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Survey Report of Telephone Survey in Stage I on Broadband Consumer Survey in Hong Kong

Commissioned by

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Chapter One

A. Introduction

This is additional work for the Customer Service on The Telecommunications Services in Hong Kong which was commissioned by the Office of the Telecommunications Authority to the Social Sciences Research Centre (SSRC) of The University of Hong Kong to conduct a customer survey on the broadband services in Hong Kong.

The additional survey is to cover demand-side information from the broadband users of the four major Internet Service Providers (ISPs):

1. investigation of the areas of users' dissatisfaction with services provided and how to handle their complaints through which channels;
2. collection of data regarding the subscription, pricing, contract period and terms and conditions of the contract being entered currently by the respondents;
3. identify availability of different choices of service providers;
4. considerations for switching provider;
5. satisfaction with the quality of service including customer support, upload and download speed; and
6. willingness to participate in web survey in Stage II.

Furthermore, a web survey will collect conjoint valuation of the factors that affect the user's choice of ISPs in Stage II.

B. Methodology

1.1 Project approach

The selected approaches for collecting information from the target broadband users of 4 ISPs aged 18 or above in the household and knowledgeable about why the household chose the provider. These approaches were intended to let broadband users provide information and opinions on their own, so a fair, genuine and comprehensive portrait of opinions and concerns could be obtained from the targeted broadband users.

1.2 Target broadband users

The target respondents were the broadband users of the following 4 ISPs:

1. Hutchison (HGC);
2. i-cable;
3. PCCW; and
4. Hong Kong Broadband (HKBN).

The contact telephone number of the target broadband users of HGC, i-cable and PCCW was provided by ISP themselves after signing the confidentiality document. Each ISP has provided at least 5,000 contact telephone numbers for this survey (5,000 PCCW subscribers, 5,000 i-cable subscribers and 65,535 Hutchison subscribers). A systematic sampling based on the user contact list of each ISP was used to draw a sample of at least 1,000 contact telephone numbers (HGC 1,284, i-cable 1,941 and PCCW 2,158) for use solely in this fieldwork as needed.

However, HKBN refused to provide its subscribers list for this survey. Therefore, the SSRC based on the information given by the OFTA about the broadband service coverage of HKBN in different estates to construct a contact list. The SSRC selected the districts of majority coverage of estates, including Eastern District, Kwai Tsing, Tin Shui Wai and Tseung Kwan O, as the target districts. Telephone numbers were first drawn randomly from the latest Residential Telephone Directory (English Edition) based on the four target districts as “seed numbers,” from which another set of numbers was generated by changing the last four digits randomly. In the screening section of the questionnaire, the SSRC has added the given residential districts and estates in order to screening the target HKBN subscribers.

1.3 Questionnaire design

The questionnaire was designed by the SSRC and approved by the OFTA. Most of the questions were closed ended and anticipated responses could be coded numerically. One set of questionnaire was designed for the target broadband users. The questionnaires for telephone interview were presented in a computerized design, which include automated skip instructions and the respondents were contacted using the Computer-Assisted Telephone Interview system (CATI).

1.4 Pilot Survey

A month before the actual survey, pilot surveys of subscribers randomly selected from subscriber lists provided by the three ISPs (PCCW, i-cable and Hutchison) were conducted to test the questionnaires and to identify any problems prior to the survey.

1.5 Data collection procedures

In mid September (September 11) to mid October (October 13) 2006, telephone numbers of 1,284 HGC subscribers, 1,941 i-cable subscribers and 2,158 PCCW subscribers were attempted. Of the 810 broadband users aged 18 years or above and knowledgeable about why the household chose the provider successfully interviewed, 267 were HGC users, 268 were i-cable users and 275 were PCCW users. The overall response rate of broadband users of the 3 ISPs is 71.6%.

In end October (October 24) to mid December (December 21) 2006, 58,625 telephone numbers were attempted and 34,502 households were reached in a sample stratified by prefixes in four districts known to have HKBN service. However, 12,129 households were not available at that time, 1,085 households refused and 54 answered only part of the questionnaire. A total of 253 HKBN users were successfully interviewed by using the CATI in the survey. The overall response rate of HKBN users is 18.2%.

The telephone interviews were conducted by the SSRC interviewers who have standard training and could speak fluent Cantonese, English and Putonghua. At least three contact attempts were made at different times for all non-responding cases before a case was classified as non-contact.

1.6 Statistical Analysis and Presentation of Survey Results

The statistical software, SPSS for Windows version 13.0 was used to perform all statistical analysis. All results are presented in percentage form. For tables presented in this report, figures may not add up to totals due to rounding. Comparison of data was performed using one-way frequency tables.

1.7 Enumeration Result for Telephone Survey

The response rate of the survey is listed as follows:

Status of telephone numbers attempted of HGC, i-cable and PCCW users

Type	Final status of contacts	HGC	i-cable	PCCW	Total number of cases
1	Success	267	268	275	810
2	Partial	10	15	19	44
3	Refusal	64	96	117	277
4	Language problems	1	0	3	4
5	Fail to qualify ¹	78	70	48	196
6	Business lines	22	7	54	83
7	Not available	467	815	824	2106
8	Problem ²	71	93	88	252
9	Busy tone	26	72	35	133
10	No answer	207	425	492	1124
11	Fax/data lines	1	2	10	13
12	Invalid ³	70	78	193	341
TOTAL		1284	1941	2158	5383

Overall Contact Rate

= (answered phone calls by household) / (attempted phone numbers)

= 810 / 5383

= 15.0%

¹ Fail to qualify = the broadband users aged under 18 in the household

² Problem = Households terminated or ended the broadband internet service contact already or households were not using broadband internet services.

³ Invalid = Contact numbers are not in service or respondents confirmed the households were not using the ISP's broadband internet service as specified ISP.

Overall Response Rate

= (success) / (success + refusals by targeted respondents + partial)

= 810 / (810 + 44 + 277)

=71.6%

Status of telephone numbers attempted of HKBN by District

Type	Final status of contacts	Eastern District	Kwai Tsing	Tin Shui Wai	Tseung Kwan O	Total number of cases
1	Success	62	33	4	154	253
2	Partial	11	4	0	39	54
	Refusal (before main questions)	8	1	0	11	20
4	Language problems	15	1	1	12	29
5	Fail to qualify ⁴	2481	597	352	3353	6783
3	Refusal	457	66	33	509	1065
7	Not available	4580	1617	1023	4909	12129
10	No answer	4507	1395	781	4381	11064
6	Business lines	1290	205	99	1511	3105
9	Busy tone	833	303	118	817	2071
11	Fax/data lines	785	91	52	412	1340
12	Invalid ⁵	8005	2098	1121	9488	20712
TOTAL		23034	6411	3584	25596	58625

Overall Contact Rate

= (answered phone calls by household) / (attempted phone numbers)

= 253 / 58625

= 0.43%

Overall Response Rate

= (success) / (success + refusals by targeted respondents + partial)

= 253 / (253 + 20 + 1065 + 54)

= 18.2%

⁴ Fail to qualify = the broadband users aged under 18 in the household

⁵ Invalid = Contact numbers are not in service or respondents confirmed the households were not using the ISP's broadband internet service as specified.

Chapter Two Survey Results of Broadband Users of 4 ISPs

Internet Service Providers (ISPs)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid HGC	267	25.1	25.1	25.1
i-cable	268	25.2	25.2	50.3
PCCW	275	25.9	25.9	76.2
HKBN	253	23.8	23.8	100.0
Total	1063	100.0	100.0	

Q1.How many household members are broadband service users, including yourself?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 person	159	15.0	15.0	15.0
2 persons	364	34.2	34.2	49.2
3 persons	322	30.3	30.3	79.5
4 persons	173	16.3	16.3	95.8
5 persons	40	3.8	3.8	99.5
6 persons	4	.4	.4	99.9
7 persons	1	.1	.1	100.0
Total	1063	100.0	100.0	

Q2. What are the main activities that you usually do via broadband service personally?

		Responses		Percent of Cases
		N	Percent	
Valid	For emails	452	18.7%	42.5%
	Surfing internet	511	21.1%	48.1%
	Playing PC games	221	9.1%	20.8%
	Chatting	217	9.0%	20.4%
	Online banking management	110	4.5%	10.3%
	Search for information	494	20.4%	46.5%
	Reading news	298	12.3%	28.0%
	Watching videos (e.g. NOW TV)	25	1.0%	2.4%
	Others	90	3.7%	8.5%
Total		2418	100.0%	227.5%

0 missing cases; 1,063 valid cases

Q2. What are the main activities that you usually do via broadband service personally? - Others

		Responses		Percent of Cases
		N	Percent	
Valid	Online gambling	2	2.2%	2.4%
	Upload or Download music/movie/software/	18	20.0%	21.2%
	Online shopping (including online auction)	10	11.1%	11.8%
	Online entertainment (e.g. listening music/video)	27	30.0%	31.8%
	For schoolwork/working	25	27.8%	29.4%
	Buy ticket/booking facilities/online payment	6	6.7%	7.1%
	Borrowing/renewal books	2	2.2%	2.4%
Total		90	100.0%	105.9%

978 missing cases; 85 valid cases

Q3. In general, what are the main activities that you and the household members, including yourself, usually do via broadband service?

