

**RESEARCH REPORT**  
**SUBMITTED TO THE OFFICE OF**  
**THE PRIVACY COMMISSIONER FOR PERSONAL DATA**

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**Survey on Person-to-person  
Direct Marketing Calls**

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**Social Sciences Research Centre**  
**The University of Hong Kong**

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## **Executive Summary**

### **Introduction**

The Social Science Research Centre of The University of Hong Kong (SSRC) was commissioned by the Office of the Privacy Commissioner for Personal Data (PCPD) in March 2014 to conduct a survey of public opinion regarding person-to-person direct marketing calls (i.e. person-to-person calls to promote or advertise products or services, etc.). This survey aims to understand the number of person-to-person (P2P) direct marketing calls received by the public as well as their responses and perception of such calls.

### **Research Methodology**

This survey was conducted by using Computer Assisted Telephone Interviews (CATI). The sample of residential telephone numbers was generated from the latest English residential telephone directory by dropping the last digit, removing duplicates, adding all 10 possible final digits, randomizing order, and selecting as needed. The target respondents were Cantonese, Putonghua or English speaking and aged 18 or above. A bilingual (Chinese and English) questionnaire was used to collect data. Fieldwork took place between 11th March and 17th March 2014. Sample sizes of 534 respondents were successful interviewed. The contact rate was 30.3% and the overall response rate was 78.6%. The width of a 95% confidence interval was at most +/- 4.2% and weighting was applied in order to make the results more representative of the general population. Statistical tests were applied to investigate if there is any significant association between demographics and the response variables. Only the significant findings at the 5% level (2-tailed) are presented in the report.

### **Key Findings of the Survey**

After weighting by age and gender of the respondents to match with the Hong Kong population data compiled by the Census and Statistics Department (C&SD) for end-2013, over half were female, over three quarters were aged between 21 and 60, over a third had tertiary/degree education or above and over half of them were either employees, self-employed or employers.

The results are compared with the summarized results of the public opinion survey commissioned by the Office of the Communication Authority (OFCA) in 2008 on the same topic<sup>1</sup>.

There was a statistically significant increase in the proportion of respondents who claimed that they had received P2P direct marketing calls from 84% in 2008 to 91% in 2014 and a statistically significant increase in the number of direct marketing calls received in the past 7 days by respondents, with the percentage who reported that they had received 6 or more direct marketing calls in the past 7 days increasing from 8% in 2008 to 23% in 2014.

In normal response to P2P direct marketing calls, nearly half of the respondents in both 2008 and 2014 would “indicate to the caller at the very beginning that they were not interested” (49% in 2014). On the other hand, there is a statistically significant drop between 2008 and 2014 in the percentage of respondents who would “listen first to see whether they were interested in the information and would discontinue the call if they were not interested” (2008: 46%; 2014: 28%). In 2014, 21% of respondents would discontinue the call immediately (exact 2008 figure unknown, but is at most 11%).

There was a similar distribution in the reported proportion of calls involving use of personal data for P2P direct marketing calls in the 2008 and 2014 surveys. In both 2008 and 2014, 55% of respondents reported that more than 40% of P2P direct marketing calls received by them involved the use of their personal data.

Similar proportions of respondents who had ever requested the callers not to call them again after receiving P2P direct marketing calls involving use of their personal data for the two surveys (2014: 39%). The common reasons for not asking these callers to stop calling in 2014 were: “respondents hung up” (25%), “not useful” (20%) and “unaware of the legal right” (17%).

There was a statistically significant increase in the percentage of callers who would continue to call even though they had promised not to call again (30% in 2008 to 42% in 2014), while there was no statistically significant change in the percentage who

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<sup>1</sup> The summarized results are an Appendix in the Legislative Council document “LC Paper No. CB(1)240/09-10(04)”, available here:  
<<http://www.legco.gov.hk/yr09-10/english/panels/itb/papers/itb1109cb1-240-4-e.pdf>>

would honour this request (14% in 2014).

The percentage of respondents who reported that they had got benefits from P2P direct marketing calls showed a statistically significant decrease from 13% to 6% between 2008 and 2014. “Lower price or discounts” and “receiving more information” were the two most quoted benefits in both 2008 and 2014 surveys. The percentage of respondents who had made commercial transactions during P2P direct marketing calls showed a statistically significant decrease from 21% to 16% between 2008 and 2014.

The same proportion of the respondents (81%) reported that P2P direct marketing calls had ever caused inconvenience to them in both 2008 and 2014 surveys, while “Waste my time” was the most often reported type of inconvenience in both the 2008 and 2014 surveys.

Only 4.4% of the respondents who had received P2P direct marketing calls from callers who had their personal data had ever made a complaint about receiving unwanted direct marketing calls. About four-fifths of the respondents who complained (79.9%) had complained to the company that made the direct marketing call and none had complained to the PCPD or the Consumer Council.

The respondents who had received P2P direct marketing calls not involving the use of personal data were also asked whether they had made a complaint. Only 2.4% of the respondent had ever made a complaint about receiving unwanted direct marketing calls not involving the use of personal data.

In summary, the proportion of respondents receiving frequent P2P direct marketing calls (6 or more calls per 7 days) has increased greatly from 8% to 23% between 2008 and 2014. Fewer respondents (6%) are reporting commercial benefits, while the overwhelming majority of respondents (81%) report inconvenience, primarily wasting their time. Most respondents would complain to the company that made the direct marketing call if personal data is involved (if no personal data is involved, they have little recourse), but the proportion of callers who continue to call after promising to stop has now risen to 42%.

## **Chapter 1      Introduction**

The Social Science Research Centre of The University of Hong Kong (SSRC) was commissioned by the Office of the Privacy Commissioner for Personal Data (PCPD) in March 2014 to conduct a survey of public opinion regarding person-to-person direct marketing calls (i.e. person-to-person calls to promote or advertise products or services, etc.).

This survey aims to understand the number of person-to-person direct marketing calls received by the public as well as their responses and perception of such calls.

## **Chapter 2 Survey Methodology**

### **2.1 Survey Design**

Survey data were collected through telephone interviews between 4pm and 10:30pm on 11th March 2014 to 17th March 2014. A structured questionnaire was used to collect information from the target respondents. All telephone interviews were conducted using the Computer Assisted Telephone Interview (CATI). Interviews were conducted in the language of the respondents (either Cantonese, English or Putonghua).

A random sample was drawn from 8,637 residential telephone numbers. These numbers were generated from the latest English residential telephone directory by dropping the last digit, removing duplicates, adding all 10 possible final digits, randomizing order, and selecting as needed. The Chinese residential telephone directory was not used because the total number of telephone numbers included is less than that included in the English residential telephone directory. This method provides an equal probability sample that covers unlisted and new numbers but has a lower contact response rate than pure directory sampling, because it includes some invalid telephone numbers that need to be screened out.

Where more than one eligible person resided in a household and was present at the time of the telephone contact, the 'Next Birthday' rule was applied, i.e. the household member who had his/her birthday the soonest was selected to answer the questionnaire. This reduced the over-representation of housewives in the sample.

### **2.2 Target Respondents**

The target respondents of the telephone interviews were all adults aged 18 or above.

### **2.3 Questionnaire**

A bilingual questionnaire was designed by the SSRC and approved by the PCPD. Most of the questions were closed-ended and anticipated responses could use pre-coded responses.

## 2.4 Pilot Survey

Before the actual survey, a pilot survey of randomly selected households was conducted to test the questionnaire and to identify any problems prior to the survey proper. Results from the pilot survey are not included in the subsequent compilation and analysis of the main study.

## 2.5 Enumeration Result

During the main survey, 8,637 telephone numbers were tried. Among the households reached, 1,612 respondents were not available at that time, 116 households refused and 29 answered only part of the questionnaire. A total of 534 respondents were successfully interviewed by using the CATI system. The contact rate was 30.3%<sup>2</sup> and the overall response rate was 78.6%<sup>3</sup>. Table 2.1 shows the breakdown of final status of all numbers tried.

**Table 2.1: Final status of all numbers tried**

Type	Final status of all numbers tried <sup>4</sup>	Number of cases
1	Successful interview	534
2	Drop-out case	29
3	Refusal case	116
4	Language problem	21
5	Respondent ineligible (i.e. aged under 18)	1
6	Business line	306
7	Respondent not available	1,612
8	Appointment	1
9	No answer	2,051
10	Busy tone	184

<sup>2</sup> Contact rate = the number of answered telephone calls divided by the total number of calls attempted, i.e. from Table 2.1, Sum of (types 1 to 8) / Total = (534+29+116+21+1+306+1,612+1) / 8,637 = 30.3%.

<sup>3</sup> Response rate = the number of successful interviews divided by the sum of the numbers of successful interviews, drop-out cases and refusal cases, i.e. from Table 2.1, (type 1) / (type 1 + type 2 + type 3) = 534 / (534 + 29 + 116) = 78.6%.

<sup>4</sup> 'Drop-out case': eligible respondents who initially accepted the interview but failed to complete the questionnaire. 'Refusal case': eligible respondents who refused to accept the interview. 'Language problem': eligible respondents who were not able to speak clearly in either Cantonese, English or Putonghua. 'Invalid number': not a valid telephone line (because we used a random method to generate telephone numbers, see section 2.1).

11	Fax machine	339
12	Invalid number	3,406
13	Answering machine	37
<b>TOTAL</b>		<b>8,637</b>

## 2.6 Overall Sampling Error

The survey findings are subject to sampling error. For a sample size of 534, the maximum sampling error is + 4.2%<sup>5</sup> at the 95% level of confidence (ignoring clustering effects). In other words, we have 95% confidence that the population proportion falls within the sample proportion plus or minus 4.2%, based on the assumption that non-respondents are similar to respondents.

The table below serves as a guide in understanding the range of sampling error for a sample size of 534 before proportion differences is statistically significant.

**95% Confidence Level  
Maximum Sampling Error by Range of Proportion Response**

Sample size (n=534)	Proportion response				
	10%/90%	20%/80%	30%/70%	40%/60%	50%/50%
Sampling error	± 2.5%	±3.4%	±3.9%	±4.2%	±4.2%

As the table indicates, the sampling error is at most 4.2% for a sample size of 534. This means that for a given question answered by the respondents, one can be 95% confident that the difference between the sample proportion and the population proportion is not greater than 4.2%.

## 2.7 Quality Control

All SSRC interviewers were well trained in a standardized approach prior to the commencement of the survey. All interviews were conducted by experienced

<sup>5</sup> As the population proportion is unknown, 0.5 is put into the formula of the sampling error to produce the most conservative estimation of the sampling error. The confidence interval width is:

$$\pm 1.96 \times \sqrt{\frac{0.5 * 0.5}{534}} \times 100\% = 4.2\%$$

interviewers fluent in Cantonese, Putonghua and English.

The SSRC engaged in quality assurance for each stage of the survey to ensure satisfactory standards of performance. At least 5% of the questionnaires completed by each interviewer were checked by the SSRC supervisors independently.

## 2.8 Data Processing and Statistical Analysis

This survey revealed some differences in gender and age proportions when compared with the Hong Kong population data compiled by the Census and Statistics Department (C&SD) for end-2013. The sample proportions of age groups 41-60 and over 70 were much higher than the corresponding population proportions, while the sample proportions of age groups 21-40 were much lower than the corresponding population proportions. The sample also contained a higher proportion of females when compared with the population. Table 2.2a shows the differences in terms of age and gender.

**Table 2.2a: Comparison of the age and gender distribution between this survey and the Hong Kong population data compiled by the C&SD for mid-2013**

Age Group	This survey			Hong Kong population data (mid-2013)*		
	Male	Female	Total	Male	Female	Total
	% of Total	% of Total	% of Total	% of Total	% of Total	% of Total
18-20	<b>1.14</b>	<b>2.84</b>	3.98	2.14	2.03	4.17
21-30	<b>3.79</b>	<b>4.17</b>	7.95	7.22	8.79	16.02
31-40	<b>4.17</b>	<b>5.68</b>	9.85	7.47	10.95	18.42
41-50	<b>10.23</b>	<b>14.02</b>	24.24	8.37	11.03	19.40
51-60	<b>10.23</b>	<b>15.91</b>	26.14	9.45	9.89	19.34
61-70	<b>5.11</b>	<b>7.39</b>	12.50	5.74	5.72	11.46
Over 70	<b>5.68</b>	<b>9.66</b>	15.34	5.01	6.19	11.20
Total	<b>40.34</b>	<b>59.66</b>	100.00	45.40	54.60	100.00

\*Provisional figures obtained from the C&SD

In view of the demographic differences between this sample and the population, weighting was applied by gender and age in order to make the results more representative of the general population. The weights are calculated by dividing the proportion of a particular age and gender group of a gender in the population by the corresponding proportion in the sample (Table 2.2b).

**Table 2.2b: Weights applied by age and gender**

<b>Age</b>	<b>Male</b>	<b>Female</b>
18-20	1.879553807	0.716074537
21-30	1.906931459	2.110387517
31-40	1.793152363	1.926649042
41-50	0.818807717	0.786939754
51-60	0.923621410	0.621620626
61-70	1.122846233	0.774299786
Over 70	0.881758979	0.640341661
Age data missing	1.000000000	1.000000000

The Kruskal-Wallis test and Spearman's rank correlation are carried out without weighting as SPSS is unable to handle non-integer weights for these two tests. However, all proportions quoted in this report have been adjusted by applying the above weightings.

All results are presented in percentage form unless otherwise stated. For tables presented in this report, figures may not add up to totals due to rounding. Comparison of data was performed using cross tabulations and one-way frequency tables. Statistical tests using sample weighting were applied to study the significant differences between sub-groups. Associations between selected demographic information and responses of selected questions were examined by the Kruskal-Wallis test and Spearman's rank correlation. Significance testing was conducted at the 5 level (2-tailed).

The statistical software, SPSS for Windows version 20.0, was used to perform all statistical analyses.

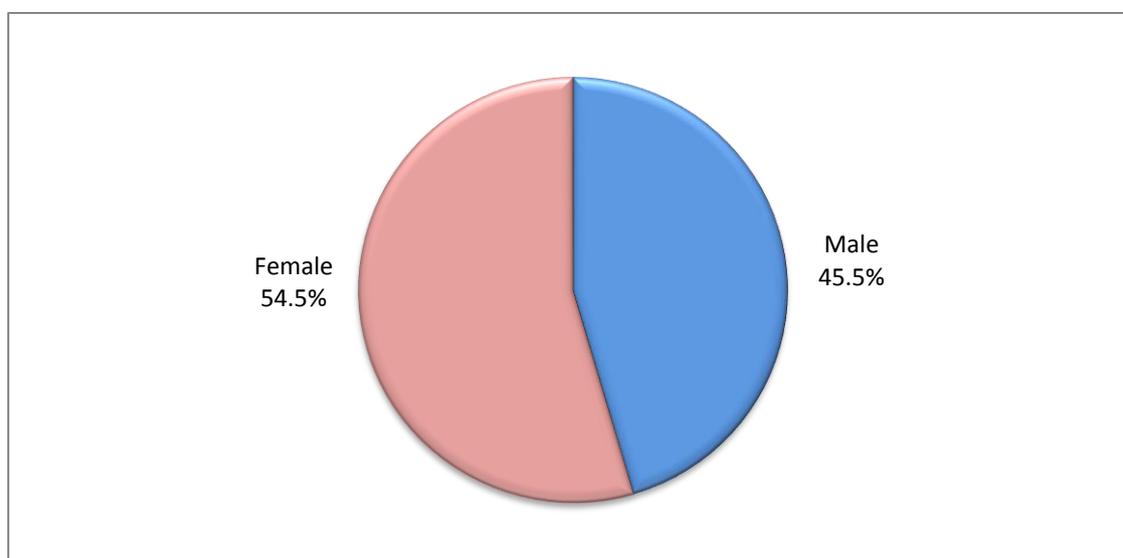
## Chapter 3 Profile of All Respondents

Respondents provided information such as gender, age, education level and occupation.

### 3.1 Gender

Figure 3.1 indicates that, after weighting by age and sex, 54.5% of the respondents were female and the remaining 45.5% were male.

*Figure 3.1: Gender of all respondents*

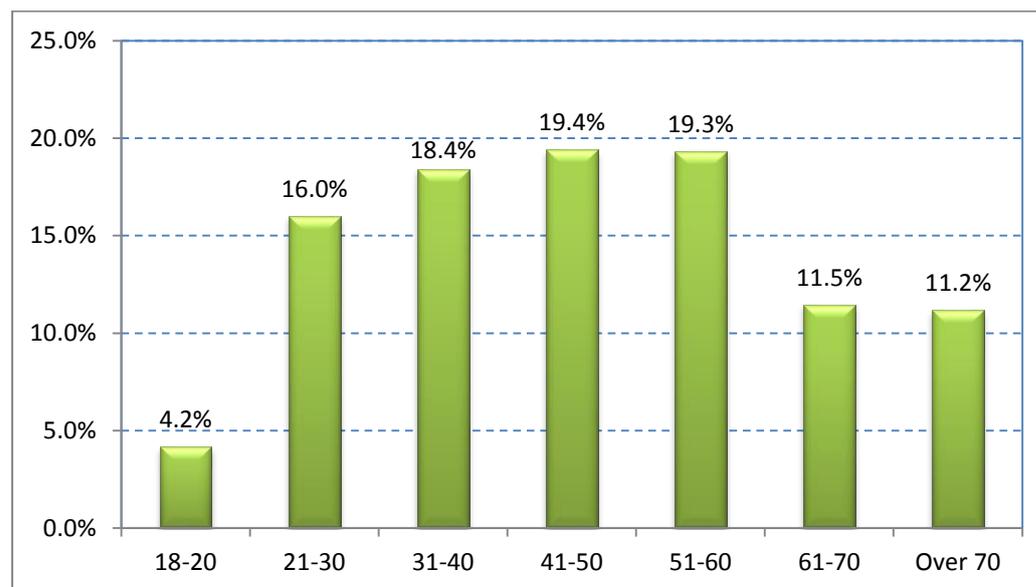


*(Base: All respondents = 534)*

### 3.2 Age group

Figure 3.2 shows that, after weighting by age and sex, over three quarters of respondents (73.2%) were aged 21-60, while over one-fifth of them (22.7%) were aged over 60 and the remaining (4.2%) were aged 18-20.

