion of viewers who were satisfied with the programme variety. However, comparing to Survey 2014, there was a significant decrease in the level of dissatisfaction (7.0%, versus 22.3% in Survey 2014).
30. Among those (7.0%) who had expressed dissatisfaction with the programme variety, 73.2% commented that their dissatisfaction was related to “insufficient variety of programmes to suit the needs of different age groups” and 46.0% remarked that “programmes have been pre-dominated by similar genres”.



2.2. Positive Programme Requirements

31. Among the different types of positive programmes provided by free TV licensees, 93.4% of the viewers (excluding those who only watched RTHK programmes) answered that they watched news programmes. This was followed by current affairs programmes (62.6%), documentaries (31.4%), arts and culture programmes (26.2%), programmes for senior citizens (22.1%), programmes for young persons (17.2%) and programmes for children (11.1%).
32. Viewers (excluding those who only watched RTHK programmes) were asked to indicate which type(s) of positive programmes should continue to be offered in the licensees' free TV service, and their responses are summarised below.

Type of positive programmes that was considered necessary to continue to offer on free TV	Percentage
News programmes	91.2
Current affairs programmes	72.9
Documentaries	57.4
Programmes for senior citizens	55.4
Arts and culture programmes	52.2
Programmes for children	46.4
Programmes for young persons	46.2

33. Majority of the viewers (excluding those who only watched RTHK programmes) who answered that the positive programmes should continue to be offered (around 68.2% to 73.7%) considered that the amount of all types of positive programmes provided by the free TV licensees should remain unchanged. Around 8.3% to 18.2% considered that the amount of positive programmes provided by the free TV licensees should increase, while 0.3% to 1.1% considered that it should decrease. Around 11.2% to 18.6% had no comment.
34. When viewers (excluding those who only watched RTHK programmes) were asked about whether it was acceptable for the broadcasters to schedule the positive programmes for broadcast at off-peak hours¹⁴ or on different channels, 55.2% considered it acceptable. 11.6% considered it unacceptable. 33.1% had no comment.

3. VIEWS ON BROADCAST LANGUAGE REQUIREMENTS

35. Regarding the provision of Chinese channel, 77.4% of the viewers (excluding those who only watched RTHK programmes) agreed to keep the current language requirement (i.e. "At least 90% of the programmes on each of the Chinese channels should be in Cantonese") (versus 88.5% in Survey 2014). 3.0% disagreed with the requirement (versus 5.3% in Survey 2014). 19.6% had no comment (versus 6.2% in Survey 2014).

¹⁴ Broadcast hours outside 7:00 p.m. to 11:00 p.m. each day.



36. Among those (3.0%) who disagreed with the current language requirement for Chinese channel, 50.1% (versus 70% in Survey 2014) suggested that “the minimum proportion of Cantonese programmes should be lowered”; 39.0% suggested that “all programmes broadcast on the Chinese channels should be conducted in Cantonese” and 19.7% (versus 12.5% in Survey 2014) suggested that “the requirement should be completely removed”.
37. Regarding the provision of English channel, 64.9% of the viewers (excluding those who only watched RTHK programmes) considered that the current language requirement (i.e. “At least 75% of the programmes on each of the English channels should be in English”) should remain unchanged. 9.0% disagreed with the requirement. 26.1% had no comment.
38. Among the viewers (excluding those who only watched RTHK programmes), 5.9% suggested that the proportion of non-English programming should be increased to a higher level. The percentages of non-English programming being increased to 26%-30% (34.7%) and 41%-50% (22.4%) were proposed. On the other hand, 3.1% suggested that the language requirement for the English channel should be tightened up. The percentages of non-English programming being reduced to 6%-10% (40.8%) and 0%-5% (37.0%) were proposed.

4. VIEWS ON PROGRAMME AND ADVERTISING STANDARDS

4.1. Programme Standards

39. 89.4% of the viewers were satisfied with the standards currently imposed on free TV programmes. Only 10.6% were not satisfied.
40. Among those (10.6%) who were dissatisfied with the current programme standards, the offensive contents encountered were mainly related to “partial views, biased contents” (51.9%, versus 29.0% in Survey 2014), “misleading contents” (45.2%, versus 30.4% in 2014 and 17.0% for analogue or simulcast channels and 7.5% for other digital channels in Survey 2009), “indecent contents (e.g. obscene, bad taste)” (33.2%, versus 32.0% in Survey 2014 and 33.4% for analogue or simulcast channels and 30.9% for other digital channels in Survey 2009), “materials setting bad examples to children” (30.3%, versus 20.6% in Survey 2014 and 34.9% for analogue or simulcast channels and 25.8% for other digital channels in Survey 2009) and “bad language” (28.0%, versus 27.7% in Survey 2014 and 36.9% for analogue or simulcast channels and 38.7% for other digital channels in Survey 2009).

4.2. Advertising Standards

41. 91.2% of the viewers were satisfied with the standards currently imposed on the free TV advertisements. Only 8.8% were not satisfied.
42. Among those (excluding those who only watched RTHK programmes) who were dissatisfied with the current advertising standards, the offensive contents encountered were mainly related to “misleading contents” (55.0%, versus 30.5% in Survey 2014 and 20.0% for



analogue or simulcast channels and 24.2% for other digital channels in Survey 2009), “indecent contents (e.g. obscene, bad taste)” (30.8%, versus 17.6% in Survey 2014 and 27.1% for analogue or simulcast channels and 36.1% for other digital channels in Survey 2009), “bad language” (23.2%, versus 13.7% in Survey 2014 and 10.0% for analogue or simulcast channels and 17.3% for other digital channels in Survey 2009), “materials setting bad examples to children” (20.6%, 17.6% in Survey 2014 and 26.0% for analogue or simulcast channels and 17.1% for other digital channels in Survey 2009) and “sex and nudity scenes” (17.5%, versus 15.1% in Survey 2014 and 14.9% for analogue or simulcast channels and 21.4% for other digital channels in Survey 2009).

4.3. Sponsorship in Specific Types of Free TV Programmes

43. Viewers (excluding those who only watched RTHK programmes) were asked to indicate whether the prohibition of sponsorship and product placement in specific types of free TV programmes (viz. children’s programmes and programmes with a clear educational purpose for the pursuit of formal academic studies) should be relaxed. The findings are summarised below.
- (a) 50.4% considered that it was not acceptable to relax the prohibition of sponsorship and product placement for the aforementioned programmes.
 - (b) 13.7% considered that it was acceptable to relax the prohibition of sponsorship and product placement for programmes with a clear educational purpose for the pursuit of formal academic studies. The major reasons were “it is acceptable as long as it is factually correct/not misleading” (69.2%), “allowing TV broadcasters to expand its source of advertising revenue” (51.7%) and “it is acceptable as long as the product placement does not encourage the viewers to purchase the products/services” (46.2%).
 - (c) 8.2% considered that it was acceptable to relax the prohibition of sponsorship and product placement for children’s programmes. The major reasons were “allowing TV broadcasters to expand its source of advertising revenue” (61.3%), “it is acceptable as long as the product placement does not encourage the children viewers to purchase the products/services” (60.1%) and “products or services being placed in a children’s programme must not be unacceptable for children (e.g. those relating to alcohol and gambling)” (48.4%).
 - (d) 34.1% had no comment.

4.4. Sponsor Identifications within TV Programmes

44. When viewers (excluding those who only watched RTHK programmes) were asked whether it was acceptable to relax the current restrictions on the display of sponsor identifications



within TV programmes¹⁵, 33.7% considered it acceptable. 29.0% considered it unacceptable. 37.4% had no comment.

45. For viewers (29.0%) who did not support the relaxation of restrictions on sponsor identifications within TV programmes, their main reasons were “there are already too many advertising materials within TV programmes nowadays” (80.0%) and “relaxation will undermine viewing pleasure” (60.5%).

4.5. Advertisements for Fortune-tellers and the Like

46. 28.1% of the viewers (excluding those who only watched RTHK programmes) considered that it was acceptable to relax the restrictions on the broadcast of advertisements for fortune-tellers and the like¹⁶. 39.6% considered it unacceptable. 32.2% had no comment.

¹⁵ Currently, the display of sponsor identifications (e.g. sponsor’s name or logo) within programmes is subject to restrictions in terms of duration, size and position.

¹⁶ Except for publications or pre-recorded information services (e.g. books of horoscopes or fortune-telling) on subjects of general interests (e.g. horoscopes or Fung-Shui), advertisements for fortune-tellers and the like (e.g. industries related to Fung-Shui masters, “villain hitting” or Tarot card divination) are not allowed on television.



Appendix - Questionnaire



NielsenIQ

<u>HK2107028796</u>			
<u>Opinion Survey on Domestic Free Television Programme Services and Sound Broadcasting Services</u>			
<u>- questionnaire</u>			
Q1a	Record pilot survey or main fieldwork. [Single Answer]	Code	Route
	Pilot survey	1	Q2a
	Main fieldwork	2	Q1b
Q2a	Record data collection method. [Single Answer]	Code	Route
	Face-to-face interview	1	Q2b
	Telephone interview	2	Q2b
	Online questionnaire	3	Q2b
Q2b	[Ask all] Please select the language [Single Answer]	Code	Route
	Traditional Chinese	1	
	English	2	
	Simplified Chinese	3	
Q3a	[Only ask for face-to-face or telephone interviews (Q2a=1/2)] Please record the serial reference number (SN reference no.) on the household letter.		
(R1)	Serial reference number (SN reference no.)	<input type="text"/>	<input type="text"/>
Q3b	[Only ask for online questionnaires (Q2a=3)] Please enter the password on the household letter.		
(R1)	Password	<input type="text"/>	<input type="text"/>
Q4	[Ask all] Is this address at (show address based on SN in address list)? [Single Answer]	Code	Route
	Yes	1	
	No	2	CLOSE



【Read out name, show interviewer card and household invitation letter by the Communications Authority】 Hello! Thank you for taking part in this survey. We are The Nielsen Company (Hong Kong) Limited (NielsenIQ), an independent research agency. An invitation letter was sent to you by the Communications Authority with the objectives of gauging public views on the services provided by the domestic free television programme service (free TV) licensees and sound broadcasting licensees for the review of their respective licences and understanding the changes in the viewing and listening habits as well as the public's expectations of broadcasting services. The survey will take about 30 minutes. In order to conduct a representative survey, we need to randomly select a household member in your household for the interview. 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 completion of the research.			
Q5	<p><u>[Only ask for online questionnaires (Q2a=3)]</u></p> <p>Participation in this survey is voluntary. Your responses will be used for conducting our research and preparing reports and analyses for our clients. We will keep your information confidential and will only share it with trusted third parties who are required to keep this information confidential. Neither your name nor any other identifying information will be used in any reports or analyses that we prepare for our clients.</p> <p>For more information about how NielsenIQ uses and protects your information in connection with this survey, please visit: https://platformsolutions.nielseniq.com/ourweb/privacyniq/en/privacy.asp</p> <p>Are you aware of the privacy policy and do you AGREE that we can proceed with the interview?</p> <p>To begin, click on the button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.</p> <p>If you would like to pause the survey to return to it later, simply close the browser window and click on your original link to return.</p> <p style="text-align: right;">Agree Disagree</p>	<p>Code</p> <p>1 2</p>	<p>Route</p> <p>Q6 CLOSE</p>
Q6	<p><u>[Only ask for online questionnaires (Q2a=3)]</u></p> <p>Confidentiality Agreement Respondents shall keep confidential and not disclose to any third parties the contents and any information associated with any surveys, except as required by law.</p> <p>Intellectual Property and Copyright Notice Copyright © 2021 NielsenIQ. All rights reserved. The copyright and the material contained in this survey belong to and remain the property of NielsenIQ. Do not use, disclose, reproduce, copy, distribute, modify, transmit, republish (including framing any part of this survey) or revise the contents of this survey without the prior written consent of NielsenIQ. No title or intellectual property rights are transferred to you or any third party through the use of access to this survey. All rights, title and interest in and to all aspects of this survey remain the sole property of NielsenIQ.</p> <p>By clicking below you acknowledge that you accept the foregoing terms, and represent that you are 18 years of age or older or if under 18 years of age you have the consent of your parent or legal guardian to participate in this survey and to this Confidentiality Agreement. [Single Answer]</p> <p style="text-align: right;">Agree Disagree</p>	<p>Code</p> <p>1 2</p>	<p>Route</p> <p>CLOSE</p>



Q7	[Only ask for face-to-face interviews (Q2a=1)] Showcard	<p>Before the start of the interview, do you or your household member(s) encounter any of the following situations? [Single Answer]</p> <p><i>【Note to interviewer: Please read out the sentences one by one. If any member(s) of the sampled household has any one of the following situations, please terminate the interview politely, and record it in the address booklet.】</i></p>	
		Yes	No
	(R1) Do you or your household member(s) have any of the following symptoms? e.g. fever, cough, running nose, sore throat, shortness of breath, diarrhoea, vomiting, abdominal pain, headache, myalgia, loss of smell or taste, etc.	1	2
	(R2) In the past 14 days, have you or your household member(s) had any contact with patients confirmed with COVID-19?	1	2
	(R3) In the past 14 days, have you or your household member(s) been to any places outside Hong Kong?	1	2
	(R4) In the past 14 days, have you or your household member(s) had any close contact with the person(s) who has/have visited any places outside Hong Kong in the past 14 days?	1	2

Q8	[Ask all] Please tell us about the number of persons aged 15 or above living in your household. Household members are defined as the person(s) who sleep here for at least four nights a week . Live-in domestic helpers are excluded.	<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 60%;"> (R1) </div> <div style="width: 35%;"> Number of persons aged 15 or above (excluding live-in domestic helpers) </div> </div>	

Q9	[Only ask for face-to-face or telephone interviews (Q2a=1/2)] Starting from the eldest one, please tell us about your relationship with them.	Code	Route
	Self/ Household head	11	
	Spouse	12	
	Son/ Daughter	13	
	Parent	14	
	Brother/ Sister	15	
	Parents-in-law	16	
	Brother-/ Sister-in-law	17	
	Son-/ Daughter-in-law	18	
	Grandson/ Granddaughter	19	
	Grandparent/ Grandparent-in-law	20	
	Other relatives (same generation)	21	
	Other relatives (older generation)	22	
	Other relatives (younger generation)	23	
	Friend	24	
	Others (please specify): _____	25	