		Responses		Percent of Cases
		N	Percent	
Valid	For emails	443	16.2%	49.0%
	Surfing internet	511	18.7%	56.5%
	Playing PC games	319	11.7%	35.3%
	Chatting	298	10.9%	33.0%
	Online banking management	131	4.8%	14.5%
	Search for information	565	20.7%	62.5%
	Reading news	311	11.4%	34.4%
	Watching videos (e.g. NOW TV)	42	1.5%	4.6%
	Others	107	3.9%	11.8%
Total		2727	100.0%	301.7%

159 missing cases; 904 valid cases

Q3. In general, what are the main activities that you and the household members, including yourself, usually do via broadband service? - Others

		Responses		Percent of Cases
		N	Percent	
Valid	Online gambling	2	1.9%	2.0%
	Upload or Download music/movie/software/	19	17.8%	19.0%
	Online shopping (including online auction)	11	10.3%	11.0%
	Online entertainment (e.g. listening music/video)	31	29.0%	31.0%
	For schoolwork/working	34	31.8%	34.0%
	Buy ticket/booking facilities/online payment	8	7.5%	8.0%
	Borrowing/renewal books	2	1.9%	2.0%
Total		107	100.0%	107.0%

963 missing cases; 100 valid cases

Q4. How satisfied are you with your current provider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	32	3.0	3.0	3.0
	Quite Dissatisfied	106	10.0	10.0	13.0
	Fair	494	46.5	46.5	59.5
	Quite Satisfied	384	36.1	36.1	95.6
	Very Satisfied	47	4.4	4.4	100.0
Total		1063	100.0	100.0	

Q5. The importance factors when choosing an ISP - Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	3	.3	.3	.3
	Not important	19	1.8	1.8	2.1
	Fair	225	21.2	21.2	23.2
	Important	420	39.5	39.5	62.7
	Very important	396	37.3	37.3	100.0
Total		1063	100.0	100.0	

Q5. The importance factors when choosing an ISP - Download speed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	4	.4	.4	.4
	Not important	22	2.1	2.1	2.4
	Fair	145	13.6	13.6	16.1
	Important	453	42.6	42.6	58.7
	Very important	439	41.3	41.3	100.0
	Total	1063	100.0	100.0	

Q5. The importance factors when choosing an ISP - Upload speed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	14	1.3	1.3	1.3
	Not important	62	5.8	5.8	7.2
	Fair	292	27.5	27.5	34.7
	Important	407	38.3	38.4	73.0
	Very important	286	26.9	27.0	100.0
	Total	1061	99.8	100.0	
Missing	Don't know/No comment	2	.2		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Network reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	3	.3	.3	.3
	Not important	13	1.2	1.2	1.5
	Fair	71	6.7	6.7	8.2
	Important	338	31.8	31.8	40.0
	Very important	637	59.9	60.0	100.0
	Total	1062	99.9	100.0	
Missing	Don't know/No comment	1	.1		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Customer service hotline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	17	1.6	1.6	1.6
	Not important	56	5.3	5.3	6.9
	Fair	239	22.5	22.5	29.4
	Important	389	36.6	36.6	66.0
	Very important	361	34.0	34.0	100.0
	Total	1062	99.9	100.0	
Missing	Don't know/No comment	1	.1		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Customer service quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	6	.6	.6	.6
	Not important	24	2.3	2.3	2.8
	Fair	171	16.1	16.1	18.9
	Important	470	44.2	44.2	63.1
	Very important	392	36.9	36.9	100.0
	Total	1063	100.0	100.0	

Q5. The importance factors when choosing an ISP - ISP webpage content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	112	10.5	10.6	10.6
	Not important	226	21.3	21.4	32.1
	Fair	448	42.1	42.5	74.6
	Important	213	20.0	20.2	94.8
	Very important	55	5.2	5.2	100.0
	Total	1054	99.2	100.0	
Missing	Don't know/No comment	9	.8		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - ISP storage space

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	96	9.0	9.1	9.1
	Not important	183	17.2	17.3	26.4
	Fair	386	36.3	36.6	63.0
	Important	283	26.6	26.8	89.8
	Very important	108	10.2	10.2	100.0
	Total	1056	99.3	100.0	
Missing	Don't know/No comment	7	.7		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Package of services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	61	5.7	5.8	5.8
	Not important	196	18.4	18.5	24.2
	Fair	413	38.9	39.0	63.2
	Important	291	27.4	27.5	90.7
	Very important	99	9.3	9.3	100.0
	Total	1060	99.7	100.0	
Missing	Don't know/No comment	3	.3		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Coverage area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	30	2.8	2.9	2.9
	Not important	64	6.0	6.1	8.9
	Fair	253	23.8	24.0	33.0
	Important	434	40.8	41.3	74.2
	Very important	271	25.5	25.8	100.0
	Total	1052	99.0	100.0	
Missing	Don't know/No comment	11	1.0		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Public reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	31	2.9	2.9	2.9
	Not important	95	8.9	9.0	11.9
	Fair	388	36.5	36.6	48.4
	Important	400	37.6	37.7	86.1
	Very important	147	13.8	13.9	100.0
	Total	1061	99.8	100.0	
Missing	Don't know/No comment	2	.2		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP – Others - Contact details (e.g.: contact period)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	4	.4	40.0	40.0
	Very important	6	.6	60.0	100.0
	Total	10	.9	100.0	
Missing	Not applicable	1053	99.1		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Others - Procedure of installing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	2	.2	50.0	50.0
	Very important	2	.2	50.0	100.0
	Total	4	.4	100.0	
Missing	Not applicable	1059	99.6		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Others - Premium or gifts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	2	.2	50.0	50.0
	Very important	2	.2	50.0	100.0
	Total	4	.4	100.0	
Missing	Not applicable	1059	99.6		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Others - Security

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	5	.5	71.4	71.4
	Very important	2	.2	28.6	100.0
	Total	7	.7	100.0	
Missing	Not applicable	1056	99.3		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Others - Inform customer before contact ends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fair	1	.1	33.3	33.3
	Very important	2	.2	66.7	100.0
	Total	3	.3	100.0	
Missing	Not applicable	1060	99.7		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Others - Customer service quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	1	.1	25.0	25.0
	Very important	3	.3	75.0	100.0
	Total	4	.4	100.0	
Missing	Not applicable	1059	99.6		
Total		1063	100.0		

Q5. The importance factors when choosing an ISP - Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service quality of promoter (Very important)	1	.1	14.3	14.3
	Promotion (Important)	2	.2	28.6	42.9
	Payment method (Very important)	1	.1	14.3	57.1
	Hardware's quality (i.e. Modem) (Important)	1	.1	14.3	71.4
	Download speed (Important)	1	.1	14.3	85.7
	Payment method (Important)	1	.1	14.3	100.0
	Total	7	.7	100.0	
Missing	Not applicable	1056	99.3		
Total		1063	100.0		

Q6. To your knowledge, which of the following problems may affect your broadband connection performance? (Multiple answers allowed)

		Responses		Percent of Cases
		N	Percent	
Valid	Faulty hardware in the computer	702	11.3%	69.0%
	Virus	900	14.5%	88.5%
	Spam	650	10.5%	63.9%
	Firewall turned off	662	10.7%	65.1%
	Hard disk nearly full	635	10.3%	62.4%
	Software not updated with the latest security patches	581	9.4%	57.1%
	Spyware (a hacker software)	666	10.8%	65.5%
	Email settings	353	5.7%	34.7%
	Web browser settings	649	10.5%	63.8%
	Weather	331	5.3%	32.5%
	Others	61	1.0%	6.0%
Total		6190	100.0%	608.7%

46 missing cases; 1,017 valid cases

Q6. To your knowledge, which of the following problems may affect your broadband connection performance? -Others

		Responses		Percent of Cases
		N	Percent	
Valid	Many people were online at the same building	12	19.7%	21.1%
	Quality of ISP server	12	19.7%	21.1%
	Many people were online at the same time	14	23.0%	24.6%
	Hardware's quality	8	13.1%	14.0%
	Conducting repairing or maintenance services by ISP	7	11.5%	12.3%
	Roadside construction	2	3.3%	3.5%
	Problem of telephone line	1	1.6%	1.8%
	Broadband coverage area	3	4.9%	5.3%
	Conducting installations in the same building	1	1.6%	1.8%
	ISP's cable was oxidized	1	1.6%	1.8%
Total		61	100.0%	107.0%

1,006 missing cases; 57 valid cases

Q7. Have you ever encountered any of the above problem(s)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	681	64.1	64.1	64.1
No	382	35.9	35.9	100.0
Total	1063	100.0	100.0	

Q8. If so, have you asked your ISP for help?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	408	38.4	59.9	59.9
No	273	25.7	40.1	100.0
Total	681	64.1	100.0	
Missing Not applicable	382	35.9		
Total	1063	100.0		

Q9. Do you think you have sufficient information to enable you to choose ISPs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sufficient	657	61.8	61.8	61.8
Insufficient	402	37.8	37.8	99.6
Don't know	4	.4	.4	100.0
Total	1063	100.0	100.0	

Q10. If not, what is missing? (Multiple answers allowed)

		Responses		Percent of Cases
		N	Percent	
Valid	Price like installation fee, monthly fee	105	22.6%	38.5%
	Upload speed	71	15.3%	26.0%
	Download speed	77	16.6%	28.2%
	Network reliability (e.g.: stability)	56	12.0%	20.5%
	Coverage area of the broadband service	40	8.6%	14.7%
	Procedure of Installing	19	4.1%	7.0%
	Others	97	20.9%	35.5%
Total		465	100.0%	170.3%

