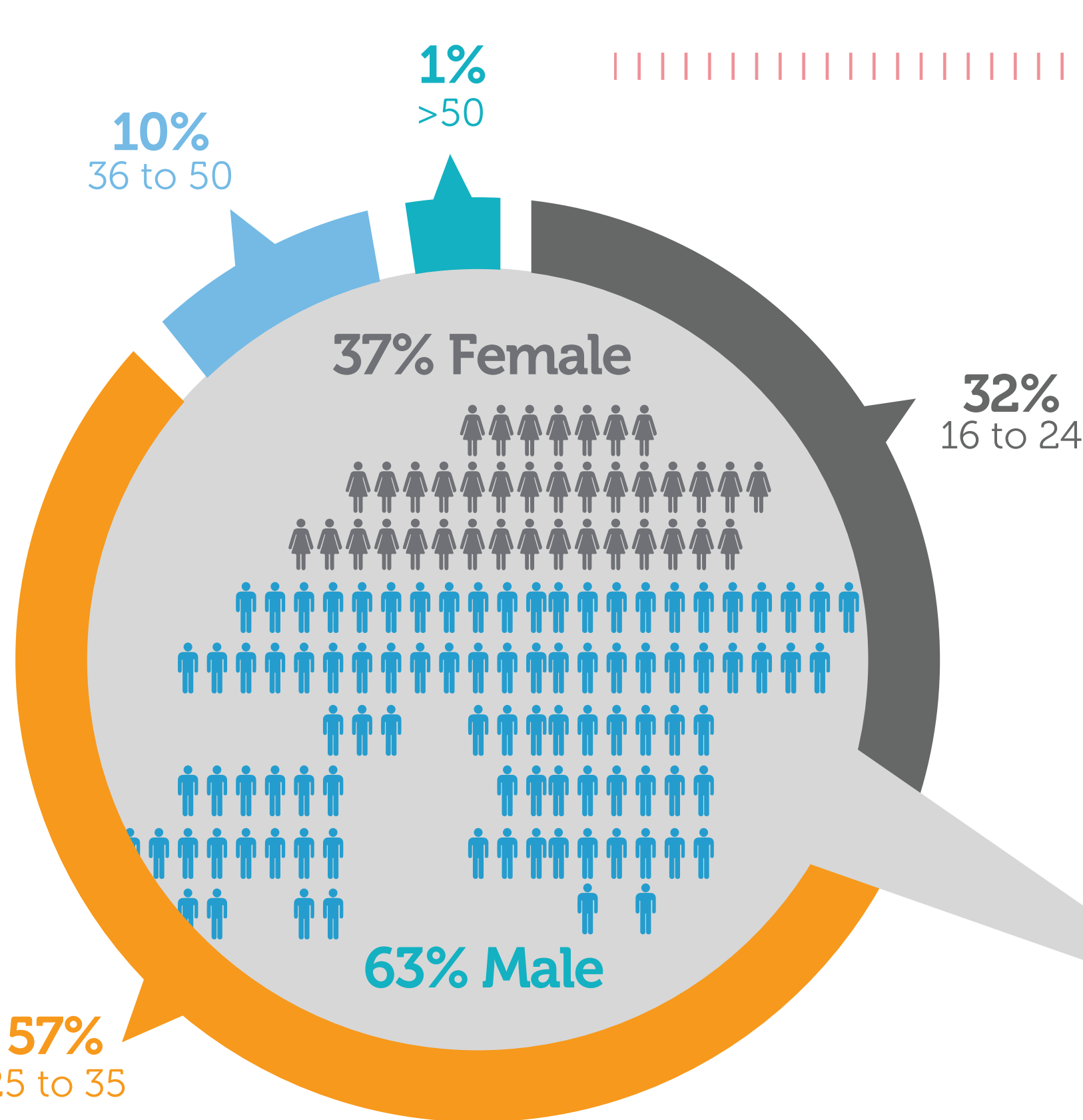
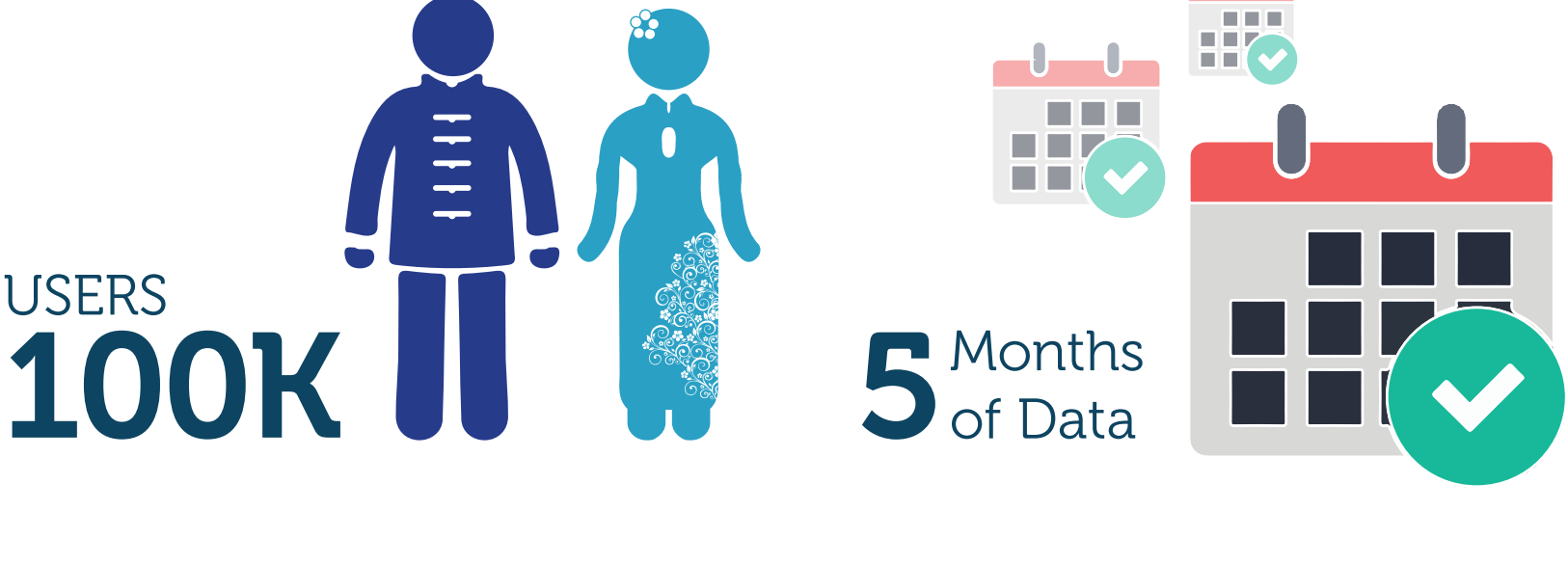
