

Statistical Brief Number Twelve

# HAND PHONE USERS SURVEY 2011



**SURUHANJAYA KOMUNIKASI DAN MULTIMEDIA MALAYSIA**  
Malaysian Communications and Multimedia Commission



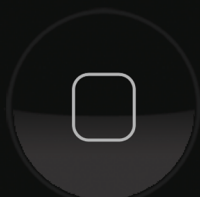
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# Table Of Contents

Introduction	03
Main Findings	07
Tables	23





# Introduction







## INTRODUCTION

The Hand Phone Users Survey, 2011 is the 8th in the series of surveys on hand phone users conducted by the Malaysian Communications and Multimedia Commission (SKMM).

The main objective of this survey is to estimate proportions of hand phone users which fall into the various classes of categorization schemes of key variables.

These proportions and the population estimates at reference date provided by the Department of Statistics, Malaysia may be used to estimate common ' per 100 inhabitants ' ratios.



The survey probed demographic and socioeconomic aspects of the hand phone users such as:

- nationality;
- usual state of residence;
- ethnicity;
- gender;
- age; and
- monthly personal income.

The survey also touched on the users' preferences and experiences such as:

- multiple hand phone subscriptions;
- main consideration when purchasing hand phones;
- calling versus texting.

Also in view of the fact that mobile Internet is fast gaining popularity the survey included questions on:

- use of smart phones;
- activity on the Internet via hand phones;
- importance of the ability to access the Internet on hand phones;
- intensity of use of Internet on hand phones; and
- understanding of "per kb" Internet access charges.

## **TARGET POPULATION**

The target population includes all main users of hand phones on all digital platforms in the states and territories making up Malaysia. These are the main users of the 011, 012, 013, 014, 016, 017, 018 and 019 networks.

Both postpaid and prepaid users were covered.

As at reference date, there were 36,123,300 hand phone subscriptions to a population of 28,477,600.

## **REFERENCE DATE**

The reference date of the survey was 31 March 2011.

## **METHODOLOGY**

The sample size was determined as 2,401 units ( $\alpha = 0.05$  and  $d = 0.02$ ). This means that the survey produced estimates with 95% confidence and an accuracy within 2% either way.

There was only one stage of sample selection as the survey adopted a simple random sample (SRS) approach. Meaningful stratification was not possible because a suitable variable for stratification was not available. Sampling was done across networks with probability proportional to size of the networks in terms of subscriptions.

## **METHOD OF ADMINISTERING THE INSTRUMENT**

The survey was canvassed using a Computer Assisted Telephone Interview (CATI) system operating out of SKMM CATI Centre in Kuala Lumpur. Trained interviewers call up main users of selected hand phone numbers to seek their co-operation. Answers given to pre-coded questions were clicked in, while open ended answers were typed in.

Calls were made from 9.00 am to 4.45 pm daily including weekends except on Selangor/Wilayah Persekutuan Kuala Lumpur public holidays.

## **PERSONAL DATA CONFIDENTIALITY SAFEGUARDS**

The question on location of usual state of residence required only street name and/or housing estate; no house or lot number was required.

All interviewers had to sign a confidentiality statement before they started work.



# Main Findings





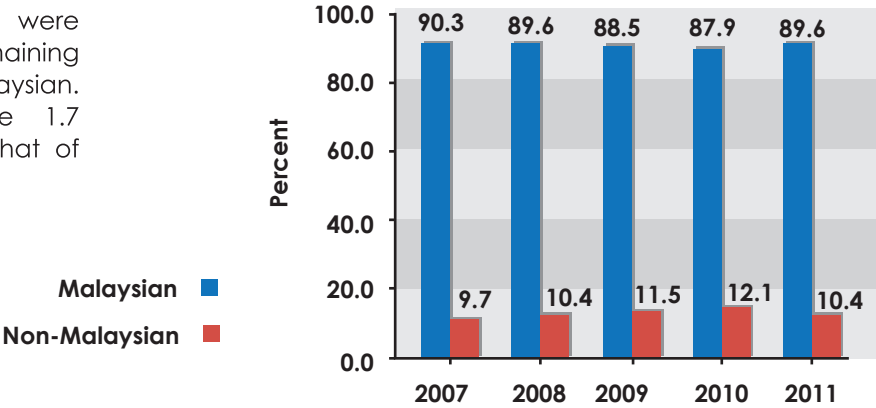




## DEMOGRAPHICS AND SOCIOECONOMICS

### NATIONALITY

89.6% of those interviewed were Malaysian while the remaining 10.4% were non-Malaysian. Non-Malaysian users were 1.7 percentage points below that of the previous year.



### USUAL STATE OF RESIDENCE

The usual state of residence of respondents has been tracked since inception of the survey. The usual state of residence is defined as the state in which the respondent has stayed in the past six months or expected to stay for at least six months from reference date. This allows estimates for state penetration rates to be made.

Selangor tops the list as the state with the most hand phone users followed by Johor and W.P Kuala Lumpur with double digit percentages of 20.7, 11.7 and 11.0 respectively. Next, Perak tied with Sabah at 8.2% while Sarawak, Kedah, Pulau Pinang ranged in descending order from 6.6% to 5.5%.

The remaining states achieved percentages below 5% each. The table below gives the complete distribution by state.

