

Report on the Public Consultation Exercise on the Renewal of the Analogue Sound Broadcasting Licences

Hong Kong Commercial Broadcasting Company Limited
and Metro Broadcast Corporation Limited

March 2016



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Hong Kong Commercial Broadcasting Company Limited

Metro Broadcast Corporation Limited

**Communications Authority
March 2016**

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Chapter 1. Introduction

Applications of Hong Kong Commercial Broadcasting Company Limited and Metro Broadcast Corporation Limited for Renewal of Licences

The existing analogue sound broadcasting licences of Hong Kong Commercial Broadcasting Company Limited (“CRHK”) and Metro Broadcast Corporation Limited (“Metro”), with a validity period of 12 years, run from 26 August 2004 to 25 August 2016. CRHK and Metro submitted applications to the Communications Authority (“CA”) for renewal of their licences on 31 July 2014 and 25 August 2014 respectively (hereinafter referred to as the “licence renewal applications”). In accordance with the Telecommunications Ordinance (Cap. 106) and the established practices for processing the licence renewal applications, the CA conducted a comprehensive assessment of the performance of CRHK and Metro since August 2004 and made recommendations to the Chief Executive in Council (“CE in C”) on the licence renewal applications on 15 May 2015.

Public Consultation Exercise

2. Analogue sound broadcasting service is a popular source of information and entertainment for the general public. The CA therefore attaches great importance to public views on the performance of the licensees. In line with past practices, the CA conducted a two-month public consultation exercise between 15 September 2014 and 14 November 2014 to gauge public views on the services provided by CRHK and Metro through various channels. The CA has given careful consideration to the public views collected and assessed the performance of CRHK and Metro against the various statutory requirements as well as requirements under licence conditions and codes of practice and the investment commitments of the two licensees in making recommendations to the CE in C.

Full Report on the Public Consultation Exercise

3. This report sets out the views collected in the public consultation exercise and explains the methodology used to consolidate views.

4. We would like to thank CRHK and Metro for their participation, and all the individuals, groups and organisations who have expressed their views in the public consultation exercise. The written submissions have been uploaded onto the CA's website (<http://www.coms-auth.hk>) for public information. If you have any enquiries about the consultation exercise and this report, please contact us through the following channels –

Post Office of the Communications Authority
20/F, Wu Chung House
213 Queen's Road East
Wan Chai, Hong Kong
Fax (852) 2507 2219
Email webmaster@ofca.gov.hk
Website <http://www.coms-auth.hk>

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Chapter 2. The Public Consultation Exercise

Mechanism of Collecting Public Opinions

The public consultation exercise was conducted during the period from 15 September 2014 to 14 November 2014. The consultation was widely publicised through different means, including the broadcast/publication of announcements on television and radio and on the websites of the CA and those of the licensees, as well as on other websites and in newspapers. To facilitate the public to give their views on different areas of the performance of the two licensees, the CA issued an information booklet containing summaries of the licensees' services, complaint records, investment plans and the current regulatory requirements for analogue sound broadcasting licensees. Such information was also uploaded onto the CA's website.

2. The CA collected public views through the following channels –

(a) Opinion Survey

The CA commissioned an independent survey company to conduct a territory-wide opinion survey from 7 July 2014 to 16 January 2015 to collect public views on the licensees' services. Public views were collected by face-to-face interviews, telephone interviews or written surveys with 3 590 households using a random sampling methodology, based largely on the random sample of living quarters supplied by the Census and Statistics Department ("C&SD");

(b) Public Hearings

The CA conducted two public hearing sessions. A total of 425 members of the public attended the hearings and 47 of them spoke at the hearings;

(c) Group Discussions

The CA engaged 42 members of Television and Radio Consultative Group (“TRCG”)¹ to participate in two group discussions; and

(d) Written Submissions

Members of the public were invited to send in their views via mail, fax and email. A total of 632 written submissions were received from different individuals, groups and organisations.

In addition, the CA briefed the Legislative Council Panel on Information Technology and Broadcasting (“LegCo ITB Panel”) on 10 November 2014, during which Panel Members had expressed their views on the licence renewal applications of CRHK and Metro.

Statistics of the Public Consultation

Public Hearings and Group Discussions

3. The CA conducted two public hearings and two group discussions during the public consultation exercise and met with 467 people, as follows –

(a) Two Public Hearings

Date	Number of Attendees
9 October 2014	209
30 October 2014	216
	Total: 425

Summaries of the views collected at the public hearings have been uploaded onto the CA’s website.

¹ The TRCG is a territory-wide consultative scheme to gauge public opinions on television and radio broadcasting standards. Members join the scheme on a voluntary basis. The TRCG currently comprises about 540 members, recruited based largely on the population characteristics of the 18 districts supplied by C&SD.

(b) Two Group Discussions

Date	Number of Attendees
15 October 2014	21
27 October 2014	21
	Total: 42

Summaries of the views expressed at the two group discussions have been uploaded onto the CA's website.

Written Submissions

4. A total of 632 written submissions from individuals, groups and organisations were received in the public consultation exercise (including 13 submissions which were submitted after the consultation period). Statistics on the types and modes of written submissions are as follows –

		Number of Submissions
Types of Written Submissions	Individuals	627
	Groups and organisations	5
		Total: 632

		Number of Submissions
Modes of Written Submissions	By email	325
	By post or fax	291
	Telephone calls or voice messages	6
	By hand	10
		Total: 632

5. After consolidating the 632 written submissions, the CA found that –

- (a) a number of written submissions in template formats with identical or similar contents were submitted by different individuals. Among the written submissions received, we identified 10 different templates and 60 written submissions adopting these template formats;
- (b) most written submissions were submitted with names of the members of the public concerned, and there were 124 anonymous written submissions; and
- (c) there were five written submissions made in the names of organisations or groups. One of them comprised 130 online petitions collected through the website of a group. Since these petitions were submitted in the name of the group, they were treated as a single submission from the group concerned.

6. The written submissions (except those marked confidential) have been uploaded onto the CA's website.

Opinion Survey

7. The CA commissioned an independent survey company to conduct an opinion survey to gauge public views on the services of CRHK and Metro. 3 590 members of the public were successfully interviewed and the overall response rate was 61.0%. The executive summary of the opinion survey is at **Appendix**.

Chapter 3. Reporting Principles

The reporting principles are as follows –

(a) To record public views in an objective, comprehensive and systematic manner

The CA commissioned an independent survey company to conduct an opinion survey to gauge public views on the services of CRHK and Metro. The CA also encouraged the public to freely express their views on the licensees' services at the public hearings and group discussions, and through written submissions. The views received by the CA were quite diverse in terms of format and content. The CA has given careful consideration to all the views collected and consolidated them in an objective, comprehensive and systematic manner.

(b) To accord equal weight to all views received

During the public consultation exercise, the CA conducted two public hearings and two group discussions, received written submissions and attended a meeting of the LegCo ITB Panel. The CA did not attempt to analyse the views collected in a quantitative manner mainly because the views collected were quite diverse in terms of format and content. It would be difficult to treat the views collected in a standardised way and to quantify them. In addition, the CA accords equal weight to views expressed by both the minority and the majority. Therefore, this report places emphasis on reflecting opinions received in a comprehensive manner.

(c) To keep the identity of opinion providers confidential

This report respects the source of each and every opinion. The names and contact information of opinion providers are kept confidential for privacy reasons.

2. To facilitate easy reading, the public views are categorised as follows –

- (a) views which were received during the opinion survey conducted by the independent survey company commissioned by the CA. The survey company has analysed the fieldwork data collected and compiled the major findings (as reflected in Part 1 of Chapter 4 of this report); and
- (b) views which were submitted to the CA during the public consultation exercise (as reflected in Part 2 of Chapter 4 of this report). These include –
 - (i) views expressed at the public hearings, group discussions and LegCo ITB Panel meeting on 10 November 2014; and
 - (ii) written submissions from various individuals, groups and organisations.

These views were carefully considered and consolidated into 14 categories as set out in **Table 1**.

3. Views collected from the above channels may at times be repetitive. The CA has consolidated similar views to make the report more reader-friendly.

(Table 1) Framework of Part 2 of Chapter 4 of this report

1. Programme Diversity
2. Positive Programme Requirements
3. Editorial Freedom and Independence of the Licensees
4. Accuracy, Impartiality and Fairness
5. Programme Standards
6. Programme Quality
7. Programme Scheduling
8. Advertising
9. Broadcasting Technology
10. Investment and Financial Capability of the Licensees
11. Management and Operation of the Licensees
12. Overall Performance of the Licensees
13. Other Broadcasting Issues
14. Other Comments and Suggestions

Chapter 4. The Public Views Collected

Part 1: Quantitative Analysis of Data of the Public Opinion Survey

1. Objectives, Scope and Research Method

1.1 Following the established practice, the CA commissioned an independent survey company to conduct a territory-wide opinion survey to collect public views on CRHK and Metro's analogue sound broadcasting services, including standard, quality and diversity of programmes.

1.2 After consulting C&SD, public views were collected by face-to-face interviews, telephone interviews or written surveys with members of households using a random sampling methodology. The fieldwork was conducted by the survey company between 7 July 2014 and 16 January 2015. A total of 3 590 successful interviews were conducted with respondents aged 15 or above, achieving an overall response rate of 61.0%. The CA has compared the findings of the opinion survey with those of similar surveys conducted in 2007 and 2010, where appropriate.

1.3 The executive summary of the opinion survey is at **Appendix**.

2. Major Survey Findings

Major findings of the survey are summarised below.

2.1 Listening Habits of Analogue Sound Broadcasting Services

2.1.1 There was a drop in the listenership of analogue sound broadcasting services (44.7%, versus 58.1% in 2010 and 66.5% in 2007).

2.1.2 Respondents who had listened to analogue sound broadcasting services in the month prior to the survey (“radio listeners”) usually listened to radio from 7:00a.m. to 11:59a.m. The average time they spent on listening to radio was 1.7 hours per day.

2.1.3 CR1 was the most often listened to analogue radio channel (25.9%, versus 27.4% in 2010 and 22.4% in 2007), followed by CR2 (20.7%), RTHK Radio 1 (18.7%), RTHK Radio 2 (17.8%), Metro Finance (5.8%) and Metro Info (4.3%).

2.2 Purpose of Listening

2.2.1 Radio listeners listened to radio mainly for obtaining information (50.5%), for education or enrichment (29.7%), and for entertainment (23.6%).

2.3 Programme Quality

2.3.1 66.0% of the radio listeners who had ever listened to CRHK’s analogue sound broadcasting services (“CRHK listeners”) were satisfied with its programme quality, whereas 4.5% was dissatisfied. 20.6% found it average and 9.0% had no comment.

2.3.2 50.1% of the radio listeners who had ever listened to Metro’s analogue sound broadcasting services (“Metro listeners”) were satisfied with its programme quality, whereas 4.3% showed dissatisfaction. 21.8% found it average and 23.8% had no comment.

2.4 Programme Variety

2.4.1 62.8% of CRHK listeners considered the programme variety of CRHK sufficient, whereas

5.5% considered it insufficient. 15.5% found it average and 16.2% had no comment.

2.4.2 47.7% of Metro listeners considered the programme variety of Metro sufficient, whereas 6.0% considered it insufficient. 17.4% found it average and 28.8% had no comment.

2.5 Programme Types

2.5.1 The five programme types that the greatest proportion of radio listeners considered insufficient in quantity were “programmes for children up to the age of 15” (27.6%, versus 15.8% in 2010 and 23.1% in 2007), “programmes for senior citizens over the age of 60” (26.2%, versus 16.4% in 2010), “dramas” (20.9%, versus 13.7% in 2010 and 14.8% in 2007), “arts and culture programmes” (19.8%, versus 11.3% in 2010 and 19.8% in 2007) and “religious programmes” (17.4%, versus 10.2% in 2010).

2.6 Offensive Materials

2.6.1 21.6% of the radio listeners claimed that they had encountered offensive programme materials (versus 17.9% in 2010 and 15.7% in 2007). The offensive materials were mainly related to “partial views, biased contents”, “bias towards a certain community or organisation” and “misleading contents”.

2.6.2 3.1% of CRHK listeners or Metro listeners claimed that they had encountered offensive advertising materials (versus 3% in 2010 and 2.8% in 2007). The offensive materials were mainly related to “bias towards a certain community or organisation”, “bad language” and “misleading contents”.

2.7 Quantity of Advertisements

2.7.1 70.3% of CRHK listeners or Metro listeners considered the quantity of advertisements broadcast on analogue sound broadcasting services appropriate, while 15.5% considered that there were too many advertisements, and 1.6% could accept the broadcast of more advertisements.

2.8 Language Requirements

2.8.1 85.0% (versus 88.9% in 2010) of the radio listeners agreed to keep the existing language requirement that “each radio station must provide one Cantonese channel and one English channel, while there is no language requirement for the third channel”. Only 3.2% disagreed (versus 2.8% in 2010).

2.9 Broadcasting Requirements

2.9.1 83.4% (versus 84.2% in 2010) of the radio listeners agreed to keep the existing broadcasting requirement that “radio stations shall broadcast for at least 10 hours each day in respect of each channel”. Only 3.2% disagreed (versus 2.8% in 2010).

2.10 Positive Programme Requirements²

2.10.1 Majority of the radio listeners (ranging from 73.7% to 86.3%) agreed to maintain the existing requirements on the broadcast of positive programmes.

² Positive programme requirements comprise a minimum amount of news and weather reports, current affairs programmes, programmes for children, young people and senior citizens, and arts and culture programmes to be broadcast by the licensees.

2.11 Reception Quality

2.11.1 73.8% of CRHK listeners were satisfied with the reception quality, while 7.1% were dissatisfied.

2.11.2 66.2% of Metro listeners were satisfied with the reception quality, while 5.4% were dissatisfied.

2.12 Overall Satisfaction with Analogue Sound Broadcasting Services

2.12.1 77.1% of CRHK listeners were satisfied with its services whereas 1.9% considered them dissatisfactory. 13.8% found them average and 7.2% had no opinion.

2.12.2 Among those who expressed dissatisfaction with CRHK's services, "current affairs programmes and their hosts become less neutral or are not fair" (39.8%), "poor reception quality" (28.8%), "poor sound quality" (24.2%) and "programme contents are boring/ not innovative" (13.7%) were cited as the reasons of dissatisfaction.

2.12.3 63.7% of Metro listeners were satisfied with its services while 3.4% showed dissatisfaction. 15.9% considered them average and 17.0% had no opinion.

2.12.4 Among those who expressed dissatisfaction with Metro's services, "programme contents are boring/ not innovative" (50.7%), "poor reception quality" (42.6%), "poor sound quality" (30.3%) and "insufficient programme variety" (22.3%) were cited as the reasons of dissatisfaction.

Part 2: Comments Collected from Public Hearings, Group Discussions and Written Submissions from Individuals, Groups and Organisations

1. Programme Diversity

(a) Programme Types

General Comments

- 1.1 Community involvement in the production of programmes could help enhance programme diversity and quality. More participation of young listeners in programmes was also suggested.
- 1.2 The diversity of the two licensees' programmes was not sufficient to cater for the needs of different audience groups.
- 1.3 There was a lack of programmes on arts and cultural critique, classical music, and science and technology, as well as Putonghua and foreign language programmes.
- 1.4 The current English channels mainly broadcast music and were not actual English broadcasting services. They did not provide real listening choices for non-Cantonese speaking audience.
- 1.5 There were suggestions of providing talk shows, and music, current affairs and education programmes in Hakka, Wai Tau and Teochew dialects (客家話、圍頭話、潮州話).

Comments on CRHK

- 1.6 CRHK should only broadcast entertainment programmes.
- 1.7 CRHK should re-broadcast more classic programmes (復刻版節目) and broadcast more English and Japanese oldies.
- 1.8 CRHK should re-broadcast the traffic reports of Angels of the Road (馬路天使).

- 1.9 CR2's programmes were diversified and attractive to young persons, promoting originality and local values.
- 1.10 The programme types of CR2 from 10:00am to 6:00pm were attractive.

Comments on Metro

- 1.11 Metro's programmes were more diversified and provided more cultural and other information. However, there were also views that Metro's programmes were monotonous and too commercial.
- 1.12 Metro should re-broadcast a show involving all of its disc jockeys (DJs).

(b) Quantity of Programmes of Individual Types

General Comments

- 1.13 Too many current affairs programmes were broadcast at the same time slots which deprived listeners of choices. There were too many talk shows with no listening value and more music programmes should be broadcast instead.
- 1.14 There were too many news programmes, commentaries, phone-in programmes and programmes on political issues. There were also views that the licensees had provided too many music programmes on the AM channels, which deprived listeners of choices.
- 1.15 The licensees should provide more music programmes, arts and culture programmes, infotainment programmes, programmes on local and international current affairs, radio dramas, lifestyle programmes, history programmes, programmes promoting public awareness of health issues and civic education, informational programmes, non-horse racing sports programmes, community programmes and programmes for children, young persons, senior citizens and ethnic minorities.

- 1.16 There should be more programmes on sports, politics, science and arts and culture, with experts and callers invited to share their experiences.
- 1.17 The licensees should be required to broadcast more positive and educational programmes. However, there were views that the development of broadcasting services should be market-driven, taking into account various factors including the expectation of listeners.

Comments on CRHK

- 1.18 There were too many phone-in programmes but insufficient entertainment and educational programmes. CRHK should broadcast fewer programmes on political issues and more programmes on professional knowledge like medicine and law.
- 1.19 The news bulletins of CR1 were too short and did not provide comprehensive information on international news and economics, and there was a lack of commentaries on international affairs and social issues on CRHK on weekends.
- 1.20 CRHK broadcast more children's programmes than Metro, contributing to the positive development of children.
- 1.21 CRHK broadcast too many music programmes. As the frequency of broadcasting individual songs was decided by DJs, conflict of interest might arise if the record companies and singers used their relationship with DJs to boost the broadcast frequency of their songs.
- 1.22 CRHK broadcast too many programmes with contents related to homosexuality.
- 1.23 CRHK should provide more programmes for the ethnic minorities.

Comments on Metro

- 1.24 Metro had broadcast more arts and culture and sports programmes, but there were insufficient programmes for senior citizens.
- 1.25 Metro focused on providing financial and economic programmes and did not provide adequate programmes on political issues, though more entertainment programmes were broadcast on Metro Finance recently. Metro should broadcast more lifestyle programmes, such as programmes on pets and books, as well as phone-in programmes and personal view programmes on current affairs.
- 1.26 Metro Finance broadcast too many programmes on the stock market and its services targeted investors instead of the general audience. By putting too much emphasis on financial and economic news, it would lose audience who were not interested in those subjects.

2. Positive Programme Requirements

- 2.1 The existing weekly broadcast hours in respect of programmes for children, young persons and senior citizens, arts and culture programmes and sports programmes were inadequate and should be increased.
- 2.2 There were suggestions that the licensees should broadcast a minimum of 180 minutes of arts and culture programmes (excluding music programmes), 90 minutes of classical music programmes, and 90 minutes of popular science programmes (科學普及節目) per week.
- 2.3 The broadcast schedule of positive programmes should be reviewed.

3. Editorial Freedom and Independence of the Licensees

- 3.1 The licensees should be given more editorial freedom and the right to refuse to broadcast announcements in the public interest (APIs) with predetermined stances on political and

social issues, as such APIs promoted biased thinking.

- 3.2 CRHK's dismissal of ex-programme host Ms Li Wei Ling (李慧玲) reflected a loss of editorial independence and freedom of speech.

4. Accuracy, Impartiality and Fairness

General Comments

- 4.1 A broadcaster should be fair, open and impartial. It should handle different views fairly. Programme hosts should remain impartial.
- 4.2 There were comments that the licensees might be biased towards certain parties or individuals so as to attract more advertising revenue.
- 4.3 The broadcasters were responsible for the polarisation of society and young persons' participation in illegal activities. They should not continuously criticise the Hong Kong Government and the Mainland Government and instigate the listeners to participate in the Occupy Central Movement. However, there were also views that the students participating in the Occupy Central Movement were not swayed by radio as they usually obtained information from online social media.
- 4.4 The current affairs programmes of CRHK and Metro were biased against the police and government policies, and their news reports were misleading by withholding news unfavourable to the participants of the Occupy Central Movement.
- 4.5 Current affairs programmes should be fair and objective. The nature of the programme and the sources of views (whether they were personal views of host and guests or the broadcaster's views) should be clearly stated before commentaries were made. Views from different perspectives should be provided and they should be based upon facts.