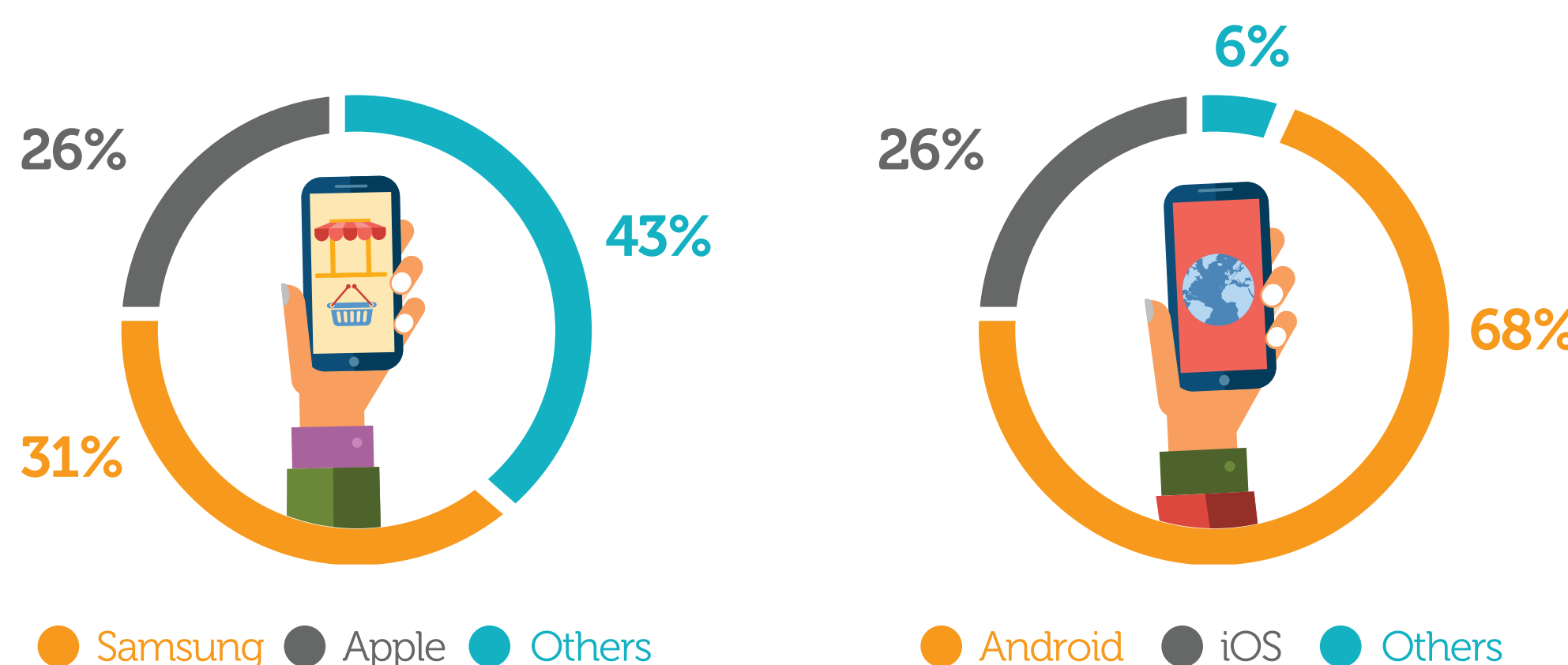


