

Public Opinion Programme (POP), HKU
Microsoft Hong Kong Limited
Modern Family Lifestyle Survey
January 30, 2013

Date of Survey: 14-21/1/2013
 Sample Size: 517
 Survey Method: Random telephone survey with real interviewers.
 Target population: Hong Kong citizens aged between 18 and 60 year old, who speak Cantonese, and own at least one computer or mobile device (including PCs, laptops,
 Effective response rate: 74.6%
 Standard error: less than 2.2% (i.e. +/-4.4% at 95% confidence level)

Frequencies

Q1 [Q1] Do you have broadband or Wifi coverage at home?

Q1 [Q1] 請問你屋企有冇安裝寬頻或(可使用既)Wifi覆蓋?

			Frequency	Percent	Valid Percent
Valid	1 Yes, with broadband only	1 有, 只有寬頻	119	23.0	23.0
	2 Yes, with wifi only	2 有, 只有wifi	19	3.7	3.7
	3 Yes, both	3 有, 有寬頻及wifi	358	69.2	69.2
	4 No	4 冇	17	3.3	3.3
	8888 Don't know / Hard to say	8888 唔知/難講	4	.8	.8
	Total	Total	517	100.0	100.0

Q2a [Q2a] How many Internet-connected PC(s) or Mac(s) (incl. laptops) do you have in your whole family?

Q2a [Q2a] 咁你全家人總共有幾多部可以上網既個人電腦或Mac機(包括手提電腦)呢?

			Frequency	Percent	Valid Percent
Valid	1	1	136	26.3	26.3
	2	2	165	31.9	31.9
	3	3	112	21.7	21.7
	4	4	44	8.5	8.5
	5	5	28	5.4	5.4
	6	6	10	1.9	1.9
	7	7	4	.8	.8
	8	8	5	1.0	1.0
	9	9	1	.2	.2
	10	10	1	.2	.2
	8886 Don't have any Internet-connected PC or Mac (Skip to Q3)	8886 沒有可上網的個人電腦或Mac機(跳至Q3)	10	1.9	1.9
	8888 Don't know / Hard to say	8888 唔知/難講	1	.2	.2
	Total	Total	517	100.0	100.0

Statistics [Include 0]

Q2am [Q2a] How many Internet-connected PC(s) or Mac(s) (incl. laptops) do you have in your whole family?

Q2am [Q2a] 咁你全家人總共有幾多部可以上網既個人電腦或Mac機（包括手提電腦）呢？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
516	1	2.45	.066	2.00	2	1.503	0	10	1265

Statistics [Exclude 0]

Q2am [Q2a] How many Internet-connected PC(s) or Mac(s) (incl. laptops) do you have in your whole family?

Q2am [Q2a] 咁你全家人總共有幾多部可以上網既個人電腦或Mac機（包括手提電腦）呢？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
506	11	2.50	.066	2.00	2	1.478	1	10	1265

Q2b [Q2b] How much time do you spend on using these PC(s) or Mac(s) (incl. laptops) on average per day?

Q2b [Q2b] 你平均每日會花幾多時間用呢D個人電腦或Mac機上（包括手提電腦）？

			Frequency	Percent	Valid Percent
Valid	0	0	52	10.3	10.3
	1	1	145	28.6	28.7
	2	2	97	19.1	19.2
	3	3	78	15.4	15.4
	4	4	44	8.7	8.7
	5	5	20	3.9	4.0
	6	6	15	3.0	3.0
	7	7	6	1.2	1.2
	8	8	8	1.6	1.6
	9	9	2	.4	.4
	10	10	16	3.2	3.2
	11	11	2	.4	.4
	12	12	8	1.6	1.6
	13	13	1	.2	.2
	14	14	1	.2	.2
	8888 Don't know / Hard to say	8888 唔知／難講	11	2.2	2.2
	Total	Total	506	99.8	100.0
Missing	-99 Refuse to answer	-99 拒答	1	.2	
Total			507	100.0	

Q2c [Q2c] What proportion of these time do you spend for work or education (vs. leisure / entertainment)?

Q2c [Q2c] 咁當中有幾多成既時間係用黎工作或者學習既呢(相對休閒或娛樂用途)?

			Frequency	Percent	Valid Percent
Valid	.0	.0	144	28.4	28.4
	.5	.5	1	.2	.2
	1.0	1.0	5	1.0	1.0
	1.5	1.5	2	.4	.4
	2.0	2.0	4	.8	.8
	3.0	3.0	2	.4	.4
	4.0	4.0	1	.2	.2
	5.0	5.0	8	1.6	1.6
	6.0	6.0	1	.2	.2
	7.0	7.0	1	.2	.2
	8.0	8.0	4	.8	.8
	9.0	9.0	2	.4	.4
	10.0	10.0	23	4.5	4.5
	12.0	12.0	1	.2	.2
	15.0	15.0	2	.4	.4
	16.0	16.0	1	.2	.2
	20.0	20.0	22	4.3	4.3
	25.0	25.0	11	2.2	2.2
	30.0	30.0	35	6.9	6.9
	33.0	33.0	6	1.2	1.2
	34.0	34.0	1	.2	.2
	35.0	35.0	1	.2	.2
	40.0	40.0	7	1.4	1.4
	50.0	50.0	87	17.2	17.2
	55.0	55.0	1	.2	.2
	60.0	60.0	9	1.8	1.8
	66.0	66.0	1	.2	.2
	67.0	67.0	2	.4	.4
	70.0	70.0	25	4.9	4.9
	75.0	75.0	6	1.2	1.2
	80.0	80.0	21	4.1	4.1
	85.0	85.0	1	.2	.2
	90.0	90.0	8	1.6	1.6
	95.0	95.0	1	.2	.2
	100.0	100.0	46	9.1	9.1
	8888 Don't know / Hard to say	8888.0 唔知／難講	14	2.8	2.8
	Total	Total	507	100.0	100.0

		N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing										
Q2b [Q2b] How much time do you spend on using these PC(s) or Mac(s) (incl. laptops) on average per day?	Q2b [Q2b] 你平均每日會花幾多時間用呢D個人電腦或Mac機上(包括手提電腦)?	495	12	2.76	.120	2.00	1	2.671	0	14	1368
Q2c [Q2c] What proportion of these time do you spend for work or education (vs. leisure / entertainment)?	Q2c [Q2c] 咁當中有幾多成既時間係用黎工作或者學習既呢(相對休閒或娛樂用途)?	493	14	34.999	1.5266	30.000	.0	33.8958	.0	100.0	17254.5

Q3a [Q3a] How many mobile devices do you have in your whole family? Please include tablets such as iPad, Microsoft Surface and Galaxy Tab or Q3a [Q3a] 請問你全家人總共有幾多部流動電子產品呢? 請包括平板電腦如iPad、Microsoft Surface 和Galaxy Tab或智能手機如iPhone、Galaxy Note/Phone和

