



Broadcasting Services Survey 2002

- *Key Findings* -

**Broadcasting Authority
9 May 2002**

SURVEY OBJECTIVES

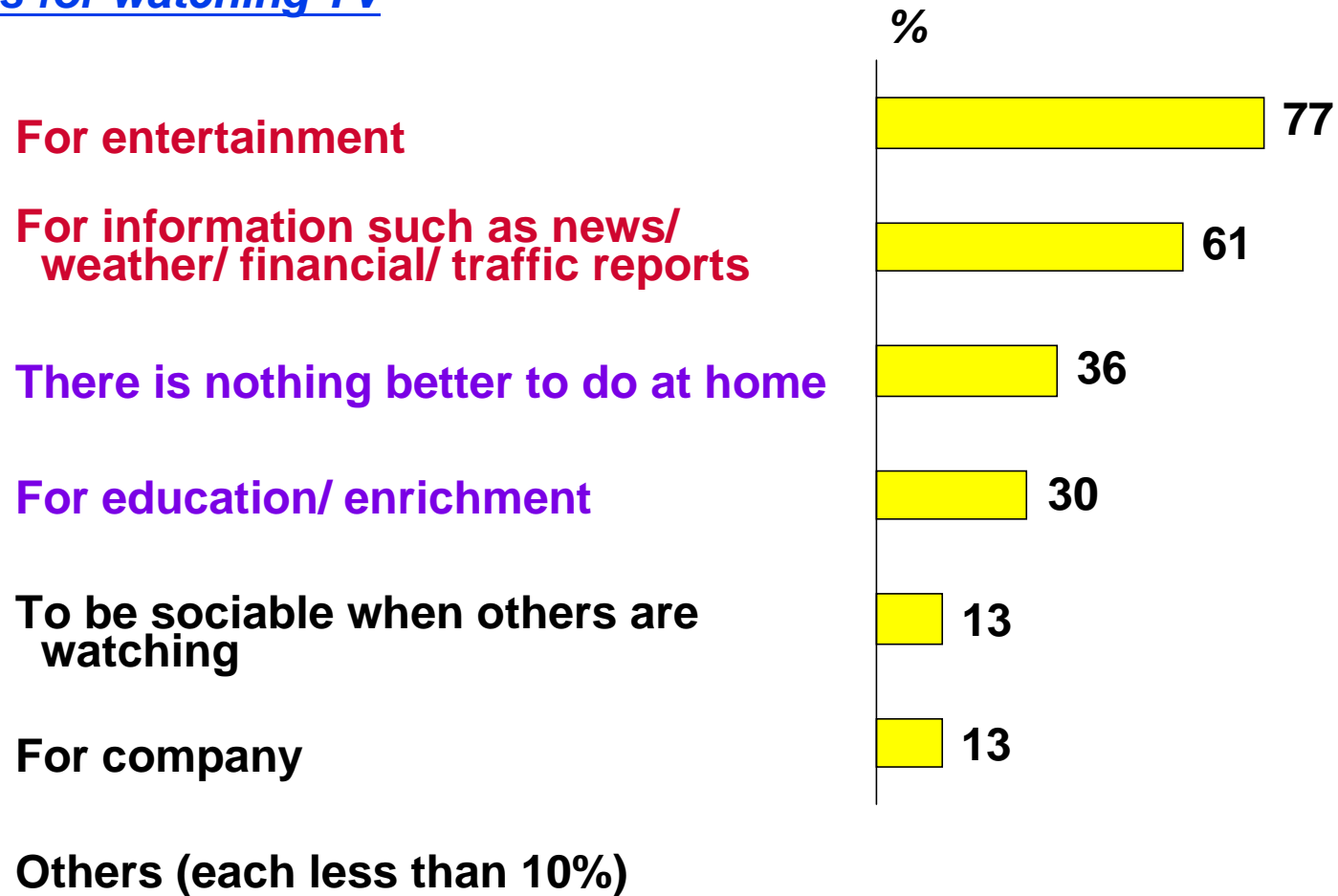
- To collect public opinions on **domestic free television programme services** and **sound broadcasting services**
- To assess whether the **current licence conditions** and **codes of practice** are in line with the **aspirations and values** of local viewers and listeners
- To assess the **quality of services** and to **identify areas for improvement**
- To assess the **perceptions** of the viewers and listeners on the **level of acceptability of materials** broadcast

METHODOLOGY

- Interview period : 5 Feb - 24 Mar 2002
- Interviewees : Persons aged 12 or above watching TV or listening to radio in past seven days
- Sampling method : Random sampling
- Sample size : 3,014 respondents interviewed
1,553 were also interviewed for sound broadcasting services
Response rate of 76%
- Reliability : 95%
sampling error : TV programme services - $\pm 1.79\%$
Sound broadcasting services - $\pm 2.49\%$

