Case Number: NCC-Y106-037

Broadcasting Market Survey

Report Commissioned by:

National Communications Commission

Taiwan Institute of Economic Research

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I. Purpose

The rapid development in information and communications technologies has driven the overall digital economy to flourish. Under the trend of convergence, the communications industry is vital to the national economy and development. Particularly, how consumers use the communications services in the communications market is not only closely related to the business operations and technological development in the overall communications industry, but its impact is also expanding to numerous other industries.

A survey on the communications provides an overview of the national development and consumer Behaviors. A mechanism of surveys and investigations on the market and consumer Behaviors has been established for a long time in many developed countries worldwide, such as Ofcom, the communications regulator in the UK, Ministry of Internal Affairs and Communications in Japan, KCC in Korea and IMDA in Singapore. In these countries, related information is regularly collected and documented to provide important statistics about the communications industry. The above mechanism of regular survey can serve as a key indicator of the overall national development on one hand and offer an understanding of the consumer Behaviors and the market on the other.

Taiwan's survey on the communications market was first conducted by NCC last year, and is performed again this year. The survey aims to obtain first-hand objective and detailed data on consumer Behaviors and the status of the innovative applications through a comprehensive and in-depth investigation on the demand side. In addition, the obtained information will serve as an indicator of the development of Taiwan's digital economy, as well as the basis for the development of future policies and regulations.

II. Survey methods

A. Questionnaire Design

The questionnaires used in this survey are designed with reference to the way Ofcom, the British communications regulator, has surveyed consumer Behaviors and trends in the communications market, and modified based on the latest development of Taiwan's broadcasting market.

B. Population and Sampling Strategy

1. Survey population

The survey was conducted in Taiwan proper (exclusive of Kinmen County and Lianjiang County) with people aged 16 and above (those who were born on and before December 31, 2002) being approached.

2. Sampling method

Under the principle of PPS (probabilities proportional to size) [1]sampling, the sampling was performed in three stages. In the first and second stages, samples were allocated based on the proportion of the population in the area; while in the third stage, samples were selected using convenience sampling.

The stratified sampling used in this research is based on the classifications established by Peichun Hou et al. (2008), where villages, towns, cities and districts are grouped into seven levels based on the development. Thus, Taiwan's 358 townships and districts are divided into seven levels. They are city cores, commercial and industrial areas, emerging cities and townships, traditional industry townships, less-developed townships, aged townships and remote townships. The primary sampling units were townships, the secondary sampling units were villages, and the third sampling units were gathering places in the townships where an interview point was set up.

Table 1 Levels of Townships and Districts

Level Code	Names of Districts and Townships
1	Songshan District of Taipei City, Xinyi District of Taipei City, Da'an District of Taipei City, Zhongzheng District of Taipei City, Datong District of Taipei City, Wanhua District of Taipei City, Yonghe District of New Taipei City, Central District of Taichung City, West District of Taichung City, North District of Taichung City, East District of Tainan City, West Central District of Tainan City, Yancheng District of Kaohsiung City, Sanmin District of Kaohsiung City, Xinxing District of Kaohsiung City, Qianjin District of Kaohsiung City, Lingya District of Kaohsiung City
2	Zhongshan District of Taipei City, Wenshan District of Taipei City, Nangang District of Taipei City, Neihu District of Taipei City, Shilin District of Taipei City,

[1]probabilities proportional to size, PPS

Level Code	Names of Districts and Townships
	Beitou District of Taipei City, Banqiao District of New Taipei City, Sanchong District of New Taipei City, Zhonghe District of New Taipei City, Xinzhuang District of New Taipei City, Tamsui District of New Taipei City, Luzhou District of New Taipei City, Linkou District of New Taipei City, Taoyuan City of Taoyuan County, Zhongli City of Taoyuan County, Zhubei City of Hsinchu County, East District of Hsinchu City, North District of Hsinchu City, South District of Taichung City, Xitun District of Taichung City, Nantun District of Taichung City, Beitun District of Taichung City, North District of Tainan City, Gushan District of Kaohsiung City, Zuoying District of Kaohsiung City, Fengshan District of Kaohsiung City
3	Xindian District of New Taipei City, Shulin District of New Taipei City, Yingge District of New Taipei City, Sanxia District of New Taipei City, Xizhi District of New Taipei City, Tucheng District of New Taipei City, Taishan District of New Taipei City, Yangmei City of Taoyuan County, Luzhu Township of Taoyuan County, Dayuan Township of Taoyuan County, Guishan Township of Taoyuan County, Bade City of Taoyuan County, Longtan Township of Taoyuan County, Pingzhen City of Taoyuan County, Zhudong Township of Hsinchu County, Hukou Township of Hsinchu County, Xinfeng Township of Hsinchu County, Qionglin Township of Hsinchu County, Baoshan Township of Hsinchu County, Xiangshan District of Hsinchu City, Zhunan Township of Miaoli County, Toufen Township of Miaoli County, Fengyuan District of Taichung City, Shalu District of Taichung City, Wuqi District of Taichung City, Tanzi District of Taichung City, Daya District of Taichung City, Wuri District of Taichung City , Longjing District of Taichung City, Taiping District of Taichung City, Dali District of Taichung City, Shanhua District of Tainan City, Rende District of Tainan City, Guiren District of Tainan City, Yongkang District of Tainan City, Annan District of Tainan City, Anping District of Tainan City, Nanzi District of Kaohsiung City, Xiaogang District of Kaohsiung City, Daliao District of Kaohsiung City, Dashe District of Kaohsiung City , Renwu District of Kaohsiung City, Niaosong District of Kaohsiung City, Gangshan District of Kaohsiung City
4	Zhongzheng District of Keelung City, Qidu District of Keelung City, Nuannuan District of Keelung City, Renai District of Keelung City, Zhongshan District of Keelung City, Anle District of Keelung City, Xinyi District of Keelung City, Wugu District of New Taipei City, Shenkeng District of New Taipei City, Bali District of New Taipei City, Miaoli City of Miaoli County, East District of Taichung City, Changhua City of Changhua County, Yuanlin Township of Changhua County,

Level Code	Names of Districts and Townships
	Douliu City of Yunlin County, East District of Chiayi City, West District of Chiayi City, Xinying District of Tainan City, South District of Tainan City, Qianzhen District of Kaohsiung City, Qijin District of Kaohsiung City, Pingtung City of Pingtung County, Yilan City of Yilan County, Luodong Township of Yilan County, Hualien City of Hualien County, Ji'an Township of Hualien County
5	Ruifang District of New Taipei City, Sanzhi District of New Taipei City, Shimen District of New Taipei City, Jinshan District of New Taipei City, Wanli District of New Taipei City, Daxi Township of Taoyuan County, Xinwu Township of Taoyuan County, Guanyin Township of Taoyuan County, Xinpu Township of Hsinchu County, Guanxi Township of Hsinchu County, Hengshan Township of Hsinchu County, Beipu Township of Hsinchu County, Yuanli Township of Miaoli County, Tongxiao Township of Miaoli County, Houlong Township of Miaoli County, Gongguan Township of Miaoli County, Tongluo Township of Miaoli County, Touwu Township of Miaoli County, Sanyi Township of Miaoli County, Zaoqiao Township of Miaoli County, Sanwan Township of Miaoli County, Dajia District of Taichung City, Qingshui District of Taichung City, Houli District of Taichung City, Shengang District of Taichung City, Shigang District of Taichung City, Waipu District of Taichung City, Da'an District of Taichung City, Dadu District of Taichung City, Wufeng District of Taichung City, Lugang Township of Changhua County, Hemei Township of Changhua County, Xianxi Township of Changhua County, Shengang Township of Changhua County, Fuxing Township of Changhua County, Xiushui Township of Changhua County, Huatan Township of Changhua County, Fenyuan Township of Changhua County, Xihu Township of Changhua County, Tianzhong Township of Changhua County, Datsuen Township of Changhua County, Puyan Township of Changhua County, Puxin Township of Changhua County, Yongjing Township of Changhua County, Shetou Township of Changhua County , Beidou Township of Changhua County, Pitou Township of Changhua County, Nantou City of Nantou County, Puli Township of Nantou County, Caotun Township of Nantou County ,Dounan Township of Yunlin County , Huwei Township of Yunlin County, Linnei Township of Yunlin County, Taibao City of Chiayi County, Minxiong Township of Chiayi County, Shuishang Township of Chiayi County, Zhongpu Township of Chiayi County, Yanshui District of Tainan City, Liuying District of Tainan City, Madou District of Tainan City, Xiaying District of Tainan City, Liujia District of Tainan City, Guantian District of Tainan City, Jiali District of Tainan City, Xuejia District of Tainan City, Xigang District of Tainan City, Qigu District of Tainan City, Jiangjun District of Tainan City, Beimen District of

Level Code	Names of Districts and Townships
	Tainan City, Xinhua District of Tainan City, Xinshi District of Tainan City, Anding District of Tainan City, Shanshang District of Tainan City, Guanmiao District of Tainan City, Linyuan District of Kaohsiung City, Dashu District of Kaohsiung City, Qiaotou District of Kaohsiung City, Yanchao District of Kaohsiung City, Alian District of Kaohsiung City, Luzhu District of Kaohsiung City, Hune District of Kaohsiung City, Jiading District of Kaohsiung City, Yongan District of Kaohsiung City, Mituo District of Kaohsiung City, Ziguan District of Kaohsiung City, Chaozhou Township of Pingtung County, Donggang Township of Pingtung County, Hengchun Township of Pingtung County, Wandan Township of Pingtung County, Changzhi Township of Pingtung County, Linluo Township of Pingtung County, Jiuru Township of Pingtung County, Neipu Township of Pingtung County, Xinyuan Township of Pingtung County, Su'ao Township of Yilan County, Toucheng Township of Yilan County, Jiaoxi Township of Yilan County, Zhuangwei Township of Yilan County, Yuanshan Township of Yilan County, Dongshan Township of Yilan County, Wujie Township of Yilan County, Taitung City of Taitung County
6	Shiding District of New Taipei City, Pinglin District of New Taipei City, Pingxi District of New Taipei City, Shuangxi District of New Taipei City, Gongliao District of New Taipei City, Emei Township of Hsinch County, Zhuolan Township of Miaoli County, Dahu Township of Miaoli County, Nanzhuang Township of Miaoli County, Xihu Township of Miaoli County, Shitan Township of Miaoli County, Tai'an Township of Miaoli County, Dongshi District of Taichung City, Xinshe District of Taichung City, Heping District of Taichung City, Ershui Township of Changhua County, Erlin Township of Changhua County, Tianwei Township of Changhua County, Fangyuan Township of Changhua County, Dacheng Township of Changhua County, Zhutang Township of Changhua County, Xizhou Township of Changhua County, Zhushan Township of Nantou County, Jiji Town of Nantou County, Mingjian Township of Nantou County, Lugu Township of Nantou County, Zhongliao Township of Nantou County, Yuchi Township of Nantou County, Guoshing Township of Nantou County, Shuili Township of Nantou County, Xinyi Township of Nantou County, Xiluo Township of Yunlin County, Tuku Township of Yunlin County, Beigang Township of Yunlin County, Gukeng Township of Yunlin County, Dapi Township of Yunlin County, Citong Township of Yunlin County, Erlun Township of Yunlin County, Lunbei Township of Yunlin County, Dongshi Township of Yunlin County, Baozhong Township of Yunlin County, Taixi Township of Yunlin County, Yuanchang Township of Yunlin County, Sihu Township of Yunlin County,

Level Code	Names of Districts and Townships
	Kouhu Township of Yunlin County, Shuilin Township of Yunlin County, Puzi City of Jiayi County, Budai Township of Jiayi County, Dalin Township of Chiayi County, Xikou Township of Chiayi County, Xingang Township of Chiayi County, Liujiao Township of Chiayi County, Dongshi Township of Chiayi County, Yizhu Township of Chiayi County, Lucao Township of Chiayi County, Zhuqi Township of Chiayi County, Meishan Township of Chiayi County, Fanlu Township of Chiayi County, Baihe District of Tainan City, Houbi District of Tainan City, Dongshan District of Tainan City, Danei District of Tainan City, Yujing District of Tainan City, Nanxi District of Tainan City, Nanhua District of Tainan City, Zuozhen District of Tainan City, Longqi District of Tainan City, Tianliao District of Kaohsiung City, Qishan District of Kaohsiung City, Meinong District of Kaohsiung City, Liugui District of Kaohsiung City, Jiaxian District of Kaohsiung City, Shanlin District of Kaohsiung City, Neimen District of Kaohsiung City, Ligang Township of Pingtung County, Yanpu Township of Pingtung County, Gaoshu Township of Pingtung County, Wanluan Township of Pingtung County, Zhutian Township of Pingtung County, Xinpi Township of Pingtung County, Fangliao Township of Pingtung County, Kanding Township of Pingding Township, Linbian Township of Pingtung County, Nanzhou Township of Pingtung County, Jiadong Township of Pingtung County, Checheng Township of Pingtung County, Manzhou Township of Pingtung County, Fangshan Township of Pingtung County, Huxi Township of Penghu County, Baisha Township of Penghu County, Xiyu Township of Penghu County, Wangan Township of Penghu County, Qimei Township of Penghu County, Sanxing Township of Yilan County, Fenglin Township of Hualien County, Yuli Township of Hualien County, Shoufeng Township of Hualien County, Guangfu Township of Hualien County, Fengbin Township of Hualien County, Ruisui Township of Hualien County, Fuli Township of Hualien County, Chenggung Township of Taitung County, Guanshan Township of Taitung County, Beinan Township of Taitung County, Luye Township of Taitung County, Chishang Township of Taitung County, Donghe Township of Taitung County, Changbin Township of Taitung County, Taimaili Township of Taitung County
7	Wulai District of New Taipei City, Fuxing Township of Taoyuan County, Jianshi Township of Hsinchu County, Wufeng Township of Hsinchu County, Renai Township of Nantou County, Mailiao Township of Yunlin County, Dapu Township of Chiayi County, Alishan Township of Chiayi County, Maolin District of Kaohsiung City, Taoyuan District of Kaohsiung City, Namaxia District of Kaohsiung City, Liuqiu Township of Pingtung County, Sandimen Township of

Level Code	Names of Districts and Townships
	Pingtung County, Wutai Township of Pingtung County, Majia Township of Pingtung County, Taiwu Township of Pingtung County, Laiyi Township of Pingtung County, Chunri Township of Pingtung County, Shizi Township of Pingtung County , Mudan Township of Pingtung County, Magong City of Penghu County, Datong Township of Yilan County, Nan'ao Township of Yilan County , Xincheng Township of Hualien County, Xiulin Township of Hualien County, Wanrong Township of Hualien County, Zhuoxi Township of Hualien County, Dawu Township of Taitung County, Ludao Township of Taitung County, Haiduan Township of Taitung County, Yanping Township of Taitung County, Jinfeng Township of Taitung County, Daren Township of Taitung County, Lanyu Township of Taitung County

Table 2 Geographic Stratifications

Geographic Area	Level Code	Combined Level Code
Taipei City, New Taipei City, Keelung, Yilan	1	1
	2	2
	3, 4	3
	5, 6, 7	4
Taoyuan, Hsinchu, Miaoli	1, 2	1
	3, 4	2
	5, 6, 7	3
Taichung, Changhua, Nantou	1, 2	1
	3, 4	2
	5	3
	6, 7	4
Yunlin, Chiayi, Tainan	1, 2, 3	1
	4, 5	2
	6, 7	3
Kaohsiung, Pingtung, Penghu	1, 2	1
	3, 4	2
	5, 6, 7	3
Hualien, Taitung	4, 5	1
	6, 7	2

(1) Pilot Test

A stratified three-stage probability proportional to size sampling was adopted for the pre-test interviews. Since not many completed samples were expected during the pretest, the stratification system used in this project's formal survey was adjusted in order to meet the project deadline and save survey costs. With the Hualien and Taitung area excluded, only one geographic stratum was sampled within each of the five "geographic areas" -- "Taipei City, New Taipei City, Keelung, Yilan," "Taoyuan, Hsinchu, Miaoli," "Taichung, Changhua, Nantou," "Yunlin, Chiayi, Tainan," and "Kaohsiung, Pingtung, Penghu." Once the proportions of population in the geographic areas were calculated based on the demographic data provided by the Ministry of the Interior at the end of December 2017, the numbers of samples for all geographic areas were determined based on the proportions, with the numbers of townships and the expected number of completed samples within every township adjusted. The actual number of successful samples is 30.

(2) Formal survey

Prior to conducting the formal survey, the proportions of population in the geographic areas were calculated based on the demographic data provided by the Ministry of the Interior at the end of December 2017, and the numbers of samples for all geographic areas were determined based on the proportions, with the numbers of townships and the expected number of completed samples within every township adjusted. Consequently, a total of 1,068 samples were expected to be completed in each of the four investigations. In view of the small population and extremely uneven distribution of population in the Hualien and Taitung area, the stratified two-stage PPS (probabilities proportional to size) sampling was actually used, while the stratified three-stage PPS sampling was used in other areas. During the third stage, a survey point was set up at gathering places (such as village office, activity center, and market) in the townships selected to conduct the survey with local residents.

The sampling units in each stage are explained as below.

- During a two-stage sampling, the primary sampling units were "township" and then "people." All of the "districts and townships" in the geographic stratum were included.
- During a three-stage sampling, the primary sampling units were "townships," and the second sampling units were "villages." The last sampling units were "people."

During the implementation of the survey, the gender and age structures of all communities were strictly controlled with view to ensuring that the structure of the survey results could be similar to that of the target population. In case of any inconsistency between obtained samples and the population, the results were weighted based on variables like gender, age, and community. The weighted sample number in every age group must not exceed the original sample number by 60%.

(3) Allocation of samples

To meet the request of the agency that commissioned this project, at least 1,068 valid samples were investigated in each questionnaire with a sampling error of within ± 3% at a 95% confidence level.

Table 3 Plan for Allocation of Samples at Survey Sites in All Communities

Geographic stratum	Level	No. of People Aged 16 and above	Population Percentage	Planned Allocation of Samples	No. of Townships and Districts Selected	No. of Villages Selected	Total Samples of Villages
Taipei City, New Taipei City, Keelung, Yilan	Level 1	1,234,927	19.11%	66	2	2	4
	Level 2	3,180,892	49.22%	169	5	2	10
	Level 3	1,642,127	25.41%	87	3	2	6
	Level 4	404,626	6.26%	22	1	2	2
	Subtotal	6,462,572	32.15%	343	11		22
Taoyuan, Hsinchu, Miaoli	Level 1	1,136,158	36.42%	60	2	2	4
	Level 2	1,460,970	46.83%	78	3	2	6
	Level 3	522,787	16.76%	28	1	2	2
	Subtotal	3,119,915	15.52%	166	6		12
Taichung, Changhua, Nantou	Level 1	903,857	23.26%	48	2	2	4
	Level 2	1,266,346	32.59%	67	2	2	4
	Level 3	1,276,334	32.85%	68	2	2	4
	Level 4	438,815	11.29%	23	1	2	2
	Subtotal	3,885,352	19.33%	206	7		14
Yunlin, Chiayi, Tainan	Level 1	922,186	31.58%	49	2	2	4
	Level 2	1,216,056	41.65%	65	2	2	4
	Level 3	781,563	26.77%	42	1	2	2
	Subtotal	2,919,805	14.53%	155	5		10
Kaohsiung, Pingtung, Penghu	Level 1	1,132,325	35.01%	60	2	2	4
	Level 2	986,400	30.49%	52	2	2	4
	Level 3	1,115,990	34.50%	59	2	2	4
	Subtotal	3,234,715	16.09%	172	6		12
Hualien, Taitung	Level 1	252,400	52.97%	13	0	1	1
	Level 2	224,091	47.03%	12	0	1	1
	Subtotal	476,491	2.37%	25			2
Total		20,098,850	100.00%	1,068			72

Since the original allocation of the survey site sampling is based on proportions of the entire population, these calculated decimal numbers had to be rounded to the nearest integers when the survey was actually performed. Moreover, to meet a specific requirement this year that the number of weighted samples in every age group must not exceed the original number of samples by 60%, the samples were allocated and adjusted accordingly in this project. The adjusted allocation of survey site sampling has been shown in the table below.

Table 4 Plan for Allocation of Samples at Survey Sites in All Communities after Adjustment by Age

				Originally Planned Allocation of Samples at Survey Sites						First Adjustment	
Geographic stratum	Level	No. of People Aged 16 and above	Population Percentage	Planned Allocation of Samples	No. of Townships and Districts Selected	No. of Villages Selected	Total Samples of Villages	Expected No. of Samples by Village	Expected No. of Samples by Level	Expected No. of Samples by Village	Expected No. of Samples by Level
Taipei City, New Taipei City, Keelung, Yilan	Level 1	1,234,927	19.11%	66	2	2	4	16	64	16	64
	Level 2	3,180,892	49.22%	169	5	2	10	17	170	17	170
	Level 3	1,642,127	25.41%	87	3	2	6	15	90	15	90
	Level 4	404,626	6.26%	22	1	2	2	11	22	11	22
	Subtotal	6,462,572	32.15%	343	11	-	22	-	346	-	346
Taoyuan, Hsinchu, Miaoli	Level 1	1,136,158	36.42%	60	2	2	4	15	60	15	60
	Level 2	1,460,970	46.83%	78	3	2	6	13	78	13	78
	Level 3	522,787	16.76%	28	1	2	2	14	28	14	28
	Subtotal	3,119,915	15.52%	166	6	-	12	-	166	-	166
Taichung, Changhua, Nantou	Level 1	903,857	23.26%	48	2	2	4	12	48	12	48
	Level 2	1,266,346	32.59%	67	2	2	4	17	68	17	68
	Level 3	1,276,334	32.85%	68	2	2	4	17	68	17	68
	Level 4	438,815	11.29%	23	1	2	2	12	24	12	24
	Subtotal	3,885,352	19.33%	206	7	-	14	-	208	-	208
Yunlin, Chiayi, Tainan	Level 1	922,186	31.58%	49	2	2	4	12	48	12	48
	Level 2	1,216,056	41.65%	65	2	2	4	16	64	16	64
	Level 3	781,563	26.77%	42	1	2	2	21	42	21	42
	Subtotal	2,919,805	14.53%	155	5	-	10	-	154	-	154
Kaohsiung, Pingtung, Penghu	Level 1	1,132,325	35.01%	60	2	2	4	15	60	12	48
	Level 2	986,400	30.49%	52	2	2	4	13	52	14	56
	Level 3	1,115,990	34.50%	59	2	2	4	15	60	16	64
	Subtotal	3,234,715	16.09%	172	6	-	12	-	172	-	168
Hualien, Taitung	Level 1	252,400	52.97%	13	-	1	1	13	13	14	14
	Level 2	224,091	47.03%	12	-	1	1	12	12	12	12
	Subtotal	476,491	2.37%	25	-	-	2	-	25	-	26
Total		20,098,850	100.00%	1,068	35	-	72	-	1071	-	1068

Table 4 Plan for Allocation of Samples at Survey Sites in All Communities after Adjustment by Age

				First Adjustment		Second Adjustment of Site Allocation Based on Age Distribution in the Population (Expected No. by Site)							
Geographic stratum	Level	No. of People Aged 16 and above	Population Percentage	Expected No. of Samples by Village	Expected No. of Samples by Level	Expected No. of Samples with Ages 16-25	Expected No. of Samples with Ages 26-35	Expected No. of Samples with Ages 36-45	Expected No. of Samples with Ages 46-55	Expected No. of Samples with Ages 56-65	Expected No. of Samples with Ages 66 and Above	Expected No. of Samples by Level	Expected No. of Completed Samples in Each Level by Age Group
Taipei City, New Taipei City, Keelung, Yilan	Level 1	1,234,927	19.11%	16	64	2	4	3	3	2	2	16	64
	Level 2	3,180,892	49.22%	17	170	3	3	3	3	2	2	16	160
	Level 3	1,642,127	25.41%	15	90	3	3	3	3	2	1	15	90
	Level 4	404,626	6.26%	11	22	3	3	2	3	2	1	14	28
	Subtotal	6,462,572	32.15%	-	346	-	-	-	-	-	-	-	342
Taoyuan, Hsinchu, Miaoli	Level 1	1,136,158	36.42%	15	60	3	3	3	3	2	1	15	60
	Level 2	1,460,970	46.83%	13	78	3	3	2	3	2	1	14	84
	Level 3	522,787	16.76%	14	28	3	3	2	3	2	1	14	28
	Subtotal	3,119,915	15.52%	-	166	-	-	-	-	-	-	-	172
Taichung, Changhua, Nantou	Level 1	903,857	23.26%	12	48	3	3	2	3	2	1	14	56
	Level 2	1,266,346	32.59%	17	68	3	3	4	2	2	2	16	64
	Level 3	1,276,334	32.85%	17	68	3	3	4	3	2	2	17	68
	Level 4	438,815	11.29%	12	24	3	3	2	2	2	1	13	26
	Subtotal	3,885,352	19.33%	-	208	-	-	-	-	-	-	-	214
Yunlin, Chiayi, Tainan	Level 1	922,186	31.58%	12	48	3	3	2	2	2	1	13	52
	Level 2	1,216,056	41.65%	16	64	3	3	3	2	2	1	14	56
	Level 3	781,563	26.77%	21	42	3	3	4	3	2	2	17	34
	Subtotal	2,919,805	14.53%	-	154	-	-	-	-	-	-	-	142
Kaohsiung, Pingtung, Penghu	Level 1	1,132,325	35.01%	12	48	3	3	2	3	2	1	14	56
	Level 2	986,400	30.49%	14	56	3	3	3	2	2	1	14	56
	Level 3	1,115,990	34.50%	16	64	3	3	3	2	2	2	15	60
	Subtotal	3,234,715	16.09%	-	168	-	-	-	-	-	-	-	172
Hualien, Taitung	Level 1	252,400	52.97%	14	14	2	3	3	3	2	1	14	14
	Level 2	224,091	47.03%	12	12	2	3	2	3	2	1	13	12
	Subtotal	476,491	2.37%	-	26	-	-	-	-	-	-	-	26
Total		20,098,850	100.00%	-	1068	-	-	-	-	-	-	-	1068

3. Survey period

The interviews took place in the selected areas between May 6 and July 13, 2018.

