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Young Asians Survey: Media Fact Sheet – India

Television still key to hearts of young Indians while mobile phone shows potential to capture more

INDIA - Leading global research agency Synovate today released the India results of its Young Asians 2010 survey.

Television is still the main medium in reaching youth in India – they are the top group (47%) across Asia indicating they couldn't live without television, compared to the regional average of 28%. Fifty-eight percent enjoy spending time on it – once again the highest across Asia (regionally 34%).

A very high potential for mobile is seen in Indian youth however: personal ownership of mobile phones has increased from 28% in 2008 to 37% in 2010 among Indian youth surveyed. They are also the top group across Asia in planning to use their mobiles more often with 30% indicating this, compared to the regional average of 18%.

Indian youth like their television, but their tolerance to ads on television versus mobile are quite different.

While 55% of Indian youth age 15 to 24 would rather pay a higher price to avoid getting ads on pay TV, the highest in Asia, thirty-seven percent don't mind receiving or responding to ads on their mobiles in return for getting paid/ incentivised, the second highest group to indicate this after Vietnam (44%, regionally 29%). A further 17% indicated they would like to receive more ads on their mobiles even with no incentives involved.

India youth show a well balanced diet of being in front of 'screens' and their passion for sports. Seventy-two percent of Indian youngsters said sport is a very important part of their lives, the highest across Asia, above the regional average of 52%.

This 5th Synovate Young Asians study provides an in-depth look at the lifestyles, habits, product ownership and media consumption of youth across Asia.

Here are more highlights from this year's Young Asians survey in India:



Trustworthy sources of information for 15 to 24 years old in India

- Indian youth trust personal recommendations from friends and family the most when seeking information - 78% surveyed prefer this channel.
- Youth in India is the top group across Asia in placing the most trust in television advertising, 74% surveyed in India trust this, which is also the second channel where youth place the most trust in when seeking information.
- Sixty-seven percent of youth trust recommendations from television programmes, the 5th top trustworthy source where Indian youth gather their information.
- Going in-store, sixty-five percent of Indian youth trust shelf information and product displays.

Ownership of products

- Personal ownership of mobile phones has increased from 28% in 2008 to 37% in 2010 among Indian youth surveyed.
- Sixty-three percent of Indian youth households have DVD players.
- Forty-two percent of Indian youth households own a desktop computer.
- One in four (24%) Indian youth owns a digital still camera in their households.

Overall Internet activities in past seven days among Internet users

- The top Internet activity by Indian youth is searching for information/ using search engines – by 62% of youth surveyed, which is the third highest group in Asia after Vietnam (75%), Korea (72%), and the same as Malaysia.
- Email comes as the second most engaged Internet activity for Indian youth (53%).
- Forty-two percent listen to music online, the third most popular Internet activity by Indian youth in the past seven days.
- Thirty-seven percent made a download while one in four (26%) Indian youth has played an online game in the past seven days.

Favourite sports stars across Asia

- Indian youth is the highest group across Asia saying sport is a very important part of their lives. Their top most favourite sports star is cricketer Sachin Tendulkar.
- Please see Table 1 below for full details.



Table 1: Favourite sports stars across Asia

	FIRST	SECOND	THIRD
China	Yao Ming	Liu Xiang	David Beckham
Hong Kong	Liu Xiang	Guo Jingjing	David Beckham
India	Sachin Tendulkar	Mahendra Singh Dhoni	Sania Mirza
Indonesia	Cristiano Ronaldo	Bambang Pamungkas	David Beckham
Korea	Kim Yu-Na	Park Ji-Sung	Lee Young-Pyo
Malaysia	Lee Chong Wei	Nicol David	Cristiano Ronaldo
Philippines	Manny Pacquiao	Kobe Bryant	James Yap
Singapore	David Beckham	Cristiano Ronaldo	Michael Jordan
Taiwan	Wang Chien-Ming	Michael Jordan	Peng Cheng-Min
Thailand	David Beckham	Ronaldo	Paradorn Srichaphan
Vietnam	Cristiano Ronaldo	David Beckham	Ronaldo

Source: Favourite sports stars among youth in Asia, Synovate Young Asians Survey 2010

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Notes to editor

- 1) Unless otherwise stated, the data is from 2010.
- 2) Percentage results are on the sample population surveyed.
- 3) Please see News Release for more information about Synovate Young Asians.
- 4) Please contact your local Synovate representative, or email curious@synovate.com for further information.

About the Synovate Young Asians survey

Synovate Young Asians is a tracking survey that provides credible, relevant, and detailed information on the lifestyle, product ownership, media, and leisure habits of young people in Asia aged eight to 24, meeting the needs of regional media, marketing and advertising specialists.

Conducted across 11 Asia markets during Q2 of 2010, markets covered are China, Hong Kong, India, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.

The 2010 survey is supported by Friendster, Microsoft Advertising and Yahoo!



Coverage and sample size:

Market	City	Sample size	Universe ('000)
Total		12,302	25,612
China	Beijing, Shanghai, Guangzhou, Chengdu	2,084	5,120
Hong Kong	Hong Kong	924	1,340
India	Mumbai, New Delhi, Bangalore	1,743	5,157
Indonesia	Jakarta	1,156	2,014
Korea	Seoul	900	2,337
Malaysia	Kuala Lumpur/ Petaling Jaya	856	828
Philippines	Metro Manila	874	2,944
Singapore	Singapore	877	820
Taiwan	Taipei	1,052	1,361
Thailand	Bangkok	917	1,878
Vietnam	Ho Chi Minh City, Hanoi	919	1,813

Eight to 14 years old respondents were interviewed face to face, and 15 to 24 years old respondents were surveyed online via Friendster, Microsoft Advertising, Yahoo!, and online panels.

Data were weighted by age, sex, Internet penetration and affluency (household income and product ownership) to reflect population proportions.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates insights to help clients drive competitive brand, product and customer experience strategies. A truly borderless company with offices in over 60 countries, our 'biggest small company' approach combines best in class global research capabilities with personalised service, local knowledge and the flexibility to create teams and processes that meet clients' specific requirements. At Synovate, our clients sit at the top of our organisational chart, driving us to continually develop more innovative research solutions that predict actual business outcomes.

Learn more about Synovate at www.synovate.com.