



# Ipsos MediaCT

The Media, Content and Technology Research Specialists



The Business Elite Survey is the world's leading study tracking the media and consumption habits of top global business people.

Since the study was launched in Europe in 1973, it has expanded to cover 31 countries around the world, with companion studies of upscale adults in the Middle East and Latin America.

The objectives of the survey remain as they were originally set:

- To estimate the size and scope of the business elite audience in every country.
- To measure both their media consumption and their business decision-making influence.
- To support campaign planning targeted at the most senior business executives

The business elite is unique in many ways. First of all, they tend to represent a far larger chunk of the target audience than their numbers may suggest for products like first and business class air travel, luxury hotel chains, premium banking, platinum credit cards and luxury cars.

They are also prime prospects for business-to-business products such as IT infrastructure projects, corporate banking and so on.

Yet despite their disproportionate importance to marketers in such categories, they are very hard to survey using standard approaches.

Door-to-door interviewing is often difficult with this group due to security systems in place where they live. Telephone calls will tend to be screened and few of these busy people will respond to standard on-line approaches.

The Business Elite survey targets them through their companies.

First, Ipsos identifies a list of all the

companies operating in designated industries using local business directories. Companies which do not meet certain size criteria are eliminated at this stage.

Our interviewers then call a sample of these companies to check that the information held on them in the directory listing is correct.

They also ask for the names and titles of key executives. This enables us to build a sample frame of the most senior business executives in each country.

Selected executives are mailed a questionnaire asking about media consumption, business decision-making influence and usage of various products and services.

The study is released annually and underwritten in Europe and Asia by the *Financial Times*, *The Wall Street Journal*, the *Economist* and BBC Worldwide and in Australia by Fairfax.

It is used by most major international publishers and media agencies.

## 2008 Highlights

In 2008, across 30 countries where the study was carried out, we identified:

- 1.4 million members of the business elite group earning an average annual income of \$286,000.
- 85% of them had personal investments in stocks, shares or other financial instruments.
- The Business Elite took more than 6.5 million air trips annually, 41% of them in first or business class;
- They also book more than 27 million hotel nights annually.

They are a disproportionately important audience for many marketers.





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## About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behaviour, the value of brands across different platforms and how they can minimise risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information, please connect with us at:

[www.ipsos.com/mediact](http://www.ipsos.com/mediact)



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