



Broadcasting Services Survey 2002

- Key Findings - (Sound Broadcasting)

Broadcasting Authority

SURVEY OBJECTIVES

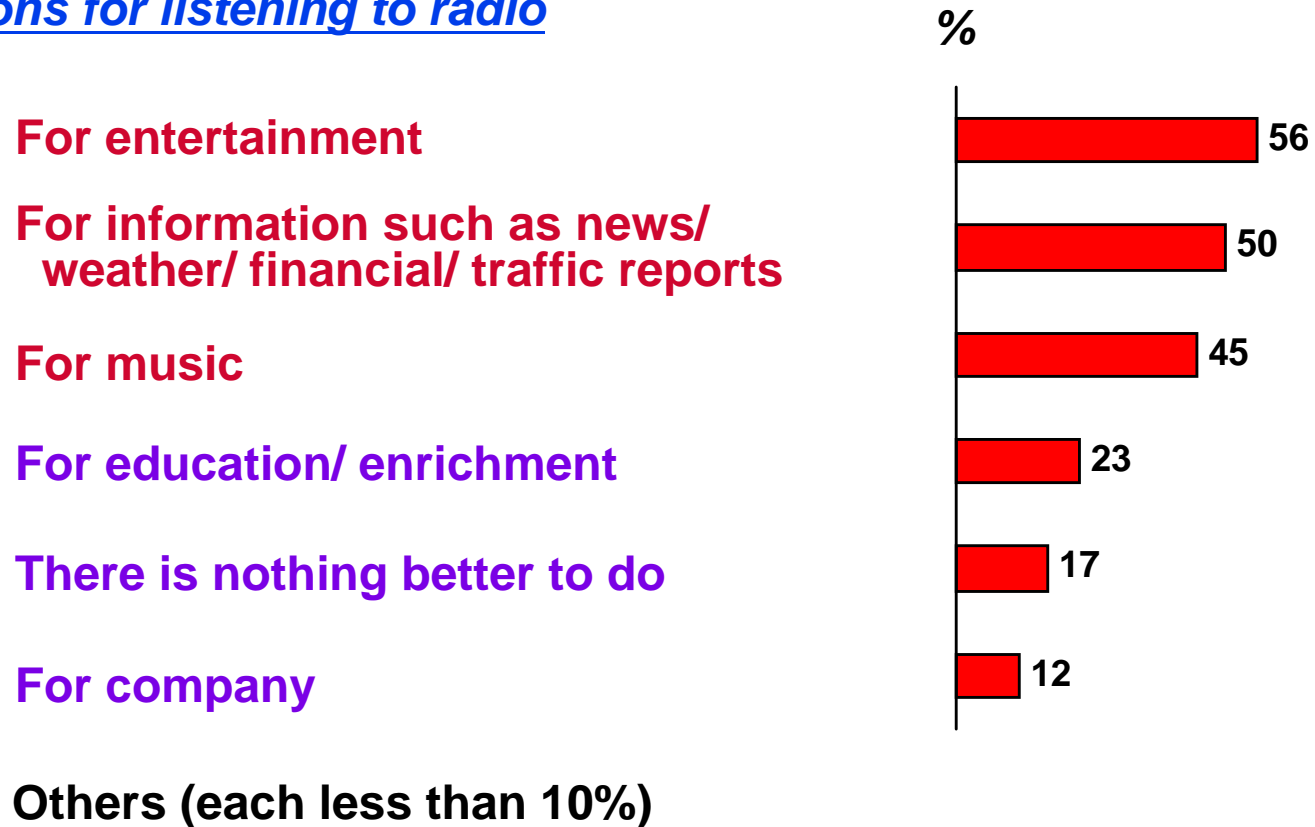
- To collect public opinions on domestic free television programme services and sound broadcasting services
- To assess whether the current licence conditions and codes of practice are in line with the aspirations and values of local viewers and listeners
- To assess the quality of services and to identify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