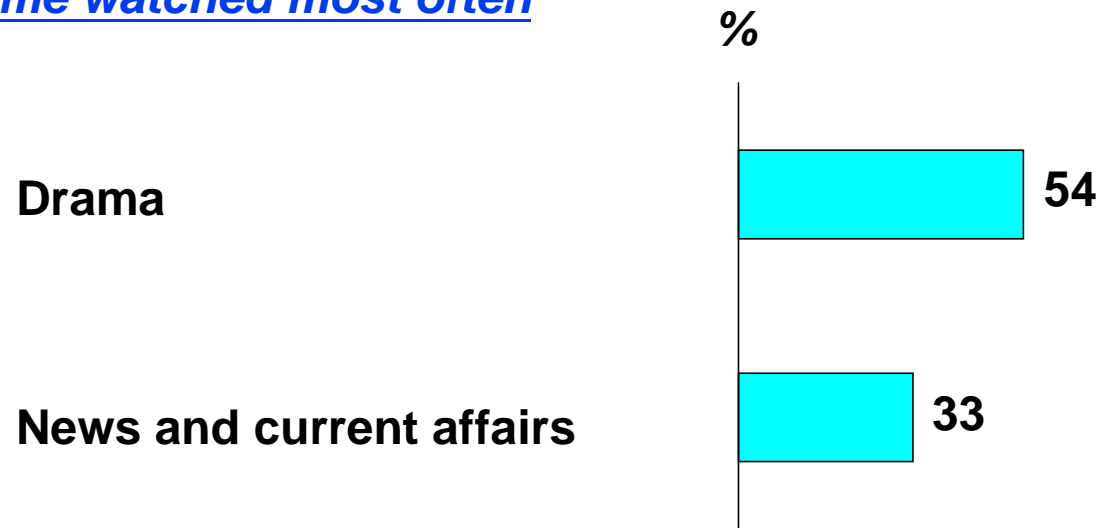
TV Viewing Habits

Reasons for watching TV



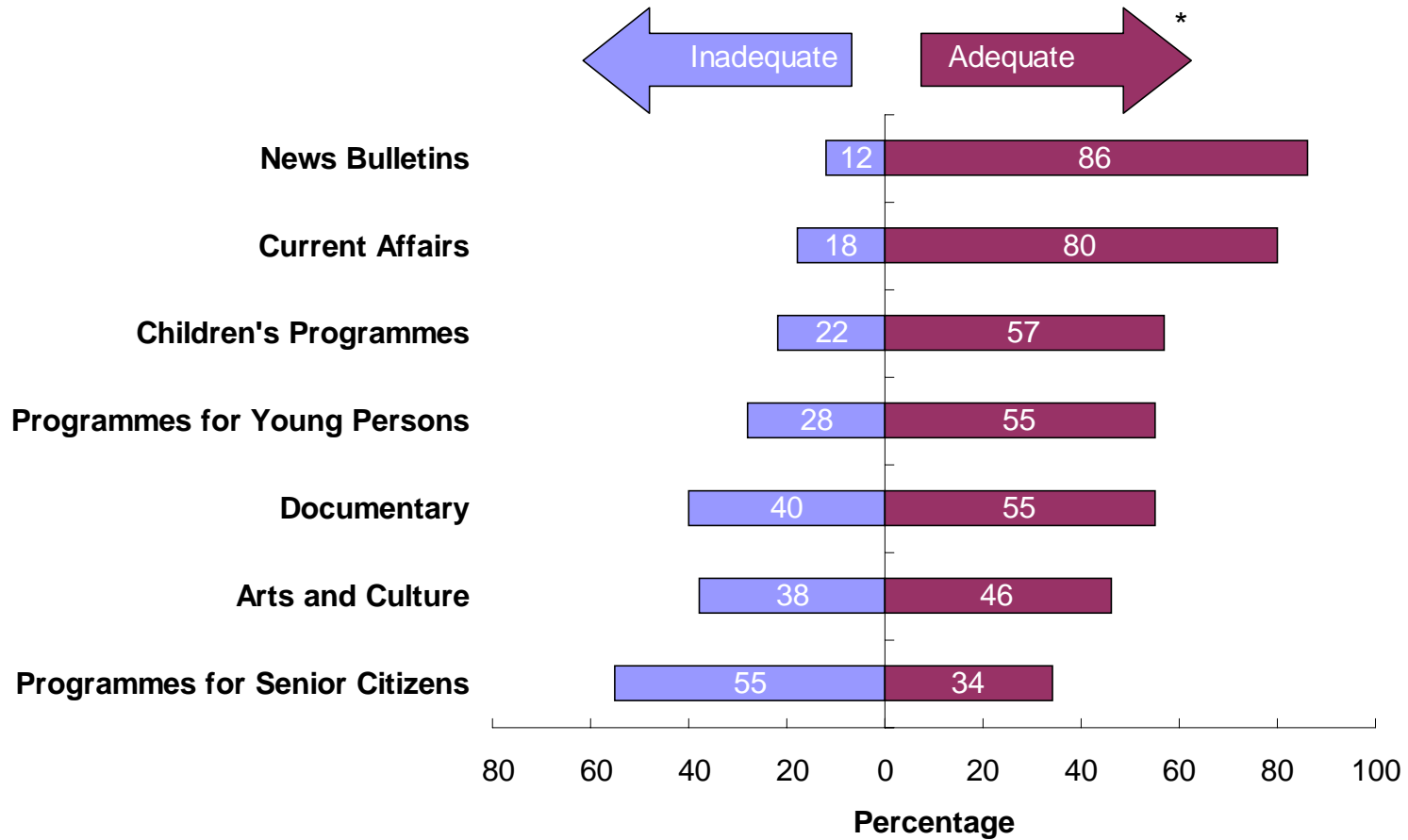
TV Viewing Habits

Type of Programme watched most often



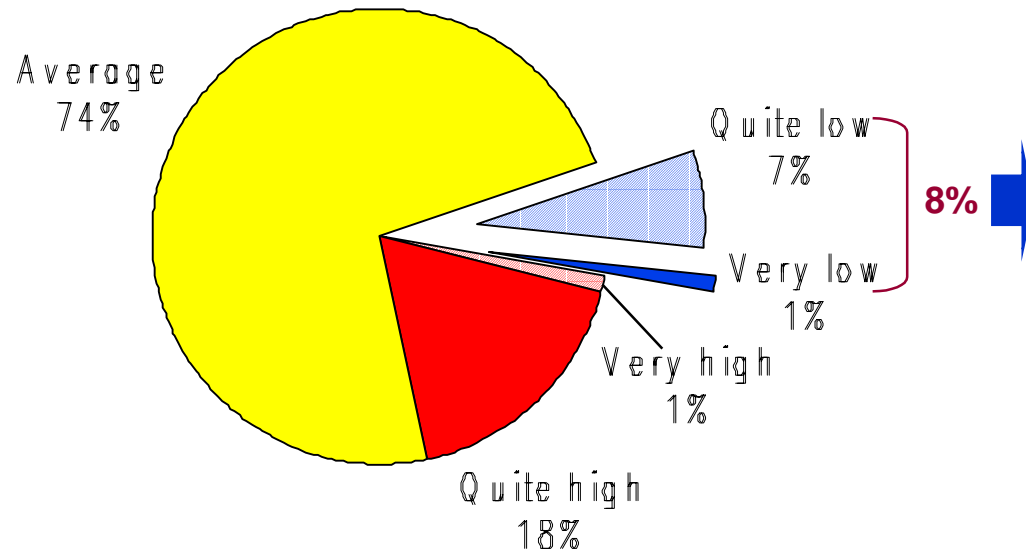
Others (e.g., sports, featured film/ movie, etc)
(each less than 3%)

Adequacy of Positive Programmes



* Does not include percentage indicating no comment/knowledge

TV Programme Quality

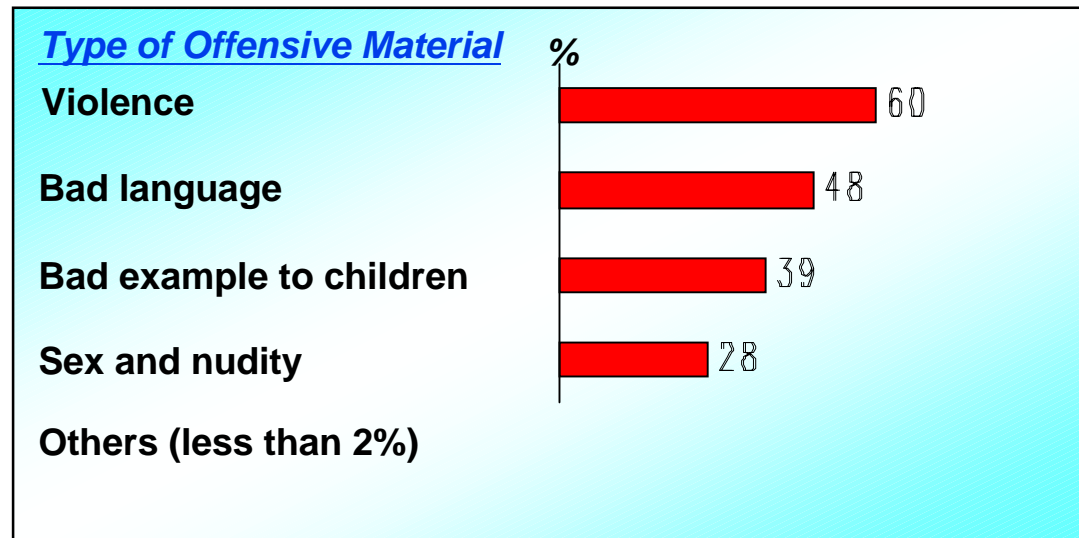
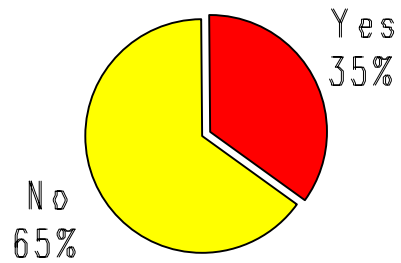


