



## Modern Family Lifestyle Survey 香港現代家庭生活模式調查

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### Questionnaire (Final draft) 問卷(定稿)

January 14, 2013

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## Part 1 Introduction 第一部分 自我介紹

Good evening, sir/madam, my name is X, an interviewer from the Public Opinion Programme (POP) of the University of Hong Kong. We are conducting a survey on people's opinions on family lifestyle. I would like to invite you to participate in an interview which will take only a few minutes, and you can choose to terminate the interview any time. I would like to stress that your telephone number was randomly selected by our computer and all information you provide will be kept strictly confidential and used for aggregate analysis only. If you have any questions about the research, you can call 3921-2703 to talk to our supervisor. If you want to know more about the rights as a participant, please contact the Human Research Ethics Committee for Non-Clinical Faculties of the University of Hong Kong at 2241-5267 during office hours. For quality control purpose, our conversation may be recorded but will be destroyed shortly after our quality control process is complete. Is it okay for us to start this survey?

喂，先生/小姐/太太你好，我姓 X，係香港大學民意研究計劃既訪問員黎既，我地宜家做緊一項有關家庭生活方式既調查，想訪問下你既意見，我地只會阻你幾分鐘時間，期間你亦可以隨時終止訪問。請你放心，你既電話號碼係經由我地既電腦隨機抽樣抽中既，而你提供既資料係會絕對保密既，並只會用作綜合分析。如果你對今次既調查有任何疑問，你可以打 3921-2703 同我地既督導員聯絡。如果你想知多 D 關於參與研究既權利，你可以喺辦公時間致電 2241-5267 向香港大學非臨床研究操守委員會查詢。為左保障數據既真確性，我地既訪問可能會被錄音，但只會用作內部參考，並會係短期內銷毀。請問可唔可以開始訪問呢？

Yes

No (skip to end)

可以

唔可以 (skip to end)

## Part 2 Selection of Respondents 第二部分 選出被訪者

[S1] The target respondents of this survey are 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, smartphones, tablets, etc.) How many members in your household belong to this group? [If there is no target respondents in the household, terminate the interview, thank respondent's cooperation.]

呢份問卷既訪問對象係 18 至 60 歲，講廣東話並擁有最少一部電腦或流動電子產品(包括個人電腦、手提電腦、智能手機及平板電腦等)既香港居民，請問你屋企宜家有幾多位屬於呢個組別既呢?【如果戶中有合資格既被訪者，訪問告終；多謝合作，收線】

Yes, one → Go to S3 [If the target respondent is not the one who answers the phone, please invite the target respondent to answer the phone and the interviewer re-introduce himself / herself]

Yes, more than one, \_\_\_\_\_ [input exact figure]

No → Interview ends, thank you for your cooperation, bye-bye!

Refuse to answer → Interview ends, thank you for your cooperation, bye-bye!

有一位 → 跳至 S3 [如合資格家庭成員不是接聽電話者，請邀請合資格家庭成員聽電話並重覆自我介紹]

有多過一位，\_\_\_\_位【入實數】

冇 → 訪問告終，多謝合作，拜拜

訪者拒絕回答 → 訪問告終，多謝合作，拜拜

[S2] Since there are more than one family members eligible for the survey, to ensure equal chance for each member, I would like to speak to the one who will have his / her birthday next. (Interviewers can read out the following, “for example, is there anyone who will have his / her birthday in January or within the next three months?”) [Before the interview starts, interviewer to read out: To ensure the accuracy of data, our conversation may be recorded. However, it is for internal reference only.]

Is it okay?

因為多過一位，我地希望所有合資格既家庭成員都有同等機會接受訪問，所以想請即將生日果位黎聽電話。（訪問員可舉例說明：『即係有冇 1 月或未來三個月內生日既人係度?』）【開始訪問前，訪問員必須讀出：為左保障數據既真確性，訪問可能會被錄音，但只會用作內部參考。】

請問可唔可以呢?

Yes, the one who answered the phone is the respondent → Start the interview

Yes, another family member is the respondent [Interviewer to re-introduce himself / herself]  
→ Start the interview

Selected household member is not home / available [Interviewer to make an appointment]

No – household level refusal → Interview ends, thank you for your cooperation, bye-bye!

No – known respondent refusal → Interview ends, thank you for your cooperation, bye-bye!