Table 5 Implementation of Formal Sampling

Area	Level	Townships and Districts	Expected No. of Samples (1,068 samples in total)	No. of Completed Samples (1,078 samples in total)
Taipei City, New Taipei City, Keelung, Yilan	Level 1	Xinyi District of Taipei City	32	34
		Wanhua District of Taipei City	32	33
	Level 2	Banqiao District of New Taipei City	32	32
		Zhonghe District of New Taipei City	32	41
		Zhongshan District of Taipei City	32	36
		Wenshan District of Taipei City	32	31
		Shilin District of Taipei City	32	40
	Level 3	Xindian District of New Taipei City	30	31
		Xizhi District of New Taipei City	30	30
		Tucheng District of New Taipei City	30	24
	Level 4	Sanxing Township of Yilan County	28	28
	Subtotal		342	360
Taoyuan, Hsinchu, Miaoli	Level 1	Zhongli City of Taoyuan County	30	29
		Zhubei City of Hsinchu County	30	29
	Level 2	Miaoli City of Miaoli County	28	28
		Bade City of Taoyuan County	28	29
		Zhudong Township of Hsinchu County	28	28
	Level 3	Houlong Township of Miaoli County	28	28
	Subtotal		172	171
Taichung, Changhua, Nantou	Level 1	North District of Taichung City	28	29
		Beitun District of Taichung City	28	29
	Level 2	West District of Taichung City	32	33
		Changhua City of Changhua County	32	29
	Level 3	Caotun Township of Nantou County	34	32
		Puli Township of Nantou County	34	30
	Level 4	Zhushan Town ship of Nantou County	26	26
	Subtotal		214	208
Yunlin, Chiayi, Tainan	Level 1	Yongkang District of Tainan City	26	26
		Annan District of Tainan City	26	26
	Level 2	Huwei Township of Yunlin County	28	29
		Zhuqi Township of Chiayi County	28	28
	Level 3	Baihe District of Tainan City	34	34
	Subtotal		142	143
Kaohsiung, Pingtung, Penghu	Level 1	Fengshan District of Kaohsiung City	28	28
		Sanmin District of Kaohsiung City	28	27
	Level 2	Qianzhen District of Kaohsiung City	28	28
		Nanzi District of Kaohsiung City	28	27
	Level 3	Magong City of Penghu County	30	30
		Pingtung City of Pingtung County	30	30
	Subtotal		172	170
Hualien, Taitung	Level 1	Hualien City of Hualien County	14	13
	Level 2	Taitung City of Taitung County	12	13
	Subtotal		26	26
Total			**1068**	**1078**

Differences between the actual numbers of samples and the planned numbers of samples are explained as below:

(1) This survey was completely implemented as planned in terms of sites and allocation of samples. However, due to reasons like age control and the people's willingness to be interviewed at different sites, fewer samples were completed than expected at several sites.

(2) Although samples were not performed as planned at some sites, samples of all areas were verified to represent the population in terms of distribution, through a test prior to weighting (Refer to Table 6 below).

Table 6 Contingency Table for Broadcasting Market Survey Site before Weighting

Allocation of Survey Site No.	Allocation of Samples		No. of Samples before		Chi-Square Test before Weighting
	No. of People	Percentage	No. of People	Percentage	
Total	1,068	100.0%	1,078	100.0%	
Survey Site					The Chi-square value is 1.04, and p-value (= 0.95) is below the accepted siginificance level of 5%, meaning no significant difference between the distribution of samples and the original allocation of samples.
Taipei City, New Taipei City, Keelung, Yilan	342	32.0%	360	33.7%	
Taoyuan, Hsinchu, Miaoli	172	16.1%	171	16.0%	
Taichung, Changhua, Nantou	214	20.0%	208	19.5%	
Yunlin, Chiayi, Tainan	142	13.3%	143	13.4%	
Kaohsiung, Pingtung, Penghu	172	16.1%	170	15.9%	
Hualien, Taitung	26	2.4%	26	2.4%	

C. Implementation of Survey

1. Timeline

Before the survey was formally launched, preparations for questionnaires and related affairs were undertaken from April 22 to April 26, 2018. After the questionnaires were modified based on the conclusions from the meeting with the agency that commissioned this study, the survey formally began on May 6, 2018. The timeline is explained as below.

(1) Preparation period: April 1 to April 27, 2018

(2) Survey period:

Phase 1: April 22 to April 26, 2018

Phase 2: May 6 to July 13, 2018

(3) Review period: July 14 to July 18, 2018

2. Survey method

Face-to-face interviews were employed for this survey; a computer-assisted interview survey system was used during the interview, and was complemented with printed questionnaires.

3. Statistical analysis method

(1) Sample representativeness and weighting

After the survey results were reviewed, the NPAR Chi-square test was used to examine the difference between the allocation of samples and the structure of the population in terms of age, gender, and population percentage, to enhance the representativeness and reliability of the survey so that these samples could reflect the population structure. In case a significant difference in structure was identified between the samples and the population, weighting was used to make the sample structure identical to that of the population.

About weighting, the raking method was used to adjust the sampling weights based on variables in the order of gender, age and area of household registered until no significant difference existed between the allocation of samples and the population in every variable.

All the data in the results were multiplied by the adjustment weight. $\frac{N_i}{N} \Big/ \frac{n_i'}{n}$,

N_i and n_i' represent the number of the population and the number of sample population weighted in the Cross Group i, while N and n represent the number of the total population and the number of the total sample population weighted. This way, the sampling distribution was completely the same as the population distribution after weighting. The last weight was gained by multiplying all the adjustment weights.

(2) Reliability analysis

Reliability refers to trustworthiness or consistency of a survey. Namely, when the survey is performed under the same or similar conditions, consistent or stable results can be obtained. Cronbach's (1951) α reliability coefficient is currently the most used reliability indicator. Nunnally (1967) suggested that a reliability of 0.7 or higher, also known as high reliability, is acceptable.

(3) Frequency

How people understand and rate each of the aspects can be realized through the data presented in allocation of frequencies and percentages in all questions.

(4) Cross analysis and Chi-square test

A cross analysis table was established with the basic data in "all the issues" to realize whether a difference existed between the respondents with different backgrounds in all the issues. Pearson's Chi-square test was used in the cross table. The Chi-square test value (W) is defined as below:

$$\mathrm{W} = \sum_{i=1}^{r}\sum_{j=1}^{c}\frac{\left(O_{ij} - E_{ij}\right)^2}{E_{ij}} \sim \chi^2\left(\left(r-1\right)\left(c-1\right)\right)$$

, wherein

O_{ij} is the observed frequency from Row j, Column i, and

E_{ij} is the expected frequency from Row j, Column i.

When p-value in the Chi-square test is less than 0.05, it means the two variables are not independent at a 95% confidence level. That is, a significant statistic difference exists between the respondents with different backgrounds in the issue.

(5) Analysis of variance (ANOVA)

The total variation can be divided into the variation between groups and the variation within groups. Analysis of variance is used to calculate the ratio of variation between groups to variation within groups. If the variation between groups is significantly greater than the variation within groups, significant differences among group means exist between two or more groups. If the variation between groups is not

highly different from the variation within groups, few differences exist among groups. The ANOVA F-test calculations are as below.

$$F = \frac{MS_b}{MS_w} = \frac{SS_b / k - 1}{SS_w / n - k}$$

, where n represents the number of samples and k represents the number of groups,

$SS_b = n\sum_{i=1}^{k}(\overline{\mathrm{X}}_i - \overline{\mathrm{X}})^2$ is the total sum of squared deviations of group means from grand mean, and

$SS_w = \sum_{i=1}^{k}\sum_{j=1}^{n_i}(\mathrm{X}_{ij} - \overline{\mathrm{X}}_i)^2$ is the total sum of the squared deviations within groups.

4. Sample structure

As of July 18, 2018, the survey for this research has been implemented and reviewed by the research team, with 1,068 questionnaires completed as valid samples. The sample structure is shown in Table 7.

Table 7 Contingency Table for Broadcasting Market Survey Samples

Population variables	Population		No. of Samples before Weighting		No. of Samples after Weighting		Chi-Square Test before Weighting	Chi-Square Test after Weighting
	No. of People	Percentage	No. of People	Percentage	No. of People	Percentage		
Total	20,098,850	100.0%	1,078	100.0%	1,078	100.0%		
Gender							The Chi-square value is 0.28, and p-value (= 0.594) is below the accepted siginificance level of 5%, meaning no significant difference between samples and the target population in distribution of gender.	The Chi-square value is 0.000, and p-value (= 0.999) is below the accepted siginificance level of 5%, meaning no significant difference between samples and the target population in distribution of gender.
Male	9,914,303	49.3%	523	48.5%	532	49.3%		
Female	10,184,547	50.7%	555	51.5%	546	50.7%		
Age							The Chi-square value is 43.837, and p-value (= 0.000) is below the accepted siginificance level of 5%, meaning significant difference between samples and the target population in distribution of age.	The Chi-square value is 0.001, and p-value (= 0.999) is below the accepted siginificance level of 5%, meaning no significant difference between samples and the target population in distribution of age.
Age 16-25	3,019,238	15.0%	205	19.0%	162	15.0%		
Age 26-35	3,365,892	16.7%	223	20.7%	181	16.8%		
Age 36-45	3,830,729	19.1%	194	18.0%	205	19.0%		
Age 46-55	3,652,178	18.2%	201	18.6%	196	18.2%		
Age 56-65	3,263,731	16.2%	149	13.8%	175	16.2%		
Age 66 and above	2,967,082	14.8%	106	9.8%	159	14.8%		
City or County							The Chi-square value is 414.79, and p-value (= 0.000) is below the accepted siginificance level of 5%, meaning significant difference between samples and the target population in distribution of city and county.	The Chi-square value is 1.509, and p-value (= 0.999) is below the accepted siginificance level of 5%, meaning no significant difference between samples and the target population in distribution of city and county.
New Taipei City	3,448,947	17.2%	142	13.2%	191	17.7%		
Taipei City	2,289,192	11.4%	155	14.4%	128	11.8%		
Taoyuan City	1,830,616	9.1%	73	6.8%	95	8.9%		
Taichung City	2,347,963	11.7%	80	7.4%	126	11.7%		
Tainan City	1,634,429	8.1%	92	8.5%	88	8.2%		
Kaohsiung City	2,412,066	12.0%	108	10.0%	129	12.0%		
Yilan County	396,203	2.0%	46	4.3%	21	1.9%		
Hsinch County	454,239	2.3%	63	5.8%	24	2.2%		
Miaoli County	475,420	2.4%	45	4.2%	25	2.3%		
Changhua County	1,097,511	5.5%	33	3.1%	58	5.4%		
Nantou County	439,878	2.2%	75	7.0%	23	2.1%		
Yilan County	601,273	3.0%	34	3.2%	32	3.0%		
Chiayi County	455,600	2.3%	22	2.0%	23	2.2%		
Pingtung County	730,817	3.6%	28	2.6%	40	3.7%		
Taitung County	190,752	0.9%	15	1.4%	10	0.9%		
Hualien County	285,739	1.4%	12	1.1%	15	1.4%		
Penghu County	91,832	0.5%	28	2.6%	5	0.5%		
Keelung City	328,230	1.6%	3	0.3%	14	1.3%		
Hsinch City	359,640	1.8%	5	0.5%	18	1.6%		
Chiayi City	228,503	1.1%	19	1.8%	12	1.1%		

Note: The source of the population data is the 2017 December Demographic Data of Households in Each Village provided on the Open Data platformby by the Ministry of the Interior.

D. Research Limitations

To keep on top of how Taiwanese people use communications in the digital economic era, a survey on the Broadband Usage trend in the communications industry was implemented by means of interviews with people aged 16 and above (those who were born on and before December 31, 2002) in Taiwan proper (exclusive of Kinmen County and Lianjiang County), at the request of NCC. However, the following study limitations exist when actually performing the survey:

1. Sample frame limitations

Based on the requirements of the NCC, at least 1,068 successful samples were to be completed with the allocation of samples proportional to the population of every county or city.

In order to undertake rigorous sampling, research was conducted with reference to the sample structure used in Taiwan Social Change Survey by Academia Sinica. Nonetheless, it may be worth noting that this research differed from Taiwan Social Change Survey, where household registrations were used as a sampling frame. With no access to Taiwan's household registration database, a household survey seemed impossible. Instead, interviews were carried out at gathering places in townships or cities.

2. Sample recovery restrictions

The survey questionnaires contained 102 questions. In order to meet the requirement of at least 1,068 successful sample responses, groups of two interviewers were arranged at bustling locations, such as parks and busy crossroads, to perform interviews.

During this survey, the average number of those who did not comply was 3.93. Among the aged 55 and over groups, the average number of refusals was 7.49, making it much harder to achieve the planned number of interviews when compared with young people. Even so, the interviewers were urged to obtain the required number of samples by gender and age, so the weighted number of all age groups would not exceed the original number of samples by 60%.

3. Sample inference restrictions

After weighting, the sample number of young people, such as ages 16-25, was 0.79 times greater; the sample number of ages 26-35 was 0.81 times greater; the

sample number of ages 36-45 was 1.06 time greater; the sample number of middle-aged people such as ages 46-55 was 0.98 times greater; the sample number of ages 56-65 was 1.17 times greater; and the sample number of ages 66 and above was 1.5 times greater.

III. Results

A. Audiovisual Behaviors

Audiovisual Behavior

1. Overall Analysis

According to the survey results, 61.4% of the people over the age of 16 only watch TV, while 30.8% watch TV and listen to radio and only 1.5% listens to radio; 6.3% neither watch TV nor listen to radio (Refer to Figure 1).

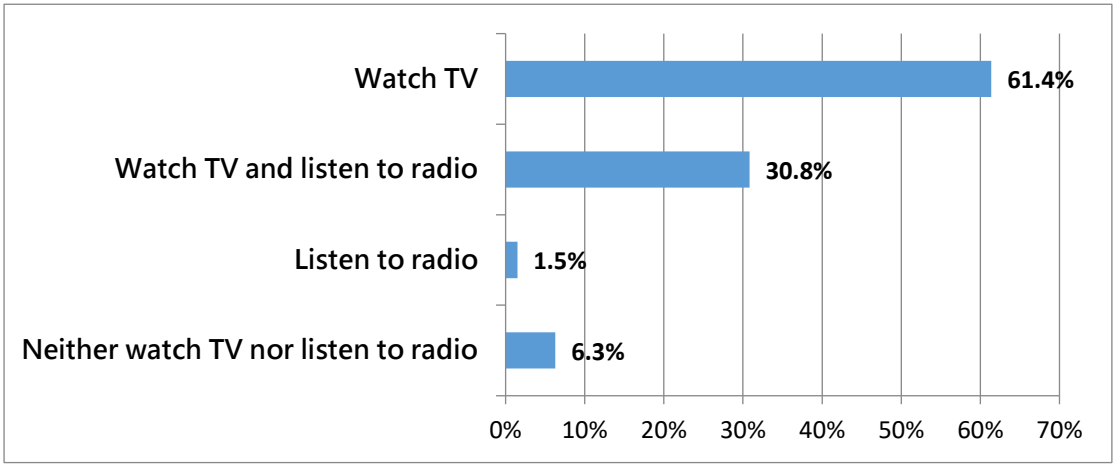

Figure 1 Those Who Watch TV or Listen to Radio

Base：N=1,078

2. Comparative Analysis

(1) Analysis of regional differences

As far as the region is concerned, except for people in Kaohsiung, Pingtung and Penghu, who have the highest proportion of watching TV and listening to the radio (50.0%), the other regions watch TV. Among them, the highest proportion of watching TV is in Yunlin, Chiayi and Tainan (68.4%).

(2) Analysis of basic differences

The result of the Chi-square test shows that there is a significant difference in gender between watching TV or listening to the radio.

In terms of gender, both males and females have the highest proportion of watching television, but females (66%) are higher than males (56.6%).

In terms of age, all age groups have the highest proportion of watching TV, and both reached more than 55%.

According to marital status, all marital status have the highest proportion of watching TV, at more than 55%.

Equipment

1. Overall Analysis

More than 95% of people have TV sets in their homes, having one TV being the highest (44.3%), followed by two TV sets (34.2%) (Refer to Figure 2)

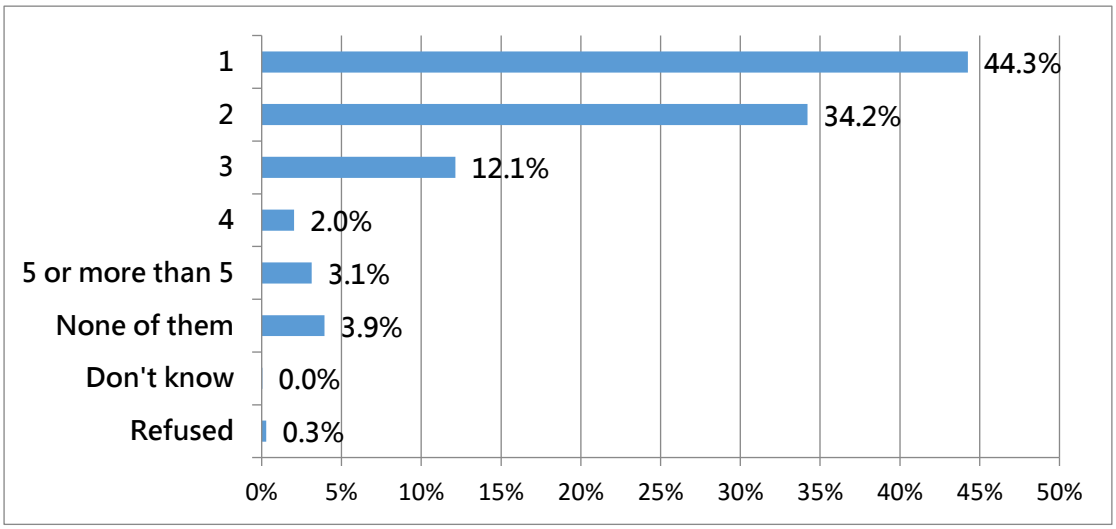

Figure 2 Number of TV Sets at Home

Base：N=1,078

2. Comparative Analysis

(1) Analysis of regional differences

Except for the Taoyuan, Hsinchu and Miaoli area (48.9%), the proportion of people with two TV sets is the highest, and the rest of the region has the highest proportion for one TV set, especially the Taipei City, New Taipei City and Keeling area at the highest with 54.8%.

(2) Analysis of basic differences

In terms of gender, both males (39.9%) and females (48.4%) have the highest proportion of having one TV set.

In terms of age group, the proportion of people 36-45 years old who have one TV set is the highest (48.2%), and owning two TV sets is 56-65 years old (38.3%).

In terms of marital status, the proportion of widowed/separated who own one TV is the highest, reaching 54.2%.

Smart TVs

1. Overall Analysis

The survey finds that 72.5% of people do not have smart TVs (Refer to Figure 3). Of those who do have smart TVs in the home, 62.5% have their smart TVs connected to the broadband network at home (Refer to Figure 4).

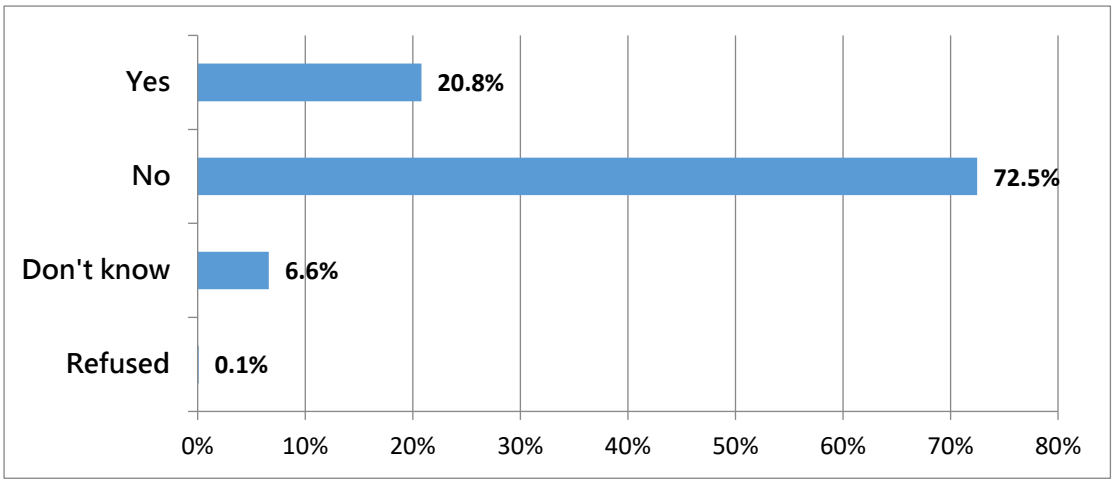

Figure 3 Having a Smart TV at Home

Base：N= 1,032 (having a TV set in the home)

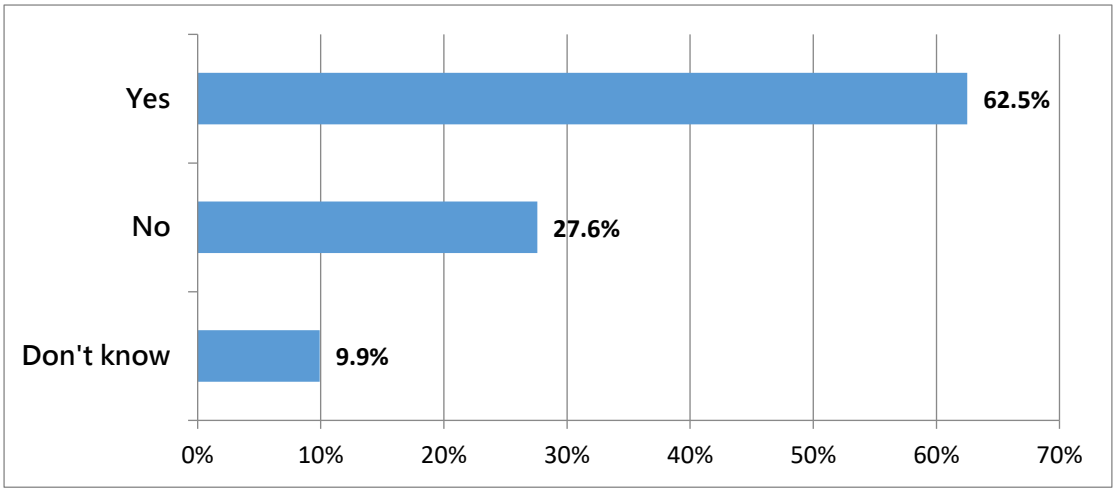

Figure 4 Whether Home Smart TV is Connected to Broadband Network

Base：N= 215 (having smart TV at home)

In the past 12 months, people with smart TVs at home have used smart TVs to watch free movies and TV programs provided by online streaming audio and video (OTT) companies (such as Netflix, Iqiyi, etc.) with the highest rate of 32.2%. Followed by watching videos longer than ten minutes on Facebook and YouTube (26.1%) and watching short films of less than ten minutes on Facebook and YouTube (23.9%) (Refer to Figure 5).

