

Statistical Brief Number Fourteen

HAND PHONE USERS SURVEY 2012



Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission



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INTRODUCTION





INTRODUCTION

The SKMM Hand Phone Users Survey 2012 is the 9th of an unbroken series of SKMM surveys that was purpose-built; to have a finger on the pulse of hand phone users of Malaysia.

The survey enables the estimation of proportions of the hand phone users who fall into the various classes of the categorization schemes of the key variables. These have proven useful in providing a micro look at hand phone users.

Besides the foregoing, the survey also probed hand phone user trends and usage experiences; and in the 2012 edition, the use of mobile Internet and smartphones in particular.

TARGET POPULATION

The target population was all main users of hand phones on all digital platforms in the states and territories making up the Federation of Malaysia. These were the main users of the 010, 011, 012, 013, 014, 016, 017, 018 and 019 networks.

Both postpaid and prepaid users were covered.

THE SAMPLE

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%.

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.

REFERENCE DATE

The reference date of the survey was 31 May 2012. To qualify for inclusion into the sample, a potential respondent must be able to answer “yes” to a screening question on whether he was a user at reference date.

DATA COLLECTED

There were two types of questions asked in the survey, core questions that are collected every survey round; as well as questions on user trends, preferences and experiences that change over time.

The core data collected were;

- nationality
- users' usual state of residence,
- ethnicity
- gender
- age
- education
- income distribution.

Data collected on trends, experiences and preferences included;

- multiple hand phone subscriptions,
- mobile phone settings,
- awareness of terms and conditions of service,
- use of smartphones,
- facets of smartphone usage and experience,
- awareness of SKMM and CFM.

The survey also took into consideration the data needs and requests received from industry as well as divisions and departments in SKMM.





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.

Identities of respondents were not recorded in dataset.

Subscriber lists provided by licensees were erased and not merely deleted. No hard copies were made.

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.

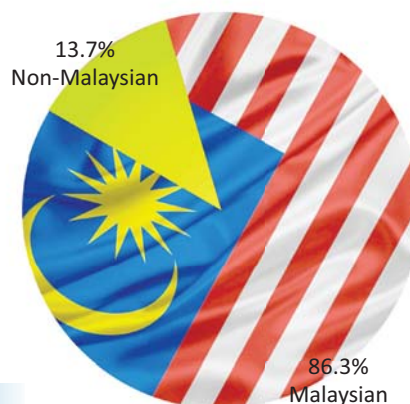
MAIN FINDINGS



NATIONALITY

The SKMM Handphone Users Survey 2012 tracked as its predecessors did, the nationality of users. It found that, after a dip in 2011, the non-Malaysian segment rebounded to a high of 13.7% of the subscriber base.

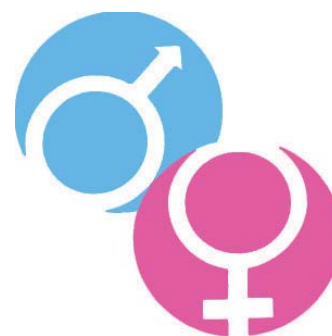
	Percentage of hand phone users				
	2008	2009	2010	2011	2012
Malaysian	89.6	88.5	87.9	89.6	86.3
Non-Malaysian	10.4	11.5	12.1	10.4	13.7



GENDER

There are more male users than female users. This has been borne out every year; and for 2012, after rounding off, the ratio is 56 male users for every 44 female users.

	Percentage of hand phone users				
	2008	2009	2010	2011	2012
Male	56.3	55.7	58.6	55.2	56.5
Female	43.7	44.3	41.4	44.8	43.5



Elsewhere...

Over in the US, a study done by Pew Internet & American Life Project in September 2010 reported that men are more likely to own mobile devices than women. The survey found 83 percent of men used a cellphone, compared to 81 percent of women¹.



ETHNICITY

Among hand phone users, Malays form the predominant ethnic group accounting for 61.1% of all users, followed by Chinese with 22.9%; Bumiputra Sabah and Sarawak, 9.0% and Indian, 6.1%. The Orang Asli constituted 0.3% while others made up 0.5%

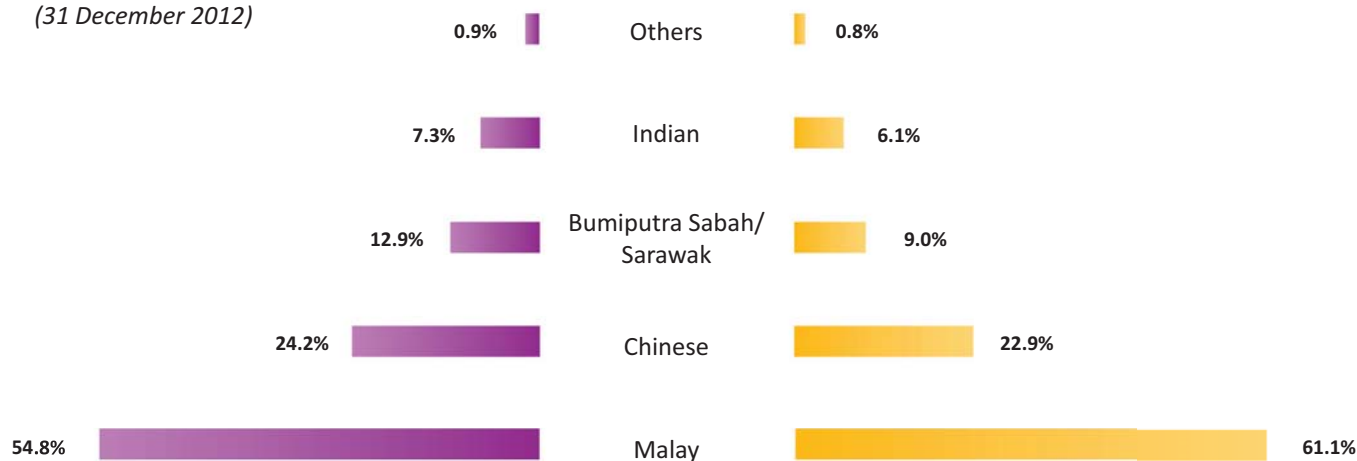
Percentage of hand phone users

	2008	2009	2010	2011	2012
Malay	60.6	63.1	60.8	61.9	61.1
Bumiputra (Sabah/ Sarawak)	8.1	9.2	8.2	9.0	9.0
Orang Asli			0.2	0.2	0.3
Chinese	23.7	20.9	23.0	20.6	22.9
Indian	6.4	6.1	6.3	7.1	6.1
Others	1.1	0.5	1.6	1.2	0.5

