



AUSBRS¹¹

Australia's Business Elite Survey



AUSBRS¹¹

The nuts and bolts

AUSBRS 2011 advantages

Support **media planning** which targets senior business executives

Measure senior executives' **media usage**, involvement in business **decision making** and key product consumption

Strengthen '**trading currency**' status for business media



Global survey across 30+ countries

BE:EUROPE

The Media Survey of Europe's Business Elite



Austria, Luxembourg, Belgium, Netherlands, Denmark, Norway, Finland, Portugal, France, Spain, Germany, Sweden, Greece, Switzerland, Ireland, United Kingdom, Italy, Northern Ireland

AUSBRS¹¹

BE: ASIA

Hong Kong, Singapore, Indonesia, Malaysia, Phillipines, South Korea, Taiwan, Thailand



BE:USA

The Media Survey of the United States' Business Elite



BE:JAPAN

The Media Survey of Japan's Business Elite



BE:MENA

The Media Survey of the Middle East and North African Business Elite



Middle East: Saudi Arabia, UAE, Kuwait, Bahrain, Qatar, Lebanon, Egypt and Jordan.

Who and how?

n=1934 interviews nationwide

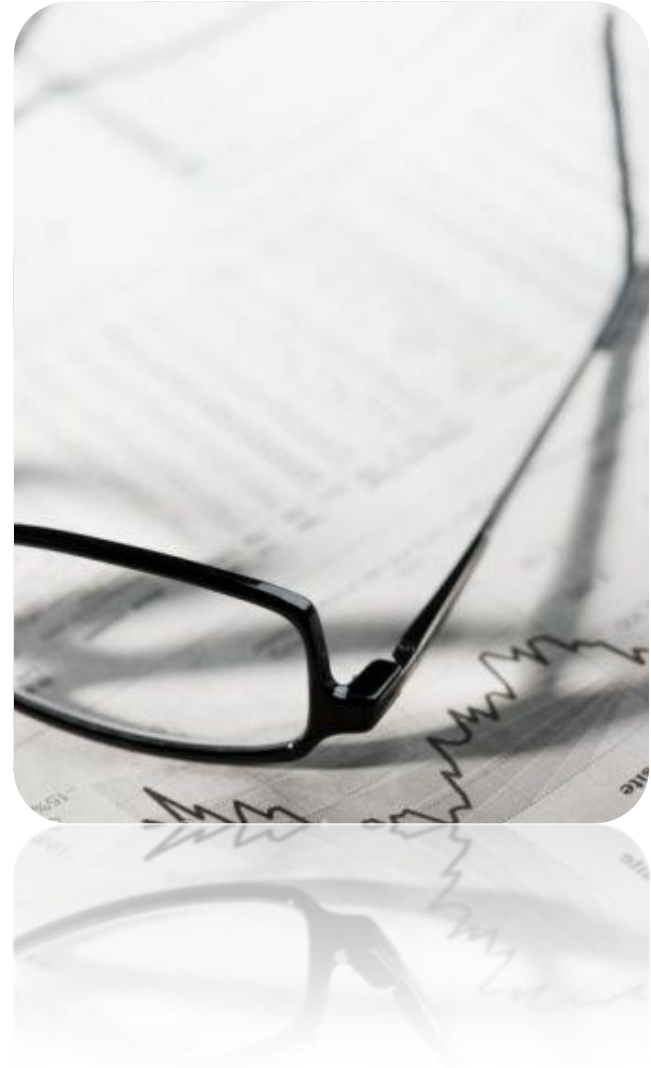
Business executives contacted at work

C-suite + Department Heads

Company size: 20-99 employees (only within finance & business services), 100+ employees (all sectors)

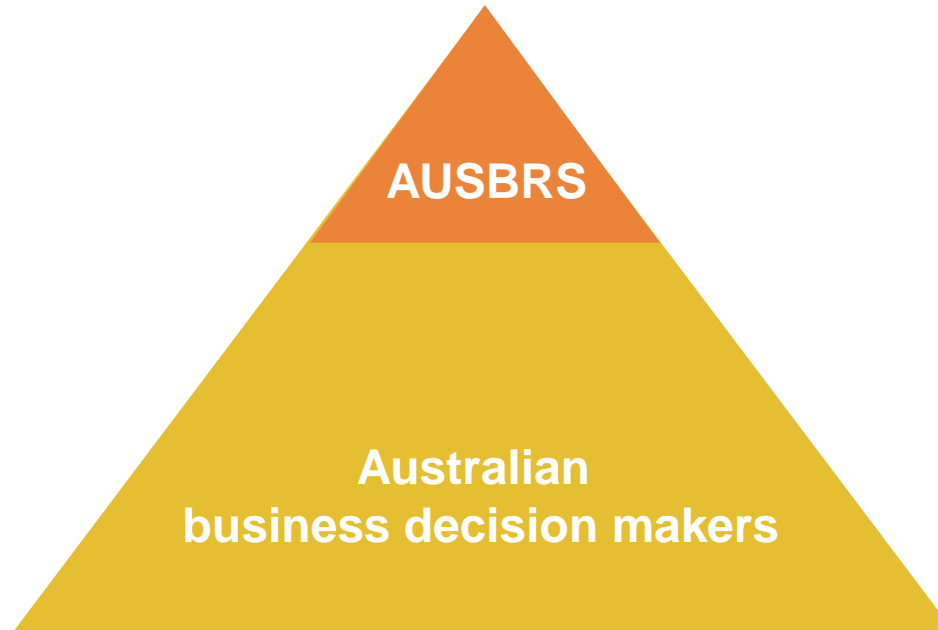
2-stage methodology: CATI/Phone screening from D&B list, recruited to complete via hardcopy or online survey (self-completion)

Surveyed between July 2010 – May 2011



AUSBRS is an elite universe

AUSBRS¹¹ universe is 74,929 senior executives



Represents the pinnacle of business decision makers

AUSBRS 2011 Universe

Company size

Executives' responsibility

20 – 99 employees	➔	CEO only
100 – 249 employees	➔	CEO, Finance, Market, Sales, Production, IT
250 – 499 employees	➔	CEO, Finance, Marketing, Sales, Production, IT, Purchasing, Procurement
500 – 999 employees	➔	CEO, Finance, Market, Sales, Production, IT, Purchasing, Procurement, R&D, HR, Legal
1000+ employees	➔	CEO, Finance, Market, Sales, Production, IT, Purchasing, Procurement, R&D, HR, Legal, Property Management, e-Commerce, Deputy CEO, Deputy Head of Finance, Advertising, PR, Corporate Planning

