

**Report on Consultation -
A New Radio Television Hong Kong:
Fulfilling its Mission
as a Public Service Broadcaster**

Commerce and Economic Development Bureau
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CHAPTER ONE

INTRODUCTION

1.1 Public service broadcasting (PSB) and the future of Radio Television Hong Kong (RTHK) have been subjects of debate in the community for over two decades. In January 2006, the Chief Executive (CE) appointed an independent Committee on Review of Public Service Broadcasting (the Review Committee) to examine and make recommendations on the subject of PSB. The Review Committee submitted its report to the Government in March 2007.

1.2 In September 2009, having regard to the Review Committee's report and all relevant considerations, the Chief Executive in Council (CE in C) decided to task RTHK to be the public service broadcaster of Hong Kong, with safeguards and appropriate resources provided to allow it to do so effectively.

1.3 In October 2009, we issued a consultation paper with proposals on how to enhance the role and functions of RTHK as a public service broadcaster. The proposals took full regard of the Review Committee's report and the feedback received since it was published.

1.4 During the consultation period, we distributed the consultation paper through the 18 district offices. The consultation paper was also uploaded onto the website of the Commerce and Economic Development Bureau (CEDB). We conducted a comprehensive public engagement exercise, including briefing for the Legislative Council Panel on Information Technology and Broadcasting, organising district forums, attending focus group discussions, conducting public opinion survey, etc.

1.5 At the end of the consultation period, we received a total of 141 written submissions (comprising 58 submissions by mail, 12 submissions by fax, 71 submissions by email) from various parties, including members of the public, staff of RTHK, academics,

representatives of political parties, non-government organisations, business bodies and media organisations, etc. Each submission has been counted as a separate response, except for cases where there is obvious duplication.

1.6 We would like to take this opportunity to express our appreciation to all groups/organisations and individuals who have expressed their views through various channels in response to our consultation exercise.

1.7 We expressly stated in the consultation paper that all submissions received in response to this consultation exercise would be published in whole or in part in any form without seeking permission from or providing acknowledgement to the party making the submission, and that no submission should be made in confidence. Accordingly, we have uploaded all submissions received onto the CEDB website for public reference but with personal data removed as appropriate.

CHAPTER TWO

COLLECTION OF PUBLIC VIEWS

2.1 The public consultation on the future operation of the new RTHK commenced on 5 October 2009. It lasted for three months and came to an end on 4 January 2010. In order to collect public views as widely as possible, we undertook a comprehensive public engagement exercise during the consultation period.

2.2 Specifically, public views were collected through the following channels -

- (a) Focus group discussions – We organised a total of four focus group discussions with participation of representatives from a wide range of sectors including District Councils, broadcasting organisations, academic institutions, think-tanks, the RTHK Programme Advisory Panel, concern groups, and business bodies, etc.

Date	Participants
22 October 2009	District Council Chairmen / Vice-Chairmen
14 November 2009	Part-time members of the Central Policy Unit Members of RTHK Programme Advisory Panel
19 November 2009	Representatives from academic institutions, concern groups, think tanks, broadcasting organisations, business bodies, etc

- (b) Town Hall meetings – We held a total of three town hall meetings in Hong Kong, Kowloon and New Territories respectively. All District Council members were invited to participate in the discussions.
- (c) Internet and other channels – We set up a dedicated website as part of the public consultation exercise (<http://www.cedb.gov.hk/ctb/eng/psb/index.htm>). In addition, an online discussion forum has been established to provide detailed information on the subject for reference by the public and serve as an online platform for the exchange of views by netizens. The use of these new media channels facilitated participation in the public consultation exercise by the younger people in particular.
- (d) Meeting with the Legislative Council Panel on Information Technology and Broadcasting – On 19 November 2009, representatives of the CEDB and RTHK attended the meeting of the Legislative Council Panel on Information Technology and Broadcasting to listen to the views of 29 organisations and individuals who participated in the meeting.¹ The views expressed by these organisations and individuals can be found on the website of the Legislative Council (<http://www.legco.gov.hk/english/text.htm>).
- (e) Meetings organised by other organisations – Representatives of CEDB also attended a number of different meetings arranged by various organisations regarding the subject of public service broadcasting and the future operation of new RTHK.
- (f) Public opinion survey – We commissioned Consumer Research HK Ltd. to conduct a telephone public opinion survey to gauge community views on various issues relating to the consultation exercise.

¹ There were another 12 organisations/individuals who did not attend the panel meeting but had nevertheless submitted written submissions to the panel.

- (g) Written submissions – All members of the public were invited to express views in respect of the consultation. At the end of the consultation period, a total of 141 written submissions were received, including those submitted to the Legislative Council Panel on Information Technology and Broadcasting.

2.3 All written submissions have been uploaded onto CEDB's website (<http://www.cedb.gov.hk/ctb/eng/psb/public.htm>) for public reference. In uploading the information, we have paid particular attention to ensure that the personal data of the individuals concerned remain confidential. The notes of the focus group and town hall meetings have also been uploaded onto the website for reference by the public.

2.4 In the course of collating and analysing the public views received, we notice that there are views touching on issues which fall outside the scope of the current public consultation. We have grouped all these views together and provided a summary of them under the section "Other views outside the scope of the public consultation" in paragraph 3.21 of chapter 3.

CHAPTER THREE

SUMMARY OF RESPONSES

3.1 This chapter summarises the public responses and views received in respect of the main issues covered in the consultation paper.

(A) Public Purposes

3.2 The consultation paper invited views on the following public purposes of RTHK -

- (a) sustaining citizenship and civil society;
- (b) fostering social harmony and promoting pluralism;
- (c) establishing education value and promoting lifelong learning; and
- (d) stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong people.

3.3 Many written submissions received commented on the four proposed public purposes. Most of these submissions in general supported the proposed public purposes. Some had made suggestion on new public purposes for RTHK after taking account of its role as a public service broadcaster. There were also some views that the individual public purposes set out in the consultation paper should be modified.

3.4 For those respondents who were in support of the proposed public purposes, their views are summarised below –

- (a) RTHK, as the public service broadcaster, should establish educational value for the community and promote

understanding of our nation. RTHK should also provide content such as news, technologies, vocational training, entertainment and sports, etc;

- (b) RTHK should be a channel for the Government to explain, promote and publicise its policies (e.g. civic education) and for the public to have better understanding of Government policies. Some existing programmes like the “Letter to Hong Kong” which provided opportunities for Government officials to convey messages about Government’s policies to the public should be retained;
- (c) RTHK should serve as a channel or platform for the promotion of Government’s policies, but it should not become a mouthpiece of the Government;
- (d) The public from different age groups and with different backgrounds should be covered under the purpose of establishing educational value and promoting lifelong learning;
- (e) The purpose “promoting understanding of our community, our nation” should not cover excessive propaganda to promote patriotism;
- (f) As regards promoting lifelong learning, RTHK might cooperate with tertiary institutions and professional organisations to launch various types of learning programmes. RTHK should continue to work with schools and academic institutions to encourage more students to listen to or watch RTHK programmes; and
- (g) As regards stimulating creativity, RTHK might launch a wide range of activities such as competitions on song and poetry writing.

3.5 A number of submissions contained suggestions on new or modified public purposes for RTHK. Their views are summarised below –

- (a) the proposed four public purposes for RTHK were in order but a fifth purpose or objective should be added to spell out that RTHK's programmes should not duplicate those provided by commercial service broadcasting;
- (b) it should be made clear in the public purposes that RTHK should complement commercial service broadcasting;
- (c) a separate public purpose for RTHK should be to "monitor the Government";
- (d) RTHK should support the Government, inform the public about Government policies and collect their feedback;
- (e) RTHK should protect public interest and enhance social justice;
- (f) RTHK should facilitate communication between the Government and the public, promote achievements of Hong Kong to the international arena; and help connect Hong Kong to the world;
- (g) RTHK should develop the international perspective of Hong Kong people and provide impetus for social and cultural exchanges;
- (h) RTHK should focus more on providing impartial, objective and politically neutral news reports and current affairs programmes, representing a balance of interests;
- (i) RTHK should provide historical and cultural documentaries and educational programmes, and promote family values;
- (j) RTHK should provide an open platform for free exchange of ideas and promote social participation;

- (k) the proposed public purpose regarding fostering social harmony seemed to have political connotation and should be avoided; and
- (l) “safeguarding free flow of information, freedom of press and expression” and “reflecting public opinion, safeguarding public interest and promoting social justice” should be made the public purposes for RTHK.

3.6 We have not received any public views suggesting that there should not be any specification of public purposes for RTHK as a public service broadcaster.

(B) Corporate Governance

3.7 To ensure that RTHK is fully capable of achieving its public mission objectives and to enhance its corporate governance, the Government has decided to establish a broad-based Board of Advisors (the Board) for RTHK. The Board will be a new body to advise the Director of Broadcasting (D of B) on a wide range of issues, including editorial policy, programme standards, public standards reviews, etc. The consultation paper sought views on the operation of the Board to enhance the corporate governance of RTHK and its accountability to the public.

3.8 Generally speaking, the views received regarding the establishment of the Board of Advisors were diverse. There were relatively less views received regarding the details of the Board, including its composition, terms of reference, scope of work, etc.

3.9 The views supporting the establishment of the Board of Advisors and the views concerning the composition and functions of the Board are summarised below -

- (a) RTHK, as the public service broadcaster, should rightly be advised by the Board with wide representation from the public, in particular the department had an unsatisfactory track record of corporate governance as evidenced by a

number of incidents resulting in audit inquiries and in some cases, prosecution and imprisonment of individual staff;

- (b) a Board appointed by the Chief Executive was necessary. As it would only be advisory in nature, the independence of RTHK would not be affected;
- (c) a Board would help improve the effective governance of RTHK;
- (d) the independence of the Board was crucial and the proposed composition was agreeable;
- (e) the Chief Executive should make the appointments to the Board impartially;
- (f) the Board could help monitor the programme content of RTHK;
- (g) the Board should have the power to invite members of RTHK management to attend the Board's meetings and provide requisite information and reports to the Board;
- (h) the Board members should be patriotic and devoted to serving the public. They could consist of representatives from different sectors such as education, arts and culture, social and other groups, etc;
- (i) the Board could act as a communication platform between the public and the Government; and
- (j) it was proper for the Board to advise RTHK on editorial policy and programme standards. Members of the public should have channels through which they could voice their opinion if the Board's advice could not meet public expectations.

3.10 On the other hand, there were some views which cast doubts on the establishment of the Board. These views are summarised as below -

- (a) the proposal of setting up the Board was not supported because as a Government department, RTHK's performance could be monitored by the Legislative Council. The Board was likely to create unnecessary bureaucratic layers in the governance of RTHK. It would actually be a form of "monitoring committee or steering group". Instead of only "advisory" in nature, the Government should rename the Board as a "monitoring committee" and for it to take up the responsibility of monitoring RTHK;
- (b) the Board might not be able to enhance accountability of RTHK in the sense that the public could not participate in the selection of the members of the Board, and that as in the case of other advisory groups which already existed, the Board seemed to be set up to "control" RTHK;
- (c) despite being advisory in nature, the Board might interfere with the editorial independence of RTHK. It might undermine the public's trust and support for public service broadcasting;
- (d) there was an existing Programme Advisory Panel advising the RTHK on programme content. Hence, there was no need to establish a new Board to advise RTHK. Instead, ways to strengthen the Programme Advisory Panel should be considered, such as expanding its membership to include representatives from more walks of life;
- (e) the Board was a form of self-censorship initiated by the Government;
- (f) a public service broadcaster should be a statutory body and report to a committee constituted by a democratic process; and

- (g) it would be difficult for D of B, in his capacity as a civil servant, to disregard the advice of the Board and maintain his independence.

3.11 There were also views concerning the more detailed aspects of the composition, functions and operation of the Board. These views are summarised below -

- (a) since the Board members would be appointed by the Chief Executive, there could be political intervention. The Board members should not have any political background;
- (b) the appointment of Board members solely by the Chief Executive lacked transparency. Members, though appointed by the Chief Executive, should be nominated by different community sectors and professional groups;
- (c) some Board members should represent the Heung Yee Kuk, minorities, children, young people and parents. An RTHK staff member in addition to D of B should be included in the Board;
- (d) the general public should monitor RTHK rather than members appointed to a Board;
- (e) protecting freedom of expression should be the first priority of the Board's duties;
- (f) the Board should only focus on the performance evaluation of RTHK;
- (g) the Board should monitor RTHK's role in fulfilling its public service objectives on behalf of the public, not the Government;
- (h) the Board should be supported by a secretariat of its own rather than by RTHK staff;

- (i) the Board should operate with a high degree of transparency. Board meeting minutes should be open for public access; and
- (j) the Board should submit regular performance reports to the Chief Executive and the Legislative Council.

(C) The Charter

3.12 Having regard to the future expanded role of the new RTHK and to further enhance its editorial independence, the Government has decided to draw up a Charter to be signed by the Chief Secretary for Administration, the D of B and the Broadcasting Authority Chairman. The Charter will take the form of a formal document that sets out the relationship between the Government and the RTHK. It will give substance to the relationship and clarify issues such as transparency in RTHK's operation, the accountability and editorial independence of RTHK, and the role of the Broadcasting Authority (BA) in providing oversight over the programme standards of RTHK. Views were sought on the Charter and various matters to be covered by it.

3.13 An overwhelming majority of views received supported elevating the existing Framework Agreement in the form of a Charter. More specific views are summarised below -

- (a) the Charter should recognise RTHK's role as a public service broadcaster. Its top priority should be to maintain RTHK's editorial independence. It should also seek to enhance RTHK's accountability;
- (b) reference should be made to the existing Framework Agreement signed between CEDB and RTHK and the Memorandum of Understanding between CEDB, RTHK and the Broadcasting Authority in drawing up the Charter;
- (c) the Charter should guarantee that all programmes broadcast by RTHK would be regulated in the same way as that for the

commercial broadcasters. It should also be clearly stipulated that RTHK would not be subject to any pressure from the Government or other quasi-government bodies;

- (d) the Charter should be a statutory document and public consultation should be conducted during the legislative process;
- (e) the Charter should be reviewed every two years with established channels for RTHK staff and the public to participate in the review. Another view suggested that the Charter should be reviewed every 12 years with a mid-term report after six years;
- (f) it should be made clear that Government's only role in the operation of RTHK was to provide funding for the operation of RTHK; and
- (g) the Charter should set out the principles rather than concrete details to allow flexibility in operation. It should also make reference to RTHK Producers' Guidelines.

(D) Performance Evaluation

3.14 Key performance indicators for evaluating various objectives to be achieved by RTHK were set out in the consultation paper. Public views were sought on the performance evaluation of RTHK and the performance objectives/indicators to be adopted. The views received include -

- (a) the various objectives set out in the consultation paper were too many and too complicated. They should be more precise and concise. Reference could be made to the performance evaluation principles adopted by the British Broadcasting Corporation, namely (1) reach; (2) quality; (3) impact; and (4) value for money;

- (b) the performance evaluation of RTHK should be different from that of the commercial broadcasters and should not focus too much on cost-effectiveness, market share or broadcasting ratings. RTHK's performance should be evaluated in terms of the programme quality and the producers' impartiality in editing the programme;
- (c) "Cost per unit audience", "cost per broadcast hour by programme genres", "number of local and international awards obtained", "provision of a comprehensive mix of programmes, catering for diverse needs of different groups, and stimulating creativity" could be included as some of the evaluation criteria;
- (d) the evaluation criteria should also include whether the programmes were suitable for different age groups, whether the transmission coverage was satisfactory and whether complaints were handled properly;
- (e) a Quality Assurance Unit should be set up to monitor the performance of RTHK. Objective assessment conducted by an independent organisation was necessary;
- (f) a complaints committee should be established to handle public complaints against RTHK programmes. There was also a view that the Efficiency Unit's 1823 hotline could be tasked to handle complaints against RTHK so as to maximise cost-effectiveness; and
- (g) regular opinion surveys on public satisfaction should be carried out, and the focus of such surveys should be on public participation.

(E) Extended Mode of Service Delivery

3.15 RTHK is tasked to develop as an all-round public service broadcaster to serve the community including providing new digital

audio broadcasting services and digital terrestrial television. Views were sought on the extended mode of service delivery in future.

3.16 From the views received, the public has shown a clear preference for RTHK to expand the scope of its services in the digital field. We have not received any view which suggested that RTHK should just maintain its existing services and not progress with technological advancement and market trend. Specific views received are as follows -

- (a) RTHK's new services should complement the programmes provided by the commercial broadcasters;
- (b) the mandatory broadcast of RTHK programmes on commercial television stations should be maintained after RTHK commenced broadcasting in its own television channels. Conversely, there were also views that RTHK programmes in commercial television should be phased out;
- (c) RTHK's own television channel should provide more programmes on classical music, opera, dance, drama, etc;
- (d) public access to the archive of past RTHK programmes should be provided; and
- (e) RTHK's new television channel would induce keen competition amongst the television broadcasters. RTHK should instead establish an online television station to facilitate public participation.

(F) New Programming Opportunities

3.17 Views were sought on the future programme opportunities of RTHK, including the opportunities to -

- (a) promote and facilitate local original content production;

- (b) foster partnership with national and international broadcasters and content producers; and
- (c) encourage community participation in broadcasting, including the establishment of a Community Broadcasting Involvement Fund.

3.18 Members of the public generally agreed with the proposed new programming by RTHK and welcomed the establishment of the Community Broadcasting Involvement Fund to facilitate community participation in broadcasting.

3.19 There were views advocating for more programmes on civic education, arts and culture, liberal studies, current affairs, political structures of overseas countries, innovation and creativity, legal issues and traditional culture in the New Territories. There were also comments that more English and Putonghua programmes as well as programmes for various sectors of the community including children, youth, parents, senior citizens, and ethnic minorities should be provided by RTHK. The respondents generally agreed that RTHK should strengthen its cooperation with other broadcasters including both overseas and Mainland counterparts. There were also diverse views on the need to relay programmes of China Central Television and China National Radio, but respondents generally agreed to the broadcasting of some of these programmes.

3.20 In addition, the following specific views about RTHK's programming were received -

- (a) community broadcasting programme hosts needed not be provided by RTHK;
- (b) RTHK should not focus on mainstream programmes but should develop programmes not adequately provided by the commercial broadcasters. RTHK should not regard commercial considerations as its top priority;

- (c) the division of programmes among different broadcasting channels should be well coordinated;
- (d) radio channels could be set up for 18 districts in collaboration with Home Affairs Department and District Councils;
- (e) BBC radio programmes should be broadcast through FM radio mode; and
- (f) a committee should be set up to manage the Community Broadcasting Involvement Fund. Application procedures should be clearly set out and the granting of the fund should be carefully managed.

(G) Other Views Outside the Scope of the Public Consultation

3.21 In addition to the views sought by the consultation paper, some respondents had expressed their opinions on an array of other subjects. These are summarised as follows -

- (a) the Government should adopt the recommendation of the Review Committee to set up an independent public service broadcaster instead of entrusting RTHK to carry out the task. RTHK could not effectively perform the function of an independent public service broadcaster and be free from any political and financial interference under the proposed governance structure;
- (b) airwaves should be opened up and the threshold for granting sound broadcasting licences should be lowered for independent community groups to participate in public access broadcasting so as to encourage a plurality of voices and promote civic education;
- (c) RTHK should be a department directly under the Chief Secretary for Administration with administrative, financial and editorial independence;

- (d) some members of the public expressed dissatisfaction with the quality of programme hosts. Programme hosts should be politically neutral and should declare their interests, if any;
- (e) the re-provisioning of a new Broadcasting House in Tseung Kwan O was welcomed. The existing studios and equipment would need to be upgraded and improved;
- (f) the Government should set up a Public Broadcasting Resource Centre and a Public Broadcasting Protection Committee (保護公共廣播委員會); and
- (g) two separate radio channels should be set up, one for promoting Government policies and one for public service broadcasting.

CHAPTER FOUR

RESULTS OF THE PUBLIC OPINION SURVEY

4.1 To help gauge public views on issues related to the public consultation exercise, the Government, through the Central Policy Unit, commissioned Consumer Search HK Ltd to conduct a telephone opinion survey to collect and analyse public opinions on the consultation paper.

4.2 Before the conduct of the fieldwork, a pilot survey was carried out on 2 December 2009. A total of 30 successful interviews were completed. The pilot test was conducted satisfactorily.

4.3 The actual survey fieldwork was carried out between 3 December 2009 and 11 December 2009. Through telephone interviewing, 1,003 successful interviews were completed. All telephone numbers selected for the pilot survey were excluded from the main survey report.

General

4.4 Regarding the Government's decision on the status of the RTHK, nearly seven in ten (68.2%) respondents opined that RTHK should continue to be a Government department and provide public broadcasting services. Only 11.4% of respondents did not agree to this, while 20.4% of respondents did not give an opinion on this issue.

4.5 On the matters covered in the consultation paper, the survey results showed that a majority of the respondents agreed generally to most proposals covered in the consultation paper to enhance the role and functions of the new RTHK as a public service broadcaster.