			Frequency	Percent	Valid Percent
Valid	1	1	38	7.4	7.4
	2	2	121	23.4	23.4
	3	3	129	25.0	25.0
	4	4	92	17.8	17.8
	5	5	58	11.2	11.2
	6	6	31	6.0	6.0
	7	7	11	2.1	2.1
	8	8	7	1.4	1.4
	9	9	2	.4	.4
	10	10	4	.8	.8
	13	13	2	.4	.4
	40	40	1	.2	.2
	8886 Don't have any mobile device (Skip to Q4)	8886 沒有流動電子產品 (跳至Q4)	17	3.3	3.3
	8888 Don't know / Hard to say	8888 唔知/難講	4	.8	.8
	Total	Total	517	100.0	100.0

Statistics [Include 0]

Q3am [Q3a] How many mobile devices do you have in your whole family? Please include tablets such as iPad, Microsoft Surface and Galaxy Tab or smartphones such as iPhone, Galaxy Note/Phone and Windows Phone, etc. but Q3am [Q3a] 請問你全家人總共有幾多部流動電子產品呢? 請包括平板電腦如iPad、Microsoft Surface 和Galaxy Tab或智能手機如iPhone、Galaxy Note/Phone和Windows Phone，但不包括個人電腦或Mac電腦，及非智能手機。

		N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing										
513	4			3.23	.113	3.00	3	2.559	0	40	1655

Statistics [Exclude 0]

Q3am [Q3a] How many mobile devices do you have in your whole family? Please include tablets such as iPad, Microsoft Surface and Galaxy Tab or smartphones such as iPhone, Galaxy Note/Phone and Windows Phone, etc. but Q3am [Q3a] 請問你全家人總共有幾多部流動電子產品呢? 請包括平板電腦如iPad、Microsoft Surface 和Galaxy Tab或智能手機如iPhone、Galaxy Note/Phone和Windows Phone，但不包括個人電腦或Mac電腦，及非智能手機。

		N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing										
471	46			3.51	.114	3.00	3	2.474	1	40	1655

Q3b [Q3b] How much time do you spend on using these mobile devices for non-phone call activities (say Instant Messaging, email, web browsing, etc.)

Q3b [Q3b] 咁你平均每日會花幾多時間用呢D流動電子產品去做一D講電話以外嘅事(如即時通訊, 收發電郵, 瀏覽網頁等)?

			Frequency	Percent	Valid Percent
Valid	.00	.00	70	14.0	14.1
	.25	.25	2	.4	.4
	.50	.50	8	1.6	1.6
	1.00	1.00	150	30.0	30.1
	1.50	1.50	3	.6	.6
	2.00	2.00	94	18.8	18.9
	3.00	3.00	66	13.2	13.3
	4.00	4.00	27	5.4	5.4
	5.00	5.00	23	4.6	4.6
	6.00	6.00	11	2.2	2.2
	7.00	7.00	3	.6	.6
	8.00	8.00	7	1.4	1.4
	9.00	9.00	2	.4	.4
	10.00	10.00	7	1.4	1.4
	12.00	12.00	3	.6	.6
	13.00	13.00	1	.2	.2
	15.00	15.00	1	.2	.2
	16.00	16.00	2	.4	.4
	20.00	20.00	1	.2	.2
	24.00	24.00	1	.2	.2
	8888 Don't know / Hard to say	8888.00 唔知/難講	16	3.2	3.2
	Total	Total	498	99.6	100.0
Missing	-99 Refuse to answer	-99.00 拒答	2	.4	
Total			500	100.0	

Q3c [Q3c] What proportion of these time do you spend for work or education (vs. leisure / entertainment)?

Q3c [Q3c] 咁當中有幾多成時間係用黎工作或者學習既呢(相對休閒或娛樂用途)?

			Frequency	Percent	Valid Percent
Valid	.0	.0	212	42.4	42.4
	.5	.5	1	.2	.2
	1.0	1.0	13	2.6	2.6
	1.5	1.5	1	.2	.2
	2.0	2.0	6	1.2	1.2
	3.0	3.0	5	1.0	1.0
	5.0	5.0	6	1.2	1.2
	6.0	6.0	1	.2	.2
	8.0	8.0	1	.2	.2
	10.0	10.0	34	6.8	6.8
	15.0	15.0	2	.4	.4
	16.0	16.0	2	.4	.4
	17.0	17.0	1	.2	.2
	20.0	20.0	32	6.4	6.4
	25.0	25.0	10	2.0	2.0

30.0	30.0	25	5.0	5.0
33.0	33.0	1	.2	.2
40.0	40.0	11	2.2	2.2
50.0	50.0	58	11.6	11.6
60.0	60.0	7	1.4	1.4
62.0	62.0	1	.2	.2
66.0	66.0	1	.2	.2
70.0	70.0	16	3.2	3.2
75.0	75.0	2	.4	.4
80.0	80.0	8	1.6	1.6
90.0	90.0	4	.8	.8
100.0	100.0	20	4.0	4.0
8888 Don't know / Hard to say	8888.0 唔知/難講	19	3.8	3.8
Total	Total	500	100.0	100.0

Statistics

		N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
		Valid	Missing								
Q3b [Q3b] How much time do you spend on using these mobile devices for non-phone call activities (say Instant Messaging, email, web browsing, etc.) on average per day?	Q3b [Q3b] 咁你平均每日會花幾多時間用呢D流動電子產品去做—D講電話以外嘅事(如即時通訊, 收發電郵, 瀏覽網頁等)?	482	18	2.3631	.12481	2.0000	1.00	2.74007	.00	24.00	1139.00
Q3c [Q3c] What proportion of these time do you spend for work or education (vs. leisure / entertainment)?	Q3c [Q3c] 咁當中有幾多成時間係用黎工作或者學習既呢(相對休閒或娛樂用途)?	481	19	21.489	1.3076	5.000	.0	28.6781	.0	100.0	10336.0

Q4 [Q4] Which 3 applications will you use most on these devices (PC / MAC / laptops / ultrabooks / tablets / smartphones)? [Do not read out options, up to 3 responses

Q4 [Q4] 請問你最經常使用你既電子產品（個人電腦／Mac機／手提電腦／超薄筆電／平板電腦／智能電話）做乜野？請講出三樣最普遍既用途。[不讀答案，最多可選三項]

		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
		515	99.6%	2	.4%	517	100.0%