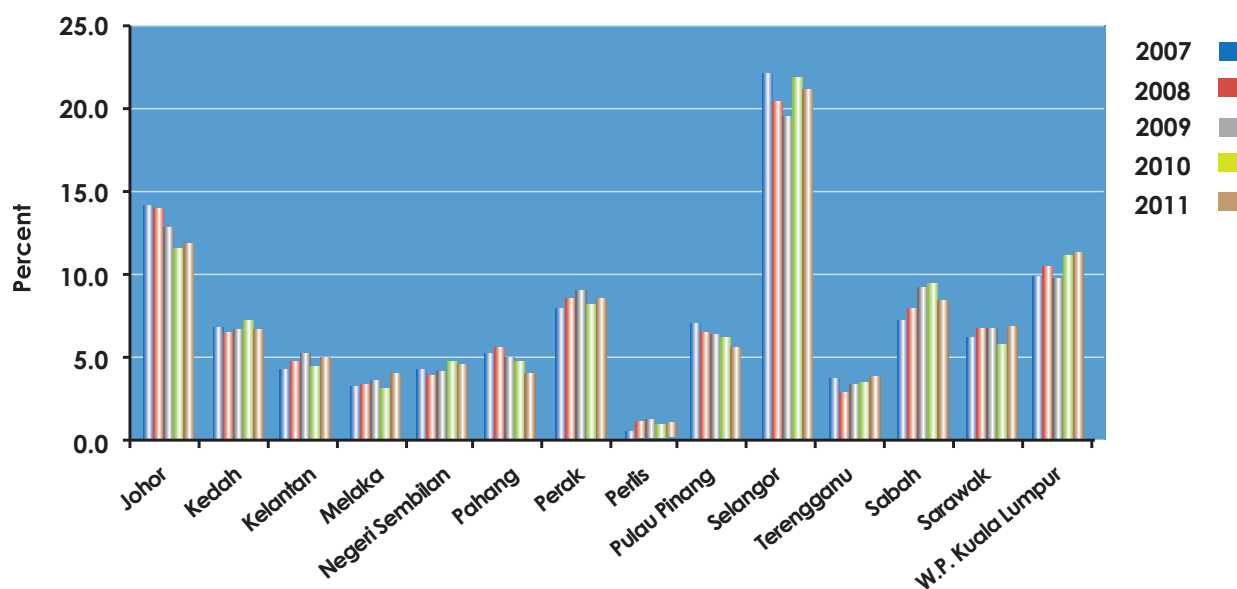
State	Percentage of hand phone users				
	2007	2008	2009	2010	2011
Johor	13.9	13.8	12.6	11.3	11.7
Kedah	6.6	6.3	6.5	7.0	6.4
Kelantan	4.1	4.6	5.1	4.2	4.8
Melaka	3.1	3.2	3.3	3.0	3.9
Negeri Sembilan	4.0	3.8	4.1	4.6	4.5
Pahang	5.1	5.4	4.9	4.7	3.9
Perak	7.8	8.3	8.9	8.0	8.2
Perlis	0.5	0.9	1.0	0.7	0.8
Pulau Pinang	6.8	6.4	6.2	6.1	5.5
Selangor *	21.6	20.0	19.1	21.4	20.7
Terengganu	3.6	2.8	3.3	3.4	3.7
Sabah **	7.1	7.7	9.0	9.2	8.2
Sarawak	6.0	6.6	6.5	5.6	6.6
W. P. Kuala Lumpur	9.6	10.2	9.5	10.8	11.0

Notes : \* Includes W.P. Putrajaya

\*\* Includes W.P. Labuan

Figures may not add up to 100 because of rounding.

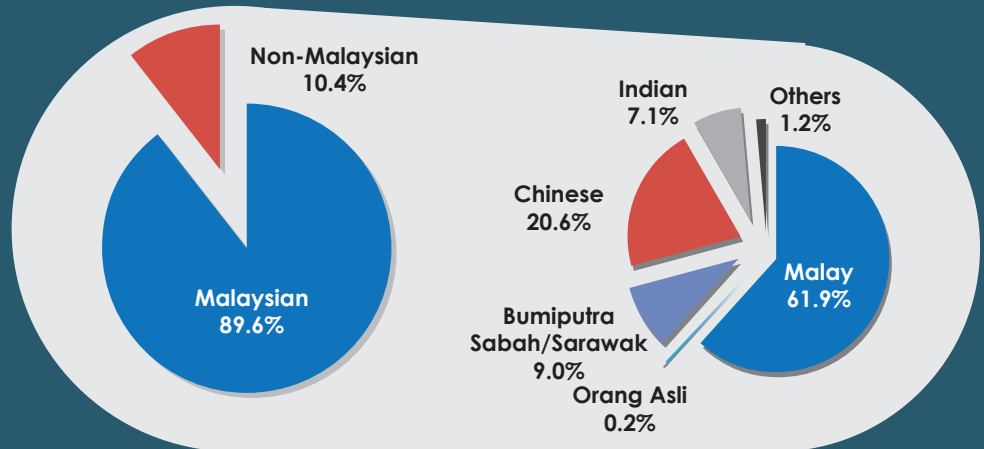
The distribution of hand phone users by state has always shown a consistent pattern over the years. This is illustrated by the graph below which shows the relative magnitudes that showed up year after year.





## ETHNICITY

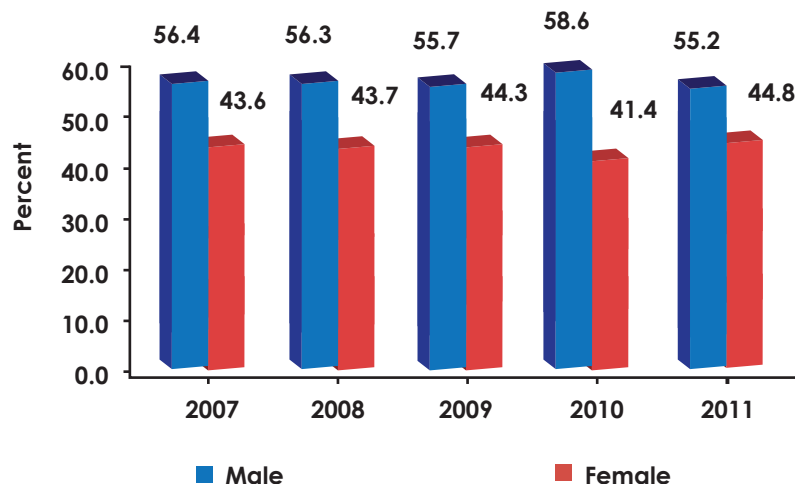
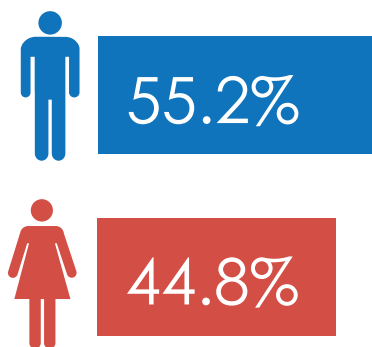
The Malays formed the largest group of users with a percentage of 61.9 followed by the Chinese, Bumiputra Sabah & Sarawak, Indian, and Orang Asli communities with 20.6, 9.0, 7.1 and 0.2 percent respectively. Other ethnicities took up the remaining 1.2%.



