

AFFLUENT ASIA INTRODUCTION 2020

1 June, 2020

IPSOS AFFLUENT SURVEY | ASIA
AFFLUENT PACIFIC
Media and Consumer Insights Survey



GAME CHANGERS



In Asia. For Asia.

The Ipsos Affluent Asia is the only upscale syndicated media survey in the region.

Since its launch more than two decades ago, the survey has been instrumental in providing long-term and continuous monitoring of affluent population, now across 11 markets in Asia – the most dynamic and fast growing region in the world.

It reveals the ever-changing reality of media audiences and their consumption trends.

This proposal is designed to cover Affluent Asia after its recent revamp, with effect from Q3 2019.

**Track the media consumption
and frequency across TV, print,
digital and more**

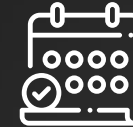
**Evaluate your performance
versus key competitors**

**Understand profile and
behavior of your target
audience**

GAME CHANGERS



The best survey to understand Affluent



Fieldwork since **1997**



11 markets in APAC;
universe of 33.6M



Affluent **aged 25 - 64**

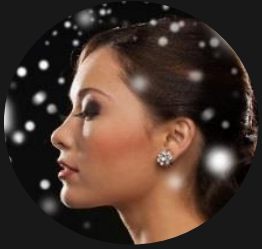


Online Interview



Annual rolling results
released **semi-annually**

Who are we talking to?



Affluent Adult

Aged 25-64 of top tier household income*



Business Decision Makers (BDM)

Aged 25-64 of top tier household income*, who work in companies employing at least 10 people. They are typically white collar management having a supervisory position or department/section head.

