RESEARCH REPORT

SUBMITTED TO

OFFICE OF THE TELECOMMUNICATIONS AUTHORITY

Survey on Fixed Mobile Number Portability

Social Sciences Research Centre

The University of Hong Kong

May 2008

Contents

Executive Summary

Introduction

The Social Sciences Research Centre of the University of Hong Kong (SSRC) was commissioned by the Office of the Telecommunications Authority (OFTA) in September 2007 to conduct a survey of consumers' views and demand, including the residential line users, mobile phone only users and business fixed line users, for Fixed Mobile Number Portability ("FMNP"). The purpose of the survey is to reveal user perceptions and attitudes towards FMNP. This will provide information to understand the extent of consumer demand for FMNP and thus facilitate an assessment of the costs and benefits of FMNP by other parties before deciding whether to implement FMNP.

Research Methodology

This survey was conducted by using Computer Assisted Telephone Interviews (CATI). The samples of residential telephone numbers were drawn randomly from the latest telephone directory, which includes unlisted and new numbers. The samples of business telephone number were drawn randomly from the White Pages and the mobile numbers were generated randomly using the mobile numbers prefix data published by OFTA. The target respondents were Cantonese, Putonghua or English speaking and aged 18 or above. Three sets of bilingual (Chinese and English) questionnaires were used to collect data. Fieldwork took place between 28th January and 26th February 2008. Sample sizes of 1,003 residential line users, 228 mobile phone only users and 507 business line users with company size of less than 50 employees in Hong Kong successful interviews were achieved. For the residential line users, the contact rate was 37.6% and the overall response rate was 53.7%. For the mobile phone only users, the contact rate was 38.0% and the overall response rate was 16.9%. As the business line users, the contact rate was 62.8% and the overall response rate was 30.0%. The width of a 95% confidence interval was at most +/- 3.1% for the residential line users, +/- 6.5% for the mobile phone only users and +/- 4.4% for the business line users. For the residential line users, weighting was applied based on the number of residential line telephone numbers in order to make the results more representative of the general population. Statistical tests were applied to investigate if there is any significant association between demographics and the response variables. Furthermore, sub-group analyses were performed based on the types of users to observe if there were any significant associations between the perception and habit of using a mobile phone and a fixed line telephone, and the likelihood of using FMNP. Only the significant findings at the 5% level (2-tailed) are presented in the report.

Key Findings of the Survey

User Profile

This survey has collected opinions from 1,003 residential line users, 228 mobile phone only users and 507 business line users with company size of less than 50 employees in Hong Kong. Over half of the residential line users were female (54.8%). Conversely, a similar proportion of mobile phone only users were male (57.0%).

A relatively higher proportion of mobile phone only users were younger than residential line users aged (41.6% of mobile phone only users and 26.7% of residential line users aged 30 or below respectively). Furthermore, a higher proportion of residential line users had 3 or more household members. For the business line users, nearly two-thirds of them had 5 or fewer employees.

Residential Fixed Line Users

Over 60% of residential fixed line users (61.2%) strongly agreed/agreed that a fixed line telephones was essential to their households while 14.8% of them strongly disagreed/disagreed. More female and users with monthly personal income less than HK$10,001 strongly agreed that the fixed line telephone was essential to their households.

Nearly 90% of them (89.8%) had only 1 residential fixed line number in their households. After adjusting for the increased chance of selection for households with more residential fixed lines, this yields an average of 1.11 residential fixed lines per household amongst households with at least one fixed line. Amongst those residential fixed line users who had more than one fixed line telephone number, over half of them (52.5%) said that they needed a fixed line number for fax.

Over 90% of them (91.6%) strongly agreed/agreed that a mobile phone was essential to them while only 2.7% of them strongly disagreed/disagreed. Younger users, users with matriculation or above and users with monthly personal income over HK$10,000 were more likely to have strongly agreed that the mobile phone was essential.

Over 80% of them (82.8%) used 1 mobile phone number. Amongst those residential fixed line users who had more than one mobile phone number, over 30% of them (32.4%) said that the mobile phone numbers were used for business purposes.

Habit of using a mobile phone at home

A similar proportion of residential fixed line users reported that they used mobile phone more than fixed line telephone to receive calls and about half the time used both mobile phone and fixed line telephone at home to receive calls at home (32.3% and 30.5% respectively). On the other hand, over two-fifths of users (40.9%) reported that they used a fixed line telephone more than a mobile phone to make calls. Users with fewer household members were more likely only use fixed line telephone at home for both incoming and outgoing calls.

Habit of call forwarding

Over 50% of residential fixed line users (56.3%) reported that they never forwarded their mobile phone calls to their household fixed line telephones. Over 80% of residential fixed line users (87.5%) reported that they never forwarded their household fixed line telephone calls to their mobile phones. Users with household size of 1 household member were more likely use mobile phones more than fixed line telephones to receive calls at home.

Importance of telephone number portability

When asked about the importance of telephone number portability between network service providers, nearly half of residential fixed line users (48.8%) felt that fixed line number portability was very important/quite important and over a third of them (38.5%) had experience of changing fixed line service operators in their households. Male users with matriculation education or above and those with monthly personal income more than HK$20,000 were more likely to report that fixed line number portability between providers was very important. On the other hand, over two-thirds of them (68.7%) felt that the mobile phone number portability was very important/quite important and about three quarters of them (73.3%) had experience of changing their mobile phone service providers.

However, the importance and satisfaction levels of fixed or mobile phone numbers portability between the same network service providers were not significantly associated with the likelihood of using FMNP. For those users who were aged between 31 and 40 were more likely to port their fixed line numbers to mobile service providers or port their mobile numbers to fixed line service providers.

Likelihood of using FMNP for fixed to mobile and the reasons for and against

About a quarter of residential fixed line users claimed that they would be highly likely/likely (24.8%) to port their fixed line numbers to mobile service providers while over two-thirds of them (69.7%) thought it was impossible/unlikely that they would port their fixed line numbers to mobile service providers.

About one-fifth of the residential fixed line users who were likely/highly likely to consider porting from fixed to mobile gave reasons for their response as follows:

- a mobile phone could be substituted for the fixed line telephone (23.1%);
- it was more convenient for others to contact them (21.6%); and
- it would save money because of paying for one less service (19.7%).

However, over a third of these residential fixed line users (36.5%) said that the porting charges should be free, about a third of them (32.1%) said that they were willing to pay some money, but less than $100, while less than one-fifth of them (19.3%) were willing to pay $100 or more. Hence, overall, 12.7% of residential fixed line users reported both being likely/highly likely to consider porting from fixed to mobile and being willing to pay a one-off fee.

Amongst those residential fixed line users who indicated unlikely/impossible to consider porting, over one-fifth of them (26.5%) said that a general feeling that a fixed line number was shared by all household members and it was different to a mobile number which is used by an individual.

Over one-tenth of them (10.3%) thought that people could not differentiate between a fixed line number and a mobile number if the FMNP was implemented. A similar proportion of them claimed that they had no need to use FMNP (9.9%) and that a fixed line telephone and a mobile phone had different functions (9.4%).

It is noted that the following categories of residential users were more likely than other respective counterparts to answer that it would be impossible for them to port their fixed line numbers to mobile phone service providers:

- older users;
- users with secondary or below education;
- users with monthly personal income less than HK$20,001;
- users who strongly agreed that the fixed line telephone was essential; and
- users who strongly disagreed that mobile phone was essential.

Furthermore, a higher proportion of users who were all the time and never used mobile phones for incoming calls; and those who were all the time forwarded their residential fixed line telephone calls to their mobile phones thought that it would be impossible for them to port their fixed line numbers to mobile phone service providers.

Likelihood of using FMNP for mobile to fixed portability and the reasons for and against

Most residential fixed line users (83.9%) claimed that it would be impossible/unlikely for them to port their mobile numbers to fixed line service providers while only about one-tenth of users (9.2%) would be highly likely/likely to port their mobile numbers to fixed line service providers.

Amongst those residential fixed line users who reported being highly likely/likely to port their mobile numbers to fixed line service providers, over a third of them (36.7%) thought that they would save money after using the FMNP. However, over a third of these users (35.7%) said that the porting charges should be free. About a quarter of them (28.1%) said that they were willing to pay something, but less than $100, while less than one-fifth of them (17.4%) were willing to pay $100 or more. Hence, overall 4.2% of residential fixed line users reported both being likely/highly likely to consider porting from mobile to fixed and being willing to pay a one-off fee.

Amongst users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers, over a third of them (36.0%) thought that it was inconvenient for them to make/receive calls outside home and 17% of them said that they wanted to keep two telephone numbers as they had different functions. About 15% of them (14.9%) said

that it was a general feeling that a fixed line number was shared by all the family members and it was different from a mobile number.

The following categories of residential users were more likely than their respective counterparts to think that it would be impossible to port their mobile phone numbers to fixed line telephone service providers:

- older users;
- users with lower education; and
- users with fewer household members.

Moreover, a higher proportion of users who all the time forward residential fixed line telephone calls to mobile phones thought that it would be impossible for them to port their mobile phone numbers to fixed line telephone service providers.

Factors affecting willingness to use FMNP

Over three-fifths of residential fixed line users reported that the factors that would affect willingness to use FMNP was network reliability (64.8%) and the contract period, charges and terms of FMNP (62.4%). Close to three-fifths of them reported the factor was flexibility to switch between fixed and mobile service (58.9%) or the saving in monthly fees (58.2%).

Survey results revealed that about 25% of the residential fixed line users are highly likely/likely to port their fixed numbers to mobile service providers and about 9% of the residential fixed line users are highly likely/likely to port their mobile numbers to residential fixed line service providers.

Mobile Phone Only Users

When the mobile phone only users were asked to provide their reasons for not installing a residential fixed line at home, over 60% of mobile phone only users (61.4%) said that the fixed line telephone is replaced by the mobile phone. Over three quarters of them (78.1%) used 1 mobile phone number, while 6.1% used 3 or more mobile phone numbers. Amongst those users who had more than one mobile phone number, over 40% of them (44.0%) said that the mobile phone numbers were used for business purposes. More female had only 1 mobile phone number. Those household sizes of over 4 household members and those with monthly personal income over HK$30,000 were more likely to have more than 1 mobile phone number.

Importance of telephone number portability

When asked about the importance of telephone number portability between network service providers, two-thirds of mobile phone only users (66.6%) felt that mobile phone number portability was important and about three quarters of them (72.4%) had experience of changing mobile phone service providers. Amongst those users who had experience of changing mobile phone service operators, about 60% of them (60.6%) were very satisfied/quite satisfied with the mobile phone number portability experience. Older users and those with household size of over 4 household members were more likely felt that mobile phone portability was not important or not important at all. Furthermore, users with secondary or below were less likely to report that mobile phone portability were very important. On the other hand, users with monthly personal income between HK$30,001 and $50,000 were more likely to report that mobile phone portability was very important. Users with matriculation education level or above and those with monthly personal income more than HK$30,000 were more likely to be very satisfied with mobile number portability.

However, the importance and satisfaction levels of mobile phone numbers portability were not significantly associated with the likelihood of using FMNP.

Likelihood of using FMNP for mobile to fixed portability and the reasons for and against

Most mobile phone only users claimed that they (86.8%) would be impossible/unlikely to port their mobile numbers to fixed line service providers while only about one-tenth of users would be highly likely/likely (11.9%) to port their mobile numbers to fixed line service providers.

Amongst mobile phone only users who reported being highly likely/likely port their mobile numbers to fixed line service provides, about 30% of them (29.6%) claimed that they wanted to have a trial of the new service "FMNP" and over 10% of them wanted to save money (14.8%) and indicated that their mobile numbers was their main contact numbers (11.1%). About one-fifth of these mobile phone only users (18.5%) said that the porting charge should be free. About half of them (48.1%) said that they were willing to pay $100 or less while about one-fifth of them (18.5%) were willing to pay $151 or more. Hence,

overall, 7.9% of mobile phone only users reported both being likely/highly likely to consider porting from mobile to fixed and being willing to pay a one-off fee.

Amongst mobile phone only users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers, over two-fifths of them thought that it was inconvenient for them to make/receive calls outside home (42.5%) and they did not need or seldom use fixed line service (41.4%). About one-tenth of them (10.6%) thought that it would cause trouble to inform their friends or relatives of the porting.

It is noted that users aged over 50 were more likely said that it would be impossible to port their mobile phone numbers to fixed telephone service providers. On the other hand, those aged below 30 were more likely thought that they would be unlikely to do so.

Factors affecting willingness to use FMNP

About half of mobile phone only users said that the factors affecting their willingness to use FMNP was flexibility to switch between a fixed and a mobile service (53.9%), network reliability (50.9%) and the contract period, charges and terms of FMNP (50.0%).

Survey results revealed that about 12% of the mobile phone only users are highly likely/likely to port their mobile numbers to residential fixed line service providers.

Business Line Users

Over 90% of business line users (92.3%) strongly agreed/agreed that a fixed line telephone was essential to their businesses and over 60% of them (68.6%) felt that fixed line number portability between providers was very important/quite important.

Less than 40% of users (38.9%) had experience of changing fixed line service operators in their businesses. Amongst those users who had experience of changing fixed line service operators in their businesses, over two-fifths of them (45.2%) were very satisfied/quite satisfied with their experience of fixed line number portability while slightly over one-tenth of them (12.7%) were very dissatisfied/quite dissatisfied.

70% of them (70.7%) strongly agreed/agreed that a mobile phone was essential to them while only 13% of them strongly disagreed/disagreed. Business with 20 to 29 employees was more likely strongly agreed that mobile phone was essential.

About three quarters of them (73.4%) used 1 mobile phone number. Amongst those users who used more than one mobile phone number, over half of them (55.8%) said that the mobile phone numbers were used for business purpose.

Habit of using a mobile phone in workplace

Slightly over 50% of business line users (53.5%) reported that they used fixed line telephones more than mobile phones to receive calls, while about 8% of them (7.4%) only used fixed line telephones at work. On the other hand, almost two thirds of them (64.4%) reported that they used fixed line telephones more than mobile phones to make calls and over 10% of them (12.2%) reported that they had only used fixed line telephones in their workplaces for outgoing calls.

Habit of call forwarding

Over half of business line users (55.0%) reported that they never forwarded their mobile phone calls to their business fixed line telephones and nearly 70% of them (69.4%) reported that they never forwarded their office fixed line telephone calls to their mobile phones.

Importance of telephone number portability

When asked about the importance of telephone number portability between network service providers, over two-thirds of business line users (68.6%) felt that fixed line number portability was very important/quite important and over a third of them (38.9%) had experience of changing fixed line service operators in their businesses. On the other hand, over two-thirds of them (71.8%) felt that the mobile phone number portability was very important/quite important and about three quarters of them (75.4%) had experience of changing their mobile phone service providers.

However, the importance and satisfaction levels of fixed or mobile phone numbers portability between the same network service providers were not significantly associated with the likelihood of using FMNP.

Likelihood of using FMNP for fixed to mobile and the reasons for and against

Slightly over a quarter of business line users claimed they would be highly likely/likely (26.0%) to port their fixed line numbers to mobile service providers while over two-thirds of them (70.1%) thought it impossible/unlikely they would port their fixed line numbers to mobile service providers.

Amongst business line users who reported being highly likely/likely port their fixed line numbers to mobile service providers, over half of them (53.0%) said that it was more convenient to use mobile phone. A similar proportion of them said that they would save more because of cheaper service (18.2%) and mobile phone could be substituted for the fixed line telephone (15.9%). Over two-fifths of them (41.7%) said that the porting charges should be free, while over a quarter of them (28.8%) said that they were willing to pay $100 or less while a quarter of them (25.1%) were willing to pay $100 or more. Hence overall, 14.0% of business line users reported both being likely/highly likely to consider porting from fixed to mobile and being willing to pay a one-off fee.

Amongst business line users who would reported being unlikely/impossible to port their fixed line numbers to mobile phone service providers, over one-fifth of them (21.1%) had a general feeling that a fixed line number was shared by all colleagues, followed by about 15% of them (15.5%) thought that fixed line telephone and mobile phone had different functions. Over one-tenth of them (11.0%) thought that it would cause trouble to inform their friends after using the FMNP service.

Furthermore, those businesses with over 10 employees were less likely to think that they would be highly likely or likely port their fixed line numbers to mobile phone service providers.

Likelihood of using FMNP for mobile to fixed portability and the reasons for and against

Only about 7% of them (7.3%) would be highly likely/likely to port their mobile numbers to fixed line service providers while two thirds of them (66.7%) claimed that they would be impossible/unlikely to port their mobile numbers to fixed line service providers.

Amongst business line users who reported be likely/highly likely to port, over two-fifths of them (43.2%) thought that they would save money after using the FMNP. Over three-fifths of them (62.2%) said that the porting charges should be free, while over one-fifth of them (21.6%) said that they were willing to pay $100 or less while less than one-tenth of them (8.1%) were willing to pay $100 or more. Hence overall, 2.2% of business line users reported both being likely/highly likely to consider porting from mobile to fixed and being willing to pay a one-off fee.

Amongst business line users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers, over two-fifths of them (41.1%) thought that it was inconvenient for them to make/receive calls outside their workplaces and about one-tenth of them (11.5%) said that they had no need to do so. The same proportion of them thought that people could not differentiate between a fixed line number and a mobile phone number if allowed (7.1%) and a general feeling that a fixed line number was shared by all colleagues and it was different with a mobile number (7.1%).

Factors affecting willingness to use FMNP

Over three-fifths of business line users reported that the factors that would affect willingness to use FMNP was network reliability (68.2%) and flexibility to switch between fixed and mobile service (61.3%), while about three-fifths of them raised the issues of the contract period, charges and terms of FMNP (59.4%), saving in monthly fees (56.6%) and geographic coverage (55.8%).

Survey results revealed that 26% of the business fixed line users are highly likely/likely to port their fixed numbers to mobile service providers and about 7% of them are highly likely/likely to port their mobile numbers to business fixed line service providers.

Chapter One: Introduction

The Social Sciences Research Centre of the University of Hong Kong (SSRC) was commissioned by the Office of the Telecommunications Authority (OFTA) in September 2007 to conduct a survey of consumers' views and demand for Fixed Mobile Number Portability ("FMNP"). The purpose of the survey is to reveal user perceptions and attitudes towards FMNP.

Established on 1 July 1993, OFTA is the executive arm of the Telecommunications Authority (TA), who is the statutory body responsible for regulating the telecommunications industry in Hong Kong. The main duties of OFTA cover economic and technical regulation of telecommunications services, enforcement of fair competition in the telecommunications sector and management of radio frequency spectrum.

According to Section 32F of the Telecommunications Ordinance ("TO"), all powers and privileges relating to or connected with the numbering plan, including its ownership and control, are vested in the TA.

On 27 April 2007, the TA issued a Statement entitled "Deregulation for Fixed-Mobile Convergence" announcing his concluded views and the regulatory changes that will be adopted as a consequence of the review in relation to fixed mobile convergence. Among other issues, the TA promulgated that a market research would be conducted to understand the extent of consumer demand for FMNP and thus facilitate an assessment of the costs and benefits of FMNP before deciding whether to implement FMNP.

Chapter Two: Survey Methodology

2.1 Survey Design

Survey data were collected through telephone interviews from 28th January to 26th February 2008. A structured questionnaire was used to collect information from the target respondents. All telephone interviews were conducted using the CATI (Computer Assisted Telephone Interview). Interviews were conducted in Cantonese, English or Putonghua.

A random sample was drawn from 30,000 residential telephone numbers. These numbers were generated from the latest English residential telephone directory by dropping the last digit, removing duplicates, adding all 10 possible final digits, randomizing order, and selecting as needed. However, the Chinese residential telephone directory was not used because the total number of telephone contacts was less than the English residential telephone directory. This method provided an equal probability sample that covers unlisted and new numbers. In addition, it would have a lower response rate than pure directory sampling, but unlike pure directory sampling would cover ex-directory and new numbers.

Where more than one eligible person resided in a household and more than one was present at the time of the telephone contact, the 'Next Birthday' rule was applied to each successful contacted residential unit, i.e., the household member who had his/her birthday the soonest was selected. This reduced the over-representation of housewives in the sample.

The samples of business telephone number were drawn randomly from the White Pages and the mobile numbers were generated randomly using the mobile numbers prefix data published by OFTA.

2.2 Target Respondents

The target respondents for the telephone interviews were all adults of age 18 or above. According to the service network, respondents were further classified into three categories:

- **"Residential line users"**: respondents must be a decision maker of subscribing telephone service for their homes.
- "**Mobile phone only users":** respondents who did not have residential fixed line currently at home.
- **"Business line users":** respondents must be a telecom decision maker for the business and the company size must be less than 50 employees in Hong Kong.

2.3 Questionnaire

Three sets of bilingual questionnaires were designed by the SSRC and approved by the OFTA. In the introduction of FMNP service, the SSRC has clearly explained what FMNP service offered and if asked by the participants, the interviewers explained the distinction between FMNP service and the value-added service of call-forwarding.

The draft questionnaires were given to the telecom service providers for their comments after the first draft of questionnaires and before the questionnaires were finalized for the fieldwork.

2.4 Pilot Survey

Ten weeks before the actual survey, pilot surveys of randomly selected household, mobile and business users were conducted to test the questionnaires and to identify any problems prior to the survey.

2.5 Enumeration Result for Residential Line Users

A total of 25,715 telephone numbers were attempted. However, 6,029 households were not available at that time, 715 households refused and 151 answered only part of the questionnaire. Ultimately, a total of 1,003 respondents were successfully interviewed by using the CATI in the survey. The contact rate was 37.6%[1] and the overall response rate was 53.7%[2]. Table 2.1 shows the detail breakdown of telephone contact status.

Table 2.1: Final status of residential numbers attempted

Type	Final status of contacts[3]	Number of cases
1	Success	1 003
2	Drop-out	151
3	Refusal	715
4	Language problems	99
5	Not eligible including aged under 18 And who were employees of OFTA, CTB or telecommunications service providers	144

[1] Contact rate = the number of answered telephone calls divided by the total number of calls attempted, i.e. from Table 2.1, Sum of (types 1 to 7) / Total = (1 003+151+751+99+144+1 529+6 029)/25715 = 37.6%.

[2] Response rate = the number of successful interviews divided by the sum of the numbers of successful interviews, drop-out cases and refusal cases, i.e. from Table 2.1, (type 1) / (type 1 + type 2 + type 3) = 1 003/(1 003+151+715)=53.7%.

[3] 'Drop-out': eligible respondents who initially accepted the interview but failed to complete the interview due to some reasons. 'Refusal': eligible respondents who refused the interview. 'Language problems': eligible respondents who were not able to speak clearly in any of our 3 languages. "Not eligible": respondents who were employees of telecom service providers. 'Not available': eligible respondents were busy at the time of telephone contact. 'Invalid': not a valid telephone line (because we used a random method to generate telephone numbers, see section 2.1).

6	Business lines	1 529
7	Not available	6 029
8	Busy tone	418
9	No answer	6 141
10	Fax/data lines	971
11	Invalid	8 515
TOTAL		**25 715**

2.6 Enumeration Result for Mobile Phone Only Users

A total of 26,684 mobile numbers were attempted. However, 6,480 users were not available at that time, 2,138 users were not eligible, 1,006 users refused and 119 answered only part of the questionnaire. Ultimately, a total of 228 respondents were successfully interviewed by using the CATI in the survey. The contact rate was 38.0%[4] and the overall response rate was 16.9%[5]. Table 2.2 shows the detail breakdown of telephone contact status.

Table 2.2: Final status of mobile phone numbers attempted

Type	Final status of contacts	Number of cases
1	Success	228
2	Drop-out	119
3	Refusal	1 006
4	Language problems	104
5	Not eligible (i) Aged under 18 (ii) Had a residential fixed line at home (iii) Employees of OFTA, CTB or telecommunications service providers	 353 1 773 12
6	Business lines	53
7	Not available	6 480
8	Busy tone	3 414
9	No answer	5 434
10	Fax/data lines	20
11	Invalid	7 688
TOTAL		**26 684**

[4] Contact rate = the number of answered telephone calls divided by the total number of calls attempted, i.e. from Table 2.2, Sum of (types 1 to 7) / Total = (228+119+1006+104+353+1 773+12+53+6 480)/26 684 = 38.0%.

[5] Response rate = the number of successful interviews divided by the sum of the numbers of successful interviews, drop-out cases and refusal cases, i.e. from Table 2.6, (type 1) / (type 1 + type 2 + type 3) = 228/(228+119+1006)=16.9%.

2.7 Enumeration Result for Business Line Users

A total of 9,130 business numbers were attempted. However, 3,431 users were not available at that time, 123 users were not eligible, 1,112 users refused and 57 answered only part of the questionnaire. Ultimately, a total of 507 respondents were successfully interviewed by using the CATI in the survey. The contact rate was 62.8%[6] and the overall response rate was 30.3%[7]. Table 2.3 shows the detail breakdown of telephone contact status.

Table 2.3: Final status of business numbers attempted

Type	Final status of contacts	Number of cases
1	Success	507
2	Drop-out	57
3	Refusal	1 112
4	Language problems	3
5	Not eligible (i) Employees of OFTA, CTB or telecommunications service providers (ii) 50 or more employees	 78 45
6	Residential lines	499
7	Not available	3 431
8	Busy tone	591
9	No answer	1 839
10	Fax/data lines	294
11	Invalid	674
TOTAL		**9 130**

[6] Contact rate = the number of answered telephone calls divided by the total number of calls attempted, i.e. from Table 2.3, Sum of (types 1 to 7) / Total = (507+57+1 112+3+78+45+499+3 431)/9 130 = 62.8%.

[7] Response rate = the number of successful interviews divided by the sum of the numbers of successful interviews, drop-out cases and refusal cases, i.e. from Table 2.3, (type 1) / (type 1 + type 2 + type 3) = 507/(507+57+1 112)=30.3%.

2.8 Overall Sampling Error

The survey findings are subject to sampling error. For instance, for the total sample of 1,003 residential line users, the maximum sampling error is ± 3.1%[8] at the 95% level of confidence (ignoring clustering effects). Therefore, we have 95% confidence that the population proportion falls within the sample proportion plus or minus 3.1%, based on the assumption that non-respondents are similar to respondents.

The table below serves as a guide in understanding the range of error allowed for a variety of sample sizes before percentage differences in data results are statistically significant.

95% Confidence Level
Maximum Sampling Error by Range of Percentage Response

	Percentage response				
Sample size:	**10%/90%**	**20%/80%**	**30%/70%**	**40%/60%**	**50%/50%**
Residential line users (n=1,003)	± 1.9%	± 2.5%	± 2.8%	± 3.0%	± 3.1%
Mobile phone only users (n= 228)	± 3.9%	± 5.2%	± 5.9%	± 6.4%	± 6.5%
Business line users (n= 507)	± 2.6%	± 3.5%	± 4.0%	± 4.3%	± 4.4%

As the table indicates, the maximum margin of error for all aggregate response of residential line users is between 1.9% and 3.1% for the sample of respondents. This means that for a given question answered by all residential line respondents, one can be 95 percent confident that the difference between the sample proportion and that of the population is not greater than 3.1%. For all mobile phone respondents, one can be 95 percent confident that the difference between the sample proportion and that of the population is not greater than 6.5%. As all business line respondents, one can be 95 percent confident that the difference between the sample proportion and that of the population is not greater than 4.4%.

[8] As the population proportion is unknown, 0.5 is put into the formula of the sampling error to produce the most conservative estimation of the sampling error. The confidence interval width is:

$$\pm 1.96 \times \sqrt{\frac{0.5 * 0.5}{1003}} \times 100\% = 3.1\%$$

2.9 Quality Control

All SSRC interviewers were well trained in a standardized approach prior to the commencement of the survey. All interviews were conducted by experienced interviewers fluent in Cantonese, Putonghua and English.

The SSRC engaged in quality checks for each stage of the survey to ensure satisfactory standards of performance. At least 5% of the questionnaires completed by each interviewer were checked by the SSRC independently.

2.10 Data Processing and Statistical Analysis

This survey of business line users revealed that they were only a slight difference in employee size proportions when compared with the Hong Kong population data compiled by the Census and Statistics Department (C&SD) for "Quarterly Report of Employment and Vacancies Statistics – September 2007". The proportion of users among employee size 1-9 age groups was only 8.5% lower than the population while the proportions of users' employee sizes 10-19 and 20-49 were about 4% higher. In this survey, the employee size referred to the total number of employees of the business in Hong Kong. For the C&D, the number of employees is for each establishment of the business in Hong Kong. It is important to note that this survey and C&SD have different definition of the counting of employees. Therefore, it is not appropriate to weight the data in this survey with C&SD figures and the distribution of employee size is similar to the distribution of C&SD. Table 2.4 shows the differences in terms of number of employees.

Table 2.4: Distribution differences of employee size and industry sector between this survey and the Hong Kong population data compiled by the C&SD for September 2007

Employee size	**This survey (in the business)**	**Hong Kong population data – from the C&SD (in each establishment)**
	% of Total	*% of Total*
1 – 9	*79.8*	*88.3*
10 – 19	*11.9*	*7.6*
20 – 49	*8.3*	*4.1*
Total	*100.00*	*100.00*

Given that the roaming services of a mobile phone number can be contacted in other countries (not limited in Hong Kong), it is not appropriate to weight the data by the number of mobile phone numbers in this survey.

In view of multiple residential lines increasing the chance of selection, weighting was applied to the number of residential line telephone numbers in order to make the results more representative of the general population. The weights are proportional to the inverse of the number of lines and adjusted to keep the sample total the same. (Tables 2.5 and 2.6)

Table 2.5: Weights by number of residential fixed line telephone numbers applied in the analyses

Number of residential line numbers	**Factor***
1 (total sample size = 811)	1.11064
2 (total sample size = 170)	0.55532
3 (total sample size = 20)	0.37021
4 (total sample size = 1)	0.27766
6 (total sample size = 1)	0.18511

* Sum of weighting factor= 903
1,003 / 903 = 1.11064

Table 2.6: Distribution of number of residential fixed line telephone numbers after weighting

Number of residential line numbers	**Before weighting**	**After weighting**
	% of Total	*% of Total*
1	80.9%	89.8%
2	16.9%	9.4%
3	2.0%	0.7%
4	0.1%	0.0%
6	0.1%	0.0%
Total	*100.00*	*100.00*

The Kruskal-Wallis test and Spearman's rank correlation are carried out without weighting as SPSS is unable to handle non-integer weights for these two tests. However, all percentages of residential line users are reported after weighting.

All results are presented in percentage form unless otherwise stated. For tables presented in this report, figures may not add up to totals due to rounding. Comparison of data was performed using crosstabulations, one-way frequency tables, and the statistical test is conducted at 0.05 significance level.

Chapter Three Profile of All Respondents

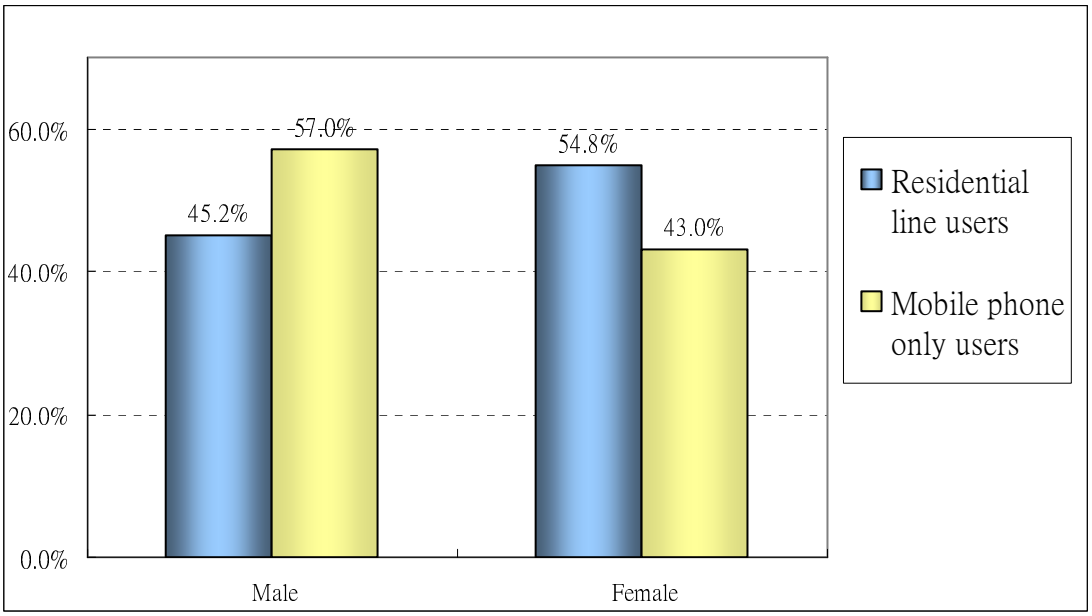
Respondents provided information such as gender, age, education level, household size and monthly personal income.

3.1 Socio-economic Profile of Residential Line Users and Mobile Phone Only Users

3.1.1 Gender of all residential fixed line users and mobile phone only users

Figure 3.1 indicates that 54.8% of the residential fixed line users were female and the remaining 45.2% were male. For the mobile phone only users, 57.0% of mobile phone only users were male and the remaining 43.0% were female.

Figure 3.1: Gender of all residential fixed line users and mobile phone only users

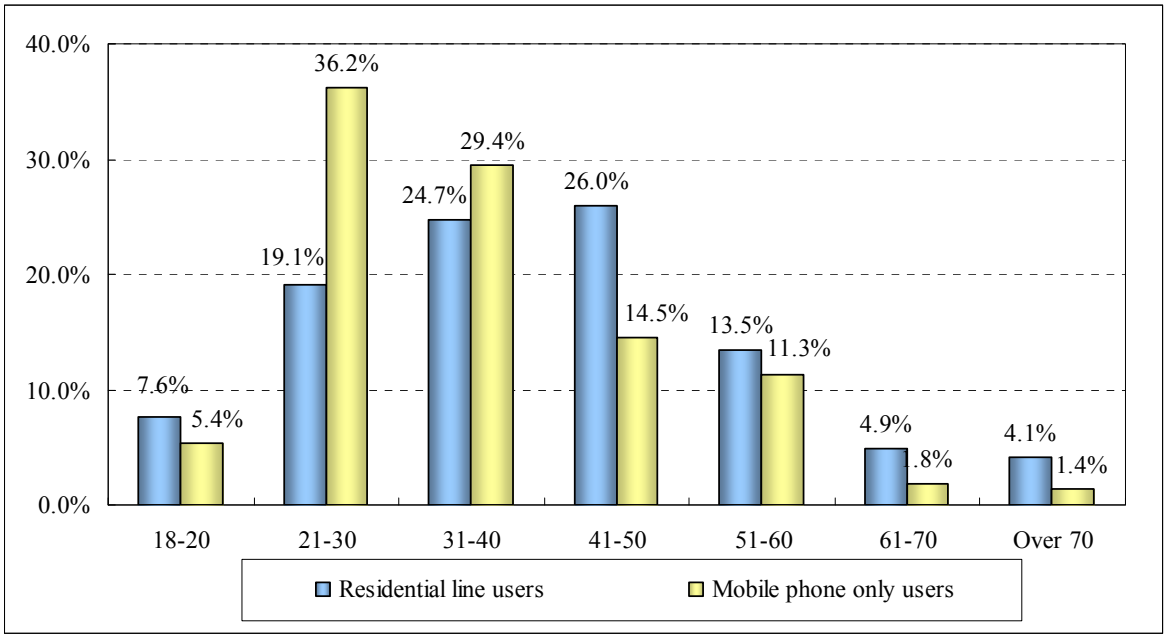


(Base: All residential fixed line users = 1 003 and all mobile phone only users = 228)

3.1.2 Age group of all residential fixed line users and mobile phone only users

Figure 3.2 shows that half of residential fixed line users (50.7%) were aged 31 – 50 and about two-thirds of mobile phone only users (65.6%) were aged 21 – 40.

Figure 3.2: Age group of all residential fixed line users and mobile phone only users



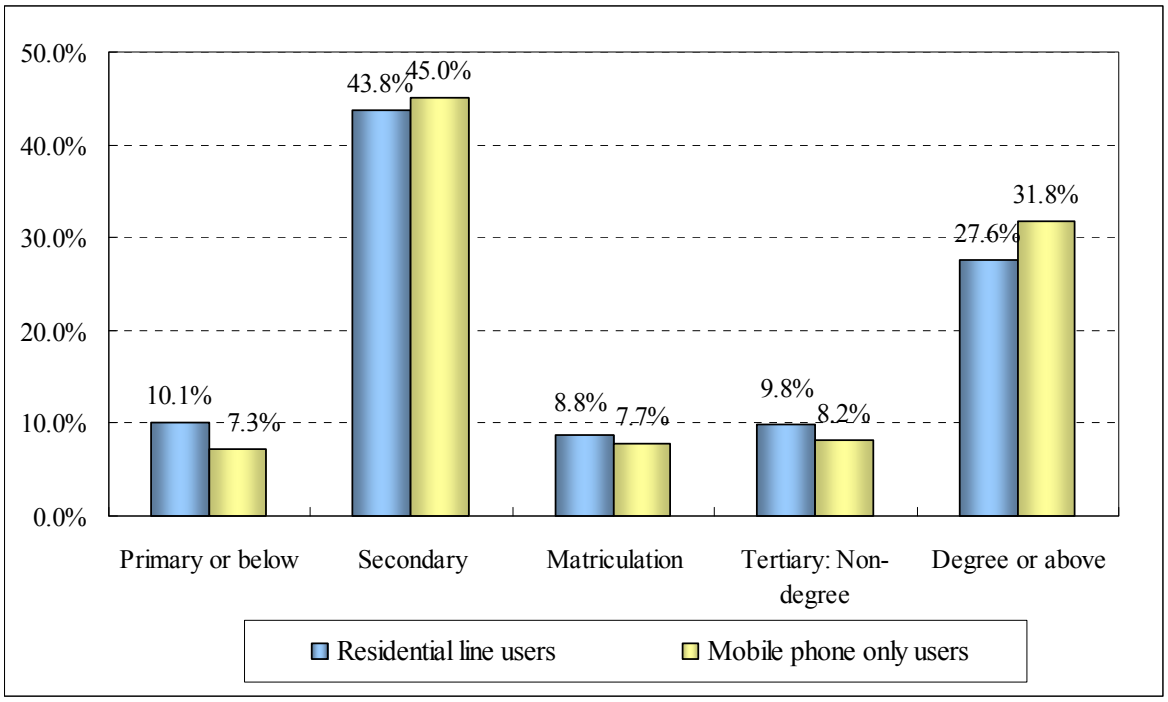
(Base: All residential fixed line users excluding "refusal" = 988 and all mobile phone only users excluding "refusal" = 221)

3.1.3 Education level of all residential fixed line users and mobile phone only users

Figure 3.3 shows that the majority of residential fixed line users had an education level of secondary or above. Slightly over half of them (52.6%) had either secondary or matriculation education. Over a third of them (37.4%) had tertiary education while the rest (10.1%) had an education level of primary or below.

Over half of mobile phone only users (52.7%) had an education level of secondary or matriculation while over a third of them (40.0%) had tertiary education. The remaining 7.3% had an education level of primary or below.

Figure 3.3: Education level of all residential fixed line users and mobile phone only users

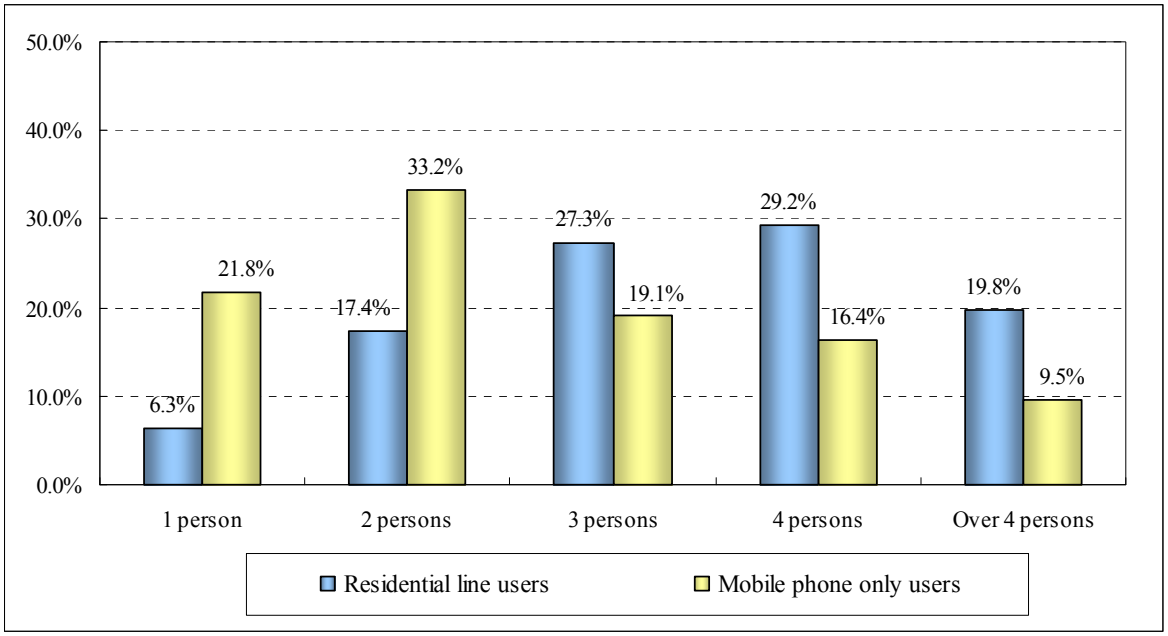


(Base: All residential fixed line users excluding "refusal" = 994 and all mobile phone only users excluding "refusal" = 220)

3.1.4 Household size of all residential fixed line users and mobile phone only users

Figure 3.4 shows that over three quarters of residential fixed line users (76.3%) had a household size of at least 3 household members while only 6.3% of them were alone. On the other hand, over half of mobile phone only users (55.0%) had either a household size of 1 or 2 persons.

Figure 3.4: Household size of all residential fixed line users and mobile phone only users

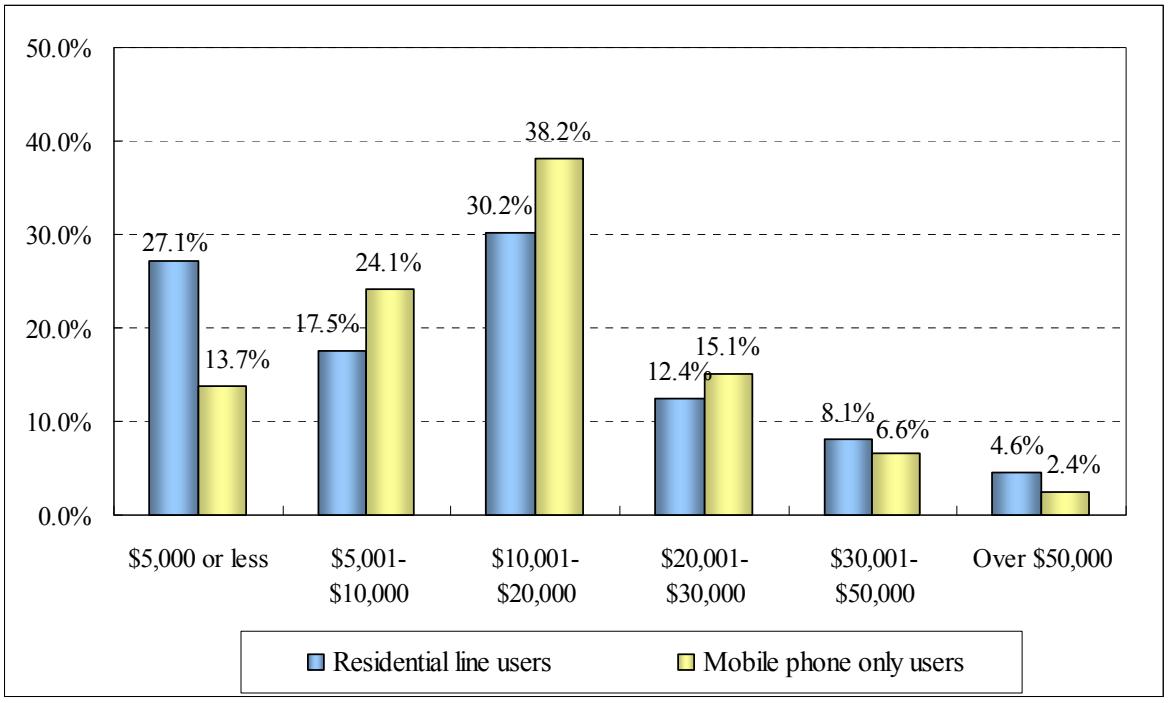


(Base: All residential fixed line users excluding "refusal" = 985 and all mobile phone only users excluding "refusal" = 220)

3.1.5 Monthly personal income of all residential fixed line users and mobile phone only users

Figure 3.5 shows that about a quarter of residential fixed line users (25.1%) had a monthly personal income of above $20,000 while another quarter of them (27.1%) had a monthly personal income of $5,000 or below. However, about two-thirds of mobile phone only users (62.3%) had an income between $5,001 and $20,000.

Figure 3.5: Monthly personal income of all residential fixed line users and mobile phone only users



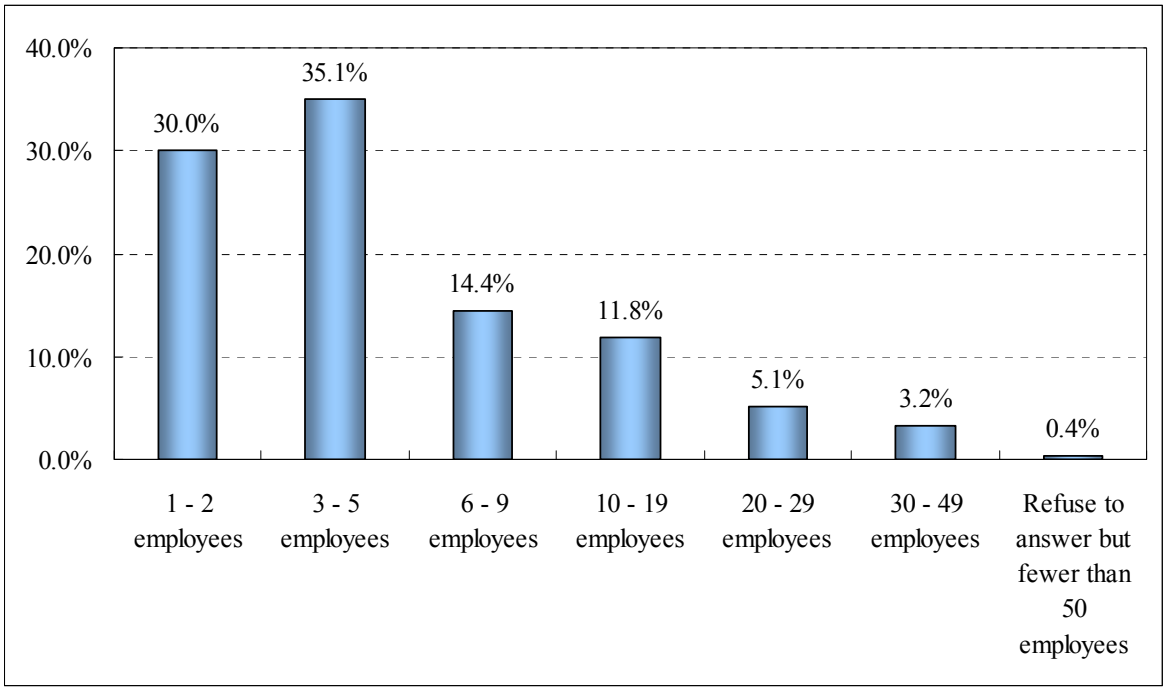
(Base: All residential fixed line users excluding "refusal" = 932 and all mobile phone only users excluding "refusal" = 212)

3.2 Company Profile of Business Line Users

3.2.1 Number of employees

Almost two-thirds of business line users (65.1%) had 1 to 5 employees in their companies while about one-fifth of them (20.1%) had 10 or more employees. 2 users refused to provide the actual figures of their employee's sizes but they said that their companies had fewer than 50 employees.

Figure 3.6: Number of employees

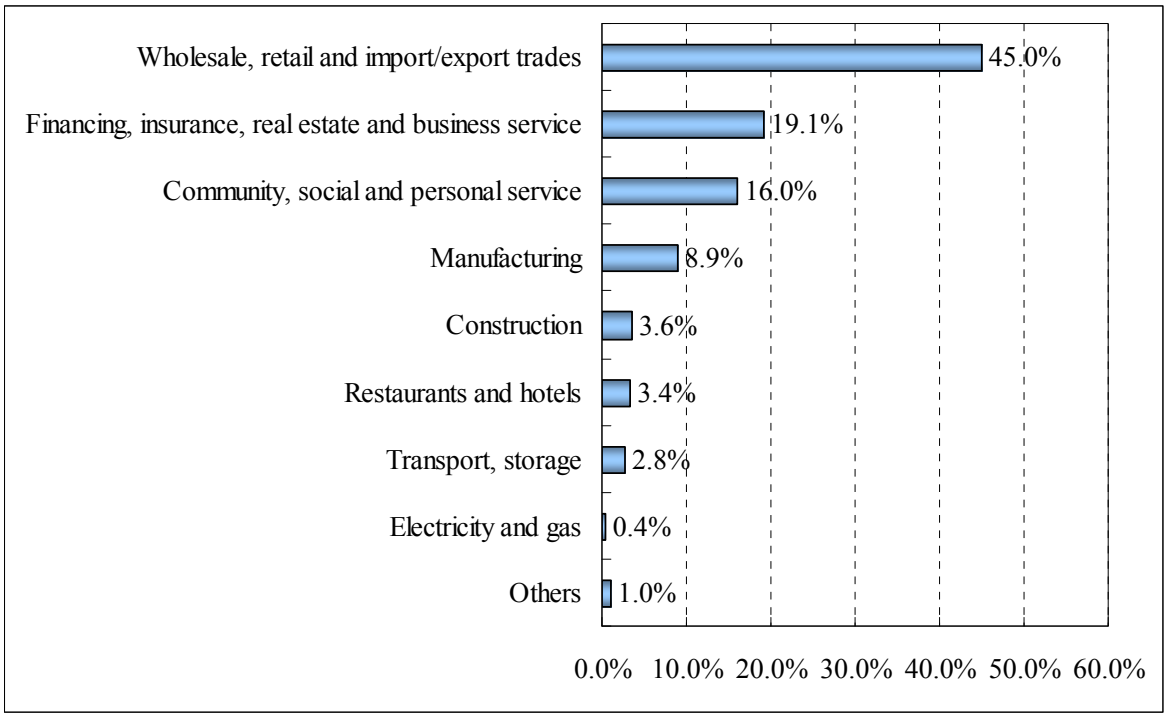


(Base: All business line users = 507)

3.2.2 Industry sector

For the industry sector, over two-fifths of users (45.0%) were wholesale, retail and import/export trades, followed by financing, insurance, real estate and business service (19.1%) and community, social and personal service (16.0%).

Figure 3.7: Industry sector



(Base: All business line users = 507)

Chapter Four Findings of the Survey

In this chapter, respondents were asked about their habits and perception of residential fixed line and mobile phone services. After introducing the Fixed Mobile Number Portability (FMNP), respondents were further asked about their likelihood of using the FMNP.

The sub-group analyses were performed based on the breakdown of respondents' demographic information including gender, age, educational attainment, household size, and monthly household income to see if there were any significant associations between these demographic factors and the areas being investigated. In addition to the likelihood of using FMNP, cross tabulations were also done for the perception and habit of using a mobile phone and a fixed line telephone.

However, the Kruskal-Wallis test and Spearman's rank correlation are carried out without weighting as SPSS is unable to handle non-integer weights for these two tests. Therefore, all percentages of residential line users are reported after weighting.

Only significant results at the 5% level are discussed.