Q10	<p><u>[Only ask for face-to-face or telephone interviews (Q2a=1/2)]</u></p> <p>In order to ensure the representativeness of the survey, the household member who will have the next birthday the soonest will be selected for the interview. Which one of the household members you mentioned will have the next birthday the soonest?</p> <p>[Single Answer]</p> <p><i>Interviewer note:</i> <i>If respondent asks: Why do you need to interview the household member who will have the next birthday soonest?</i> <i>Interviewer answers: To ensure the respondents consist of different segments of the society, we are using a statistical scientific sampling method to select a household member from each household to participate in the survey. This sampling method ensures that the survey results reflect the views of the general public.</i></p> <table><tr><td>Self/ Household head</td><td>11</td></tr><tr><td>Spouse</td><td>12</td></tr><tr><td>Son/ Daughter</td><td>13</td></tr><tr><td>Parent</td><td>14</td></tr><tr><td>Brother/ Sister</td><td>15</td></tr><tr><td>Parents-in-law</td><td>16</td></tr><tr><td>Brother-/ Sister-in-law</td><td>17</td></tr><tr><td>Son-/ Daughter-in-law</td><td>18</td></tr><tr><td>Grandson/ Granddaughter</td><td>19</td></tr><tr><td>Grandparent/ Grandparent-in-law</td><td>20</td></tr><tr><td>Other relatives (same generation)</td><td>21</td></tr><tr><td>Other relatives (older generation)</td><td>22</td></tr><tr><td>Other relatives (younger generation)</td><td>23</td></tr><tr><td>Friend</td><td>24</td></tr><tr><td>Others (please specify): _____</td><td>25</td></tr></table>	Self/ Household head	11	Spouse	12	Son/ Daughter	13	Parent	14	Brother/ Sister	15	Parents-in-law	16	Brother-/ Sister-in-law	17	Son-/ Daughter-in-law	18	Grandson/ Granddaughter	19	Grandparent/ Grandparent-in-law	20	Other relatives (same generation)	21	Other relatives (older generation)	22	Other relatives (younger generation)	23	Friend	24	Others (please specify): _____	25	Code	Route
Self/ Household head	11																																
Spouse	12																																
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Parent	14																																
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Son-/ Daughter-in-law	18																																
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Grandparent/ Grandparent-in-law	20																																
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Other relatives (older generation)	22																																
Other relatives (younger generation)	23																																
Friend	24																																
Others (please specify): _____	25																																
Q11	<p><u>[Only ask for online questionnaires (Q2a=3)]</u></p> <p>In order to ensure the representativeness of the survey, the household member who will have the next birthday the soonest will be selected for the interview.</p> <p>If you are not having the next birthday the soonest, please help invite the household member who will have the next birthday the soonest to complete the questionnaire.</p> <p>To proceed the questionnaire, please confirm that you will have the next birthday the soonest among all members in your household? [Single Answer]</p> <table><tr><td>Yes</td><td>1</td></tr><tr><td>No</td><td>2</td></tr></table>	Yes	1	No	2	Code	Route																										
Yes	1																																
No	2																																
<p><u>[Show if Q2a=1/2] (For face-to-face or telephone interviews)</u></p> <p>I would like to conduct the interview with you/ your (Show Q10 answer).</p> <p>Himself / herself → 【Read out】 Thank you again for sparing your time for the interview. 【Start the interview】</p> <p>Other persons → 【Read out】 I would like to conduct the interview with your (Show Q10 answer).</p> <p>Would you please help invite your (Show Q10 answer) to have the interview? 【Read out the introduction again and then start the interview】</p> <p><u>[Show if Q2a=3] (For online questionnaires)</u> Thank you again for taking part in this survey.</p>																																	



Q12	[Ask all] Showcard How old are you? [Single Answer] <i>Interviewer note:</i> <i>If the respondent is aged 14 or below, please delete the ineligible respondent in Q8.</i> <i>Randomly select another eligible respondent for the interview and repeat the introduction.</i>	Code	Route
	14 or below	1	Q8
	15	2	
	16-19	3	
	20-24	4	
	25-29	5	
	30-34	6	
	35-39	7	
	40-44	8	
	45-49	9	
	50-54	10	
	55-59	11	
	60-64	12	
	65-69	13	
	70-74	14	
	75-79	15	
	80 or above	16	



Screening questions			
Q13	<p>[Ask all] Showcard In the <u>past month</u>, did you ever listen to any of the radio programmes of the following broadcaster(s)?</p> <p>【Probe】 Any others? Any others? 【Multiple Answers】</p> <p><i>Interviewer note (do not read out to respondent): This includes those listening to the radio programmes of RTHK and those using conventional radio sets, official webcast of radio services as well as those using mobile applications and internet based streaming service (e.g. YouTube, Hong Kong Toolbar developed by CRHK, etc.) in listening to radio programmes.</i></p> <p>Yes – Hong Kong Commercial Broadcasting Company Limited (CRHK) 1 Q14 Metro Broadcast Corporation Limited (Metro) 2 Q14 Radio Television Hong Kong (RTHK) 3 Q14 [Single Answer] No – I did not listen to any radio programmes in the past month 9 Q15</p>	Code	Route
Q14	<p>[Only ask radio users (Q13=1/2/3)] By what means did you tune in to the radio programmes you mainly listen to in the <u>past month</u>? 【Probe】 Any others? Any others? 【Multiple Answers】</p> <p>Conventional radio sets 1 Radio station webcasts 2 Mobile apps and on the Internet (e.g. YouTube, Hong Kong Toolbar by CRHK) 3</p>	Code	Route
Q15	<p>[Ask all] Showcard In the <u>past month</u>, did you ever watch any of the free TV programmes of the following broadcaster(s)?</p> <p>【Probe】 Any others? Any others? 【Multiple Answers】</p> <p><i>Interviewer note (do not read out to respondent): This includes those watching the free TV programmes of RTHK and using traditional TV sets, live or catch-up TV services (e.g. myTV SUPER, Xiaomi Mi Box, etc.), as well as those using mobile applications and internet based streaming service (e.g. YouTube, Youku, etc.) in watching television programmes.</i></p> <p>Yes – Television Broadcasts Limited (TVB) 1 Q16 HK Television Entertainment Company Limited (HKTVE) (i.e. ViuTV) 2 Q16 Fantastic Television Limited (Fantastic TV) (i.e. Hong Kong Open TV) 3 Q16 Radio Television Hong Kong (RTHK) 4 Q16 [Single Answer] No – I did not watch any free TV programmes in the past month 9 Q17</p>	Code	Route
Q16	<p>[Only ask free TV users (Q15=1/2/3/4)] By what means did you mainly tune in to the free TV programmes you mainly watched in the <u>past month</u>? 【Probe】 Any others? Any others? 【Multiple Answers】</p> <p>Traditional TV sets 1 Set-top boxes/ TV boxes (e.g. myTV SUPER, Xiaomi Mi Box, etc.) 2 On the Internet (e.g. YouTube, Youku, etc.) 3</p>	Code	Route



Part B: Free television programme services

【Read out】 Now, I would like to ask about your **habits of watching free TV programmes in the past month.**

Q42	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u></p> <p>In the <u>past month</u>, how often did you watch free TV programmes, regardless of where your viewing took place on each occasion? [Single Answer]</p>		Code	Route
	Every day		1	
	4-6 days a week		2	
	1-3 days a week		3	
	At least 1 day every 2 weeks		4	
	At least 1 day every 3 weeks		5	
	At least 1 day every month		6	

Q43	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u></p> <p>In the <u>past month</u>, how often (<u>in percentage terms</u>) did you use the following methods to watch free TV programmes?</p>			
(R1)	% on traditional TV sets			
(R2)	% on mobile phones			
(R3)	% on laptop/ desktop computers/ tablets			
(R4)	% on set-top boxes/ TV boxes (e.g. myTV SUPER, Xiaomi Mi Box, etc.)			
(R5)	% of using Other 1 (please specify the platform): _____			
(R6)	% of using Other 2 (please specify the platform): _____			
(R7)	% of using Other 3 (please specify the platform): _____			

Q44	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u></p> <p>Showcard</p> <p>[Show if Q2a=1/2] By comparing your habit of watching free TV programmes <u>over the past three years</u>, have you 【read out R1, R2】 ? [Single Answer]</p> <p>Interviewer note:</p> <p><i>If the target respondent has not subscribed to any Internet-based TV programme services but has an account to watch the free TV programmes, Q44 R2 should be answered as “Yes”.</i></p> <p>[Show if Q2a=3] On your viewing habits, <u>in the past three years</u>, have you...? [Single Answer]</p>		
		Yes	No
(R1)	Watched TV programmes more often through traditional TV sets than set-top boxes/ TV boxes (e.g. myTV SUPER, Xiaomi Mi Box, etc.) or on the Internet?	1	2
(R2)	Subscribed to Internet-based TV programme services (e.g. myTV SUPER, Netflix, YouTube, etc.)?	1	2

Q45	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u></p> <p>Showcard</p> <p>By comparing your habit of watching free TV programmes <u>over the past three years</u>, how often have you engaged in other activities (e.g. using social media, playing electronic games) while watching free TV programmes at the same time every week? [Single Answer]</p>		Code	Route
	Always (i.e. every day/ 3-6 days a week)		1	
	Sometimes (i.e. 1-2 days a week)		2	
	Seldom (i.e. less than 1 day a week)		3	
	Never		4	



Q46	[Only ask free TV users who have positive answers in Q44 and Q45 (Q44R1=1 or Q44R2=1 or Q45=1/2/3)]	Code	Route
	By comparing your habit of watching free TV programmes over the past three years, what was/ were the reason(s) for 【Show "watching TV programmes more often through traditional TV sets" if Q44R1=1, Show " subscribing to Internet-based TV programme services" if Q44R2=1, Show "engaging in other activities while watching free TV programmes at the same time" if Q45=1/2/3】 ? 【Probe】 Any others? Any others? [Multiple Answers] <i>Interviewer note:</i> <i>Please probe for influence of their kids, friends, family, new devices (e.g. smart TV or OTT box set), more choices of content, COVID-19 and lockdown</i>		
	Using smart phone more often	4	
	Spending more time at home due to COVID-19 pandemic	5	
	TV programmes may be watched anytime	6	
	Unattractive free TV programmes/ celebrities	7	
	Others (please specify): _____	1	
	Others (please specify): _____	2	
	Others (please specify): _____	3	

Q47	[Only ask free TV users (Q15=1/2/3/4)]																		
	In the past week (including weekdays and weekend), how many hours of your daily average did you usually spend on watching free TV programmes ?																		
	<table> <tr> <th colspan="2">Watching free TV programmes</th></tr> <tr> <td data-bbox="209 999 260 1028">(R1)</td><td data-bbox="384 999 975 1028">Weekdays (Monday to Friday) – average hours per day</td></tr> <tr> <td data-bbox="209 1034 260 1064">(R2)</td><td data-bbox="349 1034 975 1064">Weekends (Saturday and Sunday) – average hours per day</td></tr> <tr> <td data-bbox="209 1070 260 1099">(R3)</td><td data-bbox="828 1070 975 1099">Hours in total</td></tr> <tr> <td></td><td> <table> <tr> <th>hours</th><th>hours</th></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> </table> </td></tr> </table>	Watching free TV programmes		(R1)	Weekdays (Monday to Friday) – average hours per day	(R2)	Weekends (Saturday and Sunday) – average hours per day	(R3)	Hours in total		<table> <tr> <th>hours</th><th>hours</th></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> </table>	hours	hours						
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hours	hours																		

Q48

[\[Only ask free TV users \(Q15=1/2/3/4\)\]](#)

Showcard

In the past week (including the weekdays and weekend), what was/ were the **daily** time slot(s) you mainly watched free TV programmes?

Q48		
Watching free TV programmes		
	Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
(R1)	00:00 to 00:29	1
(R2)	00:30 to 00:59	2
(R3)	01:00 to 01:29	3
(R4)	01:30 to 01:59	4
(R5)	02:00 to 02:29	5
(R6)	02:30 to 02:59	6
(R7)	03:00 to 03:29	7
(R8)	03:30 to 03:59	8
(R9)	04:00 to 04:29	9
(R10)	04:30 to 04:59	10
(R11)	05:00 to 05:29	11
(R12)	05:30 to 05:59	12
(R13)	06:00 to 06:29	13
(R14)	06:30 to 06:59	14
(R15)	07:00 to 07:29	15
(R16)	07:30 to 07:59	16
(R17)	08:00 to 08:29	17
(R18)	08:30 to 08:59	18



(R19)	09:00 to 09:29	19	19
(R20)	09:30 to 09:59	20	20
(R21)	10:00 to 10:29	21	21
(R22)	10:30 to 10:59	22	22
(R23)	11:00 to 11:29	23	23
(R24)	11:30 to 11:59	24	24
(R25)	12:00 to 12:29	25	25
(R26)	12:30 to 12:59	26	26
(R27)	13:00 to 13:29	27	27
(R28)	13:30 to 13:59	28	28
(R29)	14:00 to 14:29	29	29
(R30)	14:30 to 14:59	30	30
(R31)	15:00 to 15:29	31	31
(R32)	15:30 to 15:59	32	32
(R33)	16:00 to 16:29	33	33
(R34)	16:30 to 16:59	34	34
(R35)	17:00 to 17:29	35	35
(R36)	17:30 to 17:59	36	36
(R37)	18:00 to 18:29	37	37
(R38)	18:30 to 18:59	38	38
(R39)	19:00 to 19:29	39	39
(R40)	19:30 to 19:59	40	40
(R41)	20:00 to 20:29	41	41
(R42)	20:30 to 20:59	42	42
(R43)	21:00 to 21:29	43	43
(R44)	21:30 to 21:59	44	44
(R45)	22:00 to 22:29	45	45
(R46)	22:30 to 22:59	46	46
(R47)	23:00 to 23:29	47	47
(R48)	23:30 to 23:59	48	48
(R99)	No fixed time slot	99	99
(R98)	None of the above	98	98

Q49

[\[Only ask free TV users \(Q15=1/2/3/4\)\]](#)

[Showcard](#)

Which of the following **free TV channel(s)** did you watch most frequently on weekdays (i.e. Mondays to Fridays) and during weekends (i.e. Saturdays and Sundays) respectively?

Please prioritise your answers in numerical sequence, with “1” being the channel you most frequently watched, “2” being the second channel you most frequently watched and so forth.

【Probe】 Any others? Any others? **【Multiple Answers】**

		Weekdays	Weekends
(R1)	[Show if Q15=1] TVB 81. TVB Jade		
(R2)	[Show if Q15=1] TVB 82. TVB J2		
(R3)	[Show if Q15=1] TVB 83. TVB News		
(R4)	[Show if Q15=1] TVB 84. TVB Pearl		
(R5)	[Show if Q15=1] TVB 85. TVB Finance & Information		
(R6)	[Show if Q15=2] HKTVE 96. ViuTVsix		
(R7)	[Show if Q15=2] HKTVE 99. ViuTV		
(R8)	[Show if Q15=3] Fantastic TV 76. Hong Kong International Business Channel		
(R9)	[Show if Q15=3] Fantastic TV 77. Hong Kong Open TV		
(R10)	[Show if Q15=4] RTHK 31. RTHK TV 31		
(R11)	[Show if Q15=4] RTHK 32. RTHK TV 32		
(R12)	[Show if Q15=4] RTHK 33. RTHK TV 33 (Relay of China Central Television Channel 1 (CCTV-1))		



Q50	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u> <u>Showcard</u> Why did you watch free TV programmes? <i>Interviewer note (do not read out to respondent): If the answer is "Have time to watch", the interviewer can choose "Can choose what to watch at anytime" (Code 7)</i> 【Probe】 Any others? Any others? 【Multiple Answers】</p> <p>To obtain information such as news, weather, financial and traffic reports 1</p> <p>For entertainment 2</p> <p>For education / enrichment 3</p> <p>Just to have "background" sound 4</p> <p>To accompany someone else and watch together (as a family/household) 5</p> <p>To watch a programme that was widely talked about 6</p> <p>Free to choose whatever I like to watch anytime 10</p> <p>Others (please specify): _____ 7</p> <p>Others (please specify): _____ 8</p> <p>Others (please specify): _____ 9</p>	Code	Route																																							
Q84	<p><u>[Only ask free TV users who did not watch all 4 free TV broadcasters (Q15 any code 1-4 but not all code 1-4 are selected)]</u> <u>Showcard</u> Why didn't you watch free TV programme(s) of [Show answer if Q15 code 1/2/3/4=blank]? 【Probe】 Any others? Any others? 【Multiple Answers】</p> <p>The free TV programmes available were not those I'd like to watch 1</p> <p>Not interested in the boring free TV programme(s) provided by the TV broadcaster(s) 2</p> <p>Unable to obtain the information I need 3</p> <p>Others (please specify): _____ 4</p> <p>Others (please specify): _____ 5</p> <p>Others (please specify): _____ 6</p>	Code	Route																																							
Q51	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u> <u>Showcard</u> Which of the following type(s) of free TV programmes did you watch most frequently? Archive of free TV programmes should be included. Please prioritise your answers in numerical sequence, with "1" being the type of free TV programmes you watched most frequently, "2" being the second type of free TV programmes you watched most frequently and so forth. 【Probe】 Any others? Any others? 【Multiple Answers】</p> <table border="1" data-bbox="204 1480 1386 1962"> <tr> <td>(R1)</td> <td>News Programmes</td> <td></td> </tr> <tr> <td>(R2)</td> <td>Dramas</td> <td></td> </tr> <tr> <td>(R3)</td> <td>Current Affairs Programmes</td> <td></td> </tr> <tr> <td>(R4)</td> <td>Documentaries</td> <td></td> </tr> <tr> <td>(R5)</td> <td>Travelogues / Talk shows / Gourmet Programmes</td> <td></td> </tr> <tr> <td>(R6)</td> <td>Business / Finance Programmes</td> <td></td> </tr> <tr> <td>(R7)</td> <td>Reality Shows</td> <td></td> </tr> <tr> <td>(R8)</td> <td>Celebrity / Talent / Variety Shows</td> <td></td> </tr> <tr> <td>(R9)</td> <td>Music Programmes</td> <td></td> </tr> <tr> <td>(R10)</td> <td>Sports Programmes</td> <td></td> </tr> <tr> <td>(R11)</td> <td>Others (please specify): _____</td> <td></td> </tr> <tr> <td>(R12)</td> <td>Others (please specify): _____</td> <td></td> </tr> <tr> <td>(R13)</td> <td>Others (please specify): _____</td> <td></td> </tr> </table>			(R1)	News Programmes		(R2)	Dramas		(R3)	Current Affairs Programmes		(R4)	Documentaries		(R5)	Travelogues / Talk shows / Gourmet Programmes		(R6)	Business / Finance Programmes		(R7)	Reality Shows		(R8)	Celebrity / Talent / Variety Shows		(R9)	Music Programmes		(R10)	Sports Programmes		(R11)	Others (please specify): _____		(R12)	Others (please specify): _____		(R13)	Others (please specify): _____	
(R1)	News Programmes																																									
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(R8)	Celebrity / Talent / Variety Shows																																									
(R9)	Music Programmes																																									
(R10)	Sports Programmes																																									
(R11)	Others (please specify): _____																																									
(R12)	Others (please specify): _____																																									
(R13)	Others (please specify): _____																																									