A comparison of the population base and user base in percentage appears below. The population base is a projection based on census 2010 by the Department of Statistics, Malaysia.

Population base
(31 December 2012)

User base



AGE

As expected, young adults form the bulk of hand phone users. The highest percentages of users were in the age group 20-24 with 17.3%. This is followed by age groups 25 - 29 and 30 – 34 with 15.8% and 13.8% respectively. The percentage of users by age group tapers gradually to 10.8, 9.2, 6.5, 5.4, 3.3 and 1.9 for age groups 35 – 39, 40 – 44, 45 – 49, 50 – 54, 55- 59 and 60 – 64 respectively. Those 65 years of age and older hold their own at 2.9%. On the other side of the mode, the younger set, below 15 years old has 1.8% of all users in their midst while those 15 to 19 years old chalked up 11.4%.

Percentage of hand phone users

Age classes for 2008 -2011	2008	2009	2010	2011	2012	Age classes for 2012
Below 15	2.8	2.3	3.4	1.9	1.8	Below 15
15-19	12.3	12.4	10.9	10.4	11.4	15-19
20-24	18.8	20.0	17.3	17.6	17.3	20-24
25-29	15.8	15.9	15.9	16.5	15.8	25-29
30-34	13.3	14.2	13.5	13.4	13.8	30-34
35-39	9.4	9.3	10.1	9.8	10.8	35-39
40-44	9.9	8.1	9.2	10.3	9.2	40-44
45-49	6.3	5.9	6.5	6.6	6.5	45-49
					5.4	50- 54
					3.3	55-59
50 and above	11.3	11.8	13.3	13.4	1.9	60-64
					2.9	65 and above

Grouped into broad generational age bands, it can be seen that adults account for 73.3% of all users flanked by pre-teens & teens with 13.2% and seniors with 13.5%.

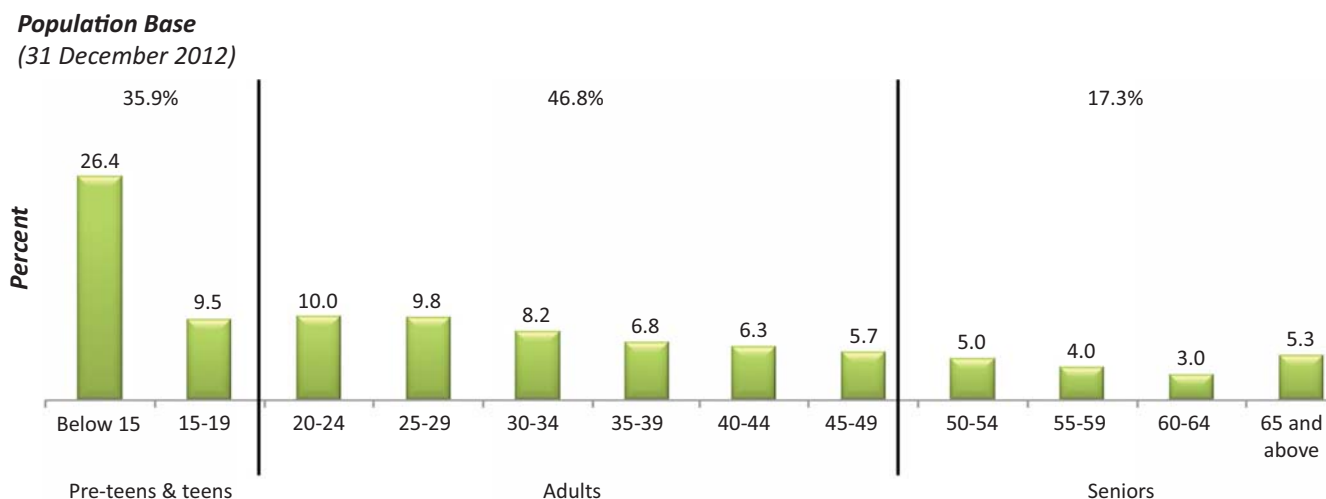
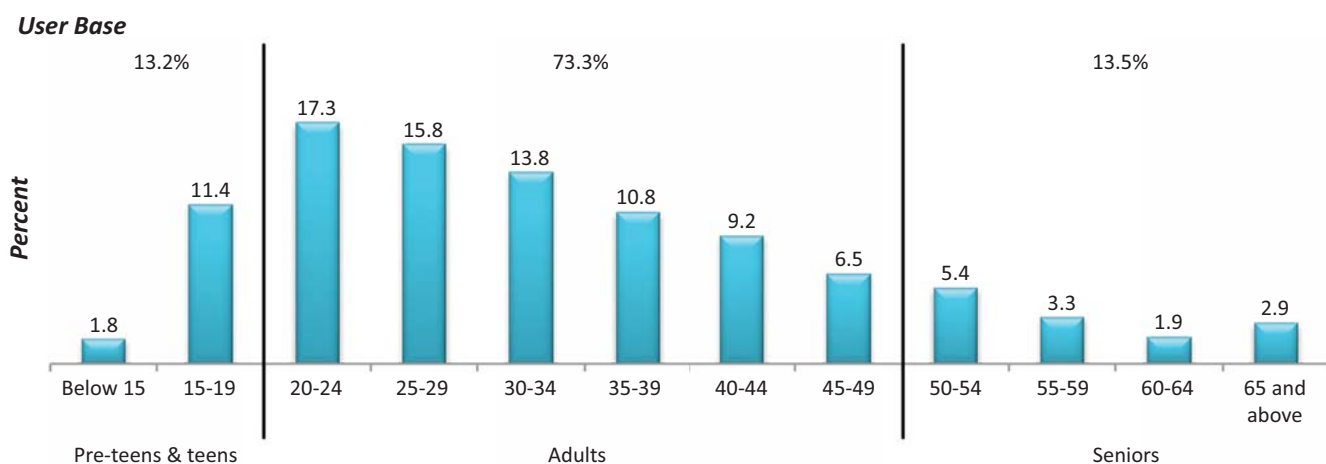
Percentage of hand phone users