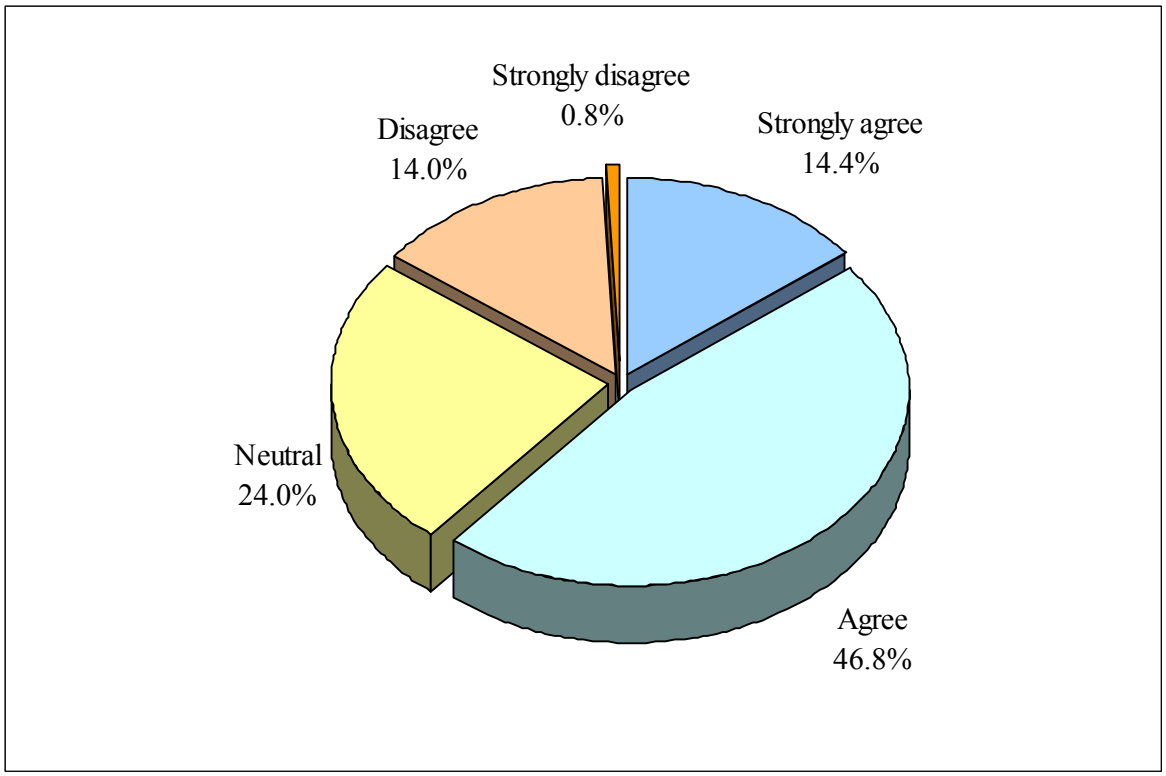
4.1 Residential Fixed Line Users

4.1.1 Fixed line telephone is essential

The residential fixed line users were asked to rate their agreement level with a fixed line telephone being essential to their households. The users were given a five-point scale (strongly agree, agree, neutral, disagree and strongly disagree) and an option of "Don't know".

Figure 4.1 indicates that nearly two-thirds of them (61.2%) strongly agreed/agreed that a fixed line telephone was essential to their households while 14.8% of them strongly disagreed/disagreed.

Figure 4.1: Fixed line telephone is essential



(Base: All residential fixed line users = 1 003)

The following table illustrates the relationship between fixed line telephone was essential and demographic variables. The agreement level was significantly associated with gender and monthly personal income.

A higher proportion of female and users with monthly personal income less than HK$10,001 strongly agreed that the fixed line telephone was essential to their households.

Table 4.1: Fixed line telephone is essential by demographic variables

Variable	Level	Base	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	p-value	
								Kruskal Wallis test	Rank Correlation
Gender	Male	453	11.4%	46.4%	25.0%	16.3%	1.0%	0.009	
	Female	550	16.9%	47.2%	23.1%	12.1%	.7%		
Monthly personal income	$5,000 or less	253	21.0%	51.5%	21.7%	5.3%	.4%		0.000
	$5,001- $10,000	163	16.0%	43.2%	22.8%	15.6%	2.4%		
	$10,001-$20,000	282	10.3%	47.9%	23.9%	17.2%	.8%		
	$20,001-$30,000	116	10.4%	42.7%	25.9%	20.1%	1.0%		
	$30,001-$50,000	76	12.1%	49.8%	22.0%	16.1%			
	Over $50,000	43	11.5%	43.6%	23.1%	21.8%			

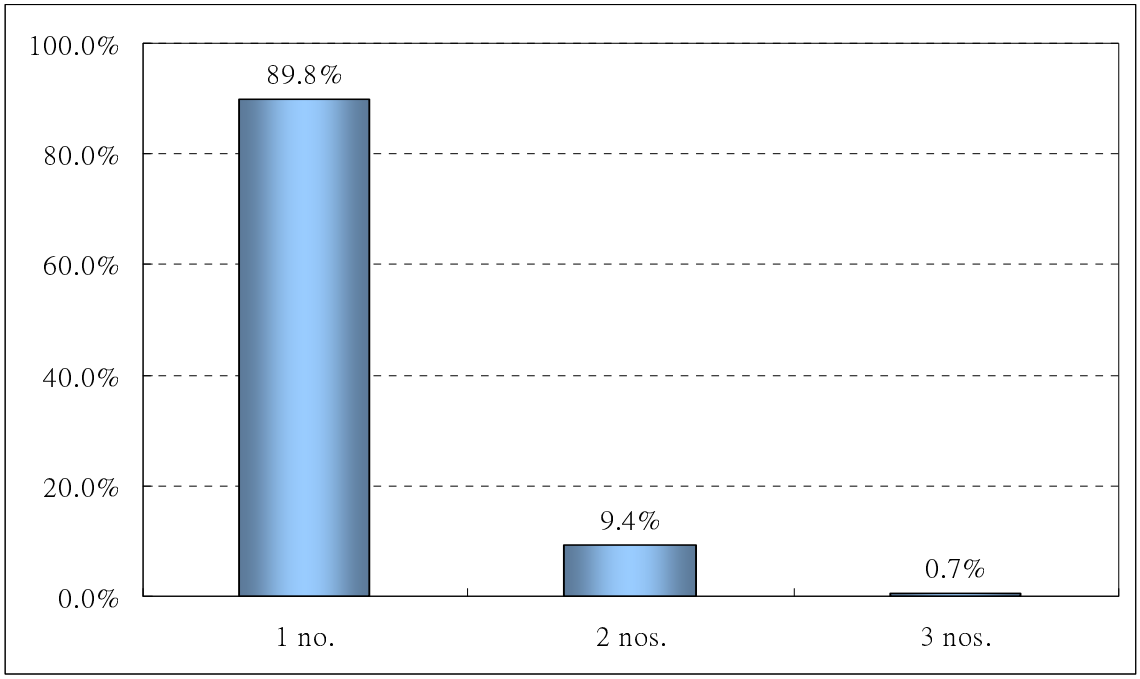
4.1.2 Number of residential fixed line numbers used

Users were asked the number of residential fixed line numbers in their households including fax.

Figure 4.2 shows that majority of them (89.8%) had only 1 residential fixed line number in their households, followed by about 10% of them (9.4%) who had 2 numbers. The remaining less than 1% of them (0.7%) had 3 or more numbers in their households.

After adjusting for the increased chance of selection for households with more residential fixed lines, this yields an average of 1.11 residential fixed lines per household amongst households with at least one fixed line.

Figure 4.2: Number of residential fixed line numbers

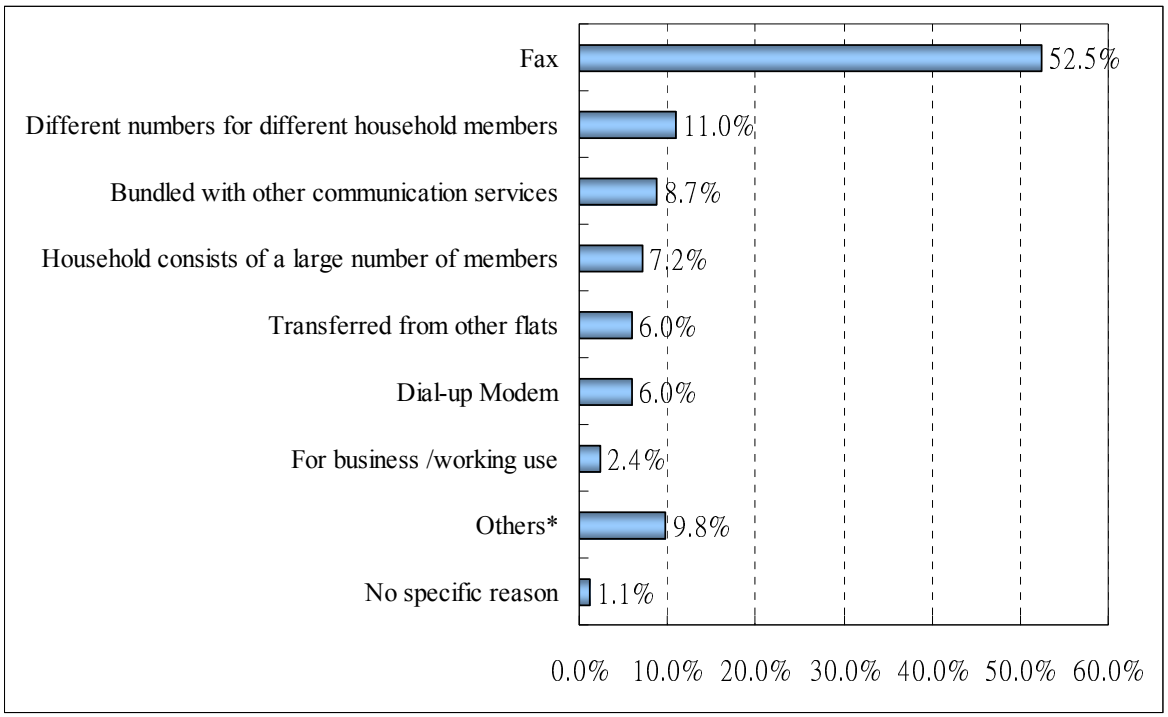


(Base: All residential fixed line users = 1 003)

Residential line users were further asked to provide reasons for using more than one fixed line telephone number.

Figure 4.3 displays most of the reasons given by users. Over half of them said that they needed a fixed line number for fax (52.5%), followed by over one-tenth of them (11.0%) who explained that they used different numbers were used by different household members. About one-tenth of them (8.7%) said that it was bundled with other communication services.

Figure 4.3: Reasons for using more than one fixed line telephone number (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: All residential line users excluding the users who had only 1 fixed line telephone number = 102)

The following table illustrates the relationship between number of fixed line numbers used and demographic variables. The number of residential fixed line numbers was significantly associated with household size and monthly personal income.

Users with more household members and those with monthly income over HK$50,000 were more likely than their respective counterparts to use more than one fixed telephone line number in their households.

Table 4.2: Number of fixed line numbers used by demographic variables

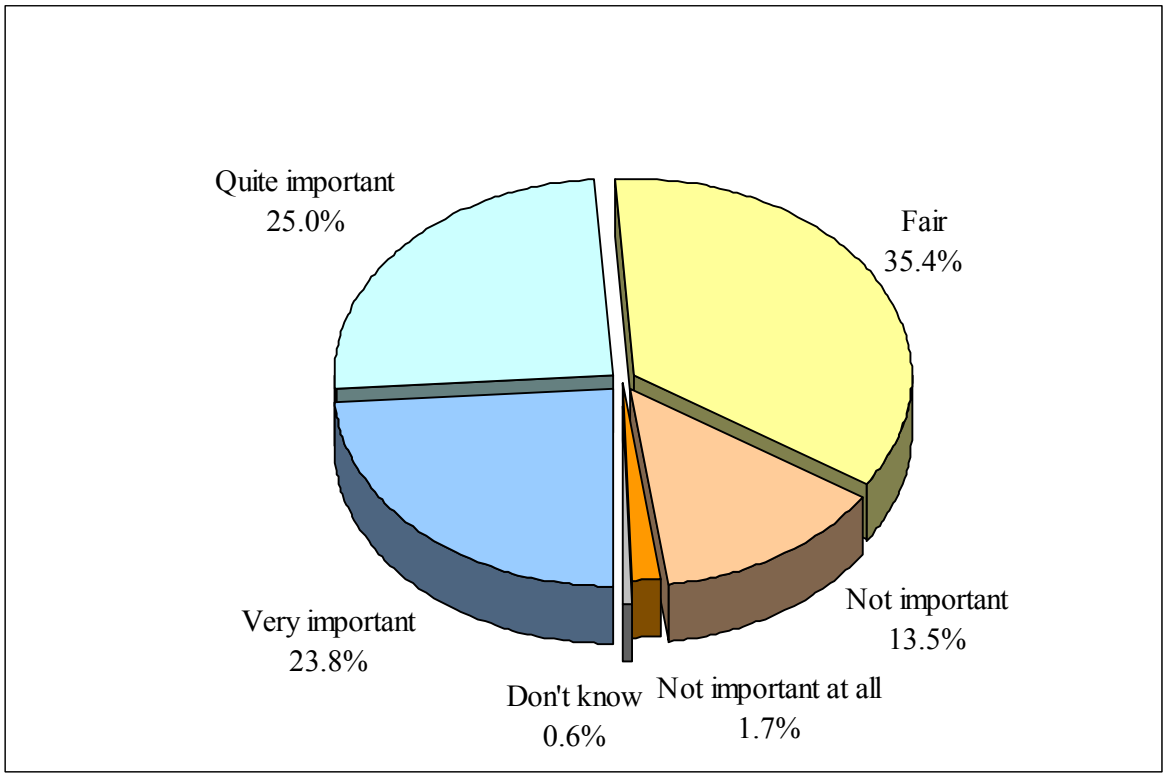
Variable	Level	Base	1	2	3	4	6	p-value Rank Correlation
Household size	1	62	93.7%	6.3%				
	2	171	91.5%	8.1%	.4%			
	3	269	90.0%	9.9%	.1%			0.027
	4	288	88.3%	10.4%	1.2%	.1%	.1%	
	Over 4	195	88.8%	9.7%	1.5%			
Monthly personal income	$5,000 or less	253	91.8%	7.2%	.9%		.1%	
	$5,001- $10,000	163	90.7%	8.9%	.5%			
	$10,001-$20,000	282	88.8%	10.5%	.8%			0.038
	$20,001-$30,000	116	90.1%	9.6%	.3%			
	$30,001-$50,000	76	89.4%	10.3%		.4%		
	Over $50,000	43	79.5%	17.9%	2.6%			

4.1.3 Importance of fixed line number portability

Users were asked to evaluate the importance of fixed line number portability between providers. The users were given a five-point scale (very important, quite important, fair, not important and not important at all) and an option of "Don't know".

Figure 4.4 indicates that about half of them (48.8%) felt that fixed line number portability between providers was very important/quite important while about 15% of them (15.2%) felt it was not important at all/not important.

Figure 4.4: Fixed line number portability between providers



(Base: All residential fixed line users = 1 003)

The following table illustrates the relationship between importance of fixed line telephone number portability between providers and demographic variables. The importance ratings were significantly associated with gender, education level and monthly personal income.

Male, users with matriculation education or above and those with monthly personal income more than HK$20,000 were more likely than other counterparts to report that fixed line number portability between providers was very important.

Table 4.3: Importance of fixed line number portability between providers by demographic variables

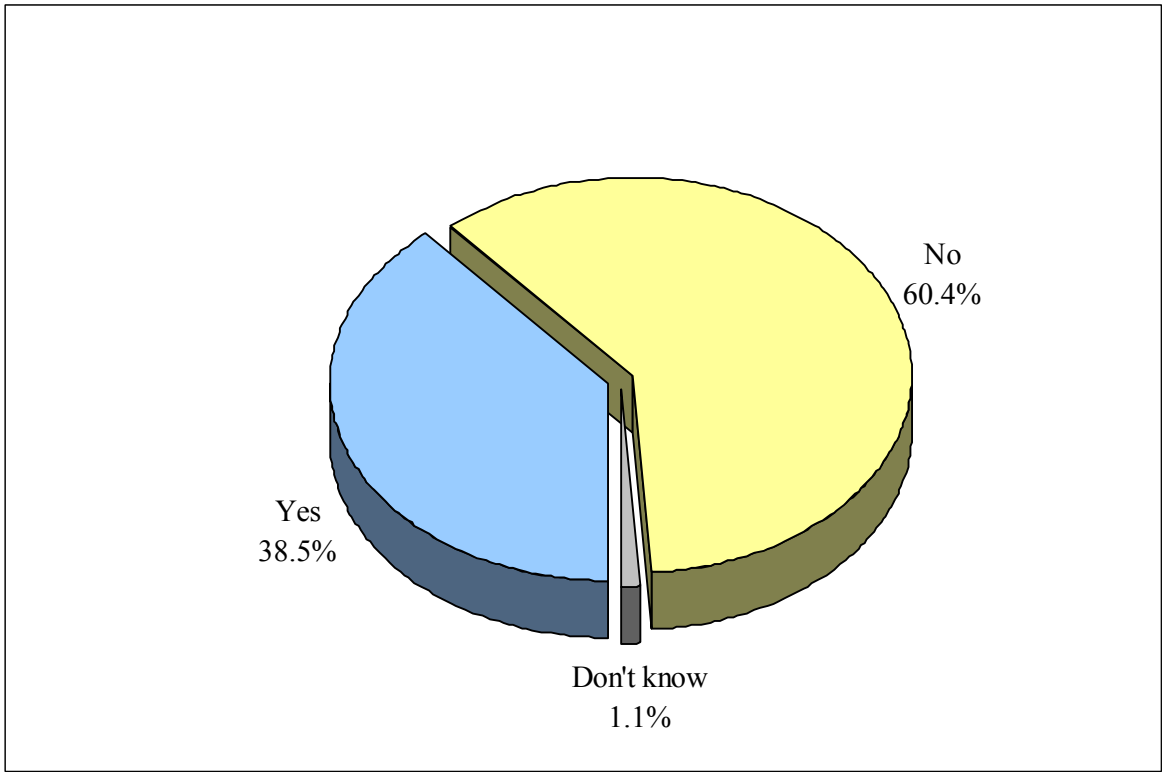
Variable	Level	Base	Very important	Quite important	Fair	Not important	Not important at all	p-value	
								Kruskal Wallis test	Rank Correlation
Gender	Male	452	27.0%	25.9%	31.7%	13.5%	1.8%	0.028	
	Female	545	21.4%	24.5%	38.8%	13.7%	1.7%		
Education Level	Primary or below	99	16.3%	21.3%	41.0%	20.2%	1.1%		0.000
	Secondary	432	18.2%	25.5%	39.6%	14.4%	2.3%		
	Matriculation	87	25.4%	23.1%	38.1%	12.1%	1.3%		
	Tertiary: Non-degree	96	28.0%	20.7%	39.3%	10.7%	1.2%		
	Degree or above	273	33.4%	27.7%	25.9%	11.5%	1.5%		
Monthly Personal Income	$5,000 or less	252	20.1%	24.3%	41.9%	11.9%	1.8%		0.001
	$5,001- $10,000	162	22.9%	22.7%	36.3%	14.8%	3.4%		
	$10,001-$20,000	279	20.3%	24.1%	37.5%	15.5%	2.5%		
	$20,001-$30,000	116	28.3%	28.8%	31.6%	11.3%			
	$30,001-$50,000	76	38.1%	29.7%	22.7%	9.5%			
	Over $50,000	43	36.8%	16.7%	32.1%	13.7%	.9%		

4.1.4 Experience of fixed line number portability

Users were asked whether they had any experience of changing fixed line service operators in their households.

Figure 4.5 shows that over a third of them (38.5%) had experience of changing fixed line service operators in their households while over three-fifths of them (60.4%) had no experience.

Figure 4.5: Experience of fixed line number portability

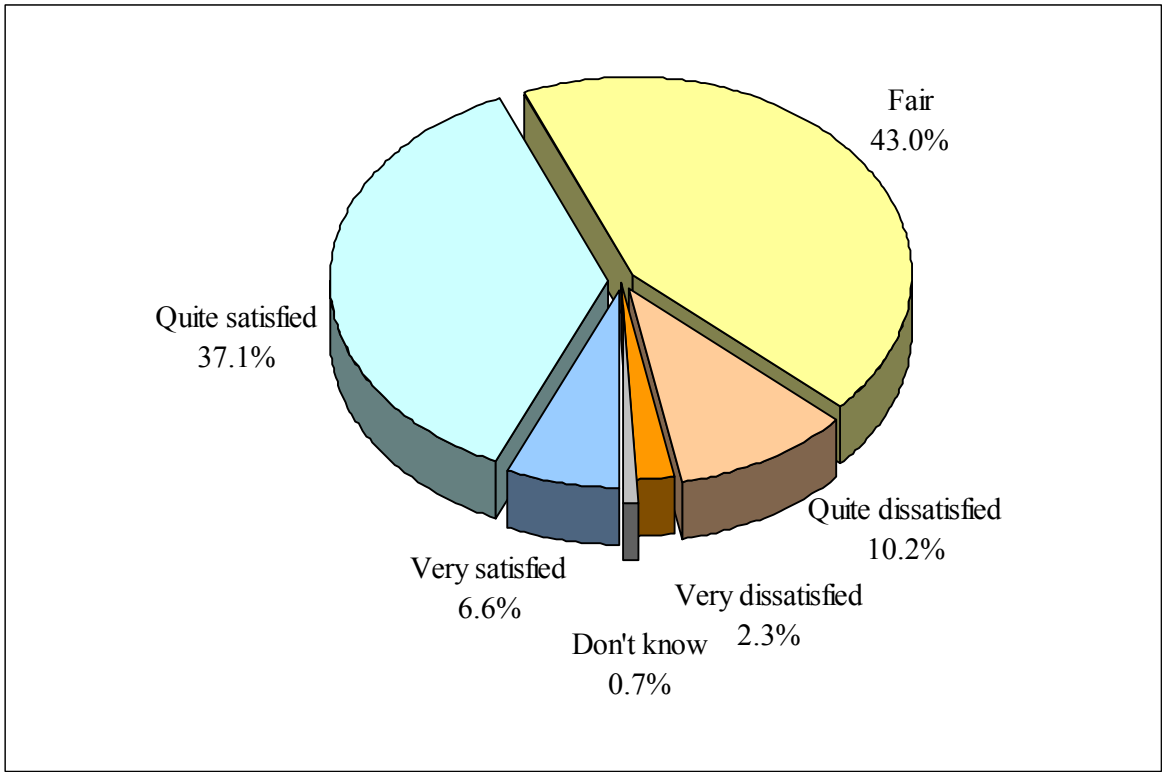


(Base: All residential fixed line users = 1 003)

Amongst those users who had experience of changing fixed line service operators in their households, they were further asked about their satisfaction with their households' overall experience of fixed line number portability.

Figure 4.6 shows that over two-fifths of them (43.7%) were very satisfied/quite satisfied with their experience of fixed line number portability while slightly over one-tenth of them (12.5%) were very dissatisfied/quite dissatisfied. Over two-fifth of them (43.0%) were fairly satisfied with the fixed line number portability experience.

Figure 4.6: Satisfaction with the fixed line number portability experience



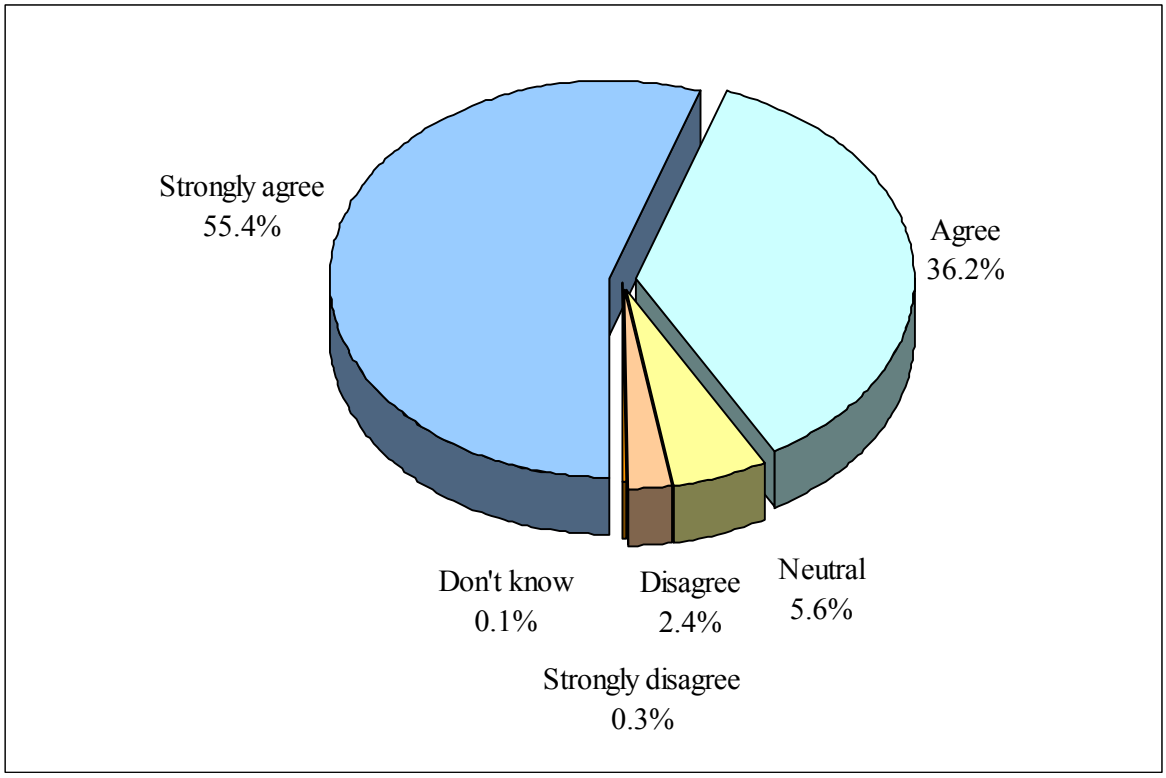
(Base: All residential fixed line users with portability experience = 385)

4.1.5 Mobile phone is essential

The residential fixed line users were asked to rate their agreement level with whether a mobile phone is the essential to them. The users were given a five-point scale (strongly agree, agree, neutral, disagree and strongly disagree) and an option of "Don't know".

Figure 4.7 indicates that most of them (91.6%) strongly agreed/agreed that a mobile phone was essential to them while only 2.7% of them strongly disagreed/disagreed.

Figure 4.7: Mobile phone is essential



(Base: All residential fixed line users = 1 003)

The following table illustrates the relationship between mobile phone was essential and demographic variables. The agreement level was significantly associated with age group, education level and monthly personal income.

Younger users, users with matriculation or above and users with monthly personal income over HK$10,000 were more likely than other counterparts to have strongly agreed that the mobile phone was essential.

Table 4.4: Mobile phone is essential by demographic variables

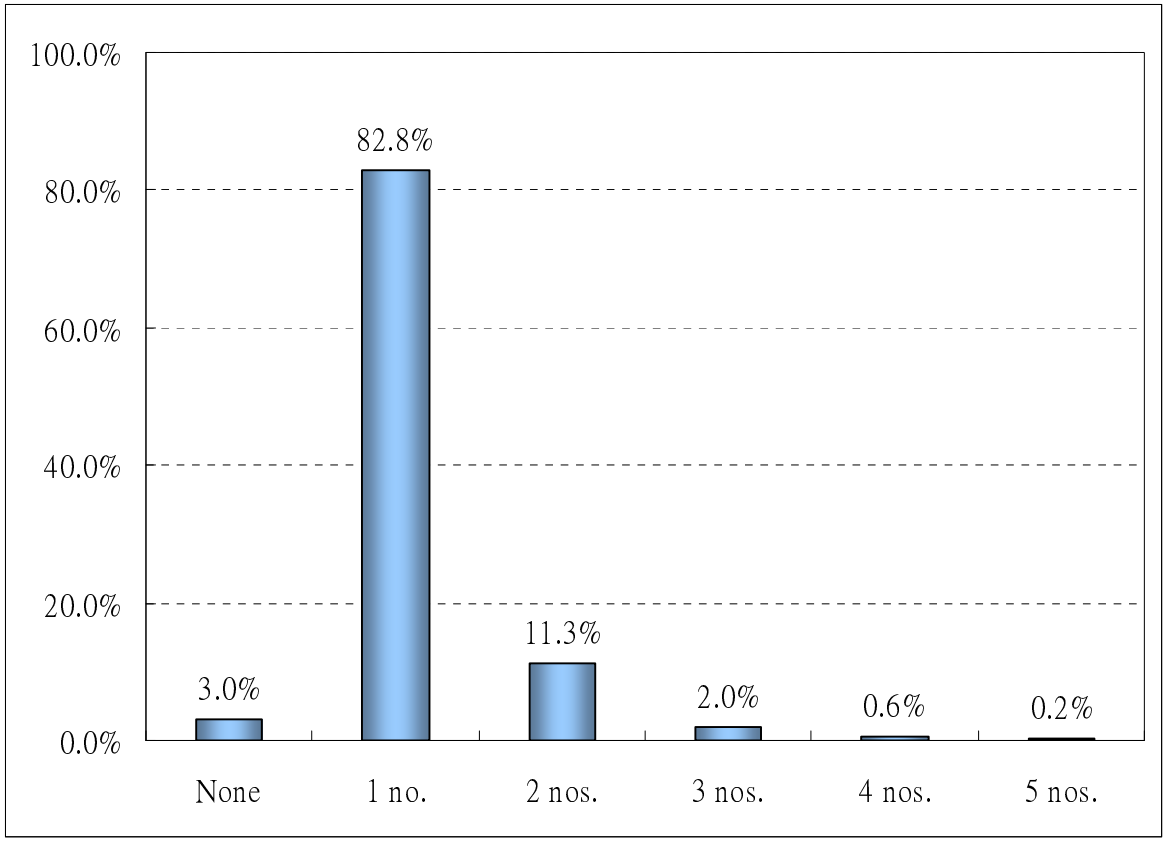
Variable	Level	Base	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	p-value	
								Kruskal Wallis test	Rank Correlation
Age Group	18-20	76	64.2%	30.6%	3.7%	1.5%			0.000
	21-30	189	62.1%	35.2%	2.1%		.6%		
	31-40	243	59.1%	35.6%	2.5%	2.7%			
	41-50	257	54.1%	38.8%	5.8%	1.3%			
	51-60	133	54.0%	33.1%	10.0%	2.9%			
	61-70	49	41.6%	42.4%	9.2%	4.6%	2.3%		
	Over 70	41	20.5%	46.6%	19.2%	11.0%	2.7%		
Education Level	Primary or below	100	25.6%	46.1%	21.7%	4.4%	2.2%		0.000
	Secondary	434	50.3%	41.7%	5.5%	2.6%			
	Matriculation	87	62.7%	32.8%	1.3%	3.2%			
	Tertiary: Non-degree	98	64.7%	33.6%	1.7%				
	Degree or above	274	69.2%	26.4%	2.4%	1.6%	.4%		
Monthly Personal Income	$5,000 or less	253	47.7%	39.8%	8.1%	4.0%	.4%		0.000
	$5,001- $10,000	163	48.2%	39.5%	10.9%	1.4%			
	$10,001-$20,000	282	58.1%	36.9%	3.0%	1.6%	.4%		
	$20,001-$30,000	116	62.8%	35.3%	1.0%	1.0%			
	$30,001-$50,000	76	66.3%	27.8%	3.7%	2.2%			
	Over $50,000	43	81.2%	17.5%	1.3%				

4.1.6 Number of mobile phone numbers used

Users were asked the number of mobile phone numbers they used.

Figure 4.8 shows that the majority of them (82.8%) used 1 mobile phone number, followed by 11.3% used 2 mobile phone numbers and 2.8% used 3 or more mobile phone numbers.

Figure 4.8: Number of mobile phone numbers used

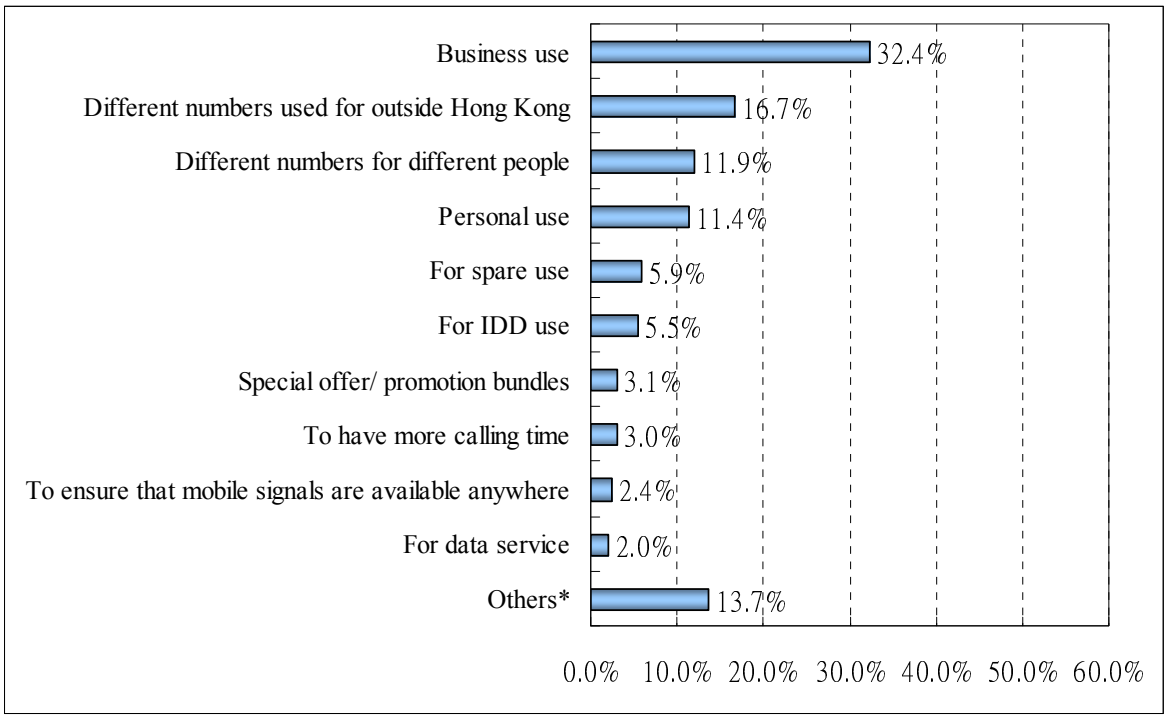


(Base: All residential fixed line users = 1 003)

Residential line users were further asked to provide reasons for using more than one mobile phone number.

Figure 4.9 displays most of the reasons given by users. About a third of them said that the mobile phone numbers were used for business purposes (32.4%), followed by about 17% of them (16.7%) who said that they needed another mobile number for use outside Hong Kong such as Mainland China. More than one-tenth of them (11.9%) explained that they used different numbers for different people.

Figure 4.9: Reasons for using more than one mobile phone number (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: All residential line users excluding the users who had only 1 mobile number = 142)

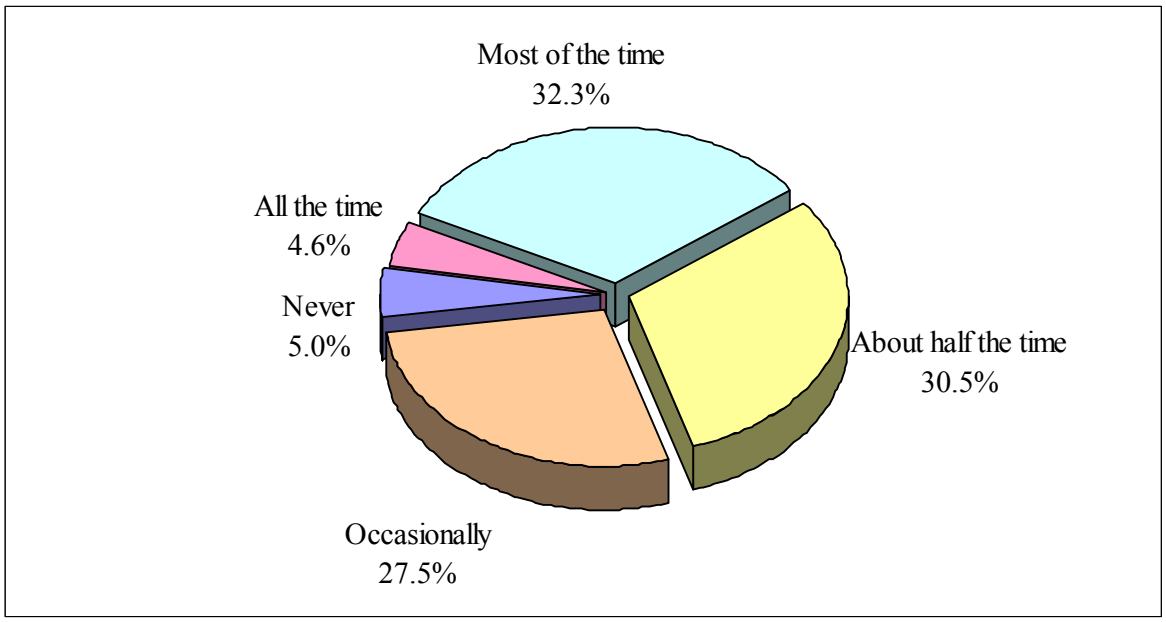
4.1.7 Habit of using a mobile phone at home

Users were asked their habit of using mobile phone at home for incoming calls compared with that of using residential fixed line telephone. Users were given the following five-point scale of frequency and an option of "Don't know":

(i) All the time (i.e. never use a fixed line telephone);
(ii) Most of the time (i.e. use a mobile phone more than a fixed line telephone to receive calls);
(iii) About half the time;
(iv) Occasionally (i.e. use a fixed line telephone more than a mobile phone to receive calls); and
(v) Never (i.e. only use a fixed line telephone)

A similar proportion of users reported that they used mobile phones more than fixed line telephones to receive calls and about half the time used both mobile phones and fixed line telephones at home to receive calls at home (32.3% and 30.5% respectively). Over a quarter of them (27.5%) used a fixed line telephone more than a mobile phone to receive calls. It was interesting to note that almost the same small proportion of users only used fixed line telephone at home for incoming calls (5.0%) and never used a fixed line telephone (4.6%) at home for incoming calls.

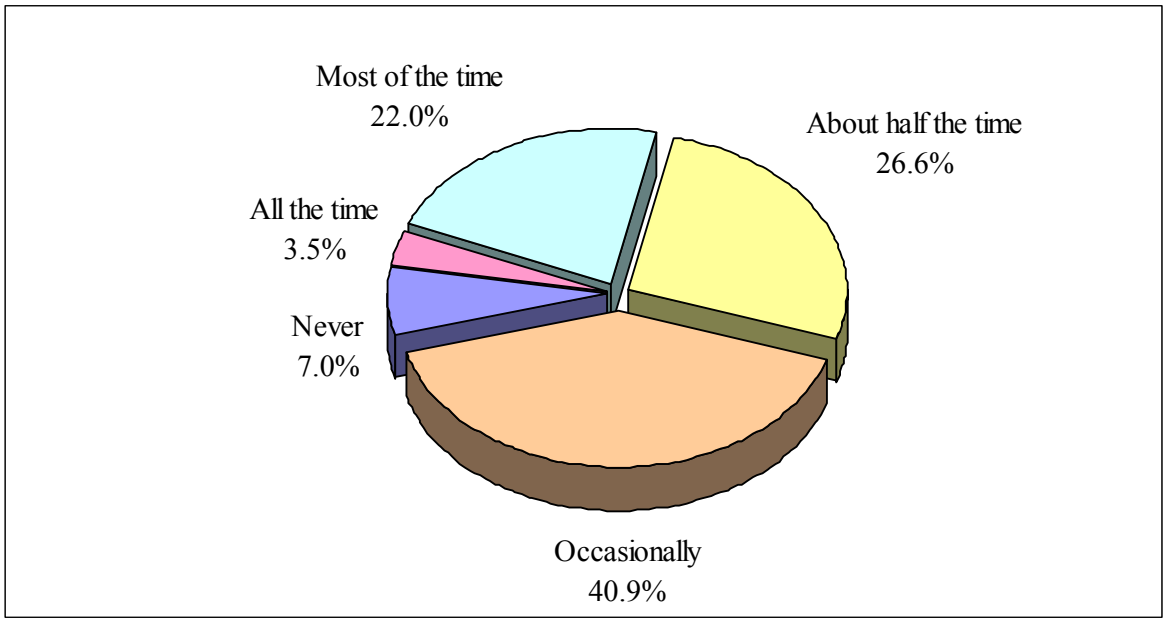
Figure 4.10: Habit of using a mobile phone at home for incoming calls compared with that of using a residential fixed line telephone



(Base: Residential fixed line users who used mobile phone = 972)

Over two-fifth of users (40.9%) reported that they used a fixed line telephone more than a mobile phone to make calls, followed by about a quarter of users (26.6%) claimed that they used both a mobile phone and a fixed line telephone for outgoing calls about half the time. Slightly over one-fifth of users (22.0%) used a mobile phone more than a fixed line telephone to receive calls at home to make calls at home. A similar small proportion of users only used a fixed line fixed line telephone at home for outgoing calls (7.0%) and never used a fixed line telephone (3.5%) at home for outgoing calls.

Figure 4.11: Habit of using a mobile phone at home for outgoing calls compared with that of using a residential fixed line telephone



(Base: Residential fixed line users who used mobile phone = 972)

The following table illustrates the relationship between habit of using mobile phone at home for incoming calls and demographic variables. The frequency was significantly associated with household size.

Users with fewer household members were more likely used a fixed line telephone at home for incoming calls.

Table 4.5: Habit of using mobile phone at home for incoming calls by demographic variables

Variable	Level	Base	All the time (never use a fixed line telephone)	Most of the time	About half the time	Occasionally	Never (only use a fixed line telephone)	p-value Rank Correlation
Household Size	1	53	4.2%	18.9%	21.1%	38.9%	16.8%	0.001
	2	167	5.0%	25.6%	27.9%	32.2%	9.3%	
	3	265	5.4%	32.5%	30.8%	25.6%	5.7%	
	4	282	4.7%	38.1%	32.3%	23.1%	1.8%	
	Over 4	191	2.9%	34.6%	32.7%	27.5%	2.3%	

The following table illustrates the relationship between habit of using mobile phone at home for outgoing calls and demographic variables. The frequency was significantly associated with household size.

Users with fewer household members were more likely only use fixed line telephone at home for outgoing calls.

Table 4.6: Habit of using mobile phone at home for outgoing calls by demographic variables

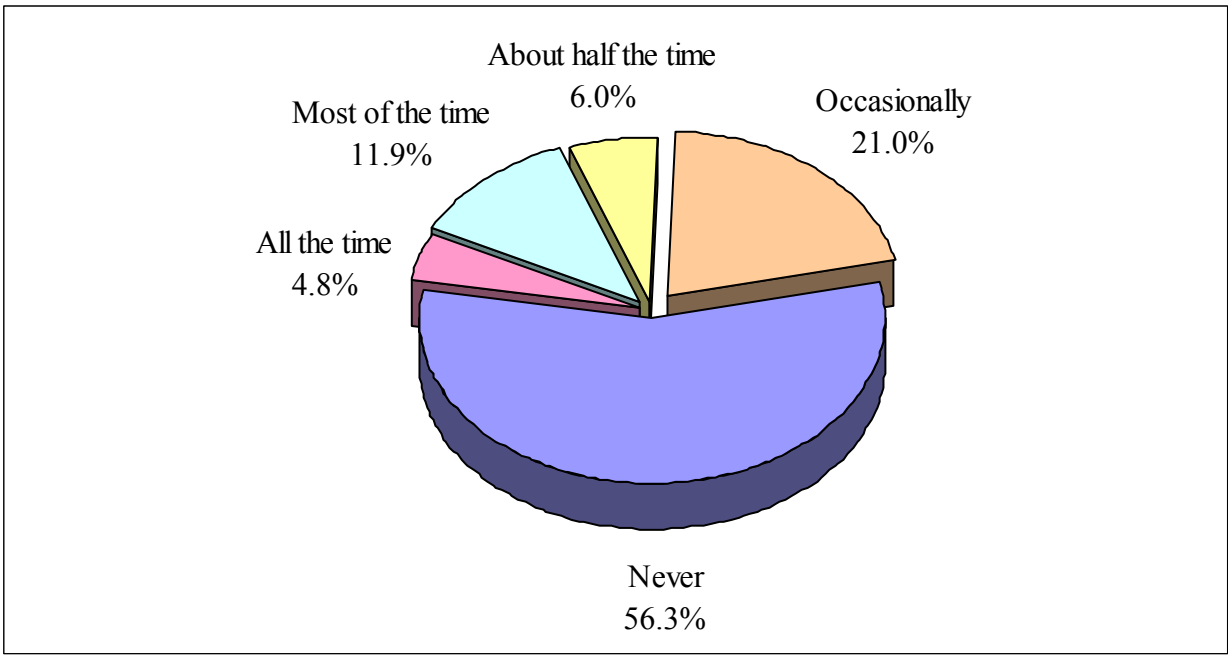
Variable	Level	Base	All the time	Most of the time	About half the time	Occasionally	Never	p-value Rank Correlation
Household Size	1	53	2.1%	21.1%	15.8%	44.2%	16.8%	
	2	167	5.3%	12.9%	23.3%	44.8%	13.7%	
	3	265	3.5%	20.3%	25.4%	44.1%	6.7%	0.000
	4	282	3.2%	28.8%	29.0%	36.5%	2.5%	
	Over 4	191	2.9%	23.7%	29.8%	37.5%	6.1%	

4.1.8 Habit of call forwarding

Users were asked their habit of forwarding their mobile phone calls to their household fixed line telephones. Users were given a five-point scale of frequency (all the time, most of the time, about half the time, occasionally and never) and an option of "Don't know".

Over half of them reported that they never (56.3%) forwarded their mobile phone calls to their household fixed line telephones, followed by about one-fifth of them occasionally (21.1%) and slightly over one-tenth of them most of the time (11.9%) did so. A similar small proportion of users forwarded their mobile phone calls to their household fixed line telephones at home about half the time (6.0%) and all the time (4.8%).

Figure 4.12: Habit of forwarding mobile phone calls to household fixed line telephones

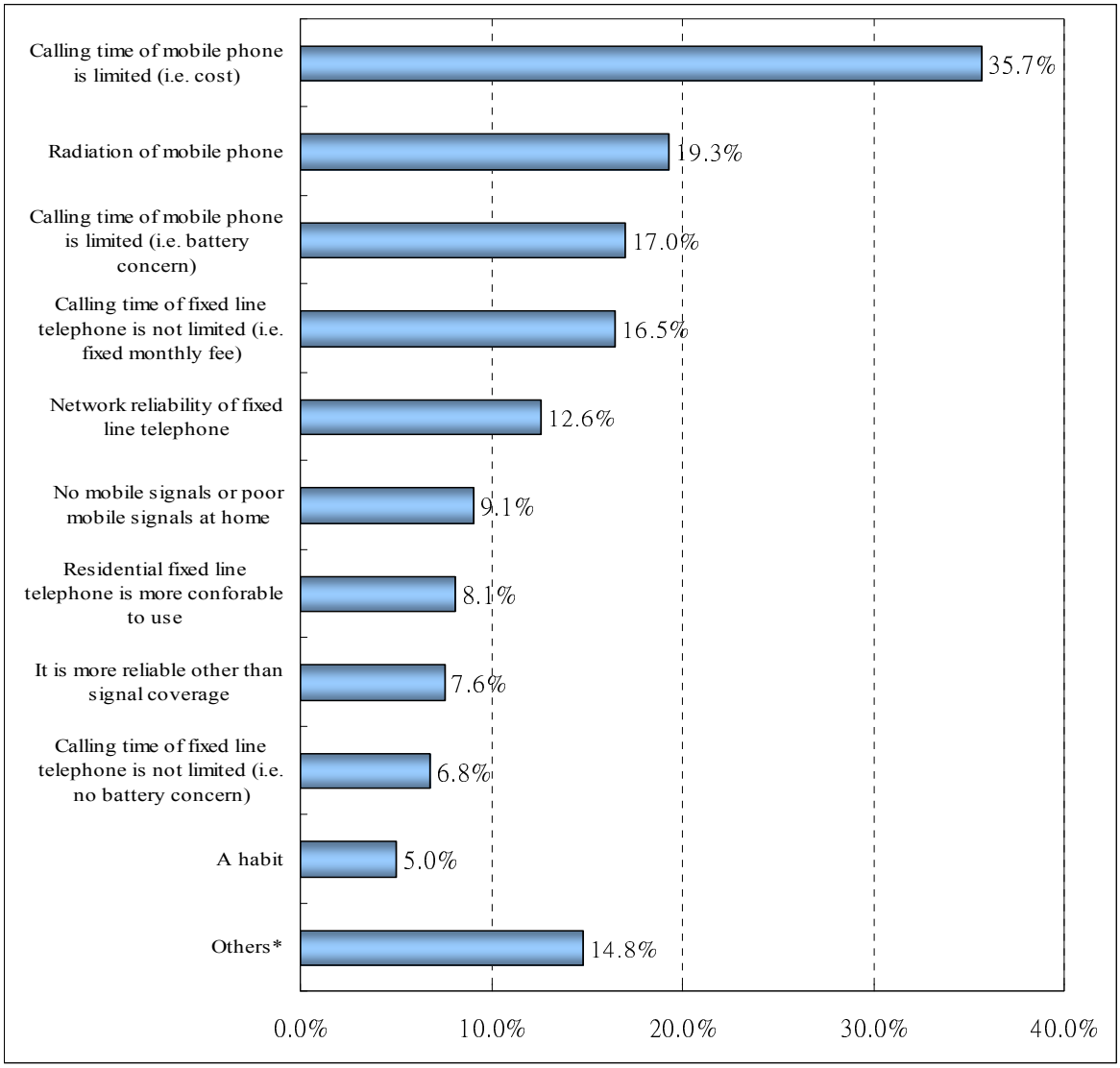


(Base: Residential fixed line users who used mobile phone = 972)

Residential line users who forwarded their mobile phone calls to their residential fixed line telephones all the time, most of the time or about half the time were further asked to provide reasons for forwarding their calls.

Figure 4.13 shows most of the reasons given by users. Over a third of them (35.7%) said that the calling time of mobile phone is limited for a given cost. A similar proportion of them claimed that they were concerned about the radiation of mobile phones (19.3%), the calling time of mobile phone was limited concerning of battery (17.0%) and the calling time of fixed line is unlimited with a fixed cost (16.5%).

Figure 4.13: Reasons for forwarding their mobile phone calls to their household fixed line telephones (Multiple answers)



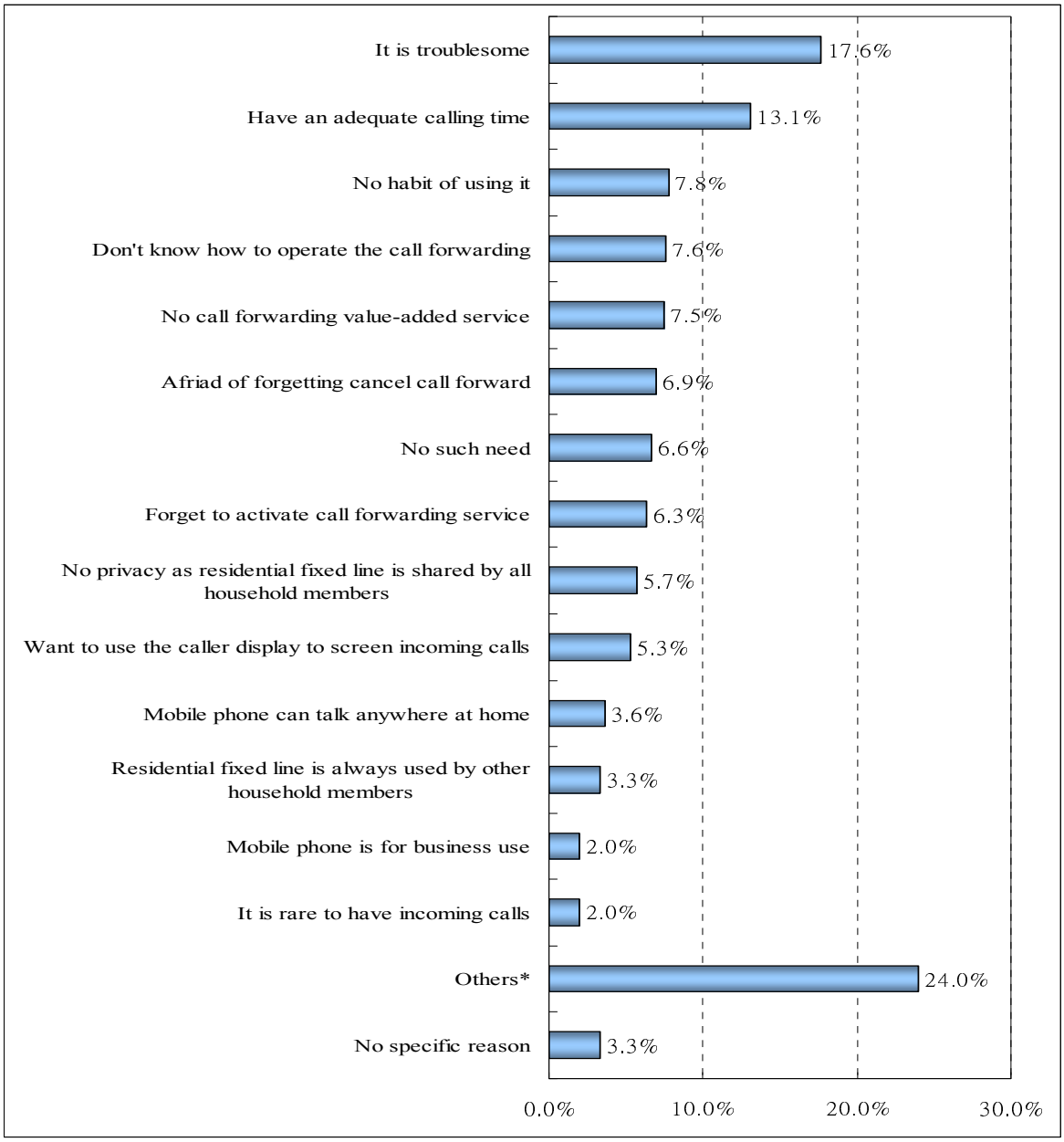
* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Residential line users who most or all or about half of the time forward mobile phone calls to their household fixed lines = 221)

Residential line users who about half the time, occasionally or never forwarded their mobile phone calls to their household fixed line telephones were further asked to provide reasons for not forwarding their calls.

