



**The University of Hong Kong
Public Opinion Programme**



Microsoft Hong Kong Limited

Modern Family Lifestyle Survey

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Research Background

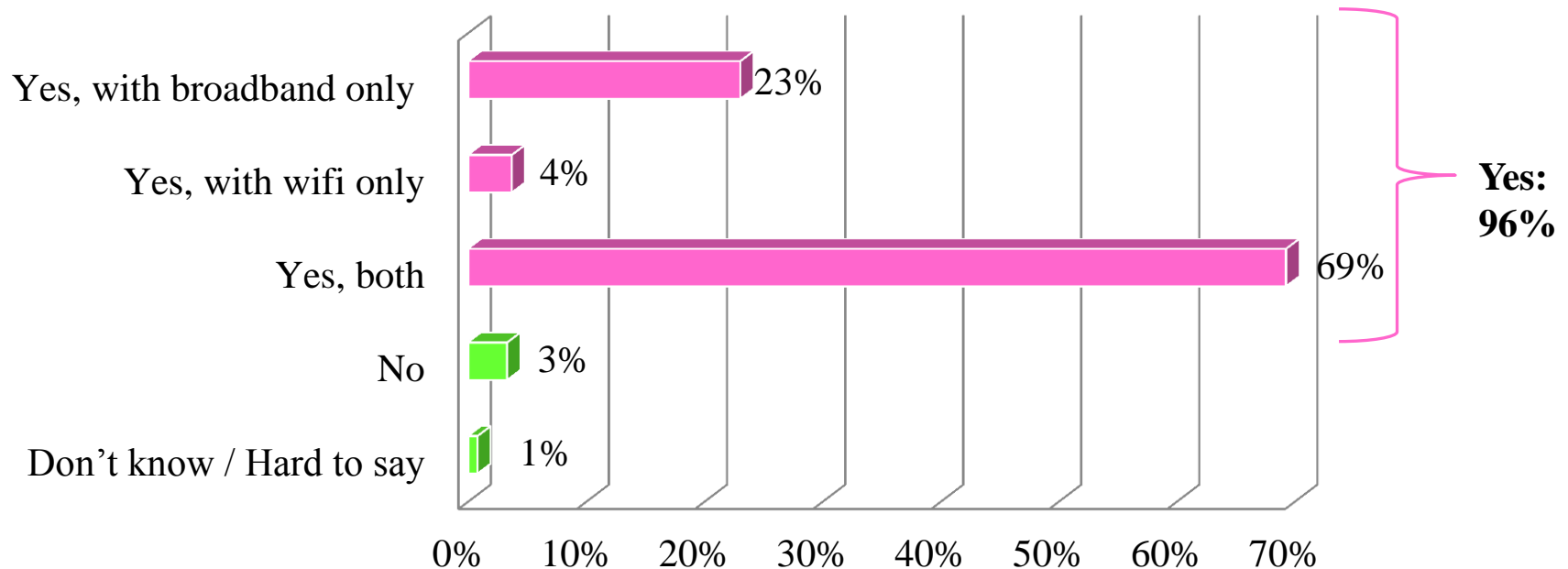
- * Objective: To understand Hong Kong people's usage pattern of computer and mobile devices.
- * POP consulted Microsoft in designing the questionnaire, but enjoyed full autonomy in fieldwork operation, data collection and data analysis. POP takes full responsibility for all findings reported.
- * The research methodology and all survey findings will be open for public consumption.

Research Background

- Date of survey: January 14 to 21, 2013
- Target population: Hong Kong citizens aged between 18 and 60 year old, who speak Cantonese, own at least one computer or mobile device (including PCs, laptops, smartphones, tablets, and so on), and living with at least one other family members
- Survey method: Random telephone survey with real interviewers
- Sample size: 517 successful cases
- Effective response rate: 74.6% (based on the number of eligible target respondents)
- Standard error: 2.2% (i.e., the sampling error of all percentages is no more than +/-4.4 percentage points, at 95% confidence level)

A. Usage of Broadband/Wifi and Mobile Devices

Most respondents have broadband and/or Wifi coverage at home

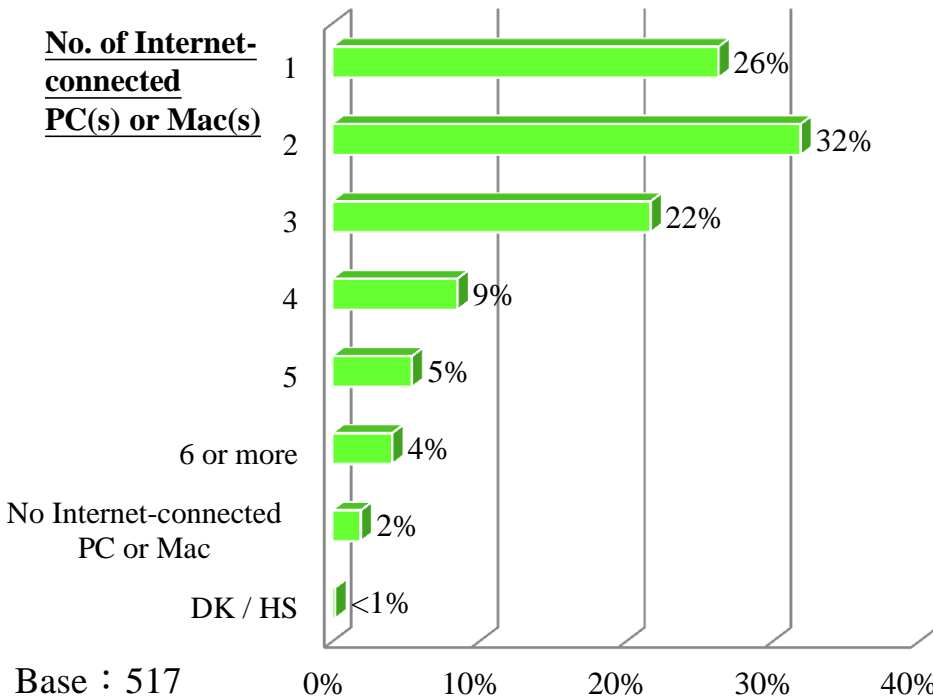


Base : 517

[Q1] Do you have broadband or Wifi coverage at home?

Hong Kong families on average own more than 2 Internet-connected PC/Macs and more than 3 mobile devices

No. of Internet-connected PC(s) or Mac(s)

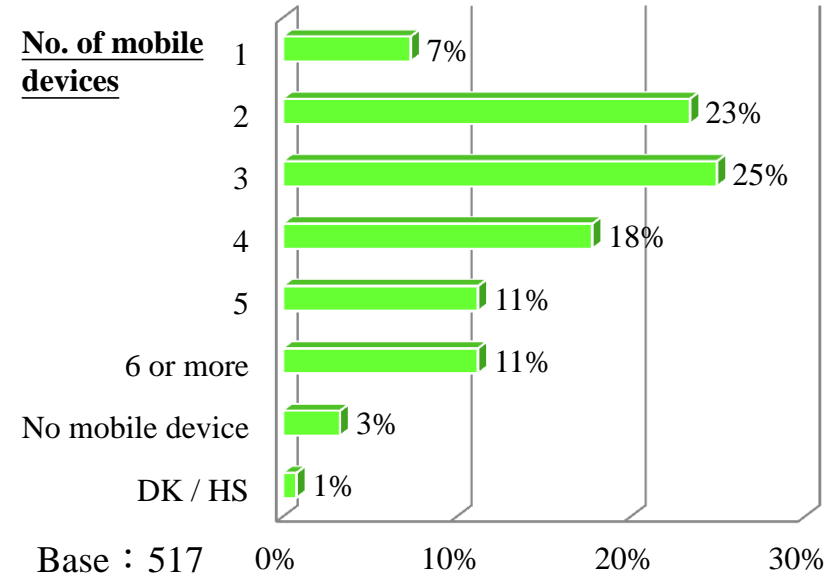


Mean	Sampling error	Median	Base
2.5*	+/-0.13	2.0	516
2.5#	+/-0.13	2.0	506

* Include 0 when calculating the mean score
Exclude 0 when calculating the mean score

[Q2a] How many Internet-connected PC(s) or Mac(s) (incl. laptops) do you have in your whole family?

No. of mobile devices



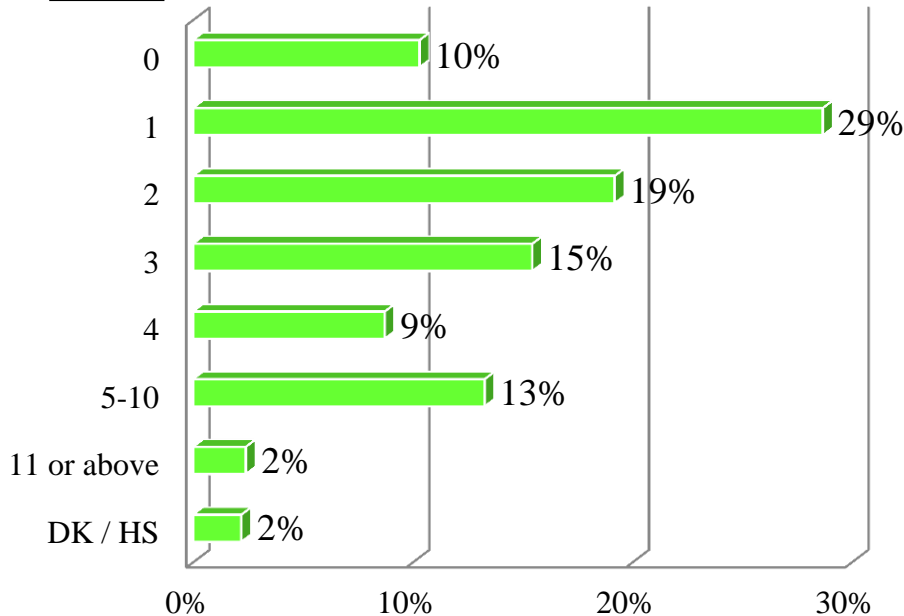
Mean	Sampling error	Median	Base
3.2*	+/-0.23	3.0	513
3.5#	+/-0.23	3.0	471

* Include 0 when calculating the mean score
Exclude 0 when calculating the mean score

[Q3a] How many mobile devices do you have in your whole family? Please include tablets such as iPad, Microsoft Surface and Galaxy Tab or smartphones such as iPhone, Galaxy Note/Phone and Windows Phone, etc. but excluding PC/Mac, and non-smartphones.

