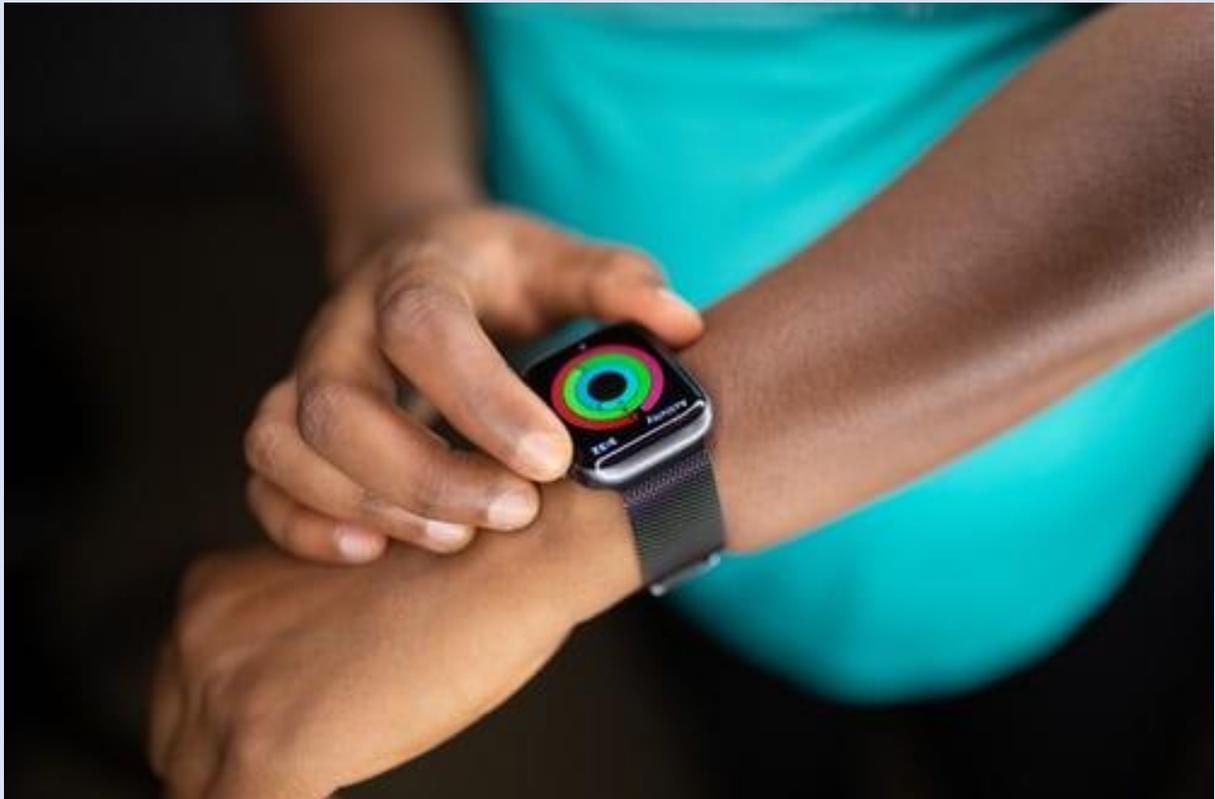


# Personal Tech 2021

## *Tech Ownership and Brand Aspirations in Cambodia*



*A collaborative research report completed by  
MRTS Consulting in Cambodia and Stereoscope Ltd in the UK*



