

有線電視月刊之讀者層面 Readership of Cable Guide

| | 上月曾閱讀有線電視月刊 Read Cable Guide in Past Month | |
|--|---|------|
| | ('000) | (%) |
| 總數 (12 - 64 歲) TOTAL (aged 12 - 64) | 111 | 100% |
| 性別 SEX | | |
| 男 Male | 53 | 48% |
| 女 Female | 58 | 52% |
| 年齡 AGE | | |
| 12 - 14 | 14 | 13% |
| 15 - 24 | 11 | 10% |
| 25 - 34 | 23 | 21% |
| 35 - 44 | 18 | 16% |
| 45 - 54 | 26 | 23% |
| 55 - 64 | 20 | 18% |
| 教育程度 EDUCATION | | |
| 大專程度或以上 College/University or Above | 21 | 19% |
| 文憑 Diploma | 1 | 1% |
| 中六至中七程度 Form 6 to 7 | 7 | 6% |
| 中四至中五程度 Form 4 to 5 | 26 | 23% |
| 中一至中三程度 Form 1 to 3 | 38 | 34% |
| 完成小學程度 Primary Completed | 14 | 13% |
| 未完成小學程度或以下 Some Primary or Below | 4 | 4% |
| <i>餘數為拒絕回答者 Balance were those refused to answer</i> | | |
| 職業 OCCUPATION | | |
| 專業人士/經理及行政人員 Professional/ Manager/ Executive | 12 | 11% |
| 商人及東主 Trader/Proprietor | 7 | 6% |
| 技術白領 Office Skilled | 10 | 9% |
| 非技術白領 Office Unskilled | 8 | 7% |
| 技術藍領 Factory/Shop Skilled | 7 | 6% |
| 非技術藍領 Factory/Shop Unskilled | 24 | 22% |
| 學生 Student | 17 | 15% |
| 家庭主婦 Housewife | 13 | 12% |
| 待業及退休 Retired or Unemployed | 13 | 12% |
| <i>餘數為拒絕回答者 Balance were those refused to answer</i> | | |
| 家庭每月總收入 MONTHLY HOUSEHOLD INCOME | | |
| < HK\$15,000 | 36 | 33% |
| HK\$15,000 - 24,999 | 27 | 24% |
| HK\$25,000 - 39,999 | 22 | 20% |
| >= HK\$40,000 | 26 | 23% |
| <i>餘數為拒絕回答者 Balance were those refused to answer</i> | | |

* represent value below 0.5

資料來源：2011 尼爾森媒介指標 - 香港 (調查日期：2010 年 7 月 1 日 至 2011 年 6 月 30 日)

Source: 2011 Nielsen Media Index: Hong Kong Report (Survey Period: 1 July 2010 - 30 June 2011)