		Responses		
		N	Percent	Percent of Cases
2 Looking for information (e.g. news, food, travel, new product/service)	2 搜尋資料（例如搜尋新聞、食譜、旅遊資料、新產品或服務）	286	24.4%	55.5%
9 Entertainment (e.g. watching movies, listening to music, electronic games)	9 娛樂（例如睇電影、聽歌、玩電子遊機）	207	17.7%	40.2%
12 Keeping in touch with friends / relatives / colleagues / others at all times	12 時常與朋友／家人／同事／其他人保持聯繫	161	13.8%	31.3%
3 Emails	3 收發電子郵件（email）	152	13.0%	29.5%
6 Networking via social media	6 登上社交網絡	136	11.6%	26.4%
1 Accessing / reading / editing documents (e.g. work files and homework, etc.)	1 存取／閱讀／編輯文件（例如工作檔案及功課等）	83	7.1%	16.1%
8 Downloading files / games / music content	8 下載檔案／遊戲／音樂	54	4.6%	10.5%
4 Sharing content online, e.g. pictures and documents	4 於互聯網上分享內容，如相片及文件	43	3.7%	8.3%
10 Parenting and teaching children	10 教育小朋友	10	.9%	1.9%
11 Planning your own / family financials like paying bills	11 為自己或家人理財例如繳交款項	10	.9%	1.9%
5 Uploading documents to cloud for storage (e.g. Microsoft SkyDrive, Google Drive, iCloud, Dropbox, etc.)	5 上載文件到雲端儲存（例如Microsoft SkyDrive, Google Drive, iCloud, Dropbox等）	6	.5%	1.2%
7 Video conferencing	7 視像會議	1	.1%	.2%
8887 Others (please specify)	8887 其他（請註明）：	13	1.1%	2.5%
8888 Don't know / Hard to say	8888 唔知／難講	8	.7%	1.6%
Total		1170	100.0%	

Q4 [Q4] Which 3 applications will you use most on these devices (PC / MAC / laptops / ultrabooks / tablets / smartphones)? [Other answers]

		Frequency
Working	工作	2
Don't use this kind of product	不使用這類電子產品	1
Manage personal matters	管理個人事務	5
Learning	學習	5
Total		13

Q5 [Q5] How do you rate the importance of accessing and sharing information flexibly using different devices throughout the day? (e.g. checking work docs on smartphone)
 Q5 [Q5] 對你黎講，全日都能夠使用唔同既電子產品，有彈性咁存取同分享資訊有幾重要？（例如工作時用智能電話睇工作文件，返到屋企再用個人電腦開同一份文件）

Valid			Frequency	Percent	Valid Percent
	1 Very important	1 好重要	141	27.3	27.3
2 Quite important	2 幾重要	165	31.9	31.9	
3 Half-half	3 一半半	115	22.2	22.2	
4 Not quite important / quite unimportant	4 唔係幾重要 / 幾唔重要	58	11.2	11.2	
5 Not important at all	5 完全唔重要	25	4.8	4.8	
8888 Don't know / Hard to say	8888 唔知 / 難講	13	2.5	2.5	
Total		517	100.0	100.0	

Q5gp [Q5] How do you rate the importance of accessing and sharing information flexibly using different devices throughout the day? (e.g. checking work docs on smartphone)
 Q5gp [Q5] 對你黎講，全日都能夠使用唔同既電子產品，有彈性咁存取同分享資訊有幾重要？（例如工作時用智能電話睇工作文件，返到屋企再用個人電腦開同一份文件）

Valid			Frequency	Percent	Valid Percent
	1 Important	1 重要	306	59.2	59.2
3 Half-half	3 一半半	115	22.2	22.2	
4 Not important	4 唔重要	83	16.1	16.1	
8888 Don't know / Hard to say	8888 唔知 / 難講	13	2.5	2.5	
Total		517	100.0	100.0	

Q6a [Q6a] Do you have business connections, colleagues, family members or friends abroad?

Q6a [Q6a] 你有冇客戶、同事、家人或朋友身在外地或者國內？

	Cases							
	Valid			Missing			Total	
	N	Percent		N	Percent		N	Percent
\$Q6a ^a	517	100.0%		0	.0%		517	100.0%

			Responses		
	N	Percent	N	Percent	Percent of Cases
1 Yes, family members / friends	1 有，家人或朋友	351	54.5%	67.9%	
2 Yes, business connections (e.g. customers)	2 有，工作上的來往對象（例如客人）	73	11.3%	14.1%	
3 Yes, colleagues	3 有，同事	66	10.2%	12.8%	
4 No (Skip to Q8)	8886 有（跳至Q8）	154	23.9%	29.8%	
Total		644	100.0%		

Q6b [Q6b] If yes, do you use web-based Instant Messaging or video conferencing tools to communicate with them when needed?

Q6b [Q6b] 如有，係有需要時你會唔會用網上即時通訊或視像會議工具同佢地聯繫？

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Q6b ^a	363	100.0%	0	.0%	363	100.0%

		Responses		
		N	Percent	Percent of Cases
1 Yes, family members / friends	1 會，家人或朋友	224	50.9%	61.7%
2 Yes, business connections (e.g. customers)	2 會，工作上的來往對象（例如客人）	46	10.5%	12.7%
3 Yes, colleagues	3 會，同事	41	9.3%	11.3%
4 No (Skip to Q8)	8886 唔會（跳至Q8）	127	28.9%	35.0%
8888 Don't know / Hard to say	8888 唔知／難講	2	.5%	.6%
Total		440	100.0%	

Q7a [Q7a] Then, which tools do you use when you have video conversations with them? [Do not read out options, multiple responses allowed]

Q7a [Q7a] 咁你同佢地以視像對話聯絡既時候用乜野工具？[不讀答案，可選多項]

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	226	95.8%	10	4.2%	236	100.0%

		Responses		
		N	Percent	Percent of Cases
1 Skype	1 Skype	78	26.1%	34.5%
2 Messenger	2 Messenger	33	11.0%	14.6%
3 Facebook	3 Facebook	31	10.4%	13.7%
6 QQ	6 QQ	28	9.4%	12.4%
8 WeChat	8 WeChat	21	7.0%	9.3%
9 Whatsapp	9 Whatsapp	16	5.4%	7.1%
4 FaceTime	4 FaceTime	14	4.7%	6.2%
7 Tango	7 Tango	12	4.0%	5.3%
5 Google+	5 Google+	7	2.3%	3.1%
8886 Never used video conversations	8886 從來不用視像對話聯絡	41	13.7%	18.1%
8887 Others (please specify)	8887 其他：	18	6.0%	8.0%
Total		299	100.0%	

Q7a [Q7a] Then, which tools do you use when you have video conversations with them? (Other answers)

		Frequency
Line	Line	4
Don't know	不清楚	3
Computer	Computer	1
Email	Email	1
Missing	Missing	1
Net Meeting, Webics	Net Meeting, Webics	1
Twitter	Twitter	1
Viber	Viber	1
webcam	webcam	1
Company internal tools	公司內部視像工具	1
No specific software	沒有特定使用的軟件	1
Webao	微博	1
Telephone	電話	1
Total		18