**Figure 3.2: Age group of all respondents**

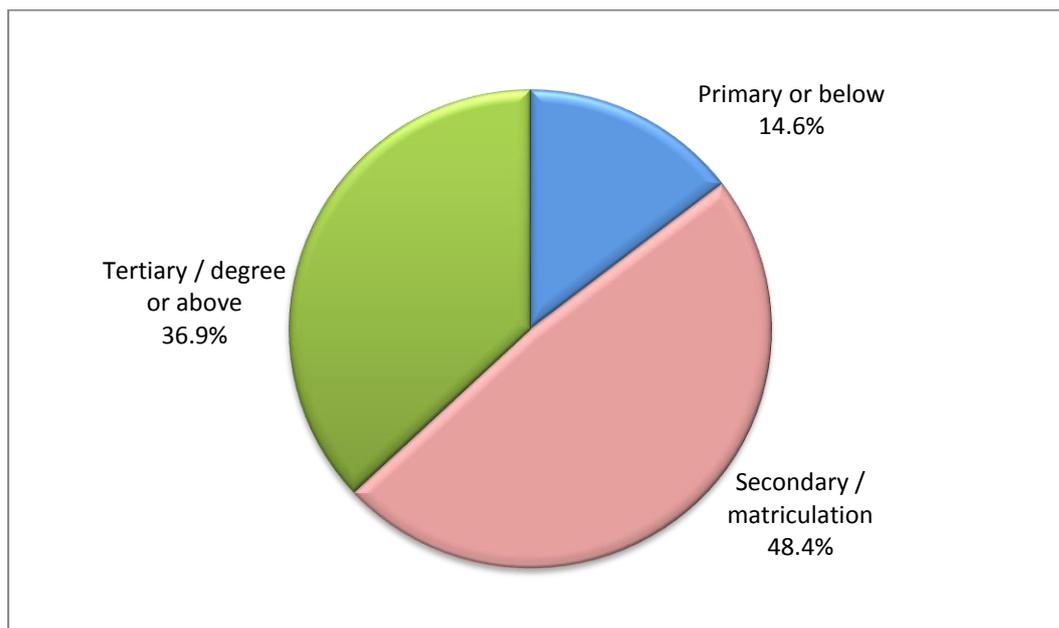


(Base: All respondents excluding "refuse to answer" = 528)

### 3.3 Education level

Figure 3.3 indicates that, after weighting by age and sex, about half of the respondents (48.4%) had an education level of secondary/ matriculation. More than a third of them (36.9%) had tertiary/ degree education or above, while the remaining (14.6%) had primary education or below.

**Figure 3.3: Education level of all respondents**

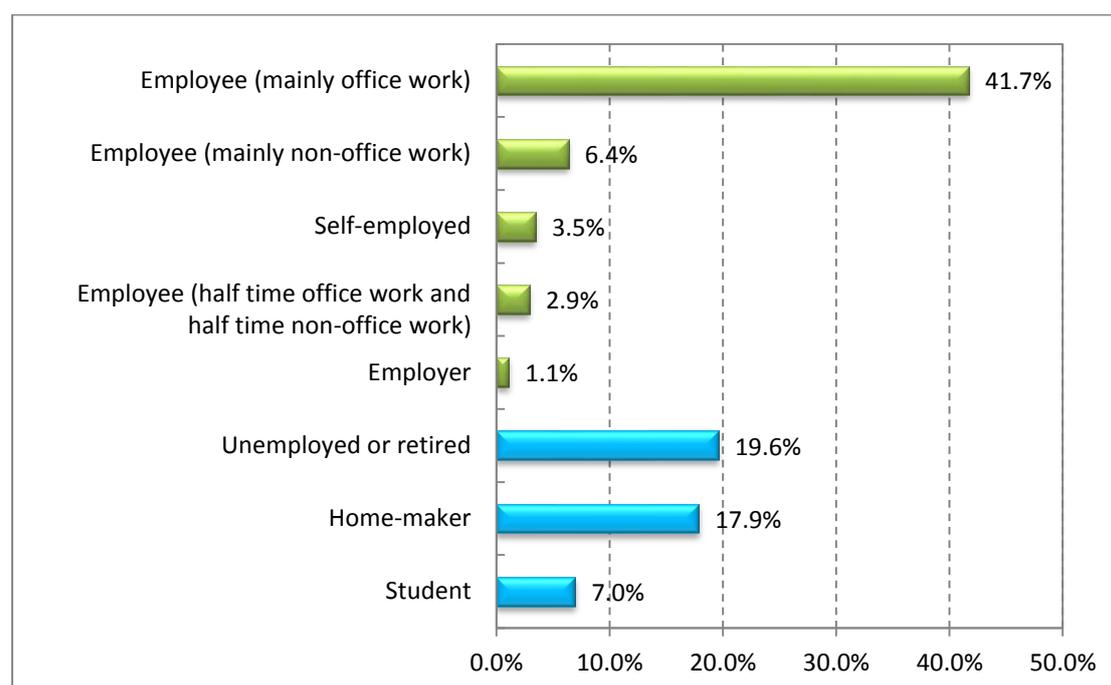


(Base: All respondents excluding "refuse to answer" = 529)

### 3.4 Occupation

Figure 3.4 shows that over half of the respondents (55.6%) were either employees (51.0%), self-employed (3.5%) or employers (1.1%). The remaining respondents (44.4%) who were not working included the unemployed or retired (19.6%), home-makers (17.9%) and students (7.0%).

*Figure 3.4: Occupations of all respondents*



*(Base: All respondents excluding "refuse to answer" = 530)*

## **Chapter 4 Findings of the Survey**

In this chapter, the analysis covers questions about respondents' experience and perception of receiving person-to-person direct marketing calls.

The sub-group analyses were performed based on the breakdown of respondents' demographic information including gender, age group, educational level and occupation to see if there were any significant associations between these demographic factors and the areas being investigated. The responses of "don't know/hard to say", "not applicable" and "refuse to answer" have been excluded from all the sub-group analyses in this chapter.

All proportions quoted in this report have been adjusted by applying the weights for age and sex listed in Table 2.2b, although the Kruskal-Wallis test and Spearman's rank correlation are carried out without weighting as SPSS is unable to handle non-integer weights for these two tests.

Only significant results at the 0.05 level are discussed.

### **4.1 Re-grouping of variables**

Some of the responses have been re-grouped into smaller number of categories in order to make the sub-group analyses more robust. Table 4.1a shows how the demographic variables have been regrouped while Table 4.1b illustrates how the responses of some questions in the main questionnaire were combined.

**Table 4.1a: Re-grouping the responses of demographic information (Q13-16)**

Demographic variable	Origin		Re-grouped level	
	Original level	Sample size (weighted)	Re-grouped level	Sample size (weighted)
Gender	Male	243	Male	243
	Female	291	Female	291
Age group	18-20	22	18-30	107
	21-30	85		
	31-40	97	31-40	97
	41-50	102	41-50	102
	51-60	102	51-60	102
	61-70	61	Over 60	120
	Over 70	59		
Education level	Primary or below	77	Primary or below	77
	Secondary / matriculation	256	Secondary / matriculation	256
	Tertiary / degree or above	195	Tertiary / degree or above	195
Occupation	Employer	6	Employer / Self-employed	24
	Self-employed	18		
	Employee (mainly office work)	221	Employee (mainly office work)	221
	Employee (mainly non-office work)	34	Employee (mainly non-office work) / Employee (half time office work and half time non-office work)	49
	Employee (half time office work and half time non-office work)	16		
	Student	37	Student	37
	Home-maker	95	Home-maker	95
	Unemployed or retired	104	Unemployed or retired	104

**Table 4.1b: Re-grouping the responses of some questions in the main questionnaire**

Question No.	Question content	Origin		Re-grouped	
		Original level	Sample size (weighted)	Re-grouped level	Sample size (weighted)
Q1	The total number of person-to-person direct marketing calls received by respondents over the past 7 days	None	126	None	126
		1 call	26	1-2 calls	106
		2 calls	80		
		3 calls	68	3-4 calls	94
		4 calls	27		
		5 calls	27	5 calls or above	137
		6 calls or above	111		
Q5B	Among the person-to-person direct marketing calls had received by respondents, the proportion of callers who have their personal data (excluding those case which respondents are not sure if some or all the callers have their personal data)	None	24	0-49%	167
		10% or below	44		
		11-20%	49		
		21-30%	28		
		31-40%	23		
		41-50%	103	50%	103
		51-60%	21	51-100%	102
		61-70%	38		
		71-80%	28		
		81-90%	5		
91-100%	10				
Q7A	Among the person-to-person direct marketing calls had received by respondents, the proportion of callers who have their personal data because the respondents were the customer of the companies which called	None	26	0-49%	135
		10% or below	34		
		11-20%	36		
		21-30%	27		
		31-40%	10		
		41-50%	71	50%	69
		51-60%	16	51-100%	150
		61-70%	39		
		71-80%	33		
		81-90%	28		
91-100%	35				
Q10A	Among the calls in which respondents made or agreed to make transaction, the proportions of calls which have their names were specified	None	2	None	2
		10% or below	51	Make transaction in such calls	69
		11-20%	6		
		21-30%	2		
		31-40%	0		
		41-50%	4		
		51-60%	0		
		61-70%	5		
		71-80%	0		
		81-90%	0		
91-100%	1				

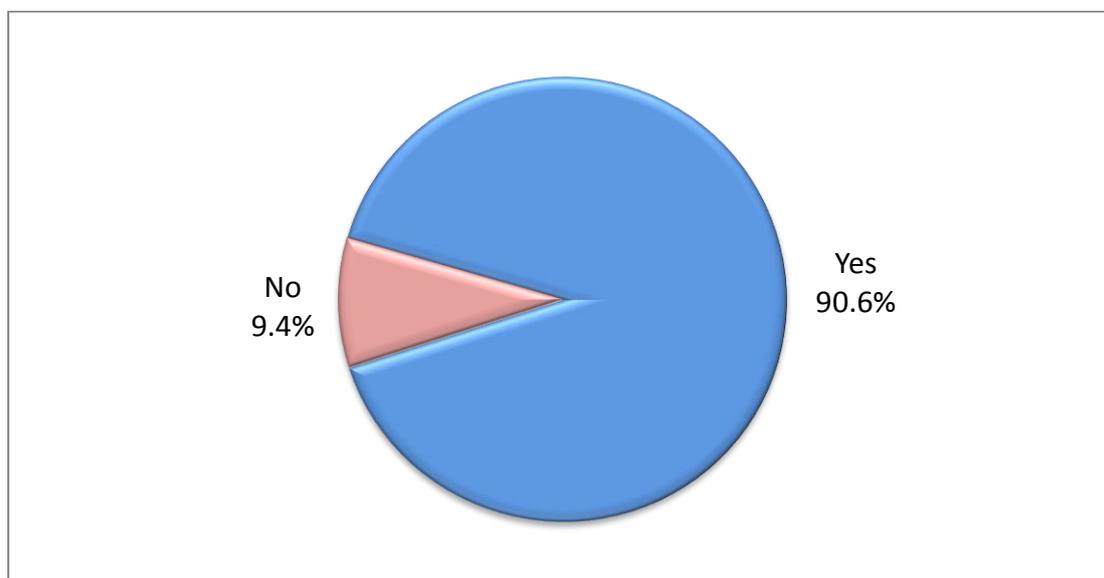
Question No.	Question content	Origin		Re-grouped	
		Original level	Sample size (weighted)	Re-grouped level	Sample size (weighted)
Q10B	Among the calls in which respondents made or agreed to make transaction, the proportions of calls which were randomly generated	None	63	None	63
		10% or below	12	Make transaction in such calls	12
		11-20%	0		
		21-30%	0		
		31-40%	0		
		41-50%	0		
		51-60%	0		
		61-70%	0		
		71-80%	0		
		81-90%	0		
		91-100%	0		

## 4.2 Whether the respondents had ever received any person-to-person direct marketing calls

Respondents were asked<sup>6</sup> whether they had ever received any person-to-person direct marketing calls including those calls received via their mobile phone, household fixed line and office fixed line.

Figure 4.1 shows that over nine-tenths of them (90.6%) reported that they had ever received person-to-person direct marketing calls, while the rest had never received such calls.

**Figure 4.1: Whether the respondents had ever received any person-to-person direct marketing calls**



(Base: All respondents = 534)

<sup>6</sup> Question S2

Whether the respondents had ever received the person-to-person direct marketing calls was found to be significantly associated with two demographic variables including age and education level.

The respondents aged over 60 and those with lower education level were less likely than their respective counterparts to report that they had received person-to-person direct marketing calls.

**Table 4.2: The relationship between whether the respondents had ever received person-to-person direct marketing calls and demographic variables**

Variable	Level	Base	Yes	No	p-value
					Kruskal-Wallis test
Age	18-30	107	95.1%	4.9%	0.000
	31-40	97	100.0%	0.0%	
	41-50	102	96.1%	3.9%	
	51-60	102	93.3%	6.7%	
	Over 60	120	72.4%	27.6%	
Education Level	Primary or below	77	64.8%	35.2%	0.000
	Secondary / matriculation	256	92.9%	7.1%	
	Tertiary / degree or above	195	98.1%	1.9%	

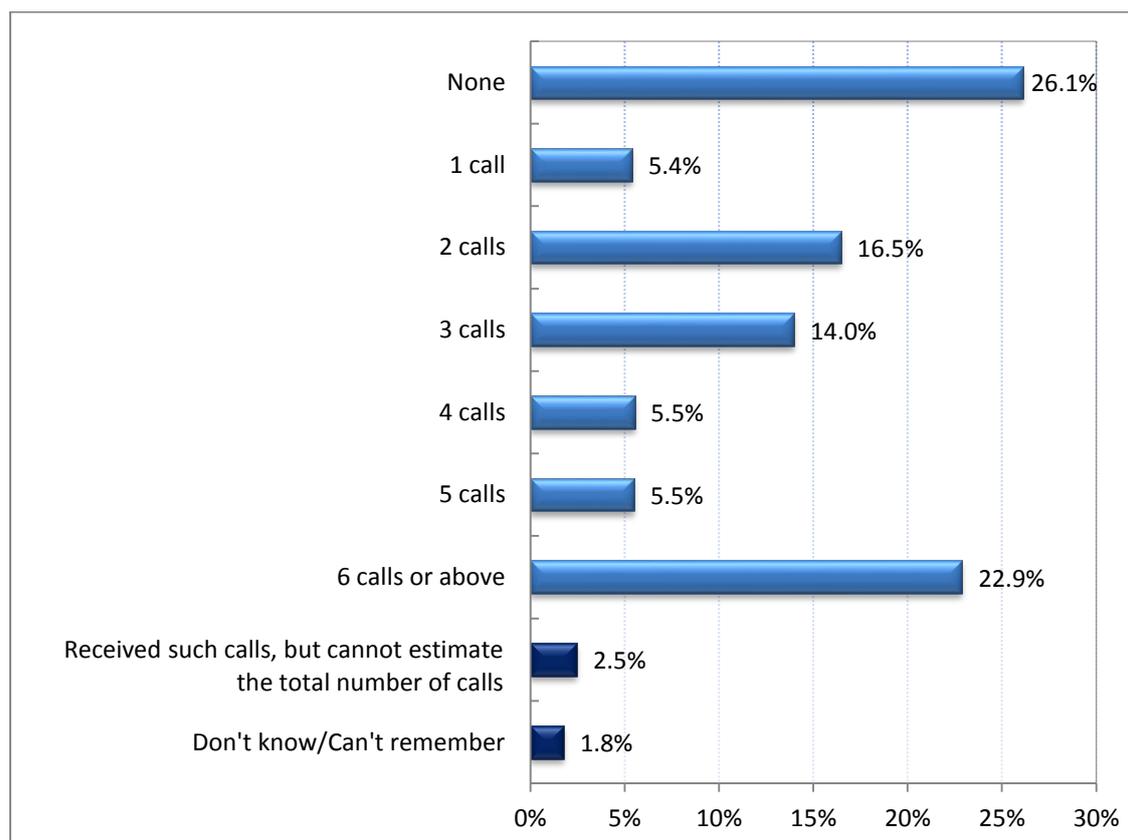
### 4.3 Number of person-to-person direct marketing calls received

Among those respondents who had received person-to-person direct marketing calls, they were further asked the total number of calls they received over the past 7 days prior to the survey<sup>7</sup>.

Figure 4.2 shows that slightly over one-third of them (35.8%) received 1 - 3 person-to-person direct marketing calls, followed by about one-tenth who received 4 - 5 calls (11.0%) and over one-fifth who received 6 calls or above (22.9%). Over a quarter of them (26.1%) reported that they did not receive any person-to-person direct marketing calls at all during the past 7 days prior to the survey.

The mean and median total numbers for person-to-person direct marketing calls received over the past 7 days prior to the survey were 3.83 and 2.28 respectively.

**Figure 4.2: The total number of person-to-person direct marketing calls received**



(Base: All respondents who had received "person-to-person direct marketing calls" = 484)

<sup>7</sup> Question Q1

The total number of person-to-person direct marketing calls received over the past 7 days prior to the survey was found to be significantly associated with gender, age group, education level and occupation.

Male respondents, those aged 41-50, and respondents who were employers / self-employed were more likely than their respective counterparts to receive 5 or more person-to-person direct marketing calls in the past 7 days. Also, the higher the education level of respondents, the more likely that they received 5 or more person-to-person direct marketing calls in the past 7 days.

