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Synovate Young Asians survey reveals the hearts, minds and wallets of Asia's digital youth

ASIA PACIFIC - Synovate, a leading global market intelligence company, today released the second year of data from its annual Young Asians survey.

Betty Wu, Research Director for Synovate, said that the results provide a comprehensive picture of the hearts and minds of today's Young Asians and demonstrate the independence and confidence of Asia's young consumers.

"The Synovate Young Asians survey provides rare insight into the important Generation Y group of consumers, defining their hearts, heroes, activities and aspirations.

"It provides information on how to reach these consumers at all stages of their decision making process, from getting their attention, to arousing their interest, keeping them informed and supporting their purchase decisions," she said.

With expanded coverage of ten markets in Asia, including China and South Korea, the survey asked respondents between the ages of eight to 24 a wide range of questions about their habits, leisure time, media and brand attitudes, use of the internet, income, idols, expenditure and their dreams and aspirations.

Ms Wu said: "Young Asians is the only syndicated survey that gives media organisations and agencies information and insight into what's driving Asia's affluent youth – ensuring they make knowledgeable, targeted advertising and marketing decisions."

Who did we speak with?

Young Asians provides credible, relevant information on the media, purchasing, leisure and digital habits of Asians aged eight to 24 as well as the attitudes and aspirations that form these habits.

A total of 11,590 youth from affluent and mass households across ten Asian markets were surveyed. The countries covered include China, Hong Kong, India, Indonesia, South Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand.

For youth aged eight to 11, respondents were screened according to household product ownership. Young Asian respondents aged 15 to 24 were required to have access to the internet in order to complete the survey.

More about the respondents and universe size

- 66% of Young Asians are students, 16% of whom work part time
- 29% of Young Asians work either full or part time
- 46% are either at or have completed university education
- 20% have a college education
- 35% have either completed or have some secondary education

How did we speak with them?

Synovate Young Asians used face-to-face interviews to reach Young Asians aged 8-14. Data for the segments aged 15-24 was compiled from online surveys on major portals across the region, more effectively targeting the digital generation who are the first to have grown up with the internet as an integral part of their lives.

What did we find?

About media touch points

Respondents were asked a variety of questions regarding their media usage and preferred medium for product and service information.

- Television grabs young Asians' attention, but nothing beats the internet for detail.
- 84% name TV as the most effective medium in getting attention.
- 74% name TV as the most effective medium in arousing interest.
- 55% name the internet as the most helpful information source followed by TV (16%) and word-of-mouth (10%).
- The internet (41%) is the most helpful medium for making purchase decisions across the region, while 24% of young Asians prefer word-of-mouth.
- Indonesians (37%) and Singaporeans (34%) prefer verbal recommendations over the internet when making purchase decisions.
- Koreans (77%) find online information more helpful than peer recommendations (7%).

About the internet

A range of questions were asked to discern internet usage among Young Asians.

- 50% of young Asians across all ages access the internet on a daily basis and 13% access it between four and six days a week.
- Two thirds of 15 to 24 year olds access the internet daily.
- On average, young Asians access the internet 4.8 times per week.

- Information search (53%) is the most popular internet activity across all young Asians, especially in South Korea (83%), Hong Kong (69%) and Singapore (65%).
- The most popular search items (past 30 days) are news and current affairs (55%), entertainment news (47%), leisure/ travel/ arts and music (40%).
- Interactive communication (52%) is the second most popular internet activity, especially in South Korea (74%), Hong Kong (71%), Taiwan (69%), Singapore (66%) and China (64%).
- Popular online communication activities (past 30 days) include email (86%), instant messenger (73%), chats and forums (40%) and online interactive games (39%).
- Downloading/uploading information (45%) is the third most popular internet activity, especially in South Korea (69%), Taiwan (65%), China (57%), Hong Kong (54%) and Malaysia (49%).
- The most popular items to download are (past 30 days) music (83%), photos (56%), games (50%) and videos (49%).
- An impressive 14% of 15 to 24 year olds had used internet dating in the past 30 days. Hong Kong (19% of all 8 to 24 year olds) and Taiwan (16% of all 8 to 24 year olds) are the markets most into virtual wooing.

About leisure

The survey asked respondents about their leisure activities in the past 30 days.

- Television is the pastime staple with 87% of young Asians having watched some TV in the past month.
- 64% of young Asians participated in some form of sport in the past month with outdoor sports (42%) indoor sports (31%) and dancing (17%) the most popular.
- Other popular leisure options young Asians participated in include:
 - Listening to music (66%); especially in the Philippines (83%), Thailand (78%), Singapore (72%) and Malaysia (71%)
 - Reading (61%); especially in Malaysia (74%)
 - SMS or instant messaging with friends (51%); especially in China (66%), Hong Kong (63%), Indonesia (60%) and South Korea (59%)
 - Online entertainment (46%); especially in Taiwan (64%), China, and Hong Kong (both 62%).
- Shopping is surprisingly low on the list of preferred activities with a relatively modest 44% of young Asians shopping in the past 30 days for entertainment purposes.

About international brands

Young Asians regionally were asked to name their favourite brands for a range of popular products.

	Favourite	Second favourite	Third favourite
Fast Food	McDonald's	KFC	Pizza Hut
Soft Drink	Coca-Cola	Pepsi	Sprite
Laptop	Apple; Samsung; Sony	IBM	LG
Mobile phone	Nokia	Samsung	Sony Ericsson
MP3 player	Sony	Apple	Samsung
Digital camera	Sony	Canon	Samsung
Sportswear	Nike	Adidas	Reebok

About their heroes

Young Asians regionally were asked to name their favourite movie star, comic character, singer and sportsperson.

	Favourite	Second favourite	Third favourite
Comic character	Doraemon	Tom & Jerry	Mickey Mouse
Sports star	David Beckham	Michael Jordan	Xiang Liu
Movie star	Jackie Chan	Stephen Chow	Andy Lau
Music star	Jay Chou	Sonu Nigam	Leehom Wang

About finances

Young Asians were asked how they spend and save their monthly personal income.

- 25% of young Asians working part time spend all their money, 29% spend most and save what is left over and 15% save most and spend only a little.
- For young Asians working more than 30 hours a week, 14% spend all their income, 37% spend some and save some for future purchases and 18% save most and spend just a little.
- When asked how they finance an expensive purchase, 46% will save enough money to buy it later, 34% will ask their family to buy it for them and 6% choose to buy a cheaper alternative.

About attitudes and happiness

Respondents were asked a range of questions about their dreams, the relative importance of different aspects of life and their relative happiness with different aspects of life.

- 29% of young Asians are attention seeking and dream of one day performing on stage.
- 28% are creative and dream of one day writing a book.
- 25% are innovative and dream of one day inventing a new technology or product.
- 23% are expressive and dream of one day writing a song or composing music.
- Young Asians derive most happiness from their family (83%) followed by their friends (81%) and their future (75%).
- Hong Kong and Taiwan respondents are happier with their 'friends' (both 75%) than their family (67% and 64% respectively).
- Most young Asians also find family (89%) the most important aspect of life.
- Taiwanese youth value their future (87%) more than anything else while Hong Kong youth view their friends (87%) as the most important aspect of their life.