MOBILE CONSUMPTION BEHAVIOR ACROSS HK

RESEARCH STATS

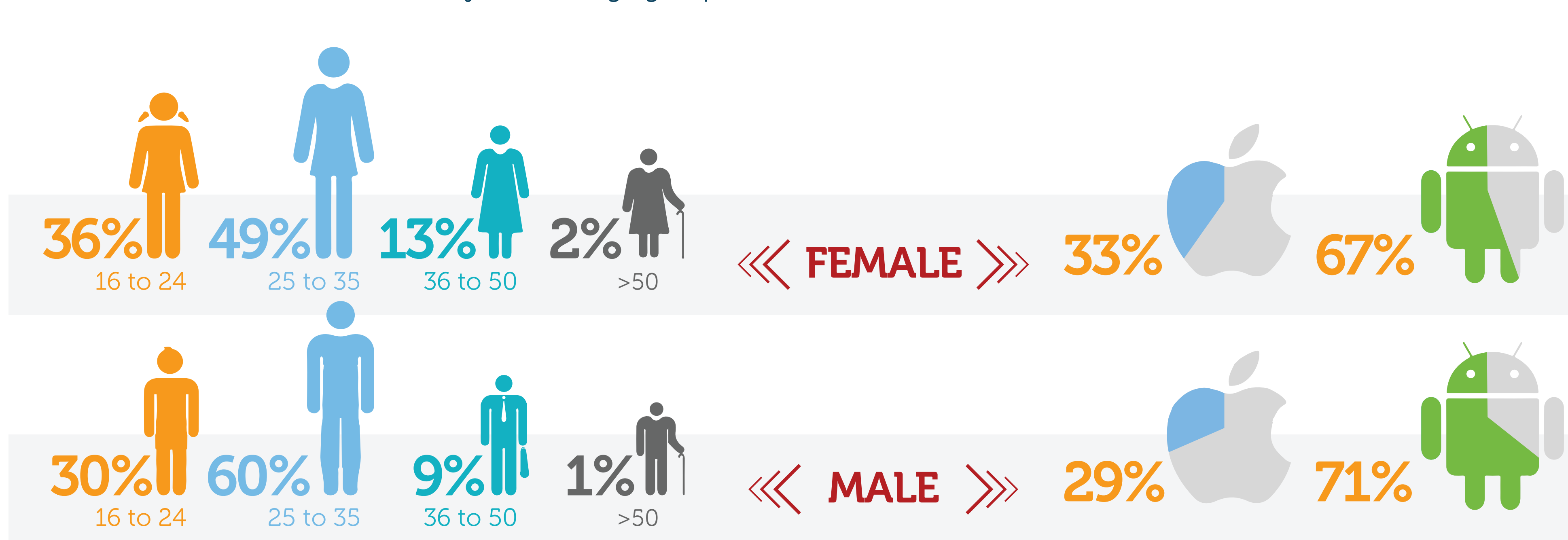


HK MOBILE INSIGHTS



63% Of the mobile devices are used by males while 37% are females

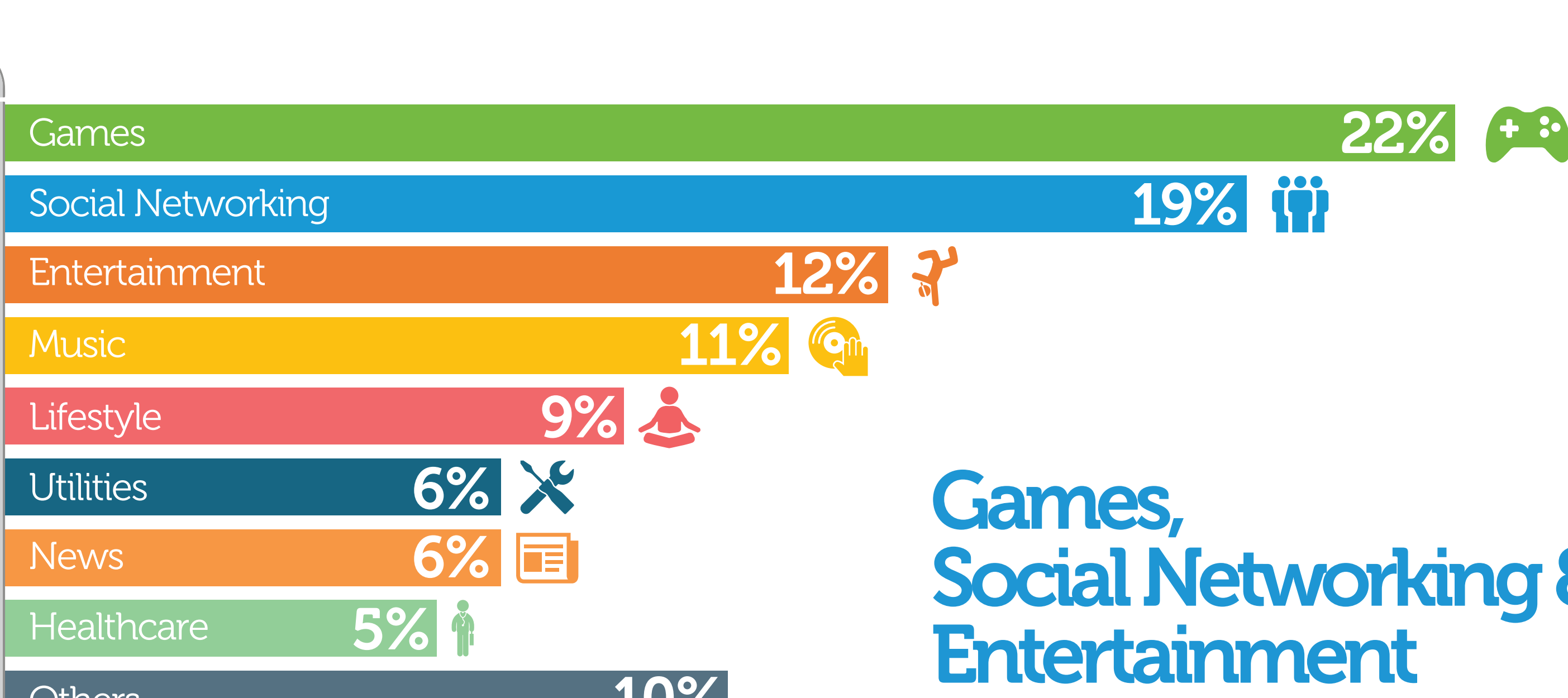
25 to 35 age group are majority of mobile users followed by 16 to 24 age group