Q7b [Q7b] Then, which tools do you use when you have voice conversations with them? [Do not read out options, multiple responses allowed]

Q7b [Q7b] 咁你同佢地以聲音對話聯絡既時候用乜野工具? [不讀答案, 可選多項]

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Q7b ^a	227	96.2%	9	3.8%	236	100.0%

		Responses			
		N	Percent	Percent of Cases	
\$Q7b [Q7b] 咁你同佢地以聲音	1 Skype	1 Skype	67	22.0%	29.5%
對話聯絡既時候用乜野工具? [6 Whatsapp	6 Whatsapp	52	17.0%	22.9%
不讀答案, 可選多項] ^a	10 WeChat	10 WeChat	32	10.5%	14.1%
	7 Line	7 Line	21	6.9%	9.3%
	12 long distance call	12 long distance call	21	6.9%	9.3%
	2 Messenger	2 Messenger	17	5.6%	7.5%
	8 QQ	8 QQ	17	5.6%	7.5%
	3 Facebook	3 Facebook	12	3.9%	5.3%
	11 Viber	11 Viber	11	3.6%	4.8%
	4 FaceTime	4 FaceTime	8	2.6%	3.5%
	9 Tango	9 Tango	6	2.0%	2.6%
	5 Google+	5 Google+	4	1.3%	1.8%
	8886 Never used voice conversations	8886 從來不用聲音對話聯絡	22	7.2%	9.7%
	8887 Others (please specify)	8887 其他 :	15	4.9%	6.6%
Total			305	100.0%	

Q7a [Q7a] Then, which tools do you use when you have voice conversations with them? (Other answers)

		Frequency
Don't know	不清楚	3
Webao	微博	3
Talkbox	Talkbox	2
Yahoo! Messenger	Yahoo! Messenger	2
Gmail	Gmail	1
Microsoft	Microsoft	1
sms	sms	1
Twitter	Twitter	1
Video Conferencing	Video Conferencing	1
	Total	15

Q8 [Q8] For social networking, how much time do you use online social tools per day (e.g. Facebook, LinkedIn, Skype, Weibo, Twitter, MSN)?

Q8 [Q8] 你每日花幾多時間係使用網上社交工具(例如Facebook, LinkedIn, Skype, Weibo, Twitter, MSN)上?

			Frequency	Percent	Valid Percent
Valid	.25	.25	7	1.4	1.4
	.30	.30	2	.4	.4
	.50	.50	23	4.4	4.5
	.75	.75	1	.2	.2
	1.00	1.00	217	42.0	42.1
	1.50	1.50	5	1.0	1.0
	2.00	2.00	48	9.3	9.3
	2.50	2.50	1	.2	.2
	3.00	3.00	34	6.6	6.6
	3.50	3.50	1	.2	.2
	4.00	4.00	12	2.3	2.3
	5	5.00	7	1.4	1.4
	6.00	6.00	6	1.2	1.2
	7.00	7.00	2	.4	.4
	7.50	7.50	1	.2	.2
	8.00	8.00	5	1.0	1.0
	10.00	10.00	4	.8	.8
	12.00	12.00	1	.2	.2
	14.00	14.00	1	.2	.2
	18.00	18.00	1	.2	.2
	8886.00 Don't use social tools for social networking at all	8886.00 完全唔使用社交工具進行社交	123	23.8	23.8
	8888 Don't know / Hard to say	8888.00 唔知/難講	14	2.7	2.7
	Total	Total	516	99.8	100.0
Missing	-99 Refuse to answer	-99.00 拒答	1	.2	
Total			517	100.0	

Statistics [Include 0]

Q8m [Q8] For social networking, how much time do you use online social tools per day (e.g. Facebook, LinkedIn, Skype, Weibo, Twitter, MSN)?

Q8m [Q8] 你每日花幾多時間係使用網上社交工具(例如Facebook, LinkedIn, Skype, Weibo, Twitter, MSN)上?

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
502	15	1.4096	.08636	1.0000	1.00	1.93483	.00	18.00	707.60

Statistics [Exclude 0]

Q8m [Q8] For social networking, how much time do you use online social tools per day (e.g. Facebook, LinkedIn, Skype, Weibo, Twitter, MSN)?

Q8m [Q8] 你每日花幾多時間係使用網上社交工具(例如Facebook, LinkedIn, Skype, Weibo, Twitter, MSN)上?

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
379	138	1.8670	.10408	1.0000	1.00	2.02617	.25	18.00	707.60

Q9 [Q9] Do you use an internet cloud service (paid or free) currently? If yes, which one are you using? [Do not read out options, multiple responses allowed]

Q9 [Q9] 請問你現時有冇使用網上雲端服務(不論付費或免費)? 如有, 你用緊邊項服務? [不讀答案, 可選多項]

		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
		517	100.0%	0	.0%	517	100.0%

		Responses		
		N	Percent	Percent of Cases
2 Yes, Google Drive	2 有, Google Drive	31	5.6%	6.0%
4 Yes, Dropbox	4 有, Dropbox	30	5.5%	5.8%
3 Yes, iCloud	3 有, iCloud	28	5.1%	5.4%
1 Yes, Microsoft SkyDrive	1 有, Microsoft SkyDrive	10	1.8%	1.9%
8886 No, do not use any currently	8886 冇, 現時冇使用任何雲端服務	414	75.4%	80.1%
8887 Yes, others (please specify)	8887 有, 其他(請註明):	9	1.6%	1.7%
8888 Don't know / Hard to say	8888 唔知/難講	27	4.9%	5.2%
Total		549	100.0%	

Q9 [Q9] Do you use an internet cloud service (paid or free) currently? If yes, which one are you using? (Other answers)

		Frequency
Email	Email	2
PCCW	PCCW	2
115	115網盤	1
Box	Box	1
EverNote	EverNote	1
WeChat	WeChat	1
Mainland one	大陸的	1
Total	Total	9

Q9gp [Q9] Do you use an internet cloud service (paid or free) currently? If yes, which one are you using? [Do not read out options, multiple

Q9gp [Q9] 請問你現時有冇使用網上雲端服務（不論付費或免費）

			Frequency	Percent	Valid Percent
Valid	1 Yes	1 有	76	14.7	14.7
	2 No	2 冇	414	80.1	80.1
	8888 Don't know / Hard to say	8888 唔知／難講	27	5.2	5.2
	Total		517	100.0	100.0

Q10_1 [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - [Sending and receiving emails](#)

Q10_1 [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - [收發電子郵件](#)

			Frequency	Percent	Valid Percent
Valid	1 Very important	1 好重要	158	30.6	30.7
	2 Quite important	2 幾重要	174	33.7	33.8
	3 Half-half	3 一半半	69	13.3	13.4
	4 Not quite important / quite unimportant	4 唔係幾重要／幾唔重要	67	13.0	13.0
	5 Not important at all	5 完全唔重要	29	5.6	5.6
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	7	1.4	1.4
	8888 Don't know / Hard to say	8888 唔知／難講	11	2.1	2.1
	Total	Total	515	99.6	100.0
Missing	-99 Refuse to answer	-99 拒答	2	.4	
Total			517	100.0	

