



Virtual Bank Survey

Top Line

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Brand Survey - Virtual Bank Survey

- The Consumption Voucher brand survey was conducted from 25 to 31 May 2021.
- The objective of this survey is to collect information about consumer preference on virtual bank.
- The survey consists of 9 multiple choice questions and has received a total of 9,209 completed results. All respondents are myTV SUPER's active users.



Survey Questions

- Q1.你是否聽過或認識以下的虛擬銀行?
- Q2.你是否知道虛擬銀行有提供以下服務範疇?
- Q3.你會否考慮使用虛擬銀行服務?
- Q4.什麼因素令你不選擇使用虛擬銀行?
- Q5.你每月的個人總收入是?
- Q6.你屬於以下哪個年齡組別?
- Q7.你的性別是?
- Q8.你現正/曾經使用以下那間虛擬銀行?
- Q9.什麼因素令你選擇在某一虛擬銀行開戶?



Demographic Profile

Age Group	No. of Respondent	
18歲以下	559	6%
18-24歲	463	5%
25-34歲	862	9%
35-44歲	1,576	17%
45-54歲	2,131	23%
55-64歲	2,013	22%
65歲或以上	1,605	17%
	9,209	100%

Gender	No. of Respondent	
Male	4,766	52%
Female	4,443	48%
	9,209	100%