Questionnaire coverage

Readership reach and frequency

Online media sites

Broad consumption of media

Business decision-making

Business and personal travel

Cars

Personal investments and spending

Demographic profile

Media coverage

Media	Recency	Frequency	Importance	Perceptions	Time Spent
National newspapers	✓	✓	✓	✓	✓
Metro newspapers	✓	✓	✓	✓	✓
Newspaper inserted magazines (NIMs)	✓	✓	✓	✓	✓
Business Magazines	✓	✓	✓	✓	✓
Business Subscription TV	✓	✓			✓
Free-to-air TV					✓
Radio					✓
Internet: Media Sites	✓	✓			✓



AUSBRS¹¹
The AUSBRS executive

The Business Elite executive is...



Typically a 48 year old male

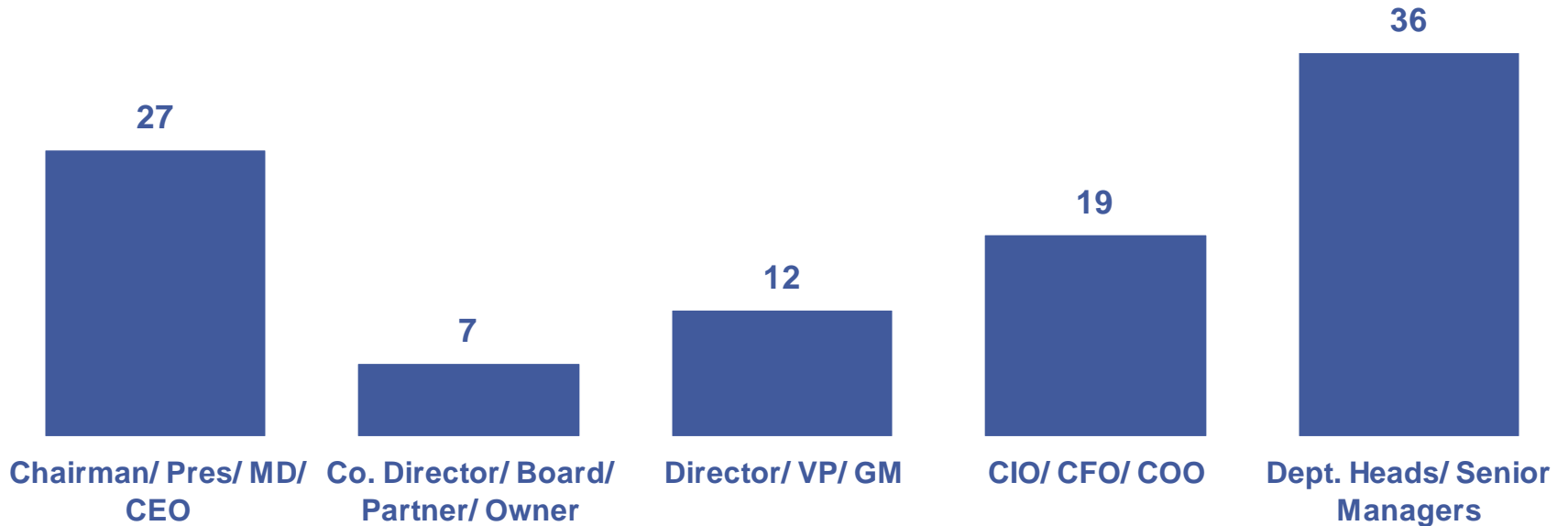
Earns \$240K per year

Has a net worth of \$2 million

Tertiary-educated

The most senior in their business

Job title/ position (%)



On the move

85% travelled on business in Australia in past year

On average made 8 domestic business trips last year

39% travelled on business outside Asia Pacific last year



Company drivers...

*Responsible for business decisions
worth \$3.3 million*

- 47% decide on software/ software services
- 51% decide on network and data communication
- 40% decide on marketing/ advertising/ PR services
- 41% decide on office/ building fit-out



Financially savvy



88% have an investment portfolio



65% hold Australian shares



52% own a residential investment property



27% manage their own super fund

Media in an average business day...

Media	Minutes spent
Internet 	68
Commercial TV 	48
Pay TV	32
ABC TV	30
Newspapers 	28
News websites 	28
Commercial radio 	26
ABC radio	24
Magazines 	12

The greatest challenges facing their business



Note: Mentions < 5% and not displayed

What are they thinking?

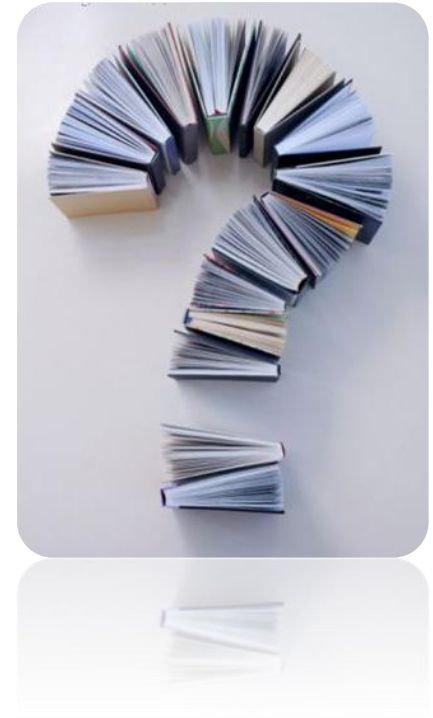
86% said they enjoy constantly learning something new

82% said they are prepared to pay more for quality

82% think it is important to keep up to date with business news & current affairs

76% said the pressures of work are becoming greater and greater

71% said they prefer to be a leader of a group



They spend money on themselves



45% have a **Corporate** credit card
36% have a **Platinum** credit card

In the last year they spent...

\$1,700 on business wear
\$1,600 on casual wear



In the next year...



