



From                      Varian Ignatius  
Marketing & Communications Manager, South East Asia  
Phone (603) 2282 2244  
DID (603) 2297 5671  
varian.igantius@synovate.com

May Tan  
Project Director  
Phone (65) 6333 1511  
DID (65) 6333 0585  
may.tan@synovate.com

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## **Synovate PAX results- Singapore fact sheet**

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

The Synovate PAX survey tracks affluent Asians across 11 markets in Asia Pacific - Singapore, Hong Kong, 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 Singapore residents reading and watching?
- Which personal and household items do elite Singaporeans currently own?
- Which products do they intend to purchase?
- What are the latest trends?
- What are the lifestyle choices of wealthy Singaporeans?

### **About media consumption among affluent Singapore's digital savvy**

- 83% read local paid newspapers, highest in the region after Bangkok (84%)
- Over a quarter read news or business magazines

- After news and business (86%), the TV programmes watched most regularly are movies (74%) followed by documentaries (58%)
- Facebook is the most popular social networking site with 48% using it in the past 30 days followed by Friendster at 43% and Windows Live Spaces (MSN Spaces) at 27%

### **About household and personal ownership of quality items in Singapore**

- 51% own a laptop computer, the highest in the region after Malaysia (57%)
- 96% of Singaporeans and Koreans own a mobile phone – joint highest in the region
- 9% own a hybrid mobile phone, such as PDA

### **About investment and private property**

- 21% of affluent Singaporeans live in the private property they own, the lowest in the region
- 31% own a unit trust or mutual fund, 9% higher than regional average of 22%
- 11% own foreign currency as an investment, an increase of 4%

### **About travel and Singapore's affluent**

- 23% of Singapore's affluent have taken one or more business trips, the most frequent flyer after Hong Kong (24%)
- 7% have been on five or more business trips, the highest in the region after Malaysians (8%)
- 53% have enjoyed 1 leisure trip in the past 12 months, up 4%

### **About Singaporean's elite lifestyle**

- More Singaporeans are enjoying cultural activities such as visiting live theatre (13%), music concerts (15%) and museums or art galleries (8%)
- 42% enjoy going to the cinema, an increase of 3%

### **About Singaporean attitudes – Good news for advertisers and high-end retail**

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

- 74% of elite Singaporeans believe that paying extra for quality is worthwhile, this is the highest in the region after Australia (75%)
- 28% have a greater trust in products they have seen advertised
- 71% agree that adverts are a good way to learn about new products and services, 17% higher than the regional average

- Almost two thirds of well-off Singaporeans like to treat themselves to something special even though it is expensive

#### **About society and the environment**

- 82% agree that, as a citizen, it is important to contribute to the society
- Over 80% care about environment protection and the same number 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 1700 Singapore respondents to get the 2008 results.
- 2) Unless otherwise stated, the data compared is from Q3 2007 to Q2 2008.
- 3) Please see media release and media fact sheets for more information about the Synovate PAX results across the region.
- 4) Please contact Varian Ignatius on +60 3 2297 5671 for 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](http://www.synovate.com).