METHODOLOGY

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

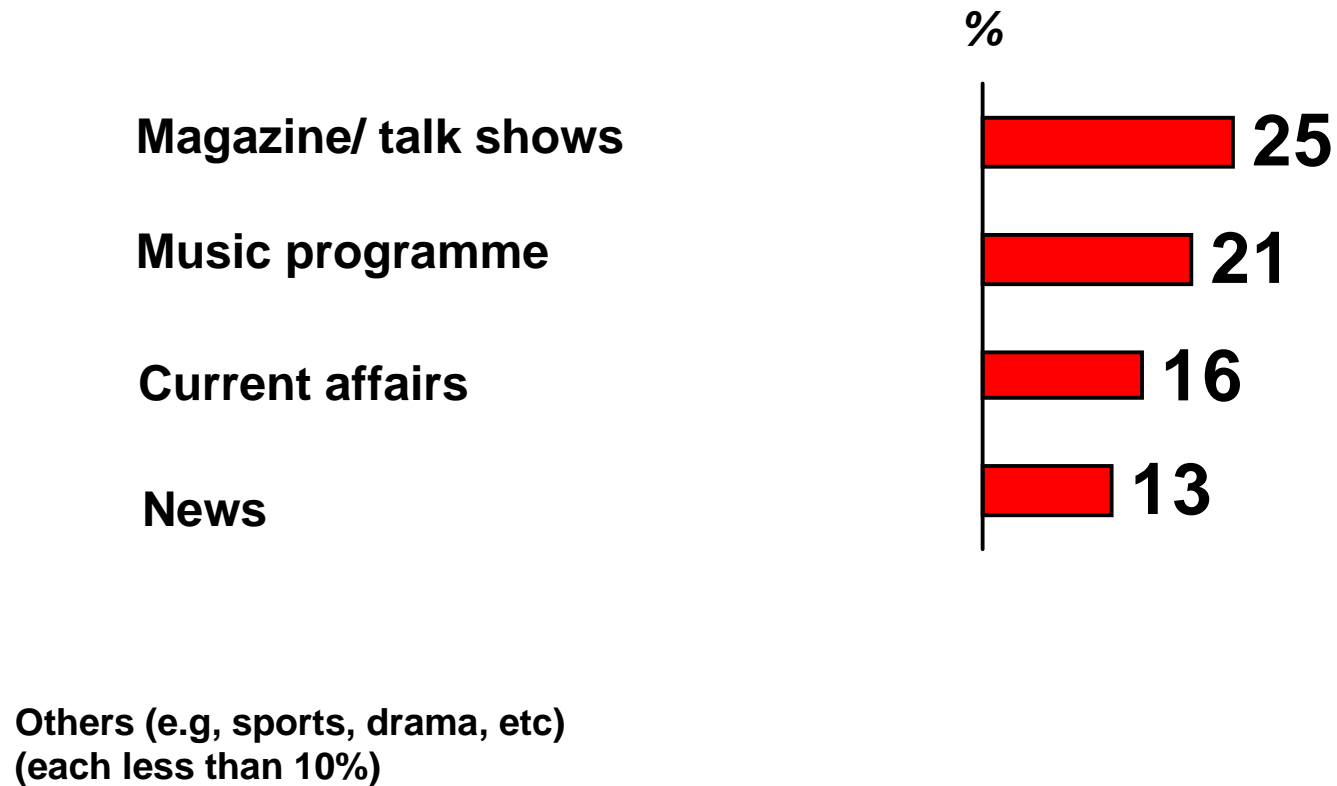
Listening Habits

Reasons for listening to radio