4.6 As editorial independence and corporate governance are two important issues for the future success of the new RTHK, we have

taken the opportunity to ask respondents about their confidence in these two aspects. In this regard, most respondents gave a neutral view on the future editorial independence (46.9%) and future corporate governance of RTHK (52.7%). A significant proportion of the respondents were optimistic / very optimistic towards the broadcaster's editorial independence (36.2%) and its corporate governance (28.4%) in future. Comparatively speaking, the proportions of respondents being pessimistic / very pessimistic were low for both aspects, at 9.9% and 9.1% respectively.

Public purposes

4.7 The four proposed public purposes of RTHK as a public service broadcaster received a strong level of support from most respondents, especially the purpose on establishing education value and promoting lifelong learning. The respective level of support for each proposed public purpose was as follows –

Proposed purpose purpose	Level of support
Establishing education value and promoting lifelong learning	92.3%
Stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong	86.9%
Fostering social harmony and promoting pluralism	86.6%
Sustaining citizenship and civil society	79.7%

Corporate governance

4.8 Over eight in ten (82.2%) respondents agreed that RTHK should enhance its corporate governance and be accountable to the public.

4.9 Over two-thirds of the respondents also agreed to the Government's introduction of a broad-based Board of Advisors to help enhance the corporate governance of RTHK and its accountability to the public (69.1%). Only 14.9% were not in support of the proposal.

4.10 Moreover, over two-thirds of the respondents agreed that serving Executive Council and Legislative Council Members, public and judicial officers should not be appointed to the Board of Advisors (68.2%). Only 15.4% of respondents were not in favour of this.

The Charter

4.11 RTHK's programme productions were seen to have been carrying out with editorial independence by a great majority (83.5%) of the respondents. Regarding the proposed Charter to be signed by the Chief Secretary for Administration, over two-thirds of the respondents (68.6%) opined that it would give further safeguard to the editorial independence of RTHK, and only a minority of respondents (15.7%) considered otherwise.

Performance Evaluation

4.12 The proposal that RTHK should disclose to the public in the form of an annual report its achievements against a set of performance indicators in order to enhance transparency and accountability was well received by the vast majority (85.4%) of the respondents.

4.13 There were some respondents (9.3%) who were unable to give their opinion or refused to answer the question.

Development of new RTHK

4.14 Around two-thirds of the respondents agreed that RTHK should introduce digital broadcasting, including digital TV (66.9%) and digital radio (67.1%) channels, so that it could develop as an all-round public service broadcaster to serve the community.

4.15 Respondents who did not support the extended mode of service delivery (13.0% for digital TV channels and 11.2% for digital radio channels) were comparatively younger and were not audience of RTHK programmes.

4.16 Most (75.6%) respondents held the view that the Government should provide new resources for RTHK to expand its scope of services. The proportion of respondents who disagreed to it was at a low level of 13.2%.

4.17 A majority of the respondents agreed that RTHK should develop new programming opportunities in all the four proposed areas to enrich Hong Kong's cultural life and to elevate the provision of public service broadcasting to a new platform. The proposed four areas in order of level of support by the respondents are as follows -

Proposed new programming opportunities	Level of support
Promoting and facilitating local original content production	91.6%
Fostering partnership with international broadcasters and content producers to broaden our international horizon	82.4%
Encouraging community participation in broadcasting	75.0%
Fostering partnership with national broadcasters and content producers to enhance our understanding of developments in the Mainland	73.2%

4.18 Overall, the proportion of respondents opposed to developing new programmes in the various areas set out in the

consultation paper was not substantial. The proportion of respondents who did not support the programming direction about local original content production was extremely small, at 2.3%, while about one in ten respondents (9.8%) held negative views towards the development of programmes involving partnership with international broadcasters and content producers. The proportion of respondents disagreeing with the other two areas was higher, i.e. 15.2% for community participation and 17.8% for programmes involving partnership with national broadcasters and content producers.

4.19 Nearly two-thirds (65.0%) of respondents were positive towards the idea of establishing a dedicated Community Broadcasting Involvement Fund to encourage the involvement of community organisations and NGOs in broadcasting. Respondents who opposed to the proposal of the Fund were at a level of 18.1% only.

4.20 The full report on the public opinion survey is at **Annex 2** and it has been uploaded onto CEDB's website for public scrutiny.

CHAPTER FIVE

CONCLUSION AND THE WAY FORWARD

5.1 Judging from the public views received through various channels in the public consultation period, there was general support from the public towards the proposals contained in the consultation paper.

5.2 In particular, there was a vast majority public support towards the proposed public purposes of the new RTHK, the issue of a Charter to safeguard RTHK's editorial independence as well as the need for appropriate performance evaluation for RTHK. There was also majority public support towards the proposed mode of service delivery, including the provision of digital audio broadcasting and digital terrestrial television services by RTHK. The proposed new programming opportunities had also received clear public support.

5.3 There were also issues where the public views received in the consultation exercise were more diverse. These were mainly concerned with the Board of Advisors and related issues (e.g. its role, terms of reference, etc.). However, there was clear support in the public opinion survey conducted for the introduction of the Board of Advisors to help enhance the corporate governance of RTHK and its accountability to the public.

The way forward

5.4 We plan to brief the Legislative Council on the views received during the public consultation exercise. With the importance of the Charter for safeguarding the editorial independence of the new RTHK, we will also take the opportunity to brief the Legislative Council on the draft Charter. We will in parallel seek the views of RTHK staff on the contents of the draft Charter before it is finalised.

5.5 From the public views received, there is clear and strong support for the new RTHK to develop new areas of services, including digital audio broadcasting and digital terrestrial television services.

5.6 In the months ahead, CEDB will work closely with RTHK on the planning for the provision of these new services, the timetable for service rollout, as well as the manpower and financial resources involved. We will seek the necessary resources for RTHK to develop the new services through the Government's established resource allocation mechanism, and will seek approval from the Legislative Council as and when appropriate.

List of organisations / individuals that have made written submissions

Organisations

- 1 香港民主促進會
Hong Kong Democratic Foundation
- 2 雄濤廣播有限公司
Wave Media Limited
- 3 香港作曲家聯會
Hong Kong Composers' Guild
- 4 匯賢智庫政策研究中心
Savantas Policy Institute Limited
- 5 電視廣播有限公司
Television Broadcasts Limited
- 6 獨立媒體(香港)
In-Media (Hong Kong)
- 7 公民黨
The Civic Party
- 8 獅子山學會
Lion Rock Institute
- 9 新力量網絡
SynergyNet
- 10 新城廣播有限公司
Metro Broadcast Corporation Limited
- 11 FM 101 電台
FM 101 Radio
- 12 青台
Green Radio
- 13 香港女律師會
Hong Kong Federation of Women Lawyers
- 14 尋道會
Unitarian Universalists Hong Kong
- 15 香港電台節目製作人員工會
RTHK Programme Staff Union
- 16 香港記者協會
Hong Kong Journalists Association
- 17 撐香港電台
Save RTHK Campaign
- 18 香港基督教服務處
- 19 義務工作發展局
AVS Head Office
- 20 香港融樂會有限公司
Hong Kong Unison Limited

- 21 香港專業教育學院(李惠利)幼兒教育及社會服務系
IVE(LWL)-Child Education and Community Service
- 22 民間策發會
Citizens' Commission on Constitutional Development
- 23 非牟利幼兒教育機構議會
Council of Non-profit Making Organisations for
Pre-primary Education
- 24 香港聖公會福利協會
Hong Kong Sheng Kung Hui Welfare Council
- 25 香港青年智庫 - 政策研究部
- 26 智經研究中心
Bauhinia Foundation Research Centre
- 27 香港英商會
The British Chamber of Commerce in Hong Kong
- 28 香港電視專業人員協會
Hong Kong Televisioners Association
- 29 新界鄉議局
Heung Yee Kuk New Territories
- 30 香港專業及資深行政人員協會
- 31 香港各界婦女聯合協進會
- 32 香港人權監察
- 33 國際商會 - 中國香港區會
International Chamber of Commerce - Hong Kong,
China
- 34 香港葵涌貨櫃碼頭及物流從業員大聯盟
- 35 Indian Community
- 36 民間公營廣播監察小組
- 37 亞洲人權委員會
Asian Human Rights Commission
- 38 民建聯
Democratic Alliance for the Betterment and Progress
of Hong Kong
- 39 香港聾人協進會
Hong Kong Association of the Deaf
- 40 香港數碼娛樂協會
Hong Kong Digital Entertainment Association
- 41 107 動力
Momentum107
- 42 香港演藝學院
The Hong Kong Academy for Performing Arts
- 43 明光社
The Society for Truth and Light

Individuals

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- 2 麥惠強

- 3 張楚勇博士
- 4 香港電台聽眾們
- 5 一群學生
- 6 聽眾們
- 7 一眾聽眾
- 8 港台聽眾
- 9 Maurice WM Lee JP
- 10 陳彬
- 11 Eddie Chan
- 12 Liu Hei Man
- 13 呂志清、潘卓光
- 14 Tom Mau
- 15 梁貴明
- 16 譚兆聰
- Lawrence Tam
- 17 楊位醒先生 (區議員)
- 18 S. Chow
- 19 魯志森
- 20 湯頌偉
- 21 楊默博士 (區議員)
- 22 陳雲博士
- 23 陳韜文教授、馬傑偉教授、陳智傑先生
- 24 Professor Kevin Thompson
- 25 一名香港市民
- 26 莫乃光先生
- Mr. Charles Peter MOK
- 27 黃平達先生
- Mr. Pindar Wong
- 28 Yim Tsang
- 29 黃世澤先生
- Mr. Martin OEI
- 30 Mary Anne Pun
- 31 Kenbily
- 32 孔憲中
- Hung Hin Chung Edwin
- 33 Laurence Lau
- 34 秦健聰
- 35 李建華
- 36 Freeman Lee
- 37 Anonymous
- 38 陳志慧
- 39 李治南
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- 41 Liuhoushan Liuxi
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- 43 李敬華
- 44 葉慶龍
- 45 袁熹彤
- 46 Paul Lam
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- 48 東涌居民
- 49 思思
- 50 梁小姐
- 51 吳寶雲
- 52 Leung Yuk Ming Lisa
- 53 董惠明
- 54 Victoria Hui
- 55 劉望
- 56 李森
- 57 Chi Ming Chiu
- 58 Dr. Chow Chun Bong, BBS, JP
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- Mary Wong
- 60 Lau Yau Lin
- 61 屈大成
- Dr. Wut
- 62 Bill Purves
- 63 劉漢權
- 64 鄧守樸
- 65 Pilate
- 66 呂志晶、何國衡、馬嘉培、蘇少儀及甘親輿
- 67 Timon Ng Tik Man
- 68 Eric Loud
- 69 Jak Au Yeung
- 70 鄭鳳鳴
- 71 Mr Inhabitant
- 72 Dr. Bernard Fu
- 73 蘇孝恆博士
- Haggen So
- 74 劉子鑫
- Eddie Lau
- 75 吳志傑
- Allan Ng
- 76 周家輝
- Chau Ka Fai
- 77 Terry Wong

- 78 李銳華
Clement
- 79 東華三院伍尙能紀念幼兒園校長
- 80 Ho Tak On
- 81 Danny Chan
- 82 Edwin Cheung
- 83 Luther Ng
- 84 TY Li
- 85 納稅人
- 86 W.K. Tse
- 87 Billy Ng
- 88 Mr Leung
- 89 區凱聲
- 90 Lee
- 91 方國珊議員
- 92 黎民
Howard Lai
- 93 Donna Chu
- 94 Jessica Li &
Mervyn Cheung Man Ping
- 95 Benjamin Chan
- 96 Felix L Hart
- 97 鍾庭耀博士
Dr Robert CHUNG
- 98 鄧鍵一

Annex 2

Report on the Public Opinion Survey Conducted by Consumer Research HK Ltd.

Opinion Survey on The New RTHK Public Consultation

~ Executive Report ~

Prepared for



Central Policy Unit, HKSAR Government

By

CONSUMER SEARCH



Consumer Search receives ISO9001:2000 certification on its quality management system of marketing research consultancy services in Hong Kong. All research projects are conducted in accordance with the provisions of the ICC/ESOMAR International Code of Marketing and Social Research Practice.





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Executive Summary

Introduction

1. The Government, as represented by the Central Policy Unit (CPU), commissioned Consumer Search to conduct a telephone opinion survey (the Survey) to collect and analyse public opinions on the RTHK Public Consultation Paper published in October 2009.
2. The fieldwork period was between 3rd December 2009 and 11th December 2009. Through telephone interviewing, 1 003 persons of age 18 or above were successfully interviewed, with a response rate of 31.4%.

Preamble

3. Overall, a majority of the respondents held a positive attitude on the new RTHK Public Consultation, agreeing to most proposals covered in the consultation paper to enhance the role and functions of the new RTHK as a public service broadcaster.
4. Nearly seven in ten (68.2%) respondents opined that RTHK should continue to be a Government department in providing public broadcasting service. Only 11.4% of respondents did not agree to it, while 20.4% of respondents did not give an opinion on this issue. Those who responded negatively were slightly more skewed towards people aged 30-39, with tertiary education attainment, working as managers/ administrators/ professionals/ associate professionals, and with personal monthly income of HK\$25,000 and above.
5. Most respondents gave a neutral view on the future editorial independence (46.9%) and future corporate governance of RTHK (52.7%). Comparatively speaking, there were slightly more respondents who were optimistic/ very optimistic towards the broadcaster's editorial independence (36.2%) than its corporate governance (28.4%) in future. The proportions of respondents being pessimistic/ very pessimistic were low for both aspects, at 9.9% and 9.1% respectively.

Public purposes

6. The pursuing of the four proposed public purposes of RTHK as a public service broadcaster received strong level of support from the respondents, especially the purpose on establishing education value and promoting lifelong learning (92.3%). Stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong (86.9%) came next, followed by fostering social harmony and promoting pluralism (86.6%), and sustaining citizenship and civil society (79.7%).



Development of new RTHK

7. Around two-thirds of respondents agreed that RTHK should introduce digital broadcasting, including digital TV (66.9%) and digital radio (67.1%) channels, so that it might develop as an all-round public service broadcaster to serve the community.
8. Respondents who did not support the extended mode of service delivery (13.0% for digital TV channels and 11.2% for digital radio channels) were comparatively younger and were non-viewers of RTHK TV programmes.
9. Most (75.6%) respondents held the view that the Government should provide new resources for RTHK to expand its service scope. Respondents who disagreed to it (13.2%) tended to be younger, worked as managers/ administrators/ professionals/ associate professionals, and had higher education attainment.
10. A majority of the respondents agreed that RTHK should develop new programming opportunities in all the four proposed areas to enrich the society's cultural life and to elevate the provision of public service broadcasting to a new platform in Hong Kong. In order of level of support by the respondents, programmes that would encourage local creativity came first (91.6%), followed by those that would foster partnership with international broadcasters and content producers (82.4%), those that would encourage community participation in broadcasting (75.0%), and those that would foster partnership with national broadcasters and content producers (73.2%).
11. Respondents who did not agree to such new programming directions were in general tertiary educated, managers/ administrators/ professionals/ associate professionals, and had personal monthly income of HK\$25,000 and above.
12. Nearly two-thirds (65.0%) of respondents, especially the segment aged 18-29, students, the lower personal monthly income group (below HK\$10,000), and those who had ever listened to/ watched RTHK programmes, were positive towards the idea of establishing a dedicated Community Broadcasting Involvement Fund to encourage the involvement of community organisations and NGOs in broadcasting. People who opposed to the idea of the Fund (18.1%) were mainly 30-39 years old, tertiary educated, managers/ administrators/ professionals/ associate professionals, and with a personal monthly income of HK\$25,000 and above.

Corporate governance

13. Over eight in ten (82.2%) respondents agreed that RTHK should enhance its corporate governance and be accountable to the public.



14. Most respondents also agreed to the Government's introduction of a broad-based Board of Advisors to help enhance the corporate governance of RTHK and its accountability to the public (69.1%), and that serving ExCo and LegCo Members, public and judicial officers should not be appointed to the Board of Advisors (68.2%). Those who were not in favour of these two proposals (14.9% and 15.4% respectively) tended to be the middle-aged bracket, and with personal monthly income of HK\$25,000 and above.

The Charter

15. RTHK's programme productions were seen to have been carrying out with editorial independence by a great majority (83.5) of respondents. Over two-thirds of the respondents (68.6%) opined that the Charter to be signed by the Chief Secretary for Administration would give further safeguard to the editorial independence of RTHK, and only 15.7% of respondents thought otherwise.

Performance Evaluation

16. The suggestion that RTHK should disclose to the public in the form of annual report its achievements against a set of performance indicators in order to enhance transparency and accountability was well received by the vast majority (85.4%) of respondents. Relatively speaking, the level of agreement was greater among higher personal monthly income earners, and managers/ administrators/ professionals/ associate professionals.
17. There were some respondents who could not state their view or answer some questions in the Survey. These were in general females, of older age (aged 60 or above), with lower education attainment, non-listeners or viewers of RTHK programmes, and had not read the public consultation paper on RTHK.



1. Background and Objective

1. The Government, as represented by the Central Policy Unit (CPU), commissioned Consumer Search to conduct a telephone opinion survey (the Survey) to collect and analyse public opinions on the RTHK Public Consultation Paper published in October 2009.
2. The following sections present the methodology and the findings of this Survey.

2. Survey Methodology

2.1 Sample Coverage and Eligible Respondents

3. This Survey covered the land-based households that are installed with residential telephone line in Hong Kong. Within these households, members aged below 18 and domestic helpers were excluded.

2.1.1 Sampling Frame

4. The Consumer Search Residential Telephone Directory was used as the master sampling framework for the Survey.
5. This Residential Telephone Directory is maintained and updated once a month by the in-house MIS department of the organization. As a standard management control procedure, the summary statistics will be published for the vetting of the management of the organization once the master database has been updated.
6. The sources of the data records are obtained from both the online and offline directories as maintained by the Telephone operators in Hong Kong.
 - i. The offline directory consists of the printed version of the residential phone directories published in years 2005 and 2007.
 - ii. The online directory is updated once a month via the online enquiry platform of the telephone companies.
 - iii. The latest count of such directory has maintained an updated list of 1 724 000 residential telephone numbers as at December 2009.
 - iv. This represents 89.5% of the total residential exchange lines (that include Direct Dialing in lines, Facsimile lines and Datel lines) in Hong Kong when comparing to the latest "Key Statistics for Telecommunication in Hong Kong – Wireline Services" as published by the Office of the Telecommunications Authority (OFTA) on 30 November 2009.



2.1.2 Sample Design

7. Samples drawn from the Consumer Search Residential Telephone Directory formed the master sample list for the Survey.
8. A systematic random selection of telephone numbers by District Council districts was used to build the basic sample set for the Survey. This sample was further divided into a number of sample replicates. The size of each sample replicate was about 200 telephone numbers. Each replicate contained a representative sample of telephone numbers in each District Council district.
9. At the second stage, telephone calls were made to households using the selected telephone numbers. In each successfully contacted residential unit, one person aged 18 or over was selected for interview by using the "Kish Grid" method.



2.1.3 Estimation Method

10. All data collected from telephone interviews were weighted to adjust for the difference in the sex and age distribution of the successfully interviewed sample from the distribution in Hong Kong population prior to conducting analysis. The calculation of weighting was based on the “Hong Kong Resident Population of age 18 or above as at 2008 (excluding Foreign Domestic Helpers)” provided by the Census and Statistics Department.
11. The estimation formula of the parameters and their corresponding sampling errors are as follows:

- a. With the application of the proposed weighting scheme, the estimator of

population mean was represented by $\bar{x} = \frac{1}{n} \sum_{i=1}^n w_i x_i$ where

- (i) x_i was the value of individual i ;
- (ii) w_i was the weight of individual i , denoted as $\frac{n}{N} \times \frac{N_k}{n_k}$ where
- (iii) k was the group representing by gender and age that individual belonged to;
- (iv) n was the total sample size of the survey;
- (v) N was the (estimated) size of persons with specific response in the population;
- (vi) n_k was the sample size of the k^{th} group (i.e. the k^{th} sampling cell);
- (vii) N_k was the population size of k^{th} group.

- b. The estimator for variance of estimated population mean was represented by

$Var(\bar{x}) = (1 - \frac{n}{N}) \frac{s^2}{n}$ where sample variance was defined as

$$s^2 = \frac{1}{n-1} \sum_{i=1}^n w_i^2 (x_i - \bar{x})^2 .$$



2.2 Operation Summary

2.2.1 Conduct of Pilot Test

12. Before the execution of fieldwork, a pilot survey was carried out on 2 December 2009. A total of 30 successful interviews were completed. The pilot test was completed satisfactorily. All telephone numbers selected for the pilot survey were excluded in the main survey.

2.2.2 Data Collection and Processing

13. Data for the Survey were collected by telephone interviews. The data collected were processed by computer, and tabulations of survey results were produced. Sub-group analyses by meaningful attributes, cross-variables analyses and statistical testing were conducted as appropriate.

2.2.3 Quality Checking

14. A total of 15% of questionnaires completed by each enumerator were validated using back check for quality assurance purpose.



