

The American Business Elite Want Digital and Traditional Media

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The American Business Elite Want Digital and Traditional Media

New York, NY, October 25, 2011 - American's most successful and influential business leaders are incorporating digital media into their lifestyles, though not at the expense of traditional means, according to the latest Business Elite USA survey from Ipsos MediaCT. Whilst digital media is increasing in popularity 87% still utilise print and 82% TV on a daily basis.

"With the availability of information continuing to increase the Business Elite are using digital to help them pool relevant information from numerous sources and keep up to date while on the move. 52% of this group have accessed news via a smartphone or tablet app in the past week," says James Torr director at Ipsos MediaCT. "However, instead of replacing traditional media, digital supplements their use of print and television."

Managing economic uncertainty is key

Volatile markets and managing economic uncertainty remains the key issue for many of the Business Elite. However, it's the price of fuel and raw materials that represents the fastest growing concern, increasing year on year by 17 percentage points to 41%.

James Torr commented: "With the current economic outlook again looking uncertain and recent events in the Middle East compounding the existing pressure on the price of fuel, it's no surprise we see these two areas as key issues for the Business Elite."

Elite business and consumer customers



In America this small but vitally important group of people are key to the profitability of many industries. The Business Elite continue to control the largest budgets, of on average US\$22.9 million. 87% are flying for business, but most important of all, 49% of them sit at the front of the plane – where the vast majority of airline profits are made.

In their personal lives they wield an equal amount of power. By adjusting their investment portfolios during these difficult times their net worth remains high at US\$3.2m. Year on year their salaries have continued to steadily increase and now stand at over US\$538,000.

James said: “Taking into account their financial power the Business Elite remain the most important customers for a number of industries. As well as being a key audience for business to business marketing, they also represent the key to profitability for sectors such as finance, luxury goods and cars, airlines and hotels.

The Business Elite

The Global Business Elite series annually reaches the most senior people in the largest companies in Asia, Australia, Europe, Japan, the Middle East and the United States. The surveys are used by media owners and agencies worldwide. They are the only surveys that reveal the behaviour and inner motivations of this difficult to reach group on a truly global scale.

BE:USA 2011 RESULTS

BE:USA 2011 Universe: 586,748 senior business executives.

Average Issue Readership of Publications

	2011
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AIR of All Titles	86.7%
Daily Titles	
The Wall Street Journal	46.3%
USA Today	29.0%
The New York Times	18.9%
Financial Times	7.7%
Investor's Business Daily	2.9%
International Herald Tribune	1.7%
Weekly Titles	
Sports Illustrated	17.2%
Newsweek	15.9%
Time	15.8%
The New York Times (Sunday)	13.3%
The Economist	12.2%
The New Yorker	5.0%
Barron's	4.5%
The Week	3.6%
Fortnightly Titles	
Forbes	17.6%
Fortune	16.6%

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Monthly Titles	
National Geographic	12.5%
Golf Digest	11.7%
CFO	11.5%
Harvard Business Review	10.9%
Money	9.5%
Golf Magazine	8.9%
Chief Executive	8.1%
Smart Money	5.5%
Conde Nast Traveller	5.1%
Architectural Digest	4.9%
Vanity Fair	4.5%
Fast Company	4.3%
Wired	3.5%
Industry Week	2.7%
Inc.	2.6%
Scientific American	1.9%
Technology Review	1.9%
The Atlantic	1.8%
Institutional Investor	1.5%
Bloomberg Market's Magazine	1.1%



BE:USA 2011 RESULTS

BE:USA 2011 TV Data - Daily, Weekly and Monthly Reach

	Daily Reach	Weekly Reach	Monthly Reach
Net Channels (Network)	69.2%	91.7%	95.9%
Net Channels (Cable)	67.3%	90.4%	95.0%
Network Channels			
FOX	46.3%	75.9%	85.2%
NBC	37.9%	71.9%	82.9%
CBS	34.9%	72.2%	83.2%
ABC	31.7%	70.1%	81.4%
PBS	14.1%	33.4%	51.7%
Cable Channels			
ESPN	37.4%	61.9%	68.5%
FOX News (FNC)	29.7%	45.5%	56.8%
CNN	23.4%	47.5%	62.7%
Discovery Channel*	15.5%	33.2%	50.7%
CNBC	13.8%	28.6%	43.0%
MSNBC	12.2%	28.1%	41.3%
Fox Business Network	10.4%	20.2%	29.1%
National Geographic*	6.6%	17.0%	33.3%

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HLN	4.8%	11.7%	18.1%
Bloomberg	4.2%	10.4%	19.2%
BBC World News	3.5%	8.9%	16.3%
BBC America*	2.0%	5.3%	10.9%
Euronews	0.5%	1.1%	2.1%

*2011 year only data

BE:USA 2011 - WEEKLY MEDIA USAGE (ALL 2011 YEAR ONLY DATA)

Watch a HD TV channel at home	76.7%
Access content via a smartphone (iPhone/Blackberry)	70.2%
Use Wi-Fi networks outside the home or office	54.8%
Access news via an app on either a smartphone or a tablet	51.6%
Stream/watch video from a website	45.9%
Access content via a tablet computer (e.g. iPad)	39.5%
Visit a social networking site	29.9%
Download new apps for a smartphone/tablet	26.1%
Use an eReader	22.1%
Read a blog	22.0%
Download a video/audio podcast from a website	17.6%

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Use RSS feed/widgets	6.6%
Watch a 3D TV at home	3.3%
Contribute to a blog online	2.5%

BE:USA 2011 Websites - Monthly Reach

Websites:	Monthly Reach
wsj.com	25.8%
finance.yahoo.com	25.2%
cnn.com	24.2%
foxnews.com	16.7%
msnbc.com	16.6%
usatoday.com	16.2%
nytimes.com	15.6%
bloomberg.com	10.7%
cnbc.com	9.9%
cnnmoney.com	9.5%
forbes.com	7.0%
marketwatch.com	6.6%
reuters.com	5.8%
economist.com	4.5%
thestreet.com	4.3%
businessweek.com	4.0%

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nationalgeographic.com	3.6%
bbc.com	3.5%
cfo.com	3.5%
hbr.org	3.4%
ft.com	3.4%
wired.com	3.2%
time.com	3.2%
moneycentral.msn.com	2.9%
money.aol.com	2.9%
thedailybeast.com*	2.8%
usnews.com	2.7%
newsweek.com	2.5%
chiefexecutive.net*	2.0%
barrons.com	1.9%
bbcamerica.com	1.6%
newyorker.com*	1.4%
investors.com	1.3%
theweek.com*	0.8%
guardianunlimited.com	0.8%
lonelyplanet.com	0.6%
euronews.net	0.4%
yahool!news.com	33.9%

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googlenews.com	21.5%
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* 2011 year only data

BE:USA 2011 – Business and Consumer Profile

C-Suite (Chairman, President, Chief Executive, Owner, Partner, Chief Operating Officer/Chief Financial Officer/Chief Information/Technology Officer/Chief Marketing Officer/Chief Purchasing Officer)	69.2%
Budget holders	88.3%
Average value of business purchases	\$22,943,686
Any business air travel	86.9%
6+ business air trips	54.5%
Fly first/business class on business	44.1%
Average personal income	\$538,811
Average net worth	\$3,220,046
Own a watch worth €1,500 +	37.3%
Own a vacation home	29.9%
Own a smartphone	74.7%
Own a tablet computer	49.0%
3+ Investments	80.6%

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