Ethnicity	Percentage of hand phone users				
	2007	2008	2009	2010	2011
Malay	61.1	60.6	63.1	60.8	61.9
Bumiputra (Sabah/Sarawak)	5.8	8.1	9.2	8.2	9.0
Orang Asli				0.2	0.2
Chinese	25.8	23.7	20.9	23.0	20.6
Indian	6.6	6.4	6.1	6.3	7.1
Others	0.7	1.1	0.5	1.6	1.2

## GENDER

The survey found that 55.2% of the respondents were males while 44.8% were females. The ratio of males against females stand at 1.2 compared to 1.4 a year ago.

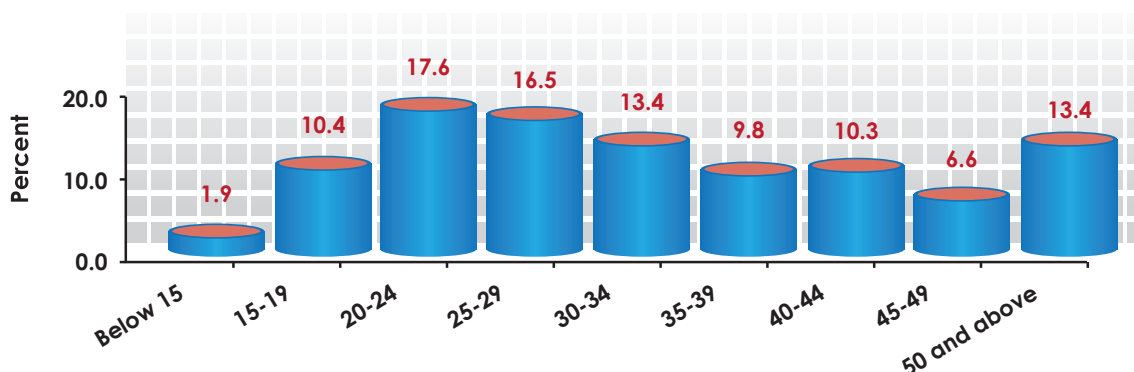


## AGE

Survey findings confirmed that the mainstay of the subscriber base were young adults in the '20 – 24 years old' age group. This group accounted for 17.6% of respondents. The second largest group was the '25 – 29 years old' age group which accounted for 16.5%. This was followed by the '30-34 years old' and the '50 and above' age groups both of which chalked up 13.4 percent each. It is to be noted that the latter group is an open ended age group; thus a surge in this end of the age spectrum is to be expected.

At the other side of the age spectrum 1.9% of respondents were observed in the 'Below 15 years old' age group while 10.4% were observed in the '15 – 19 years old' age group. The complete distribution is given below.

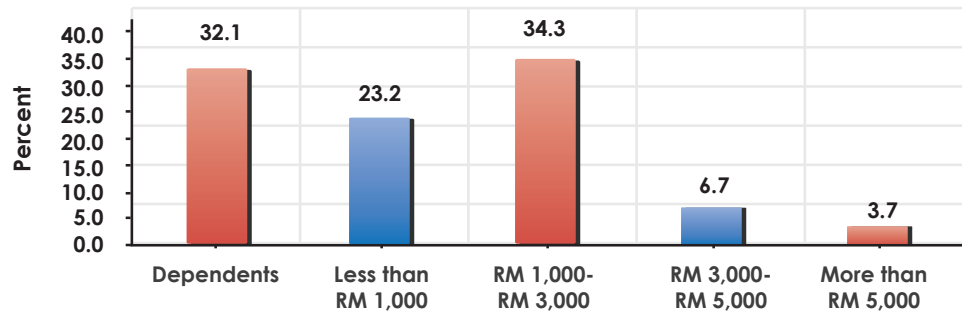
All ages are in completed years.



Age	Percentage of hand phone users				
	2007	2008	2009	2010	2011
Below 15	2.4	2.8	2.3	3.4	1.9
15-19	12.1	12.3	12.4	10.9	10.4
20-24	19.9	18.8	20.0	17.3	17.6
25-29	17.1	15.8	15.9	15.9	16.5
30-34	14.4	13.3	14.2	13.5	13.4
35-39	9.1	9.4	9.3	10.1	9.8
40-44	8.7	9.9	8.1	9.2	10.3
45-49	5.7	6.3	5.9	6.5	6.6
Above 50	10.5	11.3	11.8	13.3	13.4

## MONTHLY PERSONAL INCOME

Perhaps, in a reflection of who used and who paid, the survey indicated that 32.1% of respondents were dependents with no recurrent income. This group includes users who are full time students, the young job market entrants, housewives and retirees. As can be seen from the age distribution table on page 12 those still in school as well as young job market entrants (first 3 age groups ) already account for 30%. 23.2% earned monthly incomes below RM1,000 while 34.3% earned between RM1,000 to RM3,000. 6.7% earned between RM3,000 to RM5,000 and a small 3.7% have incomes in excess of RM 5,000.