Q52		<u>[Only ask free TV users(Q15=1/2/3/4)]</u>	
		How many hours of your daily average did you usually spend on watching online programmes (e.g. “The Sword and the Brocade” (錦心似玉) (TV series) and “Vincenzo” (黑道律師文森佐) (TV series)), including the free TV services provided by all free TV broadcasters and other programmes, <u>through set-top boxes/ TV boxes and/or the Internet per day</u> during weekdays and weekends?	
		Set-top boxes/ TV boxes and/ or the Internet	
(R1)	Weekdays (Monday to Friday) – average hours per day		hours
(R2)	Weekends (Saturday and Sunday) – average hours per day		hours
(R3)	Hours in total		hours

Q53		<u>[Only ask free TV users who watched online programmes through TV boxes or Internet (Q15=1/2/3/4 and Q52R3>0)]</u>	
		What was/ were the daily time slot(s) you mainly watched online programmes (e.g. “The Sword and the Brocade” (錦心似玉) (TV series) and “Vincenzo” (黑道律師文森佐) (TV series)), including the free TV services provided by all free TV broadcasters and other programmes, <u>through set-top boxes/ TV boxes and/or the Internet</u> during weekdays and weekends? Showcard	
		-	
		Q53 Watching online programmes through set-top boxes/ TV boxes and/or the Internet	
		Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
(R1)	00:00 to 00:29	1	1
(R2)	00:30 to 00:59	2	2
(R3)	01:00 to 01:29	3	3
(R4)	01:30 to 01:59	4	4
(R5)	02:00 to 02:29	5	5
(R6)	02:30 to 02:59	6	6
(R7)	03:00 to 03:29	7	7
(R8)	03:30 to 03:59	8	8
(R9)	04:00 to 04:29	9	9
(R10)	04:30 to 04:59	10	10
(R11)	05:00 to 05:29	11	11
(R12)	05:30 to 05:59	12	12
(R13)	06:00 to 06:29	13	13
(R14)	06:30 to 06:59	14	14
(R15)	07:00 to 07:29	15	15
(R16)	07:30 to 07:59	16	16
(R17)	08:00 to 08:29	17	17
(R18)	08:30 to 08:59	18	18
(R19)	09:00 to 09:29	19	19
(R20)	09:30 to 09:59	20	20
(R21)	10:00 to 10:29	21	21
(R22)	10:30 to 10:59	22	22
(R23)	11:00 to 11:29	23	23
(R24)	11:30 to 11:59	24	24
(R25)	12:00 to 12:29	25	25
(R26)	12:30 to 12:59	26	26
(R27)	13:00 to 13:29	27	27
(R28)	13:30 to 13:59	28	28
(R29)	14:00 to 14:29	29	29
(R30)	14:30 to 14:59	30	30



(R31)	15:00 to 15:29	31	31
(R32)	15:30 to 15:59	32	32
(R33)	16:00 to 16:29	33	33
(R34)	16:30 to 16:59	34	34
(R35)	17:00 to 17:29	35	35
(R36)	17:30 to 17:59	36	36
(R37)	18:00 to 18:29	37	37
(R38)	18:30 to 18:59	38	38
(R39)	19:00 to 19:29	39	39
(R40)	19:30 to 19:59	40	40
(R41)	20:00 to 20:29	41	41
(R42)	20:30 to 20:59	42	42
(R43)	21:00 to 21:29	43	43
(R44)	21:30 to 21:59	44	44
(R45)	22:00 to 22:29	45	45
(R46)	22:30 to 22:59	46	46
(R47)	23:00 to 23:29	47	47
(R48)	23:30 to 23:59	48	48
(R99)	No fixed time slot	99	99
(R98)	None of the above	98	98

Q54	[Only ask free TV users who watched online programmes through TV boxes or Internet (Q15=1/2/3/4 and Q52R3>0)] Showcard Which of the following Internet-based infotainment media have you used? 【Probe】 Any others? Any others? 【Multiple Answers】	Code	Route
	myTV SUPER	1	
	Xiaomi Mi Box	2	
	Netflix	3	
	Amazon Prime Video	4	
	YouTube	5	
	Facebook	6	
	Twitter	7	
	Instagram	8	
	Youku	9	
	iQIYI	10	
	Others (please specify): _____	11	
	Others (please specify): _____	12	
	Others (please specify): _____	13	

Q55	[Only ask free TV users who watched online programmes through TV boxes or Internet (Q15=1/2/3/4 and Q52R3>0)] Showcard Why did you watch the programmes provided by Internet-based infotainment media? 【Probe】 Any others? Any others? 【Multiple Answers】	Code	Route
	Content of personal choice; appeal and variety	1	
	Convenience: anywhere, anytime, with an OTT device	2	
	Easy to look for programmes that I like or suit me	3	
	Connectivity: staying connected with others	4	
	Others (please specify): _____	5	
	Others (please specify): _____	6	
	Others (please specify): _____	7	



【Read out】 Now, I would like to know about your habit of **accompanying family member(s) aged below 15 to watch free TV programmes.**

Q56	<u>[Only ask free TV users who have used traditional TV sets for watching free TV programmes (Q15=1/2/3/4 & Q16=1)]</u> Is there any member of your family who is aged below 15? [Single Answer]	Code	Route
		Yes	1 Q57
		No	2 Q59

Q57	<u>[Only ask free TV users who have used traditional TV sets for watching free TV programmes with children aged below 15 (Q15=1/2/3/4 & Q16=1 & Q56=1)]</u> In the <u>past month</u> , did the parents or any family members aged 18 or above ever accompany the child(ren) aged below 15 in watching free TV programmes? [Single Answer] <i>Interviewer note:</i> <i>“Accompany” refers to sitting together with the children for watching the free TV programmes by parents and/or any family members.</i>	Code	Route
		Yes	1 Q58
		No	2 Q59
		Don’t know	9 Q59

Q58	<u>[Only ask free TV users who have used traditional TV sets and accompanied children aged below 15 in watching free TV programmes (Q15=1/2/3/4 & Q16=1 & Q56=1 & Q57=1)]</u> <u>Showcard</u> In which time slot(s) of a day, i.e. the start and end time, did they usually accompany the child(ren) in watching free TV programmes during weekdays and weekends respectively?	Q58 Time slot(s) used on accompanying the child(ren) in watching free TV programmes	
		Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)

		Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
(R1)	00:00 to 00:29	1	1
(R2)	00:30 to 00:59	2	2
(R3)	01:00 to 01:29	3	3
(R4)	01:30 to 01:59	4	4
(R5)	02:00 to 02:29	5	5
(R6)	02:30 to 02:59	6	6
(R7)	03:00 to 03:29	7	7
(R8)	03:30 to 03:59	8	8
(R9)	04:00 to 04:29	9	9
(R10)	04:30 to 04:59	10	10
(R11)	05:00 to 05:29	11	11
(R12)	05:30 to 05:59	12	12
(R13)	06:00 to 06:29	13	13
(R14)	06:30 to 06:59	14	14
(R15)	07:00 to 07:29	15	15
(R16)	07:30 to 07:59	16	16
(R17)	08:00 to 08:29	17	17
(R18)	08:30 to 08:59	18	18
(R19)	09:00 to 09:29	19	19
(R20)	09:30 to 09:59	20	20
(R21)	10:00 to 10:29	21	21
(R22)	10:30 to 10:59	22	22
(R23)	11:00 to 11:29	23	23
(R24)	11:30 to 11:59	24	24



(R25)	12:00 to 12:29	25	25
(R26)	12:30 to 12:59	26	26
(R27)	13:00 to 13:29	27	27
(R28)	13:30 to 13:59	28	28
(R29)	14:00 to 14:29	29	29
(R30)	14:30 to 14:59	30	30
(R31)	15:00 to 15:29	31	31
(R32)	15:30 to 15:59	32	32
(R33)	16:00 to 16:29	33	33
(R34)	16:30 to 16:59	34	34
(R35)	17:00 to 17:29	35	35
(R36)	17:30 to 17:59	36	36
(R37)	18:00 to 18:29	37	37
(R38)	18:30 to 18:59	38	38
(R39)	19:00 to 19:29	39	39
(R40)	19:30 to 19:59	40	40
(R41)	20:00 to 20:29	41	41
(R42)	20:30 to 20:59	42	42
(R43)	21:00 to 21:29	43	43
(R44)	21:30 to 21:59	44	44
(R45)	22:00 to 22:29	45	45
(R46)	22:30 to 22:59	46	46
(R47)	23:00 to 23:29	47	47
(R48)	23:30 to 23:59	48	48
(R88)	Unknown time slot	88	88
(R99)	No fixed time slot	99	99



【Read out】 Now, I would like to know your views on the **variety and positive programme requirements** of free TV programmes. However, please note that the **services provided by RTHK are excluded.**

Q59a	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV (Q15=1/2/3)]</u> <u>Showcard</u> Overall speaking, are you satisfied with the variety of free TV programmes currently provided by free TV broadcasters? 【Probe:】 Are you veryor quite...? [Single Answer]</p>	Code	Route
	Very satisfied	5	Q60
	Quite satisfied	4	Q60
	【Do not read out】 Average	3	Q60
	Quite dissatisfied	2	Q59b
	Very dissatisfied	1	Q59b
	【Do not read out】 No comment	9	Q60

Q59b	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV who were dissatisfied with the existing variety of free TV programmes (Q15=1/2/3 & Q59a=1/2)]</u> <u>Showcard</u> Why are you dissatisfied with the variety of free TV programmes currently provided by free TV broadcasters? 【Probe:】 Any others? Any others? [Multiple Answers]</p>	Code	Route
	Programmes have been pre-dominated by similar genres e.g. finance or current affairs programmes	1	
	Insufficient variety of programmes to suit the needs of different age groups	2	
	Lack of programmes to cater for the needs of ethnic minorities	3	
	Others (please specify): _____	4	
	Others (please specify): _____	5	
	Others (please specify): _____	6	

Q60	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV (Q15=1/2/3)]</u> <u>Showcard</u> The licensed broadcasters are required to broadcast a minimum amount of different types of positive programmes, including news, current affairs programmes, arts and culture programmes, programmes for children, young persons and senior citizens.</p> <p>Regardless of whether you watch free TV programmes through traditional TV sets, new devices or the Internet, did you ever watch any of the following type(s) of positive programmes provided by free TV broadcasters in the <u>past month</u>? [Single Answer]</p>		
		Yes	No
(R1)	News Programmes	1	2
(R2)	Art & Culture Programmes (e.g. Art and Culture Magazine 「藝文誌」)	1	2
(R3)	Programmes for Children up to the age of 15 (e.g. Hands Up)	1	2
(R4)	Programmes for Senior Citizens over the age of 60 (e.g. Revel in Retirement 「無耆不有」)	1	2
(R5)	Programmes for Young Persons aged 16 to 24 (e.g. House of Lads 「#一屋後生仔」)	1	2
(R6)	Documentaries (e.g. Hot Snow 「熱的雪」)	1	2
(R7)	Current Affairs Programmes (e.g. News Magazine 「新聞透視」)	1	2



Q61a	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV (Q15=1/2/3)]</u> <u>Showcard</u> Which of the following type(s) of positive programme(s) do you think should continue be offered in the free TV programme services? 【Probe】 Any others? Any others? 【Multiple Answers】</p>																																																																								
Q61b	<p>Do you think whether these types of positive programmes should be broadcast more, less or should remain unchanged? 【Single Answer】</p> <table border="1"> <thead> <tr> <th></th> <th>Q61a</th> <th colspan="4">Q61b</th> </tr> <tr> <th></th> <th>Types of positive programmes that should continue to be offered</th> <th>Should be broadcast more</th> <th>Should be broadcast less</th> <th>Remain unchanged</th> <th>No comment (Do not read out)</th> </tr> </thead> <tbody> <tr> <td>(R1)</td> <td>News Programmes</td> <td>1</td> <td>1</td> <td>2</td> <td>3</td> <td>9</td> </tr> <tr> <td>(R2)</td> <td>Art & Culture Programmes (e.g. Art and Culture Magazine 「藝文誌」)</td> <td>2</td> <td>1</td> <td>2</td> <td>3</td> <td>9</td> </tr> <tr> <td>(R3)</td> <td>Programmes for Children up to the age of 15 (e.g. Hands Up)</td> <td>3</td> <td>1</td> <td>2</td> <td>3</td> <td>9</td> </tr> <tr> <td>(R4)</td> <td>Programmes for Senior Citizens over the age of 60 (e.g. Revel in Retirement 「無耆不有」)</td> <td>4</td> <td>1</td> <td>2</td> <td>3</td> <td>9</td> </tr> <tr> <td>(R5)</td> <td>Programmes for Young Persons aged 16 to 24 (e.g. House of Lads 「#一屋後生仔」)</td> <td>5</td> <td>1</td> <td>2</td> <td>3</td> <td>9</td> </tr> <tr> <td>(R6)</td> <td>Documentaries (e.g. Hot Snow 「熱的雪」)</td> <td>6</td> <td>1</td> <td>2</td> <td>3</td> <td>9</td> </tr> <tr> <td>(R7)</td> <td>Current Affairs Programmes (e.g. News Magazine 「新聞透視」)</td> <td>7</td> <td>1</td> <td>2</td> <td>3</td> <td>9</td> </tr> <tr> <td>(R9)</td> <td>None of the above</td> <td>9</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>						Q61a	Q61b					Types of positive programmes that should continue to be offered	Should be broadcast more	Should be broadcast less	Remain unchanged	No comment (Do not read out)	(R1)	News Programmes	1	1	2	3	9	(R2)	Art & Culture Programmes (e.g. Art and Culture Magazine 「藝文誌」)	2	1	2	3	9	(R3)	Programmes for Children up to the age of 15 (e.g. Hands Up)	3	1	2	3	9	(R4)	Programmes for Senior Citizens over the age of 60 (e.g. Revel in Retirement 「無耆不有」)	4	1	2	3	9	(R5)	Programmes for Young Persons aged 16 to 24 (e.g. House of Lads 「#一屋後生仔」)	5	1	2	3	9	(R6)	Documentaries (e.g. Hot Snow 「熱的雪」)	6	1	2	3	9	(R7)	Current Affairs Programmes (e.g. News Magazine 「新聞透視」)	7	1	2	3	9	(R9)	None of the above	9				
	Q61a	Q61b																																																																							
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(R2)	Art & Culture Programmes (e.g. Art and Culture Magazine 「藝文誌」)	2	1	2	3	9																																																																			
(R3)	Programmes for Children up to the age of 15 (e.g. Hands Up)	3	1	2	3	9																																																																			
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Q62	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV (Q15=1/2/3)]</u> <u>Showcard: Off-peak hours - broadcast hours outside 7:00 p.m. to 11:00 p.m. each day</u> In view of the abundant contents available on various platforms for viewers to choose from, do you find it acceptable for the broadcasters to schedule the broadcast of positive programmes at off-peak hours or on different channels? 【Single Answer】</p> <p style="text-align: right;">Yes 1 No 2</p> <p style="text-align: right;">【Do not read out】 No comment 9</p>				Code	Route																																																																			

【Read out】 Now, I would like to ask for your views about the existing regulations on broadcasting languages for free TV programmes. However, please note that the services provided by RTHK are excluded.

