



Hand Phone Users Survey 2004

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The Hand Phone Users Survey 2004

The Hand Phone Users Survey, 2004 is the first ever survey conducted by the Malaysian Communications and Multimedia Commission from its CATI Centre.





The Hand Phone Users Survey 2004



CATI is short for Computer
Assisted Telephone Interview



Background

Core topics of interest:

- state
- ethnicity
- gender
- broad age group; and
- the urban and rural sectors



Background

The survey also probed trends :

- SMS usage
- average monthly charges
- preferred payment plan
- multiple hand phone ownership
- incidence of fixed lines
- inclination to use hand phone over fixed line phone
- educational attainment
- broad occupational categories
- income group



Target population

Main Users of :

- Digital
 - » Postpaid
 - » Prepaid



Size of target population

12,316,788



Size of sample

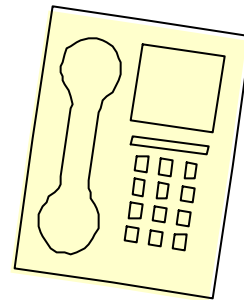
4,925



Public Reaction

No complaints were received:

- MCMC's hotline
- Newspapers
- Service Providers



Response rate

71.1 %



Statistical Theory

The sample proportion is an unbiased estimate of the population proportion.

*- Sampling Techniques
W. G. Cochran
1977*



Main Findings

Percentage distribution of subscribers by state

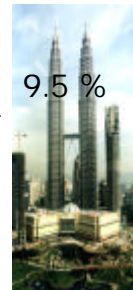
24.8 %



13.2 %



9.5 %





Main Findings

Percentage distribution of subscribers by state tells us how many percent of the subscriber base is from a given state.



Main Findings

Penetration rate by state tells us how many percent of a state's inhabitants are hand phone subscribers.



Main Findings

Translates into the following penetration rates

State	Percentage share of subscriber base	Penetration rate	Position
WPKL	9.5	79.2	1
Selangor *	25.0	69.0	2
Melaka	3.5	63.7	3
Penang	6.9	61.0	4
Johor	13.2	55.5	5
Negeri Sembilan	4.0	54.8	6
Perak	8.1	46.4	7
Kedah	6.4	45.0	8
Perlis	0.7	40.3	9
Pahang	4.0	36.4	10

*Includes Putrajaya



Main Findings

State	Percentage share of subscriber base	Penetration rate	Position
Sarawak	6.4	36.0	11
Terengganu	2.5	32.1	12
WP Labuan	0.2	31.1	13
Kelantan	3.6	31.0	14
Sabah	6.0	26.7	15
Total	100.0	49.8	



Main Findings

Percentage distribution of subscribers by ethnicity and corresponding penetration rates

Racial group	Percentage share of subscriber base	Penetration rate
Malay	47.5	46.9
Bumiputra Sabah dan Sarawak	5.4	24.5
Chinese	32.4	68.0
Indian	6.9	48.7



Main Findings

Percentage distribution of subscribers by gender



61.1 %



38.9 %

Translates to a penetration rate of 59.8% for males and 39.5 % for females



Main Findings

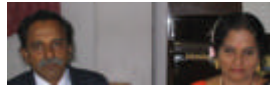
Percentage distribution of subscribers by broad age groups



Pre-teens and teens (users up to the age of 19) 12.3 %,



Adults (users from 20 to 49) 78.8 %,



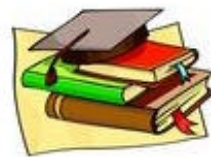
Seniors (50 and above) 9.0 %.



Main Findings

Percentage distribution of subscribers by educational attainment

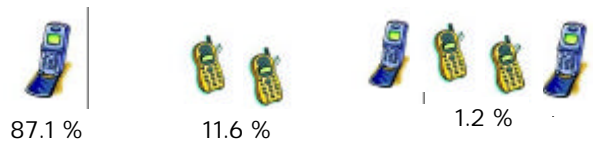
Of those already out of school,
31.0 % - lower secondary
41.2 % - upper secondary
Only 19.6 % - had diplomas and degrees.





Main Findings

Multiple hand phone ownership



Main Findings

Average monthly charges

41.1 per cent of users < RM 50.00

33.9 per cent spent between RM 50.00 to RM 100.00

11.4 per cent spent between RM 100.00 to RM 150.00

13.6 % had monthly bills in excess of RM 150.00.



Main Findings

SMS usage

SMS usage is significant

✓ **74.0 % users in the subscriber base used the service.**

✓ **31.7 % reported sending out more than 5 SMS messages in a day on average.**



Main Findings

Incidence of fixed lines



×

57.5%



Main Findings

Inclination to use hand phone over fixed line phone while at home



Main Findings

Monthly income of users

- 30.0 % less than RM 1,000
- 41.5 % from RM 1,000 to RM 3,000.
- 6.7 % from RM 3,000 to RM 5,000
- 2.7 % in excess of RM 5000.
- 19.1 % no income at all



< RM1000
30 %



> RM5,000
2.7 %



Main Findings

An acid test of reliability

- Actual

From licensees' administrative data, proportion of prepaid users is 80.3% in August 2004.

- Survey shows proportion of prepaid users is 81.4%

A 99% confidence interval for this estimated proportion of prepaid users is 79.6 % to 83.2 %. $(0.814 \pm 2.58 \times 0.0186) \times 100$

The interval covers the actual figure very well.

This attests to the reliability of findings in general of the Hand Phone Users Survey, 2004



Download the report at
<http://www.mcmc.gov.my>





Another MCMC publication



*Communications and Multimedia
- Selected Facts and Figures*

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Q & A



One last question



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Thank You