- 4.6 Entertainment programmes should not touch on current affairs and government policies or present political views since such programmes did not provide a platform for different views to be expressed. The hosts of the programme “Tea for You” (杏林茶) sometimes commented on political issues though such programme should only discuss medical issues.
- 4.7 The broadcasters should provide material facts for the audience instead of brainwashing them and should not make use of personal view programmes to shed their responsibility.
- 4.8 It appeared that the number of complaints against factual programmes and personal view programmes were on the rise. Personal view programmes were often partial and biased. In particular, CRHK only presented one-sided views and callers with opposing views were either not put through in phone-in programmes or their calls were cut short by the programme hosts.
- 4.9 There were concerns about the balance between maintaining freedom of expression and the regulatory standards governing fairness and impartiality of personal view programmes. On the one hand, there were views that measures to improve the fairness and impartiality of programmes should be considered in the licence renewal exercise. On the other hand, there were views that freedom of expression should be respected and it was not appropriate to impose new regulations in this aspect during the licence renewal.
- 4.10 Radio broadcasters should be subject to more stringent regulations on fairness and impartiality than web-based commentators, taking into consideration their pervasiveness and degree of influence on the community.

Comments on CRHK

- 4.11 There were views against CRHK concerning impartiality and fairness, including the following:

- CRHK manipulated public opinions by inviting guests from the pan-democratic camp much more frequently than those from the pro-establishment camp. It made favourable comments on the pan-democratic camp. Some also considered that CRHK abused the airwave to promote the interests of the pan-democratic camp.
- CRHK was biased towards the pan-democratic camp by downplaying the unfavourable news against them. At the same time, CRHK was biased against the pro-establishment camp. It suppressed their freedom of expression and excluded their views from the programmes.
- CRHK worked for certain political camps and provoked young people against Mainlanders, businessmen and the Government.
- CRHK had not been monitoring its news reports. It should check whether its reporters were from the pan-democratic camp.
- CRHK adopted an anti-Government stance. All its programmes appeared to contain anti-government messages and oppose the Mainland Government. CRHK also took no action on the biased comments made by one of its programme hosts Mr Poon Siu To (潘小濤) against the Mainland Government.
- CRHK instigated young persons to engage in political activities and oppose the Government by constantly criticising the Government. It had not operated the station in a responsible manner.
- CRHK abused the role of a broadcaster by swaying the listeners to participate in demonstrations and the Occupy Central Movement, and exaggerated the number of participants in those demonstrations.

- CRHK was biased towards the Occupy Central Movement and the students. It did not remain neutral in interviews about the Occupy Central Movement. It misled young people and defamed those who opposed to the Movement.
- It was inappropriate for CRHK to encourage young persons to participate in the Occupy Central Movement and to advocate illegal behaviour such as using “the female artistes whom I most wanted to indecently assault” as the subject in its programme.
- It was inappropriate for CRHK to broadcast only sad music after the police used tear gas to disband protesters.
- CRHK’s programmes advocated the Occupy Central Movement, demonstrations and illegal anti-government activities, upset social stability, and had bad influence on the community.
- CRHK’s phone-in programmes focused on the Occupy Central Movement and neglected other topics.
- CRHK’s phone-in programmes provided one-sided views. The programmes abused the airwave by encouraging listeners to participate in the online voting on constitutional reform on 22 June. They also instigated the audience to participate in illegal activities such as the Occupy Central Movement.
- CRHK changed its stance on the Occupy Central Movement from supporting to opposing when the community sentiment changed.
- CRHK’s coverage of the 1 July demonstration was biased against the police. It also distorted the intent of the White Paper on the practice of the “One Country Two Systems” policy.
- CRHK’s programme “On a Clear Day” (在晴朗的一天出發) was biased when discussing an incident of

demonstrators storming the Legislative Council Complex. It covered up the demonstrators' violent and illegal acts, and criticised the Government and the Legislative Council.

- CRHK's programmes used the personal view programme arrangements to circumvent regulations governing fairness and impartiality in the Radio Code of Practice on Programme Standards. The broadcasters should be made responsible for the remarks made in their programmes.
- CRHK invited radical and politically biased Legislative Council members as programme hosts.
- Some programme hosts of CRHK rejected opposing voices and screened out callers of opposing views. Only guests or audience holding political views similar to those of the hosts would be invited to express their views. CRHK should exercise control on its programme hosts. They should not screen callers and should respect freedom of expression by accommodating different views.
- More and more programmes of CRHK had predetermined stances regarding political and social issues, which would promote biased thinking, especially among young persons, and would adversely affect their development. CRHK had a mass audience of young listeners and should not take a particular political stance. Commentators and hosts of phone-in programmes should stay neutral and present different views to facilitate the audience to make their own judgements.
- CRHK's programmes should be impartial and fair. The programme hosts should present personal views based on facts, and should not make interpretation out of context and mislead listeners.
- The CA should consider the need of strengthening the regulation of CRHK's hosts and increasing the

accountability of the licensee.

- 4.12 On the other hand, there were views that the commentaries in CRHK were fair and ethical, and the discussion on the Occupy Central Movement helped vent the dissatisfaction of the audience. CRHK's programme hosts allowed different viewpoints to be expressed and had also criticised the persons who initiated the Occupy Central Movement. The screening of calls in phone-in programmes was due to time restraints instead of differences in callers' stances.
- 4.13 There were also views that CRHK had always been impartial and reflecting the views of the general public. In particular, CRHK's current affairs programmes maintained high listenership despite the complaints received, which reflected that the contents of the programmes were in line with the main-stream opinions.
- 4.14 There were requests that CRHK should provide explanations to the public about the dismissal of Ms Li Wei Ling. However, there were also requests that CRHK should not engage programme hosts whose style was similar to that of Ms Li Wei Ling and should retrain its reporters.
- 4.15 CRHK should respect the standpoint and editorial independence of the programme hosts and remain neutral and impartial.

Comments on Metro

- 4.16 Metro followed the pulse of the city and had been handling current affairs programmes in a fair manner, encompassing different views.
- 4.17 It was commendable that Metro's programme hosts avoided discussing issues which were unrelated to the subject of the programmes.
- 4.18 Metro should provide more discussion fora or phone-in programmes so that different views could be voiced.

- 4.19 The hosts of some phone-in programmes on the Metro Info channel rejected other hosts and callers who held different views. Their imperious attitude would set bad examples to young persons.

5. Programme Standards

General Comments

- 5.1 Some were concerned whether radio broadcasters were subject to the same set of provisions governing factual programmes as those for television services.
- 5.2 The programmes of the two licensees were filled with materials unsuitable for children. Some programmes targeting young persons contained offensive expressions.

Comments on CRHK

- 5.3 CRHK often violated the codes of practice and disseminated messages detrimental to Hong Kong.
- 5.4 CRHK promoted gambling by broadcasting horse racing programmes.
- 5.5 A late night programme broadcast on CRHK in 2012 frequently contained sex-related indecent contents which were misleading to young persons.
- 5.6 The broadcast of the online vote on “the female artistes whom I most wanted to indecently assault” in CRHK’s programme “So Fab” (架勢堂) in 2006 was of bad taste, denigrated and defamed females, undermined social morality, incited sexual violence and sent an incorrect message to young persons. CRHK was financially penalised for the violation and was ordered to broadcast an apology.
- 5.7 CRHK’s programme “On a Clear Day” (在晴朗的一天出發) carried dirty jokes.

5.8 The comments on a strike by dock workers in 2013 in CRHK's programme "On a Clear Day" (在晴朗的一天出發) were biased. The programme appealed for donation to an organisation without prior approval of the CA, and was sanctioned by the CA.

6. Programme Quality

(a) Overall Production Quality

General Comments

6.1 Some respondents commented that they had lost confidence in the services of the two licensees. However, some opined that it was impossible for a programme to please every listener, and the most important point was that the licensees should comply with the regulatory requirements in the production and broadcast of programmes.

Comments on CRHK

6.2 CRHK's programmes were commended for:

- responding fast to the Occupy Central Movement. It called on the Government to have a dialogue with the public, and encouraged and provided latest news to the protesters.
- being close to the community, creative and multifaceted, conveying messages of humanity and care to the society.
- devoting to truth and justice and representing the opinions of the society in general.

6.3 There were also views showing dissatisfaction with CRHK's programmes as follows:

- programmes had no merits, were of low quality and lacked educational value.
- programmes were repulsive.

- insufficient informational programmes, weak in entertainment programmes and biased in current affairs programmes.
- certain contact information, e.g. email address of CR1, was read out too quickly in its programmes. Listeners were unable to follow and note down the details.

Comments on Metro

- 6.4 Metro's programmes, such as the programmes by Mr Barry Ip (葉文輝) and Ms Nancy Sit (薛家燕), were made for Hong Kong people.
- 6.5 Metro's programmes and hosts were not of outstanding quality and their ways of talking were old-fashioned.
- 6.6 Metro had produced low quality programmes over the years. New competitors should be introduced to the market with a view to improving the programme quality.

(b) Programme Host

General Comments

- 6.7 The quality of some programme hosts and DJs was declining. They were noisy, sometimes annoying, laughed too much and frequently talked about issues with no substance. They spent too much time talking about their personal matters, and were not professional and not knowledgeable about the issues being discussed. Some hosts failed to use proper words. They sometimes stuttered and could not speak clearly.
- 6.8 The quality of programme hosts should be improved. Briefings for the hosts should be conducted before and after the broadcast of programmes.
- 6.9 Programme hosts should be equipped with relevant qualification and training, have ethics and knowledge of

news reporting, base their comments upon material facts and should not make appeals for donation in programmes.

- 6.10 Programme hosts should declare their interest with regard to political inclination and affiliation.

Comments on CRHK

- 6.11 DJs in CRHK's music programmes were amiable and zealous.
- 6.12 The quality of CRHK's programmes had improved by the replacements of some of the hosts.
- 6.13 CRHK should provide better training for their programme hosts to reduce the talent gap.
- 6.14 The pronunciation of CRHK's programme hosts was not precise. Some even used puns in English that resembled foul language in Cantonese.
- 6.15 CRHK's hosts were eccentric, cynical, misleading and instigating.
- 6.16 There were comments that Mr Jan Lamb (林海峰), being a young idol, should not set a bad example to the young persons by making undesirable comments.
- 6.17 There were views showing dissatisfaction with the performance of a horse racing commentator in CRHK. There were also views that the hosts of "On a Clear Day" (在晴朗的一天出發) were not up to standard.
- 6.18 There were views against CRHK's programme hosts in relation to impartiality and fairness:
- CRHK's programme hosts were radical, partial and misleading to young people.

- Some programme hosts of CRHK's current affairs programmes were partial. However, there were views considering otherwise.
- The programme hosts of CRHK's phone-in programmes were biased and partial that listeners were discouraged to make calls. In addition, the hosts often argued with the callers, and that was rude, threatening and offensive.
- CRHK's DJs advocated illegal acts such as the Occupy Central Movement. Some disseminated their radical political views in entertainment programmes and exerted a bad influence on young people and children.
- One of the programme hosts of "Summit" (光明頂) constantly argued with a guest who was holding an anti-Occupy Central stance. He also denied being a Chinese which encouraged the independence of Hong Kong from China.
- The programme hosts of "On a Clear Day" (在晴朗的一天出發) instigated students to boycott classes during the Anti-National Education Movement and encouraged dock workers to strike.
- It was improper for CRHK's programme host Mr Poon Siu To to compare the "June 4th Incident" with the "Nanjing Massacre".
- It was inappropriate for programme hosts to compare the personnel changes of the Mainland Government to the power struggle of the emperor and the prime minister in the past, and mock at an article written by the Chief Executive on a British newspaper.
- Programme hosts of different political backgrounds should be employed to maintain political neutrality in programmes.

Comments on Metro

- 6.19 Some DJs of Metro were popular among young listeners.
- 6.20 Metro's programme host Mr Barry Ip allowed different views to be presented in his programme.
- 6.21 The quality of the hosts of Metro's current affairs programme was good as they were impartial. However, there were views that the quality of its news anchors and programme hosts was poor as they failed to provide accurate factual information.
- 6.22 The spoken English of the hosts of Metro's English programmes was incomprehensible.
- 6.23 A DJ of Metro had voice problem.

(c) Quality of Individual Types of Programmes

General Comments

- 6.24 There were favourable comments on the licensees' real-time news reports, morning traffic news, entertainment and music programmes.
- 6.25 The sound quality of music programmes was important. As for other programmes such as talk shows, current affairs programmes and phone-in programmes, the content was more important.
- 6.26 Audience often encountered difficulties when making calls to the phone-in programmes of CRHK and Metro. Calls were often not answered. Successful callers were not given sufficient time to put forward their views and the calls were frequently interrupted by news and advertisements. The broadcasting time allocated to such programmes appeared to be very little.
- 6.27 Warnings against gambling addiction should be made prior to horse racing programmes and announcements of odds of

football matches.

Comments on CRHK

- 6.28 CRHK's programmes enriched the audience with information, entertainment and arts and culture. Its horse racing programmes and news programmes were of good quality.
- 6.29 It was commendable for CRHK to have programmes reaching out to the community. Its phone-in programmes should not be reduced, otherwise the channels available for public to air their views would be reduced.
- 6.30 CRHK's news and current affairs programmes, radio dramas and music programmes were enjoyable.
- 6.31 CRHK's programme "Beautiful Sunday" (政好星期天) included different views. Its programme "LegCo Inside-Out" (不平則鳴,平上去入立法會) presented fair and reasonable analyses.
- 6.32 CRHK's programme "Talk of the Town" (一八七二遊花園) enlightened listeners.
- 6.33 Some phone-in programmes of CRHK were not impartial in the past, but they had improved recently.
- 6.34 The taglines of CRHK's phone-in programmes (e.g. "一語中的", "左右大局", "萬佛朝宗") were too extreme and self-centered.
- 6.35 CRHK's entertainment and music programmes were filled with pro-Occupy Central Movement comments.
- 6.36 The programmes hosted by Ms Li Wei Ling and Mr Poon Siu To were offensive.
- 6.37 There was room for improvement in some of CRHK's programmes, such as "On a Clear Day" (在晴朗的一天出發)

and “Alone! Phone!” (起來！大龍鳳！).

6.38 There were views on CRHK’s programme “On a Clear Day” (在晴朗的一天出發) as follows:

- It had conducted quality research into background information, made fair comments and encompassed different views. The cynical style of the hosts of the CR2 channel in commenting on social issues could evoke resonance among audience.
- It was radical and promoted demonstrations and strikes.
- It was biased and misleading, withheld the source of information, failed to declare interest, distorted the views of the opposing camp and might prejudice a fair trial when commenting on a criminal case.
- The programme host was unprofessional and subjective.
- The programme host passed groundless judgment on the Chief Executive.

6.39 There were views that CRHK’s radio drama “18/F Block C” (十八樓 C 座) was entertaining in commenting on social issues. However, there were also views considering it undesirable for smearing the camp opposing the Occupy Central Movement, being partial, and instigating the public to oppose the Government.

6.40 CRHK’s programme “Our Way Out” (人民大道中) was partial, radical, promoted demonstrations and strikes, and sided with the students in respect of the Occupy Central Movement.

6.41 CRHK’s programme “Summit” (光明頂) contained foul language and the hosts described rape and sexual behavior unnecessarily. The programme always criticised the Government. A proper balance should be struck by inviting guests from both the pan-democratic camp and the pro-establishment camp. However, there were also views

that the hosts gave wise comments and allowed different opinions to be expressed.

- 6.42 CRHK's programme "Kot Bless You" (久久久但願人長久) contained rude and indecent contents which were disrespectful to women.
- 6.43 CR2's programme "Holy Tricky" (好出奇) should allow callers to chat and dedicate songs. Another programme "Kiss Kiss Kids" (兒童適宜) should include a phone-in game segment.

Comments on Metro

- 6.44 Metro's news reports, health programmes, travelogues, pop music programmes as well as "Stock Exchange Live" (股市直擊) and "Mastermind Exchange" (傑青新一代) were commendable.
- 6.45 Metro's programmes provided financial knowledge and information. There were, however, views that Metro was only good at providing financial programmes.
- 6.46 Metro's financial programmes were not objective. The hosts might have conflict of interest and misled the listeners.
- 6.47 Metro Finance should alert listeners to the risks in investment as well as the side effects and the risk of medical treatment and drugs introduced in its programmes.

(d) Approach in Managing/Handling Programmes

- 6.48 CRHK should resume the arrangement of calling out the votes (唱票) at its music awards presentations.

7. Programme Scheduling

(a) Direction of Programme Scheduling

- 7.1 The licensees should broadcast more programmes on social knowledge and daily-life information. The programmes should contain more facts and less personal opinions.
- 7.2 Programmes on learning, arts and culture, travel and medicine should be broadcast at prime time slots.
- 7.3 The licensees should broadcast more Cantonese and English songs in late night programmes and should not broadcast songs in Taiwanese dialect.

(b) Scheduling of Individual Types of Programmes

Comments on CRHK

- 7.4 CRHK should schedule its programmes for senior citizens on Sunday mornings instead of Saturday nights when most elderly were busy preparing dinner or had already slept during the time slot concerned.
- 7.5 CRHK had deprived listeners of their rights by shortening the news programme at noon on horse racing days.

Comments on Metro

- 7.6 Metro should extend the broadcasting time of its detailed news reports.

8. Advertising

(a) Advertising/ sponsorship

General Comments

- 8.1 Most of the advertising slots were allocated to a limited number of advertisers, especially on Metro. The repeat broadcast of similar advertisements bored listeners and limited the sources of advertising income of licensees which in turn would affect the quality of their programmes.

- 8.2 The licensees should produce more high quality advertisements to attract more advertising revenue with a view to improving their programme quality.
- 8.3 Programme hosts, especially those of financial programmes, should declare their interest when mentioning the controlling companies or major clients of the licensees to avoid conflict of interest or indirect advertising, unless it was a sponsored programme.
- 8.4 There were views that the permission of title sponsorship of programmes for senior citizens and arts and culture programmes, and product/service placement in radio dramas might help the licensees get more financial resources and thus increase their incentives to produce such programmes. However, there were also views that the licensees, as commercial operators, should have already considered such proposals, which might not be feasible.

Comments on Metro

- 8.5 There were too many sponsored programmes on Metro, in particular during weekend. Some programmes on treatment of cancer and alopecia and fortune telling were suspected to be designed to circumvent the prohibition of advertising for related products and services.
- 8.6 There were too many sponsored programmes and product/service placements on Metro Finance. Medical programmes often promoted services without giving objective advice, which might be misleading to listeners.

(b) Indirect Advertising

General Comments

- 8.7 There were more and more product/service placements within programmes.
- 8.8 Some programme hosts and guests talked about their stand-up comedies in programmes, which might amount to

indirect advertising.

- 8.9 Licensees or programme hosts might have received contributions from entertainment companies for promoting their singers by broadcasting the singers' songs repeatedly, which bored listeners.

Comments on CRHK

- 8.10 CRHK promoted commercial products in its programmes.
- 8.11 CRHK's programme "The Fun Box" (大玩派) contained a lot of product/service placements.

Comments on Metro

- 8.12 Some free or discounted beauty treatments offered in Metro Finance's programmes constituted unscrupulous promotion of sales, which should be regulated.
- 8.13 Many Sunday morning programmes on Metro Info contained advertising elements (such as whitening or acne treatment).

(c) Specific Categories of Advertising

- 8.14 There were too many advertisements for beauty treatments on Metro.
- 8.15 There were too many advertisements on whitening, alopecia and beauty products on Metro Info.
- 8.16 There was an advertisement on beauty products on Metro Finance, which highly resembled another advertisement for a well-received brand. This might be misleading to listeners.
- 8.17 The Government should ban the broadcast of advertisements for derivatives and complicated investment tools.

(d) Advertising Time

General Comments

- 8.18 There were views that the licensees should be allowed to broadcast more advertisements to generate more revenues. However, there were also comments that there were too many advertisements on radio.

Comments on CRHK

- 8.19 There were too many advertisements and slogans on CRHK which were disturbing and not suitable for children.

Comments on Metro

- 8.20 While there were comments that too many advertisements were broadcast on radio, there were also views that the amount of advertisements on Metro was just right.
- 8.21 The frequency of advertisements on Metro during certain periods of the day was too high.