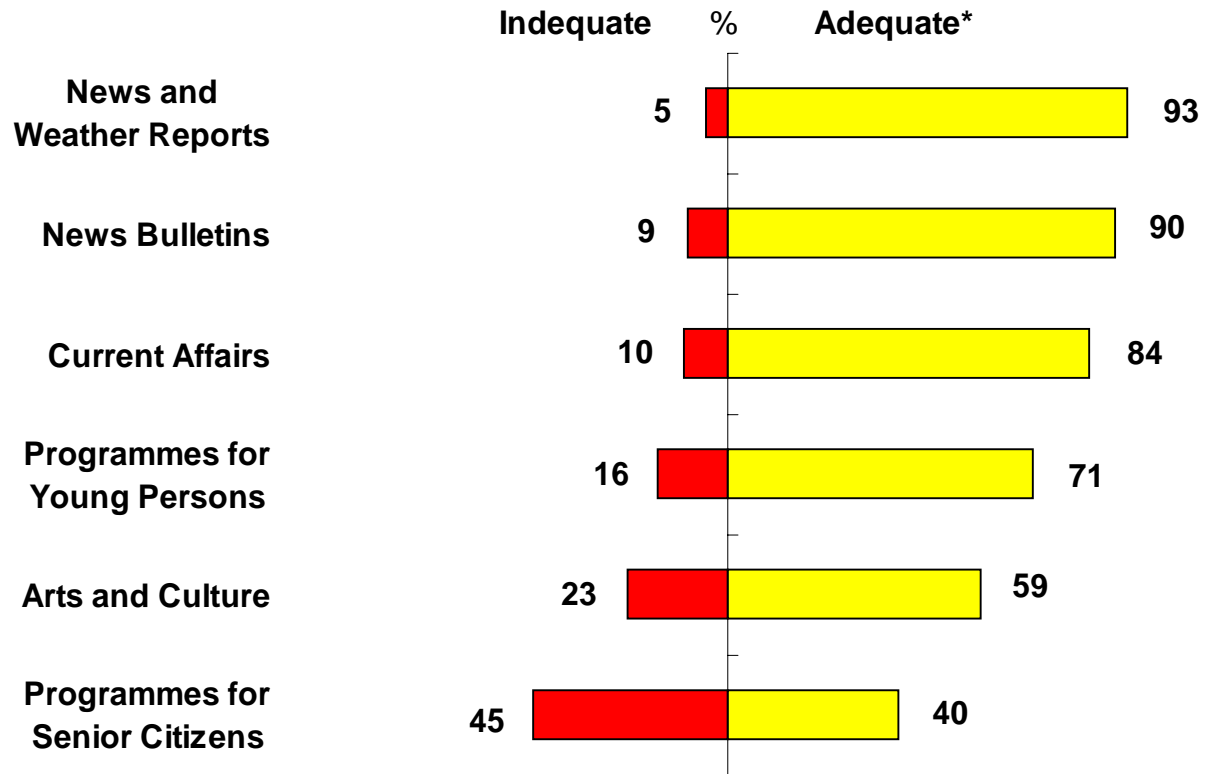


Listening Habits

Type of Programme listened to most often

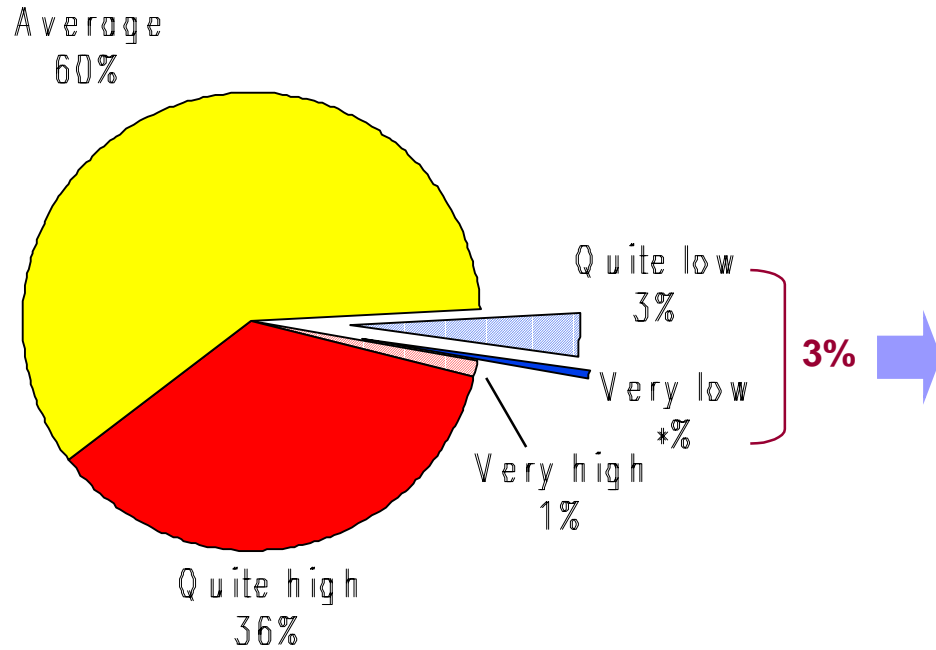


Adequacy of Positive Programmes