*May 2021*

# Personal Tech 2021

## *Tech ownership and brand aspirations*

### Contents

Introduction.....	3
Tech aspirations for 2021 .....	3
Methodology note.....	3
Current tech ownership.....	4
Urban and provincial tech ownership.....	4
Tech ownership by age .....	5
Mobile phone – ownership and brand aspirations .....	7
Urban and provincial phone ownership.....	7
Mobile ownership by age .....	8
Mobile phone brand aspirations.....	9
Mobile phone purchase drivers .....	12
Tablet ownership and brand aspirations .....	14
Urban and provincial tablet ownership .....	14
Tablet ownership by age.....	15
Tablet brand aspirations .....	16
Tablet purchase drivers .....	18
Smart Watch ownership and brand aspirations .....	21
Urban and provincial smart watch ownership.....	21
Smart watch ownership by age .....	22
Smart watch brand aspirations.....	23
Smart watch purchase drivers .....	25
The Tech Wishlist.....	27
Annex 1: Research sample .....	29
Annex 2: MRTS and Stereoscope .....	30
MRTS Consulting.....	30
Stereoscope Ltd .....	30

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## Introduction

### Tech aspirations for 2021

This market research report looks at personal technology ownership and brand preference, of Cambodian consumers aged mostly 18 – 39, and features that will influence their next brand of device. It is based on a collaborative market research project completed by MRTS Consulting in Cambodia and Stereoscope Ltd in the UK.

- MRTS Consulting scripted and implemented an online survey distributed to its online research panel in Cambodia and completed all data coding.
- Stereoscope completed the survey data analysis, and compilation of the report.

### Methodology note

An online survey was designed, comprising 17 questions over four core areas / devices, plus a series of standard demographics questions. Thought was given to ease of response and speed of completion so as to maximise completed responses including on mobile.

**Q:** What personal tech devices do you have?

**Q:** What smartphone, tablet and smartwatch brand to you have, and aspire to?

**Q:** What will influence your next choice of brand?

**Q:** What is on your tech wish-list?

The survey was implemented using MRTS Consulting's proprietary online consumer panel. A total of 571 respondents completed the entire set of questions, allowing deeper analysis by demographics.

Responses were gathered over a 6 week period during February and March 2021 across a range of age categories, gender, income group and education level. All responses were anonymised.

Summary data tables were compiled with demographic cross tabulations. Quantitative analysis was completed on the sample as a whole, and by demographics splits.