(e) Advertising Standards

- 8.22 CRHK violated the codes of practice by broadcasting an advertisement for “March for Universal Suffrage” which was of political nature in 2010, and was fined \$30,000.

9. Broadcasting Technology

(a) Sound Quality

- 9.1 There were problems with the sound quality of an advertisement for a brand of beverage broadcast on CRHK.

(b) Reception

- 9.2 It was disappointing that listeners could not receive radio services when travelling on MTR. There were requests that

more radio receivers should be installed in public transport. Telecommunications companies should also build more transmitters and receivers.

- 9.3 There was interference to radio services, sometimes from Mainland channels, in some areas, e.g. Shatin, Tuen Mun, West Kowloon and Sheung Wan. There were also comments that CRHK's signals were not stable.

(c) Others

- 9.4 CRHK should progress with time and develop new media services.
- 9.5 CRHK should allow "third party link" (第三方連結) on their online services to allow more people to listen to their services online via mobile phones.

10. Investment and Financial Capability of the Licensees

- 10.1 Metro should improve the quality of its programmes in order to attract more listeners given its lower amount of investments than CRHK.

11. Management and Operation of the Licensees

General Comments

- 11.1 The licensees should be more receptive to different views. They should establish a mechanism to allow the listeners to express their views and to share their expectation for the services provided by the licensees.
- 11.2 The licensees should inform the public whether they had provided any guidance to their staff on striking a balance between preserving impartiality and truly reflecting the current polarisation of the society.

- 11.3 The licensees should place emphasis on the recruitment and training of the new generation for the sustainable growth of the industry.
- 11.4 CRHK did not provide training for young persons who wanted to be DJs. Metro provided such training opportunities which were not free of charge.
- 11.5 The licensees should model on RTHK's Pilot Project for Community Involvement Broadcasting Service (社區參與廣播服務試驗計劃) and allow the public to participate in programme production.
- 11.6 The licensees should suitably upgrade its facilities to meet the changing environment.
- 11.7 The licensees should provide more barrier-free facilities in their premises and accord priority to employing disabled persons.

Comments on CRHK

- 11.8 There were views expressing disappointment with CRHK's management for failing to be a responsible broadcaster.
- 11.9 Whilst there were comments that CRHK had not invested in staff training, there were also comments that it provided job opportunities in the creative industry for university graduates.

Comments on Metro

- 11.10 Metro should allow the students of its programme host training course to receive practical training in its regular programmes.

12. Overall Performance of the Licensees

General Comments

- 12.1 Comparing to RTHK, CRHK and Metro were more appealing to the younger generation.
- 12.2 The licensees had exercised diligence in providing services. The assessment of their performance should not be affected by the complaint figures.
- 12.3 There were views favouring the licence renewal of the two licensees for the reasons that they were well received by the community, their investment reflected their commitment to providing services, their programming was diverse and they had in general complied with the licence requirements.
- 12.4 There were views disagreeing with the licence renewal of the two licensees (particularly CRHK) for the reasons that they were partial and had violated the codes of practice, and that their programme hosts were biased and radical and encouraged and instigated illegal activities.

Comments on CRHK

- 12.5 CRHK could in general comply with the licence conditions and the codes of practice.
- 12.6 CRHK's functions overlapped with those of RTHK and the services of CRHK had no value.
- 12.7 There were views supporting the renewal of the licence of CRHK for the following reasons:
- Its services were generally satisfactory.
 - Its programmes were rich in contents, keeping abreast of the times, comprehensive in genres and excellent in quality.
 - It provided comprehensive information in programmes

and its comments were fair.

- It provided diversified programmes and fulfilled its responsibility in preserving impartiality and objectivity in programmes. Its commentaries on current affairs were made from the public's angle without fear of provoking government officials.
- It monitored the Government's performance.
- It was one of the essential sources of infotainment and a channel to voice public views, and provided check and balance in an open society.
- The complaints against it only related to a small portion of its services.

12.8 There were views suggesting that the licence of CRHK could be renewed subject to the condition that:

- Phone-in callers would be selected randomly without being screened by the programme hosts.
- CRHK would undertake to produce impartial and neutral programmes.

12.9 There were views disagreeing with the renewal of the licence of CRHK. Reasons included:

- It had a predetermined stance in favour of the pan-democratic camp. It should tolerate different views in the society.
- It held a biased attitude towards the Government and callers holding opposing views. The non-renewal of CRHK's licence would serve as a deterrent to show that the CA would shut down broadcasters if they showed no improvement in this aspect.
- Its programmes were partial and only covered political topics. The quality of its programmes was less than satisfactory.

- Its programme hosts, especially those of morning programmes, were partial and the invited guests had biased stance. They were in support of the Occupy Central Movement and failed to show care to the community.
- Its programme hosts did not make improvement despite complaints received over a long period of time.
- Its online vote on “the female artistes whom I most wanted to indecently assault” in an episode of “So Fab” (架勢堂) broadcast in 2006 insulted females and was offensive to listeners.
- Its programmes (such as “Tea for You” (杏林茶) of CR1) were lewd and indecent.
- It acted like a cult and misled young people.
- It produced fewer programmes on the livelihood of citizens when compared to the past.
- CR1 obtained personal information through improper means for broadcast in its programmes.
- CRHK could not be trusted to improve its services.

12.10 There were comments that the CA should not grant the licence to CRHK. There were also views that apart from not having its licence renewed, CRHK had to apologise for the commentaries made by its former programme host Ms Li Wei Ling in her programmes as well as the online vote on “the female artistes whom I most wanted to indecently assault” in its programme “So Fab” (架勢堂) in 2006.

12.11 There were views disagreeing with the non-renewal of CRHK’s licence on the grounds that it supported the Occupy Central Movement, although CRHK should be requested to remain impartial and improve the quality of its programmes.

Comments on Metro

12.12 There were views supporting the renewal of Metro's licence for the following reasons:

- It provided programmes for the ethnic minorities and new immigrants.
- It focused on financial programmes and could cater for the need of specific audience.
- It was positive and harmonious, and its programmes were diversified.

13. Other Broadcasting Issues

(a) Issues Relating to Licence Renewal

13.1 The mid-term review should be conducted at shorter intervals.

13.2 There were views that the existing licence period of 12 years was too long. Suggestions regarding the period of the renewed licences ranged from one year to ten years. There were also suggestions of shortening the renewal period to six months for CRHK.

13.3 There were views that the CA should review the current mechanism for considering licence renewal. Suggestions on the prerequisites, conditions and requirements to be imposed on the renewal of CRHK and Metro's licences included:

- a point system should be introduced to assess the performance of the licensees. Factors such as the licensee's fulfilment of social responsibilities and the impact of its programmes on the community should be taken into account in the assessment.
- the licensees' complaint records, programme quality and

listenership, the capacity of the market in accommodating different radio channels and the incidence of suspension of licence should be taken into consideration in assessing their licence renewal applications.

- detailed reports on financial capability, improvement measures to avoid repeated breaches of regulatory requirements and fulfilment of licensees' commitments should be submitted to the regulator for assessing whether their performance could meet public expectation.
- whether the licensees were impartial and fair, allowed different views to be expressed and complied with the ethics and conduct of a broadcaster should be taken into consideration in the assessment.
- undertaking of not recklessly dismissing programme hosts or terminating current affairs programmes should be made by the licensees.
- the licensees should be required to encompass different views in their programmes, and the amount of programmes with strong political inclination should be reduced as a requirement for the renewal of licence.
- the licensees should be required to establish an assessment panel comprising Government-appointed personnel and members from different sectors to handle inaccurate reporting in their programmes.
- digital audio broadcasting services should be provided as a prerequisite of the renewal of the analogue sound broadcasting licence to meet the needs of the public for high quality broadcasting services.
- the licensees should make vast investment to create jobs, and violations of the codes of practice and relevant regulations should be severely penalised.
- financial penalties should be imposed or the licence be

revoked if the number of substantiated complaints was significant.

- 13.4 The CA should explain whether and how it would assess the licensees' past breaches of regulations during the licence renewal exercise.
- 13.5 The CA should consider the licence renewal from a wider perspective instead of dwelling on individual programmes or complaints which could be handled by the established mechanism.
- 13.6 The CA should make it clear to CRHK its obligation to fulfil its financial commitments when considering its licence renewal given that it had failed to comply with the Six-Year Investment Plan for 2004 to 2010.
- 13.7 CRHK's programmes frequently promoted illegal activities (such as the Occupy Central Movement). The CA should examine whether CRHK had failed to comply with the relevant requirements in the codes of practice when considering its licence renewal.
- 13.8 The CA should relay to the Chief Executive the public's views against CRHK's licence renewal. However, there were also concerns that if the CA decided not to renew the licence of CRHK, there would be public speculation on the tightening of freedom of expression or political suppression.
- 13.9 There were also views that the renewal of the analogue sound broadcasting licences was unnecessary as entertainments via mobile phones and computers had already occupied most of the time of the people.

(b) Broadcasting Policy

- 13.10 The Government should increase the number of FM channels of CRHK and Metro to five and three respectively.

The new FM channels of CRHK should include a comprehensive English channel and a comprehensive Putonghua channel.

- 13.11 Hong Kong, as an international city, was lagging behind in radio broadcasts in English and did not even have an FM channel with satisfactory sound quality. The CA should request the licensees to improve both the genres and quality of English programmes.
- 13.12 Airwaves should be opened up for the community to participate in radio programmes. In addition, small and medium sized enterprises should be allowed to use television or radio for promotion at low cost.
- 13.13 There were views that the Government should grant more sound broadcasting licences to promote competition. There were also suggestions that the CA should consider reassigning the radio spectrum to allow more sound broadcasters to operate.
- 13.14 There were views that apart from RTHK, it was sufficient to have CRHK and Metro, and that Hong Kong did not need too many sound broadcasters. There were also concerns as to whether there were newcomers to provide sound broadcasting services.
- 13.15 The Government could provide transitional assistance to the staff of a sound broadcaster if it decided not to renew a licence.
- 13.16 Sound broadcasting had the edge over television service as radio was more compact and convenient for receiving important messages, and that radio programmes were more diversified than television programmes.
- 13.17 The CA could relax the restrictions on the simulcast of a licensee's analogue sound and digital audio broadcasting

services.

13.18 The licensees should develop online broadcasting while maintaining their high-quality analogue sound broadcasting services.

13.19 RTHK should also be licensed.

(c) Digital Audio Broadcasting Services

13.20 The CA should encourage the licensees to switch to digital audio broadcasting. CRHK and Metro should produce and develop digital audio broadcasting services to offer more choices to radio audience.

13.21 Analogue sound broadcasting services should be totally replaced by digital audio broadcasting services.

13.22 The Government should request CRHK to provide digital channels, covering horse racing, sports, Chinese music, classical music, and a foreign language channel for the needs of the population of the Pearl River Delta, Macau, Malaysia and India.

13.23 There were concerns about the viability of providing digital audio broadcasting services and its competition with the analogue sound broadcasting services. The Government should review the need of merging the regulatory regimes and licences of the analogue sound broadcasting and digital audio broadcasting services. A timetable for review should be worked out and the industry should be kept informed of the development.

13.24 There should be more different types of programmes broadcast on Metro Life Digital (新城數碼生活台).

13.25 One to two classical music concerts should be broadcast monthly on the digital channels.

14. Other Comments and Suggestions

(a) Regulatory Issues

- 14.1 There were views that the regulations on the licensees should not be too stringent. While the licensees were obliged to comply with the regulations and codes of practice, being commercial organisations, they should have the editorial freedom to decide on their programme plans and business modes to attract target audience and generate advertising revenue. There were also comments that the CA should not sanction them for inadvertent misdemeanors.
- 14.2 There were views that the sanctions imposed on the licensees for their breaches might not be effective deterrents as the broadcast of the materials in question could generate a considerable amount of advertising revenue for the licensees.
- 14.3 The sanctions and financial penalties imposed on the licensees for non-compliance of the requirements in the legislations/licences or codes of practice were too light, and more severe penalties should be imposed. In particular, the amount of financial penalties imposed on CRHK was too low and disproportionate to its investment.
- 14.4 The CA should introduce ways to allow the public to monitor the proper use of radio spectrum by the licensees and to impose sanctions where improper usage was identified.
- 14.5 The CA should monitor the ethics, morality and fairness of the licensees, whether they abided by the laws and encompassed different views in their programmes, and whether they instigated crimes or abused the freedom of speech.
- 14.6 The CA should restrict or prohibit the broadcast of excerpted

opinions, which were one-sided and partial, between programmes.

- 14.7 The regulator should consider whether to impose restrictions on repeated programmes as Metro would broadcast some of the digital channel programmes on its analogue channels and vice versa.
- 14.8 Views of members of the public who were reluctant to lodge complaints against the licensees were underestimated, if not omitted, under the existing complaint-driven regulatory approach. The regulator should consider enhancing the regulatory regime or initiating investigation on a case-by-case basis in regulating the broadcasting standards of the licensees.

(b) Public Consultation by the CA

- 14.9 The two-month public consultation period was too short for soliciting public views.
- 14.10 The CA had not conducted opinion surveys on media since 2010.
- 14.11 The public hearings should be held once every two years.
- 14.12 The public hearings should be scheduled from 8:00pm to 10:00pm to cater for more participants.
- 14.13 The provision of sign language interpretation services in the public hearings was commendable as it enabled the hearing impaired to know about public affairs.
- 14.14 It was a waste of time to allow the licensees to promote their services in the public hearings.
- 14.15 Many speakers in the public hearings who held an opposing stance against CRHK made similar comments and they knew

each other.

- 14.16 The choice of colours for the pie charts in the information booklet should have been better arranged.
- 14.17 Public consultation exercise for RTHK should be conducted to solicit public views on its services.

(c) Other Issues

- 14.18 The licensees should authorise developers of mobile phone applications to live broadcast their services, after taking into account the copyright issues.
- 14.19 CRHK was not fair in its music awards presentations.
- 14.20 CR2 brainwashed young listeners to attend their activities.
- 14.21 CRHK should provide text version and “colour contrast version” (顏色對比版本) on its website to facilitate the visually impaired. CRHK should also allow members to log in its different websites using a single user account.

Chapter 5. Follow-up actions

The CA is the independent statutory regulator of broadcasting and telecommunications services in Hong Kong. One of its major responsibilities is to enforce the provisions in the licensing and regulatory regime so as to ensure that the services provided by broadcasting licensees live up to the standards and expectations of the community. Analogue sound broadcasting service is a popular source of information and entertainment for the general public. The CA therefore attaches great importance to public views on the performance of CRHK and Metro when assessing the licence renewal applications of the two licensees. The response to the public consultation exercise was enthusiastic and the views received were diversified, as reflected in the statistics listed in Chapter 2 of this report. The CA has taken note of all the views received.

2. On the whole, the public views collected in the public consultation exercise and the territory-wide opinion survey show that the public is generally satisfied with the performance of CRHK and Metro. While we have received some views during the public consultation exercise objecting to the renewal of CRHK's Licence, the results of the opinion survey indicate that a clear majority of CRHK listeners are satisfied with its analogue sound broadcasting services and its programme quality and variety, though there are some public concerns over the partiality of CRHK's programmes and programme hosts. As regards Metro, the public views collected during the public consultation exercise and the opinion survey show that the public is generally satisfied with its analogue sound broadcasting services and programme quality, though some respondents consider that there is room for improvement in its programming variety.

3. In the consultation exercise, members of the public also expressed their opinions on a wide range of topics such as programme diversity and quality, programme standards, positive programme requirements, partiality of programmes and programme hosts (particularly in relation to personal view programmes), and other relevant issues relating to the licence renewal applications of the two licensees, etc.

Having carefully considered the views received, the CA has drawn up its recommendations in relation to the licence renewal applications of CRHK and Metro and submitted them to the CE in C for consideration. The public views collected during the public consultation exercise have also been submitted to the CE in C for reference.

4. The CA notes that there are public concerns over the performance of the licensees in complying with programme standards. Under the complaint-driven approach adopted by the CA, the codes of practice promulgated by the CA serve as guidelines on proper content standards for the industry. The CA handles public complaints about broadcasting contents in accordance with the relevant provisions in the legislation, licences and the codes of practice. The CA will continue to be vigilant in monitoring the licensees' compliance with the regulatory requirements and take appropriate actions in case of contraventions.

5. The CA notes that a number of comments and suggestions are about the licensees' editorial decisions regarding the choice of programme hosts and scheduling of individual programmes/advertisements. The CA is committed to upholding and respecting the editorial independence and creativity of broadcasters as well as the freedom of expression. While the CA respects the editorial responsibility of broadcasters and will not interfere with their editorial decisions, programme scheduling and day-to-day operation (such as the choice of programme hosts), the CA also fully recognises the importance the public attaches to these issues, and has conveyed such views and suggestions to the licensees for reference and follow-up actions as appropriate. Views have also been received during the public consultation exercise on Government policy issues (such as replacing analogue sound broadcasting services with digital audio broadcasting services). The CA has conveyed these views to the Government as they fall outside the remit of the CA.

6. Last but not least, the CA would like to thank CRHK and Metro for their participation, and all the individuals, groups and organisations who have given their views in the public consultation exercise.

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

~ Executive Summary ~

Prepared for

Communications Authority

By

Consumer Search Hong Kong Limited

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A. SURVEY BACKGROUND AND OBJECTIVES

1. The current analogue sound broadcasting licences of Hong Kong Commercial Broadcasting Company Limited (CRHK) and Metro Broadcast Corporation Limited (Metro) will expire after 25 August 2016. The Communications Authority (CA) will process the applications of CRHK and Metro for licence renewal.
2. The CA commissioned Consumer Search Hong Kong Limited in May 2014 to conduct an opinion survey to gauge public views on the analogue sound broadcasting services of CRHK and Metro (the Survey), as part of the process in considering CRHK and Metro's licence renewal applications.
3. The primary objectives of the Survey are as follows:
 - (a) to gauge public feedback on general issues relating to the analogue sound broadcasting services of CRHK and Metro in Hong Kong;
 - (b) to assess whether the existing analogue sound broadcasting services of CRHK and Metro are adequate to meet the changing circumstances of society, and whether the provisions in the respective codes of practice are generally in line with the aspirations and values of local listeners;
 - (c) to assess the quality of the analogue sound broadcasting services of CRHK and Metro, and identify areas for improvement; and
 - (d) to assess the perception of listeners on the acceptability of the analogue sound broadcasting services of CRHK and Metro.

B. SAMPLE COVERAGE AND TARGET RESPONDENTS

4. A random sample of living quarters was taken from the Frame of Quarters¹ maintained by the Census and Statistics Department (C&SD). Household visits were made to the sampled quarters, and one member of age 15 or above was randomly selected from each household for an interview. The selected households could also opt to complete the questionnaires by telephone, online survey and mail. Questionnaires completed by different means (including self-completed questionnaires via online or by mail) were all subject to independent quality assurance process to verify the eligibility of the respondents. Quality checks had also been conducted by various methods (e.g. on-site revisits, telephone back-checks and audio recordings on completed cases if deemed appropriate) to ensure the quality of the information collected via different completion methods.
5. A total of 3 590 persons were successfully enumerated between July 2014 and January 2015, of which 1 620 had listened to AM/FM radio in the past month (radio listeners)². The sample size achieved would generally produce survey findings with acceptable levels of precision. Please refer to the following cases for illustration purpose:

Table 1 : Reliability of Survey Findings

Variable	Sample Estimate	Coefficient of Variation ³	95% Confidence Interval
Proportion of households that were able to listen to AM/FM radio programmes via radio waves at home	88.3%	0.7%	(87.2%, 89.4%)
Proportion of respondents who had listened to AM/FM radio programmes in the past month	44.7%	1.9%	(43.0%, 46.3%)

¹ The *Frame of Quarters* is divided into two parts, namely, the Register of Quarters and the Register of Segments.

The *Register of Quarters* (RQ) is a list of addresses of permanent quarters in built-up areas including urban areas, new towns and major developments in the New Territories. Each unit of quarters is identified by a unique address.

The *Register of Segments* (RS) is a list of area segments in non-built-up areas. The use of area segments in non-built-up areas is necessary because the quarters in these areas may not have clear addresses and cannot be easily identified.

Source: The Census and Statistics Department, Hong Kong

² “Radio listeners” referred to persons aged 15 or above who had listened to AM/FM radio in the month prior to the Survey, unless otherwise specified.