	2008	2009	2010	2011	2012
Pre-teens & teens	15.1	14.7	14.3	12.3	13.2
Adults	73.5	73.4	72.3	74.3	73.3
Seniors	11.3	11.8	13.3	13.4	13.5

Pre-teens & teens: Up to 19 years old at last birthday.

Adults: 20 to 49 years old at last birthday.

Seniors: 50 years and older at last birthday



What we are made of...

	Population (‘000)	Percent		Population (‘000)	Percent
Below 15	7,757.3	26.4	40-44	1,843.7	6.3
15-19	2,787.1	9.5	45-49	1,678.1	5.7
20-24	2,923.0	10.0	50-54	1,461.4	5.0
25-29	2,880.4	9.8	55-59	1,162.9	4.0
30-34	2,403.4	8.2	60-64	893.7	3.0
35-39	2,000.7	6.8	65 and above	1,544.9	5.3

Source: DoSM

All inhabitants as at 31 December 2012



INCOME

The survey showed that 19.6% of users earned less than RM1,000 per month while 36.5% of users recorded personal incomes between RM1,000 and RM3,000 per month. Another 7.2% had incomes between RM3,000 and RM5,000 and 3.0% had incomes in excess of RM5, 000.

Dependents communicate via hand phones too. Full time students among them accounted for 15.7% while the unemployed, housewives, the retired and the infirm accounted for 18.0% of users.

Percentage of hand phone users					
	2008	2009	2010	2011	2012
Dependents	-	-	30.3	32.1	33.7
<RM1,000	61.5	61.7	24.8	23.2	19.6
RM1,000-RM3,000	30.3	31.4	35.2	34.3	36.5
RM3,000-RM5,000	5.5	4.5	6.1	6.7	7.2
>RM5,000	2.7	2.4	3.6	3.7	3.0

EDUCATION

In terms of educational attainment, the survey found that most users (33.1%) had a medium level of education. Medium in this context, refers to the SPM/SPVM and STPM. Second are those with a low level of education (30.4%). This is the group with some Primary/Secondary education and includes holders of the PMR. Those with a high level of education come next (18.4%). High education refers to diploma, a first degree and above.

	Percent
None	2.4
Still in school/University	15.7
Low education	30.4
Medium Education	33.1
High Education	18.4

Low education: Primary school, Secondary school, PMR

Medium education: SPM/SPVM and STPM

High education: Diploma, Advance diploma, Degree and higher

Dependents: Housewives, retirees, Unemployed and Students

STATE

Selangor is, once again, the state with the highest number of hand phone users. It accounted for 22.8% of all users. Johor took second place with 11.6% followed by WP Kuala Lumpur with 9.1%. Next were Sabah, Perak, Sarawak, Kedah, Penang and Pahang recording percentages from 7.8% to 5.5%.

Kelantan, Negeri Sembilan, Terengganu, Melaka, Perlis, Putrajaya and Labuan have the smallest percentages of hand phone users. These states have below 5% each with the lowest being Putrajaya and Labuan, at 0.2% respectively.

User Base



Population Base (31 May 2012)



The states shares, of the subscriber base mirrors quite closely their respective shares of the population base except in Selangor, Sabah, Sarawak and WPKL.



What we are made of...

	Population (‘000)	Percent		Population (‘000)	Percent
Johor	3,436.4	11.7	Pulau Pinang	1,609.6	5.5
Kedah	1,994.8	6.8	Selangor	5,644.7	19.3
Kelantan	1,638.3	5.6	Terengganu	1,091.3	3.7
Melaka	841.7	2.9	Sabah	3,367.1	11.5
N. Sembilan	1,055.2	3.6	Sarawak	2,543.3	8.7
Pahang	1,546.4	5.3	W.P. Kuala Lumpur	1,711.8	5.8
Perak	2,415.1	8.2	W.P. Putrajaya	79.2	0.3
Perlis	239.2	0.8	W.P. Labuan	91.4	0.3

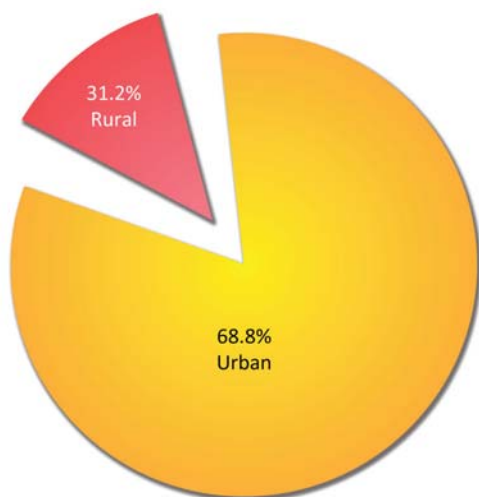
*Source: DoSM**Projection as at 31 May 2012 based on census 2010*