**Table 4.3: The relationship between the total number of calls received during the 7 days prior to the survey and demographic variables**

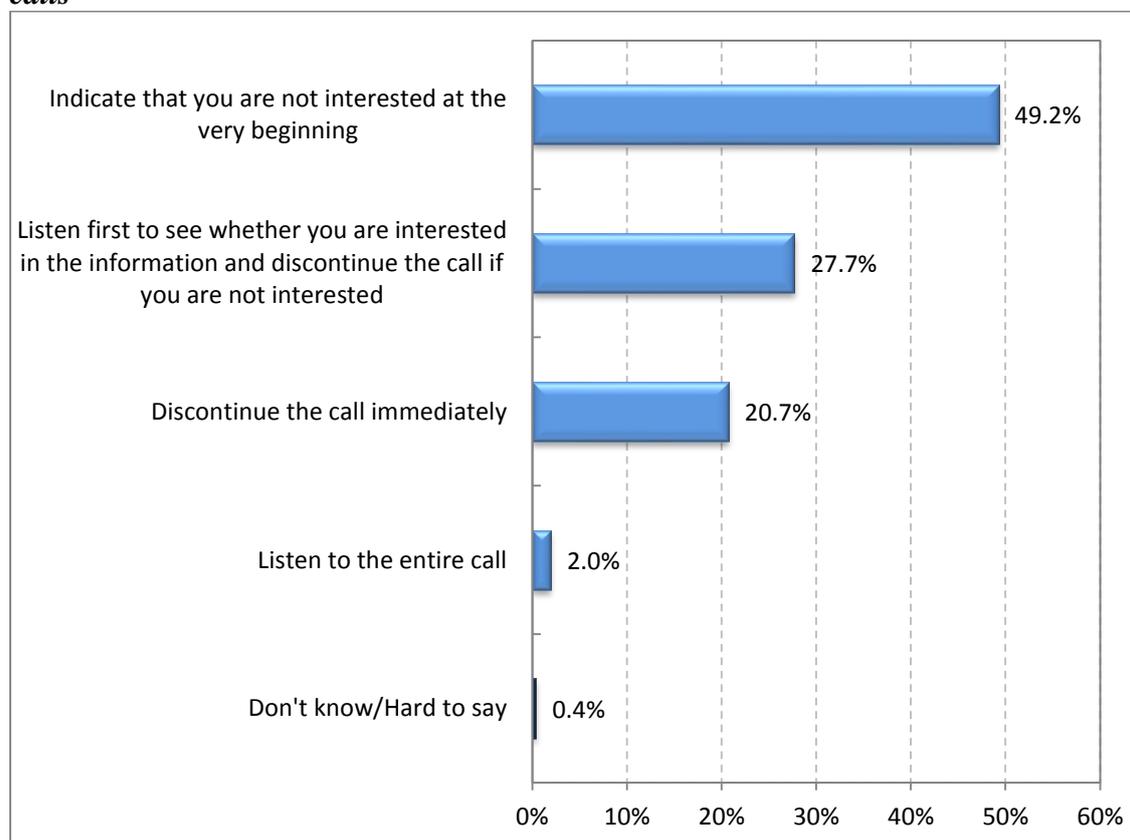
Variable	Level	Base	0	1-2	3-4	5 or above	p-value	
							Kruskal-Wallis test	Rank Correlation
Gender	Male	214	22.0%	18.0%	23.7%	36.2%	0.000	
	Female	249	31.8%	26.9%	17.4%	23.9%		
Age Group	18-30	96	33.8%	27.6%	15.6%	23.0%	0.037	
	31-40	95	25.6%	27.7%	15.5%	31.2%		
	41-50	95	17.5%	14.3%	26.2%	42.0%		
	51-60	92	19.2%	25.3%	24.9%	30.6%		
	Over 60	83	42.2%	18.0%	20.1%	19.6%		
Education Level	Primary or below	47	43.0%	25.9%	15.2%	15.8%	0.000	
	Secondary / matriculation	231	26.0%	21.7%	20.7%	31.6%		
	Tertiary / degree or above	183	24.7%	23.7%	21.0%	30.6%		
Occupation	Employer / Self-employed	23	8.1%	12.9%	30.9%	48.1%	0.000	
	Employee (mainly office work)	212	29.6%	18.8%	19.6%	32.0%		
	Employee (mainly non-office work) / Employee (half time office work and half time non-office work)	44	10.0%	22.9%	33.1%	34.0%		
	Student	30	39.5%	46.5%	9.3%	4.7%		
	Home-maker	76	26.7%	26.7%	18.9%	27.7%		
	Unemployed or retired	75	32.9%	24.1%	16.4%	26.6%		

#### 4.4 Normal response when receiving person-to-person direct marketing calls

Respondents who had received person-to-person direct marketing calls were further asked about their normal response when receiving those calls<sup>8</sup>.

Figure 4.3 shows that slightly less than half of the respondents (49.2%) would indicate to the caller that they were not interested at the very beginning of the call, while about a quarter of the respondents (27.7%) would listen first to see whether they were interested in the information and discontinue the call and about one-fifth of respondents (20.7%) would discontinue the call immediately. A small proportion of them would listen to the entire call (2.0%).

**Figure 4.3: Normal response when receiving person-to-person direct marketing calls**



(Base: All respondents who had received "person-to-person direct marketing calls" = 484)

<sup>8</sup> Question Q2

The normal response when receiving person-to-person direct marketing calls was found to be significantly associated with age group.

Older respondents were more likely than their respective counterparts to indicate to the caller that they were not interested at the very beginning. On the contrary, the respondents aged 31-40 were more likely to listen first to see whether they were interested in the information and discontinue the call if they were not interested than other respective counterparts and those aged 18-30 were more likely to discontinue the call immediately.

**Table 4.4: The relationship between the normal response when receiving person-to-person direct marketing calls and demographic variables**

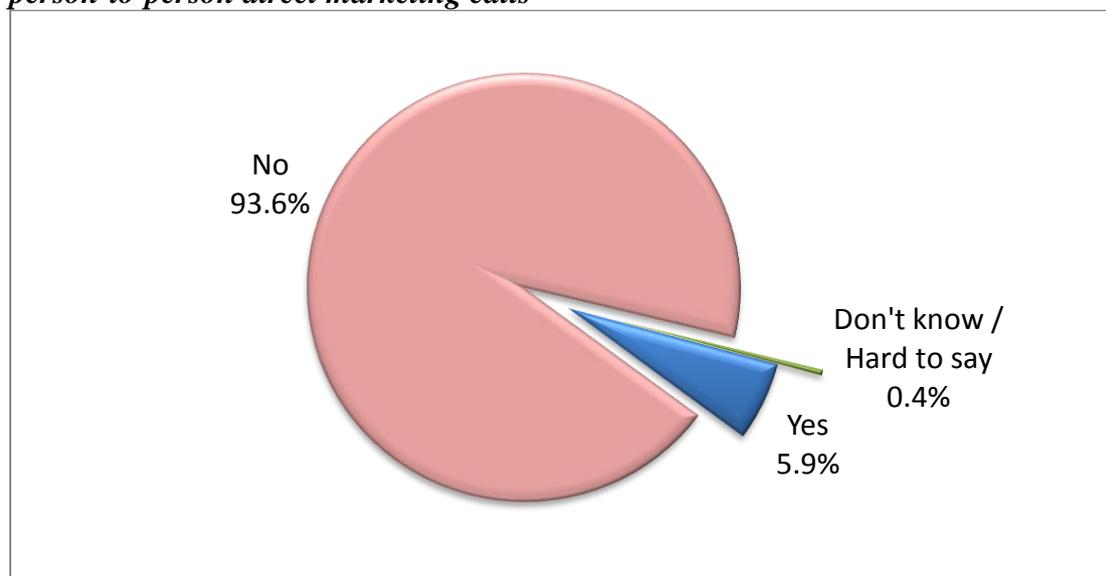
Variable	Level	Base	Indicate that you are not interested at the very beginning	Listen first to see whether you are interested in the information and discontinue the call if you are not interested	Listen to the entire call	Discontinue the call immediately	p-value
							Kruskal-Wallis test
Age	18-30	101	39.1%	25.2%	1.9%	33.9%	0.007
	31-40	95	37.1%	45.4%	0.0%	17.5%	
	41-50	98	48.7%	26.8%	3.3%	21.3%	
	51-60	95	58.1%	22.1%	1.6%	18.2%	
	Over 60	87	64.7%	19.4%	3.2%	12.7%	

## 4.5 Benefits from receiving person-to-person direct marketing calls

### 4.5.1 Whether the respondents generally ever got any benefits from receiving person-to-person direct marketing calls

Figure 4.4 shows that among those respondents who had received person-to-person direct marketing calls, less than one-tenth of them (5.9%) claimed that they generally got some benefits from those calls<sup>9</sup>, while over nine-tenths of them (93.6%) considered that person-to-person direct marketing calls did not bring any benefits to them at all.

**Figure 4.4: Whether the respondents generally ever got any benefits from receiving person-to-person direct marketing calls**



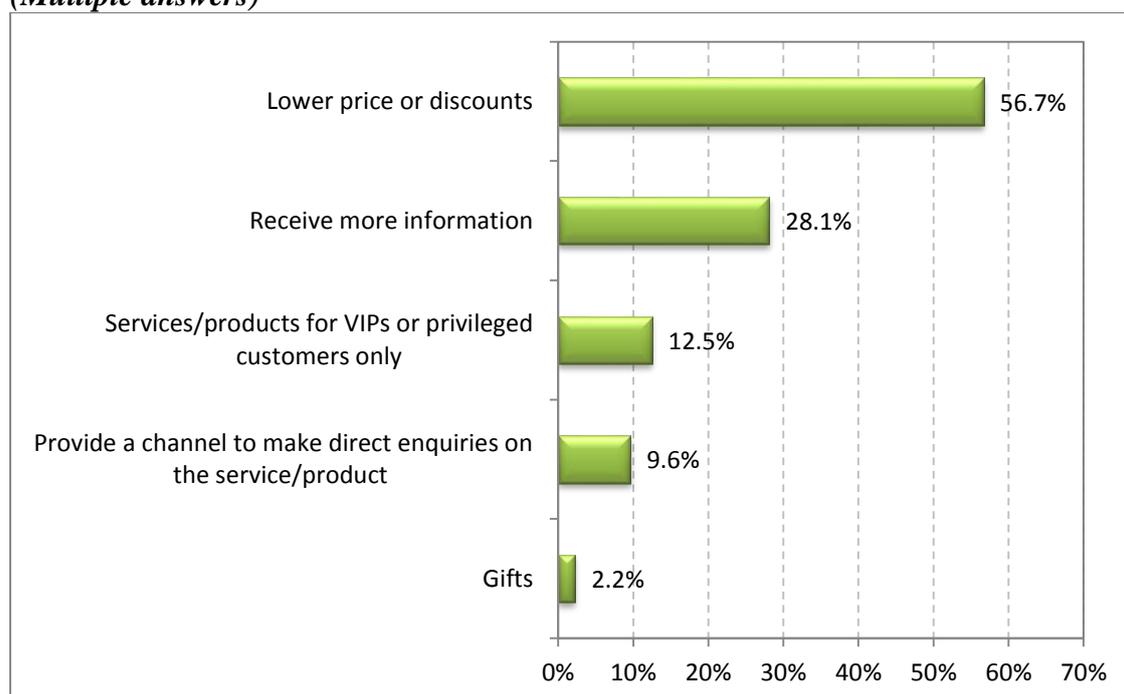
(Base: All respondents who had received "person-to-person direct marketing calls" = 484)

<sup>9</sup> Question Q3

#### 4.5.2 Type of benefits from receiving person-to-person direct marketing calls

Figure 4.5 shows that those 29 respondents who had reported getting benefits from receiving person-to-person direct marketing calls were further asked about the types of the benefit<sup>10</sup>. Nearly three-fifths of them (56.7%) indicated that they had received lower price or discounts, followed by receiving more information (28.1%) and services / products for VIPs or privileged customers only (12.5%).

**Figure 4.5: Type of benefits from receiving person-to-person direct marketing calls (Multiple answers)**



(Base: All respondents who had received benefits from receiving "person-to-person direct marketing calls" = 29)

<sup>10</sup> Question Q4

#### **4.6 Estimated proportions of the person-to-person direct marketing calls where the callers had personal data**

Respondents who had received person-to-person direct marketing calls were further asked to estimate the proportions of the following three types of person-to-person direct marketing calls that they had received<sup>11</sup>:

- (a) callers had their personal data;
- (b) callers did not have their personal data; and
- (c) respondents were not sure whether the callers had their personal data.

More than nine-tenths of all respondents who had ever received person-to-person direct marketing calls (96.1%) were able to estimate the above 3 types of calls. Among those respondents who could estimate the proportions, about four-fifths of them (80.1%) were able to identify whether the callers had their personal data for all person-to-person direct marketing calls.

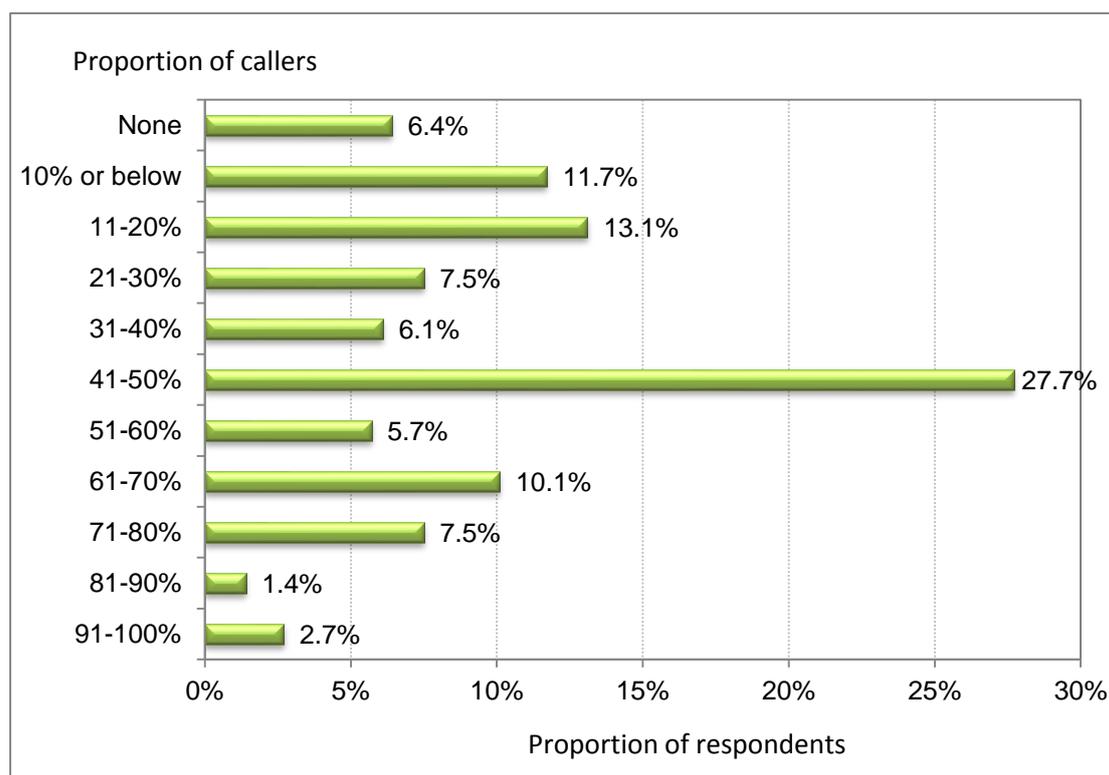
Only the responses from respondents who were able to categorise all their received person-to-person direct marketing calls as either “callers had their personal data” or “callers did not have their personal data” would be analysed in this section. In other words, respondents who were not always sure if the callers had their personal data or not are excluded in this section.

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<sup>11</sup> Questions Q5A & Q5B

Figure 4.6 shows that less than one-tenth of the respondents (6.4%) who had received person-to-person direct marketing calls reported that none of the callers of those calls had their personal data. Over a third of them (38.5%) indicated that 40% or less of those callers had their personal data, while over a quarter of them (27.7%) reported that 41-50% of the calls and over a quarter (27.4%) reported that over 50% of calls in which the callers had their personal data.

**Figure 4.6: Estimated proportions of the callers of person-to-person direct marketing calls had respondents' personal data**



(Base: All respondents who had received person-to-person direct marketing calls and excluded those respondents who were not sure whether the callers had their personal data = 373)

The estimated proportions of the callers of person-to-person direct marketing calls who had the respondents' personal data was found to be significantly associated with two demographic variables including education level and occupation.

Respondents with higher education level, employees were more likely than their respective counterparts to report higher proportion of the callers of person-to-person direct marketing calls had their personal data.

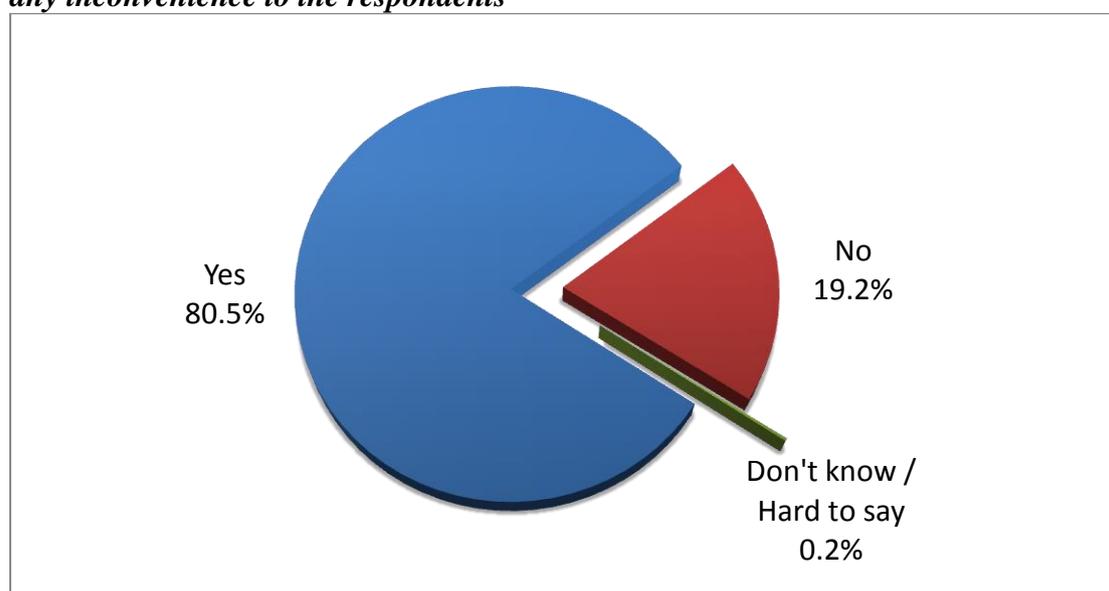
**Table 4.6: The relationship between the estimated proportions of the callers of person-to-person direct marketing calls had respondents' personal data and demographic variables**

Variable	Level	Base	0-49%	50%	51-100%	p-value	
						Kruskal-Wallis test	Rank Correlation
Education Level	Primary or below	32	55.0%	31.0%	14.1%	0.004	
	Secondary / matriculation	179	47.2%	29.0%	23.8%		
	Tertiary / degree or above	159	40.5%	25.5%	34.0%		
Occupation	Employer / Self-employed	18	24.2%	63.5%	12.3%	0.001	
	Employee (mainly office work)	181	41.7%	23.6%	34.7%		
	Employee (mainly non-office work) / Employee (half time office work and half time non-office work)	31	32.6%	29.9%	37.5%		
	Student	25	64.3%	19.7%	16.0%		
	Home-maker	63	43.0%	34.8%	22.2%		
	Unemployed or retired	52	64.0%	22.5%	13.5%		

#### 4.7 Whether the person-to-person direct marketing calls had ever caused any inconvenience to the respondents

Respondents who had received person-to-person direct marketing calls were asked whether those calls had ever caused any inconvenience to them<sup>12</sup>. Figure 4.7 shows that about four-fifths of them (80.5%) indicated that those calls had caused inconvenience to them, while less than one-fifth of them (19.2%) reported that those calls had not caused any inconvenience to them.

