



New Study Shows America's Business Elite Are Voracious Consumers Of All Forms Of Media

Business Leaders Seek Quality Information From Both New And Traditional Forms Of Media

New York, NY, October 1, 2007 – America's business elite – senior executives, CEOs and other C-suite officers from mid- to large-size companies, including many from the Fortune 500 – have a ferocious appetite for quality business information, according to a new survey carried out by Ipsos Media.

This group of high powered, highly influential decision makers are also very media savvy, acquiring their information from a variety of media sources, including magazines and journals, the internet, and digital and satellite television. Despite the rise of internet use, top business leaders still rely on newspapers and magazines for news and information, using a mix of traditional and new media to get the information they need.

Ipsos Media's latest business elite survey shows that America's 630,000 senior business executives represent over 72,000 companies. This group is responsible for over \$1.7 trillion in annual expenditures – a figure greater than the gross domestic product of Italy, or that of Russia and Australia combined – and look after the interests of 144 million employees, approximately two thirds of the US workforce, or half the nation's adult population.

Findings from this year's business elite survey, acknowledged as the most accurate and well regarded survey conducted amongst the business elite, will be presented next week in New York. A special morning conference is planned for Wednesday, October 3, 2007 at The Yale Club of New York City, where senior Ipsos Media researchers will present the findings of the survey and explain the significance of the results. Members of the media and interested participants are encouraged to attend and can register at: <http://www.ipsos-na.com/events/MediaBreakfast/>

"We have a unique opportunity to peek into the minds of corner office America and understand the way they consume and use media," says Hugh White, Director of Ipsos Media in the US. "This is the only syndicated research product in the United States that measures the media habits, attitudes, and behaviors of the nation's business elite. And because Ipsos measures business leaders from all around the world, we also have the only syndicated media global database of any kind. It is an invaluable tool for those that need to understand the business elite as much as the business elite need to understand their own business."

The survey also examines the typical business leader's way of life - showing they travel frequently, spend more nights in hotels, and are heavy users of technology as part of their work life. They also enjoy the perks of their positions in their personal lives, valuing personal luxuries the latest technical gadgets, and a high quality of life with their family and friends. When compared to their European and Asian counterparts, American executives have a greater taste for personal material luxuries and claim a significantly higher net worth.

America's business elite form a formidable economic force. On average, the individual annual is approximately \$408,000. As a group, they garner a total combined annual income of \$246 billion with combined personal net worth valued at over \$1 trillion. A significantly powerful and affluent group, these individuals are highly educated, motivated, and are eager to acquire new knowledge and quality information. Interestingly, more than half said money was not their key motivation, showing quality of life is a high priority amongst the business elite.

This is the second year for the business elite survey in the United States, a syndicated annual survey conducted by Ipsos Media with the top business leaders in the country. The survey has been conducted in Europe since 1973, and is will be conducted on an annual basis in Europe, the USA, Asia, Japan, Australia, South America, and the Middle East. Future US studies will be released in the fall of each year.



Media Consumption Patterns

America's business elite have a healthy appetite for information and media consumption, in particular, when the information helps them make better and more informed business decisions.

The internet is becoming a major source of information, with over two thirds spending more time reading business information on the web than in the past. Although executives view the internet as being a particularly good source for business news updates, only 7% are willing to pay for online business news.

Websites also prove to be important for improving a business publication's overall offering, even more so than websites for TV channels. Over three quarters claim a website is an important part of a business publication's overall offering, while only a third claim that a website is an important part of a TV channel's overall offering.

Other top level findings from the survey uncovered that:

- Nine in ten have read the last issue of any print media
- Seven in ten have watched any Network TV channel in the previous day
- Six in ten have watched any Cable TV channel in the previous day
- Just over half went online in the previous day
- Seven in ten have received a daily email alert or newsletter in the last month
- Nearly half have streamed or watched a broadband video from computer in the last month
- A third have read a blog in the last month, but only 5% have actually contributed.
- Nearly a quarter have downloaded a podcast in the last month

Portrait Of An American Executive

The survey shows the average American business leader is male, aged 51, earns \$408,000 per year, and has a personal net worth of \$1.7 million. And their attitude toward business is one of sound management with a willingness to take calculated risks if they feel they have good, trustworthy information. Some key findings include:

- Nine out of ten say they like to keep up with the news.
- Eight out of ten say they are not afraid to take business risks.
- Seven out of ten agree that return on investment is a key factor in their business decisions.
- Eight in ten claim their most senior managers play a major role in business purchasing decisions.
- Nine in ten will only do business with companies with a favourable brand image, with five out of ten claiming those brands need to be well known.
- Nine out of ten also say they are prepared to pay more for quality.
- Eight out of ten claim to have good relationships with suppliers but are cautious when engaging in a relationship with a new supplier.

Methodology

Data for this study were collected by survey questionnaires dispatched by mail and available online beginning February 8, 2007, with returns accepted until July 27, 2007. A total of 2,390 responses were collected. This sample size can be used project the attitudes, behaviors, and consumption patterns of the survey universe.

Broadly defined, the survey universe comprises heads of function at medium and large sized business and commercial establishments, defined as having 250 or more employees throughout the US. Some smaller companies, with 150-249 employees, were also included, providing that they met minimum turnover criteria, provisionally in excess of \$40 million. The survey also includes national and regional head offices of banks with assets of \$500 million or more and insurance companies with 150 or more employees.



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About Ipsos in North America

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

In 2006, Ipsos generated 857.1 million euros (\$1.1 billion 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.

To learn more, please visit www.ipsos-na.com.

About Ipsos

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Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2006, Ipsos generated global revenues of 857.1 million euros (\$1.1 billion USD).

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