Q10_1gp [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - [Sending and receiving emails](#)

Q10_1gp [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - [收發電子郵件](#)

			Frequency	Percent	Valid Percent
Valid	1 Important	1 重要	332	64.2	64.5
	3 Half-half	3 一半半	69	13.3	13.4
	4 Not important	4 唔重要	96	18.6	18.6
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	7	1.4	1.4
	8888 Don't know / Hard to say	8888 唔知／難講	11	2.1	2.1
	Total	Total	515	99.6	100.0
Missing	-99 Refuse to answer	-99 拒答	2	.4	
Total			517	100.0	

Q10_2 [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - [Managing and sharing your calendar](#)

Q10_2 [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - [管理及分享你既行事曆／日程 \(schedule\)](#)

			Frequency	Percent	Valid Percent
Valid	1 Very important	1 好重要	57	11.0	11.1
	2 Quite important	2 幾重要	120	23.2	23.3
	3 Half-half	3 一半半	106	20.5	20.6
	4 Not quite important / quite unimportant	4 唔係幾重要／幾唔重要	137	26.5	26.6
	5 Not important at all	5 完全唔重要	70	13.5	13.6
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	13	2.5	2.5
	8888 Don't know / Hard to say	8888 唔知／難講	12	2.3	2.3
	Total	Total	515	99.6	100.0
Missing	-99 Refuse to answer	-99 拒答	2	.4	
Total			517	100.0	

Q10_2 [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - [Managing and sharing your calendar](#)

Q10_2gp [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - [管理及分享你既行事曆／日程 \(schedule\)](#)

			Frequency	Percent	Valid Percent
Valid	1 Important	1 重要	177	34.2	34.4
	3 Half-half	3 一半半	106	20.5	20.6
	4 Not important	4 唔重要	207	40.0	40.2
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	13	2.5	2.5
	8888 Don't know / Hard to say	8888 唔知／難講	12	2.3	2.3
	Total	Total	515	99.6	100.0
Missing	-99 Refuse to answer	-99 拒答	2	.4	
Total			517	100.0	

Q10_3 [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - [Organizing events with friends / families](#)

Q10_3 [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - [安排與家人／朋友既活動](#)

			Frequency	Percent	Valid Percent
Valid	1 Very important	1 好重要	76	14.7	14.7
	2 Quite important	2 幾重要	177	34.2	34.3
	3 Half-half	3 一半半	99	19.1	19.2
	4 Not quite important / quite unimportant	4 唔係幾重要／幾唔重要	95	18.4	18.4
	5 Not important at all	5 完全唔重要	52	10.1	10.1
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	12	2.3	2.3
	8888 Don't know / Hard to say	8888 唔知／難講	5	1.0	1.0
	Total	Total	516	99.8	100.0
Missing	-99 Refuse to answer	-99 拒答	1	.2	
Total			517	100.0	

Q10_3gp [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - [Organizing events with friends / families](#)

Q10_3gp [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - [安排與家人／朋友既活動](#)

			Frequency	Percent	Valid Percent
Valid	1 Important	1 重要	253	48.9	49.0
	3 Half-half	3 一半半	99	19.1	19.2
	4 Not important	4 唔重要	147	28.4	28.5
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	12	2.3	2.3
	8888 Don't know / Hard to say	8888 唔知／難講	5	1.0	1.0
	Total	Total	516	99.8	100.0
	Missing	-99 Refuse to answer	-99 拒答	1	.2
Total			517	100.0	

Q10_4 [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - [Managing and sharing your photos / video albums](#)

Q10_4 [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - [管理及分享你既相簿／影片](#)

			Frequency	Percent	Valid Percent
Valid	1 Very important	1 好重要	44	8.5	8.5
	2 Quite important	2 幾重要	130	25.1	25.2
	3 Half-half	3 一半半	126	24.4	24.4
	4 Not quite important / quite unimportant	4 唔係幾重要／幾唔重要	131	25.3	25.4
	5 Not important at all	5 完全唔重要	68	13.2	13.2
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	11	2.1	2.1
	8888 Don't know / Hard to say	8888 唔知／難講	6	1.2	1.2
	Total	Total	516	99.8	100.0
Missing	-99 Refuse to answer	-99 拒答	1	.2	
Total			517	100.0	

Q10_4gp [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - [Managing and sharing your photos / video albums](#)

Q10_4gp [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - [管理及分享你既相簿／影片](#)

			Frequency	Percent	Valid Percent
Valid	1 Important	1 重要	174	33.7	33.7
	3 Half-half	3 一半半	126	24.4	24.4
	4 Not important	4 唔重要	199	38.5	38.6
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	11	2.1	2.1
	8888 Don't know / Hard to say	8888 唔知／難講	6	1.2	1.2
	Total	Total	516	99.8	100.0
Missing	-99 Refuse to answer	-99 拒答	1	.2	
Total			517	100.0	

Q10_5 [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Domestic / household expenses planning and managing

Q10_5 [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 計劃及管理家庭支出

			Frequency	Percent	Valid Percent
Valid	1 Very important	1 好重要	35	6.8	6.8
	2 Quite important	2 幾重要	57	11.0	11.1
	3 Half-half	3 一半半	88	17.0	17.1
	4 Not quite important / quite unimportant	4 唔係幾重要 / 幾唔重要	146	28.2	28.3
	5 Not important at all	5 完全唔重要	152	29.4	29.5
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	26	5.0	5.0
	8888 Don't know / Hard to say	8888 唔知 / 難講	11	2.1	2.1
	Total	Total	515	99.6	100.0
Missing	-99 Refuse to answer	-99 拒答	2	.4	
Total			517	100.0	

Q10_5gp [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Domestic / household expenses planning and managing

Q10_5gp [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 計劃及管理家庭支出

			Frequency	Percent	Valid Percent
Valid	1 Important	1 重要	92	17.8	17.9
	3 Half-half	3 一半半	88	17.0	17.1
	4 Not important	4 唔重要	298	57.6	57.9
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	26	5.0	5.0
	8888 Don't know / Hard to say	8888 唔知 / 難講	11	2.1	2.1
	Total	Total	515	99.6	100.0
Missing	-99 Refuse to answer	-99 拒答	2	.4	
Total			517	100.0	

Q10_6 [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Preparing learning and playing materials for children