**Figure 4.7: Whether the person-to-person direct marketing calls have ever caused any inconvenience to the respondents**



(Base: All respondents who had received "person-to-person direct marketing calls" = 484)

<sup>12</sup> Question Q6

Whether the person-to-person direct marketing calls had ever caused any inconvenience to the respondents was found to be significantly associated with three demographic variables including age group, education level and occupation.

Respondents aged over 60, those with lower education level and those who were unemployed/retired were less likely than their respective counterparts to claim that person-to-person direct marketing calls had caused inconvenience to them.

**Table 4.7: The relationship between whether the person-to-person direct marketing calls have ever caused any inconvenience to the respondents and demographic variables**

Variable	Level	Base	Yes	No	p-value	
					Chi-square test	Kruskal-Wallis test
Age group	18-30	101	82.6%	17.4%		0.000
	31-40	97	84.7%	15.3%		
	41-50	98	89.4%	10.6%		
	51-60	95	80.8%	19.2%		
	Over 60	85	63.8%	36.2%		
Education Level	Primary or below	50	68.2%	31.8%		0.002
	Secondary / matriculation	237	79.0%	21.0%		
	Tertiary / degree or above	192	86.1%	13.9%		
Occupation	Employer / Self-employed	23	85.3%	14.7%	0.011	
	Employee (mainly office work)	220	82.7%	17.3%		
	Employee (mainly non-office work) / Employee (half time office work and half time non-office work)	47	84.2%	15.8%		
	Student	32	89.8%	10.2%		
	Home-maker	80	82.7%	17.3%		
	Unemployed or retired	79	65.4%	34.6%		

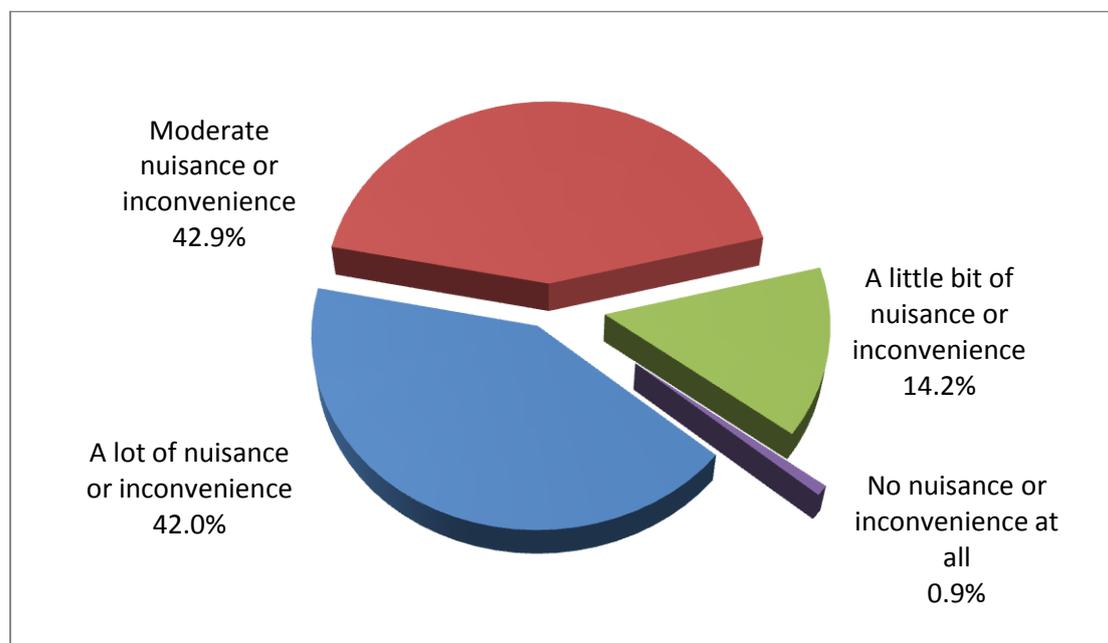
#### 4.7.1 Level of nuisance or inconvenience caused by person-to-person direct marketing calls involving the use of respondents' personal data

Respondents who claimed that person-to-person direct marketing calls had ever caused inconvenience to them were further asked about the level of nuisance or inconvenience caused by calls that involved the use of their personal data.

Respondents were asked to rate their level of nuisance or inconvenience on a four-point scale (“a lot of nuisance or inconvenience”, “moderate nuisance or inconvenience”, “a little bit of nuisance or inconvenience” and “no nuisance or inconvenience at all”)<sup>13</sup>.

Figure 4.8 shows that over two-fifths of the respondents (42.0%) stated that such calls had caused a lot of nuisance or inconvenience to them, while about the same proportion of them (42.9%) reported moderate nuisance or inconvenience and about one-seventh of them (14.2%) reported a little bit of nuisance or inconvenience. Very few of them (0.9%) reported no nuisance or inconvenience.

**Figure 4.8: Level of nuisance or inconvenience caused by person-to-person direct marketing calls which involved the use of respondents' personal data**



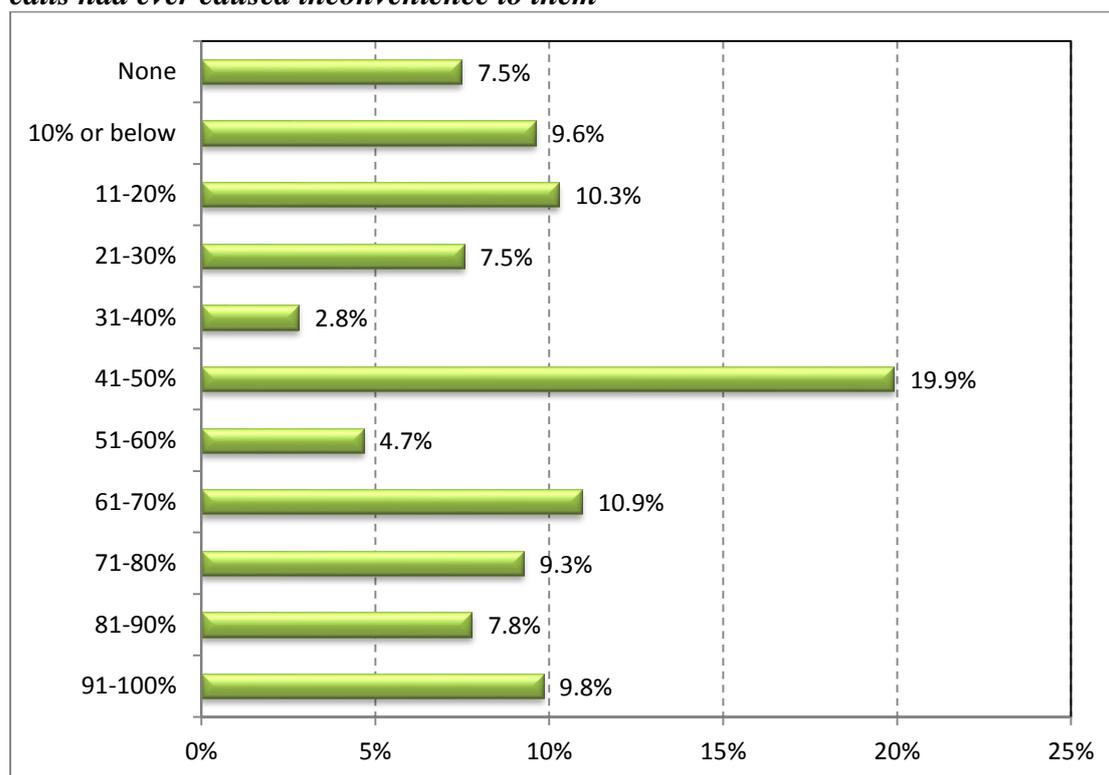
(Base: All respondents who had received person-to-person direct marketing calls involving the use of personal data and excluded those never considered that person-to-person direct marketing calls had caused inconvenience to them = 372)

<sup>13</sup> Question Q7B

#### 4.7.2 Estimated proportions of person-to-person direct marketing calls involving use of personal data because the respondents were the customers of those companies calling

Figure 4.9 shows that among those who claimed that person-to-person direct marketing calls had ever caused inconvenience to them, less than one-tenth of the respondents (7.5%) had never received person-to-person direct marketing calls involving use of personal data because they were the customers of those companies calling<sup>14</sup>. Less than a third of them (30.2%) indicated that 40% or less of those calls involved their personal data because they were the customers of those companies calling, while about one-fifth of them (19.9%) reported that 41-50% of the calls and over two-fifths (42.4%) reported that over 50% of calls in which the callers had their personal data, it was because they were the customers of those companies.

**Figure 4.9: Estimated proportions of person-to-person direct marketing calls involving use of personal data because the respondents were the customers of those companies calling among those who claimed that person-to-person direct marketing calls had ever caused inconvenience to them**



(Base: All respondents who person-to-person direct marketing calls had caused inconvenience to them excluding those respondents who could not estimate the proportion and excluding those never receiving person-to-person direct marketing calls involving personal data= 354)

<sup>14</sup> Question Q7A

The estimated proportions of the callers of person-to-person receiving direct marketing calls involving use of personal data because the respondents were the customers of those companies calling for respondents who claimed that person-to-person direct marketing calls had ever caused inconvenience to them was found to be significantly associated with three demographic variables including age group, education level and occupation.

Respondents aged 31-40, those with higher education level and employees (mainly office work) were more likely than their respective counterparts to report higher proportion of the callers of person-to-person direct marketing calls involving use of personal data because they were the customers of those companies calling among those who claimed that person-to-person direct marketing calls had ever caused inconvenience to them.

**Table 4.8** *The relationship between the estimated proportions of person-to-person direct marketing calls involving use of personal data because they were the customers of those companies calling among those who claimed that person-to-person direct marketing calls had ever caused inconvenience to them and demographic variables*

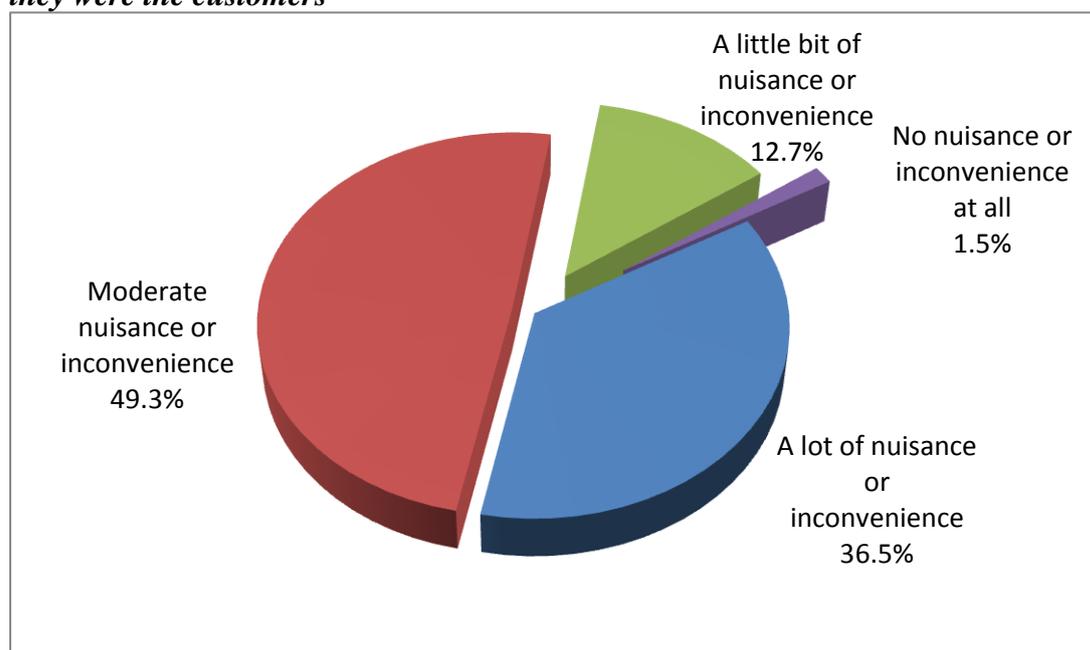
Variable	Level	Base	0-49%	50%	51-100%	p-value	
						Kruskal-Wallis test	Rank Correlation
Age Group	18-30	78	34.2%	16.7%	49.1%		0.000
	31-40	77	24.3%	24.3%	51.4%		
	41-50	84	37.0%	21.1%	41.9%		
	51-60	71	47.2%	16.0%	36.8%		
	over 60	42	57.4%	18.5%	24.1%		
Education Level	Primary or below	28	61.8%	10.1%	28.1%		0.003
	Secondary / matriculation	171	39.5%	22.1%	38.4%		
	Tertiary / degree or above	152	33.1%	17.8%	49.1%		
Occupation	Employer / Self-employed	19	27.6%	39.2%	33.2%	0.000	
	Employee (mainly office work)	175	29.8%	20.0%	50.2%		
	Employee (mainly non-office work) / Employee (half time office work and half time non-office work)	38	44.1%	18.7%	37.2%		
	Student	25	34.5%	19.7%	45.8%		
	Home-maker	56	47.3%	12.8%	39.9%		
	Unemployed or retired	39	66.6%	18.2%	15.2%		

### 4.7.3 Level of nuisance or inconvenience caused by person-to-person direct marketing calls involving use of personal data because the respondents were the customers of those companies calling

Respondents who claimed that person-to-person direct marketing calls had caused inconvenience to them and had ever received person-to-person direct marketing calls involving use of respondents' personal data because the respondents were the customers of those companies calling were further asked about the level of nuisance or inconvenience caused by these calls<sup>15</sup>.

Figure 4.10 shows that over a third of them (36.5%) stated that such calls had caused a lot of nuisance or inconvenience to them, while almost half of them (49.3%) reported moderate nuisance or inconvenience and about one-tenth of them (12.7%) reported a little bit of nuisance or inconvenience. Very few of them (1.5%) reported no nuisance or inconvenience.

**Figure 4.10: Level of nuisance or inconvenience caused by person-to-person direct marketing calls involving use of respondents' personal data from companies which they were the customers**

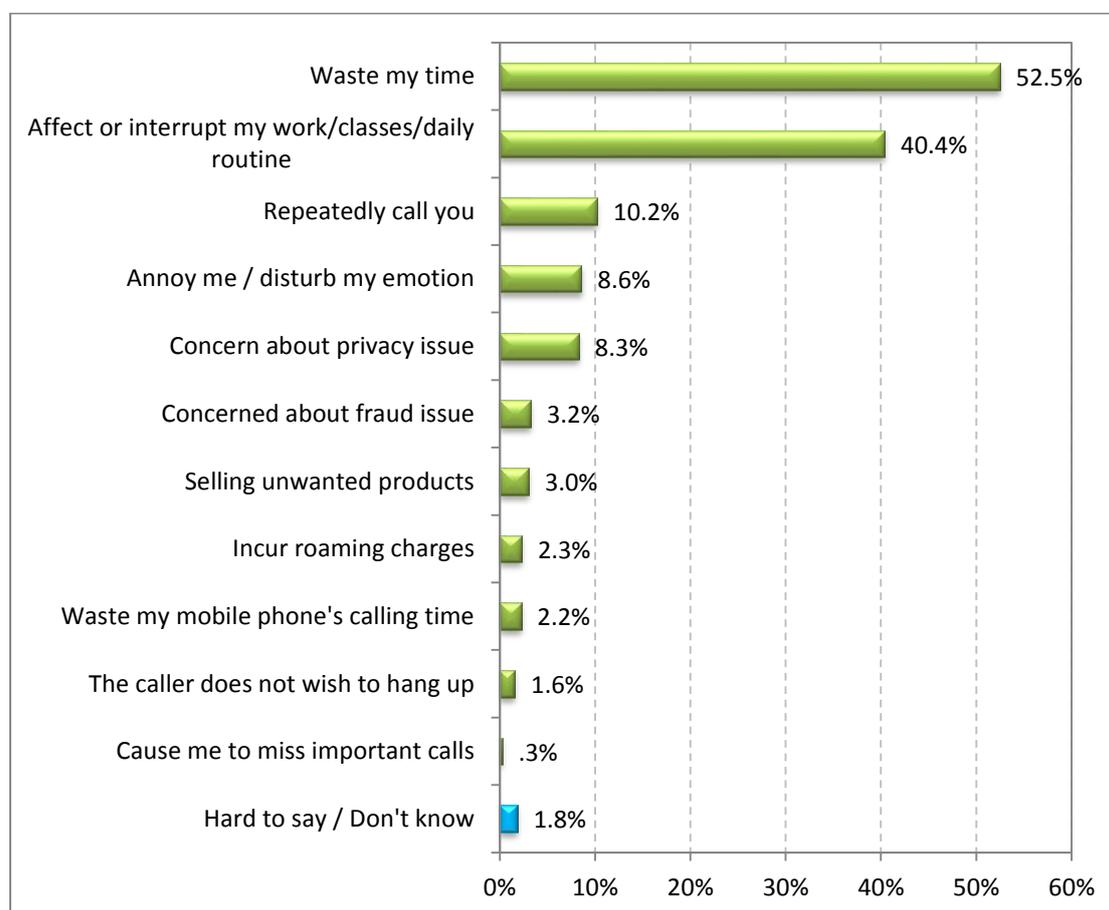


(Base: All respondents who had received person-to-person direct marketing calls involving the use of personal data from companies which they were their customers excluding those who never considered that person-to-person direct marketing calls had caused inconvenience to them = 346)

<sup>15</sup> Question Q7B

Respondents who considered that person-to-person direct marketing calls involving use of their personal data because the respondents were the customers of those companies calling had caused nuisance or inconvenience were further asked to elaborate the inconvenience<sup>16</sup>. Figure 4.11 shows that over half of them (52.5%) said that those calls wasted their time, more than two-fifths of them (40.4%) claimed that the calls affected or interrupted their work/classes/daily routine, about one-tenth of them (10.2%) claimed that the callers called them repeatedly, 8.6% considered that the calls annoyed them or disturbed their emotion and 8.3% were concerned about privacy issue.

