

Hong Kong's Affluent Are The Most Mobile Savvy In Asia

Contributed by Synovate
Monday, 27 October 2008
Last Updated Sunday, 04 January 2009

2008 - Hong Kong

Affluent Hong Kong residents are the highest users of mobile applications such as video messaging, file exchange via Bluetooth or Infrared and moblogs in Asia, according to the 2008 PAX media survey results by Synovate, a leading global market intelligence company.

Exploring all things digital, the Synovate PAX study introduces Digital Life, a new initiative which tracks how elites move through their day, locations, activities as well as platforms used to access media in detail - enabling media owners and media specialists to have a truly cross-media perspective on the online and off-line behaviour of their target groups.

Over 30% of affluent Hong Kongers use video messaging features on their mobile phone (regional average is 17%) while 61% exchange files via Bluetooth or Infrared (regional average is 40%) and 12% write moblogs (regional average is 8%).

"Whilst Hong Kong's wealthy are less inclined to use features such as podcasts, RSS feeds, wikis, widgets and tagging, it's a different ball game when it comes to mobile devices. Hong Kongers are the most mobile-savvy across the region," said Clare Lui, Research Director for Synovate.

"They also love to chat online, spending eight hours a week using applications such as MSN instant messenger to stay in touch with friends, colleagues and family. This is two hours more than the regional average," added Lui.

Over a third of Hong Kong respondents acknowledged that they try to keep up with developments in technology, an increase of over six per cent from the same time last year. Seventy-five per cent of affluent Hong Kongers watch video clips on a shared site (regional average is 62%) and over half enjoy playing video games (regional average is 38%).

"Media owners, planners and advertisers should take note that media pathways clearly encompass both traditional and digital media among Hong Kong elites. Our results show that while they spend an average of ten hours a week watching TV, they do in fact spend an average of four hours a week reading online newspapers and magazines? this is the highest in the region after Taipei," said Lui.

After email, searching for information on products or services is the next most popular carried out via computer or mobile device with 86% of Hong Kong's affluent doing so. This is followed by reading news alerts and updates (86%) and reading newspapers and magazines online (82%).

"Financial institutions will also be pleased to know that close to two thirds (76%) of Hong Kong elites use the convenience of online banking, a number which will continue to grow in the near future as the city becomes more digitally advanced," Lui added.