790 missing cases; 273 valid cases

Q10. If not, what is missing? - Others

		Responses		Percent of Cases
		N	Percent	
Valid	Technical support	10	10.3%	10.6%
	Customer service quality (i.e. after sale/follow-up service)	39	40.2%	41.5%
	Complaints	3	3.1%	3.2%
	Public reputation	8	8.2%	8.5%
	Contact details	14	14.4%	14.9%
	User comments	2	2.1%	2.1%
	Problems which could be encountered	4	4.1%	4.3%
	User instructions	4	4.1%	4.3%
	The number of broadband users in the same building	2	2.1%	2.1%
	Promotion information	1	1.0%	1.1%
	Provide regular virus scanning information	1	1.0%	1.1%
	The number of ISP in the market	1	1.0%	1.1%
	ISP storage space	1	1.0%	1.1%
	Package information	2	2.1%	2.1%
	Updated information about network facilities	2	2.1%	2.1%
	The peak hours of online	1	1.0%	1.1%
	Oversea downloading speed	2	2.1%	2.1%
Total		97	100.0%	103.2%

969 missing cases; 94 valid cases

Q10a. Who do you think should provide this information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Broadband service provider (ISP)	97	9.1	43.1	43.1
	Consumer Council	23	2.2	10.2	53.3
	OFTA	65	6.1	28.9	82.2
	Others	40	3.8	17.8	100.0
	Total	225	21.2	100.0	
Missing	Not applicable	781	73.5		
	Don't know/ No comment	57	5.4		
	Total	838	78.8		
Total		1063	100.0		

Q10a. Who do you think should provide this information? - Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Department	33	3.1	82.5	82.5
	Government Department (related to IT information)	2	.2	5.0	87.5
	Leisure and Culture Services Department	1	.1	2.5	90.0
	資訊科技局	2	.2	5.0	95.0
	Broadcasting Authority	1	.1	2.5	97.5
	Media (e.g. magazines)	1	.1	2.5	100.0
	Total	40	3.8	100.0	
Missing	Not applicable	1023	96.2		
Total		1063	100.0		

Q11. Are you aware of any information comparing the quality of broadband service, other than from your ISP?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	613	57.7	57.7	57.7
	No	450	42.3	42.3	100.0
	Total	1063	100.0	100.0	

Q12. If yes, what is it? (Multiple answers allowed)

		Responses		Percent of Cases
		N	Percent	
Valid	Price like installation fee, monthly fee	317	22.1%	53.9%
	Upload speed	249	17.4%	42.3%
	Download speed	294	20.5%	50.0%
	Network reliability (e.g.: stability)	161	11.2%	27.4%
	Coverage area of the broadband service	38	2.7%	6.5%
	Comments from friends	137	9.6%	23.3%
	ISPs' leaflets	47	3.3%	8.0%
	Newspaper and magazine articles	68	4.7%	11.6%
	Others	122	8.5%	20.7%
Total		1433	100.0%	243.7%

475 missing cases; 588 valid cases

Q12. If yes, what is it? - Others

		Responses		Percent of Cases
		N	Percent	
Valid	User comments (e.g.: Online forum)	7	5.7%	6.3%
	Promotion information (Online, roadshow, sales, ads)	14	11.5%	12.5%
	Customer services quality	33	27.0%	29.5%
	Package information	20	16.4%	17.9%
	Public reputation	18	14.8%	16.1%
	Complaints	7	5.7%	6.3%
	ISP storage space	8	6.6%	7.1%
	Technical support	5	4.1%	4.5%
	Contact details	2	1.6%	1.8%
	Current users by ISPs	2	1.6%	1.8%
	Consumer Council reports	1	.8%	.9%
	Information of pay-movies	1	.8%	.9%
	Procedure of installing	2	1.6%	1.8%
	Type of products	2	1.6%	1.8%
Total		122	100.0%	108.9%

951 missing cases; 112 valid cases

Q13. Do you believe that information about the quality of broadband ISPs needs to be available?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1030	96.9	96.9	96.9
No	33	3.1	3.1	100.0
Total	1063	100.0	100.0	

Q14. If yes, who should provide information about the quality of broadband ISPs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Broadband service provider (ISP)	184	17.3	20.6	20.6
Consumer Council	101	9.5	11.3	31.8
OFTA	382	35.9	42.7	74.5
Others	228	21.4	25.5	100.0
Total	895	84.2	100.0	
Missing Not applicable	33	3.1		
Don't know/ No comment	135	12.7		
Total	168	15.8		
Total	1063	100.0		

Q14. If yes, who should provide information about the quality of broadband ISPs? Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Department	181	17.0	79.4	79.4
	Government Department (related to IT information)	7	.7	3.1	82.5
	Leisure and Culture Services Department	1	.1	.4	82.9
	資訊科技局	15	1.4	6.6	89.5
	Broadcasting Authority	8	.8	3.5	93.0
	Media (e.g. magazines)	7	.7	3.1	96.1
	Independent authority	4	.4	1.8	97.8
	Communication and Technology Bureau - CIT	1	.1	.4	98.2
	Home Affairs Department	2	.2	.9	99.1
	Non-governmental community	1	.1	.4	99.6
	Research company	1	.1	.4	100.0
	Total	228	21.4	100.0	
Missing	Not applicable	835	78.6		
Total		1063	100.0		

Q15. What information would you find useful? (Multiple answers allowed)

		Responses		Percent of Cases
		N	Percent	
Valid	Price like installation fee, monthly fee	430	21.6%	54.1%
	Upload speed	339	17.0%	42.6%
	Download speed	394	19.8%	49.6%
	Network reliability (e.g.: stability)	315	15.8%	39.6%
	Coverage area of the broadband service	110	5.5%	13.8%
	Customer complaints (e.g.: types, number of complaints)	118	5.9%	14.8%
	Users' comments (e.g.: appraisal, customer satisfaction)	102	5.1%	12.8%
	Others	181	9.1%	22.8%
Total		1989	100.0%	250.2%

268 missing cases; 795 valid cases

Q15. What information would you find useful? - Others

		Responses		Percent of Cases
		N	Percent	
Valid	Customer services quality	67	37.0%	39.0%
	Package information	16	8.8%	9.3%
	Promotion details	6	3.3%	3.5%
	Public reputation	18	9.9%	10.5%
	Technical support	13	7.2%	7.6%
	ISP storage space	11	6.1%	6.4%
	Security	14	7.7%	8.1%
	Contact details	22	12.2%	12.8%
	Current users by ISPs/market share	5	2.8%	2.9%
	Sales quality	2	1.1%	1.2%
	The comparison information of new products among different ISPs	2	1.1%	1.2%
	Extra services (online TV or telephone service)	1	.6%	.6%
	Products quality of ISP	4	2.2%	2.3%
	Total	181	100.0%	105.2%

891 missing cases; 172 valid cases

Q16. How many times have you encountered problems with your ISP in the past 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	379	35.7	38.4	38.4
	1	133	12.5	13.5	51.8
	2	172	16.2	17.4	69.2
	3	124	11.7	12.6	81.8
	4	57	5.4	5.8	87.6
	5	51	4.8	5.2	92.7
	6	12	1.1	1.2	93.9
	7	3	.3	.3	94.2
	8	3	.3	.3	94.5
	9	1	.1	.1	94.6
	10	34	3.2	3.4	98.1
	12	6	.6	.6	98.7
	14	1	.1	.1	98.8
	15	1	.1	.1	98.9
	20	3	.3	.3	99.2
	24	2	.2	.2	99.4
	30	4	.4	.4	99.8
	50	2	.2	.2	100.0
	Total	988	92.9	100.0	
Missing	Can't remember/Hard to say	75	7.1		
Total		1063	100.0		

Q17. What was the most serious problem you encountered in the past 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Billing	28	2.6	4.2	4.2
	Spam	3	.3	.4	4.6
	Service reliability	566	53.2	84.5	89.1
	Connection speed	27	2.5	4.0	93.1
	Customer services	13	1.2	1.9	95.1
	Follow up services	8	.8	1.2	96.3
	Email server blacklisted	1	.1	.1	96.4
	Others	24	2.3	3.6	100.0
	Total	670	63.0	100.0	
Missing	Not applicable	379	35.7		
	Can't remember/ Don't know	14	1.3		
	Total	393	37.0		
Total		1063	100.0		

Q17. What was the most serious problem you encountered in the past 12 months? - Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Security	14	1.3	58.3	58.3
	Contact renewal	6	.6	25.0	83.3
	Problem of modem	2	.2	8.3	91.7
	Sales promotion (harassment/act of swindling)	2	.2	8.3	100.0
	Total	24	2.3	100.0	
Missing	Not applicable	1039	97.7		
Total		1063	100.0		

Q18. Did you make a complaint in last 12 months? If yes, how many complaints did you make?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	825	77.6	77.7	77.7
	1	84	7.9	7.9	85.6
	2	73	6.9	6.9	92.5
	3	33	3.1	3.1	95.6
	4	15	1.4	1.4	97.0
	5	12	1.1	1.1	98.1
	6	5	.5	.5	98.6
	7	2	.2	.2	98.8
	8	1	.1	.1	98.9
	10	7	.7	.7	99.5
	12	2	.2	.2	99.7
	15	2	.2	.2	99.9
	20	1	.1	.1	100.0
	Total	1062	99.9	100.0	
Missing	Can't remember/Hard to say	1	.1		
Total		1063	100.0		

