



## Tracking Research

### Usage of Traditional and New Media

#### Survey Results

[To enable the sample to reflect the characteristics of Hong Kong population as much as possible, unless specified otherwise, all figures **had been weighted** according to the latest sex-and-age distribution of the Hong Kong population aged 18 or above, as released by the Census and Statistics Department. Due to the process of weighting, sample sizes might slightly differ from unweighted ones. Besides, the total percentage of some questions might not be exactly equal to 100% due to rounding. Unless specified otherwise, all questions exclude respondents answering "don't know/no answer".]

#### Percentage of household owning different media products or services

(Since this set of questions was family-based, the figures were weighted according to the latest distribution of household monthly income as released by the Census and Statistic Department at the time.)

Year of Survey	Computer	Desktop Computer	Laptop Computer	Internet	Broadband Network	Router	TV set	Receiving Subscription TV	Receiving Satellite TV	Receiving HD digital TV **
2006	81.3%	--	--	71.8%	67.6%	--	99.4%	43.0%	-	-
2008	81.5%	--	--	75.0%	71.9%	--	99.4%	42.7%	18.2%	20.4%
2010	83.4%	77.0%	50.2%	79.2%	75.6%	46.0%	99.4%	39.6%	16.2%	53.0%
2012	87.0%	76.7%	58.1%	81.7%	78.9%	60.1%	99.4%	39.2%	15.5%	71.8%
2014	85.4%	73.7%	59.9%	81.2%	78.8%	68.7%	98.9%	35.0%	-	82.1%

Year of Survey	VCD/DVD/Blue-ray player *	Video recorder	Digital Camera	DV Camera	Electronic/TV game player	Set-top Box
2006	84.7%	68.2%	65.6%	31.3%	42.9%	-
2008	83.5%	64.0%	72.1%	34.3%	48.1%	-
2010	--	43.9%	72.8%	28.2%	43.4%	-
2012	67.4%	46.9%	76.8%	30.6%	40.3%	-
2014	63.2%	-	71.6%	25.5%	36.8%	28.4%

\*The survey in 2006 and 2008 used the term 'VCD or DVD player'. The survey in 2012 and 2014 used the term "DVD or blue-ray player".

\*\* The survey in 2008 used the term 'HDTV'.





Percentage of Individual owning the following electronic devices

Year of Survey	MP3Player	PDA	Portable Multimedia Player	Tablet PC	Electronic Reader
2006	37.2%	10.1%	--	--	--
2008	32.7%	11.7%	--	--	--
2010	--	--	23.4%	5.5%	--
2012	--	--	23.5%	22.6%	3.8%
2014	-	-	24.1%	40.4%	5.3%

Percentage of Individual owning mobile phone and types of mobile phone and networks being used.

Year of Survey	Mobile phone	Type of Mobile phone*		Network*			
		Non-smartphone	Smartphone	2G network	3G network	4G network	Don't know / no answer
2006	91.8%	--	--	61.1%	19.6%	--	19.3%
2008	93.7%	--	--	54.9%	36.7%	--	8.4%
2010	94.3%	--	--	43.3%	45.6%	--	11.1%
2012	96.5%	39.6%	60.4%	29.8%	52.1%	6.0%	12.1%
2014	97.8%	20.2%	79.8%	9.6%	38.7%	38.6%	13.1%

\* Exclusively for mobile phone users.





**Percentage of Individual using four kinds of media & the average time spent/number of visiting**

Year of Survey	Watching TV (Include online usage)		Listening to Radio (Include online usage)		Reading Newspaper (Include online usage)		Going to Theatre	
	% of watching	Average min spent daily *	% of listening	Average min spent daily *	% of reading	Average min spent daily*	% of going	Average no. of visiting yearly*
2006**	96.6%	150.0	49.9%	152.8	78.9%	53.6	51.1%	7.8
2008**	95.5%	139.2	44.8%	128.9	76.7%	49.7	54.8%	7.2
2010	96.6%	144.1	41.9%	126.6	85.1%	54.5	57.7%	7.8
2012	96.3%	150.9	45.2%	131.3	86.1%	57.4	56.2%	7.0
2014	95.0%	148.7	49.8%	131.7	86.9%	57.7	62.1%	7.3

\* Some respondents answered "don't know / no answer" or "not watching / not listening / not reading / not going" for this question. These answers were not included in the calculation of the average minute/times

\*\*The survey of 2006 and 2008 did not include the online usage.

**Percentage of Individual using three kinds of media through traditional way or on the Internet, and the average time spent**

Year of Survey	Watching TV				Listening to Radio				Reading Newspaper			
	Traditional way		Online usage		Traditional way		Online usage		Traditional way		Online usage	
	% of watching	Average min spent daily *	% of watching	Average min spent daily *	% of listening	Average min spent daily *	% of listening	Average min spent daily *	% of reading	Average min spent daily*	% of reading	Average min spent daily*
2010	96.4%	131.2	20.2%	70.5	39.0%	122.6	6.1%	90.1	72.5%	45.5	40.3%	33.9
2012	94.0%	133.2	24.6%	81.4	39.5%	129.7	10.4%	76.6	68.1%	50.8	42.8%	34.6
2014	91.1%	124.3	43.0%	85.1	40.3%	129.9	20.5%	70.0	60.8%	46.6	65.8%	40.9

\* Some respondents answered "don't know / no answer" or "not watching / not listening / not reading" for this question. These answers were not included in the calculation of the average minute





Frequency (Average score\*) of individual using the following six media (excluding online usage)

Year of Survey	Read Magazines	Read books (excluding electronic books or textbooks)	Read Comics	Watch VHS/VCD/DVD/Blue-ray/ other forms of recoded images	Listen to Cassette /CD/MD/MP3/iPod etc	Play Electronic /TV/ Computer Games
2006	2.63	2.54	1.45	2.61	2.46	1.67
2008	2.60	2.60	1.48	2.57	2.47	1.74
2010	2.57	2.52	1.38	2.28	2.42	1.73
2012	2.31	2.55	1.36	1.99	2.36	1.70
2014	2.29	2.44	1.33	1.82	2.21	1.59

\*Calculation of average score: with "don't know / no answer" uncounted, "never" counted as 1 point, "seldom" as 2, "sometimes" as 3, "often" as 4, "very often" as 5.

## Individual using the Internet

### Percentage of Individual using the Internet\*

Year of Survey	Using	Do not use	Total (N)
2006	53.1%	46.9%	100% (1071)
2008	56.9%	43.1%	100% (997)
2010	60.4%	39.6%	100% (1012)
2012	66.9%	33.1%	100% (945)
2014*	82.6%	17.4%	100% (862)

\*From 2006 to 2012, the question was: 'Do you use internet? '.

In 2014, the question was: 'Do you use internet, including using on cell phone or apps?'