³ Coefficient of variation is obtained by expressing the standard error as a percentage of the estimate to which it refers.

6. Weighting was applied in accordance with the 2013 Hong Kong Population⁴. Two weighting schemes were applied to questions of different nature:
- (a) Questions related to the proportion of household that were able to access to any radio programmes at home was weighted in accordance with the district, household size and housing type splits from the total number of domestic households in all land areas in Hong Kong.
 - (b) All the remaining questions were weighted in accordance with the geographical area, housing type, gender and age splits from the total population in all land areas in Hong Kong.

C. FIELDWORK PERIOD AND RESPONSE RATE

7. Fieldwork was conducted between 7 July 2014 and 16 January 2015, with an overall response rate of 61.0%.

⁴ 2013 Hong Kong Population was sourced from Population and Household Statistics Analysed by District Council District 2013, The Census and Statistics Department, Hong Kong.

D. SURVEY FINDINGS

8. This report contains the findings of the Survey. Survey findings are compared with those in the Opinion Survey for the Mid-term Review of Sound Broadcasting Licences (Survey 2010) and Broadcasting Services Survey 2007 (Survey 2007) where appropriate.

1. PENETRATION AND LISTENING HABIT OF SOUND BROADCASTING SERVICES⁵

1.1. Penetration of Sound Broadcasting Services⁶

9. Among the eligible households (i.e. households with persons aged 15 or above) who were aware of their accessibility to sound broadcasting services at home (94.9% of all eligible households), 88.4%⁷ of them claimed that they were able to listen to radio programmes via AM/FM waves or the Internet (versus 95.9% in Survey 2010 and 94.0% in Survey 2007 respectively).
- (a) 88.3%⁷ of the households who were aware of their accessibility to sound broadcasting services via AM/FM radio waves (86.8% of all eligible households) claimed that they were able to listen to radio programmes via AM/FM radio waves at home (versus 94.0%, Survey 2010); and
 - (b) 67.0%⁷ of the households who were aware of their accessibility to sound broadcasting services via the Internet (82.9% of all eligible households) claimed that they were able to listen to radio programmes via the Internet at home (versus 74.6%, Survey 2010).
10. 12.3% of the households who knew whether they had digital radios or receivers at home (95.3% of all eligible households) claimed that they had digital radios or receivers at home.

⁵ Sound broadcasting services included those radio programmes as broadcast by CRHK, Metro and RTHK. Table stand radios, pocket radios and mobile phones were examples of devices used to listen to radio programmes at home.

⁶ Unlike Survey 2010 and Survey 2007, “don’t know” was one of the options for respondents in answering the question on accessibility to sound broadcasting services at home in the Survey. To facilitate direct comparison between the results of the Survey, Survey 2010 and Survey 2007, respondents who answered “don’t know” to this question have been excluded from the analysis in view of the change of options of answer as provided in the questionnaire.

⁷ The drop in accessibility of sound broadcasting services via AM/FM radio waves or Internet may be related to the drop in listenership of AM/FM radio broadcast (44.7%; versus 58.1% in Survey 2010). More of the non-radio listeners claimed that they were not accessible to sound broadcasting services, and a higher proportion of them tended to be those aged 65 years old or above.

1.2. Use of Sound Broadcasting Services

11. Among those who had listened to radio broadcast via AM/FM radio broadcasting or digital audio broadcasting in the past month (45.2% of all eligible respondents (i.e. persons aged 15 or above)), most of them listened to radio programmes via radio waves (88.1%).
12. Among those who had listened to radio broadcast via AM/FM radio broadcasting or digital audio broadcasting in the past month (45.2% of all eligible respondents), 74.4% had listened to radio broadcast on vehicles - 19.3% had always listened, 26.4% occasionally and 28.7% seldom. The remaining 25.6% had never listened to radio broadcast on vehicles.
13. 44.7% (versus 58.1% in Survey 2010 and 66.5% in Survey 2007) of eligible respondents claimed that they had listened to AM/FM radio broadcast in the past month, whilst 38.7% of them claimed that they had listened to AM/FM radio broadcast in the past seven days (versus 48.5% in Survey 2010).
14. Among those who had listened to AM/FM radio broadcast in the past month (i.e. radio listeners), 70.9% usually listened to AM/FM radio broadcast via radio waves, 19.4% via both radio waves and the Internet, and only 9.7% via the Internet.
15. Among the radio listeners, the five AM/FM radio channels to which the greatest proportion of them had listened in the past month and in the past seven days were CR1 (51.1% and 44.7% respectively), CR2 (40.8% and 35.9% respectively), RTHK Radio 1 (40.2% and 37.6% respectively), RTHK Radio 2 (35.0% and 34.2% respectively) and FM 997 Metro Info (17.1% and 14.3% respectively)⁸.
16. Among the eligible respondents, 7.4% had listened to digital radio broadcast in the past month (i.e. digital radio listeners), whilst 5.2% had listened to digital radio broadcast in the past seven days.
17. Among the digital radio listeners, the five digital radio channels to which the greatest proportion of them had listened in the past month and in the past seven days were Metro Finance Digital (22.7% and 17.6% respectively), Metro Music Digital (21.5% and 19.9% respectively), DBC Radio News (21.2% and 20.8% respectively), DAB 31 - RTHK Community Channel/ Putonghua Channel (16.6% and 12.9% respectively) and DAB 35 - RTHK Live Relay Channel/ Radio 5 (16.2% and 14.1% respectively)⁸.

⁸ For findings on questions which respondents could give multiple answers, percentage figures could add up to more than 100%.

1.3. AM/FM Radio Listening Habit

18. Among the radio listeners, 31.4% listened to AM/FM radio programmes on a daily basis (i.e. “everyday listeners”) (versus 30.1% in Survey 2010 and 40.7% in Survey 2007), 26.3% did so between three and six days a week (i.e. “often listeners”) (versus 32.7% in Survey 2010 and 25.9% in Survey 2007) and 42.3% listened to the radio programmes between one day a month and two days a week (i.e. “occasional listeners”) (versus 35.1% in Survey 2010 and 32.0% in Survey 2007)⁹.
19. 83.4% of the radio listeners listened to AM/FM radio broadcast at more or less the same frequency over the past year, while 10.9% listened less frequently and 5.7% more frequently.
20. Among those who listened to AM/FM radio broadcast less frequently over the past year, their reasons included not having time for radio listening (36.8%), the availability of other entertainments (e.g. mobile, Internet, TV, etc.) (27.4%) and change of habits (e.g. do not need to work now) (11.2%)⁸.
21. 56.5% of the radio listeners listened to AM/FM radio programmes for less than one hour per day (i.e. “light listeners”) (versus 54.8% in Survey 2010 and 51.5% in Survey 2007). 26.7% listened to AM/FM radio programmes for one to less than three hours per day (i.e. “normal listeners”) (versus 27.9% in Survey 2010 and 29.5% in Survey 2007) and 16.4% listened for three hours or more per day (i.e. “heavy listeners”) (versus 17.2% in Survey 2010 and 18.7% in Survey 2007).
22. Radio listeners spent an average of 1.7 hours listening to AM/FM radio broadcast per day (versus 1.6 hours in Survey 2010 and 1.7 hours in Survey 2007 respectively).
 - (a) They spent an average of 1.8 hours listening to AM/FM radio broadcast during weekdays (i.e. Monday to Friday) (versus 1.7 hours in Survey 2010 and 1.9 hours in Survey 2007) and 1.2 hours during weekends (i.e. Saturday and Sunday) (versus 1.3 hours in Survey 2010 and 1.4 hours in Survey 2007).
 - (b) The most common time slots for listening to radio broadcast were 07:00 to 11:59 (versus 08:00 to 12:59 in Survey 2010 and 08:00 to 11:59 in Survey 2007).
23. The AM/FM radio channels most often listened to by radio listeners were CR1 (25.9%, versus 27.4% in Survey 2010 and 22.4% in Survey 2007), CR2 (20.7%, versus 19.9% in Survey 2010 and 18.1% in Survey 2007), RTHK Radio 1 (18.7%, versus 19.4% in Survey 2010 and 20.0% in Survey 2007), RTHK Radio 2 (17.8%, versus 14.9% in Survey 2010 and 14.7% in Survey 2007), and FM 104 Metro Finance (5.8%, versus 6.3% in Survey 2010 and 6.9% in Survey 2007).

⁹ There were also 2.1% and 1.5% of respondents who listened to radio in one day more than one month prior to the survey (i.e. “rare listeners”) in Survey 2010 and Survey 2007 respectively. Such listeners would be considered as non-radio listeners in the Survey.

24. Regarding the types of AM/FM radio programmes listened to most often, around one quarter of the radio listeners chose news programmes (28.1%, versus 25.5% in Survey 2010), followed by talk shows/ magazine programmes (18.5%, versus 16.6% in Survey 2010), current affairs programmes (13.5%, versus 13.0% in Survey 2010), music programmes (10.8%, versus 14.7% in Survey 2010), entertainment programmes (including quiz and game shows) (10.0%, versus 10.9% in Survey 2010) and finance programmes (6.4%, versus 7.7% in Survey 2010).
25. Regarding the reasons of listening to the radio, around half of the radio listeners claimed that they did so “for [obtaining] information such as news, weather, financial and traffic reports” (50.5%, versus 51.0% in Survey 2010), followed by “for education/ enrichment” (29.7%, versus 27.8% in Survey 2010) and “for entertainment” (23.6%, versus 29.2% in Survey 2010)⁸.
26. When choosing which AM/FM radio programmes to listen to, 65.2% of the radio listeners considered “programme contents” as one of the key factors (versus 70.9% in Survey 2010), followed distantly by “preference for a specific programme host” (30.7%, versus 31.2% in Survey 2010) and “preference for programmes broadcast by a specific radio station” (21.7%, versus 24.5% in Survey 2010)⁸.
27. Amongst the radio listeners, 28.8% of them did not listen to CRHK in the past month and 72.6% of them did not listen to Metro in the past month.
28. Among those who did not listen to CRHK in the past month,
 - (a) 66.6% of them had listened to AM/FM radio broadcast of CRHK before; and
 - (b) their major reasons for not listening to CRHK in the past month were “used to listen to another radio station/ seldom switch to other radio station (75.0%)”, followed distantly by “too many advertisements” (10.5%) and “programme contents/ programme hosts were not neutral enough” (6.2%)⁸.
29. Among those who did not listen to Metro in the past month,
 - (a) 55.6% of them had listened to AM/FM radio broadcast of Metro before, and
 - (b) their major reasons for not listening to Metro in the past month were “used to listen to another radio station/ seldom switch to other radio station (81.4%)”, followed distantly by “programme contents/ programme hosts were boring” (6.0%) and “programme contents/ programme hosts were not neutral enough” (4.0%)⁸.

2. VIEWS ON PROGRAMME AND ADVERTISING CONTENTS

2.1. Programme Quality¹⁰

30. Among radio listeners, 90.4% had listened to AM/FM radio programmes of CRHK in the past month or before (CRHK listeners). 66.0% of CRHK listeners were satisfied with the programme quality of CRHK, 20.6% found it average, 4.5% were dissatisfied and 9.0% had no opinion.
- (a) Among those who were dissatisfied with the quality of CRHK's programmes, their major reasons for dissatisfaction were mainly related to "programme hosts were not neutral/ not objective enough/ had too many personal opinions" (51.0%), "programme contents were boring/ not innovative" (20.7%) and "dissatisfied with the attitude of the programme hosts" (17.5%)⁸.
 - (b) The three programme types of CRHK with which the greatest proportion of CRHK listeners were dissatisfied were current affairs programmes (47.1%), talk shows/ magazine programmes (30.3%) and entertainment programmes (including quiz and game shows) (11.6%)⁸.
31. Among CRHK listeners, 86.7% opined that their level of satisfaction with the quality of CRHK's programmes remained unchanged over the past year, 6.8% had their satisfaction level increased and 6.5% had their satisfaction level decreased¹¹.
- (a) Of those who had their satisfaction level increased, the reasons for the change included "programmes could cater for the interests of audience" (46.4%), "diversified programmes" (46.4%) and "creative programme contents" (24.4%)⁸.
 - (b) Of those who had their satisfaction level decreased, the reasons for the change included "programmes could not cater for the interests of audience" (30.9%), "programmes not diversified enough" (25.4%) and "uncreative programme contents" (20.9%)⁸.

¹⁰ In Survey 2010, respondents were asked about their satisfaction level on overall programme quality. 72.5% were satisfied, 22.1% considered it average, 2.3% were dissatisfied, and 3.2% had no opinion. Views on individual stations were not sought. Comparison to Survey 2007 on this aspect was not available.

¹¹ In Survey 2010, respondents were asked about whether their satisfaction level on the overall programme quality had changed in the past year. 79.9% opined that their satisfaction level remained unchanged, 9.8% said their satisfaction level changed, and 10.3% had no comment. Views on individual stations were not sought. Comparison to Survey 2007 on this aspect was not available.

32. Among radio listeners, 67.7% of them had listened to AM/FM radio programmes of Metro in the past month or before (Metro listeners). 50.1% of Metro listeners were satisfied with the programme quality of Metro, 21.8% found it average, 4.3% were dissatisfied and 23.8% had no opinion.
- (a) Among those who were dissatisfied with the quality of Metro's programmes, their major reasons for dissatisfaction were mainly related to "programme contents were boring/ not innovative" (54.2%), "programme contents were considered meaningless" (33.1%) and "programme hosts were not neutral/ not objective enough/ had too much personal opinions" (32.0%)⁸.
 - (b) The three programme types of Metro with which the greatest proportion of Metro listeners were dissatisfied were current affairs programmes (34.6%), talk shows/ magazine programmes (22.4%) and entertainment programmes (including quiz and game shows) (19.1%)⁸.
33. Among Metro listeners, 94.0% opined that their level of satisfaction with the quality of Metro's programmes remained unchanged over the past year, 4.1% had their satisfaction level increased and 1.9% had their satisfaction level decreased¹¹.
- (a) Among those who had their satisfaction level increased, the reasons for the change included "programmes could cater for the interests of audience" (48.3%), "diversified programmes" (41.6%) and "production was of high quality" (29.2%)⁸.
 - (b) Among those who had their satisfaction level decreased¹², the reasons for the change included "programmes could not cater for the interests of audience" (50.6%), "programmes not diversified enough" (45.2%) and "uncreative programme contents" (32.7%)⁸.

¹² The percentages are listed for reference only in view of the small sample size (30 or less). Readers shall interpret with caution.

2.2. Programme Types

34. Radio listeners were asked whether they considered specific types of AM/FM radio programmes sufficient in quantity. Among all the programme types identified¹³:

- (a) The five programme types that the greatest proportion of radio listeners considered sufficient were:
 - (i) weather reports (88.3%, versus 92.3% in Survey 2010¹⁴);
 - (ii) news programmes (87.2%, versus 92.9% in Survey 2010 and 86.0% in Survey 2007);
 - (iii) traffic reports (81.8%, versus 85.9% in Survey 2010¹⁴);
 - (iv) current affairs programmes (74.0%, versus 83.2% in Survey 2010 and 73.1% in Survey 2007); and
 - (v) talk shows/ magazine programmes (71.3%, versus 75.7% in Survey 2010¹⁴).
- (b) The five programme types that the greatest proportion of radio listeners considered insufficient were:
 - (i) programmes for children up to the age of 15 (27.6%, versus 15.8% in Survey 2010 and 23.1% in Survey 2007);
 - (ii) programmes for senior citizens over the age of 60 (26.2%, versus 16.4% in Survey 2010¹⁴);
 - (iii) dramas (20.9%, versus 13.7% in Survey 2010 and 14.8% in Survey 2007);
 - (iv) arts and culture programmes (19.8%, versus 11.3% in Survey 2010 and 19.8% in Survey 2007); and
 - (v) religious programmes (17.4%, versus 10.2% in Survey 2010¹⁴) respectively.
- (c) Radio listeners were also asked to associate the insufficiency of programme quantity with the radio station(s). Details of the insufficiency of programmes associated with radio stations are appended in Appendix 1 for reference.

¹³ The types of programmes that were identified for the sufficiency evaluation included news programmes, weather reports, traffic reports, current affairs programmes, finance programmes, dramas, entertainment programmes (including quiz and game shows), talk shows/ magazine programmes, horse racing programmes, sports programmes, music programmes, arts and culture programmes, religious programmes, informational programmes (e.g. health programmes/ educational programmes/ gourmet programmes/ property programmes/ travelogues), programmes for children up to the age of 15, programmes for young people aged 16 to 24, programmes for senior citizens over the age of 60 and government's announcements in the public interest.

¹⁴ Such figures were not available in Survey 2007 for comparison.

2.3. Programme Variety¹⁵

35. 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 opinion.
36. Only 35.6% of CRHK listeners who considered the variety of CRHK's programmes insufficient indicated at least one new programme type they would like CRHK to broadcast. Among the CRHK listeners who considered the variety insufficient, 14.6% indicated specific types of informational programmes (e.g. IT, English conversation, history) and 12.9% indicated specific types of music programmes (e.g. pop music, classic music, non-local music, local music)⁸.
37. 47.7% of Metro listeners considered that there was sufficient variety of Metro's programmes, 17.4% found it average, 6.0% considered it insufficient and 28.8% had no opinion.
38. Only 20.2% of Metro listeners who considered the variety of Metro's programmes insufficient indicated at least one new programme type they would like Metro to broadcast. Among the Metro listeners who considered the variety insufficient, 8.2% indicated specific types of music programmes (e.g. classic music, local pop music), and 8.0% indicated specific types of informational programmes (e.g. geography, etc.)⁸.

2.4. Views on Offensive Materials

39. 77.4% of radio listeners had never come across any offensive programme or advertising contents (versus 80.9% in Survey 2010 and 83.3% in Survey 2007). Only 22.6% had come across offensive programme or advertising contents (versus 19.1% in Survey 2010 and 16.7% in Survey 2007).
40. In terms of programme contents, 78.4% of the radio listeners had never encountered any offensive materials (versus 82.1% in Survey 2010 and 84.3% in Survey 2007). Only 21.6% had come across such materials (versus 17.9% in Survey 2010 and 15.7% in Survey 2007).

Among those who had come across offensive programme materials, the five programme content types that the greatest proportion of radio listeners considered offensive were:

- (a) partial views, biased contents (63.1%)¹⁶;
- (b) bias towards a certain community or organisation (39.0%, versus 39.5% and 35.2% in Survey 2010 and Survey 2007 respectively);
- (c) misleading contents ("misleading factual materials" in Survey 2007) (26.0%, versus 23.7% and 32.8% in Survey 2010 and Survey 2007 respectively);

¹⁵ In Survey 2010 and Survey 2007, respondents were asked about their satisfaction level on the overall programme variety of AM/FM radio programmes. 73.7% and 55.8% were satisfied, 19.6% and 35.9% considered them average, 2.4% and 3.4% were dissatisfied, and 4.3% and 4.9% had no opinion respectively.

¹⁶ Such pre-code answer was only available in the current Survey and was not available in Survey 2010 and Survey 2007. As such, direct comparison to past surveys could not be made on this option.

- (d) bad language (“crude language” in Survey 2007) (18.9%, versus 27.7% and 24.6% in Survey 2010 and Survey 2007 respectively); and
 - (e) indecent materials (e.g. obscene, bad taste, etc.) (16.4%, versus 22.5% and 33.4% in Survey 2010 and Survey 2007 respectively).
41. In terms of advertising contents, among the CRHK listeners or Metro listeners (93.2% of all radio listeners), 96.9% had never encountered any offensive materials (versus 97.0% in Survey 2010 and 97.2% in Survey 2007)¹⁷. Only 3.1% had come across such materials (versus 3.0% in Survey 2010 and 2.8% in Survey 2007)¹⁷.

Among those who had come across offensive advertising materials, the five advertising content types that the greatest proportion of radio listeners considered offensive were⁸:

- (a) bias towards a certain community or organisation (29.7%, versus 27.6% and 9.1% in Survey 2010 and Survey 2007 respectively)¹⁷;
- (b) bad language (“crude language” in Survey 2007) (24.4%, versus 11.0% and 24.6% in Survey 2010 and Survey 2007 respectively)¹⁷;
- (c) misleading contents (“misleading factual materials” in Survey 2007) (18.2%, versus 28.3% and 50.6% in Survey 2010 and Survey 2007 respectively)¹⁷;
- (d) sex (12.8%, versus 9.6% in Survey 2010 and 4.6% in Survey 2007); and
- (e) indecent materials (e.g. obscene, bad taste, etc.) (12.6%, versus 12.9% and 45.1% in Survey 2010 and Survey 2007 respectively)¹⁷.