Q10_6 [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 為小朋友準備學習或遊戲材料

			Frequency	Percent	Valid Percent
Valid	1 Very important	1 好重要	38	7.4	7.4
	2 Quite important	2 幾重要	71	13.7	13.8
	3 Half-half	3 一半半	45	8.7	8.7
	4 Not quite important / quite unimportant	4 唔係幾重要 / 幾唔重要	76	14.7	14.7
	5 Not important at all	5 完全唔重要	105	20.3	20.3
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	170	32.9	32.9
	8888 Don't know / Hard to say	8888 唔知 / 難講	11	2.1	2.1
	Total	Total	516	99.8	100.0
Missing	-99 Refuse to answer	-99 拒答	1	.2	
Total			517	100.0	

Q10_6gp [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Preparing learning and playing materials for children

Q10_6gp [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 為小朋友準備學習或遊戲材料

			Frequency	Percent	Valid Percent
Valid	1 Important	1 重要	109	21.1	21.1
	3 Half-half	3 一半半	45	8.7	8.7
	4 Not important	4 唔重要	181	35.0	35.1
	8886 Not application (e.g. no children)	8886 不適用 (例如沒有小朋友)	170	32.9	32.9
	8888 Don't know / Hard to say	8888 唔知 / 難講	11	2.1	2.1
	Total	Total	516	99.8	100.0
Missing	-99 Refuse to answer	-99 拒答	1	.2	
Total			517	100.0	

Statistics

		N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
		Valid	Missing								
Q10_1m [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Sending and receiving emails	Q10_1m [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 收發電子郵件	497	20	3.73	.054	4.00	4	1.206	1	5	1856

Q10_2m [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Managing and sharing your calendar	Q10_2m [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 管理及分享你既行事曆／日程 (schedule)	490	27	2.91	.056	3.00	2	1.248	1	5	1427
Q10_3m [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Organizing events with friends / families	Q10_3m [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 安排與家人／朋友既活動	499	18	3.26	.055	4.00	4	1.227	1	5	1627
Q10_4m [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Managing and sharing your photos / video albums	Q10_4m [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 管理及分享你既相簿／影片	499	18	2.90	.053	3.00	2	1.189	1	5	1448
Q10_5m [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Domestic / household expenses planning and managing	Q10_5m [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 計劃及管理家庭支出	478	39	2.32	.057	2.00	1	1.239	1	5	1111
Q10_6m [Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? - Preparing learning and playing materials for children	Q10_6m [Q10] 請問對你黎講，有流動電子產品或個人電腦去協助你好有效率咁處理以下既事務有幾重要。 - 為小朋友準備學習或遊戲材料	335	182	2.59	.077	2.00	1	1.407	1	5	866

Q11 [Q11] Which of the below statements can best describe how good or bad you are currently managing your personal matters like household chores,

Q11 [Q11] 請問以下邊一句句子最適合形容你有幾妥善咁管理你既日常個人事務如做家务、煮餸、購物、計家庭開支／繳費等，並同時有空餘時間做你喜歡做既事？

Valid			Frequency		Valid Percent	
			Frequency	Percent	Valid Percent	
	1 I totally don't have time for the things I actually enjoy doing	1 單單管理個人事項就令我完全冇時間做我喜歡做既事	59	11.4	11.4	
	2 It's time-consuming managing and I don't always have time for things I enjoy doing	2 管理個人事項十分費時，令我唔可以經常有時間做我喜歡做既事	89	17.2	17.2	
	3 It's completely manageable and I always manage to find time to doing things I love to do	3 管理個人事項十分輕鬆，我經常有時間做我喜歡做既事	324	62.7	62.7	
	8886 None of the above	8886 以上皆否	33	6.4	6.4	
	8888 Don't know / Hard to say	8888 唔知／難講	12	2.3	2.3	
		Total	517	100.0	100.0	

Q12 [Q12] What personal matters eat up most of your time outside of work? Please name the top three . [Do not read out answers, three answers at most are allowed; for

Q12 [Q12] 請問目前乜嘢日常個人事務佔用左你最多工餘時間？請講出最主要三項。[不讀答案，最多可選三項；非在職被訪者，訪問員可刪去“工餘”兩字]

	Cases						Total	
	Valid			Missing			N	Percent
	N	Percent		N	Percent			
\$Q12 ^a	515	99.6%		2	.4%	517	100.0%	

		Responses		Percent of Cases
		N	Percent	
1 Housework and chores	1 家務	177	21.0%	34.4%
8 Entertainment (E.g. movie, listen to music, electronic game)	8 娛樂 (例如睇電影、聽歌、玩電子遊機)	170	20.2%	33.0%
2 Helping my children with their homework / my own course work	2 幫助我的孩子完成家課 / 處理個人作業	89	10.6%	17.3%
7 Taking care family members, such as elderly or young children	7 照顧家人, 例如老人家及長者	71	8.4%	13.8%
3 Meals and cooking	3 煮餸及備餐	61	7.2%	11.8%
6 Sports activities	6 運動	57	6.8%	11.1%
4 Shopping and errands	4 購物及四出處理雜務	55	6.5%	10.7%
5 Managing social calendar	5 管理社交活動時間表	35	4.2%	6.8%
10 Learning	10 學習	20	2.4%	3.9%
9 Rest	9 休息	19	2.3%	3.7%
11 Social activities	11 社交活動	12	1.4%	2.3%
12 Managing financial matters	12 管理財務	9	1.1%	1.7%
14 Email	14 收發郵件 (包括電子郵件)	4	.5%	.8%
13 Family activities	13 家庭活動	3	.4%	.6%
8887 Others (please specify)	8887 其他, 請註明:	24	2.9%	4.7%
8888 Don't know / Hard to say	8888 唔知 / 難講	36	4.3%	7.0%
Total		842	100.0%	

Q12 [Q12] What personal matters eat up most of your time outside of work? Please name the top three . (Other answers)

		Frequency
Work	工作	7
No	沒有	5
Religious activities	宗教活動	3
Volunteer	做義工	3
hair brushing	hair brushing	1
Work, see doctor	工作, 看醫生	1
Job hunting	找工作	1
Search information	找資料	1
See doctor	看醫生	1
Manage daily activity schedule (incl. shopping, work)	管理日常活動時間表(包括購物、工作)	1
Total		24

Q13 [Q13] How much do you agree or disagree that technology such as smart phones, tablets, laptops, apps, software can help you get more organized

Q13 [Q13] 你有幾同意或唔同意科技如智能電話、平板電腦、手提電腦、應用程式、軟件等可以幫助你更有條理咁管理個人事務，從而節省你既時間？[訪員追問程

			Frequency	Percent	Valid Percent
Valid	1 Very much agree	1 好同意	143	27.7	27.7
	2 Somewhat agree	2 幾同意	171	33.1	33.1
	3 Half-half	3 一半半	107	20.7	20.7
	4 Somewhat disagree	4 幾唔同意 / 唔係幾同意	62	12.0	12.0
	5 Very much disagree	5 好唔同意	16	3.1	3.1
	8888 Don't know / Hard to say	8888 唔知 / 難講	17	3.3	3.3
	Total	Total	516	99.8	100.0
Missing	-99 Refuse to answer	-99 拒答	1	.2	
Total			517	100.0	