All amounts include the upper boundary value

Monthly income	Percentage of hand phone users				
	2007	2008	2009	2010	2011
Dependents	31.0	35.3	61.7	30.3	32.1
Below RM 1000	29.9	26.2		24.8	23.2
RM 1000 - RM 3000	30.8	30.3	31.4	35.2	34.3
RM 3000 - RM 5000	5.3	5.5	4.5	6.1	6.7
More than RM 5000	3.0	2.7	2.4	3.6	3.7



## USER PREFERENCES AND EXPERIENCES

The second part of the survey probed the current disposition of users towards hand phone usage and also their preferences and experiences.

### MULTIPLE HAND PHONE SUBSCRIPTIONS

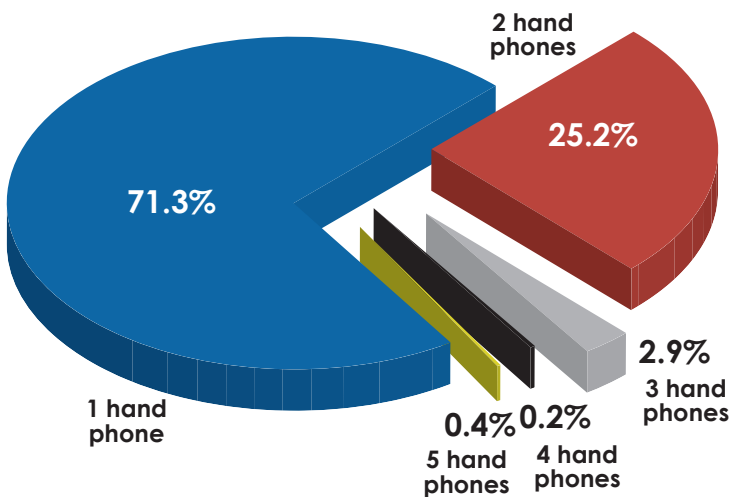
Most users had just one hand phone (71.3%). However there were users who held two (25.2%) or even more than two (3.5%). Likely reasons included the need to separate personal from official/business calls as well as coverage issues. The latter was particularly relevant to those who travel on the job.

Generally over the years 2007 to 2011 the proportion having two hand phones has inched up, while the need to have more than two has declined.



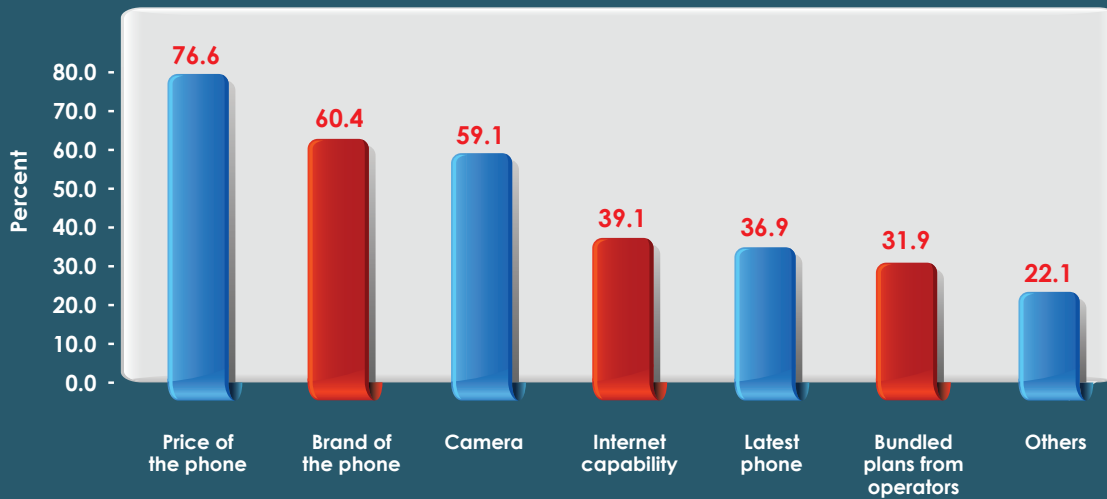
Number of hand phones	Percentage of hand phone users				
	2007	2008	2009	2010	2011
1	81.7	77.0	76.2	71.5	71.3
2	15.9	18.7	20.6	23.9	25.2
3	1.7	2.7	2.5	3.0	2.9
4	0.5	0.9	0.5	0.9	0.2
5	0.2	0.3	0.1	0.7	0.4
more than 5	-	0.4	0.1	-	-

For the purpose of the survey, a hand phone is synonymous with a SIM card.



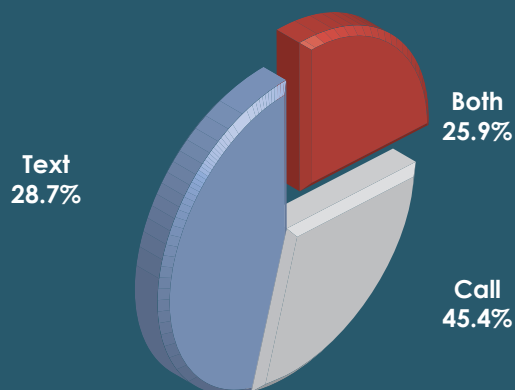
### WHAT SELLS HAND PHONES

For most respondents, price trumped all other considerations at 76.6%. Next came the brand (60.4%) and whether it has a camera (59.1%). In the Internet age, it might be expected that an Internet capability might be rated highly. However this was important to only 39.1 percent of users. 36.9 percent simply must have the latest models, while 31.9 percent looked for phones that are bundled with services.



## CALLING VERSUS TEXTING

Most users, who accounted for 45.4%, would rather call while 28.7% preferred to text. To some 25.9%, either way was fine.



A closer look indicated that those below 32 years of age tend to text while those above that age prefer to call. However, this is not mutually exclusive.

## AWARENESS OF MOBILE TV

Results showed that 32.7% are aware of mobile TV while the rest are not.