Figure 4.14 shows most of the reasons given by users. Over one-tenth of them said that it was troublesome to do so (17.6%) and they had an adequate calling time (13.1%).

Figure 4.14: Reasons for not forwarding their mobile phone calls to their household fixed line telephones (Multiple answers)

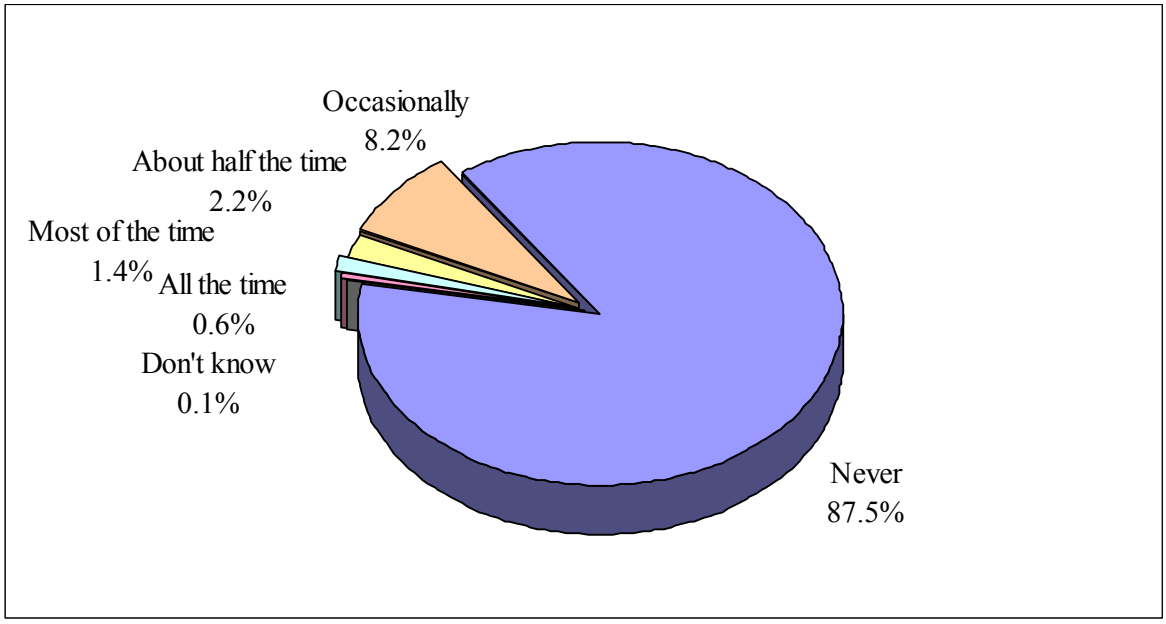


* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Residential line users who about half the time or occasionally or never forward mobile phone calls to their residential fixed lines = 810)

Most users reported that they never (87.5%) forwarded their household fixed line telephone calls to their mobile phones. 8.2% of users occasionally and 2.2% about half the time did so. Only a tiny percentage of users most (1.4%) and all (0.6%) of the time forwarded their household fixed line telephone calls to their mobile phones.

Figure 4.15: Habit of forwarding household fixed line telephone calls to mobile phones

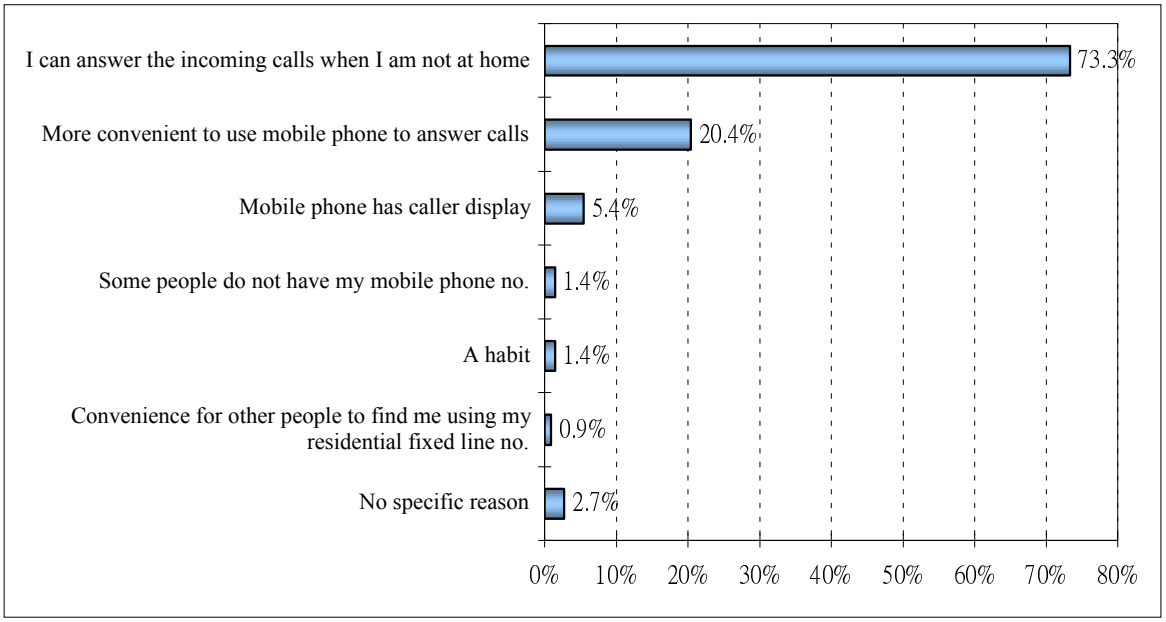


(Base: Residential fixed line users who used mobile phone = 972)

Users who all the time, most of the time or about half the time forwarded their household fixed line telephone calls to their mobile phones were further asked to provide reasons for forwarding their calls.

Figure 4.16 shows most of the reasons given by users. About three quarters of them (73.3%) said that they could answer their calls anywhere after forwarding their household fixed line telephone calls. About one-fifth of them (20.4%) claimed that it was more convenient to use mobile phones compared with fixed line telephones.

Figure 4.16: Reasons for forwarding their household fixed line telephone calls to their mobile phones (Multiple answers)



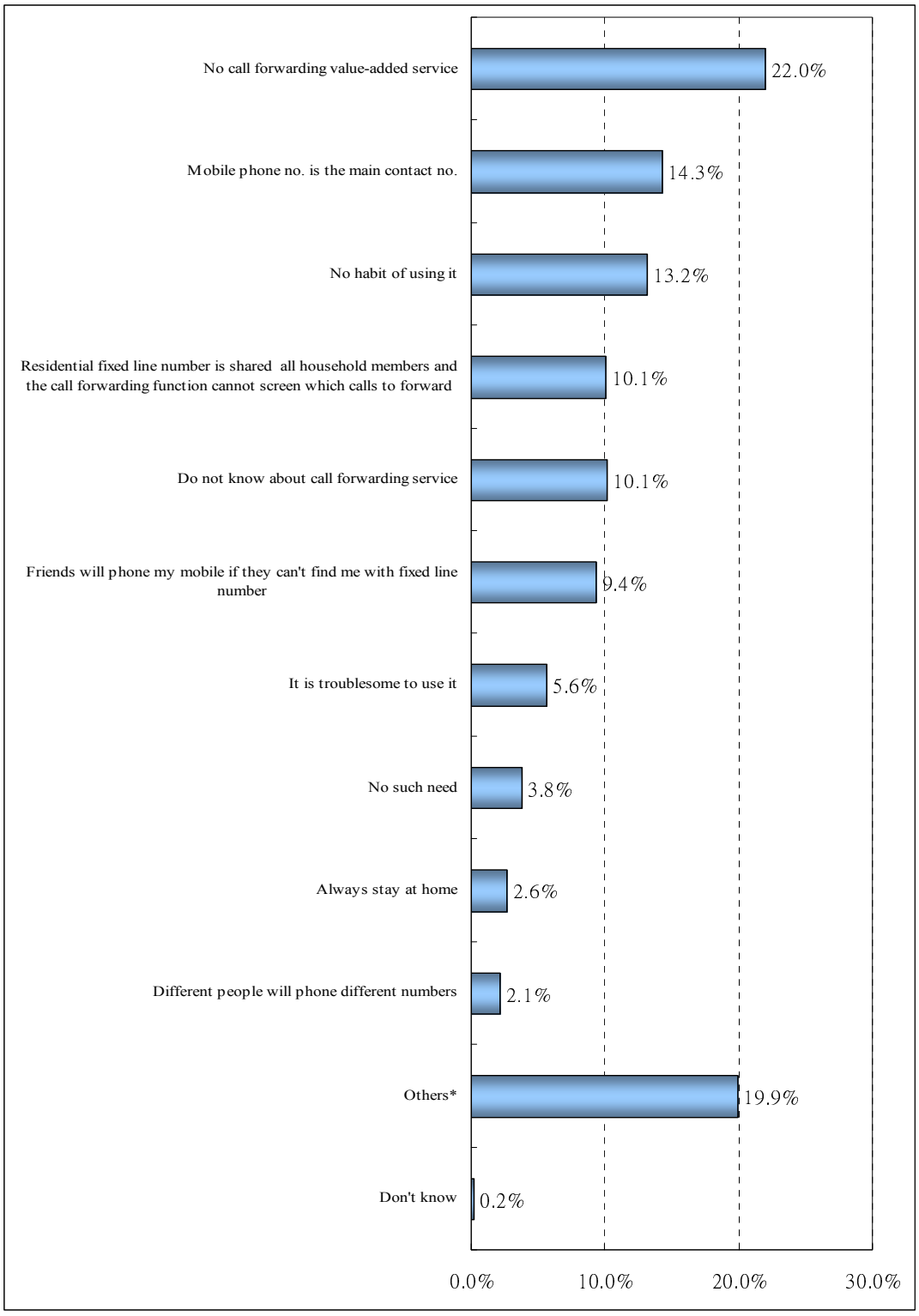
* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Residential fixed line users who all or most or about half of the time forward residential fixed line calls to mobile phone = 41)

Users who about half the time, occasionally or never forwarded their household fixed line telephone calls to their mobile phones were further asked to provide reasons for not forwarding their calls.

Figure 4.17 shows most of the reasons given by users. Over one-fifth of them (22.0%) said that they did not subscribe to the call forwarding service. A similar proportion of them reported that their mobile phone numbers was their main contact numbers (14.3%) and they did not have a habit to forward their household fixed line telephone calls to their mobile phones (13.2%).

Figure 4.17: Reasons for not forwarding their household fixed line telephone calls to their mobile phones (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Residential fixed line users who about half the time, occasionally or never forward residential fixed line calls to mobile phone = 948)

The following table illustrates the relationship between habit of forwarding residential fixed line telephone calls to mobile phones and demographic variables. The frequency level was significantly associated with household size.

Users with household size of 1 household member were more likely using mobile phones than using fixed line telephones to receive calls at home.

Table 4.7: Habit of forwarding residential fixed line telephone calls to mobile phones by demographic variables

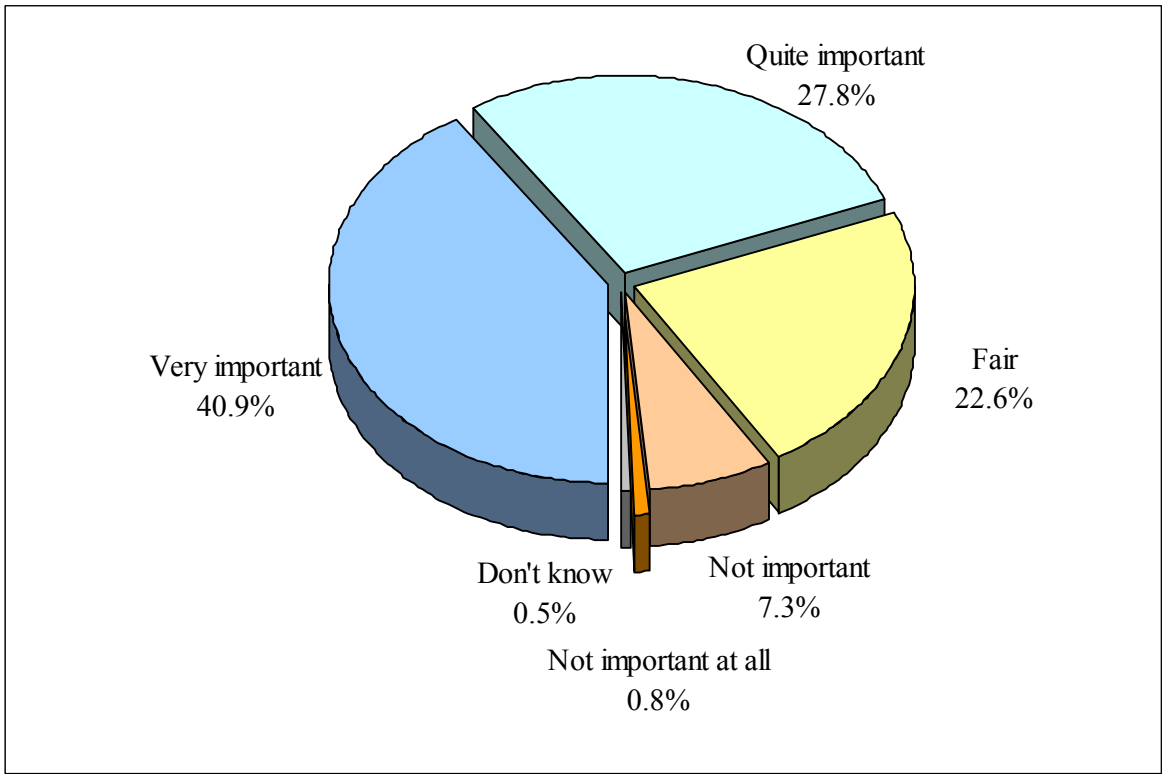
Variable	Level	Base	All the time	Most of the time	About half the time	Occasionally	Never	p-value	
								Kruskal Wallis test	Rank Correlation
Household Size	1	53	2.1%	6.3%	2.1%	4.2%	85.3%		0.013
	2	167	1.0%	1.3%	2.0%	11.9%	83.8%		
	3	265	.4%	.6%	3.6%	7.6%	87.8%		
	4	281		1.3%	2.0%	7.8%	88.9%		
	Over 4	191	.9%	1.2%	.6%	7.0%	90.4%		

4.1.9 Importance of mobile number portability

Users were asked to evaluate the importance of mobile phone number portability between providers. The users were given a five-point scale (very important, quite important, fair, not important and not important at all) and an option of "Don't know".

Figure 4.18 indicates that over two-thirds of users (68.7%) felt that mobile phone portability was very important/quite important to them while less than one-tenth of them (8.1%) felt it was not important at all/not important.

Figure 4.18: The importance of mobile number portability



(Base: Residential fixed line users who used mobile phone = 972)

The following table illustrates the relationship between importance of mobile phone number portability between providers and demographic variables. The importance ratings were significantly associated with gender, age group, education level and monthly personal income.

Female, users aged over 70, those with secondary or below education and those with monthly personal income less than HK$20,001 were less likely than other counterparts to report that mobile phone number portability between providers was very important.

Table 4.8: Importance of mobile phone number portability between providers by demographic variables

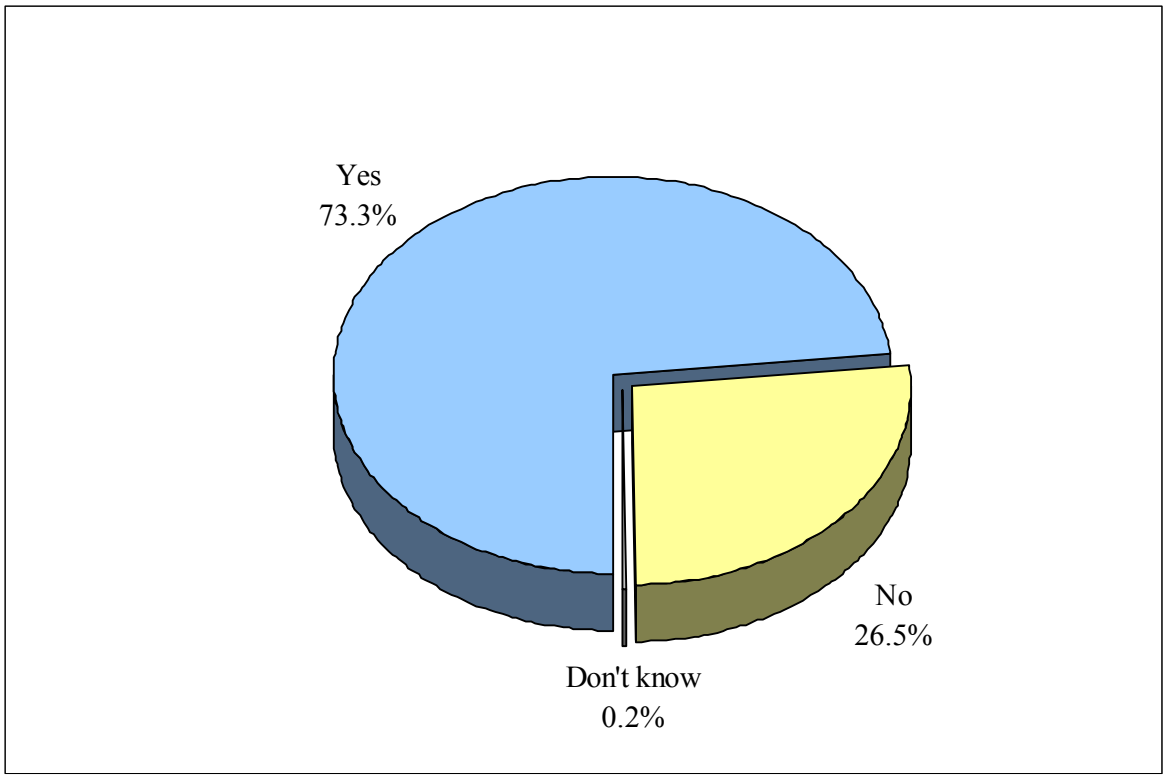
Variable	Level	Base	Very important	Quite important	Fair	Not important	Not important at all	p-value	
								Kruskal Wallis test	Rank Correlation
Gender	Male	438	45.6%	25.6%	20.6%	6.8%	1.5%	0.028	
	Female	530	37.5%	29.9%	24.5%	7.9%	.2%		
Age Group	18-20	74	30.6%	32.8%	29.9%	4.5%	2.2%		0.008
	21-30	188	42.8%	27.7%	26.1%	3.4%			
	31-40	240	50.8%	27.3%	17.8%	3.5%	.6%		
	41-50	252	41.9%	28.5%	22.2%	7.0%	.4%		
	51-60	127	38.7%	29.9%	18.7%	10.9%	1.7%		
	61-70	47	29.6%	21.3%	26.9%	22.1%			
	Over 70	28	3.9%	19.6%	39.2%	33.3%	3.9%		
Education Level	Primary or below	87	17.9%	26.3%	34.0%	20.5%	1.3%		0.000
	Secondary	421	34.3%	30.6%	26.0%	8.5%	.7%		
	Matriculation	86	42.9%	29.6%	21.9%	5.2%	.4%		
	Tertiary: Non-degree	98	39.1%	26.0%	28.5%	5.3%	1.1%		
	Degree or above	269	59.0%	25.0%	12.8%	2.8%	.4%		
Monthly Personal Income	$5,000 or less	232	29.0%	32.3%	27.7%	9.3%	1.7%		0.000
	$5,001- $10,000	161	34.1%	27.0%	27.6%	11.3%			
	$10,001-$20,000	279	41.1%	28.4%	25.0%	5.2%	.4%		
	$20,001-$30,000	116	52.2%	33.1%	10.1%	4.6%			
	$30,001-$50,000	75	68.8%	20.8%	7.4%	1.5%	1.5%		
	Over $50,000	43	61.1%	14.1%	15.4%	6.8%	2.6%		

4.1.10 Experience of mobile number portability

Users were asked whether they had any experience of changing mobile phone service operators.

About three quarters of them (73.3%) had experience of changing mobile phone service operators while over about a quarter of them (26.5%) had no experience.

Figure 4.19: Experience of changing mobile phone service operators

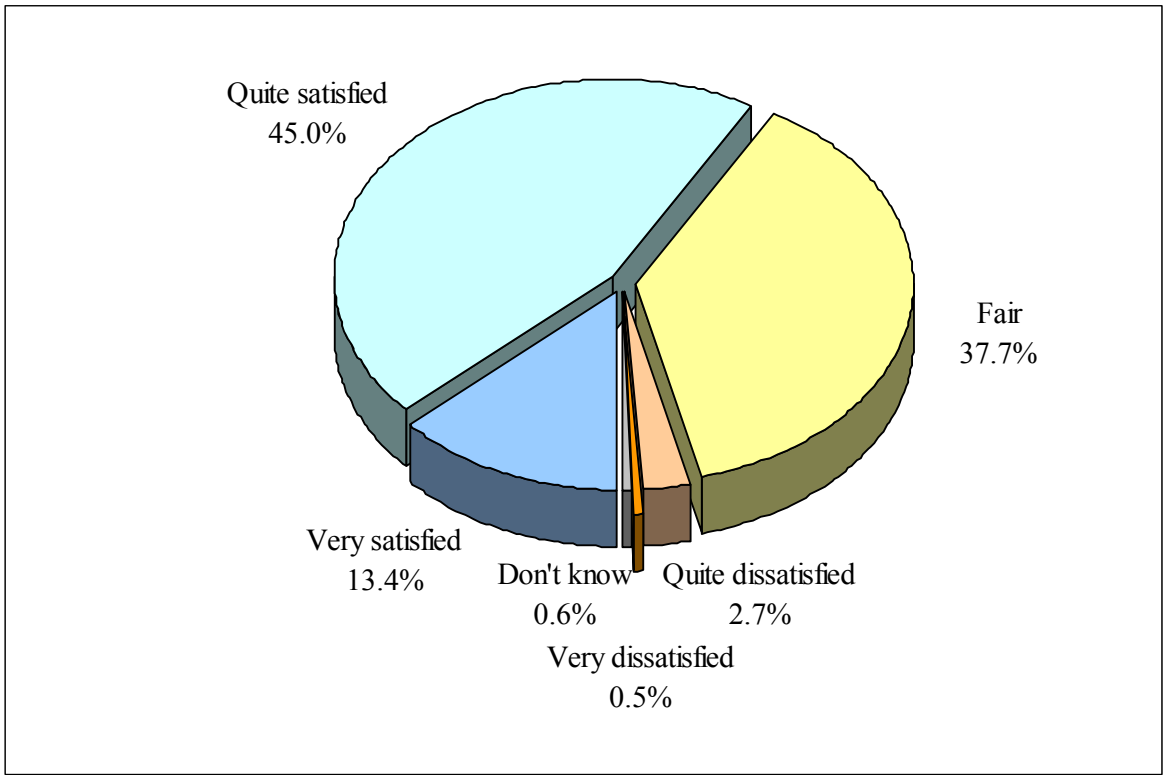


(Base: Residential fixed line users who used mobile phone = 972)

Amongst those users who had experience of changing mobile phone service operators were further asked about their satisfaction with their overall experience of mobile phone number portability.

Figure 4.20 shows that over half of them (58.4%) were very satisfied/quite satisfied with the mobile phone number portability experience while only a small proportion of them (3.2%) were very dissatisfied/quite dissatisfied. About two-fifth of them (37.7%) were fairly satisfied with the mobile phone number portability experience.

Figure 4.20: Satisfaction with mobile phone number portability experience



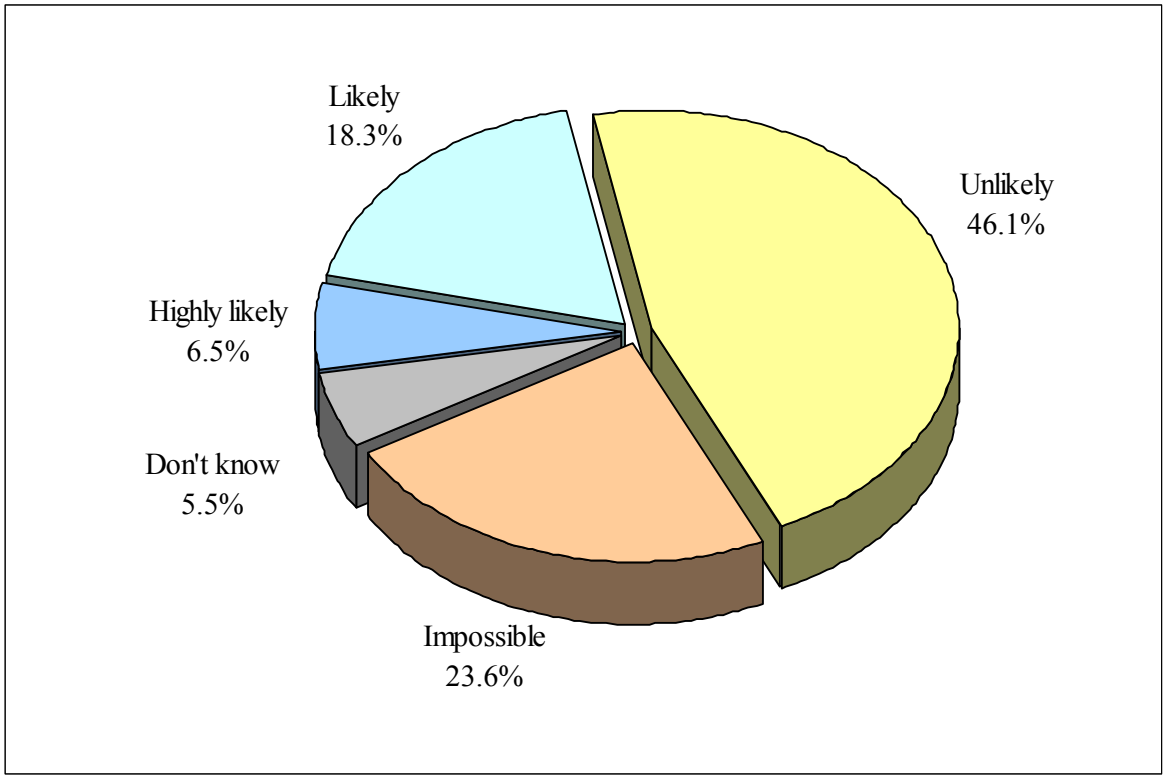
(Base: Residential line users with mobile phone number portability experience = 712)

4.1.11 Likelihood of porting a fixed line number to a mobile service provider

After introducing the new kind of telephone number portability of "Fixed Mobile Number Portability" ("FMNP"), users were further asked their likelihood of porting their fixed line numbers to mobile service providers if the contract terms are reasonable, with no extra costs and comparable convenience to portability from one fixed line service provider to another.

About a quarter of users claimed they would be highly likely/likely (24.8%) to port their fixed line numbers to mobile service providers while over two-thirds of them (69.7%) thought it impossible/unlikely they would port their fixed line numbers to mobile service providers.

Figure 4.21: Likelihood of porting a fixed line number to a mobile service provider

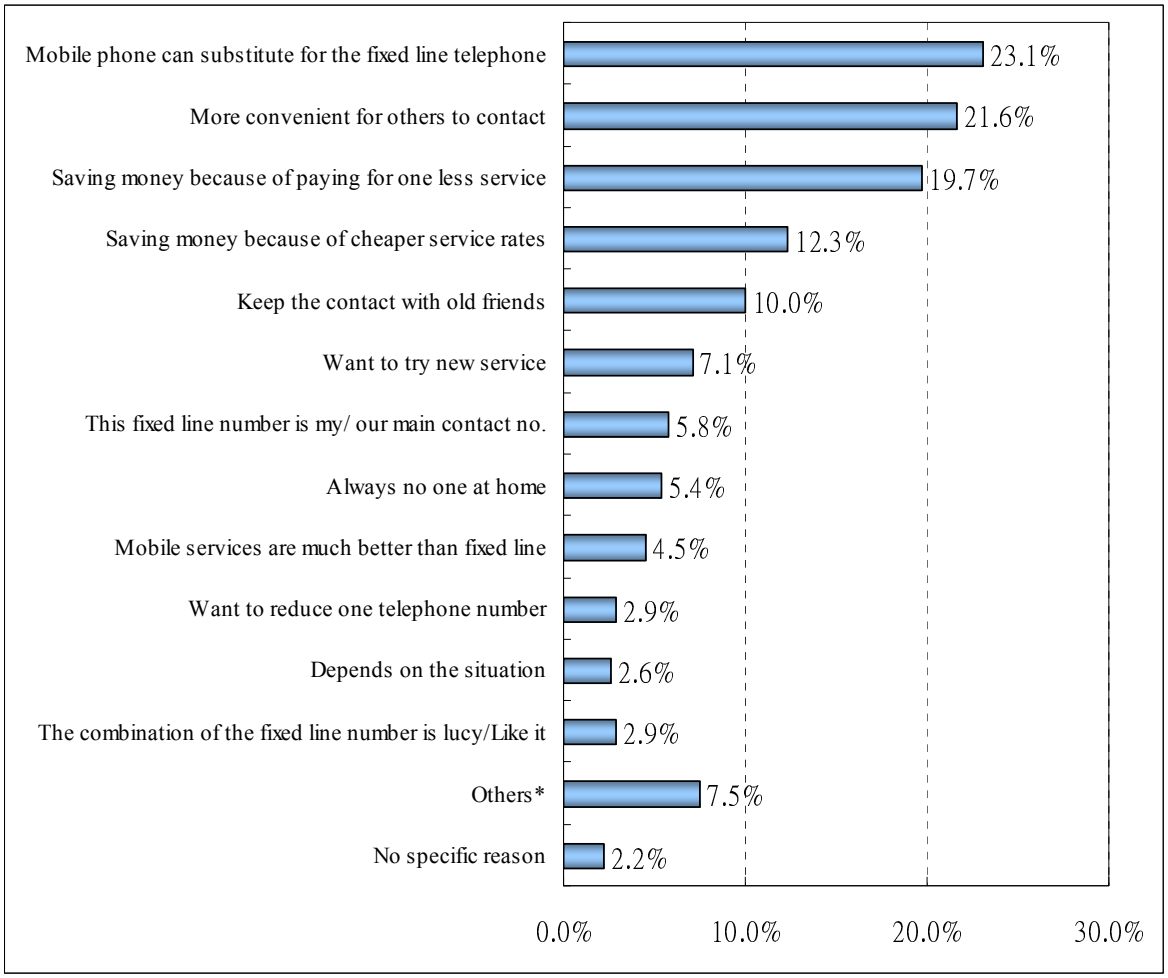


(Base: All residential fixed line users = 1 003)

Residential line users who reported being highly likely/likely to port their fixed line numbers to mobile service providers were further asked to provide reasons for having such a view.

Figure 4.22 shows most of the reasons given by users. About one-fifth of them said that mobile phone could be substituted for the fixed line telephone (23.1%), it was more convenient for others to contact them (21.6%) and it would save money because of paying for one less service (19.7%).

Figure 4.22: Reasons for highly likely/likely porting a fixed line number to a mobile service provider (Multiple answers)



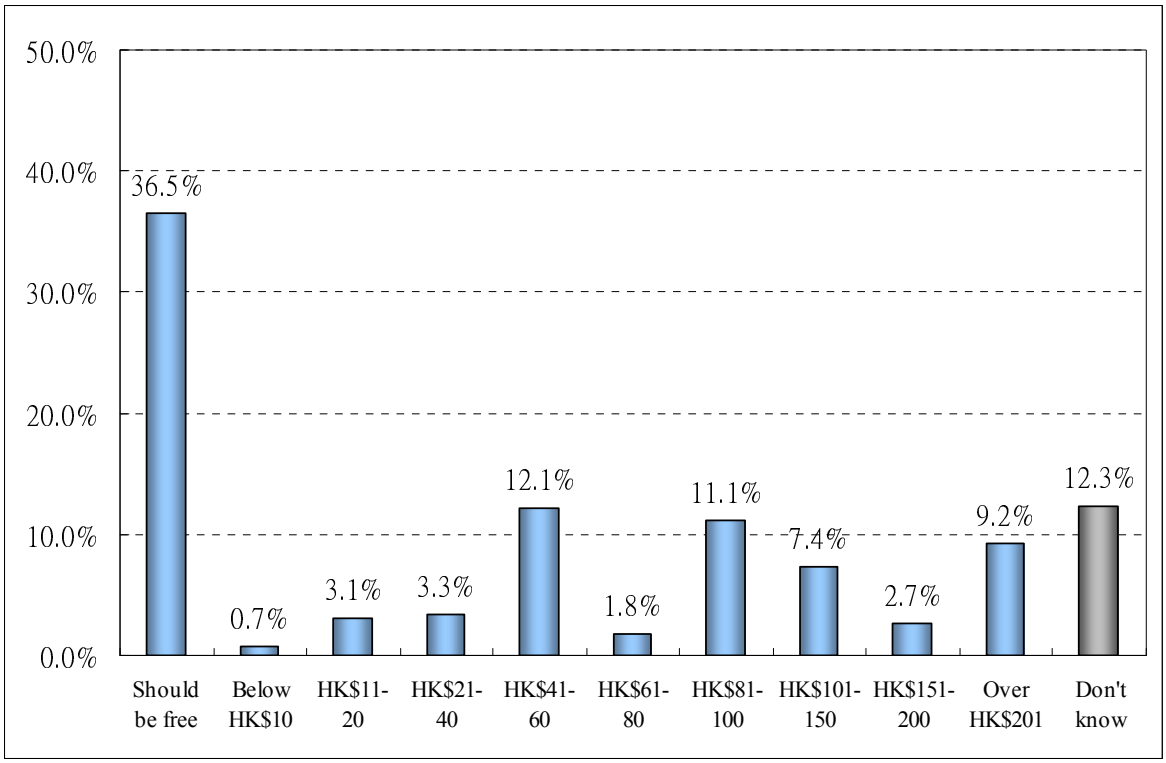
* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Residential fixed line users who report being likely/highly likely to port residential fixed line number to mobile phone = 249)

Furthermore, users who would highly likely/likely port their fixed line numbers to mobile service providers were further asked their willingness to pay a one-off fee as porting charges to allow them to port their fixed line numbers to mobile phones.

Over a third of them (36.5%) said that the porting charges should be free. About a third of them (32.1%) said that they were willing to pay $100 or less while less than one-fifth of them (19.3%) were willing to pay over $100.

Figure 4.23: Willingness to pay a one-off fee as porting charges

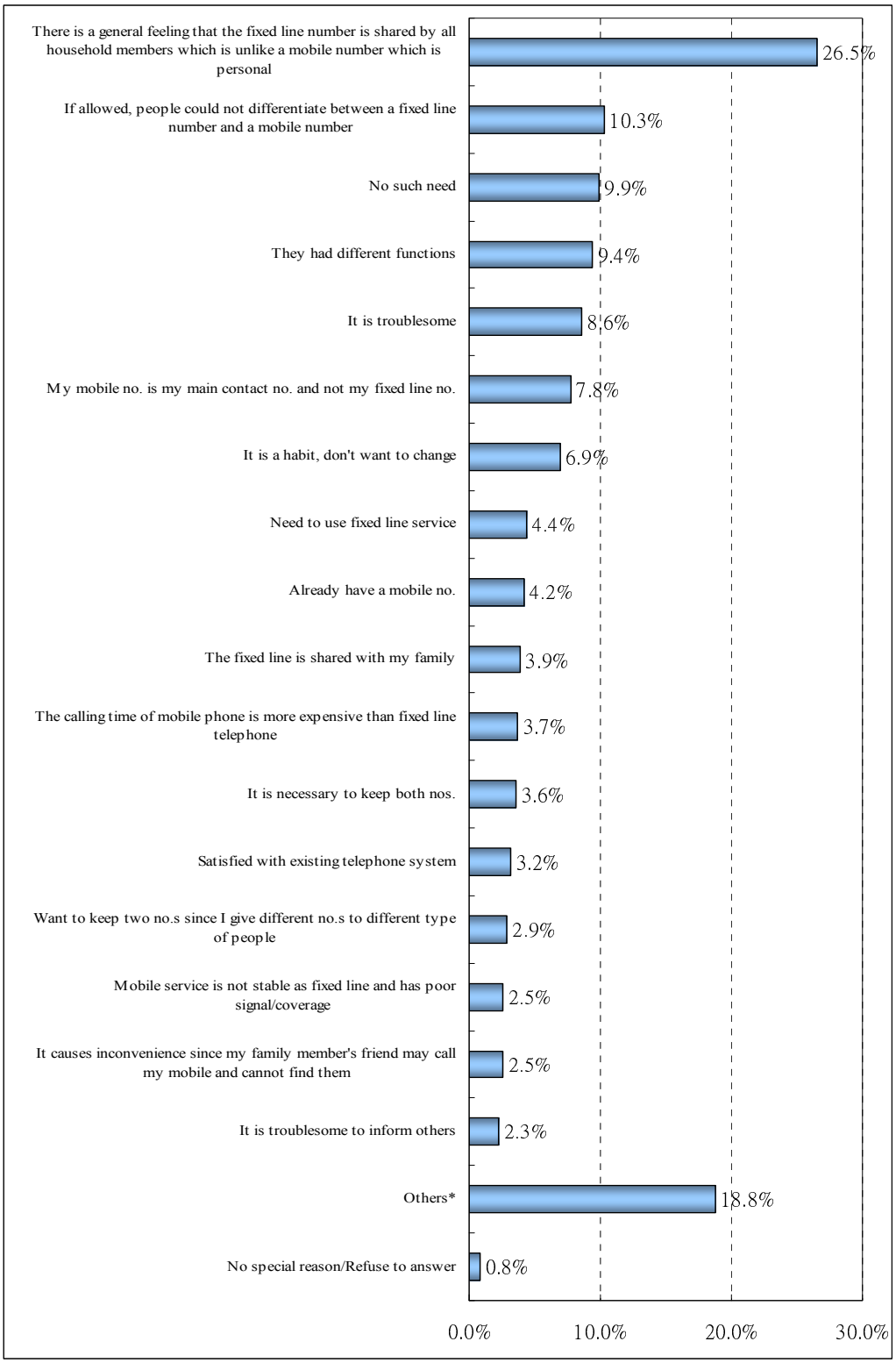


(Base: Residential fixed line users who report being likely/highly likely to port residential fixed line number to mobile phone = = 249)

Users who reported being unlikely/impossible to port their fixed line telephone numbers to mobile phone service providers were further asked to provide reasons for having such a view.

Figure 4.24 shows most of the reasons given by users. Over one-fifth of them (26.5%) reported a general feeling that a fixed line number was shared by all household members and that it was different with a mobile number as used by individual. Over one-tenth of them (10.3%) thought that people could not differentiate between a fixed line number and a mobile number if the new porting service was allowed. A similar proportion of them claimed that fixed line telephone and mobile phone had different functions (9.4%) and they had no need to do so (9.9%).

Figure 4.24: Reasons for unlikely/impossible porting a fixed line number to a mobile service provider (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Residential fixed line users unlikely/impossible to port fixed line number to mobile phone = 699)

The following table illustrates the relationship between likelihood of porting a fixed line number to a mobile phone service provider and demographic variables. The likelihood level was significantly associated with age group, education level and monthly personal income.

Older users, those with secondary or below education and those with monthly personal income less than HK$20,001 were more likely than other respective counterparts to think that they would be impossible to port their fixed line numbers to mobile phone service providers.

Table 4.9: Likelihood of porting a fixed line number to a mobile phone service provider by demographic variables

Variable	Level	Base	Highly likely	Likely	Unlikely	Impossible	p-value Rank Correlation
Age Group	18-20	73	6.1%	12.5%	63.9%	17.6%	0.010
	21-30	184	4.2%	15.0%	65.1%	15.7%	
	31-40	232	9.1%	24.9%	41.9%	24.1%	
	41-50	247	7.2%	21.5%	49.0%	22.3%	
	51-60	121	9.2%	17.7%	38.5%	34.7%	
	61-70	44	7.6%	17.2%	38.7%	36.6%	
	Over 70	32		7.0%	28.1%	64.9%	
Education Level	Primary or below	84	2.6%	17.1%	43.4%	36.8%	0.000
	Secondary	413	7.7%	19.3%	41.5%	31.5%	
	Matriculation	84	9.2%	17.1%	56.7%	16.9%	
	Tertiary: Non-degree	92	6.0%	15.7%	63.8%	14.5%	
	Degree or above	265	6.9%	21.8%	54.0%	17.3%	
Monthly Personal Income	$5,000 or less	231	6.3%	19.6%	48.0%	26.2%	0.041
	$5,001- $10,000	155	4.3%	18.2%	49.6%	27.9%	
	$10,001-$20,000	269	7.0%	19.1%	46.1%	27.7%	
	$20,001-$30,000	114	8.8%	21.5%	53.1%	16.6%	
	$30,001-$50,000	74	9.8%	24.2%	43.4%	22.6%	
	Over $50,000	42	11.8%	18.9%	49.6%	19.7%	

The following table illustrates the relationship between likelihood of porting a fixed line number to a mobile phone service provider and related questions.

Users who strongly agree with the fixed line telephone was essential, those who strongly disagreed with mobile phone was essential, those who were all the time and never used mobile phone for incoming calls, and those who were all the time forwarded their residential fixed line telephone calls to their mobile phones were more likely than other respective counterparts to think that they would be impossible to port their fixed line numbers to mobile phone service providers.

Table 4.10: Likelihood of porting a fixed line number to a mobile phone service provider by related questions

Variable	Level	Base	Highly likely	Likely	Unlikely	Impossible	p-value Rank Correlation
Fixed line telephone is essential	Strongly agree	134	6.6%	12.7%	48.8%	31.9%	0.000
	Agree	442	5.2%	19.0%	48.2%	27.6%	
	Neutral	227	5.1%	24.3%	49.0%	21.6%	
	Disagree	137	16.3%	18.3%	50.3%	15.2%	
	Strongly disagree	8		26.7%	46.7%	26.7%	
Mobile Phone is essential	Strongly agree	537	7.2%	20.8%	50.4%	21.6%	0.006
	Agree	335	7.5%	19.5%	45.2%	27.9%	
	Neutral	50	2.2%	7.8%	55.6%	34.4%	
	Disagree	22	2.6%	10.3%	48.7%	38.5%	
	Strongly disagree	3			33.3%	66.7%	
Habit of using mobile phone for incoming calls	All the time	43	7.8%	6.5%	43.9%	41.7%	0.047
	Most of the time	306	8.2%	18.9%	53.4%	19.6%	
	About half the time	283	10.4%	22.4%	46.5%	20.8%	
	Occasionally	246	2.5%	19.4%	48.8%	29.3%	
	Never	43	1.3%	24.4%	33.3%	41.0%	
Habit of forwarding residential fixed line telephone calls to mobile phone	All the time	6	10.0%	40.0%		50.0%	0.014
	Most of the time	14	4.1%	31.1%	44.6%	20.3%	
	About half the time	20	11.1%	19.4%	44.4%	25.0%	
	Occasionally	75	7.4%	35.0%	40.7%	16.9%	
	Never	807	6.9%	18.1%	49.8%	25.2%	

Logistic regression modelling was used to examine the demographic factors influencing respondents' likelihood of porting their fixed line numbers to mobile service providers, classified as "highly likely / likely" versus "unlikely / impossible". These factors included "gender", "age group", "household size", "educational level" and "personal monthly income". Table 4.10a shows the values of the dependent variable used in the logistic regression modelling. However, only "age group" remained in the final model (Table 4.10b). The R-square of the regression model is only 2.0% and the number of observations used in the model is 877. The low R-square value indicates that "age group" does not enable us to make very useful predictions of who is likely / unlikely to consider this porting.

Respondents who were aged 31 to 40 (OR=6.21) were more likely to port their fixed line numbers to mobile service providers.

Table 4.10a: Values of dependent variables of logistic regression models

Target variables	**Responses**	
	Highly likely / Likely	Unlikely / Impossible
Likelihood of porting a fixed line number to a mobile service provider	1	0

Table 4.10b: Summary of logistic regression model for likelihood of porting a fixed line number to a mobile service provider

Independent variables	**Level**	**Highly likely / Likely**	**Unlikely / Impossible**	**Odds Ratio**	**95% C.I.**	**p-value**
Age group*						**0.018**
	18-20	18.6%	81.4%	3.18	(0.68, 14.94)	0.143
	21-30	19.2%	80.8%	3.13	(0.71, 13.83)	0.133
	31-40	34.0%	66.0%	6.21	(1.43, 26.93)	0.015
	41-50	28.7%	71.3%	5.22	(1.20, 22.68)	0.027
	51-60	26.9%	73.1%	5.00	(1.12, 22.28)	0.035
	61-70	24.8%	75.2%	4.58	(0.93, 22.64)	0.062
	Over 70	7.0%	93.0%	1.00		

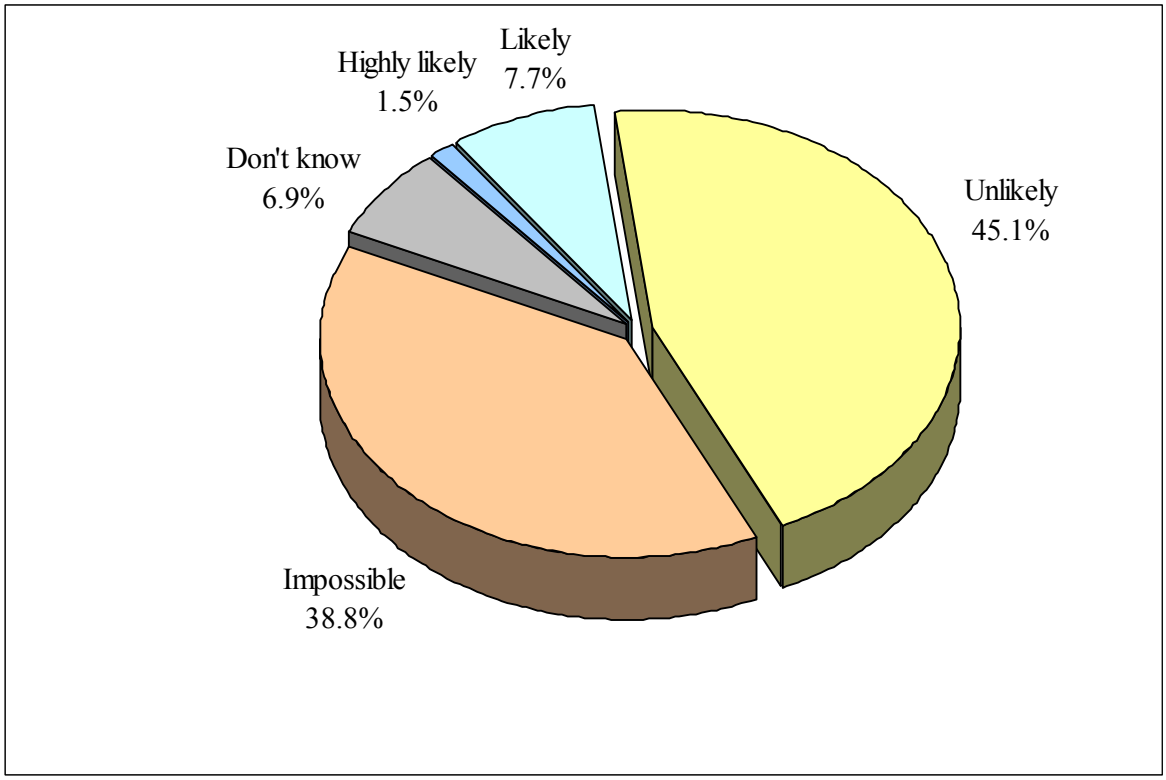
* Variables were significant in the "global tests"

4.1.12 Likelihood of porting a mobile number to a fixed line service provider

Furthermore, users were asked their likelihood of porting their mobile numbers to fixed line service providers.

Most users claimed that they (83.9%) would be impossible/unlikely to port their mobile numbers to fixed line service providers while only about one-tenth of users would be highly likely/likely (9.2%) to port their mobile numbers to fixed line service providers.

Figure 4.25: Likelihood of porting a mobile number to a fixed line service provider

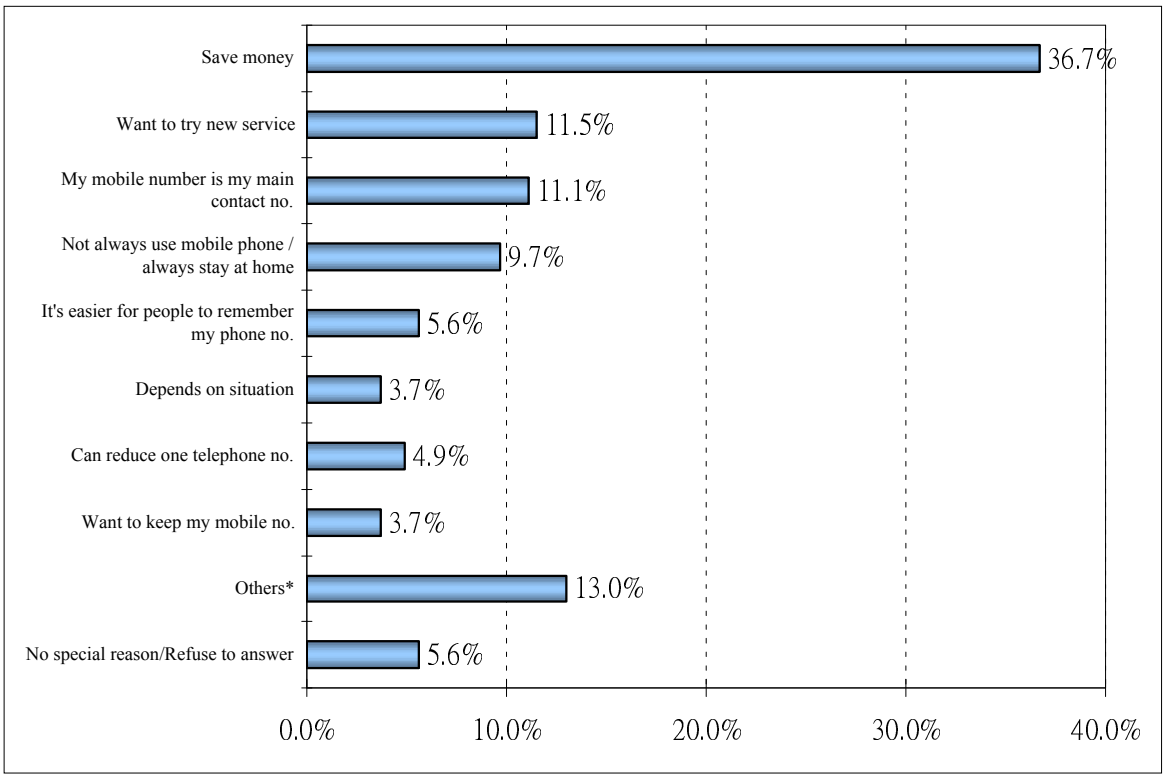


(Base: All residential fixed line users who used mobile phone = 972)

Users who reported being highly likely/likely to port their mobile numbers to fixed line service providers were further asked to provide reasons for having such a view.

Figure 4.26 shows most of the reasons given by users. Over a third of them (36.7%) thought that they would save money after using the FMNP.