2.5. Quantity of Advertisements¹⁷

42. CRHK listeners or Metro listeners (93.2% of all radio listeners) tended to consider the quantity of advertisements on the AM/FM radio broadcasting of CRHK and Metro acceptable in general (70.3% considered it “just right”). 15.5% considered that there were too many advertisements (“a bit too many”/ “too many”), while 1.6% could accept having more advertisements (“can accept a little bit more”/ “too few”). The remaining 12.6% had no opinion.

¹⁷ The composition of respondents between the Survey (i.e. radio listeners who had listened to CRHK or Metro before) and Survey 2010 and Survey 2007 (i.e. listeners who had listened to radio in the past month) was slightly different in view of the difference in objectives of each survey. While the Survey focused on the opinions towards CRHK and Metro respectively, the previous Surveys focused on the opinions towards the sound broadcasting services in general. As such, the percentages are listed as reference only.

3. VIEWS ON LANGUAGE AND ADVERTISING REQUIREMENTS

3.1. Language Requirements

43. 85.0% of radio listeners agreed to keep the existing language requirement that “each radio station must provide one Cantonese channel and one English channel, while there is no language requirement for the third channel” (versus 88.9% in Survey 2010). Only 3.2% disagreed (versus 2.8% in Survey 2010), and 11.8% had no opinion (versus 8.3% in Survey 2010).

Among those who disagreed to keep the existing requirement, 50.3% of them suggested removing the requirement (versus 14.0% in Survey 2010), 20.5% suggested requiring the third channel to be a Putonghua channel (versus 60.4% in Survey 2010) and 17.8% suggested removing the requirement on English channels as the requirement for one Cantonese channel is enough (versus 19.6% in Survey 2010)⁸.

44. 92.2% of radio listeners agreed to keep the existing language requirement that “at least 80% of the broadcasting time on any one day (including programmes and advertisements) shall be conducted in Cantonese on the Cantonese channel” (versus 91.6% in Survey 2010). Only 1.7% disagreed (versus 2.9% in Survey 2010) and 6.1% had no opinion (versus 5.6% in Survey 2010).

Among those who disagreed to keep the existing requirement¹², 57.9% suggested increasing the current minimum proportion requirement of broadcasting time in Cantonese (versus 42.3% in Survey 2010). 33.5% suggested reducing the current minimum proportion requirement of broadcasting time in Cantonese (versus 55.9% in Survey 2010) and 6.0% suggested removing the requirement (versus 1.8% in Survey 2010).

45. 81.2% of radio listeners agreed to keep the existing language requirement that “at least 80% of the broadcasting time on any one day (including programmes and advertisements) shall be conducted in English on the English channel” (versus 80.6% in Survey 2010). Only 3.8% disagreed (versus 2.9% in Survey 2010), and 15.0% had no opinion (versus 16.4% in Survey 2010).

Among those who disagreed to keep the existing requirement, 46.9% of them suggested reducing the current minimum proportion requirement of broadcasting time in English (versus 68.2% in Survey 2010), 38.5% suggested increasing the current minimum proportion requirement of broadcasting time in English (versus 24.2% in Survey 2010), and 6.1% suggested removing the requirement (versus 7.5% in Survey 2010).

3.2. Broadcasting Requirements

46. 83.4% of radio listeners agreed to keep the existing broadcasting requirement that “radio stations shall broadcast (i.e. programmes and advertisements) for at least 10 hours each day in respect of each channel” (versus 84.2% in Survey 2010). Only 3.2% disagreed (versus 2.8% in Survey 2010), and 13.4% had no opinion (versus 13.0% in Survey 2010).

Among those who disagreed to keep the existing requirement, 62.4% suggested increasing the current minimum requirement of broadcasting time (i.e. programmes and advertisements) (versus 69.2% in Survey 2010), 25.1% suggested reducing the current minimum requirement of broadcasting time (i.e. programmes and advertisements) (versus 10.0% in Survey 2010) and 5.0% suggested removing the requirement (versus 0.0% in Survey 2010).

47. 81.4% of radio listeners agreed to keep the existing broadcasting requirement that “radio stations shall not broadcast on any day, in respect of each channel, advertising material which exceeds in total 12% of the broadcasting time of the channel on that day” (versus 74.7% in Survey 2010). Only 3.1% disagreed (versus 5.6% in Survey 2010), and 15.5% had no opinion (versus 19.6% in Survey 2010).

Among those who disagreed to keep the existing requirement, 58.0% suggested reducing the current maximum proportion requirement of advertising materials (versus 76.2% in Survey 2010), 28.4% suggested increasing the current maximum proportion requirement of advertising materials (versus 16.5% in Survey 2010) and 11.0% suggested removing the requirement (versus 1.5% in Survey 2010).

3.3. Programme Requirements¹⁸

48. 86.3% of radio listeners agreed to keep the existing programme requirement that “one of the radio channels of CRHK or Metro shall at least broadcast two detailed news programmes per day, each not less than 10 minutes; while one of the other radio channels shall broadcast news programmes and weather reports once per half an hour; and all other channels shall broadcast news programmes and weather reports once per hour”. Only 2.8% disagreed, and 10.9% had no opinion.

Among those who disagreed to keep the existing requirement, 44.1% suggested shortening the detailed news programmes/ broadcasting detailed news programmes less frequently, 21.6% suggested broadcasting both news programmes and weather reports less frequently, 11.5% suggested broadcasting both news programmes and weather reports more frequently and 10.9% suggested removing the requirement.

49. 81.5% of radio listeners agreed to keep the existing programme requirement that “CRHK or Metro shall broadcast current affairs programmes for at least 90 minutes per week”. Only 2.9% disagreed, and 15.6% had no opinion.

Among those who disagreed to keep the existing requirement, 33.4% suggested increasing the current minimum requirement of broadcasting time, 29.3% suggested decreasing the current minimum requirement of broadcasting time and 22.1% suggested removing the requirement.

¹⁸ Opinions on programme requirements were only available in Survey 2014, and comparison of figures with those in Survey 2010 and Survey 2007 is not applicable in this section.

50. 73.7% of radio listeners agreed to keep the existing programme requirement that “CRHK or Metro shall broadcast arts and culture programmes for at least 90 minutes per week”. Only 4.2% disagreed, and 22.1% had no opinion.

Among those who disagreed to keep the existing requirement, 39.7% suggested reducing the current minimum requirement of broadcasting time, 15.6% suggested removing the requirement, 13.5% suggested increasing the current minimum requirement of broadcasting time and 10.8% suggested replacing arts and culture programmes by other types of programmes (e.g. informational programmes, current affairs programmes, entertainment programmes).

51. 77.1% of radio listeners agreed to keep the existing programme requirement that “CRHK or Metro shall broadcast programmes for children for at least 30 minutes per week”. Only 4.2% disagreed, and 18.7% had no opinion.

Among those who disagreed to keep the existing requirement, 51.6% suggested increasing the current minimum requirement of broadcasting time, 18.9% suggested removing the requirement and 5.2% suggested cancelling all children’s programmes.

52. 79.9% of radio listeners agreed to keep the existing programme requirement that “CRHK or Metro shall broadcast programmes for young people on the Cantonese channel for at least 30 minutes per week”. Only 2.8% disagreed, and 17.3% had no opinion.

Among those who disagreed to keep the existing requirement, 70.0% suggested increasing the current minimum requirement of broadcasting time and 19.0% suggested removing the requirement.

53. 81.4% of radio listeners agreed to keep the existing programme requirement that “CRHK or Metro shall broadcast programmes for senior citizens for at least 90 minutes per week”. Only 2.8% disagreed, and 15.8% had no opinion.

Among those who disagreed to keep the existing requirement, 49.7% suggested increasing the current minimum requirement of broadcasting time, 18.4% suggested reducing the current minimum requirement of broadcasting time and 17.3% suggested removing the requirement.

4. VIEWS ON QUALITY OF AM/FM RADIO RECEPTION

4.1. Reception Quality¹⁹

54. 73.8% of CRHK listeners who listened to radio via radio waves (non-internet CRHK listeners) claimed that they were satisfied with the reception quality of CRHK. 14.1% found it average, 7.1% were dissatisfied and 5.0% had no opinion.

Among those who were dissatisfied, the three reasons mostly mentioned were poor reception quality/ scratchy sound (61.8%), signals not strong enough in certain indoor areas/ home/ no reception in some locations at home (50.3%) and weak signals (35.5%)⁸.

55. 66.2% of Metro listeners who listened to radio via radio waves (non-internet Metro listeners) claimed that they were satisfied with the reception quality of Metro. 15.2% found it average, 5.4% were dissatisfied and 13.2% had no opinion.

Among those who were dissatisfied, the three reasons mostly mentioned were poor reception quality/ scratchy sound (75.7%), signals not strong enough in certain indoor areas/ home/ no reception in some locations at home (50.1%) and interference from other channels (27.3%)⁸.

4.2. Sound Quality²⁰

56. 78.3% of the non-internet CRHK listeners claimed that they were satisfied with the sound quality of CRHK. 12.5% found it average, 3.7% were dissatisfied and 5.5% had no opinion.

Among those who were dissatisfied, the three reasons mostly mentioned were related to scratchy sound (59.9%), with background noise (45.9%) and low volume sometimes (14.8%)⁸.

57. 69.8% of the non-internet Metro listeners claimed that they were satisfied with the sound quality of Metro. 13.9% found it average, 4.0% were dissatisfied and 12.3% had no opinion.

Among those who were dissatisfied, the three reasons mostly mentioned were related to scratchy sound (68.9%), with background noise (49.2%) and low volume sometimes (18.2%)⁸.

¹⁹ In Survey 2010, respondents were asked about their satisfaction level on reception quality. 68.0% were satisfied, 23.2% considered it average, 7.8% were dissatisfied and 1.0% had no comment. Views on individual stations were not sought. Comparison versus 2007 on this aspect was not available.

²⁰ In Survey 2010, respondents were asked about their satisfaction level on sound quality. 73.4% were satisfied, 20.4% considered it average, 4.7% were dissatisfied and 1.5% had no comment. Views on individual stations were not sought. Comparison versus 2007 on this aspect was not available.

5. OVERALL PERCEPTION OF ANALOGUE SOUND BROADCASTING SERVICES²¹

58. Overall speaking, radio listeners were satisfied with the analogue sound broadcasting services. 78.6% of the radio listeners were satisfied with all AM/FM radio broadcasting services, 15.2% considered them average, 1.0% were dissatisfied and 5.2% had no opinion.
59. Specific to CRHK, 77.1% of CRHK listeners were satisfied with the AM/FM radio broadcasting services of CRHK, 13.8% considered them average, 1.9% were dissatisfied and 7.2% had no opinion.

Among those who were dissatisfied with the AM/FM radio broadcasting services of CRHK¹², the reasons mostly mentioned were mainly related to programme contents or programme hosts (e.g. current affairs programmes became less neutral/ programme hosts of current affairs were not fair) (39.8%), poor reception quality (28.8%), poor sound quality (24.2%) and programme contents were boring/ not innovative) (13.7%). They suggested that improvements could be made on sound quality (42.1%) and reception quality of programmes (34.3%), and current affairs programmes/ programme hosts could be more neutral (25.8%)⁸.

60. Specific to Metro, 63.7% of Metro listeners were satisfied with the AM/FM radio broadcasting services of Metro, 15.9% considered them average, 3.4% were dissatisfied, and 17.0% had no opinion.

Among those who were dissatisfied with the AM/FM radio broadcasting services of Metro, the reasons mostly mentioned were mainly related to programme contents or programme hosts (e.g. programme contents being boring/ not innovative) (50.7%), followed by poor reception quality (42.6%), poor sound quality (30.3%) and insufficient programme variety (22.3%). They suggested that the reception quality (46.9%) and sound quality (45.7%) of programmes could be improved and programme contents could be more innovative (40.6%)⁸.

²¹ The overall satisfaction with all AM/FM radio broadcasting services and satisfaction level by individual radio stations were not available in both Survey 2010 and Survey 2007.

APPENDIX 1 – INSUFFICIENT PROGRAMME TYPES

Among the programme types being considered insufficient, radio listeners were asked about the radio station(s) concerned on that particular programme type which was considered insufficient in quantity. The programme types which were considered insufficient and their rankings (in bracket) are listed as follows:

Programme Types	Survey 2014		Survey 2010	
	CRHK	Metro	CRHK	Metro
Programmes for children up to the age of 15	42.0% [1]	41.5% [2]	28.7% [2]	35.7% [1]
Programmes for senior citizens over the age of 60	41.3% [2]	41.6% [1]	31.4% [1]	35.4% [2]
Arts and Culture programmes	31.3% [3]	29.0% [4]	20.8% [5]	20.2% [6]
Dramas	27.1% [4]	31.4% [3]	23.7% [4]	20.5% [4]
Religious programmes	27.1% [4]	24.7% [6]	20.4% [7]	19.3% [7]
Programmes for young people aged 16 to 24	23.9% [6]	20.9% [7]	11.4% [9]	12.2% [9]
Sports programmes	23.5% [7]	26.0% [5]	20.6% [6]	20.4% [5]
Informational programmes	20.3% [8]	19.2% [8]	25.2% [3]	23.4% [3]
Music programmes	16.0% [9]	11.9% [10]	13.5% [8]	13.5% [8]
Government's announcements in the public interest/ Communications Authority's publicity materials	12.7% [10]	13.1% [9]	8.0% [10]	9.5% [10]
Entertainment programmes (including quiz and game shows)	9.6% [11]	10.8% [12]	6.3% [13]	8.5% [11]
Current Affairs programmes	8.9% [12]	11.3% [11]	7.6% [11]	4.4% [13]
Talk shows/ Magazine programmes	6.1% [13]	8.8% [13]	7.3% [12]	6.8% [12]
Traffic reports	4.7% [14]	5.6% [15]	5.4% [14]	4.4% [13]
Finance programmes	4.5% [15]	2.1% [18]	4.2% [15]	2.8% [17]
News programmes	4.3% [16]	7.3% [14]	3.8% [16]	4.0% [15]
Horse Racing programmes	3.4% [17]	4.8% [16]	2.0% [18]	3.4% [16]
Weather reports	2.5% [18]	3.8% [17]	3.2% [17]	2.3% [18]

APPENDIX 2 – QUESTIONNAIRE

J8015 Opinion Survey on the Analogue Sound Broadcasting Service

Starting Time:	【The system automatically fills in】		
Interviewer Number:	【Enter】		
SN:	【Enter】		
Contact Result 1:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 2:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 3:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 4:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 5:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 6:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 7:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 8:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 9:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 10:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 11:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】
Contact Result 12:	Contacted...1 【Continue】	Non-Contact...2 【Saved】	Refused...3 【Saved】

【Read out】 Is this 【The system automatically shows the address of the corresponding SN】 ?

【Enter the district to confirm.】

Hong Kong Island	Kowloon	New Territories	
Central & Western...1	Yau Tsim Mong ... 5	Kwai Tsing 10	North..... 14
Wan Chai.....2	Sham Shui Po 6	Tsuen Wan..... 11	Tai Po..... 15
Eastern.....3	Kowloon City 7	Tuen Mun 12	Sha Tin..... 16
Southern4	Wong Tai Sin 8	Yuen Long 13	Sai Kung 17
	Kwun Tong..... 9		Islands..... 18

【After confirmation of the address, interviewer records the number of household in the living quarter】

H1 Number of household(s) in the living quarter : 【Record】____ 【Input “1” if there is only one household】

【Definition】 A household is defined as a group of people who live and share their daily necessities together in a quarter. They may not be relatives. A person who takes care of his/ her daily necessities himself/ herself is classified as a household.

H2 Household number of this questionnaire: 【Count from left hand side clockwise】
 【Record】____ 【Input “1” if there is only one household, so on and so forth】

【Interviewer continues with the procedure of selecting respondent】

Introduction

【Show interviewer card & household invitation letter by the Communications Authority, and read out】

Hello! My Name is ____ 【Say name】 , an interviewer from Consumer Search. An invitation letter was sent to you on behalf of the **Communications Authority** in early July, to notify you that the **Communications Authority** has commissioned Consumer Search to carry out a household survey, with the objectives to collect public opinions on the **analogue sound broadcasting service** in Hong Kong. Thank you for your participation! The interview will take around 20 minutes. In order to conduct a representative survey, we need to randomly select a household member in your household for the interview. All information you provide in this survey will be kept strictly confidential, and used for statistical analyses only. All information collected will be destroyed upon completion of the survey.

【Read out】 The following conversation may be recorded for the use of internal validation to ensure the working efficiency and the service quality of the interviewer.

【If the respondent has doubts about the sound recording, explain】 Our company collects telephone recording of the interviewers in accordance with the “Privacy Guidelines: Monitoring and Personal Data Privacy at Work” in order to monitor the interviewers and to ensure the quality and consistency of the service after the interviewers had received the on-job training. Based on our company policies, all recordings collected will be destroyed within 3 months upon completion of the survey. However, early destruction of information would be provided upon request.

S1 Are you aged 15 or above?
 No 0 → S2
 Yes 1 → S3

S2 Are there any members aged 15 or above in your household now? Domestic helpers are excluded.

No 0 → Saved

Yes 1 → Interview the member who is aged 15 or above, and repeat the introduction and ask S3

S3a Could you please tell me the number of household members aged 15 or above in your household? Household members are defined as persons who sleep here at least four nights or four days a week, excluding domestic helpers.

- None 0 → Terminate interview
- One 1 → Directly invite that member for an interview
- More than one (please specify): **【Record】** _____ persons

S3b **【Record】** Please tell me the age of each of your household member and his/ her relationship to you. Please start with the eldest one.

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

S4 After random selection by the computer, I would like to conduct the interview with the household member who ranks number ____, ranking from the eldest to the youngest.

【Random selection by computer: Based on the below table, the intersecting number of the last digit of questionnaire serial number (SN) and the number of household members aged 15 or above is the rank of the household member selected as the respondent.】

No. of Household Member	The Last Digit of Questionnaire Serial Number (SN)									
	1	2	3	4	5	6	7	8	9	0
1	1	1	1	1	1	1	1	1	1	1
2	1	2	1	2	1	2	1	2	1	2
3	2	1	3	1	3	1	2	3	2	1
4	1	4	2	3	2	2	3	1	4	3
5	2	3	5	4	1	3	4	1	2	5
6	4	1	6	5	2	4	6	5	3	1
7	3	7	4	2	5	1	3	2	6	4
8	8	5	3	6	4	6	1	7	5	2
9	6	3	1	7	9	5	2	4	7	8
10	5	2	8	1	7	10	9	6	4	3

【 If the selected household member is not at home 】

S5 When would he/ she be at home? Can I have his/ her name please?

Expected time at home: _____ Name of selected household member: _____

【 Please leave the contact number to encourage the selected household member to call back for arranging appointment. 】

【 If there is a change in the person you are talking to, please repeat the Introduction 】

S6 How old are you?

15-19	1	45-49	7
20-24	2	50-54	8
25-29	3	55-59	9
30-34	4	60-64	10
35-39	5	65-69	11
40-44	6	70 or above.....	12

Part A. Penetration of Sound Broadcasting Service

【Ask all】

【Read out】 Now I would like to ask about your pattern of listening to radio. Listening to radio refers to listening to **traditional AM/ FM radio broadcasting** or **digital audio broadcasting**.

A1 (a) Are you able to listen to AM/ FM radio programmes at home, including those broadcasted by RTHK, Commercial Radio, Metro Broadcast? Devices, such as table stand radios, pocket radios, built-in radios of mobile phones, etc. are all considered. Being able to listen to radio programmes at home means you could listen to radio within this premises.

Listen to radio via radio waves	Yes.....	1
	No.....	2
	Don't know.....	3

(b) Do you have digital radios or receivers at home?

Have digital radios or receivers	Yes.....	1
	No.....	2
	Don't know.....	3

(c) Could you listen to radio programmes at home via the **Internet**?

Listen to radio via the Internet	Yes.....	1
	No.....	2
	Don't know.....	3

A2 (a) Have you ever listened to radio programmes of these AM/FM radio stations in the **past 7 days**? Listening radio at home, at your relatives'/ friends' homes, at your workplace, in vehicles or at other places are all considered.