* Does not include percentage indicating no comment/knowledge

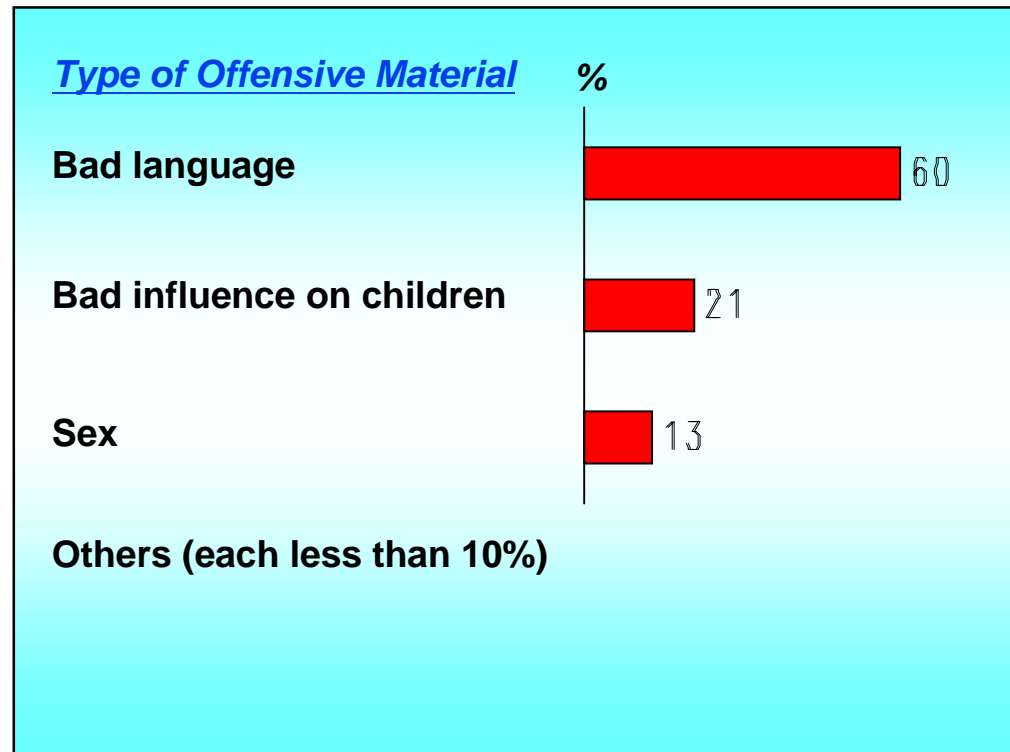
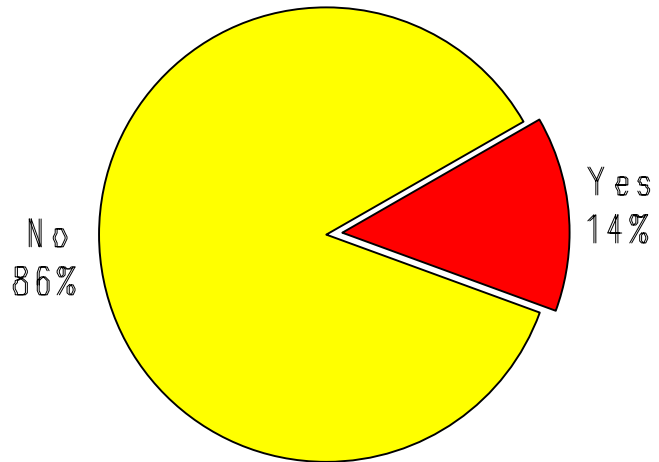
Radio Programme Quality