Figure 4.26: Reasons for highly likely/likely porting a mobile number to a fixed line service provider (Multiple answers)



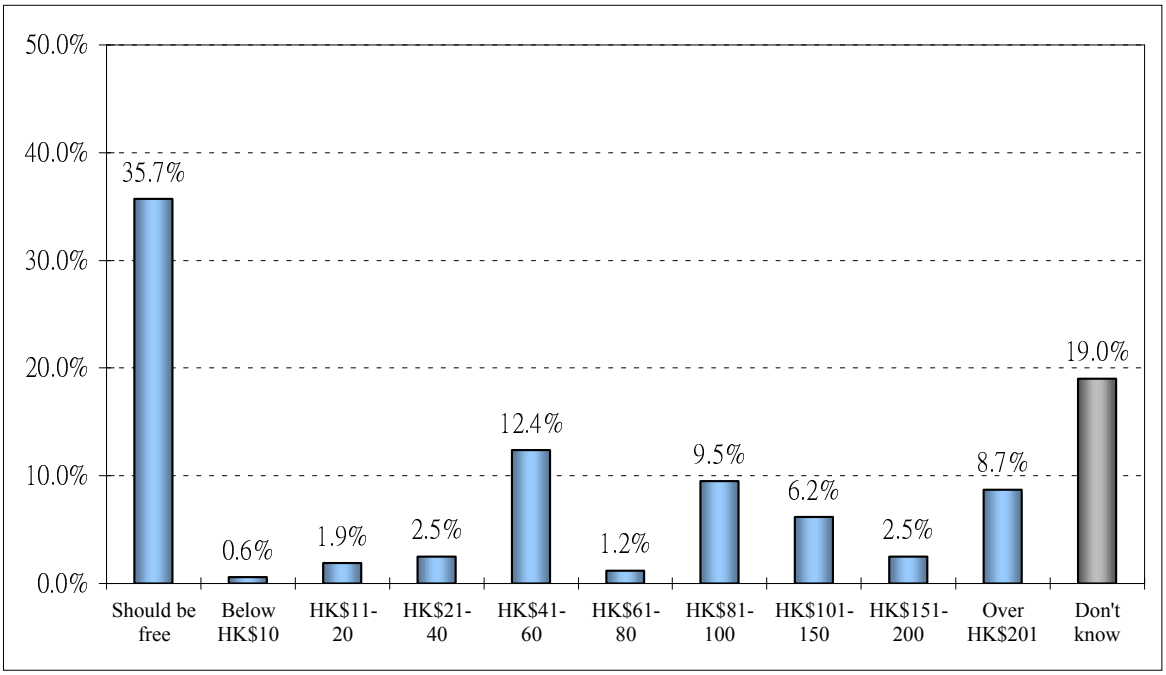
* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Residential fixed line users who reported being likely/highly likely to port mobile number to residential fixed line = 90)

Furthermore, users who reported they were highly likely/likely to port their mobile numbers to fixed line service providers were further asked their willingness to pay a one-off fee as porting charges to allow them to port their mobile numbers to fixed line service providers.

Over a third of them (35.7%) said that the porting charges should be free. About a quarter of them (28.1%) said that they were willing to pay $100 or less while less than one-fifth of them (17.4%) were willing to pay over $100.

Figure 4.27: Willingness to pay a one-off fee as porting charges

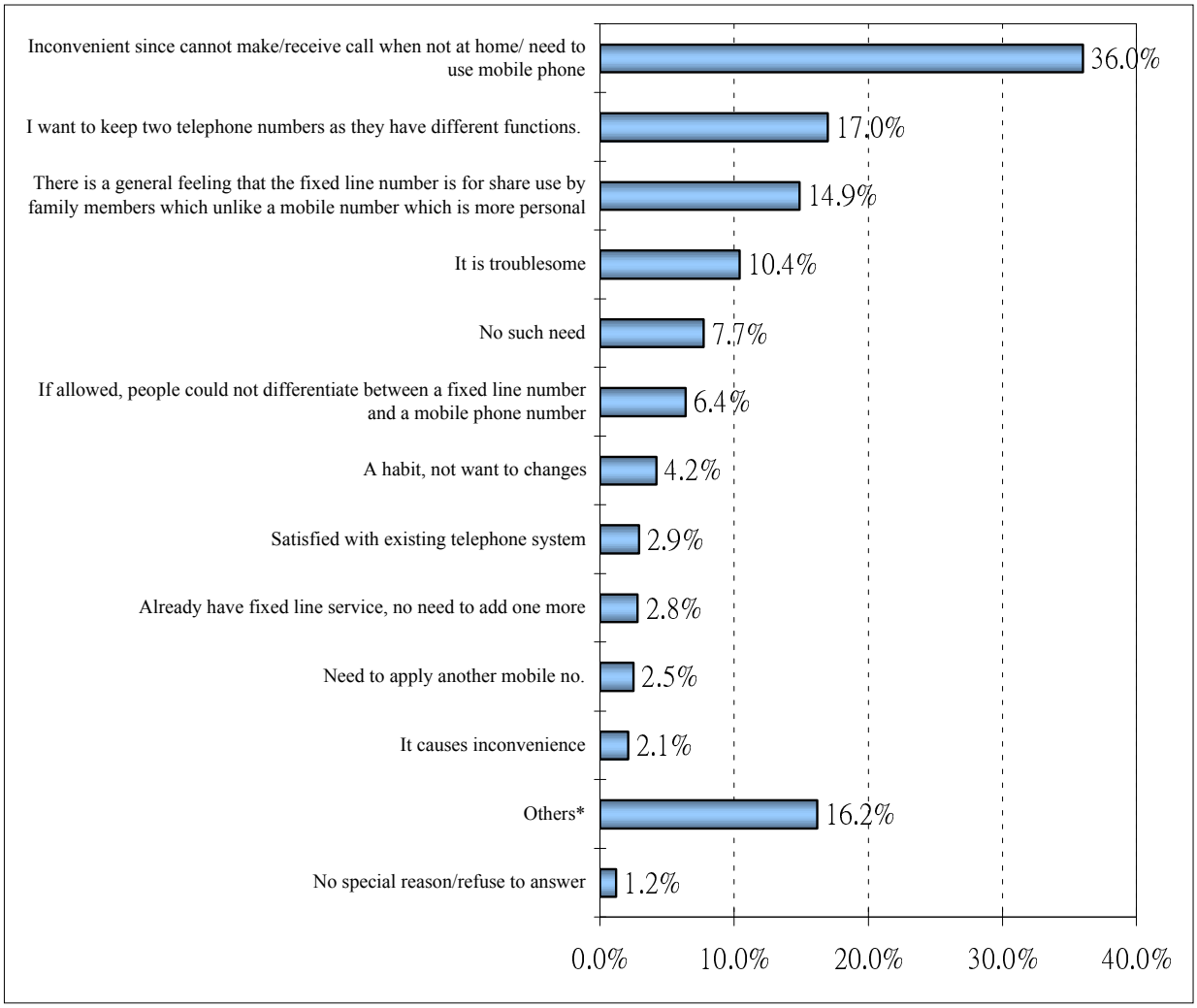


(Base: Residential line users who reported being likely/highly likely to port mobile number to residential fixed line = 90)

Users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers were further asked to provide reasons for having such a view.

Figure 4.28 shows most of the reasons given by users. Over a third of them (36.0%) thought that it was inconvenient for them to make/receive calls outside home and 17% of them said that they wanted to keep two telephone numbers as they had different functions. About 15% of them (14.9%) said that it was a general feeling that a fixed line numbers was shared by all colleagues and it was different with a mobile number.

Figure 4.28: Reasons for unlikely/impossible porting their mobile numbers to fixed line service providers (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Residential line users unlikely impossible to port mobile number to residential fixed line = 815)

The following table illustrates the relationship between likelihood of porting a mobile line number to a fixed line service provider and demographic variables. The likelihood level was significantly associated with age group education level and monthly personal income.

Older users, those with lower education and those with fewer household members were more likely than their respective counterparts to think that it would be impossible to port their mobile phone numbers to fixed line telephone service providers.

Table 4.11: Likelihood of porting a mobile line number to a fixed line service provider by demographic variables

Variable	Level	Base	Highly likely	Likely	Unlikely	Impossible	p-value Rank Correlation
Age Group	18-20	74		7.0%	69.7%	23.3%	
	21-30	180	.3%	3.0%	62.8%	33.9%	
	31-40	226	2.5%	13.8%	40.3%	43.5%	
	41-50	235	1.7%	7.8%	49.3%	41.3%	0.001
	51-60	118	3.3%	7.8%	36.3%	52.6%	
	61-70	44	2.6%	7.7%	37.4%	52.3%	
	Over 70	18		12.5%	25.0%	62.5%	
Education Level	Primary or below	76	2.2%	10.9%	41.6%	45.3%	
	Secondary	391	1.8%	7.6%	45.3%	45.2%	
	Matriculation	82	2.0%	7.4%	47.9%	42.7%	0.029
	Tertiary: Non-degree	93		9.7%	51.5%	38.8%	
	Degree or above	256	1.7%	8.4%	55.4%	34.5%	
Household Size	1	47		2.4%	40.5%	57.1%	
	2	153	1.5%	10.9%	42.3%	45.4%	
	3	246	2.5%	5.0%	51.2%	41.3%	0.019
	4	266	1.3%	9.8%	48.9%	40.0%	
	Over 4	181	1.8%	10.3%	51.8%	36.0%	

The following table illustrates the relationship between likelihood of porting a mobile number to a fixed line service provider and related questions.

Users with all the time forwarding residential fixed line telephone calls to mobile phones were more likely think that it would be impossible to port their mobile numbers to fixed line service providers.

Table 4.12: Likelihood of porting a mobile number to a fixed line service provider by related questions

Variable	Level	Base	Highly likely	Likely	Unlikely	Impossible	p-value Rank Correlation
Habit of forwarding residential fixed line telephone calls to mobile phone	All the time	4				100.0%	0.012
	Most of the time	13		13.0%	47.8%	39.1%	
	About half the time	19		11.8%	67.6%	20.6%	
	Occasionally	68	.8%	14.7%	55.9%	28.6%	
	Never	800	1.8%	7.6%	47.6%	43.0%	

Logistic regression modelling was used to examine the demographic factors influencing respondents' likelihood of porting a mobile line number to a fixed line service provider, classified as "highly likely / likely" versus "unlikely / impossible". These factors included "gender", "age group", "household size", "educational level" and "personal monthly income". Table 4.12a shows the values of the dependent variable used in the logistic regression modelling. However, only "age group" remained in the final model (Table 4.12b). The R-square of the regression model is only 2.2% and the number of observations used in the model is 849. The low R-square value indicates that "age group" does not enable us to make very useful predictions of who is likely / unlikely to consider this porting.

Respondents who were aged 31 to 40 (OR=1.38) were more likely to port a mobile line number to a fixed line service provider.

Table 4.12a: Values of dependent variables of logistic regression models

Target variables	**Responses**	
	Highly likely / Likely	Unlikely / Impossible
Likelihood of porting a mobile line number to a fixed line service provider	1	0

Table 4.12b: Summary of logistic regression model for likelihood of porting a mobile line number to a fixed line service provider

Independent variables	**Level**	**Highly likely / Likely**	**Unlikely / Impossible**	**Odds Ratio**	**95% C.I.**	**p-value**
Age group*						**0.012**
	18-20	7.0%	93.0%	0.72	(0.14, 3.84)	0.701
	21-30	3.3%	96.7%	0.30	(0.06, 1.58)	0.155
	31-40	16.2%	83.8%	1.38	(0.30, 6.33)	0.681
	41-50	9.5%	90.5%	0.67	(0.14, 3.18)	0.616
	51-60	11.1%	88.9%	1.11	(0.23, 5.34)	0.897
	61-70	10.2%	89.8%	0.57	(0.09, 3.76)	0.557
	Over 70	12.5%	87.5%	1.00		

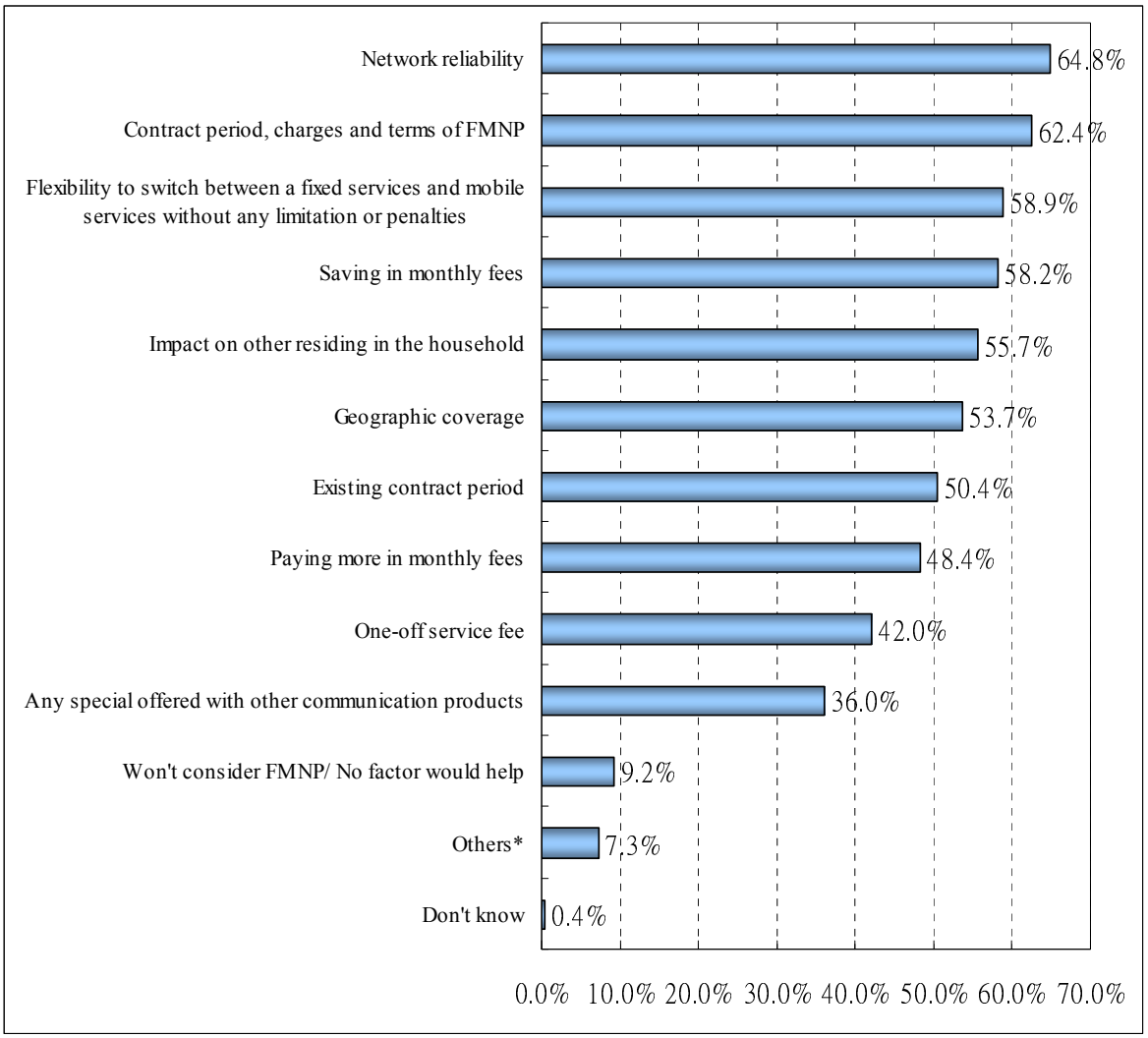
* Variables were significant in the "global tests"

4.1.13 Factors when considering FMNP

Users were asked the factors that would help them to decide if they wanted FMNP.

Figure 4.29 displays most of the factors given by users. Over three-fifths of them were concerned about the network reliability (64.8%) and the contract period, charges and terms of FMNP (62.4%). Closed to three-fifths of them thought of the flexibility to switch between fixed and mobile service (58.9%) and the saving in monthly fees (58.2%).

Figure 4.29: Factors when considering FMNP (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: All residential line users = 1 003)

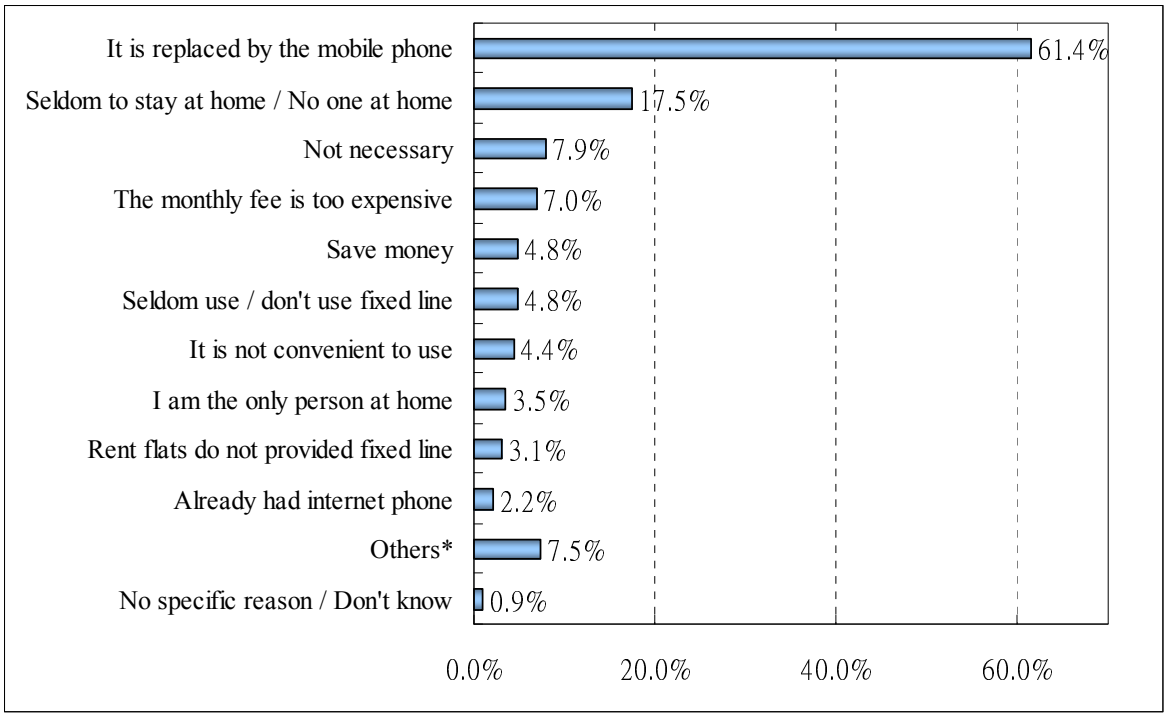
4.2 Mobile Phone Only Users

4.2.1 Reasons for not installing a residential fixed line at home

Mobile phone only users were asked to provide reasons for not installing a residential fixed line at home.

Figure 4.30 displays most of the reasons given by users. Over three-fifths of them (61.4%) said that the fixed line telephone is replaced by the mobile phone. Less than one-fifth of them (17.5%) reported that they either seldom stayed at home or nobody were at home. A similar proportion of them said that it was not necessary (7.9%) and the monthly fee was too expensive (7.0%).

Figure 4.30: Reasons for not installing a residential fixed line at home (Multiple answers)



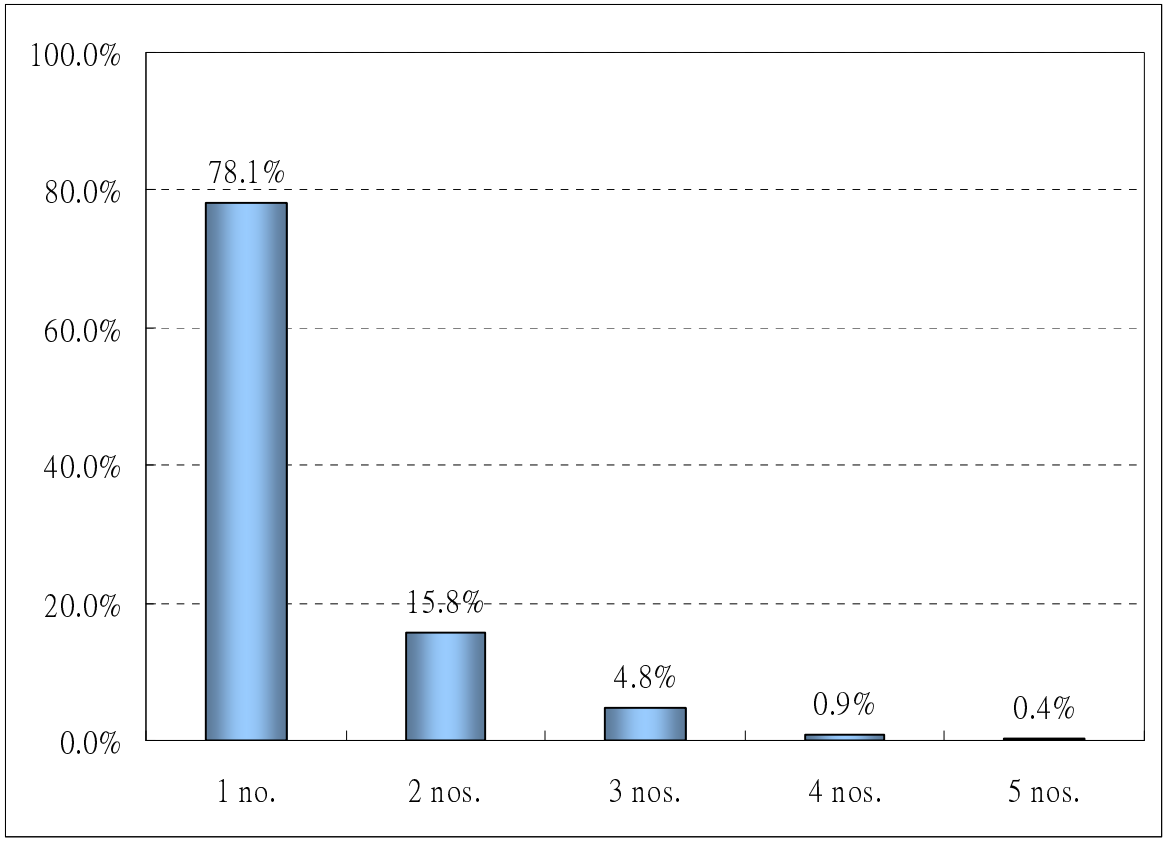
* All reasons raised by less than 2% of respondents were grouped into "Others".
(All mobile phone only users = 228)

4.2.2 Number of mobile phone numbers used

Users were asked the number of mobile phone numbers they used.

The majority of them (78.1%) used 1 mobile phone number, followed by 15.8% who used 2 mobile phone numbers and the rest 6.1% used 3 or more mobile phone numbers.

Figure 4.31: Number of mobile phone numbers used

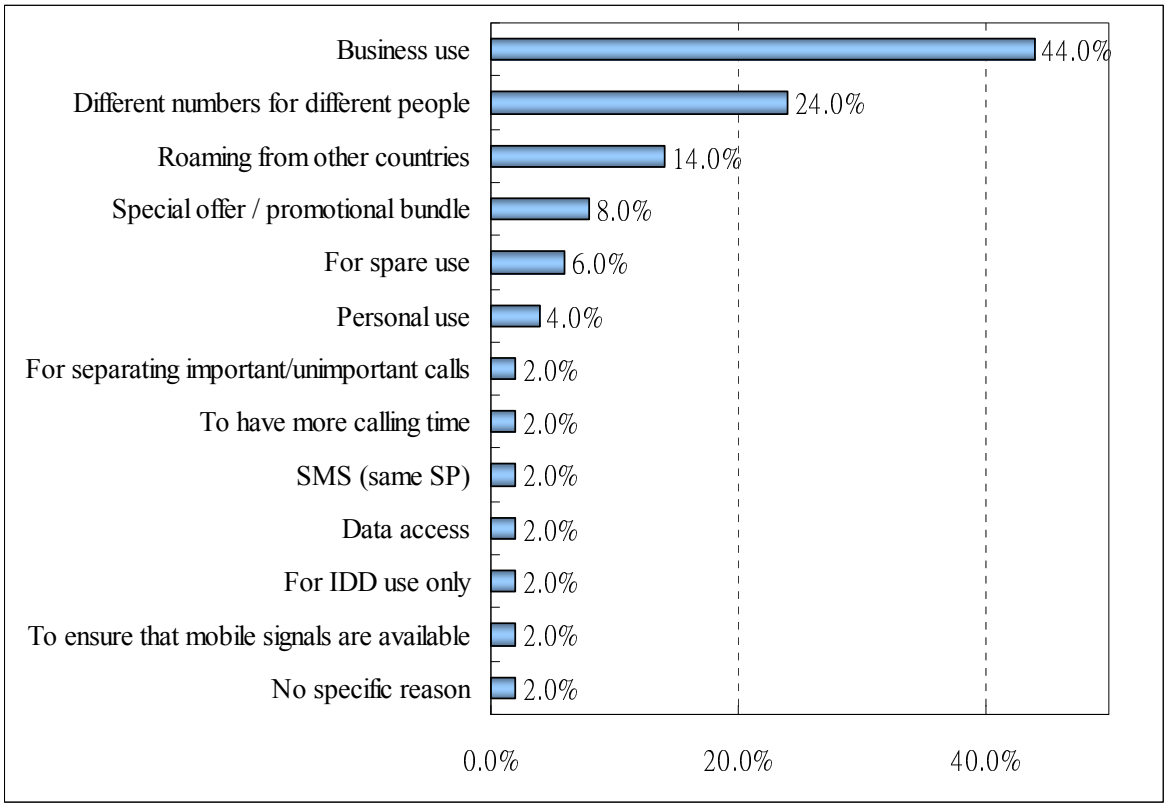


(Base: All mobile phone only users = 228)

Users were further asked to provide reasons for using more than one mobile phone number.

Figure 4.32 displays most of the reasons given by users. Over two-fifths of them said that the mobile phone numbers were used for business purposes (44.0%), followed by about a quarter of them (24.0%) explained that they used different numbers for different people. Over one-tenth of them (14.0%) said that they needed another mobile number for use outside Hong Kong such as Mainland China.

Figure 4.32: Reasons for using more than one mobile phone number (Multiple answers)



(Base: Mobile only users who use more than one number = 50)

The following table illustrates the relationship between number of mobile phone numbers used and demographic variables. The number of mobile phone numbers was significantly associated with gender, household size and monthly personal income.

A relatively higher proportion of female had only 1 mobile phone number. A relatively higher proportion of household size of over 4 household members and those with monthly personal income over HK$30,000 had more than 1 mobile phone number.

Table 4.13: Number of mobile phone numbers by demographic variables

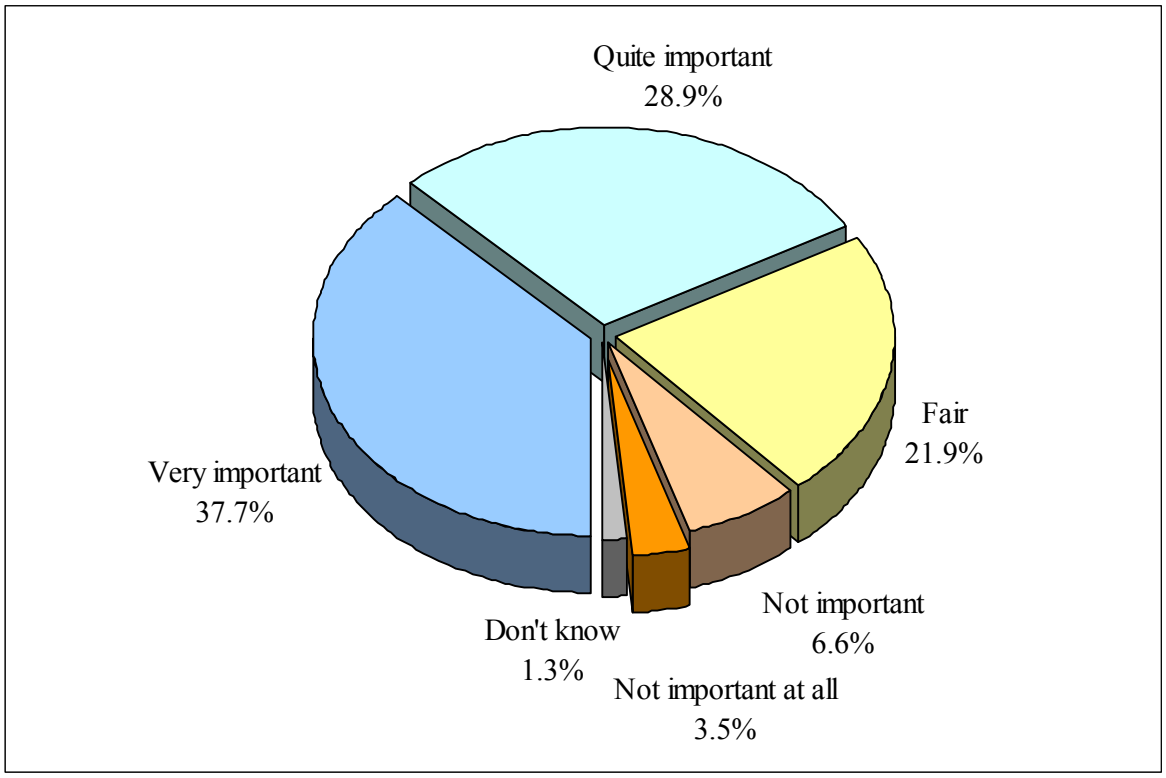
Variable	Level	Base	1	2	3	4	5	p-value	
								Kruskal Wallis test	Rank Correlation
Gender	Male	130	71.5%	20.8%	5.4%	1.5%	.8%	0.007	
	Female	98	86.7%	9.2%	4.1%				
Household Size	1	48	79.2%	16.7%	4.2%				0.026
	2	73	86.3%	12.3%	1.4%				
	3	42	69.0%	26.2%	4.8%				
	4	36	77.8%	5.6%	11.1%	5.6%			
	Over 4	21	57.1%	28.6%	9.5%		4.8%		
Monthly Personal Income	$5,000 or less	29	89.7%	6.9%	3.4%				0.037
	$5,001- $10,000	51	76.5%	17.6%	3.9%		2.0%		
	$10,001-$20,000	81	79.0%	13.6%	6.2%	1.2%			
	$20,001-$30,000	32	71.9%	25.0%	3.1%				
	$30,001-$50,000	14	57.1%	21.4%	14.3%	7.1%			
	Over $50,000	5	60.0%	40.0%					

4.2.3 Importance of mobile number portability

Users were asked to evaluate the importance of mobile phone number portability between providers. The users were given a five-point scale (very important, quite important, fair, not important and not important at all) and an option of "Don't know".

Figure 4.33 indicates that two-thirds of users (66.6%) felt that mobile phone portability was very important/quite important to them while one-tenth of them (10.1%) felt it was not important at all/not important.

Figure 4.33: The importance of mobile number portability



(Base: All mobile phone only users = 228)

The following table illustrates the relationship between importance of mobile phone number portability between providers and demographic variables. The importance ratings were significantly associated with age group, education level, household size and monthly personal income.

Older users and those with household size of over 4 household members were more likely to report that mobile phone portability was not important or not important at all. Also, users with secondary or below were less likely to report that mobile phone portability were very important. On the other hand, users with monthly personal income between HK$30,001 and $50,000 were more likely than other respective counterparts to report that mobile phone portability were very important.

Table 4.14: Importance of mobile phone number portability between providers by demographic variables

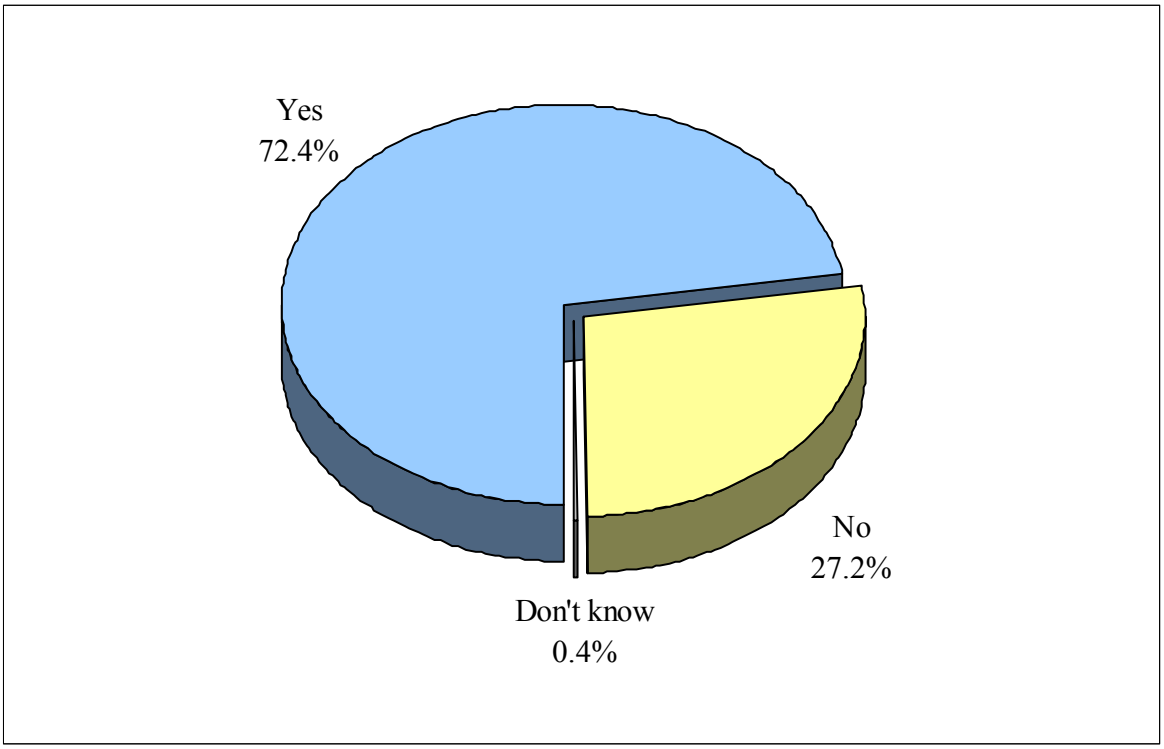
Variable	Level	Base	Very important	Quite important	Fair	Not important	Not important at all	p-value Rank Correlation
Age Group	18-20	12	41.7%	16.7%	33.3%		8.3%	
	21-30	80	50.0%	25.0%	20.0%	3.8%	1.3%	
	31-40	65	41.5%	33.8%	18.5%	4.6%	1.5%	
	41-50	31	29.0%	32.3%	29.0%	6.5%	3.2%	0.000
	51-60	24	12.5%	37.5%	29.2%	12.5%	8.3%	
	61-70	4		25.0%		25.0%	50.0%	
	Over 70	2			50.0%	50.0%		
Education Level	Primary or below	15	6.7%	33.3%	46.7%	6.7%	6.7%	
	Secondary	98	29.6%	31.6%	26.5%	6.1%	6.1%	
	Matriculation	16	50.0%	18.8%	18.8%	12.5%		0.000
	Tertiary: Non-degree	18	38.9%	38.9%	16.7%	5.6%		
	Degree or above	70	55.7%	25.7%	14.3%	2.9%	1.4%	
Household Size	1	45	33.3%	40.0%	20.0%	6.7%		
	2	73	47.9%	30.1%	17.8%	2.7%	1.4%	
	3	42	31.0%	33.3%	26.2%	2.4%	7.1%	0.028
	4	36	50.0%	22.2%	19.4%	2.8%	5.6%	
	Over 4	21	14.3%	9.5%	42.9%	23.8%	9.5%	
Monthly Personal Income	$5,000 or less	27	18.5%	33.3%	29.6%	14.8%	3.7%	
	$5,001- $10,000	51	25.5%	29.4%	27.5%	5.9%	11.8%	
	$10,001-$20,000	80	42.5%	30.0%	23.8%	2.5%	1.3%	0.000
	$20,001-$30,000	32	53.1%	28.1%	15.6%	3.1%	.0%	
	$30,001-$50,000	14	71.4%	28.6%	.0%	.0%	.0%	
	Over $50,000	5	40.0%	20.0%	40.0%	.0%	.0%	

4.2.4 Experience of mobile number portability

Users were asked whether they had any experience of changing mobile phone service operators.

About three quarters of them (72.4%) had experience of changing mobile phone service operators while over about a quarter of them (27.2%) had no experience.

Figure 4.34: Experience of changing mobile phone service operators

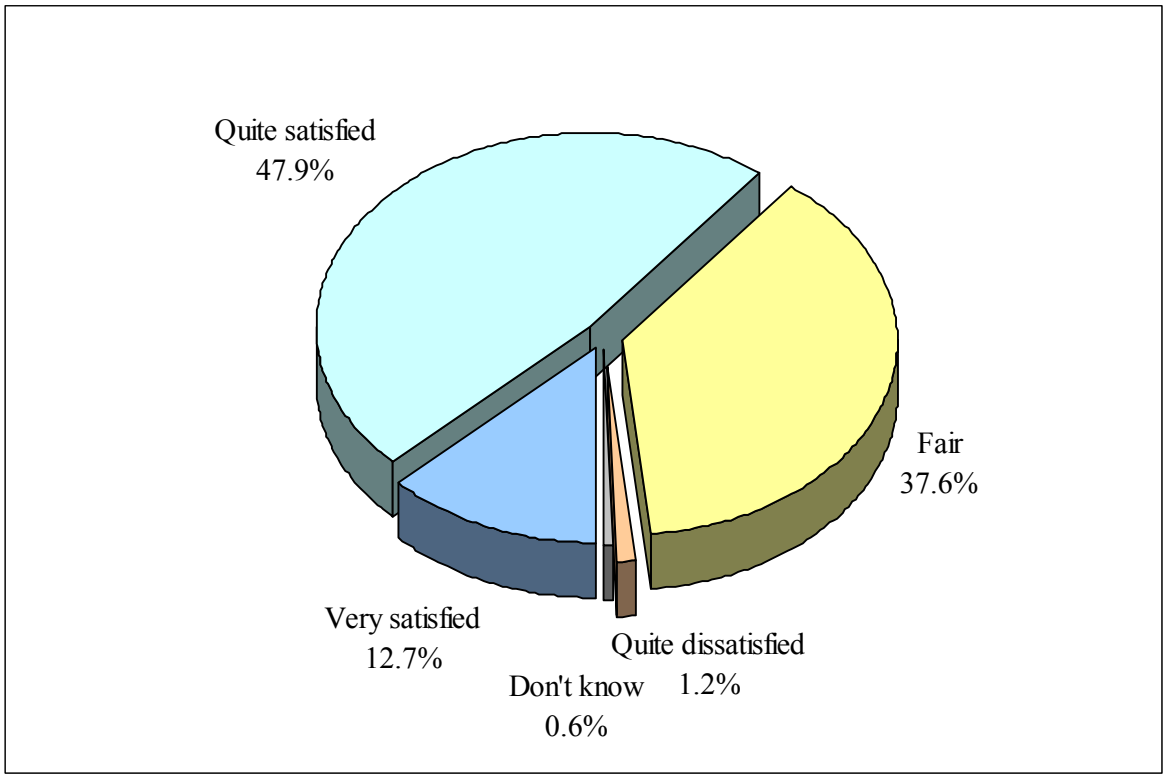


(Base: All mobile phone only users = 228)

The users who had experience of changing mobile phone service operators were further asked about their satisfaction with their overall experience of mobile phone number portability.

Figure 4.35 shows that about three-fifths of them (60.6%) were very satisfied/quite satisfied with the mobile phone number portability experience while only a tiny proportion of them (1.2%) were quite dissatisfied. About a third of them (37.6%) were fairly satisfied with the mobile phone number portability experience.

Figure 4.35: Satisfaction with mobile phone number portability experience



(Base: All mobile phone only users with portability experience = 165)

The following table illustrates the relationship between experience in changing mobile service provider and demographic variables. The experience of users was significantly associated with age group, household size and monthly personal income.

Users aged between 21 and 50, the household size of 2 household members and those monthly personal incomes between HK$30,001 and HK$50,000 were more likely to have experience of changing mobile phone service providers.

Table 4.15: Experience in changing mobile service provider by demographic variables

Variable	Level	Base	Yes	No	p-value Kruskal Wallis test
Age Group	18-20	12	58.3%	41.7%	0.001
	21-30	80	71.3%	28.8%	
	31-40	65	87.7%	12.3%	
	41-50	32	75.0%	25.0%	
	51-60	24	54.2%	45.8%	
	61-70	4	50.0%	50.0%	
	Over 70	3		100.0%	
Household Size	1	48	68.8%	31.3%	0.028
	2	73	86.3%	13.7%	
	3	42	66.7%	33.3%	
	4	35	68.6%	31.4%	
	Over 4	21	57.1%	42.9%	
Monthly Personal Income	$5,000 or less	28	57.1%	42.9%	0.018
	$5,001- $10,000	51	64.7%	35.3%	
	$10,001-$20,000	81	79.0%	21.0%	
	$20,001-$30,000	32	81.3%	18.8%	
	$30,001-$50,000	14	100.0%		
	Over $50,000	5	60.0%	40.0%	

The following table illustrates the relationship between satisfaction with overall experience of mobile phone number portability and demographic variables. The satisfaction level was significantly associated with education level and monthly personal income.

Users with matriculation education level or above and those with monthly personal income more than HK$30,000 were more likely to be very satisfied with mobile number portability than other respective counterparts.

Table 4.16: Satisfied with mobile number portability by demographic variables

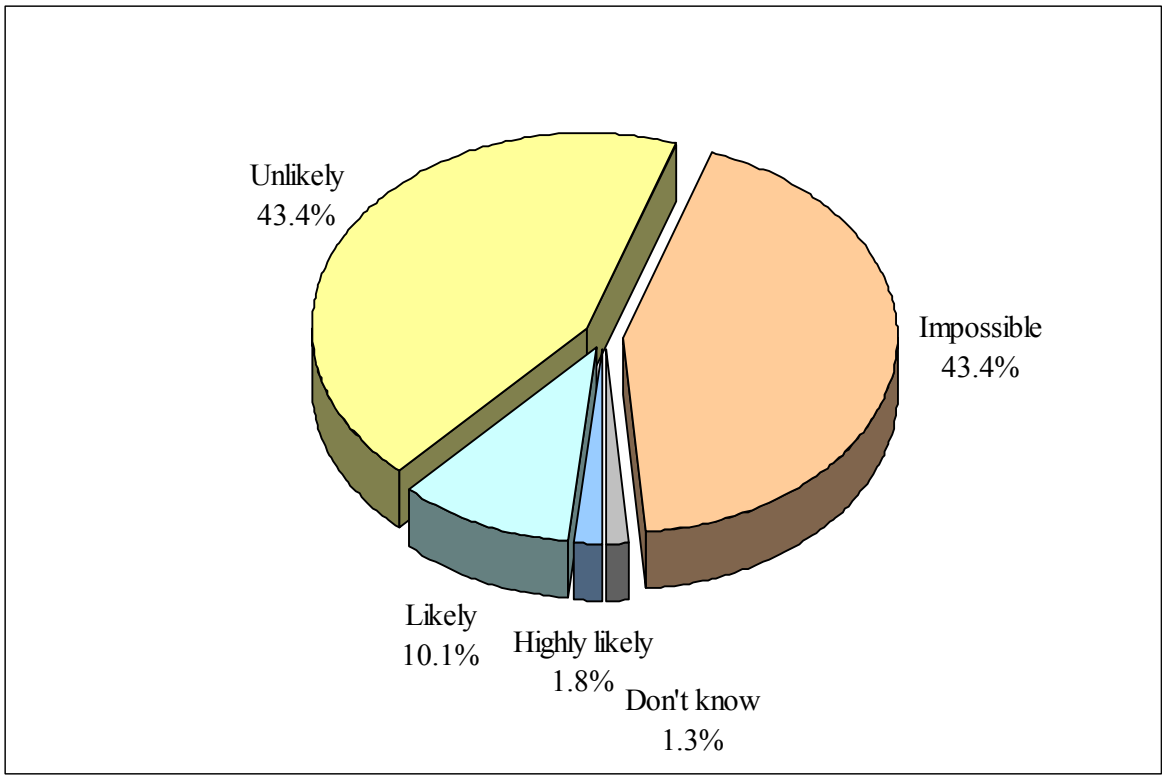
Variable	Level	Base	Very satisfied	Quite satisfied	Fair	Quite dissatisfied	p-value Rank Correlation
Education Level	Primary or below	9		44.4%	55.6%		0.001
	Secondary	72	5.6%	45.8%	48.6%		
	Matriculation	12	25.0%	25.0%	50.0%		
	Tertiary: Non-degree	12	16.7%	50.0%	33.3%		
	Degree or above	54	22.2%	53.7%	20.4%	3.7%	
Monthly personal income	$5,000 or less	16	12.5%	43.8%	43.8%		0.011
	$5,001- $10,000	33	9.1%	36.4%	54.5%		
	$10,001-$20,000	63	9.5%	46.0%	44.4%		
	$20,001-$30,000	26	11.5%	69.2%	19.2%		
	$30,001-$50,000	14	35.7%	50.0%	7.1%	7.1%	
	Over $50,000	3	33.3%		33.3%	33.3%	

4.2.5 Likelihood of porting a mobile number to a fixed line service provider

After introducing the new kind of telephone number portability of "Fixed Mobile Number Portability" ("FMNP"), users were further asked their likelihood of porting their mobile numbers to fixed line service providers if the contract terms are reasonable, with no extra costs and comparable convenience to portability from one fixed line service provider to another.

Most users claimed that they (86.8%) would be impossible/unlikely to port their mobile numbers to fixed line service providers while only about one-tenth of users would be highly likely/likely (11.9%) to port their mobile numbers to fixed line service providers.

Figure 4.36: Likelihood of porting a mobile number to a fixed line service provider

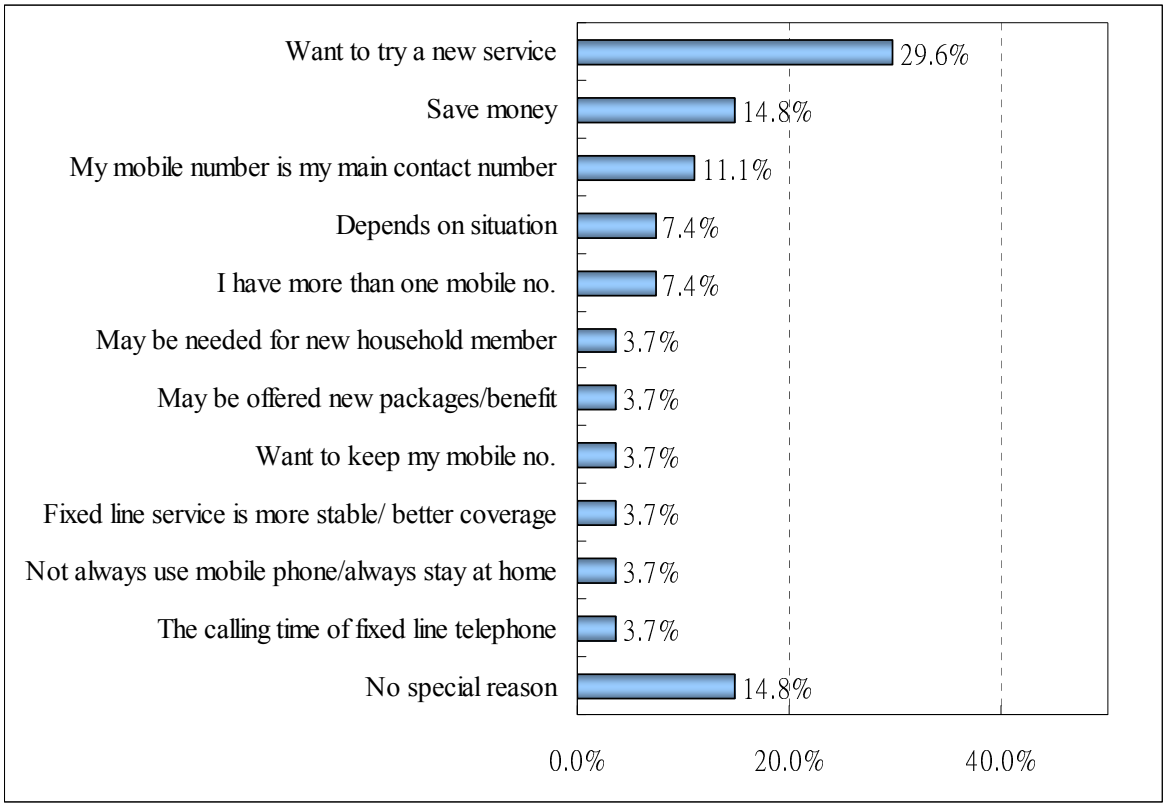


(Base: All mobile phone only users = 228)

Users who reported being highly likely/likely port their mobile numbers to fixed line service providers were further asked to provide reasons for having such a view.

Figure 4.37 displays most of the reasons given by users. About 30% of them (29.6%) claimed that they wanted to have a trial of the new service "FMNP" and over 10% of them wanted to save money (14.8%) and indicated that their mobile numbers were their main contact numbers (11.1%).

Figure 4.37: Reasons for highly likely/likely porting a mobile number to a fixed line service provider (Multiple answers)

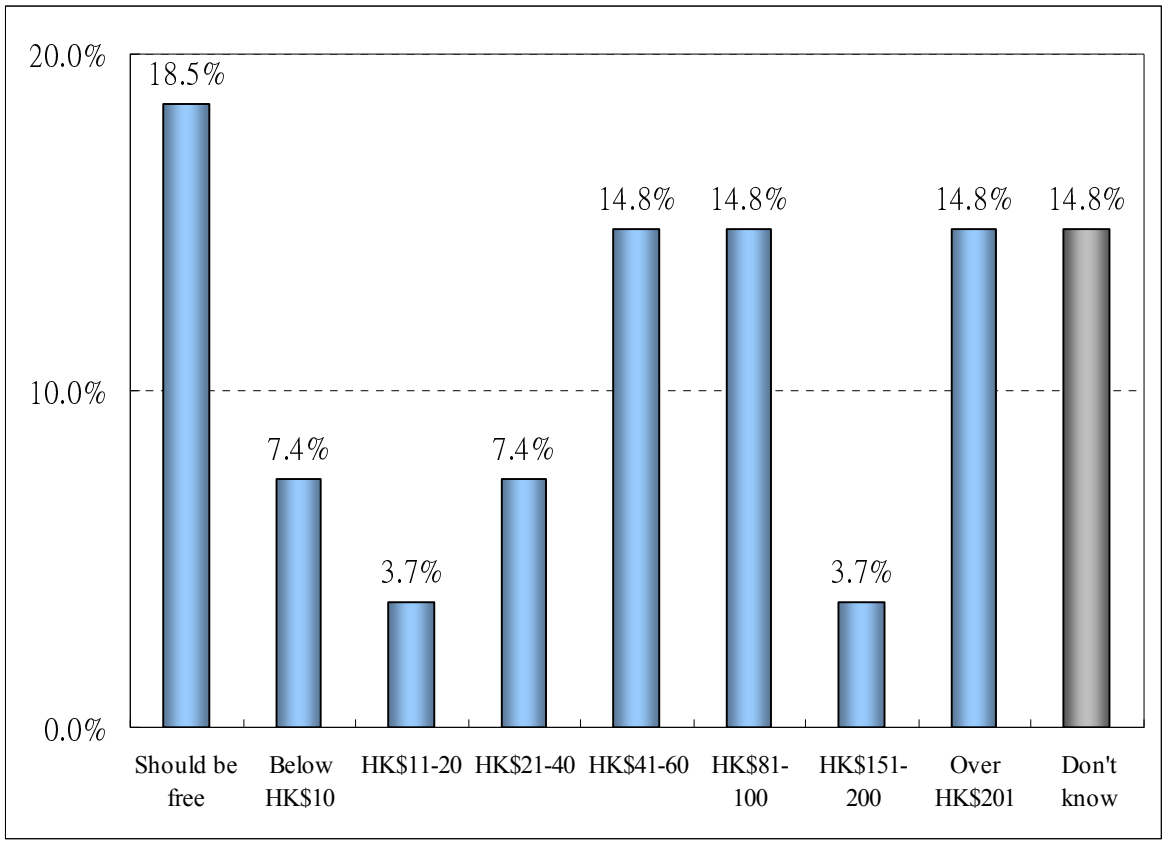


(Base: Mobile phone only users who are likely/highly likely to port mobile number to fixed line = 27)

Furthermore, users who reported they were highly likely/likely to port their mobile numbers to fixed line service providers were further asked their willingness to pay a one-off fee as a porting charge to allow them to port their mobile numbers to fixed line service providers.

About one-fifth of them (18.5%) said that the porting charge should be free. About half of them (48.1%) said that they were willing to pay $100 or less while about one-fifth of them (18.5%) were willing to pay $151 or more.