Q13gp [Q13] How much do you agree or disagree that technology such as smart phones, tablets, laptops, apps, software can help you get more organized and thus

Q13gp [Q13] 你有幾同意或唔同意科技如智能電話、平板電腦、手提電腦、應用程式、軟件等可以幫助你更有條理咁管理個人事務，從而節省你既時間？[訪員追問程

			Frequency	Percent	Valid Percent
Valid	1 Agree	1 同意	314	60.7	60.9
	3 Half-half	3 一半半	107	20.7	20.7
	4 Disagree	4 唔同意	78	15.1	15.1
	8888 Don't know / Hard to say	8888 唔知 / 難講	17	3.3	3.3
	Total	Total	516	99.8	100.0
Missing	-99 Refuse to answer	-99 拒答	1	.2	
Total			517	100.0	

Statistics

Q13m [Q13] How much do you agree or disagree that technology such as smart phones, tablets, laptops, apps, software can help you get more organized and thus save time? [Interviewer to probe intensity]

Q13m [Q13] 你有幾同意或唔同意科技如智能電話、平板電腦、手提電腦、應用程式、軟件等可以幫助你更有條理咁管理個人事務，從而節省你既時間？[訪員追問程度]

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
499	18	3.73	.049	4.00	4	1.102	1	5	1860

Q14 [Q14] How much time do you think you could save if you were more organized than you are now in managing your personal matters?

Q14 [Q14] 如果你可以更有條理咁管理好你既日常個人事務，你認為自己每日可以慳到幾多時間？

			Frequency	Percent	Valid Percent
Valid	1	1	132	25.5	25.7
	2	2	100	19.3	19.5
	3	3	61	11.8	11.9
	4	4	14	2.7	2.7
	5	5	11	2.1	2.1
	6	6	4	.8	.8
	8	8	1	.2	.2
	11	11	1	.2	.2
	8886 None, I'm already very organized	8886 唔能夠節省任何時間，我已經非常有條理	94	18.2	18.3
	8888 Don't know / Hard to say	8888 唔知／難講	95	18.4	18.5
	Total	Total	513	99.2	100.0
Missing	-99 Refuse to answer	-99 拒答	4	.8	
Total			517	100.0	

Statistics [Include 0]

Q14m [Q14] How much time do you think you could save if you were more organized than you are now in managing your personal matters?

Q14m [Q14] 如果你可以更有條理咁管理好你既日常個人事務，你認為自己每日可以慳到幾多時間？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
418	99	1.49	.071	1.00	1	1.458	0	11	622

Statistics [Exclude 0]

Q14m [Q14] How much time do you think you could save if you were more organized than you are now in managing your personal matters?

Q14m [Q14] 如果你可以更有條理咁管理好你既日常個人事務，你認為自己每日可以慳到幾多時間？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
301	216	2.07	.076	2.00	1	1.325	1	11	622

Q15 [Q15] How much do you spend in total per month on subscriptions like mobile phone, internet broadband services, paid TV, music services,

Q15 [Q15] 請問你每個月總共花幾多錢係流動電話、寬頻上網服務、收費電視、音樂服務、訂閱報章、雜誌、電影及電視串流服務等既月費上？

			Frequency	Percent	Valid Percent
Valid	0	0	3	.6	.6
	9	9	1	.2	.2
	30	30	1	.2	.2
	35	35	3	.6	.6
	38	38	1	.2	.2
	40	40	1	.2	.2
	45	45	2	.4	.4
	50	50	1	.2	.2
	60	60	1	.2	.2
	68	68	3	.6	.6
	70	70	3	.6	.6

75	75	1	.2	.2
80	80	1	.2	.2
86	86	1	.2	.2
99	99	1	.2	.2
100	100	18	3.5	3.5
120	120	2	.4	.4
130	130	2	.4	.4
140	140	4	.8	.8
150	150	10	1.9	1.9
158	158	2	.4	.4
170	170	1	.2	.2
180	180	1	.2	.2
198	198	1	.2	.2
200	200	65	12.6	12.6
238	238	1	.2	.2
250	250	17	3.3	3.3
266	266	1	.2	.2
280	280	1	.2	.2
299	299	1	.2	.2
300	300	51	9.9	9.9
325	325	1	.2	.2
350	350	9	1.7	1.7
400	400	47	9.1	9.1
450	450	4	.8	.8
499	499	1	.2	.2
500	500	83	16.1	16.1
550	550	3	.6	.6
560	560	1	.2	.2
600	600	38	7.4	7.4
650	650	1	.2	.2
700	700	12	2.3	2.3
750	750	1	.2	.2
800	800	18	3.5	3.5
900	900	1	.2	.2
950	950	1	.2	.2
1000	1000	54	10.4	10.5
1200	1200	4	.8	.8
1500	1500	6	1.2	1.2
2000	2000	3	.6	.6
3000	3000	2	.4	.4
8888 Don't know / Hard to say	8888 唔知 / 難講	24	4.6	4.7
Total	Total	516	99.8	100.0
Missing -99 Refuse to answer	-99 拒答	1	.2	
Total		517	100.0	

Statistics

Q15 [Q15] How much do you spend in total per month on subscriptions like mobile phone, internet broadband services, paid TV, music services, newspapers,

Q15 [Q15] 請問你每個月總共花幾多錢係流動電話、寬頻上網服務、收費電視、音樂服務、訂閱報章、雜誌、電影及電視串流服務等既月費上？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
492	25	481.64	16.275	400.00	500	360.986	0	3000	236967

Q16 [Q16] If you could use money to buy time, how much at most would you pay to buy an extra hour each day?

Q16 [Q16] 如果可以用錢去買時間，你會願意最多俾幾多錢去買每日額外一個鐘頭既時間？

			Frequency	Percent	Valid Percent
Valid	0	0	102	19.7	20.1
	1	1	2	.4	.4
	5	5	1	.2	.2
	10	10	6	1.2	1.2
	20	20	9	1.7	1.8
	25	25	1	.2	.2
	28	28	7	1.4	1.4
	30	30	10	1.9	2.0
	35	35	1	.2	.2
	38	38	1	.2	.2
	40	40	3	.6	.6
	48	48	1	.2	.2
	50	50	23	4.4	4.5
	60	60	4	.8	.8
	70	70	1	.2	.2
	100	100	74	14.3	14.6
	150	150	4	.8	.8
	200	200	29	5.6	5.7
	250	250	2	.4	.4
	300	300	19	3.7	3.7
	500	500	32	6.2	6.3
	600	600	3	.6	.6
	1000	1000	20	3.9	3.9
	2000	2000	3	.6	.6
	3500	3500	1	.2	.2
	5000	5000	1	.2	.2
	6000	6000	1	.2	.2
	10000	10000	4	.8	.8
	30000	30000	1	.2	.2
	50000	50000	2	.4	.4
	100000	100000	2	.4	.4
	1000000	1000000	1	.2	.2
	8888886 No limit, I'm willing to pay any amount	8888886 冇上限，幾多錢都願意俾	16	3.1	3.2
	8888888 Don't know / Hard to say	8888888 唔知／難講	120	23.2	23.7
	Total	Total	507	98.1	100.0

Missing	-99 Refuse to answer	-99 拒答	10	1.9
Total			517	100.0

Statistics [Excluded outlier "1,000,000"]

Q16 [Q16] If you could use money to buy time, how much at most would you pay to buy an extra hour each day?