Females have higher iOS to Android ratio as compared to Males

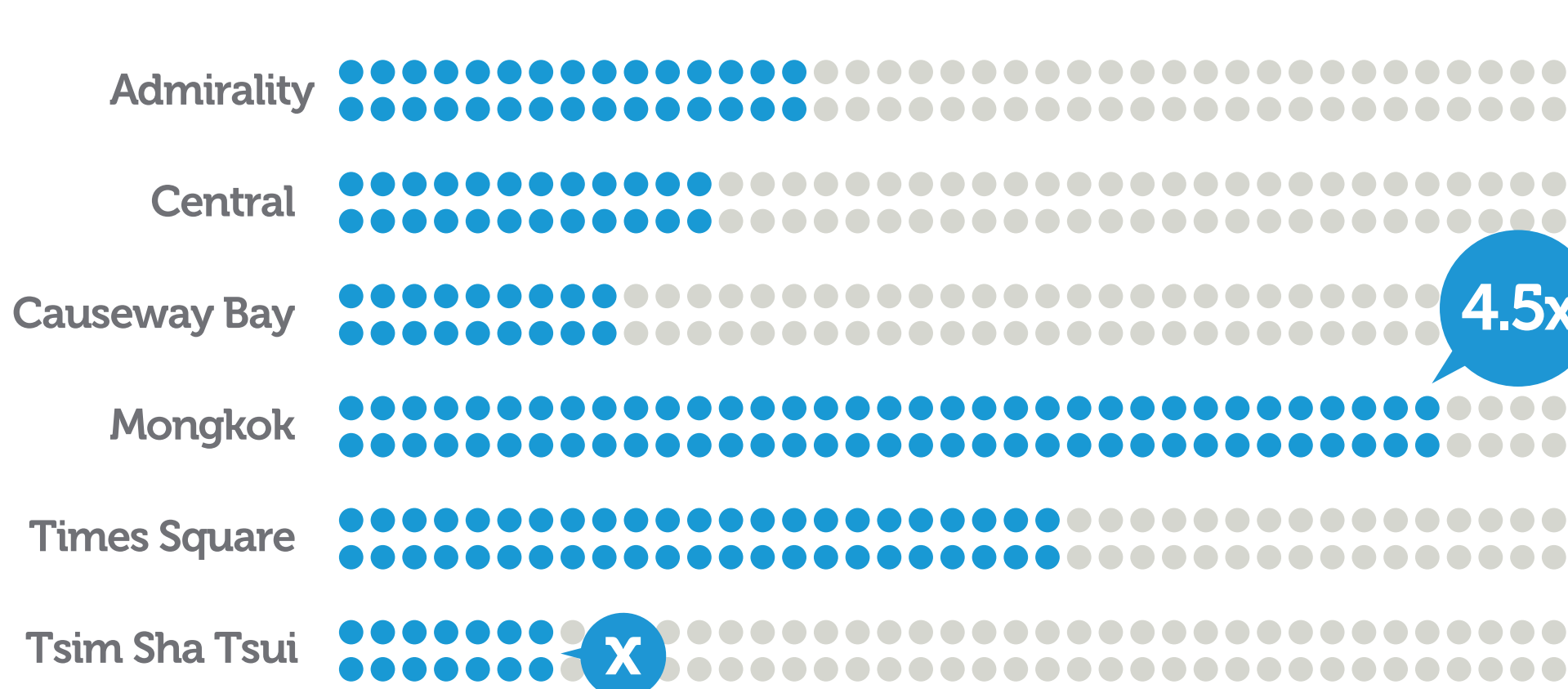
In the 16 to 24 age group, Females show a higher usage as compared to Males

Mobile usage was higher during weekends for males and during weekdays for females