Figure 4.38: Willingness to pay as a one-off fee as porting charge

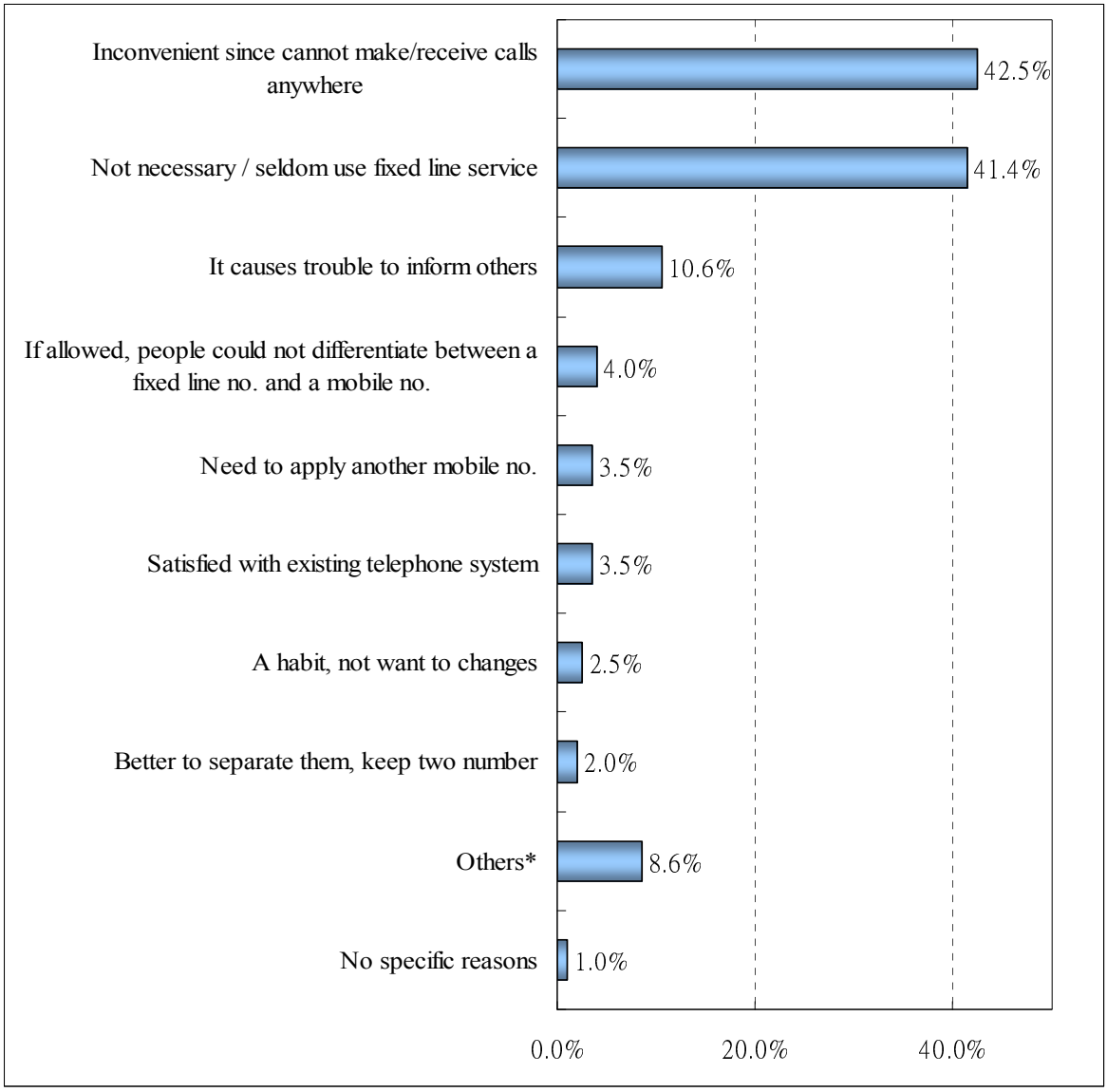


(Base: Mobile phone only users who are likely/highly likely to port mobile number to fixed line = 27)

Users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers were further asked to provide reasons for having such a view.

Figure 4.39 displays most of the reasons given by users. Similar proportion of them thought that it was inconvenient for them to make/receive calls outside home (42.5%) and they did not need or seldom use fixed line service (41.4%). About one-tenth of them (10.6%) thought that it would cause trouble to inform their friends or relatives of the porting.

Figure 4.39: Reasons for unlikely/impossible porting a mobile number to a fixed line service provider (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".
(Base: Mobile phone only users who reported being unlikely/impossible to port fixed line number to mobile phone = 197)

The following table illustrates the relationship between likelihood of porting a mobile line number to a fixed line service provider and demographic variables. The likelihood level was significantly associated with age group.

Users aged over 50 were more likely said that it would be impossible to port their mobile line numbers to fixed line service providers. On the other hand, those aged below 30 were more likely thought that they would be unlikely to do so.

Table 4.17: Likelihood of porting a mobile line number to a fixed line service provider by demographic variables

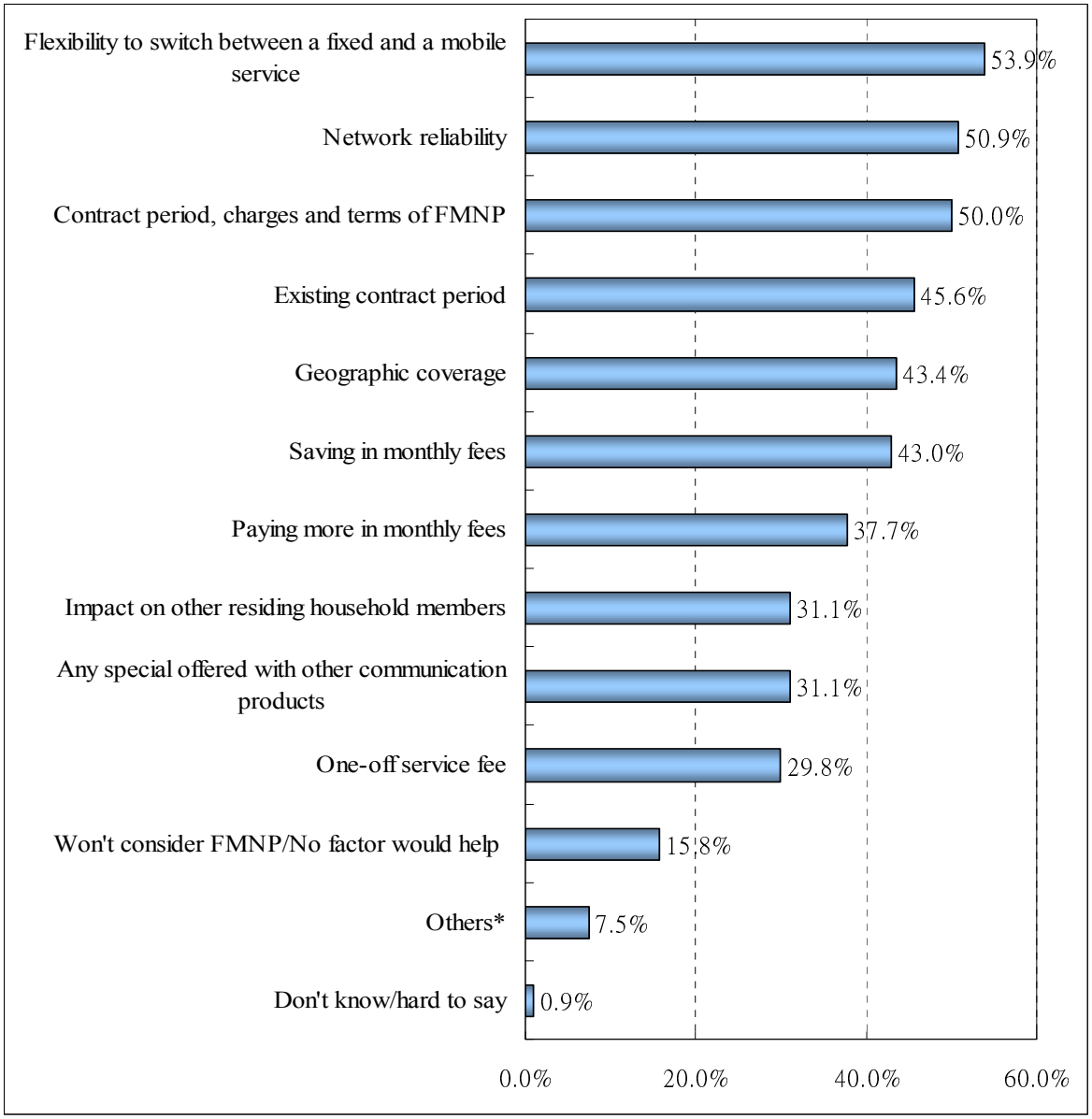
Variable	Level	Base	Highly likely	Likely	Unlikely	Impossible	p-value Rank Correlation
Age Group	18-20	12		8.3%	66.7%	25.0%	
	21-30	80	1.3%	12.5%	52.5%	33.8%	
	31-40	63		11.1%	41.3%	47.6%	
	41-50	32	9.4%	3.1%	40.6%	46.9%	0.010
	51-60	24		12.5%	25.0%	62.5%	
	61-70	4		25.0%		75.0%	
	Over 70	3			33.3%	66.7%	

4.2.6 Factors when considering FMNP

Mobile phone only users were asked the factors that would help them decide if they wanted FMNP.

Figure 4.40 shows most of the factors given by users. About half of them said that they would consider the flexibility to switch between a fixed and a mobile service (53.9%), network reliability (50.9%) and the contract period, charges and terms of FMNP (50.0%).

Figure 4.40: The factors when considering FMNP (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".
(Base: All mobile phone only users = 228)

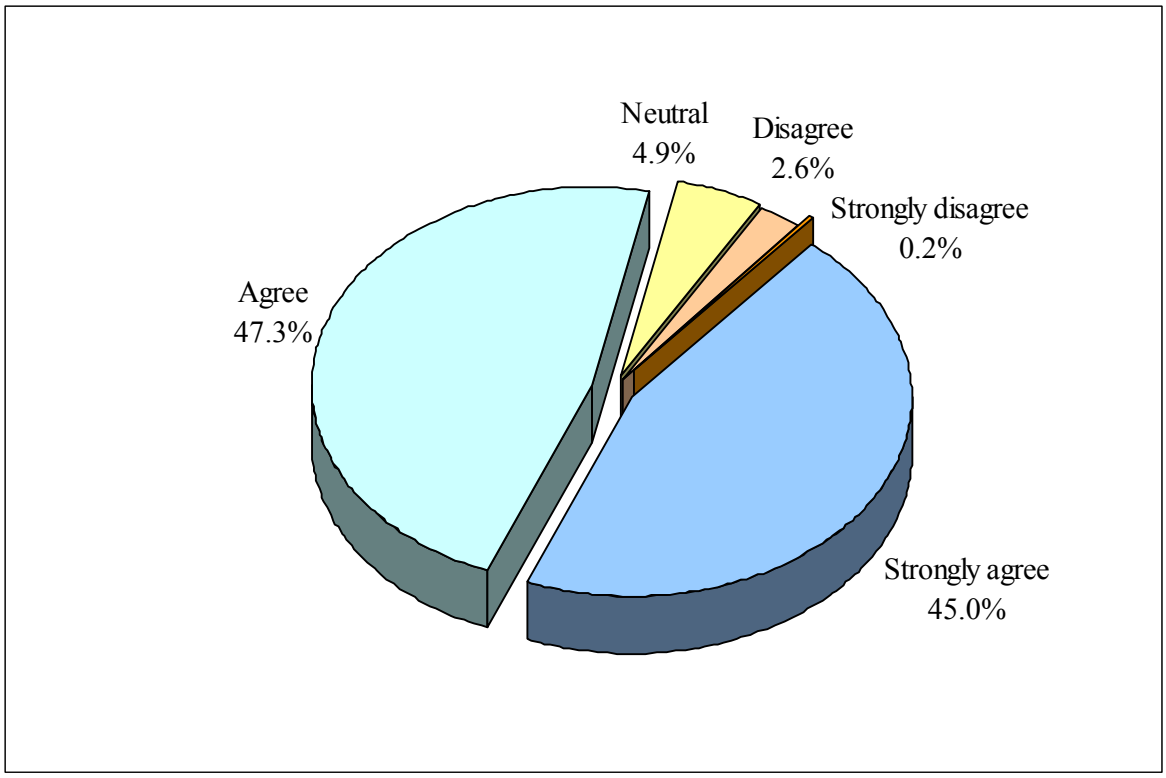
4.3 Business Line Users

4.3.1 Fixed line telephone is essential

The business line users were asked to rate their level of agreement with a fixed line telephone being essential to their businesses. The users were given a five-point scale (strongly agree, agree, neutral, disagree and strongly disagree) and an option of "Don't know".

Over 90% of users (92.3%) strongly agreed/agreed that a fixed line telephone was essential to their businesses while only 2.8% of them disagreed/ strongly disagreed.

Figure 4.41: Fixed line telephone is essential



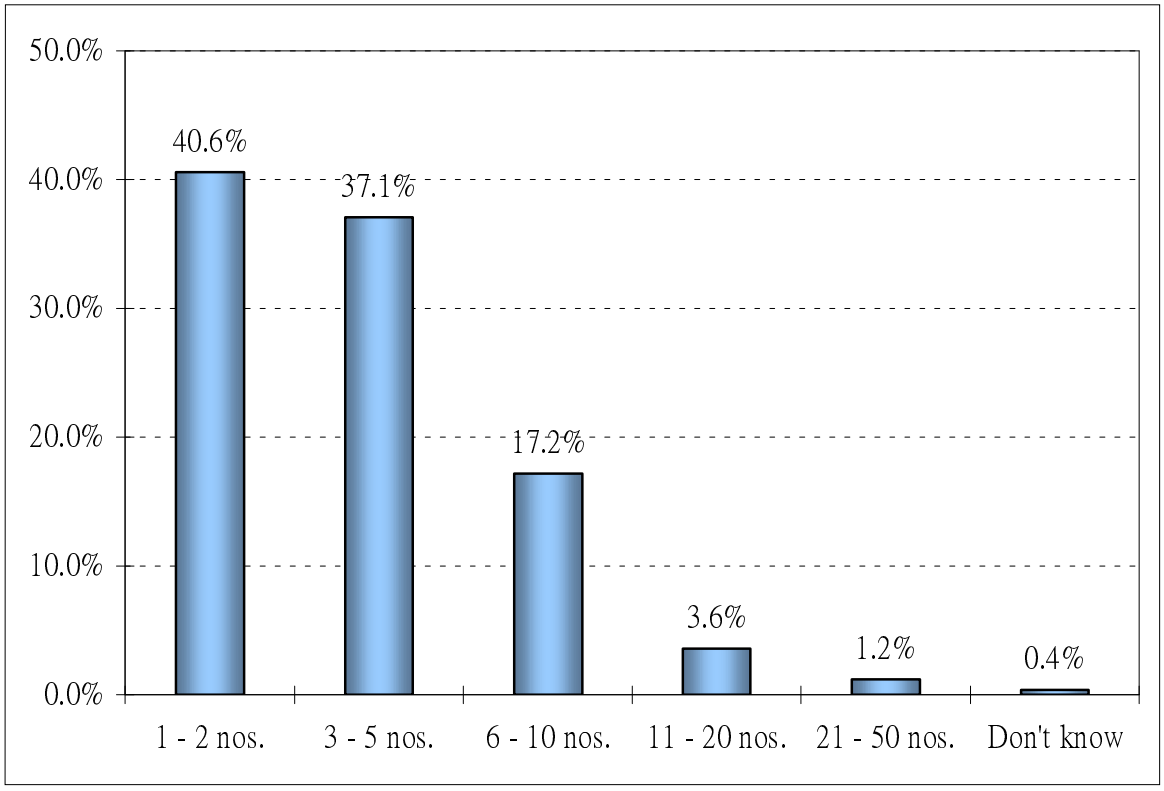
(Base: All business line users = 507)

4.3.2 Number of business fixed line numbers used

Business line users were asked the number of business fixed line numbers in their businesses including fax.

About two-fifths of users (40.6%) had 1 to 2 business fixed line numbers in their businesses, followed by over a third of them (37.1%) who had 3 to 5 numbers and 17.2% had 6 to 10 numbers. The remaining about 5% of them (4.8%) had 11 or more numbers in their businesses.

Figure 4.42: Number of business fixed line numbers



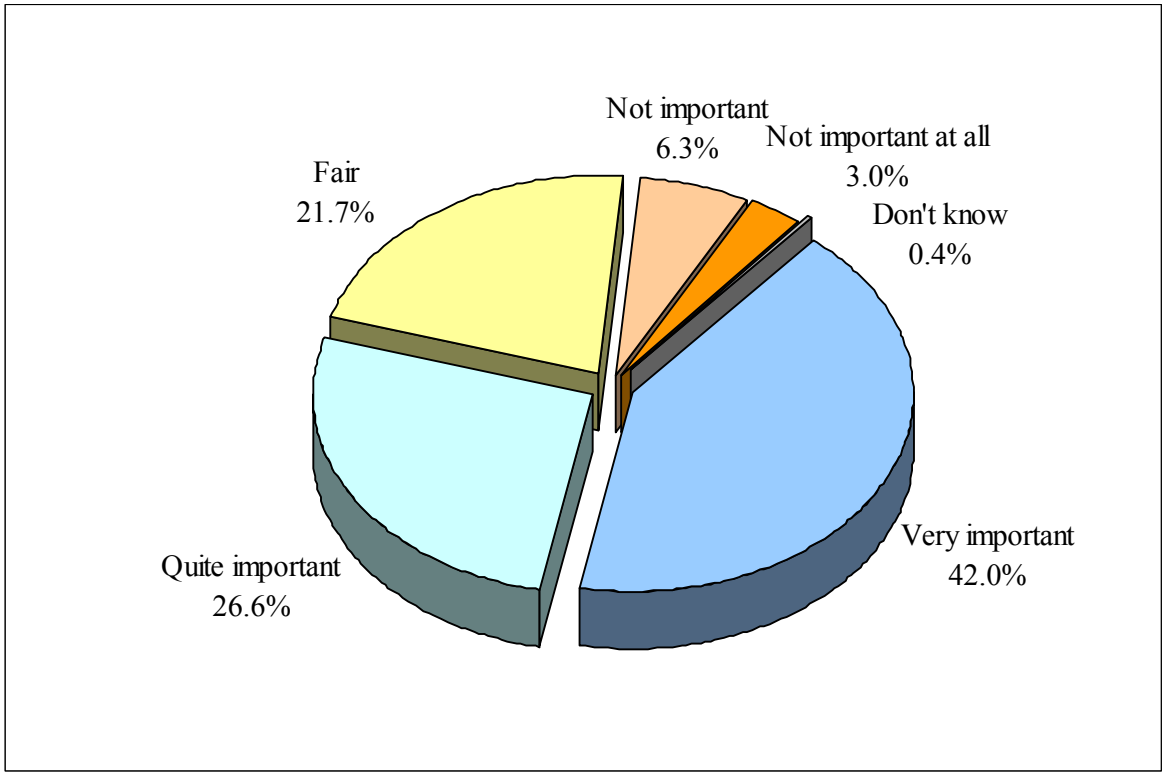
(Base: All business line users = 507)

4.3.3 Importance of fixed line number portability

Business line users were asked to evaluate the importance of fixed line number portability between providers. The users were given a five-point scale (very important, quite important, fair, not important and not important at all) and an option of "Don't know".

Over two thirds of users (68.6%) felt that fixed line number portability between providers was very important/quite important while about one-tenth of them (9.3%) felt it was not important at all/not important.

Figure 4.43: Fixed line number portability between providers



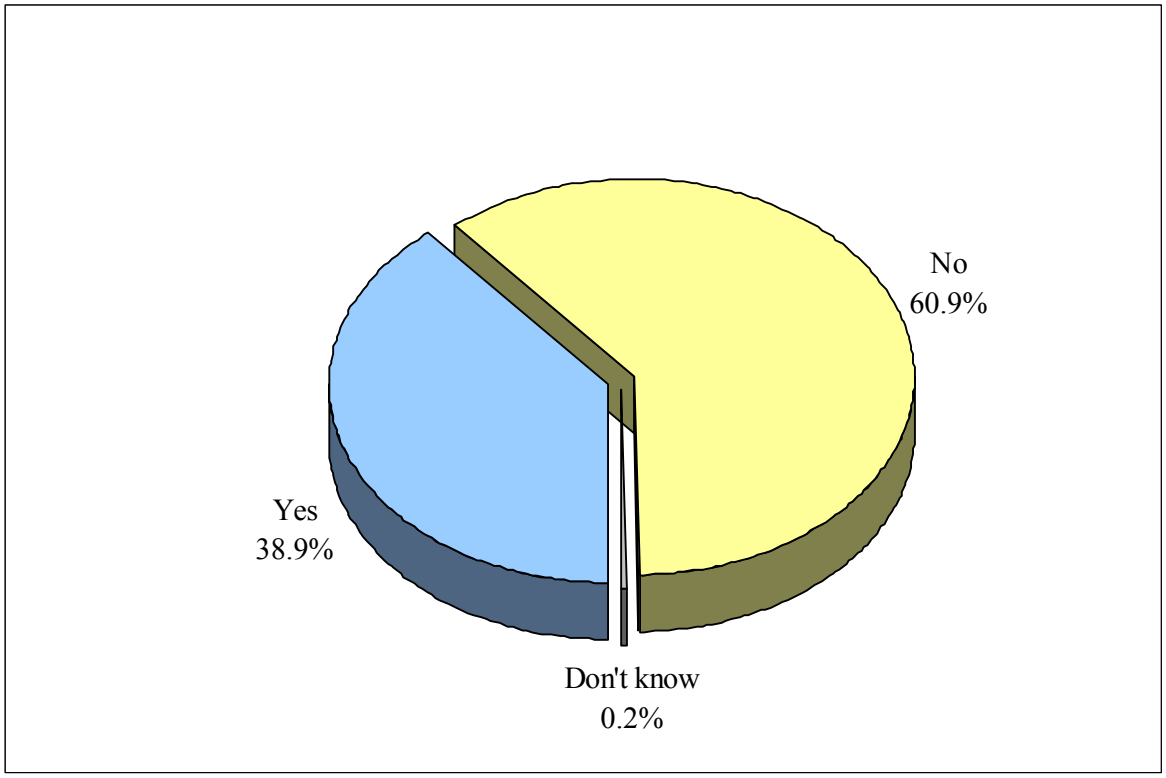
(Base: All business line users = 507)

4.3.4 Experience of fixed line number portability

Business line users were asked whether they had any experience of changing fixed line service operators in their businesses.

About two-fifths of users (38.9%) had experience of changing fixed line service operators in their businesses while about three-fifths of them (60.9%) had no experience.

Figure 4.44: Experience of fixed line number portability

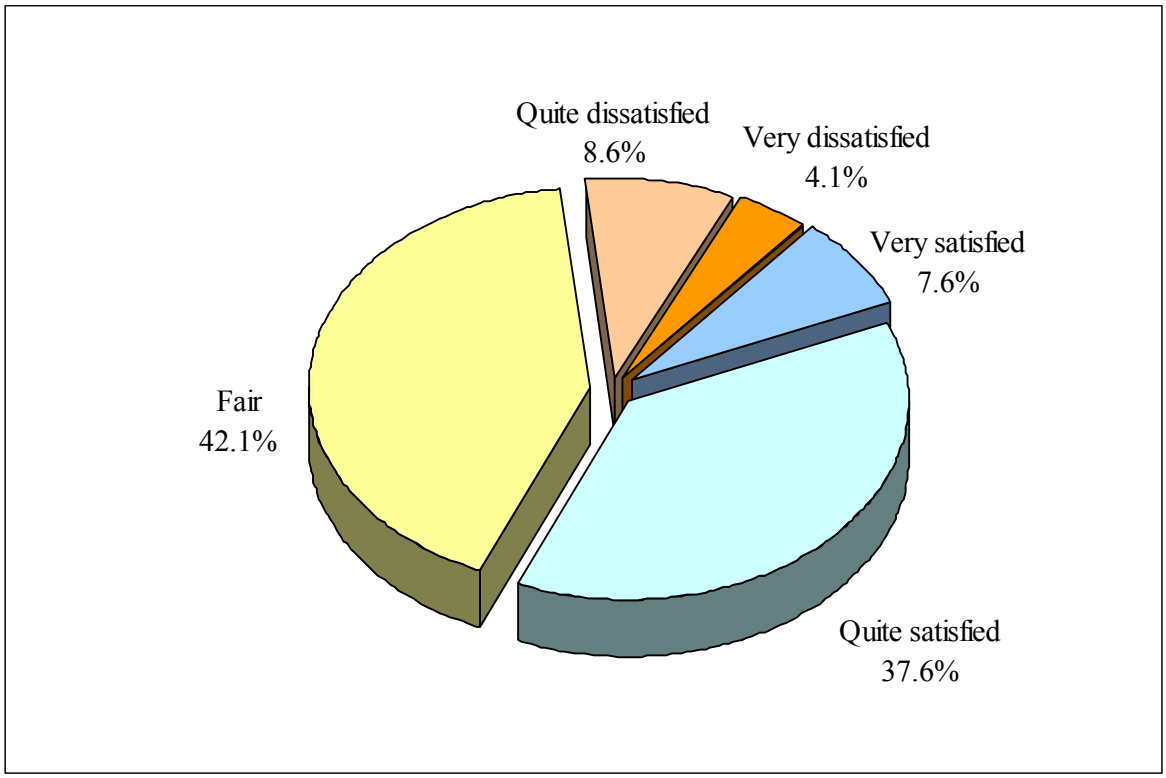


(Base: All business line users = 507)

Amongst those users who had experience of changing fixed line service operators in their businesses, they were further asked about their satisfaction with their businesses' overall experience of fixed line number portability.

Over two-fifths of them (45.2%) were very satisfied/quite satisfied with their experience of fixed line number portability while slightly over one-tenth of them (12.7%) were very dissatisfied/quite dissatisfied. Over two-fifth of them (42.1%) were fairly satisfied with the fixed line number portability experience.

Figure 4.45: Satisfaction with the fixed line number portability experience



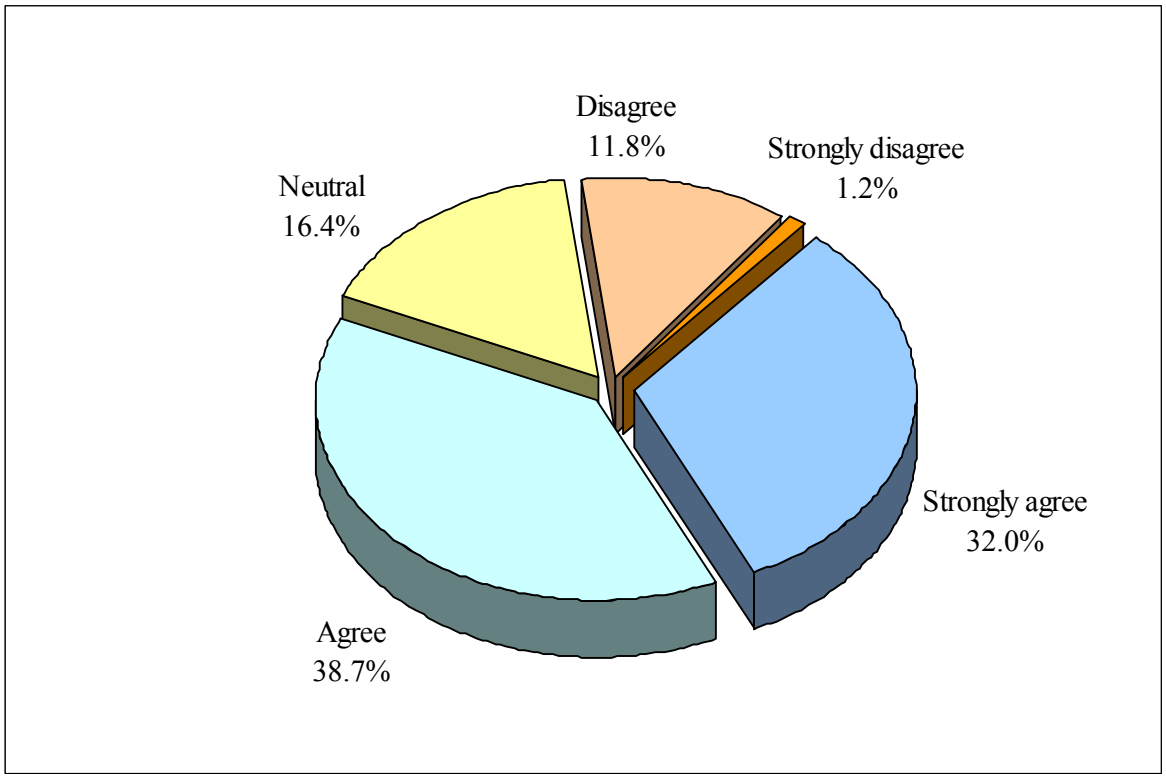
(Base: Business line users with portability experience = 197)

4.3.5 Mobile phone is essential

The business line users were asked to rate their agreement level with whether a mobile phone is essential to them. The users were given a five-point scale (strongly agree, agree, neutral, disagree and strongly disagree) and an option of "Don't know".

Over two thirds of them (70.7%) strongly agreed/agreed that a mobile phone was essential to them while only 13% of them strongly disagreed/disagreed.

Figure 4.46: Mobile phone is essential



(Base: All business line users = 507)

The following table illustrates the relationship between the agreement with mobile phone was essential and number of employees.

Business with 20 to 29 employees was more likely strongly agreed that mobile phone was essential.

Table 4.18: Mobile phone is essential by number of employees

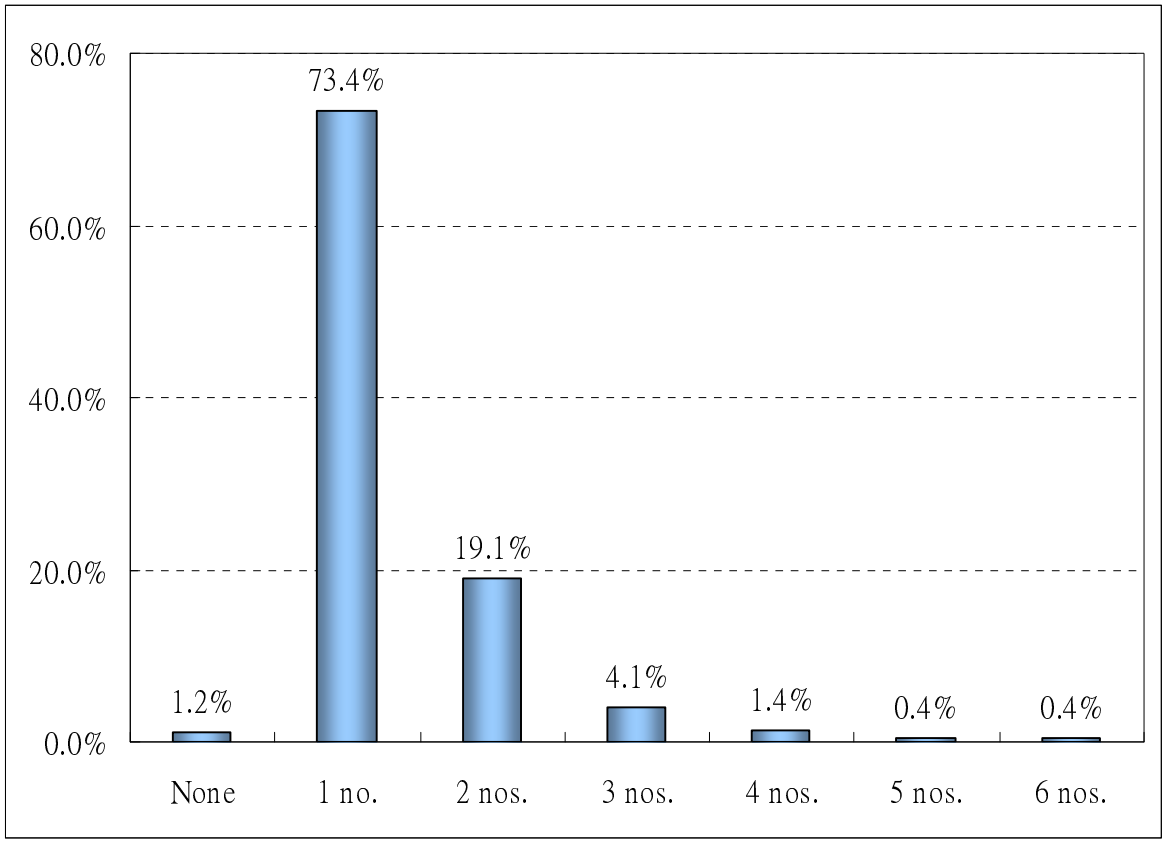
Variable	Level	Base	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	p-value Rank Correlation
Number of employees	1-2	152	31.6%	55.9%	5.9%	5.9%	.7%	0.000
	3-5	178	48.9%	43.3%	6.7%	1.1%	.0%	
	6-9	73	47.9%	47.9%	2.7%	1.4%	.0%	
	10-19	60	50.0%	46.7%	3.3%	.0%	.0%	
	20-29	26	69.2%	30.8%	.0%	.0%	.0%	
	30-49	16	50.0%	43.8%	.0%	6.3%	.0%	

4.3.6 Number of mobile phone numbers used

The business line users were asked the number of mobile phone numbers they used.

About three quarters of them (73.4%) used 1 mobile phone number, followed by about one-fifth (19.1%) used 2 mobile phone numbers and 6.3% used 3 or more mobile phone numbers.

Figure 4.47: Number of mobile phone numbers used

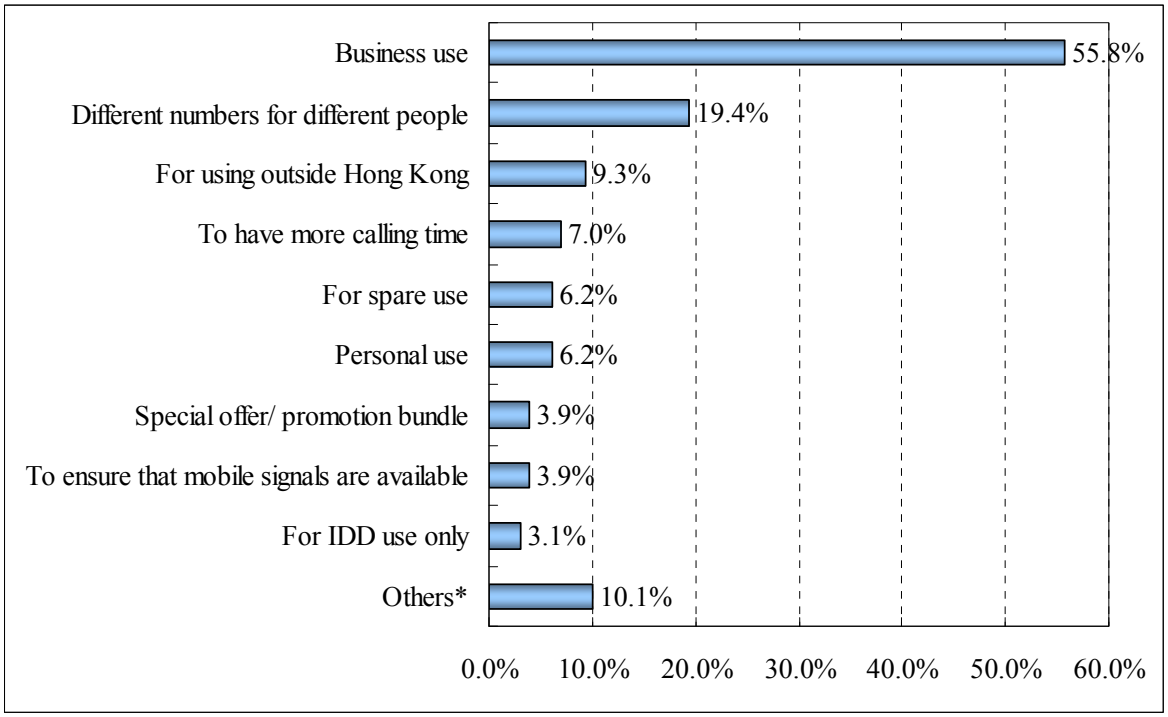


(Base: All business line users = 507)

Business line users were further asked to provide reasons for using more than one mobile phone number.

Figure 4.48 displays most of the reasons given by users. Over half of them said that the mobile phone numbers were used for business purpose (55.8%), followed by about one-fifth of them (19.4%) who explained that they used different numbers for different people. About one-tenth of them (9.3%) said that they needed another mobile numbers for using outside Hong Kong such as Mainland China.

Figure 4.48: Reasons for using more than one mobile phone number (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Business line users who use more than one mobile phone number = 129)

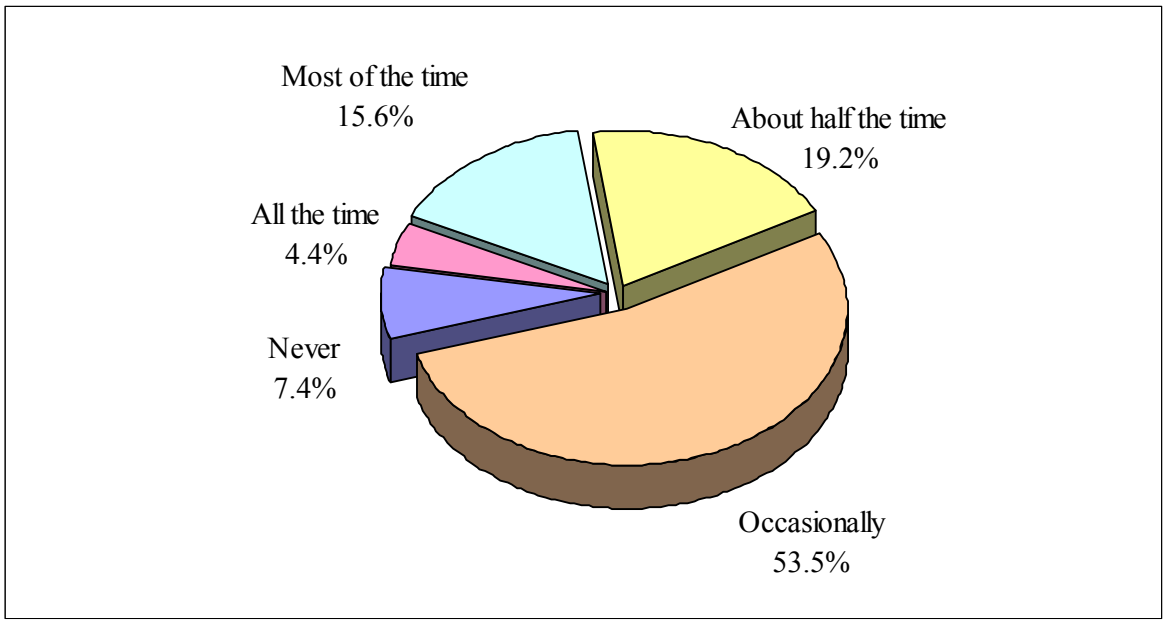
4.3.7 Habit of using a mobile phone in workplace

Business line users were asked their habit of using mobile phones in workplace for incoming calls compared with that of using business fixed line telephones. Users were given the following five-point scale of frequency and an option of "Don't know":

(vi) All the time (i.e. never use a fixed line telephone);
(vii) Most of the time (i.e. use a mobile phone more than a fixed line telephone to receive calls);
(viii) About half the time;
(ix) Occasionally (i.e. use a fixed line telephone more than a mobile phone to receive calls); and
(x) Never (i.e. only use a fixed line telephone)

Slightly over half of them (53.5%) reported that they used a fixed line telephone more than mobile phone to receive calls, followed by about one-fifth of them (19.2%) who about half the time used both mobile phone and fixed line telephone to receive calls in their businesses and about 15% of them (15.6%) reported that they used a mobile phone more than a fixed line telephone to receive calls. About 8% of them (7.4%) only used a fixed line telephone at work while about 5% of them (4.4%) never used a fixed line telephone.

Figure 4.49: Habit of using a mobile phone in workplace for incoming calls compared with that of using a business fixed line telephone

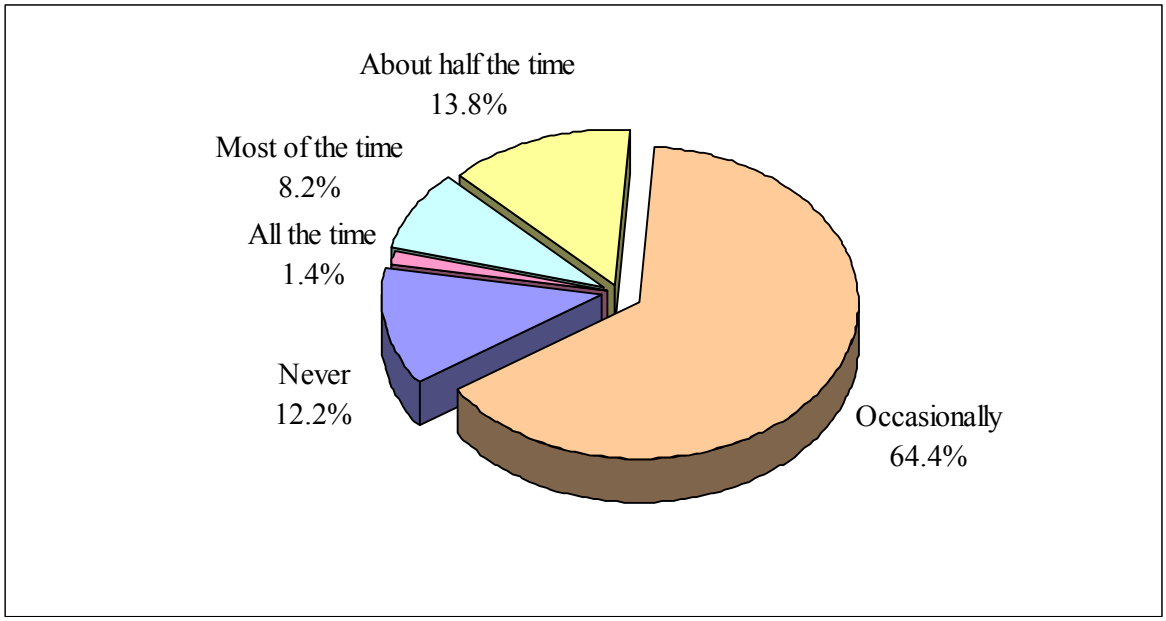


(Base: Business line users who used mobile phone = 501)

Furthermore, business line users were asked about their habit of using mobile phones in workplace for outgoing calls compared with their habit of using business fixed line telephones.

Almost two thirds of them reported that they used a fixed line telephone more than a mobile phone to make calls (64.4%), followed by about half the time used both mobile phone and fixed line telephone to make calls in the workplace (13.8%). Over one-tenth of them reported that they had only used a fixed line telephone (12.2%) in their workplaces for outgoing calls. About 8% of them (8.2%) used a mobile phone more than a fixed line telephone to make calls while the rest (1.4%) never used a fixed line telephone in the workplace.

Figure 4.50: Habit of using a mobile phone in workplace for outgoing calls compared with that of using a business fixed line telephone



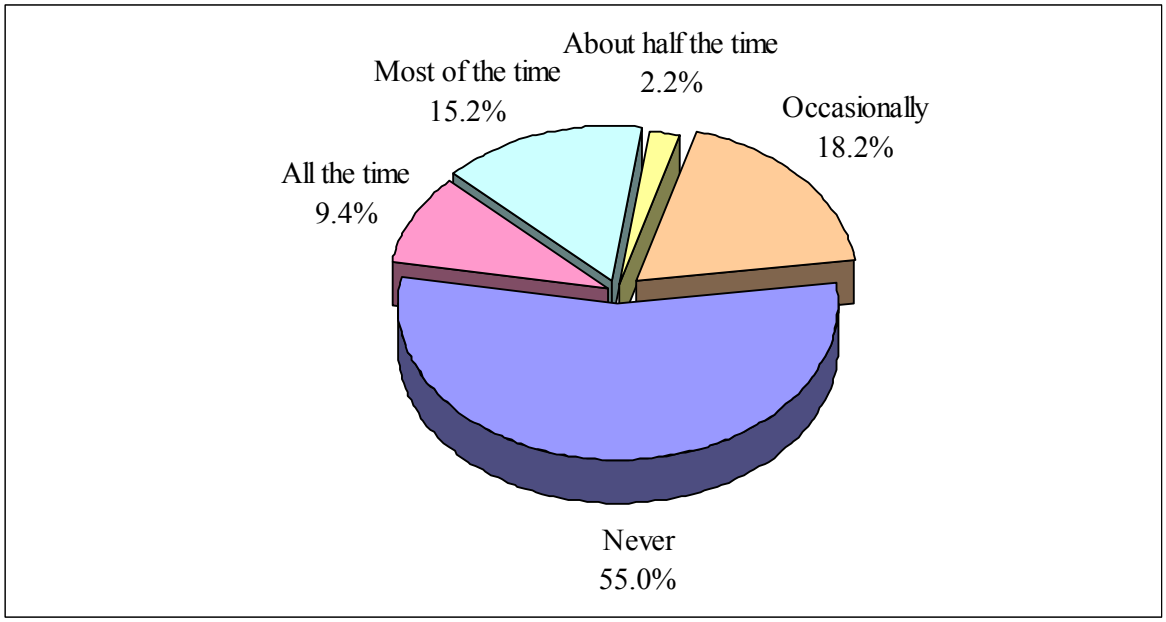
(Base: Business line users who used mobile phone = 501)

4.3.8 Habit of call forwarding

Business line users were asked their habit of forwarding their mobile phone calls to their business fixed line telephones. Users were given a five-point scale of frequency (all the time, most of the time, about half the time, occasionally and never) and an option of "Don't know".

Over half of users (55.0%) reported that they never forwarded their mobile phone calls to their business fixed line telephones. A similar proportion of them occasionally (18.2%) and most of the time (15.2%) did so. About one-tenth of them (9.4%) did all the time while only a small proportion of them (2.2%) forwarded their mobile phone calls to their business fixed line telephones about half the time.

Figure 4.51: Habit of forwarding mobile phone calls to business fixed line telephones

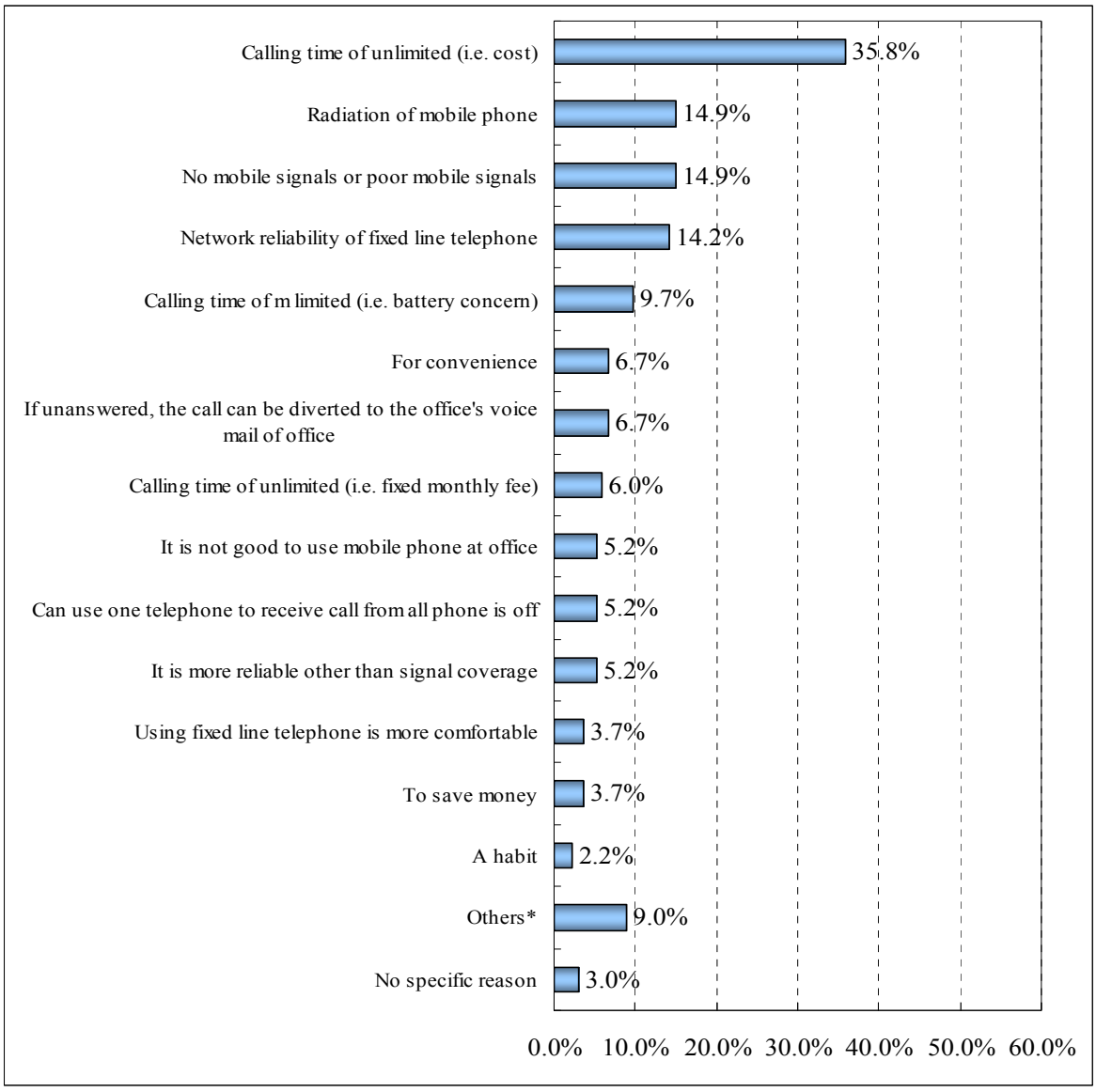


(Base: Business line users who used mobile phone = 501)

Business line users who forwarded their mobile phone calls to their business fixed line telephones all the time, most of the time and about half the time were further asked to provide reasons for forwarding their calls.

Figure 4.52 shows most of the reasons given by users. Over a third of them (35.8%) said that the calling time of fixed line telephone was unlimited with a fixed cost. A similar proportion of them claimed that they were concerned about the radiation of mobile phones (14.9%), no or poor mobile signals in their workplaces (14.9%) and the network reliability of fixed line telephone (14.2%).

Figure 4.52: Reasons for forwarding their mobile phone calls to their business fixed line telephones (Multiple answers)



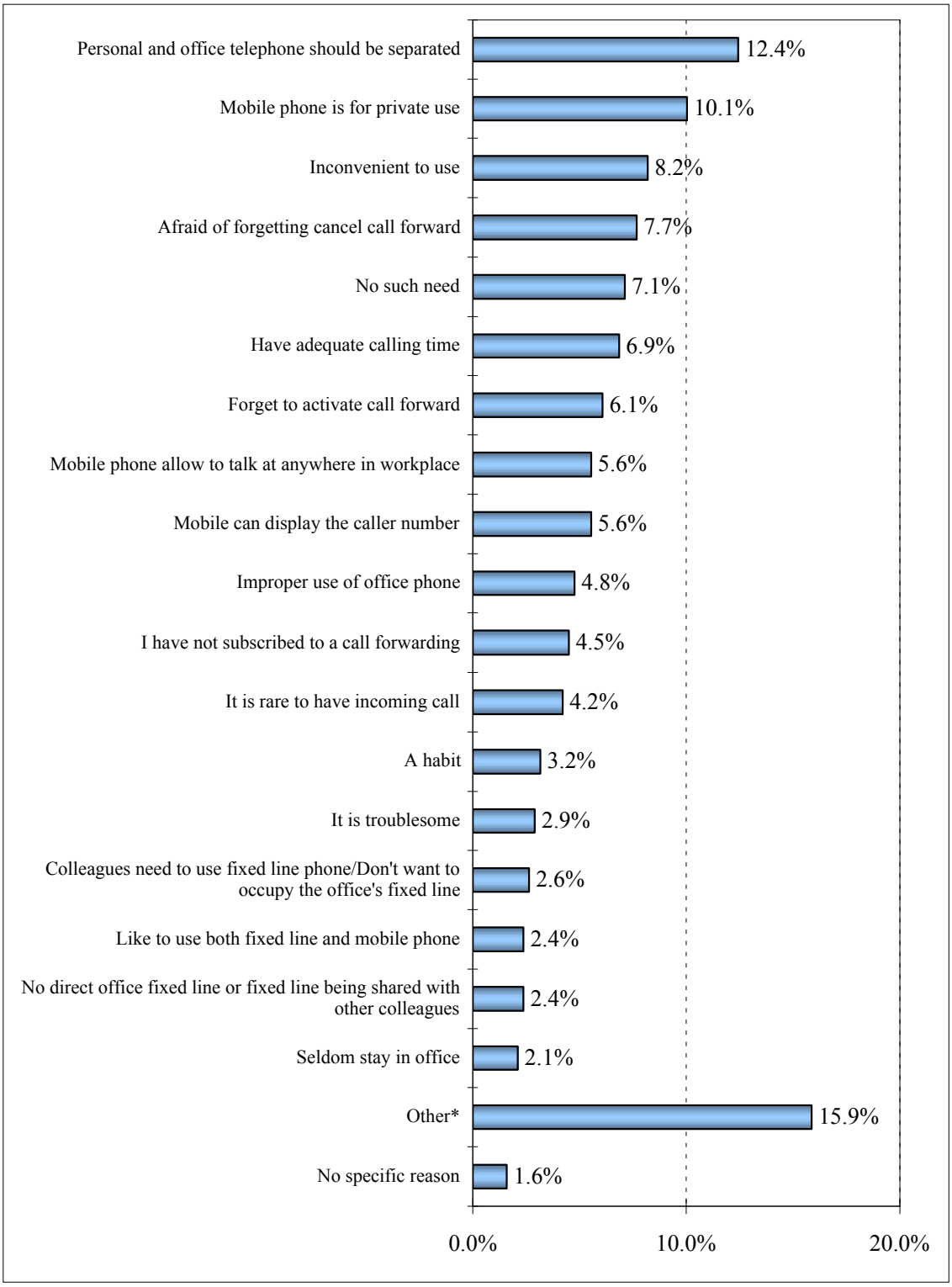
* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Business phone line users who most or all or about half of the time forward mobile phone calls to their business fixed lines = 134)

Business line users who occasionally and never forwarded their mobile phone calls to their business fixed line telephones were further asked to provide reasons for not forwarding their calls.