Q63	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV (Q15=1/2/3)]</u> Showcard Under the existing regulations, <u>at least 90%</u> of the programmes provided by Chinese channels (e.g. TVB's Jade) should be broadcast in Cantonese. Do you agree that this proportion is appropriate? [Single Answer]</p> <div style="text-align: right;"> Agree 1 Disagree 2 [Do not read out] No comment 9 </div>	Code	Route
Q64	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV who disagreed with having at least 90% of the programmes in the Chinese channel should be broadcast in Cantonese (Q15=1/2/3 & Q63=2)]</u> Showcard What other suggestion(s) would you propose? 【Probe】 Any others/ Any others? [Multiple Answers] The minimum proportion of Cantonese programmes should be lowered All programmes broadcast on the Chinese channels should be conducted in Cantonese The requirement should be completely removed Others (please specify): _____ Others (please specify): _____ Others (please specify): _____</p> <div style="text-align: right;"> 1 2 3 4 5 6 </div>	Code	Route
Q65	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV (Q15=1/2/3)]</u> Showcard Under the existing regulations, <u>at least 75%</u> of the programmes provided by English channels (e.g. TVB's Pearl) should be broadcast in English in order to cater for the needs of viewers of different languages. Do you think the proportion of non-English programmes broadcast on English channels should be increased, decreased or should remain unchanged? [Single Answer]</p> <div style="text-align: right;"> Should be increased 1 Should be decreased 2 Should remain unchanged (i.e. 25%) 3 [Do not read out] No comment 9 </div>	Code	Route
Q66	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV who welcome a higher percentage of non-English programmes (Q65=1)]</u> What is your suggested percentage change for <u>an increase</u> in the non-English programmes broadcast on English channels?</p> <div style="display: flex; justify-content: space-between; align-items: center;"> (R1) <div style="border: 1px solid black; width: 100px; height: 30px;"></div> <div style="border: 1px solid black; width: 100px; height: 30px;"></div> <div style="border: 1px solid black; width: 100px; height: 30px;"></div> % </div>		
Q67	<p><u>[Only ask free TV users of TVB and/or HKTVE and/or Fantastic TV who do not welcome a higher percentage of non-English programmes (Q65=2)]</u> What is your suggested percentage change for <u>a decrease</u> in the non-English programmes broadcast on English channels?</p> <div style="display: flex; justify-content: space-between; align-items: center;"> (R1) <div style="border: 1px solid black; width: 100px; height: 30px;"></div> <div style="border: 1px solid black; width: 100px; height: 30px;"></div> <div style="border: 1px solid black; width: 100px; height: 30px;"></div> % </div>		



【Read out】 Now, I would like to ask for your views on the standards of free TV programmes and advertisements .			
Q68a	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u></p> <p>Showcard</p> <p>The licensed broadcasters and RTHK are required to comply with the codes of practice issued by the Communications Authority (CA) on programme standards, inter alia the relatively important requirements on protection of children, indecent materials, depiction of violence, sex and nudity, bad language, impartiality and fairness etc.</p> <p>Are you satisfied with the standards currently imposed on free TV programmes?</p> <p>[Single Answer]</p>	<p>Code</p> <p>1 2</p>	<p>Route</p> <p>Q69a Q68b</p>
Q68b	<p><u>[Only ask those free TV users who are dissatisfied with the current programme standards of free TV programmes (Q15=1/2/3/4 & Q68a=2)]</u></p> <p>Showcard</p> <p>Did you ever come across any of the following content(s) which you considered offensive when watching free TV programmes?</p> <p>【Probe】 Any others? Any others? [Multiple Answers]</p> <p>Indecent contents (e.g. obscene, bad taste, etc.)</p> <p>Misleading contents</p> <p>Partial views, biased contents</p> <p>Disgusting scenes/ horror plots</p> <p>Materials setting bad examples to children</p> <p>Sex and nudity scenes</p> <p>Bad language</p> <p>Violence</p> <p>Others (please specify): _____</p> <p>Others (please specify): _____</p> <p>Others (please specify): _____</p> <p>None of the above</p>	<p>Code</p> <p>1 2 3 4 5 6 7 8 9 10 11 99</p>	<p>Route</p>
Q69a	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u></p> <p>Showcard</p> <p>The licensed broadcasters and RTHK are required to comply with the codes of practice issued by the Communications Authority (CA) on advertising standards, including specified requirements governing the presentation and content of advertisements as well as sponsorship of programmes.</p> <p>Are you satisfied with the advertising standards currently imposed on the advertisements broadcast on free TV channels? [Single Answer]</p>	<p>Code</p> <p>1 2</p>	<p>Route</p> <p>Q70 Q69b</p>



Q69b	<p><u>[Only ask those free TV users who are dissatisfied with the current standards of advertisements on free TV channels (Q15=1/2/3/4 & Q69a=2)]</u></p> <p>Showcard</p> <p>Did you ever come across any of the following advertising content(s) which you considered offensive when watching free TV?</p> <p>【Probe】 Any others? Any others? [Multiple Answers]</p> <p>Indecent contents (e.g. obscene, bad taste, etc.)</p> <p>Misleading contents</p> <p>Dangerous behaviours</p> <p>Disgusting scenes/ horror plots</p> <p>Materials setting bad examples to children</p> <p>Sex and nudity scenes</p> <p>Bad language</p> <p>Violence</p> <p>Others (please specify): _____</p> <p>Others (please specify): _____</p> <p>Others (please specify): _____</p> <p>None of the above</p>	Code	Route
		1	
		2	
		3	
		4	
		5	
		6	
		7	
		8	
		9	
		10	
		11	
		99	



【Read out】 Now, I would like to ask for your views on the restrictions on programme sponsorship.			
Q70	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u> Showcard At present, programme sponsorship and product placement are prohibited for certain programmes on free TV. Which of the following programmes do you think should have such prohibition relaxed? 【Probe】 Any others? Any others? 【Multiple Answers】</p>	Code	Route
	Children's Programmes	1	Q71
	Programmes with a clear educational purpose for the pursuit of formal academic studies	2	Q71
	None of the above	3	Q72
	【Do not read out】 No comment	9	Q72
Q71	<p><u>[Only ask free TV users who considered relaxing the prohibition of sponsorship in free TV programmes (Q15=1/2/3/4 & Q70=1/2)]</u> Showcard What is/ are the reason(s) for relaxing the aforesaid sponsorship restriction in (Show Q70 answers)? 【Probe】 Any others? Any others? 【Multiple Answers】 <u>[Show if Q70=1 and must choose at least one from 1/2/3/4/5/6] Children's Programmes</u></p>	Code	Route
	To allow TV broadcasters to expand its source of advertising revenue	1	
	Products or services being placed in a Children's Programme must not be unacceptable for children (e.g. those relating to alcohol and gambling)	2	
	Acceptable as long as the product placement does not encourage the children viewers to purchase the products/ services	3	
	Others (please specify): _____	4	
	Others (please specify): _____	5	
	Others (please specify): _____	6	
	<u>[Show if Q70=2 and must choose at least one from 7/8/9/10/11/12] Programmes with a Clear Educational Purpose for the Pursuit of Formal Academic Studies</u>		
	To allow TV broadcasters to expand its source of advertising revenue	7	
	Acceptable as long as the product placement does not encourage the viewers to purchase the products/ services	8	
	Acceptable as long as it is factually correct/not misleading	9	
	Others (please specify): _____	10	
	Others (please specify): _____	11	
	Others (please specify): _____	12	



Q72	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u> <u>Showcard</u> Sponsor identifications (“Sponsor ID”) (e.g. sponsor’s name or logo) within TV programmes are regarded as an incentive for TV broadcasters to provide a greater variety of programmes for its viewers.</p> <p>Currently, the display of Sponsor ID within programmes is subject to restrictions in terms of duration, size and position.</p> <p>Do you think the following restrictions on Sponsor ID within TV programmes should be relaxed? [Single Answer]</p> <p>【Note: Restriction in terms of duration, size and position of Sponsor ID include:</p> <ol style="list-style-type: none"> 1. Sponsor ID should not be more than 30 seconds in aggregate per every 7 minutes 2. Sponsor ID should not exceed 5% of the entire television screen 3. Sponsor ID can only be placed at the margin of the screen or next to the sponsor 】 <p style="text-align: right;">Yes 1 No 2</p> <p style="text-align: right;">【Do not read out】 No comment 9</p>	Code	Route
Q73	<p><u>[Only ask free TV users who do not support the restrictions for sponsor identifications within TV programmes to be relaxed in terms of duration, size and position (Q15=1/2/3/4 & Q72=2)]</u> <u>Showcard</u> What is/ are your reason(s) for not supporting the relaxation of restrictions on Sponsor ID within TV programmes in terms of duration, size and position? 【Probe】 Any others? Any others? [Multiple Answers]</p> <p style="text-align: right;">There are already too many advertising materials within TV programmes nowadays 1 Relaxation will undermine viewing pleasure 2 Reason(s): _____ 3 Reason(s): _____ 4 Reason(s): _____ 5</p>	Code	Route



【Read out】 Now, I would like to ask for your views on the prohibited category of advertisements .			
Q74	<p><u>[Only ask free TV users (Q15=1/2/3/4)]</u> <u>Showcard</u> Except for publications or pre-recorded information services (e.g. books of horoscopes or fortune-telling) on subjects of general interests (e.g. horoscopes or fung-shui), advertisements for fortune-tellers and the like (e.g. industries related to Fung-Shui masters, "villain hitting" or Tarot card divination) are not allowed on television.</p> <p>Do you think that the restrictions on the broadcast of advertisements for fortune-tellers and the like should be relaxed? [Single Answer]</p> <p style="text-align: right;">Yes 1 No 2 【Do not read out】 No comment 9</p>	Code	Route
【Read out】 Finally, for statistical analyses of the survey, I would like to ask about your personal information. All the information will be kept strictly confidential and be analysed on an aggregate basis.			
Q75	<p><u>[Only ask radio users or free TV users (Q13=1/2/3 or Q15=1/2/3/4)]</u> <u>[Show if Q2a=1/2]</u> Record gender of the respondent. <u>[Show if Q2a=3]</u> Please record your gender. [Single Answer]</p> <p style="text-align: right;">Male 1 Female 2</p>	Code	Route
Q76	<p><u>[Only ask radio users or free TV users (Q13=1/2/3 or Q15=1/2/3/4)]</u> <u>Showcard</u> <u>[Show if Q2a=1/2]</u> What is your highest education level? 【If “post-secondary/ university”, please probe:】 Are you studying in a degree or sub-degree course? <u>[Show if Q2a=3]</u> What is your highest education level? [Single Answer]</p> <p style="text-align: right;">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 Others, please specify: _____ 6</p>	Code	Route
Q77	<p><u>[Only ask radio users or free TV users who have household member(s) aged below 15 (Q13=1/2/3 or Q15=1/2/3/4) & Q56=1]</u> Are you the guardian or parent of the household member(s) aged below 15? [Single Answer]</p> <p style="text-align: right;">Yes 1 No 2</p>	Code	Route



Q78	<p><u>[Only ask radio users or free TV users (Q13=1/2/3 or Q15=1/2/3/4)]</u> <u>Showcard</u> Do you have a job at present? A job includes running your own business or helping your family without being paid. [Single Answer] 【If “Yes”, please 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.</p> <div> <div>Working full-time</div> <div>Working part-time</div> <div>Student</div> <div>Home-makers</div> <div>Retired person</div> <div>Unemployed person</div> <div>Others, please specify: _____</div> </div>	Code	Route
		1	Q79
		2	Q79
		3	Q81
		4	Q81
		5	Q81
		6	Q81
		7	Q79 [If Q2a=3] Q81 [If Q2a=1/2]
Q79	<p><u>[Only ask for face-to-face / telephone interviews for which radio users or free TV users who are working full-time or working part-time (Q2a=1/2 & Q78=1/2)]</u> <u>[Only ask for online interviews for which radio users or free TV users who are working full-time or working part-time (Q2a=3 & Q78=1/2/7)]</u> <u>Showcard</u> Which industry is the organisation you work for engaged in? [Single Answer]</p> <div> <div>Manufacturing</div> <div>Construction</div> <div>Wholesale, retail, import/ export trades, restaurants and hotels</div> <div>Transportation, financial services & insurance, real estate and business services</div> <div>Community, social and personal services</div> <div>Others, please specify: _____</div> <div>[Show if Q2a=3 and Q78=7] Non-working</div> </div>	Code	Route
		1	
		2	
		3	
		4	
		5	
		6	
		99	
Q80	<p><u>[Only ask for face-to-face / telephone interviews for which radio users or free TV users who are working full-time or working part-time (Q2a=1/2 & Q78=1/2)]</u> <u>[Only ask for online interviews for which radio users or free TV users who are working full-time or working part-time (Q2a=3 & Q78=1/2/7)]</u> <u>Showcard</u> What position do you hold? [Single Answer]</p> <div> <div>Managers or executives</div> <div>Professionals</div> <div>Associate professionals</div> <div>Clerks</div> <div>Service or shop sales workers</div> <div>Craft or related workers</div> <div>Plant and machine operators and assemblers</div> <div>Unskilled workers</div> <div>Others, please specify: _____</div> <div>[Show if Q2a=3 and Q78=7] Non-working</div> </div>	Code	Route
		1	
		2	
		3	
		4	
		5	
		6	
		7	
		8	
		9	
		99	



Q81	<p><u>[Only ask radio users or free TV users (Q13=1/2/3 or Q15=1/2/3/4)]</u> Showcard Including all sources of income, what is the approximate Overall income of your household per month? Please only include those members who sleep here for at least four nights or days a week. [Single Answer]</p> <p style="text-align: right;">Below HK\$10 000 1 \$10 000 - \$29 999 2 \$30 000 - \$49 999 3 \$50 000 - \$69 999 4 \$70 000 - \$99 999 5 \$100 000 or above 6 【Do not read out】 No income 7 【Do not read out】 Refuse to answer 8</p>	Code	Route
Q82a	<p><u>[Only ask for face-to-face or telephone interviews (Q2a=1/2)]</u> This is the end of the interview. Thank you for your participation. In order to ensure the quality of our survey, the Quality Assurance Department of our company or the staff of the Communications Authority may contact you again for a brief back-check to ensure the accuracy of the information collected. If you are selected for this quality check, we would very much appreciate your help. Thank you.</p> <p style="text-align: right;">Name: _____ 1 Contact number: _____ 2 Email: _____ 3</p>	Code	Route
Q82b	<p><u>[Only show for online questionnaires (Q2a=3)]</u> This is the end of the questionnaire. Thank you for your participation. We may contact you again to further understand your views in future. Please leave your contact information below.</p> <p>If you are not willing to be contacted again regarding this survey, please leave blank and submit the questionnaire.)</p> <p style="text-align: right;">Name: _____ 1 Contact number: _____ 2 Email: _____ 3</p>	Code	Route

**Opinion Survey on
Sound Broadcasting Services of Hong Kong
Commercial Broadcasting Company Limited and
Metro Broadcast Corporation Limited**

Executive Summary

Prepared for: Communications Authority

By: NielsenIQ (Hong Kong) Limited



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SURVEY BACKGROUND AND OBJECTIVES

1. The two sound broadcasting licences of Hong Kong Commercial Broadcasting Company Limited (“CRHK”) and Metro Broadcast Corporation Limited (“Metro”) are subject to a mid-term review by the Chief Executive in Council, which is after the sixth year of the 12-year validity period of the licences. To gauge public views on the services provided by the sound broadcasting licensees, the Communications Authority (“CA”) commissioned the NielsenIQ (Hong Kong) Limited to conduct an opinion survey (“Opinion Survey”) from October 2021 to January 2022, with the following objectives:
 - (a) to identify any changing listening habits of the public and their expectations of broadcasting services in the light of the present day circumstances, especially the emergence of the Internet-based infotainment media;
 - (b) to assess whether the current conditions in the sound broadcasting licences and the provisions in the respective codes of practice on programme and advertising standards are appropriate to meet the expectation of the local audience, and identify any areas for adjustment; and
 - (c) to gauge public views on general issues and service requirements relating to the sound broadcasting services of CRHK and Metro, and identify any areas for adjustment.
2. Where appropriate and available, the findings of the Opinion Survey are compared with those of the previous surveys conducted in 2015 (“Survey 2015”) and 2010 (“Survey 2010”)¹. However, the percentage figures in the Opinion Survey and the previous surveys should be interpreted with caution due to the difference in the composition of respondents².