78% intend to take a holiday

36% intend to buy a laptop



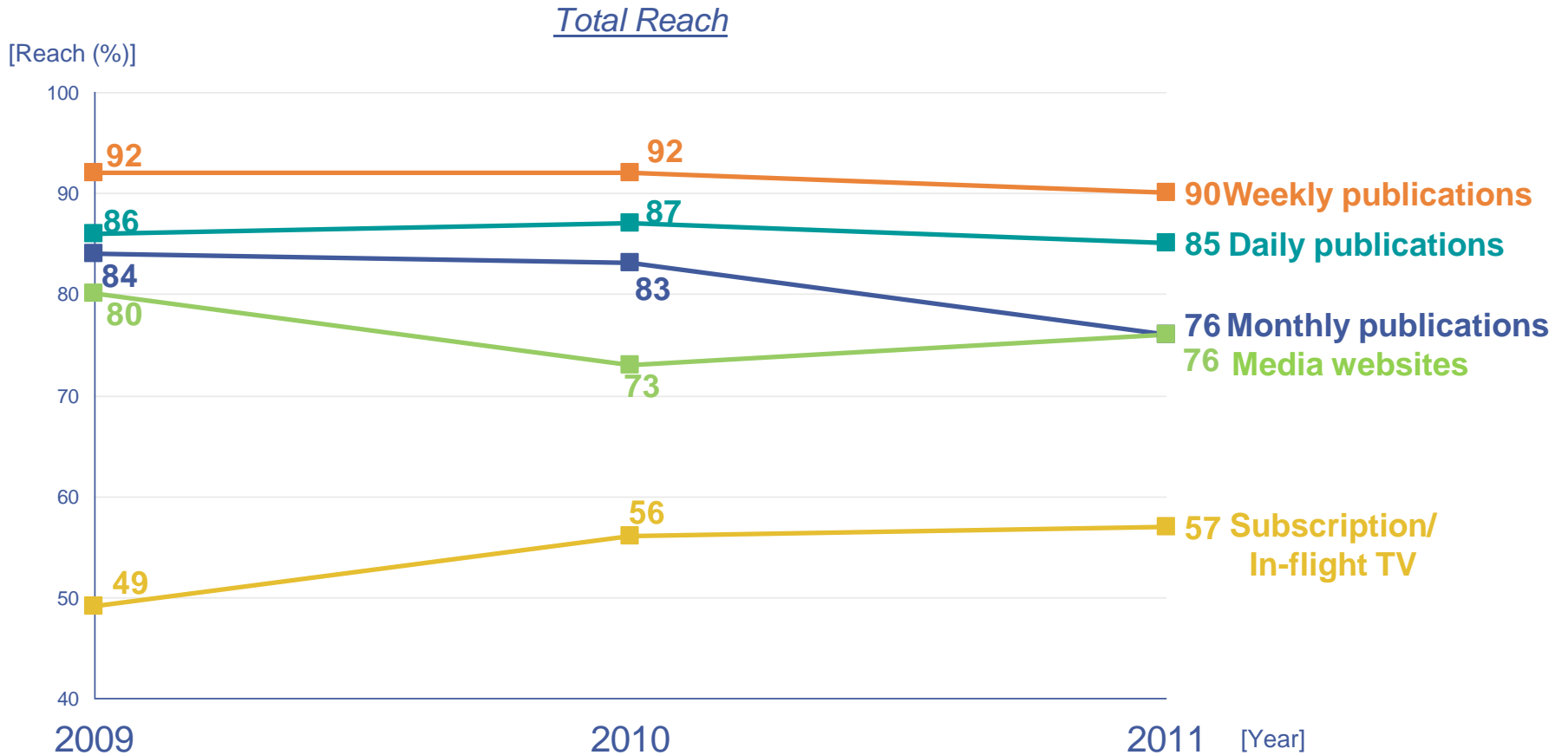
34% intend to buy a LCD/ plasma TV



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Media consumption

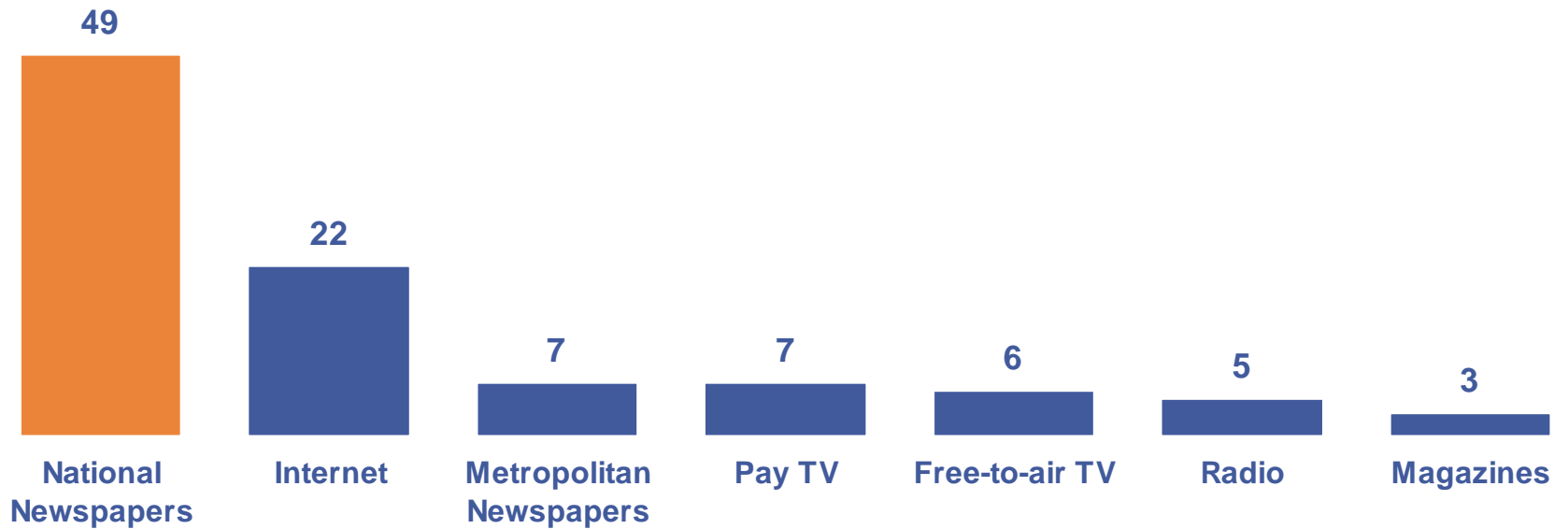
Total reach 2009, 2010, 2011



Note: Media websites = visited in past month,
Subscription TV = watched in past week

