



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. Besides, The total N may not add up to 100% due to rounding errors and weighting. Unless specified otherwise, all questions exclude respondents answering "don't know/no answer".]

Percentage of household/Individual owning different media products or services

Percentage of household owning the following 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	TV set %	Smart TV %	Set-top Box %	Subscription TV %	Digital Camera %	Desktop/ Laptop Computer %	Internet %	Router %
2006	99.4	--	--	43.0	65.6	81.3	71.8	--
2008	99.4	--	--	42.7	72.1	81.5	75.0	--
2010	99.4	--	--	39.6	72.8	83.4	79.2	46.0
2012	99.4	--	--	39.2	76.8	87.0	81.7	60.1
2014	98.9	17.0	28.4	35.0	71.6	85.4	81.2	68.7
2016	99.2	38.8	36.1	32.5	60.9	81.7	82.8	74.8

Percentage of Individual owning the following electronic devices

Year of Survey	Mobile phone %	Smartphone %	Non-smartphone %	Tablet PC %	Wearable devices %
2006	91.8	--	--	--	--
2008	93.7	--	--	--	--
2010	94.3	--	--	5.5	--
2012	96.5	58.3	38.2	22.6	--
2014	97.8	78.1	19.7	40.4	--
2016	97.4	84.0	13.4	44.6	10.5





Individual consumption on different media

Percentage of Individual consuming the following 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 watching	Average min. spent daily *	% of listening	Average no. of visiting annually *
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	42.0	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	94.8	148.7	48.2	131.7	85.0	57.7	62.1	7.3
2016	93.9	133.3	41.9	127.9	83.2	54.2	63.7	7.0

* 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 consuming the following 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	20.3	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	32.8	85.1	40.3	129.9	15.6	70.0	60.8	46.6	50.2	40.9
2016	90.2	108.7	35.1	79.6	33.0	126.6	16.7	74.2	48.6	41.5	59.3	42.4

* 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





Percentage of individual consuming the following media frequently (quite often / very often)

Year of Survey	Read Books (excluding electronic books or textbooks) %	Read Books Online or Read Electronic Books %	Play Electronic /TV/ Computer Games (excluding online games) %	Play Online Games %
2006	26.1	--	9.1	7.1
2008	28.7	--	10.0	6.0
2010	25.4	--	9.4	7.9
2012	26.0	--	8.4	9.1
2014	22.3	--	8.3	15.3
2016	23.4	11.2	5.8	17.2

Individual using the Internet

Percentage of Individual using the Internet*

Year of Survey	Using %	Do not use %	Total % (N)
2006	53.1	46.9	100.0 (1071)
2008	56.9	43.1	100.0 (997)
2010	60.4	39.6	100.0 (1012)
2012	66.9	33.1	100.0 (945)
2014	76.4	23.6	100.0 (862)
2016	81.3	18.7	100.0 (1119)

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

In 2014 and 2016, the question was: 'Do you use the internet, including using on cell phone or apps?'





Percentage of Individual doing the following things on the Internet frequently (quite often / very often)

Year of Survey	Search Information on the Internet %	Watch News Online %	Use Youtube %	Use Online Banking %	Access Online Services, eg, pay bills, transfer money, order tickets, etc %	Online Shopping %	Use Email %	Use Instant Messaging %	Use Video Instant Messaging, e.g. FaceTime, Skype %	Use Social Media %
2006	35.8	22.6	--	--	13.0	1.9	33.1	--	--	--
2008	39.6	25.3	--	--	17.2	2.1	38.5	--	--	14.7
2010	41.0	30.0	--	--	17.9	3.7	42.7	--	6.8	25.8
2012	45.9	29.2	--	--	16.2	5.6	46.7	--	8.9	30.6
2016	52.6	36.6	38.6	26.7	20.7	12.1	46.0	68.3	9.8	42.8

Percentage of Individual using the following social media or instant messaging

Year of Survey	Facebook %	Instagram %	Line %	WeChat %	Weibo %	WhatsApp %
2016	61.3	26.1	22.2	45.9	13.8	78.8

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