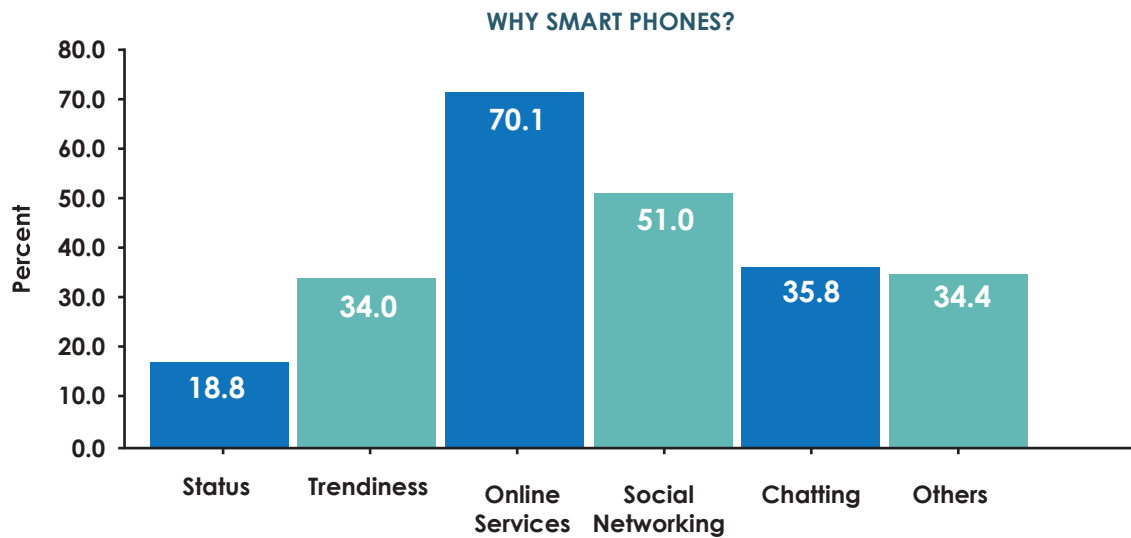
## USE OF SMART PHONE



It is commonly held that smart phones are not only here to stay but will increase its market share in the short term future. The survey found that 12% of those interviewed are already on smart phones. The corresponding figure for 2010 was 14%. This does not mean a decline in smart phone usage as this difference is within the +/- 2 % of the survey.

Use of Smartphone	Percentage
2010	14.0
2011	12.0

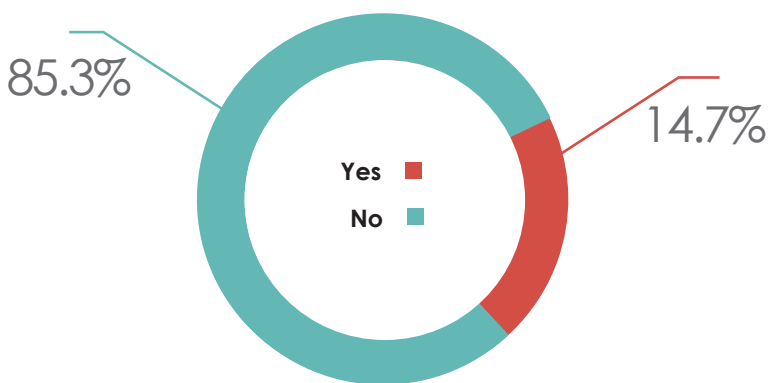
Users consciously chose smart phones because these phones allowed comfortable access to online services (70.1%), social networking (51%) and chatting (35.8%). Other reasons included a perceived trendiness (34.0%) and a sense of status (18.8%).



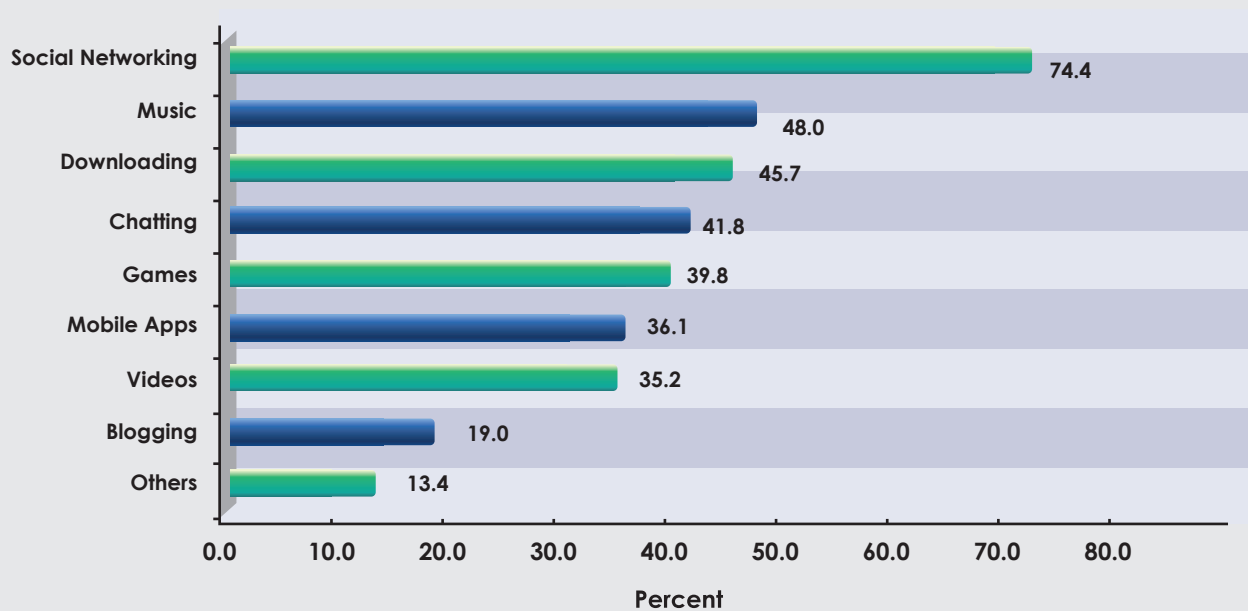
### ACTIVITY ON THE INTERNET VIA HAND PHONE

The survey found that 14.7 percent of users accessed the Internet through their hand phones (not using Wifi).