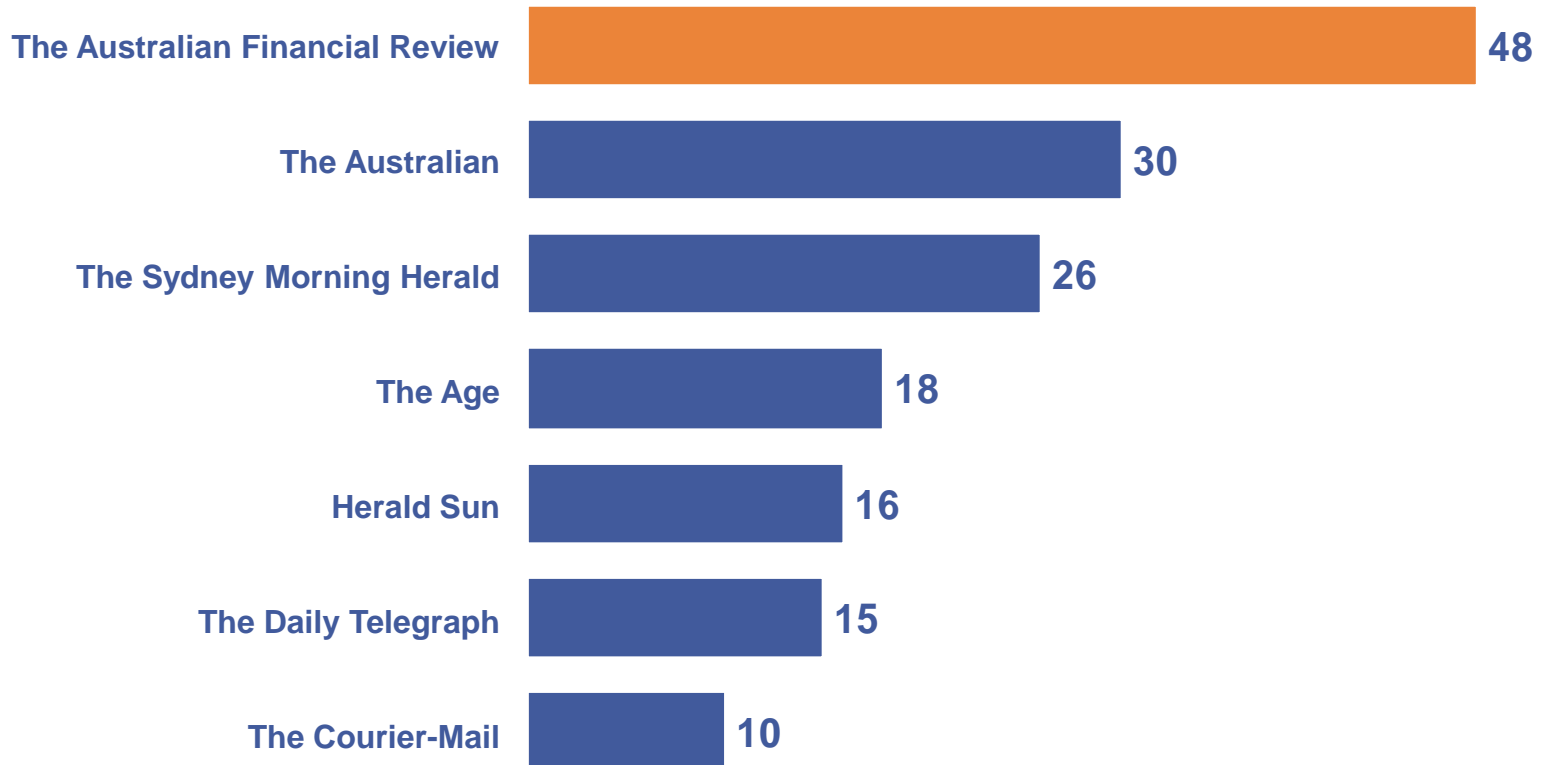
Newspapers most reliable media source

Most reliable source of business & financial news (%)