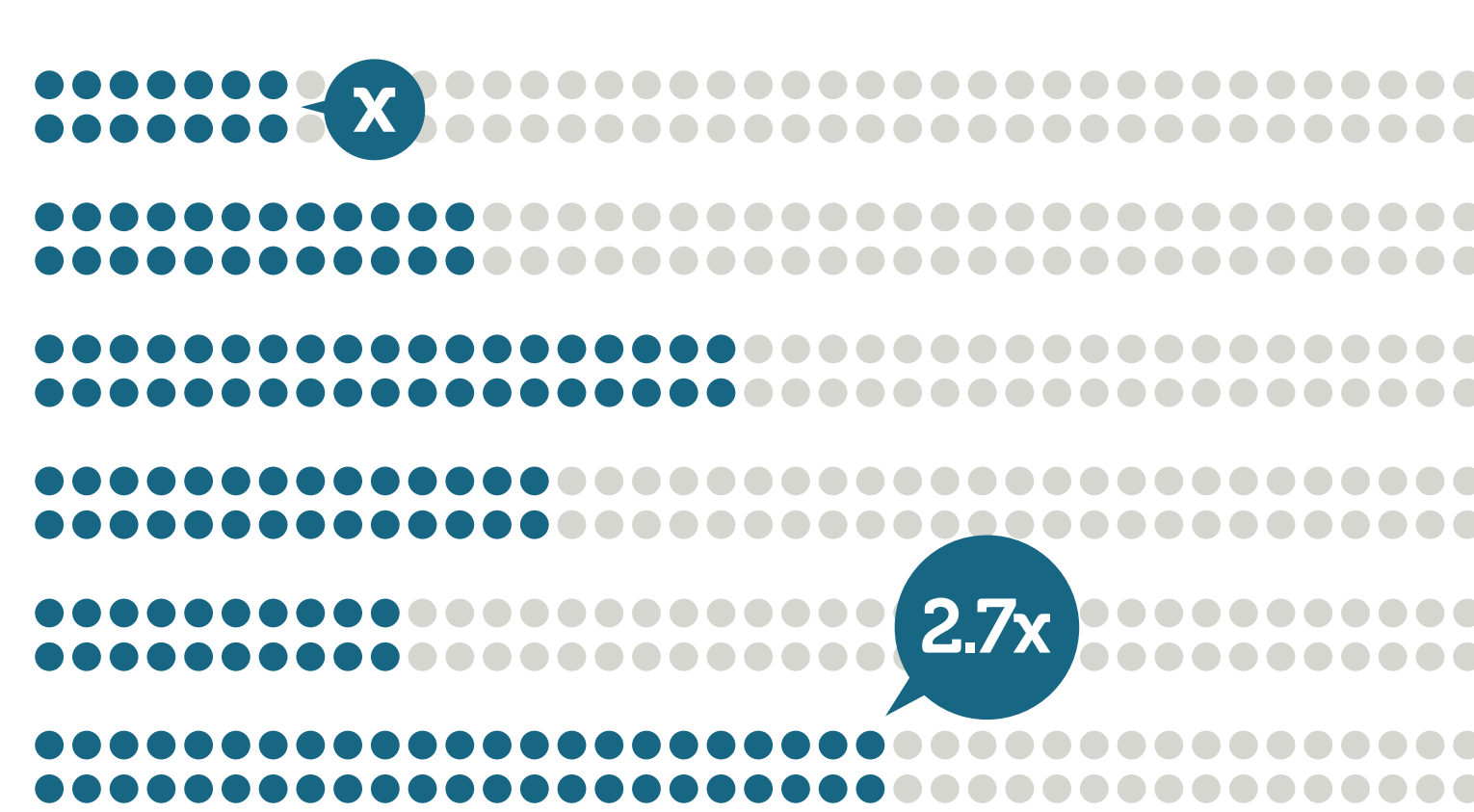
Games, Social Networking & Entertainment are the most used Mobile Apps

MOBILE USERS FOUND ACROSS KEY LOCATIONS



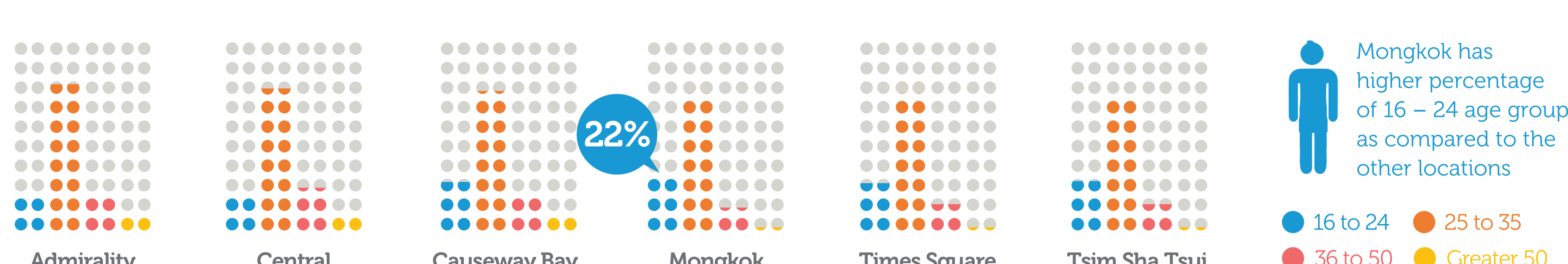
More users found in shopping areas like **Mongkok** as compared to business areas

MOBILE USAGE TRENDS ACROSS KEY LOCATIONS



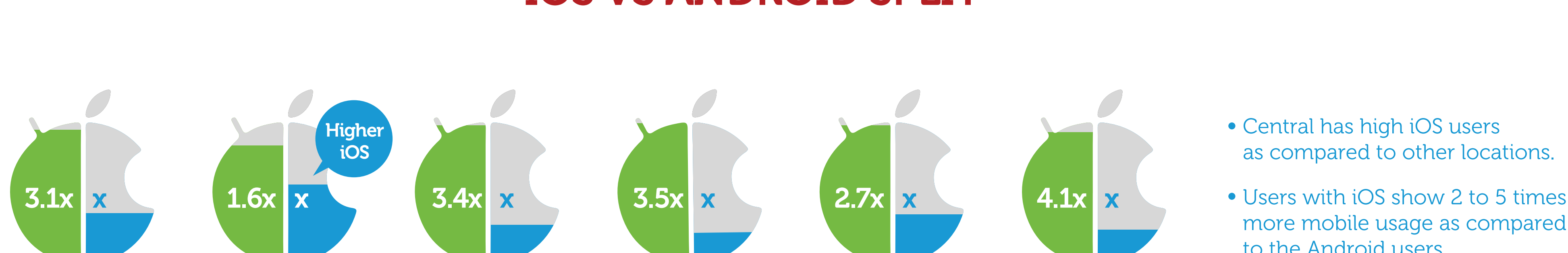
Shopping areas see **70% higher** mobile usage as compared to Business locations