Ever listened in the <u>past 7 days</u>	Yes.....	1	→Skip to A2(c)
	No.....	2	→Ask A2(b)

(b) **【If answered "No" in A2(a), probe】** Have you ever listened to radio in the **past month**?

【If answered "Yes" in A2(a), the system automatically marks "1" directly in A2(b)】

Ever listened in the <u>past month</u>	Yes.....	1	→ Ask A2(c)
	No.....	2	→ Skip to A3

(c) **【Ask respondents who listened to AM/ FM radio broadcasting in the past month, i.e. A2(a) or A2(b) = 1】** How did you listen to radio programmes of AM/ FM radio stations in the **past month**? Was it via radio waves or Internet? **【SA】** **【If necessary, read out】** Receiving via radio waves refer to the AM/ FM radio programmes received via the antenna.

Mode of listening to radio in the <u>past month</u>	Radio waves.....	1	→Ask A3
	Internet.....	2	
	Both.....	3	

A3 (a) Have you ever listened to radio programmes of digital audio broadcasting in the **past 7 days**? Listening to radio at home, at your relatives'/ friends' homes, at your workplace, in vehicles or in other places, are all considered. **【If necessary, please read out】** Digital audio broadcasting is the radio broadcasting service transmitted in digital format. It provides audio information as well as text and image. A digital radio is needed to listen to digital audio broadcasting. Digital audio broadcasting could not be received via a traditional AM/ FM radio.

Ever listened in the <u>past 7 days</u>	Yes..... 1	→Skip to A4
	No 2	→ Ask A3(b)

(b) **【If answered “No” in A3(a), probe】** Have you ever listened to radio in the **past month**?

【If answered “Yes” in A3(a), the system automatically marks “1” directly in A3(b)】

Ever listened in the <u>past month</u>	Yes..... 1	→ Ask A4
	No 2	→ 【If A2(a) or A2(b) = 1, ask A4】 → 【If A2(b) = 2, skip to Part I】

A4 **【Ask respondents who listened to AM/ FM radio broadcasting or digital audio broadcasting in the past month, i.e. A2(a) or A2(b) or A3(a) or A3(b) = 1】**

In general, which transmission modes do you usually use to listen to radio programmes? **【If answered “radio waves”, probe】** AM/ FM radio broadcasting or digital audio broadcasting?

【If answered “Internet”, probe】 Outdoor or Indoor? With mobile phones or computers?

【MA】

Radio waves		Traditional AM/FM radio broadcasting.....1
		Digital audio broadcasting.....2
Internet	<u>Outdoor</u>	Mobile phone3
		Computer4
	<u>Indoor</u>	Mobile phone5
		Computer6

A5 **【Ask respondents who listened to AM/ FM radio broadcasting or digital audio broadcasting in the past month, i.e. A2(a) or A2(b) or A3(a) or A3(b) = 1】**

【Show Card – Frequency list】 How often do you listen to radio broadcasting when you are in vehicles?

Frequency of listening to radio in vehicles	Always..... 1
	Occasionally 2
	Seldom..... 3
	Never 【Do not read out】96

A6 **【 Ask respondents who listened to AM/ FM radio broadcasting in the past month, i.e. A2(a) or A2(b) = 1 】**

(a) **【 Show Card – AM/ FM channel list 】** Which domestic AM/ FM radio broadcasting channels have you listened to in the past **【 the system shows the answer according to the answer of A2(a) or A2(b) automatically 】** 7 days/ month? **【 MA 】** **【 If the respondent is not sure about the channel name or number, please suggest him/her to turn on the radio and confirm before answering the question. 】**

Traditional AM/ FM Radio Channel	
Commercial Radio	
FM 88.1 – 89.5	CR 1 (Cantonese)..... 1
FM 90.3 – 92.1	CR 2(Cantonese) 2
AM 864	AM 864 (English) 3
Metro Broadcast	
FM 99.7 - 102.1	FM 997 Metro Info (Cantonese) 4
FM 102.4 - 106.3	FM104 Metro Finance (Cantonese) 5
AM 1044	AM1044 Metro Plus (English)..... 6
RTHK	
FM 92.6 - 94.4	RTHK Radio 1 (Cantonese)..... 7
FM 94.8 - 96.9	RTHK Radio 2 (Cantonese)..... 8
AM 567 ; Hong Kong South: AM 1584/FM 106.8; Happy Valley/ Jardine’s Lookout/ Hong Kong Parkview: FM 97.9 ; Tseung Kwan O/ Tin Shui Wai: FM 107.8	RTHK Radio 3 (English) 9
FM 97.6 - 98.9	RTHK Radio 4 (Cantonese/ English)..... 10
AM 783 ; Tseung Kwan O: FM 99.4 ; Tuen Mun/ Yuen Long: FM 106.8 ; Tin Shui Wai: FM 92.3 ; Happy Valley/ Jardine’s Lookout/ Hong Kong Parkview: FM 95.2	RTHK Radio 5 (Cantonese)..... 11
AM 675	RTHK Radio 6 (BBC/ English) 12
AM 621; Happy Valley/ Causeway Bay/ Wan Chai/ Tuen Mun North: FM 100.9 ; Tseung Kwan O/ Tin Shui Wai: FM 103.3	RTHK Putonghua Channel (Putonghua).... 13
→ 【 If A2(a) = 1, ask A6(b) 】 → 【 If A2(a) = 2, & A3(a) or A3(b) = 1, skip to A7 】 → 【 If A2(a), A3(a) & A3(b) = 2, skip to Part B 】	

【 Ask respondents who listened to AM/ FM radio broadcasting in the past 7 days, i.e. A2(a) = 1】

(b) 【 Show Card – AM/ FM channel list】 What other domestic AM/ FM radio broadcasting channels have you listened to in the past month? 【MA】 【 If the respondent is not sure about the channel name or number, please suggest him/her to turn on the radio and confirm before answering the question.】 【 The system automatically excludes the answer(s) selected in (a)】

Traditional AM/ FM Radio Channel	
Commercial Radio	
FM 88.1 – 89.5	CR 1 (Cantonese)..... 1
FM 90.3 – 92.1	CR 2(Cantonese)..... 2
AM 864	AM 864 (English) 3
Metro Broadcast	
FM 99.7 - 102.1	FM 997 Metro Info (Cantonese) 4
FM 102.4 - 106.3	FM104 Metro Finance (Cantonese)..... 5
AM 1044	AM1044 Metro Plus (English)..... 6
RTHK	
FM 92.6 - 94.4	RTHK Radio 1 (Cantonese)..... 7
FM 94.8 - 96.9	RTHK Radio 2 (Cantonese)..... 8
AM 567; Hong Kong South: AM 1584/FM 106.8; Happy Valley/ Jardine’s Lookout/ Hong Kong Parkview: FM 97.9; Tseung Kwan O/ Tin Shui Wai: FM 107.8	RTHK Radio 3 (English) 9
FM 97.6 - 98.9	RTHK Radio 4 (Cantonese/ English)..... 10
AM 783; Tseung Kwan O: FM 99.4; Tuen Mun/ Yuen Long: FM 106.8; Tin Shui Wai: FM 92.3; Happy Valley/ Jardine’s Lookout/ Hong Kong Parkview: FM 95.2	RTHK Radio 5 (Cantonese)..... 11
AM 675	RTHK Radio 6 (BBC/ English) 12
AM 621; Happy Valley/ Causeway Bay/ Wan Chai/ Tuen Mun North: FM 100.9; Tseung Kwan O/ Tin Shui Wai: FM 103.3	RTHK Putonghua Channel (Putonghua).... 13
None	96
→ 【 If A3(a) or A3(b) = 1, ask A7】	
→ 【 If A3(a) & A3(b) = 2, skip to Part B】	

A7 **【Ask all respondents who listened to digital audio broadcasting in the past month, i.e. A3(a) or A3(b) = 1】**
【Show Card – Digital audio broadcasting channel list】 Which domestic digital audio broadcasting channels have you listened to in the past **【The system automatically shows the answer according to the answer of A3(a) or A3(b)】** 7 days/ month? **【MA】** **【If the respondent is not sure about the channel name or number, please suggest him/her to turn on the radio and confirm before answering the question.】**

<u>Digital Audio Broadcasting Channel</u>	
<u>Metro Broadcast</u>	
Metro Finance Digital	21
Metro Music Digital.....	22
<u>RTHK</u>	
DAB 31 – RTHK Community Channel/ Putonghua Channel	31
DAB 32 – China National Radio	32
DAB 33 - RTHK Radio 3	33
DAB 34 – BBC World Service.....	34
DAB 35 – RTHK Live Relay Channel/ Radio 5	35
<u>DBC</u>	
Radio Prime	41
Radio News.....	42
Radio Business.....	43
Radio Campus.....	44
Radio Smiles	45
Radio Music	46
Radio CO	47
<u>Phoenix URadio</u>	
URadio 22 (the comprehensive channel).....	51
URadio 26 (the music channel)	52
→ 【If A3(a) = 1. ask A7(b)】	
→ 【If A3(a) = 2. & A2(a) or A2(b) = 1. skip to Part B】	
→ 【If A3(a), A2(a) & A2(b) = 2, skip to Part I】	

【 Ask respondents who listened to digital audio broadcasting in the past 7 days, i.e. A3(a) = 1】
 (b) 【 Show Card – Digital audio broadcasting channel list】 What other domestic digital audio broadcasting channels have you listened to in the past month? 【MA】 【 If the respondent is not sure about the channel name or number, please suggest him/her to turn on the radio and confirm before answering the question.】 【 The system automatically excludes the answer(s) selected in (a)】

Digital Audio Broadcasting Channel	
<u>Metro Broadcast</u>	
Metro Finance Digital	21
Metro Music Digital.....	22
<u>RTHK</u>	
DAB 31 – RTHK Community Channel/ Putonghua Channel	31
DAB 32 – China National Radio	32
DAB 33 - RTHK Radio 3	33
DAB 34 – BBC World Service.....	34
DAB 35 – RTHK Live Relay Channel/ Radio 5	35
<u>DBC</u>	
Radio Prime	41
Radio News	42
Radio Business.....	43
Radio Campus.....	44
Radio Smiles	45
Radio Music	46
Radio CO	47
<u>Phoenix URadio</u>	
URadio 22 (the comprehensive channel).....	51
URadio 26 (the music channel)	52
None.....	96
→ 【 If A2(a) or A2(b) = 1, ask Part B】	
→ 【 If A2(a) & A2(b) = 2, skip to Part I】	

Part B. AM/ FM Radio Listening Habit

【Ask respondents who listened to AM/ FM radio broadcasting in the past month, i.e. A2(a) or A2(b) = 1】

【Read out】 Now I would like to ask about your AM/ FM radio listening habit in the past month.

Q1 How often do you listen to AM/ FM radio broadcasting? **【SA】**

Everyday.....	1	→ 【Alert: If A2(a)=2; ask Q2】
5-6 days a week.....	2	→ 【Alert: If A2(a)=2; ask Q2】
3-4 days a week.....	3	→ 【Alert: If A2(a)=2; ask Q2】
1-2 days a week.....	4	→ 【Alert: If A2(a)=2; ask Q2】
1 day every 2 weeks.....	5	→ 【Ask Q2】
1 day every 3 weeks.....	6	→ 【Ask Q2】
1 day a month.....	7	→ 【Ask Q2】

Q2 (a) Has your frequency of listening to AM/ FM radio broadcasting been increased, decreased or remained more or less the same over the past year? **【SA】**

Increased.....	1	→ 【If Q1=1, ask Q3】 【If Q1=2-7, skip to Q4】
Decreased.....	2	→ 【Ask Q2(b)】
Remained more or less the same.....	3	→ 【If Q1=1, skip to Q3】 【If Q1=2-7, skip to Q4】

(b) 【If Q2(a) = 2】 Why has the frequency of listening to AM/ FM radio broadcasting been decreased?

【Record answer】

→ **【If Q1=1, ask Q3】**
→ **【If Q1=2-7, skip to Q4】**

【System automatic filtering】

【Ask respondents who listen to AM/ FM radio broadcasting everyday, i.e. Q1 = 1】

Q3 (a) How many hours on average do you normally spend on listening to AM/ FM radio broadcasting per day from Monday to Friday?

【Record】 : _____ hours per day on average

(b) From Monday to Friday, in which time slot(s) of a day, i.e. the start and end time, do you listen to AM/ FM radio broadcasting normally? **【Multiple time slots are allowed】**

【Record answer】 :

1. _____ : _____ to _____ : _____

2. _____ : _____ to _____ : _____

3. _____ : _____ to _____ : _____

Not fixed.....95

(c) How many hours on average do you normally spend on listening to AM/ FM broadcasting on average per day on Saturday and Sunday?

【Record answer】 : _____ hours per day on average

(d) On Saturday and Sunday, in which time slot(s) do you listen to AM/ FM broadcasting normally?

【Multiple time slots are allowed】

【Record answer】 :

1. _____ : _____ to _____ : _____ → **【Skip to Q5】**

2. _____ : _____ to _____ : _____ → **【Skip to Q5】**

3. _____ : _____ to _____ : _____ → **【Skip to Q5】**

Not fixed.....95 → **【Skip to Q5】**

【Ask respondents who sometimes listened to AM/ FM radio broadcasting in the past month, i.e. Q1 = 2-7】

Q4 (a) How many hours do you spend on listening to AM/ FM radio broadcasting in total from Monday to Friday?

【Record answer】 : _____ hours in total

(b) In which time slot(s) do you usually listen to AM/ FM radio broadcasting from Monday to Friday? **【Multiple time slots are allowed】**

【Record answer】 :

1. _____ : _____ to _____ : _____

2. _____ : _____ to _____ : _____

3. _____ : _____ to _____ : _____

Not fixed.....95

(c) How many hours do you spend on listening to AM/ FM radio broadcasting in total on **Saturday and Sunday?**

【Record answer】 : _____ hours in total

(d) In which time slot(s) do you usually listen to AM/ FM radio broadcasting on Saturday and Sunday? **【Multiple time slots are allowed】**

【Record answer】 :

1. _____ : _____ to _____ : _____

2. _____ : _____ to _____ : _____

3. _____ : _____ to _____ : _____

Not fixed.....95

【 Ask respondents who listened to AM/ FM radio broadcasting in the past month, i.e. A2(a) or A2(b) = 1】

- Q5 (a) 【 Show Card – Channel list】 Which radio channel do you listen to most often? 【 If respondent is not sure of the channel, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the channel concerned.】 【 SA】

First Mentioned Traditional AM/ FM Radio Channel	
Commercial Radio	
FM 88.1 – 89.5	CR 1 (Cantonese)..... 1
FM 90.3 – 92.1	CR 2 (Cantonese)..... 2
AM 864	AM 864 (English) 3
Metro Broadcast	
FM 99.7 - 102.1	FM 997 Metro Info (Cantonese) 4
FM 102.4 - 106.3	FM104 Metro Finance (Cantonese) 5
AM 1044	AM1044 Metro Plus (English)..... 6
RTHK	
FM 92.6 - 94.4	RTHK Radio 1 (Cantonese) 7
FM 94.8 - 96.9	RTHK Radio 2 (Cantonese)..... 8
AM 567; Hong Kong South: AM 1584 / FM 106.8; Happy Valley/ Jardine's Lookout/ Hong Kong Parkview: FM 97.9; Tseung Kwan O/ Tin Shui Wai: FM 107.8	RTHK Radio 3 (English) 9
FM 97.6 - 98.9	RTHK Radio 4 (Cantonese/ English)..... 10
AM 783; Tseung Kwan O:FM 99.4; Tuen Mun/ Yuen Long: FM 106.8; Tin Shui Wai: FM 92.3; Happy Valley/ Jardine's Lookout/ Hong Kong Parkview:FM 95.2	RTHK Radio 5 (Cantonese)..... 11
AM 675	RTHK Radio 6 (BBC/ English) 12
AM 621; Happy Valley/ Causeway Bay/ Wan Chai/ Tuen Mun North: FM 100.9; Tseung Kwan O/ Tin Shui Wai : FM 103.3	RTHK Putonghua Channel (Putonghua).... 13

First Mentioned Digital Audio Broadcasting Channel	
Metro Broadcast	
Metro Finance Digital	21
Metro Music Digital.....	22

<u>RTHK</u>	
DAB 31 – RTHK Community Channel/ Putonghua Channel	31
DAB 32 – China National Radio	32
DAB 33 - RTHK Radio 3	33
DAB 34 – BBC World Service.....	34
DAB 35 – RTHK Live Relay Channel/ Radio 5	35
<u>DBC</u>	
Radio Prime	41
Radio News.....	42
Radio Business.....	43
Radio Campus.....	44
Radio Smiles	45
Radio Music	46
Radio CO	47
<u>Phoenix URadio</u>	
URadio 22 (the comprehensive channel).....	51
URadio 26 (the music channel)	52

(b) Any others? **【 the system automatically excludes the answer selected in (a) 】【SA】**

<u>Second Mentioned Traditional AM/ FM Radio Channel</u>	
<u>Commercial Radio</u>	
FM 88.1 – 89.5	CR 1 (Cantonese)..... 1
FM 90.3 – 92.1	CR 2 (Cantonese)..... 2
AM 864	AM 864 (English)
	3
<u>Metro Broadcast</u>	
FM 99.7 - 102.1	FM 997 Metro Info (Cantonese)
	4
FM 102.4 - 106.3	FM104 Metro Finance (Cantonese)
	5
AM 1044	AM1044 Metro Plus (English).....
	6

<u>RTHK</u>	
FM 92.6 - 94.4	RTHK Radio 1 (Cantonese) 7
FM 94.8 - 96.9	RTHK Radio 2 (Cantonese)..... 8
AM 567; Hong Kong South: AM 1584 / FM 106.8; Happy Valley/ Jardine's Lookout/ Hong Kong Parkview: FM 97.9; Tseung Kwan O/ Tin Shui Wai: FM 107.8	RTHK Radio 3 (English) 9
FM 97.6 - 98.9	RTHK Radio 4 (Cantonese/ English)..... 10
AM 783; Tseung Kwan O:FM 99.4; Tuen Mun/ Yuen Long: FM 106.8; Tin Shui Wai: FM 92.3; Happy Valley/ Jardine's Lookout/ Hong Kong Parkview: FM 95.2	RTHK Radio 5 (Cantonese)..... 11
AM 675	RTHK Radio 6 (BBC/ English) 12
AM 621; Happy Valley/ Causeway Bay/ Wan Chai/ Tuen Mun North: FM 100.9; Tseung Kwan O/ Tin Shui Wa: FM 103.3	RTHK Putonghua Channel (Putonghua).... 13

<u>Second Mentioned Digital Audio Broadcasting Channel</u>	
<u>Metro Broadcast</u>	
Metro Finance Digital	21
Metro Music Digital.....	22
<u>RTHK</u>	
DAB 31 – RTHK Community Channel/ Putonghua Channel	31
DAB 32 – China National Radio	32
DAB 33 - RTHK Radio 3	33
DAB 34 – BBC World Service.....	34
DAB 35 – RTHK Live Relay Channel/ Radio 5	35
<u>DBC</u>	
Radio Prime	41
Radio News.....	42
Radio Business.....	43
Radio Campus.....	44
Radio Smiles	45
Radio Music	46
Radio CO	47

<u>Phoenix URadio</u>	
URadio 22 (the comprehensive channel).....	51
URadio 26 (the music channel)	52
None 【Do not read out】 → 【Skip to Q6】	
	96

(c) And next? **【the system automatically excludes the answers selected in (a) & (b)】** **【SA】**