On average, respondents spend 2.8 hours daily using Internet-connected PC/Macs, 35% time on work or education

Hour(s)



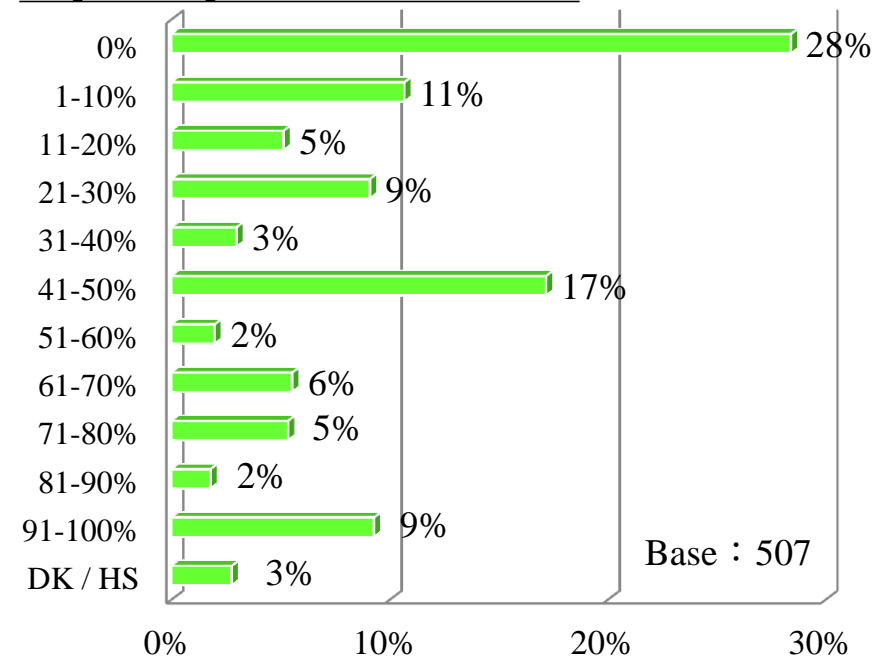
Base : 506

Mean	Sampling error	Median	Base
2.8	+/-0.24	2.0	495

[Q2b] (Only ask respondents who have Internet-connected PC(s) or Mac(s) (incl. laptops) in their whole family, base=507) How much time do you spend on using these PC(s) or Mac(s) (incl. laptops) on average per day?

Mean	Sampling error	Median	Base
35.0%	+/-3.1%	30.0%	493

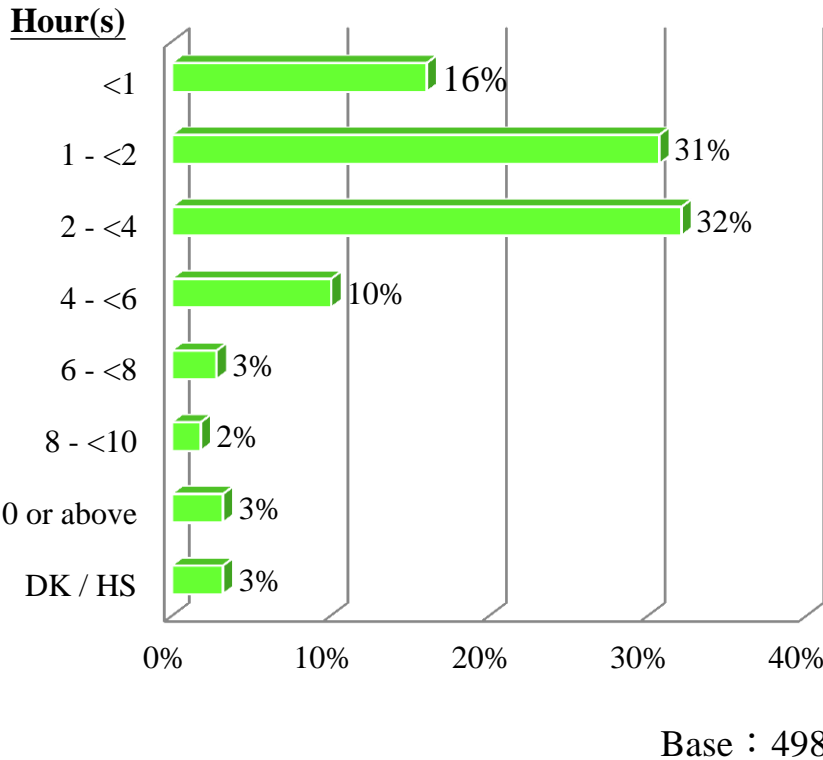
Proportion spent on Work / education



Base : 507

[Q2c] (Only ask respondents who have Internet-connected PC(s) or Mac(s) (incl. laptops) in their whole family, base=507) What proportion of these time do you spend for work or education (vs. leisure / entertainment)?

On average, respondents spend 2.4 hours daily using mobile devices, 22% time on work or education

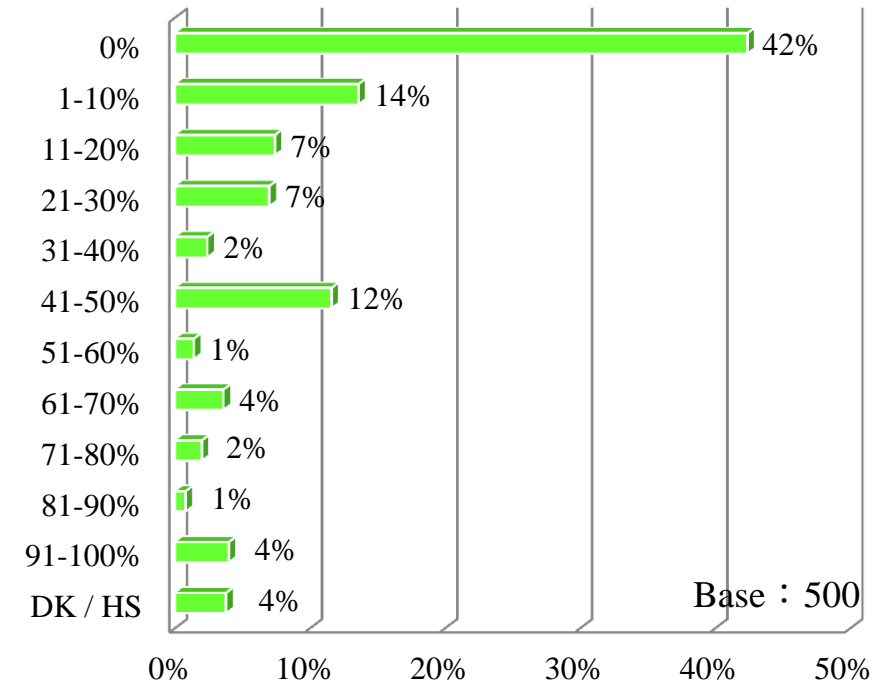


Mean	Sampling error	Median	Base
2.4	+/-0.25	2.0	482

[Q3b] (Only ask respondents who have mobile devices in their whole family, base=500) How much time do you spend on using these mobile devices for non-phone call activities (say Instant Messaging, email, web browsing, etc.) on average per day?

Mean	Sampling error	Median	Base
21.5%	+/-2.6%	5.0%	481

Proportion spent on Work / education

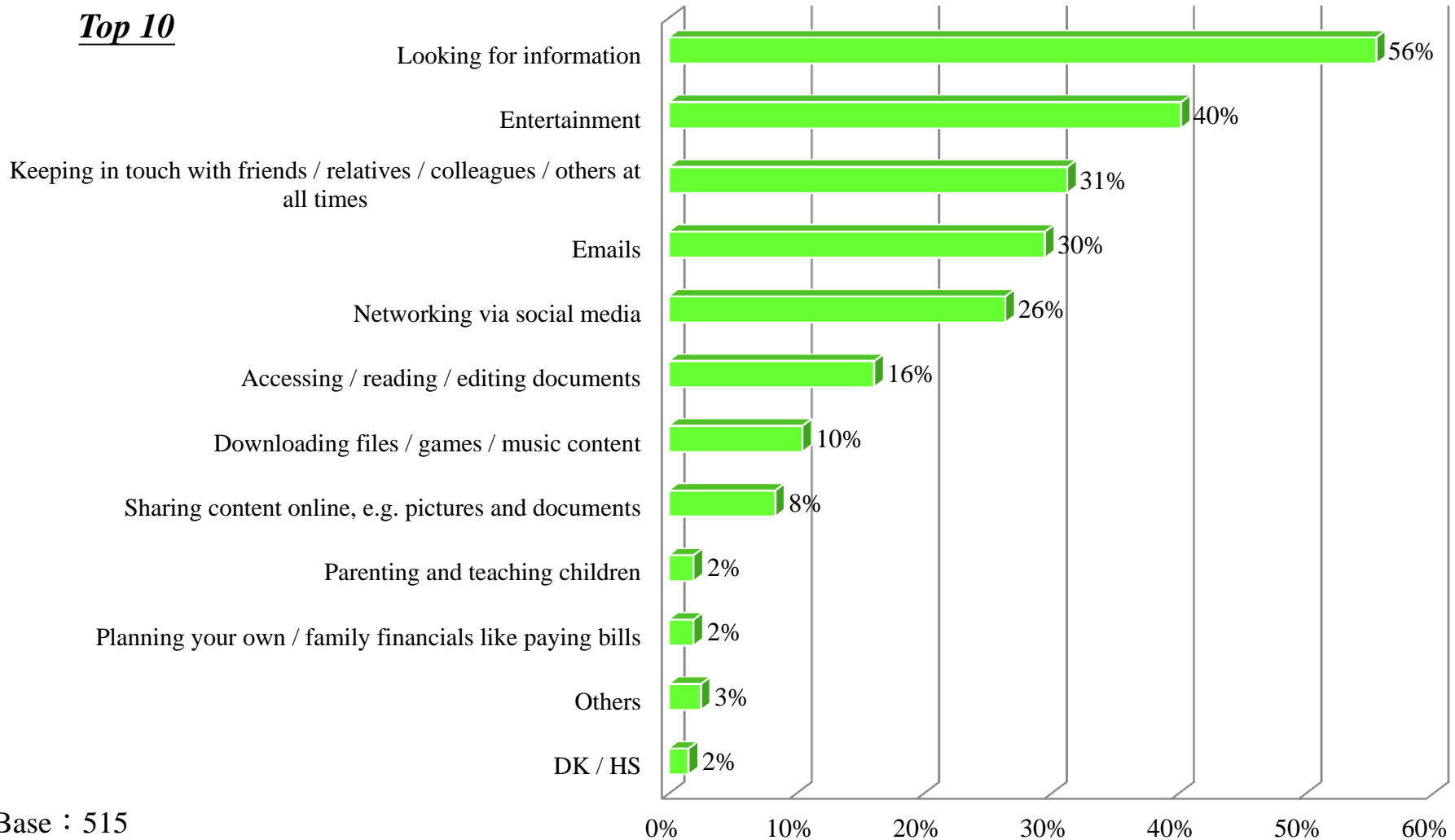


[Q3c] (Only ask respondents who have mobile devices in their whole family, base=500) What proportion of these time do you spend for work or education (vs. leisure / entertainment)?

