

**Synovate Media Atlas pilot
exercise: Hong Kong**

	Total		Metro Daily AIR		Headline Daily AIR		AM730 AIR	
	Absolute	Row%	Absolute	Row%	Absolute	Row%	Absolute	Row%
Total	5,024,000	100%	820,000	16%	893,000	18%	401,000	8%
Profile	Absolute	Col%	Absolute	Col%	Absolute	Col%	Absolute	Col%
Age 15-24	901,000	18%	106,000	13%	169,000	19%	35,000	9%
Age 25-34	1,062,000	21%	243,000	30%	217,000	24%	145,000	36%
Age 35-44	1,345,000	27%	230,000	28%	167,000	19%	79,000	20%
Age 45-54	1,133,000	23%	163,000	20%	236,000	26%	101,000	25%
Age 55-64	584,000	12%	78,000	10%	103,000	11%	42,000	10%
Male	2,399,000	48%	397,000	48%	352,000	39%	187,000	47%
Female	2,625,000	52%	424,000	52%	541,000	61%	214,000	53%
HHI 40000+	1,228,000	24%	238,000	29%	166,000	19%	76,000	19%
HHI 30,000-39,999	422,000	8%	78,000	9%	87,000	10%	61,000	15%
HHI 20,000-29,999	842,000	17%	184,000	22%	277,000	31%	67,000	17%
HHI 10,000-19,999	1,576,000	31%	238,000	29%	241,000	27%	126,000	31%
HHI under 10,000	957,000	19%	83,000	10%	122,000	14%	72,000	18%
Full time working	2,857,000	57%	617,000	75%	602,000	67%	325,000	81%
Part time working	313,000	6%	76,000	9%	54,000	6%	24,000	6%
Retired/Unemployed	423,000	8%	30,000	4%	12,000	1%	23,000	6%
Student	513,000	10%	40,000	5%	59,000	7%	9,000	2%
Housewife	918,000	18%	57,000	7%	166,000	19%	21,000	5%
PI 30,000+	503,000	10%	152,000	19%	128,000	14%	73,000	18%
PI 20,000-29,999	493,000	10%	86,000	10%	50,000	6%	6,000	2%
PI 15,000-19,999	300,000	6%	29,000	3%	56,000	6%	39,000	10%
PI 10,000-14,999	566,000	11%	161,000	20%	91,000	10%	44,000	11%
PI under 10,000	975,000	19%	187,000	23%	276,000	31%	163,000	41%
TM/Owner	128,000	3%	5,000	1%	5,000	1%	-	0%
Manager/Executive/ Supervisor/Officer	374,000	7%	133,000	16%	96,000	11%	32,000	8%
White collar	752,000	15%	206,000	25%	190,000	21%	127,000	32%
Blue collar	1,109,000	22%	221,000	27%	241,000	27%	149,000	37%

Remarks:

The fieldwork of the pilot study was conducted between 1st Aug, 2005 to 21st Aug, 2005.

The total sample size for the pilot study is 543.

The survey covers population with age 15-64.