

News Release

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Synovate PAX results - Korea fact sheet

SEOUL – Synovate, a leading global market intelligence company, recently revealed the annual results of its long-running Pan Asia Pacific Cross Media Survey (Synovate PAX) for 2009.

In its 13th year, Synovate PAX is the region's most comprehensive study of elite adults, tracking media and digital consumption, prosperity, and influence across 11 markets from Hong Kong, Singapore, Korea, Taiwan, Thailand, Malaysia, India, Indonesia, the Philippines, Japan, to Australia.

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 personal and household items do Seoul's elites currently own?
- What are the travel habits of affluent consumers in Seoul?
- What credit or charge cards do elites own?
- What are the latest trends?

About household and personal ownership of quality items in Seoul

- Ownership of laptop computers increased by 3.9%, from 34.8%
- 9.6% own a hybrid mobile phone, such as PDA, up by 5.4%
- Over 90% of elites in Seoul owned mobile phones equipped with camera and Internet access, staying constant from last year.
- Over 32% owned LCD or Plasma TVs; and 23.7% owned a HDTV



About investment and financial products

- 29.7% of affluent consumers in Seoul purchased stocks, bond and securities, compared to 34.6% last year
- 36.4% own a unit trust or mutual funds
- 12.7% opened privilege or priority banking accounts

About credit card ownership in Seoul

- Total ownership of credit and charge cards among Seoul's elites rose slightly by 1.3% from 91.1% last year
- VISA credit cards recorded a jump this year by 13.5% from 30% to 43.5% while MasterCard ownership in Seoul stayed about the same at over 7%

About travel and Seoul's affluent

- 12.8% have been on one or more business trips in the past 12 months
- 31.3% have enjoyed one or more leisure trips in the past 12 months

About lifestyle

- Average monthly spending on cosmetic/ fragrance/ perfume/ after shave/ cologne increased from USD \$74.2 to USD \$75.7
- Slightly more affluent in Seoul are attending live theatre, from 16.8% to 17.3%
- Less are going to the cinema, from 62.3% to 48.1%

About attitudes of elites in Seoul – something brand owners should take note off

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:

- 35.1% have a greater trust in products they have seen advertised
- 35.8% of affluent prefer to buy well known brands
- 40.5% of the elites in Seoul said that they would consider buying new brands, an increase from 34.6% last year



Notes to editor

- 1) The PAX survey was conducted from Q3 '08 to Q2 '09 and Synovate spoke with 1784 elite respondents in Seoul to get the 2009 results.
- 2) Please see media release and media fact sheets for more information about the Synovate PAX results across the region.
- 3) Please contact Frank Jellinek on +822 3277 9736 or Frank.Jellinek@synovate.com for any further information.

About Synovate PAX

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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 6,400 staff across 61 countries. More information on Synovate can be found at www.synovate.com.