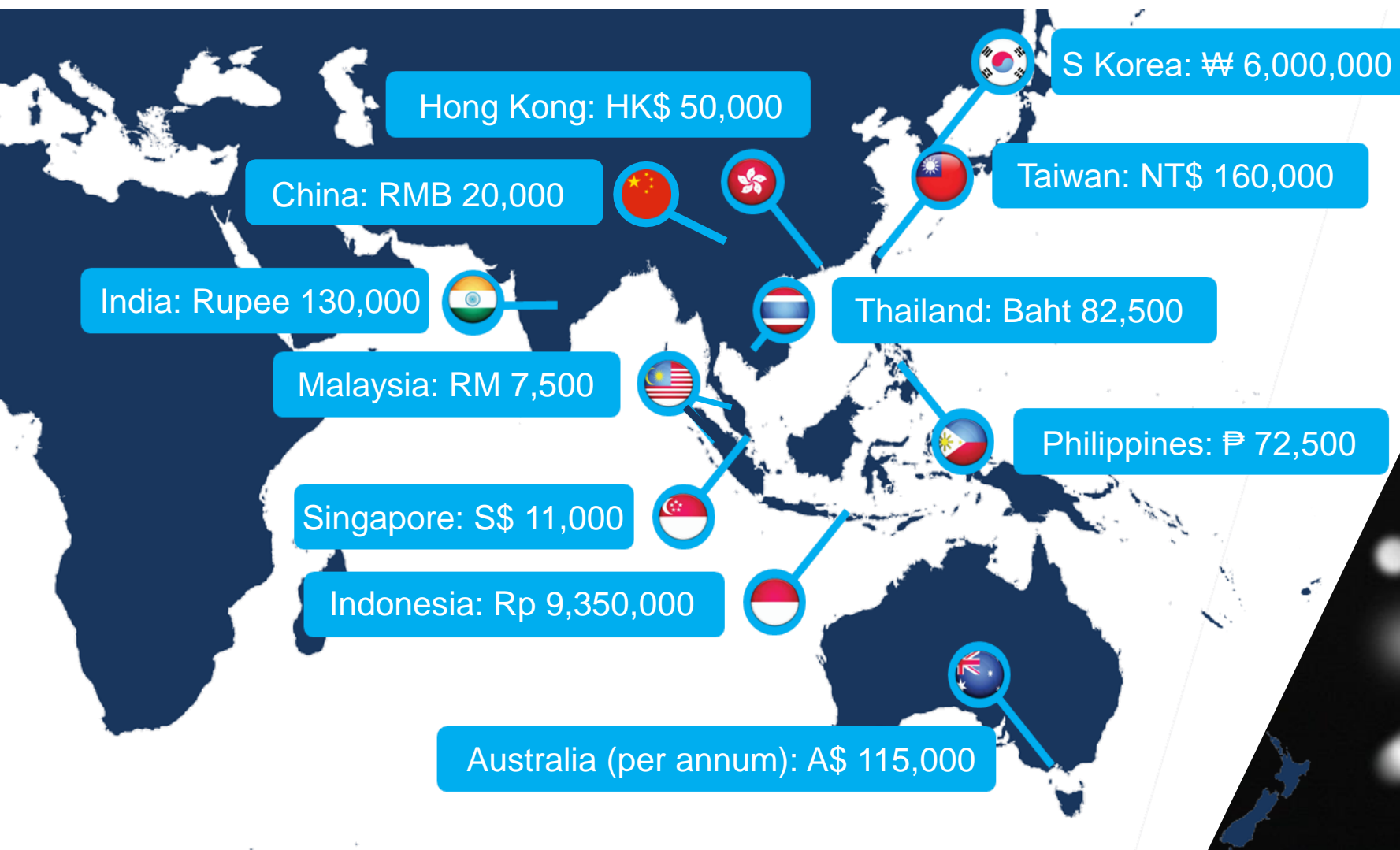


Top Management (TM)

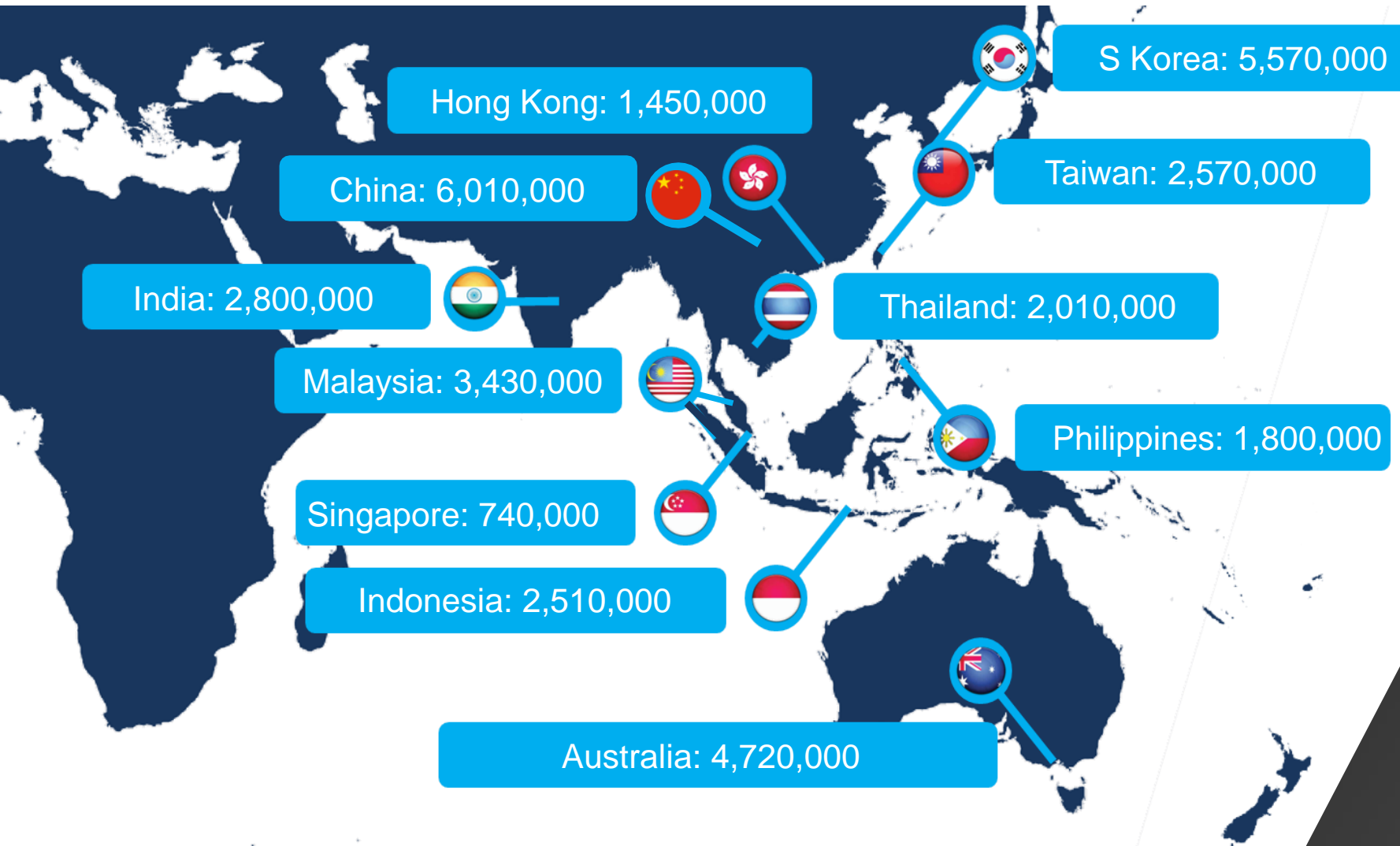
Top 1% of the society with top tier household income*, who are business decision makers with a CEO, CFO, MD, Director or equivalent job titles.