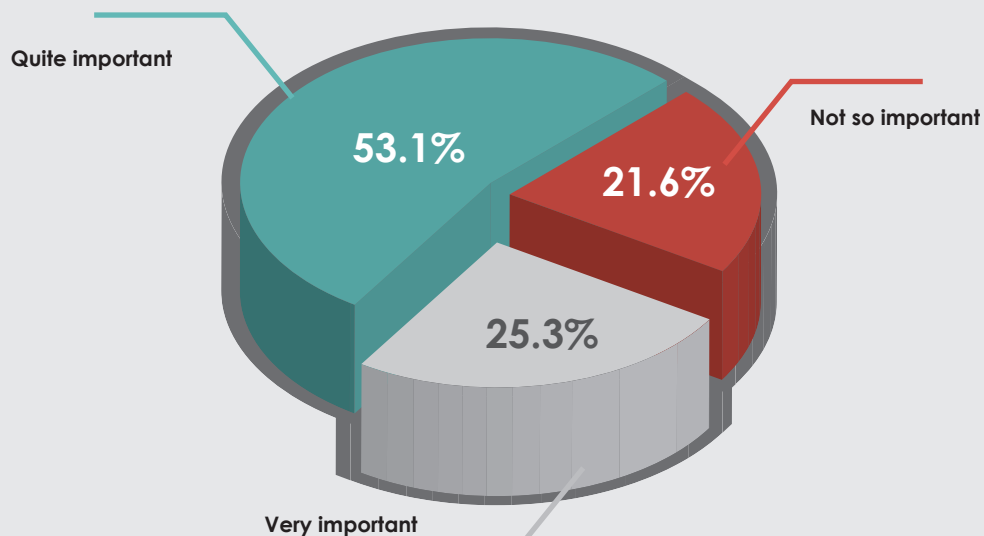
Among those who accessed the Internet through their hand phones, 74.4% do social networking, 48.0% listened to music, 45.7% go for downloading, 41.8% chatting and 39.8% games. Mobile applications, videos, blogging, and others accounted for 36.1%, 35.2%, 19.0% and 13.4% respectively.





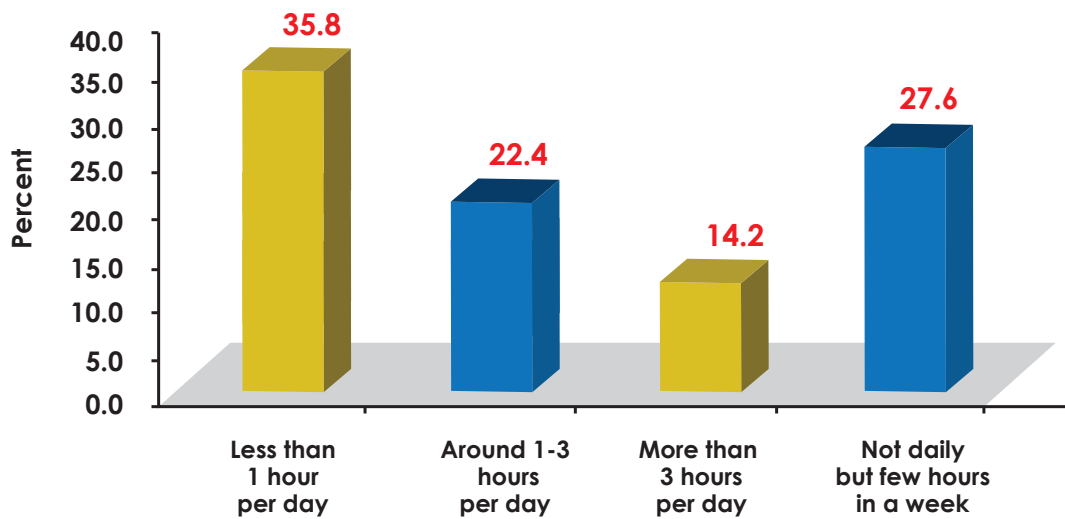


Among those who did so, accessing the Internet on their devices has gained importance. 25.3% rated the ability as very important, 53.1% put it as quite important while 21.6% said that it is not so important.



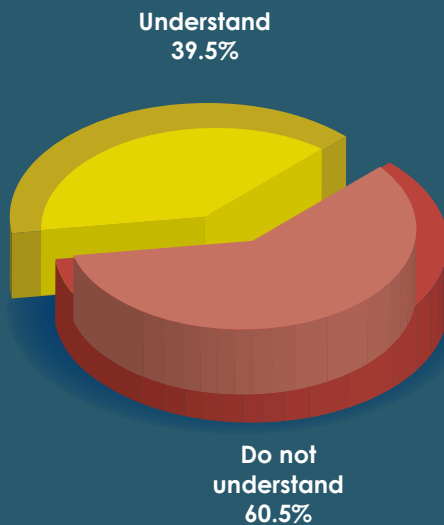


The reckoning of importance was left to users who did the survey. Importance however may or may not be related to intensity of usage. In term of usage, 35.8 % of respondents say they accessed the Internet on their hand phones for less than 1 hour per day; 22.4% used around 1-3 hours per day; followed by 14.2 %, more than 3 hours per day; and 27.6 %, not daily but few hours in a week.



Users are spoilt for choice in terms of data plans. However, most would choose a monthly Internet plan (29.3%), followed by daily plan (22.2%), and weekly plans (10.2%). 19.3% preferred to pay per use while 19.0% wanted charges billed.

