



EMS – UNIQUE DESIGN

	EMS 2008	EMS Select 2008
SAMPLE	EMS: 32,059 (24mth) C-EMS: 2062 (12mth)	EMS Select: 17,027 (24mth) C-EMS: 832 (12mth)
UNIVERSE	Top 13% EMS: 39,665,000 C-EMS: 6,134,000	Top 3% EMS: 8,254,000 C-EMS: 1,175,000
DEFINITION	Main income earner in household with top 20% of household income	Respondents must fill at least one of the following criteria: <ul style="list-style-type: none">• 6+ international air trips• PI €80,000+ (varies by country)• Senior manager in companies of 10+ employees
METHODOLOGY	Computer aided telephone interview with follow up postal or online questionnaire	
FREQUENCY	Data is released every 6 months	
COUNTRIES	EMS: Austria, Belgium/Luxembourg, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK CEMS: Poland, Hungary, Czech Republic and Russia	
SUBSCRIBERS	Agencies: Aegis Media, Hakuholdo, Invisio, Mediacom UK, MPG UK, OMD International, OMD France, Mediaedge:CIA, Mindshare, Starcom, UniversalMcCann, ZenithOptimedia UK, ZenithOptimedia France TV: BBC World News, Bloomberg, CNBC Europe, CNN, Discovery Channel, EuroNews, Eurosport, National Geographic Channel, Sky News, Travel Channel, TV5MONDE, France24 Print: Fortune, Metro International, National Geographic Magazine, Newsweek, TIME Magazine, IMB, The Economist, International Herald Tribune	



EMS - FAQ'S

- 1) **THE LARGEST SINGLE SOURCE SURVEY OF EUROPE'S MOST AFFLUENT INFLUENTIALS** EMS collects detailed information on European readership and TV viewing behaviour of the 40 million most affluent and influential Europeans.
- 2) **JOINT INDUSTRY SURVEY** EMS is a collective effort of media owners, advertisers, agencies and Synovate. All subscribers are involved in decisions, which results in a transparent, unbiased and relevant survey.
- 3) **INNOVATIVE SAMPLING TECHNIQUE** EMS was the first European survey to use computer aided telephone interview, (CATI) and random digit dialling to generate a clean, fully representative sample.
- 4) **FULL REPRESENTATION OF EUROPE'S ELITE** The great strength of EMS is its flexibility in defining target markets.
- 5) **DETAILED PAN EUROPEAN TV SCHEDULING** EMS offers the most detailed TV scheduling capabilities by day part for all PETV and major domestic TV channels.
- 6) **EMS USES INDUSTRY STANDARD READERSHIP METHOD** Including full media list rotation, standard filter questions and full recency scale.
- 7) **DETAILED MARKETING DATA** The self-completion questionnaire measures extensive classification, marketing, brand and lifestyle data.
- 8) **TREND DATA** The European Media and Marketing Survey has now collected 13 years of trend data.