Q19. What did you complain about? (Multiple answers allowed)

		Responses		Percent of Cases
		N	Percent	
Valid	Billing	37	11.9%	15.5%
	Spam	2	.6%	.8%
	Service reliability	193	62.1%	81.1%
	Connection speed	23	7.4%	9.7%
	Customer services	27	8.7%	11.3%
	Follow up services	27	8.7%	11.3%
	Others	2	.6%	.8%
Total		311	100.0%	130.7%

825 missing cases; 238 valid cases

Q19. What did you complain about? - Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Security	2	.2	100.0	100.0
Missing	Not applicable	1061	99.8		
Total		1063	100.0		

Q20. Regarding the last complaint, who did you complain to? (Multiple answers allowed)

		Responses		Percent of Cases
		N	Percent	
Valid	Broadband provider	233	96.7%	97.9%
	Consumer Council	3	1.2%	1.3%
	OFTA	3	1.2%	1.3%
	Others	1	.4%	.4%
	Cannot remember	1	.4%	.4%
Total		241	100.0%	101.3%

825 missing cases; 238 valid cases

Q20. Regarding the last complaint, who did you complain to? - Others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Broadcasting Authority	1	.1	100.0	100.0
Missing	Not applicable	1062	99.9		
Total		1063	100.0		

Q21. Overall, how satisfied were you with the problem resolution?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	4	.4	1.7	1.7
	Quite Satisfied	46	4.3	19.6	21.3
	Fair	100	9.4	42.6	63.8
	Quite Dissatisfied	36	3.4	15.3	79.1
	Very Dissatisfied	49	4.6	20.9	100.0
	Total	235	22.1	100.0	
Missing	Not applicable	825	77.6		
	Don't know/hard to say	3	.3		
	Total	828	77.9		
Total		1063	100.0		

Q22. For what reasons are you are not satisfied?

		Responses		Percent of Cases
		N	Percent	
Valid	Follow up service (too slow / no reply)	96	37.4%	51.6%
	Problem has not yet solved	74	28.8%	39.8%
	Long answering time for customer service hotline	43	16.7%	23.1%
	Not satisfied with the reasons given by staff	2	.8%	1.1%
	No specified reason	16	6.2%	8.6%
	Others	26	10.1%	14.0%
Total		257	100.0%	138.2%

877 missing cases; 186 valid cases

Q22. For what reasons are you are not satisfied? - Others

		Responses		Percent of Cases
		N	Percent	
Valid	Staffs' attitude was poor	13	50.0%	59.1%
	Cannot provide a valid solution	12	46.2%	54.5%
	Poor communication among departments	1	3.8%	4.5%
Total		26	100.0%	118.2%

1,041 missing cases; 22 valid cases

Q23. Have you ever changed ISP?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	448	42.1	42.1	42.1
No	615	57.9	57.9	100.0
Total	1063	100.0	100.0	

Q24. Will you consider switching ISP?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	480	45.2	45.2	45.2
No	583	54.8	54.8	100.0
Total	1063	100.0	100.0	

Q25. What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aged 18-24	319	30.0	30.6	30.6
	Aged 25-34	224	21.1	21.5	52.0
	Aged 35-44	282	26.5	27.0	79.0
	Aged 45-54	173	16.3	16.6	95.6
	Aged 55-64	38	3.6	3.6	99.2
	Aged 65 or above	8	.8	.8	100.0
	Total	1044	98.2	100.0	
Missing	Refuse to answer	19	1.8		
Total		1063	100.0		

Q26. Record the gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	574	54.0	54.0	54.0
	Female	489	46.0	46.0	100.0
	Total	1063	100.0	100.0	

Q27. What is your highest educational attainment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary or below	31	2.9	2.9	2.9
	Secondary (F1 to F4)	482	45.3	45.3	48.3
	Completed secondary (F5)	130	12.2	12.2	60.5
	Matriculation	417	39.2	39.2	99.7
	Tertiary (non-degree)/degree or above	3	.3	.3	100.0
	Total	1063	100.0	100.0	

Q28. How much is your monthly household income including all the income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HK\$10,000 or below	95	8.9	10.6	10.6
	HK\$10,001 - 20,000	284	26.7	31.6	42.2
	HK\$20,001 - 30,000	228	21.4	25.4	67.6
	HK\$30,001 - 40,000	117	11.0	13.0	80.6
	HK\$40,001 - 50,000	65	6.1	7.2	87.9
	HK \$50,001 or above	109	10.3	12.1	100.0
	Total	898	84.5	100.0	
Missing	Don't know	83	7.8		
	Refuse to answer	82	7.7		
	Total	165	15.5		
Total		1063	100.0		

Q29. Are you willing to participate in a web survey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	343	32.3	32.3	32.3
	No	720	67.7	67.7	100.0
	Total	1063	100.0	100.0	

Chapter Three Sample Questionnaire

電訊管理局 -寬頻上網服務客戶調查

**Office of the Telecommunications Authority:
Consumer Survey on Broadband Internet Access Services
(for HGC, PCCW and i-cable subscribers)**

自我介紹

Introduction

你好，我姓 x，係香港大學社會科學研究中心嘅訪問員。我哋受電訊管理局委託進行一項有關寬頻上網服務嘅客戶調查，我哋係透過你嘅供應商(XXX)得知你嘅電話號碼，同時亦只會係呢個調查使用。你所提供嘅資料會絕對保密，同時亦只會用作分析用途。整個訪問只會阻你大約十分鐘嘅寶貴時間，如果你有任何嘅疑問，可以致電 2241-5267 向香港大學操守委員會查詢。

[訪問員:只在被訪者要求的情況下，才給供應商或香港大學社會科學研究中心的查詢號碼。亦可解釋我哋只有電話號碼而冇任何嘅個人資料]

Hello! My name is _____, an interviewer from the Social Sciences Research Centre of the University of Hong Kong (SSRC). We are commissioned by the Office of the Telecommunications Authority (OFTA) to conduct a customer survey on broadband internet access service. We got your telephone number via your service provider (XXX) solely for the purpose of this survey. All the information provided by you will be kept strictly confidential and for statistical analysis only. Would you mind sparing 10 minutes to answer some questions? If you have any queries on this survey, you can call the University of Hong Kong Ethics Committee at 2241-5267. [Interviewer: provide ISP enquiry hotline or SSRC number if requested by respondents. Can also explain that we only have the telephone number and no personal details]

自我介紹 - 香港寬頻用戶

Introduction - For HKBN users

你好，我姓 x，係香港大學社會科學研究中心嘅訪問員。我哋受電訊管理局委託進行一項有關寬頻上網服務嘅客戶調查，因為你住緊嘅地方係香港寬頻嘅網絡服務範圍之內，想請問你屋企依家有冇用香港寬頻嘅上網服務呢？

Hello! My name is _____, an interviewer from the Social Sciences Research Centre of the University of Hong Kong (SSRC). We are commissioned by the Office of the Telecommunications Authority (OFTA) to conduct a customer survey on broadband internet access service. We are calling you as you live in an area served by HKBN. Can you tell me whether your household has broadband service provided by HKBN?

H1: 1. 有 Yes

2. 有 No → 結束訪問 Terminate

整個訪問只會阻你大約十分鐘嘅寶貴時間、你所提供嘅資料會絕對保密，同時亦只會用作分析用途，如果你有任何嘅疑問，可以致電 2241-5267 向香港大學操守委員會查詢。

[訪問員: 只在被訪者要求的情況下，才給予供應商或香港大學社會科學研究中心的查詢號碼。亦可解釋我哋只有電話號碼而冇任何嘅個人資料]

Would you mind sparing 10 minutes to answer some questions? All the information provided by you will be kept strictly confidential and for statistical analysis only. If you have any queries on this survey, you can call the University of Hong Kong Ethics Committee at 2241-5267.

[Interviewer: provide ISP enquiry hotline or SSRC number if requested by respondents. Can also explain that we only have the telephone number and no personal details]

選出被訪者

Selection of Respondents

[S1] 核對電話號碼

Check Telephone Number

請問你呢個電話號碼係唔係 _____

[訪問員: 讀出所打嘅電話號碼]

_____, is it the phone number you are using now?

[Interviewer: read out the telephone number dialed]

係 [訪問員: 記錄電話號碼]

Yes [Interviewer: record telephone number]

唔係 [訪問員: 請核對此號碼是否接駁電話如 ‘飛線’等 → 如接駁電話等: 繼續訪問、如不是: 結束訪問]

No [Interviewer: check if this is a forwarding call....etc → If so: Continue Interview, if not: Terminate]

[S2] 記錄訪問員號碼

Interviewer No.

[S3] 請問你係唔係年滿 18 歲或以上同時係屋企有使用寬頻嘅人士呢?

Are you aged 18 or above and a broadband user in your household?

係 Yes

唔係 → [訪問員: 請被訪者叫 18 歲或以上、而且有用家居寬頻嘅合適人士聽電話, 然後再重新自我介紹]

No → [Interviewer: please ask for a respondent aged 18 or above as well as the broadband user in the household, then read out introduction again]

[S4] 請問你有冇負責或者參與選擇你屋企家居嘅寬頻上網服務供應商?