## UNDERSTANDING INTERNET SPEND



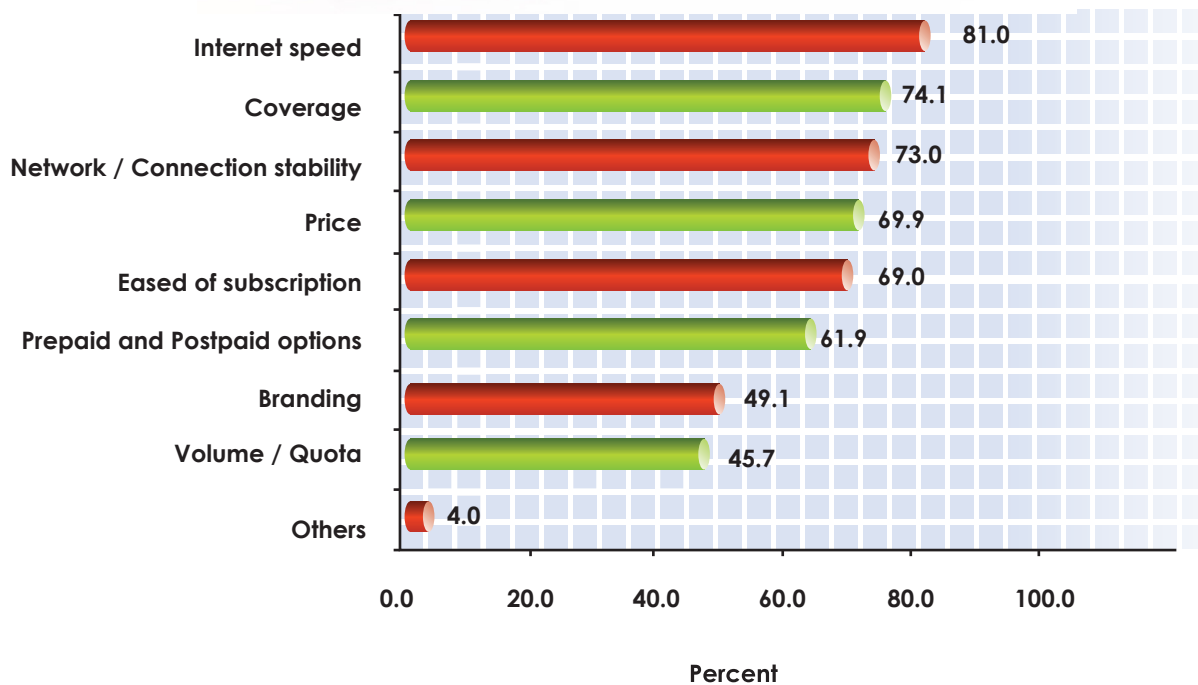
Preference for one plan or the other may be tied down to usage pattern as well as affordability. 48.9% reported that they spent below RM30 per month on the Internet. 19.0% spent between RM30 and RM60, followed by 19.3% between RM60 and RM100, 2.3% between RM100 and RM130, 6.8% spent RM130 and above. 3.7% said that they did not know how much they spent on their Internet per month.

For those who accessed the Internet through the hand phone, 39.5% understand how access charges are calculated based on a kilo byte basis.



When deciding on an Internet access service to subscribe to, 81.0 % rated speed as the main criterion. However, this is not the only consideration. 74.1 % were particular about coverage, and 73.0% about network stability. Price was mentioned by 69.9% of respondents, ease of subscription by 69.0%, availability of prepaid / postpaid, 61.9%.

Branding also entered the picture for 49.1%. The more informed among users also looked at volume capacities. They account for 45.7% of respondents.





# Tables







TABLES

Caution is required in the use of the estimates tabulated below.

While the SKMM takes every care to minimize non-sampling errors, which cannot be quantified, the estimates presented are also subject to sampling error, which is a measure of the chance variation that occurs because a sample, and not the entire population is canvassed. The sampling error of an estimate is usually expressed as a percentage of that estimate to give the relative sampling error (RSE) of that estimate.

In general, estimates that are small are subject to high RSEs. As a guide, only estimates with RSEs of 25 percent or less are considered reliable for general use. Estimates with RSEs greater than 25 percent but less than or equal to 50 percent are denoted with an asterisk in these tables and should be used with caution; while estimates with RSEs greater than 50 percent are denoted by two asterisks and are considered too unreliable for general use. However, these estimates may be aggregated with others until an RSE of less than 25 percent is obtained.

Confidence intervals for very small estimates should be based on the binomial distribution rather than the normal approximation to the binomial. As an alternative, the method of Korn and Graubard, 1998 may also be used.

Percentages may not add up to 100 because of rounding.

Table 1  
Nationality

	Percent	RSE
Malaysian	89.6	0.7
Non-Malaysian	10.4	6.0



**Table 2**  
**Usual state of residence**

	Percent	RSE
Johor	11.7	5.6
Kedah	6.4	7.8
Kelantan	4.8	9.0
Melaka	3.9	10.1
Negeri Sembilan	4.5	9.4
Pahang	3.9	10.1
Perak	8.2	6.8
Perlis	0.8	22.2
Pulau Pinang	5.5	8.4
Selangor*	20.7	4.0
Terengganu	3.7	10.4
Sabah**	8.2	6.9
Sarawak	6.6	7.6
W.P. Kuala Lumpur	11.0	5.8

Notes :   \* Includes W.P. Putrajaya  
          \*\* Includes W.P. Labuan

**Table 3**  
**Ethnicity**

	Percent	RSE
Malay	61.9	1.7
Bumiputra Sabah & Sarawak	9.0	6.8
Orang Asli	0.2*	50.0
Chinese	20.6	4.2
Indian	7.1	7.8
Others	1.2	19.9



