

EMS – WINTER 2007

	EMS	EMS Select
UNIVERSE	Top 13% EMS: 39,462,000 CEMS: 4,763,000	Top 3% EMS: 8,184,000 CEMS: 847,000
DEFINITION	Main income earner in household with top 20% of household income	Respondents must fill at least one of the following criteria: <ul style="list-style-type: none">• 6+ international air trips• PI €80,000+ (varies by country)• Senior manager in companies of 10+ employees
METHODOLOGY	Computer aided telephone interview with follow up postal questionnaire	
FREQUENCY	Data is released every 6 months	
COUNTRIES	EMS: Austria, Belgium/Luxembourg, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK CEMS: Poland, Hungary, Czech Republic (Russia in June 2008)	
SUBSCRIBERS	Agencies: Carat International, Hakuhodo, Initiative Media, MPG UK, Mediacom UK, Mediacom Sweden, OMD, Mediaedge:CIA, Mindshare, Starcom, UniversalMcCann, ZenithOptimedia, Aviator, Inviso Media TV: BBC World, Bloomberg, CNBC Europe, CNN, Discovery Channel, EuroNews, Eurosport, National Geographic Channel, Sky News, Travel Channel, TV5MONDE, Fashion TV, FRANCE 24 Print: Newsweek, TIME Magazine, Fortune, National Geographic Magazine, RCS Pubblicita, Metro International Advertiser: Cyprus Tourism Organisation	

EMS - FAQ'S

- 1) THE LARGEST SINGLE SOURCE SURVEY OF EUROPE'S MOST AFFLUENT INFLUENTIALS** EMS collects detailed information on European readership and TV viewing behaviour of the 44 million most affluent and influential Europeans.
- 2) EMS GIVES INSIGHTS INTO ALL THEIR KEY BEHAVIOUR PATTERNS**
 - Demographics
 - Lifestyle / Psychographics
 - Business activities
 - Travel activities – personal + business
 - Brand awareness and purchasing behaviour
- 3) JOINT INDUSTRY SURVEY** EMS is a collective effort of media owners, advertisers, agencies and Synovate. All subscribers are involved in decisions, which results in a transparent, unbiased and relevant survey.
- 4) INNOVATIVE SAMPLING TECHNIQUE** EMS was the first European survey to use computer aided telephone interview, (CATI) and random digit dialling to generate a clean, fully representative sample.
- 5) FULL REPRESENTATION OF EUROPE'S ELITE** The great strength of EMS is its flexibility in defining target markets.
- 6) DETAILED PAN EUROPEAN TV SCHEDULING** EMS offers the most detailed TV scheduling capabilities by day part for all PETV and major domestic TV channels.
- 7) EMS USES INDUSTRY STANDARD READERSHIP METHOD** Including full media list rotation, standard filter questions and full recency scale.
- 8) DETAILED MARKETING DATA** The self-completion questionnaire measures extensive classification, marketing, brand and lifestyle data.
- 9) TREND DATA** The European Media and Marketing Survey has now collected 12 years of trend data.