Are you a participant in choosing a broadband service provider in your household?

係 Yes

唔係 → [訪問員: 請被訪者請 18 歲或以上負責選擇或有份參與選擇家居寬頻嘅人士聽電話, 然後再重新自我介紹]

No → [Interviewer: please ask for a respondent who aged 18 or above and a participant in choosing a broadband service provider, then read out introduction again]

主問卷

Main questionnaire

Q1. 包括你自己, 你屋企總共有幾多位家庭成員會用寬頻上網服務?

How many household members are broadband service users, including yourself?

_____ 位 person (s)

Q2. 就你嚟講, 通常你透過寬頻上網服務, 主要係做啲咩呢?

What are the main activities that you usually do via broadband service personally?

(如只有一位使用者, 跳答問題 4)

(If only ONE user, skip to question 4)

Q3. 一般嚟講，通常你屋企嘅人，包括埋你自己，透過寬頻上網服務，主要係做啲咩呢？

In general, what are the main activities that you and the household members, including yourself, usually do via broadband service?

		Q2	Q3
		個人 Personally	屋企人 Household
1	電郵 (如收、發及處理電郵) For emails (including check, send and manipulate email)	1	1
2	瀏覽網頁 Surfing internet	1	1
3	玩電腦遊戲 Playing PC games	1	1
4	聊天 (如透過 ICQ, MSN, QQ, 網路日誌, 聊天室, 論壇等) Chatting (via ICQ, MSN, QQ, Blog, chat room, forum...etc)	1	1
5	網上理財 (股票買賣, 儲蓄管理等) Online banking management (stocks, savings management...etc)	1	1
6	資料搜查 (功課或工作需要) Search for information (for schoolwork/work)	1	1
7	睇新聞或報紙 Reading news	1	1
8	睇 videos (如 NOW TV) Watching videos (e.g. NOW TV)	1	1
9	其他 (請註明: _____) Others (please specify: _____)	1	1

整體滿意程度:

Overall satisfaction

Q4. 你對現時用緊嘅寬頻上網服務供應商 (XXX)有幾滿意呢？請用 1 至 5 分嚟做評分, 1 分代表 ‘非常唔滿意’, 而 5 分代表 ‘非常滿意’。[訪問員:讀出答案]

How satisfied are you with your current provider (XXX)? Please use a 5 point scale where ‘1’ represents ‘Very Dissatisfied’ and ‘5’ represents ‘Very Satisfied’.

[Interviewer: Read out answers]

- | | | |
|---|-------|--------------------|
| 1 | 非常唔滿意 | Very Dissatisfied |
| 2 | 唔係幾滿意 | Quite Dissatisfied |
| 3 | 一般 | Fair |
| 4 | 幾滿意 | Quite Satisfied |
| 5 | 非常滿意 | Very Satisfied |

選擇寬頻上網服務供應商的主要原因

Factors that drive you to choose an ISP

跟住我哋想知道當你係選擇一間寬頻上網服務供應商嘅時候，邊啲係你會考慮嘅重要因素同埋佢嘅重要性。

We would like to know what factors you consider when choosing an ISP and how important they are.

Q5. 係你選擇一間寬頻上網服務供應商嘅時候，請你就以下考慮因素嘅重要性，用 1 至 5 分嚟做評分，1 分代表 ‘非常唔重要’，2 分代表 ‘唔重要’，3 分代表 ‘一般’，4 分代表 ‘重要’而 5 分代表 ‘非常重要’。[訪問員：輪流讀出答案]

Please use a 5 point scale to show the importance of the following factors when choosing an ISP where ‘1’ represents ‘Not important at all’, ‘2’ represents ‘Not important’, ‘3’ represents ‘Fair’, ‘4’ represents ‘Important’ and ‘5’ represents ‘Very Important’. [Interviewer: Rotate and read out answers]

		重要程度 Importance level				
		非常重要 Very Important	重要 Important	一般 Fair	唔重要 Not important	非常唔重要 Not important at all
輪流讀出 Rotate and read out	1	收費-包括安裝費, 月費及其他服務收費 Price including installation fee, monthly fee and other service charges				
		5	4	3	2	1
	2	下載速度 –即係瀏覽網頁或從網上下載程式或 Download speed – surfing internet or download programs/files into a PC from the Internet				
		5	4	3	2	1
	3	上載速度-即係將程式或檔案移到網上或發放電 Upload speed – the speed to move programs/files to Internet or to send emails				
		5	4	3	2	1
4	網絡可靠性 - 容易接駁、唔斷線及速度穩定 Network reliability – easy to access Internet, no disconnection and stable speed					
		5	4	3	2	1
5	客戶服務熱線 - 等候接聽時間及服務時間 Customer service hotline – answering time and service hour					
		5	4	3	2	1
6	客戶服務質素- 如售前或售後嘅服務態度，協助 Customer service quality – such as pre-sale or after-sale service attitude, assisting in solving problems					
		5	4	3	2	1

	Customer service quality – attitudes of before/after service and help to solve your problems.					
7	供應商嘅網頁內容 ISP webpage content	5	4	3	2	1
8	供應商所提供容量空間包括免費電郵及檔案容 ISP storage space including free email o storage...etc.	5	4	3	2	1
9	優惠組合，如提供收費電視或固網電話等 Package of services, such as providing pay TV, fix etc	5	4	3	2	1
10	寬頻服務覆蓋範圍 Coverage area of the broadband service	5	4	3	2	1
11	名譽 Public reputation	5	4	3	2	1
12	其他（請註明：_____） Others (please specify: _____)	5	4	3	2	1

Q6. 就你所知，以下邊啲問題係有可能會影響到你嘅寬頻連線嘅表現呢？[訪問員：讀出答案]（多項選擇題）

To your knowledge, which of the following problems may affect your broadband connection performance? [Interviewer: read out answers] (Multiple answers allowed)

輪流讀出	Rotate and read out
------	---------------------

電腦存有問題硬件	Faulty hardware in the computer
病毒	Virus
垃圾郵件	Spam
防火牆關閉	Firewall turned off
硬碟記憶體接近上限	Hard disk nearly full
軟件未更新至最新嘅安全 修補模式	Software not updated with the latest security patches
間諜軟件(一種駭客軟體)	Spyware (a hacker software)
電郵設定	Email settings
網路瀏覽器的設定	Web browser settings
天氣	Weather
其他（請註明：_____）	Others (please specify : _____)
唔知道	Don't know

Q7. 你有冇曾經遇過以上所提及嘅問題呢?

Have you ever encountered any of the above problem(s)?

有 Yes

冇 (跳答問題 9) No (Skip to question 9)

Q8. 咁你有冇向你嘅寬頻上網服務供應商要求協助呢?

If so, have you asked your ISP for help?

有 Yes

冇 No

資訊提供

Information availability

Q9. 當你選擇寬頻上網服務供應商嘅時候，你覺得有冇足夠嘅資料俾你去選擇呢?

Do you think you have sufficient information to enable you to choose ISPs?

足夠 (跳答問題 11)

Sufficient (Skip to question 11)

唔足夠

Insufficient

Q10. 缺乏邊方面嘅資料呢? (多項選擇題)

If not, what is missing? (Multiple answers allowed)

費: 如安裝費, 月費等

Price like installation fee, monthly fee

上載速度

Upload speed

下載速度

Download speed

網絡可靠性 (如: 穩定性)

Network reliability (e.g.: stability)

寬頻服務覆蓋範圍

Coverage area of the broadband service

安裝程序

Procedure of Installing

其他 (請註明: _____)

Others (please specify : _____)

唔知道/無意見

Don't know/No opinions

Q10a. 邊個機構或部門應該負責提供呢方面嘅資料呢?

(只可選擇一個答案)

Who should provide this information? (ONE answer only)

寬頻上網服務供應商

Broadband service provider (ISP)

消費者委員會

Consumer Council

電訊管理局

OFTA

其他 (請註明:_____)

Others (please specify :_____)

Q11. 除咗你嘅寬頻上網服務供應商之外, 你有冇留意任何有關寬頻上網服務質素嘅比較資料呢?

Are you aware of any information comparing the quality of broadband service, other than from your ISP?

有

Yes

冇 (跳答問題 13)

No (Skip to question 13)

Q12. 係咩資料呢? (多項選擇題)

If yes, what is it? (Multiple answers allowed)

收費: 如安裝費, 月費等

Price like installation fee, monthly fee

上載速度

Upload speed

下載速度

Download speed

網絡可靠性 (如: 穩定性)

Network reliability (e.g.: stability)

寬頻服務覆蓋範圍

Coverage area of the broadband service

朋友意見

Comments from friends

供應商宣傳單張

ISPs' leaflets

報紙雜誌嘅文章

Newspaper and magazine articles

其他 (請註明:_____)

Others (please specify :_____)

唔記得

Can't remember

Q13. 你認唔認為有關寬頻服務供應商質素嘅資料係必須提供俾大眾呢?

Do you believe that information about the quality of broadband ISPs needs to be available?

認為

Yes

唔認為 (跳答問題 16)

No (Skip to question 16)

Q14. 邊個機構或部門應該負責提供寬頻服務供應商質素嘅資料呢?