**Figure 4.11: Inconvenience caused by person-to-person direct marketing calls involving use of personal data because the respondents were the customers of those companies calling (Multiple answers)**



(Base: All respondents who had received person-to-person direct marketing calls involving use of personal data from companies which they were the customers excluding those who never considered that these calls had caused inconvenience to them = 341)

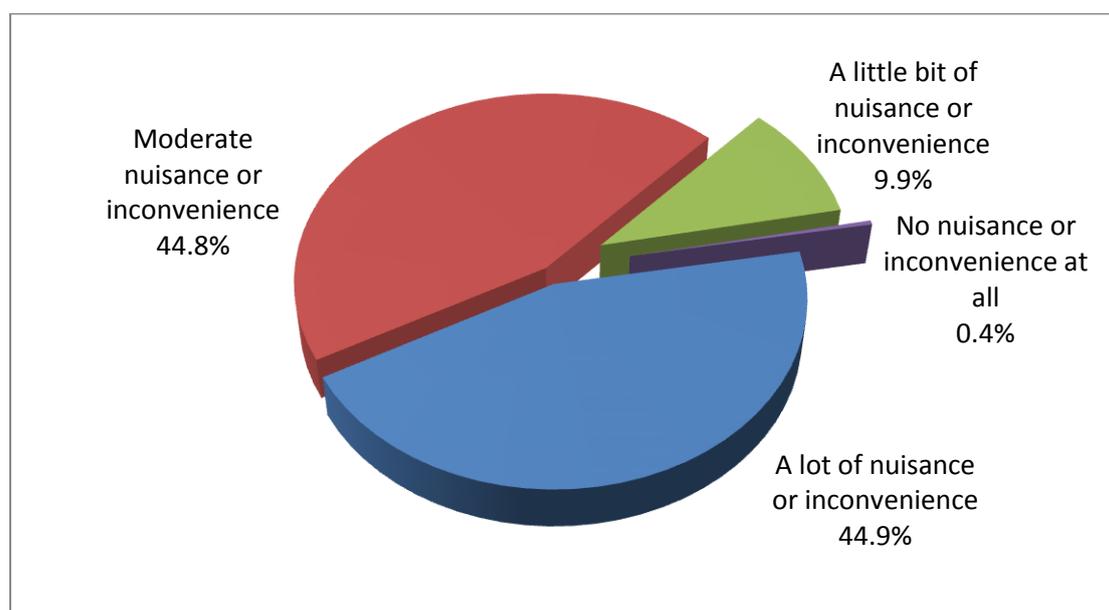
<sup>16</sup> Question Q8

#### 4.7.4 Level of nuisance or inconvenience caused by person-to-person direct marketing calls not involving use of respondents' personal data

Respondents who claimed that person-to-person direct marketing calls had caused inconvenience to them were further asked to rate the level of nuisance or inconvenience caused by person-to-person direct marketing calls not involving the use of their personal data<sup>17</sup>.

Figure 4.12 shows more than two-fifths of the respondents (44.9%) expressed that those calls had caused a lot of nuisance or inconvenience to them, while about the same proportion of the respondents (44.8%) considered that those calls had caused moderate nuisance or inconvenience and less than one-tenth of them (9.9%) reported a little bit of nuisance or inconvenience. Only a small proportion of them (0.4%) expressed that those calls had caused no nuisance or inconvenience.

**Figure 4.12: Level of nuisance or inconvenience caused by person-to-person direct marketing calls which did not involve the use of personal data**



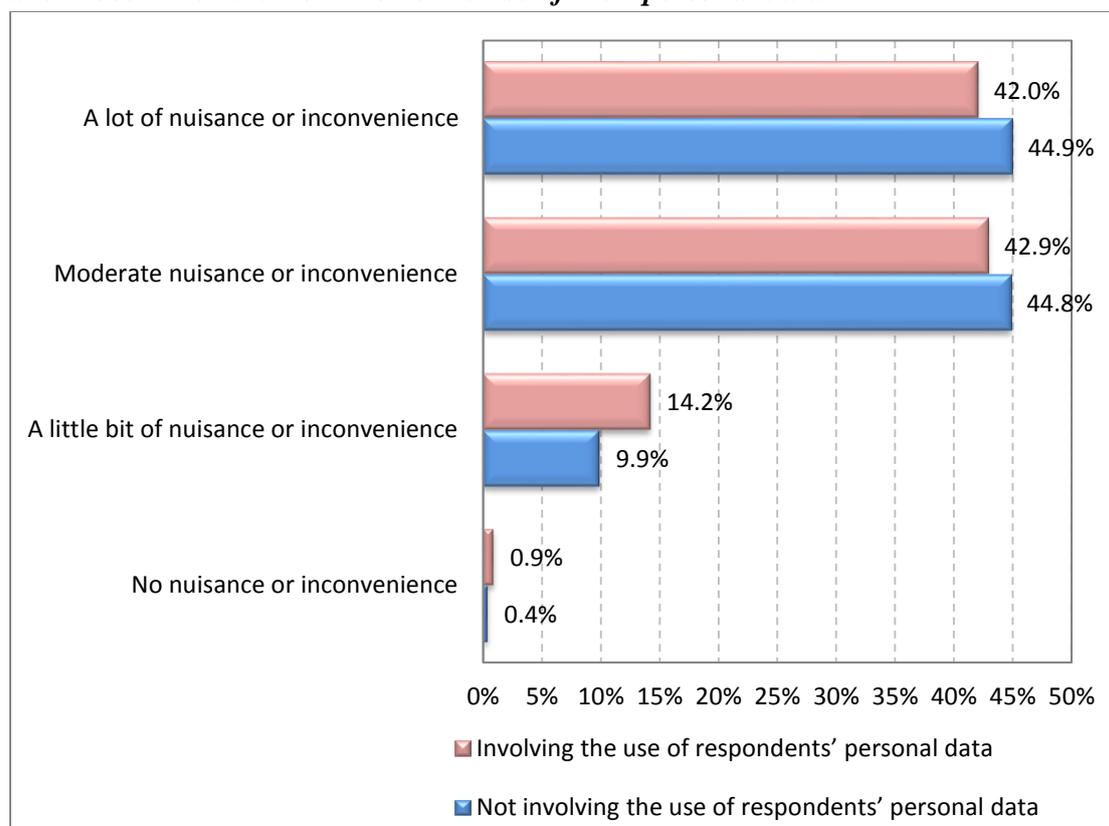
(Base: All respondents who had received person-to-person direct marketing calls which did not involve the use of personal data and excluded those who never considered that person-to-person direct marketing calls caused inconvenience to them = 374)

<sup>17</sup> Question Q9

#### 4.7.5 Comparison of level of nuisance or inconvenience caused by person-to-person direct marketing calls involving and not involving use of respondents' personal data

Figure 4.13 compares the respondents' views towards inconvenience caused by person-to-person direct marketing calls involving use of their personal data and those which did not. A similar proportion of over two-fifths of respondents (involving personal data: 42.0% and not involving use of personal data: 44.9%) considered that calls involving the use of personal data had caused a lot of nuisance/inconvenience to them. Similarly, over two-fifths of respondents (involving personal data: 42.9% and not involving use of personal data: 44.8%) considered that calls involving the use of personal data had caused moderate nuisance/inconvenience to them. The levels of inconvenience caused by these two types of calls are similar.

**Figure 4.13: Comparison of respondents' views towards inconvenience caused by person-to-person direct marketing calls which involved use of their personal data and those which did not involve the use of their personal data**



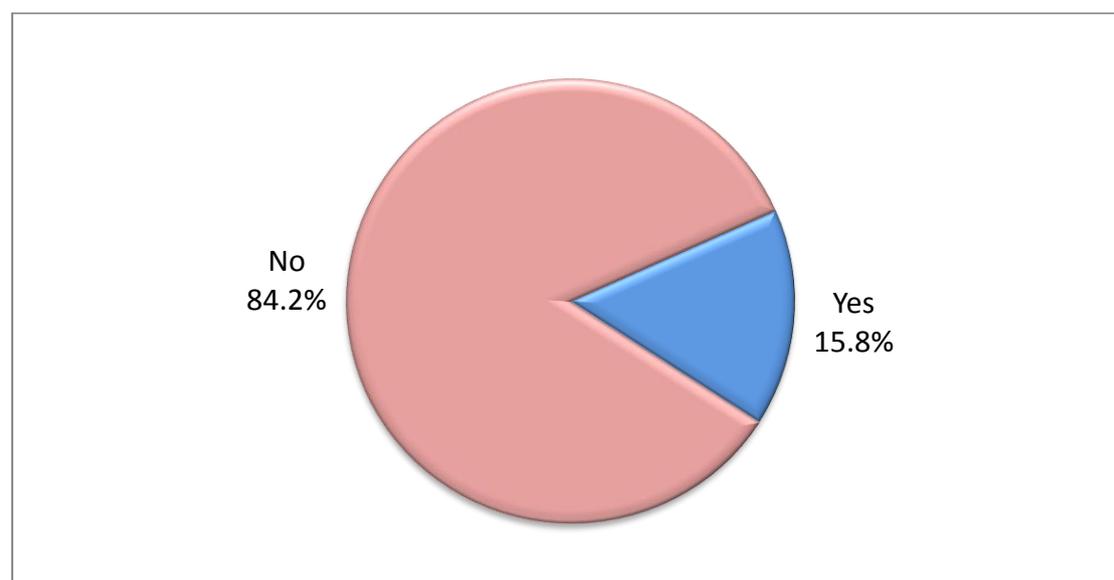
(Base: All respondents who had received person-to-person direct marketing calls excluding those who never considered that person-to-person direct marketing calls caused inconvenience to them - involving use of personal data : 372; not involving use of personal data : 374)

## 4.8 Commercial transaction during the person-to-person direct marketing calls

### 4.8.1 Whether the respondents had ever made or agreed to make any commercial transaction during the person-to-person direct marketing calls

Respondents who had received person-to-person direct marketing calls were asked whether they had ever made or agreed to make any commercial transaction during such calls<sup>18</sup>. Figure 4.14 shows that less than one-fifth of them (15.8%) had made commercial transaction during such calls, while the rest (84.2%) had never made any commercial transaction.

*Figure 4.14: Whether the respondents had ever made or agreed to make any commercial transaction during person-to-person direct marketing calls*



*(Base: All respondents who had received "person-to-person direct marketing calls" = 484)*

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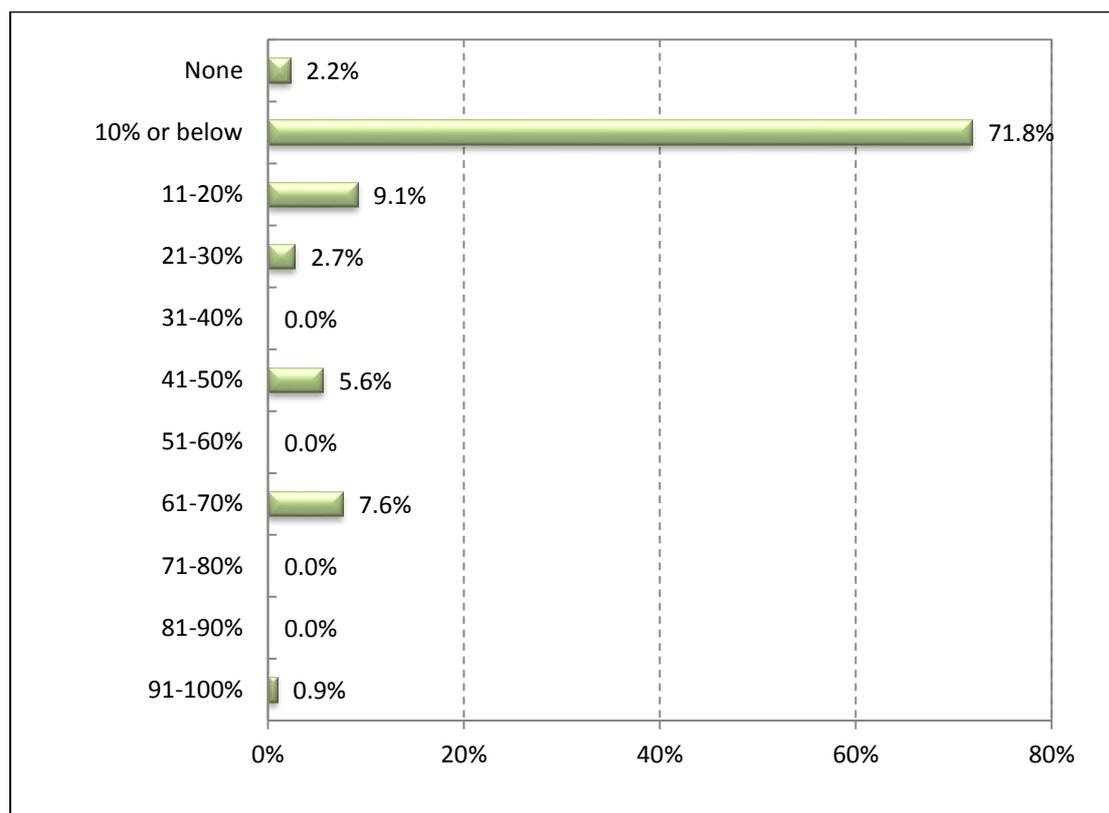
<sup>18</sup> Question Q10

#### 4.8.2 Estimated proportion of calls which had made commercial transaction among the direct marketing telephone calls which specified respondents' name

The 70 respondents who had received person-to-person direct marketing calls and had ever made or agreed to make a commercial transaction during these calls were further asked to estimate the proportion of calls for which they had made commercial transactions among all the direct marketing telephone calls which their names were specified<sup>19</sup>.

Figure 4.15 shows that over seven-tenths of the respondents (71.8%) claimed that 10% or below of calls had involved commercial transactions among all the direct marketing telephone calls which specified their name.

**Figure 4.15** *Estimated proportion of calls which had made commercial transaction among the direct marketing telephone calls which specified respondents' name*



(Base: All respondents who had received "person-to-person direct marketing calls" and had ever made or agreed to make commercial transaction excluding those "don't know / can't remember", "cannot estimate the proportion" and "had not received calls with their names" specified = 70)

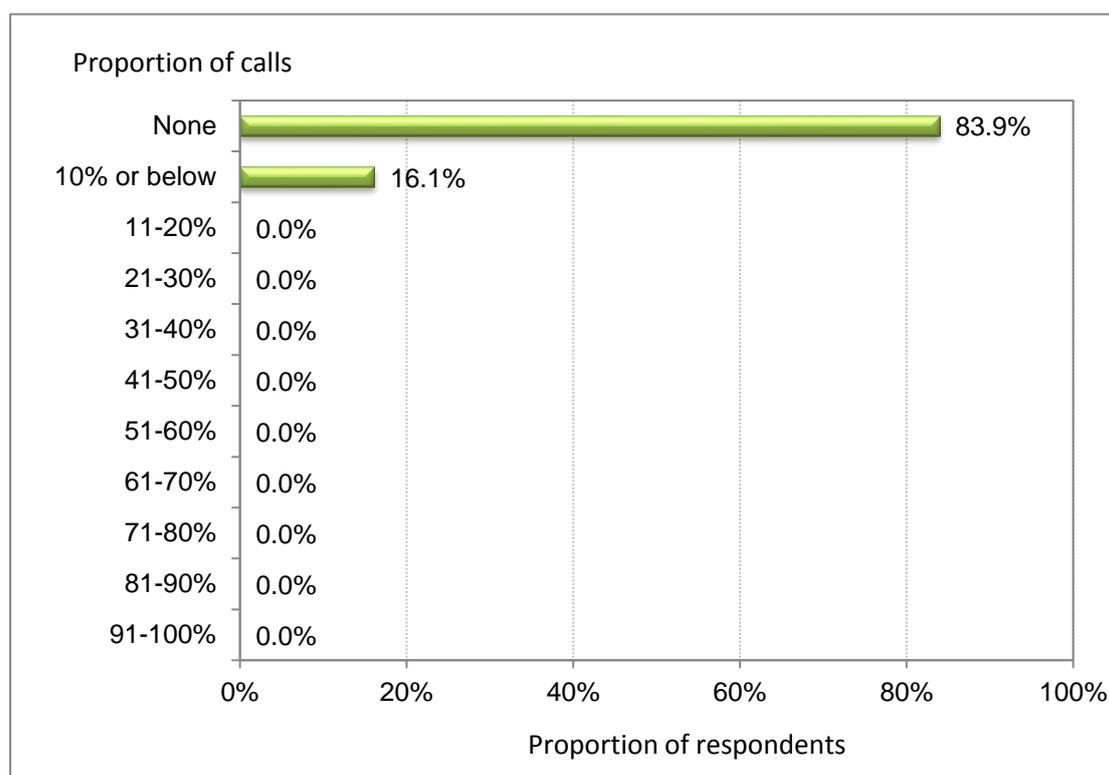
<sup>19</sup> Question Q10A

### 4.8.3 Estimated proportion of direct marketing telephone calls which were randomly generated and had made commercial transaction

Respondents who had received person-to-person direct marketing calls and had ever made or agreed to make a commercial transaction during these calls were also asked to estimate the proportion of calls for which they had made commercial transactions among all the direct marketing telephone calls which were randomly generated<sup>20</sup>.

Figure 4.16 shows that over four-fifths of the respondents (83.9%) claimed that they had made no commercial transactions during all the direct marketing telephone calls which were randomly generated.

**Figure 4.16** *Estimated proportion of direct marketing telephone calls which were randomly generated and had made commercial transaction*



(Base: All respondents who had received "person-to-person direct marketing calls" and had ever made or agreed to make commercial transaction excluding those "cannot estimate the proportion" and "had not received calls which do not involve the use of their personal data" = 75)

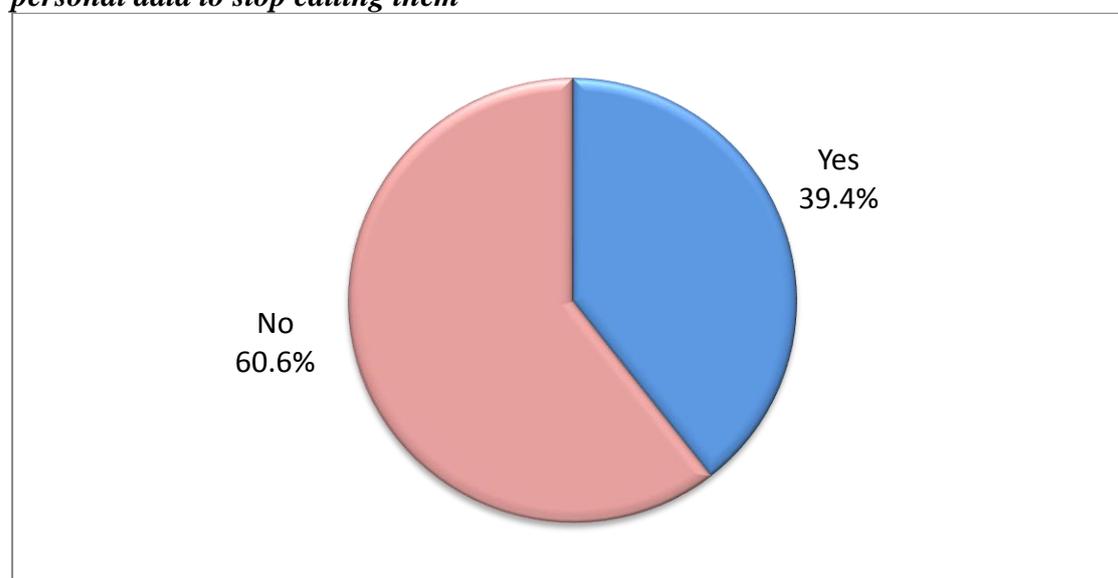
<sup>20</sup> Question Q10B

## 4.9 Response of respondents to person to person direct marketing calls

### 4.9.1 Response of respondents to person to person direct marketing calls involving use of their personal data

Respondents who had received person-to-person direct marketing calls involving use of their personal data were further asked whether they had ever requested the callers to stop calling them<sup>21</sup>. Figure 4.17 shows that almost two-fifths (39.4%) had asked the callers to stop calling them, while over three-fifths of them (60.6%) had never asked the callers to do so.