* See next slide for income threshold criteria for each country

Household income threshold by market



Expanded affluent universe



Affluent Asia coverage :
affluent 25-64 of age
across 11 markets*

33,620,000

❖ After revamp, **Affluent Asia** universe will expand and project to the national level – with exception of China, India, Indonesia that will continue to project to key cities only.

What do we investigate ?

LUXURY



TRAVEL



FINANCE



PRODUCT
OWNERSHIP



MEDIA
CONSUMPTION



Areas of investigations

Media Consumption

- **Time spend by media type**

- ✓ Watch TV - on a TV set
- ✓ Watch TV - on PC/laptop/mobile/tablet
- ✓ Read newspaper - paper copy
- ✓ Read newspaper - on PC/laptop/mobile/tablet
- ✓ Read magazine - paper copy
- ✓ Read magazine - on PC/laptop/mobile/tablet
- ✓ Use PC/laptop
- ✓ Use mobile
- ✓ Use tablet

- **Total brand reach**

- ✓ Awareness of media brands
- ✓ Media brands consumed in the past 12 months
- ✓ Device used for consumption in the past 12 months:
 - ✓ on TV set
 - ✓ Paper copy/ hard copy
 - ✓ via PC/laptop, a mobile or a tablet

- **Total brand reach**

- ✓ P12M/P30D/P7D/Yesterday TV Viewership
- ✓ P12M readership of publications
- ✓ Recency of digital usage of media entities by device
- ✓ Media brand engagement on the below attributes:
 - ✓ Trustworthy
 - ✓ In-depth
 - ✓ International
 - ✓ Influential

- **Television**

- ✓ Time spent for each channel watched yesterday
- ✓ Daypart for channels watched yesterday
- ✓ Viewing frequency for channels watched in the past 30 days
- ✓ Location of viewing for channels watched in the past 30 days
- ✓ Daypart for watching TV in a typical day (weekday and weekend)

- **Print**

- ✓ Average number of issues read (out of 6 issues)
- ✓ Quality of readership: time spent, proportion read, source of copy

- **Digital**

- ✓ Frequency of accessing media entities by device
- ✓ Time spend on watch video clips in average week
- ✓ Time spend on social media in past 7 days
- ✓ Items purchased online in last 12 months

Areas of investigations

Digital Activities & Finance Products Ownership

• Activities via digital devices

- ✓ Use email
- ✓ Chat or instant messaging
- ✓ Video chat or video calling
- ✓ Access / update social media
- ✓ Write a blog / microblog
- ✓ Post a comment on a blog / microblog
- ✓ Share audio or video content
- ✓ Follow news
- ✓ Post a comment on a news site
- ✓ Get sports results and information
- ✓ Search for financial or business information
- ✓ Search for information on products/services
- ✓ Buy products/services
- ✓ Submit reviews (about products/ services/ places)
- ✓ Play games (via internet or app)
- ✓ Access my personal bank accounts
- ✓ Access my personal trading accounts
- ✓ Plan a journey
- ✓ Plan a holiday
- ✓ Check the weather
- ✓ Use or access dating services
- ✓ Use for sports betting
- ✓ Post comments about TV programs

