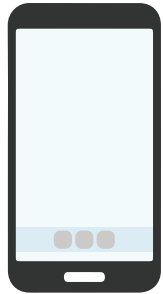# Hand Phone Users
Survey 2021
(HPUS 2021)

Smartphone vs feature phone users

Smartphone users
94.8%
2018: 78.0%

Feature phone users
7.5%
2018: 25.9%

"Higher usage of smartphone indicates people are much more digitally connected."
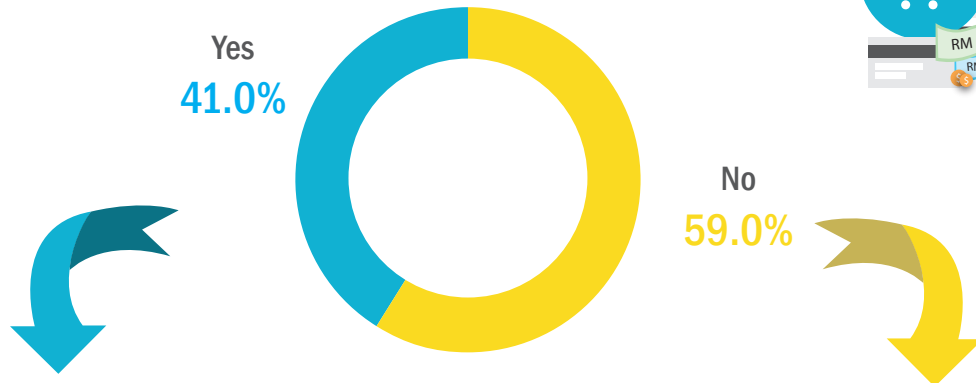
Activities of smartphone users

"Text messaging, social networking and voice calls are the main activities for smartphone users where majority of them performed these activities on daily basis. However, usage of smartphone for transaction-based activities such as online shopping and banking is still low."

Smartphone activities	Usage	Frequency of activities (at least once a day)
Text messaging	82.9%	97.3%
Social networking	78.9%	94.4%
Voice calls	78.6%	80.2%
Taking photos/videos	74.8%	62.0%
Search/browsing Internet	73.6%	89.7%
Video calls	71.0%	50.5%
Watching videos/movies	62.9%	63.8%
Listen to music	54.6%	72.0%
Get directions	48.4%	17.0%
Send or receive emails	47.0%	42.3%
Play games	46.3%	67.8%
Shopping	41.1%	18.6%
Banking	38.9%	27.7%
Reading	32.9%	57.8%
View security camera	5.6%	38.7%

Mobile payment applications

Usage of mobile payment apps

Yes
41.0%

No
59.0%

Mobile payment apps used

Mostly used

Touch n Go
71.3%

Boost
35.1%

Maybank QRpay
31.1%

Moderately used

Grab Pay
20.8%

Least used

AEON Wallet
4.0%

Razer Pay
3.6%

WeChat Pay
3.5%

Shopee Pay
2.8%

Reason not using mobile payment apps

Reason	%
Lack of knowledge, confidence or skill	**49.6%**
Prefer using cash/card	**46.1%**
Not interested	**24.9%**
Privacy and security concerns	**23.6%**
Trust concerns	**14.9%**
Underage (minors)	**2.3%**
Others*	**1.3%**
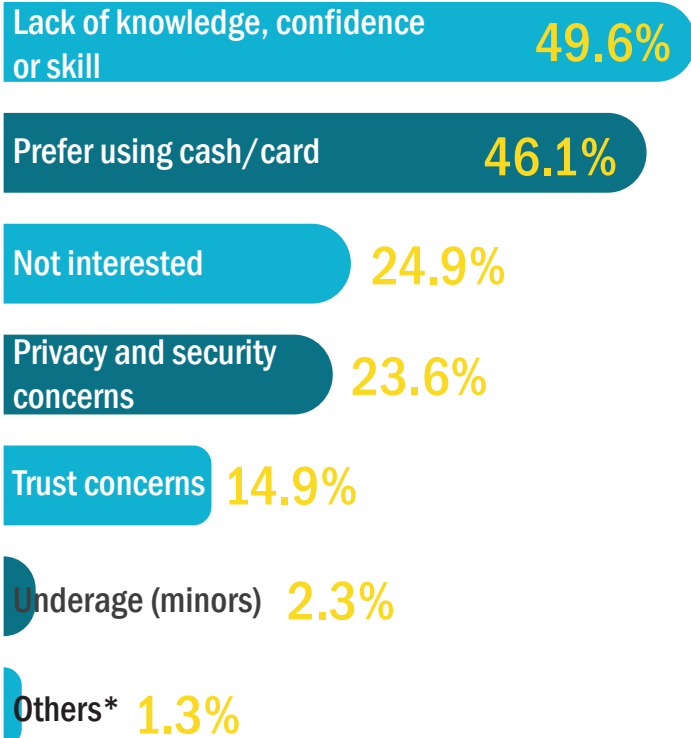
*Others include no bank account, payment made by other family member, no experience, etc.