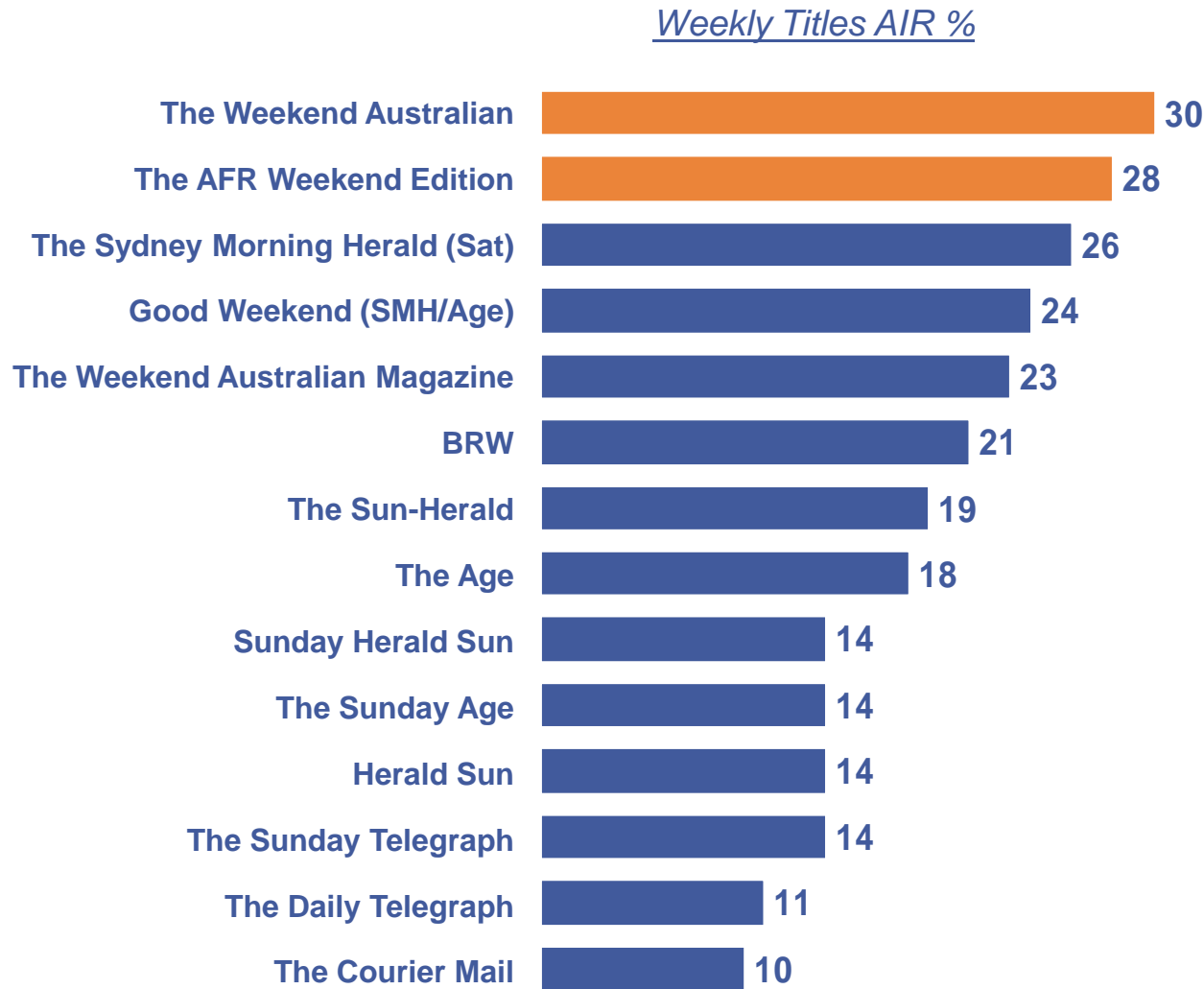
AFR most widely read daily title amongst business elite