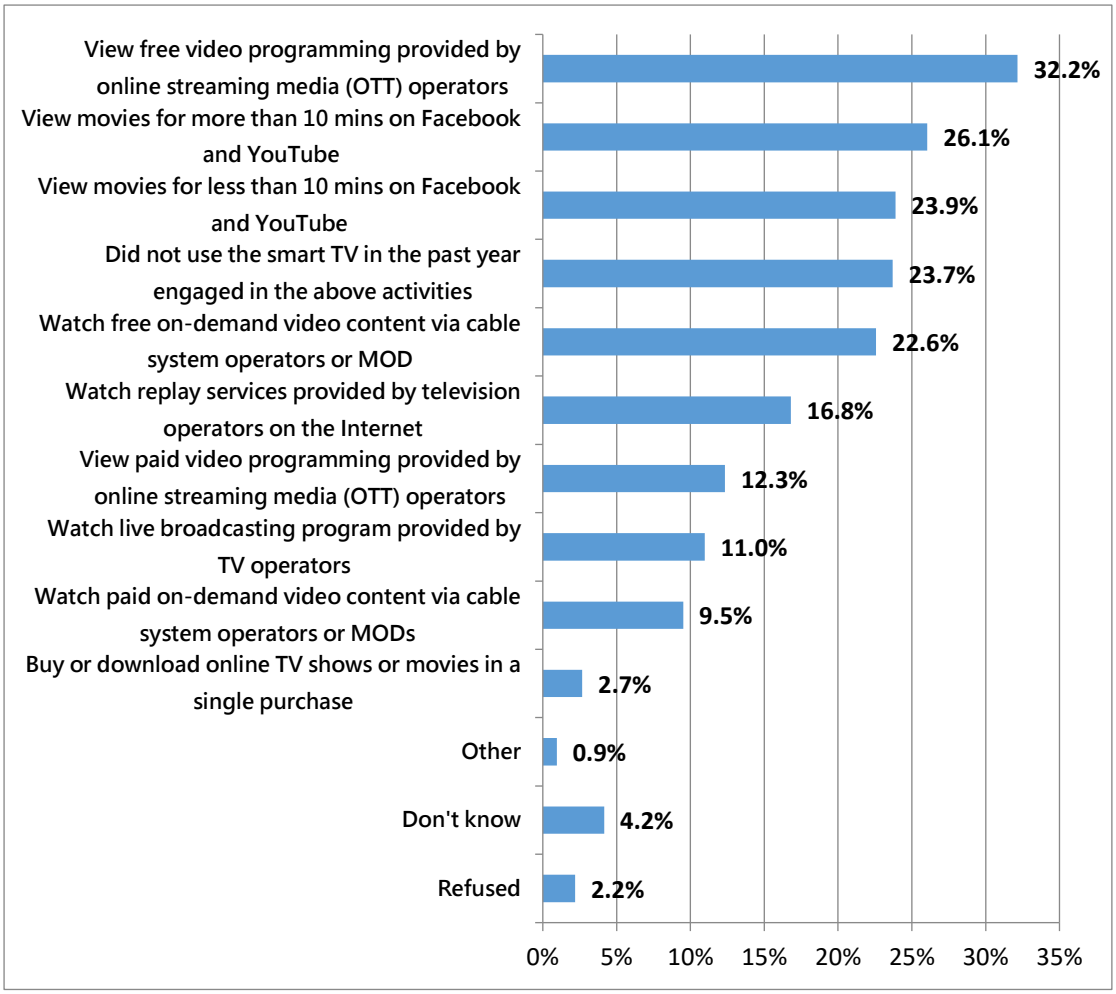

Figure 5 Activities Using Smart TV in the Past 12 Months

Base：N= 215 (multiple-choice, respondents who have smart TVs at home)

2. Comparative Analysis

(1) Analysis of regional differences

The Chi-square test shows there is significant difference in region for whether people have smart TVs at home and whether the smart TVs are connected to the broadband network at home.

According to regional analysis, the proportion of having smart TVs in the Ilan, Hualien and Taitung area is the highest, reaching 29.8%, and the proportion of having smart TVs in Taoyuan, Hsinchu and Miaoli area is the lowest (14.1%); the proportion of smart TVs connecting with broadband network at home is the highest in the Taoyuan, Hsinchu and Miaoli area, up to 73.1%.

In the past 12 months, people in at Taipei City, New Taipei City and Keeling have not used smart TV, with the highest proportion of 38.6%. People in Ilan, Hualien and Taitung have the highest proportion of watching free video content through cable TV or MODs (37.6%). The rest of the region has the highest proportion of watching free

movies and TV programs through online streaming service providers (such as Netflix, Iqiyi, etc.), and the Taoyuan, Hsinchu and Miaoli area has the highest proportion of 47.8%.

(2) Analysis of basic differences

According to the chi-square test, there is a significant difference in age for whether people have smart TVs at home. Whether the smart TVs are connected to the broadband network at home is a significant difference in gender and age.

In terms of gender, males (71.8%) or females (73.1%) have the highest proportion of no smart TV at home. Male (72.8%) is higher than female (51%) for having smart TVs that connect to broadband network at home.

In the past 12 months, men (33.7%) and women (30.4%) used smart TVs to watch free movies and TV shows through online streaming providers (such as Netflix, Iqiyi, etc.) at the highest.

In terms of the age group, all age groups have the highest proportion of no smart TVs at their homes, with a highest of 77.4% in 56-65 years old; age group of 46-55 years old is the highest proportion of having smart TVs connected to broadband networks at home, reaching 74.5%, and 66 years old and above has the highest rate of having smart TVs at home but not connected to broadband networks (51.2%).

In the use of smart TV, 16-25 years old are watching videos longer than ten minutes on Facebook and YouTube (36.3%), while 56-65 years old (32.7%) and over 65 years old (63.9%) have not used smart TV for the past 12 months, and the rest use smart TV to watch free video programs provided by online streaming audio and video (OTT) operators (such as Netflix, Iqiyi, etc.), respectively 26-35 years old (37.2%), 36-45 years old (43.3%), and 46-55 years old (43.4%).

In marital status, unmarried (35.2%) and married (30.9%) use smart TVs to watch free movies and TV shows offered by online streaming service providers (such as Netflix, Iqiyi, etc.) The widowed/separated (38.7%) have the highest rate of watching free video on demand services.

(3) Analysis of differences in social and economic status

According to the analysis of the chi-square test, there is a significant difference in education level and occupations for whether or not people have smart TVs at home. Whether smart TV is connected to the broadband network at home is significantly different in different residential status.

In terms of education level, the proportion of having smart TVs is the highest of which is master's degree or above (36.8%); the universities group has the highest proportion of having smart TVs connecting with broadband networks (74.1%).

In terms of occupation, having smart TVs at home is the highest in the power and

gas supply industry, reaching 79.1%; having smart TVs connecting to broadband is higher in the industry of manufacturing, professional, scientific and technical services.

The service industry is more likely to use smart TV to watch free movies and TV shows through online streaming service providers (such as Netflix, Iqiyi, etc.); the accommodation and catering industry, wholesale and retail industry both have a higher proportion of watching free movies and TV shows via cable TV or MODs; the education industry has a higher proportion of watching short films that are less than ten minutes on Facebook and YouTube; other service industries and students have higher ratios of watching videos longer than ten minutes on Facebook and YouTube.

Connecting the TV via the Networked Device and Viewing the Contents on the TV Screen

1. Overall Analysis

In terms of the devices through which the TV set is connected and watching the content on the TV Screen in the past 12 months, the survey results show that the proportion of using smart phones (39.2%) was the highest, followed by no use (28.9%) and through a cable box (25.3%) (Refer to Figure 6).

In the next 12 months, the highest proportion (33.8%) is that the public will not use any connected devices to connect to the TV and watch online content through TV, followed by connecting a smart phone with TV set (33.8%), and connecting cable TV. Box with TV set (25.4%) (Refer to Figure 7).

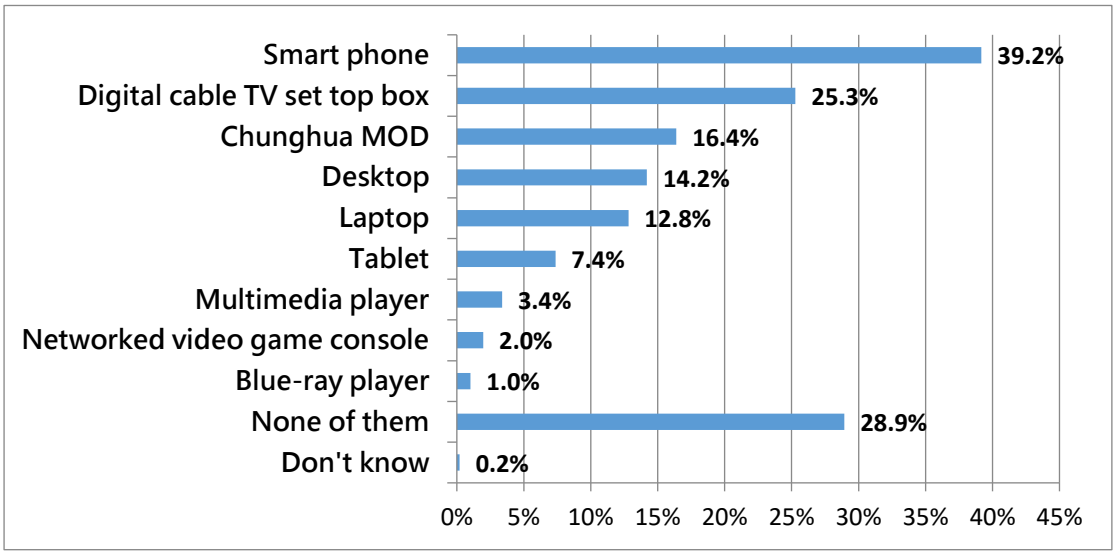

Figure 6 In the Past 12 Months, People Connected to the TV Set via a Networked Device and Watched Online Content on a TV Screen

Base: N= 973 (multiple-choice, people who have networked devices at home)

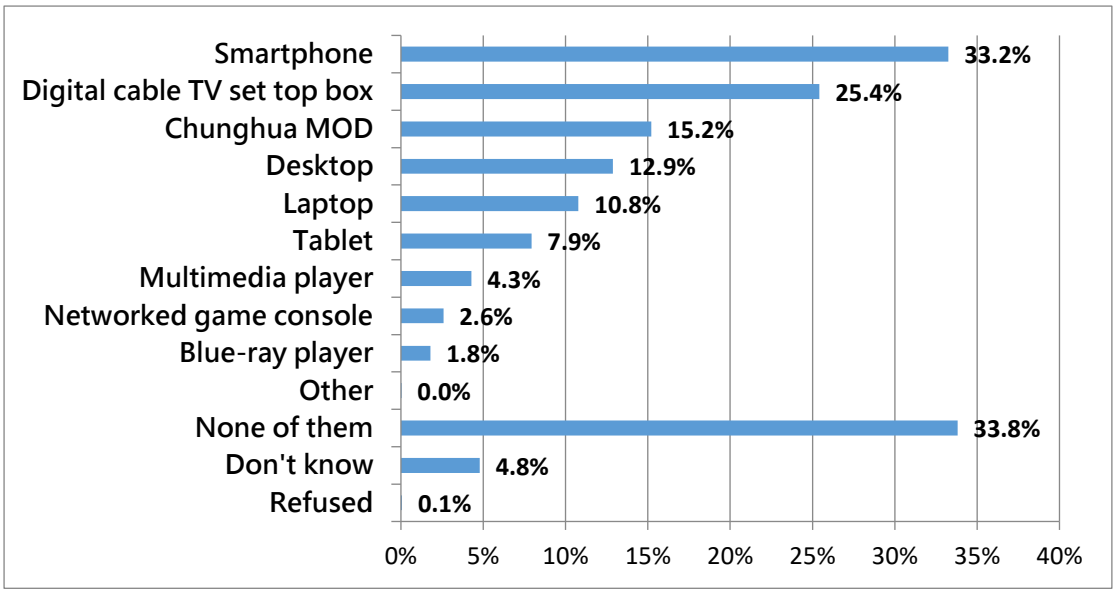

Figure 7 In the Next 12 Months, People Connecting to TV Set via a Networked Device and Watching Online Content on a TV Screen

Base: N= 1,078 (multiple choice)

2. Comparative analysis

(1) Analysis of regional differences

According to regional analysis, in the past 12 months, the proportion of people in Taipei City, New Taipei City and Keeling, Taichung, Changhua and Nantou, Kaohsiung, Pingtung and Penghu and Ilan, Hualien and Taitung districts connecting TV sets through smart phones and watching online content on TV screens are higher, and the Ilan, Hualien and Taitung area is the highest of 45.5%; Taoyuan, Hsinchu and Miaoli area and Yunlin, Chiayi and Tainan area, who did not use networked device to connect TV sets and watch online content through TV screens have the higher proportion, whereas the proportion of Taoyuan, Hsinchu and Miaoli area reached 49%.

In the next 12 months, the Taipei City, New Taipei City and Keeling region will connect TV sets through cable TV boxes and watch online content through TV screens, at a rate of 36.4%. The Kaohsiung, Pingtung and Penghu area is higher in connecting smart phones to TVs and watching online content through TV screens, reaching 40.7%; the rest of the region was higher for not connecting to TV set via a networked device, and the Taoyuan, Hsinchu and Miaoli area is up to 50.4%.

(2) Analysis of basic differences

By gender, in the past 12 months, the percentage of men (41.9%) who connected to TVs via smart phones and watched online content on TV screens was higher than women (36.5%); in the next 12 months, men (33.9%) who will connect smart phones to TVs and watch online content on television screens is slightly higher than that of

women (32.6%), and women (36.1%) who do not use networked devices to connect TVs and watch online content on TV screens reaches 31.4%.

By age group, in the past 12 months, except for 56-65 years old (35%) and over 65 years old (47.3%), who have a higher proportion of not using networked devices to connect TV set and watching online content through TV screens, the rest of the groups have a higher proportion of using smart phones to connect to TV sets and watching online content through a TV screen, with a maximum of 51.0% for 16-25 years.

In the next 12 months, 46-55 years old (33.3%), 56-65 years old (44.6%) and over 66 years old (60.9%) have higher proportions of not using networked devices to connect TV sets and watching online content through a TV screen. The rest of the groups have a higher proportion of using a smart phone to connect to a TV set and watching online content through a TV screen, with the highest proportion of 16-25 years old reaching 51.3%.

According to marital status, in the past 12 months, the proportion of unmarried persons who use networked devices to connect to TVs and watch online content is higher than that of married persons; the usage will be the same in the next 12 months.

Radio Listening Equipment

1. Overall analysis

According to the survey, people listen to radio programs most often through in-car audio (54%), followed by radio (34.8%) and mobile phones (26.1%) (Refer to Figure 8). Most people do not have radios in their homes, and that proportion is 67.1%; followed by a radio in the home, the proportion is 24.5% (Refer to Figure 9)

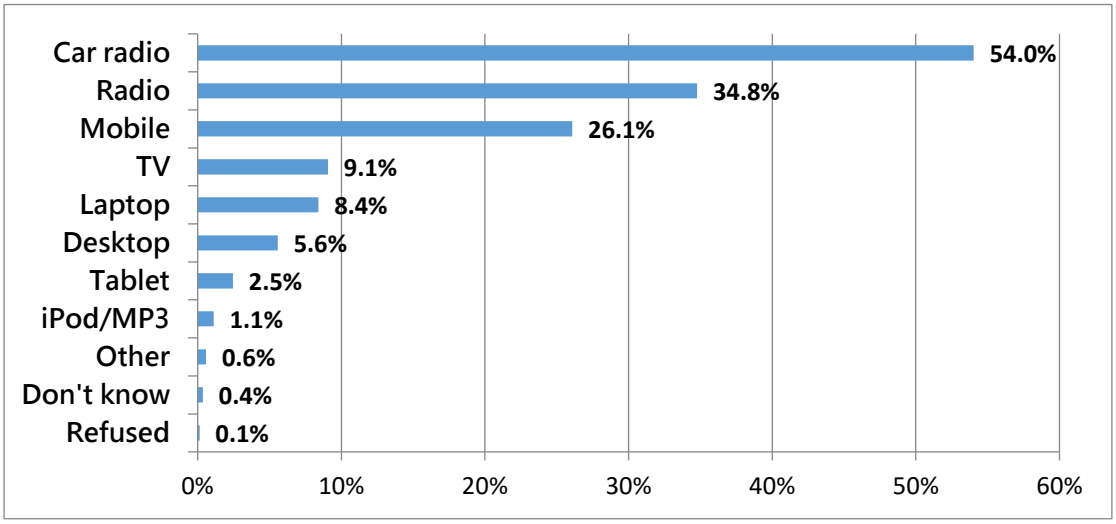

Figure 8 Radio Listening Equipment

Base: N=349, (multiple-choice those who listen to radio)

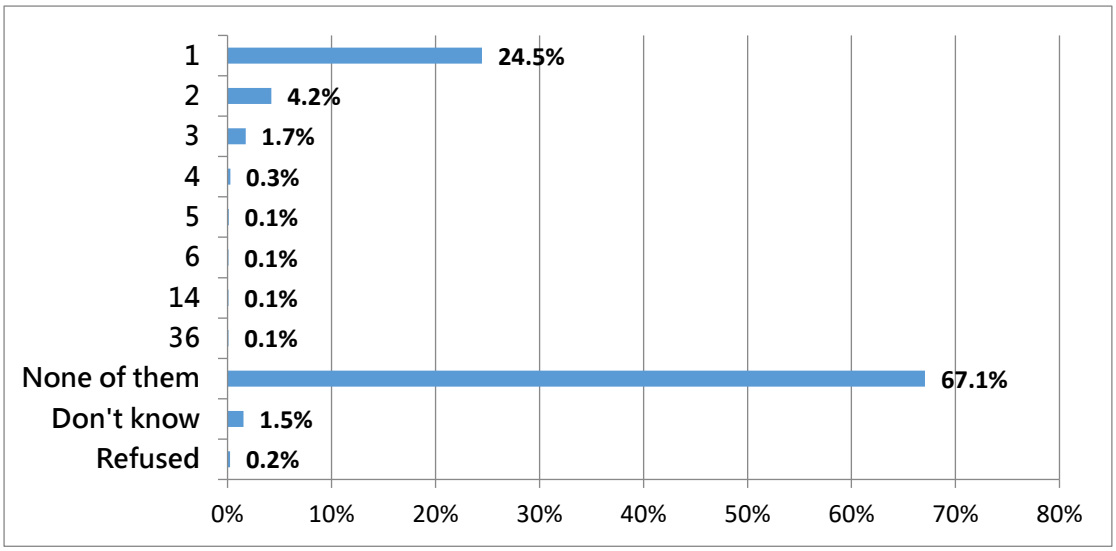

Figure 9 How Many Radios in the House

Base: N=1,078

2. Comparative Analysis

(1) Analysis of regional differences

All regions are most often listening to the radio through the car audio, and the proportion in the Taoyuan, Hsinchu and Miaoli area is up to 82.9%. All regions have the highest proportion of radios at home, and the Taoyuan, Hsinchu and Miaoli area has a maximum of 81.9%.

(2) Analysis of basic differences

In terms of gender, the proportion of males who listen to radios through in-car audio (59.8%) is higher than that of women (47%). Both men (68.4%) and women (65.8%) have the highest proportion of not having radios at home.

In the age groups, 16-25 years old is most often listening to the radio through mobile (55.4%); 26-35 years old, 36-45 years old and 46-55 years old are most often listening to the radio through the in-car audio, with the highest proportion of 36-45 years old (73.3%). 56-65 years old and over 66 years old are most often listening to the radio through radio. All age groups have the highest proportion of not having radios at home, with a highest ratio of 77.1% for 26-35 years old.

In terms of the marital status, unmarried and married people have the highest proportion of listening to the radio through the in-car audio, among which the married people figure is higher, up to 59%; the widowed/separated people have the highest proportion of listening to the radio through the device of radio (59.7%). All marital status have the highest proportion of not having radios in their houses, and the highest proportion of unmarried people is 69.7%.

The Main Visual Platform

1. Overall analysis

The most common platform for viewers in Taiwan is cable TV (63.1%), followed by Chunghwa Telecom MOD (16.5%) and terrestrial TV (13.2%) (Refer to Figure 10).

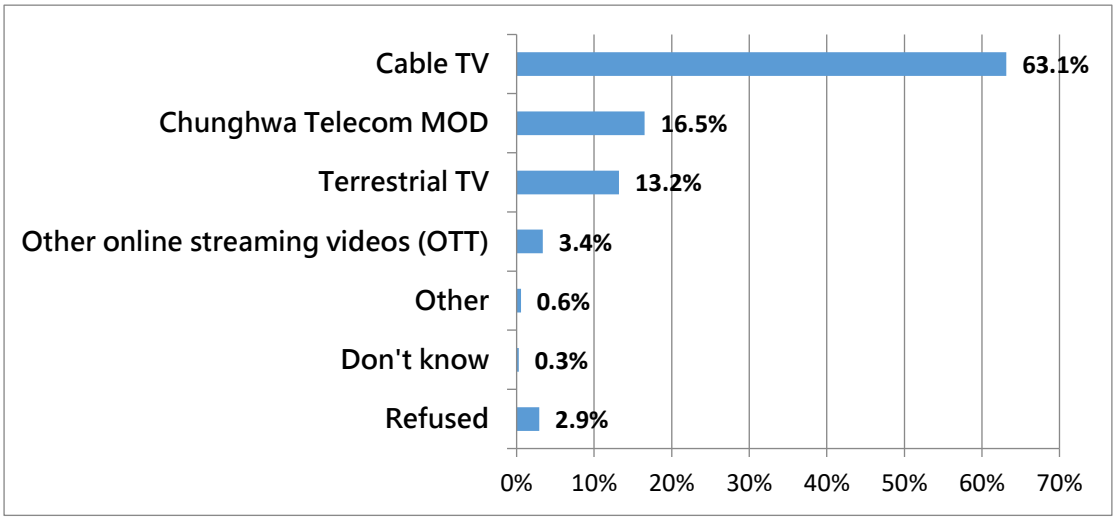

Figure 10 Primary Visual Platform

Base：N=1,041

2. Comparative analysis

(1) Analysis of regional differences

The chi-square test shows that there are significant differences in areas for the primary video watching platform.

To further examine the differences between regions, cable TV is the most important platform in all regions, with Taoyuan, Hsinchu and Miaoli area accounting for the highest proportion, reaching 80.1%. Terrestrial TV is higher than other regions in Yunlin, Chiayi and Tainan, accounting for 21.5%; Chunghwa Telecom's MOD is the highest in Ilan, Hualien and Taitung area, accounting for 30.6%; other online streaming platforms are the highest in Taichung, Changhua and Nantou, up to 6.3%.

(2) Analysis of basic differences

The results of the Chi-square test show there is significant differences in the age groups.

In terms of gender, both men (63.1%) and women (63.2%) choose cable TV as their primary source of viewing.

Regarding age, cable TV is the main source of viewing for all age groups, with 66 years old and above being the highest, reaching 68.7%. Terrestrial TV is also the highest at 66 and above (17.5%). Chunghwa Telecom MOD is the highest for 16-25 year olds, reaching 24.4%, and other online streaming platforms are higher for the age of 26-35,

reaching 5.3%.

In terms of marital status, cable TV is the main source of viewing for all marital status.