"Lack of knowledge, confidence or skill as well as preferance for cash/card payments, were major reasons for 59.0% of smartphone users not using mobile payment apps. There is room for improvement in Malaysia in terms of creating a cashless society, as this is one of the critical success factors in transitioning to a digitalized economy."

Over-The-Top (OTT)

OTT video applications used

Mostly used

YouTube 82.6%

Facebook 65.0%

Moderately used
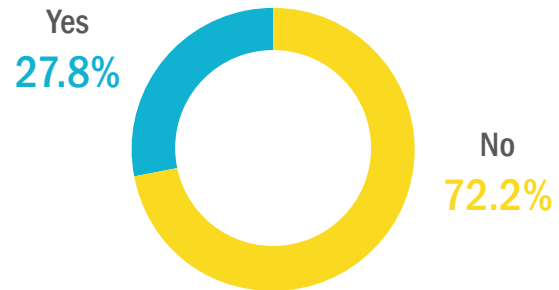
NETFLIX 21.2%

viu 10.2%

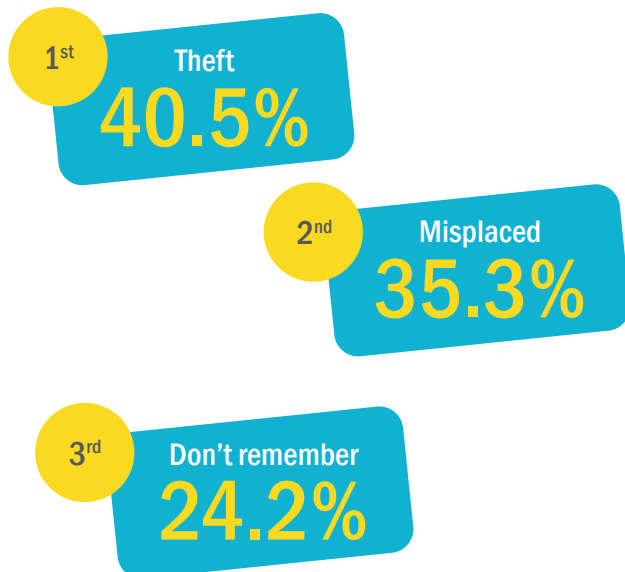### Least used

iflix 7.0%

tonton 6.0%

Managing mobile privacy

"Vast majority of users are aware and know how to protect themselves at least with basic protection measure, however the trust in service providers (SPs) is still low."

Hand phone lost experience

Yes 27.8%

No 72.2%

Reason for losing hand phone

1st Theft **40.5%**

2nd Misplaced **35.3%**

3rd Don't remember **24.2%**

Action taken after losing hand phone

14.7% Lodge a police report

12.9% Contact service provider to track hand phone

6.8% Do nothing

4.0% Buy a new phone

4.0% Look for the hand phone

0.8% Use tracking device or app to track location

1.3% Others*

55.5% Don't remember

*Others include no bank account, payment made by other family member, no experience, etc.

