

Tech Trends: Women Factsheet and Country Highlights July 2018

About the survey

Target group:

Women, age group 25-40 years, university education (or plans for higher education)

Markets surveyed and sample:

- **Sweden: N=200**
- **Norway: N=211 +6 phone interviews**
- **Thailand: N=220 + 2 phone interviews**
- **Myanmar: N=209**
- **Malaysia: N=208**
- **Singapore: N=211 + 3 phone interviews**

Interview method:

Online panel in all 6 markets; supplementary phone interviews in Singapore, Thailand and Norway

Fieldwork

Conducted in June-July 2018

Questionnaire

Made by Telenor Group and Kantar TNS Norway

Country Highlights

Malaysia

Malaysian women are most often on their mobiles for social media, messaging apps and voice calls for personal purposes; with Internet banking a close 4th place. Their least mentioned mobile activities include news reading, work emails and checking the weather. Before bedtime and in the middle of the night – Malaysians say yes to social media, messaging and video content. Not before bedtime: work emails, messaging for work, calls. Malaysian women feel entertained, connected and relaxed when on their phones.

Malaysian women say that mobile phones have brought flexibility, a sense of work-life balance and efficiency to their professional lives. They see the most potential for mobiles to solve social or economic problems through information and knowledge sharing and mobile banking. Malaysians are sceptical of the notion of a “women-only Internet” – 40% support the idea, 39% are neutral and 21% say no.

Where phones are off limits to Malaysians: most say no to phones on airplanes, job interviews and at the cinema, opera or theatre. Similar to Singapore, Malaysians say phones are fine at weddings, meals with friends and evenings at home.

Myanmar

In numbers far exceeding their counterparts in the other surveyed markets, Myanmar women value mobile connectivity for its information and knowledge sharing capacity, which nearly 80% of the respondents chose as a leading way mobile can contribute to society. They also see potential in mobile health services.

Myanmar women's top three mobile activities include social media use, which they report they use around the clock, and traditional voice calls for personal purposes. In addition, they are the only Asian country in the survey to choose mobile news reading as a top activity on their phones.

Women in Myanmar feel connected to the world and entertained when using their phones. They stand out from the other markets in the self-proclaimed optimism they feel related to mobile phones, and say that the biggest changes the mobile has brought their working lives include allowing for more flexibility, giving them a global perspective and increasing efficiency.

Norway

Eighty percent of the Norwegian women surveyed say that social media is their most frequent mobile phone activity. This is the highest rate out of all six surveyed countries. Messaging apps for personal use and news reading came in as second and third choices. Norwegians read more news on their mobiles than Swedes (and everyone else) and this affinity continues into the middle of the night, when it shifts to reading "tabloids and gossip", according to about 1 in 5 respondents.

Women in Norway list work-related activities as their least frequent uses, particularly after office hours. Fifty percent of Norwegian women say that mobiles have not changed their working lives, but amongst those whose working lives have been impacted, Norwegians cite flexibility and a feeling of "always being on" as top differences.

When on their mobile phones, Norwegian women say they feel connected, entertained and relaxed. On the topic of social and economic problem solving, respondents say that mobiles can help the most through providing access to information and knowledge, as well as through mobile banking services, possibly a nod to popular local payment platforms such as VIPPS.

Singapore

Singaporean women may be South East Asia's top messaging app users. Sixty-five percent of them say that messaging apps for personal purposes are a top mobile phone use, followed by social media and listening to music.

With regard to mobile connectivity, Singaporean women say they feel entertained, connected and relaxed. They generally do not feel depressed, overwhelmed or exposed, but more in-depth interviews reveal that they do feel a similar sense of addiction or reliance on their phones and cite conscious efforts to "put it down" throughout their days and evenings. Singaporeans focus on the "efficiency" aspect of mobile connectivity, saying that their working lives are more efficient, flexible and balanced. Interviewees still warn that striking that balance requires personal discipline and time management.

On solving social economic problems, Singaporean women say mobiles can help in the areas of information and knowledge sharing, and mobile banking. Safety and security is their third top choice,

which stands out among the six surveyed markets.

Where Singaporean women will not use their phones: Airplanes, job interviews and at the cinema, opera or theatre. Phones are welcome at meals, evenings at home and weddings.

Sweden

Women in Sweden were in many cases the outliers among the countries surveyed. They cited much higher than average social media use on mobile phones compared to other activities (78% chose social media as their top use), followed by 68% for messaging apps and about 1 in 3 for music, which stood out among the markets. They also name dropped home-grown music service, Spotify, as a transformative mobile app.

Their lowest cited mobile activities were work emails, checking the weather, work-related calls and work messaging. Forty-two percent of Swedish respondents say that mobiles have not changed their work lives.

Before bed, Swedish women set alarms, use social media and chat apps. In the middle of the night, Swedish women say they turn to social media and chose “other” mid-night mobile activities at four times the rates of other countries. These activities were not specified.

Swedish women feel entertained, addicted and connected to the world when on their phones. Looking outward, Swedish women identify banking, access to information and fighting loneliness as top contributions of mobile phones to society. This latter point was shared only with Thailand.

Only 39% of Swedes claim they would not have their phone on during “romantic” moments, while 88% said no to phones during job interviews and 94% say no to phones at funerals.

Thailand

Women in Thailand say that they use social media and messaging apps for personal purposes more on their mobiles than any other app or feature. Thirty percent of Thai women also name Internet banking as one of their top three most common mobile uses. Though professional tasks are ranked by Thai respondents lower than personal mobile phone activities, 26% of Thais still say that one of their top four mobile activities is using messaging apps for work purposes, standing out from the other markets.

Though social media use dominates their evenings, Thais stand out in their high ranking of mobile gaming as a before-bed activity. Listening to music is a common activity, should they wake up in the middle of the night.

Thai women note feelings of being relaxed, entertained and connected to the world when on their mobiles. They say that mobile phones give them a global perspective (25%), flexibility and the ability to work anywhere (23%).

On societal impact, Thais say that mobiles can best address problems through access to information and knowledge, mobile banking and fighting loneliness, the latter of which they share with their Swedish counterparts.

Sixty-five percent of Thai women, the most of any surveyed market, say that they would support a hypothetical women-only Internet because there would be less online harassment and more relevant content.

Where Thai women say phones should be off limits: during work meetings (54%) and at the cinema (51%). Thais are less opposed to mobiles at funerals (only 23% say no), yoga (21%) and weddings (4%).

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