

“Public Opinion on the Service of Radio Television Hong Kong (RTHK)”

Executive Summary

Radio Television Hong Kong (RTHK) has commissioned the Center for Communication Research, Chinese University of Hong Kong to conduct a public opinion survey about RTHK in October 2005. This survey is divided mainly into four parts: the RTHK radio broadcast, the RTHK TV broadcast, the RTHK website and the overall opinion on RTHK.

This survey was conducted in form of CATI (computer-assisted telephone interview), with the use of a Chinese (Cantonese) questionnaire. Household telephone numbers and eligible respondents (Cantonese speakers aged 18 or above) were randomly selected. The number of complete cases was 1,111, with a response rate of 61.7%.

The following points are some main findings of this survey:

- 1) Regarding RTHK's radio broadcasting, 45.0% (500) of all respondents often/sometimes listened to RTHK's radio station. 6a.m. to noon was the period most of these respondents (63.6%) listened to RTHK. Also, music or entertainment programs were the most listened ones(30.2%), followed by news programs(28.0%). About 80% of these 500 respondents listened to RTHK because the news or information provided in the programs was reliable (83.0%), followed

by the programs being rich in content (68.6%) and being educational (65.0%). Besides, most respondents thought that news programs were satisfactory for their content quality (69.4%) but found current affairs phone-in programs insufficient (11.8%), among news programs, current affairs phone-in programs and music programs. About two thirds (65.5%) of those who often/sometimes listened to RTHK or other radio stations agreed that, in general, RTHK programs were more informative when compared to other commercially-run radio stations. On the other hand, only around 30% (31.6%) agreed that the content of RTHK programs was more boring when compared.

- 2) As for television broadcasting, over 70% (71.1%, 789) of all respondents often/sometimes watched RTHK's TV programs. Among those who rarely/never watched, over 60% (62.3%) indicated that they did not watch because the timing of the shows did not fit. 7 p.m. and 8 p.m. were the best show time for most respondents (only including those who often/sometimes watched RTHK's TV programs and those who rarely/never watched because the show time did not fit). As for program types, among those who often/sometimes watched RTHK's TV programs, RTHK's current affairs TV program was the most often watched program (64.9%), while educational TV programs were the kind most respondents thought needed to increase its production (68.7%). Over 80% watched RTHK's TV programs because the programs were educational (86.7%), the news or information provided was reliable (84.4%), the issue was attractive (83.9%) and the production was serious (81.7%). About 80% (80.2%) of those respondents who often/sometimes watched RTHK TV programs agreed that, when compared to other commercially-run TV stations, the production of the RTHK TV programs was more serious in general, while only 24.5% agreed that the content of the

RTHK TV programs was more boring.

- 3) When it comes to RTHK's website, only 7.6%(84) of all respondents often/sometimes visited RTHK's website. Among them, around 70% (72.6%) did so for its past radio programs, followed by 56.0% for its past TV programs, 53.6% for its news information and 58.3% for other programs or content. 71.4% of those respondents who often/sometimes visited RTHK's website were satisfied with its content.

- 4) As for opinions on RTHK as a whole, 30.2% of all respondents thought that RTHK had enough non-mainstream programs. Two thirds (64.4%) thought the news or information provided by RTHK was credible. About a half (48.7%) thought RTHK had editorial independence. Over a half (54.3%) thought RTHK made fair comments about current affairs. 22.2% thought that RTHK should say good things about the policy of the Hong Kong government, while 77.9% thought that RTHK should monitor the government and criticize its policy. Almost 60% (58.4%) thought that RTHK should change its identity of governmental department and be run as a public organization instead. Among all respondents, 45.6% thought that its cost should remain to be paid by the government, while 36.2% thought RTHK should finance itself, if RTHK is to be run as a public organization. 65.2% thought RTHK should have an independent TV channel and over a half (54.1%) thought it should launch digital broadcast services. Around 70% (72.2%) had favorable impression on RTHK as a whole.