可以 - 接聽電話的人士是被訪者 → 開始訪問

可以 - 其他家人是被訪者【訪問員請重覆自我介紹】 → 開始訪問

被選中的家庭成員不在家/沒空【訪問員請另約時間再致電】

唔可以 - 家人拒絕回答 → 訪問告終，多謝合作，拜拜

唔可以 - 訪者拒絕回答 → 訪問告終，多謝合作，拜拜

[S3] Are you living with your family?

請問 你宜家係一個人住定係同屋企人住？

Living with family

Living alone → Interview ends, thank you for your cooperation, bye-bye!

Refuse to answer → Interview ends, thank you for your cooperation, bye-bye!

同屋企人住

一個人住 → 訪問告終，多謝合作，拜拜

拒答 → 訪問告終，多謝合作，拜拜

**Part 3 Opinion Questions**  
**第三部分 意見部分**

**A. Usage of Broadband / Wifi and Devices 寬頻/Wifi 及裝置的使用情況**

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

請問你屋企有冇安裝寬頻或 Wifi 覆蓋？

Yes, with broadband only

Yes, with wifi only

Yes, both

No

Don't know / Hard to say

Refuse to answer

有，只有寬頻

有，只有 wifi

有，有寬頻及 wifi

冇

唔知／難講

拒答

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

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？

\_\_\_\_\_ (input exact number)

Don't have any Internet-connected PC or Mac (Skip to Q3)

Don't know / Hard to say

Refuse to answer

\_\_\_\_\_ (入實數)

沒有可上網的個人電腦或 Mac 機（跳至 Q3）

唔知／難講

拒答

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

你平均每日會花幾多時間用呢 D 個人電腦或 Mac 機（包括手提電腦）？

\_\_\_\_\_ hours(s) (input exact number)

Don't know / Hard to say

Refuse to answer

\_\_\_\_\_ 小時(入實數)

唔知／難講

拒答

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

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)?

\_\_\_\_\_ % (input exact number)

Don't know / Hard to say

Refuse to answer

\_\_\_\_\_ % (入實數)

唔知／難講

拒答

[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 excluding PC/Mac, and non-smartphones.

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。

\_\_\_\_\_ (input exact number)

Don't have any mobile device (Skip to Q4)

Don't know / Hard to say

Refuse to answer

\_\_\_\_\_ (入實數)

沒有流動電子產品 (跳至 Q4)

唔知／難講

拒答

[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**?

咁你平均**每日**會花幾多時間用呢 D 流動電子產品去做一些講電話以外嘅事(如即時通訊，收發電郵，瀏覽網頁等)?

\_\_\_\_\_ hour(s) (input exact number)

Don't know / Hard to say

Refuse to answer

\_\_\_\_\_ 小時(入實數)

唔知／難講

拒答

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

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)?

\_\_\_\_\_ % (input exact number)

Don't know / Hard to say

Refuse to answer

\_\_\_\_\_ % (入實數)

唔知／難講  
拒答

## **B. Access of Information 存取資訊**

[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 allowed]  
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]

Accessing / reading / editing documents (e.g. work files and homework, etc.)

Looking for information (e.g. news, food, travel, new product/service)

Emails

Sharing content online, e.g. pictures and documents

Uploading documents to cloud for storage (e.g. Microsoft SkyDrive, Google Drive, iCloud, Dropbox, etc.)

Networking via social media

Video conferencing

Downloading files / games / music content

Entertainment (e.g. watching movies, listening to music, electronic games)

Parenting and teaching children

Planning your own / family financials like paying bills

Keeping in touch with friends / relatives / colleagues / others at all times

Others (please specify): \_\_\_\_\_

Don't know / hard to say

Refuse to answer

存取／閱讀／編輯文件（例如工作檔案及功課等）

搜尋資料（例如搜尋新聞、食譜、旅遊資料、新產品或服務）

收發電子郵件（email）

於互聯網上分享內容，如相片及文件

上載文件到雲端儲存（例如 Microsoft SkyDrive, Google Drive, iCloud, Dropbox 等）

登上社交網絡

視像會議

下載檔案／遊戲／音樂

娛樂（例如睇電影、聽歌、玩電子遊機）

教育小朋友

為自己或家人理財例如繳交款項

時常與朋友／家人／同事／其他人保持聯繫

其他（請註明）：\_\_\_\_\_

唔知／難講

拒答

[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 at work and accessing it again on your home PC) [Interviewer to probe intensity of opinion]