B. Access of Information

Most commonly used device application: Looking for information

Top 10

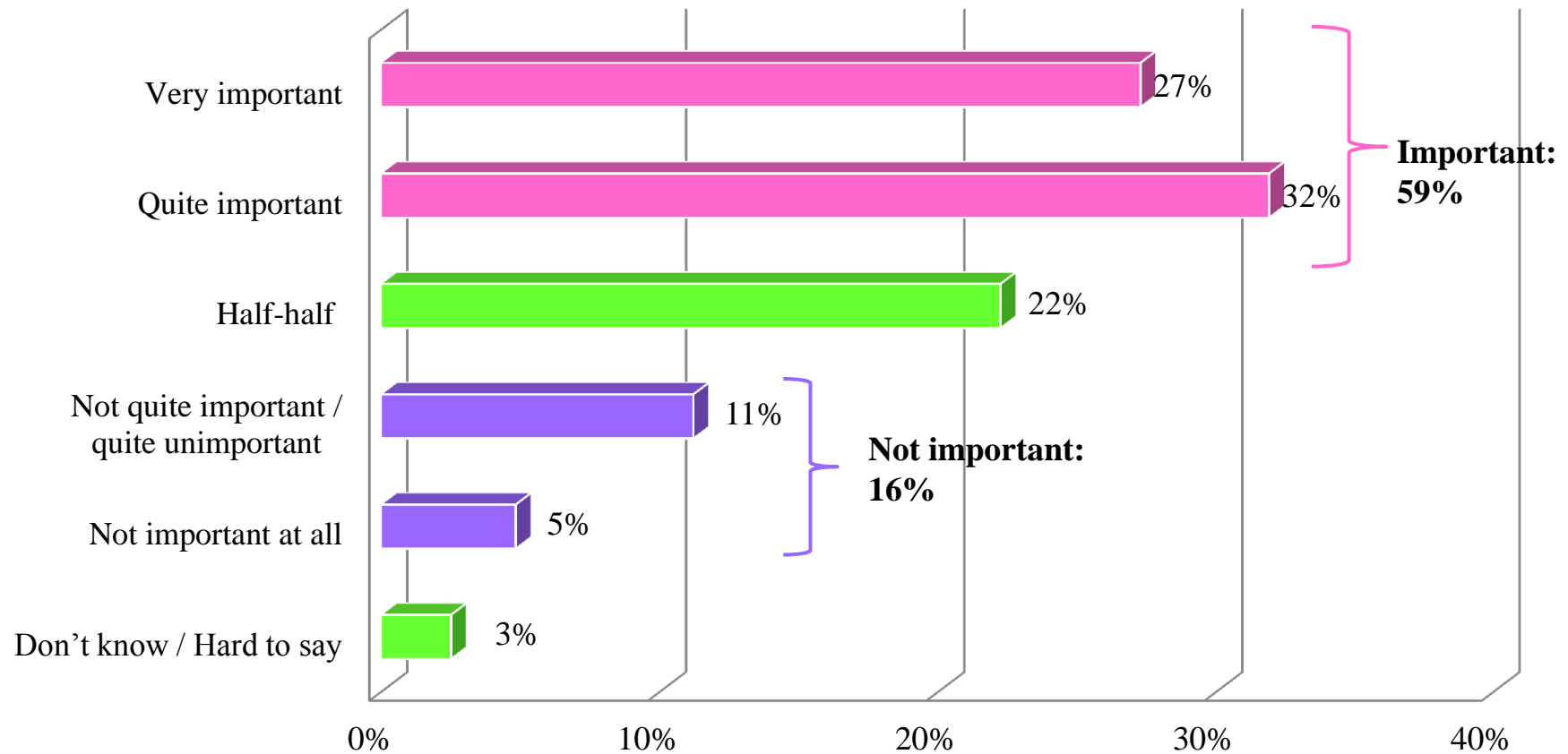


Base : 515

[Q4] Which 3 applications will you use most on these devices (PC / MAC / laptops / ultrabooks / tablets / smartphones)?

[Do not read out options, up to 3 responses allowed]

Close to 60% consider it important to access and share information flexibly using different devices

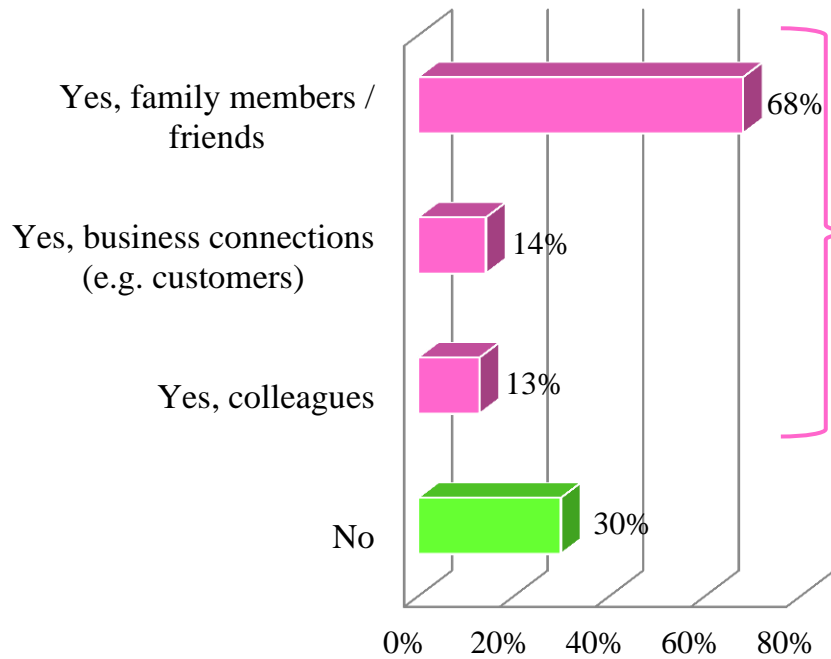


Base : 517

[Q5] How do you rate the importance of accessing and sharing information flexibly using different devices throughout the day? (e.g. checking work docs on smartphone at work and accessing it again on your home PC) [Interviewer to probe intensity of opinion]

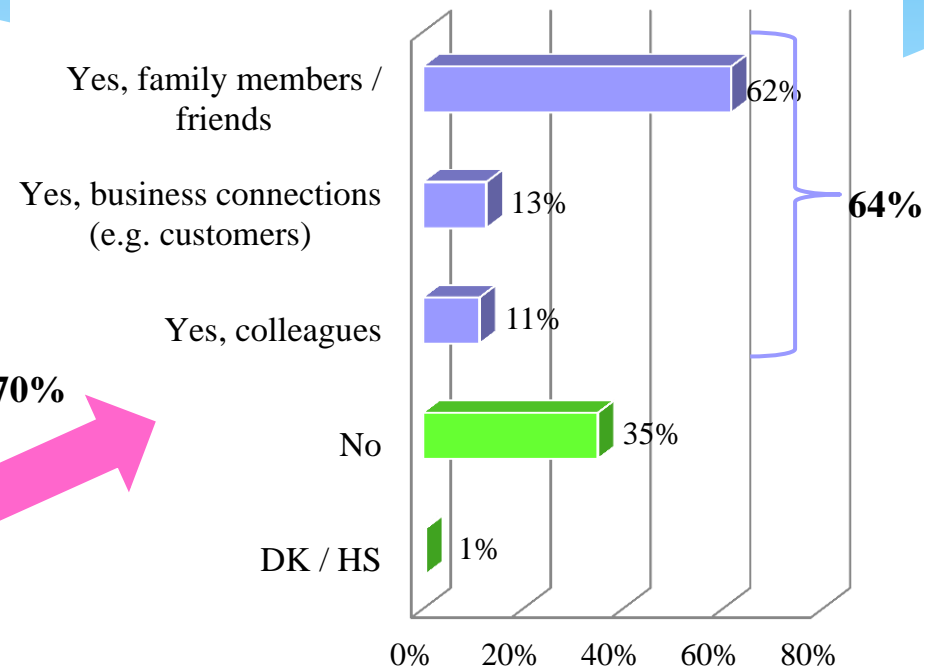
C. Networking / Communications

70% have family members, friends and business connections aboard, most communicate with them using online tools



Base : 517

[Q6a] Do you have business connections, colleagues, family members or friends aboard? [Multiple responses allowed]

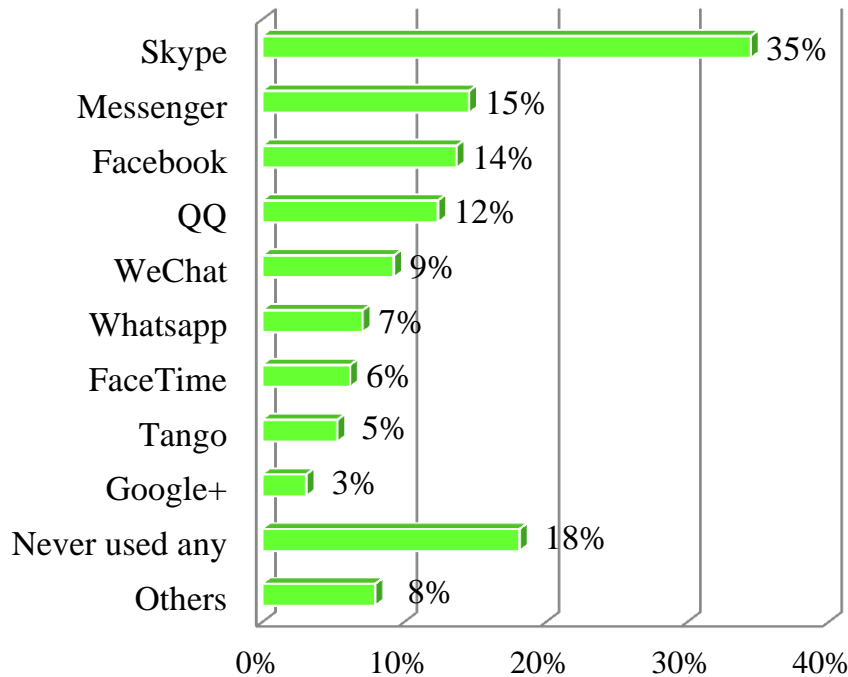


Base : 363

[Q6b] (Only ask respondents who answered “yes” in Q6a, base=363) If yes, do you use web-based Instant Messaging or video conferencing tools to communicate with them when needed? [Multiple responses allowed]

