

## **Synovate PAX results - Singapore Fact Sheet**

SINGAPORE (20 October 2011) – Global market research company Synovate today announced the annual results of its long-running Pan Asia Pacific Cross Media Survey (Synovate PAX) for 2011.

In its 15th year, Synovate PAX is the region's most comprehensive media study on elites, business executives and top management. Covering 11 markets from Hong Kong, Singapore, Korea, Taiwan, Thailand, Malaysia, India, Indonesia, the Philippines, Japan to Australia, PAX provides up-to-date insights on the lifestyle, habit, product ownership, digital and media consumption of this affluent group.

The study is conducted year-round surveying over 20,000 affluent Asians. In Singapore, 1,678 affluent residents were surveyed to obtain the 2011 results.

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

- Which personal and household items do elite Singaporeans currently own?
- What are the travel habits of affluent Singaporeans?
- What are the lifestyle choices of Singaporean elites?

### **Mapping Singapore's elites in the last 15 years**

- Singaporean elites' access to the internet has doubled over the past 15 years, from 51% having access in 1997, to 97% in 2011. This has been above the regional average since 1997 (30%) to even now (82%).
- Laptop and desktop ownership by Singaporean elites ramped up from 57% in 1997 to 88% in 2011.
- The elite, decision maker and top management groups are early adopters of mobile phones, as early demand for a mobile was often for business use. Two out of five elite Singaporeans (40%) owned a mobile in 1997, whilst now almost every elite has one in their hands (89%).
- Increased indulgence can be seen in the affluent Singaporean group over the years. Wine consumption has quadrupled (from 5% in 1997 to 21% in 2011), and champagne consumption has doubled over the past 15 years (3% in 1997 to 7% now).
- Singaporean elites' ownership of unit trusts/ mutual funds has seen a dramatic increase from 5% in 1997 to 35% in 2011.

- Top fliers since the start, one in five (20%) Singaporean elite went on one or more business trips in 1997, compared to 13% regionally; almost half (48%) had been on one or more leisure trips in 1997, versus 41% for the regional average.

### **Singapore crowned top for travel**

- One in three (33%) elite Singaporean has travelled for business in the past 12 months, the region's highest – 9% have had five or more business trips in that time.
- Seven out of ten Singaporean elites have travelled for leisure in the past year (73%), also the region's highest, up from 59% in 2010's results.

### **Smart phone nation and more**

- Singapore is the top market across Asia Pacific in smartphone ownership, which has doubled since last year (23%) with one in two Singaporean elites (55%) now having one in their hand.
- And mobile phones that are not 'smart' enough are quickly being replaced – ownership of mobiles that are not smart phone has dropped significantly from 91% to 49% over the past year.
- Singaporean elites have the highest ownership of laptop/ notebook computers at 83%, compared to the regional average of 56%.
- The affluent in Singapore is the top group in the region with 77% owning a plasma or LCD screen TV.
- Cameras continue to click with the affluent, with 60% enjoying a digital still camera and a quarter (27%) owning a SLR digital still camera.

### **Charge it on the cards please**

- Singaporean elites are the top group across the region holding Mastercards (54%) and Diners Club credit cards (6%).
- Intention to purchase on several product categories has increased over the past year – from personal (23% to 26%), household (20% to 26%), to luxury products (16% to 22%).

### **And quality moments money can't buy**

- The most popular sports for the affluent in Singapore are soccer/ football (20%), swimming (20%), jogging/ walking (12%) and badminton (11%).
- Elites in Singapore enjoy the cinema, 58% have visited it in the past six months, followed by music concert (18%) and the museum (15%).

## **About the attitudes of Singaporean elites**

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:

- Rise of the early adopters - Singaporean elites who said they are often one of the first people to buy a new product/ gadget has almost doubled over the past year, from 12% to 22%.
- Over the past year, there has been a jump of 14% of elites stating that paying extra for quality is worthwhile (from 57% to 71%).
- Two out of three (66%) Singaporean elites said they like to treat themselves to something special even if it's expensive, an increase of 11% from last year's results (55%).
- Corporate social responsibilities are becoming more pertinent to affluent Singaporeans. Four out of five affluent Singaporeans indicated that as a citizen, it is important to contribute to the society (increased from 74% to 82%), and companies and businesses should demonstrate corporate social responsibility (increased from 74% to 81%).

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## **Notes to Editors**

- 1) The PAX survey was conducted from Q3 '10 to Q2 '11 and Synovate spoke with 1,678 Singaporean respondents to obtain the 2011 results.
- 2) Please see the Singapore PAX press release for more information on the 2011 results.
- 3) Please contact Clare Lui (clare.lui@synovate.com) or Fion Cheung (fion.cheung@synovate.com) for any additional information.
- 4) To receive the most updated news on Synovate globally, please subscribe to <http://www.synovate.com/news/article/xml/feed.xml>

## **About Synovate PAX**

In its 15th year, Synovate PAX is the region's most comprehensive media study on elites, business executives and top management. Covering 11 markets from Hong Kong, Singapore, Korea, Taiwan, Thailand, Malaysia, India, Indonesia, the Philippines, Japan to Australia, PAX provides up-to-date insights on the lifestyle, habit, product ownership, digital and media consumption of close to 15 million affluent consumers.

## **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 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. To learn more visit [www.synovate.com](http://www.synovate.com).

## **Media Contact**

Tammy Ho  
Business Development Manager  
Synovate Singapore  
General line: +65 6333 1511  
Direct line: +65 6501 9840  
Email [tammy.ho@synovate.com](mailto:tammy.ho@synovate.com)