2.3 Enumeration Result

15. The fieldwork of the main survey was carried out between 3 December and 11 December 2009. A total of 1 003 interviews were completed. The manpower deployment was as follows:

Date	Number of enumerators	Working hours	Number of enumerated cases
3 December	21	18:00 – 23:00	148
4 December	21	10:00 – 23:00	158
5 December	16	13:00 – 23:00	144
6 December	14	13:00 – 23:00	101
7 December	20	17:00 – 23:00	114
8 December	22	17:00 – 23:00	104
9 December	18	17:00 – 23:00	74
10 December	18	13:00 – 23:00	75
11 December	22	13:00 – 23:00	85
Total	-	-	1 003



3. Explanatory Notes

3.1 Grouping of Responses in Analysis

16. The responses of the respondents were grouped to facilitate the analysis:
- i. Responses “Can’t remember”, “Don’t know”, “No comment” and “Refuse to answer” were combined into a single group for each question (if applicable);
 - ii. For the questions with 5-point scale responses (i.e. Q17 and Q18), the positive mentions and the negative mentions were combined into two separate groups respectively;
 - iii. For the demographic questions, the responses were combined into different groups.
17. The details were listed in Annex V.

3.2 Test of Significance

18. In statistical terms, if a difference is declared significant, it simply means that this difference, no matter whether it is a large or small difference, cannot be explained by sampling errors.
19. With very large samples, where the sampling distributions of the null and alternative hypotheses would have small standard errors, small differences in percentages would be significant.
20. The chi-square test of independence enables the claim of whether the observed cell frequencies (O) are in agreement with the frequencies expected (E) when the null hypothesis is true.
21. The chi-square statistic χ^2 is calculated by computing $(E - O)^2 / E$ for each interval and summing the results (E is the expected frequency and O is the observed frequency).
22. The null hypothesis to be tested, in this case, is that the responses are independent from different sub groups, that is, the differences observed in the survey data reflect only the sampling variation.



4. Survey Findings

23. This section contains the detailed survey results of the Survey. Findings at the consolidated total level are commented. Findings of key sub-groups (such as age, gender, activity status) are highlighted in the report only if significant differences against the total level are observed.
24. For tables presented in this report, percentage figures may not add up to 100 due to rounding.
25. The survey findings are organized into six sub-sections of commentary, namely:
- i. Preamble;
 - ii. Public purposes;
 - iii. Development of new RTHK;
 - iv. Corporate governance
 - v. The Charter; and
 - vi. Performance evaluation.

4.1 Preamble

4.1.1 Continuing of being a Government department in providing public broadcasting service

26. Nearly seven in ten (68.2%) respondents who were 18 years old or above agreed that RTHK should continue to be a Government department in providing public broadcasting service, while slightly over one in ten (11.4%) respondents held an opposite view on this.
- i. Analysed by subgroups, those who expressed a positive opinion on this tended to be middle-aged (aged 40-49, 73.1%), skilled and unskilled workers (78.4%), frequent listeners (76.0%) or viewers (73.0%) of RTHK programmes, and those who had read the consultation document on RTHK (78.8%).



- ii. Those who opined that RTHK should not continue to be a Government department in providing public broadcasting service were slightly more prone towards people who were aged 30-39 (17.1%), tertiary educated (17.5%), working as managers/ administrators/ professionals/ associate professionals (19.6%), and with higher personal monthly income of HK\$25,000 and above (18.7%). Among this group of respondents, there was no significant difference in opinion between those who had read the consultation paper on RTHK and those who had not read it.
27. It is noteworthy that about one-fifth (20.4%) of respondents were unable to give an opinion on this issue or refused to answer the question.
- i. Respondents who could not state their view on this issue (and on most other issues covered in this Survey) were mainly females (26.6%), 60 years old and above (30.8%), primary or below educated (36.1%), non-working (28.2%, especially the unemployed: 33.8%), non-RTHK radio programme listeners (28.9%) or TV programme viewers (43.1%), and those who had not read the consultation document on RTHK (21.4%).

4.1.2 Editorial independence of RTHK in future

28. Slightly over one-third of the respondents (36.2%) indicated they were optimistic (optimistic/ very optimistic) towards the editorial independence of RTHK in future, while almost half of the respondents (46.9%) had a neutral outlook on the issue. Only one in ten (9.9%) were pessimistic (pessimistic/ very pessimistic) about the editorial independence. Another 6.9% of respondents were unable to give an opinion on this issue or refused to answer the question.
- i. Those who had a positive opinion on the issue were largely the older respondents (aged 50-59. 42.5%; aged 60 and above, 38.1%), frequent listeners (44.7%) or viewers (42.5%) of RTHK programmes, and those who had read the consultation document (47.0%).
 - ii. There was no major significant difference in the demographic characteristics of respondents who were neutral or negative on the future editorial independence of RTHK.



4.1.3 Corporate governance of RTHK in future

29. Again, most respondents (52.7%) gave a neutral view on the corporate governance of RTHK in future. Nearly three in ten (28.4%) respondents were optimistic (optimistic/ very optimistic) towards this issue, while about one-tenth (9.1%) of the respondents were pessimistic towards it. Another 9.7% of respondents were unable to give an opinion on this issue or refused to answer the question.
- Relatively speaking, there was a higher proportion of males (32.0%) than females (25.1%) who showed a positive attitude on the corporate governance of RTHK in future. The older age brackets (aged 40 and above, 31.1% ~ 33.8%), and the frequent listeners (36.5%) or viewers (35.2%) of RTHK programmes were, again, more optimistic on the issue.
 - People who were neutral on the issue tended to be the younger segment (aged 18-29, 70.2%) and students (68.8%).
 - There was no major significant difference in the demographic characteristics of respondents who were negative on the corporate governance of RTHK in future.

4.2 Public purposes

30. The respondents were asked if they agreed that RTHK should fulfil a number of public purposes:
- Establishing education value and promoting lifelong learning;
 - Stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong;
 - Fostering social harmony and promoting pluralism; and
 - Sustaining citizenship and civil society.
- All the four public purposes received high level of agreement. Among them, establishing education value and promoting lifelong learning (92.3%) was sought after by most respondents, followed by stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong (86.9%), fostering social harmony and promoting pluralism (86.6%), and sustaining citizenship and civil society (79.7%).



- ii. Broadly speaking, respondents who expressed agreement on fulfilling the public purposes tended to be listeners/ viewers of RTHK programmes (comparing to those who never listen/ watch RTHK programmes). There was no significant difference in the level of agreement between those who had read the consultation paper on RTHK and those who had not.
- iii. The proportions of respondents who disagreed that RTHK should perform these public purposes were very low, at 3.2%, 4.4%, 3.6%, and 5.5% respectively.
- iv. There were some respondents who did not give a view on the issue or refused to answer the question, at 4.6%, 8.7%, 9.8% and 14.8% respectively. Same as people who could not state their opinion on other issues in the Survey, these people were more skewed towards females, 60 years old and over, primary or below educated, public housing residents, non-working, and had never listened to RTHK radio programmes/ watched RTHK TV programmes.

4.3 Development of new RTHK

4.3.1 Extended mode of service delivery

- 31. The proportions of respondents who held the opinion that RTHK should extend its service delivery of digital channels were about the same for TV and radio, with 66.9% of respondents thinking that the broadcaster should launch digital TV channels, and 67.1%, digital radio channels.
- 32. The level of disagreement to the service delivery was quite low, at 13.0% for digital TV channels and 11.2% for digital radio channels. The remaining one-fifth of respondents (20.1% and 21.6% respectively) had no opinion on the issue or refused to answer the question.
 - i. Significant differences on agreement were observed among a few sub-groups, with those who desired the launch showing a slight skew towards:
 - males (72.2% for TV and 73.8% for radio);
 - the middle-aged (72.5% and 72.8% respectively for aged 40-49 and 50-59 for TV, and 74.0% aged 40-49 for radio);
 - the tertiary educated (72.0% for TV);
 - students (77.4% for TV and 81.4% for radio); and
 - those who had read the consultation paper on RTHK (73.4% for TV and 70.4% for radio).



- ii. Those who had no opinion on the launch had a similar profile to those who did not give their views on other questions in the Survey.

4.3.2 Provision of new resources by the Government for RTHK to expand its service scope

33. Three-quarters (75.6%) of respondents agreed that the Government should provide new resources for RTHK to expand its service scope, while 13.2% thought otherwise. About one in ten (11.2%) of respondents did not express any opinion on this issue.
 - i. Those who agreed to the idea tended to be people who had ever listened to or watched RTHK programmes.
 - ii. Respondents who were negative towards the idea tended to be younger, especially the age bracket of 30-39 (20.1%); managers/ administrators/ professionals/ associate professionals (21.4%), and non-listeners (17.7%) or viewers (19.8%) of RTHK programmes. The level of disagreement also rose with the increase in education attainment.

4.3.3 Development of new programming opportunities by RTHK

34. The respondents were asked if they agreed that RTHK should develop new programming opportunities in a number of areas, including:
 - promoting and facilitating local original content production;
 - fostering partnership with international broadcasters and content producers to broaden our international horizon;
 - encouraging community participation in broadcasting; and
 - fostering partnership with national broadcasters and content producers to enhance our understanding of developments in the Mainland.



35. A majority of the respondents considered that RTHK should develop new programming opportunities in all the four areas. Relatively speaking, they supported programmes that encouraged local creativity the most (promoting and facilitating local original content production, 91.6%), followed by those that would expand our international prospective (fostering partnership with international broadcasters and content producers to broaden our international horizon, 82.4%). Relatively speaking, programmes that would provide a platform for the community to participate in broadcasting (encouraging community participation in broadcasting, 75.0%), and those that would help deepen our knowledge of developments in the Mainland (fostering partnership with national broadcasters and content producers to enhance our understanding of developments in the Mainland, 73.2%) received slightly lower levels of agreement.
- i. Respondents who favoured the different programming opportunities had somewhat different skew in their demographic characteristics, indicating the different needs of the various segments of people in the society:
- “promoting and facilitating local original content production” (91.6%) – aged 40-49 (97.2%), with tertiary education attainment (97.7%), and working (96.1%);
 - “fostering partnership with international broadcasters and content producers to broaden our international horizon” (82.4%) – aged 50-59 (88.1%), had attained secondary education / matriculated (89.1%), skilled and unskilled workers (90.4%), and with middle level of personal monthly income of HK\$10,000-24,999 (87.7%).
 - “encouraging community participation in broadcasting” (75.0%) – younger (aged 18-29 and 30-39, 86.9% and 80.9% respectively), had attained tertiary education (81.2%), students (86.6%), and had lower personal monthly income (below HK\$10,000, 83.5%).
 - “fostering partnership with national broadcasters and content producers to enhance our understanding of developments in the Mainland” (73.2%) – aged 50-59 (77.7%), had attained secondary education / matriculated (77.6%), and skilled and unskilled workers (80.5%).



- ii. Overall, the level of opposing to developing programmes in the various areas was not high. The proportion of respondents who did not support the programming direction about local original content production was extremely small, at 2.3%, while about one in ten respondents (9.8%) were negative towards the development of programmes involving partnership with international broadcasters and content producers. The levels of disagreement on the other two areas were higher, at 15.2% for community participation and 17.8% for programmes involving partnership with national broadcasters and content producers.
- Respondents who were not in favour of such new programmes were in general those who were tertiary educated, managers/ administrators/ professionals/ associate professionals, and had personal monthly income of HK\$25,000 and above.
- iii. There were 6.2%, 7.8%, 9.8% and 8.9% of respondents respectively who did not state an opinion on the various programming opportunities.

4.3.4 Establishment of a Community Broadcasting Involvement Fund to encourage community organisations and NGOs to participate in broadcasting

36. The idea of establishing a Community Broadcasting Involvement Fund to encourage community organisations and NGOs to participate in broadcasting was well-received by around two-thirds (65.0%) of respondents, who were more skewed towards the young segment (aged 18-29, 76.1%), students (76.9%), the lower income group (below HK\$10,000, 71.6%), and those who had ever listened to/ watched RTHK programmes.
37. There were, however, around two in ten (18.1%) respondents who held a negative view towards the Fund, while the remaining 16.9% did not have an opinion or refused to answer the question. Those who disagreed to the idea were mainly aged 30-39 (24.4%), tertiary educated (24.3%), managers/ administrators/ professionals/ associate professionals (24.3%), and with a higher personal monthly income of HK\$25,000 and above (33.5%).



4.4 Corporate governance

4.4.1 Enhancement of RTHK's corporate governance and be accountable to the public

38. The vast majority (82.2%) of respondents agreed that RTHK, with its operation being funded by public money, should enhance its corporate governance and be accountable to the public. Only 7.7% thought otherwise. The remaining one in ten (10.1%) respondents did not have a view on this issue or refused to answer the question.
- i. Those who supported the idea tended to be the middle-aged bracket (aged 40-49, 87.8%), and those from the working population (86.8%).
 - ii. The level of agreement also went up with the increase in education attainment (primary and below educated, 71.3%; tertiary educated, 86.6%), and personal monthly income (below HK\$10,000, 86.8%; HK\$25,000 and above, 90.0%).
 - iii. There were no major significant differences in the profile of those who did not agree to the enhancing of RTHK's corporate governance.

4.4.2 Establishment of a broad-based Board of Advisors to enhance the corporate governance of RTHK and its accountability to the public

39. Almost seven in ten (69.1%) respondents agreed that the establishment of a broad-based Board of Advisors comprising mainly non-official members could help enhance the corporate governance of RTHK and its accountability to the public. The level of agreement decreased with age (aged 18-29, 77.0%; aged 60 and above, 51.6%), but increased with education attainment (primary or below educated, 52.1%; tertiary educated, 75.8%). Those who were students (77.9%), unemployed (78.3%), and with middle level of income (HK\$10,000-24,999, 77.4%) also had a higher tendency to agree to the proposal.
40. There were 14.9% of respondents who were against this suggestion, especially the 50-59 year olds (21.1%), managers/ administrators/ professionals/ associate professionals (21.4%) and those with personal monthly income of HK\$25,000 and above (20.5%).
41. The remaining 16.0% of respondents did not state an opinion or refused to answer the question.



4.4.3 Board of Advisors should not comprise serving ExCo and LegCo Members, public and judicial officers

42. The view of the respondents on whether the Board of Advisors should not comprise serving ExCo and LegCo Members, public and judicial officers was quite similar to that of the establishment of a broad-based Board of Advisors. Again, about seven in ten (68.2%) respondents considered that the Board of Advisors should not include serving ExCo and LegCo Members, public and judicial officers. The level of agreement also dropped with age (aged 18-29, 76.9%; aged 60 and above, 53.5%) but went up with education attainment (primary or below educated, 52.0%; tertiary educated, 75.8%). Students (78.7%), and those with middle level of income (HK\$10,000-24,999, 78.0%) were also more prone to support the suggestion.
43. The level of disagreement, at 15.4%, was marginally higher among the middle-aged segment (aged 40-49, 19.2%; 50-59 19.3%), and those with personal monthly income of HK\$25,000 and above (24.6%).
44. The remaining 16.3% of respondents did not state an opinion or refused to answer the question.

4.5 The Charter

4.5.1 Whether RTHK's programme productions had been carrying out with editorial independence

45. The great majority (83.5) of respondents found RTHK's programme productions had been carrying out with editorial independence. The level of agreement was particularly high among the middle-aged bracket (aged 40-49, 90.3%), managers/ administrators/ professionals/ associate professionals (90.7%), and those with personal monthly income of HK\$25,000 and above (93.0%).
46. Only a small proportion of 6.2% of respondents disagreed to this. Another 10.3% of respondents was unable to give their opinion or refused to answer the question.

4.5.2 Whether the Charter to be signed by the Chief Secretary for Administration would give further safeguard to the editorial independence of RTHK

47. Compared to the previous question, the level of agreeing that the Charter to be signed by the Chief Secretary for Administration would give further safeguard to the editorial independence of RTHK was relatively lower at 68.6%. Those who had a higher tendency to agree to this statement also differed slightly, being more skewed towards skilled and unskilled workers (79.3%), students (74.7%), and those with middle level of income (HK\$10,000-24,999, 79.4%).



48. There were 15.7% of respondents who did not support the statement. Another 15.7% of respondents was unable to give their opinion or refused to answer the question.

4.6 Performance Evaluation

4.6.1 Publishing of annual report to the public on its achievements towards a set of performance indicators with a view to enhancing transparency and accountability

49. Over eight in ten (85.4%) of respondents considered that RTHK should publish annual report to the public on its achievements towards a set of performance indicators with a view to enhancing transparency and accountability. Relatively speaking, the level of agreement rose with the increase in personal monthly income (below HK\$10,000, 85.6%; HK\$25,000 and above, 94.6%), and was higher among managers/ administrators/ professionals/ associate professionals (91.3%).
50. A small proportion of 5.3% of respondents disagreed to such suggestion. Another 9.3% of respondents was unable to give their opinion or refused to answer the question.



Annex I – Profile of Respondents

1. Gender

	Frequency	Percentage	Weighted percentage
Male	439	43.8%	48.2%
Female	564	56.2%	51.8%
Total	1 003	100.0%	100.0%

2. Age

	Frequency	Percentage	Weighted percentage
18 - 29	141	14.1%	19.6%
30 - 39	154	15.4%	18.6%
40 - 49	241	24.0%	22.7%
50 - 59	193	19.2%	18.7%
60 and above	274	27.3%	20.4%
Total	1 003	100.0%	100.0%

3. Level of Educational Attainment

	Frequency	Percentage	Weighted percentage
Primary and below	244	24.3%	19.8%
Secondary / Matriculation	502	50.0%	51.1%
Tertiary	247	24.6%	28.2%
Refuse to answer	10	1.0%	0.9%
Total	1 003	100.0%	100.0%

4. Housing Type

	Frequency	Percentage	Weighted percentage
Rented public housing	254	25.3%	25.2%
Rented private housing	108	10.8%	10.7%
Purchased housing / Others	564	56.2%	56.6%
Don't know / No idea / Refuse to answer	77	7.7%	7.4%
Total	1 003	100.0%	100.0%



5. Economic Activity Status and Occupation

	Frequency	Percentage	Weighted percentage
Working	499	49.8%	55.4%
Manager / Administrator / Professional / Associate professional	155	15.5%	17.3%
Clerk / Service worker / Shop sales worker	192	19.1%	21.4%
Skilled and unskilled worker	105	10.5%	11.4%
Refuse to answer	47	4.7%	5.2%
Non-working	504	50.2%	44.6%
Student	51	5.1%	7.1%
Homemaker	219	21.8%	18.1%
Retired	195	19.4%	15.2%
Unemployed / Others	34	3.4%	3.8%
Refuse to answer	5	0.5%	0.4%
Total	1 003	100.0%	100.0%

6. Monthly Personal Income

	Frequency	Percentage	Weighted percentage
Below \$10,000	148	29.7%	29.2%
\$10,000 - \$24,999	200	40.1%	41.5%
\$25,000 and above	90	18.0%	17.4%
Refuse to answer	61	12.2%	11.9%
Total working population	499	100.0%	100.0%

7. Incidence of reading the consultation document

	Frequency	Percentage	Weighted percentage
Yes	101	10.1%	9.6%
No	866	86.3%	87.5%
Can't remember/ Refuse to answer	36	3.6%	2.9%
Total	1 003	100.0%	100.0%



8. Frequency of listening to RTHK radio programmes

	Frequency	Percentage	Weighted percentage
Always	269	26.8%	24.5%
Occasionally	238	23.7%	24.1%
Seldom	218	21.7%	23.0%
Never	277	27.6%	28.4%
Refuse to answer	1	0.1%	0.1%
Total	1 003	100.0%	100.0%

9. Frequency of watching RTHK TV programmes

	Frequency	Percentage	Weighted percentage
Always	254	25.3%	23.2%
Occasionally	455	45.4%	46.6%
Seldom	193	19.2%	20.5%
Never	96	9.6%	9.3%
Refuse to answer	5	0.5%	0.4%
Total	1 003	100.0%	100.0%



Annex II – Summary Statistics on Response Rate

Statistics on calls for the non-contact cases

Call Attempt	Status				Total	Cumulative Percentage
	No answer / answering machine	Busy line	Call blocking, password needed	Selected person not at home		
2 to 3	11	2	8	23	44	100.00%
4	10	2	4	27	43	96.89%
5	34	3	5	76	118	93.85%
6	64	3	2	138	207	85.50%
7 or above	450	20	2	530	1 002	70.86%
Total	569	30	21	794	1 414	-
Mean	8.01	7.23	4.52	7.31	7.55	-

Response Rate

No. of telephone numbers initially sampled	3 400
<i>No. of ineligible telephone numbers</i>	<i>201</i>
Non-working/ out of service numbers	38
Non-residential line	51
Fax line	101
No target respondent	4
Claimed wrong number	7
<i>Number of eligible telephone numbers</i>	<i>3 199</i>
Household refusal	625
Household eligible for interview	2 574
<i>Number of eligible households</i>	<i>2 574</i>
<i>Successfully completed interviews</i>	<i>1 003</i>
<i>Unsuccessful cases</i>	<i>1 571</i>
Individual refusal	64
Mid-way termination cases	11
Rejected cases	1
Non-contact cases	1 414
No answer / answering machine	569
Busy line	30
Call blocking, password needed	21
Selected person not at home	794
Language problem	81
Response Rate (based on eligible telephone numbers)	31.4%



Annex III – Summary of Quality Control

Part A. Quality Issues	Count	Follow-up Action
Wrong target	1	(a)
Description: did not read out the question, pre-coded answers / attributes clearly	182	(d)
Marked answer(s) is / are incorrect / missing	11	(b)
Did not reconfirm / probe for any unclear answer	21	(d)
Leading the respondent	2	(d)
Total number of quality issues	217	-
Part B. Checking Methods	Number of cases	-
MP3 listening and back checking data	193	-
No. of Cases Checked	193	-

The follow-up actions that had been implemented to issues found included:

- For major issue such as wrong selection of respondents, the questionnaire was rejected.
- For wrong coding of answers, corrections (based on audio records) were carried out during data validation.
- For other issues that required follow-up, the enumerators had to recall the case again.
- The enumerator and the supervisors were informed of each quality issue so that continuous improvement could be implemented.