• Finance products ownership

- ✓ Private banking
- ✓ Privilege / Priority Banking Account
- ✓ Other bank accounts
- ✓ Life insurance
- ✓ Health/medical insurance
- ✓ Other insurances
- ✓ Pension scheme/pension related investments
- ✓ Local properties except the one you are living in
- ✓ Other overseas properties you own or invest in
- ✓ Stocks or shares in unquoted companies
- ✓ Stocks or shares quoted on your national exchange
- ✓ Stocks or shares quoted on exchanges abroad
- ✓ Bonds
- ✓ Covered Warrants (CW) or Contracts For Difference (CFD)
- ✓ Unit trusts/Investment Trusts/Mutual funds
- ✓ Exchange Traded Funds (ETF)
- ✓ Equity options/index options
- ✓ Commodity futures/options
- ✓ Foreign currencies as an investment
- ✓ Cryptocurrencies, like Bitcoin
- ✓ Crowdfunding
- ✓ Other collectibles as an investment (e.g. art, antiques, gems, etc.)
- ✓ Other offshore investments
- ✓ Total value of investments excluding properties
- ✓ Total value of liquid asset excluding properties
- ✓ Main residence ownership
- ✓ Credit card ownership
- ✓ Brands of credit cards owned

Areas of investigations

Travel, Venue/Events attendance & Spending

- **Travel behaviour**

- ✓ Number of return air trips made for business and leisure
- ✓ Number of nights stayed in hotels
- ✓ Frequency of Flight classes flown for business and leisure air trips
- ✓ Travel destinations across the world
- ✓ Travel destinations within Asia Pacific
- ✓ Airlines flown in the past 12 months
- ✓ Past 12 months readership & AIR of printed in-flight magazines
- ✓ Average number of issues read (out of 6 issues) of printed in-flight magazines
- ✓ Types of accommodation stayed in
- ✓ Types of holidays taken
- ✓ Spending on leisure travel in the past 12 months
- ✓ Inflight entertainment
- ✓ Duty free items bought
- ✓ Cruise travel in past 12 months

- **Venues/Events attendance in the P12M**

- ✓ Drama/ Stage play
- ✓ Classical concerts/ Ballet/ Opera
- ✓ Non-classical concerts/ Music festivals
- ✓ Museums/ Galleries/ Exhibition
- ✓ Cinema
- ✓ Gourmet restaurants/ Fine dining
- ✓ Casino

- **Spending on products & services in the P12M**

- ✓ Consumer electronics/ gadgets
- ✓ Sports equipment/ accessories
- ✓ Designer clothing
- ✓ Briefcases or handbags
- ✓ Shoes/boots
- ✓ Jewellery
- ✓ Luxury watches
- ✓ Fragrance
- ✓ Cosmetics
- ✓ Skincare
- ✓ Quality wine
- ✓ Quality spirits
- ✓ Hotel
- ✓ Airline tickets

Areas of investigations

Product Ownership & Alcohol Consumption

- **Luxury product ownership**

- ✓ Quality/Designer clothes and leather goods
- ✓ Quality/Designer accessories and footwear
- ✓ Jewellery
- ✓ Luxury watches
- ✓ Brands of watches owned
- ✓ Brands of products bought in past 12 months

- **Household product ownership**

- ✓ Ultra HD TV (4K or 8K TV)
- ✓ HDTV
- ✓ Smart TV / iDTV / Internet TV
- ✓ Other TV set
- ✓ Home theater sound system
- ✓ Video game console
- ✓ Digital media receiver
- ✓ Voice command device or smart speaker
- ✓ PVR / DVR
- ✓ Massage chair

- **Personal product ownership**

- ✓ Laptop / Notebook computer
- ✓ Desktop computer
- ✓ Smartphone
- ✓ Mobile phone BUT NOT Smartphone
- ✓ Tablet
- ✓ e-Readers
- ✓ Nintendo DS, PSP or other handheld game console
- ✓ Digital compact photo camera
- ✓ Digital video camera
- ✓ Digital SLR camera
- ✓ Sports camera (e.g. GoPro, etc.)
- ✓ Camera Drones (Flying cameras)
- ✓ Smartwatch
- ✓ Fitness tracker
- ✓ Smart glasses
- ✓ Virtual Reality (VR) headset
- ✓ Electronic beauty devices
- ✓ Wireless bluetooth headphones/speakers
- ✓ Brands of Smartphones owned