(只可選擇一個答案)

If yes, who should provide information about the quality of broadband ISPs? (ONE answer only)

寬頻上網服務供應商

Broadband service provider (ISP)

消費者委員會

Consumer Council

電訊管理局

OFTA

其他 (請註明:_____)

Others (please specify :_____)

Q15. 邊方面嘅資料會對你有用呢? (多項選擇題)

What information would you find useful? (Multiple answers allowed)

收費: 如安裝費,月費等

Price like installation fee, monthly fee

上載速度

Upload speed

下載速度

Download speed

網絡可靠性 (如:穩定性)

Network reliability (e.g.: stability)

寬頻服務覆蓋範圍

Coverage area of the broadband service

客戶投訴 (如投訴種類、數字)

Customer complaints (e.g.: types, number of complaints)

用家意見(如評價、滿意程度)

Users' comments (e.g.: appraisal, customer satisfaction)

其他 (請註明:_____)

Others (please specify :_____)

唔知道/無意見

Don't know/No opinions

投訴

Complaints

Q16. 係過去嘅 12 個月內，你總共遇過幾多次問題係關於你嘅寬頻上網服務供應商 (XXX) 呢?

How many times have you encountered problems with your ISP (XXX) in the past 12 months?

_____ 次

_____ time (s)

唔記得/數唔到

Can't remember/Hard to count

冇遇到問題 (跳答問題 23)

Nil (Skip to question 23)

Q17. 係過去 12 個月內，你遇到最嚴重嘅問題係咩呢? (只可選擇一個答案)

What was the most serious problem you encountered in the past 12 months?

(ONE answer only)

收費	Billing
垃圾郵件	Spam
服務可靠性 (如不能連線或中途斷線等)	Service reliability (e.g.: disconnect disconnect while using, etc...)
上網速度	Connection speed
客戶服務	Customer services
跟進服務	Follow up services
電郵伺服器被列入黑名單 (如寄出電郵被截回或被封鎖)	Email server blacklisted (e.g: emails sent out were returned or blocked)
其他 (請註明:_____)	Others (please specify :_____)

Q18. 過去 12 個月內，你有冇就任何問題去投訴過呢? 如果有，你總共投訴過幾多次?

Did you make a complaint for any reasons in last 12 months? If yes, how many complaints did you make?

有 → _____次

Yes→ _____ time (s)

唔記得/數唔到

Can't remember/Hard to count

冇 (跳答問題 23)

No (Skip to question 23)

Q19. 請問你投訴邊方面嘅事呢? (多項選擇題)

What did you complain about? (Multiple answers allowed)

收費	Billing
垃圾郵件	Spam
服務可靠性 (如不能連線或中途斷線等)	Service reliability (e.g.: disconnect disconnect while using, etc...)
上網速度	Connection speed
客戶服務	Customer services
跟進服務	Follow up services
電郵伺服器被列入黑名單 (如寄出電郵被截回或被封鎖)	Email server blacklisted (e.g: emails sent out were returned or blocked)
其他 (請註明:_____)	Others (please specify :_____)

Q20. 就最近一次嘅投訴，你曾經向邊啲部門或機構投訴過呢？（多項選擇題）
Regarding the last complaint, who did you complain to? (Multiple answers allowed)

寬頻上網服務供應商	Broadband provider
消費者委員會	Consumer Council
電訊管理局	OFTA
警局	Police
私穩專員(公署)	The office of Privacy commissioner
其他 (請註明:_____)	Others (please specify :_____)

Q21. 整體嚟講，你對於嗰次投訴嘅結果有幾滿意？[訪問員:讀出答案]
Overall, how satisfied were you with the problem resolution?
[Interviewer: Read out answers]

非常滿意 (跳答問題 23)	Very Satisfied (Skip to question 23)
幾滿意 (跳答問題 23)	Quite Satisfied (Skip to question 23)
一般	Fair
唔係幾滿意	Quite Dissatisfied
非常唔滿意	Very Dissatisfied
不知道/難講 (跳答問題 23)	Don't know/hard to say(Skip to question 23)

Q22. 有咩原因令你覺得唔滿意呢？(多項選擇題)
For what reasons are you are not satisfied? (Multiple answers allowed)

跟進服務 (處理太慢/沒有回覆)	Follow up service (too slow / no reply)
問題仍未解決	Problem has not yet solved
客戶服務熱線的等候接聽時間長	Long answering time for customer service hotline
其他 (請註明:_____)	Others (please specify :_____)

轉換寬頻上網服務供應商 (網際網路服務提供者)

Changing ISP:

Q23. 你有冇曾經轉換過寬頻上網服務供應商呢？
Have you ever changed ISP?

有	Yes
冇	No

Q24. 你會唔會考慮轉換寬頻上網服務供應商呢?

Will you consider switching ISP?

有	Yes
冇	N

個人資料

Demographics

爲作研究分析，我哋會問你幾條有關您個人嘅資料，你所提供嘅所有資料係一定會絕對保密。

Please tell us more about yourself in order to facilitate our analysis. All information collected would be treated in strictest confidence.

Q25. 請問你幾多歲？

What is your age?

18-24	
25-34	
35-44	
45-54	
55-64	
65 歲或以上	Aged 65 or above
拒絕回答	Refuse to answer

Q26. 記錄性別

Record the gender

男	Male
女	Female

Q27. 請問你最高教育程度係？ [訪問員：讀出答案]

What is your highest educational attainment? [Interview: read out answers]

小學或以下	Primary or below
中學程度	Secondary
預科	Matriculation
專上教育包括 (非學位)/ (學位)或以上	Tertiary (non-degree)/degree or above
拒絕回答	Refuse to answer

Q28. 你家庭每月總收入係...?

How much is your monthly household income including all the income?

港幣\$10,000或以下	HK\$10,000 or below
港幣\$10,001 – 20,000	HK\$10,001 – 20,000
港幣\$20,001 – 30,000	HK\$20,001 – 30,000
港幣\$30,001 – 40,000	HK\$30,001 – 40,000
港幣\$40,001 – 50,000	HK\$40,001 – 50,000
港幣\$50,001 或以上	HK \$50,001 or above
唔知道/難講	Don't know/Hard to say
拒絕回答	Refuse to answer

網上調查的參加意願

Willingness to do web survey

Q29. 請問你願唔願意參加一個網上調查, 令我哋可以更加清楚你係點樣選擇寬頻上網服務供應商呢? 完成網上問卷後, 我哋會送你一張價值港幣 \$50 嘅現金券。

Are you willing to participate in a web survey to help us better understand your choice of ISP if we provide you with a coupon worth HK\$50?

願意	Yes
唔願意 (結束訪問)	No (Terminate)

Q30. 你嘅電郵地址係?

If yes, please provide an email address so we can send you the link for the survey.

全卷完, 多謝合作!!

End of the questionnaire, thanks for your cooperation!!

電訊管理局 -寬頻上網服務客戶調查
Office of the Telecommunications Authority:
Consumer Survey on Broadband Internet Access Services
(for HKBN subscribers)

自我介紹 - 香港寬頻用戶

Introduction - For HKBN users

你好，我姓 x，係香港大學社會科學研究中心嘅訪問員。我哋受電訊管理局委託進行一項有關寬頻上網服務嘅客戶調查。你所提供嘅資料會絕對保密，同時亦只會用作分析用途。整個訪問只會阻你大約十分鐘嘅寶貴時間，如果你有任何嘅疑問，可以致電 2241-5267 向香港大學操守委員會查詢。

[訪問員: 只在被訪者要求的情況下，才給予供應商或香港大學社會科學研究中心的查詢號碼。亦可解釋我哋只有電話號碼而冇任何嘅個人資料]

Hello! My name is _____, an interviewer from the Social Sciences Research Centre of the University of Hong Kong (SSRC). We are commissioned by the Office of the Telecommunications Authority (OFTA) to conduct a customer survey on broadband internet access service. All the information provided by you will be kept strictly confidential and for statistical analysis only. Would you mind sparing 10 minutes to answer some questions? If you have any queries on this survey, you can call the University of Hong Kong Ethics Committee at 2241-5267.

[Interviewer: provide ISP enquiry hotline or SSRC number if requested by respondents. Can also explain that we only have the telephone number and no personal details]

H1: 請問你住喺以下邊個地區呢? [訪問員: 讀出答案 1 至 4]

Are you living in one of the following districts? [Interviewer: Read out answers 1 - 4]

東區 → (繼續問題 H2a)	Eastern → (Continue question H2a)
葵青 → (繼續問題 H2b)	Kwai Tsing → (Continue question H2b)
西貢 → (繼續問題 H2c)	Sai Kung → (Continue question H2c)
元朗 → (繼續問題 H2d)	Yuen Long → (Continue question H2d)
其他地區 → 結束訪問	Others districts → Terminate
拒絕回答 → 結束訪問	Refuse to answer → Terminate

東區 [For Eastern District]

H2a: 請問你住喺邊個屋邨呢?

Which estate are you living in?

興華(一)邨

Hing Wah (I) Estate

興華(二)邨

Hing Wah (II) Estate

城市花園

City Garden

愛蝶灣

Aldrich Garden

耀東邨

Yiu Tung Estate

富景花園

Fullview Garden

小西灣邨

Siu Sai Wan Estate

其他邨/地方 → 結束訪問

Others estate/place → Terminate

繼續問題 H3

Continue question H3

葵青 [For Kwai Tsing]

H2b: 請問你住喺邊個屋邨呢?

Which estate are you living in?