¹ Survey 2015 and Survey 2010 refer to the respective opinion surveys on sound broadcasting services conducted in the context of the renewal and mid-term review of the licences of CRHK and Metro.

² In the previous surveys conducted in 2015 and 2010, “listening to radio” referred to having listened to AM/FM radio but *excluded* listening to radio programmes on mobile phones and the Internet. The composition of respondents in the Opinion Survey was *different* from previous surveys as the former was enlarged to include not only those using AM/FM radio in listening to radio programmes but also those listening to radio programmes on mobile phones and the Internet.



SURVEY METHODOLOGY

SAMPLE COVERAGE AND TARGET RESPONDENTS

3. The target respondents of the Opinion Survey were Hong Kong residents aged 15 or above who had listened to radio programmes³ in the month prior to the Opinion Survey.
4. A random sample of 5 533 quarters was taken from the Frame of Quarters⁴ maintained by the Census and Statistics Department (“C&SD”). Household visits were made to the sampled quarters and an eligible respondent was randomly selected from each household by using the next birthday method for an interview. The selected households could opt to complete the interviews by telephone and online self-administered questionnaire.

DATA COLLECTION METHOD

5. The Opinion Survey was mainly conducted in the form of face-to-face interview, while a proportion of interviews were conducted by telephone and online self-administered questionnaire.

FIELDWORK PERIOD AND RESPONSE RATE

6. The fieldwork was conducted between 4 October 2021 and 7 January 2022.
7. A total of 3 713 persons of age 15 or above were successfully enumerated, with a response rate of 71.3%. Among them, 1 574 had listened to the radio programmes in the month prior to the Opinion Survey. The sample size achieved produced survey findings with acceptable levels of precision. The following cases had been taken for illustration purpose:

³ “Radio programmes” referred to programmes included in the sound broadcasting services provided by the two sound broadcasting licensees (viz. CRHK and Metro) as well as the public broadcaster, Radio Television Hong Kong (“RTHK”).

⁴ The *Frame of Quarters* consists of two parts, namely, the Register of Quarters and the Register of Segments. The *Register of Quarters* (RQ) contains computerised records of all addresses of permanent quarters in built-up areas including urban areas, new towns and other major developed areas. Each unit of quarters is identified by a unique address.
The *Register of Segments* (RS) consists records of segments in non-built-up areas. The use of segments in non-built-up areas is necessary because the quarters in these areas may not have clear addresses and cannot readily be identified individually.

Source: C&SD



Table 1 Reliability of Survey Findings

Variable	Sample Estimate	Coefficient of Variation ⁵	95% Confidence Interval
Proportion of listeners who had listened to online music/Internet radio services in the month prior to the Opinion Survey	38.9%	3.2%	(36.5%, 41.3%)

SURVEY FINDINGS

8. This executive summary contains the key findings of the Opinion Survey.
9. For findings to questions to which respondents might give multiple answers, percentage figures could add up to more than 100%.

1. LISTENING HABITS OF SOUND BROADCASTING SERVICES

1.1. Use of Sound Broadcasting Services⁶

10. 42.4% of persons aged 15 or above had listened to the radio programmes in the month prior to the Opinion Survey (hereinafter referred to as “listeners”). The listenership of the sound broadcasting services was about the same as that of the Survey 2015 (44.7%) but had dropped when compared to Survey 2010 (58.1%).
11. When asked which means the listeners mainly used to listen to radio programmes, 66.9% indicated that they had used conventional radio sets, followed by mobile apps and the Internet⁷ (38.7%) and radio station webcasts (10.2%).

1.2. Listening Habits

12. Among the listeners, 29.7% listened to radio programmes on a daily basis (versus 31.4% in Survey 2015 and 30.1% in Survey 2010). 16.3% did so between four and six days a week (i.e. “often listeners”) and 54.0% listened to radio programmes between three days a week and one day a month (i.e. “occasional listeners”). Compared to Survey 2015 and 2010, a decline was observed in the level of listenership on a daily basis.

⁵ Coefficient of variation is obtained by expressing the standard error as a percentage of the estimate to which it refers.

⁶ Sound broadcasting services referred to the reception of radio programmes via conventional radio sets, official webcast of radio services as well as mobile applications and Internet service (e.g. YouTube and Hong Kong Toolbar developed by CRHK).

⁷ For example, YouTube and Hong Kong Toolbar by CRHK.



13. 63.6% of listeners usually listened to radio programmes in indoor area, such as home or workplace. 45.9% listened to radio programmes on different modes of transport such as in private car, taxi or mini-bus. 14.2% listened to radio programmes in the outdoor area, such as on the street or in the park.
14. When listeners were asked the average percentage of time spent on different methods in listening to radio programmes, they indicated that they had spent 59.4% of listening time on conventional radio sets, followed by mobile apps (29.1%) and laptop/desktop computers/tablets (11.5%).

1.3. Time Spent on Listening to Radio Programmes through Different Means

15. On average, listeners spent 2.0 hours listening to radio programmes per day regardless of the means.
16. Considering the means of listening to radio programmes, the average time spent on conventional radio sets per day was 1.9 hours per day (versus 1.7 hours in Survey 2015 and 1.6 hours in Survey 2010). On the other hand, the average time spent on the Internet per day was 1.7 hours.
17. 40.9% of the listeners used conventional radio sets in listening to radio programmes for less than one hour per day (i.e. “light listeners”) (versus 56.5% in Survey 2015 and 54.8% in Survey 2010). 40.0% did so for one to less than three hours per day (i.e. “normal listeners”) (versus 26.7% in Survey 2015 and 27.9% in Survey 2010) and 19.2% did so for three hours or more per day (i.e. “heavy listeners”) (versus 16.4% in Survey 2015 and 17.2% in Survey 2010).
18. 39.7% of the listeners used the Internet⁸ to listen to radio programmes for less than one hour per day (i.e. “light listeners”). 44.6% did so for one to less than three hours per day (i.e. “normal listeners”) and 15.6% did so for three hours or more per day (i.e. “heavy listeners”).
19. Listeners normally listened to radio programmes by conventional radio sets in the hours from 7:00 a.m. to 11:59 a.m.⁹, similar to that in Survey 2015.

1.4. Reasons for Listening to Radio Programmes

20. Regarding the reasons for listening to the radio programmes, listeners did so “for obtaining information” (58.4%), followed by “just to have ‘background’ sound to go with other chores I’m taking care of” (33.8%) and “for listening to music” (29.9%).

⁸ This includes official webcasts of radio services or mobile applications and internet-based streaming services.

⁹ It applies to both weekdays and weekends.



1.5. Listenership of Radio Channels and Programme Types

21. The radio channels most often listened to by listeners were CR1 (46.8%), CR2 (43.0%), RTHK Radio 1 (37.9%), RTHK Radio 2 (26.9%), Metro Info (11.1%) and Metro Finance (7.7%).
22. Among the different types of radio programmes, news programmes (73.4%) and weather/traffic reports (61.1%) were the most popular among listeners, followed by talk shows/game shows/magazine (43.7%) and current affairs/finance/market information programmes (39.3%).

1.6. Habits of Listening to Online Music¹⁰/Internet Radio Services¹¹

23. Among the listeners, 38.9% indicated that they had listened to online music/Internet radio services, while 61.1% did not. The average time spent per day was 1.9 hours. The usual listening time slots were in the hours from 7:00 a.m. to 9:59 a.m. and from 6:00 p.m. to 10:59 p.m. on weekdays and from 1:00 p.m. to 3:59 p.m., 8:00 p.m. to 8:59 p.m. and 10:00 p.m. to 10:59 p.m. on weekends respectively.
24. Regarding the reasons for listening to online music/Internet radio services, listeners claimed that they did so for “more choices of music” (78.4%), followed by “can choose what to listen to at any time” (67.0%) and “listened to programmes that were not available in conventional radio broadcasters” (22.1%).

1.7. Habits of Listening to AM Channels

25. Among the listeners who listened to radio programmes through conventional radio sets, only 8.6% listened to AM channels, while 91.4% did not.
26. For those (8.6%) who listened to AM channels, they spent an average of 1.9 hours listening per day.
27. The major reasons for conventional radio users who did not listen to AM channels were “got used to listening to a particular channel (e.g. CR1)” (58.4%) and “radio programmes do not fit my needs” (45.2%).

¹⁰ For example, Spotify, Apple Music, JOOX, MOOV and KKBOX.

¹¹ Internet radio services referred to all commercial radio programmes provided by the sound broadcasting licensees and other Internet radio programmes (e.g. BBC Sounds, The Voice of China and Qingchen Music Radio).



2. VIEWS ON PROGRAMME VARIETY AND POSITIVE PROGRAMME REQUIREMENTS

2.1. Programme Variety

28. 69.4% of the listeners (excluding those who only listened to RTHK programmes) were satisfied with the programme variety. 22.2% found it average. 1.9% were dissatisfied and 6.5% had no comment. In Survey 2015, 62.8% of CRHK listeners considered that there was sufficient variety of CRHK's programmes, 15.5% found it average, 5.5% considered it insufficient and 16.2% had no comment. The corresponding proportions for Metro listeners were 47.7%, 17.4%, 6.0% and 28.8% respectively.
29. Among those (1.9%) who had expressed dissatisfaction with the programme variety, 58.3% commented that their dissatisfaction was related to "insufficient variety of programmes to suit the needs of different age groups", 33.6% remarked that "lack of programmes to cater for the needs of ethnic minorities" and 30.9% claimed that "programmes have been pre-dominated by similar genres e.g. finance or current affairs programmes".

2.2. Positive Programme Requirements

30. Among the different types of positive programmes provided by sound broadcasting licensees, 93.8% of the listeners (excluding those who only listened to RTHK programmes) answered that they listened to news programmes and weather reports. This was followed by current affairs programmes (67.2%), arts & culture programmes (24.5%), programmes for senior citizens (14.4%), programmes for young persons (12.5%) and programmes for children (9.9%).
31. Listeners (excluding those who only listened to RTHK programmes) were asked to indicate which type(s) of positive programmes should continue to be offered in the licensees' sound broadcasting service, and their responses are summarised below.

Type of positive programmes that was considered necessary to continue to offer on radio	Percentage
News programmes and weather reports	92.8
Current affairs programmes	78.9
Arts and culture programmes	53.9
Programmes for senior citizens	48.0
Programmes for young persons	43.2
Programmes for children	39.5

32. Majority of the listeners (excluding those who only listened to RTHK programmes) who considered that the positive programmes should continue to be offered (around 69.6% to 77.1%) answered that the amount of all types of positive programmes provided by the sound broadcasting licensees should remain unchanged. Around 5.3% to 16.7% considered that the amount of positive programmes provided by the sound broadcasting licensees should



increase, while less than 2.5% considered that it should decrease. Around 9.1% to 17.1% had no comment.

33. 37.6% of the listeners (excluding those who only listened to RTHK programmes) considered that the above positive programmes could be either reduced or replaced by programmes about traveling (53.4%), gourmet food (49.2%), fashion (30.9%) and finance (28.8%). 22.6% were against it. 39.7% had no comment.

3. VIEWS ON BROADCAST LANGUAGE REQUIREMENTS

34. 78.7% of the listeners (excluding those who only listened to RTHK programmes) agreed to keep the existing language requirement that “each radio station must provide one Cantonese channel and one English channel” (versus 85.0% in Survey 2015 and 88.9% in Survey 2010). 3.4% disagreed with the requirement (versus 3.2% in Survey 2015 and 2.8% in Survey 2010). 18.0% had no comment (versus 11.8% in Survey 2015 and 8.3% in Survey 2010).
35. Among those (3.4%) who disagreed with the existing language requirement, 61.6% suggested removing the requirement on English channels as “the requirement of providing one Cantonese channel is enough”. 19.8% suggested requiring the licensees to “provide more Cantonese channels/channels in other languages” and 15.1% suggested removing the English channel as “not too many foreigners listen to the programme”.
36. 65.3% of the listeners (excluding those who only listened to RTHK programmes) agreed to keep the current requirement that the total broadcast time for non-English programmes on the English channel should not exceed 20% of its daily broadcast hours (versus 81.2% in Survey 2015 and 80.6% in Survey 2010). 8.3% welcomed a higher percentage of non-English broadcast hours on the English channel, while 2.1% supported a lower percentage and 24.2% had no comment (versus 15.0% in Survey 2015 and 16.4% in Survey 2010).
37. Among the listeners (excluding those who only listened to RTHK programmes), 8.3% suggested that the percentage of non-English programming should be increased to a higher level. The percentage of non-English programming being increased to 21-30% (54.5%) was proposed. On the other hand, 2.1% suggested that the language requirement for the English channel should be tightened up. The percentage of non-English programming being reduced to 0%-5% (46.5%) was proposed.

4. VIEWS ON PROGRAMME AND ADVERTISING STANDARDS

4.1. Programme Standards

38. 93.3% of the listeners were satisfied with the standards currently imposed on radio programmes. Only 6.7% were not satisfied.



39. Among those (6.7%) who were dissatisfied with the current programme standards, the offensive contents encountered were mainly related to “partial views, biased contents” (50.7%, versus 63.1% in Survey 2015), “bad language” (22.0%, versus 18.9% in Survey 2015 and 27.7% in Survey 2010), “indecent contents (e.g. obscene, bad taste)” (18.2%, versus 16.4% in Survey 2015 and 22.5% in Survey 2010), “denigration” (10.7%, versus 11.7% in Survey 2015 and 9.8% in Survey 2010) and “violence” (8.6%, versus 6.8% in Survey 2015 and 3.8% in Survey 2010).

4.2. Advertising Standards

40. 95.5% of the listeners were satisfied with the standards currently imposed on radio advertisements. Only 4.5% were not satisfied.
41. Among those (excluding those who only listened to RTHK programmes) who were dissatisfied with the current advertising standards, the offensive contents encountered were mainly related to “misleading advertising contents” (46.5%, versus 18.2% in Survey 2015 and 28.3% in Survey 2010), “bad language” (25.0%, versus 24.4% in Survey 2015 and 11.0% in Survey 2010), “violence” (24.5%, versus 5.5% in Survey 2015), “denigration” (20.0%, versus 5.4% in Survey 2015 and 8.1% in Survey 2010) and “indecent contents (e.g. obscene, bad taste)” (15.0%, versus 12.6% in Survey 2015 and 12.9% in Survey 2010).