Figure 4.53 shows most of the reasons given by users. Over one-tenth of them said that the incoming calls from a fixed line telephone and a mobile phone should be separated (12.4%) and the mobile phone was for private use (10.1%).

Figure 4.53: Reasons for not forwarding their mobile phone calls to their business fixed line telephones (Multiple answers)

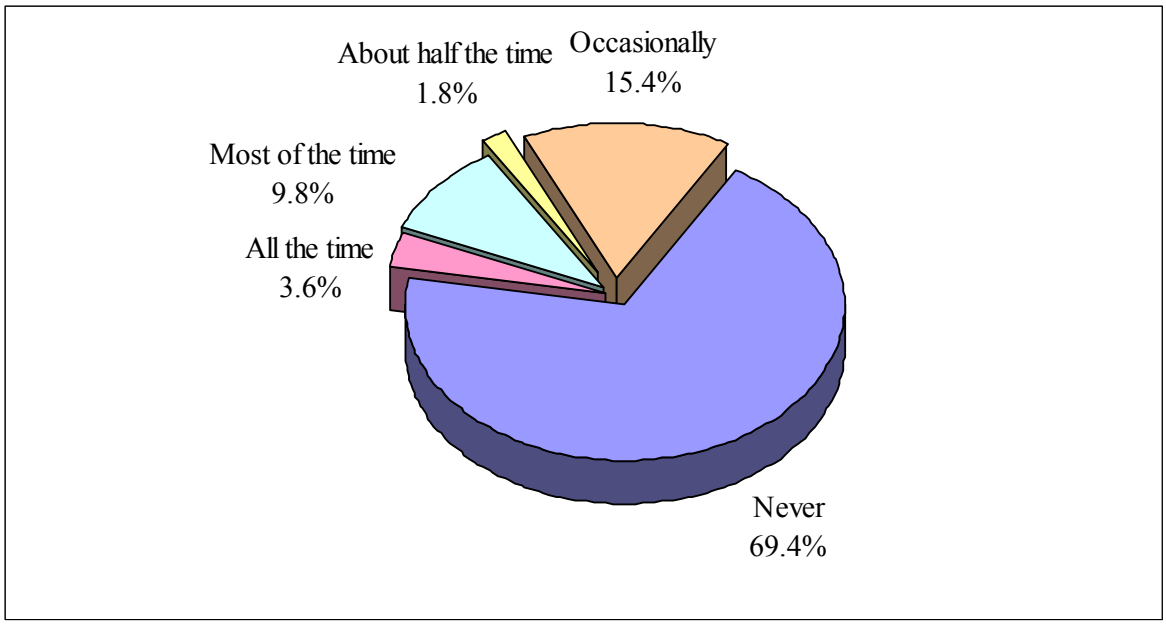


** All reasons raised by less than 2% of respondents were grouped into "Others".*

(Base: Business line users who about half the time or occasionally or never forward mobile phone calls to their business fixed lines = 378)

Over two thirds of them reported that they never (69.4%) forwarded their office fixed line telephone calls to their mobile phones, followed by about 15% of them occasionally (15.4%) and about one-tenth of them most of the time (9.8%) did so. A similar small proportion of users forwarded their office fixed line telephones to their mobile phones all the time (3.6%) and about half the time (1.8%).

Figure 4.54: Habit of forwarding office fixed line telephone calls to mobile phones

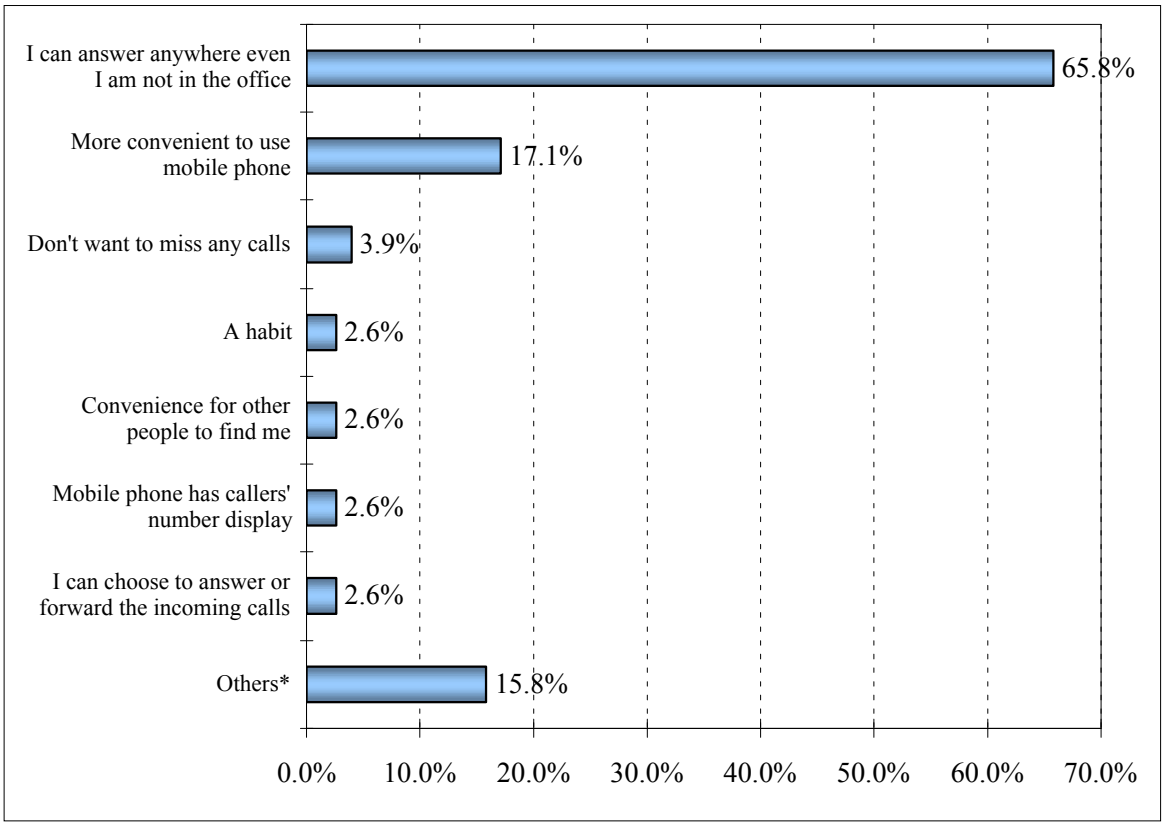


(Base: Business line users who used mobile phone = 501)

Users who forwarded their business fixed line telephone calls to their mobile phones all the time, most of the time and about half the time were further asked to provide reasons for forwarding their calls.

Figure 4.55 shows most of the reason given by users. Nearly two-thirds of them (65.8%) said that they could answer their calls anywhere after forwarding their business fixed line telephone calls. About 17% of them (17.1%) claimed that it was more convenient to use mobile phone compared with fixed line telephone.

Figure 4.55: Reasons for forwarding business fixed line telephone calls to mobile phones (Multiple answers)



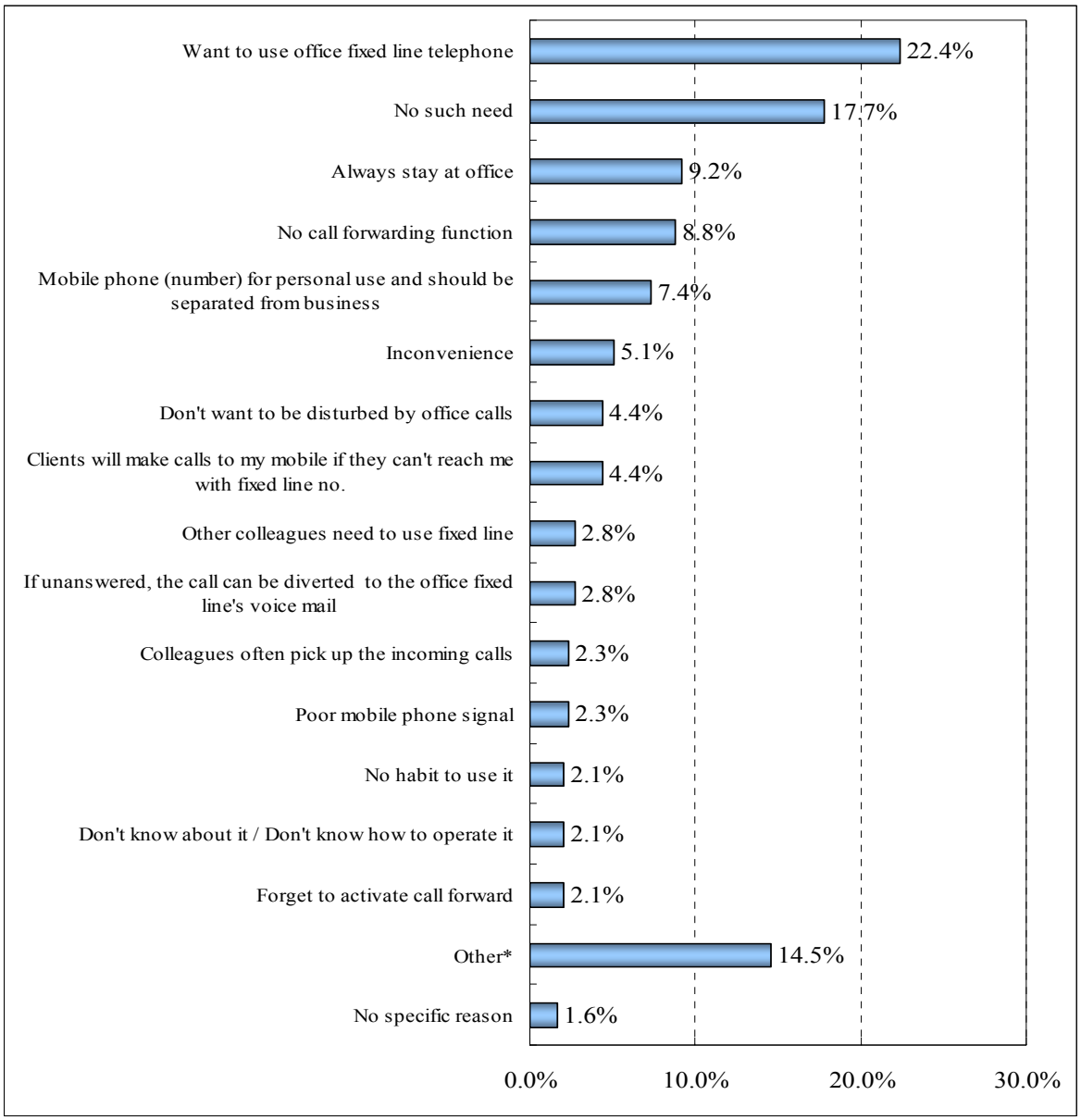
* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Business fixed line users who all or most or about half of the time forward business fixed line calls to mobile phone = 76)

Users who about half the time, occasionally and never forwarded their business fixed line telephone calls to their mobile phones were further asked to provide reasons for not forwarding their calls.

Figure 4.56 shows most of the reasons given by users. Over one-fifth of them (22.4%) wanted to use office fixed line telephones in their workplaces, followed by 17.1% of them saw no need to do so while 9.2% of them always stayed in the office.

Figure 4.56: Reasons for not forwarding business fixed line telephone calls to mobile phones (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

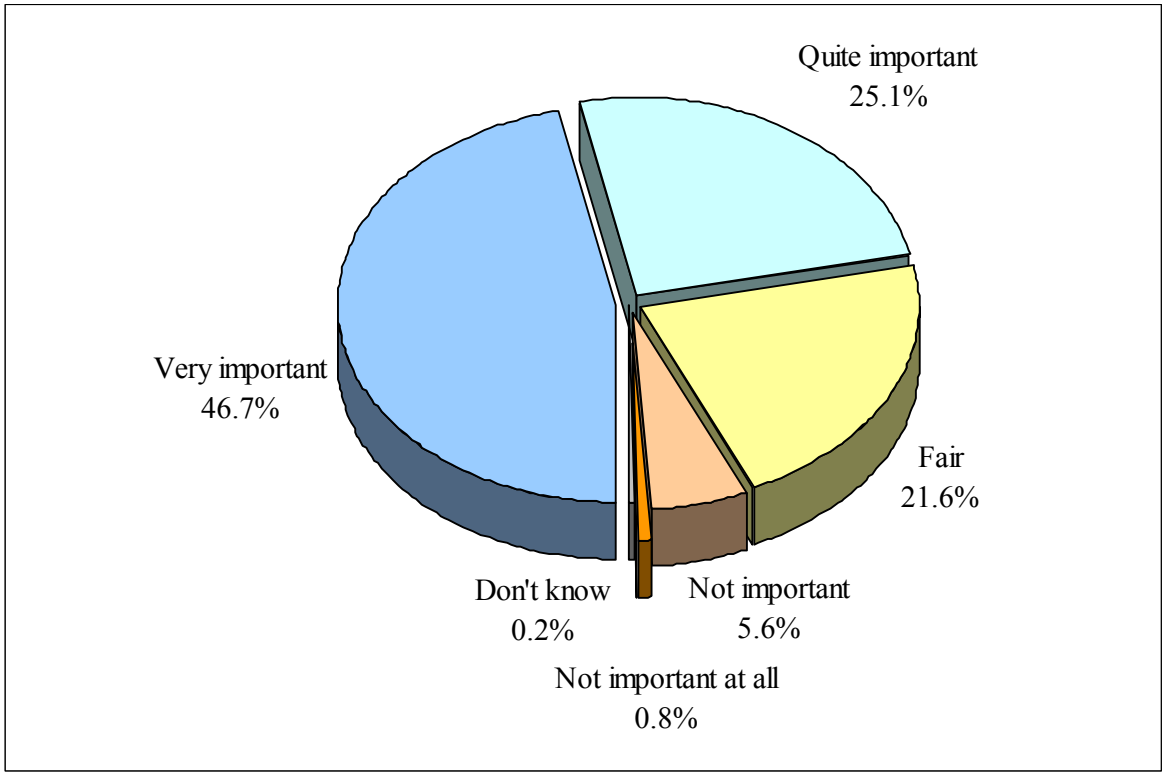
(Base: Business fixed line users who about half the time, occasionally or never forward business fixed line calls to mobile phone = 434)

4.3.9 Importance of mobile number portability

Business line users were asked to evaluate the importance of mobile phone number portability between providers. The users were given a five-point scale (very important, quite important, fair, not important and not important at all) and an option of "Don't know".

Over two-thirds of users (71.8%) felt that mobile phone portability was very important/quite important to them while a small proportion of them (6.4%) felt it was not important at all/not important.

Figure 4.57: The importance of mobile number portability



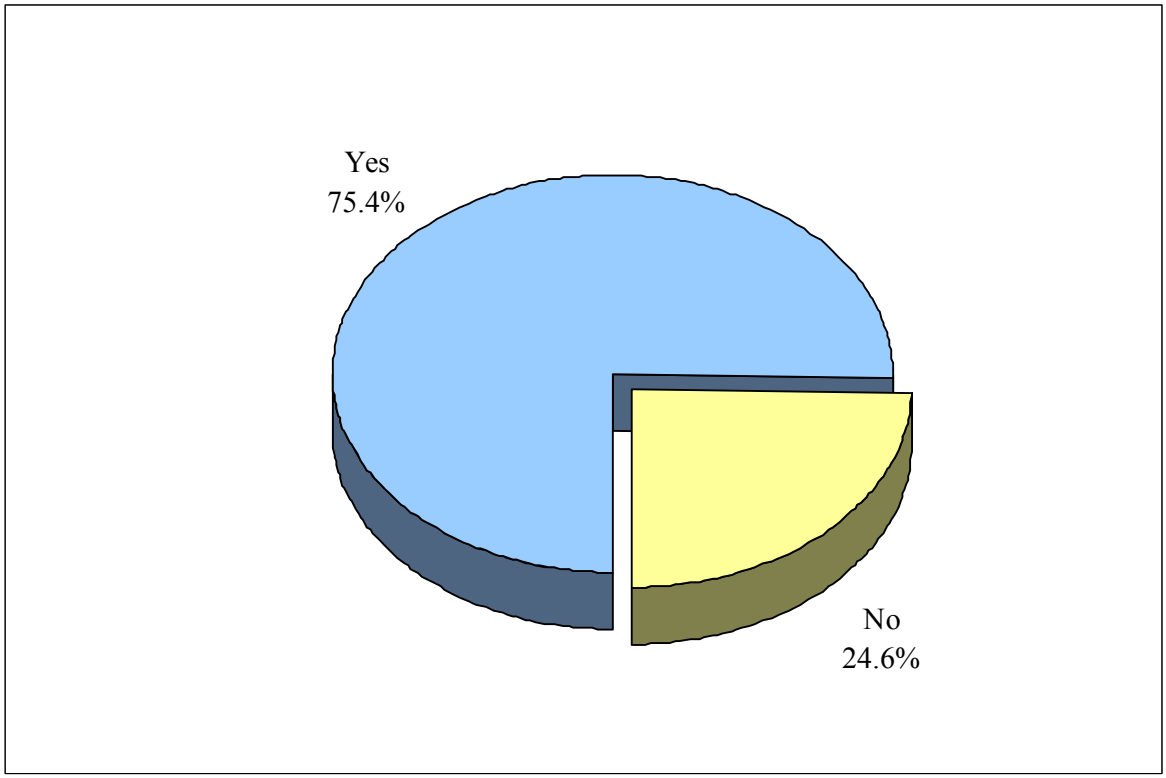
(Base: Business line users who used mobile phone = 501)

4.3.10 Experience of mobile number portability

Business line users were asked whether they had any experience of changing mobile phone service operators.

Three quarters of them (75.4%) had experience of changing mobile phone service operators while the rest (24.6%) had no experience.

Figure 4.58: Experience of changing mobile phone service operators

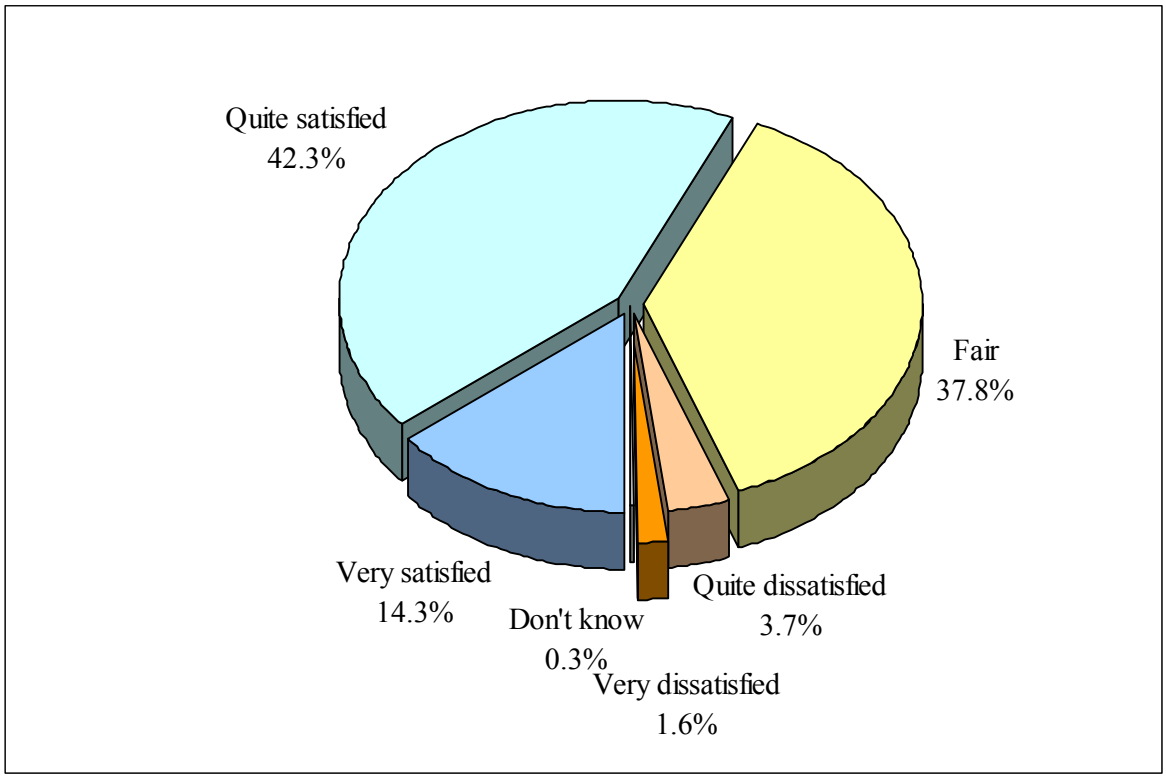


(Base: Business line users who used mobile phone = 501)

Amongst those users who had experience of changing mobile phone service operators were further asked about their satisfaction with their overall experience of mobile phone number portability.

Over half of them (56.6%) were very satisfied/quite satisfied with the mobile phone number portability experience while only a small proportion of them (5.3%) were very dissatisfied/quite dissatisfied. Over a third of them (37.8%) were fairly satisfied with the mobile phone number portability experience.

Figure 4.59: Satisfaction with mobile phone number portability experience



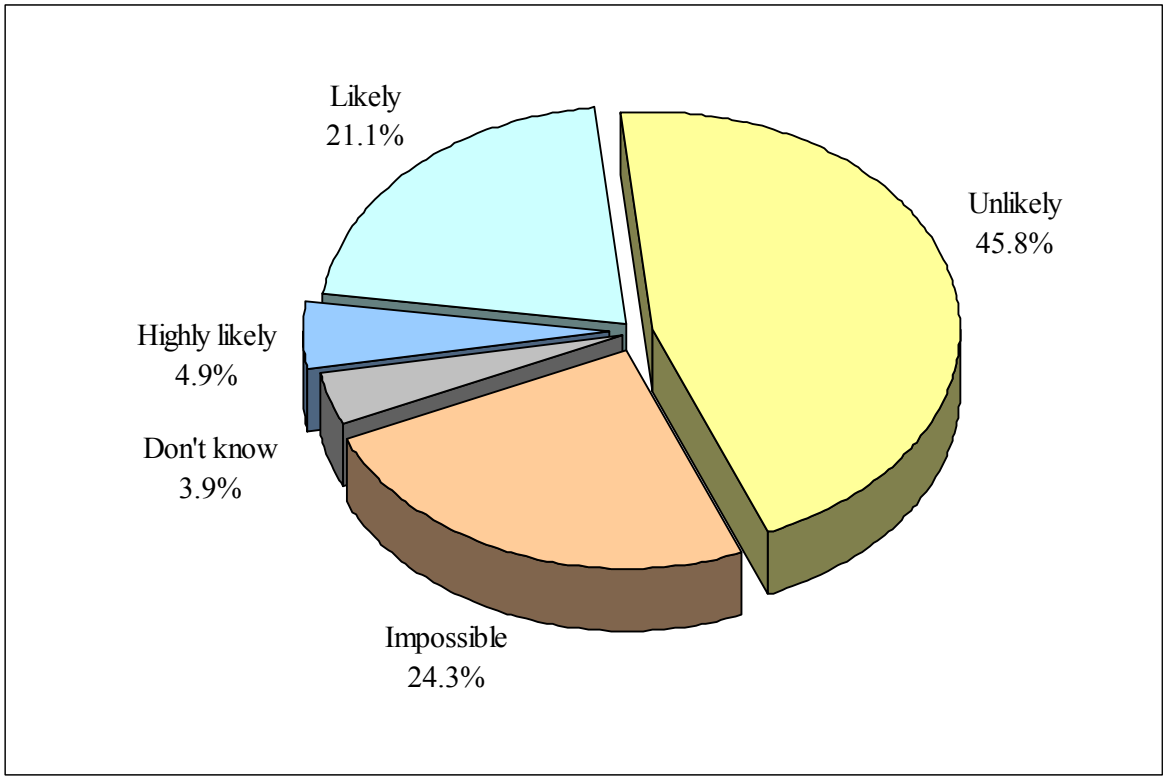
(Base: Business fixed line users with portability experience = 378)

4.3.11 Likelihood of porting a fixed line number to a mobile service provider

After introducing the new kind of telephone number portability of "Fixed Mobile Number Portability" ("FMNP"), business line users were further asked their likelihood of porting their fixed line numbers to mobile service providers if the contract terms are reasonable, with no extra costs and comparable convenience to portability from one fixed line service provider to another.

Slightly over a quarter of users claimed they would be highly likely/likely (26.0%) to port their fixed line numbers to mobile service providers while over two-thirds of them (70.1%) thought it impossible/unlikely they would port their fixed line numbers to mobile service providers.

Figure 4.60: Likelihood of porting a fixed line number to a mobile service provider

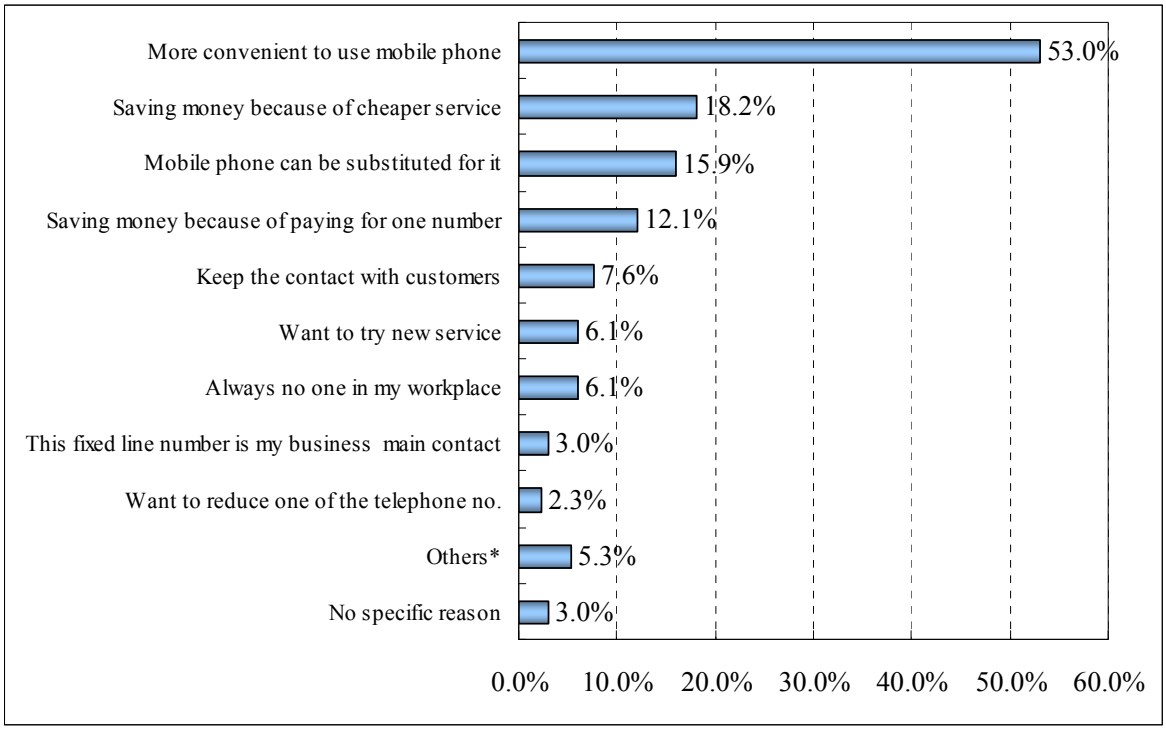


(Base: All business fixed line users = 507)

Business line users who reported being highly likely/likely port their fixed line numbers to mobile service providers were further asked to provide reasons for having such a view.

Figure 4.61 shows most of the reasons given by users. Over half of them (53.0%) said that it was more convenient to use mobile phone. A similar proportion of them said that they would save many because of cheaper service (18.2%) and mobile phone could be substituted for the fixed line telephone (15.9%).

Figure 4.61: Reasons for highly likely/likely porting a fixed line number to a mobile service provider (Multiple answers)



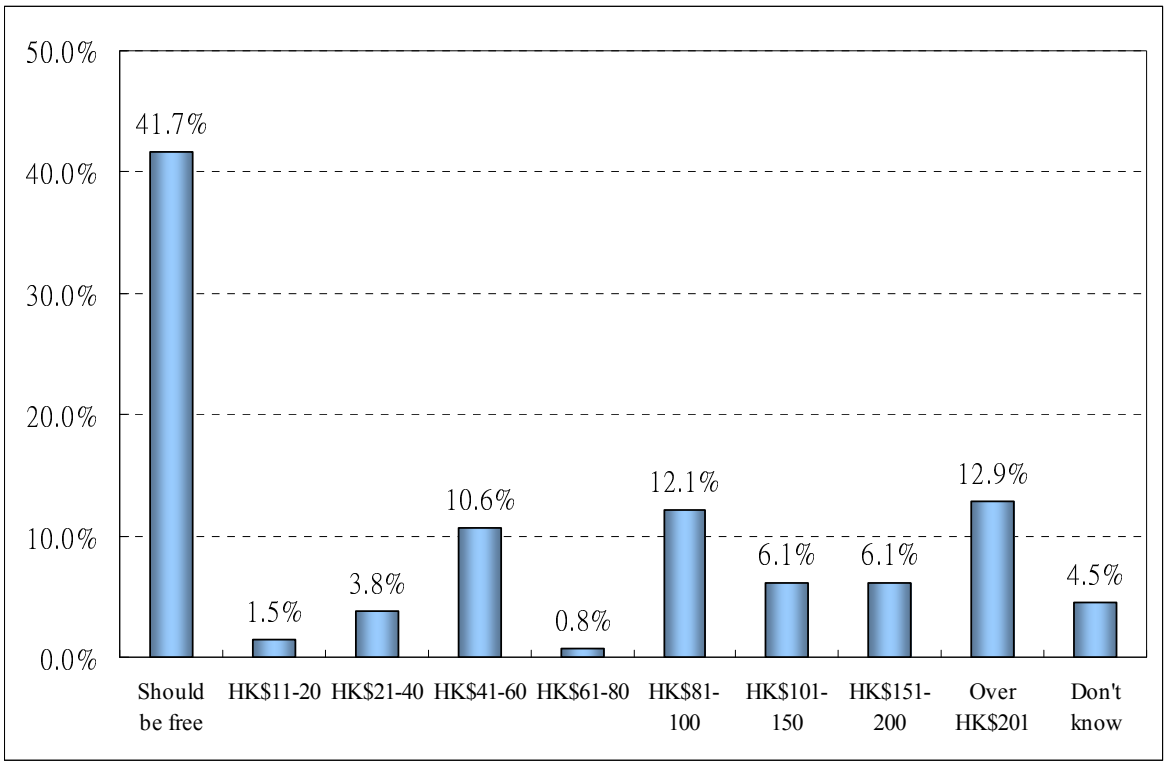
* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Business fixed line users who report being likely/highly likely to port business fixed line number to mobile phone = 132)

Furthermore, users who would highly likely/likely port their fixed line numbers to mobile service providers were further asked their willingness to pay a one-off fee as porting charges to allow them to port their fixed line numbers to mobile phones.

Over two-fifths of them (41.7%) said that the porting charges should be free. Over a quarter of them (28.8%) said that they were willing to pay $100 or less while a quarter of them (25.1%) were willing to pay $100 or more.

Figure 4.62: Willingness to pay as a one-off fee as porting charges

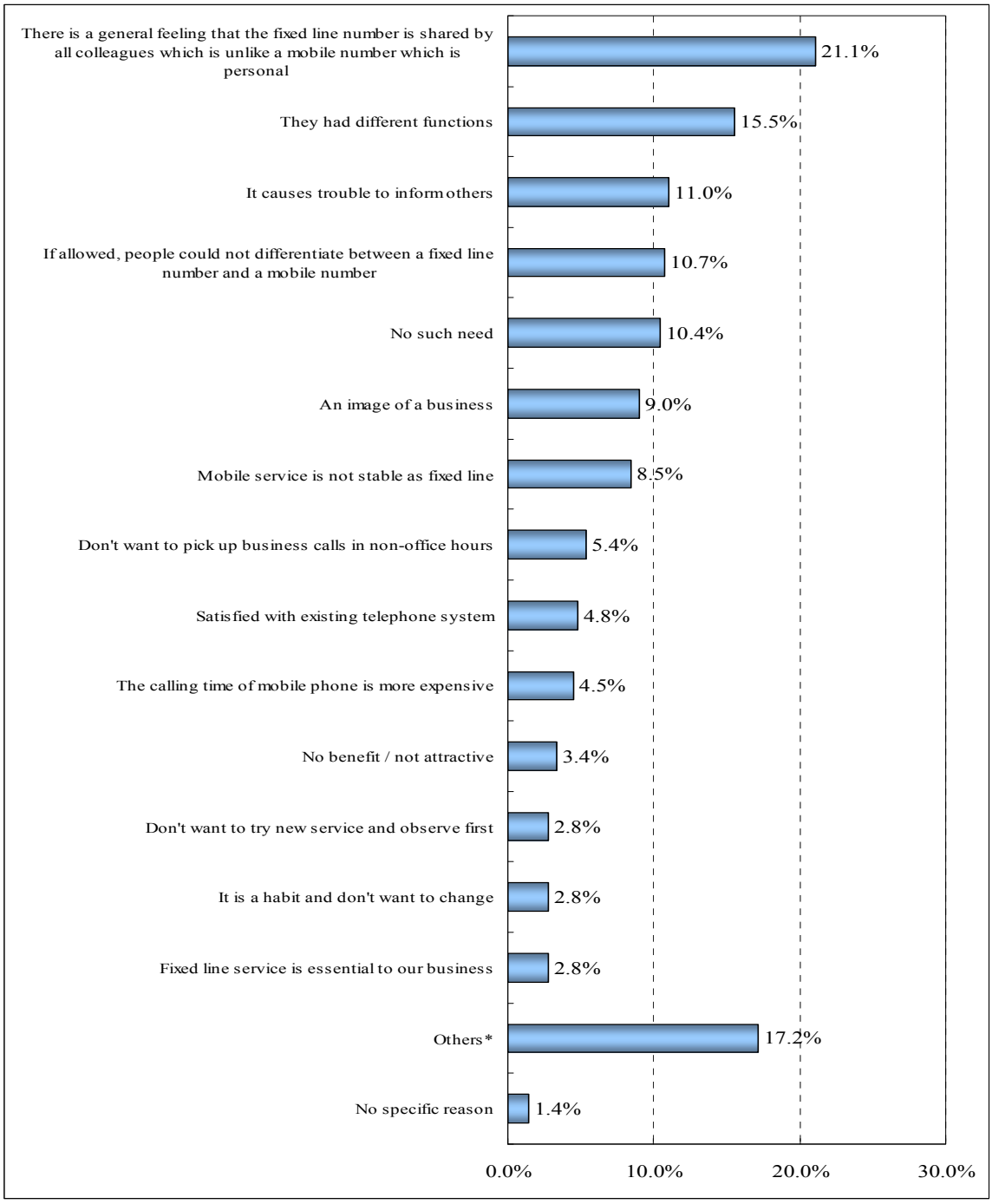


(Base: Business fixed line users who report being likely/highly likely to port business fixed line number to mobile phone = 132)

Users who reported being unlikely/impossible to port their fixed line telephone numbers to mobile phone service providers were further asked to provide reasons for having such a view.

Figure 4.63 shows most of the reasons given by users. Over one-fifth of them (21.1%) had a general feeling that a fixed line number was shared by all colleagues , followed by about 15% of them (15.5%) thought that fixed line telephone and mobile phone had different functions. Over one-tenth of them (11.0%) thought that it would cause trouble to inform their friends after using the FMNP service.

Figure 4.63: Reasons for unlikely/impossible porting a fixed line number to a mobile service provider (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: Business fixed line users unlikely/impossible to port fixed line number to mobile phone = 355)

The following table illustrates the relationship between likelihood of porting a fixed line number to a mobile phone service provider and number of employees. The likelihood level was significantly associated with number of employees.

Business with over 10 employees were less likely to think that they would be highly likely or likely port their fixed line numbers to mobile phone service providers.

Table 4.19: Likelihood of porting a fixed line number to a mobile phone service provider by number of employees

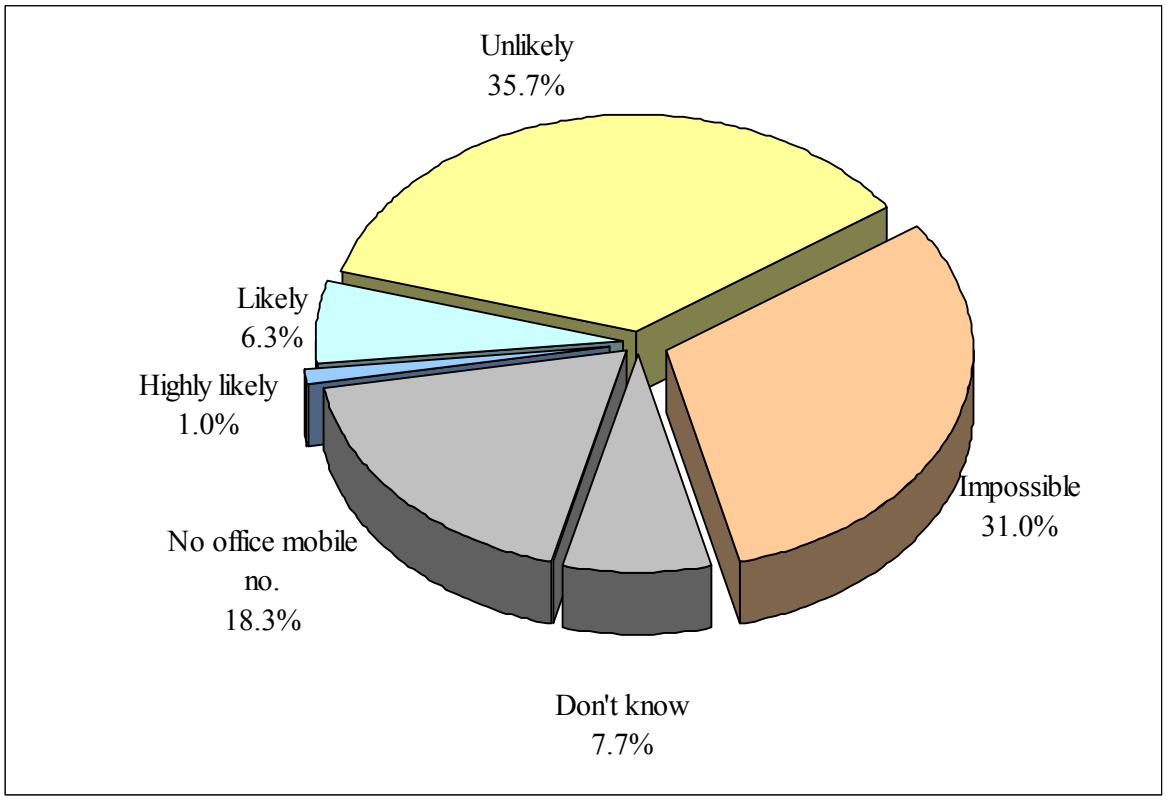
Variable	Level	Base	Highly likely	Likely	Unlikely	Impossible	p-value Rank Correlation
Number of employees	1-2	144	9.0%	25.7%	44.4%	20.8%	0.013
	3-5	173	4.0%	22.0%	46.2%	27.7%	
	6-9	69	5.8%	20.3%	46.4%	27.5%	
	10-19	57		17.5%	61.4%	21.1%	
	20-29	26		26.9%	42.3%	30.8%	
	30-49	16	6.3%	6.3%	50.0%	37.5%	

4.3.12 Likelihood of porting a mobile number to a fixed line service provider

Furthermore, business line users were asked their likelihood of porting their mobile numbers to fixed line service providers.

Only about 7% of them (7.3%) would be highly likely/likely to port their mobile numbers to fixed line service providers while two thirds of them (66.7%) claimed that they would be impossible/unlikely to port their mobile numbers to fixed line service providers.

Figure 4.64: Likelihood of porting a mobile number to a fixed line service provider

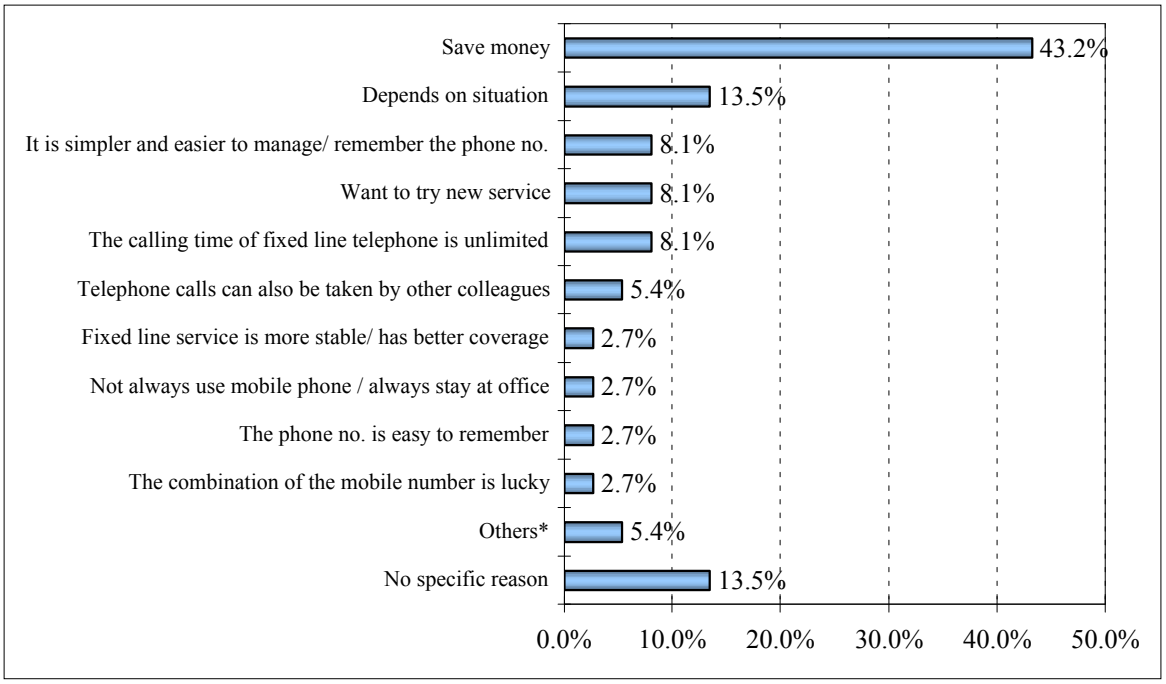


(Base: All business fixed line users = 507)

Users who reported being highly likely/likely port their mobile numbers to fixed line service providers were further asked to provide reasons for having such a view.

Figure 4.65 shows most of the reasons given by users. Over two-fifths of them (43.2%) thought that they would save money after using the FMNP.

Figure 4.65: Reasons for highly likely/likely porting a mobile number to a fixed line service provider (Multiple answers)

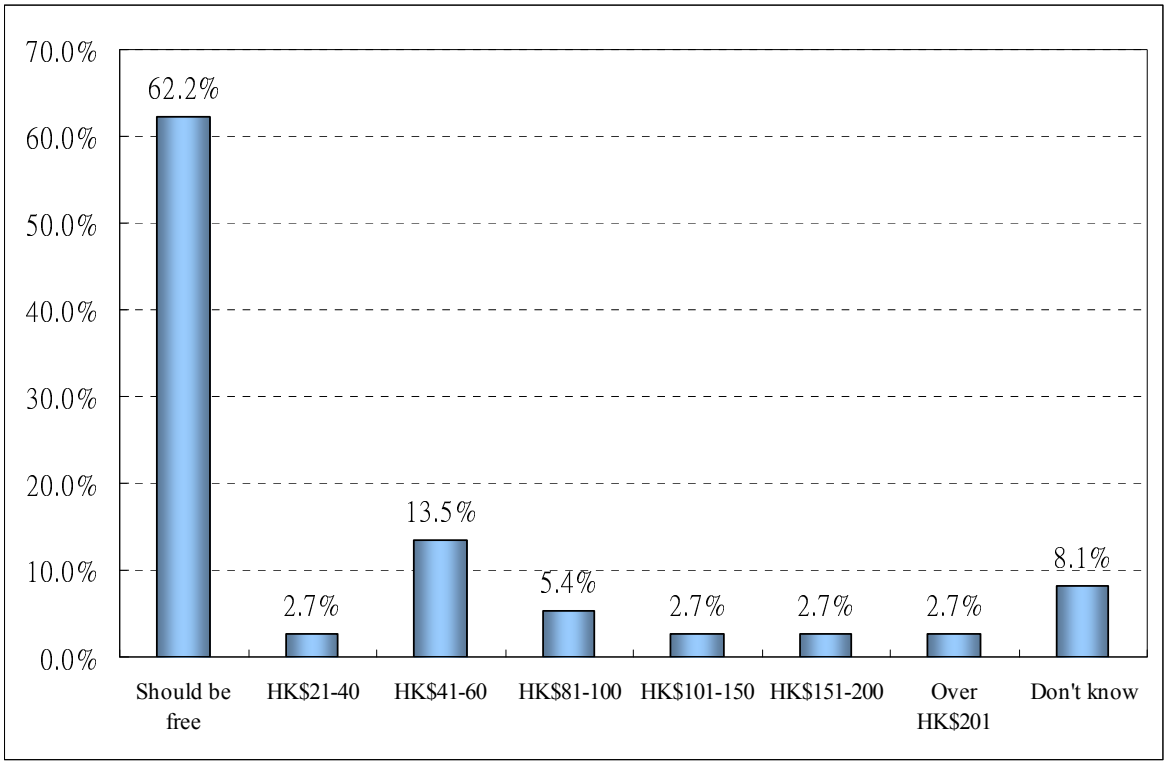


(Base: Business fixed line users who reported being likely/highly likely to port mobile number to business fixed line = 37)

Furthermore, users who reported they were highly likely/likely to port their mobile numbers to fixed line service providers were further asked their willingness to pay a one-off fee as porting charges to allow them to port their mobile numbers to fixed line service providers.

Over three-fifths of them (62.2%) said that the porting charges should be free. Over one-fifth of them (21.6%) said that they were willing to pay $100 or less while less than one-tenth of them (8.1%) were willing to pay $100 or more.

Figure 4.66: Willingness to pay as a one-off fee as porting charge

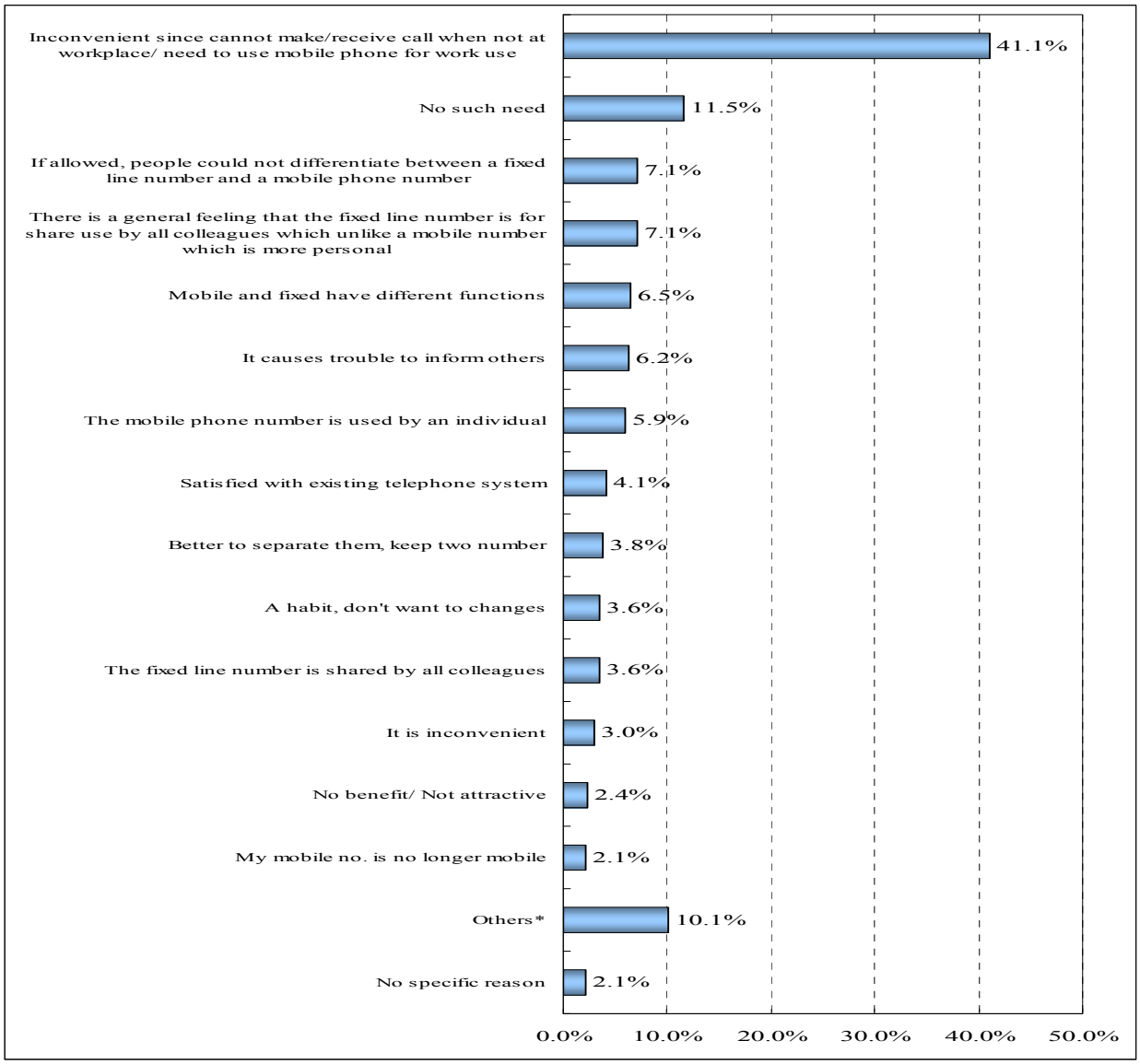


(Base: Business fixed line users who reported being likely/highly likely to port mobile number to business fixed line = 37)

Users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers were further asked to provide reasons for having such a view.

Figure 4.67 shows most of the reasons given by users. Over two-fifths of them (41.1%) thought that it was inconvenient for them to make/receive calls outside their workplaces and about one-tenth of them (11.5%) said that they had no need to do so. The same proportion of them thought that people could not differentiate between a fixed line number and a mobile phone number if allowed (7.1%) and a general feeling that a fixed line numbers was shared by all colleagues and it was different with a mobile number (7.1%).