Reasons for low quality

	%
<i>Content not meaningful</i>	18
<i>Content boring/ not interesting</i>	12
<i>Production (not serious effort, poor script, etc)</i>	12

TV Programme Standards Offensive Material on TV

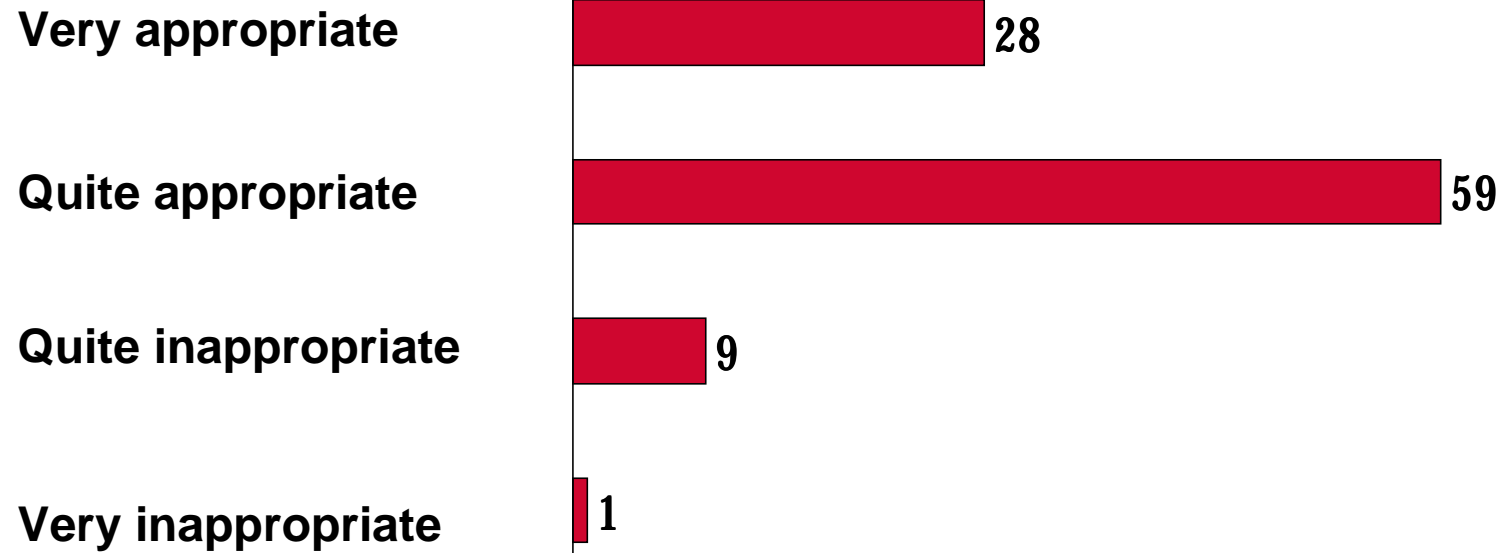
Incidence of Finding Offensive Material on TV



Family Viewing Hours

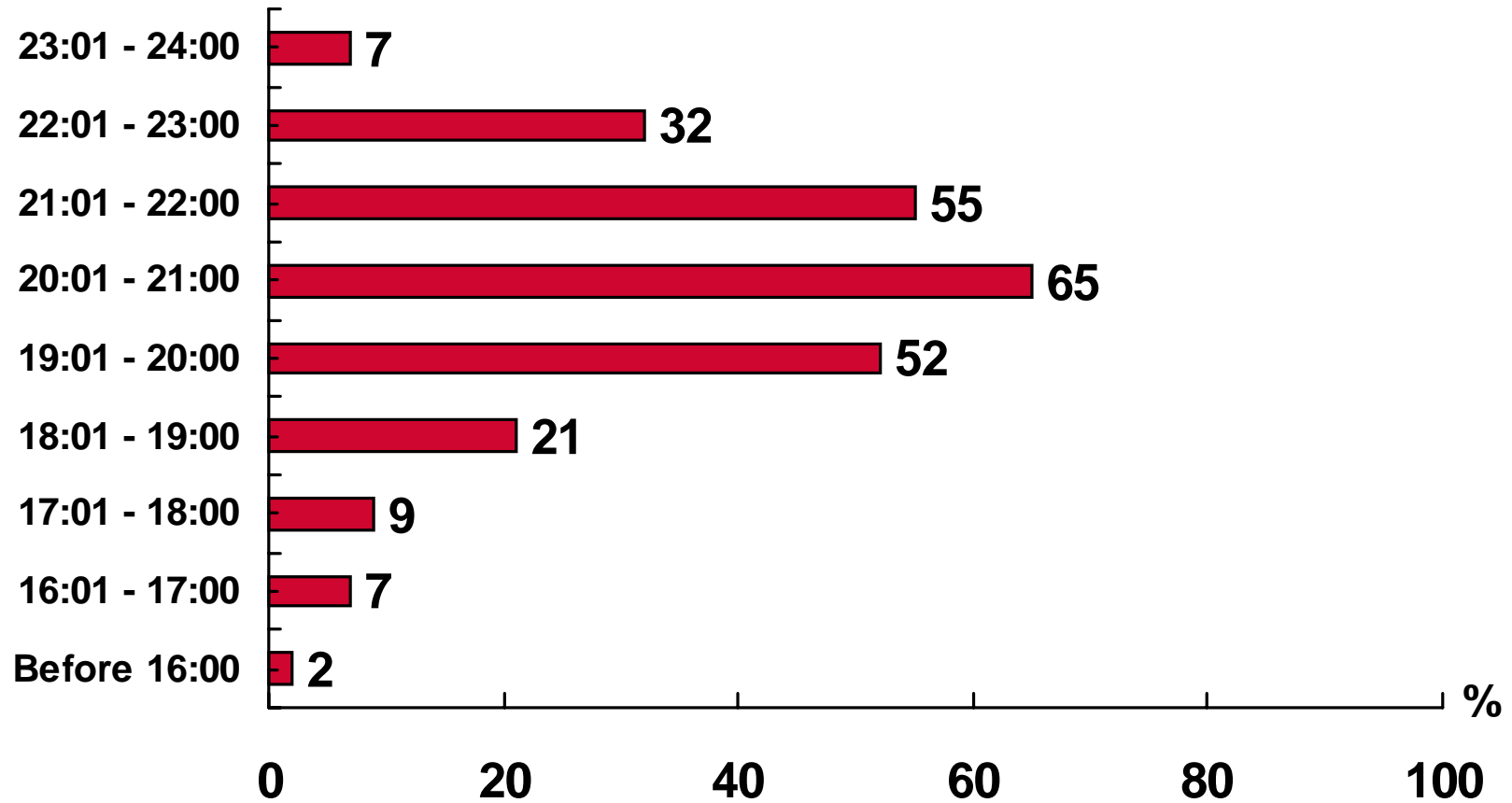
Existing Arrangement
(4:00pm - 8:30pm)