- **Car ownership**

- ✓ Number of car owned
- ✓ Make of car owned
- ✓ Intention to buy a car in next 12 months

- **Alcohol consumption**

- ✓ Alcohol consumption in past 4 weeks
- ✓ Categories of alcohol consumed

Areas of investigations

Subject of Interest & Sports

• Subject personally interested in

- ✓ Business / Economics
- ✓ Computing
- ✓ Cooking for pleasure
- ✓ Culture / History
- ✓ Environment / Ecology / Nature protection
- ✓ Equality and human rights
- ✓ Fashion & beauty
- ✓ Gardening
- ✓ Gourmet food & fine dining in restaurants
- ✓ Health / Wellness
- ✓ Home decor / Interior design
- ✓ Latest gadgets and technology
- ✓ Literature
- ✓ Motoring & cars
- ✓ Movies / Films
- ✓ Music
- ✓ News / Current affairs
- ✓ Outdoor lifestyle
- ✓ Painting, drawing, sculpture
- ✓ Photography
- ✓ Political issues
- ✓ Sports
- ✓ Tabletop games
- ✓ Travel
- ✓ Video gaming or eSports
- ✓ Wine tasting

• Sports interested in/ watched/ read about/ attended

- ✓ Athletics
- ✓ Badminton
- ✓ Baseball / Softball
- ✓ Basketball / Netball
- ✓ Bowling
- ✓ Boxing
- ✓ Cricket
- ✓ Cycling / Mountain biking
- ✓ Extreme sports
- ✓ Fishing / Hunting
- ✓ Golf
- ✓ Gymnasium / Aerobics
- ✓ Hockey
- ✓ Horse racing / Equestrian sports
- ✓ Ice Hockey
- ✓ Jogging / Walking
- ✓ Long distance running
- ✓ Martial arts
- ✓ Motor sports
- ✓ Outdoor pursuit
- ✓ Rugby
- ✓ Sailing / Yachting / Boating
- ✓ Scuba diving / Snorkeling
- ✓ Skating / Figure skating
- ✓ Snooker / Pool / Billiards
- ✓ Snow sports
- ✓ Soccer
- ✓ Squash
- ✓ Swimming
- ✓ Tennis
- ✓ Triathlon
- ✓ Volleyball
- ✓ Other water sports

Areas of investigations

Attitude & Psychographic attributes

- **Psychographic attributes**

- ✓ I am always one of the first to have technologically innovative products.
- ✓ I value the elements of high quality and exclusivity as demonstrated by luxury products.
- ✓ I am willing to pay more for products that are environmentally friendly.
- ✓ I am actively involved in the management of my personal finances.
- ✓ I express who I am with what I wear.
- ✓ I have more confidence in purchasing products/ using services that have been advertised.
- ✓ I enjoy going to new travel destinations.
- ✓ I consider myself to be physically fit.
- ✓ I tend to go for premium rather than standard goods/services.
- ✓ I have expensive tastes.
- ✓ Gaining knowledge and becoming better informed is a priority to me.
- ✓ I enjoy going to casinos when travelling.
- ✓ I am interested in furthering my education.
- ✓ Mobile technology is central to my everyday activities.
- ✓ I enjoy keeping up with the latest fashions and trends.
- ✓ I feel financially secure.
- ✓ I tend to take the lead in decision-making.
- ✓ I like to stand out from others.
- ✓ I like trying out new things.
- ✓ I prefer to buy products made in my own country.
- ✓ I am interested in culture and the arts.
- ✓ When I go on vacation, I prefer to go to places that are off the beaten track.
- ✓ I regularly make the effort to investigate a company's environmental or social record.
- ✓ The economy is more important than the environment.
- ✓ People often ask my advice on fashion and what they should wear.
- ✓ Sometimes I like to treat myself to something, even though I don't need it.
- ✓ People often ask my advice when they are looking to buy technology or electronics products.