**Figure 4.17: Whether the respondents had ever asked the callers who used their personal data to stop calling them**



*(Base: All respondents who had received "person-to-person direct marketing calls" from callers who had their personal data = 451)*

<sup>21</sup> Question Q11

Whether the respondents had ever asked those callers who used their personal data to stop calling them was found to be significantly associated with two demographic variables including gender and occupation.

Female respondents and home makers were more likely than their respective counterparts to ask those callers who used their personal data to stop calling them again.

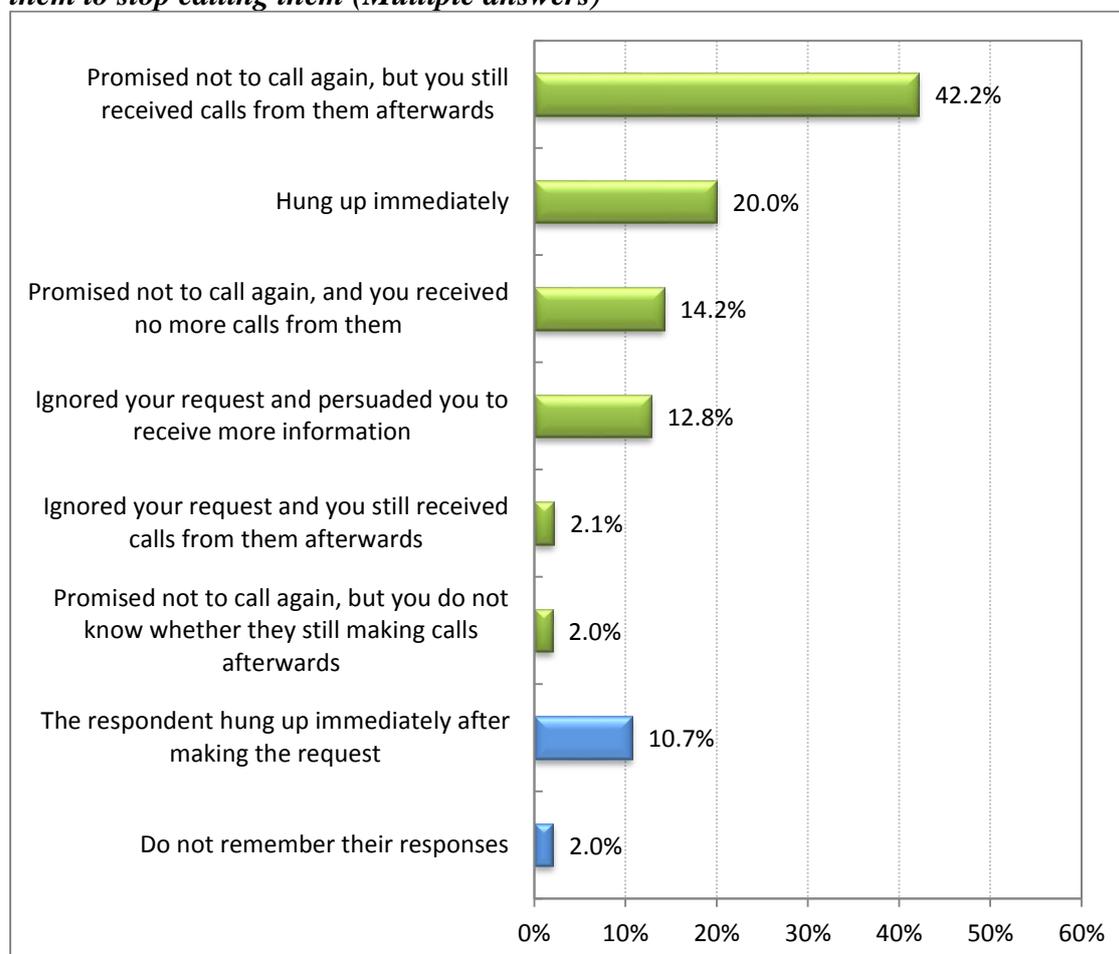
**Table 4.9** *The relationship of whether the respondents had ever asked those callers who used their personal data to stop calling them and demographics*

Variable	Level	Base	Yes	No	p-value
					Chi-square test
Gender	Male	211	31.7%	68.3%	0.002
	Female	239	46.2%	53.8%	
Occupation	Employer / Self-employed	23	33.1%	66.9%	0.014
	Employee (mainly office work)	213	38.0%	62.0%	
	Employee (mainly non-office work) / Employee (half time office work and half time non-office work)	45	48.7%	51.3%	
	Student	32	34.2%	65.8%	
	Home-maker	71	54.6%	45.4%	
	Unemployed or retired	64	26.0%	74.0%	

#### 4.9.2 The normal response of the callers when the respondents had asked them to stop calling them

Those respondents who had asked the callers to stop calling them were further asked about the normal response of those callers to the request<sup>22</sup>. Figure 4.18 shows that over two-fifths of the respondents (42.2%) reported that the callers would continue to call the respondents even though they had promised not to call again. One-fifth of the callers (20.0%) would immediately hang up. Less than one-fifth of the callers (14.2%) promised not to call again and the respondents indeed received no more calls from the callers. On the other hand, some callers even ignored the respondents' request and continued to try to persuade the respondents to receive more information (12.8%).

**Figure 4.18: The normal response of the callers when the respondents had asked them to stop calling them (Multiple answers)**



(Base: All respondents who had received "person-to-person direct marketing calls" from callers who had their personal data and who had requested the callers who had their personal data to stop calling them = 178)

<sup>22</sup> Question Q11A

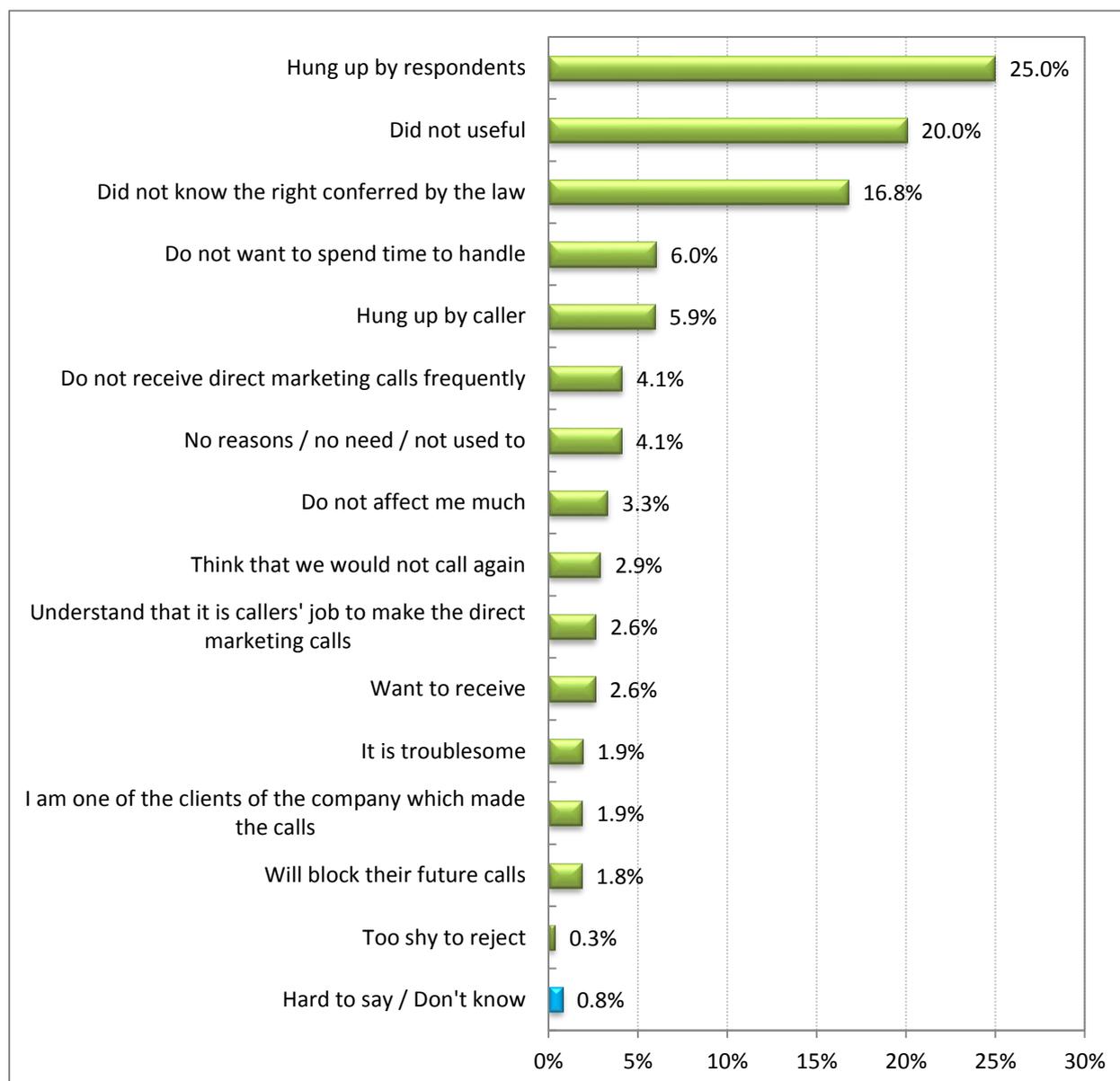
### **4.9.3 The reason for not asking those callers who used your personal data to stop calling you**

Those respondents who had never asked the callers to stop calling them were further asked about the reasons for not doing so<sup>23</sup>. Figure 4.19 shows that about a quarter of the respondents (25.0%) explained that they would hang up immediately instead of asking the callers to stop calling. About one-fifth of the respondents (20.0%) considered that asking the callers to stop calling was not a useful way to stop the callers to call again. Less than one-fifth of the respondents (16.8%) did not know they have the right to ask the callers to stop using their personal data for calling.

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<sup>23</sup> Question Q11B

**Figure 4.19: The reason for not asking those callers who used your personal data to stop calling you**

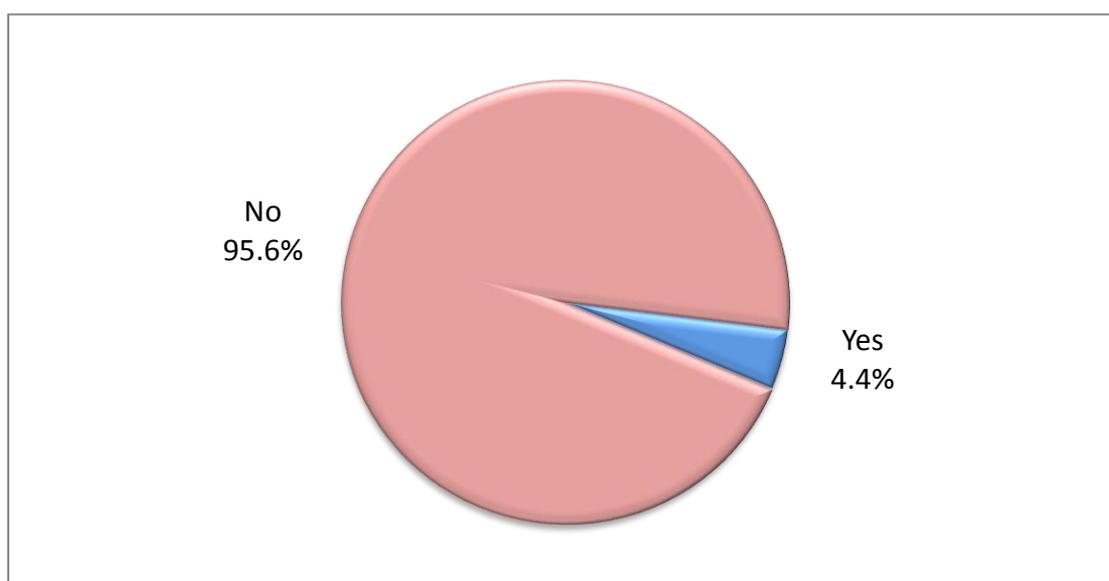


*(Base: All respondents who had received "person-to-person direct marketing calls" from callers who had their personal data and who had not requested the callers who had their personal data to stop calling them = 273)*

#### 4.9.4 Whether the respondents had ever made a complaint about receiving unwanted direct marketing calls involving the use of personal data

Respondents who had received person-to-person direct marketing calls from callers who had their personal data were also asked whether the respondents had ever made a complaint about receiving unwanted direct marketing calls involving the use of personal data<sup>24</sup>. Figure 4.20 shows that only 4.4% of the respondents who had received person-to-person direct marketing calls from callers who had their personal data had ever made a complaint about receiving unwanted direct marketing calls.

*Figure 4.20: Whether the respondents had ever made a complaint about receiving unwanted direct marketing calls involving the use of personal data*



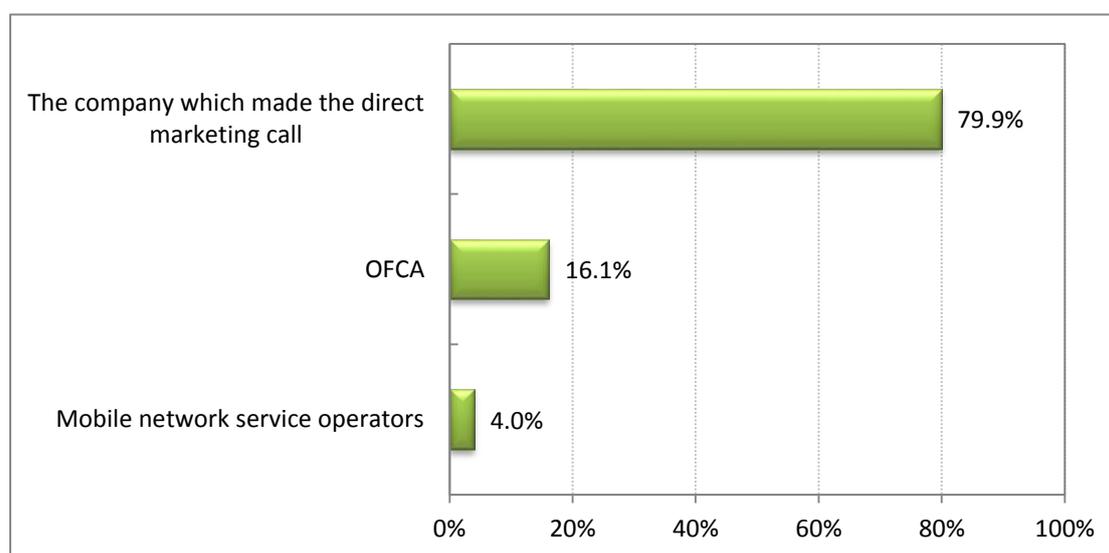
*(Base: All respondents who had received "person-to-person direct marketing calls" from callers who had their personal data = 451)*

<sup>24</sup> Question Q11C

#### 4.9.5 To whom the respondents had ever made a complaint about receiving unwanted direct marketing calls involving the use of personal data

Those respondents had ever made a complaint about receiving unwanted direct marketing calls involving the use of personal data were asked to whom they did complain<sup>25</sup>. Figure 4.21 shows that about four-fifths of the respondents (79.9%) had complained to the company which made the direct marketing call and none had complained to the PCPD or the Consumer Council.

**Figure 4.21: To whom the respondents had ever made a complaint about receiving unwanted direct marketing calls involving the use of personal data**



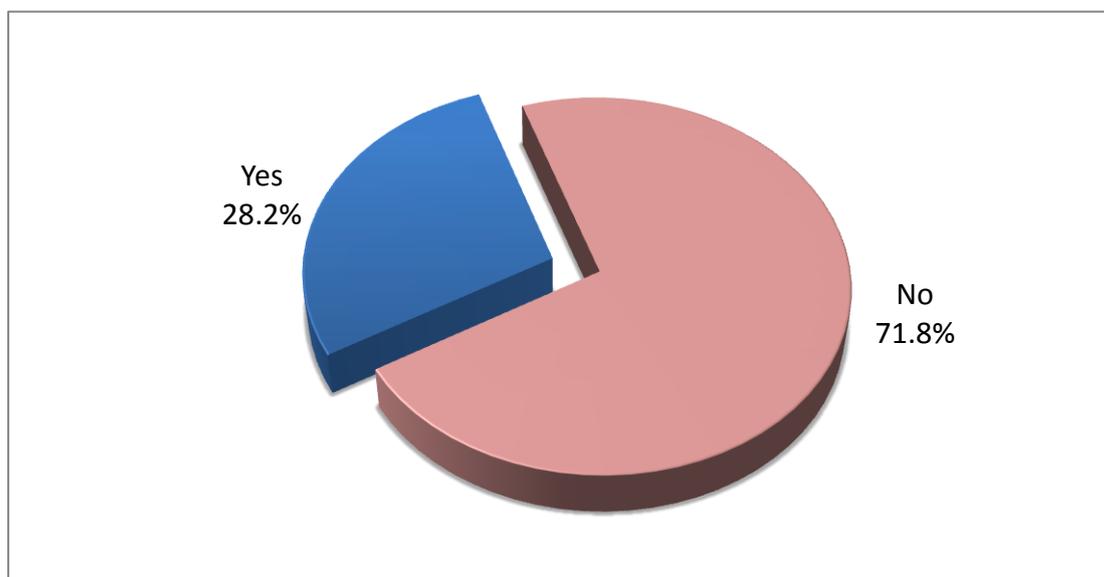
*(Base: All respondents who had ever made a complaint about receiving unwanted direct marketing calls involving the use of personal data = 20)*

<sup>25</sup> Question Q11D

#### 4.9.6 Response of respondents to person to person direct marketing calls not involving use of personal data

Respondents who had received person-to-person direct marketing calls not involving the use of personal data were asked whether they had ever requested the callers to stop calling them<sup>26</sup>. Figure 4.22 shows that less than three-tenths (28.2%) had asked the callers to stop calling them, while over seven-tenths of them (71.8%) had never asked the callers to do so.