(3) Analysis of differences in social and economic status

The results of the chi-square test show there is significant difference in residential status, indicating that the most important sources of viewing vary with residential status. Cable TV as the main source for viewers found higher for homeowners (65.8%). Terrestrial TV is regarded as the main source for viewers with a higher ratio for homeowners (13.9%) than renters (12%).

The Subscription of Cable TV Service

1. Overall analysis

Most of the cable TV subscribers do not purchase other channels (89.5%). If there are additional purchases, the proportion of purchasing movie channels was higher with 2.3% (Refer to Figure 11); 50.3% of people do not know cable TV has the functions such as recording, pause, and rebroadcasting (Refer to Figure 12), and 73.3% of answers say they do not use any value-added functions of cable TV. As to the use of any value-added functions, more people use shopping (12.4%) and recorded programs (10.5%) (Refer to Figure 13).

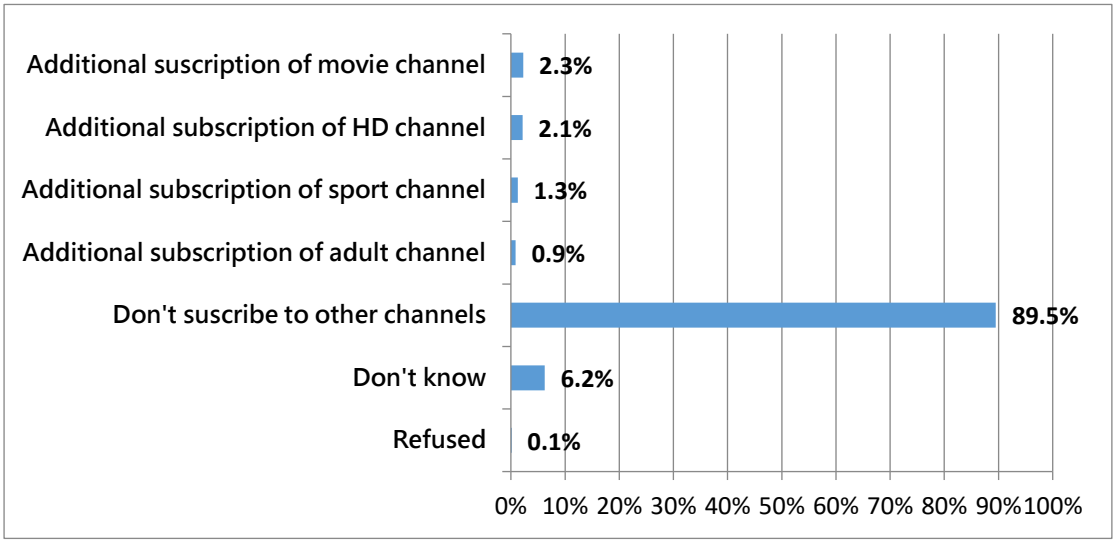

Figure 11 Whether to Purchase other Channels of Cable TV Services

Base: N=693 (multiple-choice, people who use cable TV to watch TV programs)

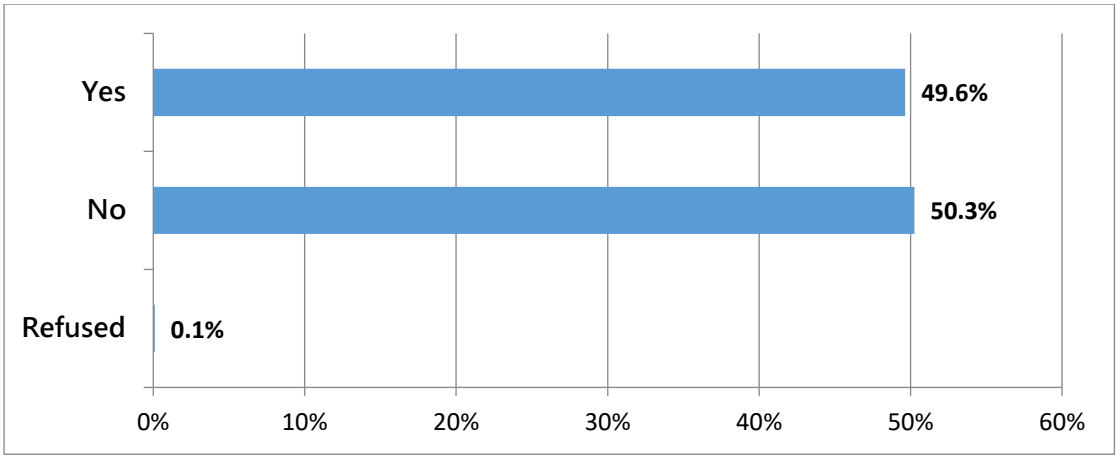

Figure 12 Do You Know that Cable TV Provide Recording, Pausing, and Catch-up TV Programs?

Base: N=693 (people watch TV programs via cable TV)

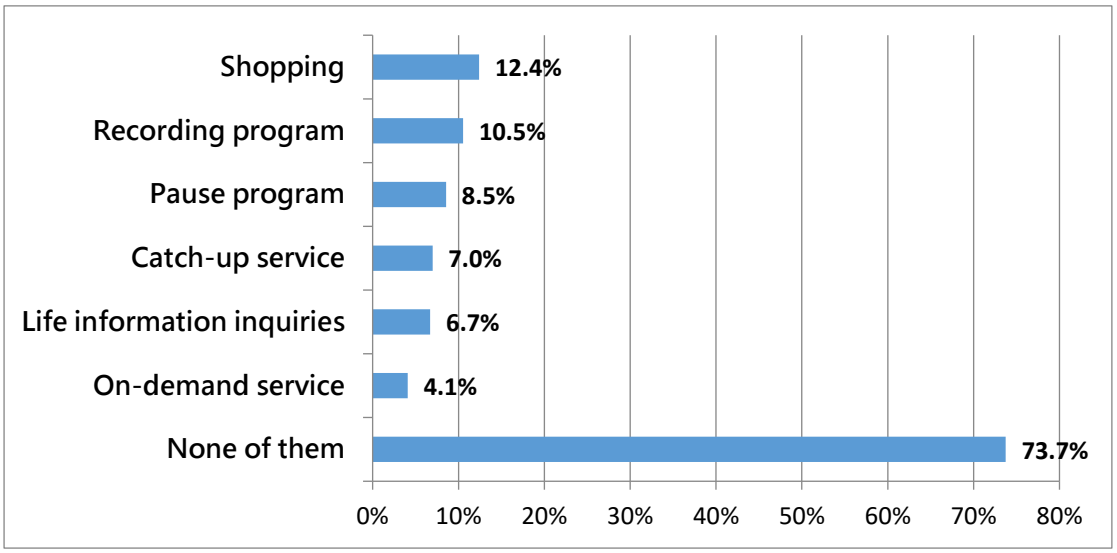

Figure 13 Which Cable TV Features have been Used?

Base: N=344, (multiple-choice, people who know Cable TV has the functions of recording, pausing and catch-up TV programs)

2. Comparative analysis

(1) Analysis of regional differences

According to the results of the Chi-square analysis, there are significant differences between residential areas. Whether the public knew about the functions of recording, pausing, and catch-up of the cable TV at home was significantly different in the residential areas.

Each region has the highest number of people who have not purchased other channels. Among them, Ilan, Hualien and Taitung have the highest proportion of 100%. Regarding whether the public know that cable TVs have the recording, pause and catch-up functions, a higher percentage of knowing is found in Taoyuan, Hsinchu and

Miaoli (66.8%) and Kaohsiung, Pingtung and Penghu (54.6%), while the rest of the areas have higher percentages of not knowing. Regarding the functions of the cable TV used by the public, not using any above functions is found the highest proportion in all regions, with the Taoyuan, Hsinchu and Miaoli area reaching 82.8%.

(2) Analysis of basic differences

According to the results of the Chi-square test, whether the public knew the functions of recording, pausing, and catch-up of cable TV were significantly different in terms of gender and age.

In terms of gender, in addition to subscribing to the basic channel of cable TV, men (89.3%) and women (89.7%) are mostly not purchasing additional channels. Regarding whether people know that cable TV at home has the functions of recording, pausing, and catch-up programs, the ratio of knowing is higher for men (54.6%) than that of women (44.7%). Regarding the functions of cable TV used by the public, men (75.3%) and women (71.8%) have the highest proportions of not using any function.

According to age, in addition to subscribing to the basic channel of cable TV, all age groups are mostly not purchasing additional channels.

Regarding whether the public know that cable TV can be used for recording, pausing, and catch-up programs, 56-65 years old (60.2%) and 66 years old and above (73.9%) have a higher ratio of not knowing, and the remaining age groups have a higher ratio of knowing, with the highest percentage of 65.2% for 36-45 years old. Regarding the functions of cable TV used by the public, all age groups have a higher ratio of not using, and the highest proportion of 92% is for those aged 66 and above.

In terms of marital status, in addition to subscribing to the basic channel of cable TV, all marital statuses have higher proportions of not purchasing other channels, and the proportion is over 85% in all age groups.

(3) Analysis of differences in social and economic status

According to the results of the Chi-square test analysis, whether the public know the functions of recording, suspending, and catch-up of cable TV is significantly different in terms of education level and occupation.

In terms of education, high school (including the first three years of the five majors), colleges, and universities have a higher proportion of knowing, the highest of which is master's degree or above (71.1%); in terms of the occupation, the highest ratio of knowing is found in the manufacturing industry, up to 74.3 %.

Considering Cancellation of Subscription to Cable TV Services

1. Overall analysis

The above analysis shows that cable TV is the most common source of viewing in

Taiwan. When interviewees were asked their willingness to renew the subscription for next year, 88.4% of them responded affirmatively, while 4.3% of cable subscribers considered suspension (Refer to Figure 14).

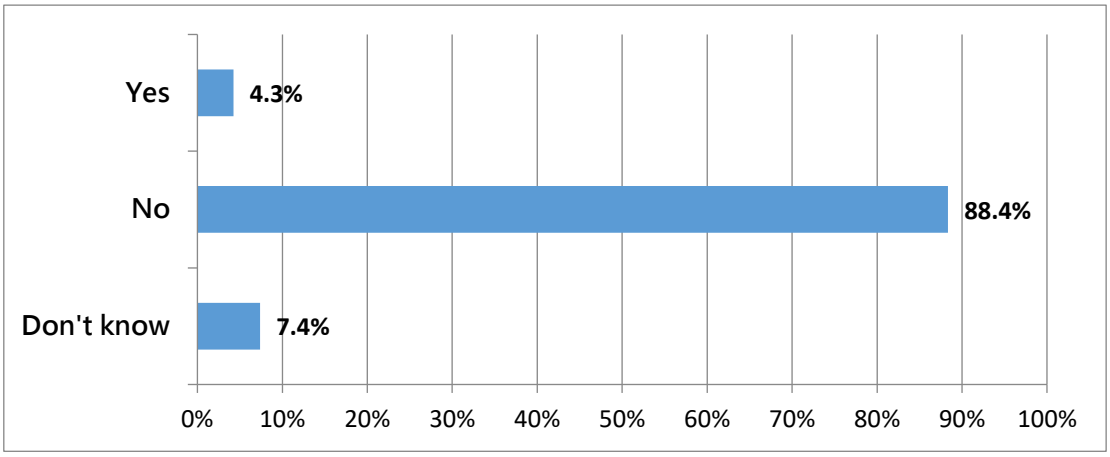

Figure 14 Considering Cancellation of Cable Television Services

Base: N=693 (cable TV subscribers)

For those who consider suspension, the main reasons include that the fees are too expensive (49.8%), the Internet is convenient (44.6%) and they do not intend to watch TV programs provided by cable TV operators (42.2%) (Refer to Figure 15); among the respondents who considered the suspension, 36.7% of them considered subscribing to Chunghwa Telecom MOD (36.7%), and 36.3% of them would consider using free online streaming series; but the number of respondents considering suspension is only 29, indicating the sample size is not high (Refer to Figure 16).

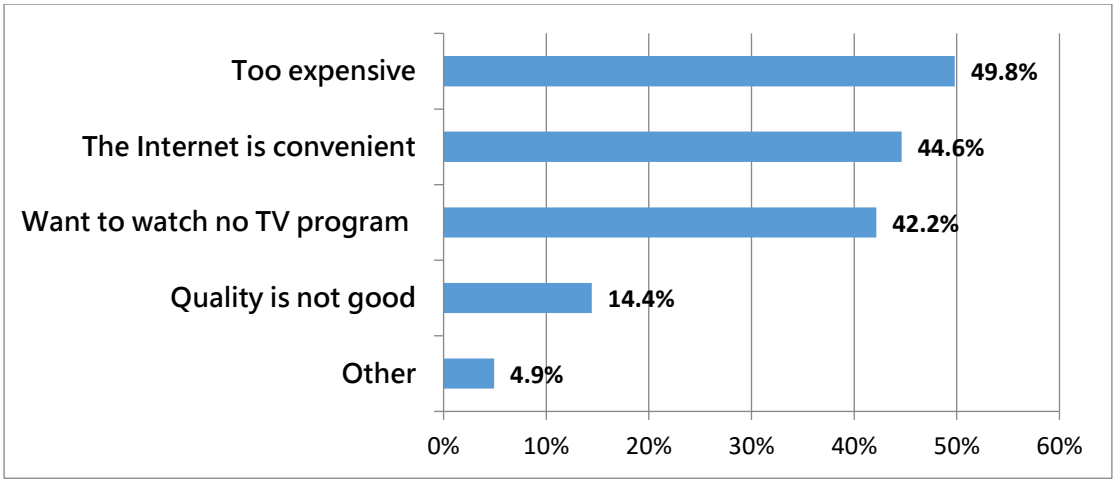

Figure 15 Reasons to Stop Subscribing to Cable TV Services

Base：N=29 (multiple-choice, people considering not to subscribe to cable TV in the next 12 months)

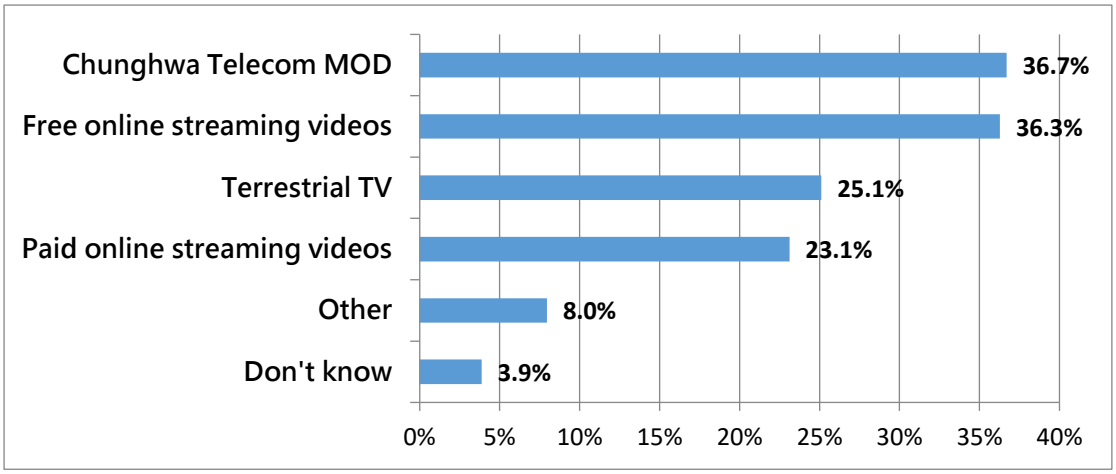

Figure 16 Consider Subscribing to Other Services

Base：N=29 (multiple-choice, people considering not to subscribe to cable TV in the next 12 months)

2. Comparative analysis

(1) Analysis of regional differences

According to regional analysis, the Taichung, Changhua and Nantou area has the highest proportions of considering stopping subscription to cable TV services (7.2%), and Ilan, Hualien and Taitung area have the highest proportions of not considering stop subscribing to cable TV services (98.2%).

(2) Analysis of basic differences

In terms of gender, men considering not to subscribe to cable TV (4.9%) is higher than women (3.6%).

According to age group, the proportion of people aged 46-55 who consider discontinuing subscription to cable TV is up to 7%. Regarding the reasons for discontinuing to subscribe to cable TV services, 16-25 years old (81.3%) and 26-35 years old (74.7%) say too expensive.

According to marital status, unmarried people consider stopping the subscription to cable TV up to 5%. Regarding the reason, most unmarried people chose few programs they intend to watch (71%).

Cable TV cross-regional operation

1. Overall analysis

Whether there are new cable operators in the region, most people (46.1%) do not know , and 26.6% of respondents answered yes, slightly lower than the percentage of no (27.8%) (Refer to Figure 17). Among the respondents who answer yes, 23.5% switch to new operators (Refer to Figure 18).

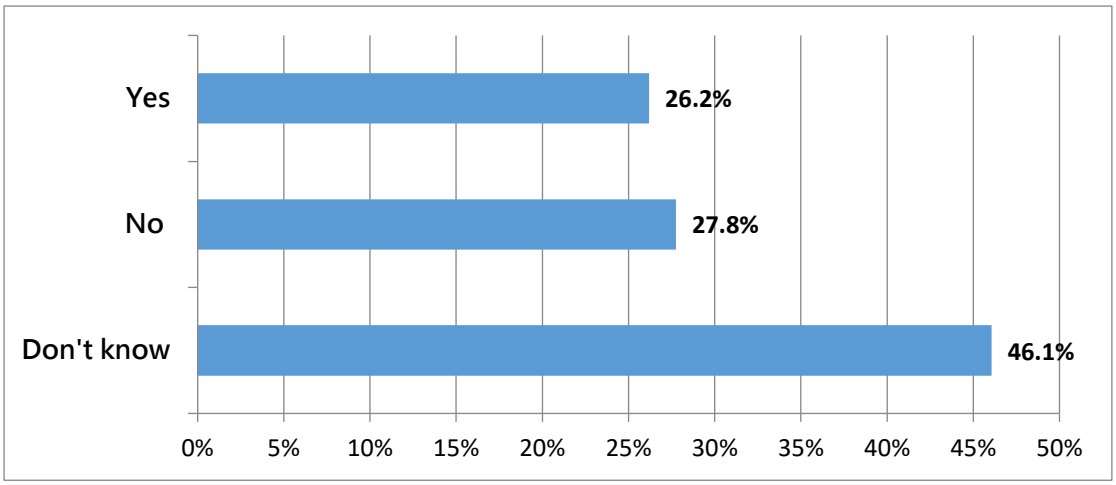

Figure 17 New Cable Operators in the Region

Base: N=522(respondents are located in the area with new cable TV companies)

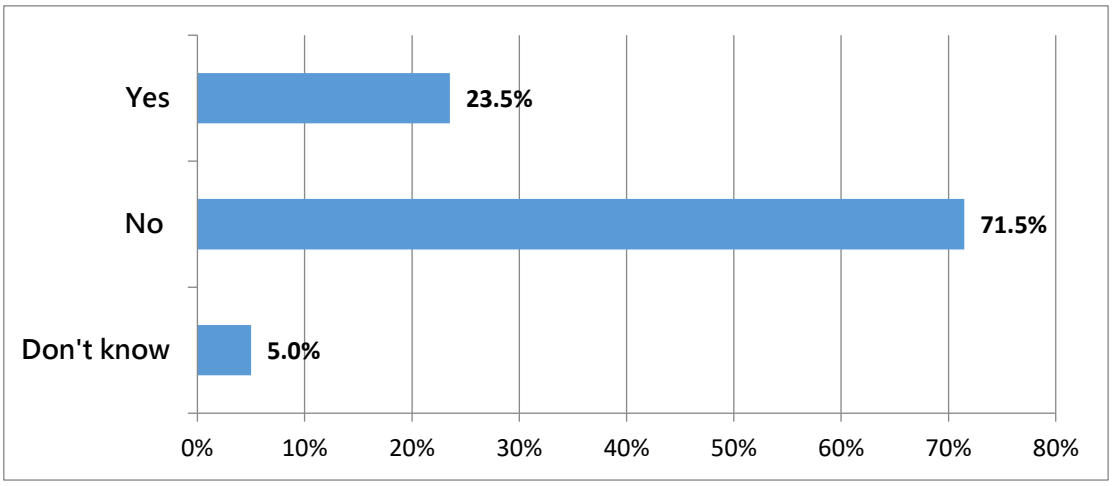

Figure 18 Switch to the New Cable TV Operators

Base：N=137(respondents are located in the area with new cable TV companies)

2. Comparative analysis

(1) Analysis of regional differences

In New Taipei City, Taipei City, Kaohsiung City, and Changhua County, respondents say new cable TV operators have entered the market. The people in Taipei City respond with up to 33.4% that there are new cable TV operators, while people who live in New Taipei City have the highest percentage (33.8%) of switching to new cable TV operators.

(2) Analysis of basic differences

Whether there are new cable operators in the regions, most men (49.5%) and women (42.2%) did not know. The proportion of male (25.8%) who switch to new cable TV operators is higher than that of women (21.3%).

According to age groups, except for the 56-65 years old (35.5%) who answer “no” as the highest proportion, the rest of groups answer “do not know” as the highest

proportion. The proportion of people who switch to new cable TV services is the highest at 16-25 years (34.5%).

According to the marital status, whether there are new cable TV operators in their region, the highest proportion is unknown regardless of marital status, and the unmarried people are up to 55%. The highest proportion of people who switch to new cable TV services are married (24.2%).

(3) Analysis of differences in social and economic status

According to the results of the chi-square analysis, whether there are new cable operators in their regions is significantly different in educational levels.

The Subscription to and Use of MOD Services

1. Overall analysis

For those who subscribe to Chunghwa Telecom's MOD, a higher percentage of 25.3% using subscription packages is NT 201-300, such as family luxury package, popular package, value package; followed by only paying platform service fees (NT 89) without additional purchases (20.2%), and packages (101-200 yuan), such as special selected family package, selected package, package B, etc. (17%) (Refer to Figure 19).

59% of the people who subscribed to Chunghwa Telecom MOD know that Chunghwa Telecom MOD has recording, pause, catch-up, and information query functions (Refer to Figure 20); however, in terms of usage, 41.3% of people do not use the above functions, and 27.1% use the video on demand function (Refer to Figure 21).

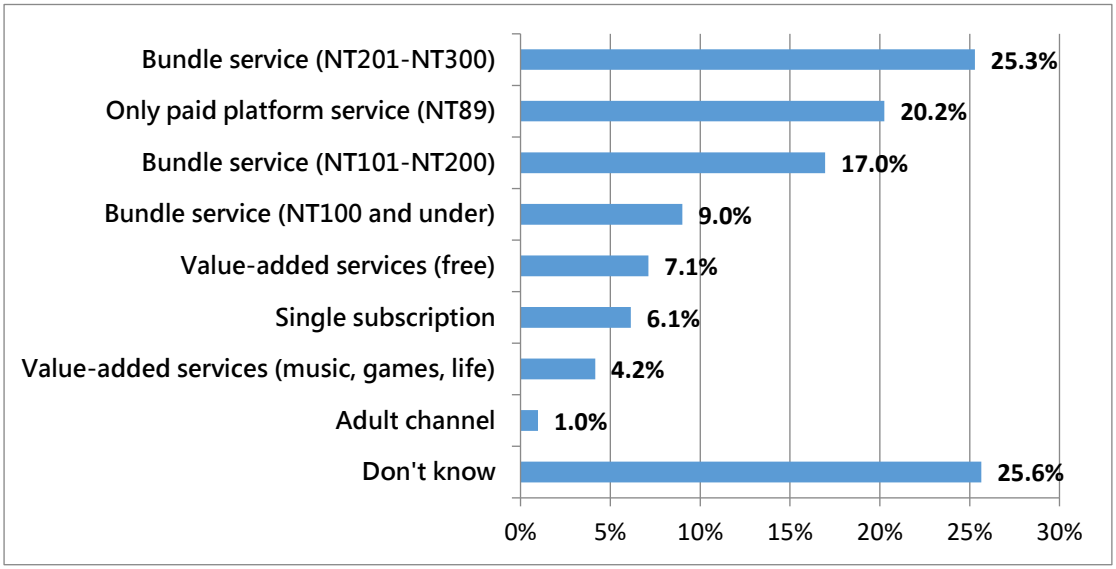

Figure 19 The Package Subscribed by MOD Subscribers

Base: N=210 (multiple-choice, MOD subscribers)

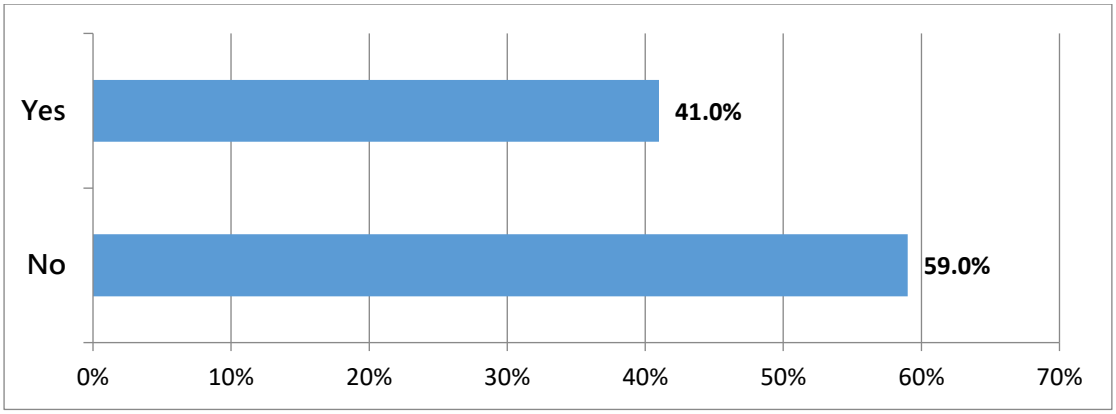

Figure 20 Do you Know that MOD has Recording, Pause, Catch-up, and Information Query Functions?