%

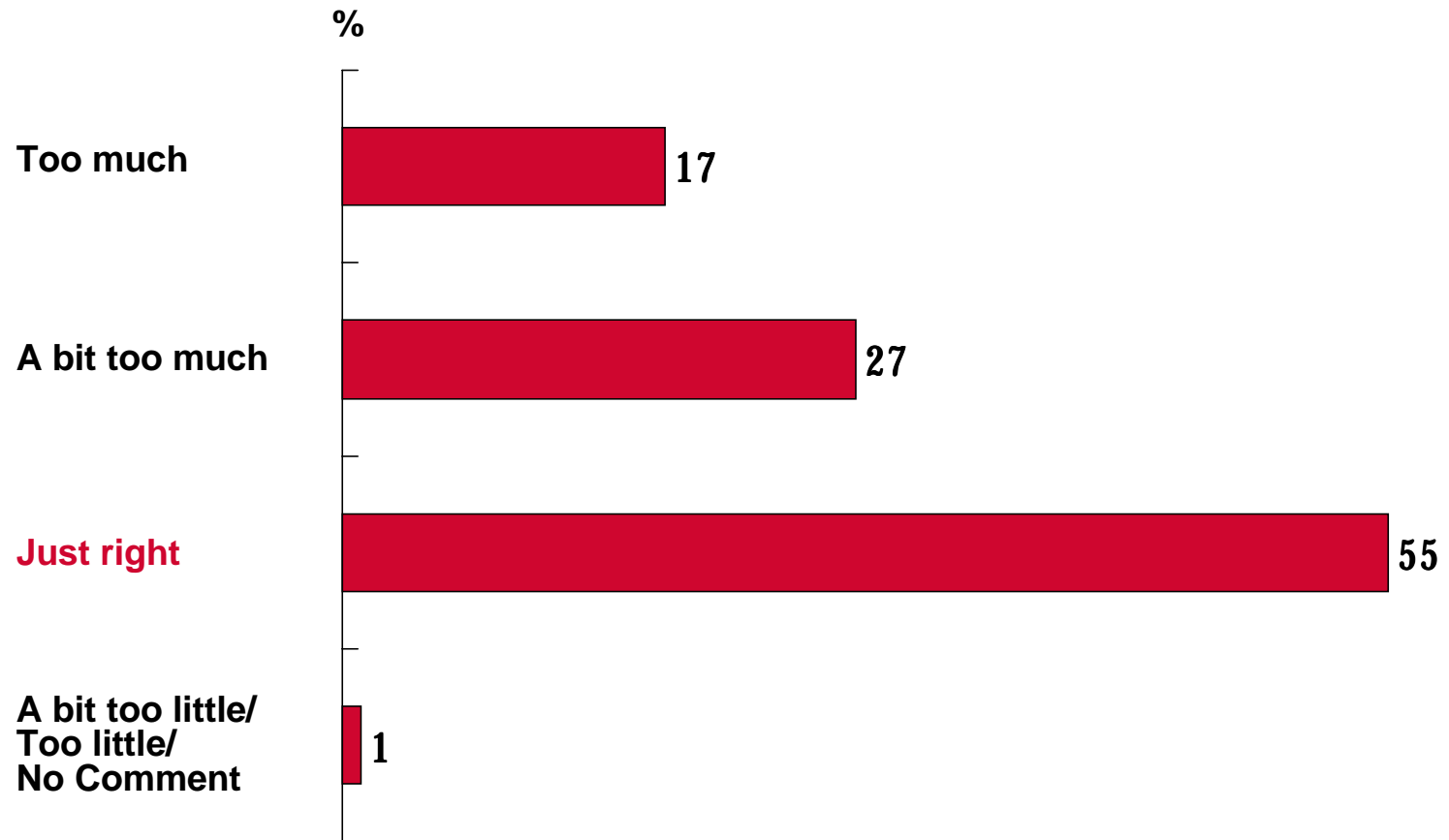


Family Viewing Hours

Parents Accompanying Children Watching TV

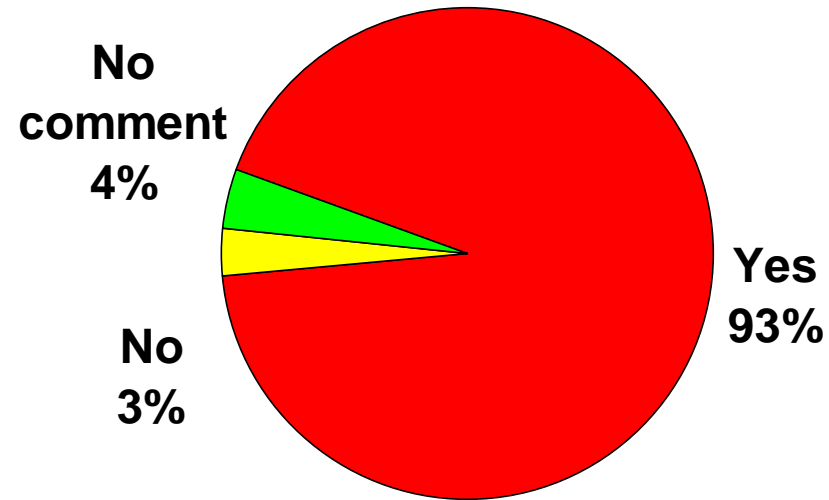


TV Advertising Quantity