Skype is the most popular tool for communications with overseas contacts

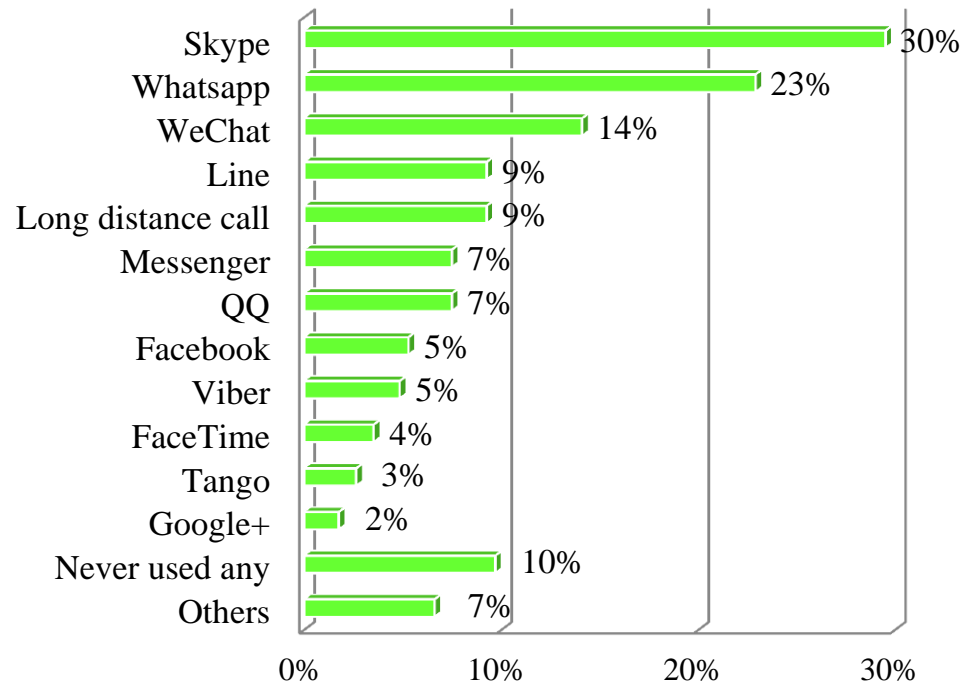
Video conversations



Base : 226

[Q7a] (Only ask respondents who answered “yes” in Q6b, base=236) Then, which tools do you use when you have video conversations with them? [Do not read out options, multiple responses allowed]

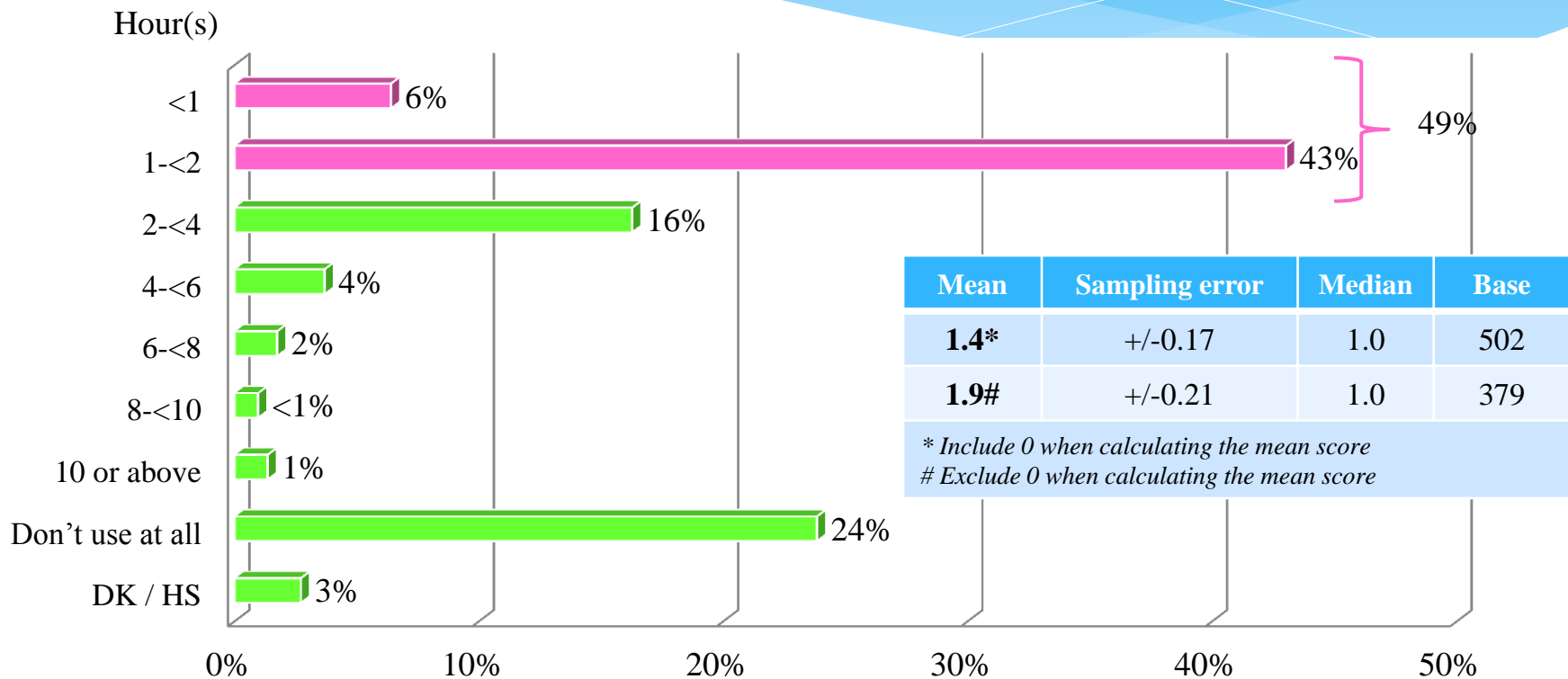
Voice conversations



Base : 227

[Q7b] (Only ask respondents who answered “yes” in Q6b, base=236) Then, which tools do you use when you have voice conversations with them? [Do not read out options, multiple responses allowed]

Respondents on average spend less than 2 hours on online social tools per day

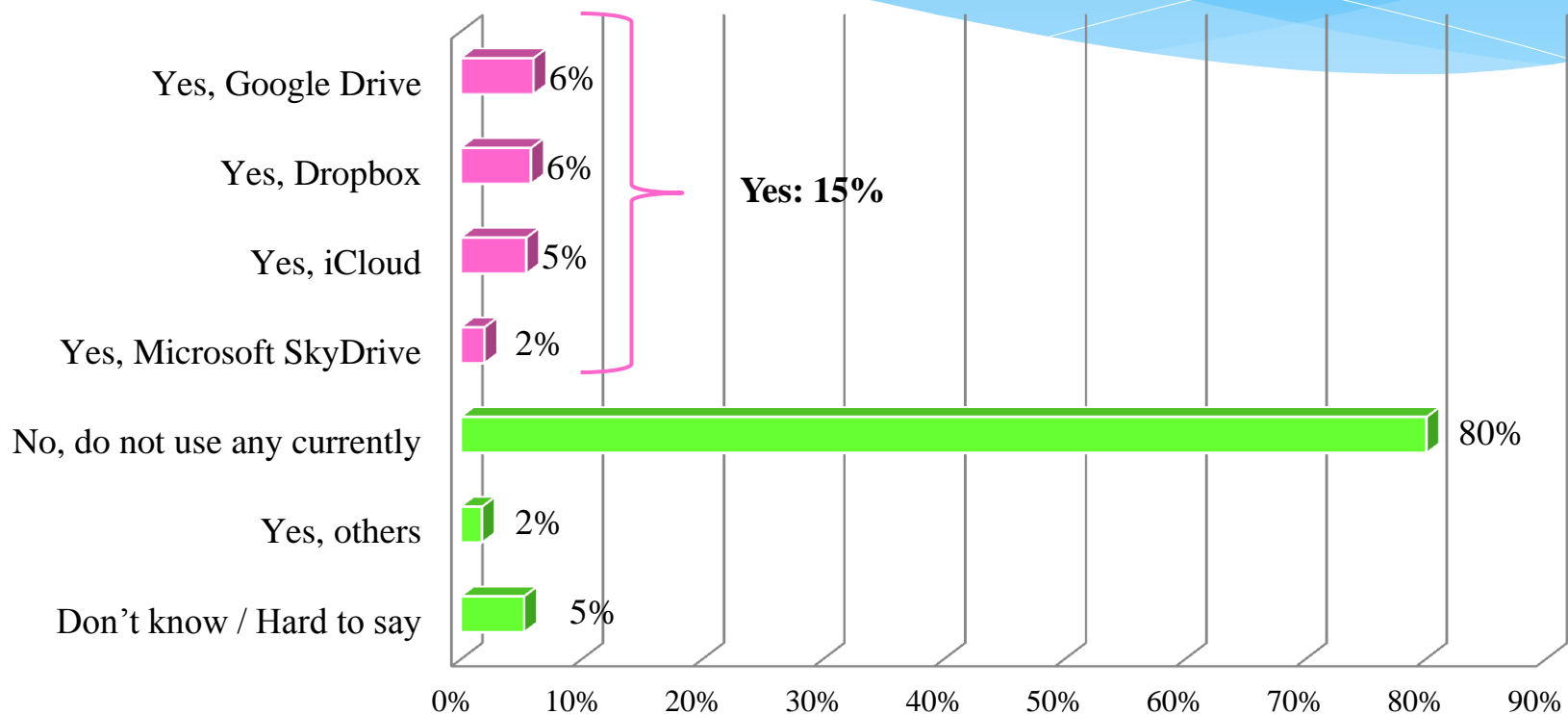


Base : 516

[Q8] For social networking, how much time do you use online social tools per day (e.g. Facebook, LinkedIn, Skype, Weibo, Twitter, MSN)?