DEMOGRAPHIC BREAK-UP

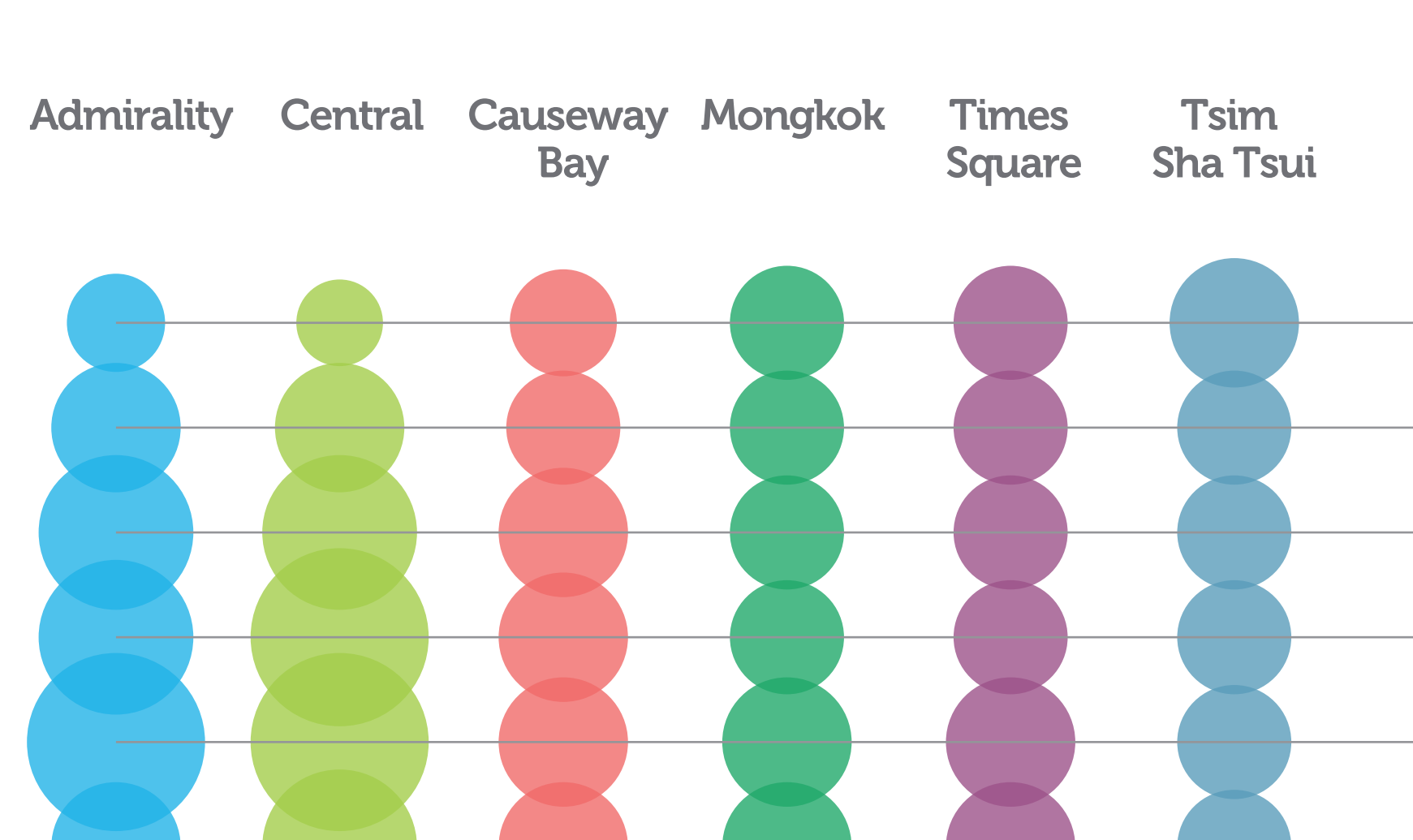


Mongkok has higher percentage of 16 - 24 age group as compared to the other locations