4.3 Advertisements for Fortune-tellers and the Like

42. 32.6% of the listeners (excluding those who only listened to RTHK programmes) considered that it was acceptable to relax the restrictions on the broadcast of advertisements for fortune-tellers and the like¹². 37.2% considered it unacceptable. 30.2% had no comment.

¹² Except for publications or pre-recorded information services (e.g. books of horoscopes or fortune-telling) on subjects of general interests (e.g. horoscopes or Fung-Shui), advertisements for fortune-tellers and the like (e.g. industries related to Fung-Shui masters, “villain hitting” or Tarot card divination) are not allowed on radio.



Appendix - Questionnaire



HK2107028796 <u>Opinion Survey on Domestic Free Television Programme Services and Sound Broadcasting Services</u> <u>- questionnaire</u>			
Q1a	Record pilot survey or main fieldwork. [Single Answer]	Code	Route
	Pilot survey	1	Q2a
	Main fieldwork	2	Q1b
Q2a	Record data collection method. [Single Answer]	Code	Route
	Face-to-face interview	1	Q2b
	Telephone interview	2	Q2b
	Online questionnaire	3	Q2b
Q2b	[Ask all] Please select the language [Single Answer]	Code	Route
	Traditional Chinese	1	
	English	2	
	Simplified Chinese	3	
Q3a	[Only ask for face-to-face or telephone interviews (Q2a=1/2)] Please record the serial reference number (SN reference no.) on the household letter.		
(R1)	Serial reference number (SN reference no.)	<input type="text"/>	<input type="text"/>
Q3b	[Only ask for online questionnaires (Q2a=3)] Please enter the password on the household letter.		
(R1)	Password	<input type="text"/>	<input type="text"/>
Q4	[Ask all] Is this address at (show address based on SN in address list)? [Single Answer]	Code	Route
	Yes	1	
	No	2	CLOSE

【Read out name, show interviewer card and household invitation letter by the Communications Authority】
Hello! Thank you for taking part in this survey. We are The Nielsen Company (Hong Kong) Limited (NielsenIQ), an independent research agency. An invitation letter was sent to you by the **Communications Authority** with the objectives of gauging public views on the services provided by the **domestic free television programme service (free TV) licensees and sound broadcasting licensees** for the review of their respective licences and understanding the changes in the viewing and listening habits as well as the public's expectations of broadcasting services. The survey will take about 30 minutes. In order to conduct a representative survey, we need to randomly select a household member in your household for the interview. 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 completion of the research.

Q5	<p><u>[Only ask for online questionnaires (Q2a=3)]</u></p> <p>Participation in this survey is voluntary. Your responses will be used for conducting our research and preparing reports and analyses for our clients. We will keep your information confidential and will only share it with trusted third parties who are required to keep this information confidential. Neither your name nor any other identifying information will be used in any reports or analyses that we prepare for our clients.</p> <p>For more information about how NielsenIQ uses and protects your information in connection with this survey, please visit: https://platformsolutions.nielseniq.com/ourweb/privacyniq/en/privacy.asp</p> <p>Are you aware of the privacy policy and do you AGREE that we can proceed with the interview?</p> <p>To begin, click on the button below. As you move through the survey, please use the buttons at the bottom of each screen. Do not use your browser buttons.</p> <p>If you would like to pause the survey to return to it later, simply close the browser window and click on your original link to return.</p>	Code	Route
		Agree 1	Q6
		Disagree 2	CLOSE
Q6	<p><u>[Only ask for online questionnaires (Q2a=3)]</u></p> <p>Confidentiality Agreement</p> <p>Respondents shall keep confidential and not disclose to any third parties the contents and any information associated with any surveys, except as required by law.</p> <p>Intellectual Property and Copyright Notice</p> <p>Copyright © 2021 NielsenIQ. All rights reserved. The copyright and the material contained in this survey belong to and remain the property of NielsenIQ. Do not use, disclose, reproduce, copy, distribute, modify, transmit, republish (including framing any part of this survey) or revise the contents of this survey without the prior written consent of NielsenIQ. No title or intellectual property rights are transferred to you or any third party through the use of access to this survey. All rights, title and interest in and to all aspects of this survey remain the sole property of NielsenIQ.</p> <p>By clicking below you acknowledge that you accept the foregoing terms, and represent that you are 18 years of age or older or if under 18 years of age you have the consent of your parent or legal guardian to participate in this survey and to this Confidentiality Agreement. [Single Answer]</p>	Code	Route
		Agree 1	
		Disagree 2	CLOSE



Q7	[Only ask for face-to-face interviews (Q2a=1)] Showcard	<p>Before the start of the interview, do you or your household member(s) encounter any of the following situations? [Single Answer]</p> <p><i>【Note to interviewer: Please read out the sentences one by one. If any member(s) of the sampled household has any one of the following situations, please terminate the interview politely, and record it in the address booklet.】</i></p>			
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="padding: 5px;">Yes</th> <th style="padding: 5px;">No</th> </tr> </table>	Yes	No	
Yes	No				
	<p>(R1) Do you or your household member(s) have any of the following symptoms? e.g. fever, cough, running nose, sore throat, shortness of breath, diarrhoea, vomiting, abdominal pain, headache, myalgia, loss of smell or taste, etc.</p>	1	2		
	<p>(R2) In the past 14 days, have you or your household member(s) had any contact with patients confirmed with COVID-19?</p>	1	2		
	<p>(R3) In the past 14 days, have you or your household member(s) been to any places outside Hong Kong?</p>	1	2		
	<p>(R4) In the past 14 days, have you or your household member(s) had any close contact with the person(s) who has/have visited any places outside Hong Kong in the past 14 days?</p>	1	2		

Q8	[Ask all] Please tell us about the number of persons aged 15 or above living in your household. Household members are defined as the person(s) who sleep here for at least four nights a week . Live-in domestic helpers are excluded.	<p>(R1) Number of persons aged 15 or above (excluding live-in domestic helpers)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; height: 20px;"></td> <td style="width: 50%; height: 20px;"></td> </tr> </table>			

Q9	[Only ask for face-to-face or telephone interviews (Q2a=1/2)] Starting from the eldest one, please tell us about your relationship with them.	Code	Route
	Self/Household head	11	
	Spouse	12	
	Son/Daughter	13	
	Parent	14	
	Brother/Sister	15	
	Parents-in-law	16	
	Brother-/Sister-in-law	17	
	Son-/Daughter-in-law	18	
	Grandson/Granddaughter	19	
	Grandparent/Grandparent-in-law	20	
	Other relatives (same generation)	21	
	Other relatives (older generation)	22	
	Other relatives (younger generation)	23	
	Friend	24	
	Others (please specify): _____	25	



Q10	<p><u>[Only ask for face-to-face or telephone interviews (Q2a=1/2)]</u></p> <p>In order to ensure the representativeness of the survey, the household member who will have the next birthday the soonest will be selected for the interview. Which one of the household members you mentioned will have the next birthday the soonest?</p> <p>[Single Answer]</p> <p><i>Interviewer note:</i></p> <p><i>If respondent asks: Why do you need to interview the household member who will have the next birthday soonest?</i></p> <p><i>Interviewer answers: To ensure the respondents consist of different segments of the society, we are using a statistical scientific sampling method to select a household member from each household to participate in the survey. This sampling method ensures that the survey results reflect the views of the general public.</i></p> <table><tr><td>Self/Household head</td><td>11</td></tr><tr><td>Spouse</td><td>12</td></tr><tr><td>Son/Daughter</td><td>13</td></tr><tr><td>Parent</td><td>14</td></tr><tr><td>Brother/Sister</td><td>15</td></tr><tr><td>Parents-in-law</td><td>16</td></tr><tr><td>Brother-/Sister-in-law</td><td>17</td></tr><tr><td>Son-/Daughter-in-law</td><td>18</td></tr><tr><td>Grandson/Granddaughter</td><td>19</td></tr><tr><td>Grandparent/Grandparent-in-law</td><td>20</td></tr><tr><td>Other relatives (same generation)</td><td>21</td></tr><tr><td>Other relatives (older generation)</td><td>22</td></tr><tr><td>Other relatives (younger generation)</td><td>23</td></tr><tr><td>Friend</td><td>24</td></tr><tr><td>Others (please specify): _____</td><td>25</td></tr></table>	Self/Household head	11	Spouse	12	Son/Daughter	13	Parent	14	Brother/Sister	15	Parents-in-law	16	Brother-/Sister-in-law	17	Son-/Daughter-in-law	18	Grandson/Granddaughter	19	Grandparent/Grandparent-in-law	20	Other relatives (same generation)	21	Other relatives (older generation)	22	Other relatives (younger generation)	23	Friend	24	Others (please specify): _____	25	Code	Route
Self/Household head	11																																
Spouse	12																																
Son/Daughter	13																																
Parent	14																																
Brother/Sister	15																																
Parents-in-law	16																																
Brother-/Sister-in-law	17																																
Son-/Daughter-in-law	18																																
Grandson/Granddaughter	19																																
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Other relatives (older generation)	22																																
Other relatives (younger generation)	23																																
Friend	24																																
Others (please specify): _____	25																																
Q11	<p><u>[Only ask for online questionnaires (Q2a=3)]</u></p> <p>In order to ensure the representativeness of the survey, the household member who will have the next birthday the soonest will be selected for the interview.</p> <p>If you are not having the next birthday the soonest, please help invite the household member who will have the next birthday the soonest to complete the questionnaire.</p> <p>To proceed the questionnaire, please confirm that you will have the next birthday the soonest among all members in your household? [Single Answer]</p> <table><tr><td>Yes</td><td>1</td></tr><tr><td>No</td><td>2</td></tr></table>	Yes	1	No	2	Code	Route																										
Yes	1																																
No	2																																
<p><u>[Show if Q2a=1/2] (For face-to-face or telephone interviews)</u></p> <p>I would like to conduct the interview with you/your (Show Q10 answer).</p> <p>Himself /herself → 【Read out】 Thank you again for sparing your time for the interview. 【Start the interview】</p> <p>Other persons → 【Read out】 I would like to conduct the interview with your (Show Q10 answer).</p> <p>Would you please help invite your (Show Q10 answer) to have the interview? 【Read out introduction again and then start the interview】</p> <p><u>[Show if Q2a=3] (For online questionnaires)</u> Thank you again for taking part in this survey.</p>																																	



Q12	[Ask all] Showcard How old are you? [Single Answer] <i>Interviewer note:</i> <i>If the respondent is aged 14 or below, please delete the ineligible respondent in Q8.</i> <i>Randomly select another eligible respondent for the interview and repeat the introduction.</i>	Code	Route
	14 or below	1	Q8
	15	2	
	16-19	3	
	20-24	4	
	25-29	5	
	30-34	6	
	35-39	7	
	40-44	8	
	45-49	9	
	50-54	10	
	55-59	11	
	60-64	12	
	65-69	13	
	70-74	14	
	75-79	15	
	80 or above	16	



Screening questions			
Q13	<p>[Ask all] Showcard In the <u>past month</u>, did you ever listen to any of the radio programmes of the following broadcaster(s)?</p> <p>【Probe】 Any others? Any others? [Multiple Answers] <i>Interviewer note (do not read out to respondent): This includes those listening to the radio programmes of RTHK and those using conventional radio sets, official webcast of radio services as well as those using mobile applications and internet based streaming service (e.g. YouTube, Hong Kong Toolbar developed by CRHK, etc.) in listening to radio programmes.</i></p> <p>Yes – Hong Kong Commercial Broadcasting Company Limited (CRHK) 1 Q14 Metro Broadcast Corporation Limited (Metro) 2 Q14 Radio Television Hong Kong (RTHK) 3 Q14 [Single Answer] No – I did not listen to any radio programmes in the past month 9 Q15</p>	Code	Route
Q14	<p>[Only ask radio users (Q13=1/2/3)] By what means did you tune in to the radio programmes you mainly listen to in the <u>past month</u>? 【Probe】 Any others? Any others? [Multiple Answers]</p> <p>Conventional radio sets 1 Radio station webcasts 2 Mobile apps and on the Internet (e.g. YouTube, Hong Kong Toolbar by CRHK) 3</p>	Code	Route
Q15	<p>[Ask all] Showcard In the <u>past month</u>, did you ever watch any of the free TV programmes of the following broadcaster(s)?</p> <p>【Probe】 Any others? Any others? [Multiple Answers] <i>Interviewer note (do not read out to respondent): This includes those watching the free TV programmes of RTHK and using traditional TV sets, live or catch-up TV services (e.g. myTV SUPER, Xiaomi Mi Box, etc.), as well as those using mobile applications and internet based streaming service (e.g. YouTube, Youku, etc.) in watching television programmes.</i></p> <p>Yes – Television Broadcasts Limited (TVB) 1 Q16 HK Television Entertainment Company Limited (HKTVE) (i.e. ViuTV) 2 Q16 Fantastic Television Limited (Fantastic TV) (i.e. Hong Kong Open TV) 3 Q16 Radio Television Hong Kong (RTHK) 4 Q16 [Single Answer] No – I did not watch any free TV programmes in the past month 9 Q17</p>	Code	Route
Q16	<p>[Only ask free TV users (Q15=1/2/3/4)] By what means did you mainly tune in to the free TV programmes you mainly watched in the <u>past month</u>? 【Probe】 Any others? Any others? [Multiple Answers]</p> <p>Traditional TV sets 1 Set-top boxes/TV boxes (e.g. myTV SUPER, Xiaomi Mi Box, etc.) 2 On the Internet (e.g. YouTube, Youku, etc.) 3</p>	Code	Route



Part A: Sound Broadcasting Services

【Read out】 Now, I would like to ask about your **habits of listening to radio programmes in the past month.**

Q18a	<p><u>Only ask radio users (Q13=1/2/3)</u></p> <p>In the <u>past month</u>, how often did you listen to the radio programmes of CRHK and/or Metro and/or RTHK? [Single Answer]</p> <p style="text-align: right;">Every day 1</p> <p style="text-align: right;">4-6 days a week 2</p> <p style="text-align: right;">1-3 days a week 3</p> <p style="text-align: right;">At least 1 day every 2 weeks 4</p> <p style="text-align: right;">At least 1 day every 3 weeks 5</p> <p style="text-align: right;">At least 1 day every month 6</p>	Code	Route																				
Q18b	<p><u>Only ask radio users (Q13=1/2/3)</u></p> <p>Where did you usually listen to radio programmes?</p> <p>【Probe】 Any others? Any others? [Multiple Answers]</p> <p style="text-align: right;">Indoor area (e.g. home, working place etc.) 1</p> <p style="text-align: right;">Outdoor area (e.g. on the street, in the park etc.) 2</p> <p style="text-align: right;">On mode of transport (e.g. private car, taxi, mini-bus etc.) 3</p> <p style="text-align: right;">Others (please specify): 4</p> <p style="text-align: right;">Others (please specify): 5</p> <p style="text-align: right;">Others (please specify): 6</p>	Code	Route																				
Q18c	<p><u>Only ask radio users who did not only listen to conventional radio sets (Q13=1/2/3 & Q14 not= only 1)</u></p> <p>In the <u>past month</u>, how often (in percentage terms) did you use the following methods to listen to radio programmes?</p> <table border="1" style="width: 100%;"> <tr> <td>(R1)</td> <td>% on conventional radio sets (with AM/FM channels)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>(R2)</td> <td>% on mobile apps (e.g. CRHK, RTHK)</td> <td></td> <td></td> <td></td> </tr> <tr> <td>(R3)</td> <td>% on laptop/desktop computer/tablet (e.g. Websites)</td> <td></td> <td></td> <td></td> </tr> </table>			(R1)	% on conventional radio sets (with AM/FM channels)				(R2)	% on mobile apps (e.g. CRHK, RTHK)				(R3)	% on laptop/desktop computer/tablet (e.g. Websites)								
(R1)	% on conventional radio sets (with AM/FM channels)																						
(R2)	% on mobile apps (e.g. CRHK, RTHK)																						
(R3)	% on laptop/desktop computer/tablet (e.g. Websites)																						
Q19a	<p><u>Only ask radio users who have listened to radio programmes using conventional radio sets with AM/FM channels (Q18cR1>0)</u></p> <p>How many hours of your daily average did you usually spend on listening to radio programmes through conventional radio sets (with AM/FM channels) during weekdays and weekends?</p>																						
Q19b	<p><u>Only ask radio users who have listened to radio programmes using official webcast of radio services or mobile applications and internet-based streaming services (Q18cR2>0 or Q18cR3>0)</u></p> <p>How many hours of your daily average were spent on listening to radio programmes on the Internet?</p> <table border="1" style="width: 100%;"> <thead> <tr> <th colspan="2"></th> <th>Q19a Conventional radio sets (with AM/FM channels)</th> <th colspan="2">Q19b On the Internet</th> </tr> </thead> <tbody> <tr> <td>(R1)</td> <td>Weekdays (Monday to Friday) – average hours per day</td> <td></td> <td>hours</td> <td>hours</td> </tr> <tr> <td>(R2)</td> <td>Weekends (Saturday and Sunday) – average hours per day</td> <td></td> <td>hours</td> <td>hours</td> </tr> <tr> <td>(R3)</td> <td>Hours in total</td> <td></td> <td>hours</td> <td>hours</td> </tr> </tbody> </table>					Q19a Conventional radio sets (with AM/FM channels)	Q19b On the Internet		(R1)	Weekdays (Monday to Friday) – average hours per day		hours	hours	(R2)	Weekends (Saturday and Sunday) – average hours per day		hours	hours	(R3)	Hours in total		hours	hours
		Q19a Conventional radio sets (with AM/FM channels)	Q19b On the Internet																				
(R1)	Weekdays (Monday to Friday) – average hours per day		hours	hours																			
(R2)	Weekends (Saturday and Sunday) – average hours per day		hours	hours																			
(R3)	Hours in total		hours	hours																			



