

For Information
on 8 April 2005

**Legislative Council Panel on
Information Technology and Broadcasting**

Information Note on RTHK Listenership Survey 2004

Background

One of the quantitative performance indicators of the Radio Television Hong Kong (RTHK) is the listenership for each of RTHK's radio channels. The figures have been reported in the Controlling Officer's Report under Head 160 – Radio Television Hong Kong in the Draft Estimates since 1988/89.

Listenership Survey

2. RTHK commissioned AC Nielsen, a market research and survey company, to conduct the listenership survey 2004. 4,486 individuals aged 9 or above (4,166 Chinese, 110 Filipino, and 210 other non-Chinese) were interviewed by telephone. The survey has a 95% confidence level with a sampling error of $\pm 1.46\%$.

3. Among other things, respondents were asked if they had listened to the radio in the past 7 days. If yes, they were asked to indicate the radio channels they had listened to during that period. They may indicate more than one channel. The listenership figures for the past three years are appended below:

	2002	2003	2004
	Number ('000) and (%)		
RTHK 1 (Chinese) – news, information and general programming	1995 (32)	1833 (28)	2143 (32)
RTHK 2 (Chinese) – youth, entertainment and popular music; promotion of community projects	1775 (29)	1655 (25)	1867 (28)

	2002	2003	2004
	Number ('000) and (%)		
RTHK 3 (English) – news, information and general programming	318 (5)	271 (4)	321 (5)
RTHK 4 (Bilingual) – serious music and fine arts	235 (4)	203 (3)	266 (4)
RTHK 5 (Chinese) – elderly, cultural and education	557 (9)	526 (8)	596 (9)
RTHK 6 (English) – BBC World Service relay	153 (2)	133 (2)	162 (2)
RTHK Putonghua - Putonghua general programming, news and finance	477 (8)	404 (6)	459 (7)

Key Survey Findings

4. The key findings of the survey 2004 are appended below:
- (a) Radio listenership has been steady. 69% of population aged 9 or above had listened to the radio in the past 7 days during the survey period. The corresponding figure for 2003 was 68%.
 - (b) On average, listeners spent 3.69 hours per day listening to the radio in the past 7 days during the survey period, as compared to 3.61 hours in 2003 and 3.41 hours in 2002.
 - (c) There was no major change in radio audience profile, except that radio listeners are ageing gradually. Those aged 45 or above constituted 42% of the listeners as compared to 39% in 2003. Percentage of listeners in the age group 15 – 24 dropped from 14% in 2003 to 12% in 2004.

- (d) When asked about the place of listening, 76% of the respondents listened to the radio at home, 25% at car/public transport, and 16% at work, 7% elsewhere.
 - (e) 50% of listeners as compared to 45% in 2003 had listened to at least one of RTHK's radio channels.
 - (f) RTHK 1 was the most often listened to channel among all radio channels in Hong Kong.
 - (g) 36% of respondents indicated that RTHK provided the most authoritative news while 33% indicated no specific radio station.
 - (h) 28% of respondents indicated that RTHK provided the most educational youth programmes while 45% of respondents indicated no specific radio station.
 - (i) 16% of respondents indicated that RTHK provided the most diversified entertainment while 36% of respondents indicated no specific radio station.
 - (j) 26% of respondents indicated that RTHK provided the most diversified arts and cultural programmes while 48% of respondents indicated no specific radio station.
 - (k) Against a 10-point rating scale of level of appreciation (a higher point indicates a higher level of appreciation), RTHK scored a mean rating of 6.97. RTHK 5 scored the highest rating of 7.29, followed by RTHK 2 (7.08), RTHK 1 (6.83) and RTHK PTH (6.69).
5. Based on the raw data, RTHK has compiled the list of RTHK's top ten most listened to radio programmes as appended below:

Rank	Programme Name	Channel
1	千禧年代	RTHK 1/5
2	瘋 SHOW 快活人	RTHK 2
3	香港家書	RTHK 1
4	舊日的足跡	RTHK 1
5	投資新世代	RTHK 1
6	晨早新聞天地	RTHK 1/5
7	晨光第一線	RTHK 2
8	清談一點鐘	RTHK 2
9	講東講西	RTHK 2
10	各領風騷	RTHK 2

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