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## **Synovate Media Atlas: Women are an advertiser's dream and enjoy the high life**

HONG KONG – Synovate, a leading global market research company, today shed new light on the media consumption, lifestyles and attitudes of Hong Kong consumers with its second full-year Media Atlas survey results.

Women in Hong Kong not only enjoy owning more luxury items than men, they are also more susceptible to the lures of advertising, according to the latest Media Atlas results.

Designed to capture a complete cross section of society, the new results cover over 6,000 Hong Kong respondents aged 15 to 64 and provide marketers, advertisers and media agencies with new insights and more accurate planning information. Among Synovate's findings:

### **Media watch**

- 89.5% have watched TV in the past day
- 75.4% read the newspaper in the past day
- 55.7% had accessed the internet in the past day (versus 48.2% in 2006)
- 46.6% read weekly magazines in the past week
- 44.9% listen to the radio in the past day
- Over 6% increase in penetration of free dailies with more women (35.9%) than men (32.3%) reading them in the past day

### **The luxurious life**

- 20.8% own a luxury watch worth HK\$4,000 or more
- 36.9% of women and 19.3% of men own luxury jewellery (worth HK\$4,000 or more)
- 31.4% of women and 22.3% of men own designer clothing and leather goods (worth HK\$1,500+ per item)
- 28.6% of women and 21.5% of men own designer accessories and shoes (worth HK\$1,500+ per item)

### **Technical takes off**

- 40.8% own an MP3 player, up from 38.5% in 2006

- 61.8% own a digital still camera, an increase from 57.1% in 2006
- 4.2% more people own a portable electronic game, from 21.3% in 2006 to 25.5% in 2007
- 92.7% own a mobile phone, an increase from 88.1% in 2006
- 22.8% own a laptop computer, up from 20.3% in 2006

### **Flying high...and low**

- There has been an 3.2% increase in leisure air travel in the past 12 months, from 32.1% in 2006 to 35.6% in 2007
- 4.7% less people have travelled by air for business in the past 12 months, from 14.8% in 2006 to 10.1% in 2007
- For all air travel in the past 12 months, there has been an increase from 37.5% in 2006 to 39% in 2007

### **Inside the head of a Hong Konger**

Respondents were asked if they agree with a variety of statements, including:

- 56.9% believe it is important to have an international perspective
- 53.3% believe that handsome men and beautiful women have an advantage in life
- 19.7% are prepared to sacrifice leisure time with their family for career advancement
- 54.2% are concerned about the environment

### **Advertising and Brands**

- 58.4% of women say that adverts are a good way to learn about products and services (versus 51.8% of men)
- 20.4% of women and 17.6% of men say they sometimes buy products because of good advertising
- 31.8% agree that well-known foreign brands are usually better quality than local brands
- 54.7% believe that paying extra for quality is worthwhile
- 44.5% like to treat themselves to something special, even if it's expensive

### **About Media Atlas**

Synovate Media Atlas Hong Kong tracks spending patterns and media habits using computer assisted telephone interviews (CATI) to reach into the homes of Hong

Kong's residents. The survey examines local media consumption, product ownership, lifestyle, attitudes and values.

Synovate runs Media Atlas in Hong Kong, Malaysia, the Philippines and Thailand, and works closely with major media specialists, media owners and advertisers in each country to develop a survey appropriate for local conditions.

### **About Synovate**

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,700 staff in 121 cities across 57 countries. More information on Synovate can be found at [www.synovate.com](http://www.synovate.com).