Concerns when losing hand phone
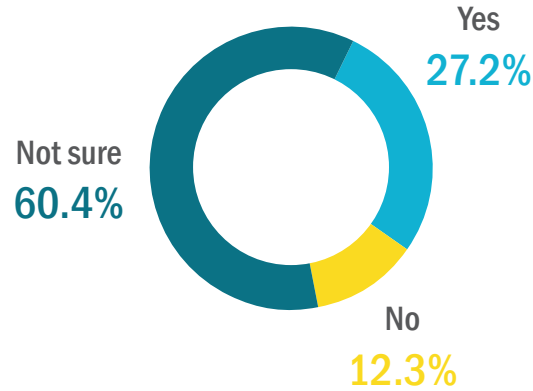
- Personal photos **72.8%**
- Misuse of identity **70.4%**
- Contacts **65.6%**
- Account information **59.0%**
- Cost & hassle **42.0%**
- No access to communication **38.1%**

Trust on service providers to keep data confidential

Yes **27.2%**

Not sure **60.4%**

No **12.3%**

"Less than 30.0% of respondents trust their SPs to keep data confidential."

Personal protection measures

"A large majority of hand phone users use password to protect their phones, but a small percentage of users do not use any protection measures to protect their phones."

- Password protect **77.6%**
- Don't use untrusted apps/websites **42.2%**
- Clear browsing history or search history **34.8%**
- Don't send or access sensitive data from phone **31.9%**
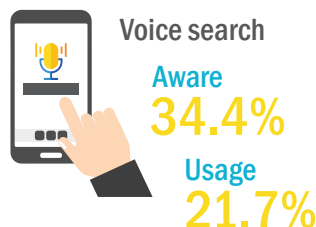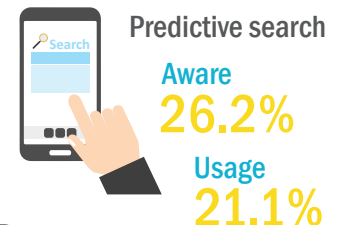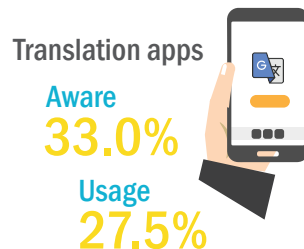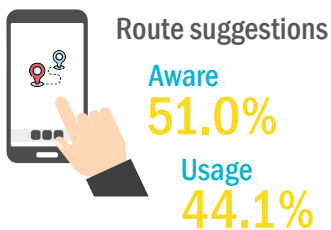- Back up photos and contacts **28.4%**
- Turn off the location tracking feature **26.6%**
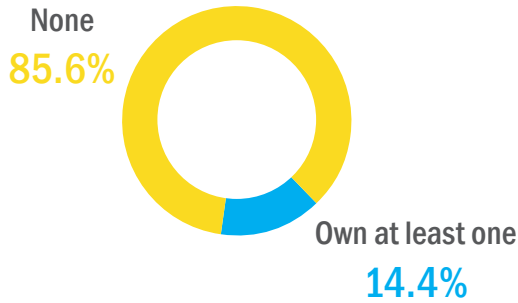- Install antivirus or anti-malware **24.8%**
- None **8.7%**

Artificial Intelligence (AI) & Wearable devices

Awareness and usage of AI-enhanced applications

Route suggestions
Aware **51.0%**
Usage **44.1%**

Translation apps
Aware **33.0%**
Usage **27.5%**

Predictive search
Aware **26.2%**
Usage **21.1%**

Voice search
Aware **34.4%**
Usage **21.7%**

Voice assistance
Aware **32.6%**
Usage **23.0%**

Ownership of at least one wearable device

None
85.6%

Own at least one
14.4%

"Slightly less than 15.0% of respondents own at least one wearable device with the majority owning a smart watch. The widespread use of smart watches indicates that users are more concerned about their health status, as this device provides users with instant access to various medical information and physical activities."