IOS VS ANDROID SPLIT

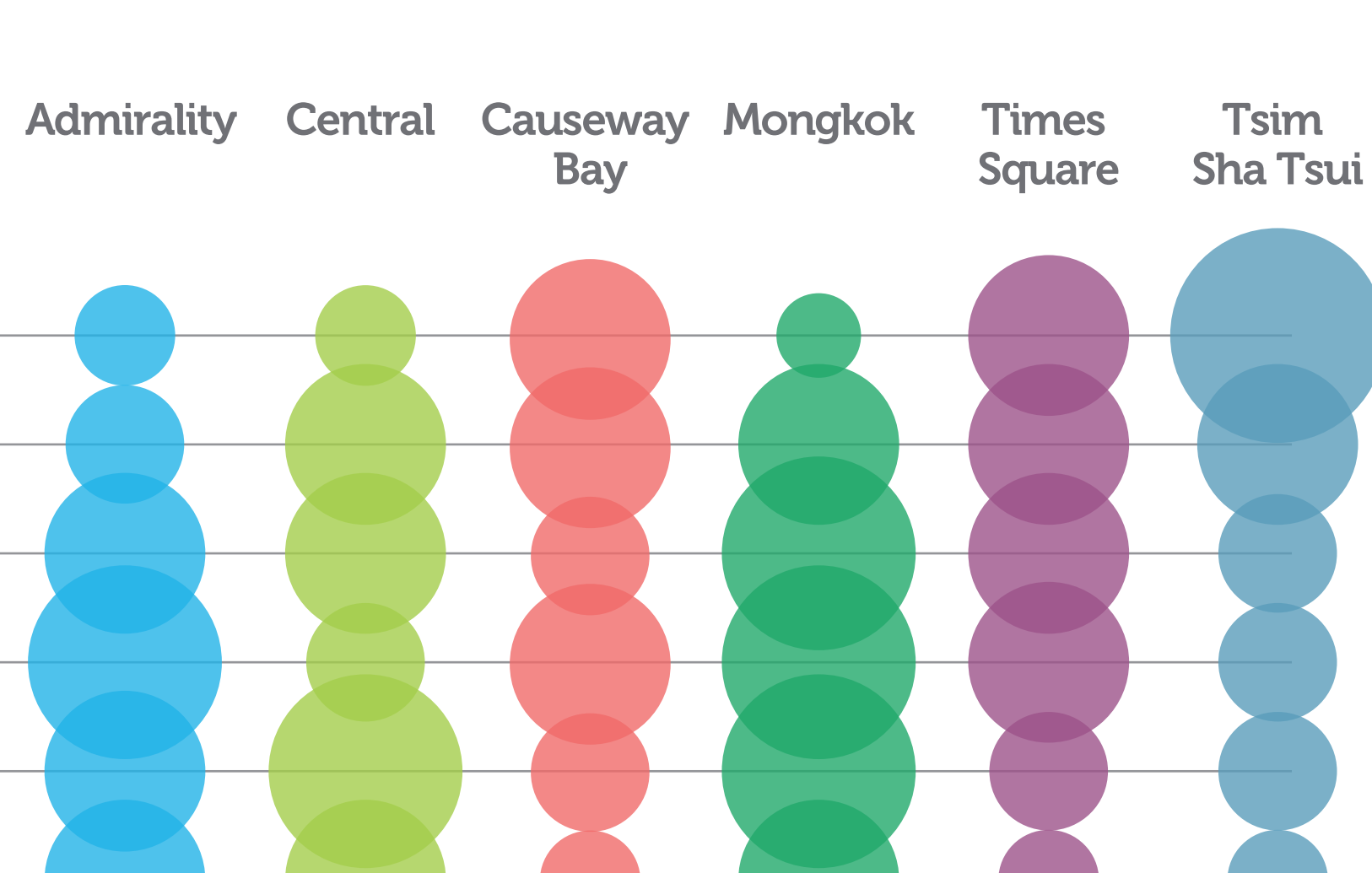


DAY-WISE FOOTFALL



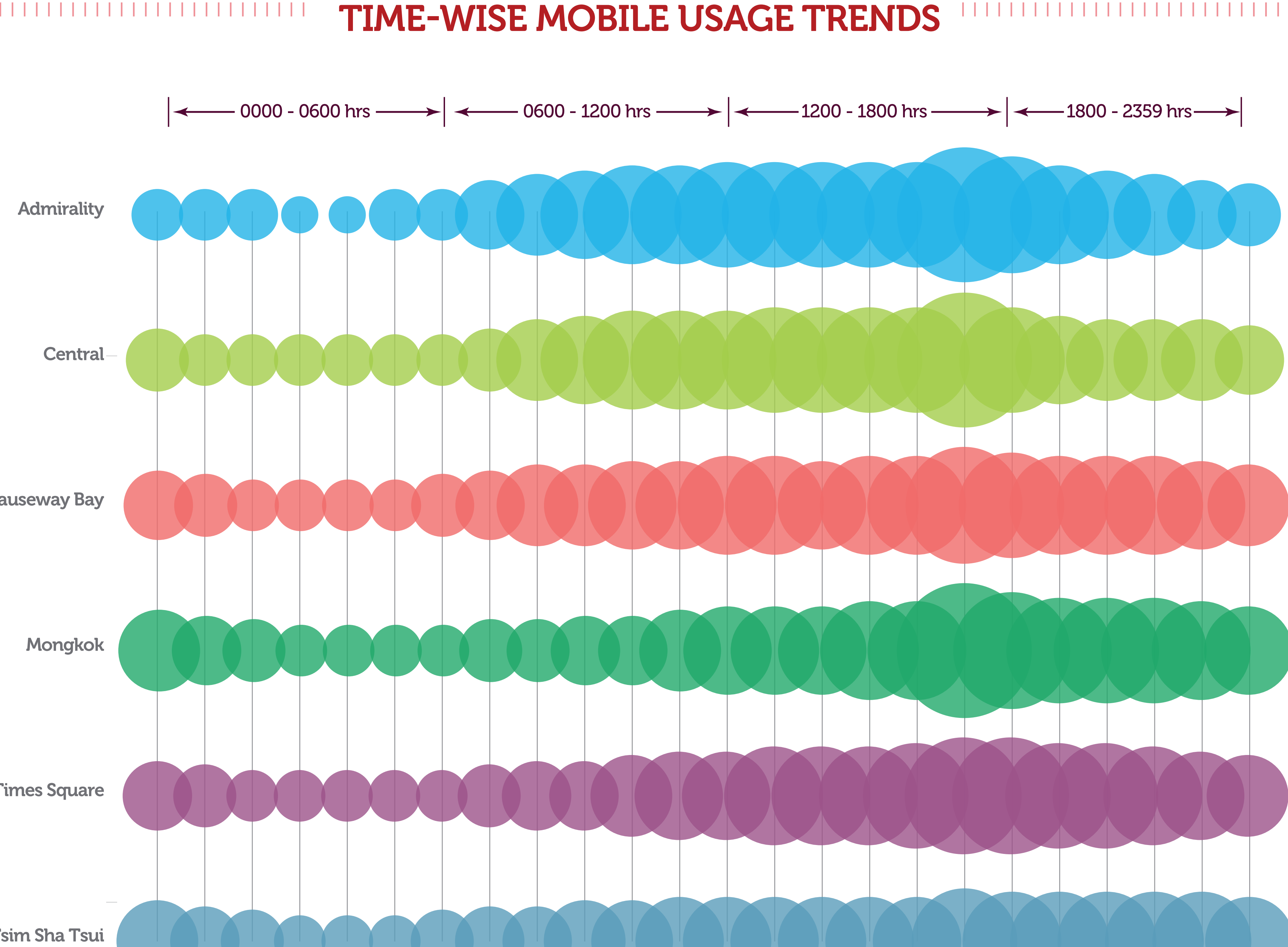
Business areas see higher number of users during weekdays

