

From Pia Wong
Marketing & Communications Manager, Asia
Phone +852 2830 2533
pia.wong@synovate.com

Date 14 October 2008

Synovate PAX - Hong Kong fact sheet

HONG KONG – Synovate (思緯), a leading global market intelligence company, today revealed the annual results of its long-running Pan Asia Pacific Cross Media Survey (Synovate PAX) for 2008.

The Synovate PAX survey tracks media, prosperity and influence in twelve markets across the Asia Pacific region - Hong Kong, Singapore, Korea, Malaysia, Thailand, Indonesia, Philippines, Taiwan, India, Australia and Japan.

The survey is a comprehensive guide for Asia's media owners, agencies and marketers to understand affluent Asians, typically the top 20 percent of society based on monthly household income. Synovate PAX answers key questions such as:

- Which media are affluent Hong Kong residents reading and watching?
- Which personal and household items do elite Hong Kong residents currently own?
- Which products do they intend to purchase?
- What are the latest trends?
- What are the lifestyle choices of wealthy Hongkongers?

About media consumption among Hong Kong's digital savvy

- While only 4% read any (paid regional) daily newspaper, 78% read free daily newspapers
- Almost 50% read gossip or people's magazines regularly
- After news and business (91%), the TV programmes watched most regularly are movies (73%) followed by travel and lifestyle programs (70%)
- Facebook is the most popular social networking site with 63% using it in the past 30 days followed by Windows Live Spaces (MSN Spaces) at 46% and Yahoo! 360 at 23%



About personal ownership of quality items in Hong Kong

- Ownership of laptop computers has decreased by 5.7% to 41.6%
- 64.3% own a computer printer or scanner, down by 8%
- 10.7% own a hybrid mobile phone, such as PDA, up by over 3%
- 42% own a MP3 player, down 5.4%. However, they have been replaced by the newer MP4 players, which 12.8% of Hong Kong's elite now own

About household ownership of quality items in Hong Kong

- Household ownership of digital cameras (both video and still) and DVD players have all decreased
- Hong Kong's affluent have bought the highest number of LCD TVs or Plasma TVs in the region for a second year running, with 52% ownership, up 5%

About personal financial products in Hong Kong

- Except for stocks, securities and bonds, all financial product ownership has decreased especially private property and foreign currency as an investment
- Over half of respondents (54%) have bought stocks, securities and bonds, up 5%

About intention to purchase

- Rather than purchasing general personal or household goods, Hong Kong's affluent intend to buy high-end quality items over the next year, such as:
 - 7.3% intend to buy designer clothes or leather goods valued at US\$1000 or more, up 3%
 - 11% intend to purchase a luxury watch valued at US\$1000 or more, this is 2.6 times of the regional average
 - Over double (5%) plan to buy designer footwear and accessories valued at US\$1000 or more
 - Behind only Bangkok, 9% of Hongkongers intend to purchase jewellery costing US\$1000 or more
 - 10% plan to buy a car in the next 12 months

About travel and Hong Kong's affluent

- 24% of Hong Kong's affluent have been on at least one business trip, up almost 4%
- 54% have enjoyed 1 leisure trip in the past 12 months, down over 3%

About Hong Kong's elite lifestyle

- Amongst Hong Kong's affluent, less people are going to live theatres and music concerts while almost 50% have gone to the cinema in the past six months
- Except for golf memberships (up 0.7%), all other types of sports clubs, including gyms and social clubs have decreased



About attitudes in Hong Kong

Respondents were asked if they agree with a variety of statements. The results for those saying they agree or strongly agree with the statements are:

- Almost 30% have greater trust in products they have seen advertised, up 4%
- Almost 25% prefer to buy well known brands, up over 5%
- Two thirds believe it is important to have an international perspective
- Over 30% pride themselves on being well informed and up to date, up almost 10%
- 37% enjoy the fun of shopping, up 7.4%

About society and the environment

- 73% agree that, as a citizen, it is important to contribute to the society, up 3%
- Almost 70% care about environment protection and almost 80% believe that companies and businesses should demonstrate corporate social responsibility

Notes to editor

- 1) The PAX survey was conducted from Q3 '07 to Q2 '08 and Synovate spoke with 1660 Hong Kong respondents to get the 2008 results.
- 2) Unless otherwise stated, the data compared is from Q2 2007 to Q3 2008.
- 3) Please see media release and media fact sheets for more information about the Synovate PAX results across the region.
- 4) Please contact Pia Wong on +852 2830 2533 for any further information.

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 6,000 staff across 62 countries. More information on Synovate can be found at www.synovate.com.