Figure 4.67: Reasons for unlikely/impossible porting their mobile numbers to fixed line service providers (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

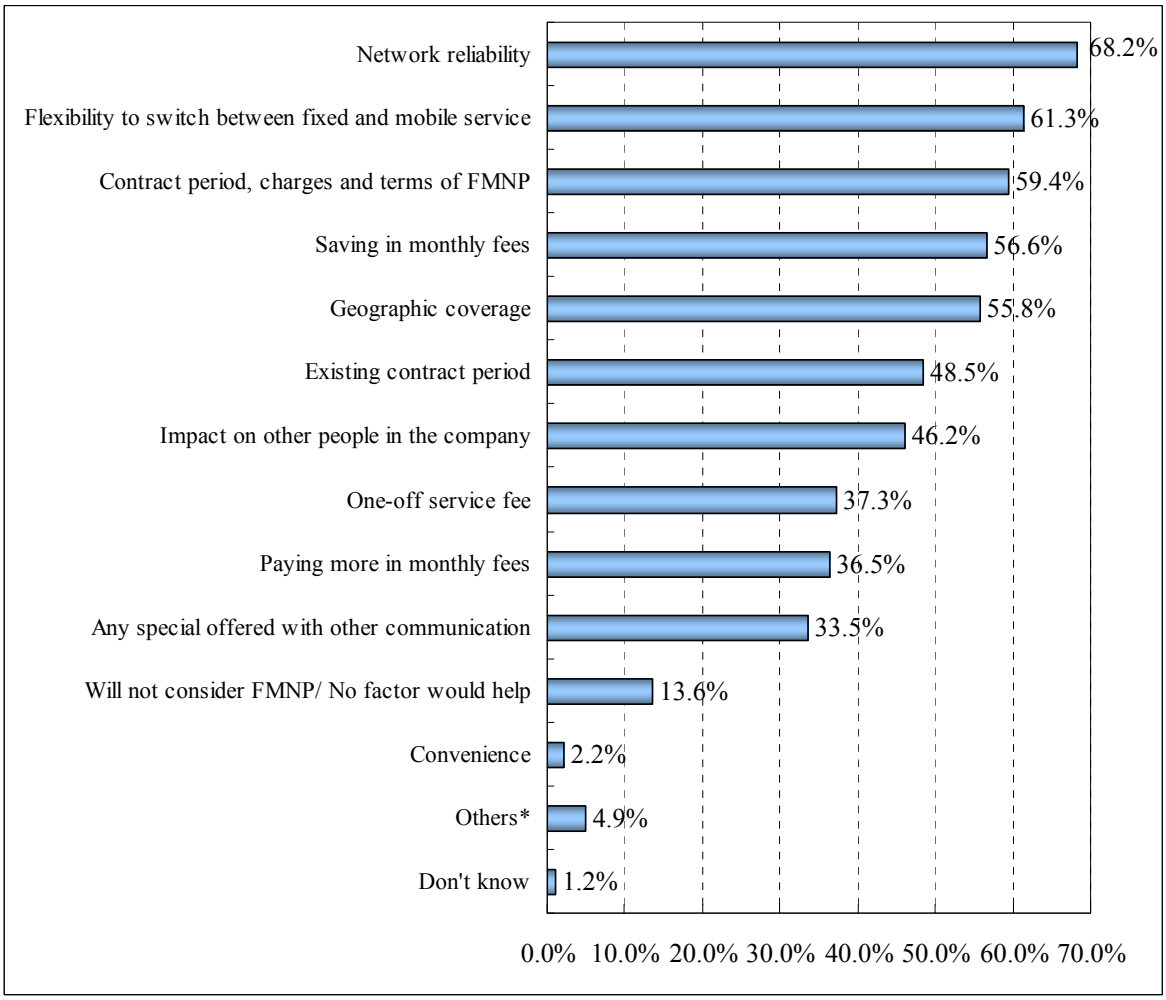
(Base: Business line users unlikely/impossible to port mobile number to business fixed line = 338)

4.3.13 Factors when considering FMNP

Users were asked the factors that would help them to decide if they wanted FMNP.

Figure 4.69 displays most of the factors given by users. Over three-fifths of them considered about the network reliability (68.2%) and flexibility to switch between fixed and mobile service (61.3%). About three-fifths of them raised the issues about the contract period, charges and terms of FMNP (59.4%), saving in monthly fees (56.6%) and geographic coverage (55.8%).

Figure 4.68: Factors when considering FMNP (Multiple answers)



* All reasons raised by less than 2% of respondents were grouped into "Others".

(Base: All business fixed line users = 507)

Chapter Five Sub-group Analysis by Types of Users

In this chapter, sub-group analyses were performed based on the types of users to observe if there were any significant associations between the perception and habit of using a mobile phone and a fixed line telephone, and the likelihood of using FMNP.

However, the Kruskal-Wallis test and Spearman's rank correlation are carried out without weighting as SPSS is unable to handle non-integer weights for these two tests. Therefore, all percentages of residential line users are reported after weighting. Only the significant findings at the 5% level (2-tailed) are presented in the report.

A relatively higher proportion of business fixed line users (45.0%) strongly agreed that the fixed line telephone was essential to their businesses.

Table 5.1: Fixed line telephone is essential by types of user

Type	Base	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	p-value Kruskal Wallis test
Residential fixed line users	1003	14.4%	46.8%	24.0%	14.0%	.8%	0.000
Business fixed line users	507	45.0%	47.3%	4.9%	2.6%	.2%	

A relatively higher proportion of business fixed line users (42.2%) reported that fixed line number portability between service providers was very important.

Table 5.2: Importance of fixed line number portability by types of user

Type	Base	Very important	Quite important	Fair	Not important	Not important at all	p-value Kruskal Wallis test
Residential fixed line users	997	23.9%	25.1%	35.6%	13.6%	1.7%	0.000
Business fixed line users	505	42.2%	26.7%	21.8%	6.3%	3.0%	

A relatively higher proportion of residential fixed line users (55.5%) strongly agreed that the mobile phone was essential to them.

Table 5.3: Mobile phone is essential by all types of users

Type	Base	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	p-value Kruskal Wallis test
Residential fixed line users	1002	55.5%	36.2%	5.6%	2.4%	.3%	0.000
Business fixed line users	507	32.0%	38.7%	16.4%	11.8%	1.2%	

A relatively higher proportion of business fixed line users (53.5%) reported that they used fixed line telephones more than mobile phones to receive calls in their workplaces.

Table 5.4: Habit of using mobile phone for incoming calls by all types of users

Type	Base	All the time	Most of the time	About half the time	Occasionally	Never	p-value Kruskal Wallis test
Residential fixed line users	972	4.6%	32.3%	30.5%	27.5%	5.0%	0.000
Business fixed line users	501	4.4%	15.6%	19.2%	53.5%	7.4%	

A relatively higher proportion of residential fixed line users (87.6%) said that they never forwarded their residential fixed line telephone calls to their mobile phones.

Table 5.5: Habit of forwarding residential/business fixed line telephone calls to mobile phone by types of users

Type	Base	All the time	Most of the time	About half the time	Occasionally	Never	p-value Kruskal Wallis test
Residential fixed line users	971	.6%	1.4%	2.2%	8.2%	87.6%	0.000
Business fixed line users	501	3.6%	9.8%	1.8%	15.4%	69.5%	

Chapter Six Conclusions

6.1 User Profile

This survey has collected opinions from 1,003 residential line users, 228 mobile phone only users and 507 business line users with company size of less than 50 employees in Hong Kong. Over half of the residential line users were female (54.8%). Conversely, a similar proportion of mobile phone only users were male (57.0%).

A relatively higher proportion of mobile phone only users were younger than residential line users aged (41.6% of mobile phone only users and 26.7% of residential line users aged 30 or below respectively). Furthermore, a higher proportion of residential line users had 3 or more household members. For the business line users, nearly two-thirds of them had 5 or fewer employees.

6.2 Residential Fixed Line Users

When asked about the importance of telephone number portability between network service providers, nearly half of residential line users (48.8%) felt that fixed line number portability was very important/quite important and almost a third of them (38.5%) had experience of changing fixed line service operators in their households. On the other hand, over two-thirds of them (68.7%) felt that the mobile phone number portability was very important/quite important and about three quarters of them (73.3%) had experience of changing their mobile phone service providers.

However, the importance and satisfaction levels of fixed or mobile phone numbers portability between the same network service providers were not significantly associated with the likelihood of using FMNP. For those users who were aged between 31 and 40 were more likely to port their fixed line numbers to mobile service providers or port their mobile numbers to fixed line service providers.

6.2.1 Likelihood of using FMNP for fixed to mobile and the reasons for and against

About a quarter of residential users claimed that they would be highly likely/likely (24.8%) to port their fixed line numbers to mobile service providers while over two-thirds of them (69.7%) thought it was impossible/unlikely that they would port their fixed line numbers to mobile service providers.

About one-fifth of the residential users who were likely/highly likely to consider porting from fixed to mobile gave reasons for their responses as follows:

- a mobile phone could be substituted for the fixed line telephone (23.1%);
- it was more convenient for others to contact them (21.6%); and
- it would save money because of paying for one less service (19.7%).

However, over a third of these residential users (36.5%) said that the porting charges should be free, about a third of them (32.1%) said that they were willing to pay some money, but less than $100, while less than one-fifth of them (19.3%) were willing to pay

$100 or more. Hence, overall, 12.7% of residential users reported both being likely/highly likely to consider porting from fixed to mobile and being willing to pay a one-off fee.

Amongst those residential users who indicated unlikely/impossible to consider porting, over one-fifth of them (26.5%) said that a general feeling that a fixed line number was shared by all household members and it was different to a mobile number which is used by an individual.

Over one-tenth of them (10.3%) thought that people could not differentiate between a fixed line number and a mobile number if the FMNP was implemented. A similar proportion of them claimed that they had no need to use FMNP (9.9%) and that a fixed line telephone and a mobile phone had different functions (9.4%).

It is noted that the following categories of residential user were more likely than other respective counterparts to answer that it would be impossible for them to port their fixed line numbers to mobile phone service providers:

- older users;
- users with secondary or below education;
- users with monthly personal income less than HK$20,001;
- users who strongly agreed with the fixed line telephone was essential; and
- users who strongly disagreed with mobile phone was essential.

Furthermore, a higher proportion of users who were all the time and never used mobile phone for incoming calls; and those who were all the time forwarded their residential fixed line telephone calls to their mobile phones thought that it would be impossible for them to port their fixed line numbers to mobile phone service providers.

6.2.2 Likelihood of using FMNP for mobile to fixed portability and the reasons for and against

Most residential users (83.9%) claimed that it would be impossible/unlikely for them to port their mobile numbers to fixed line service providers while only about one-tenth of users (9.2%) would be highly likely/likely to port their mobile numbers to fixed line service providers.

Amongst those residential users who reported being highly likely/likely to port their mobile numbers to fixed line service providers, over a third of them (36.7%) thought that they would save money after using the FMNP. However, over a third of these users (35.7%) said that the porting charges should be free. About a quarter of them (28.1%) said that they were willing to pay something, but less than $100, while less than one-fifth of them (17.4%) were willing to pay $100 or more. Hence, overall 4.2% of residential users reported both being likely/highly likely to consider porting from mobile to fixed and being willing to pay a one-off fee.

Amongst users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers, over a third of them (36.0%) thought that it was inconvenient

for them to make/receive calls outside home and 17% of them said that they wanted to keep two telephone numbers as they had different functions. About 15% of them (14.9%) said that it was a general feeling that a fixed line numbers was shared by all the family members and it was different from a mobile number.

The following categories of residential user were more likely than their respective counterparts to think that it would be impossible to port their mobile phone numbers to fixed line telephone service providers:

- older users;
- users with lower education; and
- users with fewer household members.

Moreover, a higher proportion of users who all the time forward residential fixed line telephone calls to mobile phones thought that it would be impossible for them to port their mobile phone numbers to fixed line telephone service providers.

6.2.3 Factors affecting willingness to use FMNP

Over three-fifths of residential users reported that the factors that would affect willingness to use FMNP was network reliability (64.8%) and the contract period, charges and terms of FMNP (62.4%). Close to three-fifths of them reported the factor was flexibility to switch between fixed and mobile service (58.9%) or the saving in monthly fees (58.2%).

6.3 Mobile Phone Only Users

When asked about the importance of telephone number portability between network service providers, two-thirds of mobile phone only users (66.6%) felt that mobile phone number portability was important and about three quarters of them (72.4%) had experience of changing mobile phone service providers

However, the importance and satisfaction levels of mobile phone numbers portability were not significantly associated with the likelihood of using FMNP.

6.3.1 Likelihood of using FMNP for mobile to fixed portability and the reasons for and against

Most mobile phone only users claimed that they (86.8%) would be impossible/unlikely to port their mobile numbers to fixed line service providers while only about one-tenth of users would be highly likely/likely (11.9%) to port their mobile numbers to fixed line service providers.

Amongst mobile phone only users who reported being highly likely/likely port their mobile numbers to fixed line service provides, about 30% of them (29.6%) claimed that they wanted to have a trial of the new service “FMNP” and over 10% of them wanted to save money (14.8%) and indicated that their mobile numbers were their main contact numbers (11.1%). About one-fifth of these mobile phone only users (18.5%) said that the porting

charge should be free. About half of them (48.1%) said that they were willing to pay $100 or less while about one-fifth of them (18.5%) were willing to pay $151 or more. Hence, overall, 7.9% of mobile phone only users reported both being likely/highly likely to consider porting from mobile to fixed and being willing to pay a one-off fee.

Amongst mobile phone only users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers, over two-fifths of them thought that it was inconvenient for them to make/receive calls outside home (42.5%) and they did not need or seldom use fixed line services (41.4%). About one-tenth of them (10.6%) thought that it would cause trouble to inform their friends or relatives of the porting.

It is noted that users aged over 50 were more likely said that it would be impossible to port their mobile line numbers to fixed line service providers. On the other hand, those aged below 30 were more likely thought that they would be unlikely to do so.

6.3.2 Factors affecting willingness to use FMNP

About half of mobile phone only users said that the factors affecting their willingness to use FMNP was flexibility to switch between a fixed and a mobile service (53.9%), network reliability (50.9%) and the contract period, charges and terms of FMNP (50.0%).

6.4 Business Line Users

When asked about the importance of telephone number portability between network service providers, over two-thirds of business line users (68.6%) felt that fixed line number portability was very important/quite important and over a third of them (38.9%) had experience of changing fixed line service operators in their businesses. On the other hand, over two-thirds of them (71.8%) felt that the mobile phone number portability was very important/quite important and about three quarters of them (75.4%) had experience of changing their mobile phone service providers.

However, the importance and satisfaction levels of fixed or mobile phone numbers portability between the same network service providers were not significantly associated with the likelihood of using FMNP.

6.4.1 Likelihood of using FMNP for fixed to mobile and the reasons for and against

Slightly over a quarter of business line users claimed they would be highly likely/likely (26.0%) to port their fixed line numbers to mobile service providers while over two-thirds of them (70.1%) thought it impossible/unlikely they would port their fixed line numbers to mobile service providers.

Amongst business line users who reported being highly likely/likely port their fixed line numbers to mobile service providers, over half of them (53.0%) said that it was more convenient to use mobile phone. A similar proportion of them said that they would save more because of cheaper service (18.2%) and mobile phone could be substituted for the fixed line telephone (15.9%). Over two-fifths of them (41.7%) said that the porting charges

should be free, while over a quarter of them (28.8%) said that they were willing to pay $100 or less while a quarter of them (25.1%) were willing to pay $100 or more. Hence overall, 14.0% of business line users reported both being likely/highly likely to consider porting from fixed to mobile and being willing to pay a one-off fee.

Amongst business line users who would reported being unlikely/impossible to port their fixed line numbers to mobile phone service providers, over one-fifth of them (21.1%) had a general feeling that fixed line numbers was shared by all colleagues, followed by about 15% of them (15.5%) thought that fixed line telephone and mobile phone had different functions. Over one-tenth of them (11.0%) thought that it would cause trouble to inform their friends after using the FMNP service.

Furthermore, those businesses with over 10 employees were less likely to think that they would be highly likely or likely port their fixed line numbers to mobile phone service providers.

6.4.2 Likelihood of using FMNP for mobile to fixed portability and the reasons for and against

Only about 7% of them (7.3%) would be highly likely/likely to port their mobile numbers to fixed line service providers while two thirds of them (66.7%) claimed that they would be impossible/unlikely to port their mobile numbers to fixed line service providers.

Amongst business line users who reported be likely/highly likely to port, over two-fifths of them (43.2%) thought that they would save money after using the FMNP. Over three-fifths of them (62.2%) said that the porting charges should be free, while over one-fifth of them (21.6%) said that they were willing to pay $100 or less while less than one-tenth of them (8.1%) were willing to pay $100 or more. Hence overall, 2.2% of business line users reported both being likely/highly likely to consider porting from mobile to fixed and being willing to pay a one-off fee.

Amongst users who reported being unlikely/impossible to port their mobile numbers to fixed line service providers, over two-fifths of them (41.1%) thought that it was inconvenient for them to make/receive calls outside their workplaces and about one-tenth of them (11.5%) said that they had no need to do so. The same proportion of them thought that people could not differentiate between a fixed line number and a mobile phone number if allowed (7.1%) and a general feeling that a fixed line number was shared by all colleagues and it was different with a mobile number (7.1%).

6.4.3 Factors affecting willingness to use FMNP

Over three-fifths of business line users reported that the factors that would affect willingness to use FMNP was network reliability (68.2%) and flexibility to switch between fixed and mobile service (61.3%), while about three-fifths of them raised the issues of the contract period, charges and terms of FMNP (59.4%), saving in monthly fees (56.6%) and geographic coverage (55.8%).

Overall

Survey results revealed that about 25% of the residential fixed line users are highly likely/likely to port their fixed numbers to mobile service providers and about 9% of the residential fixed line users are highly likely/likely to port their mobile numbers to residential fixed line service providers. About 12% of the mobile phone only users are highly likely/likely to port their mobile numbers to residential fixed line service providers. For the business fixed line users, 26% of them are highly likely/likely to port their business fixed numbers to mobile service providers and about 7% of them are highly likely/likely to port their mobile numbers to business fixed line service providers.

Chapter Seven Projected Likelihood of Using FMNP

7.1 Introduction

The following projection for using the FMNP service to port a mobile phone number to a fixed line service provider is based on the users who reported being highly likely/likely to use that service and their willingness to pay a one-off fee as porting charges to allow them to do so. Similarly, the projection of using the FMNP service to port a fixed line telephone number to a mobile phone service provider is based on the users who reported being highly likely/likely to use that service and their willingness to pay a one-off fee as porting charges to allow them to do so.

7.2 Projection Methodology (explained in text)

1) The general idea is to look at the proportion of respondents willing to pay at least a certain one-off payment and then scale up by the population size to project the results to the population. This is done twice, once for those who report being likely/very likely to consider porting (which we use as an upper bound on the numbers) and once for just those who report being very likely to consider porting (which we use as a lower bound on the numbers). This is because it is reasonable that nearly all those who report "very likely" would try porting, but only an unknown proportion of those who report "likely" will do so.
2) For fixed to mobile, the base is households or businesses
3) For mobile to fixed, the base is adult population or employees
4) For households, we scale by the number of households and adjust for the proportion of people who are adults as we do not know the number of surveyed household members who are adults
5) For mobile to domestic fixed for domestic fixed lines, we do the results separately for each household size to enable us to scale up the household results by the size of the household
6) For mobile to domestic fixed for mobile only, we scale up by the average household size for mobile only households as this sample is people based, rather than household based.
7) For business, we scale up by the number of businesses with less than 50 employees.
8) For mobile to fixed for business, we do the results separately for each group of employees size and then scale up by the average number of employees in each group.
9) We combine the mobile to fixed projections from the domestic fixed and mobile only households to provide an overall estimate of the population willing to consider mobile to domestic fixed porting.

7.3 Projection Methodology (explained in formulae)

DF[9] F2M[10] = Weighted proportion of sample x # HH[11] x proportion of HH with fixed line
DF M2F[12] = Sum over HH sizes of Weighted proportion of sample with that HH size x HH size x # HH x proportion of HH with fixed line x proportion of population who are adults
MO[13] F2M = Not applicable
MO M2F = Proportion of sample x # HH x Proportion of HH without a fixed line x average HH size for HH without a fixed line x Proportion of population who are adults
BF[14] F2M = Proportion of sample x # Businesses with 50 or less employees
BF M2F = Sum over business size groups of Proportion of sample in that # of employees group x average # of employees for that group x # businesses with 50 or less employees
D M2F = DF M2F+MO M2F

7.4 The Projection

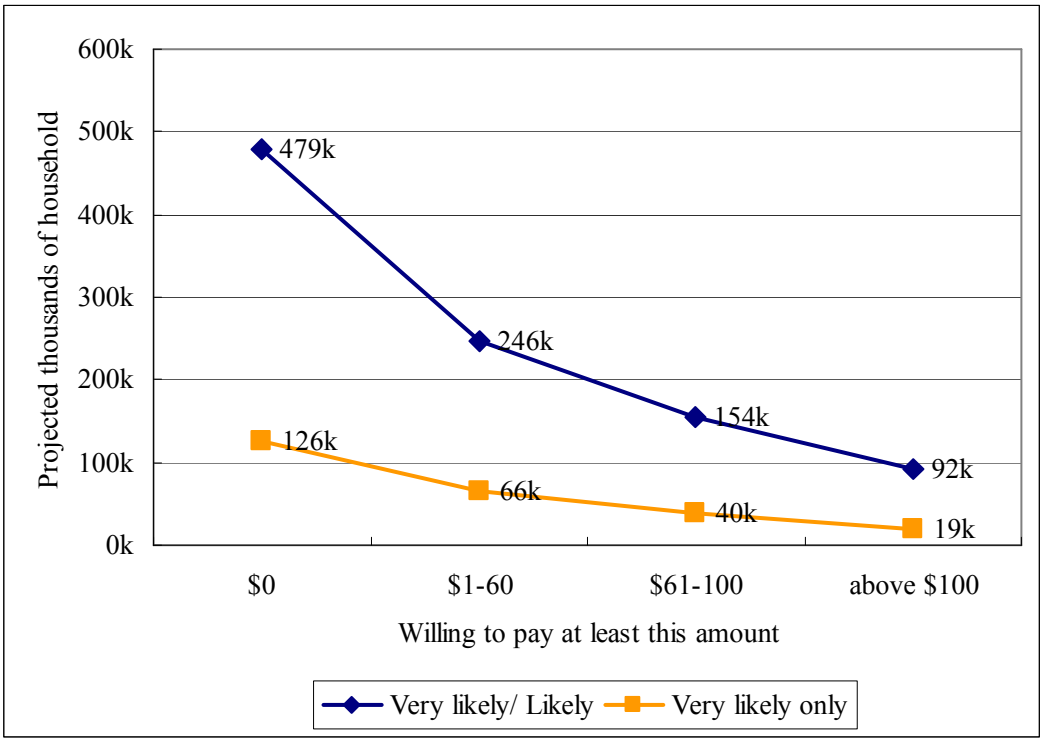
Based on the survey, less than 25% of the residential fixed line users are highly likely/likely to port their fixed numbers to mobile service providers and less than 10% of the residential fixed line users are highly likely/likely to port their mobile phone numbers to fixed line service providers.

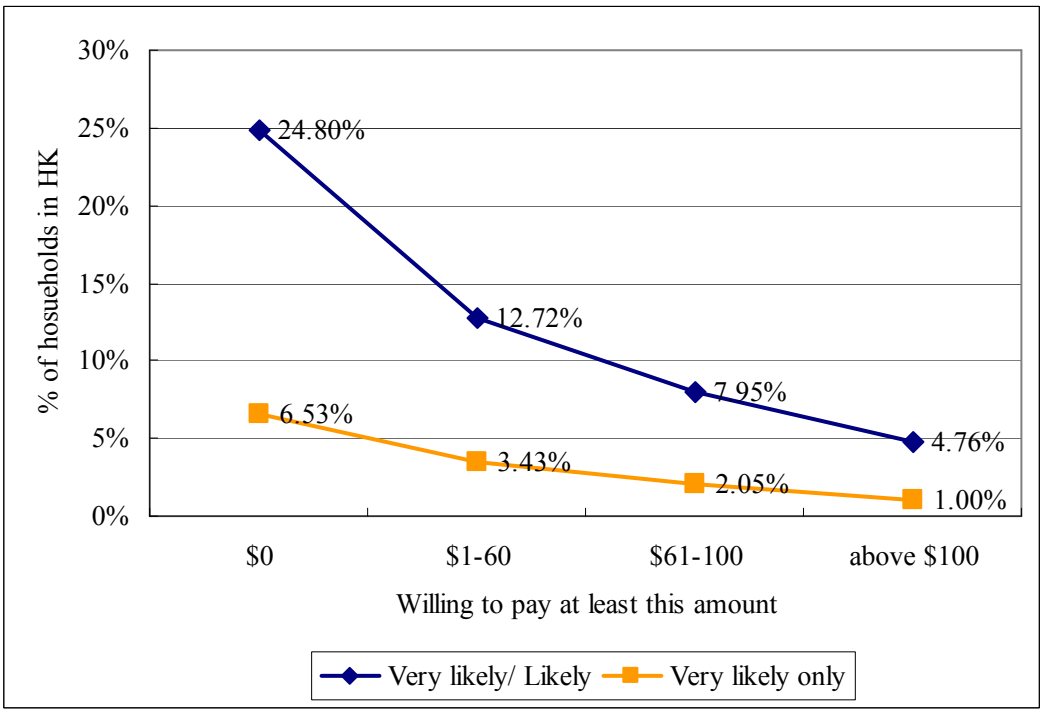
For the mobile phone only users, about 12% of them are highly likely/likely to port their mobile numbers to fixed line service providers.

For the business fixed line users, over 25% of them are highly likely/likely to port their fixed numbers to mobile service providers and about 7% of them are highly likely/likely to port their mobile phone numbers to fixed line service providers.

[9] DF = Domestic fixed
[10] F2M = Fixed to Mobile
[11] HH = Household
[12] M2F = Mobile to Fixed
[13] MO = Mobile only
[14] BF = Business fixed

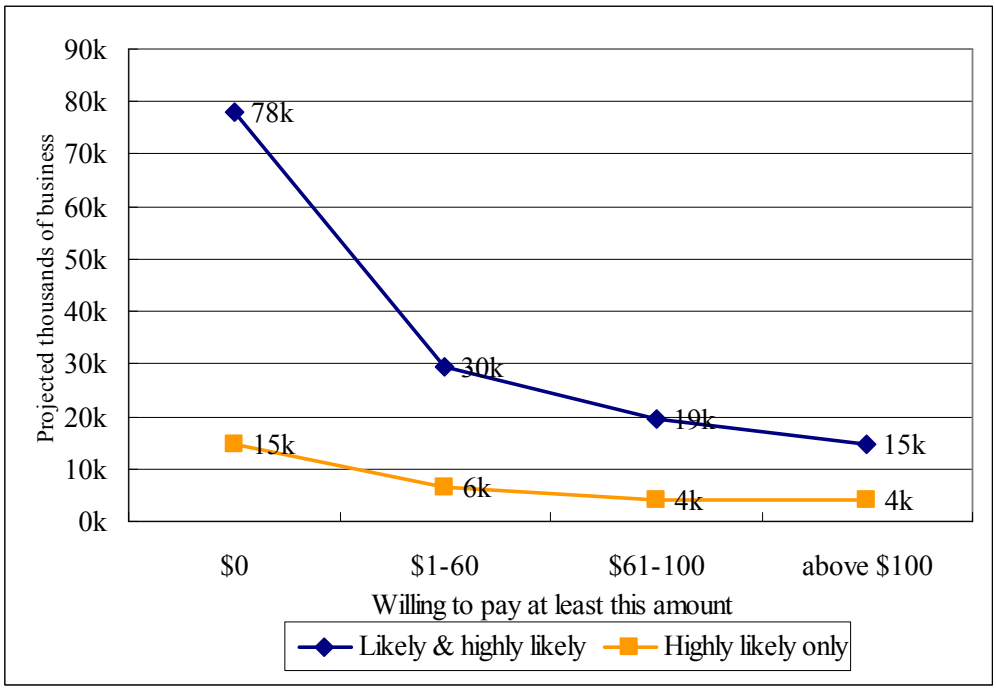
Household fixed to mobile FMNP for households with a residential fixed line

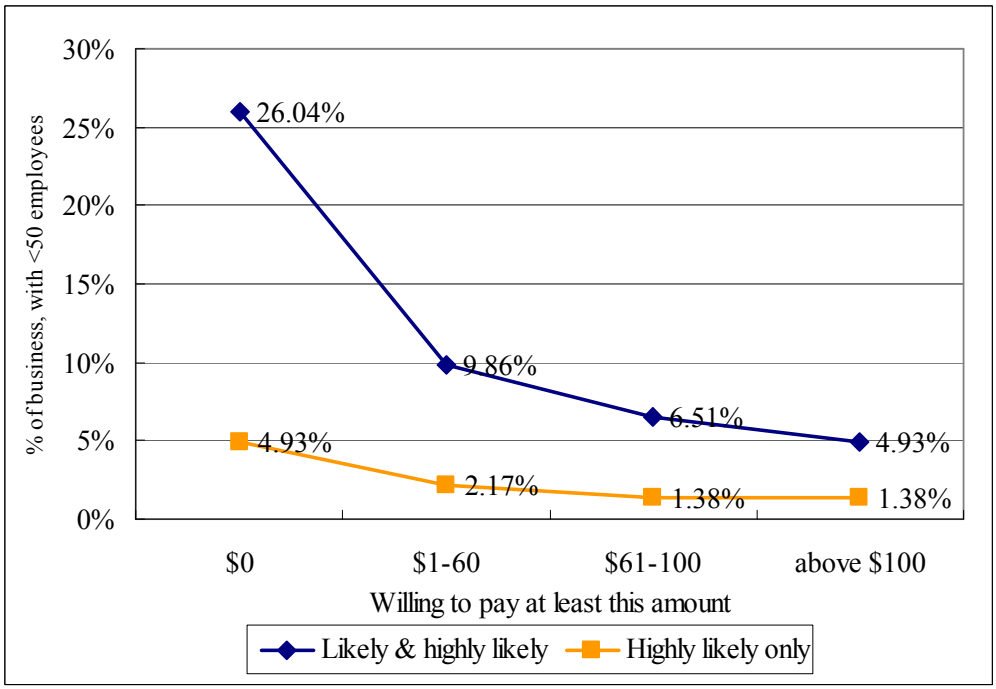




Target population size is the total number of households in HK with a fixed line, which is equal total number of households in HK X proportion of household with a fixed line (i.e. 2,247,600 X 0.86 = 1,932,936).

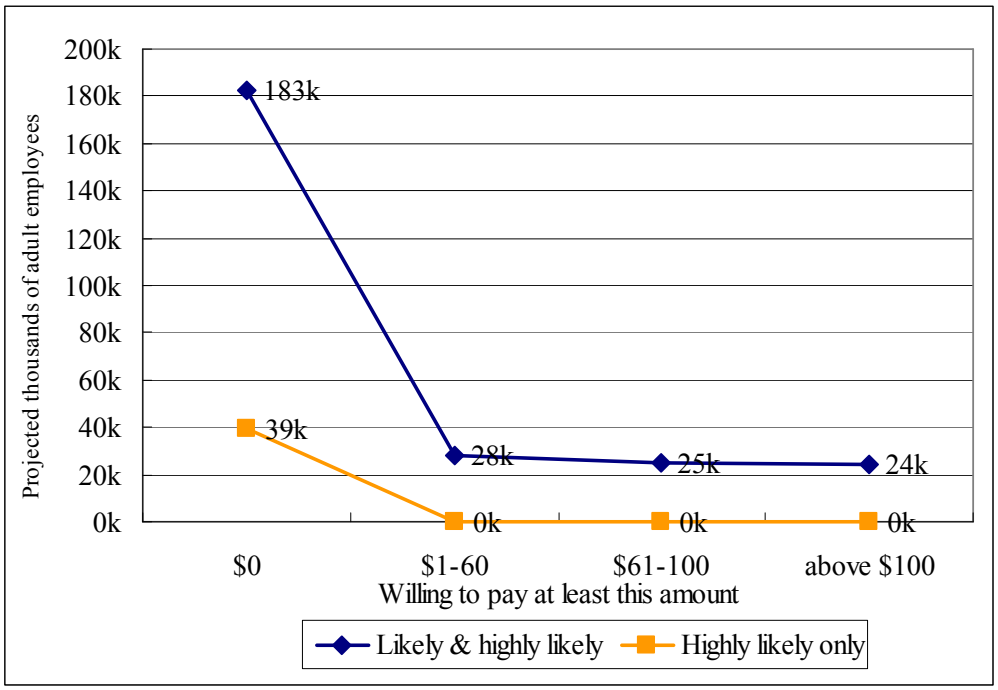
Fixed business to mobile FMNP for businesses with fixed lines and with less than 50 employees

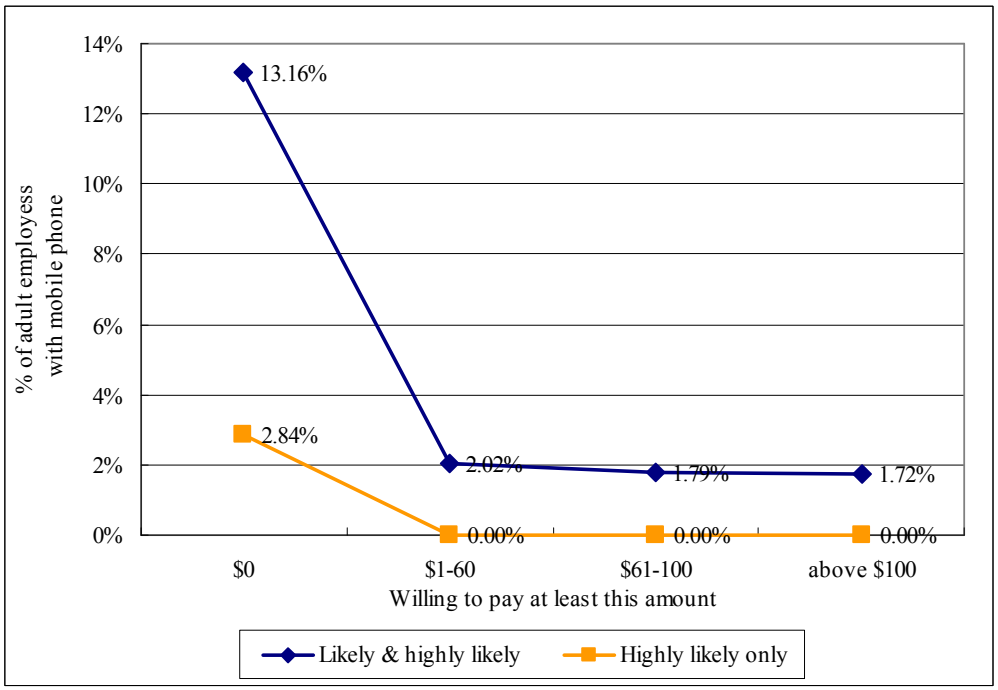




Target population size is the total number of businesses with less than 50 employees, which is estimated as 229,543. The figure may not be quite right since the definition of business in this survey differs from the definition of establishment in C&SD.

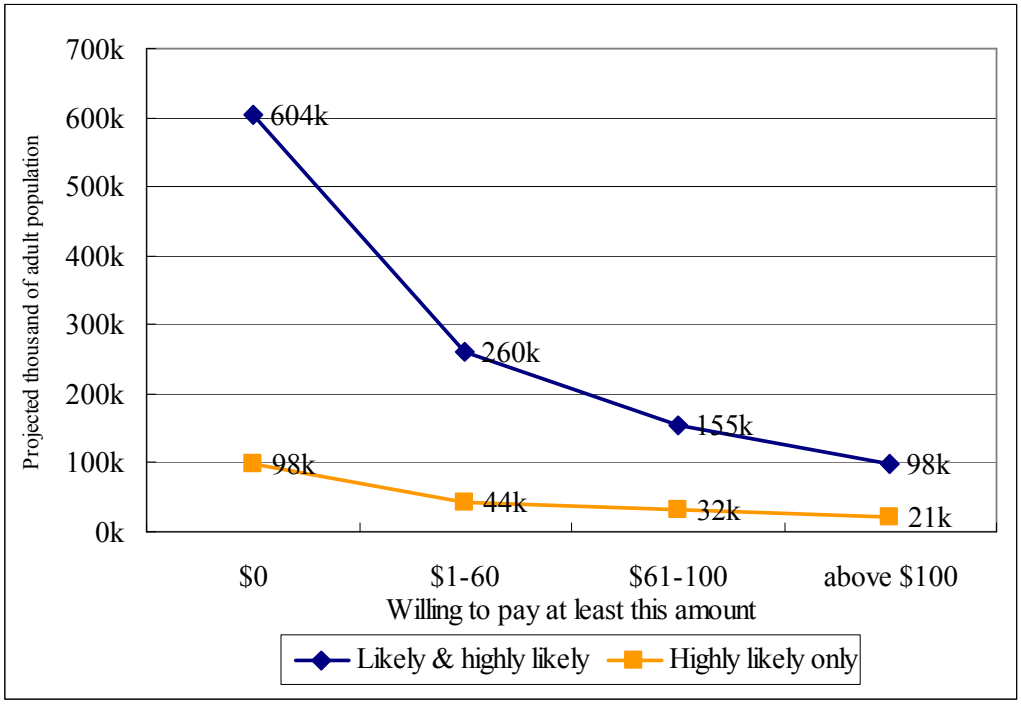
Mobile to fixed business FMNP for adult employees with a mobile phone in a company with less than 50 employees

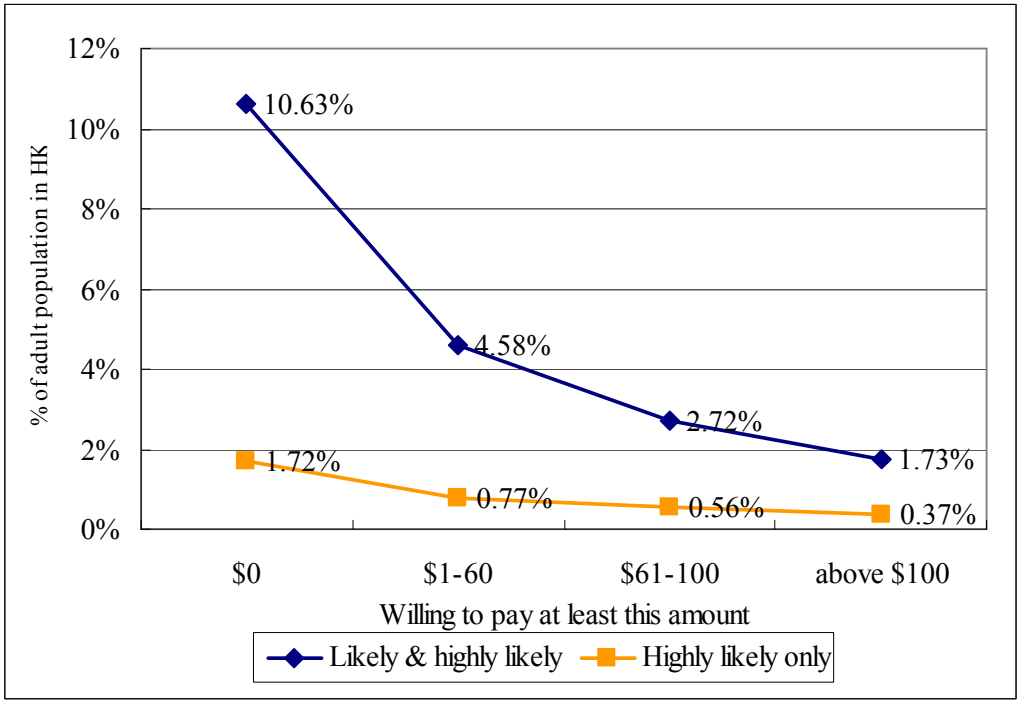




Target population size is the total number of adult employees with mobile phones, which is equal to 1,387,830.

Mobile to household fixed FMNP for all adults with a mobile phone in HK





Target population size is the total number of adults in HK with a mobile phone, which is equal to total number of adults in HK X estimated proportion of adults with a mobile phone (i.e. 5,746,800 X 0.988 = 5,677,838).

Chapter Eight Limitations

1. The use of the 'Last Birthday' rule to select respondent when there were more than one eligible respondents resided in a household by the time of the telephone contact could not cover people who were always not at home in the evening and weekends.
2. Household telephone survey excludes households without telephones and does not attempt to contact institutionalized people at all, which might result in selection bias due to under-representation of certain segments of the population. However, the possibility of people not being interviewed for the first reason should be small as domestic telephone coverage in Hong Kong is greater than 85.0%.

Appendix: Bilingual Questionnaire

固網及流動電話號碼可攜性電話調查
Survey on Fixed Mobile Number Portability
(住宅用戶)
(Households)

第一部分: 自我介紹
Part 1: Introduction

早晨/午安/晚安， 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消費者對帶電話號碼轉台服務嘅認知及意見調查。整個訪問只會阻你大約十分鐘嘅時間，而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。

[如果受訪者詢問有關電訊管理局嘅電話] 麻煩你喺辦公時間，即星期一至星期五早上八時半至下午五時四十五分，致電 2961 6333 向電訊管理局嘅熱線查詢。

Good (Morning/Afternoon/Evening). My name is _____, an interviewer from the Social Sciences Research Centre of the University of Hong Kong. We have been commissioned by the Office of the Telecommunications Authority to conduct a customer survey on telephone number portability. It will only take you around 10 minutes and all the information provided by you will be kept strictly confidential and for statistical analysis only. If you have any queries on participation in this survey, you can call the University of Hong Kong Ethics Committee at 2241-5267.

[if participants ask for OFTA's contact for confirmation, please advise them to call OFTA's hotline at 2961 6333 during office hours (i.e. 8:30am to 5:45pm from Monday to Friday).]

第二部分: 選出被訪者
Part 2: Screening

S.1 請問你哋屋企現時有冇人年滿 18 歲或以上嘅家庭成員呢? 我哋係用隨機抽樣方式選出受訪者,所以麻煩你請最近將會生日嘅家庭成員嚟聽電話?
Is there anyone who is 18 years old or above at home? Because we are choosing a respondent randomly, please ask the one who will next have a birthday to answer the phone.
(假如未能即時接受訪問，訪問員請預約時間，或稍後再致電。)
[If not available, make appointment to call back.]

1. 是 Yes
2. 否 [結束訪問] No [end of the interview]

S.2 請問你現時係唔係電訊管理局、商務及經濟發展局或任何一間電訊服務供應商嘅僱員呢?
(包括固網電話、流動電話、寬頻電話、互聯網服務供應商及收費電視)
Are you an employee of OFTA, CTB or any telecommunications service providers (Including fixed line telephone, mobile phone, VoIP, ISPs, pay TV)?

1. 是 [結束訪問] Yes [end of the interview]
2. 否 No

第三部分: 主問卷
Part 3: Main Questionnaire

固網電話及流動電話服務
Fixed line and mobile phone services

Q.1 你同唔同意現時固網電話係你屋企嘅必需品呢?
Nowadays, do you agree that the fixed line telephone is essential to your household?
[訪問員: 請讀出以下嘅答案和追問同意程度]
[Interviewers: read out answers and ask for the level]

1. 非常同意 Strongly agree
2. 同意 Agree
3. 中立 Neutral
4. 唔同意 Disagree
5. 非常唔同意 Strongly disagree

Q.2 請問你屋企現時有幾多個家居固網電話號碼包括傳真號碼?
How many residential fixed line numbers does your household have including fax?

_____ 個 number(s) [if answered "1", skip to Q.4]

Q.3 點解你有多過一個固網電話號碼?
Why do you have more than one fixed line numbers?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 傳真號碼 Fax
2. 接駁電腦上網 Dial-up Modem
3. 各家庭成員有自己嘅號碼
   Different numbers for different household members
3. 其他: 請詳述_____ Others, please specify: _____

Q.4 請問你認為帶固網電話號碼轉台嘅服務有幾重要呢?
How important do you find the fixed line number portability between providers?
[訪問員: 請讀出以下嘅答案及追問重要程度]
[Interviewers: read out answers and ask for the level]

1. 非常重要 Very important
2. 幾重要 Quite important
3. 一般 Fair
4. 唔重要 Not important
5. 完全唔重要 Not important at all

Q.5 請問你屋企有冇曾經轉換過固網電話服務供應商呢?
Have you ever changed fixed line service operator in your household?

1. 有 Yes
2. 沒有[跳至 Q7] No [Skip to Q.7]

Q.6 就你嘅經驗，請問你對於帶固網電話號碼轉台嘅整體服務有幾滿意呢?
Are you satisfied with your household's overall experience of fixed line number portability?
[訪問員: 請讀出以下嘅答案及追問滿意程度]
[Interviewers: read out answers and ask for the level]

1. 非常滿意 Very satisfied
2. 幾滿意 Quite satisfied
3. 一般 Fair
4. 唔太滿意 Quite dissatisfied
5. 非常唔滿意 Very dissatisfied

Q.7 你同唔同意現時嘅流動電話對你係必需品呢?
Nowadays, do you agree that mobile phone is essential to you?
[訪問員: 請讀出以下嘅答案和追問同意程度]
[Interviewers: read out answers and ask for the level]

1. 非常同意 Strongly agree
2. 同意 Agree
3. 中立 Neutral
4. 唔同意 Disagree
5. 非常唔同意 Strongly disagree

Q.8 請問你有幾多個流動電話號碼?
How many Hong Kong mobile phone numbers do you use?

_____個 number(s) [if answered "1", skip to Q.10]
冇 [跳至 Q.21] None [skip to Q.21]

Q.9 點解你有多過一個流動電話號碼?
Why do you have more than one mobile phone numbers?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 個人需要 Personal use
2. 公司需要 Business use
3. 唔同嘅人俾唔同嘅號碼 Different numbers for different people
4. 確保喺任何地方都有流動電話訊號
   To ensure that mobile signals are available anywhere
5. 其他原因: 請詳述 _____ Other reasons: Please specify_____

Q.10 請問你喺屋企時有幾經常使用流動電話接聽打入嘅電話同使用屋企嘅固網電話比較?
How often do you use your mobile phone at home for incoming calls compared with your residential fixed line telephone?
[訪問員: 請讀出以下嘅答案]
[Interviewers: read out answers]

1. 所有時間 (即: 從來都唔會使用固網電話)
   All the time (i.e. never use fixed line telephone)
2. 經常使用(即: 使用流動電話接聽打入嘅電話多過使用固網電話)
   Most of the time (i.e. use mobile phone more than fixed line telephone to receive calls)
3. 大約一半半 About half the time
4. 間中使用 (即: 使用固網電話接聽打入嘅電話多過使用流動電話)
   Occasionally (i.e. use fixed line telephone more than mobile phone to receive calls)
5. 從來都唔會使用 (即: 只使用固網電話]
   Never (i.e. only use fixed line telephone)

Q.11 請問你喺屋企時會有幾經常使用流動電話打電話俾人同使用屋企嘅固網電話比較?
How often do you use your mobile phone at home for outgoing calls compared with your residential fixed line telephone?
[訪問員: 請讀出以下嘅答案和追問程度]
[Interviewers: read out answers and ask for the level]

1. 所有時間 All the time
2. 經常使用 Most of the time
3. 大約一半半 About half the time
4. 間中使用 Occasionally
5. 從來都唔會使用 Never

Q.12 你喺屋企會有幾經常將你嘅流動電話轉駁至屋企嘅固網電話呢?
At home, how often do you forward your mobile phone calls to your household fixed line telephone?
[訪問員: 請讀出以下嘅答案和追問程度]
[Interviewers: read out answers and ask for the level]

1. 所有時間 All the time
2. 經常使用 Most of the time
3. 大約一半半 About half the time
4. 間中使用[跳至 Q.14] Occasionally [Skip to Q.14]
5. 從來都唔會使用[跳至 Q.14] Never [Skip to Q.14]

Q.13 [Q.13 只適用於 Q.12 選擇回答 "所有時間" , "經常使用" 或者 "大約一半半"]
[Q.13 only for those who answered "All the time", "Most of the time" or "About half the time" in Q.12]
點解你會經常轉駁你嘅流動電話至屋企嘅固網電話呢?
What are the reasons for forwarding your mobile phone calls to your household fixed line telephone?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 固網電話嘅網絡可靠啲
   Network reliability of fixed line telephone
2. 屋企接收到嘅流動電話訊號較差 / 接收唔到訊號
   No mobile signals or poor mobile signals at home.
3. 除咗訊號覆蓋外，固網電話可靠啲 (例如: 不須擔心冇操作訊號)
   It is more reliable other than signal coverage (i.e. always has dial signal tone)
4. 流動電話嘅通話時間有限制 (即: 擔心電池可使用時間)
   Calling time of mobile phone is limited (i.e. battery concern).
5. 流動電話嘅通話時間有限制 (即:通話嘅費用)
   Calling time of mobile phone is limited (i.e. cost).
6. 固網電話嘅通話時間冇限制 (即: 唔需要擔心冇電)
   Calling time of fixed line telephone is not limited (i.e. no battery concern).

7. 固網電話嘅通話時間冇限制 (即: 固定嘅月費)
   Calling time of fixed line telephone is not limited (i.e. fixed monthly fee).
8. 使用屋企嘅固網電話比較舒服
   Residential fixed line telephone is more comfortable to use.
9. 流動電話有輻射 Radiation of mobile phone
10. 其他: 請詳述_____ Others: Please specify _____

[回答 Q.13 後，跳至 Q.15] ***[After answering Q.13, skip to Q.15]***

Q.14 [Q.14 只適用於 Q.12 選擇回答 "大約一半半" 、 "間中使用" 或者 "從來都唔會使用"]
[Q.14 only for those who answered "About half the time", "Occasionally" or "Never" in Q. 12]
點解你唔將你流動電話嘅來電轉駁至屋企嘅固網電話呢?
What are the reasons for not forwarding your mobile phone calls to your household fixed line telephone?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 想用流動電話嘅來電顯示去篩選打入嘅電話
   Want to use the caller display to screen incoming calls.
2. 如未能接聽打入嚟嘅電話，可以轉駁至我嘅流動電話留言信箱
   If unanswered, caller is able to save a message in my mobile phone voice mail box.
3. 冇私隱，因為家居固網電話係同其他屋企人共用
   No privacy as residential fixed line is shared by all household members.
4. 屋企嘅固網電話經常被家人佔用
   Residential fixed line is always used by other household members.
5. 冇家居固網電話服務 No residential fixed services.
6. 冇用電話轉駁服務 Have not subscribed to call forwarding
7. 忘記啟動電話轉駁 Forget to activate call forward
8. 冇習慣使用流動電話 No habit of using it
9. 其他: 請詳述_____ Others, please specify_____.

Q.15 你有幾經常將你嘅家居固網電話嘅來電轉駁至你嘅流動電話呢?
How often do you forward your residential fixed line telephone calls to your mobile phone?
[訪問員: 請讀出以下嘅答案和追問程度]
[Interviewers: read out answers and ask for the level]

1. 所有時間 All the time
2. 經常使用 Most of the time
3. 大約一半半 About half the time
4. 間中使用[跳至 Q18] Occasionally [Skip to Q.18]
5. 從來都唔會使用[跳至 Q18] Never [Skip to Q.18]

Q.16 [Q.16 只適用於 Q.15 選擇回答 “所有時間” , “經常使用” 或者 “大約一半半”]
[Q.16 only for those who answered “All the time”, “Most of the time” or “About half the time” in Q.15]
點解你會轉駁你嘅家居固網電話至你嘅流動電話呢?
What are the reasons for forwarding your residential fixed line telephone calls to your mobile phone?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don’t read out any of the following answers]

1. 使用流動電話接聽方便啲
   More convenient to use mobile phone to answer.
2. 當我唔喺屋企時，我仍然可以接聽打嚟嘅電話
   I can answer the incoming calls when I am not at home.
3. 我可以選擇接聽電話或轉駁打入嘅電話至我嘅流動電話留言信箱
   I can choose to answer or forward to my mobile phone voice mail.
4. 其他: 請詳述_____ Others: Please specify_____

[回答 Q.16 後，跳至 Q.18] ***[After answering Q.16, skip to Q.18]***

Q.17 [Q.17 只適用於 Q.15 選擇回答“大約一半半”、“間中使用” 或者 “從來都唔會使用”]
[Q.17 only for those who answered “About half the time”, “Occasionally” or “Never” in Q.15]
點解你唔會轉駁你嘅家居固網電話嘅來電至你嘅流動電話呢?
What are the reasons for not forwarding your residential fixed line telephone calls to your mobile phone?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don’t read out any of the following answers]

1. 慳咗流動電話嘅錢/通話時間 Save money/calling time of mobile phone
2. 我想使用家居固網電話去接聽打入嚟嘅電話
   I want to use household fixed line telephone to answer the incoming calls.
3. 我想可以拒絕接聽來電，同時儲存信息喺固網嘅留言信箱
   I want to be able to refuse to answer and save a message in the fixed line voice mail.
4. 冇電話轉駁功能 I have not subscribed to a call forwarding service.
5. 經常係屋企 Always stay at home.
6. 家居固網電話號碼由所有屋企人共用，同時轉駁功能唔可以選擇轉駁邊啲電話號碼
   Residential fixed line number is shared by all household members and the call forwarding function cannot screen which calls to forward.
7. 忘記啟動電話轉駁 Forget to activate call forward.
8. 冇習慣使用 No habit of use it
9. 其他: 請詳述_____ Others: Please specify_____

Q.18 請問你認為帶流動電話號碼轉台嘅服務有幾重要呢?
How important do you find mobile number portability?
[訪問員: 請讀出以下嘅答案和追問重要程度]
[Interviewers: read out answers and ask for the level]

1.	非常重要	Very important
2.	幾重要	Quite important
3.	一般	Fair
4.	唔重要	Not important
5.	完全唔重要	Not important at all

Q.19 請問你有冇曾經轉換流動電話服務供應商呢?
Have you ever changed your mobile service provider?