葵興邨

Kwai Hing Estate

葵盛西邨

Kwai Shing West Estate

梨木樹一邨

Lei Muk Shue (I) Estate

石籬一邨

Shek Lei (I) Estate

石籬二邨

Shek Lei (II) Estate

大窩口邨

Tai Wo Hau Estate

葵芳邨

Kwai Fong Estate

長發邨

Cheung Fat Estate

長亨邨

Cheung Hang Estate

長康邨

Cheung Hong Estate

長安邨

Cheung On Estate

其他邨/地方 → 結束訪問

Others estate/place → Terminate

繼續問題 H3

Continue question H3

西貢 [For Sai Kung]

H2c: 請問你住喺邊個屋邨呢?

Which estate are you living in?

寶盈花園

Bauhinia Garden

彩明苑

Choi Ming Court

頌明苑

Chung Ming Court

健明邨

Kin Ming Estate

新都城

Metro City

寶林邨

Po Lam Estate

其他邨/地方 → 結束訪問

Others estate/place → Terminate

繼續問題 H3

Continue question H3

元朗 [For Yuen Long]

H2d: 請問你住喺邊個屋邨呢?

Which estate are you living in?

嘉湖山莊

Kingswood Villas

天澤邨

Tin Chak Estate

天富苑

Tin Fu Court

天恆邨

Tin Heng Estate

天盛苑

Tin Shing Court

天瑞一邨

Tin Shui (1) Estate

天瑞二邨

Tin Shui (2) Estate

朗屏邨

Long Ping Estate

其他邨/地方 → 結束訪問

Others estate/place → Terminate

繼續問題 H3

Continue question H3

H3. 請問你屋企有冇用香港寬頻嘅上網服務呢?

Can you tell me whether your household has broadband service provided by HKBN?

有 Yes

冇 No → 結束訪問 Terminate

選出被訪者

Selection of Respondents

[S1] 核對電話號碼

Check Telephone Number

請問你呢個電話號碼係唔係 _____

[訪問員: 讀出所打嘅電話號碼]

_____, is it the phone number you are using now?

[Interviewer: read out the telephone number dialed]

係 [訪問員: 記錄電話號碼]

Yes [Interviewer: record telephone number]

唔係 [訪問員: 請核對此號碼是否接駁電話如 ‘飛線’ 等 → 如接駁電話等: 繼續訪問、如不是: 結束訪問]

No [Interviewer: check if this is a forwarding call....etc → If so: Continue Interview, if not: Terminate]

[S2] 記錄訪問員號碼

Interviewer No.

[S3] 請問你係唔係年滿 18 歲或以上同時係屋企有使用寬頻嘅人士呢?

Are you aged 18 or above and a broadband user in your household?

係 Yes

唔係 → [訪問員: 請被訪者叫 18 歲或以上、而且有用家居寬頻嘅合適人士聽電話, 然後再重新自我介紹]

No → [Interviewer: please ask for a respondent aged 18 or above as well as the broadband user in the household, then read out introduction again]

[S4] 請問你有冇負責或者參與選擇你屋企家居嘅寬頻上網服務供應商？

Are you a participant in choosing a broadband service provider in your household?

係 Yes

唔係→ [訪問員：請被訪者請 18 歲或以上負責選擇或有份參與選擇家居寬頻嘅人士聽電話，然後再重新自我介紹]

No → [Interviewer: please ask for a respondent who aged 18 or above and a participant in choosing a broadband service provider, then read out introduction again]

主問卷

Main questionnaire

Q1. 包括你自己，你屋企總共有幾多位家庭成員會用寬頻上網服務？

How many household members are broadband service users, including yourself?

_____ 位 person (s)

Q2. 就你嚟講，通常你透過寬頻上網服務，主要係做啲咩呢？

What are the main activities that you usually do via broadband service personally?

(如只有一位使用者，跳答問題 4)

(If only ONE user, skip to question 4)

Q3. 一般嚟講，通常你屋企嘅人，包括埋你自己，透過寬頻上網服務，主要係做啲咩呢？

In general, what are the main activities that you and the household members, including yourself, usually do via broadband service?

		Q2	Q3
		個人 Personally	屋企人 Household
1	電郵 (如收、發及處理電郵) For emails (including check, send and manipulate email)	1	1
2	瀏覽網頁 Surfing internet	1	1
3	玩電腦遊戲 Playing PC games	1	1
4	聊天 (如透過 ICQ, MSN, QQ, 網路日誌, 聊天室, 論壇等) Chatting (via ICQ, MSN, QQ, Blog, chat room, forum...etc)	1	1
5	網上理財 (股票買賣, 儲蓄管理等) Online banking management (stocks, savings management...etc)	1	1
6	資料搜查 (功課或工作需要) Search for information (for schoolwork/work)	1	1
7	睇新聞或報紙 Reading news	1	1
8	睇 videos (如 NOW TV) Watching videos (e.g. NOW TV)	1	1
9	其他 (請註明: _____) Others (please specify: _____)	1	1

整體滿意程度:

Overall satisfaction

Q4. 你對現時用緊嘅寬頻上網服務供應商 (XXX)有幾滿意呢？請用 1 至 5 分嚟做評分, 1 分代表 ‘非常唔滿意’, 而 5 分代表 ‘非常滿意’。[訪問員:讀出答案]

How satisfied are you with your current provider (XXX)? Please use a 5 point scale where ‘1’ represents ‘Very Dissatisfied’ and ‘5’ represents ‘Very Satisfied’.

[Interviewer: Read out answers]

- | | |
|----------|--------------------|
| 1. 非常唔滿意 | Very Dissatisfied |
| 2. 唔係幾滿意 | Quite Dissatisfied |
| 3. 一般 | Fair |
| 4. 幾滿意 | Quite Satisfied |
| 5. 非常滿意 | Very Satisfied |

選擇寬頻上網服務供應商的主要原因

Factors that drive you to choose an ISP

跟住我哋想知道當你係選擇一間寬頻上網服務供應商嘅時候，邊啲係你會考慮嘅重要因素同埋佢嘅重要性。

We would like to know what factors you consider when choosing an ISP and how important they are.

Q5. 係你選擇一間寬頻上網服務供應商嘅時候，請你就以下考慮因素嘅重要性，用 1 至 5 分嚟做評分，1 分代表 ‘非常唔重要’，2 分代表 ‘唔重要’，3 分代表 ‘一般’，4 分代表 ‘重要’而 5 分代表 ‘非常重要’。[訪問員：輪流讀出答案]

Please use a 5 point scale to show the importance of the following factors when choosing an ISP where ‘1’ represents ‘Not important at all’, ‘2’ represents ‘Not important’, ‘3’ represents ‘Fair’, ‘4’ represents ‘Important’ and ‘5’ represents ‘Very Important’. [Interviewer: Rotate and read out answers]

		重要程度 Importance level				
		非常重要 Very Important	重要 Important	一般 Fair	唔重要 Not important	非常唔重要 Not important at all
輪流讀出 Rotate and read out	1	收費-包括安裝費, 月費及其他服務收費 Price including installation fee, monthly fee and other service charges				
	2	下載速度 –即係瀏覽網頁或從網上下載程式或 Download speed – surfing internet or download programs/files into a PC from the Internet				
	3	上載速度-即係將程式或檔案移到網上或發放電 Upload speed – the speed to move programs/files to Internet or to send emails				
	4	網絡可靠性 - 容易接駁、唔斷線及速度穩定 Network reliability – easy to access Internet, no disconnection and stable speed				
	5	客戶服務熱線 - 等候接聽時間及服務時間 Customer service hotline – answering time and service hour				
	6	客戶服務質素- 如售前或售後嘅服務態度，協助 Customer service quality – such as pre-sale or after-sale service attitude, assisting in solving problems				
		5	4	3	2	1

	Customer service quality – attitudes of before/after service and help to solve your problems.					
7	供應商嘅網頁內容 ISP webpage content	5	4	3	2	1
8	供應商所提供容量空間包括免費電郵及檔案容 ISP storage space including free email o storage...etc.	5	4	3	2	1
9	優惠組合，如提供收費電視或固網電話等 Package of services, such as providing pay TV, fix etc	5	4	3	2	1
10	寬頻服務覆蓋範圍 Coverage area of the broadband service	5	4	3	2	1
11	名譽 Public reputation	5	4	3	2	1
12	其他（請註明：_____） Others (please specify: _____)	5	4	3	2	1

Q6. 就你所知，以下邊啲問題係有可能會影響到你嘅寬頻連線嘅表現呢？[訪問員：讀出答案]（多項選擇題）

To your knowledge, which of the following problems may affect your broadband connection performance? [Interviewer: read out answers] (Multiple answers allowed)

輪流讀出	Rotate and read out
------	---------------------

電腦存有問題硬件	Faulty hardware in the computer
病毒	Virus
垃圾郵件	Spam
防火牆關閉	Firewall turned off
硬碟記憶體接近上限	Hard disk nearly full
軟件未更新至最新嘅安全 修補模式	Software not updated with the latest security patches
間諜軟件(一種駭客軟體)	Spyware (a hacker software)
電郵設定	Email settings
網路瀏覽器的設定	Web browser settings
天氣	Weather
其他（請註明：_____）	Others (please specify : _____)
唔知道	Don't know

Q7. 你有冇曾經遇過以上所提及嘅問題呢?

Have you ever encountered any of the above problem(s)?

有 Yes

冇 (跳答問題 9) No (Skip to question 9)

Q8. 咁你有冇向你嘅寬頻上網服務供應商要求協助呢?