Q20a		[Only ask radio users who have listened to radio programmes using radio sets with AM/ FM broadcasting receiver (Q18cR1>0)] Showcard What was/ were the daily time slot(s) of radio programmes you mainly listened to through conventional radio sets (with AM/FM channels) during weekdays and weekends?			
Q20b		[Only ask radio users who have listened to radio programmes using official webcast of radio services or mobile applications and internet-based streaming services (Q18cR2>0 or Q18cR3>0)] Showcard What was/ were the daily time slot(s) of radio programmes you usually listened to on the Internet ?			
		Q20a Conventional radio sets (with AM/FM channels)		Q20b On the Internet	
		Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)	Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
(R1)	00:00 to 00:29	1	1	1	1
(R2)	00:30 to 00:59	2	2	2	2
(R3)	01:00 to 01:29	3	3	3	3
(R4)	01:30 to 01:59	4	4	4	4
(R5)	02:00 to 02:29	5	5	5	5
(R6)	02:30 to 02:59	6	6	6	6
(R7)	03:00 to 03:29	7	7	7	7
(R8)	03:30 to 03:59	8	8	8	8
(R9)	04:00 to 04:29	9	9	9	9
(R10)	04:30 to 04:59	10	10	10	10
(R11)	05:00 to 05:29	11	11	11	11
(R12)	05:30 to 05:59	12	12	12	12
(R13)	06:00 to 06:29	13	13	13	13
(R14)	06:30 to 06:59	14	14	14	14
(R15)	07:00 to 07:29	15	15	15	15
(R16)	07:30 to 07:59	16	16	16	16
(R17)	08:00 to 08:29	17	17	17	17
(R18)	08:30 to 08:59	18	18	18	18
(R19)	09:00 to 09:29	19	19	19	19
(R20)	09:30 to 09:59	20	20	20	20
(R21)	10:00 to 10:29	21	21	21	21
(R22)	10:30 to 10:59	22	22	22	22
(R23)	11:00 to 11:29	23	23	23	23
(R24)	11:30 to 11:59	24	24	24	24
(R25)	12:00 to 12:29	25	25	25	25
(R26)	12:30 to 12:59	26	26	26	26
(R27)	13:00 to 13:29	27	27	27	27
(R28)	13:30 to 13:59	28	28	28	28
(R29)	14:00 to 14:29	29	29	29	29
(R30)	14:30 to 14:59	30	30	30	30
(R31)	15:00 to 15:29	31	31	31	31
(R32)	15:30 to 15:59	32	32	32	32
(R33)	16:00 to 16:29	33	33	33	33
(R34)	16:30 to 16:59	34	34	34	34
(R35)	17:00 to 17:29	35	35	35	35
(R36)	17:30 to 17:59	36	36	36	36
(R37)	18:00 to 18:29	37	37	37	37
(R38)	18:30 to 18:59	38	38	38	38
(R39)	19:00 to 19:29	39	39	39	39



(R40)	19:30 to 19:59	40	40	40	40
(R41)	20:00 to 20:29	41	41	41	41
(R42)	20:30 to 20:59	42	42	42	42
(R43)	21:00 to 21:29	43	43	43	43
(R44)	21:30 to 21:59	44	44	44	44
(R45)	22:00 to 22:29	45	45	45	45
(R46)	22:30 to 22:59	46	46	46	46
(R47)	23:00 to 23:29	47	47	47	47
(R48)	23:30 to 23:59	48	48	48	48
(R99)	No fixed time slot	99	99	99	99
(R98)	None of the above	98	98	98	98

Q21

[\[Only ask radio users \(Q13=1/2/3\)\]](#)

[Showcard](#)

Which of the following radio channel(s) did you most often listen to?

Please prioritise your answers in numerical sequence, with “1” being the channel you most frequently listened to, “2” being the second channel you most frequently listened to and so forth.

【Probe】 Any others? Any others? **【Multiple Answers】**

(R1)	[Show if Q13=1] CRHK - CR1	
(R2)	[Show if Q13=1] CRHK - CR2	
(R3)	[Show if Q13=1] CRHK - AM864 (AM channel)	
(R4)	[Show if Q13=2] Metro - Metro Info	
(R5)	[Show if Q13=2] Metro - Metro Finance	
(R6)	[Show if Q13=2] Metro - Metro Plus (AM channel)	
(R7)	[Show if Q13=3] RTHK - RTHK Radio 1	
(R8)	[Show if Q13=3] RTHK - RTHK Radio 2	
(R9)	[Show if Q13=3] RTHK - RTHK Radio 3 (AM channel)	
(R10)	[Show if Q13=3] RTHK - RTHK Radio 4	
(R11)	[Show if Q13=3] RTHK - RTHK Radio 5 (AM channel)	
(R12)	[Show if Q13=3] RTHK - RTHK Radio 6 (AM channel)	
(R13)	[Show if Q13=3] RTHK - RTHK Putonghua Channel (AM channel)	

Q22

[\[Only ask radio users \(Q13=1/2/3\)\]](#)

[Showcard](#)

Which type(s) of radio programmes did you most often listen to?

Please prioritise your answers in numerical sequence, with “1” being the type of radio programme you most frequently listened to, “2” being the second type of radio programme you most frequently listened to and so forth.

【Probe】 Any others? Any others? **【Multiple Answers】**

(R1)	News Programmes	
(R2)	Weather/ Traffic Reports	
(R3)	Current Affairs / Finance / Market Information Programmes	
(R4)	Infotainment Programmes (e.g. Arts and Culture, Health, Education, Gourmet, Travelogues)	
(R5)	Talk Shows / Game Shows / Magazine	
(R6)	Music Programmes	
(R7)	Dramas	
(R8)	Horse Racing Programmes	
(R9)	Sports Programmes	
(R10)	Others, please specify: _____	
(R11)	Others, please specify: _____	
(R12)	Others, please specify: _____	



Q23	<p>[Only ask radio users (Q13=1/2/3)] Showcard Why did you listen to radio programmes? 【Probe】 Any others? Any others? 【Multiple Answers】</p> <p> Listened to a programme which had been widely talked about Not interested in boring TV programmes Just to have “background” sound to go with other chores I’m taking care of For obtaining information For listening to music For acquiring knowledge/self-improvement Others, please specify: _____ Others, please specify: _____ Others, please specify: _____ </p>	<p>Code</p> <p>1 2 3 4 5 6 7 8 9</p>	<p>Route</p>																
Q83	<p>[Only ask radio users who did not listen to all 3 radio broadcasters (Q13 any code 1-3 but not all code 1-3 are selected)] Showcard Why didn’t you listen to radio programme(s) of [Show answer if Q13 code 1/2/3=blank]? 【Probe】 Any others? Any others? 【Multiple Answers】</p> <p> The radio programmes available were not those I’d like to listen to Not interested in the boring radio programme(s) provided by the broadcaster(s) Unable to obtain the needed information No music that I like to listen to Others, please specify: _____ Others, please specify: _____ Others, please specify: _____ </p>	<p>Code</p> <p>1 2 3 4 5 6 7</p>	<p>Route</p>																
Q24	<p>[Only ask radio users (Q13=1/2/3)] Did you ever listen to any online music (e.g. Spotify, Apple Music, JOOX, MOOV, KKBOX, etc.)/ Internet radio services (including all commercial radio programmes and other Internet radio programmes, e.g. BBC Sounds, The Voice of China, Qingchen Music Radio) in the <u>past month</u>? 【Single Answer】</p> <p> Yes No </p>	<p>Code</p> <p>1 2</p>	<p>Route</p> <p>Q25 Q28</p>																
Q25	<p>[Only ask radio users who have listened to online music (e.g. Spotify, Apple Music, JOOX, MOOV, KKBOX etc.) / radio streaming services (e.g. BBC Sounds, The Voice of China, Qingchen Music Radio) in the past month (Q24=1)] How many hours of your daily average did you usually spend on listening to online music (e.g. Spotify, Apple Music, JOOX, MOOV, KKBOX, etc.)/ Internet radio services (including all commercial radio programmes and other Internet radio programmes, e.g. BBC Sounds, The Voice of China, Qingchen Music Radio) during weekdays and weekends?</p> <table border="1"> <thead> <tr> <th colspan="2"></th> <th colspan="2">Q25 Online music/ Internet radio service</th> </tr> </thead> <tbody> <tr> <td>(R1)</td> <td>Weekdays (Monday to Friday) – average hours per day</td> <td></td> <td>hours</td> </tr> <tr> <td>(R2)</td> <td>Weekends (Saturday and Sunday) – average hours per day</td> <td></td> <td>hours</td> </tr> <tr> <td>(R3)</td> <td>Hours in total</td> <td></td> <td>hours</td> </tr> </tbody> </table>					Q25 Online music/ Internet radio service		(R1)	Weekdays (Monday to Friday) – average hours per day		hours	(R2)	Weekends (Saturday and Sunday) – average hours per day		hours	(R3)	Hours in total		hours
		Q25 Online music/ Internet radio service																	
(R1)	Weekdays (Monday to Friday) – average hours per day		hours																
(R2)	Weekends (Saturday and Sunday) – average hours per day		hours																
(R3)	Hours in total		hours																



Q26		<u>[Only ask radio users who listened to online music (e.g. Spotify, Apple Music, JOOX, MOOV, KKBOX, etc.) / radio streaming services (e.g. BBC Sounds, The Voice of China, Qingchen Music Radio) in the past month (Q24=1)]</u> <u>Showcard</u> What was/ were the <u>daily</u> time slot(s) of <u>online music (e.g. Spotify, Apple Music, JOOX, MOOV, KKBOX, etc.) / Internet radio services (including all commercial radio programmes and other Internet radio programmes, e.g. BBC Sounds, The Voice of China, Qingchen Music Radio)</u> you mainly listened to during weekdays and weekends?	
		Q26	
		Online music/ Internet radio service	
		Weekdays (Monday to Friday)	Weekends (Saturday and Sunday)
(R1)	00:00 to 00:29	1	1
(R2)	00:30 to 00:59	2	2
(R3)	01:00 to 01:29	3	3
(R4)	01:30 to 01:59	4	4
(R5)	02:00 to 02:29	5	5
(R6)	02:30 to 02:59	6	6
(R7)	03:00 to 03:29	7	7
(R8)	03:30 to 03:59	8	8
(R9)	04:00 to 04:29	9	9
(R10)	04:30 to 04:59	10	10
(R11)	05:00 to 05:29	11	11
(R12)	05:30 to 05:59	12	12
(R13)	06:00 to 06:29	13	13
(R14)	06:30 to 06:59	14	14
(R15)	07:00 to 07:29	15	15
(R16)	07:30 to 07:59	16	16
(R17)	08:00 to 08:29	17	17
(R18)	08:30 to 08:59	18	18
(R19)	09:00 to 09:29	19	19
(R20)	09:30 to 09:59	20	20
(R21)	10:00 to 10:29	21	21
(R22)	10:30 to 10:59	22	22
(R23)	11:00 to 11:29	23	23
(R24)	11:30 to 11:59	24	24
(R25)	12:00 to 12:29	25	25
(R26)	12:30 to 12:59	26	26
(R27)	13:00 to 13:29	27	27
(R28)	13:30 to 13:59	28	28
(R29)	14:00 to 14:29	29	29
(R30)	14:30 to 14:59	30	30
(R31)	15:00 to 15:29	31	31
(R32)	15:30 to 15:59	32	32
(R33)	16:00 to 16:29	33	33
(R34)	16:30 to 16:59	34	34
(R35)	17:00 to 17:29	35	35
(R36)	17:30 to 17:59	36	36
(R37)	18:00 to 18:29	37	37
(R38)	18:30 to 18:59	38	38
(R39)	19:00 to 19:29	39	39
(R40)	19:30 to 19:59	40	40
(R41)	20:00 to 20:29	41	41



(R42)	20:30 to 20:59	42	42
(R43)	21:00 to 21:29	43	43
(R44)	21:30 to 21:59	44	44
(R45)	22:00 to 22:29	45	45
(R46)	22:30 to 22:59	46	46
(R47)	23:00 to 23:29	47	47
(R48)	23:30 to 23:59	48	48
(R99)	No fixed time slot	99	99
(R98)	None of the above	98	98

Q27	<u>[Only ask radio users who have listened to online music (e.g. Spotify, Apple Music, JOOX, MOOV, KKBOX etc.) / radio streaming services (e.g. BBC Sounds, The Voice of China, Qingchen Music Radio) in the past month (Q24=1)]</u> <u>Showcard</u> Why did you listen to online music or/ Internet radio programmes? 【Probe】 Any others? Any others? 【Multiple Answers】 Listened to programmes that were not available in conventional radio broadcasters More choices of music Can choose what to listen to at any time Others, please specify: _____ Others, please specify: _____ Others, please specify: _____	Code 1 2 3 4 5 6	Route
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Q28a	<u>[Only ask radio users who listened to radio programmes through conventional radio sets in the past month (Q13=1/2/3 & Q14=1)]</u> In the past month, did you ever use a radio set to listen to any radio programmes broadcast on AM channels ? Examples of radio programmes on AM channels include RTHK's Radio 3, Radio 5, Radio 6 and Putonghua Channel; CRHK's AM864; Metro's Metro Plus. 【Single Answer】 Yes No	Code 1 2	Route Q29 Q28b
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Q28b	<u>[Only ask radio users who have not listened to radio programmes using AM channels (Q13=1/2/3 & Q14=1 & Q28a=2)]</u> Why didn't you use a radio set to listen to radio programmes broadcast on AM channels? Examples of radio programmes on AM channels include RTHK's Radio 3, Radio 5, Radio 6 and Putonghua Channel; CRHK's AM864; Metro's Metro Plus? 【Probe】 Any others? Any others? 【Multiple Answers】 Radio programmes do not fit my needs Got used to listening to a particular channel (e.g. CR1) Reason(s): _____ Reason(s): _____ Reason(s): _____	Code 4 5 1 2 3	Route
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Q29	<u>[Only ask radio users who have listened to radio programmes using AM channels (Q28a=1)]</u> How many hours of your daily average did you usually spend on listening to radio programmes broadcast on AM channels through a radio set during weekdays and weekends?	Q29 Radio programmes broadcast on AM channels	
(R1)	Weekdays (Monday to Friday) – average hours per day		hours
(R2)	Weekends (Saturday and Sunday) – average hours per day		hours
(R3)	Hours in total		hours