<u>Third Mentioned Traditional AM/ FM Radio Broadcasting Channel</u>	
<u>Commercial Radio</u>	
FM 88.1 – 89.5	CR 1 (Cantonese)..... 1
FM 90.3 – 92.1	CR 2 (Cantonese)..... 2
AM 864	AM 864 (English)
	3
<u>Metro Broadcast</u>	
FM 99.7 - 102.1	FM 997 Metro Info (Cantonese)..... 4
FM 102.4 - 106.3	FM104 Metro Finance (Cantonese)
	5
AM 1044	AM1044 Metro Plus (English)..... 6
<u>RTHK</u>	
FM 92.6 - 94.4	RTHK Radio 1 (Cantonese)
	7
FM 94.8 - 96.9	RTHK Radio 2 (Cantonese)..... 8
AM 567; Hong Kong South: AM 1584 / FM 106.8; Happy Valley/ Jardine's Lookout/ Hong Kong Parkview: FM 97.9; Tseung Kwan O/ Tin Shui Wai: FM 107.8	RTHK Radio 3 (English)
	9
FM 97.6 - 98.9	RTHK Radio 4 (Cantonese/ English)..... 10
AM 783; Tseung Kwan O:FM 99.4; Tuen Mun/ Yuen Long: FM 106.8; Tin Shui Wai: FM 92.3; Happy Valley/ Jardine's Lookout/ Hong Kong Parkview:FM 95.2	RTHK Radio 5 (Cantonese)..... 11
AM 675	RTHK Radio 6 (BBC/ English)
	12
AM 621; Happy Valley/ Causeway Bay/ Wan Chai/ Tuen Mun North: FM 100.9; Tseung Kwan O/ Tin Shui Wai : FM 103.3	RTHK Putonghua Channel (Putonghua).... 13

<u>Third Mentioned Digital Audio Broadcasting Channel</u>	
<u>Metro Broadcast</u>	
Metro Finance Digital	21
Metro Music Digital.....	22

<u>RTHK</u>	
DAB 31 – RTHK Community Channel/ Putonghua Channel	31
DAB 32 – China National Radio	32
DAB 33 - RTHK Radio 3	33
DAB 34 – BBC World Service.....	34
DAB 35 – RTHK Live Relay Channel/ Radio 5	35
<u>DBC</u>	
Radio Prime	41
Radio News.....	42
Radio Business.....	43
Radio Campus.....	44
Radio Smiles	45
Radio Music	46
Radio CO	47
<u>Phoenix URadio</u>	
URadio 22 (the comprehensive channel).....	51
URadio 26 (the music channel)	52
None 【Do not read out】 → 【Skip to Q6】	
	96

Q6 **【Show Card – List of programme type I】** Which type of AM/ FM radio programme do you listen to most often? **【SA】**

【If necessary, read out all programme type】

News programmes	1
Weather reports.....	2
Traffic reports	3
Current affairs programmes.....	4
Finance programmes.....	5
Dramas.....	6
Entertainment programmes (including Quiz and Game shows).....	7
Talk shows/ Magazine programmes	8
Horse racing programmes.....	9
Sports programmes	10
Music programmes	11
Arts and culture programmes.....	12
Religious programmes.....	13
Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Programmes for children up to the age of 15	15
Programmes for young people aged 16 to 24	16
Programmes for senior citizens over the age of 60.....	17
Government’s announcements in the public interest.....	18
Others (please specify):	

Q7 **【Show Card – List of reasons for listening to radio broadcasting】** Why do you listen to the AM/ FM radio broadcasting? Any other reasons? **【MA】**

To listen to a specific programme that I have heard a lot about.....	1
Bored with television programmes	2
Just for “background” while I am doing something else.....	3
Just for company.....	4
For information such as news/ weather/ financial/ traffic reports	5
For music	6
For education/ enrichment	7
For entertainment.....	8
There is nothing better to do.....	9
Others (please specify):	

Q8 What factor(s) do you consider in selecting the AM/ FM radio programmes to listen to? What else? **【MA】**

Take programme <u>contents</u> into consideration	1
Preference for a specific <u>programme host</u>	2
Preference for programmes broadcasted by a specific <u>radio station</u>	3
<u>Word of mouth</u>	4
Attracted by the promotion of the programme concerned	5
Would listen to the radio channel chosen randomly	6
Others (please specify): _____	

Q9 (a) **【Ask respondents who did not listen to AM/FM radio broadcasting of Commercial Radio in the past month, i.e. A6(a) & A6(b)<> 1-3】**

(i) Why didn't you listen to the AM/ FM radio broadcasting of Commercial Radio in the past month? **【MA】**

Programme contents/ programme hosts were <u>not neutral</u> enough	1
Programme contents/ programme hosts were <u>boring</u>	2
Programme contents/ programme hosts <u>used coarse language</u>	3
Commercial Radio had <u>too much advertisements</u>	4
Commercial Radio did <u>not broadcast Cantonese opera programmes</u>	5
Used to listen to other radio stations/ seldom switch to other radio stations.....	6
Others (please specify): _____	

(ii) Have you ever listened to the AM/ FM radio broadcasting of Commercial Radio?

Yes	1
No	2

(b) **【Ask respondents who did not listen to AM/FM radio broadcasting of Metro Broadcast in the past month, i.e. A6(a) & A6(b)<> 4-6】**

(i) Why didn't you listen to the AM/ FM radio broadcasting of Metro Broadcast in the past month? **【MA】**

Programme contents/ programme hosts were <u>not neutral</u> enough	1
Programme contents/ programme hosts were <u>boring</u>	2
Programme contents/ programme hosts <u>used coarse language</u>	3
Metro Broadcast had <u>too much advertisements</u>	4
Metro Broadcast did <u>not broadcast Cantonese opera programmes</u>	5
Used to listen to another radio station/ seldom switch to other radio station.....	6
Others (please specify): _____	

(ii) Have you ever listened to the AM/ FM radio broadcasting of Metro Broadcast?

Yes	1
No	2

Part C. Opinion on the quality and variety of AM/ FM radio programmes

【 Ask respondents who listened to AM/ FM radio programmes in the past month, i.e. A2(a) or A2(b) = 1 】

【 Read out 】 Now I would like to ask for your opinions on the quality of AM/ FM radio programmes.

Q10 【 Ask respondents who listened to AM/ FM radio programmes in the past month and listened to the AM/ FM broadcasting of Commercial Radio before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 1-3 or Q9(a)(ii) = 1 】

(a) Did your level of satisfaction with the quality of the AM/ FM radio programme of Commercial Radio change in the past year? **【 SA 】**

Change of level of satisfaction with quality of programmes	Yes..... 1	→ Ask Q10(b)
	No 2	→ Skip to Q11

(b) Increased or decreased? **【 SA 】**

Level of satisfaction with quality of programmes	Increased..... 1	→ Ask Q10(c)(i)
	Decreased 2	→ Ask Q10(c)(ii)

(c) Reason(s) for the change in satisfaction level with the quality of programmes: **【 MA 】**

(i) **【 If Q10(b) = 1 】 【 MA 】**

Programmes were diversified..... 1	→ Skip to Q11
Production was of high quality 2	
Programmes could cater for the interests of audience 3	
Creative programme contents 4	
Others (please specify): _____	

(ii) **【 If Q10(b) = 2 】 【 MA 】**

Programmes were not diversified enough..... 1
Production was of low quality 2
Programmes could not cater for the interests of audience ... 3
Uncreative programme contents 4
Others (please specify): _____

(d) **【If Q10(b) = 2】** How can the quality of programmes be improved?

【Record answer】

Q11 **【Ask respondents who listened to AM/ FM radio programmes in the past month and listened to the AM/ FM broadcasting of Metro Broadcast before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 4-6 or Q9(b)(ii) = 1】**

(a) Did your level of satisfaction with the quality of the AM/ FM radio programme of Metro Broadcast change in the past year? **【SA】**

Change of level of satisfaction with quality of programmes	Yes..... 1	→ Ask Q11(b)
	No 2	→ Skip to Q12

(b) Increased or decreased? **【SA】**

Level of satisfaction with quality of programmes	Increased..... 1	→ Ask Q11(c)(i)
	Decreased 2	→ Ask Q11(c)(ii)

(c) Reason(s) for the change in satisfaction level with the quality of programmes: **【MA】**

(i) **【If Q11(b) = 1】 【MA】**

Programmes were diversified..... 1	→ Skip to Q12
Production was of high quality 2	
Programmes could cater for the interests of audience 3	
Creative programme contents 4	
Others (please specify):_____	

(ii) **【If Q11(b) = 2】 【MA】**

Programmes were not diversified enough..... 1
Production was of low quality 2
Programmes could not cater for the interests of audience ... 3
Uncreative programme contents 4
Others (please specify):_____

(d) **【If Q11(b) = 2】** How can the quality of programmes be improved?

【Record answer】

Q12 **【Ask respondents who listened to AM/ FM radio programmes in the past month and listened to the AM/ FM broadcasting of Commercial Radio before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 1-3 or Q9(a)(ii) = 1】**

(a) Overall speaking, are you satisfied with the quality of the AM/ FM programmes of Commercial Radio? **【Probe】** very or quite ... ? **【SA】**

Very dissatisfied	1	→ Ask Q12(b)
Dissatisfied	2	
Average 【Do not read out】	3	→ Skip to Q13
Satisfied	4	
Very satisfied	5	
No Opinion 【Do not read out】	8	

(b) **【If “very dissatisfied/ dissatisfied”, probe】** Why? Any other reasons? **【MA】**

<u>Dissatisfied with the quality of programme host(s)</u>	
Programme hosts were not neutral enough/ not objective enough/ had too many personal opinions	1
Programme hosts used bad taste language/ programme contents were not substantial	2
Dissatisfied with the attitude of the programme hosts	3
<u>Dissatisfied with the programme contents</u>	
Programme contents were meaningless	4
Programme contents were boring/ not innovative	5
Programme contents were not in-depth enough	6
Programmes were not informative	7
Others (please specify) _____	

(c) **【Probe】 【Show Card – List of programme type 1】** Which AM/ FM radio programme type(s) are you dissatisfied with? Any others? **【MA】**

News programmes.....	1
Weather reports.....	2
Traffic reports.....	3
Current affairs programmes.....	4
Finance programmes.....	5
Dramas.....	6
Entertainment programmes (including Quiz and Game shows).....	7
Talk shows/ Magazine programmes.....	8
Horse racing programmes.....	9
Sports programmes.....	10
Music programmes.....	11
Arts and culture programmes.....	12
Religious programmes.....	13
Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Programmes for children up to the age of 15.....	15
Programmes for young people aged 16 to 24.....	16
Programmes for senior citizens over the age of 60.....	17
Government’s announcements in the public interest.....	18
Others (please specify).....	

Q13 **【Ask respondents who listened to AM/ FM radio programmes in the past month and listened to the AM/ FM broadcasting of Metro Broadcast before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 4-6 or Q9(b)(ii) = 1】**

(a) Overall speaking, are you satisfied with the quality of the AM/ FM programmes of Metro Broadcast? **【Probe】** very or quite ... ? **【SA】**

Very dissatisfied.....	1	→ Ask Q13(b)
Dissatisfied.....	2	
Average 【Do not read out】	3	→ Skip to Q14
Satisfied.....	4	
Very satisfied.....	5	
No Opinion 【Do not read out】	8	

(b) **【If “very dissatisfied/ dissatisfied”, probe】** Why? Any other reasons? **【MA】**

Dissatisfied with the quality of programme host(s)
 Programme hosts were not neutral enough/ not objective enough/ had too many personal opinions..... 1
 Programme hosts used bad taste language/ programme contents were not substantial 2
 Dissatisfied with the attitude of the programme hosts 3

Dissatisfied with the programme contents
 Programme contents were meaningless 4
 Programme contents were boring/ not innovative 5
 Programme contents were not in-depth enough..... 6
 Programmes were not informative 7
 Others (please specify)_____

(c) **【Probe】 【Show Card – List of programme type 1】** Which AM/ FM radio programme type(s) are you dissatisfied with? Any others? **【MA】**

News programmes.....1
 Weather reports2
 Traffic reports.....3
 Current affairs programmes4
 Finance programmes5
 Dramas6
 Entertainment programmes (including Quiz and Game shows)7
 Talk shows/ Magazine programmes.....8
 Horse racing programmes9
 Sports programmes.....10
 Music programmes.....11
 Arts and culture programmes12
 Religious programmes13
 Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues) 14
 Programmes for children up to the age of 1515
 Programmes for young people aged 16 to 24.....16
 Programmes for senior citizens over the age of 6017
 Government’s announcements in the public interest18
 Others (please specify)_____

Q14 **【 Show Card – List of programme type I】** I am going to read out the following programme types. Based on the AM/ FM radio programmes broadcasted, please tell me if that programme type is sufficient or insufficient in terms of quantity. **【SA】**

【 The system randomly shows all programme types from (a) to (r)】	Sufficient	Insufficient	No opinion 【Do not read out】
(a) (i) News programmes	1	2	8
(b) (i) Weather reports	1	2	8
(c) (i) Traffic reports	1	2	8
(d) (i) Current affairs programmes	1	2	8
(e) (i) Finance programmes	1	2	8
(f) (i) Dramas	1	2	8
(g) (i) Entertainment programmes (including Quiz and Game shows)	1	2	8
(h) (i) Talk shows/ Magazine programmes	1	2	8
(i) (i) Horse racing programmes	1	2	8
(j) (i) Sports programmes	1	2	8
(k) (i) Music programmes	1	2	8
(l) (i) Arts and culture programmes	1	2	8
(m) (i) Religious programmes	1	2	8
(n) (i) Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	1	2	8
(o) (i) Programmes for children up to the age of 15	1	2	8
(p) (i) Programmes for young people aged 16 to 24	1	2	8
(q) (i) Programmes for senior citizens over the age of 60	1	2	8
(r) (i) Government's announcements in the public interest	1	2	8

【Show Card – List of AM/ FM radio stations】 For the programme type(s) you mentioned which is/are insufficient in quantity, which radio station(s) you are referring to? Is it Commercial Radio, Metro Broadcast or RTHK? I am going to read out the insufficient programme type mentioned before. **【MA】**

【The system shows insufficient programme type selected in Q14(i), i.e. the items of Q14(i) = 2】	Commercial Radio	Metro Broadcast	RTHK
(a) (ii) News programmes	1	2	3
(b) (ii) Weather reports	1	2	3
(c) (ii) Traffic reports	1	2	3
(d) (ii) Current affairs programmes	1	2	3
(e) (ii) Finance programmes	1	2	3
(f) (ii) Dramas	1	2	3
(g) (ii) Entertainment programmes (including Quiz and Game shows)	1	2	3
(h) (ii) Talk shows/ Magazine programmes	1	2	3
(i) (ii) Horse racing programmes	1	2	-
(j) (ii) Sports programmes	1	2	3
(k) (ii) Music programmes	1	2	3
(l) (ii) Arts and culture programmes	1	2	3
(m) (ii) Religious programmes	1	2	3
(n) (ii) Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	1	2	3
(o) (ii) Programmes for children up to the age of 15	1	2	3
(p) (ii) Programmes for young people aged 16 to 24	1	2	3
(q) (ii) Programmes for senior citizens over the age of 60	1	2	3
(r) (ii) Government's announcements in the public interest	1	2	3

Q15 **【Ask respondents who have listened to AM/ FM radio programmes in the past month and listened to the AM/ FM broadcasting of Commercial Radio before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 1-3 or Q9(a)(ii) = 1】**

(a) Overall speaking, do you think the AM/ FM radio programmes of Commercial Radio are sufficient or insufficient in terms of variety of programmes? **【Probe】** very or quite ... ?

【SA】

Very insufficient.....	1	→ Ask Q15(b)
Insufficient.....	2	
Average 【Do not read out】	3	
Sufficient	4	
Very sufficient.....	5	→ Skip to Q16
No opinion 【Do not read out】	8	

(b) **【If “very insufficient/ insufficient”, probe】 【Show Card – List of programme type I】**

【If necessary, ask whether it is necessary to read out all programme types again】 Apart from the existing programme types of AM/ FM radio programme of Commercial Radio would you like to have? How many hours do you expect Commercial Radio to broadcast this kind of AM/ FM programme in a week? Any others?

	Programme type 【Record answer】	Broadcasting duration per week 【Record answer】
1.		hours
2.		hours
3.		hours

Q16 **【Ask respondents who have listened to AM/ FM radio programmes in the past month and listened to the AM/ FM broadcasting of Metro Broadcast before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 4-6 or Q9(b)(ii) = 1】**

(a) Overall speaking, do you think the AM/ FM radio programmes of Metro Broadcast are sufficient or insufficient in terms of variety of programmes? **【Probe】** very or quite ... ?

【SA】

Very insufficient.....	1	→ Ask Q16(b)
Insufficient.....	2	
Average 【Do not read out】	3	
Sufficient	4	
Very sufficient.....	5	→ Skip to Q17
No opinion 【Do not read out】	8	

(b) **【If “very insufficient/ insufficient”, probe】 【Show Card – List of programme type I】**
【If necessary, ask whether it is necessary to read out all programme types again】 Apart from the existing programme types, what new programme types of AM/ FM radio programme of Metro Broadcast would you like to have? How many hours do you expect Metro Broadcast to broadcast this kind of AM/ FM programme in a week? Any others?

	<u>Programme type</u> 【Record answer】	<u>Broadcasting duration per week</u> 【Record answer】
1.		hours
2.		hours
3.		hours

Part D. Opinion on contents of AM/ FM radio programmes

【Read out】 Now I would like to seek your opinions on the offensive contents found in radio programmes.

Q17 **【Show card – List of offensive contents】** When you listened to AM/ FM radio programmes, did you ever come across any programme contents which you considered offensive? You may refer to the items listed on the show card. **【SA】**

Yes 1	→ Ask Q18
No 2	→ Ask Q20

Q18 **【Show card – List of offensive contents】** What kind of programme content(s) had caused offence to you? Any others? **【MA】**

- (a) Violence 1
- (b) Sex 2
- (c) Bad examples to children..... 3
- (d) Bad language..... 4
- (e) Indecent materials (e.g. obscene, bad taste, etc.)... 5
- (f) Horror..... 6
- (g) Denigration 7
- (h) Bias towards a certain community or organization 8
- (i) Misleading contents 9
- (j) Partial views, biased contents 10
- (k) Promotion of products/ services in programmes ... 11
- (l) Materials in favour of / promoting the radio stations' own interests..... 12
- (m) Others (Please specify): _____

【Based on Q19(a)-(m), the system shows the item(s) selected in Q18 accordingly】

Q19 In which AM/ FM radio station did you last encounter the offensive contents(s) of **【the system automatically shows the items (a) to (m) of the offensive content(s) selected in Q18】**

【SA】

(a) (i) **【Show Card – List of AM/ FM radio stations】** Violence

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes	12
Traffic reports	3	Religious programmes.....	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows)	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high?

【SA】

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(b) (i) **【Show Card – List of AM/ FM radio stations】** Sex

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes/ Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows).....	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(c) (i) **【Show Card – List of AM/ FM radio stations】** Bad examples to children

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows).....	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(d) (i) **【Show Card – List of AM/ FM radio stations】** Bad language

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows).....	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(e) (i) **【Show Card – List of AM/ FM radio stations】** Indecent materials (e.g. obscene, bad taste, etc.)

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows)	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(f) (i) **【Show Card – List of AM/ FM radio stations】** Horror

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows).....	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(g) (i) **【 Show Card – List of AM/ FM radio stations 】 Denigration**

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【 Show Card – List of programme type II 】 【 Probe 】** In which AM/ FM programme type did you last encounter this offensive content? **【 If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned. 】 【 SA 】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows).....	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【 Probe 】** Was the frequency of this offensive content acceptable or too high? **【 SA 】**

Acceptable	1
Too high	2
No opinion 【 Do not read out 】	8

(h) (i) **【Show Card – List of AM/ FM radio stations】** Bias towards a certain community or organization

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows)	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(i) (i) **【Show Card – List of AM/ FM radio stations】** Misleading contents

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows).....	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(j) (i) **【Show Card – List of AM/ FM radio stations】** Partial views, biased contents

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows).....	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(k) (i) **【Show Card – List of AM/ FM radio stations】** Promotion of products/ services in programmes

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows)	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(l) (i) **【Show Card – List of AM/ FM radio stations】** Materials in favour of / promoting the radio stations’ own interests

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows)	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(m) (i) **【Show Card – List of AM/ FM radio stations】** Other offensive content

Commercial Radio.....	1
Metro Broadcast	2
RTHK	3

(ii) **【Show Card – List of programme type II】** **【Probe】** In which AM/ FM programme type did you last encounter this offensive content? **【If respondent is not sure about the programme type, probe for programme name, name of programme host and programme schedule, record the information and look up the interviewer guide for the programme type concerned.】** **【SA】**

News programmes	1	Music programmes	11
Weather reports.....	2	Arts and culture programmes.....	12
Traffic reports	3	Religious programmes	13
Current affairs programmes.....	4	Informational programmes (e.g. Health programmes/ Educational programmes / Gourmet programmes/ Property programmes/ Travelogues)	14
Finance programmes.....	5	Programmes for children up to the age of 15.....	15
Dramas	6	Programmes for young people aged 16 to 24.....	16
Entertainment programmes (including Quiz and Game shows).....	7	Programmes for senior citizens over the age of 60	17
Talk shows/ Magazine programmes	8	Government’s announcements in the public interest.....	18
Horse racing programmes.....	9		
Sports programmes	10		

(iii) **【Probe】** Was the frequency of this offensive content acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

Part E. Opinion on radio advertising contents

【Ask respondents who listened to AM/ FM radio broadcasting in the past month and listened to the AM/ FM broadcasting of Commercial Radio or Metro Broadcast before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 1-6 or Q9(a)(ii) or Q9(b)(ii) = 1】

【Read out】 Now I would like to seek your opinions on the advertising contents on the AM/ FM broadcasting of Commercial Radio and Metro Broadcast.