Base：N=210 (MOD subscribers)

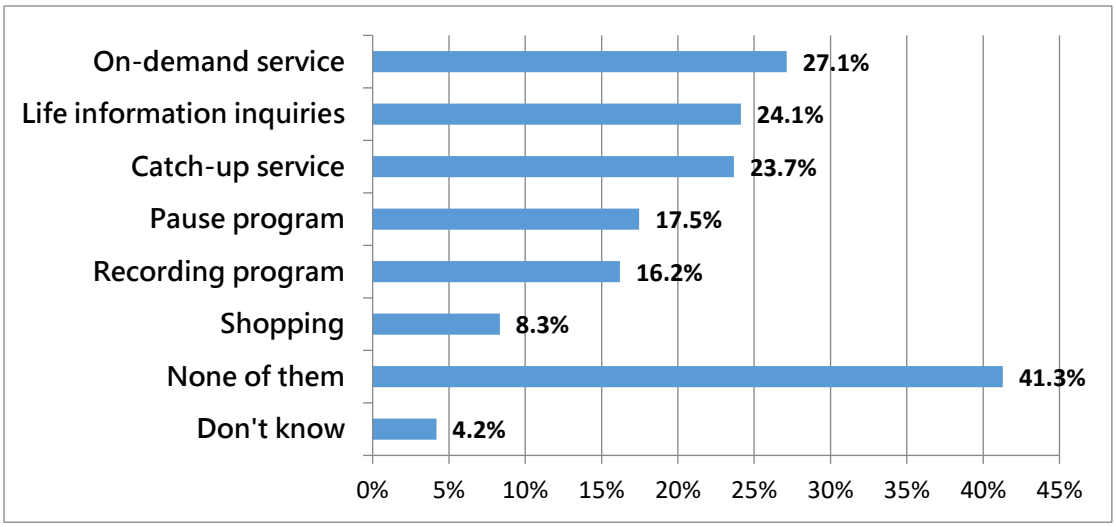

Figure 21 Use the MOD Function

Base: N=124 (multiple-choice, people who know MOD has recording, pause, catch-up, and information query functions)

2. Comparative analysis

(1) Analysis of regional differences

Among the people who subscribed to Chunghwa Telecom MOD, the highest proportion of Taoyuan, Hsinchu and Miaoli area (30.7%) only pay the platform service fee (NT 89) without additional purchases, and the Taichung, Changhua and Nantou area has a higher percentage (30.7%) of subscribing to a NT 101- 200 package, such as family special selected package, selected package, package B, etc., and the rest of the regions are higher in subscribing to NT 201-300 packages, such as family luxury package, popular package, value package, with the highest in Ilan, Hualien and Taitung area, being up to 32.1%.

Most people who subscribe to Chunghwa Telecom MOD know that Chunghwa Telecom MOD has recording, pause, catch-up, and information query functions, and

the Kaohsiung, Pingtung and Penghu area has up to 69.1%. In terms of usage, Kaohsiung, Pingtung and Penghu (47.7%) has the highest proportion of using on-demand video features, Ilan, Hualien and Taitung (53.5%) has the highest proportion of using catch-up function, and the remainder have the highest proportion of not using any functions.

(2) Analysis of basic differences

Men (66.5%) have a higher percentage of knowing that Chunghwa Telecom's MOD provides recording, suspension, catch-up and information query features than women (51.9%); as for the functions of Chunghwa Telecom MOD, neither of them use these.

By age, 26-35 years old (29.6%) subscribe to Chunghwa Telecom's MOD service with the highest proportion of purchasing NT 101-200 packages; 36-45 years old (34.1%), 46-55 years old (23.9%) and 56-65 years old (37.4%) with the highest proportion of purchasing NT201-300 packages; 16-25 years old (32.6%), 66 years old and above (52%) do not know which package they purchase as the majority.

According to the marital status, married people (34.2%) are subscribing to Chunghwa Telecom's MOD service with the highest proportion of NT 201-300 packages, and the rest have a higher proportion of not knowing. The proportion of unmarried people who know that Chunghwa Telecom's MOD provides recording, suspension, catch-up and information query functions is as high as 72.2%, but the proportion of widowed/separated who do not know is as high as 80.6%. As for the use of functions of Chunghwa Telecom MOD, all marital status do not use these functions as the majority.

Whether people Consider Stopping Subscribing MOD Service

1. Overall analysis

11.6% of people who subscribe to Chunghwa Telecom MOD will consider stopping subscribing MOD service in the next year, and 88.3% will continue to subscribe to MOD service (Refer to Figure 22).

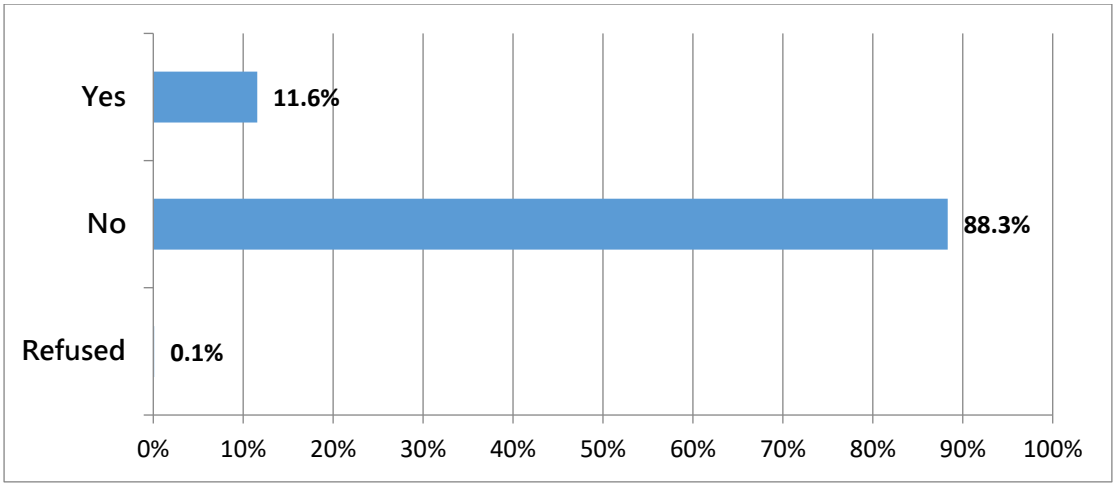

Figure 22 Considering Stopping Subscription to MOD Service

Base: N= 210 (MOD subscribers)

2. Comparative analysis

(1) Analysis of regional differences

The highest proportion for discontinuing the MOD service in the next year is Yunlin, Chiayi and Tainan (21.6%), followed by Ilan, Hualien and Taitung (15.5%).

(2) Analysis of basic differences

In terms of gender, women (12.5%) considering giving up MOD subscriptions services in the coming year is higher than men (10.5%).

According to age group, 36-45 years old consider stopping MOD service subscriptions in the next year at the highest proportion of 22.5%.

According to marital status, married people will consider stopping MOD service subscriptions in the next year at the highest rate of 12.5%.

B. TV and Radio Viewing Behavior and Feelings

Prime Time for Watching TV

1. Overall analysis

The most popular time for watching television is 20:00-21:00, accounting for 50%; followed by 19:00-20:00, accounting for 48.4%, and 21:00-22:00, accounting for 40.4%. In short, the survey result shows that 19:00-22:00 is the prime time for people in Taiwan to watch TV (Refer to Figure 23).

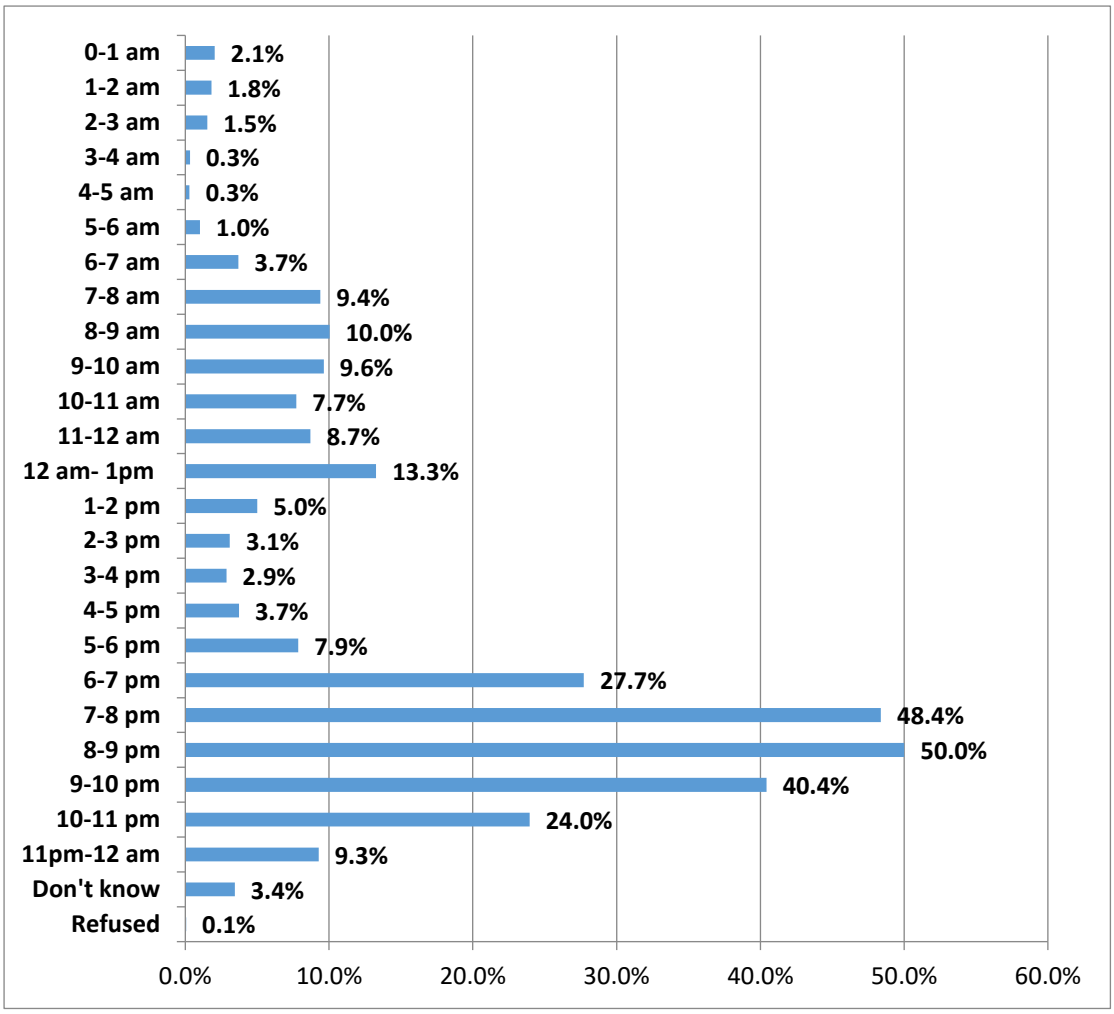

Figure 23 Most Frequent Time Slots for TV

Base：N=994 (TV viewers)

2. Comparative analysis

(1) Analysis of regional differences

People in Taoyuan, Hsinchu and Miaoli, Yunlin, Chiayi and Tainan and Kaohsiung, Pingtung and Penghu mainly watch TV from 1900 to 2000, with Taoyuan, Hsinchu and Miaoli being the highest, reaching 71.0%; people in Taipei City, New Taipei City and Keeling (58.2%) and Ilan, Hualien and Taitung (50.6%) mainly watch TV at the time slot of 2000-2100; and people in Taichung, Changhua and Nantou(44.6%) mainly watch TV at the time slot of 2100-2200.

(2) Analysis of basic differences

According to gender, males and females are different in their TV watching time slot. The male has the highest proportion of 52.7% at time slot of 1900-2000, while the female has the highest proportion of 49.6% at the time slot of 2000-2100.

According to age group, 16-25 years old (46.2%) and 66 years old (57%) most watch TV at 1900-2000, and the remaining age group most watch TV from 2000-2100,

with 36-45 years old the highest of 53.8%.

According to marital status, regardless of marital status, the most common time to watch TV is 2000-2100, and the highest is for married people (55.1%).

Types of TV Programs often Watched

1. Overall analysis

Among all the types of programs, social news accounted for the highest proportion of 67.8%, followed by weather (42.5%), dramas such as unit dramas, serials, albums, etc. (42.3%), and variety shows (41.2%) (refer to Fig. 24).

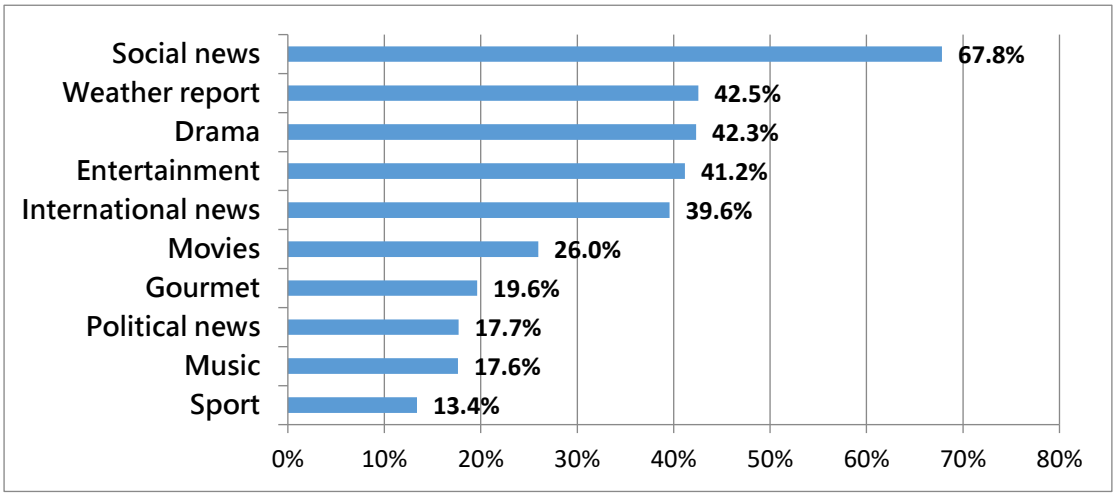

Figure 24 The Top 10 Types of TV Program often Watched

Base：N=994 (multiple-choice, TV viewers)

2. Comparative analysis

(1) Analysis of regional differences

The most often watched TV programs is social news in all regions, among which the highest is Taoyuan, Hsinchu and Miaoli, reaching 81.1%; the second most often watched TV program is different in each region: the Taipei City, New Taipei City and Keeling is international news (49.5%), Taoyuan, Hsinchu and Miaoli (64.8%) and Ilan, Hualien and Taitung (43.8%) are dramas, Taichung, Changhua and Nantou(36.3%) and Kaohsiung, Pingtung and Penghu area (45.3%) are variety shows, and the Yunlin, Chiayi and Tainan area is weather (45.5 %).

(2) Analysis of basic differences

Regardless of gender, social news is the most often watched TV program, and the percentage is 70% for men and 65.8% for women. In addition to social news, men often watch TV programs about international news (45.7%), and weather (43.4%); women often watch TV drama programs (52%) and variety shows (44.2%).

Regarding age group, the first type of TV program that is often watched at the age of 16-25 is the variety show (52.1%). The rest of the age groups have most popular is social news, and the highest rate is in 56-65 years old, reaching 78.6%.

In terms of marital status, the most often watched TV program is social news regardless of marital status, among which the highest is married (73.8%); the second most often watched TV program is variety shows for unmarried (47.4%), and weather for married (44.7%) and widowed/separated (51.6%).

Quality of TV Programs

1. Overall analysis

Overall, 61% of the people believe that over the past 12 months, the overall quality of TV programs maintained their original level, while 14.2% expressed improvement, and 10.2% felt quality had become worse (Refer to Figure 25).

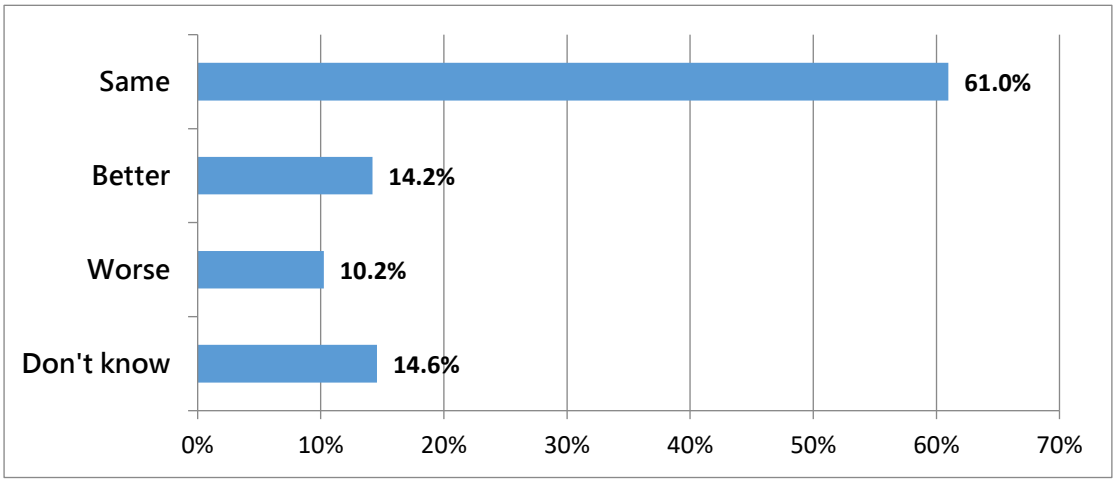

Figure 25 Whether Quality of TV Programs have Improved over 12 Months

Base: N=994 (TV viewers)

For those who think the overall quality of TV programs has improved, they think the TV programs are improved in providing a variety of programs (54.9%), more or better-quality movies (33.5%), and more quality dramas (32.6%) (Refer to Figure 26).

For those who think the overall quality of TV programs has been worse, they are dissatisfied about the repetitive TV programs (48.6%), too many noisy political arguments (39.0%), and political bias reports (37.7%) (Refer to Figure 27).

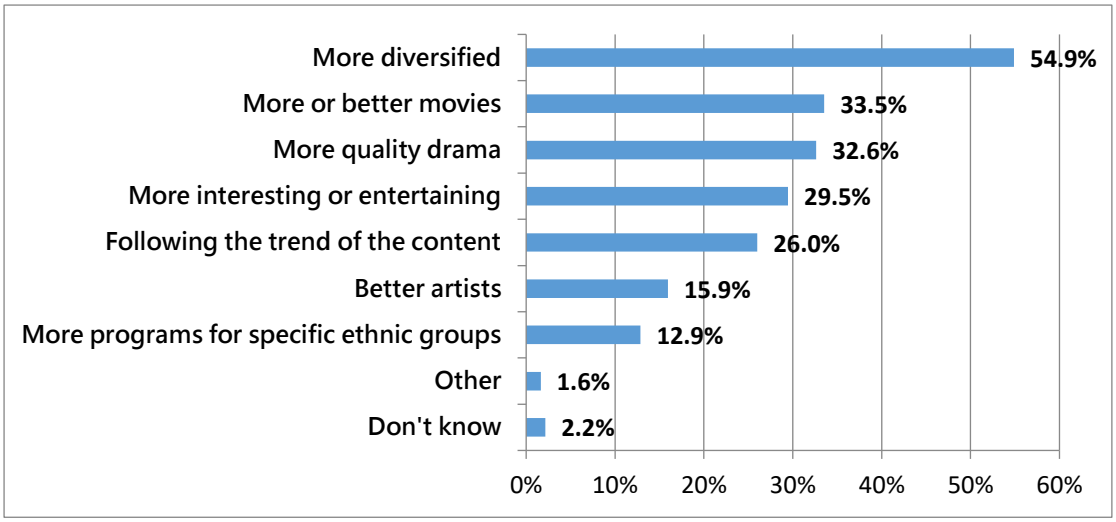

Figure 26 The Items that TV Shows Have Improved over the Past 12 Months

Base: N=141 (multiple-choice, respondents who think the TV programs have been improved in the past 12 months)

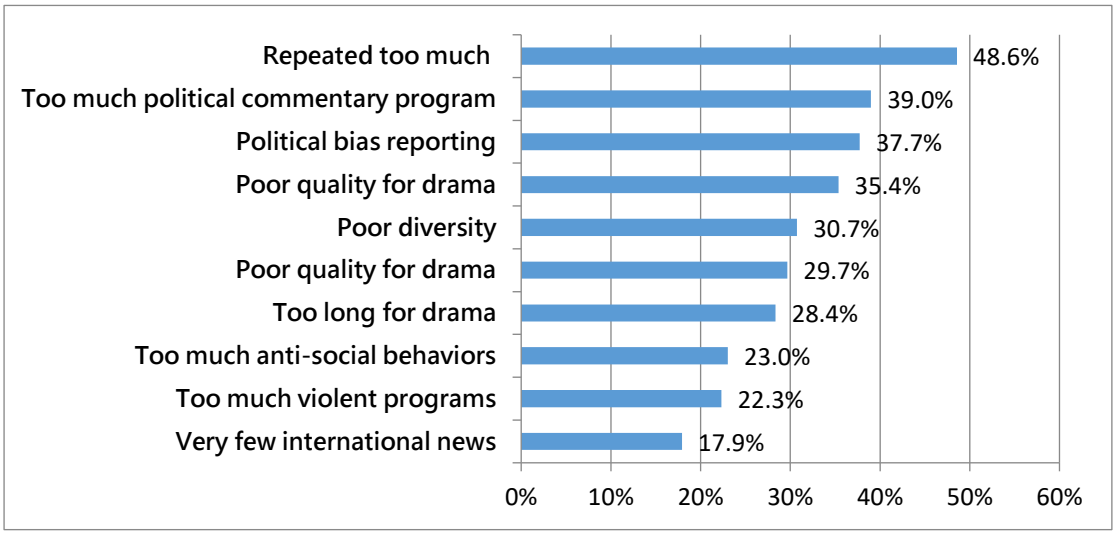

Figure 27 Which TV Shows Have been Worse in the Past 12 Months (Top 10)

Base: N=102 (multiple-choice, respondents who think that TV programs have been worse in the past 12 months)

2. Comparative analysis

(1) Analysis of regional differences

The results of the chi-square test show that the perception of TV program quality is significantly different in the areas of residence. In all regions, the overall quality of TV programs has been considered as remaining at the original level in the past 12 months at the highest percentage, with the highest in Taoyuan, Hsinchu and Miaoli, reaching 74.5%, but the Taoyuan, Hsinchu and Miaoli area has also a high percentage of believing the quality of TV programs worsen, up to 13.5%. The area that thinks the overall quality of TV programs have improved is Kaohsiung, Pingtung and Penghu area, reaching 21.4%.