**Figure 4.22: Whether the respondents had ever requested the caller to stop using your telephone number for direct marketing when receiving unwanted direct marketing calls not involving the use of personal data**



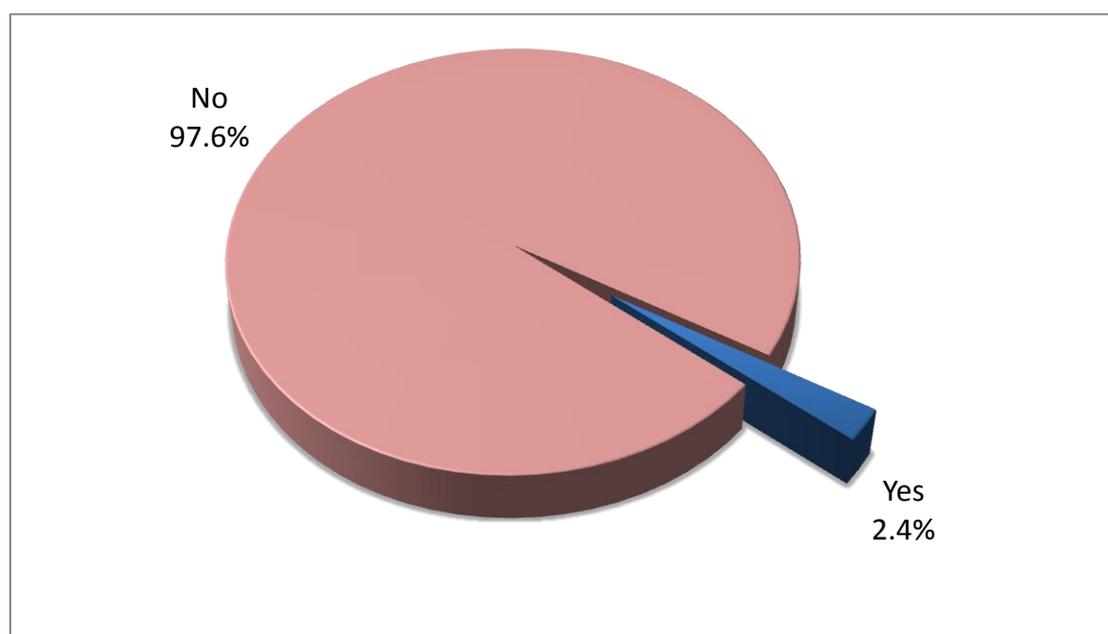
(Base: All respondents who had received "person-to-person direct marketing calls" that did not involve the use of personal data = 478)

<sup>26</sup> Question Q12

#### 4.9.7 Whether the respondents had ever made a complaint about receiving unwanted direct marketing calls not involving the use of personal data

The respondents who had received person-to-person direct marketing calls not involving the use of personal data were further asked whether they had made a complaint about receiving unwanted direct marketing calls not involving the use of personal data<sup>27</sup>. Figure 4.23 shows that only 2.4% of the respondents had ever made a complaint about receiving unwanted direct marketing calls not involving the use of personal data.

**Figure 4.23: Whether the respondents had ever made a complaint about receiving unwanted direct marketing calls not involving the use of personal data**



*(Base: All respondents who had received "person-to-person direct marketing calls" that did not involve the use of personal data = 478)*

<sup>27</sup> Question Q12A

Whether the respondents who had received direct marketing telephone calls that did not involve the use of personal data had ever requested the caller to stop using their telephone number for direct marketing was found to be significantly associated with their gender.

Male respondents were less likely than females to report that they had ever requested the caller to stop using their telephone number for direct marketing when they received direct marketing telephone calls not involving the use of personal data.

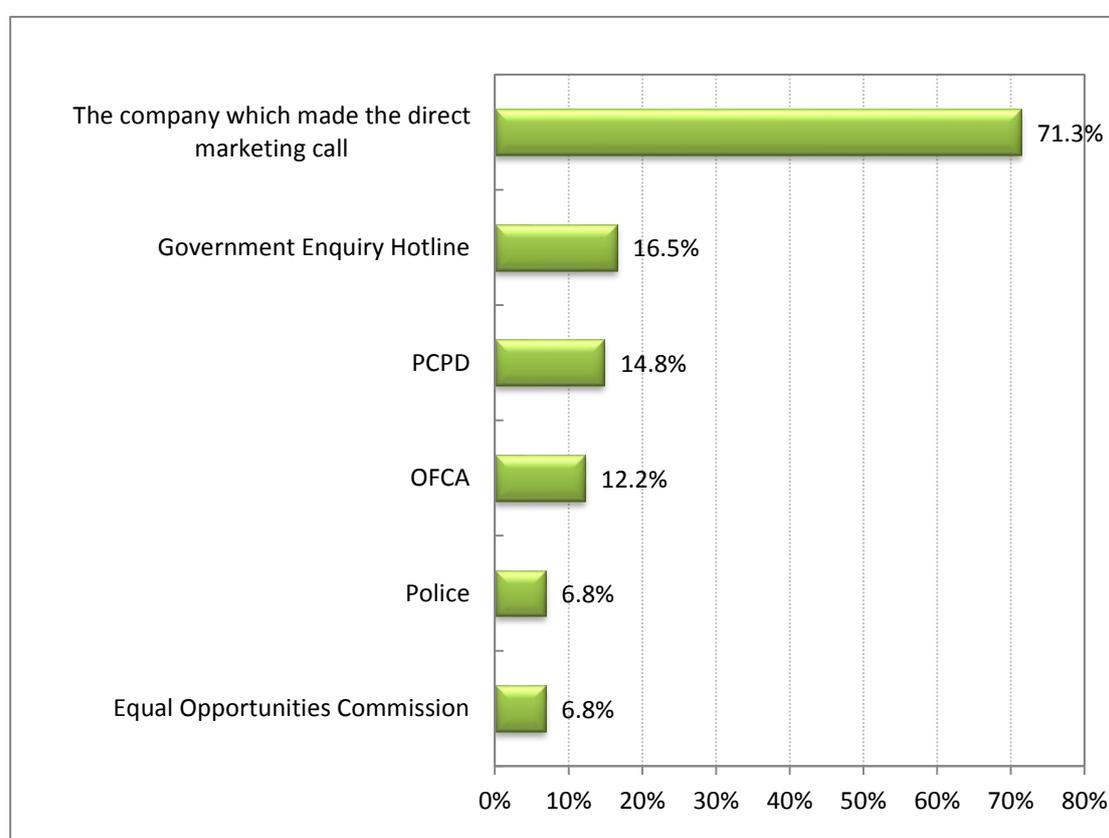
**Table 4.10** *The relationship between whether the respondents who had received direct marketing telephone calls that did not involve the use of personal data had ever requested the caller to stop using their telephone number for direct marketing and demographics*

Variable	Level	Base	Yes	No	p-value
					Chi-square test
Gender	Male	222	21.2%	78.8%	0.002
	Female	256	34.2%	65.8%	

#### 4.9.8 The body to which the respondents made a complaint about receiving unwanted direct marketing calls not involving the use of personal data

Those 12 respondents who had ever made a complaint about receiving unwanted direct marketing calls not involving the use of personal data were further asked to whom they complained<sup>28</sup>. Figure 4.24 shows that over seven-tenths of the respondents had complained to the company which made the direct marketing call (71.3%), followed by Government enquiry hotline (16.5%), PCPD (14.8%) and OFCA (12.2%).

**Figure 4.24: The body to which the respondents made a complaint about receiving unwanted direct marketing calls not involving the use of personal data**



*(Base: All respondents who made a complaint about "person-to-person direct marketing calls" that did not involve the use of personal data = 12)*

<sup>28</sup> Question Q12B

## Chapter 5 Comparison of the findings with the results of the Public Opinion Survey on 2008

This chapter compares the findings of this survey with the summarized results of the Public Opinion Survey commissioned by the Office of the Communication Authority (OFCA), which was then called the Office of the Telecommunication Authority (OFTA), in 2008 under the same topic. The summarized results are included as an Appendix in the Legislative Council document “LC Paper No. CB(1)240/09-10(04)” which is available to the public on the LegCo website here:

<<http://www.legco.gov.hk/yr09-10/english/panels/itb/papers/itb1109cb1-240-4-e.pdf>>

Statistical tests at the 0.05 level (2-tailed) were applied, whenever enough information is available to be feasible, to compare the distributions as shown in the following tables. Three types of statistical tests are used for analysis in this chapter, namely Two-sample z-test, Mann-Whitney test and Wilcoxon signed-rank test. For comparison of two independent binomial proportions, the two-sample z-test (generalized by Chi-square test) is used. The Mann-Whitney test is used to compare the differences of an ordinal or continuous variable between two independent groups.

### Background of the surveys

The Public Opinion Survey in 2008 was commissioned by the former Office of the Telecommunication Authority (OFTA, now OFCA) while the survey in 2014 was commissioned by the Office of the Privacy Commissioner for Personal Data (PCPD). The Social Sciences Research Centre of the University of Hong Kong was the contractor of both surveys.

**Table 5.1 Background of the surveys**

	2008	2014
Commissioning body	Office of the Telecommunication Authority	Office of the Privacy Commissioner for Personal Data
Contractor	The Social Sciences Research Centre, HKU	The Social Sciences Research Centre, HKU

Whether had received P2P direct marketing calls before

In the Public Opinion Survey on 2008, 84% of the respondents claimed that they had ever received person-to-person direct marketing calls before. Table 5.2 shows that there was a statistically significant increase in the proportion of respondents who claimed that they had received P2P direct marketing calls from 84% in 2008 to 91% in 2014.

**Table 5.2 Ever received P2P direct marketing calls before**

	Percentage		p-value
	2008 (n=1,157)	2014 (n=534)	Two-sample z-test
Had ever received any person-to-person direct marketing calls	84%	91%	0.000

Base: All respondents

Number of P2P direct marketing calls received in the past 7 days

Table 5.3 shows a statistically significant increase in the number of direct marketing calls received in the past 7 days by respondents, with the percentage who reported that they had received 6 or more direct marketing calls in the past 7 days increasing from 8% in 2008 to 23% in 2014.

**Table 5.3 Number of P2P direct marketing calls received in the past 7 days**

No. of calls received	Percentage		p-value
	2008 (n=967)	2014 (n=484)	Mann-Whitney Test
None	30%	26%	0.000
1-3 calls	42%	36%	
4-5 calls	11%	11%	
6 calls or above	8%	23%	
Unable to answer *	9%	4%	
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	

Base: Respondents who had ever received P2P direct marketing calls

\* excluded in statistical test

Normal response when receiving P2P direct marketing calls

Table 5.4 indicates that in normal response to P2P direct marketing calls, nearly half of the respondents in both 2008 and 2014 would “indicate to the caller at the very beginning that they were not interested” (2008: 43%; 2014: 49%). On the other hand, there is a statistically significant drop between 2008 and 2014 in the percentage of respondents who would “Listen first to see whether they were interested in the information and would discontinue the call if they were not interested” (2008: 46%; 2014: 28%).

**Table 5.4 Normal response when receiving P2P direct marketing calls**

Response when receiving P2P direct marketing calls	Percentage		p-value
	2008 (n=967)	2014 (n=484)	Two-sample z-test
Listen first to see whether they were interested in the information and would discontinue the call if they were not interested	46%	28%	0.000
Indicate to the caller at the very beginning that they were not interested	43%	49%	0.032
Discontinue the call immediately	<i>n.a.*</i>	21%	<i>n.a.</i>
Other responses	<i>n.a.*</i>	2%	<i>n.a.</i>
<i>TOTAL</i>	<i>100%</i>	<i>100%</i>	

Base: Respondents who had ever received P2P direct marketing calls

\* Not shown in the Legco document

P2P direct marketing calls in which callers had respondents' personal data

Table 5.5 shows a similar distribution in the reported proportion of calls involving use of personal data for P2P direct marketing calls in the 2008 and 2014 surveys. In both 2008 and 2014, 55% of respondents reported that more than 40% of P2P telemarketing calls received by them involved the use of their personal data.

**Table 5.5 Proportion of P2P direct marketing calls in which callers had respondents' personal data**

Proportion of calls in which callers had respondents' personal data	Percentage		p-value
	2008 (n=766)	2014 (n=373)	Mann-Whitney Test
None	12%	6%	0.695
20% or below	19%	25%	
21-40%	14%	14%	
41-60%	28%	33%	
61-80%	19%	18%	
81% or above	8%	4%	
<i>TOTAL</i>	<i>100%</i>	<i>100%</i>	

*Base: Respondents who were always sure whether callers had their personal data or not*

Making unsubscribe requests to callers of P2P direct marketing calls

Table 5.6 shows that similar proportions of respondents who had ever requested the callers not to call them again after receiving P2P direct marketing calls involving use of their personal data for the two surveys (2008: 35%; 2014: 39%).

**Table 5.6** Proportion of making unsubscribe requests to callers of P2P direct marketing calls which callers had their personal data

	Percentage		p-value
	2008 (n=806)	2014 (n=451)	Two-sample z-test
Had ever requested the callers not to call them again	35%	39%	0.154

*Base: Respondents who had ever received P2P direct marketing calls in which callers had their personal data*

Normal response of callers to unsubscribe requests of P2P direct marketing calls

Table 5.7 shows a statistically significant increase in the percentage of callers who would continue to call even though they had promised not to call again (30% in 2008 to 42% in 2014).

**Table 5.7** Response of callers to unsubscribe requests of P2P direct marketing calls (Multiple responses)

<i>Responses of callers</i>	Percentage		p-value
	2008 (n ≈ 282*)	2014 (n = 178)	Two-sample z-test
Would honour their request (how the respondents ascertained whether their unsubscribe requests had been honoured was not covered in the scope of the public survey)	21%	14%	0.063
Would continue to call even though they had promised not to call again	30%	42%	0.009

*Base: Respondents who had ever received P2P direct marketing calls in which callers had their personal data*

\* Calculated based on table 5.6

Whether had benefits from receiving P2P direct marketing calls

As shown in table 5.8, the percentage of respondents who reported that they had got benefits from P2P direct marketing calls showed a statistically significantly decrease from 13% to 6% between 2008 and 2014.

**Table 5.8 Whether had benefits from receiving P2P direct marketing calls**

	Percentage		p-value
	2008 (n = 967)	2014 (n = 484)	Two-sample z-test
Had got benefits from P2P direct marketing calls	13%	6%	0.000

Base: Respondents who had ever received P2P direct marketing calls

Benefits from receiving P2P direct marketing calls

Table 5.9 shows that “lower price or discounts” and “receiving more information” were the two most quoted benefits in both 2008 and 2014 surveys.

**Table 5.9 Benefits from receiving P2P direct marketing calls (multiple responses)**

	2008 (n ≈ 126*)	2014 (n = 29)
Most often quoted benefits	<ol style="list-style-type: none"> <li>1. Lower price or discounts</li> <li>2. Receiving more information</li> <li>3. Gifts</li> </ol>	<ol style="list-style-type: none"> <li>1. Lower price or discounts</li> <li>2. Receiving more information</li> <li>3. Services/products for VIPs or privileged customers only</li> </ol>

Base: Respondents who had got benefits from P2P direct marketing calls

\* Calculated based on table 5.8

Whether had commercial transactions made during P2P direct marketing calls

Table 5.10 shows that the percentage of respondents who had made commercial transactions during P2P direct marketing calls showed a statistically significant decrease from 21% to 16% between 2008 and 2014.

**Table 5.10** *Whether had commercial transactions made during P2P direct marketing calls*

	Percentage		p-value
	2008 (n = 967)	2014 (n = 484)	Two-sample z-test
Had commercial transactions made during P2P direct marketing calls	21%	16%	0.021

*Base: Respondents who had ever received P2P direct marketing calls*

Whether had caused inconveniences or costs caused by P2P direct marketing calls

Table 5.11 indicates that the same proportion of the respondents (81%)<sup>29</sup> had reported that P2P direct marketing calls had ever caused inconvenience to them in both 2008 and 2014 surveys.

**Table 5.11** *Whether had caused inconveniences or costs caused by P2P direct marketing calls*

	Percentage		p-value
	2008 (n = 967)	2014 (n = 484)	Two-sample z-test
Had caused inconvenience	81%	81%	0.993

*Base: Respondents who had ever received P2P direct marketing calls*

<sup>29</sup> Question Q6 in 2014 survey

Type of inconveniences caused by P2P direct marketing calls

Table 5.12 shows that “Waste my time” was the most often reported type of inconvenience in both the 2008 and 2014 surveys.

**Table 5.12 Type of inconveniences caused by P2P direct marketing calls**

	2008 ( <i>n</i> ≈ 783*)	2014 ( <i>n</i> = 484)
Most often quoted inconveniences	<ol style="list-style-type: none"> <li>1. Waste my time</li> <li>2. Being called when respondents were working or busy</li> <li>3. Being called repeatedly</li> </ol>	<ol style="list-style-type: none"> <li>1. Waste my time</li> <li>2. Affect or interrupt my work/classes/daily routine</li> <li>3. Repeatedly call you</li> </ol>

*Base: Respondents who had ever received P2P direct marketing calls*

\* *Estimated*

## **Chapter 6 Conclusion**

Survey data were collected by the trained SSRC interviewers through telephone interviews between 4pm and 10:30pm on 11th March 2014 to 17th March 2014. A structured questionnaire was used to collect public opinion regarding person-to-person (P2P) direct marketing calls (i.e. person-to-person calls to promote or advertise products or services, etc.) from the target respondents. All telephone interviews were conducted using a Computer Assisted Telephone Interview (CATI) system in the language of the respondents (Cantonese, English or Putonghua). A total of 534 respondents were successfully interviewed by using the CATI system. The contact rate was 30.3% and the overall response rate was 78.6%.

The results are compared with the summarized results of the public opinion survey commissioned by the Office of the Communication Authority (OFCA) in 2008 on the same topic.