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）[訪問員追問程度]

Very important

Quite important

Half-half

Not quite important / quite unimportant

Not important at all

Don't know / hard to say

Refuse to answer

好重要

幾重要

一半半

唔係幾重要／幾唔重要

完全唔重要

唔知／難講

拒答

### C. Networking / Communications 社交網絡／通訊

[Q6a] Do you have business connections, colleagues, family members or friends abroad?  
你有冇客戶、同事、家人或朋友身在外地？

Yes, family members / friends

Yes, business connections (e.g. customers)

Yes, colleagues

No (Skip to Q8)

Don't know / hard to say

Refuse to answer

有，家人或朋友

有，工作上的來往對象（例如客人）

有，同事

冇（跳至 Q8）

唔知／難講

拒答



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

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？

Yes, family members / friends

Yes, business connections (e.g. customers)

Yes, colleagues

No (Skip to Q8)

Don't know / hard to say

Refuse to answer

會，家人或朋友

會，工作上的來往對象（例如客人）

會，同事

唔會（跳至 Q8）

唔知／難講

拒答

[Q7] Then, which tools do you use when you have voice or video conversations with them?

[Do not read out options, multiple responses allowed]

咁你同佢地以聲音或視像對話聯絡既時候用乜野工具？[不讀答案，可選多項]

聲音 Voice: \_\_\_\_\_

視像對話 Video: \_\_\_\_\_

Choices available:

Skype

Messenger

Facebook

FaceTime

Google+ (video)

Weibo

Twitter

Others (video, please specify): \_\_\_\_\_

Don't know / Hard to say

Refuse to answer

唔知／難講

拒答

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

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?

\_\_\_\_\_ hour(s) (input exact number)

Don't use social tools for social networking at all

Don't know / Hard to say

Refuse to answer

\_\_\_\_\_ 小時 (入實數)

完全唔使用社交工具進行社交

唔知／難講

拒答

#### **D. Organizing Lives 生活管理**

[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]

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]

Yes, Microsoft SkyDrive

Yes, Google Drive

Yes, iCloud

Yes, Dropbox

Yes, others (please specify): \_\_\_\_\_

No, do not use any currently

Don't know / hard to say

Refuse to answer

有, Microsoft SkyDrive

有, Google Drive

有, iCloud

有, Dropbox

有, 其他(請註明): \_\_\_\_\_

冇, 現時冇使用任何雲端服務

唔知／難講

拒答

[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? [Interviewer to probe intensity of opinion]

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。[訪問員追問程度]

	Options 選項
a. Sending and receiving emails	Very important
b. Managing and sharing your calendar	Quite important
c. Organizing events with friends / families	Half-half
d. Managing and sharing your photos / video albums	Not quite important / quite unimportant
e. Domestic / household expenses planning and managing	Not important at all
f. Preparing learning and playing materials for children	Don't know / hard to say
a. 收發電子郵件	Not application (e.g. no children)
b. 管理及分享你既行事曆／日程 (schedule)	Refuse to answer
c. 安排與家人／朋友既活動	好重要
d. 管理及分享你既相簿／影片	幾重要
e. 計劃及管理家庭支出	一半半
f. 為小朋友準備學習或遊戲材料	唔係幾重要／幾唔重要
	完全唔重要
	唔知／難講
	不適用 (例如沒有小朋友)
	拒答

### E. General Lifestyle 生活方式

[Q11] Which of the below statements can best describe how good or bad you are currently managing your personal matters like household chores, cooking, shopping, household budget / paying bills, etc. and can afford the time for things that you enjoy doing? [Interviewer to read out items 1 to 3, order to be randomized by computer, ONE answer only]

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？[訪員讀出 1-3 項，次序由電腦隨機排列，只選一項]

I totally don't have time for the things I actually enjoy doing

It's time-consuming managing and I don't always have time for things I enjoy doing

It's completely manageable and I always manage to find time to doing things I love to do

None of the above

Don't know / hard to say

Refuse to answer

單單管理個人事項就令我完全冇時間做我喜歡做既事

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

管理個人事項十分輕鬆，我經常有時間做我喜歡做既事

以上皆否

唔知／難講

拒答

[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 non-working respondents, interviewers can drop the words “outside of work” from the question.]