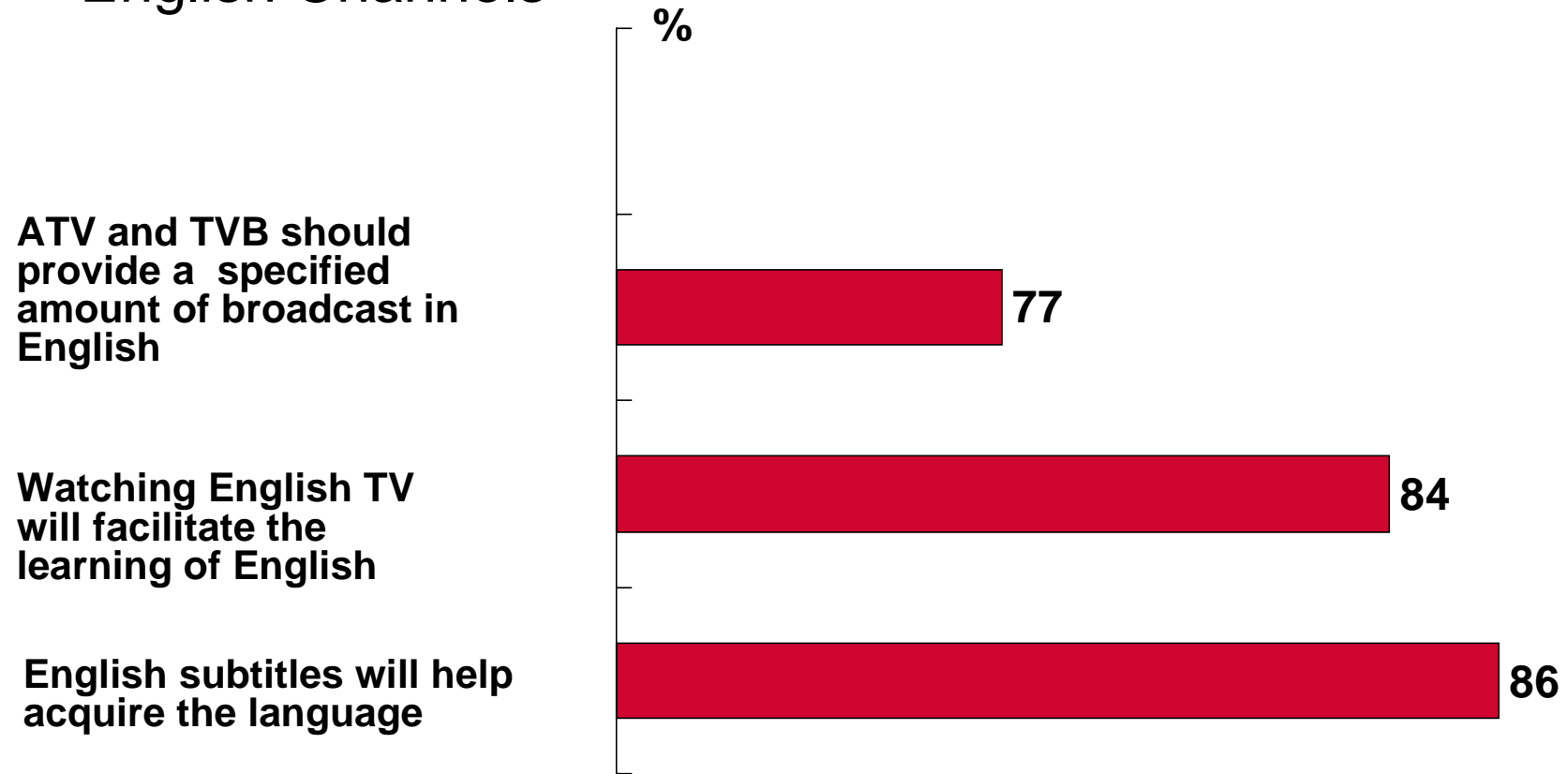
Language Requirement on TV

One Cantonese and one English Channel



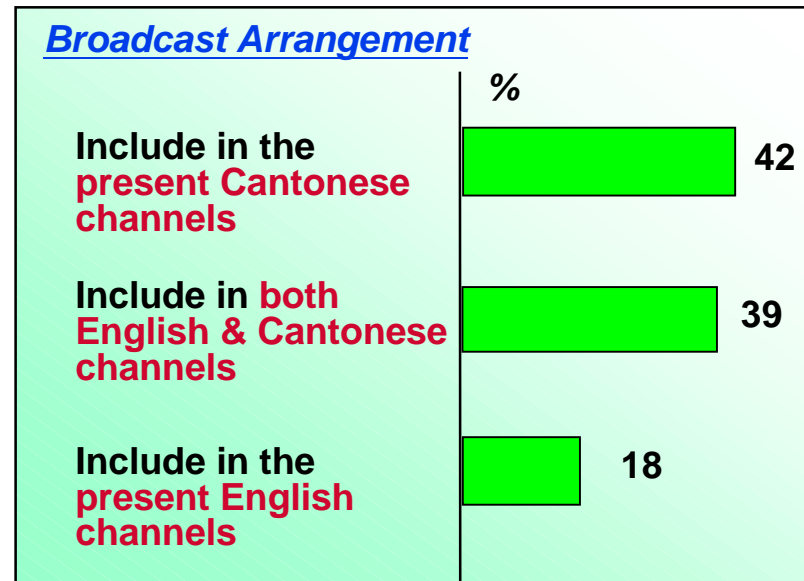
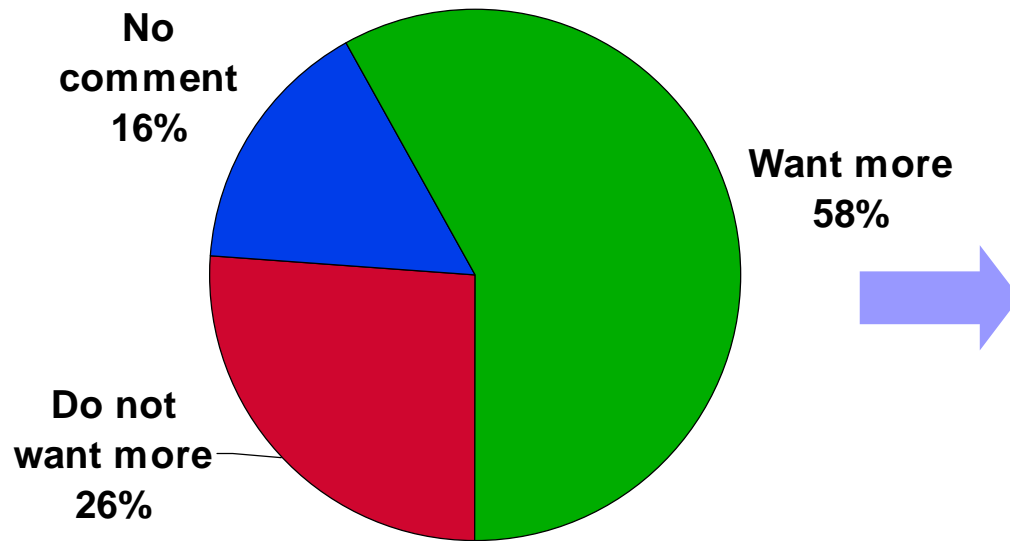
Language Requirement on TV