For those who think TV program quality has improved, all regions have the highest proportion of diversification of programs, and the Taoyuan, Hsinchu and Miaoli area (67.4%) is the highest among them.

In contrast, for those people who consider the overall quality of the programs being worse, the Taipei City, New Taipei City and Keeling region (56.4%) and the Yunlin, Chiayi and Tainan region (50.6%) are mostly dissatisfied with the high replay frequency. The Taoyuan, Hsinchu and Miaoli area is not satisfied with the ridiculous plot (48.1%), the Taichung, Changhua and Nantou area is not satisfied that the political programs are too noisy (57.6%), and the Kaohsiung, Pingtung and Penghu area feels that programs lacks diversity (59.6%).

(2) Analysis of basic differences

The chi-square analysis shows that there are significant differences in age regarding TV program quality. All age groups believe that the overall quality of TV programs has remained at the original level for the past 12 months, with the highest being 46-55 years old, reaching 65.4%.

For those who think the overall quality of TV programs has improved, 16-25 years old has the highest percentage of 18.9%, while for those who think the overall quality of TV programs being worse, 56-65 years old is at the highest of 14.9%.

(3) Analysis of differences in social and economic status

A Chi-square analysis shows that the view of overall quality of TV programs has a significant difference in education. All educational groups consider the overall quality of TV programs as maintaining the original level, and the high school group is higher than other educational groups, reaching 65.7%.

Among those who think that there are improvements in quality of TV programs, except for the groups of primary school and below, and master's degree or above, program diversification has been considered as the most improved item. The group of primary school and below considers that the content of the program is more interesting or more entertaining as the primary reason for improving the quality of TV (57.3%); the master's degree group consider providing more or better quality movies (60.7%) is the major improvement.

Those who feel the quality of TV programs has worsened, are the group of primary school and below.

Radio Listening

1. Overall analysis

The frequency of those listening to the radio at least once a day was 38%, followed by those who listen several times a week (37.5%) (Refer to Figure 28). In

terms of the time slot of most frequently listening to the radio, the most common time is 7:00-8:00, with the ratio of 27%, and the second most common time is 9:00-10:00, with a ratio of 15.9% (Refer to Figure 29).

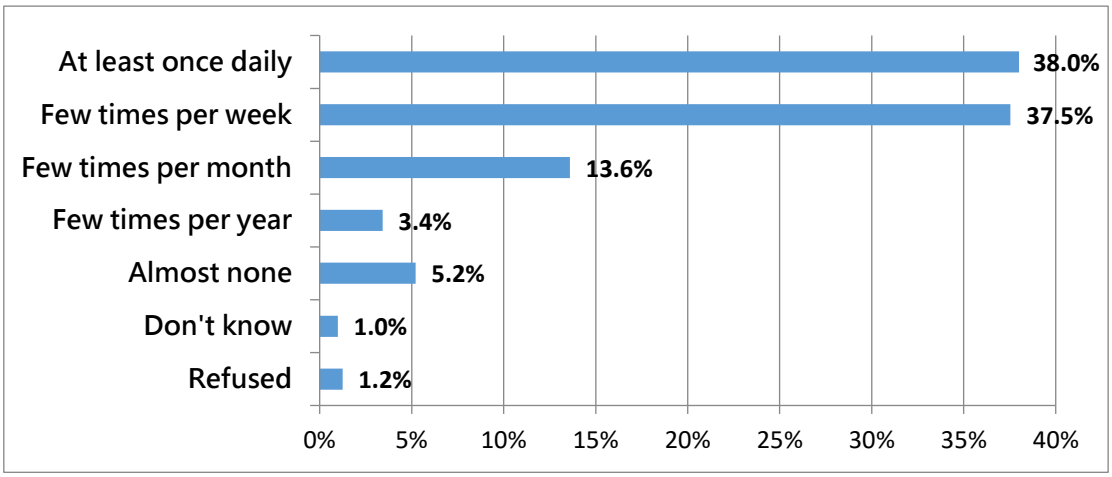

Figure 28 Frequency of Listening to Radio

Base：N=349 (respondents who listen to the radio)

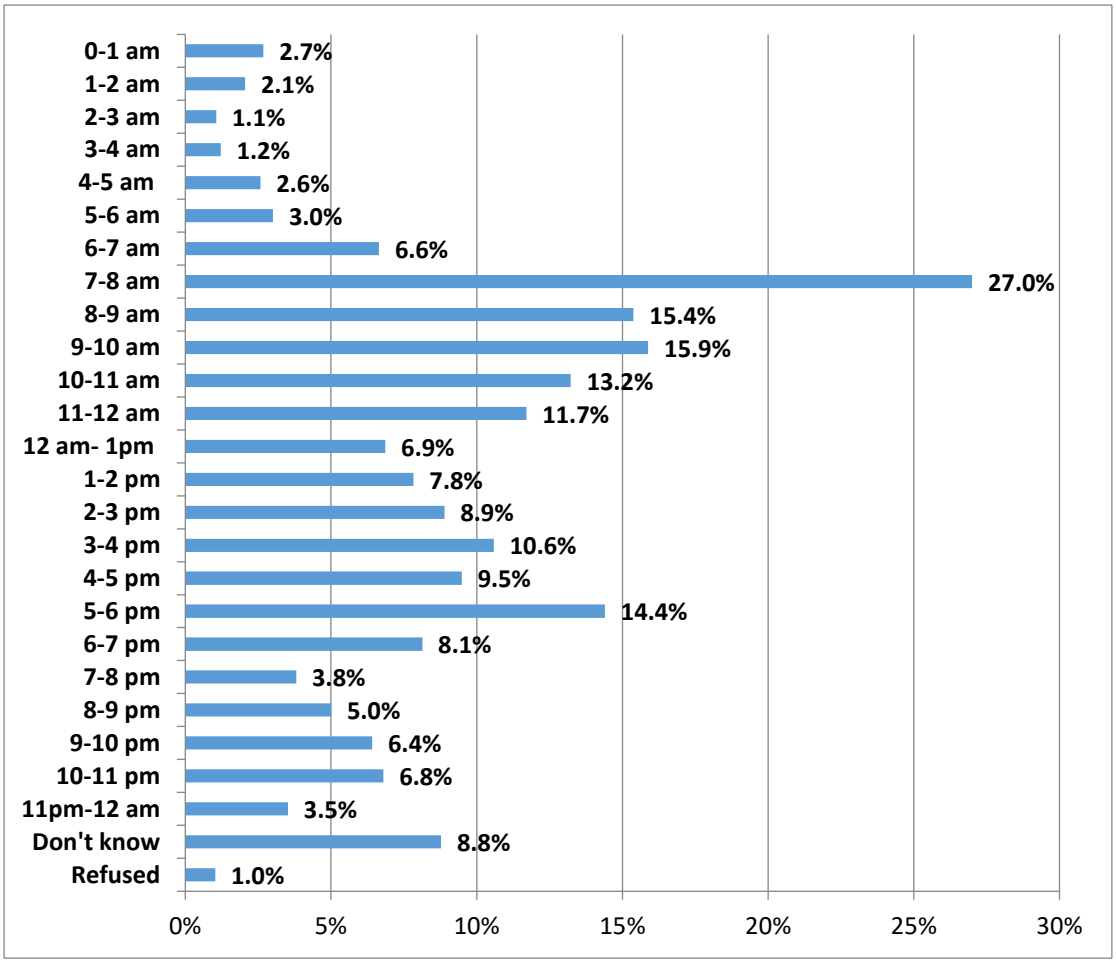

Figure 29 The Radio Listening Time Slot

Base：N=349 (radio listeners)

2. Comparative analysis

(1) Analysis of regional differences

According to the regional analysis of radio listening frequency, Taipei City, New Taipei City and Keeling (42%) and Taoyuan, Hsinchu and Miaoli (46.1%) have the highest proportion of listening frequency per week, and the remainder mostly listen to radio at least once a day, up to 53.1% in Ilan, Hualien and Taitung area.

For the most frequent radio listening time slot, Taichung, Changhua and Nantou, and Yunlin, Chiayi and Tainan area is 0900-1000; Ilan, Hualien and Taitung area is 0700-0800 and 0800-0900, and the rest is 0700-0800, among which, Taoyuan, Hsinchu and Miaoli area shows up to 58.8%.

(2) Analysis of basic differences

The frequency of radio listening is different by gender. Women say at least once a day (41.6%), and men several times a week (40.5%). In terms of the most frequent radio listening time slot, both men and women are 0700-0800, and men (30.7%) is higher than women (22.5%).

The frequency of radio listening is analyzed according to age group. 26-35 years old and 36-45 years old show the most in several times per week, the rest are at least once a day, and the highest is 66.9% for 66 years old and above. For the most frequent radio listening time slot, except for the age of 66 and above at 0800-0900, the rest are 0700-0800.

According to marital status, the frequency of radio listening is different. Married people have the highest proportion of several times per week, and the rest have the highest proportion of at least once a day. For the most frequent radio listening time slot, unmarried and married people show the most at 0700-0800, and the widowed/separated are 1000-1100.

Degree of Information Reliance on Radio Broadcasting

1. Overall analysis

As for the degree of information reliance on radio broadcasting, listening to music came first (an average of 6.7 points), followed by obtaining news, with an average of 5.41 points; recommended products returned the lowest results, with an average of 3.85 points (refer to Table 8).

Table 8 Degree of Information Reliance on Radio Broadcasting

Information obtained by radio broadcasting	Degree of information reliance (average points) by radio broadcasting
Listen to music	6.7
News	5.41
Disaster information (floods, typhoons, earthquakes)	5.39
Travel and weather information	5.23
Other life information	5.18
Recommended Products	3.85

Base：N=349 (radio listeners)

2. Comparative analysis

(1) Analysis of regional differences

As for the degree of information reliance from radio broadcasting, except for the Taipei City, New Taipei City and Keeling area which has the highest score of tourism and weather information (5.97 points),the remainder rely on radio broadcasting to obtain news information (6.14 points), disaster information (such as floods, typhoons, earthquakes) (6.29 points), listening to music (7.33 points), other life information (6.27 points), and recommended products (5.46 points), and Taoyuan, Hsinchu and Miaoli area are the highest in all the above items.

(2) Analysis of basic differences

The results of the one-way ANOVA analysis shows that there is significant difference in the degree of information reliance from radio broadcasting, including news, tourism and weather information, disaster information (such as floods, typhoons, earthquakes).

According to gender, men (5.87 points) are higher than women (4.85 points) in relying on radio broadcasting to obtain news information; men (5.53 points) are higher than women (4.85 points) in relying on radio broadcasting to obtain tourism and weather information; the dependence on disaster information (such as floods, typhoons, earthquakes) from radio broadcasting is higher for men (5.57 points) than for women (5.17 points); the degree of dependence on music by radio broadcasting is higher for men (6.76 points) than for women (6.63 points); The degree of dependence for other life information for men (5.45 points) is higher than women (4.84 points); the degree of dependence on recommended products is higher for men (4.36 points) than for women (3.22 points).

(3) Analysis of differences in social and economic status

The result of the one-way ANOVA test shows that among all the survey items, only tourism and weather information were significantly different in terms of residential status.

According to residential status, renters (5.58 points) rely on radio broadcasting to know tourism and weather information more than homeowners (5.2 points).

C. TV and Radio Advertising

Perception of TV Ads

1. Overall analysis

TV commercials have caused problems for the public. The top three reasons are too many advertisements (45.5%), advertisements are too long (37.9%), advertisements that are repeated over and over again (30.3%), and 22.6% of the respondents chose no troubles (Refer to Figure 30); of the types of TV advertisements that caused troubles, the top three are loan/lending advertisements (35.9%), junk food advertisements (20.5%), and credit card advertisements (14.2%) (Refer to Figure 31).

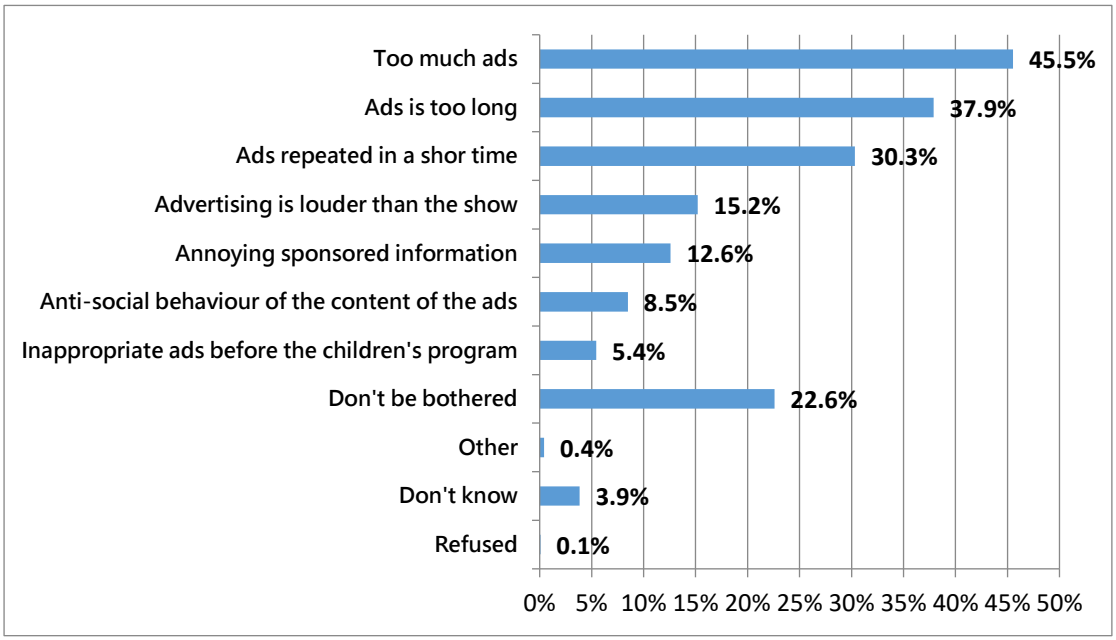

Figure 30 The TV Ads that Trouble the Public

Base: N=994 (multiple-choice, respondents who watch TV)

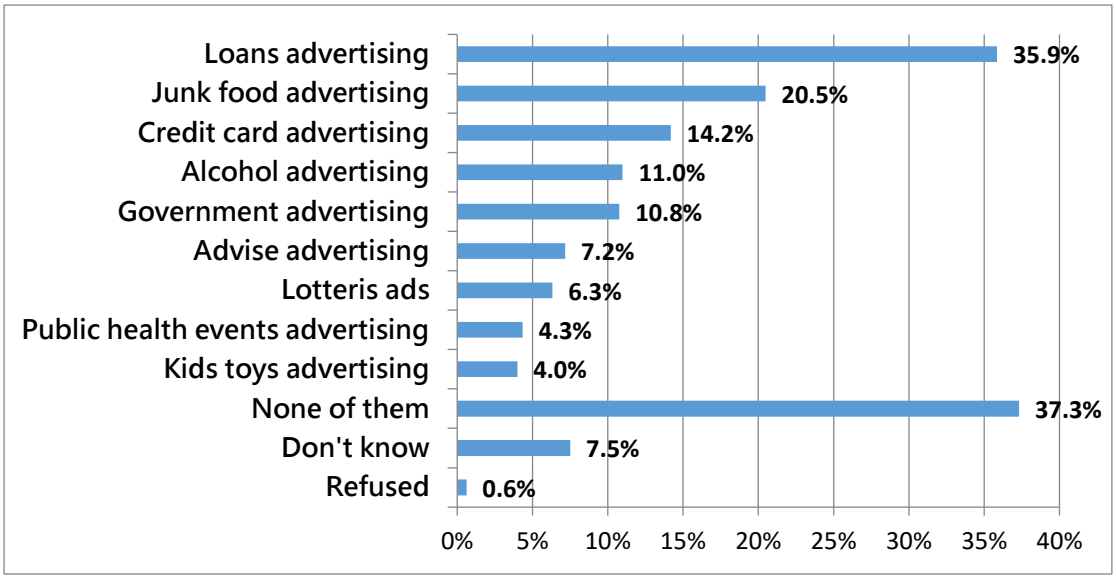

Figure 31 The Types of TV Ads that Trouble the Public

Base: N=994 (multiple-choice, respondents who watch TV)

2. Comparative analysis

(1) Analysis of regional differences

TV commercials have caused troubles for the public. Except for Taoyuan, Hsinchu and Miaoli area, which has the highest proportion (38.6%) of no trouble caused, and Ilan, Hualien and Taitung area, which has the highest proportion of advertisements being too long (40.9%), the rest of the regions have the highest proportion of too many advertisements. In particular, the Taichung, Changhua and Nantou area has a maximum of 53.8%.

As for the types of TV advertisements that caused troubles, people in Taipei City, New Taipei City and Keeling (44.9%), Taoyuan, Hsinchu and Miaoli (60%) and Ilan, Hualien and Taitung (46.5%) think there is no trouble caused, and the rest showed the highest in loan/lending advertising, up to 45.8% in Taichung, Changhua and Nantou area.

(2) Analysis of basic differences

According to gender, in the case of TV commercials causing trouble to the public, both men and women have the highest proportion of too many advertisements, and men (46.9%) are higher than women (44.2%). As for the type of TV advertisements that caused trouble, women had the highest proportion of loan/lending advertising, reaching 39.1%, and males showed no trouble caused as the highest proportion, reaching 36.7%.

According to age groups, in the case of TV commercials causing trouble to the public, 16-25 years old (50%) and 56-65 years old (41.4%) think that advertisements are too long, the remainder think too much advertising, up to 55.6% for 26-35 years

old. The type of TV advertisements that are most trouble for 16-25 years old, 26-35 years old and 36-45 years old is loan/lending advertisements, and the proportion of 16-25 years old is up to 47.7%. The remainder think that there is no trouble caused by TV commercials, and the ratio for 66 years old and above is up to 50%.

According to marital status, in the case of TV commercials causing trouble to the public, the proportion for too many advertisements is the highest, and the unmarried people rate (49.3%) is the highest. As for the types of TV advertisements that caused trouble, the unmarried (44.8%) and the widowed/separated (33%) all had the highest ratio of loan/lending advertising, and the married (43.1%), with no trouble caused, have the highest proportion.

D. TV and Radio Program Management

TV Program Management

1. Overall analysis

Most people do not know that TV programs have relevant regulations. Not knowing (51.1%) is higher than knowing (48.6%) (Refer to Figure 32). People who know the relevant regulations of TV programs think that the TV program regulation being appropriate has the highest proportion (50.7%), followed by too little (18.8%), and then too much (9.2%) (Refer to Figure 33). Regarding the responsibility for managing TV programs, 52.8% answered the National Communications and Communication Committee (NCC) as the highest, followed by unknown at 35.2% (Refer to Figure 34).

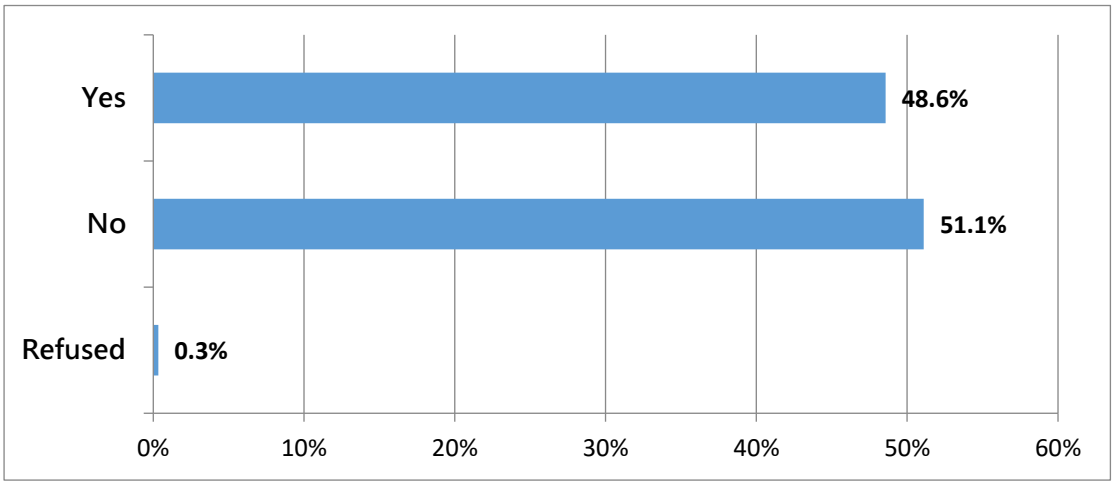

Figure 32 Knowing Whether or not TV Programs have Relevant Regulations

Base: N=1,078

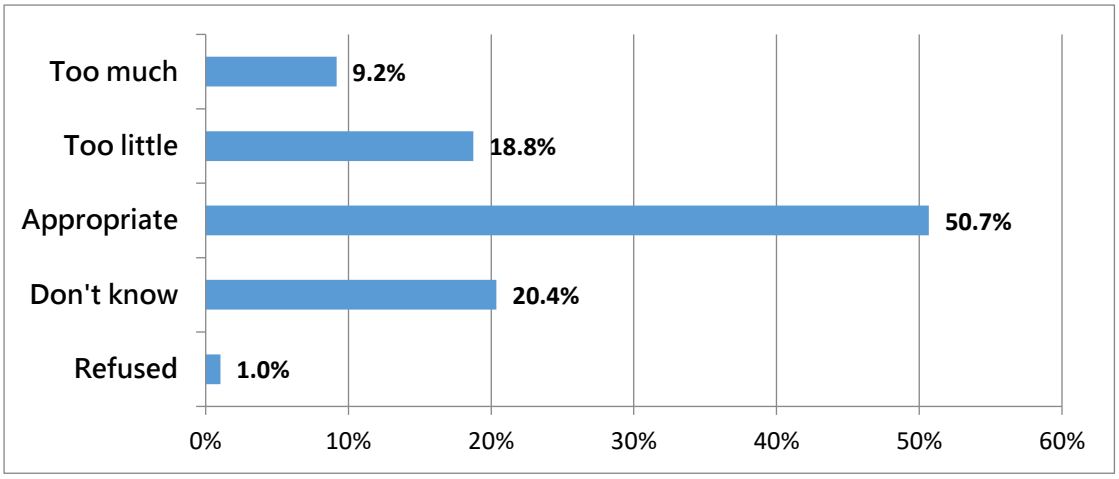

Figure 33 Appropriate Regulations of Television Programs Regulations

Base: N=523 (respondents who know there are regulations for TV programs)

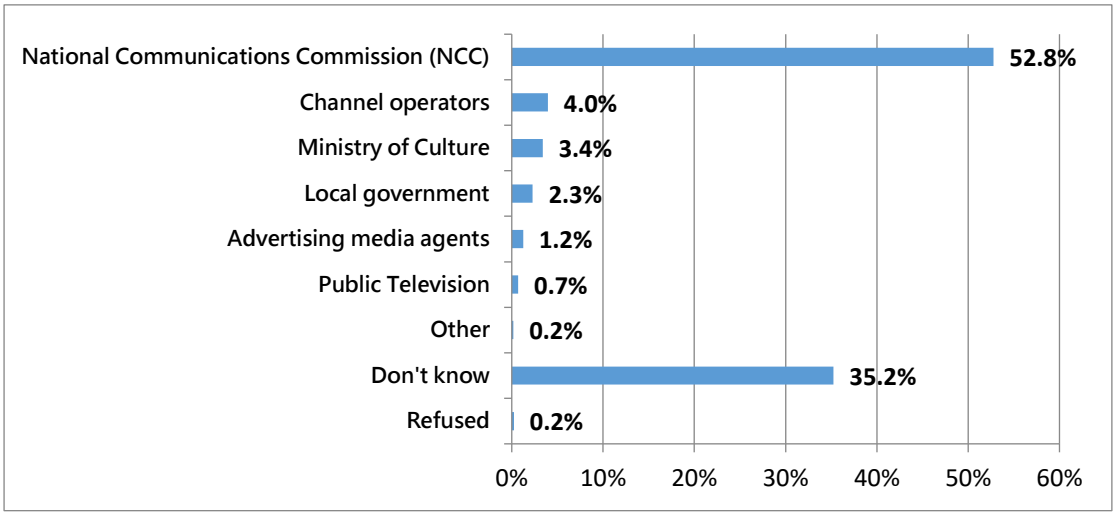

Figure 34 Agency/Organizations Responsible for the Management of Television Programs

Base: N=1,078

2. Comparative analysis

(1) Analysis of regional differences

The results of the chi-square analysis show that knowing whether TV programs have relevant regulations and the appropriateness of TV program regulations are significantly different in the residential area.