Based on these two proportions, state penetration rates can be calculated. The state penetration rates from 2008 to 2012 are shown below:

Penetration rate per 100 inhabitants					
	2008	2009	2010	2011	2012
Johor	101.3	105.9	112.8	126.5	128.7
Kedah	88.1	92.1	117.2	116.4	118.8
Kelantan	70.6	88.1	83.3	103.3	107.8
Melaka	102.7	120.4	128.9	182.3	143.6
Negeri Sembilan	92.4	115.7	148.8	158.4	144.7
Pahang	86.4	90.2	101.7	91.7	134.8
Perak	85.9	105.5	107.7	119.7	114.6
Perlis	94.8	112.3	92.0	124.5	139.6
Pulau Pinang	101.4	110.5	125.5	123.9	142.3
Selangor	96.4	104.3	138.5	145.4	154.4
Terengganu	62.6	84.2	107.8	125.3	132.6
Sabah	58.5	77.8	92.6	88.8	87.6
Sarawak	65.7	73.3	74.3	94.8	105.7
W.P. Kuala Lumpur	151.8	163.8	208.6	229.0	203.5
W.P. Putrajaya					120.6
W.P. Labuan					87.0

2008 until 2011 Sabah includes W.P. Labuan, Selangor includes W.P. Putrajaya

URBAN-RURAL DISTRIBUTION



The survey found the urban-rural split to be 68.8% urban and 31.2% rural.

In contrast the demographic figures shows a 61.8 to 38.1 divide as at Census 2000

What we are made of...

	Percent
Urban	61.8
Rural	38.1

Source: DoSM
As at Census 2000

HAND PHONE SETTINGS

Most users would like to believe that they are conversant with the settings of their hand phones and could adjust them easily when they have to. They accounted for 62.0% of all users.



HAND PHONE OWNERSHIP

In terms of handphone ownership, 63.3% of users carry only one hand phone, 29.6% tote two. 5.0% use three hand phones while 2.1% require four or more.

Percentage of hand phone users

	2008	2009	2010	2011	2012
1	77.0	76.2	71.5	71.3	63.3
2	18.7	20.6	23.9	25.2	29.6
3	2.7	2.5	3.0	2.9	5.0
4	0.9	0.5	0.9	0.2	0.9
5	0.3	0.1	0.7	0.4	0.4
More than 5	0.4	0.1	-	-	0.8



SLEEPING WITH THE PHONE



The survey found that 76.5% of users leave their phones on all the time even when they are asleep. The remaining 23.5% of users switch off their phones before retiring for the night.

Elsewhere...

A study done by Pew Internet & American Life Project in September 2010 reported that 67 percent of men surveyed by the Pew Center said they have slept with their cellphone on or right next to their bed, compared to 64 percent of women.²

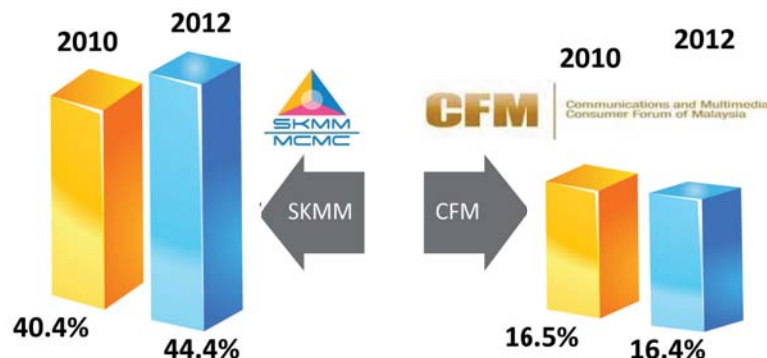
THE FINE PRINT

As high as 40.1% of users are not aware at all, of the terms and conditions that come with the mobile cellular service provided by their service providers. 44.6% were somewhat better off in that they were aware that there were terms and conditions albeit not entirely clearly; while 15.2% believed they were clear about the terms and conditions of service.



AWARENESS OF SKMM AND CFM

The last time a question was asked on public awareness of SKMM and the CFM in the survey series was in 2010. This question was re-presented in the 2012 survey and results show that in the intervening two years, public awareness of SKMM had inched up by 4 percentage points to 44.4%. Meanwhile the survey did not detect any palpable increase in public awareness of CFM in the same period.

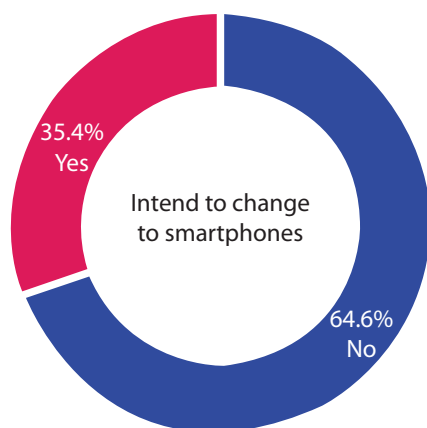


YEAR OF THE SMARTPHONE



2012 was the year of smartphone! When the SKMM took a look at hand phones users in 2010 and 2011, it found that only 14.0% and 12.0% respectively of users were using smartphones. Given the survey metadata in 2010 and 2011, these two percentages basically pointed to an unchanged user base over the two years. However things were different in 2012. It was literally the year of the smartphone with users more than doubling to 26.0% in 2012.