1.	有	Yes
2.	無[跳至 Q.21]	No [Skip to Q.21]

Q.20 請問你對於帶流動電話號碼轉台服務有幾滿意呢?
Are you satisfied with the mobile number portability?
[訪問員: 請讀出以下嘅答案和追問滿意程度]
[Interviewers: read out answers and ask for the level]

1.	非常滿意	Very satisfied
2.	幾滿意	Quite satisfied
3.	一般	Fair
4.	幾唔滿意	Quite dissatisfied
5.	非常唔滿意	Very dissatisfied

固網及流動電話號碼可攜服務
FMNP Service

以下我會介紹一種現時正被考慮新嘅帶電話號碼轉台服務。 目前，你嘅固網電話號碼只限於由一個固網電話供應商帶電話號碼轉到另一間固網電話供應商，或者你嘅流動電話號碼亦只限於由一個流動電話供應商轉到另一間流動電話供應商。 至於正被考慮嘅帶電話號碼轉台嘅服務， 電話號碼唔需要受固網或流動電話網絡嘅限制， 新服務可以允許一個電話號碼由一間固網電話供應商轉到一間流動電話供應商，或者相反都可以。 舉一個例子，一個"9"字頭嘅流動電話號碼，如果轉到一間固網電話嘅網絡後，便會變成一個固網嘅電話號碼。就我所提及嘅新服務，稱為"固網及流動電話號碼可攜性"或者簡稱"FMNP"，而所提及嘅新服務只係牽涉同一個電話號碼。

I would like to take the opportunity to explain a new kind of telephone number portability being considered. Currently, you can port your fixed line number from your current fixed line service provider to another service provider or you can port your mobile number from your current mobile service provider to another service provider. With this proposed new kind of telephone number portability, instead of just restricting telephone number portability between fixed service providers or between mobile service providers, it would allow you to port your telephone number from a fixed service provider to a mobile service provider or vice versa. As an example, if a mobile phone number is ported to a fixed telephone network, the mobile phone number, for example, one starting with '9', becomes a fixed telephone number. We will refer to this new telephone number portability as 'fixed mobile number portability' or its abbreviated form as FMNP. This service involves only one telephone number.

[如果受訪者詢問有關電話轉駁] "固網及流動電話號碼可攜服務"同一般嘅電話轉駁服務係唔相同嘅，電話轉駁服務係一種喺固網或流動電話網絡裡提供嘅網絡增值服務。 就使用電話轉駁 (俗稱飛線) 服務，電話客戶雖然可以隨時轉駁打入嘅電話至指定嘅電話號碼，但係呢兩個號碼嘅連接服務同埋轉駁號碼嘅增值服務原則上都需要支付費用。所以，呢種服務係同時牽涉兩個電話號碼。

[If participants ask about call forwarding] FMNP is also different from the call forwarding service which is a value-added network service implemented in the fixed or mobile networks. In call forwarding, although users can forward calls addressed to their telephone number to another telephone number at will by themselves, the connection of both numbers should be paid as well as the value-added service. Moreover, this service involves two telephone numbers.

Q.21 如果合約條款合理， 冇額外嘅月費同現時帶固網電話號碼轉台差唔多方便嘅話， 你認為有幾大嘅可能性會將你屋企嘅固網電話號碼轉到流動電話服務供應商呢?
If the contract terms are reasonable, with no extra costs and comparable convenience to portability from one fixed line service provider to another, how likely do you think it is that your household will port your fixed line number to a mobile service provider?
[訪問員: 這問題係無時間限制的]
[Interviewers: this question has no time constraint]
[訪問員: 請讀出以下答案和和追問可能程度]
[Interviewers: read out answers and ask for the level]

1. 好大可能 Highly likely
2. 可能 Likely
3. 唔太可能[跳至 Q.24] Unlikely [Skip to Q.24]
4. 絕對唔可能[跳至 Q.24] Impossible [Skip to Q.24]
5. 唔知道 [跳至 Q.25] Don't know [Skip to Q.25]

Q.22 [Q.22 只適用於 Q.21 選擇回答 "好大可能"或者 "可能"]
[Q.22 only for those who answered "Highly likely" or "Likely" in Q.21]
點解你有呢個想法呢?
What are your reasons for having such a view?
[訪問員: 多項選擇， 請不要讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 流動電話可以代替固網電話
   Mobile phone can substitute for the fixed line telephone
2. 可以慳錢，因為少咗一個電話號碼嘅費用
   Saving money because of paying for one less service
3. 可以慳錢，因為電話費平咗
   Saving money because of cheaper service rates
4. 屋企經常無人
   Always no one at home
5. 就算有人喺屋企，佢地都唔用固網電話
   Even though someone at home, they are not using the fixed line
6. 呢個固網電話號碼好意頭
   The combination of the fixed line number is lucky
7. 保持與老朋友嘅聯繫
   Keep the contact with old friends
8. 呢個固網電話號碼係我/我哋嘅主要聯絡電話號碼
   This fixed line number is my/our main contact number
9. 流動電話服務比固網電話服務好
   Mobile services are much better than fixed line services
10. 其他: 請註明_____ Others: Please specify

Q.23 如果冇額外嘅月費，你會願意一次過支付大約幾多錢作為轉攜費用，將你嘅固網電話號碼轉到流動電話呢?

If there is no extra monthly charge, approximately how much would you be willing to pay as an one-off fee as porting charges to allow you to port your fixed line number to a mobile phone?

[訪問員: 只可選擇一項，不可讀出以下嘅答案]

[Interviewers: Single response, don't read out any of the following answers]

1.	應該免費	Should be free
2.	HK$10 以下	Below HK$10
3.	HK$11 – 20	
4.	HK$21 – 40	
5.	HK$41 – 60	
6.	HK$61 – 80	
7.	HK$81 – 100	
8.	HK$101 – 150	
9.	HK$151 – 200	
10.	HK$201 以上	Over HK$201
11.	唔知道	Don't know
	[回答 Q.23 後，跳至 Q.25]	***[After answering Q.23, skip to Q.25]***

Q.24 [Q.24 只適用於 Q.21 選擇回答 "唔太可能"或者"絕對唔可能"]

[Q.24 only for those who answered "Unlikely" or "Impossible" in Q.21]

點解你冇呢個想法呢?

What are your reasons for not having such a view?

[訪問員: 可選擇多項，不可讀出以下嘅答案]

[Interviewers: Multiple responses, don't read out any of the following answers]

1. 感覺上一般認為固網電話號碼係所有屋企人共用嘅，而流動電話號碼就唔同，係比較個人嘅
   There is a general feeling that the fixed line number is shared by all household members which is unlike a mobile number which is personal.
2. 如果可以咁做，啲人就唔可以分辨固網電話號碼同流動電話號碼
   If allowed, people could not differentiate between a fixed line number and a mobile number
3. 流動電話嘅通話費用貴過固網電話
   The calling time of mobile phone is more expensive than fixed line telephone
4. 佢哋有唔同功能
   They had different functions
5. 流動電話嘅號碼係只限個人使用嘅， 唔可以同其他人共用
   The mobile phone number is used by an individual and cannot be shared
6. 其他: 請詳述_____ Others: Please specify_____

Q.25 如果合約條款合理， 冇額外嘅月費同現時帶流動電話號碼轉台差唔多方便嘅話， 你認為有幾大嘅可能性會將你嘅流動電話號碼轉到固網電話服務供應商呢?

If the contract terms are reasonable, with no extra cost and comparable convenience to portability from one mobile service provider to another, how likely do you think it is that you will port your mobile number to a fixed line service?

[訪問員: 這問題係無時間限制的]

[Interviewers: this question has no time constraint]

[訪問員: 請讀出以下嘅答案和追問可能程度]

[Interviewers: read out answers and ask for the level]

1. 好大可能 Highly likely
2. 可能 Likely
3. 唔太可能[跳至 Q.28] Unlikely [Skip to Q.28]
4. 絕對唔可能 [跳至 Q.28] Impossible [Skip to Q.28]
5. 唔知道 [跳至 Q.29] Don't know [Skip to Q.29]

Q.26 [Q.26 只適用於 Q.25 選擇回答 "好大可能" 或者 "可能"]

[Q.26 only for those who answered "Highly likely" or "Likely" in Q.25]

點解你會有呢個想法呢?

What are your reasons for having such a view?

[訪問員: 可選擇多項，不可讀出以下嘅答案]

[Interviewers: Multiple responses, don't read out any of the following answers]

1. 呢個流動電話號碼好意頭 The combination of my mobile number is lucky
2. 我個流動電話號碼係我嘅主要聯絡電話號碼
   My mobile number is my main contact number.
3. 我嘅電話號碼比較令人容易記得
   It's easier for people to remember my phone number.
4. 慳錢 Save money
5. 固網電話嘅通話時間冇限制
   The calling time of fixed line telephone is unlimited
6. 其他: 請詳述_____ Others: Please specify_____

Q.27 如果冇額外嘅月費，你會願意一次過支付大約幾多錢作為轉攜費用，將你嘅流動電話號碼轉到固網電話服務呢?

If there is no extra monthly charge, approximately how much would you be willing to pay for an one-off fee as porting charges to allow you to use your mobile phone number for fixed line service?

[訪問員: 只可選擇一項，不可讀出以下嘅答案]

[Interviewers: Single response, don't read out any of the following answers]

1. 應該免費 Should be free
2. HK$10 以下 Below HK$10
3. HK$11 – 20
4. HK$21 – 40
5. HK$41 – 60
6. HK$61 – 80
7. HK$81 – 100
8. HK$101 – 150
9. HK$151 – 200
10. HK$201 以上 Over HK$201
11. 唔知道 Don't know

[回答 Q.27 後，跳至 Q.29] ***[After answering Q.27, skip to Q.29]***

Q.28 [Q.28 只適用於 Q.25 選擇回答 "唔太可能"或者 "無可能"]

[Q.28 only for those who answered "Unlikely" or "Impossible" in Q.25]

點解你有呢個想法?

What are your reasons for having such a view?

[訪問員: 可選擇多項，不可讀出以下嘅答案]

[Interviewers: Multiple responses, don't read out any of the following answers]

1. 我想保留兩個電話號碼，因為佢哋有唔同嘅功能。例如: 一個俾自己嘅朋友而另一個就係同家人共用。
   I want to keep two telephone numbers as they have different functions. For example, one for close friends and one for share use by family members."
2. 感覺上一般認為固網電話號碼係家人共用嘅，而流動電話號碼就唔同，係比較個人嘅
   There is a general feeling that the fixed line number is for share use by family members which is unlike a mobile number which is more personal."
3. 如果可以咁做，啲人就唔可以分辨固網電話號碼同流動電話號碼
   If allowed, people could not differentiate between a fixed line number and a mobile phone number
4. 其他: 請詳述_____ Others: Please specify_____

Q.29 什麼因素會幫助你決定係唔係需要 FMNP 呢?
What are the factors that would help you decide if you wanted FMNP?
[訪問員: 讀出以下嘅答案和追問有冇其他原因]
[Interviewers: read out answers and ask for other reasons]

1. 慳咗月費 Saving in monthly fees
2. 比多咗月費 Paying more in monthly fees
3. 一次過嘅收費服務 One-off service fee
4. 提供其他電訊產品折扣優惠
   Any special offered with other telecommunication products
5. 地區網絡覆蓋 Geographic coverage
6. 網絡嘅可靠性 Network reliability
7. 現時合約嘅年期 Existing contract period.
8. FMNP 嘅合約年期，費用和條款
   Contract period, charges and terms of FMNP
9. 對其他屋企人嘅影響
   Impact on other residing in the household
10. 喺冇限制和罰款之下， 可彈性轉換固網和流動電話嘅服務
    Flexibility to switch between a fixed services and mobile services without any limitation or penalties.
11. 其他: 請詳述_____ Others: Please specify_____

第四部分: 背景資料
Part 4: Demographics

為咗研究嘅用途，我們希望你能提供一啲你嘅個人資料。請放心，你提供嘅所有資料係會絕對保密嘅。
Please tell us more about yourself in order to facilitate our analysis. All information collected will be treated in strictest confidence.

Q.30 記錄被訪者嘅性別 Gender
1. 男 Male
2. 女 Female

Q.31 請問你今年幾多歲?
Which of the following age groups do you fall into?
[訪問員: 請讀出以下答案]
[Interviewers: read out answers]
1. 18-20
2. 21-30
3. 31-40
4. 41-50
5. 51-60
6. 61-70
7. 70 以上 Over 70
8. 拒絕回答 Refuse to answer

Q.32 請問你嘅教育程度係:
What is your highest educational attainment?
[訪問員: 請讀出以下答案]
[Interviewers: read out answers]
1. 小學 Primary
2. 中學 Secondary
3. 預科 Matriculation
4. 專上教育:非學位課程 Tertiary: Non-degree
5. 學位課程或以上 Degree or above
6. 拒絕回答 Refuse to answer

Q.33 請問有幾多屋企人一齊住呢?
How big is your household?
[訪問員: 請讀出以下答案]
[Interviewers: read out answers]

1. 1
2. 2
3. 3
4. 4
5. 4 以上 Over 4
6. 拒絕回答 Refuse to answer

Q.34 請問你每月個人嘅總收入大約係幾多錢呢?
Approximately, how much is your monthly personal income including all the income?
[訪問員: 請讀出以下答案]
[Interviewers: read out answers]

1. $5,000 或以下 $5,000 or less
2. $5,001- $10,000
3. $10,001-$20,000
4. $20,001-$30,000
5. $30,001-$50,000
6. $50,000 以上 Over $50,000
7. 拒絕回答 Refuse to answer

固網及流動電話號碼可攜性電話調查
Survey on Fixed Mobile Number Portability
(流動電話用戶)
(Mobile phone only users)

第一部分: 自我介紹
Part 1: Introduction

早晨/午安/晚安， 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流動電話用戶對帶電話號碼轉台服務嘅認知及意見調查。整個訪問只會阻你大約十分鐘嘅時間，而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。

[如果受訪者詢問有關電訊管理局嘅電話] 麻煩你喺辦公時間，即星期一至星期五早上八時半至下午五時四十五分，致電 2961 6333 向電訊管理局嘅熱線查詢。

Good (Morning/Afternoon/Evening). My name is _____, an interviewer from the Social Sciences Research Centre of the University of Hong Kong. We have been commissioned by the Office of the Telecommunications Authority to conduct a mobile phone only user survey on telephone number portability. It will only take you around 10 minutes and all the information provided by you will be kept strictly confidential and for statistical analysis only. If you have any queries on participation in this survey, you can call the University of Hong Kong Ethics Committee at 2241-5267.

[if participants ask for OFTA's contact for confirmation, please advise them to call OFTA's hotline at 2961 6333 during office hours (i.e. 8:30am to 5:45pm from Monday to Friday).]

第二部分: 選出被訪者
Part 2: Screening

S.1 請問你係唔係年滿 18 歲?
Could you tell me whether have you reached the age of 18?
(假如未能即時接受訪問，訪問員請預約時間，或稍後再致電。)
[If not available, make appointment to call back.]
1. 是 Yes
2. 否 [結束訪問] No [end of the interview]

S.2 請問你屋企冇按裝固網電話呢?
Do you have a residential fixed line at home?
1. 是 [結束訪問] Yes [end of the interview]
2. 否 No

S.3 請問你現時係唔係電訊管理局、商務及經濟發展局或任何一間電訊服務供應商嘅僱員呢?
(包括固網電話、流動電話、寬頻電話、互聯網服務供應商及收費電視)
Are you an employee of OFTA, CTB or any telecommunications service providers (Including fixed line telephone, mobile phone, VoIP, ISPs, pay TV)?
1. 是 [結束訪問] Yes [end of the interview]
2. 否 No

第三部分: 主問卷
Part 3: Main Questionnaire
固網電話及流動電話服務
Fixed line and mobile phone services

Q.1 請問點解你屋企冇按裝固網電話?
Could you tell me why you have not installed a residential fixed line at home?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]
1. 固網電話已經被流動電話取替
It is replaced by the mobile phone
2. 除咗流動電話， 固網電話已經被其他通訊工具所取替
It is replaced by communication tools other than mobile phone
3. 使用固網電話係唔方便嘅
It is not convenient
4. 冇流動電話咁多有用嘅功能
Insufficient useful functions as mobile phone
5. 月費太貴
The monthly fee is too expensive
6. 其他: 請詳述 _____ Others: Please specify_____

Q.2 請問你有幾多個流動電話號碼自己用?
How many Hong Kong mobile phone numbers do you use?
_____個 number(s) [if answered "1", skip to Q.4]

Q.3 點解你有多過一個流動電話號碼?
Why do you have more than one mobile phone numbers?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]
1. 個人需要 Personal use
2. 公司需要 Business use
3. 唔同嘅人俾唔同嘅號碼 Different numbers for different people
4. 確保喺任何地方都有流動電話訊號
To ensure that mobile signals are available anywhere
5. 其他原因: 請詳述 _____ Other reasons: Please specify_____

Q.4 請問你認為帶流動電話號碼轉台嘅服務有幾重要呢?
How important do you find mobile number portability?
[訪問員: 請讀出以下嘅答案和追問重要程度]
[Interviewers: read out answers and ask for the level]
1. 非常重要 Very important
2. 幾重要 Quite important
3. 一般 Fair
4. 唔重要 Not important
5. 完全唔重要 Not important at all

Q.5 請問你有冇曾經轉換流動電話服務供應商呢?
Have you ever changed your mobile service provider?
1. 有 Yes
2. 無 [跳至 Q.7] No [Skip to Q.7]

Q.6 請問你對於帶流動電話號碼轉台服務有幾滿意呢?
Are you satisfied with the mobile number portability?
[訪問員: 請讀出以下嘅答案和追問滿意程度]
[Interviewers: read out answers and ask for the level]
1. 非常滿意 Very satisfied
2. 幾滿意 Quite satisfied
3. 一般 Fair
4. 幾唔滿意 Quite dissatisfied
5. 非常唔滿意 Very dissatisfied

固網及流動電話號碼可攜服務
FMNP Service

以下我會介紹一種現時正被考慮新嘅帶電話號碼轉台服務。 目前，你嘅固網電話號碼只限於由一個固網電話供應商帶電話號碼轉到另一間固網電話供應商，或者你嘅流動電話號碼亦只限於由一個流動電話供應商轉到另一間流動電話供應商。 至於正被考慮嘅帶電話號碼轉台嘅服務， 電話號碼唔需要受固網或流動電話網絡嘅限制， 新服務可以允許一個電話號碼由一間固網電話供應商轉到一間流動電話供應商，或者相反都可以。 舉一個例子，一個"9"字頭嘅流動電話號碼，如果轉到一間固網電話嘅網絡後，便會變成一個固網嘅電話號碼。 就我所提及嘅新服務，稱為"固網及流動電話號碼可攜性"或者簡稱"FMNP" ，而所提及嘅新服務只係牽涉同一個電話號碼。

I would like to take the opportunity to explain a new kind of telephone number portability being considered. Currently, you can port your fixed line number from your current fixed line service provider to another service provider or you can port your mobile number from your current mobile service provider to another service provider. With this proposed new kind of telephone number portability, instead of just restricting telephone number portability between fixed service providers or between mobile service providers, it would allow you to port your telephone number from a fixed service provider to a mobile service provider or vice versa. As an example, if a mobile phone number is ported to a fixed telephone network, the mobile phone number, for example, one starting with '9', becomes a fixed telephone number. We will refer to this new telephone number portability as 'fixed mobile number portability' or its abbreviated form as FMNP. This service involves only one telephone number.

[如果受訪者詢問有關電話轉駁] "固網及流動電話號碼可攜服務"同一般嘅電話轉駁服務係唔相同嘅，電話轉駁服務係一種喺固網或流動電話網絡裡提供嘅網絡增值服務。 就使用電話轉駁 (俗稱飛線) 服務， 電話客戶雖然可以隨時轉駁打入嘅電話至指定嘅電話號碼，但係呢兩個號碼嘅連接服務同埋轉駁號碼嘅增值服務原則上都需要支付費用。所以，呢種服務係同時牽涉兩個電話號碼。

[If participants ask about call forwarding] FMNP is also different from the call forwarding service which is a value-added network service implemented in the fixed or mobile networks. In call forwarding, although users can forward calls addressed to their telephone number to another telephone number at will by themselves, the connection of both numbers should be paid as well as the value-added service. Moreover, this service involves two telephone numbers.

Q.7 如果合約條款合理， 冇額外嘅月費同現時帶流動電話號碼轉台差唔多方便嘅話， 你認為有幾大嘅可能性會將你嘅流動電話號碼轉到固網電話服務供應商呢?

If the contract terms are reasonable, with no extra costs and comparable convenience to portability from one mobile service provider to another, how likely do you think it is that you will port your mobile number to a fixed line service?

[訪問員: 這問題係無時間限制的]

[Interviewers: this question has no time constraint]

[訪問員: 請讀出以下嘅答案和追問可能程度]

[Interviewers: read out answers and ask for the level]

1. 好大可能 Highly likely
2. 可能 Likely
3. 唔太可能 [跳至 Q.10] Unlikely [Skip to Q.10]
4. 絕對唔可能 [跳至 Q.10] Impossible [Skip to Q.10]
5. 唔知道 [跳至 Q.11] Don't know [Skip to Q.11]

Q.8 [Q.8 只適用於 Q.7 選擇回答 "好大可能"或者"可能"]

[Q.8 only for those who answered "Highly likely" or "Likely" in Q.7]

點解你會有呢個想法呢?

What are your reasons for having such a view?

[訪問員: 可選擇多項，不可讀出以下嘅答案]

[Interviewers: Multiple responses, don't read out any of the following answers]

1. 呢個流動電話號碼好意頭
   The combination of my mobile number is lucky.
2. 我個流動電話號碼係我嘅主要聯絡電話號碼
   My mobile number is my main contact number.
3. 我嘅電話號碼比較令人容易記得
   It's easier for people to remember my phone number.
4. 慳錢 Save money
5. 固網電話嘅通話時間冇限制
   The calling time of fixed line telephone is unlimited
6. 其他: 請詳述_____ Others: Please specify_____

Q.9 如果冇額外嘅月費，你會願意一次過支付大約幾多錢作為轉攜費用，將你嘅流動電話號碼轉到固網電話服務呢?

If there is no extra monthly charge, approximately how much would you be willing to pay for an one-off fee as porting charges to allow you to use your mobile phone number for fixed line service?

[訪問員: 只可選擇一項，不可讀出以下嘅答案]

[Interviewers: Single response, don't read out any of the following answers]

1. 應該免費 Should be free
2. HK$10 以下 Below HK$10
3. HK$11 – 20
4. HK$21 – 40
5. HK$41 – 60
6. HK$61 – 80
7. HK$81 – 100
8. HK$101 – 150
9. HK$151 – 200
10. HK$201 以上 Over HK$201
11. 唔知道 Don't know

[回答 Q.9 後，跳至 Q.11] ***[After answering Q.9, skip to Q.11]***

Q.10 [Q.10 只適用於 Q.7 選擇回答"唔太可能" 或者"無可能"]

[Q.10 only for those who answered "Unlikely" or "Impossible" in Q.7]

點解你有呢個想法?

What are your reasons for having such a view?

[訪問員: 可選擇多項，不可讀出以下嘅答案]

[Interviewers: Multiple responses, don't read out any of the following answers]

1. 我想保留兩個電話號碼，因為佢哋有唔同嘅功能。例如: 一個俾自己嘅朋友而另一個就係同家人共用。
   I want to keep two telephone numbers as they have different functions. For example, one for close friends and one for shared use by family members."
2. 感覺上一般認為固網電話號碼係家人共用嘅，而流動電話號碼就唔同，係比較個人嘅
   There is a general feeling that the fixed line number is for shared use by family members which is unlike a mobile number which is more personal."
3. 如果可以咁做，啲人就唔可以分辨固網電話號碼同流動電話號碼
   If allowed, people could not differentiate between a fixed line number and a mobile phone number
4. 其他: 請詳述_____ Others: Please specify_____

Q.11 什麼因素會幫助你決定係唔係需要 FMNP 呢?
What are the factors that would help you decide if you wanted FMNP?
[訪問員: 讀出以下嘅答案和追問有冇其他因素]
[Interviewers: read out answers and ask for other factors]

1. 慳咗月費 Saving in monthly fees
2. 比多咗月費 Paying more in monthly fees
3. 一次過嘅收費服務 One-off service fee
4. 提供其他電訊產品折扣優惠
   Any special offered with other telecommunication products
5. 地區網絡覆蓋 Geographic coverage
6. 網絡嘅可靠性 Network reliability
7. 現時合約嘅年期 Existing contract period.
8. FMNP 嘅合約年期，費用和條款
   Contract period, charges and terms of FMNP
9. 對其他屋企人嘅影響
   Impact on other residing in the household
10. 喺冇限制和罰款之下， 可彈性轉換固網和流動電話嘅服務
    Flexibility to switch between a fixed services and mobile services without any limitation or penalties.
11. 有冇其他因素: 如有，請詳述_____
    Any other factors: If yes, please specify_____

第四部分: 背景資料
Part 4: Demographics

為咗研究嘅用途，我們希望你能提供一啲你嘅個人資料。請放心，你提供嘅所有資料係會絕對保密嘅。
Please tell us more about yourself in order to facilitate our analysis. All information collected will be treated in strictest confidence.

Q.12 記錄被訪者嘅性別 Gender
1. 男 Male
2. 女 Female

Q.13 請問你今年幾多歲?
Which of the following age groups do you fall into?
[訪問員: 請讀出以下答案]
[Interviewers: read out answers]
1. 18-20
2. 21-30
3. 31-40
4. 41-50
5. 51-60
6. 61-70
7. 70 以上 Over 70
8. 拒絕回答 Refuse to answer

Q.14 請問你嘅教育程度係:
What is your highest educational attainment?
[訪問員: 請讀出以下答案]
[Interviewers: read out answers]
1. 小學 Primary
2. 中學 Secondary
3. 預科 Matriculation
4. 專上教育:非學位課程 Tertiary: Non-degree
5. 學位課程或以上 Degree or above
6. 拒絕回答 Refuse to answer

Q.15 請問有幾多屋企人一齊住呢?
How big is your household?
[訪問員: 請讀出以下答案]
[Interviewers: read out answers]

1. 1
2. 2
3. 3
4. 4
5. 4 以上 Over 4
6. 拒絕回答 Refuse to answer

Q.16 請問你每月個人嘅總收入大約係幾多錢呢?
Approximately, how much is your monthly personal income including all the income?
[訪問員: 請讀出以下答案]
[Interviewers: read out answers]

1. $5,000 或以下 $5,000 or less
2. $5,001- $10,000
3. $10,001-$20,000
4. $20,001-$30,000
5. $30,001-$50,000
6. $50,000 以上 Over $50,000
7. 拒絕回答 Refuse to answer

固網及流動電話號碼可攜性電話調查
Survey on Fixed Mobile Number Portability
(商業用戶)
(Commercial)

第一部分: 自我介紹
Part 1: Introduction

早晨/午安/晚安， 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商業用戶對帶電話號碼轉台服務嘅認知及意見調查。整個訪問只會阻你大約十分鐘嘅時間，而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。

[如果受訪者詢問有關電訊管理局嘅電話] 麻煩你喺辦公時間，即星期一至星期五早上八時半至下午五時四十五分，致電 2961 6333 向電訊管理局嘅熱線查詢。

Good (Morning/Afternoon/Evening). My name is _____, an interviewer from the Social Sciences Research Centre of the University of Hong Kong. We have been commissioned by the Office of the Telecommunications Authority to conduct a business line user survey on telephone number portability. It will only take you around 10 minutes and all the information provided by you will be kept strictly confidential and for statistical analysis only. If you have any queries on participation in this survey, you can call the University of Hong Kong Ethics Committee at 2241-5267.

[if participants ask for OFTA's contact for confirmation, please advise them to call OFTA's hotline at 2961 6333 during office hours (i.e. 8:30am to 5:45pm from Monday to Friday).]

第二部分: 選出被訪者
Part 2: Screening

S.1 麻煩你請貴公司決定使用電訊服務嘅負責人嚟聽電話?
May I speak to the decision maker who makes decision in purchasing telecommunication services for this business entity in Hong Kong?
(假如未能即時接受訪問，訪問員請預約時間，或稍後再致電。)
[If not available, make appointment to call back.]
1. 是 Yes
2. 否 [結束訪問] No [end of the interview]

S.2 請問你現時係唔係電訊管理局、商務及經濟發展局或任何一間電訊服務供應商嘅僱員呢？
(包括固網電話、流動電話、寬頻電話、互聯網服務供應商及收費電視）
Are you an employee of OFTA, CTB or any telecommunications service providers (Including fixed line telephone, mobile phone, VoIP, ISPs, pay TV)?
1. 是 [結束訪問] Yes [end of the interview]
2. 否 No

S.3 請問貴公司現時有幾多位僱員呢?
How many employees in your company?

_____ 位 person (s)
[如果多過或等於 50 人，結束訪問]
[if answer = "50 or more", end of the interview]

第三部分: 主問卷
Part 3: Main Questionnaire

固網電話及流動電話服務

Fixed line and mobile phone services

Q.1 你同唔同意現時固網電話係貴公司嘅必需品呢?
Nowadays, do you agree that the fixed line telephone is essential to your business?
[訪問員: 請讀出以下嘅答案和追問同意程度]
[Interviewers: read out answers and ask for the level]
1. 非常同意 Strongly agree
2. 同意 Agree
3. 中立 Neutral
4. 唔同意 Disagree
5. 非常唔同意 Strongly disagree

Q.2 請問貴公司現時有幾多個公司固網電話號碼包括傳真號碼?
How many business fixed line numbers does your business have including fax?

_____ 個 number(s)

Q.3 請問你認為帶固網電話號碼轉台嘅服務有幾重要呢?
How important do you find the fixed line number portability between providers?
[訪問員: 請讀出以下嘅答案及追問重要程度]
[Interviewers: read out answers and ask for the level]

1. 非常重要 Very important
2. 幾重要 Quite important
3. 一般 Fair
4. 唔重要 Not important
5. 完全唔重要 Not important at all

Q.4 請問貴公司有冇曾經轉換過固網電話服務供應商呢?
Have you ever changed fixed line service operator in your business?

1. 有 Yes
2. 沒有[跳至 Q.6] No [Skip to Q.6]

Q.5 就貴公司嘅經驗，請問你對於帶固網電話號碼轉台嘅整體服務有幾滿意呢?
Are you satisfied with your business's overall experience of fixed line number portability?
[訪問員: 請讀出以下嘅答案及追問滿意程度]
[Interviewers: read out answers and ask for the level]

1. 非常滿意 Very satisfied
2. 幾滿意 Quite satisfied
3. 一般 Fair
4. 唔太滿意 Quite dissatisfied
5. 非常唔滿意 Very dissatisfied

Q.6 你同唔同意現時嘅流動電話係貴公司嘅必需品呢?
Nowadays, do you agree that mobile phone is essential to your business?
[訪問員: 請讀出以下嘅答案和追問同意程度]
[Interviewers: read out answers and ask for the level]

1. 非常同意 Strongly agree
2. 同意 Agree
3. 中立 Neutral
4. 唔同意 Disagree
5. 非常唔同意 Strongly disagree

以下嘅問題喺有關你係辦公室時使用流動電話同固網電話嘅習慣
The following questions will ask about your behaviors of using mobile phone and office fixed line in your workplace.

Q.7 請問你有幾多個流動電話號碼包括用於私人或工作上?
How many Hong Kong mobile phone numbers do you have for private use or work?
_____個 number(s) [if answered "1", skip to Q.9]
冇 [跳至 Q.20] None [skip to Q.20]

Q.8. 點解你有多過一個流動電話號碼?
Why do you have more than one mobile phone numbers?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]
1. 個人需要 Personal use
2. 公司需要 Business use
3. 唔同嘅人俾唔同嘅號碼 Different numbers for different people
4. 確保喺任何地方都有流動電話訊號
To ensure that mobile signals are available anywhere
5. 其他原因: 請詳述 _____ Other reasons: Please specify_____

Q.9 請問你喺辦公室時有幾經常使用流動電話接聽打入嘅電話同使用公司嘅固網電話比較?
How often do you use your mobile phone in your workplace for incoming calls compared with your office fixed line telephone? [訪[問員: 請讀出以下嘅答案]
[Interviewers: read out answers]
1. 所有時間 (即: 從來都唔會使用固網電話)
All the time (i.e. never use fixed line telephone)
2. 經常使用(即: 使用流動電話接聽打入嘅電話多過固網電話)
Most of the time (i.e. use mobile phone more than fixed line telephone to receive calls)
3. 大約一半半
About half the time
4. 間中使用 (即: 使用固網電話接聽打入嘅電話多過流動電話) Occasionally
(i.e. use fixed line telephone more than mobile phone to receive calls)
5. 從來都唔會使用 (即: 只使用固網電話]
Never (i.e. only use fixed line telephone)

Q.10 請問你喺辦公室時會有幾經常使用流動電話打電話俾人同使用公司嘅固網電話比較?
How often do you use your mobile phone in your workplace for outgoing calls compared with your office fixed line telephone?
[訪問員: 請讀出以下嘅答案和追問程度]
[Interviewers: read out answers and ask for the level]

1. 所有時間 All the time
2. 經常使用 Most of the time
3. 大約一半半 About half the time
4. 間中使用 Occasionally
5. 從來都唔會使用 Never

Q.11 你喺辦公室會有幾經常將你嘅流動電話轉駁至公司嘅固網電話呢?
In your workplace, how often do you forward your mobile phone calls to your office fixed line telephone?
[訪問員: 請讀出以下嘅答案和追問程度]
[Interviewers: read out answers and ask for the level]

1. 所有時間 All the time
2. 經常使用 Most of the time
3. 大約一半半 About half the time
4. 間中使用[跳至 Q.13] Occasionally [Skip to Q.13]
5. 從來都唔會使用[跳至 Q.13] Never [Skip to Q.13]

Q.12 [Q.12 只適用於 Q.11 選擇回答 "所有時間" , "經常使用" 或者 "大約一半半"]
[Q.12 only for those who answered "All the time", "Most of the time" or "About half the time" in Q.11]
點解你會經常轉駁你嘅流動電話至公司嘅固網電話呢?
What are the reasons for forwarding your mobile phone calls to your office fixed line telephone?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 固網電話嘅網絡可靠啲
   Network reliability of fixed line telephone
2. 辦公室接收到嘅流動電話訊號較差 / 接收唔到訊號
   No mobile signals or poor mobile signals at workplace.
3. 除咗訊號覆蓋外，固網電話可靠啲(例如: 不須擔心冇操作訊號)
   It is more reliable other than signal coverage (i.e. always has dial signal tone)
4. 流動電話嘅通話時間有限制 (即: 擔心電池冇電)
   Calling time of mobile phone is limited (i.e. battery concern).
5. 流動電話嘅通話時間有限制 (即:通話嘅費用)
   Calling time of mobile phone is limited (i.e. cost).
6. 固網電話嘅通話時間冇限制 (即: 唔需要擔心冇電)
   Calling time of fixed line telephone is not limited (i.e. no battery concern).
7. 固網電話嘅通話時間冇限制 (即: 固定嘅月費)

Calling time of fixed line telephone is not limited (i.e. fixed monthly fee).
8. 如未能接聽打入嘅電話，可以轉駁至公司固網電話嘅留言信箱
   If unanswered, the call can be diverted to the office fixed line voice mail.
9. 流動電話有輻射 Radiation of mobile phone
10. 其他: 請詳述_____ Others: Please specify_____

[回答 Q.12 後，跳至 Q.14] ***[After answering Q.12， skip to Q.14]***

Q.13 [Q.13 只適用於 Q.11 選擇回答"大約一半半" 、 "間中使用" 或者 "從來都唔會使用"]]
[Q.13 only for those who answered "About half the time", "Occasionally" or "Never" in Q. 11]
點解你唔將你流動電話嘅來電轉駁至公司嘅固網電話呢?
What are the reasons for not forwarding your mobile phone calls to your office fixed line telephone?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]
1. 想用流動電話嘅來電顯示去篩選打入嘅電話
   Want to use the mobile caller display function to screen incoming calls.
2. 如未能接聽打入嚟嘅電話，可以轉駁至我嘅流動電話留言信箱
   If unanswered, the call can be diverted to my mobile phone voice mail.
3. 我冇用電話轉駁服務
   I have not subscribed to a call forwarding service.
4. 公司冇固網電話 No office fixed line.
5. 喺公司冇直線電話或與其他同事共用同一條公司固網電話線
   No direct office fixed line or fixed line being shared by other colleagues.
6. 唔方便使用 Inconvenient to use.
7. 唔係喺辦公室嘅環境工作 Do not work in an office environment.
8. 忘記啟動電話轉駁 Forget to activate call forward.
9. 唔適當地使用辦公室電話 Improper use of office phone
10. 其他: 請詳述_____ Others: Please specify.

Q.14 你喺辦公室會有幾經常將辦公室嘅固網電話嘅來電轉駁至你嘅流動電話呢?
In your workplace, how often do you forward your office fixed line telephone to your mobile phone calls?
[訪問員: 請讀出以下嘅答案和追問程度]
[Interviewers: read out answers and ask for the level]
1. 所有時間 All the time
2. 經常使用 Most of the time
3. 大約一半半 About half the time
4. 間中使用[跳至 Q.16] Occasionally [Skip to Q.16]
5. 從來都唔會使用[跳至 Q.16] Never [Skip to Q.16]

Q.15 [Q.15 只適用於 Q.14 選擇回答"所有時間" , "經常使用" 或者 "大約一半半"]
[Q.15 only for those who answered "All the time", "Most of the time" or "About half the time"" in Q.14]
點解你會轉駁公司嘅固網電話至你嘅流動電話呢?
What are the reasons for forwarding your office fixed line telephone calls to your mobile phone?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 使用流動電話接聽方便啲
   More convenient to use mobile phone to answer.
2. 較個人化 More personal.
3. 當我唔喺辦公室時，我仍然可以接聽打嚟嘅電話
   I can answer the incoming calls when I am not at the office.
4. 我可以選擇接聽電話或轉駁打入嘅電話至公司嘅流動電話留言信箱
   I can choose to answer or forward the call to my mobile phone voice mail.
5. 其他: 請詳述_____ Others: Please specify_____

[回答 Q.15 後，跳至 Q.17] ***[After answering Q.15, skip to Q.17]***

Q.16 [Q.16 只適用於 Q.14 選擇回答 "大約一半半" 、 "間中使用" 或者 "從來都唔會使用"]
[Q.16 only for those who answered "About half the time", "Occasionally" or "Never" in Q. 14]
點解你唔會轉駁公司固網電話嘅來電至你嘅流動電話呢?
What are the reasons for not forwarding your office fixed line telephone calls to your mobile phone?
[訪問員: 可選擇多項，不可讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 想使用公司嘅固網電話接聽打嚟嘅商業電話
   Want to use office fixed line telephone to answer business calls.
2. 如未能接聽打入嚟嘅電話，可以轉駁至公司嘅留言信箱
   If unanswered, the call can be diverted to the office fixed line voice mail.
3. 冇電話轉駁功能 No call forwarding function.
4. 唔方便 Inconvenience.
5. 忘記啟動電話轉駁 Forget to activate call forward.
6. 其他: 請詳述明_____ Others: Please specify.

Q17 請問你認為帶流動電話號碼轉台嘅服務有幾重要呢?
How important do you find mobile number portability?
[訪問員: 請讀出以下嘅答案和追問重要程度]
[Interviewers: read out answers and ask for the level]

1. 非常重要 Very important
2. 幾重要 Quite important
3. 一般 Fair
4. 唔重要 Not important
5. 完全唔重要 Not important at all

Q.18 請問你有冇曾經轉換流動電話服務供應商呢?
Have you ever changed your mobile service provider?

1. 有 Yes
2. 無 [跳至 Q.20] No [Skip to Q.20]

Q.19 請問你對於帶流動電話號碼轉台嘅服務有幾滿意呢?
Are you satisfied with the mobile number portability?
[訪問員: 請讀出以下嘅答案和追問滿意程度]
[Interviewers: read out answers and ask for the level]

1. 非常滿意 Very satisfied
2. 幾滿意 Quite satisfied
3. 一般 Fair
4. 幾唔滿意 Quite dissatisfied
5. 非常唔滿意 Very dissatisfied

固網及流動電話號碼可攜服務
FMNP Service

以下我會介紹一種現時正被考慮新嘅帶電話號碼轉台服務。 目前，你嘅固網電話號碼只限於由一個固網電話供應商帶電話號碼轉到另一間固網電話供應商，或者你嘅流動電話號碼亦只限於由一個流動電話供應商轉到另一間流動電話供應商。 至於正被考慮嘅帶電話號碼轉台嘅服務， 電話號碼唔需要受固網或流動電話網絡嘅限制， 新服務可以允許一個電話號碼由一間固網電話供應商轉到一間流動電話供應商，或者相反都可以。 舉一個例子，一個"9"字頭嘅流動電話號碼，如果轉到一間固網電話嘅網絡後，便會變成一個固網嘅電話號碼。就我所提及嘅新服務，稱為"固網及流動電話號碼可攜性"或者簡稱"FMNP"，而所提及嘅新服務只係牽涉同一個電話號碼。

I would like to take the opportunity to explain a new kind of telephone number portability being considered. Currently, you can port your fixed line number from your current fixed line service provider to another service provider or you can port your mobile number from your current mobile service provider to another service provider. With this proposed new kind of telephone number portability, instead of just restricting telephone number portability between fixed service providers or between mobile service providers, it would allow you to port your telephone number from a fixed service provider to a mobile service provider or vice versa. As an example, if a mobile phone number is ported to a fixed telephone network, the mobile phone number, for example, one starting with '9', becomes a fixed telephone number. We will refer to this new telephone number portability as 'fixed mobile number portability' or its abbreviated form as FMNP. This service involves only one telephone number.

[如果受訪者詢問有關電話轉駁] "固網及流動電話號碼可攜服務"同一般嘅電話轉駁服務係唔相同嘅，電話轉駁服務係一種喺固網或流動電話網絡裡提供嘅網絡增值服務。 就使用電話轉駁 (俗稱飛線) 服務，電話客戶雖然可以隨時轉駁打入嘅電話至指定嘅電話號碼，但係呢兩個號碼嘅連接服務同埋轉駁號碼嘅增值服務原則上都需要支付費用。所以，呢種服務係同時牽涉兩個電話號碼。

[If participants ask about call forwarding] FMNP is also different from the call forwarding service which is a value-added network service implemented in the fixed or mobile networks. In call forwarding, although users can forward calls addressed to their telephone number to another telephone number at will by themselves, the connection of both numbers should be paid as well as the value-added service. Moreover, this service involves two telephone numbers.

Q.20 如果合約條款合理， 冇額外嘅月費同現時帶固網電話號碼轉台差唔多方便嘅話， 你認為有幾大嘅可能性會將你公司嘅固網電話號碼轉到流動電話服務供應商呢?
If the contract terms are reasonable, with no extra costs and comparable convenience to portability from one fixed line service provider to another, how likely do you think it is that your business will port any fixed line number to a mobile service provider?
[訪問員: 這問題係無時間限制的]
[Interviewers: this question has no time constraint]
[訪問員: 請讀出以下答案和和追問可能程度]
[Interviewers: read out answers and ask for the level]

1. 好大可能 Highly likely
2. 可能 Likely
3. 唔太可能 [跳至 Q.23] Unlikely [Skip to Q.23]
4. 絕對唔可能[跳至 Q.23] Impossible [Skip to Q.23]
5. 唔知道 [跳至 Q.24] Don't know [Skip to Q.24]

Q.21 [Q.21 只適用於 Q20 選擇回答 "好大可能"或者 "可能"]
[Q.21 only for those who answered "Highly likely" or "Likely" in Q.20]
點解你有呢個想法呢?
What are your reasons for having such a view?
[訪問員: 多項選擇， 請不要讀出以下嘅答案]
[Interviewers: Multiple responses, don't read out any of the following answers]

1. 流動電話可以代替固網電話
   Mobile phone can substitute for the fixed line telephone
2. 可以慳錢，因為少咗一個電話號碼嘅費用
   Saving money because of paying for one less service
3. 可以慳錢，因為電話費平咗
   Saving money because of cheaper service rates
4. 辦公室經常無人
   Always no one in my workplace
5. 就算有人喺辦公室，佢地都唔用固網電話
   Even though someone at office, they are not using the fixed line
6. 呢個固網電話號碼好意頭
   The combination of the fixed line number is lucky
7. 保持與客戶嘅聯繫
   Keep the contact with customers
8. 呢個固網電話號碼係我公司嘅主要聯絡電話號碼
   This fixed line number is my business main contact number
9. 流動電話服務比固網電話服務好
   Mobile services are much better than fixed line services
10. 其他: 請註明_____ Others: Please specify

Q.22 如果冇額外嘅月費，你會願意一次過支付大約幾多錢作為轉攜費用，將貴公司嘅固網電話號碼轉到流動電話呢?

If there is no extra monthly charge, approximately how much would you be willing to pay as an one-off fee as porting charges to allow your business to carry any fixed line number to a mobile phone?

[訪問員: 只可選擇一項，不可讀出以下嘅答案]

[Interviewers: Single response, don't read out any of the following answers]

1.	應該免費	Should be free
2.	HK$10 以下	Below HK$10
3.	HK$11 – 20	
4.	HK$21 – 40	
5.	HK$41 – 60	
6.	HK$61 – 80	
7.	HK$81 – 100	
8.	HK$101 – 150	
9.	HK$151 – 200	
10.	HK$201 以上	Over HK$201
11.	唔知道	Don't know
	[回答 Q.22 後，跳至 Q.24]	***[After answering Q.22, skip to Q.24]***

Q.23 [Q.23 只適用於 Q.20 選擇回答 "唔太可能"或者"絕對唔可能"]

[Q.23 only for those who answered "Unlikely" or "Impossible" in Q.20]

點解你冇呢個想法呢?

What are your reasons for not having such a view?

[訪問員: 可選擇多項，不可讀出以下嘅答案]

[Interviewers: Multiple responses, don't read out any of the following answers]

1. 感覺上一般認為固網電話號碼係所有同事共用嘅，而流動電話號碼就唔同，係比較個人嘅
   There is a general feeling that the fixed line number is shared by all colleagues which is unlike a mobile number which is personal.
2. 如果可以咁做，啲人就唔可以分辨固網電話號碼同流動電話號碼
   If allowed, people could not differentiate between a fixed line number and a mobile number
3. 流動電話嘅通話費用貴過固網電話
   The calling time of mobile phone is more expensive than fixed line telephone
4. 佢哋有唔同功能
   They had different functions
5. 流動電話嘅號碼係只限個人使用嘅， 唔可以同其他人共用
   The mobile phone number is used by an individual and cannot be shared
6. 公司嘅形象 An image of a business
7. 其他: 請詳述_____ Others: Please specify_____

Q.24 如果合約條款合理， 冇額外嘅月費同現時帶流動電話號碼轉台差唔多方便嘅話， 你認為有幾大嘅可能性會將你公司嘅任何流動電話號碼轉到固網電話服務供應商呢?

If the contract terms are reasonable, with no extra costs and comparable convenience to portability from one mobile service provider to another, how likely do you think it is that your business will port any mobile number to a fixed line service?

[訪問員: 這問題係無時間限制的]

[Interviewers: this question has no time constraint]

[訪問員: 請讀出以下嘅答案和追問可能程度]

[Interviewers: read out answers and ask for the level]

1. 好大可能 Highly likely
2. 可能 Likely
3. 唔太可能 [跳至 Q.27] Unlikely [Skip to Q.27]
4. 絕對唔可能 [跳至 Q.27] Impossible [Skip to Q.27]
5. 唔知道 [跳至 Q.28] Don't know [Skip to Q.28]

Q.25 [Q.25 只適用於 Q.24 選擇回答 "好大可能" 或者 "可能"]

[Q.25 only for those who answered "Highly likely" or "Likely" in Q.24]

點解你會有呢個想法呢?

What are your reasons for having such a view?

[訪問員: 可選擇多項，不可讀出以下嘅答案]

[Interviewers: Multiple responses, don't read out any of the following answers]

1. 呢個流動電話號碼好意頭
   The combination of the mobile number is lucky.
2. 呢個電話號碼係我公司嘅主要聯絡電話號碼
   The mobile number is my business main contact number.
3. 呢個電話號碼令人容易記得
   It's easier for people to remember the phone number.
4. 慳錢 Save money
5. 固網電話嘅通話時間冇限制
   The calling time of fixed line telephone is unlimited
6. 其他: 請詳述_____ Others: Please specify_____

Q.26 如果冇額外嘅月費，你會願意一次過支付大約幾多錢作為轉攜費用將貴公司嘅流動電話號碼轉到固網電話服務呢?

If there is no extra monthly charge, approximately how much would you be willing to pay for an one-off fee as porting charges to allow your business to use your mobile phone number for fixed line service?

[訪問員: 只可選擇一項，不可讀出以下嘅答案]

[Interviewers: Single response, don't read out any of the following answers]

1. 應該免費 Should be free
2. HK$10 以下 Below HK$10
3. HK$11 – 20
4. HK$21 – 40
5. HK$41 – 60
6. HK$61 – 80
7. HK$81 – 100
8. HK$101 – 150
9. HK$151 – 200
10. HK$201 以上 Over HK$201
11. 唔知道 Don't know

[回答 Q.26 後，跳至 Q.28] ***[After answering Q.26, skip to Q.28]***

Q.27 [Q.27 只適用於 Q.24 選擇回答"唔太可能"或者 "無可能"]

[Q.27 only for those who answered "Unlikely" or "Impossible" in Q.24]

點解你有呢個想法?

What are your reasons for having such a view?

[訪問員: 可選擇多項，不可讀出以下嘅答案]

[Interviewers: Multiple responses, don't read out any of the following answers]

1. 感覺上一般認為固網電話號碼係所有同事共用，而流動電話號碼就唔同，係比較個人嘅
   There is a general feeling that the fixed line number is shared by all colleagues which is unlike a mobile number which is personal.
2. 如果可以咁做，啲人就唔可以分辨固網電話號碼同流動電話號碼
   If allowed, people could not differentiate between a fixed line number and a mobile number
3. 流動電話嘅電話號碼只限個人使用
   The mobile phone number is used by an individual
4. 固網電話線同固網電話號碼由所有同事共用
   The fixed line and fixed line number is shared by all colleagues
5. 其他: 請詳述_____ Others: Please specify_____

Q.28 什麼因素會幫助你決定貴公司係唔係需要 FMNP 呢?
What are the factors that would help you decide if your business wanted FMNP?
[訪問員: 讀出以下嘅答案和追問有冇其他原因]
[Interviewers: read out answers and ask for other reasons]

1. 慳咗月費 Saving in monthly fees
2. 比多咗月費 Paying more in monthly fees
3. 一次過嘅收費服務 One-off service fee
4. 提供其他電訊產品折扣優惠
   Any special offered with other telecommunication products
5. 地區網絡覆蓋 Geographic coverage
6. 網絡嘅可靠性 Network reliability
7. 現時合約嘅年期 Existing contract period.
8. FMNP 嘅合約年期，費用和條款
   Contract period, charges and terms of FMNP
9. 對辦公室內其他人嘅影響 Impact on other residing in the workplace
10. 喺冇限制和罰款之下， 可彈性轉換固網和流動電話嘅服務
    Flexibility to switch between a fixed services and mobile services without any limitation or penalties.
11. 其他: 請詳述_____ Others: Please specify_____

第四部分: 公司資料
Part 4: Company Information

為作研究分析，我哋會問有關貴公司嘅行業類型，你所提供嘅所有資料係一定會絕對保密。
Please tell us more about your company's industry sector in order to facilitate our analysis. All information collected will be treated in strictest confidence.

[訪問員: 可選擇多項]
[Interviewers: Multiple responses]

Q.29 行業類型 Industry sector:

1. 製造業 Manufacturing
2. 電力及燃氣 Electricity and gas
3. 建築業 Construction
4. 批發、零售、進出口貿易 Wholesale, retail and import/export trades
5. 飲食及酒店業 Restaurants and hotels
6. 運輸、倉庫 Transport, storage
7. 金融、保險、地產及商用服務業
   Financing, insurance, real estate and business service
8. 社區、社會及個人服務業 Community, social and personal service
9. 其他: 請詳述_____ Others: Please specify
10. 拒絕回答 Refuse to answer