Q20 【Show Card】 In general, what do you think about the quantity of advertisements on the AM/ FM radio broadcasting of Commercial Radio and Metro Broadcast? **【SA】**

- Too many 1
- A bit too many 2
- Just right 3
- Can accept a little bit more..... 4
- Too few 5
- No opinion **【Do not read out】** 8

Q21 【Show Card – List of offensive contents of advertisements】 When you listened to advertisements on the AM/ FM radio broadcasting of Commercial Radio and Metro Broadcast, did you ever come across any advertising contents which you considered offensive? You may refer to the items listed on the show card. **【SA】**

- | | |
|-------------|---------------|
| Yes 1 | → Ask Q22 |
| No 2 | → Skip to Q24 |

Q22 【Show Card – List of offensive contents of advertisements】 What kinds of advertising contents made you feel offended? What else? **【MA】**

- (a) Violence 1
- (b) Sex 2
- (c) Bad examples to children..... 3
- (d) Bad language..... 4
- (e) Indecent materials (e.g. obscene, bad taste, etc.)
..... 5
- (f) Horror..... 6
- (g) Denigration 7
- (h) Bias towards a certain community or
organisation..... 8
- (i) Misleading contents 9
- (j) Others (Please specify): _____

【Based on Q23(a)-(j), the system shows the items selected in Q22 accordingly】

Q23 Most recently, where did you come across the offensive advertising content about **【the system automatically shows the items (a) to (j) of offensive contents of advertisements】**? Was it in AM/ FM radio channel of Commercial Radio or Metro Broadcast? **【SA】**

(a) (i) Violence

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(b) (i) Sex

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(c) (i) Bad examples to children

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(d) (i) Bad language

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(e) (i) Indecent materials (e.g. obscene, bad taste, etc.)

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(f) (i) Horror

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(g) (i) Denigration

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(h) (i) Bias towards a certain community or organisation

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(i) (i) Misleading contents

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

(j) (i) Other offensive advertising contents

Commercial Radio.....	1
Metro Broadcast	2

(ii) **【Probe】** Do you think that the frequency of this offensive content is acceptable or too high? **【SA】**

Acceptable	1
Too high	2
No opinion 【Do not read out】	8

Part F. Views on Language and Advertising Requirements for AM/ FM Radio Stations

【Ask respondents who have listened to AM/ FM radio broadcasting in the past month, i.e. A2(a) or A2(b) = 1】

【Read out】 Now I would like to talk about the existing language, advertising and programme requirements for the AM/ FM broadcasting of Commercial Radio and Metro Broadcast.

Q24 【Read out items (a) to (k) one by one】 Do you agree or disagree to keep this current requirement?

- (a) (i) 【Show Card – Language requirement 1】 Each radio station must provide one Cantonese channel and one English channel, while there is no language requirement for the third channel.

Agree 1
 Disagree 2
 No opinion 【Do not read out】 8

- (a) (ii) 【If (i) answered “disagree”, probe】 What specific suggestions do you have?

Should require the third channel being a Putonghua channel..... 1
 Should remove the requirement for English channels, requirement for one Cantonese channel is enough 2
 Should remove the requirement..... 3
 Others (please specify): _____

- (b) (i) 【Show Card – Language requirement 2】 At least 80% of the broadcasting time on any one day (including programmes and advertisements) shall be conducted in Cantonese on the Cantonese channel.

Agree 1
 Disagree 2
 No opinion 【Do not read out】 8

- (b) (ii) 【If (i) answered “disagree”, probe】 What specific suggestions do you have?

Suggested reducing to at least _____% (please specify) of broadcasting time should be conducted in Cantonese 1
 Suggested increasing the current minimum proportion requirement of broadcasting time in Cantonese 2
 All broadcasting time should be conducted in Cantonese..... 3
 Others (please specify): _____

- (c) (i) **【 Show Card – Language requirement 3 】** At least 80% of the broadcasting time on any one day (including programmes and advertisements) shall be conducted in English on the English channel.

Agree 1
 Disagree 2
 No opinion **【 Do not read out 】** 8

- (c) (ii) **【 If (i) answered “disagree”, probe 】** Do you have any specific suggestion?

Suggested reducing to at least _____% (please specify) of broadcasting time should be conducted in English 1
 Suggested increasing the current minimum proportion requirement of broadcasting time in English..... 2
 All broadcasting time should be conducted in English 3
 Others (please specify): _____

- (d) (i) **【 Show Card – Broadcasting requirement 1 】** Radio stations shall broadcast (i.e. programmes and advertisements) for at least 10 hours each day in respect of each channel.

Agree 1
 Disagree 2
 No opinion **【 Do not read out 】** 8

- (d) (ii) **【 If (i) answered “disagree”, probe 】** What specific suggestions do you have?

Suggested increasing the current minimum requirement of broadcasting time (i.e. programmes and advertisements)

Suggested increasing to at least _____(please specify) hours each day in respect of each channel..... 11

Suggested reducing the current minimum requirement of broadcasting time (i.e. programmes and advertisements)

Suggested reducing to at least _____(please specify) hours each day in respect of each channel..... 21

Others (please specify): _____

- (e) (i) **【Show Card – Broadcasting requirement 2】** Radio stations shall not broadcast on any day, in respect of each channel, advertising material which exceeds in total 12% of the broadcasting time of the channel on that day.

Agree	1
Disagree	2
No opinion 【Do not read out】	8

- (e) (ii) **【If (i) answered “disagree”, probe】** What specific suggestions do you have?

Should remove the requirement.....	1
Suggested increasing the current maximum proportion requirement of advertising materials to ____% (please specify) of the broadcasting time of the channel on that day	2
Suggested reducing the current maximum proportion requirement of advertising materials to ____% (please specify) of the broadcasting time of the channel on that day	3
Others (please specify): _____	

- (f) (i) **【Show Card – Programme requirement 1】** Do you agree or disagree that one of the radio channels of Commercial Radio or Metro Broadcast shall at least broadcast two detailed news programmes per day, each not less than 10 minutes; while one of the other radio channels shall broadcast news programmes and weather reports once per half an hour; and all other channels shall broadcast news programmes and weather reports once per hour?

Agree	1
Disagree	2
No opinion 【Do not read out】	8

- (f) (ii) **【If answered “disagree” in (i), probe】** What specific suggestions do you have?

【Record answer】

(g) (i) **【Show Card – Programme requirement 2】** Do you agree or disagree with the requirement that Commercial Radio or Metro Broadcast shall broadcast current affairs programmes for at least 90 minutes per week?

Agree	1
Disagree.....	2
No opinion 【Do not read out】	8

(g) (ii) **【If answered “disagree” in (i), probe】** What specific suggestions do you have?

【Record answer】

(h) (i) **【Show Card – Programme requirement 3】** Do you agree or disagree with the requirement that Commercial Radio or Metro Broadcast shall broadcast arts and culture programmes for at least 90 minutes per week?

Agree	1
Disagree.....	2
No opinion 【Do not read out】	8

(h) (ii) **【If answered “disagree” in (i), probe】** What specific suggestions do you have?

【Record answer】

(i) (i) **【Show Card – Programme requirement 4】** Do you agree or disagree with the requirement that Commercial Radio or Metro Broadcast shall broadcast programmes for children for at least 30 minutes per week?

Agree	1
Disagree.....	2
No opinion 【Do not read out】	8

(i) (ii) **【If answered “disagree” in (i), probe】** What specific suggestions do you have?

【Record answer】

- (j) (i) **【Show Card – Programme requirement 5】** Do you agree or disagree with the requirement that Commercial Radio or Metro Broadcast shall broadcast programmes for young people on the Cantonese channel for at least 30 minutes per week?

Agree 1
Disagree..... 2
No opinion **【Do not read out】** 8

- (j) (ii) **【If answered “disagree” in (i), probe】** What specific suggestions do you have?

【Record answer】

- (k) (i) **【Show Card – Programme requirement 6】** Do you agree or disagree with the requirement that Commercial Radio or Metro Broadcast shall broadcast programmes for senior citizens for at least 90 minutes per week?

Agree 1
Disagree..... 2
No opinion **【Do not read out】** 8

- (k) (ii) **【If answered “disagree” in (i), probe】** What specific suggestions do you have?

【Record answer】

Part G. Views on Quality of AM/ FM Radio Reception

【Read out】 Now I would like to ask for your opinions on the **reception** of AM/ FM radio broadcasting via traditional AM/FM radio.

Q25 **【Ask respondents who listened to AM/ FM radio programmes via radio waves in the past month and listened to the AM/ FM broadcasting of Commercial Radio before, i.e. A2(c) = 1 or 3, & A6(a) or A6(b) = 1-3 or Q9(a)(ii) = 1】**

(a) Are you satisfied or dissatisfied with the **reception quality** of **Commercial Radio**?

【Probe】 “Very...” or “quite...”? **【SA】**

Very dissatisfied.....	1	→ Ask Q25(b)
Dissatisfied.....	2	
Average 【Do not read out】	3	→ Skip to Q26
Satisfied.....	4	
Very satisfied	5	
No opinion 【Do not read out】	8	

(b) **【If “very dissatisfied/ dissatisfied”, probe】** Why are you dissatisfied with the reception quality of **Commercial Radio**? Any other reasons?

Poor receiving quality/ scratchy sound.....	1
Weak signals.....	2
Interference from other channels.....	3
<u>No reception</u>	
Signals were not strong enough in certain indoor areas/ home/ no reception in some locations at home.....	11
Signals were not strong enough in certain outdoor areas/ no reception when passing through part of a road	12
Others (please specify): _____	

Q26 **【Ask respondents who listened to AM/ FM radio programmes via radio waves in the past month and listened to the AM/ FM broadcasting of Metro Broadcast before, i.e. A2(c) = 1 or 3, & A6(a) or A6(b) = 4-6 or Q9(b)(ii) = 1】**

(a) Are you satisfied or dissatisfied with the **reception quality** of **Metro Broadcast**?

【Probe】 “Very...” or “quite...”? **【SA】**

Very dissatisfied.....	1	→ Ask Q26(b)
Dissatisfied.....	2	
Average 【Do not read out】	3	→ Skip to Q27
Satisfied.....	4	
Very satisfied.....	5	
No opinion 【Do not read out】	8	

(b) **【 If “very dissatisfied/ dissatisfied”, probe 】** Why are you dissatisfied with the reception quality of **Metro Broadcast**? Any other reasons?

Poor receiving quality/ scratchy sound.....	1
Weak signals.....	2
Interference from other channels.....	3
<u>No reception</u>	
Signals were not strong enough in certain indoor areas/ home/ no reception in some locations at home.....	11
Signals were not strong enough in certain outdoor areas/ no reception when passing through part of a road.....	12
Others (please specify): _____	

Q27 **【 Ask respondents who listened to AM/ FM radio programmes via radio waves in the past month and listened to the AM/ FM broadcasting of Commercial Radio before, i.e. A2(c) = 1 or 3, & A6(a) or A6(b) = 1-3 or Q9(a)(ii) = 1 】**

(a) Are you satisfied or dissatisfied with the **sound quality** of **Commercial Radio**?

【 Probe 】 “Very...” or “quite...”? **【 SA 】**

Very dissatisfied.....	1	→ Ask Q27(b)
Dissatisfied.....	2	
Average 【 Do not read out 】	3	→ Skip to Q28
Satisfied.....	4	
Very satisfied.....	5	
No opinion 【 Do not read out 】	8	

(b) **【 If “very dissatisfied/ dissatisfied”, probe 】** Why are you dissatisfied with the sound quality of **Commercial Radio**? Any other reasons?

Scratchy sound.....	1
With noise.....	2
Low volume sometimes.....	3
With echo.....	4
Others (Please specify): _____	

Q28 **【Ask respondents who listened to AM/ FM radio programmes via radio waves in the past month and have listened to the AM/ FM broadcasting of Metro Broadcast before, i.e. A2(c) = 1 or 3, & A6(a) or A6(b) = 4-6 or Q9(b)(ii) = 1】**

(a) Are you satisfied or dissatisfied with the **sound quality** of **Metro Broadcast**?

【Probe】 “Very...” or “quite...”? **【SA】**

Very dissatisfied.....	1	→ Ask Q28(b)
Dissatisfied.....	2	
Average 【Do not read out】	3	→ Skip to Q29
Satisfied.....	4	
Very satisfied	5	
No opinion 【Do not read out】	8	

(b) **【If “very dissatisfied/ dissatisfied”, probe】** Why are you dissatisfied with the sound quality of **Metro Broadcast**? Any other reasons?

Scratchy sound.....	1
With noise.....	2
Low volume sometimes.....	3
With echo.....	4
Others (Please specify):	

Part H. Overall perception of AM/ FM radio broadcasting service

【Ask respondents who listened to AM/ FM radio broadcasting in the past month, i.e. A2(a) or A2(b) = 1】

【Read out】 Now I would like to ask for your overall perception of the AM/ FM radio broadcasting service.

Q29 【Ask respondents who listened to AM/ FM radio programmes in the past month and listened to the AM/ FM broadcasting of Commercial Radio before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 1-3 or Q9(a)(ii) = 1】

(a) Overall speaking, are you satisfied or dissatisfied with the AM/ FM radio broadcasting of **Commercial Radio**? 【Probe】 “Very...” or “quite...”? 【SA】

Very dissatisfied.....	1	→ Ask Q29 (b)
Dissatisfied.....	2	
Average 【Do not read out】	3	→ Skip to Q30
Satisfied.....	4	
Very satisfied.....	5	
No opinion 【Do not read out】	8	

(b) 【If “very dissatisfied/ dissatisfied”, probe】 Why are you dissatisfied with the broadcasting service of **Commercial Radio**? Any other reasons?

Programmes were not diversified enough	1
Programme contents were boring/ not innovative.....	2
Reception quality of programmes was poor.....	3
Sound quality of programmes was poor	4
Others (Please specify):	

(c) How could this be improved? Any others?

There should be a greater diversity of programmes	1
Programme contents should be innovative.....	2
The reception quality of programmes should be improved.....	3
The sound quality of programmes should be improved	4
Others (Please specify):	

Q30 **【 Ask respondents who listened to AM/ FM radio programmes in the past month and listened to the AM/ FM broadcasting of Metro Broadcast before, i.e. A2(a) or A2(b) = 1, & A6(a) or A6(b) = 4-6 or Q9(b)(ii) = 1 】**

(a) Overall speaking, are you satisfied or dissatisfied with the AM/ FM radio broadcasting of **Metro Broadcast**? **【 Probe 】** “Very...” or “quite...”? **【 SA 】**

Very dissatisfied.....	1	→ Ask Q30(b)
Dissatisfied.....	2	
Average 【 Do not read out 】	3	→ Skip to Q31
Satisfied.....	4	
Very satisfied.....	5	
No opinion 【 Do not read out 】	8	

(b) **【 If “very dissatisfied/ dissatisfied”, probe 】** Why are you dissatisfied with the broadcasting services of **Metro Broadcast**? Any other reasons?

Programmes were not diversified enough	1
Programme contents were boring/ not innovative.....	2
Reception quality of programmes was poor.....	3
Sound quality of programmes was poor.....	4
Others (Please specify): _____	

(c) How could this be improved? Any others?

There should be a greater diversity of programmes	1
Programme contents should be innovative.....	2
The reception quality of programmes should be improved.....	3
The sound quality of programmes should be improved.....	4
Others (Please specify): _____	

Q31 (a) Overall speaking, are you satisfied or dissatisfied with **all** AM/ FM radio broadcasting services? **【Probe】** “Very...” or “quite...”? **【SA】**

Very dissatisfied..... 1	→ Ask Q31(b)
Dissatisfied..... 2	
Average 【Do not read out】 3	→Skip to Part I
Satisfied..... 4	
Very satisfied..... 5	
No opinion 【Do not read out】 8	

(b) **【If “very dissatisfied/ dissatisfied”, probe】** Which radio stations are you dissatisfied with? What else? **【MA】**

Commercial Radio..... 1	→ Skip to Part I
Metro Broadcast 2	→ Skip to Part I
RTHK 3	→ Ask Q31(c)

(c) **【If “RTHK”, probe】** **【Show Card – List of RTHK broadcasting services】** In what aspect(s) of the broadcasting services of **RTHK** are you dissatisfied with? Any others? **【MA】**

Variety of programmes..... 1
Quality of programmes 2
Reception quality of programmes 3
Sound quality of programmes 4
Others (please specify): _____

【System shows the items selected in (c) according to (d)(i) to (v).】

(d) In respect of **【the system automatically shows items (i) to (v) of broadcasting services of RTHK】**, how could this area be improved?

(i) Variety of programmes

【Record answer】

(ii) Quality of programmes

【Record answer】

(iii) Reception quality of programmes

【Record answer】

(iv) Sound quality of programmes

【Record answer】

(v) Others

【Record answer】

Part I. Demographics

【Ask all】

【Read out:】 For statistical analyses of this survey, I would like to know some of your personal information. All the information provided will be kept strictly confidential and used for statistical analyses only.

C1 Record gender of the respondent.

Male.....	1
Female.....	2

C2 What is the highest grade/ level of education you have completed?

【If the answer is “matriculation/ university”, probe】 Are you studying in a degree or non-degree course?

Primary or below	1
Lower secondary (Form 1 – 3)	2
Upper secondary (Form 4 – 7)	3
Post-secondary (e.g. Higher Diploma/ Associate degree).....	4
Bachelor degree or above.....	5
Others (please specify): _____	97

C3 Do you have a job at present? Including running your own business or helping your family without pay.

【If answered “yes”, probe】 Is it a full-time or part-time job?

(A full-time job means working for 35 hours or more in a week. A part-time job means working for less than 35 hours in a week.)

Working full-time.....	1	→ Ask C4
Working part-time	2	
Student.....	3	→Skip to C6
Homemaker	4	
Retired person.....	5	
Unemployed person.....	6	
Others (please specify): _____	97	

C4 Which industry is the organization you work for engaged in?

Manufacturing	1
Construction	2
Wholesale, retail, import/ export trades, restaurants and hotels	3
Transportation, storage and communications....	4
Finance, insurance, real estate and business services	5
Community, social and personal services	6
Others (please specify): _____	97

C5 What position do you hold?

Manager or executive	1
Professional	2
Associate professional.....	3
Clerk	4
Service worker or shop sales worker.....	5
Craft or related worker	6
Plant and machine operator and assembler	7
Unskilled worker	8
Others (please specify): _____	97

C6 **【Show Card】** Including all sources of income, how much is your monthly household income approximately? Please only include those members who sleep here at least four nights or four days a week.

Below \$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
No income 【Do not read out】	96
Refusal 【Do not read out】	99

C7 **【 Ask respondents who have not been recorded household members' relationship and the age, i.e. S3b = 94 】 【 Record 】** The relationship of the respondent and **【 the system automatically shows the number of household members 】** household member(s) and the age of each of his/ her household member:

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

【Record】 Name of respondent :	
【Record】 Contact number of the household :	

【Read out】 This is the end of the interview. Thank you for your participation! In order to ensure the quality standard of our survey, the Quality Control Department of our company or the staff of Communications Authority may contact you again for a short back-check to ensure the accuracy of the information collected. If you are selected for this quality check, we would very much appreciate for your help. Thank you!

Finishing time	【 The system automatically fills in】	
Interviewer Number:	【Enter】	
SN:	【Enter】	
Contact result 1:	Completed.....1 【Submit】	Need follow-up 2 【Saved】
Whether recorded:	Recorded2	Not recorded..... 2