

**Important Letter 重要信件**  
**[Address 地址]**

**Serial No. (SN) 住戶參考編號: [XXXXXXXX]**

戶主先生/女士:

**2024 年度廣播服務意見調查**  
(由通訊事務管理局辦公室外判的意見調查)

「通訊事務管理局辦公室」(下稱「通訊辦」)現正委託「尼爾森愛科(香港)有限公司」(下稱「尼爾森愛科」)進行一項意見調查,目的是了解公眾最新的收看电视及收聽電台的習慣,並收集他們對廣播服務的意見。

上述意見調查將於二零二四年六月至九月期間進行。現通知 貴戶被抽選為是次意見調查的訪問對象,請盡快致電尼爾森愛科熱線以電話或預約上門的形式進行訪問(聯絡時請說明本函的住戶參考編號)。貴戶亦可邀請下一位最快生日的家庭成員於尼爾森愛科的網上平台自行填寫及提交電子問卷,詳情如下:

**電子問卷**

(請掃描以下二維碼登入網上電子問卷)

網址 : [https://stgonline.nielseniq.com/cawi/Survey.aspx?Ticket=\[XXXXXXXX\]](https://stgonline.nielseniq.com/cawi/Survey.aspx?Ticket=[XXXXXXXX])  
登入密碼 : [XXXX]



尼爾森愛科的訪問員將於二零二四年六月二十日起開始探訪未有回應的住戶,屆時訪問員會帶備由通訊辦及尼爾森愛科簽發的身分證明及本信件之副本以資識別,希望 貴戶能參與是次意見調查。貴戶提供的寶貴意見,對通訊辦了解公眾對廣播服務的期望非常重要。

是次調查所搜集得到的資料將絕對保密,日後亦只用作整體綜合的統計分析,絕不會向任何未獲授權的機構(包括政府部門)透露。所有已填寫的調查問卷將於本調查完成後一年內銷毀。

如 貴戶對是次調查有任何查詢或需預約訪問,請致電:

**如需預約訪問(或核實訪問員身分)**

尼爾森愛科熱線: 3755 3490 / (WhatsApp)

5194 8540

(星期一至日,上午9時至晚上10時。

如在電話線路繁忙或以上時段以外的時間致電此熱線,請於電話錄音系統留下口訊,並請說明本函上端的住戶參考編號以作記錄)

**查詢有關上述意見調查的資料**

通訊事務管理局辦公室電話: 2961 6448

(星期一至五,上午9時至下午5時30分;

星期六、日及公眾假期休息。

如在電話線路繁忙或以上時段以外的時間致電此聯絡電話,請於電話錄音系統留下口訊,包括聯絡方法及本函上端的住戶參考編號等)

貴戶的全力支持及積極參與對是次意見調查的成功至關重要。敬希 貴戶能通力合作提供所需的資料,再次感謝 貴戶的支持。

通訊事務管理局辦公室

文寶英

二零二四年六月十八日

Dear Householder(s),

**Opinion Survey on Broadcasting Services in 2024**  
**(A Survey Contracted out by the Office of the Communications Authority)**

The Office of the Communications Authority (“OFCA”) has commissioned NielsenIQ (Hong Kong) Limited (“NielsenIQ”) to conduct an opinion survey (“Survey”) to identify the public’s latest viewing and listening habits and solicit their views on the licensed broadcasting services.

The Survey will be conducted between June and September 2024. Please note that your household has been selected for the Survey. We appeal to you to **call NielsenIQ’s hotline** to make an appointment for **telephone** or **face-to-face interview** (Please quote the Serial No. (SN) shown overleaf for appointment); or invite the household member with the soonest next birthday to **complete and submit an e-questionnaire via the online platform of NielsenIQ**. Details are as follows:

<b><u>e-questionnaire</u></b>	(Please scan the QR code shown below to login into the e-questionnaire)
Website : [https://stgonline.nielseniq.com/cawi/Survey.aspx?Ticket=XXXXXXXXXX]	
Login Password : [XXXX]	

An interviewer from NielsenIQ will start visiting households who have not responded from 20 June 2024. The interviewer will carry an identity card issued by OFCA and NielsenIQ and a copy of this letter for identification purpose. We would be grateful if your household could participate in the Survey. The valuable opinions of your household are very important to OFCA for its understanding of the public’s expectation of the broadcasting services.

Please rest assured that all information collected will be kept strictly confidential. Data collected will be analysed on an aggregate basis, and will not be released to any unauthorised parties, including Government departments. All completed questionnaires will be destroyed no later than one year after the completion of the Survey.

If you have any enquiries or would like to make an appointment for the interview, please contact:

<p><b><u>For making an appointment (or verifying an interviewer’s identity)</u></b></p> <p><b>NielsenIQ’s hotline: 3755 3490 / (WhatsApp) 5194 8540</b>                  (Monday to Sunday, 9:00 a.m. - 10:00 p.m.)</p> <p>If the lines are busy or you call outside the hours specified above, please leave a message to the Voice Mail System quoting the Serial No. (SN) shown overleaf for record purpose.)</p>	<p><b><u>For general enquiries on the Survey</u></b></p> <p><b>Contact of the Office of the Communications Authority: 2961 6448</b>                  (Monday to Friday, 9:00 a.m. - 5:30 p.m.; closed on Saturday, Sunday and Public Holidays)</p> <p>If our line is busy or you call outside the hours specified above, please leave a message, including the contact information and the Serial No. (SN) shown overleaf, to the Voice Mail System.)</p>
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Your support and participation in the Survey is vital to its success. We greatly appreciate your cooperation in providing the requested information. Thank you again for your support.

Yours faithfully,



(Priscilla Man)

Office of the Communications Authority