【Read out】 Now, I would like to know your views on the **variety and the positive programme requirements** of radio programmes. However, please note that the **services provided by RTHK are excluded.**

Q30a	<p><u>[Only ask radio users of CR and/ or Metro (Q13=1/2)]</u> Showcard Overall speaking, are you satisfied with the variety of the radio programmes currently provided by CRHK and/or Metro? 【Probe:】 Are you veryor quite...? [Single Answer]</p>	Code	Route
	Very satisfied	5	Q31
	Quite satisfied	4	Q31
	【Do not read out】 Average	3	Q31
	Quite dissatisfied	2	Q30b
	Very dissatisfied	1	Q30b
	【Do not read out】 No comment	9	Q31

Q30b	<p><u>[Only ask radio users of CR and/ or Metro who were dissatisfied with the existing variety of radio programmes (Q13=1/2 & Q30a=1/2)]</u> Showcard Why are you dissatisfied with the variety of the radio programmes currently provided by CRHK and/or Metro? 【Probe:】 Any others? Any others? [Multiple Answers]</p>	Code	Route
	Programmes have been pre-dominated by similar genres e.g. finance or current affairs programmes	1	
	Insufficient variety of programmes to suit the needs of different age groups	2	
	Lack of programmes to cater for the needs of ethnic minorities	3	
	Others (please specify): _____	4	
	Others (please specify): _____	5	
	Others (please specify): _____	6	

Q31	<p><u>[Only ask radio users of CR and/ or Metro (Q13=1/2)]</u> Showcard The licensed broadcasters are required to broadcast a minimum amount of different types of positive programmes, including news, current affairs programmes, arts and culture programmes, programmes for children, young persons and senior citizens.</p> <p>Regardless of whether you listen to radio programmes through conventional radio set or online music/ Internet radio services, did you ever listen to any of the following type(s) of positive radio programmes provided by CRHK and/or Metro in the <u>past month</u>? [Single Answer]</p>		
		Yes	No
(R1)	News Programmes and Weather Reports	1	2
	Current Affairs Programmes		
(R2)	(e.g. On a Clear Day 「在晴朗的一天出發」, Life Is So Happy 「原來生活好快樂」)	1	2
	Arts & Culture Programmes		
(R3)	(e.g. Zine 「集雜誌」, Feel the City 「閱讀城市」)	1	2
	Programmes for Children		
(R4)	(e.g. Kiss Kiss Kids 「兒童適宜」, Purples Wonderland 「紫昕有你 Wonderland」)	1	2
	Programmes for Young Persons aged 16 to 24		
(R5)	(e.g. Urban Touch, Warm Welcome from him 「謙仔有請」)	1	2
	Programmes for Senior Citizens		
(R6)	(e.g. Elderly Empire 「樂齡王國」, The Marathon In My Life 「人生馬拉松」)	1	2



Q32a	<p><u>[Only ask radio users of CR and/ or Metro (Q13=1/2)]</u> <u>Showcard</u> Which of the following type(s) of positive programme(s) do you think should continue to be offered in the sound broadcasting services? 【Probe】 Any others? Any others? [Multiple Answers]</p>						
Q32b	<p>Do you think whether these types of positive programmes should be broadcast more or less or should remain unchanged? [Single Answer]</p>						
		Q32a	Q32b				
		Types of positive programmes that should continue to be offered	Should be broadcast more	Should be broadcast less	Remain unchanged	No comment (Do not read out)	
(R1)	News Programmes and Weather Reports Current Affairs Programmes	1	1	2	3	9	
(R2)	(e.g. On a Clear Day 「在晴朗的一天出發」, Life Is So Happy 「原來生活好快樂」) Arts & Culture Programmes	2	1	2	3	9	
(R3)	(e.g. Zine 「集雜誌」, Feel the City 「閱讀城市」) Programmes for Children	3	1	2	3	9	
(R4)	(e.g. Kiss Kiss Kids 「兒童適宜」, Purples Wonderland 「紫昕有你Wonderland」) Programmes for Young Persons aged 16 to 24	4	1	2	3	9	
(R5)	(e.g. Urban Touch, Warm Welcome from him 「謙仔有請」) Programmes for Senior Citizens	5	1	2	3	9	
(R6)	(e.g. Elderly Empire 「樂齡王國」, The Marathon In My Life 「人生馬拉松」) None of the above	6	1	2	3	9	
(R9)		9					
Q33a	<p><u>[Only ask radio users of CR and/ or Metro (Q13=1/2)]</u> Given an abundance of audio contents now available on online media platforms for listeners, do you find it acceptable for the aforementioned types of positive programmes to be reduced or replaced by other types of programmes (e.g. programmes about sports, women, finance, gourmet food, traveling and fashion, etc.)? [Single Answer]</p>					Code	Route
			Yes	1	Q33b		
			No	2	Q34		
		【Do not read out】	No comment	9	Q34		



Q33b	<u>[Only ask radio users of CR and/ or Metro who considered acceptable for these programmes to be reduced or replaced by other types of positive programmes (Q13=1/2 & Q33a=1)]</u> What type(s) of programmes would you suggest to replace the positive programmes? 【Probe】 Any others? Any others? [Multiple Answers]	Code	Route
	More programmes about sports	4	
	More programmes about women	5	
	More programmes about finance	6	
	More programmes about gourmet food	7	
	More programmes about traveling	8	
	More programmes about fashion	9	
	Suggestion 1 (please specify): _____	1	
	Suggestion 2 (please specify): _____	2	
	Suggestion 3 (please specify): _____	3	



【Read out】 Now, I would like to ask for your views on the <u>existing regulations on broadcasting languages</u> for radio programmes. However, please note that the <u>services provided by RTHK are excluded</u> .						
Q34	<u>[Only ask radio users of CR and/ or Metro (Q13=1/2)]</u> <u>Showcard</u> Do you agree that each commercial radio broadcaster should be required to provide at least one Cantonese channel and one English channel? [Single Answer]	Code Agree 1 Disagree 2 【Do not read out】 No comment 9	Route Q36 Q35 Q36			
Q35	<u>[Only ask radio users of CR and/ or Metro who disagreed that commercial radio station is required to provide at least one Cantonese channel and one English channel (i.e. Q13=1/2 & Q34=2)]</u> <u>Showcard</u> Why do you disagree that each commercial radio broadcaster should be required to provide at least one Cantonese channel and one English channel? 【Probe】 Any others? Any others? [Multiple Answers] The requirement on English channels should be removed, as the requirement of providing one Cantonese channel is enough Licensees should be required to provide more Cantonese channels/channels in other languages Others (please specify): _____ Others (please specify): _____ Others (please specify): _____	Code 1 2 3 4 5	Route			
Q36	<u>[Only ask radio users of CR and/ or Metro (Q13=1/2)]</u> <u>Showcard</u> The English channels provided by commercial radio broadcasters (i.e. CRHK's AM864 and Metro Plus) should each broadcast up to at least 80% of its daily broadcast hours in English in order to cater for the needs of audience of different languages. Do you think the percentage of non-English programmes being broadcast on the English channels should increase, decrease or remain unchanged? [Single Answer]	Code Increase 1 Decrease 2 Remain unchanged (i.e. at 20%) 3 【Do not read out】 No comment 9	Route Q37 Q38 Q39 Q39			
Q37	<u>[Only ask radio users of CR and/ or Metro who welcome a higher percentage of non-English broadcast programmes (Q13=1/2 & Q36=1)]</u> What is your suggested percentage change for <u>an increase</u> in non-English programmes on the English channels? (R1) <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td style="width: 30px; height: 30px;"></td> <td style="width: 30px; height: 30px;"></td> <td style="width: 30px; height: 30px;"></td> </tr> </table> %					
Q38	<u>[Only ask radio users of CR and/ or Metro who do not welcome a higher percentage of non-English broadcast programmes (Q13=1/2 & Q36=2)]</u> What is your suggested percentage change for <u>a decrease</u> in non-English programmes on the English channels? (R1) <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td style="width: 30px; height: 30px;"></td> <td style="width: 30px; height: 30px;"></td> </tr> </table> %					



【Read out】 Now, I would like to ask for your views on the <u>standards of radio programmes and advertisements.</u>			
Q39a	<p><u>[Only ask radio users (Q13=1/2/3)]</u></p> <p><u>Showcard</u></p> <p>The licensed broadcasters and RTHK are required to comply with the codes of practice issued by the Communications Authority (CA) on programme standards, inter alia, the relatively important requirements on protection of children, taste and decency, depiction of sex and violence, bad language and impartiality and fairness etc.</p> <p>Are you satisfied with the standards currently imposed on radio programmes? [Single Answer]</p> <p style="text-align: right;">Yes 1 No 2</p>	Code	Route
Q39b	<p><u>[Only ask those radio users who are dissatisfied with the current programme standards of radio programmes (Q13=1/2/3 & Q39a=2)]</u></p> <p><u>Showcard</u></p> <p>Did you ever come across any of the following content(s) which you considered offensive when listening to radio programmes?</p> <p>【Probe】 Any others? Any others? [Multiple Answers]</p> <p style="text-align: right;">Indecent contents (e.g. obscene, bad taste, etc.) 1 Violence 2 Bad language 3 Denigration 4 Partial views, biased contents 5 Others (please specify): _____ 6 Others (please specify): _____ 7 Others (please specify): _____ 8 None of the above 9</p>	Code	Route
Q40a	<p><u>[Only ask radio users (Q13=1/2/3)]</u></p> <p><u>Showcard</u></p> <p>The licensed broadcasters and RTHK are required to comply with the codes of practice issued by the Communications Authority (CA) on advertising standards, including specified requirements governing the presentation and content of advertisements as well as sponsorship of programmes.</p> <p>Are you satisfied with the advertising standards currently imposed on the advertisements broadcast on radio channels? [Single Answer]</p> <p style="text-align: right;">Yes 1 No 2</p>	Code	Route
Q40b	<p><u>[Only ask those radio users who are dissatisfied with the current standards of advertisements on radio channels (Q13=1/2/3 & Q40a=2)]</u></p> <p><u>Showcard</u></p> <p>Did you ever come across any of the following advertising content(s) which you considered offensive when listening to the radio?</p> <p>【Probe】 Any others? Any others? [Multiple Answers]</p> <p style="text-align: right;">Indecent contents (e.g. obscene, bad taste, etc.) 1 Violence 2 Bad language 3 Denigration 4 Misleading advertising contents 5 Others (please specify): _____ 6 Others (please specify): _____ 7 Others (please specify): _____ 8 None of the above 9</p>	Code	Route



【Read out】 Now, I would like to ask for your views on the prohibited categories of advertisements.			
Q41	[Only ask radio users (Q13=1/2/3)] Showcard Except for publications or pre-recorded information services (e.g. books of horoscopes or fortune-telling) on subjects of general interests (e.g. horoscopes or fung-shui), advertisements for fortune-tellers and the like (e.g. industries related to Fung-Shui masters, “villain hitting” or Tarot card divination) are not allowed on radio. Do you think that the restrictions on the broadcast of advertisements for fortune-tellers and the like should be relaxed? [Single Answer]	Code	Route
	Yes	1	
	No	2	
	【Do not read out】 No comment	9	



【Read out】 Finally, for statistical analyses of the survey, I would like to ask about your personal information. All the information will be kept strictly confidential and be analysed on an aggregate basis.			
Q75	<u>[Only ask radio users or free TV users (Q13=1/2/3 or Q15=1/2/3/4)]</u> <u>[Show if Q2a=1/2]</u> Record gender of the respondent. <u>[Show if Q2a=3]</u> Please record your gender. [Single Answer]	Code Male 1 Female 2	Route
Q76	<u>[Only ask radio users or free TV users (Q13=1/2/3 or Q15=1/2/3/4)]</u> Showcard <u>[Show if Q2a=1/2]</u> What is your highest education level? 【If “post-secondary/ university”, please probe:】 Are you studying in a degree or sub-degree course? <u>[Show if Q2a=3]</u> What is your highest education level? [Single Answer]	Code 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 Others, please specify: _____ 6	Route
Q77	<u>[Only ask radio users or free TV users who have household member(s) aged below 15 (Q13=1/2/3 or Q15=1/2/3/4) & Q56=1]</u> Are you the guardian or parent of the household member(s) aged below 15? [Single Answer]	Code Yes 1 No 2	Route
Q78	<u>[Only ask radio users or free TV users (Q13=1/2/3 or Q15=1/2/3/4)]</u> Showcard Do you have a job at present? A job includes running your own business or helping your family without being paid. [Single Answer] 【If “Yes”, please 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.	Code Working full-time 1 Working part-time 2 Student 3 Home-makers 4 Retired person 5 Unemployed person 6 Others, please specify: _____ 7	Route Q79 Q79 Q81 Q81 Q81 Q81 Q79 [If Q2a=3] Q81 [If Q2a=1/2]
Q79	<u>[Only ask for face-to-face / telephone interviews for which radio users or free TV users who are working full-time or working part-time (Q2a=1/2 & Q78=1/2)]</u> <u>[Only ask for online interviews for which radio users or free TV users who are working full-time or working part-time (Q2a=3 & Q78=1/2/7)]</u> Showcard Which industry is the organisation you work for engaged in? [Single Answer]	Code Manufacturing 1 Construction 2 Wholesale, retail, import/ export trades, restaurants and hotels 3 Transportation, financial services & insurance, real estate and business services 4 Community, social and personal services 5 Others, please specify: _____ 6 [Show if Q2a=3 and Q78=7] Non-working 99	Route



Q80	<p><u>[Only ask for face-to-face / telephone interviews for which radio users or free TV users who are working full-time or working part-time (Q2a=1/2 & Q78=1/2)]</u> <u>[Only ask for online interviews for which radio users or free TV users who are working full-time or working part-time (Q2a=3 & Q78=1/2/7)]</u> <u>Showcard</u> What position do you hold? [Single Answer]</p> <p style="text-align: right;">Managers or executives 1 Professionals 2 Associate professionals 3 Clerks 4 Service or shop sales workers 5 Craft or related workers 6 Plant and machine operators and assemblers 7 Unskilled workers 8 Others, please specify: _____ 9 <u>[Show if Q2a=3 and Q78=7]</u> Non-working 99</p>	Code	Route
Q81	<p><u>[Only ask radio users or free TV users (Q13=1/2/3 or Q15=1/2/3/4)]</u> <u>Showcard</u> Including all sources of income, what is the approximate Overall income of your household per month? Please only include those members who sleep here for at least four nights or days a week. [Single Answer]</p> <p style="text-align: right;">Below HK\$10 000 1 \$10 000 - \$29 999 2 \$30 000 - \$49 999 3 \$50 000 - \$69 999 4 \$70 000 - \$99 999 5 \$100 000 or above 6 【Do not read out】 No income 7 【Do not read out】 Refuse to answer 8</p>	Code	Route
Q82a	<p><u>[Only ask for face-to-face or telephone interviews (Q2a=1/2)]</u> This is the end of the interview. Thank you for your participation. In order to ensure the quality of our survey, the Quality Assurance Department of our company or the staff of the Communications Authority may contact you again for a brief back-check to ensure the accuracy of the information collected. If you are selected for this quality check, we would very much appreciate your help. Thank you.</p> <p style="text-align: right;">Name: _____ 1 Contact number: _____ 2 Email: _____ 3</p>	Code	Route
Q82b	<p><u>[Only show for online questionnaires (Q2a=3)]</u> This is the end of the questionnaire. Thank you for your participation. We may contact you again to further understand your views in future. Please leave your contact information below.</p> <p>If you are not willing to be contacted again regarding this survey, please leave blank and submit the questionnaire.)</p> <p style="text-align: right;">Name: _____ 1 Contact number: _____ 2 Email: _____ 3</p>	Code	Route