Annex IV – Questionnaire

介紹詞

【讀出】你好！先生／小姐，我地做緊一個有關 香港電台嘅民意調查，想用幾分鐘同你做個簡短嘅訪問。多謝你嘅合作！

甄別受訪者

S1 由於隨機抽樣嘅需要，請問 計埋你在內，你屋企 有幾多位 **18歲或以上**，一星期**最少**有四晚 喺度嘅家庭成員呢？留宿嘅**家庭傭工**係唔計嘅。

	有 無	【單選】	
		1 2	→ 【填寫答案】 _____ 位 → 【結束訪問】

【讀出】跟住**年齡** **由大至細** **排列**，咁排第【讀出電腦選出的數字】嘅係邊一位呢？

自己 其他人	【單選】	
	1 2	→ 【讀出簡介】 → 【讀出】我想同佢做個訪問，麻煩你請佢嚟聽電話。

【如選中家庭成員不在，追問】佢大約幾點喺度呢？【記錄回家時間在電話紙上】

【如轉換談話對象，請重覆介紹詞和簡介】

簡介

【讀出】我姓_____，係精確市場研究中心嘅研究員。呢個研究所收集嘅資料只會用作 整體統計分析 同埋 絕對保密。

【核對住戶電話】



問卷主體

第一部分：前言

Q1. 請問你有幾經常**收聽**香港電台嘅**電台節目**？係經常、間中、好少、定係冇呢？

	【單選】	
經常	1	
間中	2	
好少	3	
冇	4	
拒絕回答	5	

Q2. 請問你有幾經常**收睇**香港電台嘅**電視節目**？係經常、間中、好少、定係冇呢？

	【單選】	
經常	1	
間中	2	
好少	3	
冇	4	
拒絕回答	5	

Q3. 你有冇睇過 政府嘅十月發表 關於香港電台嘅諮詢文件？

	【單選】	
有	1	
冇	2	
唔記得	3	
拒絕回答	4	

Q4. 你同唔同意 香港電台繼續以**政府部門**身分，提供公共廣播服務呢？

	【單選】	
同意	1	
唔同意	2	
唔知道／無意見	3	
拒絕回答	4	



第二部分：公共目的

Q5. 你同唔同意 香港電台應該做到以下嘅目標呢？

【輪流讀出】(次序由電腦隨機選定)	【單選】			
	同意	唔同意	唔知道／無意見	拒絕回答
() i. 確立公民身分 同 促進公民社會發展	1	2	3	4
() ii. 促進社會共融 同 多元性	1	2	3	4
() iii. 推動教育 同 鼓勵持續學習	1	2	3	4
() iv. 激發創意，推動追求卓越的風氣，豐富香港市民的多元文化生活	1	2	3	4

第三部分：香港電台日後的發展

Q6. 你贊唔贊成 香港電台開設數碼電視頻道呢？

贊成	【單選】	
唔贊成	1	
唔知道／無意見	2	
拒絕回答	3	
	4	

Q7. 你贊唔贊成 香港電台開設數碼電台頻道呢？

贊成	【單選】	
唔贊成	1	
唔知道／無意見	2	
拒絕回答	3	
	4	

Q8. 你贊唔贊成 政府增撥資源 俾香港電台擴展服務呢？

贊成	【單選】	
唔贊成	1	
唔知道／無意見	2	
拒絕回答	3	
	4	



Q9. 你贊唔贊成 香港電台喺以下幾方面 發展新節目呢？

【輪流讀出】(次序由電腦隨機選定)	【單選】			
	贊成	唔贊成	唔知道／無意見	拒絕回答
() i. 推動製作本地原創節目	1	2	3	4
() ii. 轉播內地電視電台節目 同 播放聯合製作節目，嚟加深我地對內地發展嘅認識	1	2	3	4
() iii. 轉播國際電視電台節目 同 播放聯合製作節目，嚟擴闊我地嘅國際視野	1	2	3	4
() iv. 提供平台俾社區參與廣播，鼓勵民間參與廣播事務	1	2	3	4

Q10. 你贊唔贊成 香港電台設立「社區廣播參與基金」，嚟鼓勵社區團體同非政府機構參與廣播事務呢？

贊成	【單選】	
唔贊成	1	
唔知道／無意見	2	
拒絕回答	3	
	4	

第四部分：機構管治

Q11. 你同唔同意 以公帑營運嘅香港電台應該 提升管治水平 同 接受公眾問責？

同意	【單選】	
唔同意	1	
唔知道／無意見	2	
拒絕回答	3	
	4	

Q12. 你同唔同意成立 主要由非政府人員組成嘅 跨界別顧問委員會，有助提升香港電台嘅管治水平 同 加強問責性？

同意	【單選】	
唔同意	1	
唔知道／無意見	2	
拒絕回答	3	
	4	

Q13. 你同唔同意顧問委員會 唔應該包括現任行政會議成員、立法會議員、公職人員同司法人員，以確保香港電台不受政治干預？

同意	【單選】	
唔同意	1	
唔知道／無意見	2	
拒絕回答	3	
	4	



Q14. 你同唔同意香港電台應該發表年度報告，令公眾可以根據 既定嘅成效指標 嚟衡量表現，以加強香港電台運作嘅 透明度 同 問責性？

	【單選】	
同意	1	
唔同意	2	
唔知道／無意見	3	
拒絕回答	4	

第五部分：約章

Q15. 你同唔同意香港電台嘅節目製作方面，**一直享有**編輯自主？

	【單選】	
同意	1	
唔同意	2	
唔知道／無意見	3	
拒絕回答	4	

Q16. 你同唔同意由政務司司長簽訂約章，**進一步保障**香港電台嘅編輯自主？

	【單選】	
同意	1	
唔同意	2	
唔知道／無意見	3	
拒絕回答	4	

第六部分：總結

Q17. 你對香港電台日後嘅**編輯自主**有幾樂觀呢？

係非常樂觀呀、樂觀呀、普通呀、唔樂觀呀、定係非常唔樂觀呢？

	【單選】	
非常樂觀	1	
樂觀	2	
普通	3	
唔樂觀	4	
非常唔樂觀	5	
唔知道／無意見	6	
拒絕回答	7	

Q18. 你對香港電台日後嘅**內部管治**有幾樂觀呢？

係非常樂觀呀、樂觀呀、普通呀、唔樂觀呀、定係非常唔樂觀呢？

	【單選】	
非常樂觀	1	
樂觀	2	
普通	3	
唔樂觀	4	
非常唔樂觀	5	
唔知道／無意見	6	
拒絕回答	7	



背景資料

GENDER 記錄被訪者性別：

	【單選】
男	1
女	2

AGE 請問你嘅年齡大約係幾多？【以上一次生日計算】

【單選】			
18 – 29 歲	1	50 – 59 歲	4
30 – 39 歲	2	60 歲或以上	5
40 – 49 歲	3		

EDUCA 請問你最高讀到咩程度同年班呢？【如學生，即現時就讀年級或程度】

	【單選】		
未受教育／幼稚園	1	預科（中六至中七）	5
小學	2	專上（非學位課程）	6
中學（中一至中三）	3	大學學位或以上	7
中學（中四至中五）	4	拒絕回答	8

DIST 請問你依家住喺邊一區呢？【只作內部選樣監控】

【單選】							
香港島		九龍		新界			
中西區	01	油尖旺	05	葵青	10	大埔	15
灣仔	02	深水埗	06	荃灣	11	沙田	16
東區	03	九龍城	07	屯門	12	西貢	17
南區	04	黃大仙	08	元朗	13	離島	18
		觀塘	09	北區	14		
						拒絕回答	19

House 請問你依家住緊嘅單位 係買定係租 嘅呢？
係公營、私人住宅單位定係其他呢？【如果答其他，追問】係邊類呢？

租	買	其他
1 租公營房屋 （包括公屋／中轉房屋／ 房協出租房屋）	3 自置公營房屋 （包括居屋／租者置其屋 ／ 房協出售房屋）	5 臨時房屋
2 租私人住宅單位	4 自置私人住宅單位	6 其他（例如：員工宿舍）
7 唔知道／唔清楚		
8 拒絕回答		



Workstat 請問先生／小姐你依家有無工作呢？

- 1 有【跳答 Occu】 2 無

NonWork 咁請問你嘅身份係乜嘢呢？【如受訪者不清楚自己身份，請讀出：咁你係學生、家務料理者、退休人士定係待業人士呢？】

- 1 學生 5 其他，請註明：_____)
 2 家務料理者／家庭主婦 6 拒絕回答)→ 完成訪問
 3 退休人士)
 4 待業人士／失業人士)

Occu 請問你現時嘅 **職位** 係乜嘢呢？【不可讀出答案】

- 01 經理及行政級人員 06 漁農業熟練工人
 02 專業人員 07 工藝及有關人員
 03 輔助專業人員 08 機台及機器操作員及裝配員
 04 文員 09 非技術工人
 05 服務工作及商店銷售人員 10 拒絕回答

PerInc 請問你嘅 **個人每月收入** 大約係幾多呢？

- 01 冇收入 06 \$20,000 – 24,999
 02 \$4,999 或以下 07 \$25,000 – 49,999
 03 \$5,000 – 9,999 08 \$50,000 或以上
 04 \$10,000 – 14,999 09 拒絕回答
 05 \$15,000 – 19,999

【讀出】 訪問已經完成，再一次多謝你嘅參與。



Annex V – Coding Frame

Question No.	Label	Code	Group
1	Always	1	-
	Occasionally	2	-
	Seldom	3	-
	Never	4	-
	Refuse to answer	5	-
2	Always	1	-
	Occasionally	2	-
	Seldom	3	-
	Never	4	-
	Refuse to answer	5	-
3	Yes	1	-
	No	2	-
	Can't remember	3	Can't remember/ Refuse to answer
	Refuse to answer	4	
4	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
5	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
6	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	



Question No.	Label	Code	Group
7	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
8	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
9	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
10	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
11	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
12	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
13	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	



Question No.	Label	Code	Group
14	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
15	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
16	Agree	1	-
	Disagree	2	-
	Don't know/ No comment	3	Don't know/ No comment/ Refuse to answer
	Refuse to answer	4	
17	Very optimistic	1	Very optimistic/ Optimistic
	Optimistic	2	
	Neutral	3	-
	Pessimistic	4	Very pessimistic/ Pessimistic
	Very pessimistic	5	
	Don't know / No comment	6	Don't know / No comment / Refuse to answer
	Refuse to answer	7	
18	Very optimistic	1	Very optimistic/ Optimistic
	Optimistic	2	
	Neutral	3	-
	Pessimistic	4	Very pessimistic/ Pessimistic
	Very pessimistic	5	
	Don't know / No comment	6	Don't know / No comment / Refuse to answer
	Refuse to answer	7	
S1	Yes	1	-
	No	2	-
Gender	Male	1	-
	Female	2	-



Question No.	Label	Code	Group
Age	18 - 29	1	-
	30 - 39	2	-
	40 - 49	3	-
	50 - 59	4	-
	60 and above	5	-
Educa	Pre-school Education / No Schooling	1	Primary and below
	Primary School	2	
	Junior Secondary	3	Secondary / Matriculation
	Senior Secondary	4	
	Matriculation	5	
	Tertiary Education (Non-Degree Courses)	6	Tertiary
	Degree and above	7	
	Refuse to answer	8	-
House	Rented public housing	1	-
	Rented private housing	2	-
	Purchased public housing	3	Purchased housing / Others
	Purchased private housing	4	
	Temporary housing	5	
	Others (e.g. staff quarters)	6	
	Don't know / No idea	7	Don't know / No idea / Refuse to answer
	Refuse to answer	8	



Question No.	Label	Code	Group
Dist	Central & Western	01	-
	Wan Chai	02	-
	Eastern	03	-
	Southern	04	-
	Yau Tsim Mong	05	-
	Sham Shui Po	06	-
	Kowloon City	07	-
	Wong Tai Sin	08	-
	Kwun Tong	09	-
	Kwai Tsing	10	-
	Tsuen Wan	11	-
	Tuen Mun	12	-
	Yuen Long	13	-
	North	14	-
	Tai Po	15	-
	Sha Tin	16	-
	Sai Kung	17	-
	Islands	18	-
	Refuse to answer	19	-
Workstat	Yes	1	-
	No	2	-
NonWork	Student	1	-
	Homemaker	2	-
	Retired	3	-
	Unemployed	4	Unemployed / Others
	Others	5	
	Refuse to answer	6	-



Question No.	Label	Code	Group
Occu	Managers and administrators	01	Manager / Administrator / Professional / Associate professional
	Professionals	02	
	Associate professionals	03	
	Clerks	04	Clerk / Service worker / Shop sales worker
	Service workers or shop sales workers	05	
	Agriculture or fisheries workers	06	Skilled and unskilled worker
	Craft or related workers	07	
	Plant and machine operators or assemblers	08	
	Elementary occupations	09	
	Refuse to answer	10	-
PerInc	No income	01	Below \$10,000
	\$4,999 and below	02	
	\$5,000 – \$9,999	03	
	\$10,000 – \$14,999	04	\$10,000 - \$24,999
	\$15,000 – \$19,999	05	
	\$20,000 – \$24,999	06	
	\$25,000 – \$49,999	07	\$25,000 and above
	\$50,000 and above	08	
	Refuse to answer	09	-



Annex VI – Age Distribution of Respondents and Hong Kong Population

Hong Kong Resident Population of age 18 or above in 2008 (excluding Foreign Domestic Helpers)

Frequency	18 - 29	30 - 39	40 - 49	50 - 59	60+	Total
Male	535 835	468 176	594 962	516 644	541 711	2 657 328
Female	541 551	558 263	655 574	514 744	581 165	2 851 297
Total	1 077 386	1 026 439	1 250 536	1 031 388	1 122 876	5 508 625
Percentage	18 - 29	30 - 39	40 - 49	50 - 59	60+	Total
Male	9.7%	8.5%	10.8%	9.4%	9.8%	48.2%
Female	9.8%	10.1%	11.9%	9.3%	10.6%	51.8%
Total	19.6%	18.6%	22.7%	18.7%	20.4%	100.0%

Distribution of age and gender in the sample

Frequency	18 - 29	30 - 39	40 - 49	50 - 59	60+	Total
Male	79	52	100	79	129	439
Female	62	102	141	114	145	564
Total	141	154	241	193	274	1 003
Percentage	18 - 29	30 - 39	40 - 49	50 - 59	60+	Total
Male	7.9%	5.2%	10.0%	7.9%	12.9%	43.8%
Female	6.2%	10.2%	14.1%	11.4%	14.5%	56.2%
Total	14.1%	15.4%	24.0%	19.2%	27.3%	100.0%



Annex VII – Coefficient of Variation and Margin of Error by Question

Question	Major Response	Sample Estimate	Coefficient of Variation	Margin of Error at 95% Confidence Level
Q1 Frequency of listening to RTHK radio programmes	Never	28.4%	5.0%	2.8%
Q2 Frequency of watching RTHK TV programmes	Occasionally	46.6%	3.4%	3.1%
Q3 Incidence of reading the consultation document	No	87.5%	1.2%	2.0%
Q4 Whether agreed that RTHK should continue to be a Government department in providing public broadcasting service	Agree	68.2%	2.2%	2.9%
Q5i Whether agreed that RTHK should fulfil the following public purposes - Sustaining citizenship and civil society	Agree	79.7%	1.6%	2.5%
Q5ii Whether agreed that RTHK should fulfil the following public purposes - Fostering social harmony and promoting pluralism	Agree	86.6%	1.2%	2.1%
Q5iii Whether agreed that RTHK should fulfil the following public purposes - Establishing education value and promoting lifelong learning	Agree	92.3%	0.9%	1.6%
Q5iv Whether agreed that RTHK should fulfil the following public purposes - Stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong	Agree	86.9%	1.2%	2.1%
Q6 Whether agreed that RTHK should launch its own digital TV channels	Agree	66.9%	2.2%	2.9%
Q7 Whether agreed that RTHK should launch digital radio channels	Agree	67.1%	2.2%	2.9%
Q8 Whether agreed that the Government should provide new resources for RTHK to expand its service scope	Agree	75.6%	1.8%	2.7%



Question	Major Response	Sample Estimate	Coefficient of Variation	Margin of Error at 95% Confidence Level
Q9i Whether agreed that RTHK should develop new programming opportunities in the following areas - Promoting and facilitating local original content production	Agree	91.6%	1.0%	1.7%
Q9ii Whether agreed that RTHK should develop new programming opportunities in the following areas - Broadcasting programmes produced or co-produced by Mainland broadcasters to enhance our understanding of developments in the Mainland	Agree	73.2%	1.9%	2.7%
Q9iii Whether agreed that RTHK should develop new programming opportunities in the following areas - Broadcasting programmes produced or co-produced by international broadcasters to broaden our international horizon	Agree	82.4%	1.5%	2.4%
Q9iv Whether agreed that RTHK should develop new programming opportunities in the following areas - Encouraging community participation in broadcasting	Agree	75.0%	1.8%	2.7%
Q10 Whether agreed that RTHK should establish a Community Broadcasting Involvement Fund to encourage community organisations and NGOs to participate in broadcasting	Agree	65.0%	2.3%	3.0%
Q11 Whether agreed that RTHK should enhance its corporate governance and be accountable to the public	Agree	82.2%	1.5%	2.4%
Q12 Whether agreed that the establishment of a broad-based Board of Advisors could help enhance the corporate governance of RTHK and its accountability to the public	Agree	69.1%	2.1%	2.9%
Q13 Whether agreed that the Board of Advisors should not comprise serving ExCo and LegCo Members, public and judicial officers	Agree	68.2%	2.2%	2.9%



Question	Major Response	Sample Estimate	Coefficient of Variation	Margin of Error at 95% Confidence Level
Q14 Whether agreed that RTHK should publish annual report to the public on its achievement towards a set of performance indicators with a view to enhancing transparency and accountability	Agree	85.4%	1.3%	2.2%
Q15 Whether agreed that RTHK's programme production had been carrying out with editorial independence	Agree	83.5%	1.4%	2.3%
Q16 Whether agreed that the Charter to be signed by the Chief Secretary for Administration would give further safeguard to the editorial independence of RTHK	Agree	68.6%	2.1%	2.9%
Q17 Whether optimistic towards the editorial independence of RTHK in future	Neutral	46.9%	3.4%	3.1%
Q18 Whether optimistic towards the corporate governance of RTHK in future	Neutral	52.7%	3.0%	3.1%



Annex VIII – Summary of Chi-square Test of Significance

Q1 Frequency of listening to RTHK radio programmes

Profile	χ^2 statistic	Degrees of freedom	p-value
Gender	5.6991	4	0.2228
* Age	79.1847	16	< 0.0001
* Education level	20.9201	8	0.0074
Housing type	12.7984	8	0.1190
* Working status	13.5110	4	0.0090
* Occupation (working only)	14.1094	6	0.0284
* Non-working status (non-working only)	42.8057	12	< 0.0001
* Personal monthly income (working only)	19.0628	6	0.0041
* Frequency of watching RTHK TV programmes	181.4742	12	< 0.0001
* Incidence of reading the consultation document	58.4714	4	< 0.0001

Q2 Frequency of watching RTHK TV programmes

Profile	χ^2 statistic	Degrees of freedom	p-value
Gender	3.7028	4	0.4477
* Age	47.2453	16	0.0001
* Education level	40.0009	8	< 0.0001
* Housing type	17.3578	8	0.0266
* Working status	33.5838	4	0.0003
Occupation (working only)	3.9398	6	0.6848
* Non-working status (non-working only)	22.1242	12	0.0362
* Personal monthly income (working only)	13.9378	6	0.0303
* Frequency of listening to RTHK radio programmes	180.4288	12	< 0.0001
* Incidence of reading the consultation document	32.9046	4	0.0002

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q3 Incidence of reading the consultation document

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	9.4632	2	0.0088
* Age	56.3901	8	< 0.0001
* Education level	17.6708	4	0.0014
Housing type	3.7247	4	0.4446
* Working status	13.5983	2	0.0011
Occupation (working only)	7.0711	4	0.1322
Non-working status (non-working only)	12.1627	6	0.0584
* Personal monthly income (working only)	14.9696	4	0.0048
* Frequency of listening to RTHK radio programmes	50.1009	6	< 0.0001
* Frequency of watching RTHK TV programmes	39.1796	6	0.0020

