



BE:AUSTRALIA

The Media Survey of Australia's Business Elite

BE (formerly AUSBRS) Press Release

Ipsos' Business Elite Survey Reveals Top Executives' Priorities and Challenges

SYDNEY, September 2011 – Despite continued economic turmoil in international markets, Australia's business leaders have become more confident about economic issues in the past 18 months, according to the latest wave of the Ipsos Business Elite Survey (formerly AUSBRS) released this month. They are less concerned about managing economic uncertainty, and continue to spend money on upscale travel options and motor vehicles.

These are among the main findings of the Ipsos Australian Business Elite Survey 2011 (formerly AUSBRS), an ongoing survey which provides useful insights into the media habits, business decision-making, product and service consumption and attitudes of senior executives. The study utilises an internationally proven methodology to survey approximately 2000 senior executives across Australia, in some of the country's largest organisations. Since their inception in 1973, the Ipsos Business Elite surveys have proved popular with media owners, marketers and media agencies around the world, in more than 30 countries.

Some of the key trends emerging from the latest BE survey include the following:

- **Post GFC sentiment** - in BE (AUSBRS) 2010 economic growth, managing economic uncertainty and the GFC generally were high ranking in terms of business challenges (cited by 21%, 14% and 11% surveyed respectively). A year later, the sentiment has changed dramatically: in AUSBRS 2011 only 11% of senior executives are concerned about economic growth, 7% about economic uncertainty and 6% about the GFC.
- **Media trends** - Time spent with main media has remained stable in the latest wave, with Internet continuing to be the medium senior executives spend the most time with. In terms of reach, print media have maintained high levels among this group over the past 3 years: 94% of senior executives still read daily newspapers. One in two executives cite newspapers as their most trusted source of news, ahead of all other media. The Australian Financial Review is the most trusted newspaper brand among this audience.
- **Travel in style** – A quarter of those surveyed continue to stay at 5 star hotels, and 15% continue to use first, business or premium economy class on short haul personal flights outside of Australia. Similarly, the price point of new cars for this segment has been maintained at an average of around \$70,000, with the demand for vehicles worth over \$100,000 increasing in the latest wave.

More detail and other insights are available within AUSBRS 2011. For more information, and subscriptions, please contact:

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