English Channels



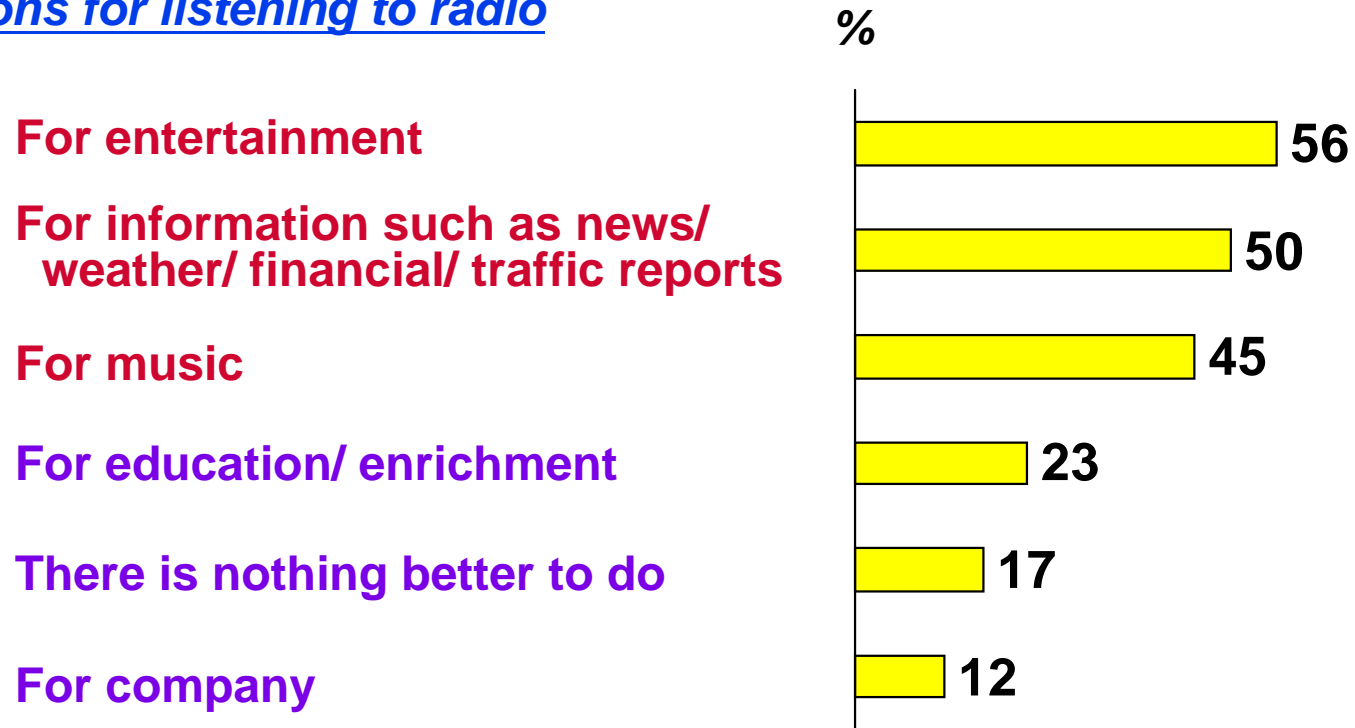
Language Requirement on TV

Putonghua Programmes



Listening Habits

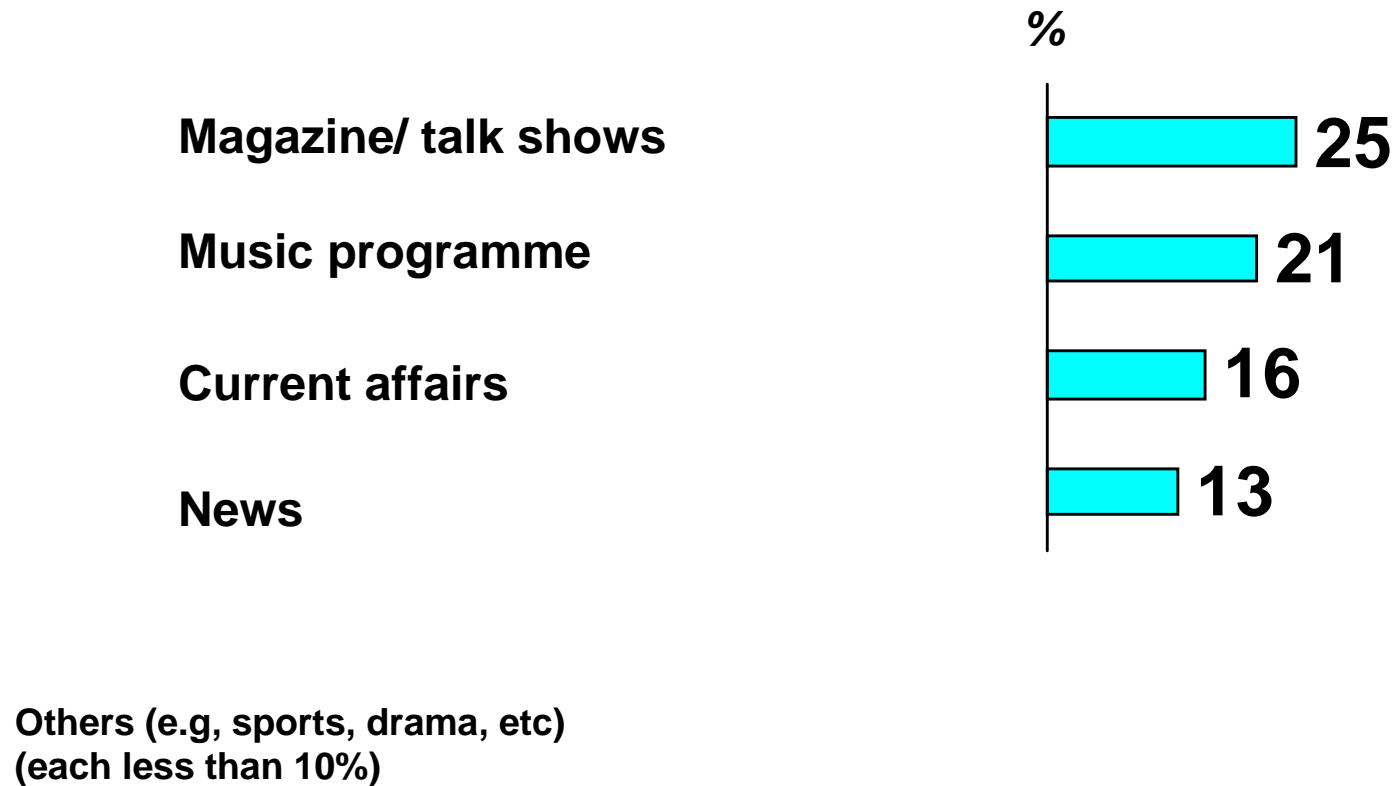
Reasons for listening to radio



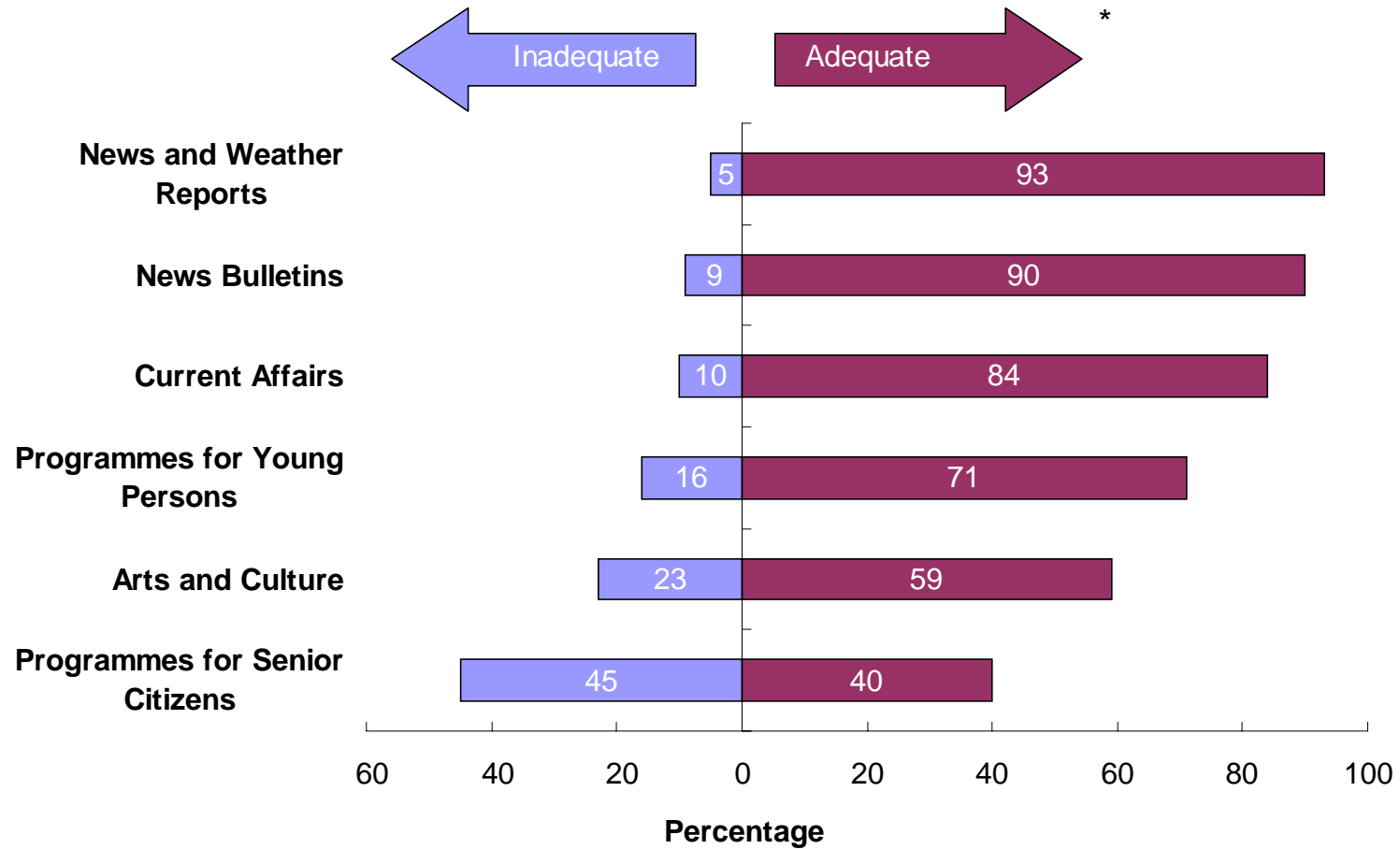
Others (each less than 10%)

Listening Habits