Q4 Whether agreed that RTHK should continue to be a Government department in providing public broadcasting service

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	30.9223	2	0.0002
* Age	27.4680	8	0.0006
* Education level	49.7560	4	< 0.0001
Housing type	2.9281	4	0.5699
* Working status	35.2019	2	0.0013
Occupation (working only)	8.5175	4	0.0744
Non-working status (non-working only)	3.1007	6	0.7961
Personal monthly income (working only)	4.2223	4	0.3768
* Frequency of listening to RTHK radio programmes	28.2133	6	0.0001
* Frequency of watching RTHK TV programmes	36.8579	6	0.0007
* Incidence of reading the consultation document	7.1936	2	0.0274

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q5i Whether agreed that RTHK should fulfil the following public purposes - Sustaining citizenship and civil society

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	17.0827	2	0.0002
* Age	51.4506	8	< 0.0001
* Education level	81.8044	4	< 0.0001
Housing type	7.3498	4	0.1185
* Working status	60.3301	2	< 0.0001
* Occupation (working only)	10.7104	4	0.0300
Non-working status (non-working only)	3.1932	6	0.7843
Personal monthly income (working only)	9.0036	4	0.0610
* Frequency of listening to RTHK radio programmes	27.6197	6	0.0001
Frequency of watching RTHK TV programmes	11.0760	6	0.0861
Incidence of reading the consultation document	1.5805	2	0.4538

Q5ii Whether agreed that RTHK should fulfil the following public purposes - Fostering social harmony and promoting pluralism

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	9.6848	2	0.0079
* Age	67.6748	8	< 0.0001
* Education level	77.1832	4	< 0.0001
Housing type	4.9147	4	0.2962
* Working status	33.3131	2	0.0005
Occupation (working only)	2.5322	4	0.6389
Non-working status (non-working only)	8.4830	6	0.2048
* Personal monthly income (working only)	11.3394	4	0.0230
* Frequency of listening to RTHK radio programmes	21.5175	6	0.0015
* Frequency of watching RTHK TV programmes	17.4851	6	0.0077
Incidence of reading the consultation document	0.5407	2	0.7631

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q5iii Whether agreed that RTHK should fulfil the following public purposes - Establishing education value and promoting lifelong learning

Profile	χ^2 statistic	Degrees of freedom	p-value
Gender	4.5322	2	0.1037
* Age	29.4226	8	0.0003
* Education level	40.0662	4	< 0.0001
* Housing type	12.0793	4	0.0168
* Working status	15.4028	2	0.0005
Occupation (working only)	4.5118	4	0.3412
Non-working status (non-working only)	4.4987	6	0.6095
Personal monthly income (working only)	6.3010	4	0.1778
* Frequency of listening to RTHK radio programmes	18.1613	6	0.0058
* Frequency of watching RTHK TV programmes	35.3214	6	0.0004
Incidence of reading the consultation document	1.2950	2	0.5233

Q5iv Whether agreed that RTHK should fulfil the following public purposes - Stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	8.6031	2	0.0136
* Age	46.8511	8	< 0.0001
* Education level	63.7080	4	< 0.0001
Housing type	9.4347	4	0.0511
* Working status	28.5024	2	< 0.0001
* Occupation (working only)	12.2777	4	0.0154
Non-working status (non-working only)	9.8353	6	0.1318
Personal monthly income (working only)	8.7066	4	0.0689
* Frequency of listening to RTHK radio programmes	18.5239	6	0.0050
* Frequency of watching RTHK TV programmes	26.3841	6	0.0002
Incidence of reading the consultation document	0.1798	2	0.9140

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q6 Whether agreed that RTHK should launch its own digital TV channels

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	17.9648	2	0.0001
* Age	46.7763	8	< 0.0001
* Education level	32.1844	4	0.0001
Housing type	1.8265	4	0.7676
* Working status	13.8966	2	0.0010
Occupation (working only)	2.3427	4	0.6730
* Non-working status (non-working only)	16.4919	6	0.0113
Personal monthly income (working only)	6.6069	4	0.1582
* Frequency of listening to RTHK radio programmes	19.7909	6	0.0030
* Frequency of watching RTHK TV programmes	17.9471	6	0.0064
Incidence of reading the consultation document	1.8101	2	0.4045

Q7 Whether agreed that RTHK should launch digital radio channels

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	26.6653	2	< 0.0001
* Age	29.2141	8	0.0003
* Education level	26.3098	4	< 0.0001
Housing type	9.1850	4	0.0566
* Working status	23.0186	2	< 0.0001
Occupation (working only)	6.0239	4	0.1974
* Non-working status (non-working only)	16.6299	6	0.0107
Personal monthly income (working only)	9.1547	4	0.0574
* Frequency of listening to RTHK radio programmes	35.0134	6	0.0003
* Frequency of watching RTHK TV programmes	17.0593	6	0.0091
* Incidence of reading the consultation document	6.5218	2	0.0384

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q8 Whether agreed that the Government should provide new resources for RTHK to expand its service scope

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	8.0225	2	0.0181
* Age	19.0287	8	0.0147
* Education level	34.6853	4	0.0005
Housing type	0.8140	4	0.9366
* Working status	7.9753	2	0.0185
* Occupation (working only)	13.1143	4	0.0107
Non-working status (non-working only)	2.9430	6	0.8160
Personal monthly income (working only)	5.2324	4	0.2643
* Frequency of listening to RTHK radio programmes	35.7328	6	0.0004
* Frequency of watching RTHK TV programmes	19.3036	6	0.0037
Incidence of reading the consultation document	0.5914	2	0.7440

Q9i Whether agreed that RTHK should develop new programming opportunities in the following areas - Promoting and facilitating local original content production

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	19.1883	2	0.0001
* Age	68.0700	8	< 0.0001
* Education level	85.5095	4	< 0.0001
* Housing type	16.3108	4	0.0026
* Working status	36.6002	2	0.0023
Occupation (working only)	6.1236	4	0.1901
Non-working status (non-working only)	5.5860	6	0.4711
Personal monthly income (working only)	3.7442	4	0.4418
* Frequency of listening to RTHK radio programmes	16.5017	6	0.0113
* Frequency of watching RTHK TV programmes	16.4374	6	0.0116
Incidence of reading the consultation document	1.7721	2	0.4123

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q9ii Whether agreed that RTHK should develop new programming opportunities in the following areas - Broadcasting programmes produced or co-produced by Mainland broadcasters to enhance our understanding of developments in the Mainland

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	12.2755	2	0.0022
* Age	42.9625	8	< 0.0001
* Education level	49.5824	4	< 0.0001
Housing type	4.4807	4	0.3449
* Working status	21.0593	2	< 0.0001
* Occupation (working only)	10.6746	4	0.0305
* Non-working status (non-working only)	13.2737	6	0.0389
Personal monthly income (working only)	8.4631	4	0.0760
* Frequency of listening to RTHK radio programmes	28.9915	6	0.0001
* Frequency of watching RTHK TV programmes	27.7996	6	0.0001
Incidence of reading the consultation document	1.2872	2	0.5254

Q9iii Whether agreed that RTHK should develop new programming opportunities in the following areas - Broadcasting programmes produced or co-produced by international broadcasters to broaden our international horizon

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	7.5444	2	0.0230
* Age	48.7318	8	< 0.0001
* Education level	83.3803	4	< 0.0001
Housing type	2.6980	4	0.6096
* Working status	33.1577	2	0.0005
* Occupation (working only)	21.6669	4	0.0002
Non-working status (non-working only)	8.6912	6	0.1917
* Personal monthly income (working only)	21.9753	4	0.0002
* Frequency of listening to RTHK radio programmes	26.1109	6	0.0002
* Frequency of watching RTHK TV programmes	38.9806	6	0.0018
Incidence of reading the consultation document	1.7334	2	0.4203

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q9iv Whether agreed that RTHK should develop new programming opportunities in the following areas - Encouraging community participation in broadcasting

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	15.5829	2	0.0004
* Age	92.2122	8	< 0.0001
* Education level	81.4484	4	< 0.0001
Housing type	6.3053	4	0.1775
* Working status	38.8635	2	0.0055
Occupation (working only)	4.4344	4	0.3504
* Non-working status (non-working only)	16.6278	6	0.0108
* Personal monthly income (working only)	10.5327	4	0.0324
* Frequency of listening to RTHK radio programmes	18.9025	6	0.0043
* Frequency of watching RTHK TV programmes	14.2593	6	0.0269
Incidence of reading the consultation document	2.0422	2	0.3602

Q10 Whether agreed that RTHK should establish a Community Broadcasting Involvement Fund to encourage community organisations and NGOs to participate in broadcasting

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	8.4522	2	0.0146
* Age	50.5600	8	< 0.0001
* Education level	60.8907	4	< 0.0001
Housing type	4.1433	4	0.3870
* Working status	34.1543	2	0.0008
* Occupation (working only)	11.8094	4	0.0188
* Non-working status (non-working only)	14.1092	6	0.0284
* Personal monthly income (working only)	14.9980	4	0.0047
* Frequency of listening to RTHK radio programmes	15.7812	6	0.0150
Frequency of watching RTHK TV programmes	6.1294	6	0.4089
Incidence of reading the consultation document	1.0433	2	0.5935

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q11 Whether agreed that RTHK should enhance its corporate governance and be accountable to the public

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	24.7512	2	< 0.0001
* Age	50.4232	8	< 0.0001
* Education level	55.2893	4	< 0.0001
Housing type	8.4956	4	0.0750
* Working status	44.9671	2	< 0.0001
Occupation (working only)	4.8007	4	0.3084
Non-working status (non-working only)	1.9582	6	0.9235
Personal monthly income (working only)	2.8445	4	0.5842
Frequency of listening to RTHK radio programmes	12.1615	6	0.0585
Frequency of watching RTHK TV programmes	12.1401	6	0.0589
Incidence of reading the consultation document	0.1565	2	0.9247

Q12 Whether agreed that the establishment of a broad-based Board of Advisors could help enhance the corporate governance of RTHK and its accountability to the public

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	15.1256	2	0.0005
* Age	67.4889	8	< 0.0001
* Education level	64.3092	4	< 0.0001
Housing type	4.5119	4	0.3412
* Working status	32.1414	2	0.0003
* Occupation (working only)	16.6140	4	0.0023
* Non-working status (non-working only)	16.8578	6	0.0098
* Personal monthly income (working only)	15.0114	4	0.0047
* Frequency of listening to RTHK radio programmes	19.5978	6	0.0033
* Frequency of watching RTHK TV programmes	15.0188	6	0.0201
Incidence of reading the consultation document	1.3609	2	0.5064

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q13 Whether agreed that the Board of Advisors should not comprise serving ExCo and LegCo Members, public and judicial officers

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	17.7913	2	0.0001
* Age	47.9058	8	< 0.0001
* Education level	50.9756	4	< 0.0001
Housing type	9.0866	4	0.0590
* Working status	16.2743	2	0.0003
Occupation (working only)	0.5841	4	0.9648
Non-working status (non-working only)	10.7744	6	0.0956
* Personal monthly income (working only)	12.0456	4	0.0170
Frequency of listening to RTHK radio programmes	7.9079	6	0.2449
Frequency of watching RTHK TV programmes	6.3578	6	0.3843
* Incidence of reading the consultation document	6.2610	2	0.0437

Q14 Whether agreed that RTHK should publish annual report to the public on its achievement towards a set of performance indicators with a view to enhancing transparency and accountability

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	13.4937	2	0.0012
* Age	68.9515	8	< 0.0001
* Education level	90.3533	4	< 0.0001
* Housing type	17.5377	4	0.0015
* Working status	40.7266	2	< 0.0001
Occupation (working only)	7.9786	4	0.0924
Non-working status (non-working only)	8.1208	6	0.2294
* Personal monthly income (working only)	11.9589	4	0.0177
* Frequency of listening to RTHK radio programmes	34.1275	6	0.0002
* Frequency of watching RTHK TV programmes	29.8323	6	0.0001
Incidence of reading the consultation document	4.9014	2	0.0862

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q15 Whether agreed that RTHK's programme production had been carrying out with editorial independence

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	34.8618	2	0.0011
* Age	54.7276	8	< 0.0001
* Education level	65.1700	4	< 0.0001
* Housing type	11.1803	4	0.0246
* Working status	37.1524	2	0.0029
Occupation (working only)	7.4483	4	0.1140
Non-working status (non-working only)	3.5618	6	0.7357
Personal monthly income (working only)	9.1527	4	0.0574
Frequency of listening to RTHK radio programmes	11.6098	6	0.0713
* Frequency of watching RTHK TV programmes	18.5030	6	0.0051
Incidence of reading the consultation document	3.5227	2	0.1718

Q16 Whether agreed that the Charter to be signed by the Chief Secretary for Administration would give further safeguard to the editorial independence of RTHK

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	16.8959	2	0.0002
* Age	28.9060	8	0.0003
* Education level	43.9263	4	< 0.0001
Housing type	7.6955	4	0.1034
* Working status	15.5406	2	0.0004
Occupation (working only)	4.9224	4	0.2954
Non-working status (non-working only)	8.1985	6	0.2239
* Personal monthly income (working only)	14.4790	4	0.0059
* Frequency of listening to RTHK radio programmes	17.2198	6	0.0085
Frequency of watching RTHK TV programmes	6.6677	6	0.3527
Incidence of reading the consultation document	2.3221	2	0.3132

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Q17 Whether optimistic towards the editorial independence of RTHK in future

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	23.0938	3	< 0.0001
* Age	73.2683	12	< 0.0001
* Education level	76.8158	6	< 0.0001
* Housing type	27.4309	6	0.0001
* Working status	36.0391	3	0.0013
Occupation (working only)	3.8232	6	0.7006
* Non-working status (non-working only)	20.0961	9	0.0173
Personal monthly income (working only)	10.5220	6	0.1043
* Frequency of listening to RTHK radio programmes	20.8308	9	0.0134
* Frequency of watching RTHK TV programmes	24.1118	9	0.0041
Incidence of reading the consultation document	6.1774	3	0.1033

Q18 Whether optimistic towards the corporate governance of RTHK in future

Profile	χ^2 statistic	Degrees of freedom	p-value
* Gender	15.3130	3	0.0016
* Age	84.4029	12	< 0.0001
* Education level	67.0408	6	< 0.0001
* Housing type	18.9875	6	0.0042
* Working status	35.9233	3	0.0013
Occupation (working only)	8.2603	6	0.2197
* Non-working status (non-working only)	23.0683	9	0.0060
Personal monthly income (working only)	5.5640	6	0.4738
* Frequency of listening to RTHK radio programmes	25.0239	9	0.0029
* Frequency of watching RTHK TV programmes	25.6099	9	0.0024
Incidence of reading the consultation document	7.0720	3	0.0696

* Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.



Annex IX – Cross Tabulation by Respondents' Profile

Q1 How frequent do you listen to RTHK radio programmes?							
	Always	Occasion-ally	Seldom	Never	Refuse to answer	Total	Sample size
Total	24.5%	24.1%	23.0%	28.4%	0.1%	100.0%	1 003
Gender							
Male	23.8%	25.3%	24.8%	25.8%	0.3%	100.0%	484
Female	25.2%	22.9%	21.2%	30.7%	-	100.0%	519
Age *							
18 – 29	6.2%	24.8%	29.3%	39.2%	0.6%	100.0%	196
30 – 39	18.0%	24.9%	24.7%	32.4%	-	100.0%	187
40 – 49	27.4%	28.6%	22.2%	21.8%	-	100.0%	228
50 – 59	35.4%	19.3%	21.9%	23.5%	-	100.0%	188
60 and above	34.8%	21.9%	17.2%	26.2%	-	100.0%	204
Education level *							
Primary and below	29.3%	19.4%	20.2%	31.1%	-	100.0%	199
Secondary / Matriculation	26.4%	25.8%	20.5%	27.1%	0.2%	100.0%	512
Tertiary	17.0%	24.6%	29.4%	29.0%	-	100.0%	283
Housing type							
Rented public housing	21.8%	24.6%	24.2%	29.4%	-	100.0%	253
Rented private housing	19.2%	24.0%	17.1%	39.6%	-	100.0%	107
Purchased housing / Others	26.9%	24.6%	23.1%	25.2%	0.2%	100.0%	568
Working status *							
Working	22.9%	24.4%	26.8%	25.9%	-	100.0%	555
Non-working	26.4%	23.6%	18.2%	31.5%	0.3%	100.0%	448
Occupation (working only) *							
Manager / Administrator / Professional / Associate professional	19.8%	30.2%	24.4%	25.5%	-	100.0%	174
Clerk / Service worker / Shop sales worker	21.5%	22.9%	29.4%	26.2%	-	100.0%	215
Skilled and unskilled worker	34.5%	17.2%	27.6%	20.7%	-	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q1 How frequent do you listen to RTHK radio programmes?							
	Always	Occasion-ally	Seldom	Never	Refuse to answer	Total	Sample size
Total	24.5%	24.1%	23.0%	28.4%	0.1%	100.0%	1 003
Non-working status (non-working only) *							
Student	5.7%	28.6%	27.2%	38.4%	-	100.0%	71
Homemaker	31.8%	22.0%	15.8%	30.4%	-	100.0%	182
Retired	34.1%	22.1%	16.8%	27.0%	-	100.0%	153
Unemployed / Others	9.7%	28.5%	17.9%	40.6%	3.3%	100.0%	38
Personal monthly income (working only) *							
Below \$10,000	28.5%	12.2%	31.3%	27.9%	-	100.0%	162
\$10,000 - \$24,999	21.8%	30.0%	24.4%	23.8%	-	100.0%	230
\$25,000 and above	19.5%	29.1%	28.3%	23.0%	-	100.0%	97
Frequency of watching RTHK TV programmes *							
Always	44.7%	23.7%	15.0%	16.1%	0.5%	100.0%	233
Occasionally	24.0%	27.2%	24.7%	24.2%	-	100.0%	468
Seldom	8.2%	24.6%	33.6%	33.6%	-	100.0%	205
Never	12.8%	7.1%	9.9%	70.2%	-	100.0%	93
Incidence of reading the consultation document *							
Yes	49.9%	25.8%	13.9%	9.1%	1.3%	100.0%	96
No	21.4%	24.1%	24.2%	30.4%	-	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q2 How frequent do you watch RTHK TV programmes?							
	Always	Occasion-ally	Seldom	Never	Refuse to answer	Total	Sample size
Total	23.2%	46.6%	20.5%	9.3%	0.4%	100.0%	1 003
Gender							
Male	21.4%	47.3%	22.1%	8.6%	0.6%	100.0%	484
Female	24.9%	46.0%	19.0%	9.9%	0.3%	100.0%	519
Age *							
18 – 29	13.0%	52.9%	23.7%	10.3%	-	100.0%	196
30 – 39	14.9%	50.0%	27.0%	8.2%	-	100.0%	187
40 – 49	27.4%	47.2%	17.3%	7.6%	0.5%	100.0%	228
50 – 59	25.3%	44.7%	20.8%	8.6%	0.6%	100.0%	188
60 and above	33.9%	38.7%	14.6%	11.6%	1.1%	100.0%	204
Education level *							
Primary and below	30.4%	35.4%	19.3%	13.9%	1.0%	100.0%	199
Secondary / Matriculation	25.2%	48.5%	17.0%	8.9%	0.4%	100.0%	512
Tertiary	14.5%	51.3%	27.4%	6.6%	0.3%	100.0%	283
Housing type *							
Rented public housing	25.3%	42.4%	18.8%	13.6%	-	100.0%	253
Rented private housing	15.3%	50.1%	26.1%	8.5%	-	100.0%	107
Purchased housing / Others	24.2%	48.3%	19.2%	7.5%	0.8%	100.0%	568
Working status *							
Working	17.9%	51.3%	23.4%	7.2%	0.2%	100.0%	555
Non-working	29.8%	40.9%	16.8%	11.8%	0.7%	100.0%	448
Occupation (working only)							
Manager / Administrator / Professional / Associate professional	17.9%	51.6%	25.2%	5.4%	-	100.0%	174
Clerk / Service worker / Shop sales worker	17.9%	56.0%	20.5%	5.6%	-	100.0%	215
Skilled and unskilled worker	21.2%	47.2%	23.0%	8.6%	-	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q2 How frequent do you watch RTHK TV programmes?							
	Always	Occasion-ally	Seldom	Never	Refuse to answer	Total	Sample size
Total	23.2%	46.6%	20.5%	9.3%	0.4%	100.0%	1 003
Non-working status (non-working only) *							
Student	11.4%	50.7%	23.8%	14.1%	-	100.0%	71
Homemaker	35.0%	36.0%	14.9%	13.7%	0.4%	100.0%	182
Retired	34.3%	39.5%	16.2%	9.1%	1.0%	100.0%	153
Unemployed / Others	22.7%	46.8%	17.1%	10.6%	2.9%	100.0%	38
Personal monthly income (working only) *							
Below \$10,000	24.6%	42.8%	25.9%	6.6%	-	100.0%	162
\$10,000 - \$24,999	16.2%	57.5%	18.9%	7.3%	-	100.0%	230
\$25,000 and above	16.9%	51.4%	28.9%	2.8%	-	100.0%	97
Frequency of listening to RTHK radio programmes *							
Always	42.3%	45.7%	6.9%	4.8%	0.3%	100.0%	246
Occasionally	22.8%	52.7%	21.0%	2.7%	0.8%	100.0%	241
Seldom	15.2%	50.1%	29.9%	4.0%	0.8%	100.0%	230
Never	13.2%	39.7%	24.2%	22.9%	-	100.0%	284
Incidence of reading the consultation document *							
Yes	43.1%	45.8%	8.0%	3.1%	-	100.0%	96
No	20.5%	47.1%	21.7%	10.2%	0.5%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q3 Have you read the consultation document on RTHK released in October?					
	Yes	No	Can't remember / Refuse to answer	Total	Sample size
Total	9.6%	87.5%	2.9%	100.0%	1 003
Gender *					
Male	11.9%	86.3%	1.8%	100.0%	484
Female	7.4%	88.6%	3.9%	100.0%	519
Age *					
18 – 29	6.7%	92.7%	0.6%	100.0%	196
30 – 39	5.3%	93.1%	1.6%	100.0%	187
40 – 49	8.3%	91.7%	-	100.0%	228
50 – 59	13.9%	82.8%	3.3%	100.0%	188
60 and above	13.9%	77.1%	9.1%	100.0%	204
Education level *					
Primary and below	9.7%	83.3%	6.9%	100.0%	199
Secondary / Matriculation	9.8%	88.4%	1.8%	100.0%	512
Tertiary	9.5%	89.3%	1.2%	100.0%	283
Housing type					
Rented public housing	10.7%	86.2%	3.1%	100.0%	253
Rented private housing	5.2%	92.7%	2.1%	100.0%	107
Purchased housing / Others	10.9%	86.2%	2.9%	100.0%	568
Working status *					
Working	9.9%	89.0%	1.1%	100.0%	555
Non-working	9.3%	85.7%	5.0%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	14.2%	85.4%	0.4%	100.0%	174
Clerk / Service worker / Shop sales worker	8.5%	90.7%	0.8%	100.0%	215
Skilled and unskilled worker	9.0%	88.3%	2.7%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q3 Have you read the consultation document on RTHK released in October?					
	Yes	No	Can't remember / Refuse to answer	Total	Sample size
Total	9.6%	87.5%	2.9%	100.0%	1 003
Non-working status (non-working only)					
Student	5.7%	94.3%	-	100.0%	71
Homemaker	8.9%	87.5%	3.6%	100.0%	182
Retired	11.8%	79.5%	8.8%	100.0%	153
Unemployed / Others	8.3%	86.6%	5.1%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	6.8%	89.8%	3.4%	100.0%	162
\$10,000 - \$24,999	9.9%	89.8%	0.3%	100.0%	230
\$25,000 and above	16.8%	83.2%	-	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	19.6%	76.3%	4.1%	100.0%	246
Occasionally	10.3%	87.5%	2.2%	100.0%	241
Seldom	5.8%	92.3%	1.8%	100.0%	230
Never	3.1%	93.7%	3.2%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	17.9%	77.2%	4.9%	100.0%	233
Occasionally	9.4%	88.4%	2.2%	100.0%	468
Seldom	3.8%	92.7%	3.5%	100.0%	205
Never	3.2%	96.8%	-	100.0%	93