D. Organizing Lives

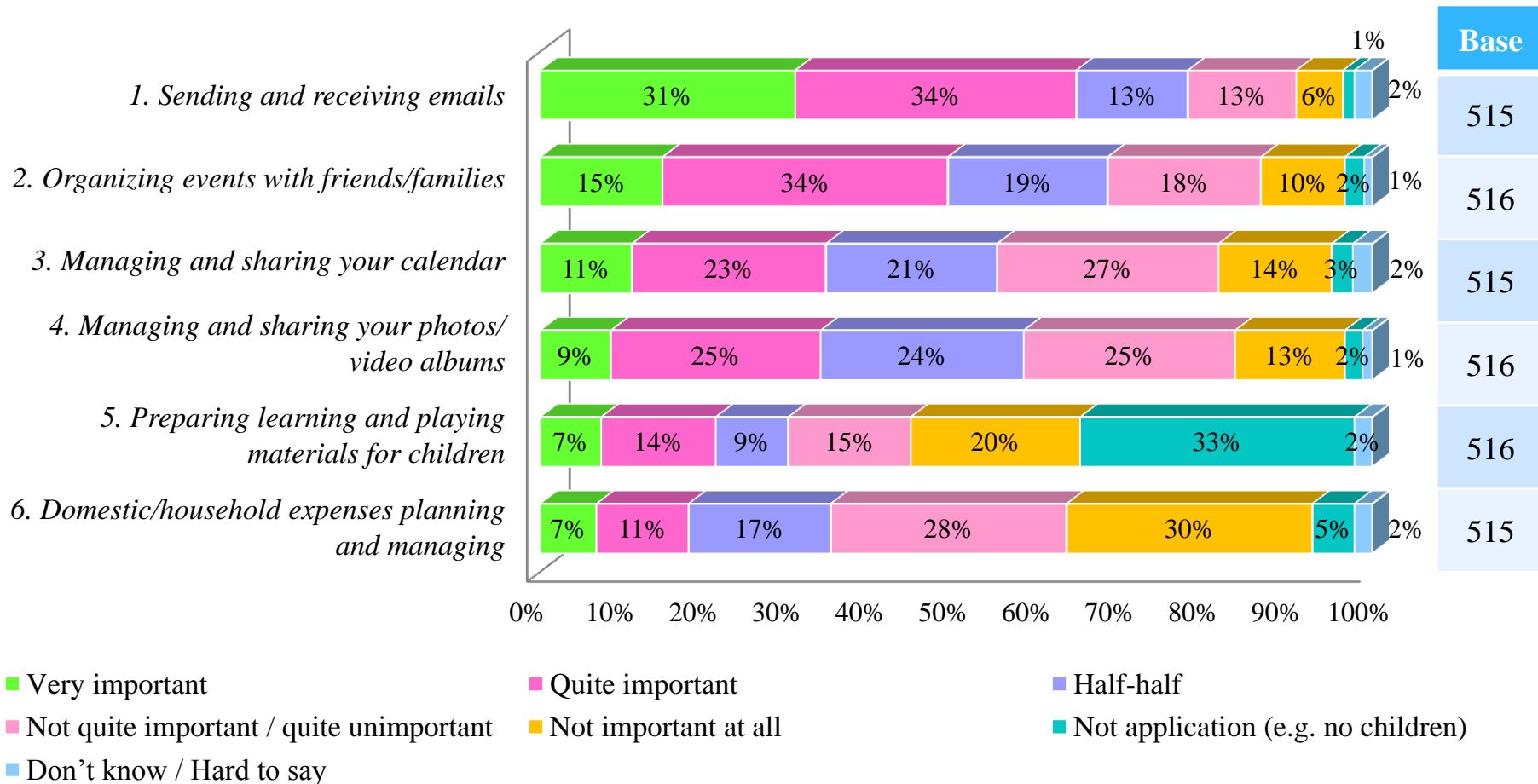
80% of respondents do not use any internet cloud service



Base : 517

[Q9] Do you use an internet cloud service (paid or free) currently? If yes, which one are you using? [Do not read out options, multiple responses allowed]

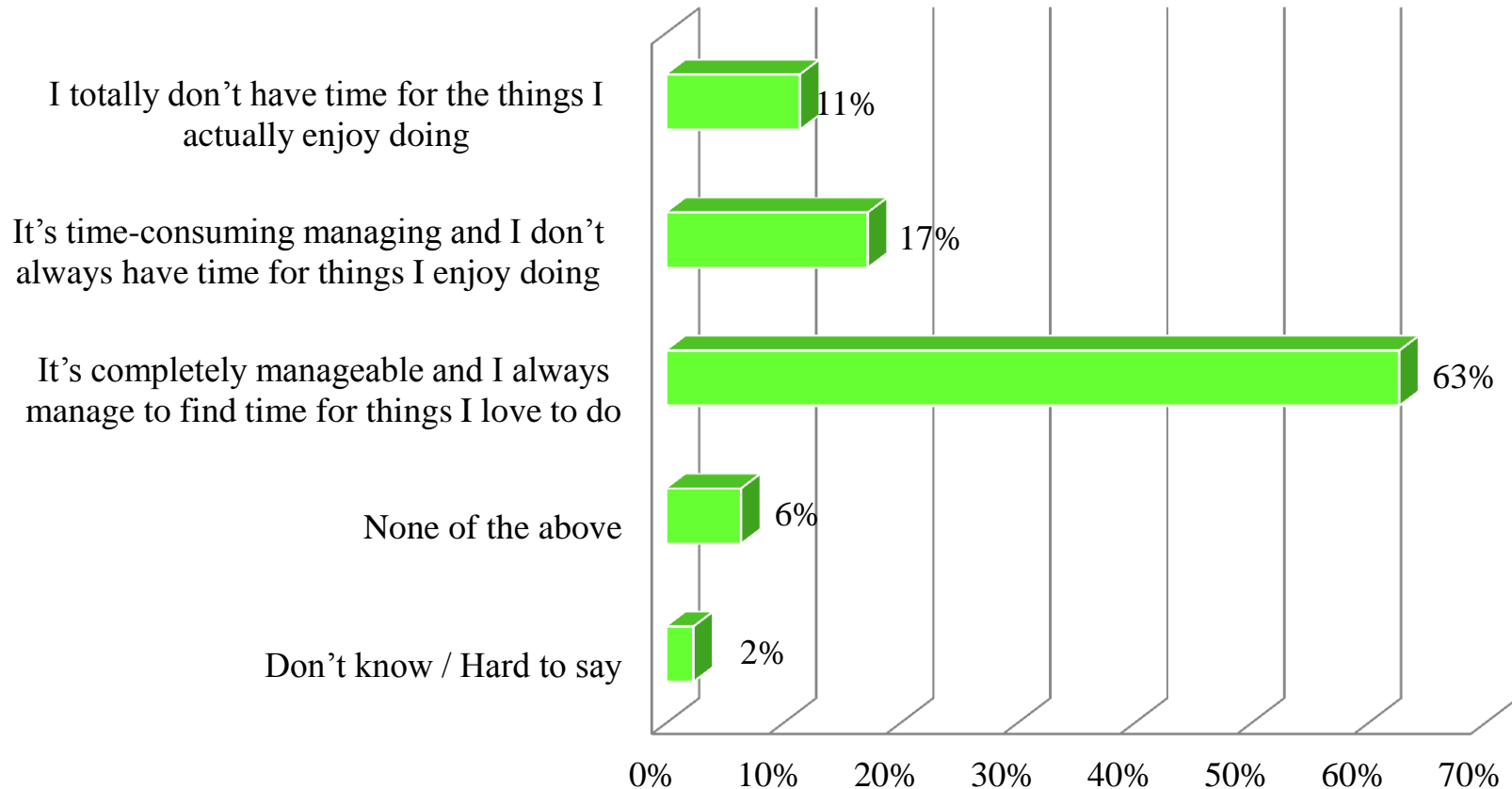
Majority consider it important to have an effective IT tool for sending and receiving emails



[Q10] How do you rate the importance of the following items, which you will need an effective IT tool on your mobile / PC devices to help you manage? [Interviewer to probe intensity of opinion]

E. General Lifestyle

Over 60% think their personal matters are completely manageable

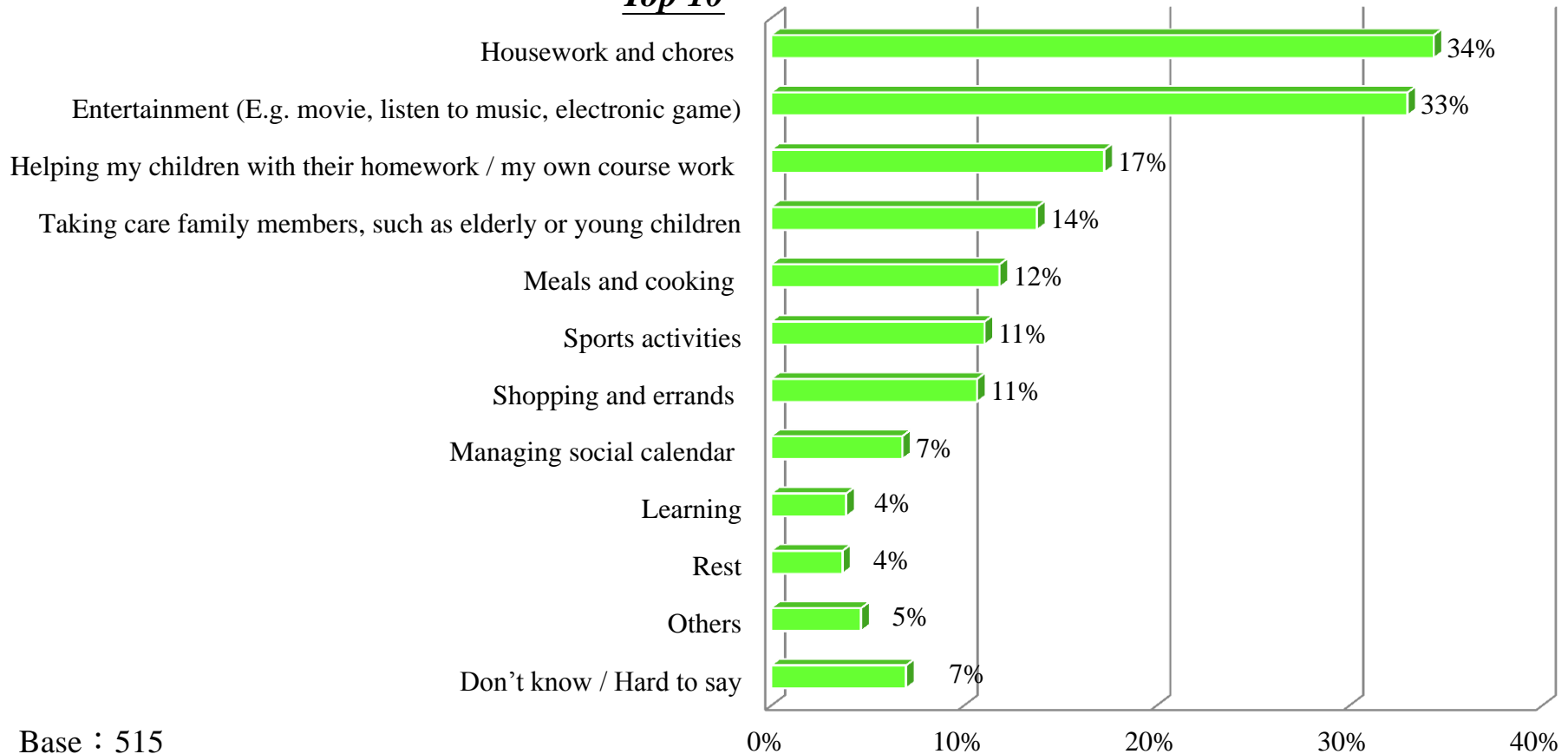


Base : 517

[Q11] Which of the below statements can best describe how good or bad you are currently managing your personal matters like household chores, cooking, shopping, household budget / paying bills, etc. and can afford the time for things that you enjoy doing? [Interviewer to read out items 1 to 3, order to be randomized by computer, ONE answer only]