Table 4  
Gender

	Percent	RSE
Male	55.2	1.8
Female	44.8	2.3

Table 5  
Age

	Percent	RSE
Below 15	1.9	14.6
15-19	10.4	6.0
20-24	17.6	4.4
25-29	16.5	4.6
30-34	13.4	5.2
35-39	9.8	6.2
40-44	10.3	6.0
45-49	6.6	7.7
Above 50	13.4	5.2

Table 6  
Monthly income category

	Percent	RSE
Dependents	32.1	3.0
<RM1000	23.2	3.8
RM1000-RM3000	34.3	2.9
RM3000-RM5000	6.7	7.7
>RM5000	3.7	10.5

**Table 7**  
**Multiple hand phone ownership**

	Percent	RSE
1	71.3	1.3
2	25.2	3.5
3	2.9	11.9
4	0.2*	40.8
5	0.4*	31.6

**Table 8**  
**Type of hand phone**

	Percent	RSE
Feature phone	87.3	0.8
Smart phone	12.0	5.5
Don't Know	0.7	23.5

**Table 9**  
**Why Smartphone?**

	Percent	RSE
Status	18.8	12.3
Trendiness	34.0	8.2
Online services	70.1	3.8
Social Networking	51.0	5.8
Chatting	35.8	7.9
Others	34.4	8.1

*Multiple response*

**Table 10**  
**Accessed Internet through hand phone**

	Percent	RSE
Yes	14.7	4.9
No	85.3	0.8

Table 11

**Activity on the Internet via hand phone**

	Percent	RSE
Chatting	41.8	6.3
Social Networking	74.4	3.1
Blogging	19.0	11.0
Mobile Apps	36.1	7.1
Downloading	45.7	5.8
Games	39.8	6.6
Music	48.0	5.5
Videos	35.2	7.2
Others	13.4	13.6

*Multiple response*

Table 12

**Importance of Internet on hand phone**

	Percent	RSE
Very Important	25.3	9.2
Quite Important	53.1	5.0
Not so important	21.6	10.2

Table 13

**Intensity of use of Internet via hand phone**

	Percent	RSE
Less than 1 hour per day	35.8	7.1
Around 1-3 hours per day	22.4	9.9
More than 3 hours per day	14.2	13.1
Not daily but few hours in a week	27.6	8.6

**Table 14****Internet plans on hand phone**

	Percent	RSE
Pay as you use	19.3	10.9
Daily Internet plan	22.2	10.0
Weekly Internet plan	10.2	15.8
Monthly Internet plan	29.3	8.3
Postpaid data plan	19.0	11.0

**Table 15****Understanding of Internet access charges based on KB**

	Percent	RSE
Understand	39.5	6.6
Do not understand	60.5	4.3

**Table 16****Internet spend on hand phone per month**

	Percent	RSE
Below RM30	48.9	5.5
RM30<RM60	19.0	11.0
RM60<RM100	19.3	10.9
RM100<RM130	2.3*	35.0
RM130 and Above	6.8	19.7
Don't Know	3.7*	27.2



Table 17

**Main considerations when subscribing to Internet on hand phone**

	Percent	RSE
Price	69.9	3.5
Volume / Quota	45.7	5.8
Network / Connection stability	73.0	3.2
Coverage	74.1	3.1
Branding	49.1	5.4
Internet Speed	81.0	2.6
Ease of subscription	69.0	3.6
Prepaid and Postpaid options	61.9	4.2
Others	4.0*	26.2

*Multiple response*

Table 18

**Main considerations when buying a hand phone**

	Percent	RSE
Price of the hand phone	76.6	1.1
Internet capability	39.1	2.5
Brand of the hand phone	60.4	1.7
Bundled plans from operators	31.9	3.0
Latest phone	36.9	2.7
Camera	59.1	1.7
Others	22.1	3.8

*Multiple response*

Table 19  
Text or call?

	Percent	RSE
Text	28.7	3.2
Calls	45.4	2.2
Both	25.9	3.5

Table 20  
Awareness of mobile TV

	Percent	RSE
Aware	32.7	2.9
Not Aware	67.3	1.4

# For More Statistics







## FOR MORE STATISTICS ...

### WEBSITE

The SKMM website contains extracts of statistics pertaining to the Communications & Multimedia and Postal & Courier industries. These are updated every quarter/half year.

The SKMM website is at [www.skmm.gov.my](http://www.skmm.gov.my)

### STATISTICAL BULLETIN

The SKMM publishes the following publications :

1. Communications & Multimedia: Pocket Book of Statistics (ISSN:2180-4656), a quarterly bulletin of the Communications & Multimedia industry.
2. Postal & Courier Services: Pocket Book of Statistics (ISSN: 2231-9913) a half yearly bulletin of the Postal & Courier industry.

Please contact the SKMM for more details or email [statistics@cmc.gov.my](mailto:statistics@cmc.gov.my)

### STATISTICAL BRIEF

The Statistical Briefs series (ISSN:1823-2523) is issued by the SKMM to disseminate survey findings and statistical updates. These briefs are aimed at the general to intermediate user audience.

Titles in this series so far:

- Statistical Brief Number One - Hand Phone Users Survey 2004
- Statistical Brief Number Two - Household Use of the Internet Survey 2005
- Statistical Brief Number Three - Hand Phone Users Survey 2005
- Statistical Brief Number Four - Hand Phone Users Survey 2006
- Statistical Brief Number Five - Household Use Of Internet Survey 2006
- Statistical Brief Number Six - Hand Phone Users Survey 2007
- Statistical Brief Number Seven - Household Use of Internet Survey 2008
- Statistical Brief Number Eight - Hand Phone Users Survey 2008
- Statistical Brief Number Nine - Hand Phone Users Survey 2009
- Statistical Brief Number Ten - Household Use of Internet Survey 2009
- Statistical Brief Number Eleven - Hand Phone Users Survey 2010
- Statistical Brief Number Twelve - Hand Phone Users Survey 2011
- Statistical Brief Number Thirteen - Household Use of Internet Survey 2011

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