	Percentage of hand phone users		
	2010	2011	2012
Smartphone	14.0	12.0	26.0
Feature phone	86.0	87.3	74.0
Don't Know	-	0.7	-

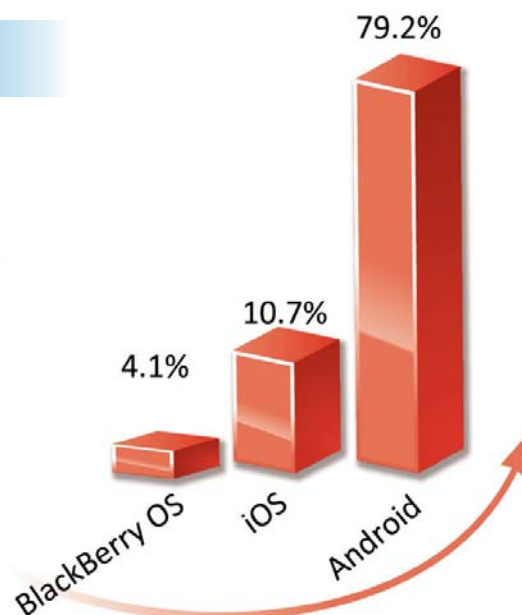


This is supported by shipment numbers provided by IDC Market Research (M) Sdn Bhd that showed smartphones claiming a 29.6% share in Malaysian mobile phone shipments in 2012.³

Research from Strategy Analytics revealed 1 billion units of smartphones are used worldwide, a penetration of 1 in 7.⁴ In Malaysia, the penetration for comparison stands at 1 in 4. Nielsen sees smartphone ownership in Malaysia reaching critical mass in 2013.⁵ The SKMM survey provides a clue as to whether this will happen: 35% of respondents still using feature phones said they intend to move to smartphones. Among this 35%, roughly half (49.2%) said they intend to switch in 2012, 31.3% said 2013 and 19.5% see themselves doing so in 2014 or later. Thus in 2013, Malaysia can expect to put on another 11.0% to the percentage of hand phone users on smartphones to make it 46.0% in all.

OPERATING SYSTEM

A large number of respondents could not name the mobile operating system that their smartphones were on. Smartphones do not always use a particular OS and neither is an OS associated exclusively with a particular make. In the light of this, it was not possible to determine through the survey, the relative popularity of mobile OSes. That notwithstanding, shipment numbers from IDC indicate that in 2012, the leading OS in the Malaysian market is the Android (79.2%) followed by iOS (10.7%) and BlackBerry OS (4.1%).⁶



Elsewhere...

Research by analyst Benedict Evans shows that the term “Samsung Galaxy” has become more popular than the term ‘Android’, when web users look up information about Android-powered phones. It suggests that Samsung is becoming bigger than the other Android manufacturers and that the smartphone market may become a two-handset race rather than an operating systems race.⁷

Smartphone Global Who's who

4Q 2012, 227 million units shipped; Android, 70.1 % of shipments; iOS 21.1%; BlackBerry 3.2%; Windows Phone 2.6%.⁸

TARGETTED PRICE RANGE

Among those looking to upgrade to a smartphone, 36.4% are willing to spend below RM500 for the device while 37.7% are willing to spend in the range RM500 – RM1,000. 14.4% do not mind paying RM1,000 – RM1,500 while only 8.6% are willing to go as high as RM2,000. A fringe 2.8% thinks nothing of forking out more than RM2,000 for a smartphone.

65% of those still using a feature phone were not keen to upgrade to a smartphone. Among them 47.9% indicated that they are already subscribed to 3G services. The 52.1% not on 3G have differing intention to upgrade to 3G. 31.3% said this year (2012), 38.5% next year (2013) and 30.2% later.

The planned outlays for a 3G phone were, less than RM200, 25.0%; RM200-RM400, 28.1%; RM400-RM600, 29.0%; RM600-RM800, 6.3%; RM800 –RM 1,000, 4.2% and above RM1,000, 7.3%.

SMARTPHONE DEMOGRAPHICS

GENDER

As in the overall user base, smartphone demographics count more males than females. Among male users 15.5 % are on smartphones while among female users the corresponding statistic is 10.6 %.

We are not alone

OPA's (The Online Publishers Association) “Portrait of a Smartphone User” indicate that while the gender gap in smartphone ownership has narrowed of late, it looks as though it will soon widen again. Based on this survey the result found that the current (2012) split is 52% male, 48% female. The gap in ownership was wider in 2011, though, at 54% male, 46% female. Even so, among the 13% of respondents who plan to purchase a smartphone in the next 12 months, 58% are male.⁹

Shoppercentric in 2011, found that men were more likely to own smarthphone (38%) than women (29%).¹⁰





AGE

The hand phone user who uses a smart phone is likely to be younger than his counterpart who does not use a smartphone. The former has an average age of 29.3 while the later 34.4.

INCOME

In terms of income category it can be seen that hand phone users in the higher income brackets are more likely to use smartphones. The survey found that close to 60% of hand phone users in the RM5,000 and above group are smartphones users; while 42.4% in the RM3,000 – RM5,000 group are. This drops to 27.8%, 17.2% and 14.3% in the RM1,000-RM3,000 group, less than RM1,000 group and unemployed group respectively. Surprisingly among users who are full time students, 32.5% are on smartphones.

**Percentage of smartphone users among
Income group**

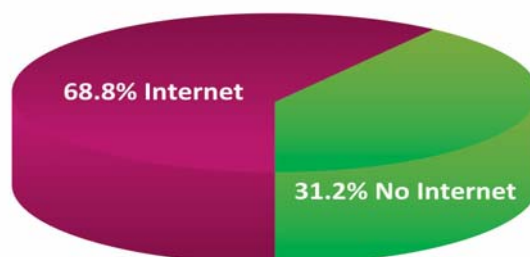
Student	32.5
Unemployed	14.3
Less than RM1,000	17.2
RM1,000 < RM 3,000	27.8
RM3,000 < RM 5,000	42.4
RM5,000 and above	58.3



SMARTPHONES AND THE INTERNET

As many as 68.8% of smartphones users accessed the Internet through their smartphones.

Among those who accessed the Internet on their smartphones 27.9% used more 3G than WiFi, 26.0% used more WiFi than 3G, 24.7% WiFi all the time while 21.4% used 3G all the time.

