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Game on! Survey shows that Singaporean youth are among the most connected and game-obsessed in Asia

SINGAPORE – Leading global research firm Synovate today revealed the annual Singapore results from its latest Young Asians survey, showing that 62% of Singaporean young people that used the Internet had played online games in the past month. The average across the 11 market survey among those who accessed the Internet was 53% and young Thais were the only group who surpassed Singaporeans in their participation in online games.

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 more of what we found:

All things online

- Young Singaporeans aged 15 to 24 spend an average of one hour 34 minutes a day on email, one and a half hours a day as part of online communities, four hours 10 minutes on instant messaging (the region's highest) and three hours 43 minutes on other internet



activities. The latter would include games and was also the region's highest amount of time spent.

- So when they are online, what are Singapore's young people doing? In the past 30 days, they have played games (62%), listened to music online (59%), communicated with others (54%), watched videos (49% and the region's second highest after Hong Kong at 50%) and a multitude of other activities.
- Twenty-two percent have created or updated a blog.
- Parents may be pleased to know that all this online time may be educational as well... Singapore's young people were more likely than any other market to be participating in online learning or classes of some kind, with 21% engaged in this activity in the past month.

A mobile bunch

- Young Singaporeans also utilise their hand phones to stay connected. 76% own a mobile phone, the second highest behind Hong Kong youth (83%).
- 74% of those who have a phone use the SMS function, 68% take photos, 64% listen to music on their mobile and half (49%) play games.
- Young Singaporeans between the ages of 15 to 24 are among Asia Pacific's chattiest youths too, spending over two hours a day on the phone (around two thirds of this is on the mobile).

About personal product ownership among young Singaporeans

- 58% own a computer or laptop
- 47% own an iPod or MP3 player
- 34% own a portable electronic game device, the second highest behind Hong Kong youth (43%)

About leisure activities done in the past 30 days among young Singaporeans

- Young Singaporeans love music with 69% listening to music on tapes, CDs and MP3 players, the second highest behind Australian youth (71%)
- 59% played sports
- 56% went shopping
- 53% dined out with parents the second highest behind Hong Kong and Malaysian youth (both 59%)
- 45% dined out with friends



Young Singaporeans in the air

- Young Singaporeans between the ages of 15 to 24 were the highest across 11 markets when it came to international travel with four in ten (41%) having travelled overseas in the past 12 months.

Heroes: Favourite sports stars

- David Beckham (13%) was chosen most often as the favourite sports star among young Singaporeans
- Cristiano Ronaldo ranked second, chosen by 11% of young Singaporeans as their favourite sports star and Ronaldinho Gaucho (4%) was third

Asian music rules: Favourite singers among young Singaporeans

- Young Singaporeans (15%) and Chinese youth (20%) selected Jay Chou as their favourite singer
- Linkin Park (8%) was ranked second and Taufik Batisah (5%) was third

Favourite musicians across Asia

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%)

****Favourite singers among young Asians - Source: Synovate Young Asians Survey 2007**



About young Singaporeans' relationships with their parents

- 58% of young Singaporeans said they discuss their problems with, and seek advice from, their parents. The highest was Chinese youth (74%) followed by Indonesian youth (72%)
- 71% of young Singaporeans said that their parents accept their decisions and behaviour
- 56% of young Singaporeans said that they argue with their parents, the second highest behind Australian youth (61%)
- But they have fun too... 79% joke with their parents

[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) 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 Varian Ignatius on +60 3 2297 5671 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.