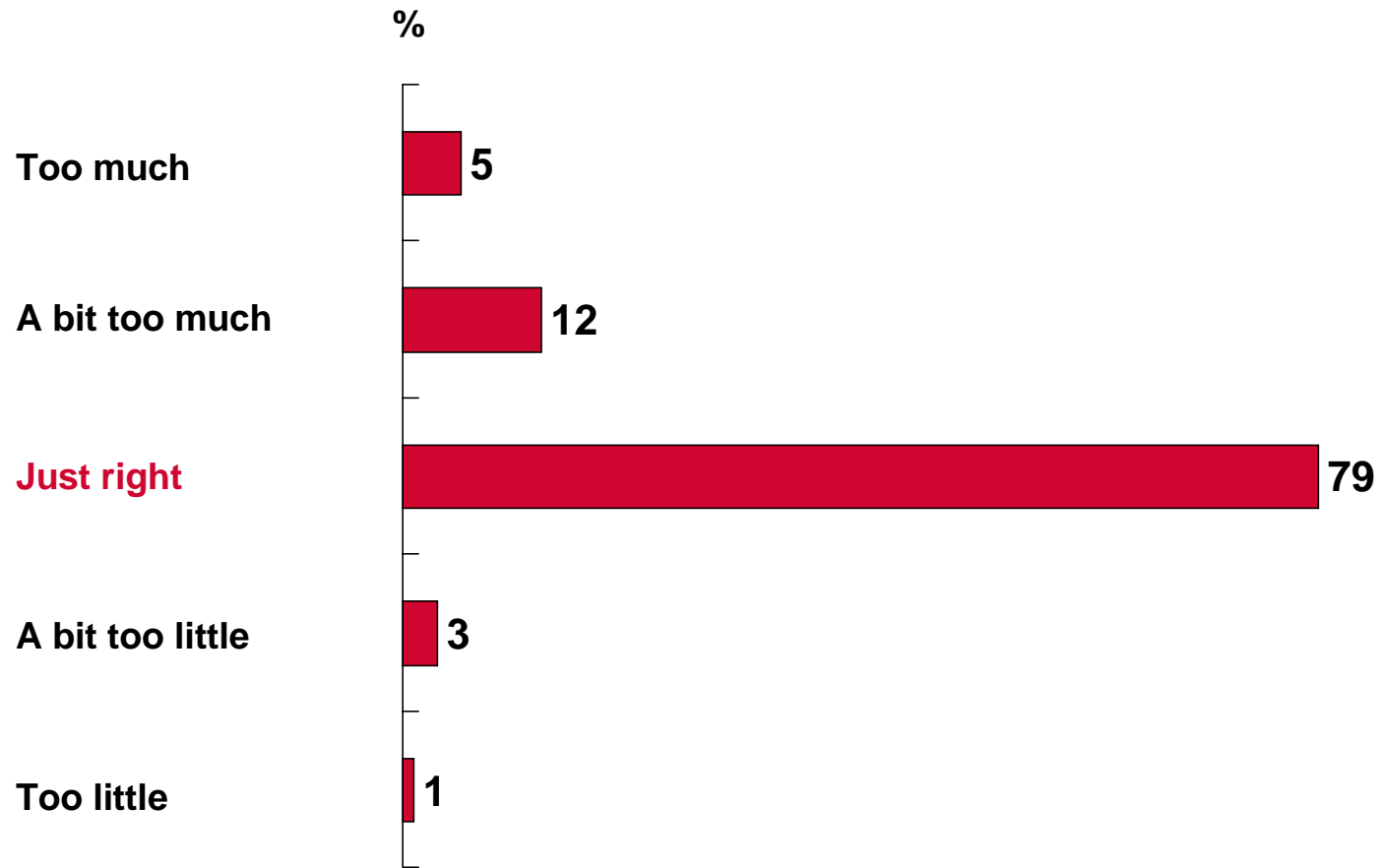
<u>Reasons for considering the radio programme to be of low quality</u>	%
<i>Content not meaningful</i>	33
<i>Crude language of DJ</i>	24
<i>Not enough educational and information programme</i>	14

Radio Programme Standards

Incidence of Finding Offensive Material on Radio

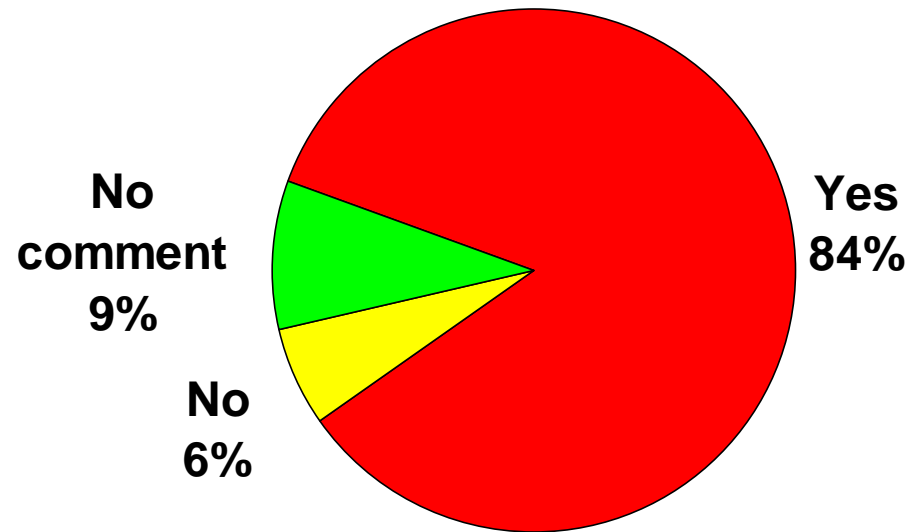


Radio Advertising Quantity



Language Requirement on Radio

Two Cantonese Channels and one English Channel



Language Requirement on Radio

Putonghua Programmes