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]

Housework and chores

Helping my children with their homework / my own course work

Meals and cooking

Shopping and errands

Managing social calendar

Sports activities

Taking care family members, such as elderly or young children

Others, please specify: \_\_\_\_\_

Don't know / hard to say

Refuse to answer

家務

幫助我的孩子完成家課／處理個人作業

煮餸及備餐

購物及四出處理雜務

管理社交活動時間表

運動

照顧家人，例如老人家及長者

其他，請註明： \_\_\_\_\_

唔知／難講

拒答

[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]

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]

Very much agree

Somewhat agree

Half-half

Somewhat disagree

Very much disagree

Don't know / hard to say

Refuse to answer

好同意

幾同意

一半半

幾唔同意／唔係幾同意

好唔同意

唔知／難講

拒答

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

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？

\_\_\_ hour(s) a day [input exact figure]

None, I'm already very organized

Don't know / hard to say

Refuse to answer

每日\_\_\_ 小時 [入實數]

唔能夠節省任何時間，我已經非常有條理

唔知／難講

拒答

[Q15] How much do you spend in total per month on subscriptions like mobile phone, internet broadband services, paid TV, music services, newspapers, magazines, streaming movies / TV, etc.?

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？

HK\$\_\_\_ per month [input exact figure]

Don't know / hard to say

Refuse to answer

每月港幣\_\_\_ [入實數]

唔知／難講

拒答

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

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？

HK\$\_\_\_ per day [input exact figure, if respondent is not willing to pay any, input "0"]

No limit, I'm willing to pay any amount

Don't know / hard to say

Refuse to answer

每日港幣\_\_\_ [入實數，如被訪者表示不願意花任何錢，請入“0”]

冇上限，幾多錢都願意俾

唔知／難講

拒答

## Part 4 Demographics 第四部分 個人資料

We would like to ask you some personal information for further analyses.  
我想問你些少個人資料，方便分析。

[DM1] Gender 性別

Male	男
Female	女

[DM2a] Age 年齡

_____ (Exact age)	_____ (準確數字)
Do not want to tell	唔肯講

[DM2b] 【For those who do not want to tell their exact age】Age interval (Interviewer can read out the intervals)

【只問不肯透露準確年齡被訪者】年齡 (範圍)[訪問員可讀出範圍]

18-20	18-20 歲
21-25	21-25 歲
26-30	26-30 歲
31-35	31-35 歲
36-40	36-40 歲
41-45	41-45 歲
46-50	46-50 歲
51-55	51-55 歲
56-60	56-60 歲
Do not want to tell	唔肯講

[DM3] Education Attainment 教育程度

Primary school or below	小學或以下
Secondary school	中學
Matriculated	預科
Tertiary, non-degree course	專上非學位
Tertiary, degree course	專上學位
Master's degree	碩士學位
Doctor's degree	博士學位
Refuse to answer	拒答

[DM4] Position 職位

Executive and professional	行政及專業人員
Clerks and Service worker	文職及服務人員
Labourer	勞動工人
Student	學生
Full time housewife	家庭主婦
Others (unemployed, retired, and other non-working individuals)	其他 (失業、已退休、及其他非在職者)
Refuse to answer	拒答

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

\_\_\_\_\_ (input exact number)                      \_\_\_\_\_ (入實數)  
Refuse to answer    拒答

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

Yes	係
No (skip to end)	唔係 (問卷完結)
Refuse to answer	拒答

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

Yes, \_\_\_\_\_ (exact number)                      有， \_\_\_\_\_ 個 (入實數)  
No    冇  
Refuse to answer    拒答

*Thank you for your time. If you have any questions regarding this interview, you can call 3921-2703 to talk to our supervisor, or the Human Research Ethics Committee for Non-Clinical Faculties of the University of Hong Kong at 2241-5267 during office hours to verify this interview's authenticity and confirm my identity. Good-bye!*

*問卷已經完成，多謝你接受訪問。如果你對呢個訪問有任何疑問，可以打熱線電話 3921-2703 同我地既督導員聯絡，或者係辦公時間打 2241-5267 向香港大學操守委員會查詢今次訪問既真確性同埋核對我既身分。拜拜！*

\*\*\*\*\* **End of questionnaire** \*\*\*\*\*  
\*\*\*\*\* **問卷完** \*\*\*\*\*