Areas of investigations

Business Activities & Influence

• Business activities in past 12 months

- ✓ Been interviewed on TV, radio or by the press
- ✓ Had an article and/or paper published
- ✓ Addressed a conference or public meeting
- ✓ Formulated a strategic business plan
- ✓ Worked on international business strategies
- ✓ Taken executive decisions which affect own organization's operations in other countries
- ✓ Lobbied or advised members of national or local government
- ✓ Sat on an industrial/ professional committee
- ✓ Have a professional blog – one that is industry-related
- ✓ Attended meetings abroad with executives from other countries
- ✓ Studied for an MBA qualification
- ✓ Raised capital or invested funds for my company
- ✓ Invited to be a keynote speaker at conference
- ✓ Made policies in local, regional or national level of government bodies
- ✓ Set up a new company
- ✓ Involved with environmental/conservation group

• Purchase decision at work

- ✓ IT related products/ services
- ✓ Office equipment
- ✓ Telecommunication equipment and services
- ✓ Accounting/ banking/ financial decisions
- ✓ Employee benefits
- ✓ Corporate investment
- ✓ Delivery/ courier/ shipping/ transportation
- ✓ Renting/ buying office premises, manufacturing sites, warehouses, etc.
- ✓ Raw materials/manufacturers sourcing
- ✓ Conferences / Exhibitions
- ✓ Travel arrangement
- ✓ International courier service
- ✓ Total amount of capital expenditure in making purchase decisions

• Entrepreneurs/Startup

- ✓ Years of business established
- ✓ Third-party investment received
- ✓ Company growth compared to last fiscal year

A truly global survey



Ipsos Team

GAME CHANGERS



Ipsos Team



Patrick Lam | *Director*

- Patrick has over 20 years of experience in market research, having worked on both agency and client side with experience in major corporates including SCMP Publishing and Standard Chartered.
- His experience also spans across some of the most dynamic markets in China with previous experience working in Beijing and Shanghai for 10 years.
- His research background includes extensive experience with different methodologies from Media consumption, U&A, segmentation, brand health and ad effectiveness etc.
- Patrick earned his B.Sc degree in Statistics and an MBA in Hong Kong



Bobby Lam | *Research Manager*

- Bobby has over 9 years of solid research experience specializing in the media industry.
- He is dedicated to syndicated media studies in his career and is currently responsible for managing Ipsos Affluent Survey Asia Pacific and Ipsos Media Atlas.
- He has graduated from the University of Hong Kong with a major of Computational Mathematics and Operations Research. With his strong mathematical background and numerical sense, he is great at extracting insights from data.

IPSOS IN HONG KONG

**Largest Customised
Research agency in
HK**



**More than 20+ years
of experience in most
of the APAC region**



**Regional work
specialists**



**More than 309,000
interviews per year,
including
125,000 online**



**Over 300 clients
in HK, APAC &
the World**



**60% regional work, covering
major APAC Countries**



**180+ full-time Ipsos
employees, 400+
freelance interviewers**



**End to end research,
from recruitment to
reporting**



The background features a dark field with vibrant, multi-colored geometric shapes, primarily cubes and rectangular prisms, in shades of purple, blue, orange, and red. These shapes are arranged in a dynamic, overlapping pattern. Overlaid on this are several thick, wavy, golden-yellow lines that create a sense of movement and depth, resembling stylized waves or abstract architectural elements.

The Top market research agency in Hong Kong

Ipsos Hong Kong is the **Gold Winner**
at **2018, 2017** and **2016** Agency of the Year Awards,
in the Market Research Category.

OUR CAPABILITIES – WHAT WE DID IN 2018

150



Focus Group Discussion

210 IDIs

12,000



Mystery shopper visits

50,000

CLT/Street intercept

42,000

CAPI

66,000

CATI interviews

85

CATI stations



3 in-house focus group facilities



500,000

Tablet interviews since 2011



100,000+

Online: 100,000+ interviews

ISO-ACCREDITED RESEARCH AGENCY



ISO, a guarantee that all Ipsos internal processes are carried out in ways recognized by the market research industry at the highest international standards

Ipsos is proud to be one of the first market research companies that successfully undergone the ISO 20252 process. **Ipsos has been certified in September 2017.**

ISO 20252 establishes the terms and definitions as well as the service requirements for organizations and professionals conducting market, opinion and social research.

This certification gives **assurance** to our clients that our quality management system guarantees strict confidentiality of research, project documentation, training, outsourcing and final deliverables.