Type of wearable devices owned

Smart watch
67.7%

Fitness band
47.2%

Smart glasses
5.1%

VR headset
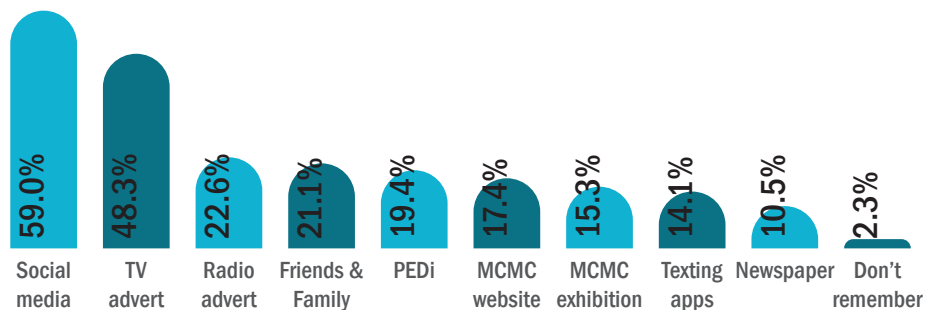**5.0%**
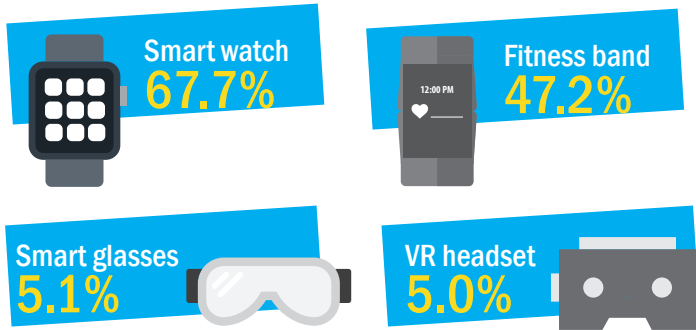
Check Your Label (CYL) campaign

CHECK YOUR LABEL

"Check Your Label (CYL) is a consumer awareness campaign that emphasises the importance of purchasing communication devices with a valid MCMC label. The campaign also aims to educate consumers on how to check the validity of MCMC label using the Check Your Label mobile application or a website provided."
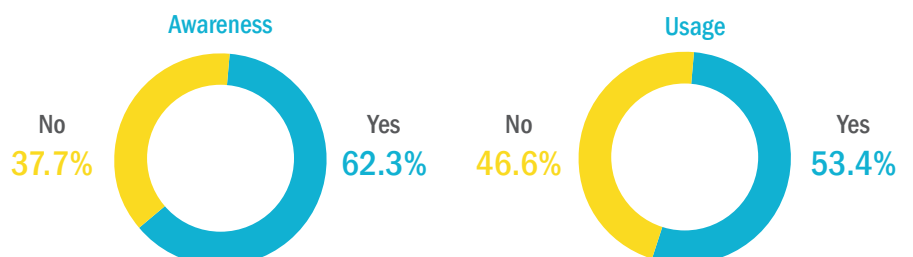
Awareness on CYL campaign

No
42.5%

Yes
57.5%

Source of awareness on CYL campaign

Social media	TV advert	Radio advert	Friends & Family	PEDi	MCMC website	MCMC exhibition	Texting apps	Newspaper	Don't remember
59.0%	48.3%	22.6%	21.1%	19.4%	17.4%	15.3%	14.1%	10.5%	2.3%

Visited CYL portal

No
62.3%

Yes
37.7%

CYL mobile apps

Awareness

No
37.7%

Yes
62.3%

Usage

No
46.6%

Yes
53.4%
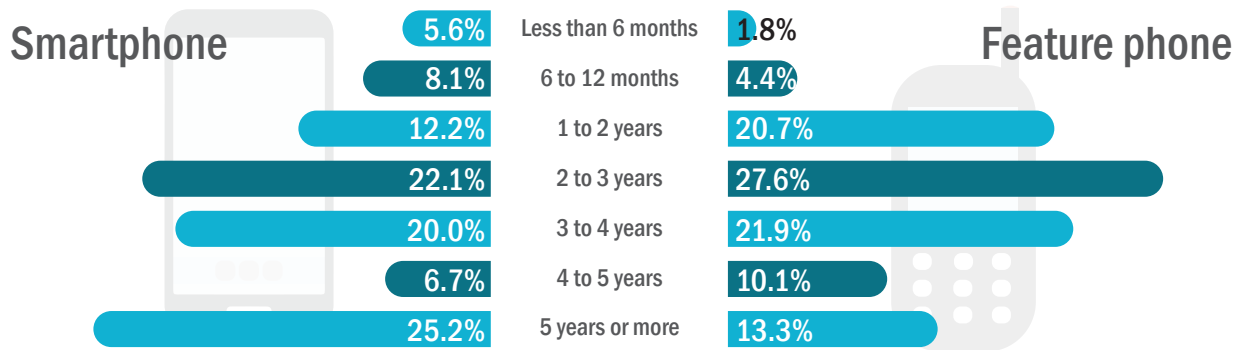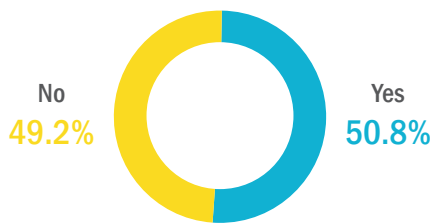
Mobile e-Waste initiative

