

## **Survey shows young Asians are inseparable from their mobiles**

Written by 3K Admin

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HONG KONG: The latest Young Asians survey by global market research firm Synovate shows the lives of Asia's youth revolve around their mobile phones, as personal ownership of mobiles has increased from 60% in 2008 to 64% in 2010.

According to China's Xinhua news agency, it also showed that Hong Kong jumped from 82% to 87% of youth owning a mobile, while Singapore went from 80% to 85%.

This 5th Synovate Young Asians study provides an in-depth look at the lifestyles, habits, product ownership and media consumption of youth across Asia.

Respondents ranged from eight to 24 years old across 11 markets in Asia, covering China, Hong Kong, India, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.

A total sample of 12,302 youth was surveyed in face-to-face interviews and online method during the second quarter of 2010.

When looking at the results by age segments, 93% of youth between age 12 to 14 in Hong Kong and Singapore own a mobile phone, above the regional average of 47%.

Susanna Lam, Research Director of Synovate in Hong Kong: "We are excited about the trends we're seeing in Young Asians.

In conjunction with our research sponsors - Friendster, Microsoft Advertising and Yahoo! - we are uncovering the driving forces that influence Asia's youth.

She added: "This year, we see that the mobile phone is simply inseparable from its owner. More youth across a number of Asia markets now own a mobile compared to 2008."

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With one in five young Asian planning to use their mobile even more often, these findings show the great potential of this medium," said Lam.

In Hong Kong, the most popular mobile phone activities over the past 7 days are listening to music, SMS, taking pictures, and playing games, the report said.

Synovate Young Asians is a tracking survey that provides credible, relevant, and detailed information on the lifestyle, product ownership, media, and leisure habits of young people in Asia aged eight to 24, meeting the needs of regional media, marketing and advertising specialists. - Bernama

Source: <http://thestar.com.my/news/story.asp?file=/2010/8/3/nation/20100803123827&sec=nation>