As for those who know the relevant regulations for TV programs, Kaohsiung, Pingtung and Penghu (58.2%) and Ilan, Hualien and Taitung (52%) regions are higher than other regions. The remainder of the regions are higher for do not know, and the Taoyuan, Hsinchu and Miaoli region has the highest ratio of 58.1. %.

(2) Analysis of basic differences

The results of the chi-square test show that knowing whether TV programs have relevant regulations and the perception of appropriateness of TV program regulations are significantly different in gender and age.

According to gender, regarding knowing whether TV programs have relevant regulations, men have a higher proportion (51.9%) of knowing, and women have a higher proportion (54.7%) of not knowing. Regarding the perception of appropriateness of TV program regulations, both men and women consider there are appropriate regulations of TV programs, and men (52.7%) show higher than women (48.5%). Regarding which unit is responsible for managing TV programs, both males (56.8%) and females (48.8%) consider it to be the National Communications Commission (NCC).

(3) Analysis of differences in social and economic status

The results of the chi-square test show that knowing whether or not TV programs have relevant regulations is significantly different in terms of average monthly income, education level and occupation; the awareness of the overall TV regulations is significantly different in education.

Regarding knowing whether TV programs have relevant regulations, according to the average monthly income of individuals, those who earn less than NT 20,000 have a higher proportion of unknown, and the highest proportion is found for those with less than NT 10,000, up to 86.5%. The groups with more than NT 20,000 show a higher proportion of knowing, and among them, the percentage of the group with more than NT 60,000 is the highest at 72.3%.

According to education level, the college (59.7%), the university (57%), and the master's degree and above (78.8%) have a higher proportion of knowing, and the others have a higher proportion of not knowing, with the highest level being primary school and below with 82.2%.

According to occupation, people with higher proportions of knowing work in industries such as publishing, audio-visual production, communication and communication services (78.3%), public administration and national defence; mandatory social security (77.3%), construction engineering (70.5%); not knowing is found to be higher for those who are unemployed (66.4%), housekeepers (66.1%), and retired (63.8%).

On the whole, regarding the perception of the appropriate regulations of television program regulations, according to the degree of education, except for masters who think there is too little (29.9%), the rest of the education levels consider it appropriate, and high school is the highest, reaching 58.7%.

Radio Broadcasting Program Regulations

1. Overall analysis

Most people do not know that there are relevant regulations for radio programs, and the ratio of unknown (59.9%) is higher than that of known (39.7%) (Refer to Figure 35). People who know there are the relevant regulations of radio programs think that the relevant regulations are appropriate (49.9%), followed by too little (11.9%), and then too much (7.4%) (Refer to Figure 36). For which agency is responsible for managing the radio program, 46.9% answered the National Communications and Communication Committee (NCC) as the highest, followed by the unknown (40.3%) (Refer to Figure 37).

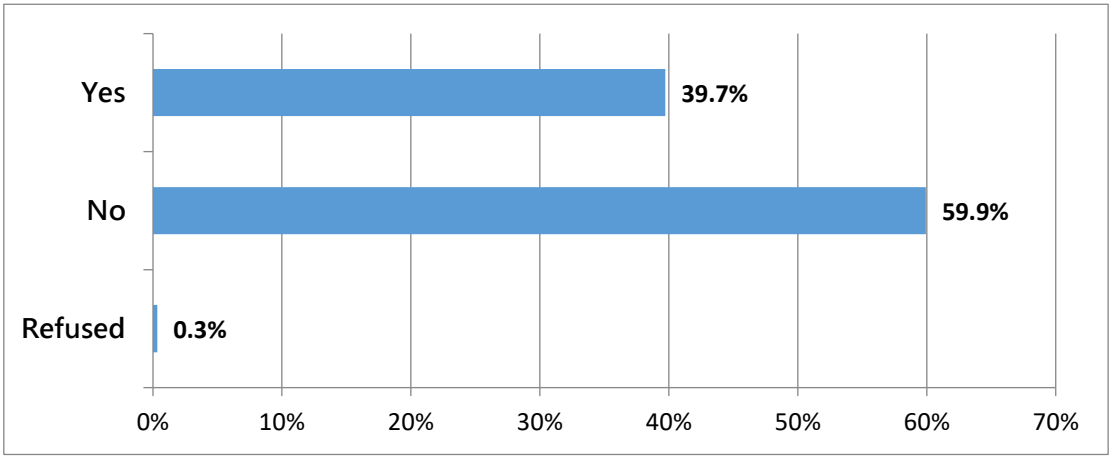

Figure 35 Knowing Whether or not Radio Programs have Relevant Regulations

Base: N=1,078

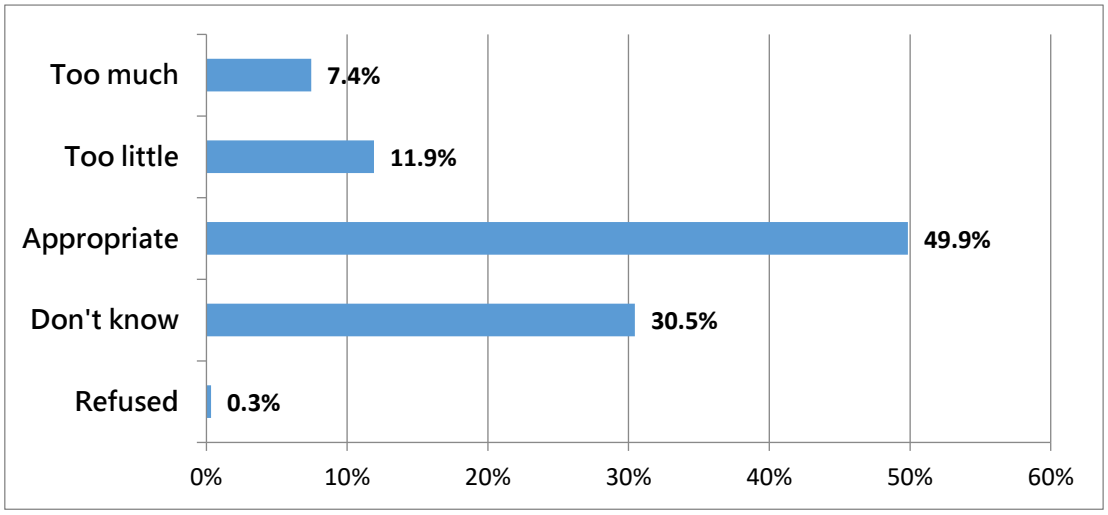

Figure 36 Whether Regulation of Radio Programs are Appropriate

Base: N=428 (people who know there are relevant regulations for radio programs)

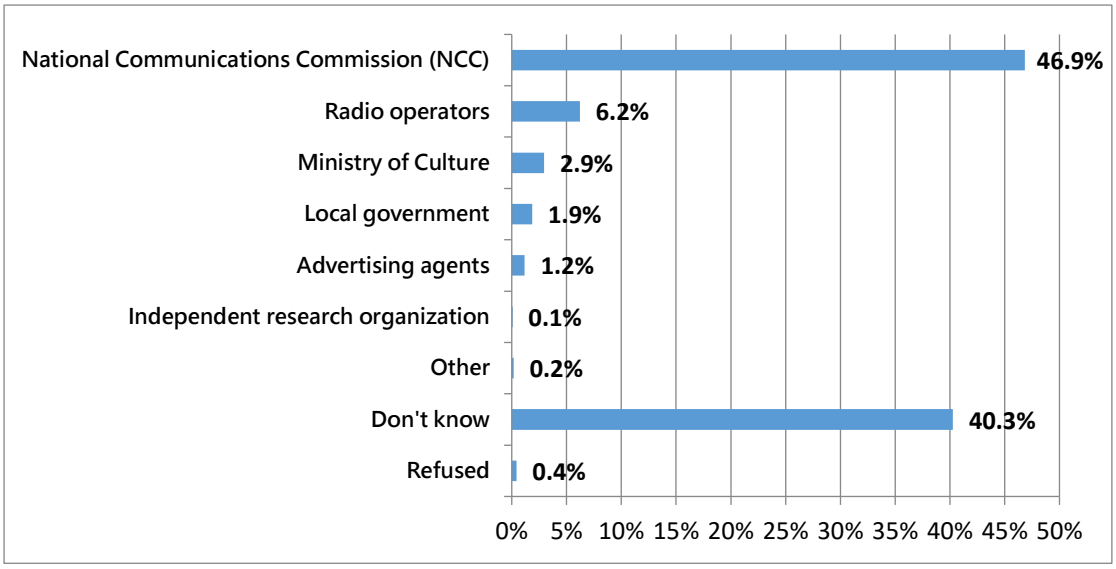

Figure 37 Agency/Organizations Responsible for the Management of Radio Programs
Base: N=1,078

2. Comparative analysis

(1) Analysis of regional differences

The results of the chi-square test show that knowing about the relevant regulations of radio programs is significantly different in the area of residence. In all regions, the proportion of those who indicate that they do not know is higher than those who know, and the highest proportion is found in the Taoyuan, Hsinchu and Miaoli area, reaching 67.7%. Regarding the perception of appropriate regulations for radio programs, each region has a high proportion of appropriateness with the highest in the Kaohsiung, Pingtung and Penghu area, reaching 58.6%. Regarding which unit is responsible for managing radio programs, most people in the Taipei City, New Taipei City and Keeling (50.1%), Taoyuan, Hsinchu and Miaoli (62.3%), and Kaohsiung, Pingtung and Penghu (48.3%) areas considered it to be the National Communications and Communications Commission (NCC). (53.8%), Yunlin, Chiayi and Tainan (55.5%), and Ilan, Hualien and Taitung (57.2%) have a high proportion of unknown.

(2) Analysis of basic differences

According to gender, regarding knowing whether radio programs have relevant regulations, males (57.7%) and females (62.1%) have a higher proportion of unknown. Males (50.4%) and females (49.3%) have a high proportion of considering the relevant regulations for radio programs as appropriate. For the unit responsible for managing radio programs, males (51%) mostly considered it to be the National Communications and Communications Commission (NCC), while women (43.9%) were a higher proportion of not aware.

(3) Analysis of differences in social and economic status

The results of the chi-square test show that knowing whether or not there are relevant regulations of radio programs is significantly different between educational level and occupation. According to the degree of education, college and master have a higher proportion of knowing, and the remainder are higher in unknown, with the highest level of primary school and below as 86.1%. According to occupation, the higher proportions of known are found in public administration, national defence and compulsory social security (77.3%), art, entertainment and leisure services (58.3%), health care and social work services (56.8%), etc. The higher proportions of unknown are found in publishing, audio-visual production, communication and communication services (74.4%), housekeeper (73.2%), and unemployed (69.6%).

Who should take the main responsibility to ensure that children do not see any inappropriate TV content?

1. Overall analysis

The public believes that it is the main responsibility of both parents and broadcasters to ensure that children do not see any inappropriate TV content with up to 62.5%, followed by parents (19.5%), and broadcasters (13.7%) (Refer to Figure 38).

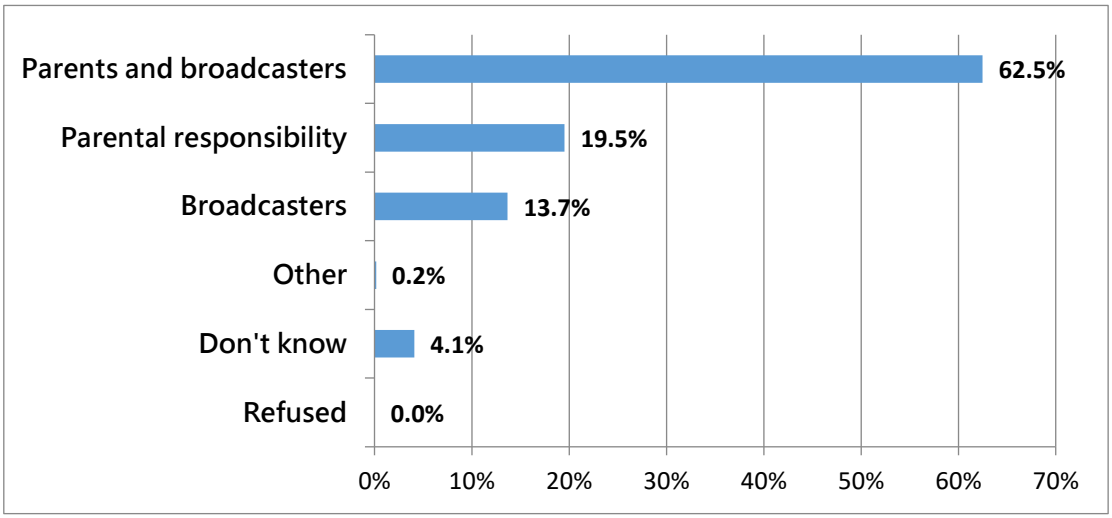

Figure 38 Who Should Take the Main Responsibility to Ensure that Children do not See any Inappropriate TV Content?

Base：N=1,078

2. Comparative analysis

(1) Analysis of regional differences

A greater proportion in each region believe that it is the responsibility of both parents and broadcasters, with 87% of those in the Taoyuan, Hsinchu and Miaoli area.

(2) Analysis of basic differences

According to gender, both men (65.3%) and women (59.6%) believe that it is the responsibility of both parents and broadcasters. According to age, all age groups believe that it is the responsibility of both parents and broadcasters, with 71% of those aged 36-45 the highest proportion. According to marital status, in all groups, the greater proportion believe it is the responsibility of both parents and broadcasters, with the highest proportion being married, reaching 63.7%.

What types of content make you feel upset?

1. Overall analysis

When investigating during the past 12 months, whether the public see any objectionable or disgusting content in television programs, 59.4% of the respondents answer not, higher than the answer of yes (31.7%) (Refer to Figure 39).

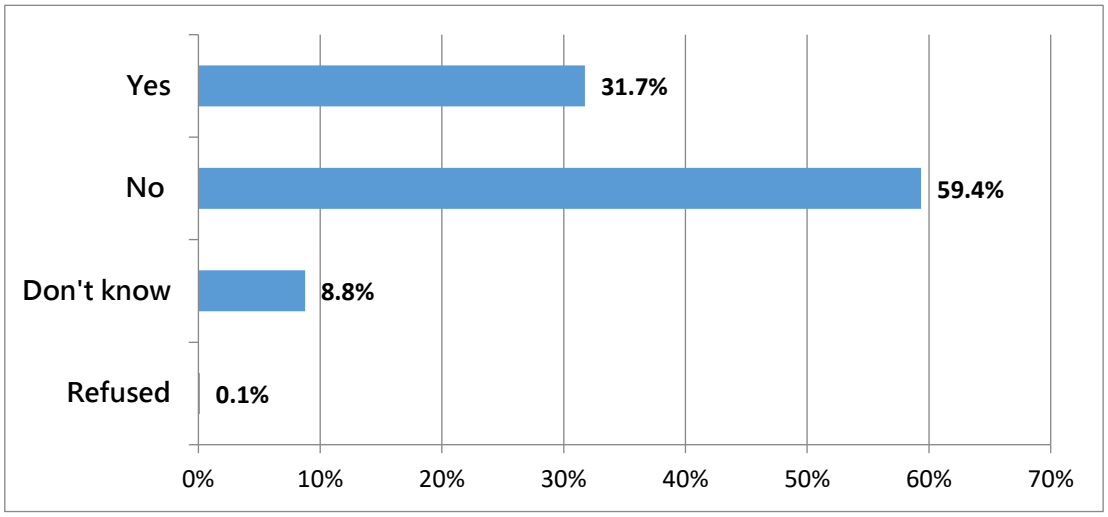

Figure 39 Have you Seen Something that is Offensive or Disgusting When Watching TV Shows in the Past 12 Months?

Base: N=994 (the respondents who watch TV programs)

Regarding what people find upsetting, the top three are violence (53%), the news reports being repeated (43%) and anti-social Behavior (38%) (Refer to Figure 40).

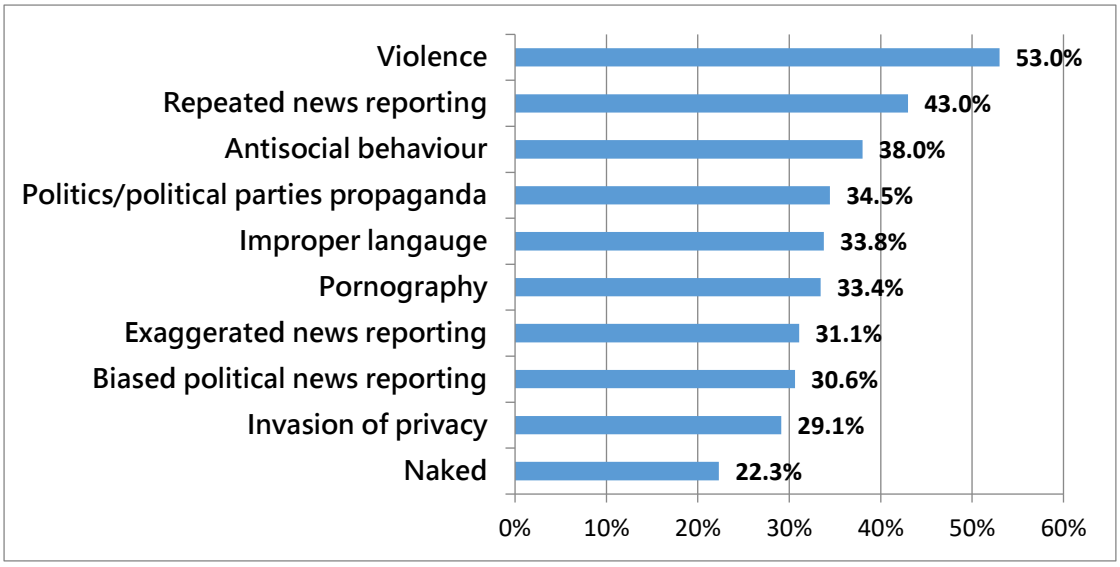

Figure 40 Content that Makes You Feel Upset (Top 10)

Base: N=316 (multiple-choice, respondents who watched TV programs finding there was upsetting content in the past 12 months)

Among the programs that people feel disgusted by, the top three are political programs (51.2%), news programs (33.6%), and serial dramas (27.1%) (Refer to Figure 41).

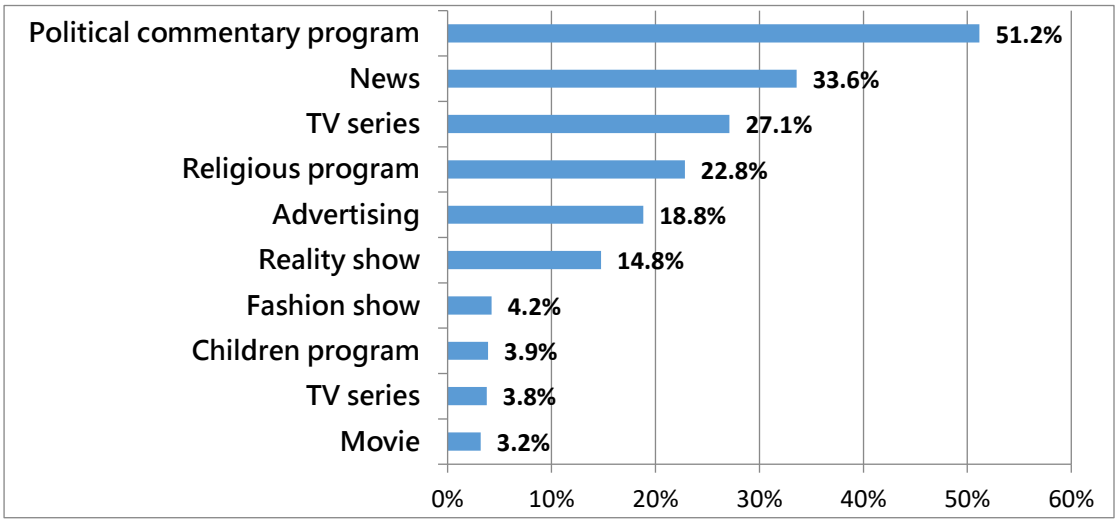

Figure 41 Programs that You Object to (Top 10)

Base: N=316 (multiple-choice, respondents who watched TV programs finding there was upsetting content in the past 12 months)

When television broadcasts content that is objectionable, the public responded by turning to another channel (89.5%), either TV (23.4%) or others (14.3%) (Refer to Figure 42).

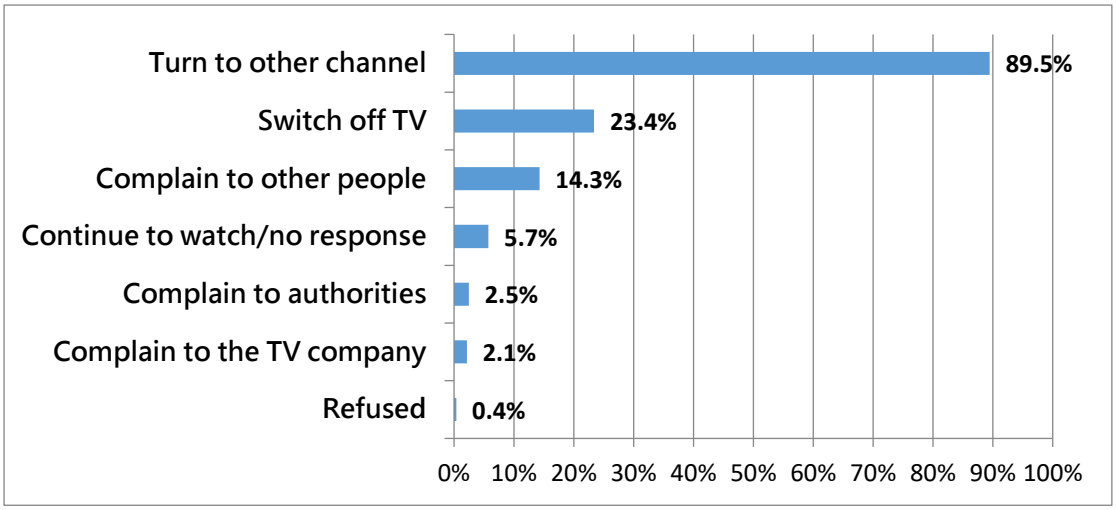

Figure 42 How Do You React When the TV Broadcasts Content is Objectionable

Base: N=316 (multiple-choice, respondents who watched TV programs finding there was upsetting content in the past 12 months)

2. Comparative analysis

(1) Analysis of regional differences

The results of the chi-square analysis show whether people had seen any objectionable content when watching TV programs in the past 12 months has a significant difference in the areas of residence.

Regarding whether people had seen any objectionable content when watching TV programs in the past 12 months, except people in the Ilan, Hualien and Taitung area, who have a higher proportion of yes (49.2%), people in most regions had not, with people in the Taipei City, New Taipei City and Keeling area having the largest proportion (71%)

Regarding the type of content that the people find upsetting, except for the Kaohsiung, Pingtung and Penghu area which showed the reason as the highest proportion of repeated news reports (57.3%), the others have the highest proportion as violence, and the Ilan, Hualien and Taitung area is as high as 82.2%.

Regarding content that is objectionable, except for the Taopu Miao area which has the highest proportion with serial dramas (50.7%), the rest of the regions have the highest proportion for political programs, and the Kaohsiung, Pingtung and Penghu is the highest of 56.1%. When TV broadcasts content that is objectionable, the response in each region shows the highest of turning to other channels, and the area in Ilan, Hualien and Taitung is up to 100%.

(2) Analysis of basic differences

According to gender, regarding whether people had seen any objectionable content when watching TV programs in the past 12 months, men (60.4%) and women

(58.4%) have higher proportions of had not seen.

For what people find upsetting about TV programs, men (46.7%) and women (59.2%) have the highest proportion with violence. As for the programs that people feel are objectionable, men (54.1%) and women (48.3%) have the highest proportion for political programs. When television broadcasts content that is objectionable, men (86.0%) and women (92.9%) responded with the highest proportion for turning to other channels.