“Housework and chores” and “entertainment” eat up most of respondents’ time outside of work

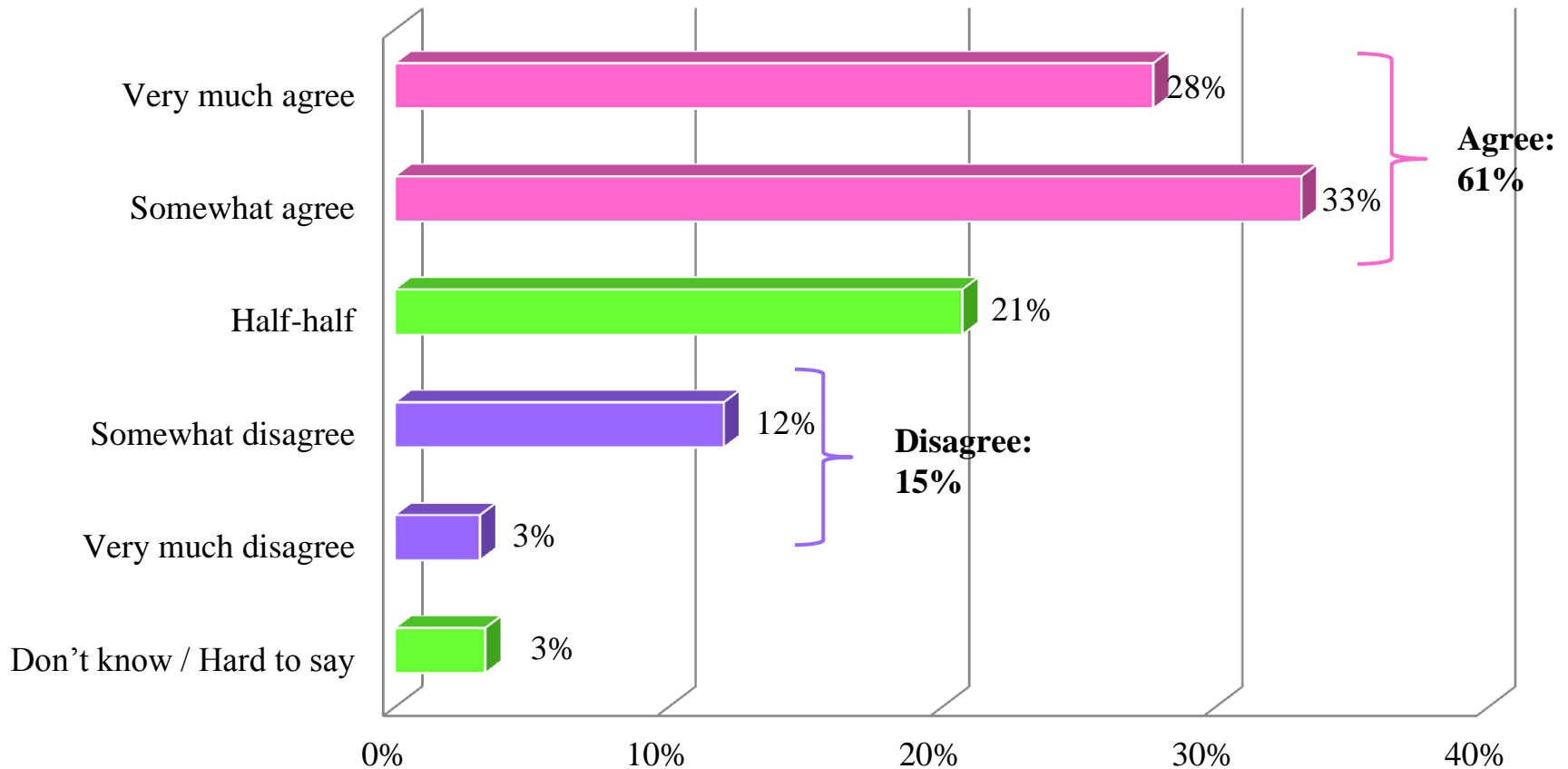
Top 10



Base : 515

[Q12] What personal matters eat up most of your time outside of work? Please name the top three . [Do not read out answers, three answers at most are allowed; for non-working respondents, interviewers can drop the words “outside of work” from the question.]

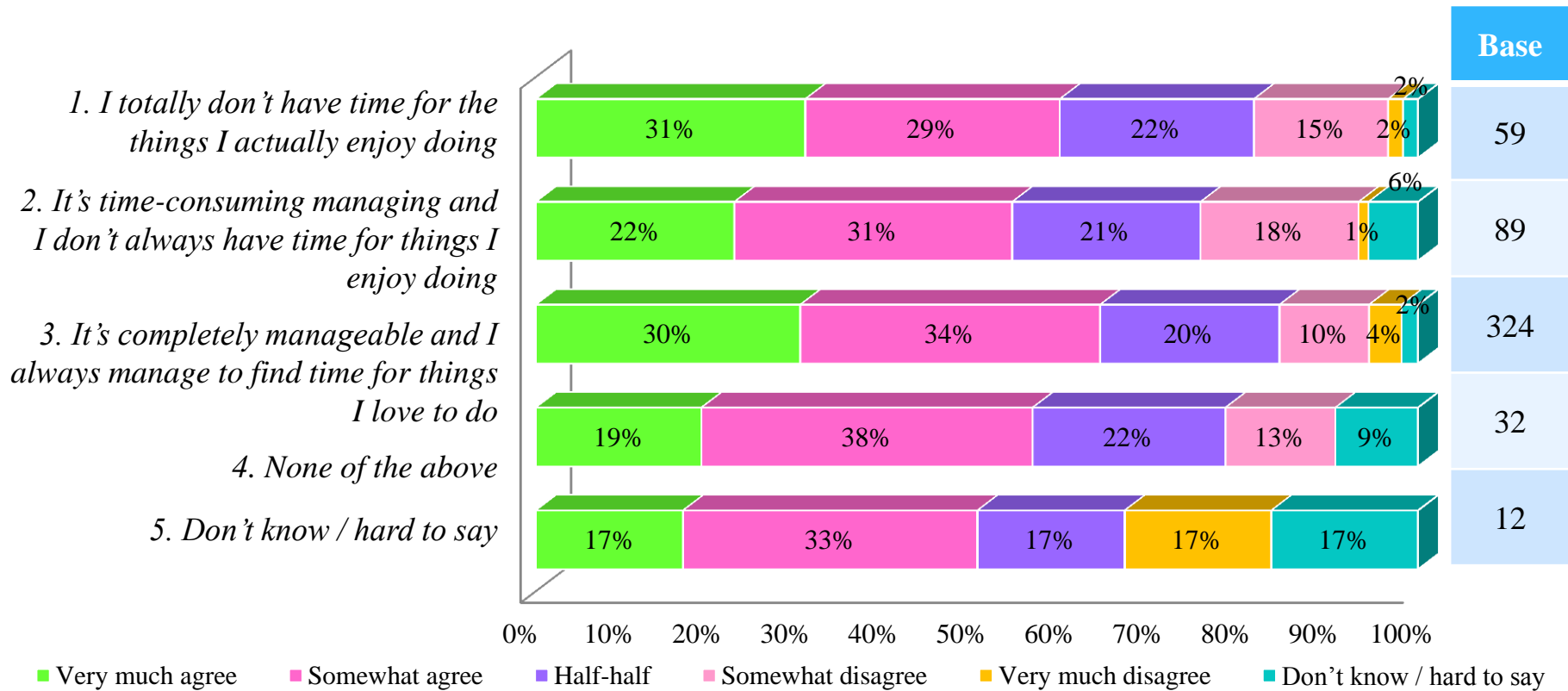
Over 60% agree that technology can help them get more organized and thus save time



Base : 516

[Q13] How much do you agree or disagree that technology such as smart phones, tablets, laptops, apps, software can help you get more organized and thus save time? [Interviewer to probe intensity]

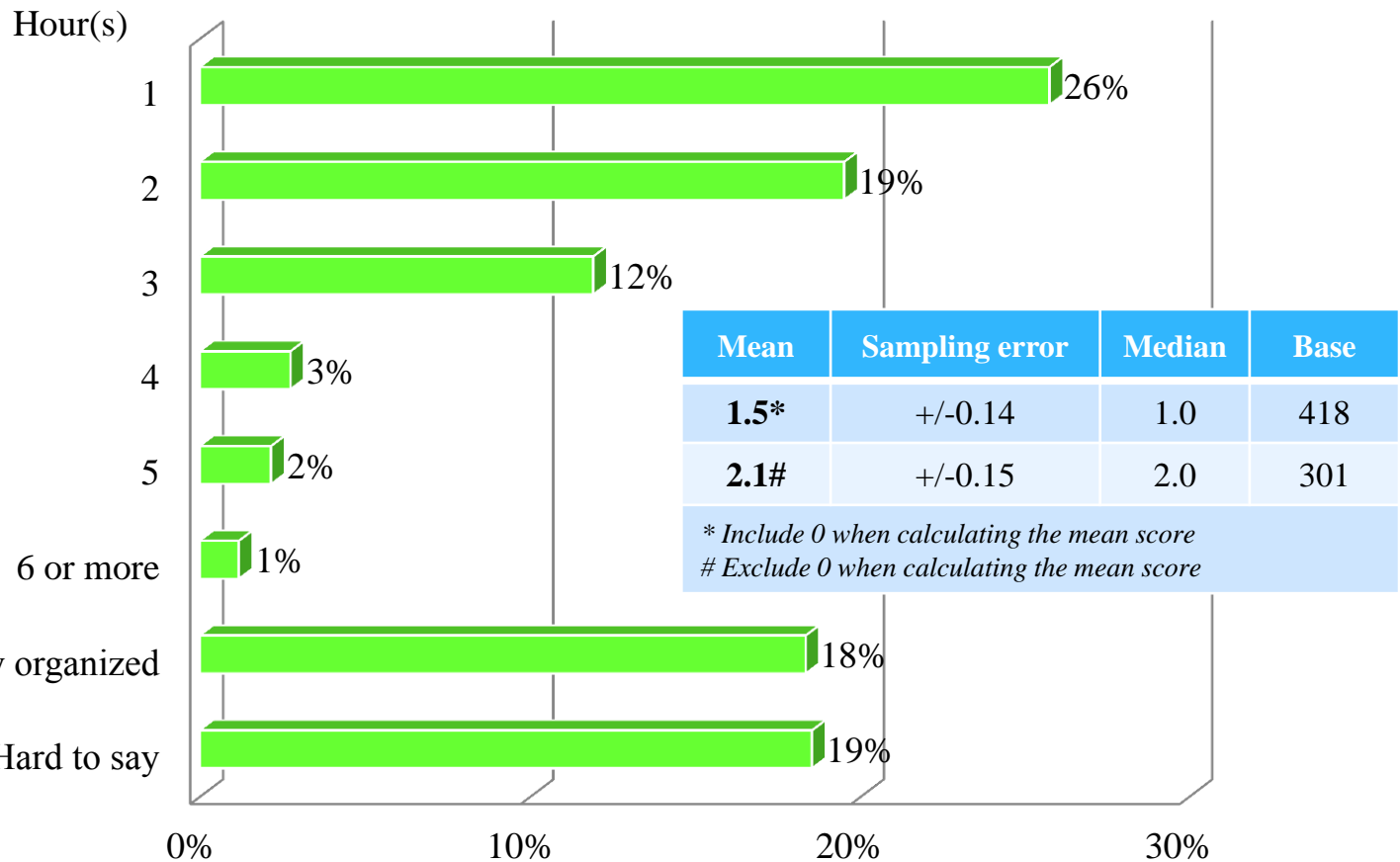
[Q13] Appreciation of technology versus [Q11] management of one's personal life



Difference is statistically significant, at $p < 0.05$.