There was a statistically significant increase in the proportion of respondents who claimed that they had received P2P direct marketing calls from 84% in 2008 to 91% in 2014 and a statistically significant increase in the number of direct marketing calls received in the past 7 days by respondents, with the percentage who reported that they had received 6 or more direct marketing calls in the past 7 days increasing from 8% in 2008 to 23% in 2014.

In normal response to P2P direct marketing calls, nearly half of the respondents in both 2008 and 2014 would “indicate to the caller at the very beginning that they were not interested” (2008: 43%; 2014: 49%). On the other hand, there is a statistically significant drop between 2008 and 2014 in the percentage of respondents who would “listen first to see whether they were interested in the information and would discontinue the call if they were not interested” (2008: 46%; 2014: 28%). In 2014, 21% of respondents would discontinue the call immediately (exact 2008 figure unknown, but is at most 11%).

There was a similar distribution in the reported proportion of calls involving use of personal data for P2P direct marketing calls in the 2008 and 2014 surveys. In both 2008 and 2014, 55% of respondents reported that more than 40% of P2P direct marketing calls received by them involved the use of their personal data.

Similar proportions of respondents who had ever requested the callers not to call them

again after receiving P2P direct marketing calls involving use of their personal data for the two surveys (2008: 35%; 2014: 39%).

There was a statistically significant increase in the percentage of callers who would continue to call even though they had promised not to call again (30% in 2008 to 42% in 2014).

The percentage of respondents who reported that they had got benefits from P2P direct marketing calls showed a statistically significantly decrease from 13% to 6% between 2008 and 2014. “Lower price or discounts” and “receiving more information” were the two most quoted benefits in both 2008 and 2014 surveys. The percentage of respondents who had made commercial transactions during P2P direct marketing calls showed a statistically significant decrease from 21% to 16% between 2008 and 2014.

The same proportion of the respondents (81%)<sup>30</sup> reported that P2P direct marketing calls had ever caused inconvenience to them in both 2008 and 2014 surveys, while “Waste my time” was the most often reported type of inconvenience in both the 2008 and 2014 surveys.

Only 4.4% of the respondents who had received P2P direct marketing calls from callers who had their personal data had ever made a complaint about receiving unwanted direct marketing calls. About four-fifths of the respondents who complained (79.9%) had complained to the company that made the direct marketing call and none had complained to the PCPD or the Consumer Council.

The respondents who had received P2P direct marketing calls not involving the use of personal data were also asked whether they had made a complaint. Only 2.4% of the respondent had ever made a complaint about receiving unwanted direct marketing calls not involving the use of personal data.

In summary, the proportion of respondents receiving frequent P2P direct marketing calls (6 or more calls per 7 days) has increased greatly from 8% to 23% between 2008 and 2014. Fewer respondents (6%) are reporting commercial benefits, while the overwhelming majority of respondents (81%) report inconvenience, primarily wasting their time. Most respondents would complain to the company that made the direct marketing call if personal data is involved (if no personal data is involved, they

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<sup>30</sup> Question Q6 in 2014 survey

have little recourse), but the proportion of callers who continue to call after promising to stop has now risen to 42%.

## **Chapter 7 Limitations**

1. The data were not weighted for the number of eligible respondents in a household and the number of phones in a household, or to account for non-response.
2. The use of the 'Last Birthday' rule to select respondent when there were more than one eligible respondents resided in a household by the time of the telephone contact could not cover people who were always not at home in the evening and weekends.
3. Household telephone survey excludes households without fixed line telephones and does not attempt to contact institutionalized people at all, which might result in selection bias due to under-representation of certain segments of the population.

## Appendix: Bilingual Questionnaire

### 直銷電話問卷調查 Survey on Direct Marketing Telephone Calls

#### 第一部分：自我介紹

#### Part 1: Introduction

午安 / 晚安，我姓 x，係香港大學社會科學研究中心嘅訪問員。我哋受香港個人資料私隱專員公署委託進行一項有關直銷電話嚟推廣產品或服務嘅調查。整個訪問只會阻你大約 10 分鐘嘅寶貴時間，而你所提供嘅資料係會絕對保密，同時亦只會作分析用途。如果你有任何嘅疑問，可以致電 2241-5267 向香港大學操守委員會查詢。

Good (afternoon/evening). My name is \_\_\_\_\_, an interviewer from the Social Sciences Research Centre of the University of Hong Kong. We are commissioned by the Office of the Privacy Commissioner for Personal Data to conduct a public survey on direct marketing telephone calls for promoting or advertising products or services. The survey will take you around 10 minutes only. All information provided by you will be kept strictly confidential and used for analysis only. If you have any queries about this survey, please call the Ethics Committee of HKU at 2241-5267.

## Screening

S1. 請問你哋屋企現時有冇人年滿 18 歲或以上嘅家庭成員呢? 因為我哋係用隨機抽樣方式選出受訪者, 所以麻煩你請最近將會生日嗰位家庭成員嚟聽電話?

Is there anyone who is 18 years old or above at home? Because we are choosing a respondent randomly, please ask the one who will next have a birthday to answer the phone.

(假如未能即時接受訪問, 訪問員請預約時間, 或稍後再致電。)

[If not available, make appointment to call back.]

1. 是 Yes
2. 否 [結束訪問] No [end of the interview]

S2. 「直銷電話」係指由真人打電話向你推廣產品或服務, 但唔係電話錄音。請問你有冇曾經收過這一類電話, 當中包括透過你嘅流動電話、家居固網電話同辦公室固網電話所收到嘅電話。

“Direct marketing telephone calls” mean calls made by a human for promoting products or services, but are not pre-recorded telephone message. Have you ever received such calls? These include calls received at your mobile phone, household fixed line and office fixed line.

1. 有 Yes
2. 冇 [跳至 Q.13] No [Go to Q.13]

Q.1 喺過去七日裡面，你曾經收過幾多個直銷電話？  
Over the past 7 days, how many direct marketing telephone calls have you received?

\_\_\_\_\_ 個 calls

- 收到有關通話，但唔知 / 唔記得幾多個電話  
Received such calls, but cannot estimate the total number of calls
- 唔知道 / 唔記得 Don't know/Can't remember

Q.2 當你收到直銷電話時，你一般嘅反應係？  
When receiving direct marketing telephone calls, what is your normal response?

1. 喺一開始嘅時候就表示冇興趣  
Indicate that you are not interested at the very beginning
2. 會睇吓自己對有關資訊有冇興趣，如果冇興趣嘅話會收線  
Listen first to see whether you are interested in the information and discontinue the call if you are not interested
3. 會聽晒成個電話  
Listen to the entire call
4. 其他，請註明：\_\_\_\_\_   
Others, please specify: \_\_\_\_\_
5. 唔知道 / 好難講  
Don't know/Hard to say

Q.3 一般嚟講，直銷電話有冇曾經對你帶嚟任何益處呢？  
In general, do you ever get any benefits from receiving direct marketing telephone calls?

1. 有 Yes
2. 無 (跳至 Q.5) No [Go to Q.5]
3. 唔知道/好難講 (跳至 Q.5) Don't know/Hard to say [Go to Q.5]

Q.4 咁曾經帶嚟過乜嘢益處呢？(多項選擇題)  
What are the benefits that you have ever had? (Multiple responses)

1. 價錢優惠或折扣  
Lower price or discounts
2. 禮品 / 贈品  
Gifts
3. 貴賓或尊貴客戶嘅服務 / 產品  
Services/products for VIPs or privileged customers only
4. 接收更多訊息  
Receive more information
5. 提供一個渠道直接查詢服務 / 貨品  
Provide a channel to make direct enquiries on the service/product
6. 其他，請註明：\_\_\_\_\_   
Others, please specify: \_\_\_\_\_

你收到嘅直銷電話中，有部分致電者可能使用你嘅個人資料作促銷用途，例如佢哋知道你嘅姓氏或全名。另一方面，有部份電話並不涉及使用你嘅個人資料，致電者可能只是係隨機編出你嘅電話號碼。

Some direct marketing telephone calls may involve the use of your personal data for direct marketing, e.g. the caller knows your surname or full name. On the other hand, some direct marketing calls do not involve the use of your personal data and your number may be randomly generated by the caller.

Q5A. 就你嘅經驗，請問你知唔知道邊種直銷電話比較多啲？指明道姓嘅比較多啲？定係隨機編出（即係唔知道你嘅姓名）嘅比較多啲？亦或一半一半？  
Based on your experience, do you know which kind of calls is more? Specified your name calls are more? Or randomly generated calls (i.e. those callers who don't have your name information) are more? Or half and half?

1. 指明道姓多啲  
Specified your name calls are more
2. 定係隨機編出多啲  
Randomly generated calls are more
3. 一半一半  
Half and half
4. 唔知道/好難講  
Don't know / hard to say

Q5B. 請問喺你收到嘅直銷電話中，你估計大概有幾多成致電者係知道你的個人資料，又有幾多成係唔知呢？

Among the direct marketing telephone calls received by you, what are the estimated proportions of those calls which were specified your name and those were randomly generated?

致電者指明道姓?

Specified your name calls

隨機編出?

Randomly generated calls

不清楚致電者是否知道你的個人資料 (不肯定?)

Not sure if the callers know your name

總數

**Total**

**100**

- 有收過有關電話但無法估計百分比  
Received such calls but cannot estimate the proportion

Q.6 一般嚟講，這些直銷電話有冇曾經對你帶嚟唔方便呢？

In general, have direct marketing telephone calls ever caused any inconvenience to you?

1. 有 Yes
2. 無 (跳至 Q.10) No [Go to Q.10]
3. 唔知道/好難講 (跳至 Q.10) Don't know/Hard to say [Go to Q.10]

Q.7 「有使用」你個人資料嘅直銷電話即指明道姓嘅，通常對你造成有幾多滋擾或唔方便呢？

Usually, how much nuisance or inconvenience was caused to you by direct marketing telephone calls which were specified your name?

1. 非常滋擾或不便 A lot of nuisance or inconvenience
2. 一般滋擾或不便 Moderate nuisance or inconvenience
3. 少少滋擾或不便 A little bit of nuisance or inconvenience
4. 完全唔滋擾或不便 No nuisance or inconvenience at all

Q7A. 請問喺你收到嘅指明道姓嘅電話當中，你估計大概有幾多成因為你係佢嘅客戶？

Among those direct marketing telephone calls which were specified your name, what is the estimated proportion of those calls because you were the customer of those companies' calling?

- \_\_\_\_\_
- 有收過有關電話但無法估計百分比  
Received such calls but cannot estimate the proportion

Q.7B 對這些電話會造成的滋擾有多大？

How much nuisance or inconvenience was caused to you by those calls which were specified your name?

1. 非常滋擾或不便 A lot of nuisance or inconvenience
2. 一般滋擾或不便 Moderate nuisance or inconvenience
3. 少少滋擾或不便 A little bit of nuisance or inconvenience
4. 完全唔滋擾或不便 No nuisance or inconvenience at all

Q.8 咁係帶嚟乜野唔方便呢？(多項選擇題)

What are the inconveniences? (Multiple responses)

1. 浪費我嘅時間 Waste my time
2. 收取額外漫遊費用 Incur roaming charges
3. 擔心個人私隱問題 Concern about privacy issue
4. 浪費我嘅手機通話時間 Waste my mobile phone's calling time
5. 擔心詐騙問題 Concern about fraud issue

6. 經常致電給你 Repeatedly call you  
 7. 其他，請註明：\_\_\_\_\_ Others, please specify:\_\_\_\_\_

Q.9 「無使用」你個人資料嘅直銷電話，通常對你造成有幾多滋擾或唔方便呢？

Usually, how much nuisance or inconvenience was caused to you by direct marketing telephone calls which do not involve the use of your personal data?

1. 非常滋擾或不便 A lot of nuisance or inconvenience  
 2. 一般滋擾或不便 Moderate nuisance or inconvenience  
 3. 少少滋擾或不便 A little bit of nuisance or inconvenience  
 4. 完全唔滋擾或不便 No nuisance or inconvenience at all

Q.10 請問你有冇透過直銷電話進行或同意任何商業交易呢？

Have you ever made or agreed to make any commercial transaction during the direct marketing telephone calls?

1. 有 Yes  
 2. 無 (跳至 Q.11) No (Go to Q.11)

Q.10A 請問喺你收到嘅指明道姓嘅直銷電話當中，大概有幾多成有成功商業交易呢？

Among those direct marketing telephone calls which were specified your name, what is the estimated proportion of those calls which made commercial transaction?

\_\_\_\_\_

- 有成功商業交易但無法估計百分比  
 Made commercial transaction but cannot estimate the proportion  
 唔知道 / 唔記得 Don't know/Can't remember

Q.10B 請問喺你收到嘅隨機編出嘅直銷電話當中，大概有幾多成有成功商業交易呢？

Among those direct marketing telephone calls which were randomly generated, what is the estimated proportion of those calls which made commercial transaction?

\_\_\_\_\_

- 有成功商業交易但無法估計百分比  
 Made commercial transaction but cannot estimate the proportion  
 唔知道 / 唔記得 Don't know/Can't remember

- Q.11 現時，使用個人資料 (例如姓氏或全名) 作促銷用途是受《個人資料 (私穩) 條例》所規管的。如果市民所收到嘅直銷電話涉及使用其個人資料，他們可要求致電者停止使用其個人資料作促銷用途。如致電者不遵從有關要求，市民可以向個人資料私隱專員公署投訴。請問你有冇試過向使用你個人資料嘅致電者要求唔好再打俾你？

Currently, the use of personal data (e.g. surname or full name) for direct marketing is regulated under the Personal Data (Privacy) Ordinance. If the direct marketing telephone call involves the use of personal data, the call recipient can request the caller to stop using his personal data for direct marketing. If the caller does not honour such request, the call recipient can complain to the Office of the Privacy Commissioner for Personal Data. Have you ever asked those callers who used your personal data to stop calling you?

1. 有 (Q.11A) Yes (Go to Q.11A)
2. 無 (Q.11B) No (Go to Q.11B)

- Q.11A 一般情況下，對方會有咩反應? (可選擇多項)

Normally, how did the callers respond? (Multiple responses)

1. 即時收線  
Hung up immediately
2. 答應唔再打俾你，而你亦無再收到佢嘅電話  
Promised not to call again, and you received no more calls from them
3. 答應唔再打俾你，但你之後仍然收到佢嘅電話  
Promised not to call again, but you still received calls from them afterwards
4. 唔理會你的要求，繼續遊說你聽更多資訊  
Ignored your request and persuaded you to receive more information
5. 其他，請註明：\_\_\_\_\_

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

{After answered Q11A, skip to Q11C}

- Q.11B 點解無?

Why not?

1. 無用 Did not use
2. 已經收咗你線 Hung up by caller
3. 不知道有這個法例賦予嘅權利  
Did not know the right conferred by the law
4. 其他原因 Other reasons \_\_\_\_\_

Q.11C 請問你有冇曾經投訴過果啲唔想收到使用個人資料嘅直銷電話？  
Have you ever made a complaint about receiving unwanted direct marketing calls involving the use of personal data?

1. 有 (Q.11D) Yes (Go to Q.11D)
2. 無 (Q.12) No (Go to Q.12)

Q.11D 如果是的話，請問你向邊個作出投訴呢？（可選多項）  
If yes, who did you make the complaint to? (multiple responses)

1. 通訊事務管理局 OFCA
2. 個人資料私隱專員公署 PCPD
3. 消費者委員會 Consumer Council
4. 申訴專員 Ombudsman
5. 其他（請註明） Other (please specify)

Q.12 當你收到冇涉及使用個人資料嘅直銷電話，請問你有冇試過要求致電者停止使用你的電話號碼作促銷用途？  
When you received direct marketing telephone calls that did not involve the use of personal data, have you ever requested the caller to stop using your telephone number for direct marketing?

1. 有 Yes
2. 無 No

Q.12A 請問你有冇曾經投訴過果啲唔想收到冇涉及使用個人資料嘅直銷電話呢？  
Have you ever made a complaint about receiving unwanted direct marketing calls (not involving the use of personal data)?

1. 有 (Q.12B) Yes (Go to Q.12B)
2. 無 (Q.13) No (Go to Q.13)

Q.12B 如果是的話，請問你向邊個作出投訴呢？（可選多項）  
If yes, who did you make the complaint to? (multiple responses)

1. 通訊事務管理局 OFCA
2. 個人資料私隱專員公署 PCPD
3. 消費者委員會 Consumer Council

- |            |                        |
|------------|------------------------|
| 4. 申訴專員    | Ombudsman              |
| 5. 其他（請註明） | Other (please specify) |

## 個人資料

**Demographics**

為咗研究分析，我哋會問你幾條有關您個人資料嘅問題，你所提供嘅所有資料係會絕對保密。

Please tell us more about yourself in order to facilitate our analysis. All information collected will be kept strictly confidential.

Q.13 記錄被訪者嘅性別

Gender of respondent

- |      |        |
|------|--------|
| 1. 男 | Male   |
| 2. 女 | Female |

Q.14 請問您幾多歲呢？

What is your age?

- |           |                  |
|-----------|------------------|
| 1. 18-20  |                  |
| 2. 21-30  |                  |
| 3. 31-40  |                  |
| 4. 41-50  |                  |
| 5. 51-60  |                  |
| 6. 61-70  |                  |
| 7. 70 歲以上 | Over 70          |
| 8. 拒絕回答   | Refuse to answer |

Q.15 請問您最高嘅教育程度係？

What is your highest educational attainment?

- |               |                            |
|---------------|----------------------------|
| 1. 小學或以下      | Primary or below           |
| 2. 中學 / 預科    | Secondary / matriculation  |
| 3. 專上 / 學位或以上 | Tertiary / degree or above |
| 4. 拒絕回答       | Refuse to answer           |

Q.16 請問您現時嘅職業係？

What is your occupation?

- |                 |                               |
|-----------------|-------------------------------|
| 1. 僱主           | Employer                      |
| 2. 僱員 (辦公室工作為主) | Employee (mainly office work) |

- |    |                             |  |
|----|-----------------------------|--|
| 3. | 僱員 (非辦公室工作為主)               | Employee (mainly non-office work)                              |
| 4. | 僱員 (一半時間在辦公室工作及一半時間在非辦公室工作) | Employee (half time office work and half time non-office work) |
| 5. | 自僱                          | Self-employed  |
| 6. | 學生                          | Student  |
| 7. | 家庭主婦                        | Home-maker   |
| 8. | 失業/待業 或 退休                  | Unemployed or retired  |
| 9. | 其他，請註明：_____                | Others (Please specify_____)                                   |
| 9. | 拒絕回答                        | Refuse to answer   |

調查已經完成，謝謝您嘅參與

**Thank you for completing the questionnaire.**