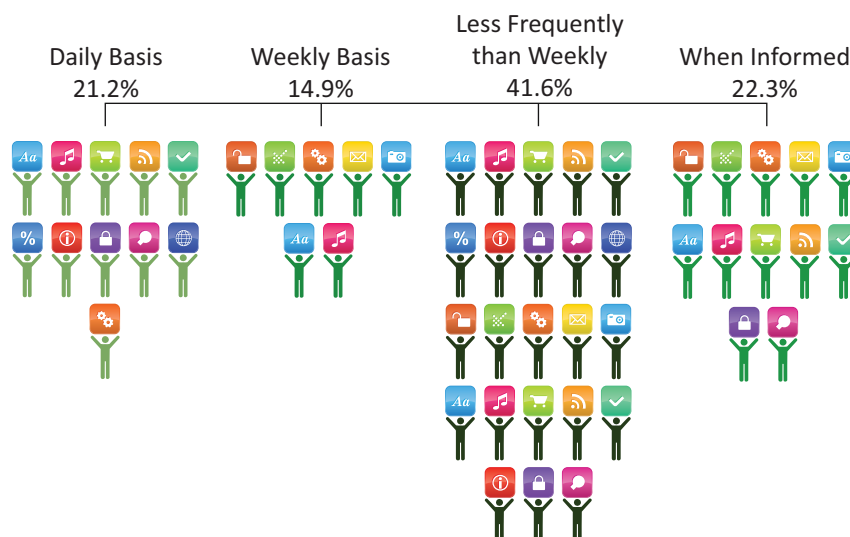


MOBILE APPS

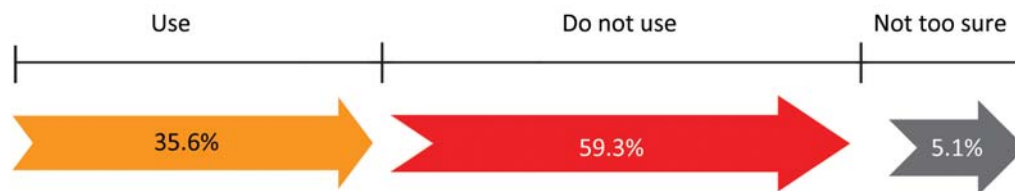
The numbers are in. Apple reported that iPhone and iPad users downloaded almost 20 billion apps in 2012 and that number refers to unique users and unique downloads. It does not count updates and re-downloads.¹¹

Undoubtedly, mobile apps make the smartphone more than just a phone and Malaysian smartphone users have a good appetite for mobile apps. 34.6% reported having downloaded 10-20 mobile apps, while 16.3% have downloaded 20-30 of them. 7.4% have 30-40; 4.2% 40-50; and 1.5% 50-60. There are even those who have more than 100 mobile apps and they account for 1.4% of smartphone users.

When asked how frequently they checked out mobile apps, 21.2% reported that they do on a daily basis, 14.9% on weekly basis while 41.6% less frequently than that. 22.3% will do so only when informed or prompted.



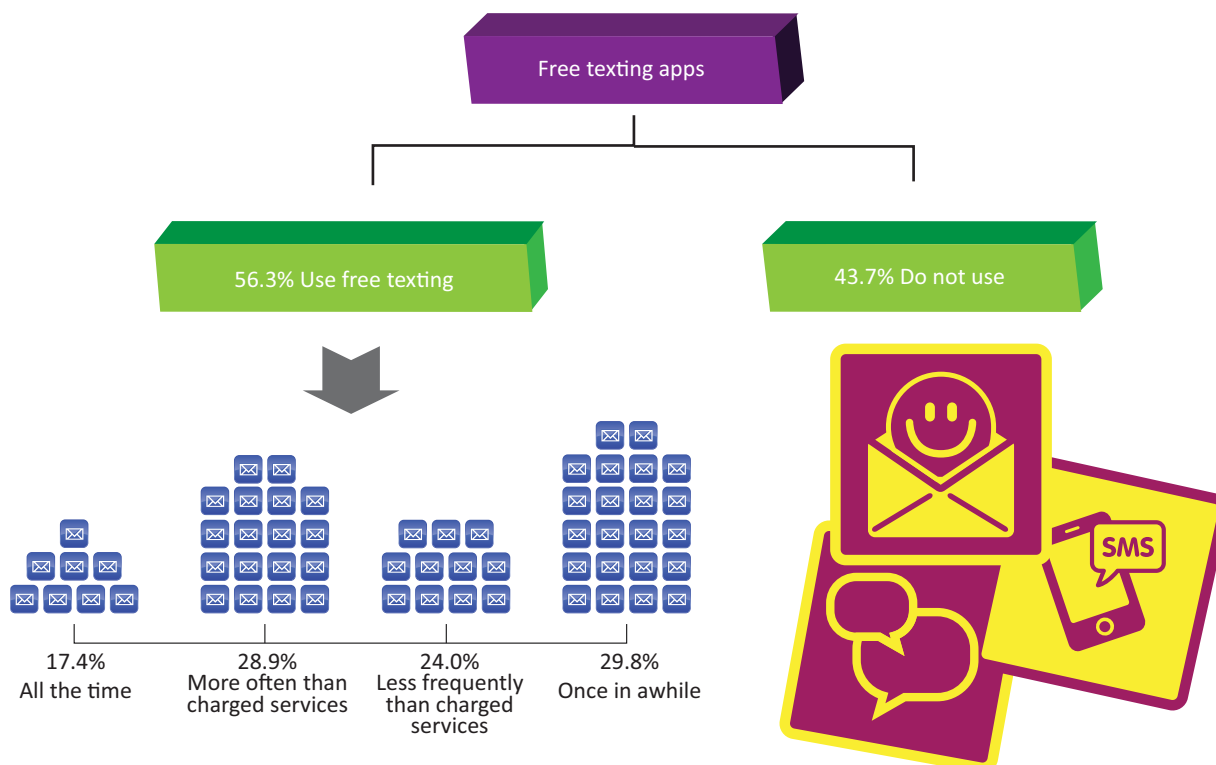
Although spreadsheet and word processing application are available, only 35.6% have and use these apps on their smartphones. 59.3% do not use such apps while 5.1% are not sure.