[Q13] How much do you agree or disagree that technology such as smart phones, tablets, laptops, apps, software can help you get more organized and thus save time? [Interviewer to probe intensity] * [Q11] Which of the below statements can best describe how good or bad you are currently managing your personal matters like household chores, cooking, shopping, household budget / paying bills, etc. and can afford the time for things that you enjoy doing? [Interviewer to read out items 1 to 3, order to be randomized by computer, ONE answer only]

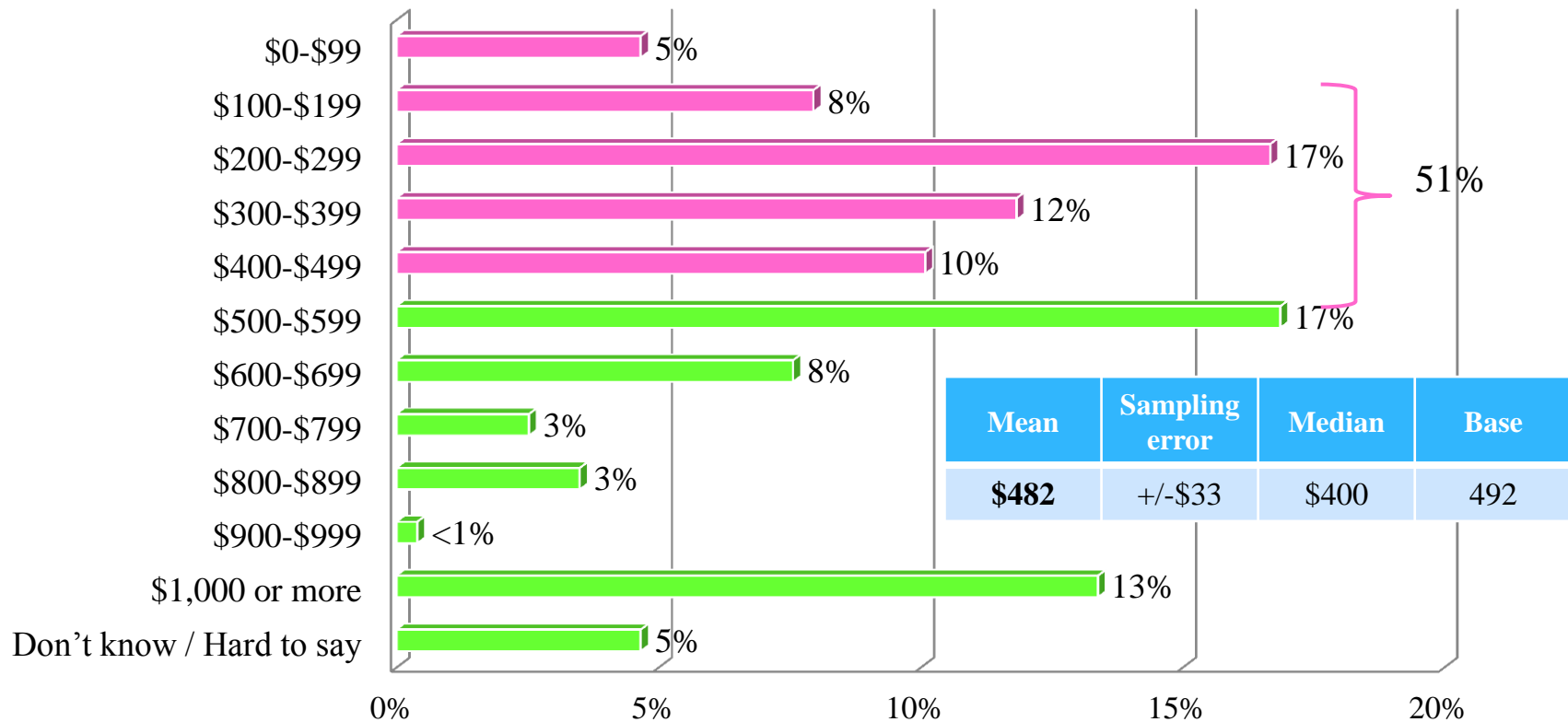
Majority think they could save on average 1.5 hour a day if they were more organized



Base : 513

[Q14] How much time do you think you could save if you were more organized than you are now in managing your personal matters?

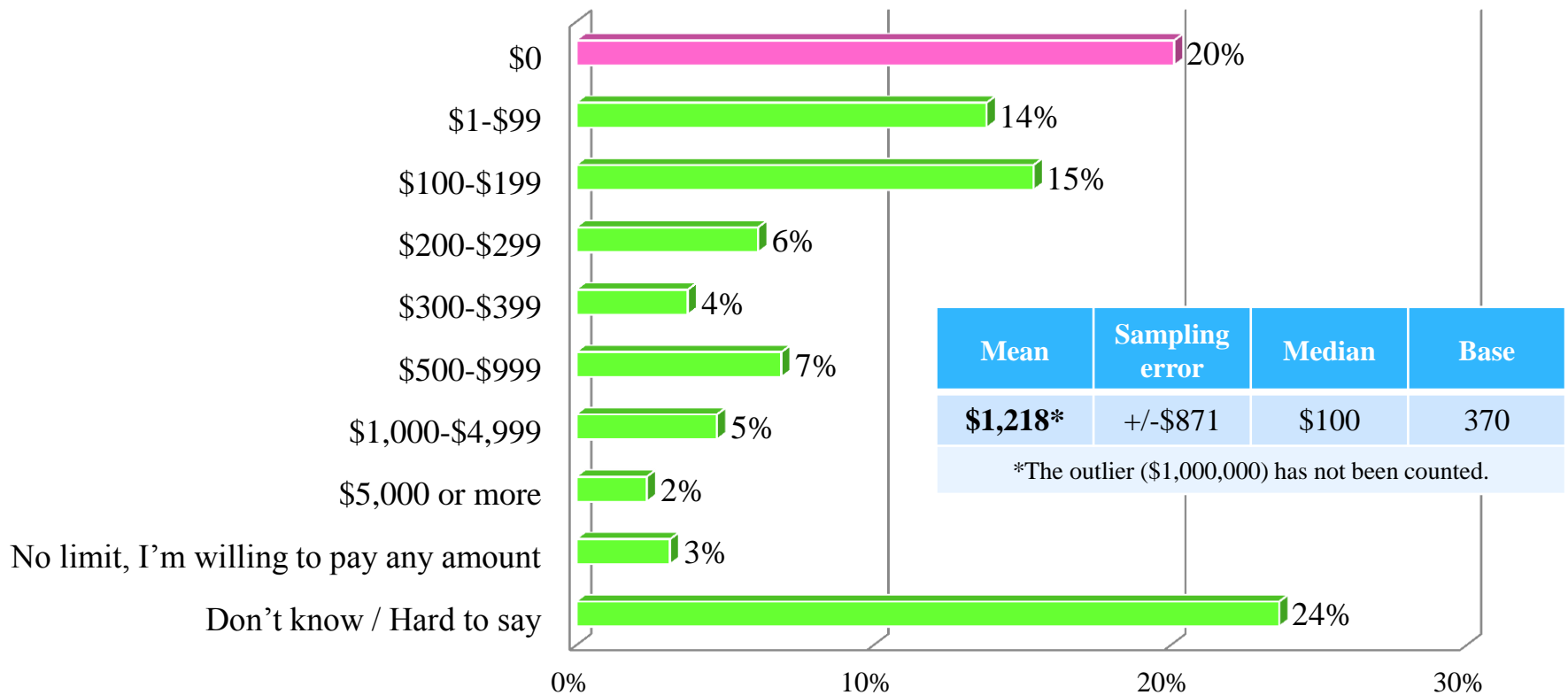
Over half spend less than \$500 per month on subscriptions to information services



Base : 516

[Q15] How much do you spend in total per month on subscriptions like mobile phone, internet broadband services, paid TV, music services, newspapers, magazines, streaming movies / TV, etc.?

More than half are willing to use money to buy an extra hour each day

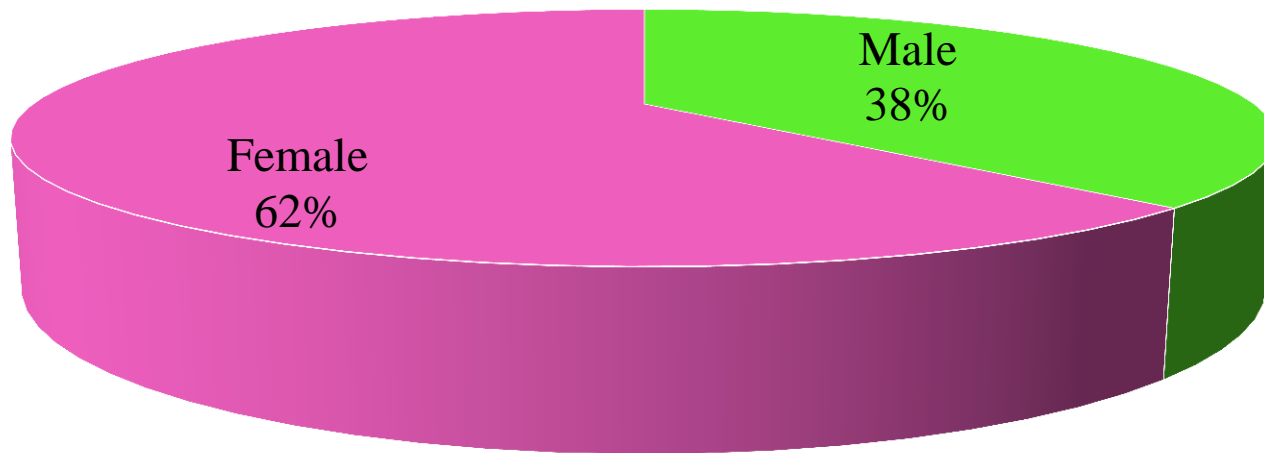


Base : 507

[Q16] If you could use money to buy time, how much at most would you pay to buy an extra hour each day?