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q4 Do you agree that RTHK should continue to be a Government department in providing public broadcasting services?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	68.2%	11.4%	20.4%	100.0%	1 003
Gender *					
Male	71.4%	14.8%	13.8%	100.0%	484
Female	65.2%	8.2%	26.6%	100.0%	519
Age *					
18 – 29	68.9%	11.7%	19.4%	100.0%	196
30 – 39	65.4%	17.1%	17.5%	100.0%	187
40 – 49	73.1%	9.9%	17.0%	100.0%	228
50 – 59	69.6%	13.3%	17.1%	100.0%	188
60 and above	63.3%	5.9%	30.8%	100.0%	204
Education level *					
Primary and below	58.2%	5.7%	36.1%	100.0%	199
Secondary / Matriculation	72.8%	10.5%	16.7%	100.0%	512
Tertiary	66.5%	17.5%	16.1%	100.0%	283
Housing type					
Rented public housing	67.2%	9.3%	23.5%	100.0%	253
Rented private housing	69.1%	11.1%	19.8%	100.0%	107
Purchased housing / Others	68.4%	12.3%	19.3%	100.0%	568
Working status *					
Working	71.5%	14.3%	14.2%	100.0%	555
Non-working	64.1%	7.8%	28.2%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	67.6%	19.6%	12.9%	100.0%	174
Clerk / Service worker / Shop sales worker	71.1%	12.1%	16.8%	100.0%	215
Skilled and unskilled worker	78.4%	10.0%	11.6%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q4 Do you agree that RTHK should continue to be a Government department in providing public broadcasting services?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	68.2%	11.4%	20.4%	100.0%	1 003
Non-working status (non-working only)					
Student	64.7%	10.1%	25.3%	100.0%	71
Homemaker	64.3%	7.4%	28.3%	100.0%	182
Retired	66.1%	6.3%	27.7%	100.0%	153
Unemployed / Others	54.2%	11.9%	33.8%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	73.5%	11.1%	15.4%	100.0%	162
\$10,000 - \$24,999	73.8%	13.1%	13.1%	100.0%	230
\$25,000 and above	70.1%	19.3%	10.6%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	76.0%	11.5%	12.5%	100.0%	246
Occasionally	73.0%	11.5%	15.6%	100.0%	241
Seldom	65.8%	10.6%	23.6%	100.0%	230
Never	59.1%	12.0%	28.9%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	73.0%	10.7%	16.3%	100.0%	233
Occasionally	71.1%	12.2%	16.8%	100.0%	468
Seldom	65.8%	11.9%	22.3%	100.0%	205
Never	49.0%	7.9%	43.1%	100.0%	93
Incidence of reading the consultation document *					
Yes	78.8%	11.1%	10.1%	100.0%	96
No	67.2%	11.4%	21.4%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q5i Do you agree that RTHK should fulfil the following purposes? - Sustaining citizenship and civil society					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	79.7%	5.5%	14.8%	100.0%	1 003
Gender *					
Male	83.5%	6.4%	10.1%	100.0%	484
Female	76.1%	4.7%	19.2%	100.0%	519
Age *					
18 – 29	84.0%	6.4%	9.6%	100.0%	196
30 – 39	80.6%	7.1%	12.4%	100.0%	187
40 – 49	87.4%	5.2%	7.4%	100.0%	228
50 – 59	78.4%	5.8%	15.8%	100.0%	188
60 and above	67.3%	3.3%	29.4%	100.0%	204
Education level *					
Primary and below	63.3%	2.1%	34.6%	100.0%	199
Secondary / Matriculation	82.8%	6.1%	11.1%	100.0%	512
Tertiary	85.4%	7.0%	7.6%	100.0%	283
Housing type					
Rented public housing	77.1%	4.2%	18.7%	100.0%	253
Rented private housing	82.8%	5.6%	11.6%	100.0%	107
Purchased housing / Others	81.1%	6.4%	12.5%	100.0%	568
Working status *					
Working	85.3%	7.4%	7.3%	100.0%	555
Non-working	72.6%	3.2%	24.2%	100.0%	448
Occupation (working only) *					
Manager / Administrator / Professional / Associate professional	86.2%	10.6%	3.2%	100.0%	174
Clerk / Service worker / Shop sales worker	83.4%	7.2%	9.4%	100.0%	215
Skilled and unskilled worker	88.7%	3.4%	8.0%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q5i Do you agree that RTHK should fulfil the following purposes? - Sustaining citizenship and civil society					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	79.7%	5.5%	14.8%	100.0%	1 003
Non-working status (non-working only)					
Student	78.1%	4.5%	17.3%	100.0%	71
Homemaker	71.0%	2.7%	26.3%	100.0%	182
Retired	71.2%	3.2%	25.6%	100.0%	153
Unemployed / Others	77.2%	3.2%	19.6%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	85.8%	4.7%	9.6%	100.0%	162
\$10,000 - \$24,999	88.1%	8.3%	3.6%	100.0%	230
\$25,000 and above	81.8%	10.4%	7.7%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	84.8%	3.1%	12.1%	100.0%	246
Occasionally	83.7%	5.5%	10.7%	100.0%	241
Seldom	82.9%	4.8%	12.3%	100.0%	230
Never	69.5%	8.2%	22.3%	100.0%	284
Frequency of watching RTHK TV programmes					
Always	79.2%	4.7%	16.1%	100.0%	233
Occasionally	81.8%	6.0%	12.2%	100.0%	468
Seldom	80.7%	4.9%	14.4%	100.0%	205
Never	68.9%	6.4%	24.7%	100.0%	93
Incidence of reading the consultation document					
Yes	84.9%	5.2%	10.0%	100.0%	96
No	79.8%	5.7%	14.5%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q5ii Do you agree that RTHK should fulfil the following purposes? - Fostering social harmony and promoting pluralism					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	86.6%	3.6%	9.8%	100.0%	1 003
Gender *					
Male	89.5%	3.8%	6.7%	100.0%	484
Female	83.9%	3.5%	12.6%	100.0%	519
Age *					
18 – 29	91.7%	2.7%	5.6%	100.0%	196
30 – 39	90.1%	5.3%	4.6%	100.0%	187
40 – 49	90.6%	3.6%	5.9%	100.0%	228
50 – 59	88.1%	4.1%	7.8%	100.0%	188
60 and above	72.8%	2.6%	24.6%	100.0%	204
Education level *					
Primary and below	71.0%	2.9%	26.1%	100.0%	199
Secondary / Matriculation	90.1%	3.7%	6.2%	100.0%	512
Tertiary	91.4%	4.2%	4.4%	100.0%	283
Housing type					
Rented public housing	84.2%	4.2%	11.6%	100.0%	253
Rented private housing	88.5%	4.9%	6.6%	100.0%	107
Purchased housing / Others	88.8%	2.9%	8.4%	100.0%	568
Working status *					
Working	91.7%	3.3%	5.0%	100.0%	555
Non-working	80.3%	4.0%	15.7%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	93.6%	3.8%	2.6%	100.0%	174
Clerk / Service worker / Shop sales worker	91.6%	3.3%	5.1%	100.0%	215
Skilled and unskilled worker	93.8%	1.7%	4.5%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q5ii Do you agree that RTHK should fulfil the following purposes? - Fostering social harmony and promoting pluralism					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	86.6%	3.6%	9.8%	100.0%	1 003
Non-working status (non-working only)					
Student	83.6%	6.3%	10.2%	100.0%	71
Homemaker	79.2%	4.7%	16.1%	100.0%	182
Retired	77.3%	3.3%	19.4%	100.0%	153
Unemployed / Others	93.0%	-	7.0%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	92.1%	1.5%	6.4%	100.0%	162
\$10,000 - \$24,999	95.1%	2.8%	2.2%	100.0%	230
\$25,000 and above	90.4%	7.0%	2.6%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	87.7%	2.5%	9.8%	100.0%	246
Occasionally	91.6%	2.5%	5.9%	100.0%	241
Seldom	89.4%	3.0%	7.6%	100.0%	230
Never	79.1%	6.1%	14.8%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	85.8%	2.8%	11.4%	100.0%	233
Occasionally	89.0%	4.0%	7.0%	100.0%	468
Seldom	87.3%	4.2%	8.5%	100.0%	205
Never	77.2%	2.7%	20.1%	100.0%	93
Incidence of reading the consultation document					
Yes	89.0%	3.6%	7.4%	100.0%	96
No	86.6%	3.7%	9.7%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q5iii Do you agree that RTHK should fulfil the following purposes? - Establishing education value and promoting lifelong learning					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	92.3%	3.2%	4.6%	100.0%	1 003
Gender					
Male	92.9%	3.8%	3.3%	100.0%	484
Female	91.7%	2.5%	5.7%	100.0%	519
Age *					
18 – 29	92.4%	3.1%	4.5%	100.0%	196
30 – 39	94.7%	3.2%	2.1%	100.0%	187
40 – 49	93.0%	5.1%	1.9%	100.0%	228
50 – 59	93.8%	2.8%	3.5%	100.0%	188
60 and above	87.7%	1.5%	10.9%	100.0%	204
Education level *					
Primary and below	86.6%	1.4%	12.0%	100.0%	199
Secondary / Matriculation	95.3%	2.7%	2.0%	100.0%	512
Tertiary	90.8%	5.4%	3.8%	100.0%	283
Housing type *					
Rented public housing	90.3%	3.4%	6.3%	100.0%	253
Rented private housing	86.8%	7.1%	6.1%	100.0%	107
Purchased housing / Others	94.5%	2.5%	3.0%	100.0%	568
Working status *					
Working	93.8%	3.8%	2.4%	100.0%	555
Non-working	90.3%	2.3%	7.3%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	91.2%	6.4%	2.4%	100.0%	174
Clerk / Service worker / Shop sales worker	94.2%	3.9%	1.9%	100.0%	215
Skilled and unskilled worker	97.1%	1.6%	1.3%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q5iii Do you agree that RTHK should fulfil the following purposes? - Establishing education value and promoting lifelong learning					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	92.3%	3.2%	4.6%	100.0%	1 003
Non-working status (non-working only)					
Student	89.8%	4.0%	6.2%	100.0%	71
Homemaker	92.8%	1.8%	5.4%	100.0%	182
Retired	88.1%	2.8%	9.1%	100.0%	153
Unemployed / Others	89.4%	-	10.6%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	95.1%	2.4%	2.5%	100.0%	162
\$10,000 - \$24,999	95.4%	4.2%	0.5%	100.0%	230
\$25,000 and above	91.9%	7.0%	1.1%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	93.6%	2.4%	4.0%	100.0%	246
Occasionally	94.5%	3.4%	2.1%	100.0%	241
Seldom	94.7%	2.5%	2.8%	100.0%	230
Never	87.2%	4.2%	8.6%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	93.1%	1.7%	5.2%	100.0%	233
Occasionally	94.6%	3.2%	2.3%	100.0%	468
Seldom	90.7%	5.0%	4.3%	100.0%	205
Never	81.5%	2.9%	15.6%	100.0%	93
Incidence of reading the consultation document					
Yes	95.1%	1.5%	3.4%	100.0%	96
No	92.0%	3.4%	4.5%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q5iv Do you agree that RTHK should fulfil the following purposes? - Stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	86.9%	4.4%	8.7%	100.0%	1 003
Gender *					
Male	87.0%	6.0%	7.0%	100.0%	484
Female	86.8%	2.9%	10.3%	100.0%	519
Age *					
18 – 29	90.7%	3.3%	5.9%	100.0%	196
30 – 39	88.0%	6.0%	6.0%	100.0%	187
40 – 49	90.5%	5.0%	4.5%	100.0%	228
50 – 59	89.0%	4.5%	6.5%	100.0%	188
60 and above	76.3%	3.3%	20.4%	100.0%	204
Education level *					
Primary and below	76.9%	1.1%	22.0%	100.0%	199
Secondary / Matriculation	89.6%	5.6%	4.8%	100.0%	512
Tertiary	89.8%	4.6%	5.5%	100.0%	283
Housing type					
Rented public housing	84.5%	3.2%	12.3%	100.0%	253
Rented private housing	87.7%	3.1%	9.2%	100.0%	107
Purchased housing / Others	88.7%	4.9%	6.4%	100.0%	568
Working status *					
Working	90.6%	5.0%	4.4%	100.0%	555
Non-working	82.3%	3.7%	13.9%	100.0%	448
Occupation (working only) *					
Manager / Administrator / Professional / Associate professional	86.3%	9.9%	3.9%	100.0%	174
Clerk / Service worker / Shop sales worker	94.4%	3.1%	2.5%	100.0%	215
Skilled and unskilled worker	91.1%	3.2%	5.7%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q5iv Do you agree that RTHK should fulfil the following purposes? - Stimulating creativity and excellence to enrich the multi-cultural life of Hong Kong					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	86.9%	4.4%	8.7%	100.0%	1 003
Non-working status (non-working only)					
Student	84.8%	4.0%	11.1%	100.0%	71
Homemaker	85.0%	2.3%	12.6%	100.0%	182
Retired	75.5%	5.6%	19.0%	100.0%	153
Unemployed / Others	92.7%	2.9%	4.4%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	93.3%	2.9%	3.8%	100.0%	162
\$10,000 - \$24,999	93.0%	4.7%	2.2%	100.0%	230
\$25,000 and above	85.6%	10.7%	3.7%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	90.6%	3.2%	6.2%	100.0%	246
Occasionally	89.9%	3.8%	6.4%	100.0%	241
Seldom	88.6%	3.1%	8.3%	100.0%	230
Never	79.8%	7.1%	13.1%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	88.7%	3.1%	8.2%	100.0%	233
Occasionally	89.1%	4.7%	6.3%	100.0%	468
Seldom	84.7%	6.3%	9.0%	100.0%	205
Never	75.8%	2.6%	21.7%	100.0%	93
Incidence of reading the consultation document					
Yes	85.7%	5.1%	9.2%	100.0%	96
No	87.2%	4.5%	8.3%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q6 Do you agree that RTHK should launch digital TV channels?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	66.9%	13.0%	20.1%	100.0%	1 003
Gender *					
Male	72.2%	13.2%	14.6%	100.0%	484
Female	62.0%	12.8%	25.2%	100.0%	519
Age *					
18 – 29	70.5%	15.5%	14.0%	100.0%	196
30 – 39	62.2%	17.3%	20.5%	100.0%	187
40 – 49	72.5%	13.0%	14.5%	100.0%	228
50 – 59	72.8%	11.2%	16.0%	100.0%	188
60 and above	56.1%	8.4%	35.5%	100.0%	204
Education level *					
Primary and below	53.5%	12.3%	34.2%	100.0%	199
Secondary / Matriculation	69.2%	13.5%	17.4%	100.0%	512
Tertiary	72.0%	13.0%	15.0%	100.0%	283
Housing type					
Rented public housing	64.2%	14.8%	21.0%	100.0%	253
Rented private housing	69.4%	12.3%	18.3%	100.0%	107
Purchased housing / Others	68.7%	12.5%	18.8%	100.0%	568
Working status *					
Working	68.7%	15.0%	16.2%	100.0%	555
Non-working	64.6%	10.5%	24.9%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	69.9%	13.5%	16.6%	100.0%	174
Clerk / Service worker / Shop sales worker	69.9%	14.3%	15.9%	100.0%	215
Skilled and unskilled worker	65.1%	19.7%	15.2%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q6 Do you agree that RTHK should launch digital TV channels?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	66.9%	13.0%	20.1%	100.0%	1 003
Non-working status (non-working only) *					
Student	77.4%	14.2%	8.4%	100.0%	71
Homemaker	61.7%	11.8%	26.4%	100.0%	182
Retired	60.0%	8.4%	31.6%	100.0%	153
Unemployed / Others	73.4%	6.5%	20.2%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	64.8%	15.8%	19.4%	100.0%	162
\$10,000 - \$24,999	72.4%	16.3%	11.3%	100.0%	230
\$25,000 and above	74.8%	11.4%	13.8%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	68.8%	14.5%	16.7%	100.0%	246
Occasionally	73.6%	12.7%	13.6%	100.0%	241
Seldom	66.8%	12.9%	20.3%	100.0%	230
Never	59.9%	12.0%	28.0%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	69.4%	11.6%	19.1%	100.0%	233
Occasionally	69.9%	13.2%	16.9%	100.0%	468
Seldom	64.7%	11.8%	23.5%	100.0%	205
Never	49.6%	18.9%	31.6%	100.0%	93
Incidence of reading the consultation document					
Yes	73.4%	10.2%	16.5%	100.0%	96
No	66.6%	13.2%	20.1%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q7 Do you agree that RTHK should launch digital radio channels?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	67.1%	11.2%	21.6%	100.0%	1 003
Gender *					
Male	73.8%	11.5%	14.7%	100.0%	484
Female	61.0%	11.0%	28.0%	100.0%	519
Age *					
18 – 29	68.3%	13.1%	18.5%	100.0%	196
30 – 39	67.6%	12.3%	20.0%	100.0%	187
40 – 49	74.0%	10.4%	15.5%	100.0%	228
50 – 59	68.3%	12.2%	19.5%	100.0%	188
60 and above	56.9%	8.4%	34.8%	100.0%	204
Education level *					
Primary and below	55.1%	10.0%	34.9%	100.0%	199
Secondary / Matriculation	70.4%	11.9%	17.7%	100.0%	512
Tertiary	69.6%	11.3%	19.2%	100.0%	283
Housing type					
Rented public housing	61.3%	15.3%	23.4%	100.0%	253
Rented private housing	67.9%	9.6%	22.5%	100.0%	107
Purchased housing / Others	71.0%	9.7%	19.3%	100.0%	568
Working status *					
Working	68.6%	14.3%	17.0%	100.0%	555
Non-working	65.3%	7.4%	27.3%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	73.5%	11.9%	14.6%	100.0%	174
Clerk / Service worker / Shop sales worker	63.3%	16.2%	20.6%	100.0%	215
Skilled and unskilled worker	70.3%	16.2%	13.5%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q7 Do you agree that RTHK should launch digital radio channels?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	67.1%	11.2%	21.6%	100.0%	1 003
Non-working status (non-working only) *					
Student	81.4%	8.5%	10.2%	100.0%	71
Homemaker	59.7%	8.4%	31.9%	100.0%	182
Retired	64.9%	7.8%	27.4%	100.0%	153
Unemployed / Others	66.0%	-	34.0%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	60.7%	16.8%	22.5%	100.0%	162
\$10,000 - \$24,999	73.6%	13.1%	13.3%	100.0%	230
\$25,000 and above	69.9%	17.0%	13.2%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	74.9%	8.9%	16.2%	100.0%	246
Occasionally	73.9%	10.3%	15.9%	100.0%	241
Seldom	67.8%	12.1%	20.1%	100.0%	230
Never	54.5%	13.4%	32.1%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	68.6%	10.8%	20.7%	100.0%	233
Occasionally	71.5%	10.7%	17.7%	100.0%	468
Seldom	61.9%	11.0%	27.2%	100.0%	205
Never	53.1%	16.1%	30.8%	100.0%	93
Incidence of reading the consultation document *					
Yes	70.4%	16.8%	12.8%	100.0%	96
No	66.7%	10.9%	22.3%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q8 Do you agree that the Government should provide new resources for RTHK to expand its service scope?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	75.6%	13.2%	11.2%	100.0%	1 003
Gender *					
Male	78.3%	13.4%	8.3%	100.0%	484
Female	73.0%	13.1%	13.9%	100.0%	519
Age *					
18 – 29	76.1%	13.1%	10.7%	100.0%	196
30 – 39	69.4%	20.1%	10.4%	100.0%	187
40 – 49	78.1%	12.4%	9.5%	100.0%	228
50 – 59	78.7%	12.7%	8.7%	100.0%	188
60 and above	75.0%	8.4%	16.6%	100.0%	204
Education level *					
Primary and below	71.3%	8.4%	20.3%	100.0%	199
Secondary / Matriculation	80.2%	12.9%	6.9%	100.0%	512
Tertiary	69.9%	17.7%	12.4%	100.0%	283
Housing type					
Rented public housing	76.1%	13.0%	10.9%	100.0%	253
Rented private housing	78.7%	9.8%	11.5%	100.0%	107
Purchased housing / Others	77.4%	12.1%	10.5%	100.0%	568
Working status *					
Working	75.9%	15.0%	9.1%	100.0%	555
Non-working	75.2%	11.0%	13.8%	100.0%	448
Occupation (working only) *					
Manager / Administrator / Professional / Associate professional	70.4%	21.4%	8.2%	100.0%	174
Clerk / Service worker / Shop sales worker	75.7%	14.0%	10.3%	100.0%	215
Skilled and unskilled worker	86.2%	7.1%	6.6%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q8 Do you agree that the Government should provide new resources for RTHK to expand its service scope?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	75.6%	13.2%	11.2%	100.0%	1 003
Non-working status (non-working only)					
Student	75.2%	12.5%	12.4%	100.0%	71
Homemaker	72.2%	13.0%	14.7%	100.0%	182
Retired	78.3%	8.5%	13.2%	100.0%	153
Unemployed / Others	80.7%	9.5%	9.8%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	80.5%	10.7%	8.8%	100.0%	162
\$10,000 - \$24,999	77.4%	15.1%	7.5%	100.0%	230
\$25,000 and above	72.4%	21.0%	6.7%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	83.8%	8.9%	7.3%	100.0%	246
Occasionally	79.2%	13.8%	6.9%	100.0%	241
Seldom	77.5%	11.7%	10.7%	100.0%	230
Never	64.1%	17.7%	18.2%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	78.4%	10.2%	11.5%	100.0%	233
Occasionally	79.1%	11.9%	9.1%	100.0%	468
Seldom	71.0%	16.7%	12.3%	100.0%	205
Never	60.7%	19.8%	19.4%	100.0%	93
Incidence of reading the consultation document					
Yes	76.7%	14.6%	8.8%	100.0%	96
No	75.3%	13.4%	11.2%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q9i Do you agree that RTHK should develop new programming opportunities in the following areas? - Promoting and facilitating local original content production					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	91.6%	2.3%	6.2%	100.0%	1 003
Gender *					
Male	95.5%	1.5%	3.0%	100.0%	484
Female	87.9%	3.0%	9.1%	100.0%	519
Age *					
18 – 29	95.1%	0.8%	4.1%	100.0%	196
30 – 39	92.6%	4.1%	3.4%	100.0%	187
40 – 49	97.2%	0.4%	2.4%	100.0%	228
50 – 59	92.2%	4.3%	3.5%	100.0%	188
60 and above	80.5%	2.2%	17.3%	100.0%	204
Education level *					
Primary and below	77.2%	3.2%	19.6%	100.0%	199
Secondary / Matriculation	94.1%	2.0%	3.8%	100.0%	512
Tertiary	97.7%	1.8%	0.6%	100.0%	283
Housing type *					
Rented public housing	87.3%	2.4%	10.3%	100.0%	253
Rented private housing	87.2%	2.4%	10.4%	100.0%	107
Purchased housing / Others	94.2%	2.0%	3.8%	100.0%	568
Working status *					
Working	96.1%	1.7%	2.2%	100.0%	555
Non-working	86.0%	2.9%	11.1%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	97.1%	2.0%	0.9%	100.0%	174
Clerk / Service worker / Shop sales worker	95.0%	2.5%	2.5%	100.0%	215
Skilled and unskilled worker	95.7%	-	4.3%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q9i Do you agree that RTHK should develop new programming opportunities in the following areas? - Promoting and facilitating local original content production					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	91.6%	2.3%	6.2%	100.0%	1 003
Non-working status (non-working only)					
Student	93.3%	-	6.7%	100.0%	71
Homemaker	85.6%	3.3%	11.1%	100.0%	182
Retired	82.6%	3.8%	13.6%	100.0%	153
Unemployed / Others	88.2%	3.2%	8.6%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	95.8%	1.1%	3.0%	100.0%	162
\$10,000 - \$24,999	95.4%	1.8%	2.7%	100.0%	230
\$25,000 and above	97.2%	2.8%	-	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	91.8%	2.9%	5.3%	100.0%	246
Occasionally	91.8%	3.6%	4.6%	100.0%	241
Seldom	95.6%	0.4%	4.0%	100.0%	230
Never	87.9%	2.1%	10.0%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	93.0%	2.3%	4.7%	100.0%	233
Occasionally	93.4%	1.7%	4.9%	100.0%	468
Seldom	90.2%	2.9%	6.9%	100.0%	205
Never	81.6%	3.5%	14.9%	100.0%	93
Incidence of reading the consultation document					
Yes	95.3%	0.9%	3.8%	100.0%	96
No	91.6%	2.4%	6.0%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q9ii Do you agree that RTHK should develop new programming opportunities in the following areas? - Broadcasting programmes produced or co-produced by Mainland broadcasters to enhance our understanding of developments in the Mainland					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	73.2%	17.8%	8.9%	100.0%	1 003
Gender *					
Male	77.2%	16.9%	5.9%	100.0%	484
Female	69.5%	18.7%	11.8%	100.0%	519
Age *					
18 – 29	68.1%	22.2%	9.6%	100.0%	196
30 – 39	71.6%	20.8%	7.6%	100.0%	187
40 – 49	76.8%	18.8%	4.4%	100.0%	228
50 – 59	77.7%	17.7%	4.6%	100.0%	188
60 and above	71.6%	9.9%	18.5%	100.0%	204
Education level *					
Primary and below	70.0%	10.6%	19.5%	100.0%	199
Secondary / Matriculation	77.6%	16.9%	5.5%	100.0%	512
Tertiary	68.0%	24.9%	7.1%	100.0%	283
Housing type					
Rented public housing	78.2%	14.1%	7.6%	100.0%	253
Rented private housing	74.9%	16.9%	8.2%	100.0%	107
Purchased housing / Others	71.8%	19.9%	8.3%	100.0%	568
Working status *					
Working	75.1%	19.6%	5.3%	100.0%	555
Non-working	71.0%	15.6%	13.4%	100.0%	448
Occupation (working only) *					
Manager / Administrator / Professional / Associate professional	69.7%	26.1%	4.2%	100.0%	174
Clerk / Service worker / Shop sales worker	77.3%	16.1%	6.7%	100.0%	215
Skilled and unskilled worker	80.5%	12.6%	6.9%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q9ii Do you agree that RTHK should develop new programming opportunities in the following areas? - Broadcasting programmes produced or co-produced by Mainland broadcasters to enhance our understanding of developments in the Mainland					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	73.2%	17.8%	8.9%	100.0%	1 003
Non-working status (non-working only) *					
Student	62.3%	25.3%	12.4%	100.0%	71
Homemaker	72.7%	15.1%	12.3%	100.0%	182
Retired	75.7%	9.1%	15.1%	100.0%	153
Unemployed / Others	63.1%	25.6%	11.3%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	76.3%	15.2%	8.5%	100.0%	162
\$10,000 - \$24,999	76.7%	17.9%	5.4%	100.0%	230
\$25,000 and above	72.7%	25.4%	1.8%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	73.7%	18.3%	8.0%	100.0%	246
Occasionally	83.1%	12.3%	4.6%	100.0%	241
Seldom	74.8%	16.6%	8.6%	100.0%	230
Never	63.0%	23.2%	13.7%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	78.6%	15.1%	6.3%	100.0%	233
Occasionally	70.1%	21.3%	8.6%	100.0%	468
Seldom	77.6%	15.5%	7.0%	100.0%	205
Never	66.3%	12.4%	21.3%	100.0%	93
Incidence of reading the consultation document					
Yes	72.1%	21.2%	6.7%	100.0%	96
No	73.2%	17.6%	9.2%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q9iii Do you agree that RTHK should develop new programming opportunities in the following areas? - Broadcasting programmes produced or co-produced by international broadcasters to broaden our international horizon					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	82.4%	9.8%	7.8%	100.0%	1 003
Gender *					
Male	84.1%	10.5%	5.4%	100.0%	484
Female	80.8%	9.2%	10.0%	100.0%	519
Age *					
18 – 29	82.5%	10.1%	7.4%	100.0%	196
30 – 39	79.9%	15.2%	5.0%	100.0%	187
40 – 49	83.7%	11.6%	4.7%	100.0%	228
50 – 59	88.1%	7.9%	3.9%	100.0%	188
60 and above	77.9%	4.4%	17.7%	100.0%	204
Education level *					
Primary and below	73.7%	5.6%	20.7%	100.0%	199
Secondary / Matriculation	89.1%	7.9%	3.0%	100.0%	512
Tertiary	76.8%	16.5%	6.7%	100.0%	283
Housing type					
Rented public housing	81.5%	8.8%	9.7%	100.0%	253
Rented private housing	82.5%	9.0%	8.5%	100.0%	107
Purchased housing / Others	84.1%	9.4%	6.5%	100.0%	568
Working status *					
Working	83.3%	12.7%	4.0%	100.0%	555
Non-working	81.3%	6.3%	12.5%	100.0%	448
Occupation (working only) *					
Manager / Administrator / Professional / Associate professional	77.0%	21.3%	1.7%	100.0%	174
Clerk / Service worker / Shop sales worker	86.1%	8.7%	5.2%	100.0%	215
Skilled and unskilled worker	90.4%	6.6%	3.0%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q9iii Do you agree that RTHK should develop new programming opportunities in the following areas? - Broadcasting programmes produced or co-produced by international broadcasters to broaden our international horizon					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	82.4%	9.8%	7.8%	100.0%	1 003
Non-working status (non-working only)					
Student	74.7%	12.5%	12.9%	100.0%	71
Homemaker	82.6%	6.0%	11.4%	100.0%	182
Retired	82.9%	3.0%	14.2%	100.0%	153
Unemployed / Others	82.7%	8.0%	9.3%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	85.1%	8.3%	6.6%	100.0%	162
\$10,000 - \$24,999	87.7%	10.1%	2.2%	100.0%	230
\$25,000 and above	73.8%	24.3%	2.0%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	85.9%	7.2%	6.9%	100.0%	246
Occasionally	88.8%	7.7%	3.4%	100.0%	241
Seldom	82.7%	9.6%	7.7%	100.0%	230
Never	73.6%	14.0%	12.4%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	88.0%	6.6%	5.5%	100.0%	233
Occasionally	84.1%	9.8%	6.1%	100.0%	468
Seldom	77.6%	14.5%	7.9%	100.0%	205
Never	69.5%	8.2%	22.3%	100.0%	93
Incidence of reading the consultation document					
Yes	85.6%	10.2%	4.3%	100.0%	96
No	82.0%	10.0%	8.0%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q9iv Do you agree that RTHK should develop new programming opportunities in the following areas? - Encouraging community participation in broadcasting					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	75.0%	15.2%	9.8%	100.0%	1 003
Gender *					
Male	78.4%	15.6%	6.0%	100.0%	484
Female	71.8%	14.8%	13.4%	100.0%	519
Age *					
18 – 29	86.9%	9.0%	4.1%	100.0%	196
30 – 39	80.9%	17.0%	2.1%	100.0%	187
40 – 49	76.6%	15.0%	8.3%	100.0%	228
50 – 59	71.6%	20.4%	8.0%	100.0%	188
60 and above	59.2%	15.0%	25.7%	100.0%	204
Education level *					
Primary and below	62.3%	11.3%	26.3%	100.0%	199
Secondary / Matriculation	76.6%	17.6%	5.9%	100.0%	512
Tertiary	81.2%	13.9%	4.9%	100.0%	283
Housing type					
Rented public housing	76.5%	13.0%	10.5%	100.0%	253
Rented private housing	78.2%	9.9%	11.9%	100.0%	107
Purchased housing / Others	75.1%	16.9%	8.0%	100.0%	568
Working status *					
Working	79.8%	15.6%	4.6%	100.0%	555
Non-working	68.9%	14.8%	16.3%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	80.8%	15.3%	3.8%	100.0%	174
Clerk / Service worker / Shop sales worker	77.7%	17.8%	4.5%	100.0%	215
Skilled and unskilled worker	82.0%	10.8%	7.2%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q9iv Do you agree that RTHK should develop new programming opportunities in the following areas? - Encouraging community participation in broadcasting					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	75.0%	15.2%	9.8%	100.0%	1 003
Non-working status (non-working only) *					
Student	86.6%	9.0%	4.5%	100.0%	71
Homemaker	67.1%	17.6%	15.4%	100.0%	182
Retired	62.5%	15.7%	21.8%	100.0%	153
Unemployed / Others	72.8%	10.2%	16.9%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	83.5%	10.0%	6.5%	100.0%	162
\$10,000 - \$24,999	80.7%	17.0%	2.3%	100.0%	230
\$25,000 and above	73.8%	21.6%	4.5%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	69.8%	20.8%	9.4%	100.0%	246
Occasionally	78.6%	14.3%	7.1%	100.0%	241
Seldom	79.8%	12.9%	7.3%	100.0%	230
Never	72.4%	13.1%	14.6%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	76.4%	14.5%	9.1%	100.0%	233
Occasionally	74.2%	17.0%	8.8%	100.0%	468
Seldom	78.5%	13.0%	8.5%	100.0%	205
Never	67.2%	12.7%	20.1%	100.0%	93
Incidence of reading the consultation document					
Yes	71.7%	20.1%	8.2%	100.0%	96
No	75.6%	14.7%	9.7%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q10 Do you agree that RTHK should establish a Community Broadcasting Involvement Fund to encourage community organisations and NGOs to participate in broadcasting?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	65.0%	18.1%	16.9%	100.0%	1 003
Gender *					
Male	67.1%	19.5%	13.4%	100.0%	484
Female	63.0%	16.9%	20.2%	100.0%	519
Age *					
18 – 29	76.1%	14.6%	9.3%	100.0%	196
30 – 39	63.1%	24.4%	12.5%	100.0%	187
40 – 49	66.3%	18.9%	14.7%	100.0%	228
50 – 59	67.0%	17.2%	15.8%	100.0%	188
60 and above	52.7%	15.8%	31.5%	100.0%	204
Education level *					
Primary and below	55.4%	10.8%	33.8%	100.0%	199
Secondary / Matriculation	68.5%	17.7%	13.8%	100.0%	512
Tertiary	65.7%	24.3%	9.9%	100.0%	283
Housing type					
Rented public housing	70.1%	13.2%	16.7%	100.0%	253
Rented private housing	63.4%	19.4%	17.2%	100.0%	107
Purchased housing / Others	66.0%	18.5%	15.4%	100.0%	568
Working status *					
Working	68.5%	20.7%	10.8%	100.0%	555
Non-working	60.7%	14.9%	24.4%	100.0%	448
Occupation (working only) *					
Manager / Administrator / Professional / Associate professional	70.3%	24.3%	5.4%	100.0%	174
Clerk / Service worker / Shop sales worker	68.3%	21.5%	10.2%	100.0%	215
Skilled and unskilled worker	75.5%	11.2%	13.3%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q10 Do you agree that RTHK should establish a Community Broadcasting Involvement Fund to encourage community organisations and NGOs to participate in broadcasting?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	65.0%	18.1%	16.9%	100.0%	1 003
Non-working status (non-working only) *					
Student	76.9%	14.7%	8.4%	100.0%	71
Homemaker	59.5%	15.3%	25.2%	100.0%	182
Retired	55.3%	14.3%	30.5%	100.0%	153
Unemployed / Others	64.0%	11.1%	24.9%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	71.6%	16.8%	11.6%	100.0%	162
\$10,000 - \$24,999	73.3%	18.6%	8.1%	100.0%	230
\$25,000 and above	62.9%	33.5%	3.6%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	62.7%	20.1%	17.2%	100.0%	246
Occasionally	67.5%	18.8%	13.7%	100.0%	241
Seldom	71.5%	16.8%	11.7%	100.0%	230
Never	60.0%	16.9%	23.1%	100.0%	284
Frequency of watching RTHK TV programmes					
Always	62.3%	18.2%	19.4%	100.0%	233
Occasionally	67.7%	17.6%	14.7%	100.0%	468
Seldom	66.4%	17.6%	15.9%	100.0%	205
Never	57.1%	20.4%	22.4%	100.0%	93
Incidence of reading the consultation document					
Yes	60.4%	20.9%	18.7%	100.0%	96
No	65.6%	18.1%	16.2%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q11 Do you agree that RTHK, whose operation is funded by public money, should enhance its corporate governance and be accountable to the public?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	82.2%	7.7%	10.1%	100.0%	1 003
Gender *					
Male	86.6%	8.2%	5.2%	100.0%	484
Female	78.1%	7.3%	14.7%	100.0%	519
Age *					
18 – 29	82.2%	10.1%	7.7%	100.0%	196
30 – 39	84.3%	6.5%	9.2%	100.0%	187
40 – 49	87.8%	7.8%	4.4%	100.0%	228
50 – 59	85.1%	8.4%	6.5%	100.0%	188
60 and above	71.3%	5.9%	22.8%	100.0%	204
Education level *					
Primary and below	71.3%	5.1%	23.6%	100.0%	199
Secondary / Matriculation	84.4%	8.3%	7.3%	100.0%	512
Tertiary	86.6%	8.6%	4.7%	100.0%	283
Housing type *					
Rented public housing	78.4%	8.2%	13.3%	100.0%	253
Rented private housing	84.5%	3.8%	11.7%	100.0%	107
Purchased housing / Others	84.4%	7.6%	8.0%	100.0%	568
Working status					
Working	86.8%	8.8%	4.4%	100.0%	555
Non-working	76.5%	6.4%	17.2%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	86.3%	10.9%	2.8%	100.0%	174
Clerk / Service worker / Shop sales worker	86.0%	9.4%	4.6%	100.0%	215
Skilled and unskilled worker	91.6%	4.2%	4.2%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q11 Do you agree that RTHK, whose operation is funded by public money, should enhance its corporate governance and be accountable to the public?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	82.2%	7.7%	10.1%	100.0%	1 003
Non-working status (non-working only)					
Student	80.4%	4.0%	15.6%	100.0%	71
Homemaker	76.6%	6.8%	16.6%	100.0%	182
Retired	74.8%	7.6%	17.6%	100.0%	153
Unemployed / Others	74.8%	4.3%	20.8%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	86.8%	8.8%	4.4%	100.0%	162
\$10,000 - \$24,999	88.1%	9.5%	2.4%	100.0%	230
\$25,000 and above	90.0%	9.0%	1.0%	100.0%	97
Frequency of listening to RTHK radio programmes					
Always	80.5%	10.3%	9.2%	100.0%	246
Occasionally	84.2%	6.6%	9.2%	100.0%	241
Seldom	87.6%	5.3%	7.0%	100.0%	230
Never	77.9%	8.4%	13.7%	100.0%	284
Frequency of watching RTHK TV programmes					
Always	84.6%	7.1%	8.3%	100.0%	233
Occasionally	81.8%	9.1%	9.0%	100.0%	468
Seldom	84.4%	5.2%	10.4%	100.0%	205
Never	73.3%	8.2%	18.5%	100.0%	93
Incidence of reading the consultation document					
Yes	83.8%	7.2%	9.0%	100.0%	96
No	82.2%	8.0%	9.8%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q12 There are suggestions about establishment of a broad-based Board of Advisors, comprising mainly non-official members. Do you agree that could help enhance the corporate governance of RTHK and its accountability to the public?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	69.1%	14.9%	16.0%	100.0%	1 003
Gender *					
Male	74.3%	14.1%	11.6%	100.0%	484
Female	64.2%	15.8%	20.0%	100.0%	519
Age *					
18 – 29	77.0%	11.8%	11.3%	100.0%	196
30 – 39	76.8%	12.2%	11.0%	100.0%	187
40 – 49	74.0%	14.5%	11.6%	100.0%	228
50 – 59	66.3%	21.1%	12.6%	100.0%	188
60 and above	51.6%	15.3%	33.0%	100.0%	204
Education level *					
Primary and below	52.1%	14.1%	33.8%	100.0%	199
Secondary / Matriculation	72.2%	14.9%	12.8%	100.0%	512
Tertiary	75.8%	15.7%	8.5%	100.0%	283
Housing type					
Rented public housing	67.2%	14.5%	18.3%	100.0%	253
Rented private housing	67.1%	14.4%	18.6%	100.0%	107
Purchased housing / Others	71.4%	15.4%	13.2%	100.0%	568
Working status *					
Working	74.5%	15.4%	10.1%	100.0%	555
Non-working	62.4%	14.4%	23.2%	100.0%	448
Occupation (working only) *					
Manager / Administrator / Professional / Associate professional	70.6%	21.4%	8.0%	100.0%	174
Clerk / Service worker / Shop sales worker	76.5%	15.6%	7.9%	100.0%	215
Skilled and unskilled worker	74.3%	8.0%	17.7%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