DAY-WISE MOBILE USAGE



Shopping areas see higher usage during weekends

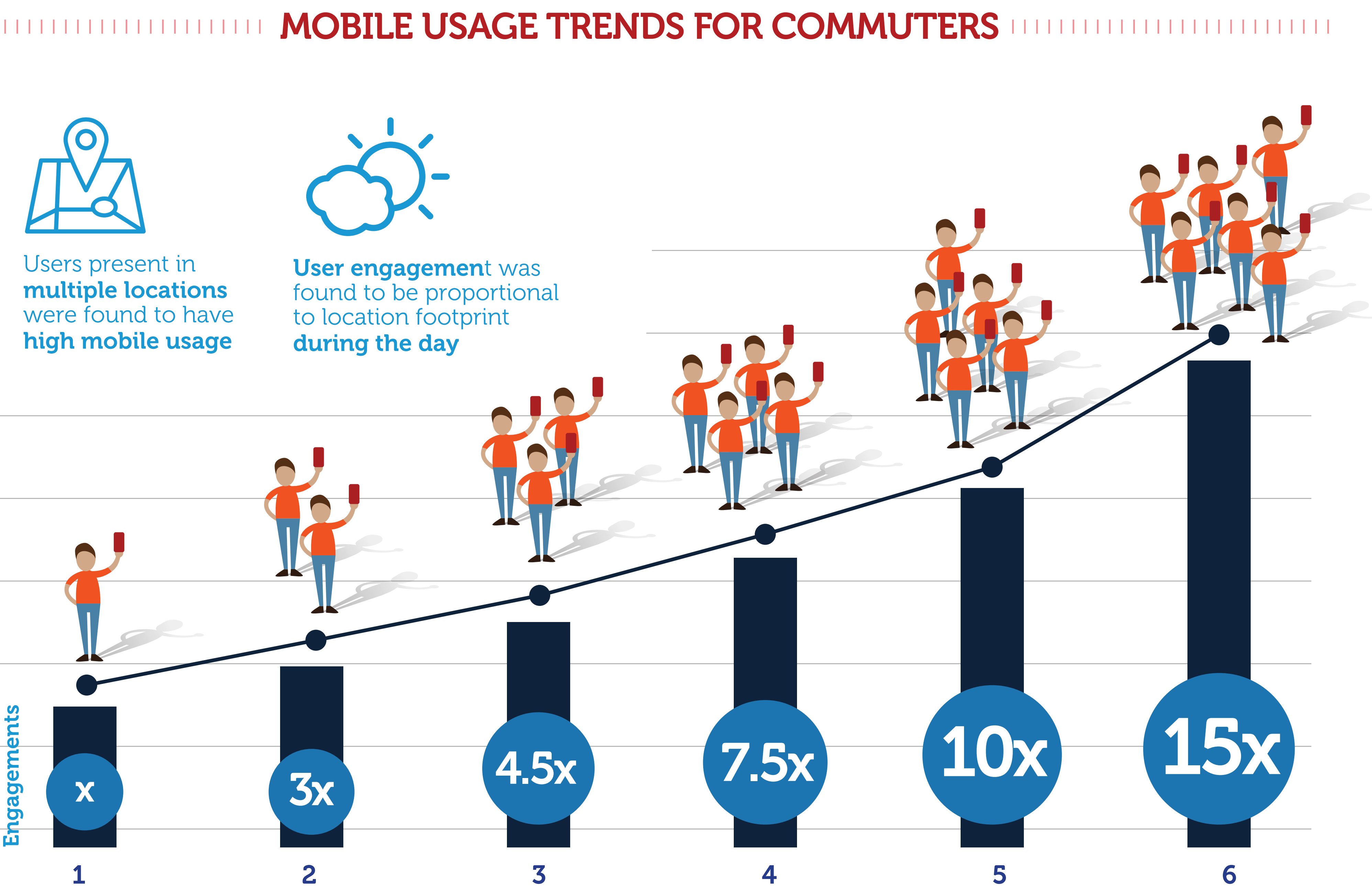
TIME-WISE MOBILE USAGE TRENDS



5-7 pm is the peak time for mobile usage across all locations

Business locations show higher activity during the day

MOBILE USAGE TRENDS FOR COMMUTERS



Users present in multiple locations were found to have high mobile usage

User engagement was found to be proportional to location footfall during the day