

Total	Income Group			Marital Status						
	Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Social networks - member of

Base	1000	157	247	530	529	42	75	17	22	1	314
Facebook	92%	92%	93%	92%	90%	92%	94%	100%	92%	-	94%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-
Twitter	20%	17%	17%	22%	20%	28%	15%	-	21%	-	22%
LinkedIn	23%	11%	17%	28%	24%	24%	21%	-	38%	-	22%
Google+	43%	45%	42%	42%	43%	37%	35%	38%	54%	-	44%
MySpace	-	-	-	-	-	-	-	-	-	-	-
Pinterest	-	-	-	-	-	-	-	-	-	-	-
Tumblr	-	-	-	-	-	-	-	-	-	-	-
Instagram	43%	42%	40%	45%	32%	44%	63%	16%	50%	-	58%
Vine	-	-	-	-	-	-	-	-	-	-	-
Snapchat	10%	9%	11%	11%	7%	4%	18%	-	-	-	16%
WeChat	57%	58%	55%	59%	58%	59%	47%	61%	68%	100%	57%
Line	36%	32%	34%	39%	30%	53%	41%	6%	42%	-	44%
Vimeo	-	-	-	-	-	-	-	-	-	-	-
Tinder	-	-	-	-	-	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	17%	18%	17%	18%	13%	15%	18%	-	4%	-	27%
Other	7%	6%	4%	8%	7%	4%	5%	11%	21%	-	6%
Don't Know	0%	-	-	0%	-	-	-	-	8%	-	-
Not applicable - I am not currently a member of any social networks	1%	-	1%	1%	2%	-	-	-	-	-	1%

	Total	Gender		Age Group			Highest Education Level - Hong Kong								
		Male	Female	18-34	35-54	55+	Primary school (P1-P6)	Junior Secondary (F1-F3)	Senior secondary (F4-F6/7)	Non-Degree Tertiary (e.g. Diploma, Higher)	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to	None of these	
Region Hongkong	Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
	Hong Kong Island	19%	21%	17%	17%	15%	32%	13%	-	12%	21%	20%	22%	41%	58%
	Kowloon	28%	28%	29%	29%	31%	21%	26%	31%	27%	27%	30%	30%	21%	-
	New Territories	53%	51%	55%	54%	54%	48%	62%	69%	60%	52%	49%	48%	38%	42%
	Other	0%	0%	0%	0%	0%	-	-	-	-	1%	0%	-	-	-
District Hong Kong	Base	1000	480	520	340	490	170	14	29	284	147	299	174	48	4
	Central & Western	4%	5%	4%	3%	4%	6%	-	-	3%	4%	4%	6%	13%	-
	Eastern	7%	8%	6%	7%	6%	12%	-	-	3%	11%	9%	8%	9%	39%
	Southern	4%	4%	3%	2%	3%	8%	13%	-	5%	2%	3%	3%	12%	-
	Wan Chai	4%	4%	3%	5%	2%	5%	-	-	2%	4%	4%	5%	7%	19%
	Kowloon City	6%	5%	7%	4%	8%	5%	-	6%	4%	7%	6%	8%	6%	-
	Kwun Tong	7%	7%	7%	9%	7%	5%	13%	19%	8%	4%	8%	5%	4%	-
	Sham Shui Po	5%	7%	4%	6%	5%	4%	-	-	5%	7%	7%	4%	4%	-
	Wong Tai Sin	5%	5%	5%	5%	6%	3%	13%	6%	5%	7%	5%	4%	2%	-
	Yau Tsim Mong	5%	4%	5%	4%	5%	3%	-	-	4%	2%	5%	8%	6%	-
	Kwai Tsing	7%	8%	6%	7%	8%	3%	-	3%	9%	14%	4%	6%	-	-
	North	3%	2%	3%	3%	2%	3%	-	6%	4%	3%	2%	5%	-	-
	Sai Kung	6%	6%	7%	7%	5%	7%	12%	6%	11%	5%	5%	4%	4%	-
	Sha Tin	11%	10%	13%	9%	12%	13%	13%	19%	10%	12%	12%	10%	11%	21%
	Tai Po	4%	4%	5%	5%	4%	3%	18%	-	5%	4%	5%	4%	2%	-
	Tsuen Wan	4%	4%	5%	5%	5%	3%	-	3%	4%	3%	7%	4%	-	-
	Tuen Mun	7%	8%	7%	7%	7%	8%	-	19%	9%	5%	7%	6%	9%	20%
	Yuen Long	7%	8%	7%	8%	7%	4%	12%	13%	7%	6%	7%	8%	2%	-
	Islands	2%	1%	3%	1%	3%	3%	7%	-	2%	1%	1%	2%	10%	-
	Other	0%	0%	0%	0%	0%	-	-	-	-	1%	0%	-	-	-

	Total	Income Group			Marital Status							
		Lower income (Below HKD 20,000)	Medium income (HKD 20,000 - 34,999)	Higher income (HKD 35,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single	
Region Hongkong	Base	1000	157	247	530	529	42	75	17	22	1	314
	Hong Kong Island	19%	13%	15%	21%	20%	24%	12%	11%	21%	100%	17%
	Kowloon	28%	36%	28%	28%	27%	20%	28%	27%	31%	-	31%
	New Territories	53%	51%	57%	51%	52%	56%	60%	61%	49%	-	51%
	Other	0%	1%	-	-	0%	-	-	-	-	-	0%
District Hong Kong	Base	1000	157	247	530	529	42	75	17	22	1	314
	Central & Western	4%	3%	3%	5%	4%	4%	-	-	12%	100%	4%
	Eastern	7%	5%	5%	8%	8%	11%	5%	-	4%	-	7%
	Southern	4%	2%	4%	4%	4%	2%	4%	11%	-	-	3%
	Wan Chai	4%	3%	2%	4%	3%	7%	4%	-	4%	-	4%
	Kowloon City	6%	9%	6%	5%	7%	2%	5%	5%	5%	-	5%
	Kwun Tong	7%	8%	10%	6%	6%	7%	11%	11%	4%	-	9%
	Sham Shui Po	5%	7%	5%	5%	6%	6%	1%	-	4%	-	5%
	Wong Tai Sin	5%	7%	5%	5%	4%	-	5%	11%	13%	-	6%
	Yau Tsim Mong	5%	5%	3%	6%	4%	4%	6%	-	5%	-	6%
	Kwai Tsing	7%	7%	9%	7%	6%	11%	8%	17%	5%	-	7%
	North	3%	4%	4%	3%	3%	4%	2%	11%	-	-	2%
	Sai Kung	6%	8%	8%	5%	5%	7%	6%	10%	8%	-	8%
	Sha Tin	11%	11%	10%	12%	12%	13%	10%	17%	4%	-	10%
	Tai Po	4%	2%	6%	5%	4%	6%	6%	-	8%	-	5%
	Tsuen Wan	4%	2%	4%	5%	5%	-	10%	-	8%	-	3%
	Tuen Mun	7%	9%	10%	6%	8%	4%	10%	-	4%	-	7%
	Yuen Long	7%	6%	5%	8%	7%	8%	6%	6%	12%	-	7%
	Islands	2%	2%	0%	1%	2%	2%	3%	-	-	-	1%
	Other	0%	1%	-	-	0%	-	-	-	-	-	0%