Type of Programme listened to most often

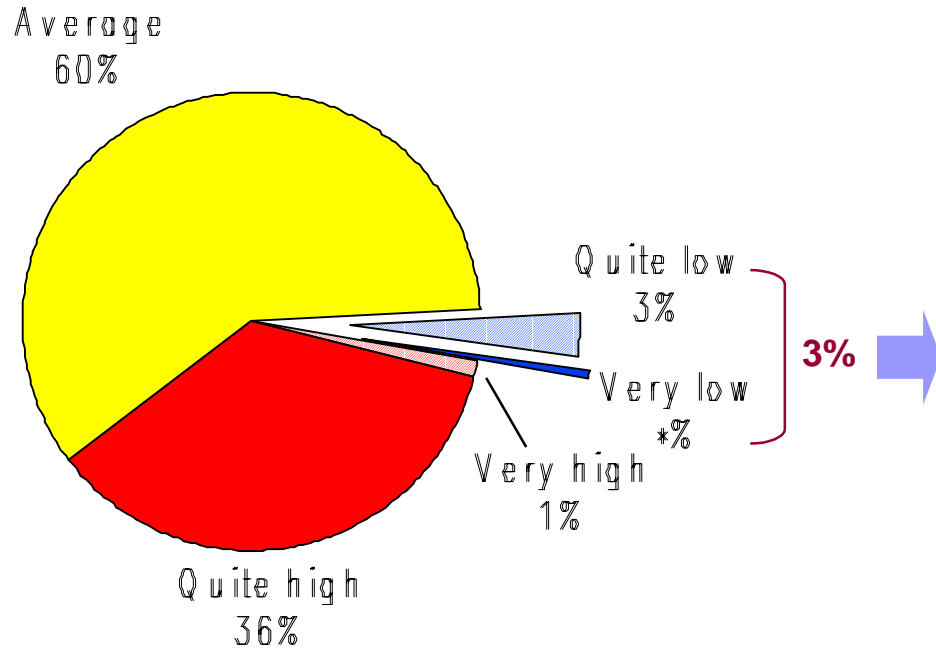


Adequacy of Positive Programmes



* Does not include percentage indicating no comment/knowledge

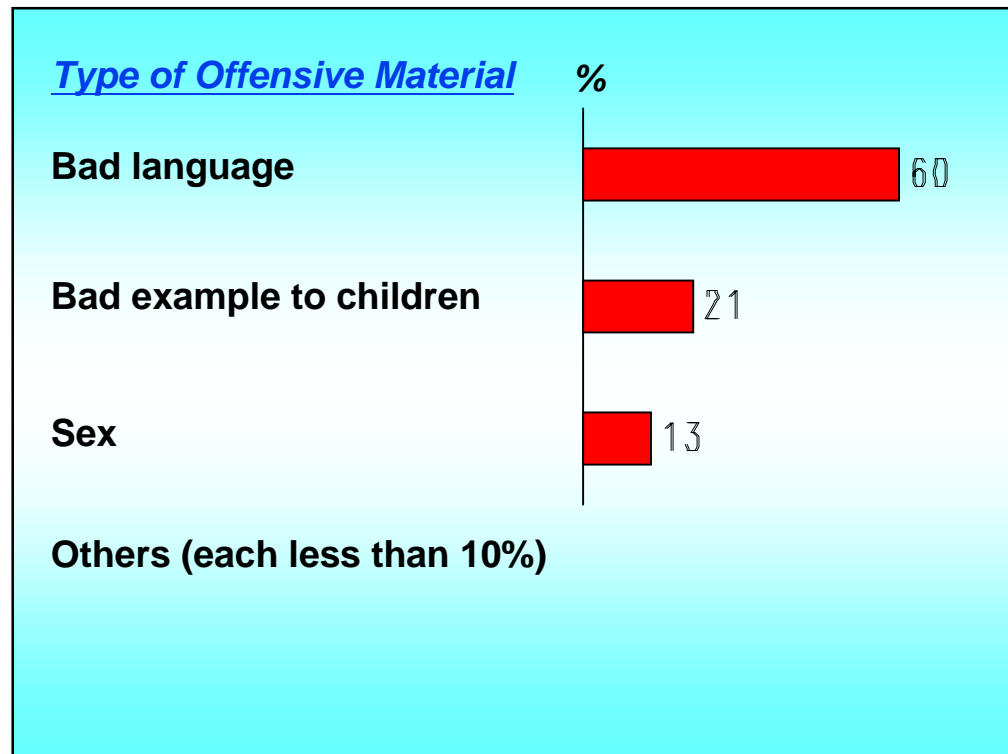
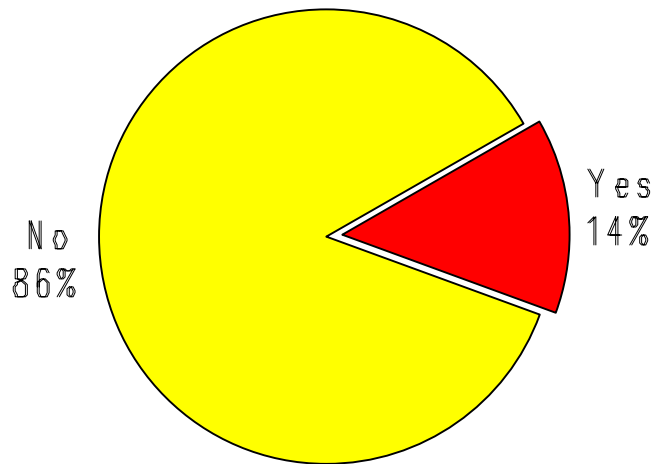
Radio Programme Quality



