

Smartphone penetration in Singapore the highest globally: Survey

SINGAPORE — People in Singapore use instant messaging more frequently compared to their counterparts in South-east Asia, according to the results of a survey released today (Feb 11). The country also ranked highest globally for smartphone penetration, with nine out of 10 respondents having access to a smartphone.

The survey by Deloitte's Global Technology, Media and Telecommunications (TMT) revealed that females are more active users of instant messaging in Singapore, Indonesia, the Philippines and Thailand. Singapore clocked the highest frequency of usage, with 79 per cent of females and 73 per cent of males saying they used instant messaging on their smartphones over the past seven days.

The survey – which gathered 37,000 respondents across 22 locations – also revealed that people between the ages 25 and 34 are the most active users of instant messaging in Singapore.

In Singapore, instant messaging continued to rise in popularity: Usage increased 9 per cent on-year last year, while Short Messaging Service (SMS) usage has declined 8 per cent. The most common reason for using instant messaging among Singaporeans was because friends and family members were also using it.

EMAIL TRUMPS SOCIAL NETWORKS

Singapore bucked regional trends when it came to smartphone usage patterns. People in the Republic used their smartphone more often for emails than surfing social networks.

However, the survey revealed that people in Indonesia, Philippines and Thailand used their smartphones for social networks more often than for email.

GAMING – THE MOST POPULAR SMARTPHONE ACTIVITY

Playing games on smartphones emerged as the most popular activity among smartphone users across South-east Asia.

Indonesia came in tops, with 73 per cent of respondents saying they had played games on their smartphone over the past seven days. Singapore emerged third, with only 55 per cent of respondents playing smartphone games over the past week.