Daily titles (Monday – Friday) AIR %



Note: Titles < 10% not displayed

The Weekend Australian and AFR Weekend Edition the most widely read weeklies



Note: Titles < 10% not displayed



AFR NIMS continue to be the most widely read monthly titles

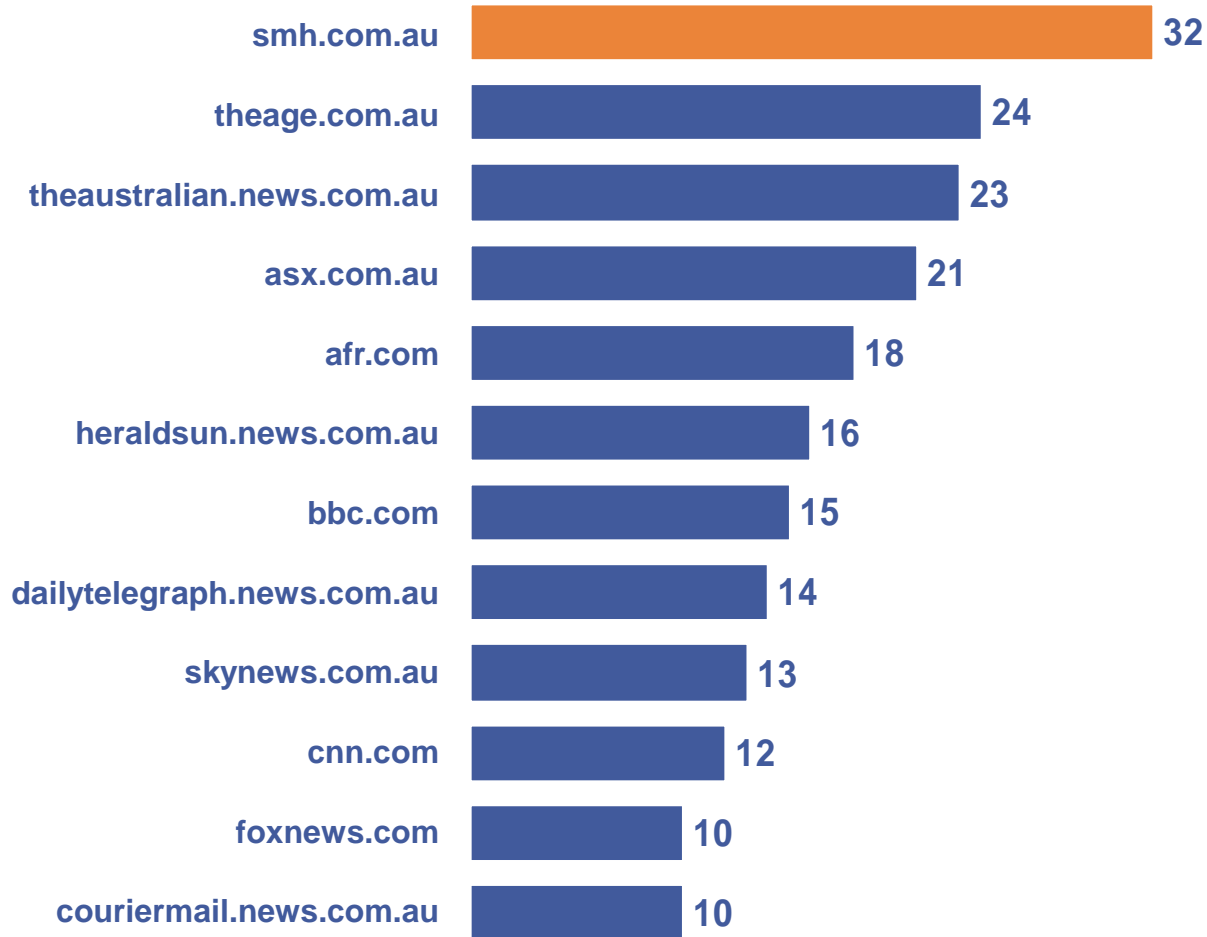
Monthly Titles AIR %



Note: Titles < 10% not displayed
Excludes monthly IT & In-flight magazines

SMH most frequented media website by business elite

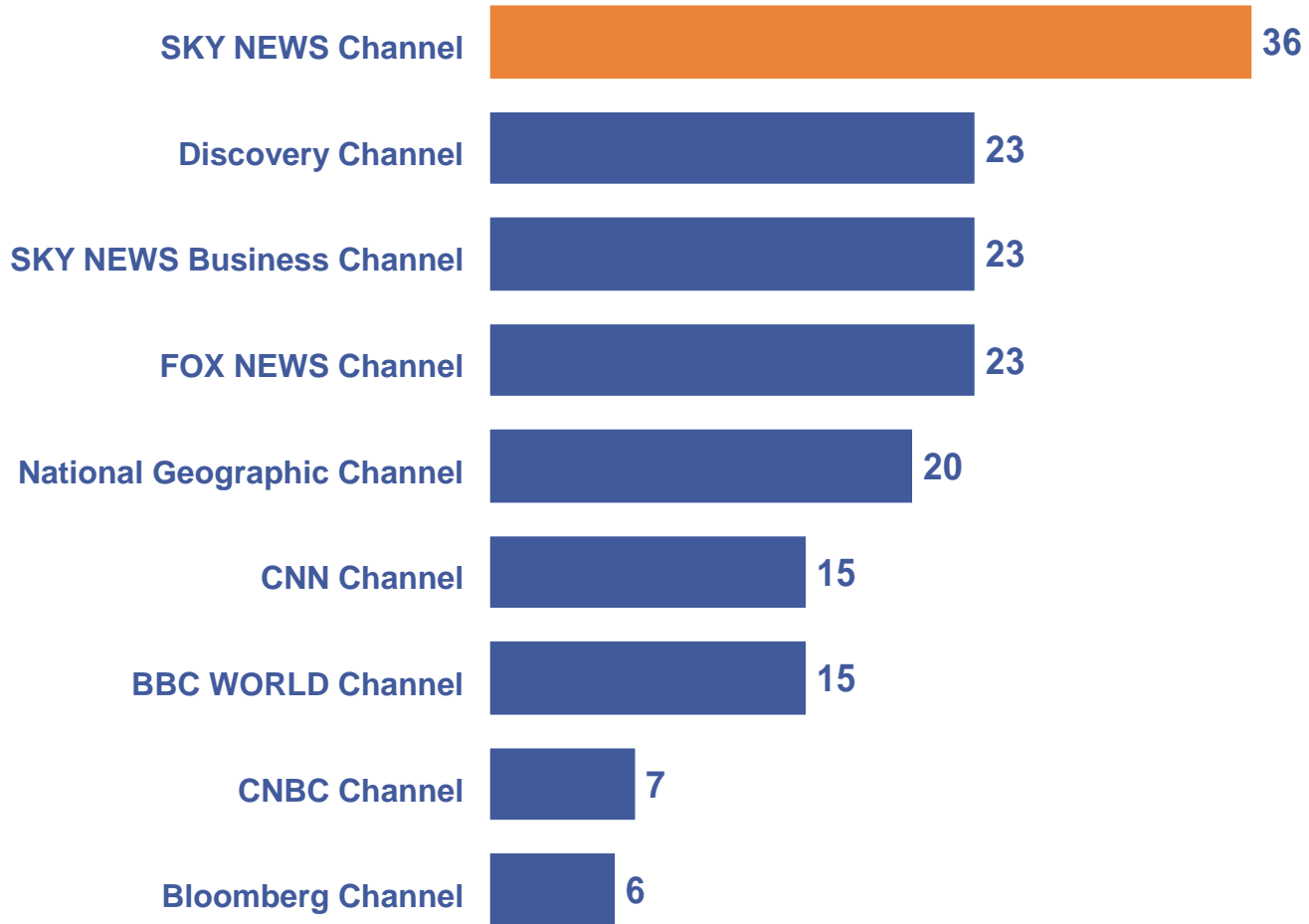
Media Web Sites – Audience % (Visited in the past month)



Note: Websites < 10% not displayed

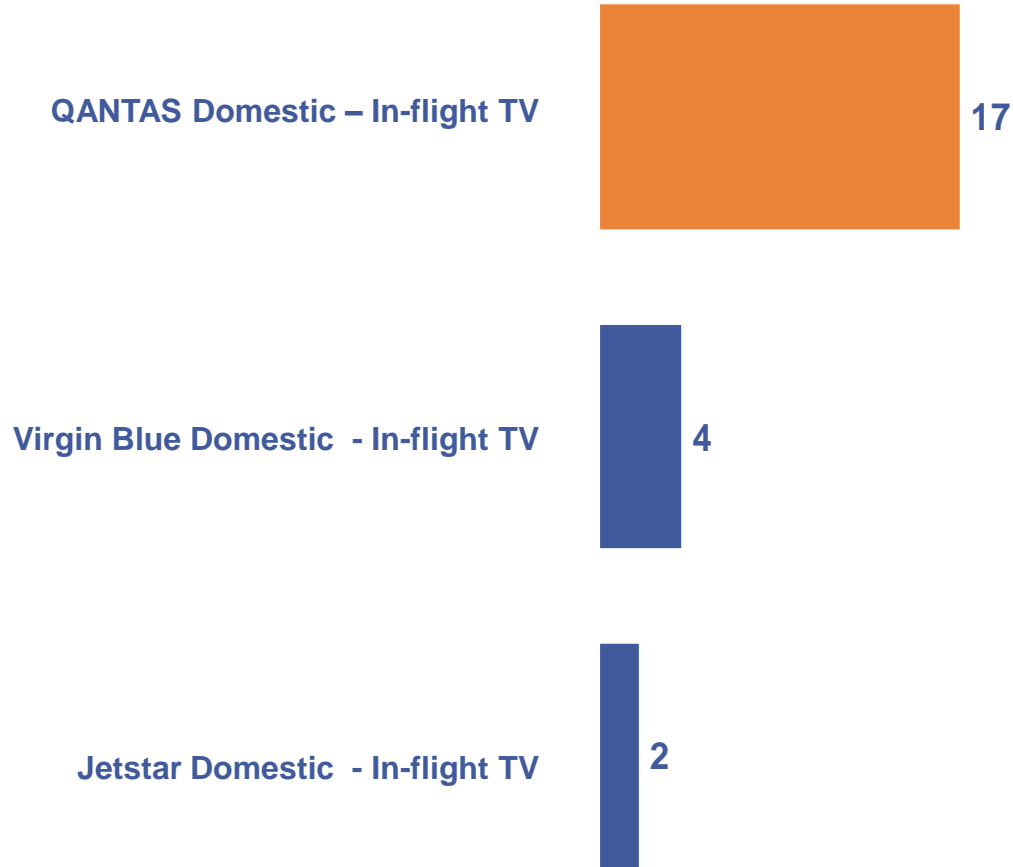
SKY News most popular business channel

Business Subscription TV Channels – Audience % (watched in past week)



