



New US Business Elite Survey Shows Senior Business Executives Responsible For Over \$1 Trillion Annual Expenditure

Style Conscious Businessmen With Passion For The High-Tech Possessions Also Give Work-Life Balance Top Priority

May 3, 2006 - USBRS 2006, Ipsos Media's new survey looking at the media consumption and buying power of key decision-makers at the highest end of the business spectrum in the US, estimates senior business executives are involved in decision making worth over \$1.2 trillion dollars a year. Key areas of responsibility measured amongst this select group of individuals includes; IT, telecommunications, office and industrial equipment, financial and insurance services, automobiles and business services.

In addition USBRS 2006 also demonstrates that US Senior Business Executives thirst for knowledge can only be satisfied when using all of the available media providers. Senior Executives turn to network TV for entertainment; cable TV first for breaking news and sport; believe national newspapers have the best journalists and reliable reporting; and turn to business magazines first for business news.

Internet use is still growing. Not only do one fifth of these top business executives use the internet as their first port of call for business news; it is also the most popular first step to gleaning financial news, used by 24 per cent of this group, information on financial markets, 26 per cent, personal finance, 30 per cent, and technology, 23 per cent.

However, while nearly two thirds, 65 per cent, of the mostly C-level audience questioned, spend more time reading business information online than in the past, this doesn't seem to be having a negative impact on print readership, with over two thirds, 68 per cent, believing the internet is an important part of a business publication's overall offering. While using a publication's website is yet to become part of the daily routine of two thirds of this audience, clearly there is a real opportunity for publishing houses to build on this consumption.

Surveying the media habits of the US's most influential decision-makers across TV, print and websites, the survey paints a picture of news hungry, internet-savvy executives - 92 per cent like to keep up with the latest news - for whom a real cross section of media has a role to play.

Network TV is the most popular source for US and political news; cable TV is sought after for foreign / international and entertainment news; the local paper is the best source for sports; and business magazines provide the most management / career development information.

Simon Staplehurst, associate director at Ipsos MORI Media, commented:

"With top business executives hungry for information to fuel their business lives and personal desire to stay 'on the pulse', there's room out there for a whole range of media channels. The challenge for publishers and broadcasters is to recognize the individual role each medium plays and tailor the news and information offered accordingly to ensure it adds value and is compelling, be it on an instant by instant, day by day, weekly or monthly basis".

Local papers hold sway in US

The survey also highlights the importance of local newspapers to the businessman's media mix. Nearly a fifth, 19 per cent, cited this channel as having the most actionable and the most credible advertising, (compared to the internet at just three per cent), and the most informative advertising, 16 per cent.

The Wall Street Journal rules the roost amongst national dailies – read by over two fifths, 46 per cent, of the audience; followed by USA Today, thirty per cent, and the New York Times, 14 per cent. Businessweek and Newsweek are jointly most popular weeklies, both read by one fifth of the group.

On the internet, CNN is the most popular website at 11 per cent, followed by MSNBC, eight per cent.



The power of advertising

With sizeable incomes and lists of possessions that read like an upmarket shopping catalogue this audience is an obvious target for advertisers. Possessions range from the high tech, with 57 per cent of businessmen owning portable laptops or notebook computers, 37 per cent hand held or palm top computers, 35 per cent plasma screen or LCD TVs, 29 per cent a blackberry, and 32 per cent an iPod or MP3 player; to the luxury, with 31 per cent owning fine wine or champagne and 23 per cent premium liquor.

The good news, according to the survey, is that this group is open to advertising aimed at them in both their business and their social capacities. Nearly three quarters, 74 per cent, openly admit to being influenced by advertising in their personal lives, while 68 per cent claim the same in regards to their professional purchasing. 72 per cent also admit to getting ideas of what to buy from newspapers, magazines and TV and over half, 51 per cent, of this group claim to have purchased a product after seeing it advertised on the internet.

With over half the audience describing themselves as style conscious, an affinity with well-known brands is perhaps not unexpected. When asked about lifestyle purchases, 92 per cent say they are prepared to pay more for quality, 75 per cent prefer to buy well-known brands, and 80 per cent prefer to use well established products.

Attitudes differ slightly when it comes to this audience's working life however: 44 per cent are not concerned whether major suppliers are well known names or brands, and just over half, 51 per cent, don't need their CEO to have heard of the supplier.

Work isn't everything

Despite painting a picture of hardworking business enthusiasts – 83 per cent are not afraid of taking business risks - work-life balance is also a priority for these executives, with the majority, 74 per cent, making sure work doesn't stop them spending time with their friends and family; and over half, 56 per cent, claiming their career is not their top priority.

This penchant for enjoying their leisure time is also evidenced in the way American business leaders spend their money. Over a quarter, 29 per cent, enjoy sports club memberships and a similar number, 26 per cent, are members of a golf club. A fifth own their own vacation home; 14 per cent their own yacht or boat; and 19 per cent have taken a holiday in the last 12 months costing \$3,000 or more per person.

