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Synovate PAX results- Singapore fact sheet

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

In its thirteenth year, Synovate PAX is the region's most comprehensive consumer study, tracking media and digital consumption, prosperity, and influence amongst affluent Asians 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 elite Singaporeans currently own?
- What are the travel habits of affluent Singaporeans?
- What credit or charge cards do elites own?
- What are the latest trends?

About household and personal ownership of quality items in Singapore

- Ownership of laptop computers increased by 11%, from 50.6%
- 14.7% own a hybrid mobile phone, such as PDA, up by 5.6%
- More than three quarters (76.2%) of Singaporean elites owned mobile phones equipped with camera and Internet access, up by 11%
- Fifty-seven percent owned LCD or Plasma TVs, up by 14%; and 31.8% owned a HDTV.

About investment and financial products

- 31% of affluent Singaporeans purchased stocks, bond and securities, up by 5%
- 31% own a unit trust or mutual funds
- 15.1% opened privilege or priority banking accounts

About credit card ownership in Singapore

- Total ownership of credit and charge cards among affluent Singaporeans rose by ten percent from 74.6% last year
- Ownership of American Express charge cards among Singaporean elites rose by eight percent, up from 6.4%
- VISA credit cards recorded a jump among Singaporean elites this year by 10% from 62% to 72% while MasterCard ownership in Singapore is up 7%, from 44.3% to 51.3%

About travel and Singapore's affluent

- 16.8% have been on three or more business trips, also region's highest
- 12.9% have enjoyed 3 leisure trips in the past 12 months, up 2%

About Singaporean's elite lifestyle

- Less affluent Singaporeans are attending music concerts, which is down from 14.5% to 13.6%. Other cultural activities such as live theatre and museums are up 1.5% and 3.9% respectively.
- 49% enjoy going to the cinema, an increase of 7%

About Singaporean attitudes – 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:

- 30.4% have a greater trust in products they have seen advertised
- 54.3 of affluent Singaporeans prefer to buy well known brands
- Close to half (46%) of affluent Singaporeans said that they would consider buying new brands

Notes to editor

- 1) The PAX survey was conducted from Q3 '08 to Q2 '09 and Synovate spoke with 1671 Singaporean respondents 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 May Tan on +6501 9807 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 6,400 staff across 61 countries. More information on Synovate can be found at www.synovate.com.