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『公眾對香港電台的服務意見』

調查摘要

香港中文大學傳播研究中心受香港電台(港台)委託，於 2005 年 10 月 進行一項關於公眾對香港電台的意見調查，旨在了解公眾對香港電台的意見及看法。本調查主要分為四部分：港台的電台廣播、電視廣播、網頁，以及對港台的整體意見。

調查以電腦輔助電話訪問 (CATI) 的形式進行，問卷以中文(廣東話口語)設計，隨機抽出住宅號碼及合資格的被訪者(18歲或以上操廣東話的人士)。完成訪問的樣本數目為1,111，回應率為 61.7%。

主要的調查結果包括以下幾點：

- 1) 在電台廣播方面，所有被訪者中有45.0% (500人) 經常或有時收聽香港電台的電台廣播。當中有最多被訪者(63.6%)於早上 6 點 至 中午 12 點收聽，以音樂或娛樂節目為最經常收聽的節目 (30.2%)，其次為新聞節目(28.0%)。這 500 名被訪者中有約八成收聽港台是因為節目所提供的消息或資料可信(83.0%)，其次原因為節目內容豐富(68.6%)和節目具教育性(65.0%)。另外，如我們比較新聞節目、時事phone-in節目、音樂節目，以時事phone-in節目為最多被訪者覺得不足夠的節目 (11.8%)，而以新聞節目為最多被訪者滿意其內容質素的節目(69.4%)。約三分二(65.5%)經常或有時收聽港台或其他電台廣播的被訪者同意，整體來說，與其他商營電台比較，香港電台的節目資訊性比較強些。另外，只有約三成(31.6%)被訪者同意香港電台的節目內容比較沉悶些。

- 2) 在電視廣播方面，所有被訪者中逾七成 (71.1%, 789人) 經常或有時收看香港電台的電視廣播，而在很少或完全沒有收看港台電視節目的被訪者中，超過六成 (62.3%) 是由於播放時間不適合。晚上七時與八時是最多被訪者(只包括經常或有時收看港台電視節目的被訪者，以及因為播放時間不合而很少或完全無收看港台電視節目的被訪者)選擇的最佳播放時間。在節目類型方面，經常或有時收看香港電台的電視廣播的被訪者中，最多被訪者最經常收看港台的時事資訊節目(64.9%)，教育性電視節目則有最多被訪者認為需要增加(68.7%)。有逾八成收看港台節目是因為節目具教育性(86.7%)、節目內所提供的消息或者資料可信(84.4%)、節目題材吸引(83.9%)以及節目製作認真(81.7%)。約八成(80.2%)經常或有時收看港台電視節目的被訪者同意，整體來說，與其他商營電視台的電視節目比較，香港電台的節目製作比較認真些。只有兩成半同意香港電台的節目內容相對比較沉悶(24.5%)。
- 3) 在港台網頁方面，所有被訪者中只有7.6% (84人) 經常或有時瀏覽香港電台的網頁，當中七成(72.6%)表示瀏覽港台網頁是為了重溫電台節目，其次原因為重溫電視節目(56.0%)、瀏覽新聞資料(53.6%)、瀏覽其他的節目或內容(58.3%)。經常或有時瀏覽港台網頁的被訪者中有七成滿意其內容資訊(71.4%)。
- 4) 對港台的整體意見方面，所有受訪者中，有三成(30.2%)認為香港電台提供的小眾節目足夠；近三分二(64.4%)認為香港電台提供的新聞或資料有公信力；有近半數(48.7%)認為香港電台有編輯自主；有超過半數(54.3%)認為香港電台對時事的評論公正。約兩成(22.2%)認為香港電台應該為香港政府的政策說好話；有超過七成半(77.9%)認為香港電台應該監察政府，批評政府的政策。近六成(58.4%)認為香港電台應該改變政府部門的身份，以公營機構形式運作；

所有被訪者中，有四成半(45.6%)認為如果香港電台真的以公營機構形式運作，香港電台的經費應該保持由政府撥款，認為應轉為自負盈虧的則有三成半(36.2%)。有六成半(65.2%)認為香港電台應該擁有獨立的電視頻道；有超過半數(54.1%)認為香港電台應該推出數碼廣播服務。七成受訪者(72.2%)對香港電台的整體印象良好。

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