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Young Asians Survey: Media Fact Sheet

Where can you find Hong Kong youngsters in their spare time? Your best bet is in shopping malls

Hong Kong - Leading global research firm Synovate today revealed the annual Hong Kong results from its Young Asians survey.

Forget reading or even watching DVDs, when interviewed, two thirds of Hong Kong's youngsters have hung out in shopping malls as part of their 'leisure activities in the past 30 days'. They also dined out with friends more than any of their Asian counterparts (58%, versus a regional average of 38%) but thankfully, nearly two thirds of youth had also played some kind of sport in the past month.

The third annual Synovate Young Asians study examines the hearts and minds of the region's eight to 24 year olds, revealing their media consumption, purchase habits, attitudes, favourite brands and heroes. It covers 11 markets across Asia Pacific, including Australia for the first time.

Here's some of what we found:

About personal product ownership among Hong Kong's youth

- Hong Kong's youth have the highest mobile phone ownership with 83% (Singapore comes second with 76%, followed by Koreans at 75%)
- 69% own a computer or laptop, second only after their Korean counterparts (84%)
- Youngsters in Hong Kong also have the highest digital camera ownership in Asia at 41%, followed by Australia (35%) and Taiwan (32%)
- Portable electronic games are most popular among Hong Kong youth at 43%, followed by Singapore (34%) and Australia (31%)

About favourite sports among young Hong Kongers

- Hong Kongers selected badminton as their favourite sport (16%), as did China, Malaysia and Philippines
- 19% prefer to watch or read about soccer while badminton and basketball came a joint second (17%)

Japan sets the trends for Hong Kong youngsters

- Over half of Hong Kong's 15-24 year olds (51%) look towards Japan as the source of inspiration for trends (highest in Asia)
- Only 4% of the same age group look towards the USA for inspiration (lowest in Asia)

About favourite sports stars

- David Beckham has slipped to second place (9%) since the 2006 study and Liu Xiang is now the favourite sport star among 10% of Hong Kong youngsters (Liu Xiang is China's favourite too at 19%)
- Third place (8%) is Cristiano Ronaldo

About their favourite singers

- Jay Chou and Eason Chan tie at first place (8%) as the most popular singer while Jay Chou was a clear front runner for youth in China at 20%, followed by Hong Kong star, Andy Lau at 6%
- Fahrenheit came in second place for Hong Kongers with 7% of respondents nominating them as their favourite

Favourite Singer in Asia Pacific

Market	Favourite	Second favourite	Third favourite
Australia	Fall Out Boy (8%)	Justin Timberlake (6%)	Pink (5%)
China	Jay Chou (20%)	Andy Lau (6%)	S.H.E (5%)
Hong Kong	Eason Chan (8%)	Jay Chou (8%)	Fahrenheit (7%)
India	Himesh Reshammiya (27%)	Abhijeet Sawant (16%)	Lata Mangeshkar (8%)
Indonesia	Ungu (36%)	PeterPan (16%)	Agnes Monica (11%)
Korea	Super Junior (10%)	Dong Bang Shin Ki (9%)	Ivy (5%)
Malaysia	S.H.E (13%)	Mawi (8%)	Jacky Cheung (5%)
Philippines	Sarah Geronimo (15%)	Bamboo (10%)	Parokya ni Edgar (9%)
Singapore	Jay Chou (15%)	Linkin Park (8%)	Taufik Batisah (5%)
Taiwan	Jolin Tsai (8%)	Jay Chou (8%)	Fahrenheit (7%)
Thailand	Body Slam (17%)	Golf & Mike (10%)	Potato (9%)

About favourite comic, animation or cartoon characters

- Doraemon was the clear favourite among youth in Hong Kong (11%) China (12%), Thailand (39%) and Indonesia (21%)
- Stitch (8%) was the second most popular cartoon in Hong Kong while Winnie the Pooh (6%) came in third place

About attitudes and motivations

When respondents were asked about their relationship with their parents over the past 30 days, here's what we found:

- Hong Kong parents hold their children in high regard with 59% of youth saying that their parents seek advice from them (second only to China at 66%)
- 56% of parents had disapproved of their children's behaviour or decision in the past month (second only to Taiwanese at 59%)
- 82% of Hong Kong's young people do joke with their parents, a far cry from children in India (24%)

[Ends]

Synovate Young Asians – coverage and sample size

Market	Cities	Sample size	Young Asians Universe
Total		11,886	23,149,600
Australia	Melbourne, Sydney	960	1,713,600
China	Beijing, Shanghai, Guangzhou, Chengdu	2,027	4,916,800
Hong Kong	National	856	1,388,100
India	Mumbai, New Delhi, Bangalore	1,875	4,333,200
Indonesia	Jakarta	907	1,253,000
Korea	Seoul	813	2,337,200
Malaysia	Kuala Lumpur/ Petaling Jaya	907	898,500
Philippines	Metro Manila	874	2,184,700
Singapore	National	893	784,500
Taiwan	Taipei	889	1,493,900
Thailand	Bangkok	885	1,846,100

Notes to editor

- 1) Unless otherwise stated, the data is from 2007.
- 2) Please see media release and media fact sheets for more information about the Synovate Young Asians results across the region.
- 3) Please contact Pia Wong on +852 2830 2533 for further information.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,700 staff in 121 cities across 57 countries. More information on Synovate can be found at www.synovate.com.