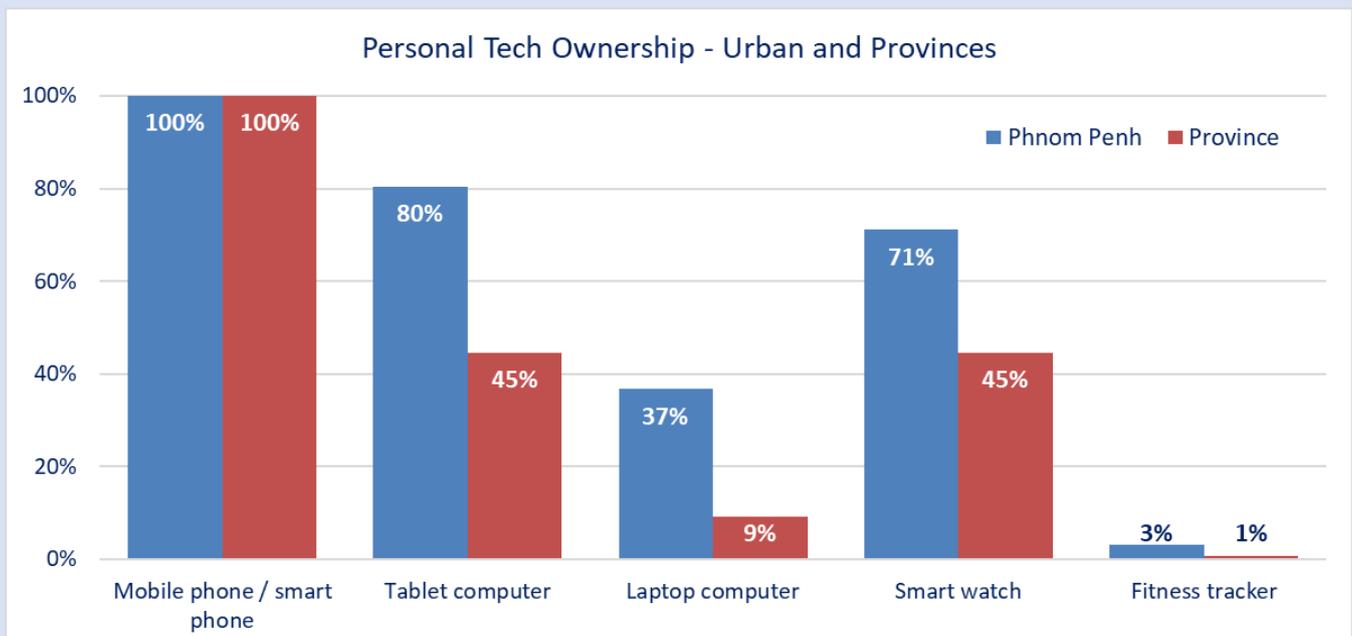
## Current tech ownership

Technology ownership varies significantly by type of device, but also by other criteria such as urban / provincial location, and age group.

### Urban and provincial tech ownership

At a top level, our survey asked about 5 types of personal tech : mobile, tablet compute, laptop, smart watch, and fitness tracker before looking at phones, tablets and smart watches in more detail.

Mobile ownership is, as expected, ubiquitous – everyone owns a mobile phone. However for the other types of device we can see differences in ownership highlighting that tech ownership is very much an urban phenomenon.



*FIG. 1 URBAN TECH OWNERSHIP*

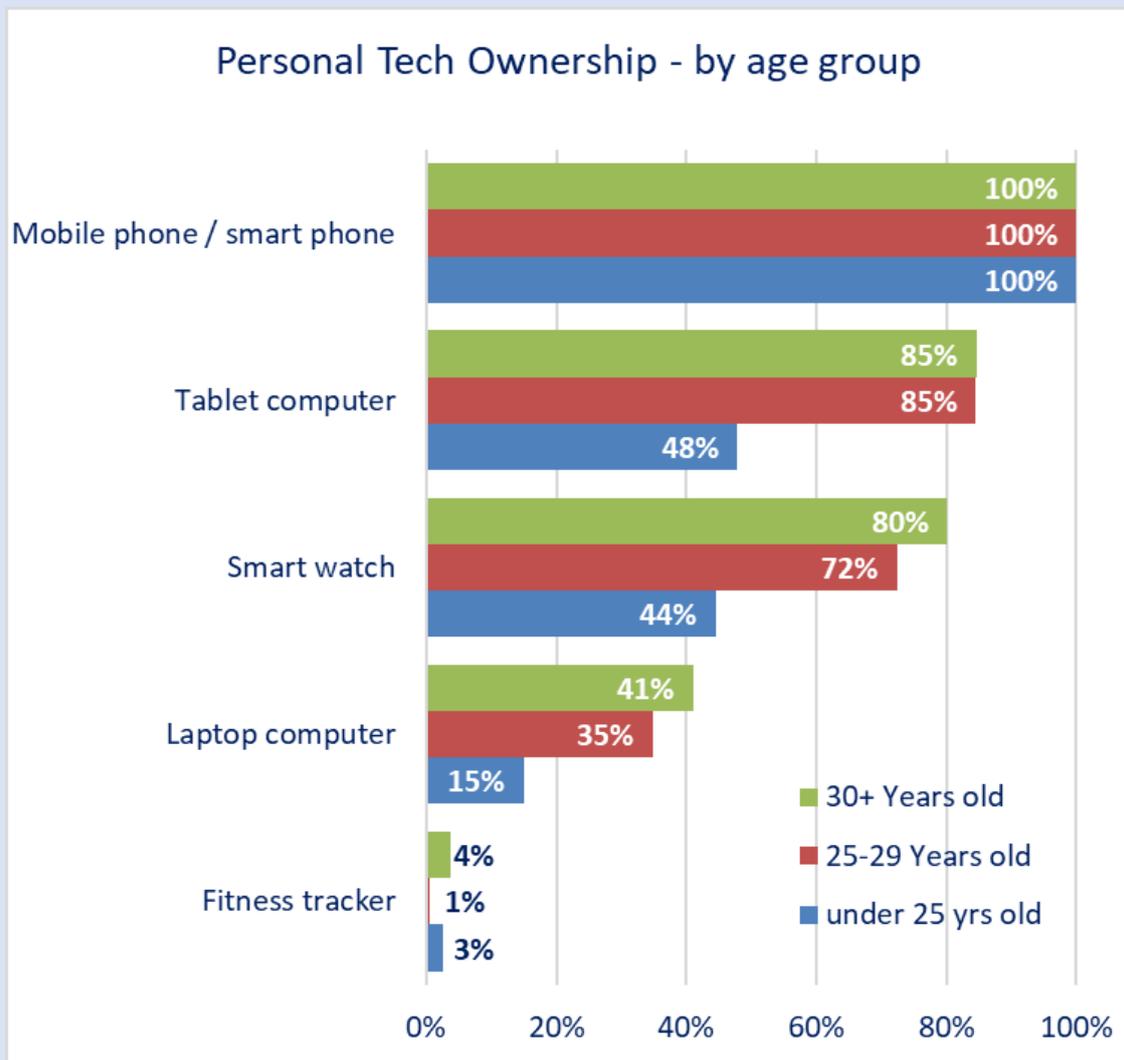
Ownership of all other types of device is much greater in Phnom Penh than in the provinces

