

Synovate EMS Digital Life Survey Shows Highly Varied Multi-Tasking Media Consumption Amongst Elite

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Synovate EMS Digital Life survey shows highly varied multi-tasking media consumption amongst the elite Europeans

Synovate, a leading global market intelligence company, today revealed the results from its EMS Digital Life survey (part of the EMS survey) which tracks the types of media content affluent Europeans are engaged in, the digital devices they use, the manner and places in which those digital devices are used, and finally, is there a pattern in which they media-multitask?

The survey was conducted on respondents across 19 countries – Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxemburg, The Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, Poland, Czech Republic and Hungary.

Didier Mormesse, SVP Ad Sales Research & Development & Audience Insight of CNN International, and initial subscriber of EMS Digital Life said "In today's competitive media environment it's never been more vital for media owners and brands to understand and respond to their consumers' digital media consumption habits – and the launch of Synovate's first ever EMS Digital life survey acknowledges the integral role that digital technology plays in the lives of our audience. At CNN International, these audiences are key drivers of our business. The results of EMS Digital Life present some valuable learning's for media owners looking to adapt to new business models to reach audiences in the digital space, and appeal to advertisers who are now voting with their dollars for multimedia solutions."

Reinier Schaper, Head of EMS said "With the overexposure of different media sources today, it can be difficult trying to determine when and why elite Europeans actually use different media platforms. With EMS Digital Life, we can accurately track this information to the minute detail of each hour. Hence the attitudinal behaviour effecting actual consumption is accurately recorded".

Reinier continued by saying that in order to connect to consumers and business decision makers in what is called "a fragmented media environment", it is vital to grasp their specific needs during the day, their platforms of choice and to be aware where communication is actually happening. All this knowledge is key to allocating marketing communication budgets in an optimal way.

Watching television an everyday affair

The digital survey also asked elite Europeans to log in when and where they actually consumed their different media sources. It is interesting to see that watching television is still the most favourite form of media source. Both weekdays and weekends, most of the elite watch television during the evenings, between 8pm-10pm, with the peak being at 9:00pm. Hence watching television is a consistent everyday activity.

Coming in at second choice is the internet. In the weekdays, most elite uses the internet in the mornings between 9:00am-11:00am, in the afternoons at 2:00pm and again in the evenings at 9:00pm. In the weekends, the elite use less of the internet i.e. mainly in the evenings between 7:00pm-8:00pm and at 10:00pm.

Looking at time spent, listening to the radio comes in 3rd and fourth is the act of reading newspapers or magazines.

Thursday is the most popular television evening

The digital survey also found out that Thursday is the most popular television evening with 43% watching the television. The least popular television evening is Monday, followed by Wednesday and then Tuesday.

PC and laptop, as a device, beats the television set

Although watching television is the most preferred media source, nevertheless this does not mean that a TV set is the most popular device. In actual fact the PC and laptop is the most popular device, outweighing the television set. This is true because a PC or laptop is not only used for interneting but also for other activities like watching (live) TV, creating a report/document/presentation, bookkeeping or playing games.

Listening to the radio an early morning ritual

The digital survey also asked when and where do elite Europeans actually access the different media sources. It is interesting to note that most elite listen to the radio between 7:00am-8:30am while commuting to their work.

Peak shopping time is Saturday morning, 11:00am

We tend to generalise that Saturday or Sunday morning is meant for sleeping in and relaxing; proceeded with the afternoon spend on shopping; having brunch and conducting other social activities. According to the digital survey, most elite shop in the weekend and the peak shopping time is actually not 1:00pm or 2:00pm but rather 11:00am. 12% of the elite shop at 11:00am while only 3% shop at 4:00pm.