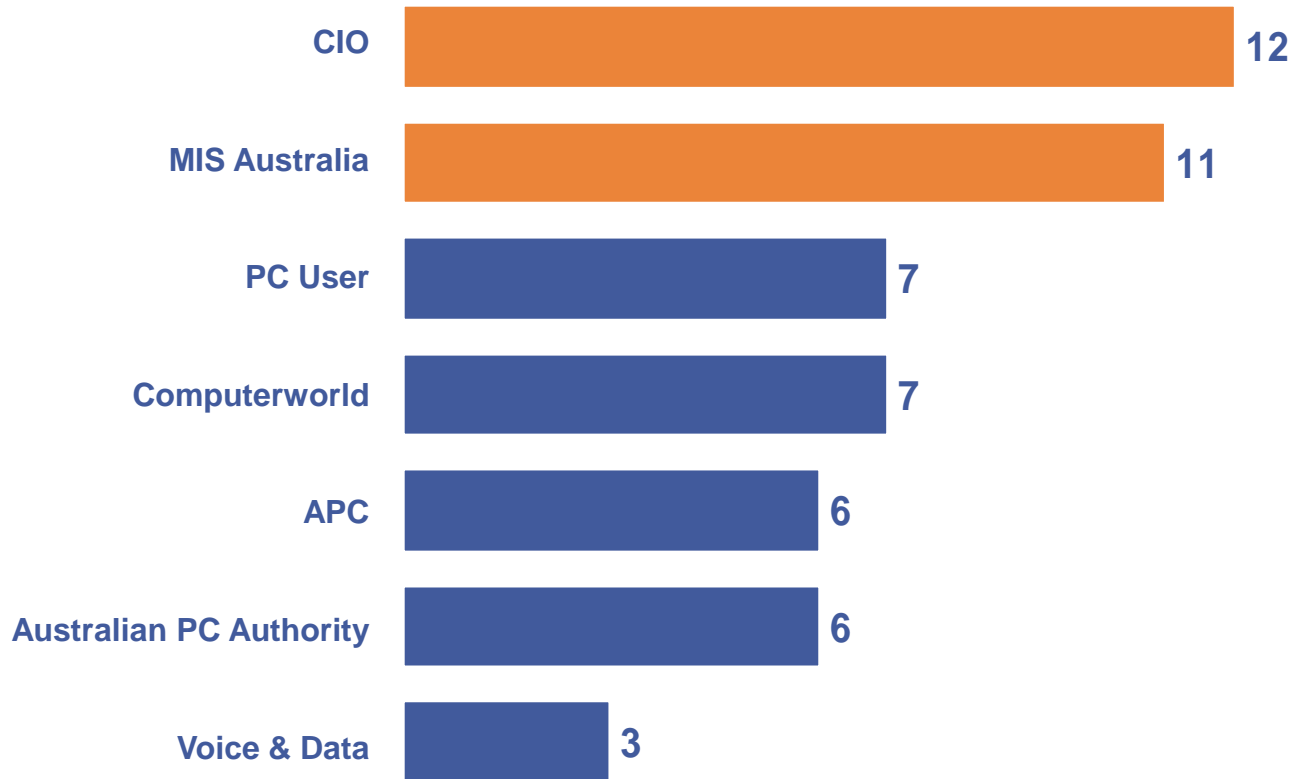
Qantas TV most popular domestic in-flight channel

Domestic In-Flight Channels – Audience %



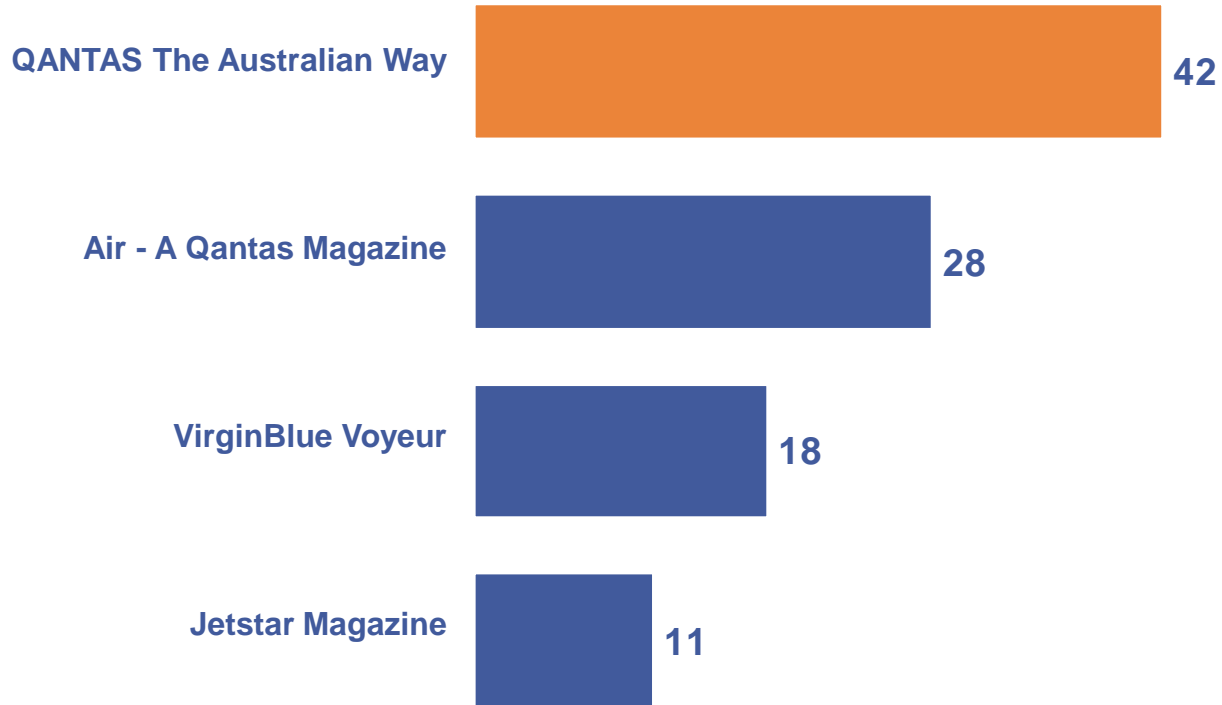
B2B IT Magazines more popular than consumer IT magazines