Length of time using feature phone and smartphone before changing to a new one

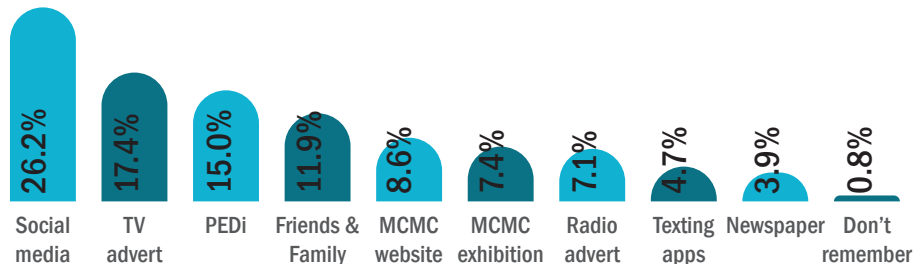"The retention rate for feature phone users in using their phone before switching to a new one is higher than that of smartphone users."
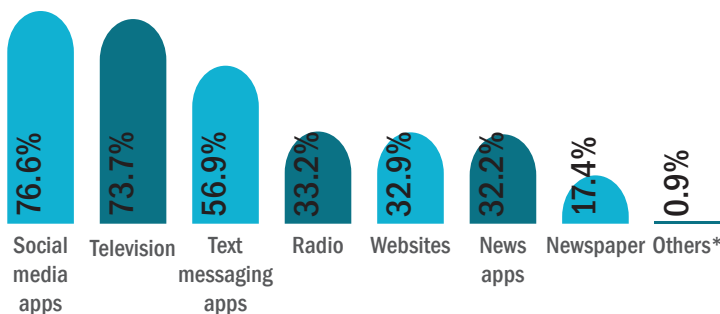
Smartphone | Feature phone

Smartphone		Feature phone
5.6%	Less than 6 months	1.8%
8.1%	6 to 12 months	4.4%
12.2%	1 to 2 years	20.7%
22.1%	2 to 3 years	27.6%
20.0%	3 to 4 years	21.9%
6.7%	4 to 5 years	10.1%
25.2%	5 years or more	13.3%

Awareness about e-Waste initiative

No 49.2%
Yes 50.8%

Source of awareness on CYL campaign

Source	Percentage
Social media	26.2%
TV advert	17.4%
PEDi	15.0%
Friends & Family	11.9%
MCMC website	8.6%
MCMC exhibition	7.4%
Radio advert	7.1%
Texting apps	4.7%
Newspaper	3.9%
Don't remember	0.8%

"Slight majority of respondents are aware of Mobile e-Waste initiative, largely through social media, TV advertisement and Pusat Ekonomi Digital Keluarga Malaysia (PEDi)."
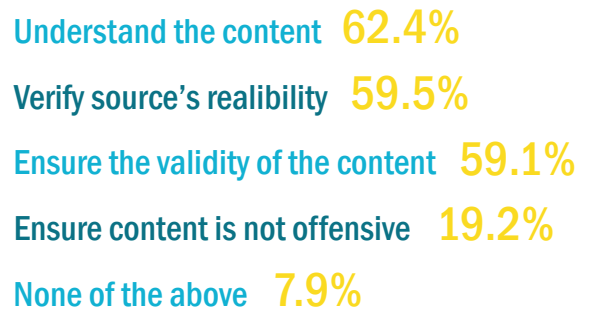
Users' experience during Movement Control Order (MCO)