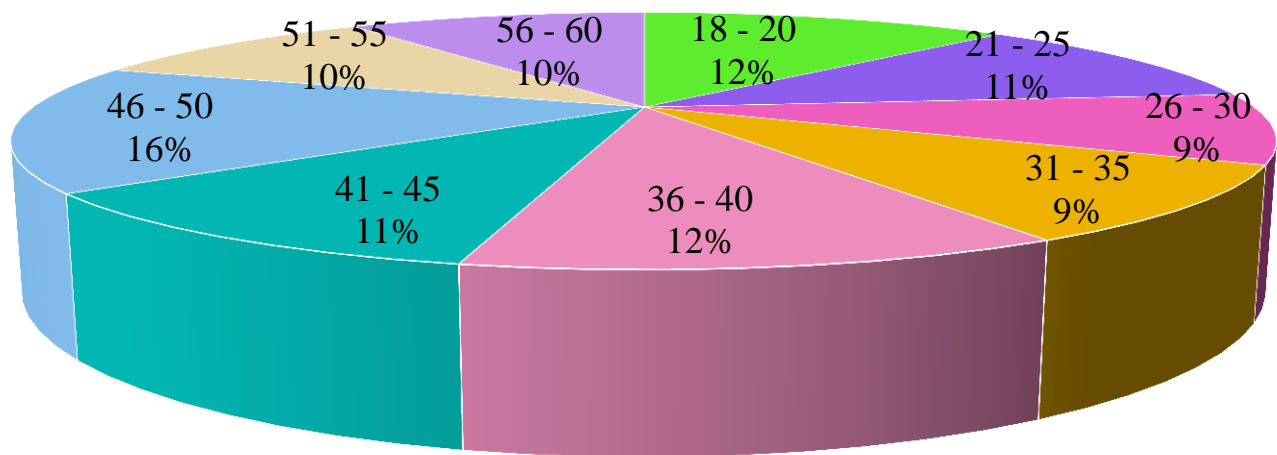
Respondents' demographics

Gender



Base : 517

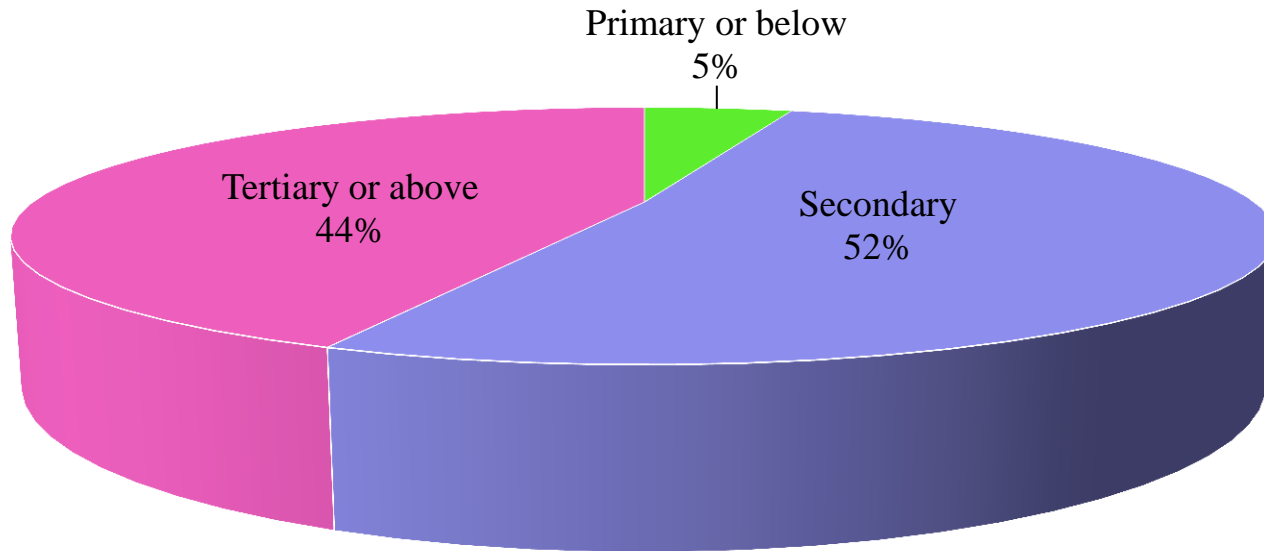
Age



Mean	Standard error	Median	Base
38.5	+/-1.14	40.0	511

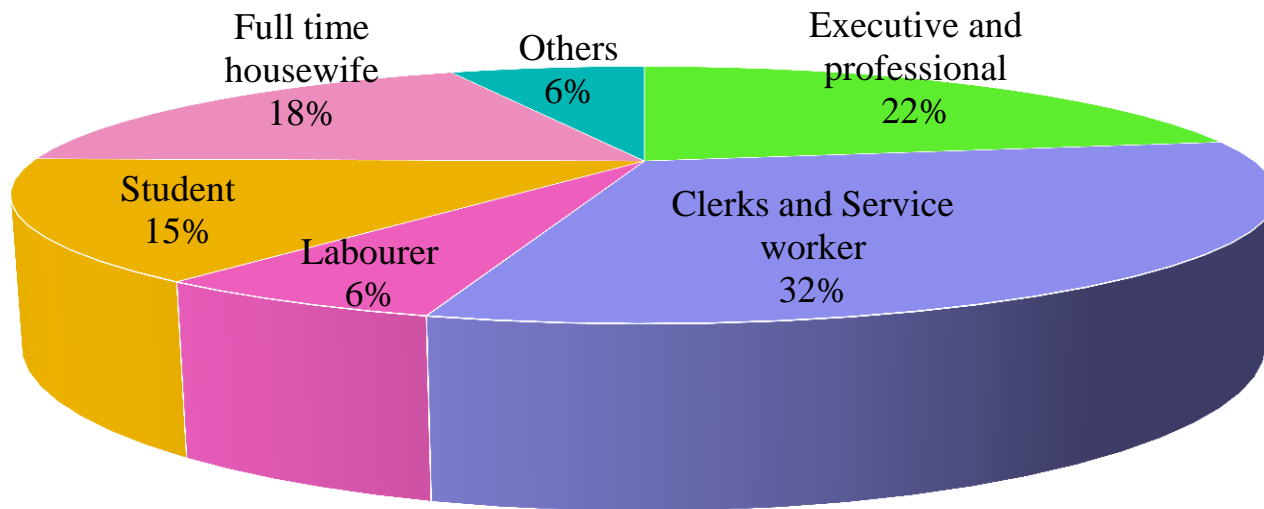
Base : 511

Education level



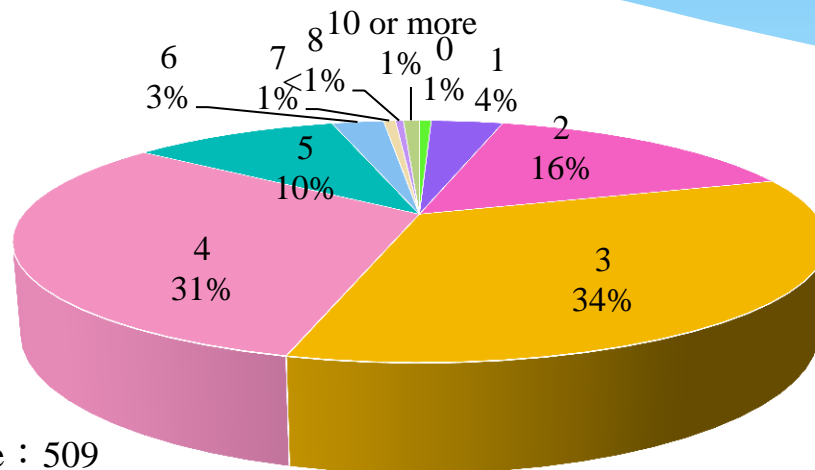
Base : 514

Occupation



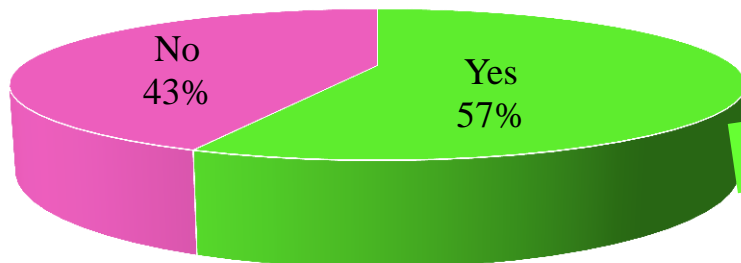
Base : 514

Family composition



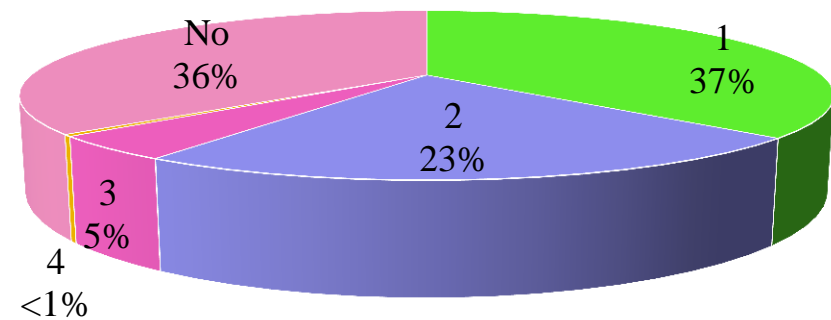
Base : 509

How many family members living together with you?



Base : 515

Are you a parent yourself?



Base : 287

Does your family have children (under 18) who are living with you?

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Concluding Remarks

- * Hong Kong people with computers and/or mobile devices spend 2 to 3 hours each day using them, mostly for work or education activities.
- * The most commonly used applications on mobile devices are written for information search, entertainment, keeping contact with people, email communication, and social networking.
- * Majority consider it important to access and share information flexibly using different devices throughout the day. Most agree that technology can help them get more organized, especially those who could manage themselves well.
- * The top two tasks Hong Kong people rely on technology most are email communication and organizing events with friends and families.
- * People anticipate, on average, they can save around 1.5 hours a day if they can become more organized in managing personal matters, and they are willing to pay more than \$1,000 on average to buy an extra hour each day.

The End

For detailed report, please visit
<http://hkupop.hku.hk>