By age, regarding whether people had seen any objectionable content when watching TV programs in the past 12 months, all age groups have a higher proportion of not. What the people find upsetting about TV programs, except for the 16-25 years old who are higher in the reason of infringing on privacy/disrespect for the privacy of others (44.5%), and the 26-35 years old with the highest proportion for repeated news reports (57.6%), the rest of the age groups have the highest proportion for violence. The programs that people find objectionable are the highest in the 16-25 years old, being religious programs (46%), and 66 years old and above has the highest proportion for repeated news programs (31.5%). The remainder of the age groups have the highest proportions for political programs, with 26-35 years old up to 60.8%. When TV broadcasts content that is objectionable, the response of all age groups is turning to other channels being the highest, with a maximum of 92.2% for 56-65.

According to marital status, regarding whether people had seen any objectionable content when watching TV programs in the past 12 months, all groups have a higher proportion of not. Regarding what people find upsetting with TV programs, the unmarried people have the highest proportion for repeated news reports (51.5%), and the married people (65.6%) and the widowed/separated (58.8%) have the highest proportion for violence. The programs that people find objectionable have the highest proportion for political programs, of which 54.9% are unmarried. When TV broadcasts content that is objectionable, the response turn to another channel is the highest proportion in all groups, and the widowed/separated are up to 96.5%.

(3) Analysis of differences in social and economic status

The results of the chi-square analysis show that whether people had seen any objectionable content when watching TV programs in the past 12 months has a significant difference in educational level and occupation.

According to the degree of education, regarding whether people had seen any objectionable content when watching TV programs in the past 12 months, all the education groups are the highest with not, and the highest rate of primary school and below is 66.7%.

According to occupation, regarding whether people had seen any objectionable content when watching TV programs in the past 12 months, most people said not, and the higher proportion shows for the real estate industry (81.7%), the support service industry (76.7%), and the accommodation and catering industry (70%), etc. However, the public administration/national defence and compulsory social security, the art, entertainment and leisure services industries are higher rates for yes.

Frequency of sex appearing in TV programs

1. Overall analysis

Regarding the frequency of sex appearing in TV programs, considered acceptable is highest (63.4%), followed by not knowing (25%), and then too much (9.5%) (Refer to Figure 43).

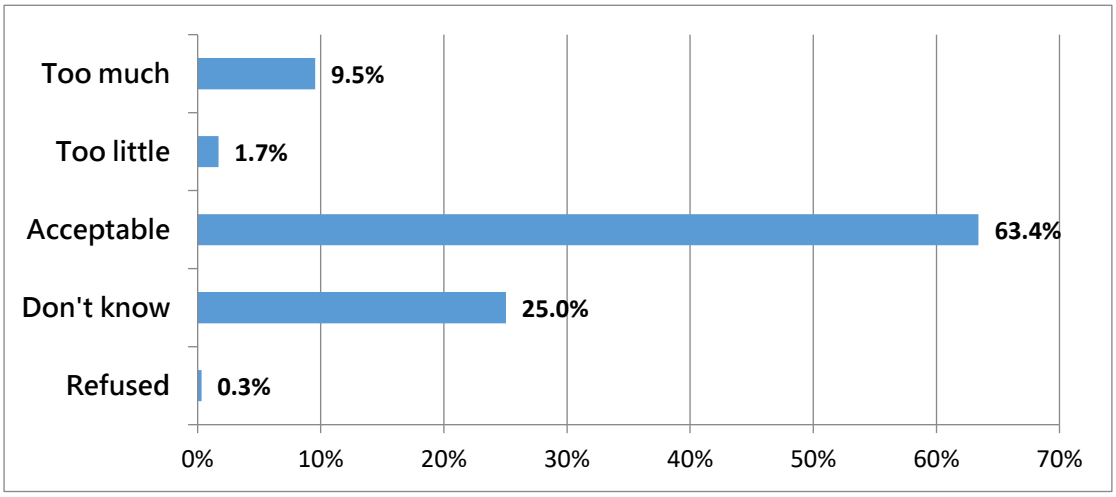

Figure 43 Frequency of Sex appearing in TV Programs

Base：N=994 (The respondents who watch TV programs)

2. Comparative analysis

(1) Analysis of regional differences

In all regions, the frequency of sex appearing in TV programs is considered as acceptable, with the highest proportion in Ilan, Hualien and Taitung area, reaching 69.2%.

(2) Analysis of basic differences

The chi-square test results show that there is a significant difference in gender for the frequency of sex seen in TV programs.

According to gender, males and females have higher proportions for considered acceptable, and males (68.4%) are higher than females (58.7%).

According to age, all age groups have a higher ratio of acceptable, and the highest is 16-25 years old, reaching 68.5%.

According to marital status, all are higher in it being acceptable, and the highest is unmarried, up to 69%.

(3) Analysis of differences in social and economic status

The chi-square test results show that there is a significant difference in the residential status for the frequency of sex seen in TV programs. According to residential status, both are higher in it being acceptable, and renters (66.4%) are higher than homeowners (62.9%).

Frequency of violence in TV programs

1. Overall analysis

Regarding the frequency of violence in TV programs, the public consider levels acceptable as the highest ratio (49.3%), followed by too much (37.4%) (Refer to Figure 44).

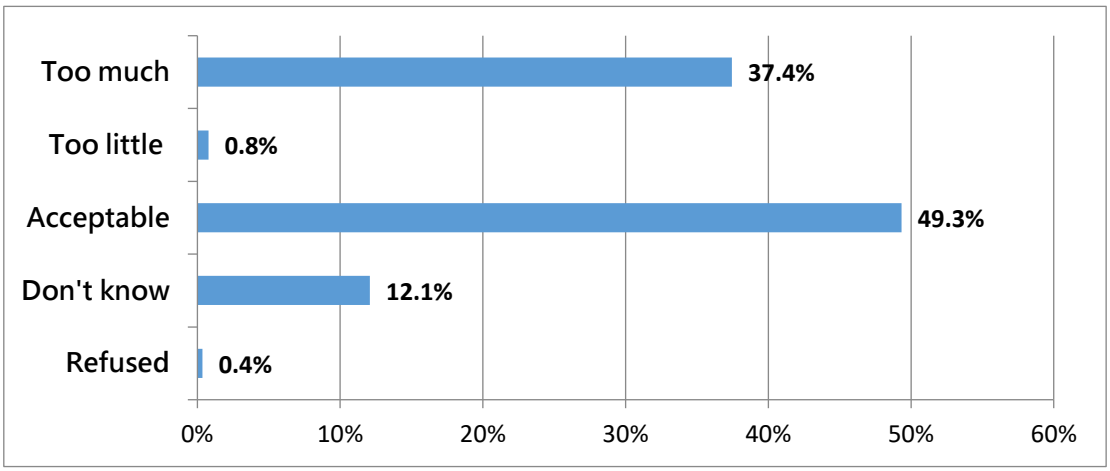

Figure 44 Frequency of Violence in TV Programs

Base：N=994 (The respondents who watch TV programs)

2. Comparative analysis

(1) Analysis of regional differences

Regarding the frequency of violence in TV programs, the Taipei City, New Taipei City and Keeling, Taichung, Changhua and Nantou and Kaohsiung, Pingtung and Penghu regions have higher ratios of acceptable, with the highest in the Kaohsiung, Pingtung and Penghu area, reaching 62%; the rest are higher for too much, and Yunlin, Chiayi and Tainan has the highest ratio, reaching 52.9%.

(2) Analysis of basic differences

According to gender, males (54.3%) and females (44.6%) are higher for acceptable. According to age, 36-45 years old considering it too much (43.5%) is higher, and the remainder are higher for acceptable, the highest in 16-25 years, reaching 62.3%. According to marital status, all groups are higher in it being acceptable, and the highest is found in unmarried people (57.2%).

(3) Analysis of differences in social and economic status

The results of the chi-square test show that there is a significant difference in the residential status regarding the frequency of violence in TV programs. According to the residential status, the ratio of renters (60.4%) finding it acceptable is higher than that of homeowners (46.1%).

Frequency of Bad Language Appearing in TV Programs

1. Overall analysis

Regarding the frequency of bad language appearing in TV programs, most people consider it to be acceptable (62.6%), followed by too much (23.4%) (Refer to Figure 45).

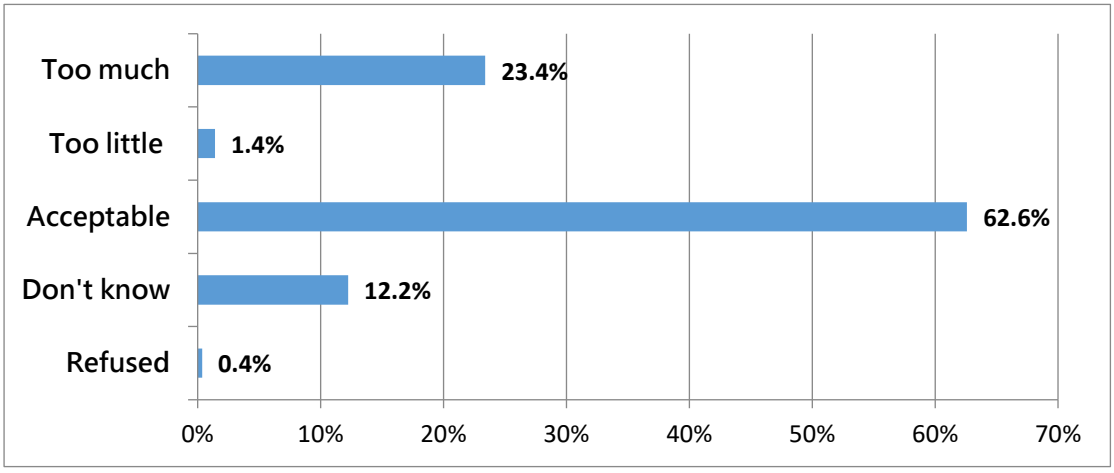

Figure 45 Frequency of Bad Language Appearing in TV Programs

Base：N=994 (The respondents who watch TV programs)

2. Comparative analysis

(1) Analysis of regional differences

Regarding the frequency of bad language appearing in TV programs, all regions have a higher proportion of it being acceptable, with the Kaohsiung, Pingtung and Penghu area being higher than other regions, reaching 80.2%.

(2) Analysis of basic differences

According to gender, both men and women show a higher acceptable ratio, with males (68.8%) higher than females (56.7%).

According to age, all age groups have a higher acceptable ratio, and the highest is 16-25 years old, reaching 68%.

According to marital status, all groups have a higher acceptable ratio, and the highest is in the unmarried group, up to 69.1%.

(3) Analysis of differences in social and economic status

The results of the chi-square analysis show that there is a significant difference in residential status for the frequency of bad language appearing in TV programs. According to residential status, both have a higher acceptable ratio, and renters (69.7%) are higher than homeowners (60.5%).

E. Privacy Protection

Public Attitude toward Violating Privacy of Public Figures

1. Overall analysis

Regarding whether the TV programs can violate the privacy of public figures without consenting, more than 70% disagree - 38.1% strongly disagree while 37.9% disagreed. The ratio of agreeing and strongly agreeing was less than 8% (Refer to Figure 46).

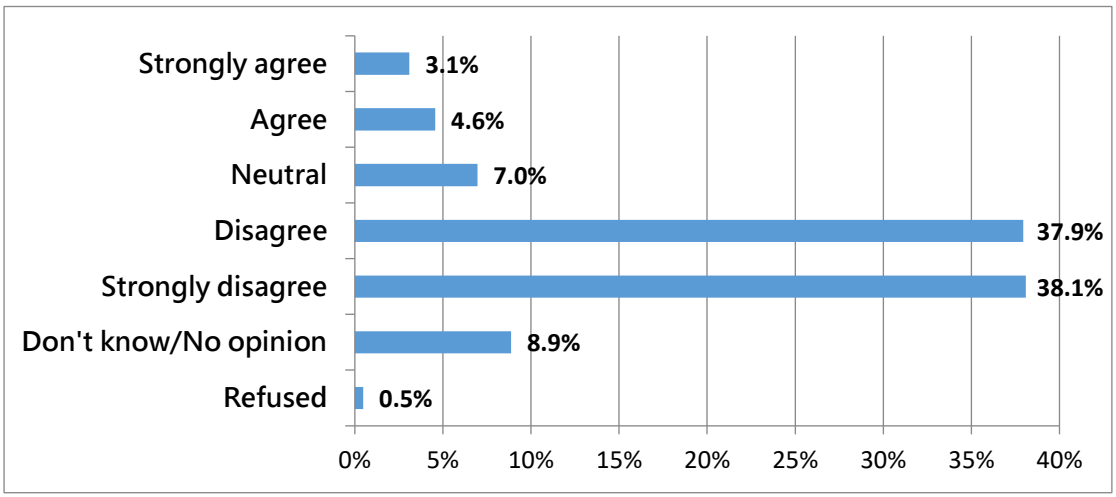

Figure 46 Attitudes toward Violating Privacy of Public Figures

Base: N=1,078

2. Comparative analysis

(1) Analysis of regional differences

The results of the chi-square test show there is a significant difference in the regions regarding whether TV programs violate the privacy of public figures.

In all regions, in principle, the ratio of disagreeing (disagree and strongly disagree) is higher than that of agreeing (agree and strongly agree), and those who strongly disagree are the highest in Taoyuan, Hsinchu and Miaoli, up to 50.8%, followed by Taichung, Changhua and Nantou. Those who disagree show the highest rates in Kaohsiung, Pingtung and Penghu, accounting for 49.5%, followed by 42.4% in Ilan, Hualien and Taitung.

(2) Analysis of basic differences

The results of the chi-square test show there is a significant difference in gender and age regarding whether TV programs violate the privacy of public figures.

By gender, most men strongly disagreed (36.8%), while the percentage of women who strongly disagreed (39.7%) was slightly higher than those who disagreed (39.3%).

As for age groups, the group of 16-25 years old has the highest proportion of strongly disagreed, up to 45.4%, followed by 36-45 years old (42.3%). The people who disagreed have the highest proportion in the group aged 56-65, reaching 42.1%, followed by the group aged 46-55, reaching 41.9%.

In terms of marital status, unmarried people who strongly disagree are the highest, accounting for 40.1%, while among those who disagree, the highest is married (42.4%).

(3) Analysis of differences in social and economic status

The results of the chi-square test show there is a significant difference in residential status regarding whether TV programs violate the privacy of public figures.

In view of residential status, strongly agree being the highest proportion for renters, up to 41.6%. Among those who disagreed, homeowners rates are higher, up to 40.1%.

Attitude toward Violating the Privacy of the General Public

1. Overall analysis

Regarding whether TV programs can violate the privacy of the general public, more than 80% of the general public disagree (including disagree and strongly disagree), accounting for 83.5% of the total, which is much higher than agree (agree and strongly agree) being only 3.5% (Refer to Figure 47).

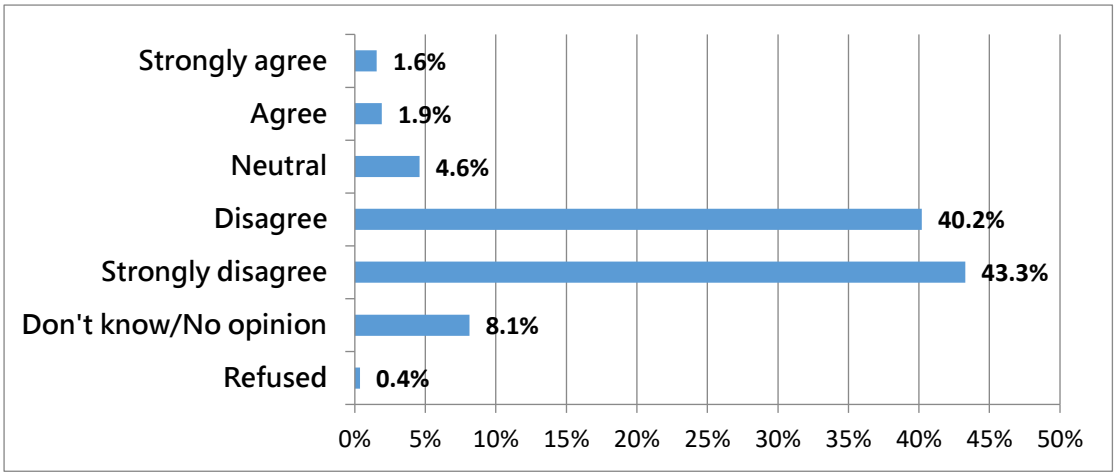

Figure 47 Attitudes toward Violating Public Privacy

Base: N=1,078

2. Comparative analysis

(1) Analysis of regional differences

As far as the region is concerned, Yunlin, Chiayi and Tainan and Taichung, Changhua and Nantou have a higher proportion of strongly disagree than that of other regions, with more than 50%. Among them, Yunlin, Chiayi and Tainan has 51.1% and Taichung, Changhua and Nantou 50.7%.

(2) Analysis of basic differences

The results of the chi-square test show a significant difference in gender. In terms of gender, women who strongly disagree and disagree show higher than 40%; 45.3% are strongly disagree, 41.1% are disagreed, and 41.2% of men strongly disagree and 39.3% of men disagree.

In terms of age, the proportion of people who strongly disagree in the group of 16-25 years old is more than 50% (51.5%), and the ratio for the group aged 36-45 is 47.1%. The proportion of those who disagree is the highest for the 56-65 years old group, up to 46.0%, followed by 46-55 years old (43.1%).

In terms of marital status, unmarried people have the highest ratio for strongly disagree (48.3%), followed by widowed/separated (41.6%).

(3) Analysis of differences in social and economic status

The results of the chi-square test show a significant difference in residential status. According to the analysis of residential status, the proportion of renters who chose disagree is more than 50% (50.1%), and the proportion of homeowners is 41.5%.

The most common channel that violates the privacy of public figures

1. Overall analysis

According to the survey results, the public believes that the most common channel that violates the privacy of public figures without prior consent is television, with a ratio of 35.6%. The second and third are respectively magazines (25.1%) and news websites or Apps (10.7%) (Refer to Figure 48).

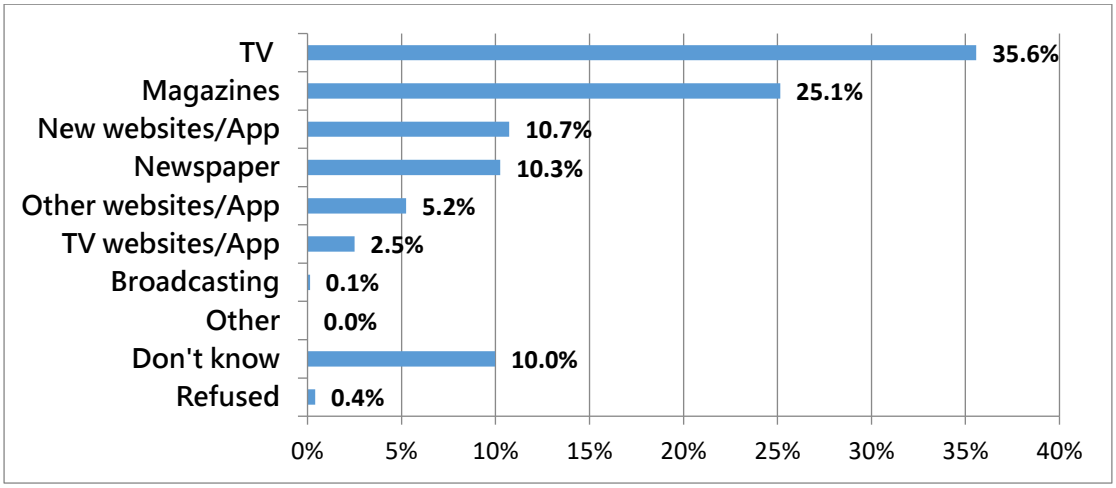

Figure 48 The Most Common Channel that Violates the Privacy of Public Figures

Base: N=1,078

2. Comparative analysis

(1) Analysis of regional differences

As far as the region is concerned, for the people who think that TV is the most common channel violating the privacy of public figures, the highest proportion is found in Kaohsiung, Pingtung and Penghu (42.3%), followed by Yunlin, Chiayi and Tainan (39.0%).

(2) Analysis of basic differences

In terms of gender, both men and women believe that television is the most common channel for violating the privacy of public figures without prior consent, and the ratio is 35.1% for men and 36.0% for women.

Regarding age analysis, except for those aged 26-35, who believe that the most common channel for violating the privacy of public figures without prior consent is magazines (29.1%), other age groups chose TV as the most common channel, among which 66 years old and above is the highest, reaching 44.6%, followed by 56-65 years old, accounting for 40.2%.

According to marital status, each marital status considers that TV is the most common way to expose the privacy of public figures without consent, and the proportion of married people is the highest, reaching 37.7%.

The Media Channels that Most often Violate the Privacy of the General Public

1. Overall analysis

The most common channel for uncovering the privacy of the general public without prior consent is TV (33.2%), followed by magazines (20.4%) and news websites or Apps (11.6%). The proportion of new media accumulated (including news websites or apps, other websites or apps, TV stations or apps) is 23.6% exceeding that of the second channel of magazines (Refer to Figure 49).

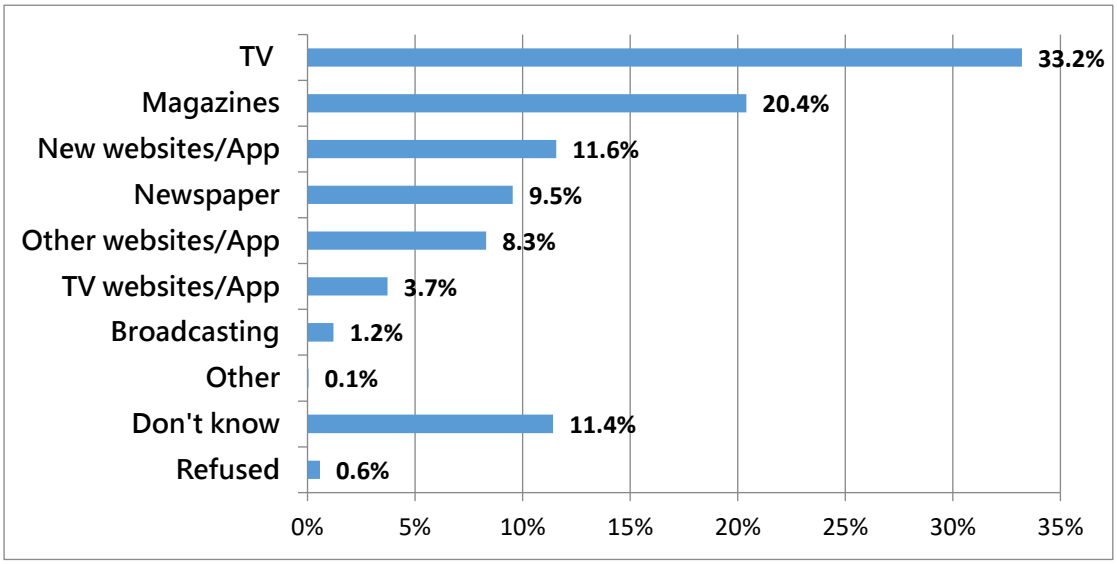

Figure 49 The Channels That Most Violate the Privacy of the General Public

Base: N=1,078

2. Comparative analysis

(1) Analysis of regional differences

Television is the most common channel for uncovering the privacy of the general public without prior consent in all regions. Among them, Ilan, Hualien and Taitung is the highest, reaching 44.7%, followed by 36.7% of Taoyuan, Hsinchu and Miaoli and 34.7% of Yunlin, Chiayi and Tainan.

(2) Analysis of basic differences

According to gender, both men and women consider TV as the most common channel to expose the general public's privacy without consent, with males accounting for 34.5% and females for 32.0%.

According to age group, all age groups consider TV as the most common channel to expose the general public's privacy without consent. Among them, the proportion of those aged 16-25 is the highest, reaching 37.8%, followed by those aged 56-65 (37.0%).

According to marital status, TV is the most common channel to expose the general public's privacy without consent. The proportion of unmarried people (34.2%) is higher than that of married (33.1%) and widowed/separated (31.2%).

(3) Analysis of differences in social and economic status

The results of the chi-square test show a significant difference in residential status.

According to the residential status, TV is the most common channel to expose the general public's privacy without consent. The proportion of homeowners is 35.0%, which is higher than renters with 26.5%.