If so, have you asked your ISP for help?

有 Yes

冇 No

資訊提供

Information availability

Q9. 當你選擇寬頻上網服務供應商嘅時候，你覺得有冇足夠嘅資料俾你去選擇呢?

Do you think you have sufficient information to enable you to choose ISPs?

足夠 (跳答問題 11) Sufficient (Skip to question 11)

唔足夠 Insufficient

Q10. 缺乏邊方面嘅資料呢? (多項選擇題)

If not, what is missing? (Multiple answers allowed)

費: 如安裝費, 月費等

Price like installation fee, monthly fee

上載速度

Upload speed

下載速度

Download speed

網絡可靠性 (如: 穩定性)

Network reliability (e.g.: stability)

寬頻服務覆蓋範圍

Coverage area of the broadband service

安裝程序

Procedure of Installing

其他 (請註明: _____)

Others (please specify : _____)

唔知道/無意見

Don't know/No opinions

Q10a. 邊個機構或部門應該負責提供呢方面嘅資料呢?

(只可選擇一個答案)

Who should provide this information? (ONE answer only)

寬頻上網服務供應商

Broadband service provider (ISP)

消費者委員會

Consumer Council

電訊管理局

OFTA

其他 (請註明:_____)

Others (please specify :_____)

Q11. 除咗你嘅寬頻上網服務供應商之外，你有冇留意任何有關寬頻上網服務質素嘅比較資料呢？

Are you aware of any information comparing the quality of broadband service, other than from your ISP?

有

Yes

冇 (跳答問題 13)

No (Skip to question 13)

Q12. 係咩資料呢? (多項選擇題)

If yes, what is it? (Multiple answers allowed)

收費: 如安裝費,月費等

Price like installation fee, monthly fee

上載速度

Upload speed

下載速度

Download speed

網絡可靠性 (如:穩定性)

Network reliability (e.g.: stability)

寬頻服務覆蓋範圍

Coverage area of the broadband service

朋友意見

Comments from friends

供應商宣傳單張

ISPs' leaflets

報紙雜誌嘅文章

Newspaper and magazine articles

其他 (請註明:_____)

Others (please specify :_____)

唔記得

Can't remember

Q13. 你認唔認為有關寬頻服務供應商質素嘅資料係必須提供俾大眾呢?

Do you believe that information about the quality of broadband ISPs needs to be available?

認為

Yes

唔認為 (跳答問題 16)

No (Skip to question 16)

Q14. 邊個機構或部門應該負責提供寬頻服務供應商質素嘅資料呢?

(只可選擇一個答案)

If yes, who should provide information about the quality of broadband ISPs? (ONE answer only)

寬頻上網服務供應商

Broadband service provider (ISP)

消費者委員會

Consumer Council

電訊管理局

OFTA

其他 (請註明:_____)

Others (please specify :_____)

Q15. 邊方面嘅資料會對你有用呢? (多項選擇題)

What information would you find useful? (Multiple answers allowed)

收費: 如安裝費,月費等

Price like installation fee, monthly fee

上載速度

Upload speed

下載速度

Download speed

網絡可靠性 (如:穩定性)

Network reliability (e.g.: stability)

寬頻服務覆蓋範圍

Coverage area of the broadband service

客戶投訴 (如投訴種類、數字)

Customer complaints (e.g.: types, number of complaints)

用家意見(如評價、滿意程度)

Users' comments (e.g.: appraisal, customer satisfaction)

其他 (請註明:_____)

Others (please specify :_____)

唔知道/無意見

Don't know/No opinions

投訴

Complaints

Q16. 係過去嘅 12 個月內，你總共遇過幾多次問題係關於你嘅寬頻上網服務供應商 (XXX) 呢?

How many times have you encountered problems with your ISP (XXX) in the past 12 months?

_____ 次

_____ time (s)

唔記得/數唔到

Can't remember/Hard to count

冇遇到問題 (跳答問題 23)

Nil (Skip to question 23)

Q17. 係過去 12 個月內，你遇到最嚴重嘅問題係咩呢? (只可選擇一個答案)

What was the most serious problem you encountered in the past 12 months?

(ONE answer only)

收費	Billing
垃圾郵件	Spam
服務可靠性 (如不能連線或中途斷線等)	Service reliability (e.g.: disconnect disconnect while using, etc...)
上網速度	Connection speed
客戶服務	Customer services
跟進服務	Follow up services
電郵伺服器被列入黑名單 (如寄出電郵被截回或被封鎖)	Email server blacklisted (e.g: emails sent out were returned or blocked)
其他 (請註明:_____)	Others (please specify :_____)

Q18. 過去 12 個月內，你有冇就任何問題去投訴過呢? 如果有，你總共投訴過幾多次?

Did you make a complaint for any reasons in last 12 months? If yes, how many complaints did you make?

有 → _____次	Yes→ _____ time (s)
唔記得/數唔到	Can't remember/Hard to count
冇 (跳答問題 23)	No (Skip to question 23)

Q19. 請問你投訴邊方面嘅事呢? (多項選擇題)

What did you complain about? (Multiple answers allowed)

收費	Billing
垃圾郵件	Spam
服務可靠性 (如不能連線或中途斷線等)	Service reliability (e.g.: disconnect disconnect while using, etc...)
上網速度	Connection speed
客戶服務	Customer services
跟進服務	Follow up services
電郵伺服器被列入黑名單 (如寄出電郵被截回或被封鎖)	Email server blacklisted (e.g: emails sent out were returned or blocked)
其他 (請註明:_____)	Others (please specify :_____)

Q20. 就最近一次嘅投訴，你曾經向邊啲部門或機構投訴過呢？（多項選擇題）
Regarding the last complaint, who did you complain to? (Multiple answers allowed)

寬頻上網服務供應商	Broadband provider
消費者委員會	Consumer Council
電訊管理局	OFTA
警局	Police
私穩專員(公署)	The office of Privacy commissioner
其他 (請註明:_____)	Others (please specify :_____)

Q21. 整體嚟講，你對於嗰次投訴嘅結果有幾滿意？[訪問員:讀出答案]
Overall, how satisfied were you with the problem resolution?
[Interviewer: Read out answers]

非常滿意 (跳答問題 23)	Very Satisfied (Skip to question 23)
幾滿意 (跳答問題 23)	Quite Satisfied (Skip to question 23)
一般	Fair
唔係幾滿意	Quite Dissatisfied
非常唔滿意	Very Dissatisfied
不知道/難講 (跳答問題 23)	Don't know/hard to say(Skip to question 23)

Q22. 有咩原因令你覺得唔滿意呢？(多項選擇題)
For what reasons are you are not satisfied? (Multiple answers allowed)

跟進服務 (處理太慢/沒有回覆)	Follow up service (too slow / no reply)
問題仍未解決	Problem has not yet solved
客戶服務熱線的等候接聽時間長	Long answering time for customer service hotline
其他 (請註明:_____)	Others (please specify :_____)

轉換寬頻上網服務供應商 (網際網路服務提供者)

Changing ISP:

Q23. 你有冇曾經轉換過寬頻上網服務供應商呢？
Have you ever changed ISP?

有	Yes
冇	No

Q24. 你會唔會考慮轉換寬頻上網服務供應商呢?

Will you consider switching ISP?

有	Yes
冇	N

個人資料

Demographics

爲作研究分析，我哋會問你幾條有關您個人嘅資料，你所提供嘅所有資料係一定會絕對保密。

Please tell us more about yourself in order to facilitate our analysis. All information collected would be treated in strictest confidence.

Q25. 請問你幾多歲？

What is your age?

18-24	
25-34	
35-44	
45-54	
55-64	
65 歲或以上	Aged 65 or above
拒絕回答	Refuse to answer

Q26. 記錄性別

Record the gender

男	Male
女	Female

Q27. 請問你最高教育程度係？ [訪問員：讀出答案]

What is your highest educational attainment? [Interview: read out answers]

小學或以下	Primary or below
中學程度	Secondary
預科	Matriculation
專上教育包括 (非學位)/ (學位)或以上	Tertiary (non-degree)/degree or above
拒絕回答	Refuse to answer

Q28. 你家庭每月總收入係...?

How much is your monthly household income including all the income?

港幣\$10,000或以下	HK\$10,000 or below
港幣\$10,001 – 20,000	HK\$10,001 – 20,000
港幣\$20,001 – 30,000	HK\$20,001 – 30,000
港幣\$30,001 – 40,000	HK\$30,001 – 40,000
港幣\$40,001 – 50,000	HK\$40,001 – 50,000
港幣\$50,001 或以上	HK \$50,001 or above
唔知道/難講	Don't know/Hard to say
拒絕回答	Refuse to answer

網上調查的參加意願

Willingness to do web survey

Q29. 請問你願唔願意參加一個網上調查, 令我哋可以更加清楚你係點樣選擇寬頻上網服務供應商呢? 完成網上問卷後, 我哋會送你一張價值港幣 \$50 嘅現金券。

Are you willing to participate in a web survey to help us better understand your choice of ISP if we provide you with a coupon worth HK\$50?

願意	Yes
唔願意 (結束訪問)	No (Terminate)

Q30.你嘅電郵地址係?

If yes, please provide an email address so we can send you the link for the survey.

全卷完, 多謝合作!!

End of the questionnaire, thanks for your cooperation!!