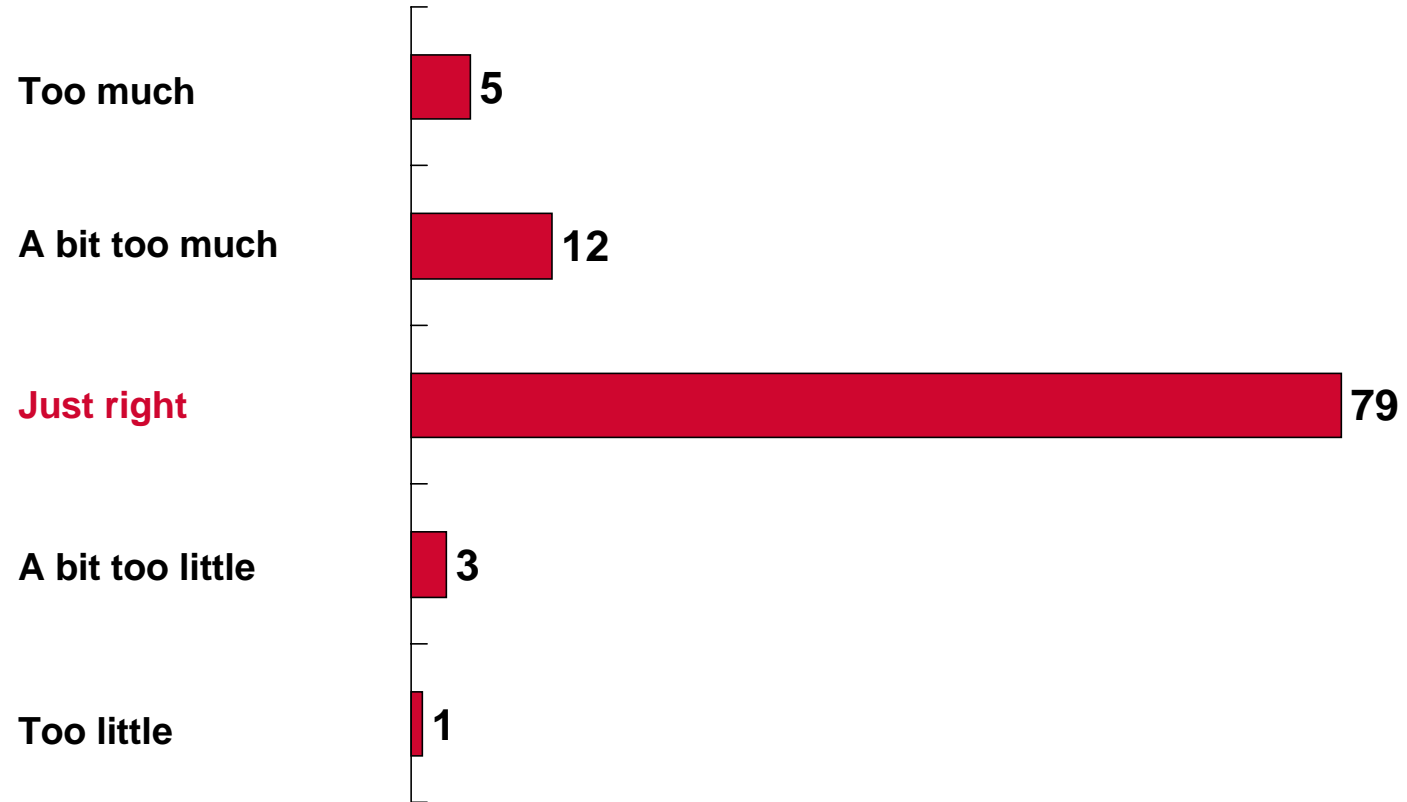
<u>Reasons for low quality</u>	
<i>Content not meaningful</i>	33%
<i>Crude language of DJ</i>	24%
<i>Not enough educational and information programme</i>	14%

Radio Programme Standards

Incidence of Finding Offensive Material on Radio

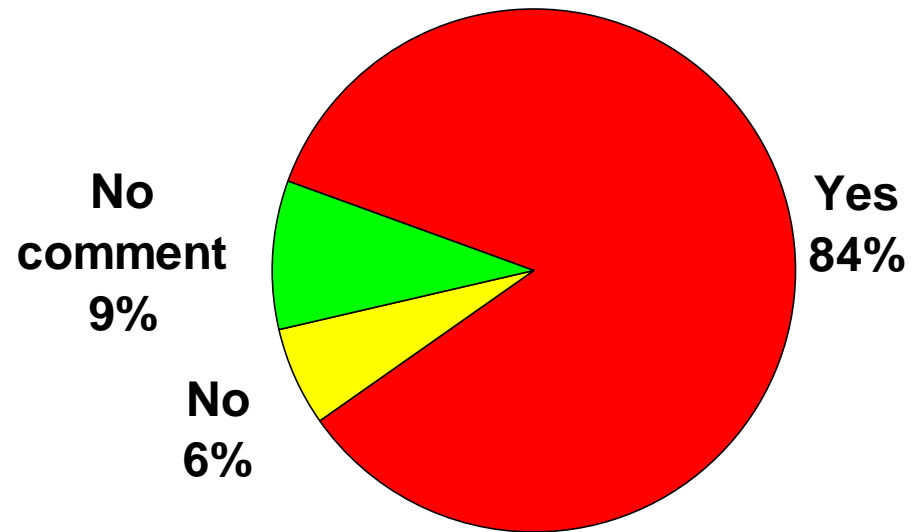


Radio Advertising Quantity



Language Requirement on Radio

Two Cantonese and one English Channel



Language Requirement on Radio

Putonghua Programmes