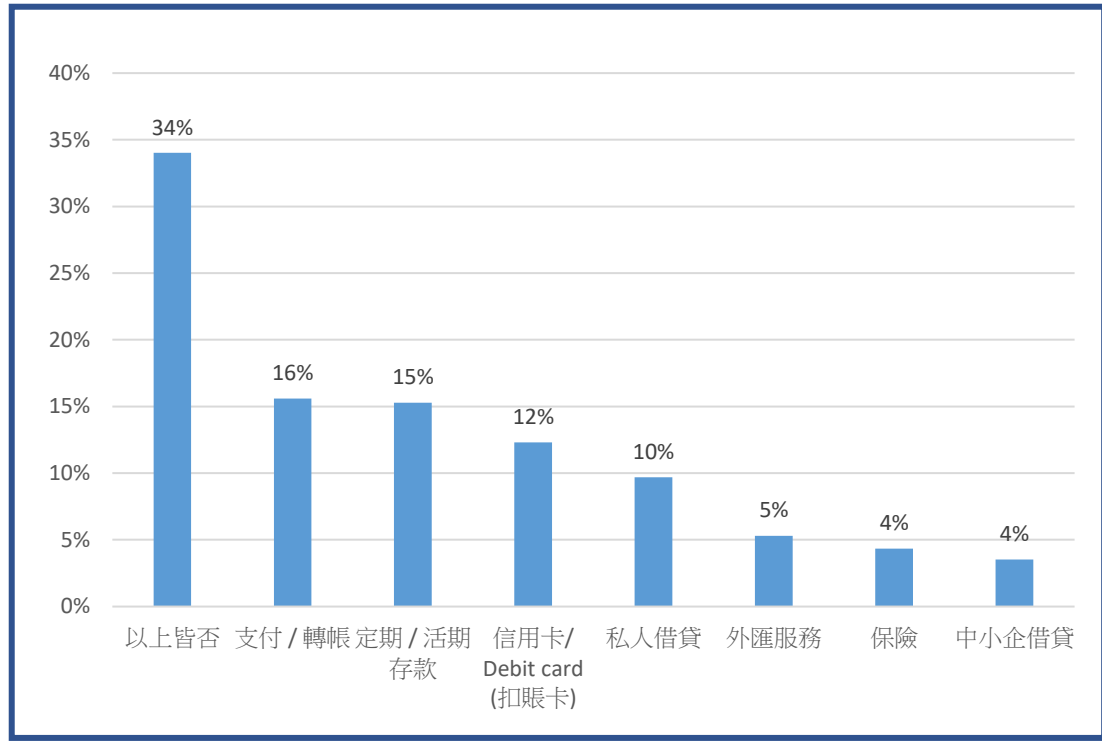
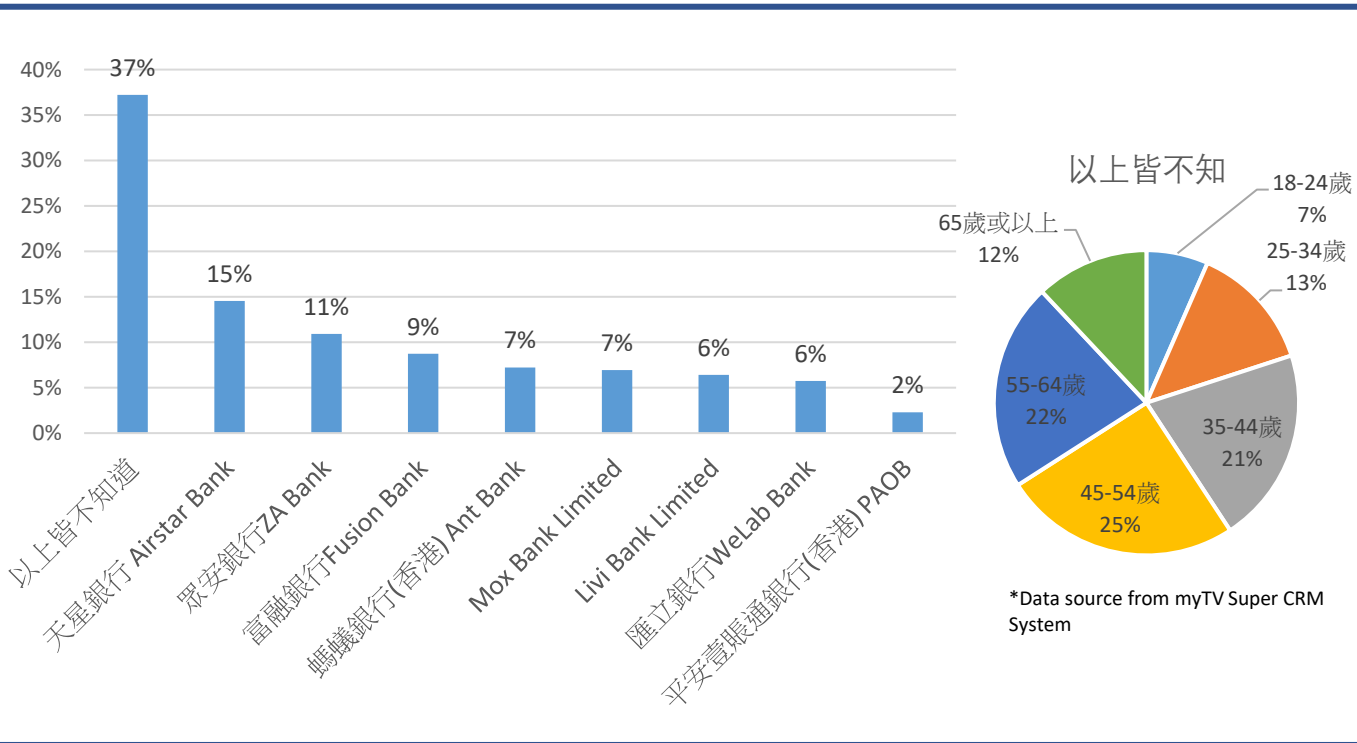
Income	No. of Respondent	
HK\$10,000或以下	1,540	17%
HK\$10,001-\$19,999	1,636	18%
HK\$20,000-\$39,999	1,381	15%
HK\$40,000-\$59,999	508	6%
HK\$60,000-\$79,999	198	2%
HK\$80,000-\$99,999	117	1%
HK\$100,000或以上	266	3%
沒有收入	1,232	13%
拒絕回答	2,331	25%
Total	9,209	

*Data source from answers in this survey

63% Respondents Aware of Virtual Bank

Q1. 你是否聽過或認識以下的虛擬銀行?

Q2. 你是否知道虛擬銀行有提供以下服務範疇?



- The most well-known virtual bank is Airstar Bank(15%), followed by ZA bank(11%) in this survey.
- There is no obvious market leader at the moment as the familiarity of the above banks are similar except PAOB which is still unaware by respondents.
- 1/3 of the respondents not clear about what services provided by virtual bank.
- Those who are not familiar with the above virtual banks are mainly aged 35-64.



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