IT Magazines AIR %



Qantas The Australian way most popular in-flight

In-flight Magazines AIR %





AUSBRS¹¹
Reader engagement

Reader Engagement

- We have 7 engagement metrics on selected titles that allow:
 - Publishers to demonstrate readers' relationships with their publications
 - Advertisers and agencies to evaluate the environment and the 'engagement' offered by different publications



Reader Engagement explained

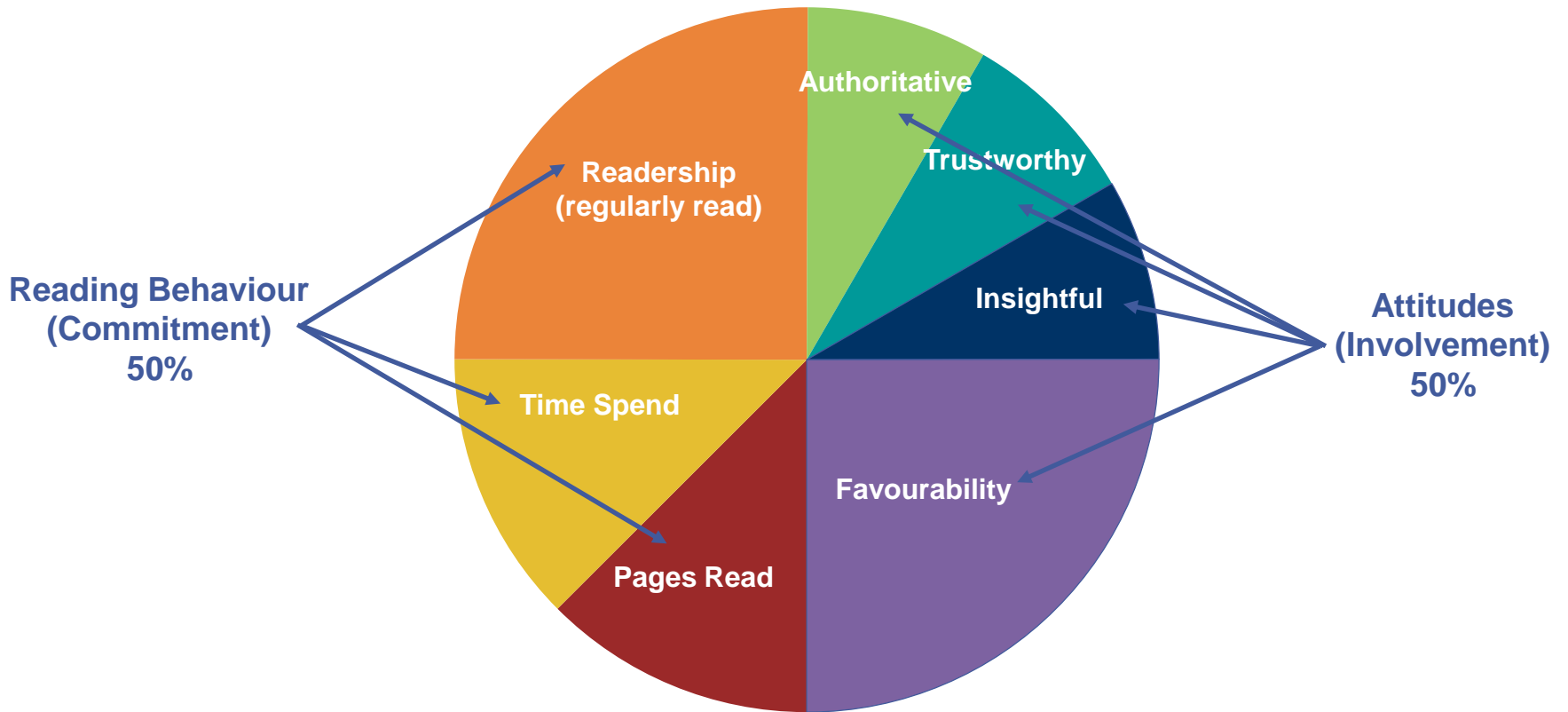
- Reader engagement is what the consumer feels and does when he or she is committed and involved in a title

- Reader engagement can be evaluated on two dimensions
 1. Reading behaviour
 2. Attitudes towards the title

Reading Behaviour	Attitudes
<ul style="list-style-type: none">• Frequency of reading• Time spent reading• Proportion read	<ul style="list-style-type: none">• Favourability (excellent)• Perceptions (trustworthy, authoritative, insightful)

AUSBRS Engagement Score

Engagement Index Weighting 7 Dimensions



Commitment: Regularly Read*25% + Time Spent (% 31mins+)*12.5% + Pages Read (60%+)*12.5%
PLUS
 Involvement: Excellence Rating *25% + Authoritative *8.33% + Trustworthy *8.33% +Insightful *8.33%



AUSBRS¹¹ in summary

- Focused on **Australia's business leaders**
- Provides **comprehensive information** on media habits, business spending and attitudes
- Covers **business media** including **online and IT publications**
- **Income breaks:** \$150-199K, \$200-249K, \$250-499K, \$500K+
- Allows **improved media planning** for:
 - Business-to-business campaigns
 - Campaigns aimed at high net worth individuals

Thank You

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