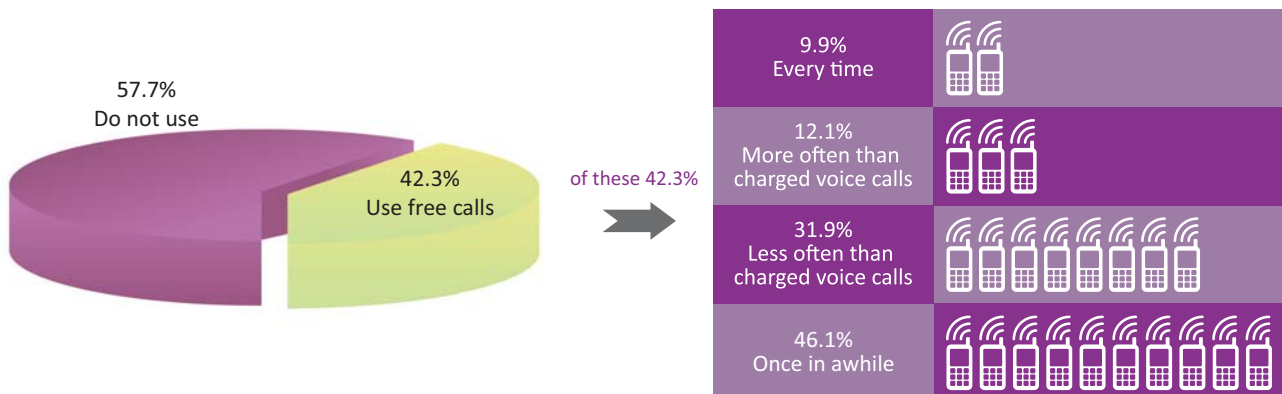
28.6% of respondents reported reading e-books on their smartphones while 71.4% reported otherwise.



Mobile apps that enable free VOIP, SMS and instant messaging are all too familiar to smartphone users. The Survey found that 56.3% of smartphone users used such application for texting. Of these 56.3%, a finer breakdown shows that most 29.8% used 'once in a while', 28.9% used these apps more often than they used chargeable services while 24.0% used less and 17.4% however use it all the time.



When it comes to calls, the survey noted that 42.3% of smartphones users leveraged on mobile apps to avoid charges. Of these, 9.9% do it every time they had to make calls; 12.1% used apps more often than charged voice calls. 31.9% used apps less often than charged voice calls and 46.1% used it only once in a while.





Elsewhere...

Analysis Mason's "Consumer smartphone usage: voice and messaging trends" found that nearly half with smartphone use some form of instant messenger or over-the top (OTT) messaging app in addition to traditional messaging (SMS). The findings have implications for wireless carriers, who are seeing use of traditional telecom services wane, as well as for brands that leverage SMS for marketing purposes.¹²

The report also found that the cost of SMS and voice services can encourage consumers to use OTT messaging and mobile VoIP services. For example, in Spain, where the cost of SMS and voice services have been relatively high, one-third of smartphone users use mobile VoIP and 80 percent use IM or OTT messaging.¹³

JAILBREAKING



To jailbreak an iPhone is to tinker with its operating system so that the user can then avail himself to a whole lot of mobile apps that are not "approved" by Apple. This of course voids the warranty of the phone, but then the user can always restore the iPhone before sending it for servicing. Jailbreaking is easy and software tools for doing this are available on the web.

The survey found that among those with iPhones, 63.9% are aware of what jailbreaking is, while 35.8% have already jailbroken their iPhones.

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% or less are considered reliable for general use. Estimates with RSEs greater than 25% but less than or equal to 50% are denoted with an asterisk in this 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% 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.

Percentage may not add up to 100 because of rounding.

DEMOGRAPHICS

TABLE 1

Nationality	Percent	RSE
Malaysian	86.3	0.8
Non Malaysian	13.7	5.1

TABLE 2

Gender	Percent	RSE
Male	56.5	1.8
Female	43.5	2.3

TABLE 3

Ethnicity	Percent	RSE
Malay	61.1	1.8
Chinese	22.9	4.0
Bumiputra Sabah / Sarawak	9.0	7.0
Indian	6.1	8.6
Orang asli	0.3	37.7*
Others	0.5	30.1*

TABLE 4

Age	Percent	RSE
Below 15	1.8	15.1
15 - 19	11.4	5.7
20 - 24	17.3	4.5
25 - 29	15.8	4.7
30 - 34	13.8	5.1
35 - 39	10.8	5.9
40 - 44	9.2	6.4
45 - 49	6.5	7.8
50 - 54	5.4	8.5
55 - 59	3.3	11.0
60 - 64	1.9	14.8
65 and above	2.9	11.8

TABLE 5

Age bands	Percent	RSE
Pre-teens & teens	13.2	5.2
Adults	73.3	1.2
Seniors	13.5	5.2

TABLE 6

Income	Percent	RSE
Less than RM1,000	29.6	3.9
RM1,000 - RM3,000	55.0	2.3
RM3,000 - RM5,000	10.8	7.2
RM5,000 and above	4.6	11.5

TABLE 7

Employment status	Percent	RSE
A full time student	15.5	4.8
Employed	52.2	2.0
Self-employed	14.5	4.9
Unemployed	17.8	4.4