Simon Staplehurst, associate director at Ipsos MORI Media, commented:

"This is the first time a survey has taken such a comprehensive snapshot of the business elite in the US. The survey helps to highlight subtle nuances between businessmen in the US and elsewhere in the world and promises to be an invaluable tool to advertisers, planners and buyers and to the publishers and broadcasters themselves as they steer content over the months ahead."



USBRS 2006 SURVEY DATA

USBRS 2006 Universe

629,405 senior business executives

USBRS 2006 - Average Issue Audience

	AIA
Daily Publications:	
Financial Times	5%
The New York Times	14%
The Wall Street Journal	46%
USA Today	30%
Weekly Publications:	
Barron's	4%
BusinessWeek	20%
Newsweek	20%
The Economist	7%
The New York Times (Sunday)	11%
The New Yorker	4%
Time	18%
US News & World Report	10%
Fortnightly Publications:	
Forbes	17%
Fortune	18%
Monthly Publications:	
CFO	15%
Chief Executive	7%
Condé Nast Traveller	6%
Golf Digest	18%
Harvard Business Review	8%
Industry Week	5%
Money	10%
National Geographic	14%
Smart Money	4%
Monthly Airline Magazines:	
American Way	6%
Continental	5%
Delta Airlines Sky Magazine	10%
Hemispheres (United Airlines)	4%
North West Airlines Worldtraveller	6%
South West Airlines Spirit	7%
US Airways Attache Magazine	7%



USBRS 2006 – Daily TV Channel Reach

Network Channel Daily Reach:	
ABC	43%
CBS	36%
NBC	43%
PBS	14%
Cable Channel Daily Reach:	
CNBC	14%
CNN	33%
Fox News	29%
MSNBC	16%
Bloomberg	4%

USBRS 2006 – Average Audience TV Programs

Weekday Broadcast Network Programs:	
ABC World News Tonight	14%
CBS Evening News	11%
Good Morning America (ABC)	11%
NBC Nightly News with Brian Williams	14%
Nightline (ABC)	6%
The News Hour with Jim Lehrer (PBS)	4%
The Today Show (NBC)	17%
Weekday Cable Network:	
Anderson Cooper 360 (CNN)	5%
Fox & Friends (FNC)	9%
Hannity & Colmes (FNC)	10%
Hardball with Chris Matthews (MSNBC)	5%
Larry King Live (CNN)	10%
Lou Dobbs Tonight (CNN)	4%
Newsnight with Aaron Brown (CNN)	5%
Paula Zahn Now (CNN)	5%
Special Report with Brit Hume (FNC)	5%
Squawk Box (CNBC)	4%
The Fox Report with Shephard Smith (FNC)	8%
The O'Reilly Factor (FNC)	14%
Weekly Broadcast Network Programs:	
20/20 (ABC)	12%
60 Minutes (CBS)	18%
Dateline (NBC)	11%
Face the Nation (CBS)	3%
Fox News Sunday (Fox)	7%
Meet the Press (NBC, MSNBC)	9%
NBC Nightly News Sunday	5%
Primetime (ABC)	7%



USBRS 2006 – Selected business and consumer profile data

C-suite	64%
Business services decision maker	73%
IT purchase decision maker	64%
Do business internationally	37%
Any business air travel	83%
6+ international business air trips	8%
Average personal net worth	\$1,684,200
Own a digital camera/ camcorder	73%
Taken a holiday worth \$1,500+ per person	62%

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USSBRS

USBRS is one of a family of international media surveys, with sister surveys EBRS, CEBRS, JBRS, ABRS, AUSBRS and Middle East BES covering Europe, Central Europe, Japan, Asia, Australia and the Middle East. All use a common methodology.

Ipsos MORI's media division, a recognised specialist in international media audience surveys, conducts the BRS family of surveys, the Europe 2000 series and the Latin American Professional and Executives Survey.

USBRS Media owner Sponsors (8):

MindShare
Universal McCann
CFO
CNN
Condé Nast
Financial Times
The Economist
USA Today



Methodology: Qualifying establishments are sampled from business directories. Individuals occupying eligible job functions at selected establishments are identified by telephone screening. Readership and business marketing behaviour is measured via a self-completion questionnaire administered by mail.

Fieldwork period: 16th September 2005 – 27th January 2006

Sample size: 2,272

Ipsos North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,300 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization.

In 2005, Ipsos generated €717.8 million (\$853.8 million U.S.) in total revenues, of which 34% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999.

Visit www.ipsosna.com to learn more about Ipsos' offerings and capabilities.

Ipsos MORI

Ipsos Group announced the acquisition of MORI in the UK in October 2005, and the company has since merged with Ipsos UK. The merged company now stands with a joint turnover of over £100m in the UK. In 2005 Ipsos UK provided research services for over 500 UK blue chip businesses and with MORI also handling a similar number, Ipsos MORI now has a client base of over 1,000 clients.

Ipsos MORI is a part of the Ipsos Group, a global network of research companies, with a combined turnover exceeding 717m Euros.

In 2005 the Ipsos Group completed over 10m interviews worldwide and, according to results published in February 2006, recorded strong organic growth for the seventh consecutive year, again outstripping market growth.