Q16 [Q16] 如果可以用錢去買時間，你會願意最多俾幾多錢去買每日額外一個鐘頭既時間？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	370	1218.29	435.288	100.00	0	8372.929	0	100000	450769
Missing	147								

Respondents' demographic profile 被訪者背景資料**sex [DM1] 性別**

			Frequency	Percent	Valid Percent
Valid	1 Male	1 男	194	37.5	37.5
	2 Female	2 女	323	62.5	62.5
	Total	Total	517	100.0	100.0

age [DM2] 年齡

			Frequency	Percent	Valid Percent
Valid	1 18 - 20	1 18 - 20	62	12.0	12.1
	2 21 - 25	2 21 - 25	57	11.0	11.2
	3 26 - 30	3 26 - 30	45	8.7	8.8
	4 31 - 35	4 31 - 35	48	9.3	9.4
	5 36 - 40	5 36 - 40	62	12.0	12.1
	6 41 - 45	6 41 - 45	56	10.8	11.0
	7 46 - 50	7 46 - 50	81	15.7	15.9
	8 51 - 55	8 51 - 55	50	9.7	9.8
	9 56 - 60	9 56 - 60	50	9.7	9.8
	Total	Total	511	98.8	100.0
Missing	-99 Refuse to answer	-99 拒答	6	1.2	
Total			517	100.0	

agegp [DM2] 年齡

			Frequency	Percent	Valid Percent
Valid	1 18 - 20	1 18 - 20	62	12.0	12.1
	2 21 - 30	2 21 - 30	102	19.7	20.0
	3 31 - 40	3 31 - 40	110	21.3	21.5
	4 41 - 50	4 41 - 50	137	26.5	26.8
	5 51 - 60	5 51 - 60	100	19.3	19.6
	Total	Total	511	98.8	100.0
Missing	-99 Refuse to answer	-99 拒答	6	1.2	
Total			517	100.0	

statistics age [DM2] 年齡

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	511	38.53	.568	40.00	50	12.849	18	60	19687
Missing	6								

education [DM3] 教育程度

			Frequency	Percent	Valid Percent
Valid	1 Primary school or below	1 小學或以下	25	4.8	4.9
	2 Secondary school	2 中學	233	45.1	45.3
	3 Matriculated	3 預科	32	6.2	6.2
	4 Tertiary, non-degree course	4 專上非學位	40	7.7	7.8
	5 Tertiary, degree course	5 專上學位	154	29.8	30.0
	6 Master's degree	6 碩士學位	29	5.6	5.6
	7 Doctor's degree	7 博士學位	1	.2	.2
	Total	Total	514	99.4	100.0
Missing	-99 Refuse to answer	-99 拒答	3	.6	
Total			517	100.0	

educationgp [DM3] 教育程度

			Frequency	Percent	Valid Percent
Valid	1 Primary or below	1 小學或以下	25	4.8	4.9
	2 Secondary	2 中學	265	51.3	51.6
	3 Tertiary or above	3 大專或以上	224	43.3	43.6
	Total	Total	514	99.4	100.0
Missing	-99 Refuse to answer	-99 拒答	3	.6	
Total			517	100.0	

occupation [DM4] 職位

			Frequency	Percent	Valid Percent
Valid	1 Executive and professional	1 行政及專業人員	115	22.2	22.4
	2 Clerks and Service worker	2 文職及服務人員	164	31.7	31.9
	3 Labourer	3 勞動工人	31	6.0	6.0
	4 Student	4 學生	77	14.9	15.0
	5 Full time housewife	5 家庭主婦	94	18.2	18.3
	6 Others (unemployed, retired, and other non-working individuals)	6 其他 (失業、已退休、及其他非在職者)	33	6.4	6.4
	Total	Total	514	99.4	100.0
Missing	-99 Refuse to answer	-99 拒答	3	.6	
Total			517	100.0	

family [DM5] How many family members living together with you?**family [DM5] 你既直屬家庭有幾多名家庭成員？**

			Frequency	Percent	Valid Percent
Valid	0	0	3	.6	.6
	1	1	18	3.5	3.5
	2	2	81	15.7	15.9
	3	3	174	33.7	34.2
	4	4	159	30.8	31.2
	5	5	52	10.1	10.2
	6	6	13	2.5	2.6
	7	7	3	.6	.6
	8	8	2	.4	.4
	10	10	3	.6	.6
	30	30	1	.2	.2
		Total	Total	509	98.5
Missing	-99 Refuse to answer	-99 拒答	8	1.5	
Total			517	100.0	

Statistics

family [DM5] How many family members living together with you?

family [DM5] 你既直屬家庭有幾多名家庭成員？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
509	8	3.48	.077	3.00	3	1.729	0	30	1773

parent [DM6] Are you a parent yourself?**parent [DM6] 請問你係家長嗎？**

		Frequency	Percent	Valid Percent
Valid	1 係	291	56.3	56.5
	2 唔係 (問卷完結)	224	43.3	43.5
	Total	515	99.6	100.0
Missing	-99 拒答	2	.4	
Total		517	100.0	

child [DM7] Does your family have children (under 18) who are living with you?**child [DM7] 你屋企有冇十八歲以下既兒童一齊住？如有，有幾個？**

		Frequency	Percent	Valid Percent
Valid	1	105	35.8	36.6
	2	65	22.2	22.6
	3	13	4.4	4.5
	4	1	.3	.3
	102 冇	103	35.2	35.9
	Total	287	98.0	100.0
Missing	-99 拒答	6	2.0	
Total		293	100.0	

Statistics [Include 0]

childm [DM7] Does your family have children (under 18) who are living with you?

childm [DM7] 你屋企有冇十八歲以下既兒童一齊住？如有，有幾個？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
287	230	.97	.053	1.00	1	.894	0	4	278

Statistics [Exclude 0]

childm [DM7] Does your family have children (under 18) who are living with you?

childm [DM7] 你屋企有冇十八歲以下既兒童一齊住？如有，有幾個？

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Minimum	Maximum	Sum
Valid	Missing								
184	333	1.51	.048	1.00	1	.653	1	4	278