TABLE 8

Education	Percent	RSE
None	2.9	12.8
Primary school	15.4	5.2
Secondary school	10.8	6.4
PMR	9.2	7.0
SPM/SPVM	31.6	3.3
STPM/STAM/Certificate	7.2	8.0
Diploma	11.8	6.1
Degree or higher (include Advanced Diploma)	10.2	6.6
Others	0.9	22.8

TABLE 9

Schooling status	Percent	RSE
Primary school	1.6	40.5
Secondary school	41.1	6.2
College/University	53.5	4.8
Others	3.8	26.2

TABLE 10

State	Percent	RSE
Johor	11.6	5.6
Kedah	6.2	7.9
Kelantan	4.6	9.3
Melaka	3.2	11.3
Negeri Sembilan	4.0	10.0
Pahang	5.5	8.5
Perak	7.2	7.3
Perlis	0.9	21.7
Pulau Pinang	6.0	8.1
Selangor	22.8	3.8
Terengganu	3.8	10.3
Sabah	7.6	7.1
Sarawak	7.0	7.4
W.P. Kuala Lumpur	9.1	6.4
W.P. Putrajaya	0.2	40.8
W.P. Labuan	0.2	44.7

TABLE 11

Area	Percent	RSE
Rural	31.2	3.0
Urban	68.8	1.4

USER'S TRENDS & EXPERIENCE

TABLE 12

User experience of using hand phone	Percent	RSE
Less than one year	10.1	6.1
More than one year	89.9	0.7

TABLE 13

Active hand phone line	Percent	RSE
1	63.3	1.6
2	29.6	3.1
3	5.0	8.9
4	0.9	21.2
5	0.4	31.6*
More than 5	0.8	22.3

TABLE 14

Access Internet through smartphone	Percent	RSE
Yes	68.8	2.7
No	31.2	5.9

TABLE 15

Internet application	Percent	RSE
3G all the time	21.4	9.2
More 3G than Wi-Fi	27.9	7.8
More Wi-Fi than 3G	26.0	8.1
Wi-Fi all the time	24.7	8.4

TABLE 16

Mobile apps	Percent	RSE
<10	27.4	7.8
10 - 20	34.6	6.6
20 -30	16.3	10.9
30 - 40	7.4	17.0
40 - 50	4.2	23.1
50 - 60	1.6	37.5*
60 - 70	0.5	70.5**
70 - 80	0.2	99.9**
80 - 90	0.2	99.9**
90 - 100	0.5	70.5**
>100	1.4	40.5*
Not sure	5.6	19.8

TABLE 17

Check out mobile apps	Percent	RSE
Daily	21.2	9.3
Less frequently	41.6	5.7
Only when informed or prompted	22.3	9.0
Weekly	14.9	11.5

TABLE 18

Free calls via apps	Percent	RSE
Yes	42.3	5.6
No	57.7	4.1

TABLE 19

Frequency of making free calls via apps	Percent	RSE
Every time	9.9	22.4
Less than charged voice calls	31.9	10.8
More often than charged voice calls	12.1	20.0
Once in a while	46.1	8.0

TABLE 20

Free texting via apps	Percent	RSE
Yes	56.3	4.3
No	43.7	5.5

TABLE 21

Frequency of sending free texting messages via apps	Percent	RSE
All the time	17.4	14.0
Less frequently than charged services	24.0	11.4
More often than charged SMS	28.9	10.1
Once in a while	29.8	9.9

TABLE 22

Awareness of jail break	Percent	RSE
Yes	63.9	8.3
No	36.1	14.6

TABLE 23

Jailbroken iphone	Percent	RSE
Yes	35.8	18.4
No	64.2	10.3

TABLE 24

Spreadsheet and Word processing apps	Percent	RSE
Yes	35.6	6.5
No	59.3	4.0
Not Sure	5.1	20.8

TABLE 25

Read e-books through smartphone	Percent	RSE
Yes	28.6	7.6
No	71.4	3.1

TABLE 26

Intention to change to smartphone	Percent	RSE
Yes	35.4	3.3
No	64.6	1.8

TABLE 27

Expected timeframe to change to smartphone	Percent	RSE
Later than next year	19.5	8.3
Next year	31.3	6.0
Sometime this year	49.2	4.1

TABLE 28

Targetted price range for smartphone	Percent	RSE
< RM500	36.4	5.4
RM500 - RM1000	37.7	5.2
RM1000 - RM1500	14.4	9.9
RM1500 - RM2000	8.6	13.3
RM2000 and above	2.8	23.9

TABLE 29

Intention to change to 3G phone	Percent	RSE
Yes	16.9	9.3
No	83.1	1.9

TABLE 30

Expected timeframe to change to 3G phone	Percent	RSE
Later than next year	30.2	15.5
Next year	38.5	12.9
Sometime this year	31.3	15.1

TABLE 31

Targetted price range for 3G phone	Percent	RSE
< RM200	25.0	17.7
RM200 - RM400	28.1	16.3
RM400 - RM600	29.2	15.9
RM600 - RM800	6.3	39.5*
RM800 - RM1000	4.2	48.9*
More than RM1000	7.3	36.4*

TABLE 32

Conversance with hand phone settings	Percent	RSE
Yes	62.0	1.6
No	38.0	2.6

TABLE 33

Awareness of terms and conditions	Percent	RSE
Aware and clear of the terms and conditions	15.2	4.8
Aware but not very clear of the terms and conditions	44.6	2.3
Not aware at all	40.1	2.5

TABLE 34

Sleeping with the phone	Percent	RSE
Yes	23.5	3.7
No	76.5	1.1

TABLE 35

Awareness of CFM	Percent	RSE
Yes	16.4	4.6
No	83.6	0.9

TABLE 36

Awareness of SKMM	Percent	RSE
Yes	44.4	2.3
No	55.6	1.8

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FOR MORE STATISTICS



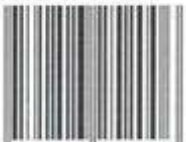
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