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Q12 There are suggestions about establishment of a broad-based Board of Advisors, comprising mainly non-official members. Do you agree that could help enhance the corporate governance of RTHK and its accountability to the public?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	69.1%	14.9%	16.0%	100.0%	1 003
Non-working status (non-working only) *					
Student	77.9%	9.7%	12.4%	100.0%	71
Homemaker	59.9%	15.4%	24.7%	100.0%	182
Retired	54.1%	17.6%	28.3%	100.0%	153
Unemployed / Others	78.3%	5.2%	16.5%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	71.3%	12.4%	16.3%	100.0%	162
\$10,000 - \$24,999	77.4%	16.0%	6.6%	100.0%	230
\$25,000 and above	74.4%	20.5%	5.1%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	67.2%	19.1%	13.7%	100.0%	246
Occasionally	74.6%	13.8%	11.7%	100.0%	241
Seldom	73.7%	12.0%	14.3%	100.0%	230
Never	62.7%	14.8%	22.5%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	66.2%	19.5%	14.3%	100.0%	233
Occasionally	70.2%	15.5%	14.2%	100.0%	468
Seldom	70.1%	12.1%	17.8%	100.0%	205
Never	68.5%	6.8%	24.7%	100.0%	93
Incidence of reading the consultation document					
Yes	68.6%	18.4%	13.0%	100.0%	96
No	69.5%	14.5%	16.0%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q13 Do you agree that the Board of Advisors should not comprise serving ExCo and LegCo Members, public and judicial officers?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	68.2%	15.4%	16.3%	100.0%	1 003
Gender *					
Male	72.4%	16.4%	11.2%	100.0%	484
Female	64.3%	14.6%	21.1%	100.0%	519
Age *					
18 – 29	76.9%	10.0%	13.1%	100.0%	196
30 – 39	74.9%	10.4%	14.7%	100.0%	187
40 – 49	70.2%	19.2%	10.6%	100.0%	228
50 – 59	66.2%	19.3%	14.5%	100.0%	188
60 and above	53.5%	17.5%	29.0%	100.0%	204
Education level *					
Primary and below	52.0%	16.2%	31.7%	100.0%	199
Secondary / Matriculation	70.7%	16.9%	12.3%	100.0%	512
Tertiary	75.8%	12.2%	11.9%	100.0%	283
Housing type					
Rented public housing	63.7%	16.3%	20.1%	100.0%	253
Rented private housing	69.7%	12.9%	17.4%	100.0%	107
Purchased housing / Others	71.9%	15.5%	12.6%	100.0%	568
Working status *					
Working	72.1%	15.8%	12.1%	100.0%	555
Non-working	63.4%	15.0%	21.6%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	72.3%	15.3%	12.4%	100.0%	174
Clerk / Service worker / Shop sales worker	72.9%	16.2%	10.9%	100.0%	215
Skilled and unskilled worker	72.9%	14.0%	13.0%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q13 Do you agree that the Board of Advisors should not comprise serving ExCo and LegCo Members, public and judicial officers?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	68.2%	15.4%	16.3%	100.0%	1 003
Non-working status (non-working only)					
Student	78.7%	8.9%	12.4%	100.0%	71
Homemaker	62.9%	15.7%	21.4%	100.0%	182
Retired	56.9%	18.1%	25.0%	100.0%	153
Unemployed / Others	65.7%	10.5%	23.9%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	68.2%	17.2%	14.6%	100.0%	162
\$10,000 - \$24,999	78.0%	12.0%	10.0%	100.0%	230
\$25,000 and above	68.4%	24.6%	6.9%	100.0%	97
Frequency of listening to RTHK radio programmes					
Always	69.8%	16.0%	14.2%	100.0%	246
Occasionally	71.3%	15.8%	12.9%	100.0%	241
Seldom	66.6%	17.1%	16.3%	100.0%	230
Never	65.9%	13.3%	20.8%	100.0%	284
Frequency of watching RTHK TV programmes					
Always	68.5%	16.7%	14.8%	100.0%	233
Occasionally	69.6%	15.6%	14.9%	100.0%	468
Seldom	67.7%	14.0%	18.3%	100.0%	205
Never	60.3%	15.6%	24.1%	100.0%	93
Incidence of reading the consultation document *					
Yes	64.2%	23.8%	12.0%	100.0%	96
No	69.2%	14.5%	16.3%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