- Tablets are extremely common in Phnom Penh, with ownership at around 80% compared to just 45% in the provinces.
- Smart Watch ownership is close to tablet computers, with ownership in Phnom Penh at 71%.
- Laptop ownership while at just 37% in Phnom Penh, is a notably urban item as just 9% of respondents in the provinces own a laptop.

- Fitness trackers show extremely low penetration, with just 3% of respondents in Phnom Penh having one.

### Tech ownership by age

If we look at how tech ownership varies by age group we can see immediately that there is a strong underlying trend for ownership to rise with age.



*FIG. 2 TECH OWNERSHIP - BY AGE GROUP*

Leaving aside mobile phones which are owned by everyone,

- We can see that just less than half the under 25 year age group own a tablet computer and smart watch. Only 15% of this age group own a laptop computer.

- In the 25 – 29 year age group ownership of laptops, tablets and smart watches rise dramatically. Tablet ownership almost doubles to 85% and smart watch ownership rises from 44% to 72%. Laptop ownership more than doubles to 35%.
- The 30+ year age group shows the highest device penetration. Tablet ownership remains the same as the 25 – 29 year age group at 85% but smart watch ownership rises to 80%. Even laptop ownership rises, reaching 41%.

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## Annex 2: MRTS and Stereoscope

### MRTS Consulting

MRTS Consulting Ltd (MRTS) is a professional market research and strategy consulting company headquartered in Cambodia. Our founder has over 15 years of experience in market research in Cambodia and strong knowledge of local markets which can help our clients with insights, trends and winning strategies for growth—whether you need to understand market dynamics, identify new opportunities, or increase your profitability.

We use cutting edge technology for our market research projects to ensure accuracy and reliability of data collection, and our highly experienced and trained team help find deep insights to help you improve your business.

MRTS is the first and only company in Cambodia that runs Online Panel for Market Research in Cambodia. We developed our platform with Double Opt-in Verification and members are recruited from different channels to ensure good representation. We provide our clients with a cost saving and speed solution for data collection from Cambodia market.

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### Stereoscope Ltd

Stereoscope Ltd was founded in 2019 in the UK by Phil Todd to provide outstanding independent market research, market strategy, operations support, and market consulting. We work broadly in the vertical markets of communications, telecoms, media, and digital technology.

Stereoscope supports clients' tactical and strategic market strategy with design and implementation of market research, support of inhouse research teams, as well as operational and interim support.

Previously Phil was Managing VP for IoT Markets with Gartner, and Global Director of Client Research at The Economist Intelligence Unit. He has worked widely across the technology sector, as well as in publishing, macro-economics and country analysis, and finance sectors.

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