Source of COVID-19 updates and development

Source	Percentage
Social media apps	76.6%
Television	73.7%
Text messaging apps	56.9%
Radio	33.2%
Websites	32.9%
News apps	32.2%
Newspaper	17.4%
Others*	0.9%

* Others include MySejahtera, friends and family

Actions taken when receiving news about COVID-19 on hand phone

| Action	Percentage
Understand the content	62.4%
Verify source's realibility	59.5%
Ensure the validity of the content	59.1%
Ensure content is not offensive	19.2%
None of the above	7.9%

Satisfaction with SMS news and alerts regarding COVID-19 from the government

"During the pandemic, the vast majority of mobile phone users were satisfied with government news and alerts delivered via SMS."
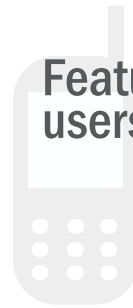
28.5% 47.1% 23.6% 0.5% 0.2%
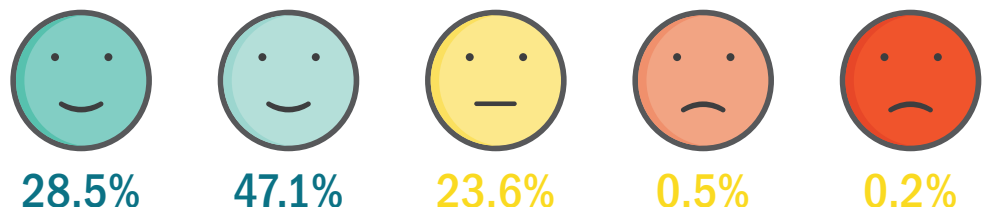
Demographic

Age group
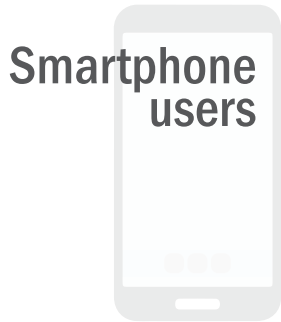
Smartphone users		Age group		Feature phone users
	95.6%	Below 20 y/o	5.6%	
	97.5%	20 - 34 y/o	4.5%	
	93.9%	35 - 49 y/o	9.4%	
	92.4%	50 - 64 y/o	11.0%	
	82.3%	65 y/o and above	21.8%	

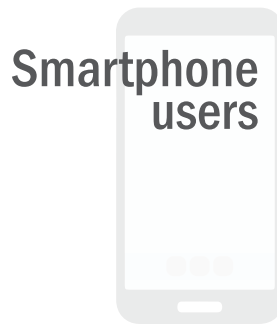"Smartphone use is highest among respondents under the age of 35, and the trend is declining in older age groups. For feature phone users, the trend is inversely proportional."
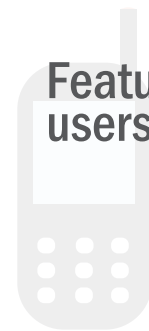
Income group

"Smartphones are more affordable for everyone, regardless of income level."

Smartphone users		Income group		Feature phone users
	92.0%	RM 5,000 and above	16.4%	
	98.5%	RM 3,000 - RM 5,000	7.3%	
	96.8%	RM 1,000 - RM 3,000	6.0%	
	91.6%	RM 1,000 and below	11.5%	
	93.8%	Dependent	7.1%	

Employment

Smartphone users		Employment		Feature phone users
	96.3%	Employed	5.3%	
	95.7%	Student	5.3%	
	94.9%	Self employed	10.3%	
	91.7%	Unemployed	9.0%	
	88.2%	Pensioner	11.8%	
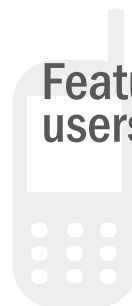
"Smartphone adoption is highest among employed respondents while it is lowest among pensioners."

Limitation of study:
The fact that the survey data was collected during the lockdown period may have influenced respondents' behaviour. For example, a lower response rate in the use of Artificial Intelligence (AI) for route suggestion could be attributed to the perception that they did not use this technology during the confinement period.

MCMC

For further inquiries please contact Statistics and Data Intelligence Department MCMC at statistics@mcmc.gov.my