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4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q14 Do you agree that RTHK should publish annual report to the public on its achievement towards a set of performance indicators with a view to enhancing transparency and accountability?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	85.4%	5.3%	9.3%	100.0%	1 003
Gender *					
Male	88.9%	5.3%	5.8%	100.0%	484
Female	82.1%	5.3%	12.5%	100.0%	519
Age *					
18 – 29	83.8%	9.5%	6.8%	100.0%	196
30 – 39	89.4%	5.3%	5.3%	100.0%	187
40 – 49	89.6%	5.8%	4.6%	100.0%	228
50 – 59	90.0%	3.5%	6.5%	100.0%	188
60 and above	74.2%	2.6%	23.2%	100.0%	204
Education level *					
Primary and below	70.5%	3.4%	26.2%	100.0%	199
Secondary / Matriculation	89.6%	4.7%	5.7%	100.0%	512
Tertiary	88.3%	8.1%	3.7%	100.0%	283
Housing type *					
Rented public housing	82.3%	5.9%	11.8%	100.0%	253
Rented private housing	83.7%	0.8%	15.6%	100.0%	107
Purchased housing / Others	89.0%	4.7%	6.3%	100.0%	568
Working status *					
Working	89.8%	6.1%	4.1%	100.0%	555
Non-working	79.9%	4.4%	15.8%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	91.3%	5.6%	3.1%	100.0%	174
Clerk / Service worker / Shop sales worker	89.3%	8.0%	2.7%	100.0%	215
Skilled and unskilled worker	88.7%	3.5%	7.8%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

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3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

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5. The percentage figures may not add up to 100 due to rounding.



Q14 Do you agree that RTHK should publish annual report to the public on its achievement towards a set of performance indicators with a view to enhancing transparency and accountability?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	85.4%	5.3%	9.3%	100.0%	1 003
Non-working status (non-working only)					
Student	80.9%	7.9%	11.2%	100.0%	71
Homemaker	82.9%	2.0%	15.1%	100.0%	182
Retired	76.1%	4.8%	19.0%	100.0%	153
Unemployed / Others	80.6%	7.5%	11.9%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	85.6%	7.9%	6.5%	100.0%	162
\$10,000 - \$24,999	93.1%	4.8%	2.1%	100.0%	230
\$25,000 and above	94.6%	5.4%	-	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	88.7%	5.2%	6.1%	100.0%	246
Occasionally	90.4%	2.9%	6.8%	100.0%	241
Seldom	89.3%	4.4%	6.3%	100.0%	230
Never	75.4%	8.3%	16.2%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	89.2%	3.8%	7.0%	100.0%	233
Occasionally	85.8%	6.4%	7.8%	100.0%	468
Seldom	86.6%	4.8%	8.7%	100.0%	205
Never	70.2%	5.6%	24.3%	100.0%	93
Incidence of reading the consultation document					
Yes	91.7%	0.8%	7.5%	100.0%	96
No	84.9%	5.8%	9.3%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q15 Do you agree that RTHK's programme production has been carrying out with editorial independence?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	83.5%	6.2%	10.3%	100.0%	1 003
Gender *					
Male	89.6%	5.9%	4.5%	100.0%	484
Female	77.7%	6.6%	15.7%	100.0%	519
Age *					
18 – 29	84.2%	8.0%	7.7%	100.0%	196
30 – 39	86.2%	9.2%	4.6%	100.0%	187
40 – 49	90.3%	2.5%	7.1%	100.0%	228
50 – 59	82.0%	8.6%	9.4%	100.0%	188
60 and above	73.9%	3.7%	22.4%	100.0%	204
Education level *					
Primary and below	71.9%	3.0%	25.2%	100.0%	199
Secondary / Matriculation	87.4%	6.8%	5.7%	100.0%	512
Tertiary	85.1%	7.6%	7.4%	100.0%	283
Housing type *					
Rented public housing	81.1%	6.0%	12.9%	100.0%	253
Rented private housing	83.7%	3.1%	13.2%	100.0%	107
Purchased housing / Others	85.7%	7.2%	7.0%	100.0%	568
Working status *					
Working	88.2%	6.7%	5.1%	100.0%	555
Non-working	77.6%	5.6%	16.8%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	90.7%	7.6%	1.7%	100.0%	174
Clerk / Service worker / Shop sales worker	86.3%	6.7%	7.0%	100.0%	215
Skilled and unskilled worker	88.9%	4.4%	6.7%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q15 Do you agree that RTHK's programme production has been carrying out with editorial independence?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	83.5%	6.2%	10.3%	100.0%	1 003
Non-working status (non-working only)					
Student	83.7%	5.7%	10.7%	100.0%	71
Homemaker	77.0%	4.6%	18.3%	100.0%	182
Retired	75.8%	6.1%	18.1%	100.0%	153
Unemployed / Others	77.9%	8.4%	13.7%	100.0%	38
Personal monthly income (working only)					
Below \$10,000	85.1%	6.9%	8.0%	100.0%	162
\$10,000 - \$24,999	90.3%	6.7%	3.0%	100.0%	230
\$25,000 and above	93.0%	6.0%	1.0%	100.0%	97
Frequency of listening to RTHK radio programmes					
Always	89.1%	4.3%	6.6%	100.0%	246
Occasionally	84.6%	6.0%	9.4%	100.0%	241
Seldom	81.9%	7.4%	10.7%	100.0%	230
Never	78.8%	7.1%	14.1%	100.0%	284
Frequency of watching RTHK TV programmes *					
Always	84.3%	5.8%	9.9%	100.0%	233
Occasionally	86.9%	5.6%	7.5%	100.0%	468
Seldom	79.5%	7.8%	12.7%	100.0%	205
Never	72.0%	7.1%	20.9%	100.0%	93
Incidence of reading the consultation document					
Yes	90.5%	3.3%	6.2%	100.0%	96
No	83.1%	6.6%	10.3%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. "*" Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. "-" indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q16 Do you agree that the Charter to be signed by the Chief Secretary for Administration will give further safeguard to the editorial independence of RTHK?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	68.6%	15.7%	15.7%	100.0%	1 003
Gender *					
Male	71.9%	17.2%	10.9%	100.0%	484
Female	65.6%	14.2%	20.3%	100.0%	519
Age *					
18 – 29	71.3%	15.2%	13.5%	100.0%	196
30 – 39	71.0%	16.3%	12.7%	100.0%	187
40 – 49	72.2%	15.5%	12.3%	100.0%	228
50 – 59	66.8%	20.4%	12.8%	100.0%	188
60 and above	61.4%	11.4%	27.2%	100.0%	204
Education level *					
Primary and below	58.0%	12.1%	29.9%	100.0%	199
Secondary / Matriculation	74.0%	15.8%	10.2%	100.0%	512
Tertiary	66.9%	18.0%	15.1%	100.0%	283
Housing type					
Rented public housing	71.3%	11.1%	17.6%	100.0%	253
Rented private housing	64.7%	16.7%	18.6%	100.0%	107
Purchased housing / Others	71.1%	16.1%	12.8%	100.0%	568
Working status *					
Working	71.7%	16.6%	11.7%	100.0%	555
Non-working	64.7%	14.5%	20.8%	100.0%	448
Occupation (working only)					
Manager / Administrator / Professional / Associate professional	69.1%	20.0%	10.9%	100.0%	174
Clerk / Service worker / Shop sales worker	72.0%	16.9%	11.1%	100.0%	215
Skilled and unskilled worker	79.3%	10.4%	10.3%	100.0%	115

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q16 Do you agree that the Charter to be signed by the Chief Secretary for Administration will give further safeguard to the editorial independence of RTHK?					
	Agree	Disagree	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	68.6%	15.7%	15.7%	100.0%	1 003
Non-working status (non-working only)					
Student	74.7%	16.4%	8.9%	100.0%	71
Homemaker	64.2%	14.5%	21.3%	100.0%	182
Retired	61.4%	14.6%	24.0%	100.0%	153
Unemployed / Others	64.7%	9.8%	25.5%	100.0%	38
Personal monthly income (working only) *					
Below \$10,000	71.1%	14.6%	14.3%	100.0%	162
\$10,000 - \$24,999	79.4%	13.8%	6.8%	100.0%	230
\$25,000 and above	65.9%	26.0%	8.0%	100.0%	97
Frequency of listening to RTHK radio programmes *					
Always	72.8%	15.6%	11.5%	100.0%	246
Occasionally	72.0%	16.0%	11.9%	100.0%	241
Seldom	68.0%	16.9%	15.0%	100.0%	230
Never	62.8%	14.4%	22.8%	100.0%	284
Frequency of watching RTHK TV programmes					
Always	66.3%	16.5%	17.3%	100.0%	233
Occasionally	71.2%	15.7%	13.1%	100.0%	468
Seldom	65.9%	16.1%	18.0%	100.0%	205
Never	66.9%	11.9%	21.1%	100.0%	93
Incidence of reading the consultation document					
Yes	74.0%	15.7%	10.3%	100.0%	96
No	68.1%	15.9%	16.1%	100.0%	878

1. The figures in the tables were weighted by gender / age distribution among HK population.

2. Those refused to give demographic information were excluded in the analysis.

3. “*” Chi-Square test indicates a significant relationship exists at 95% confidence level between the response to the question and the respondents' profile.

4. “-” indicates 0%.

5. The percentage figures may not add up to 100 due to rounding.



Q17 How optimistic are you towards the editorial independence of RTHK in future?						
	Very optimistic / Optimistic	Neutral	Pessimistic / Very pessimistic	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	36.2%	46.9%	9.9%	6.9%	100.0%	1 003
Gender *						
Male	39.9%	44.2%	12.1%	3.8%	100.0%	484
Female	32.8%	49.5%	7.8%	9.9%	100.0%	519
Age *						
18 – 29	36.4%	52.1%	9.1%	2.4%	100.0%	196
30 – 39	30.5%	55.9%	10.6%	3.0%	100.0%	187
40 – 49	34.0%	51.2%	10.6%	4.1%	100.0%	228
50 – 59	42.5%	39.6%	11.7%	6.1%	100.0%	188
60 and above	38.1%	35.8%	7.3%	18.8%	100.0%	204
Education level *						
Primary and below	34.3%	39.5%	6.7%	19.5%	100.0%	199
Secondary / Matriculation	40.1%	47.8%	8.7%	3.4%	100.0%	512
Tertiary	30.1%	51.5%	14.5%	3.9%	100.0%	283
Housing type *						
Rented public housing	34.1%	49.5%	6.3%	10.2%	100.0%	253
Rented private housing	32.1%	44.3%	20.5%	3.1%	100.0%	107
Purchased housing / Others	38.3%	47.4%	9.3%	4.9%	100.0%	568
Working status *						
Working	34.5%	50.2%	12.1%	3.2%	100.0%	555
Non-working	38.4%	42.9%	7.1%	11.6%	100.0%	448
Occupation (working only)						
Manager / Administrator / Professional / Associate professional	32.7%	49.1%	15.0%	3.2%	100.0%	174
Clerk / Service worker / Shop sales worker	34.8%	51.0%	11.7%	2.5%	100.0%	215
Skilled and unskilled worker	40.5%	48.4%	9.0%	2.1%	100.0%	115

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Q17 How optimistic are you towards the editorial independence of RTHK in future?						
	Very optimistic / Optimistic	Neutral	Pessimistic / Very pessimistic	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	36.2%	46.9%	9.9%	6.9%	100.0%	1 003
Non-working status (non-working only) *						
Student	44.4%	45.0%	6.2%	4.5%	100.0%	71
Homemaker	33.9%	46.1%	4.7%	15.3%	100.0%	182
Retired	43.0%	35.1%	9.2%	12.7%	100.0%	153
Unemployed / Others	34.6%	53.2%	12.1%	-	100.0%	38
Personal monthly income (working only)						
Below \$10,000	38.1%	52.6%	6.7%	2.6%	100.0%	162
\$10,000 - \$24,999	32.2%	52.4%	14.2%	1.2%	100.0%	230
\$25,000 and above	36.6%	43.8%	18.0%	1.6%	100.0%	97
Frequency of listening to RTHK radio programmes *						
Always	44.7%	40.9%	8.9%	5.5%	100.0%	246
Occasionally	37.5%	48.1%	8.6%	5.8%	100.0%	241
Seldom	33.9%	51.6%	8.9%	5.6%	100.0%	230
Never	29.9%	47.2%	12.6%	10.2%	100.0%	284
Frequency of watching RTHK TV programmes *						
Always	42.5%	39.8%	10.9%	6.8%	100.0%	233
Occasionally	36.6%	47.8%	9.6%	6.0%	100.0%	468
Seldom	33.2%	50.5%	11.1%	5.2%	100.0%	205
Never	26.4%	53.6%	4.5%	15.5%	100.0%	93
Incidence of reading the consultation document						
Yes	47.0%	38.4%	10.8%	3.8%	100.0%	96
No	35.4%	47.5%	10.0%	7.1%	100.0%	878

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Q18 How optimistic are you towards the corporate governance of RTHK in future?						
	Very optimistic / Optimistic	Neutral	Pessimistic / Very pessimistic	Don't know/ No comment / Refuse to answer	Total	Sample size
Total	28.4%	52.7%	9.1%	9.7%	100.0%	1 003
Gender *						
Male	32.0%	49.0%	11.3%	7.7%	100.0%	484
Female	25.1%	56.1%	7.1%	11.6%	100.0%	519
Age *						
18 – 29	17.8%	70.2%	8.9%	3.1%	100.0%	196
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40 – 49	33.8%	53.1%	7.5%	5.7%	100.0%	228
50 – 59	32.0%	45.5%	12.6%	10.0%	100.0%	188
60 and above	31.1%	38.4%	8.1%	22.5%	100.0%	204
Education level *						
Primary and below	23.9%	46.1%	6.7%	23.3%	100.0%	199
Secondary / Matriculation	32.7%	52.1%	8.3%	6.8%	100.0%	512
Tertiary	23.3%	59.6%	12.4%	4.7%	100.0%	283
Housing type *						
Rented public housing	26.2%	52.1%	7.2%	14.4%	100.0%	253
Rented private housing	36.8%	44.3%	13.4%	5.5%	100.0%	107
Purchased housing / Others	29.1%	54.5%	8.9%	7.5%	100.0%	568
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Working	26.8%	56.7%	11.2%	5.3%	100.0%	555
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Retired	35.9%	37.5%	10.0%	16.6%	100.0%	153
Unemployed / Others	27.2%	50.3%	8.2%	14.3%	100.0%	38
Personal monthly income (working only)						
Below \$10,000	25.9%	61.0%	10.1%	3.0%	100.0%	162
\$10,000 - \$24,999	27.8%	59.6%	9.9%	2.7%	100.0%	230
\$25,000 and above	27.2%	51.1%	17.2%	4.5%	100.0%	97
Frequency of listening to RTHK radio programmes *						
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Occasionally	26.2%	58.3%	8.4%	7.1%	100.0%	241
Seldom	28.4%	55.7%	9.0%	6.8%	100.0%	230
Never	23.1%	51.7%	10.5%	14.8%	100.0%	284
Frequency of watching RTHK TV programmes *						
Always	35.2%	47.6%	8.2%	9.1%	100.0%	233
Occasionally	29.0%	54.4%	8.4%	8.3%	100.0%	468
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Yes	34.1%	42.3%	14.8%	8.8%	100.0%	96
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