

American Millionaires & Business Elite



Summary

- American Millionaires
- US Business Elite

Sources

- **2013 Ipsos Affluent Survey USA**
 - Definition of affluence: HHI \$100,000 or more
 - Target population: Adults 18+
 - **Definition of American Millionaires used for this overview**
 - Household Net Worth of \$2MM+ (Target Size = 6.8MM)
 - » Total net worth includes all household assets such as investments, cash value of insurance, value of home(s), bank accounts, jewelry, autos, airplanes, boats, companies, real estate, vested value in pension plans, and all other valuables owned by all household members, less all debts the household may owe, such as home mortgages, margin loans, other loans, credit card balances etc.
- **2013 Ipsos Business Elite US Survey**
 - Most senior people at the largest companies (~ 590,000 individuals)
 - Disproportionately important – control the largest budgets, have the highest salaries, many are involved in international business

American Millionaires

American Millionaires - Demographics

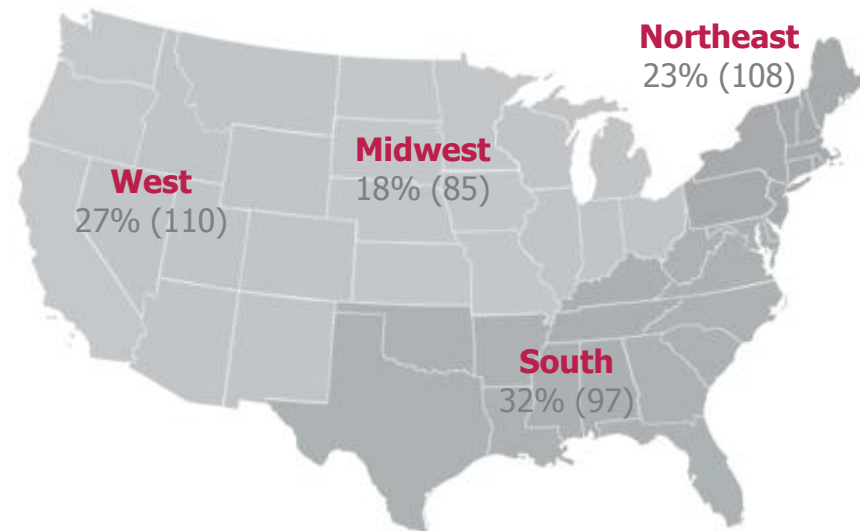
More likely to live in close proximity to major cities

\$3.3MM

Median HH Net Worth

\$192K

Median HH Income



American Millionaires - Demographics

Tend to be older (median age 55), White/Caucasian and highly educated

American Millionaires by Generation



American Millionaires by Race/Ethnicity



7 in 10 have a college degree or higher

American Millionaires - Industries

Career-focus spans industry sectors

- Job responsibility tends to be a better indicator of affluence than industry
- **22% are in Top Management (136)**
- **More likely than other affluent Americans to have a job function involving:**
 - Finance/Banking (12%, 133)
 - Corporate Development/Planning (7%, 138)
 - Human Resources (12%, 120)

Industry	% of Target	Index Base: HHI \$100K+
Health/medical/services	9.9%	80
Education/teaching/coaching	6.3%	58
Travel and hospitality	3.7%	163
Real estate	3.4%	161
Financial services/investments	3.3%	187
Retail business	3.3%	74
Government (fed/state/local)	3.3%	50
Manufacturing	3.0%	59
Transportation/shipping	2.5%	105
Computer/network services	2.4%	115

American Millionaires – Business Travel

Despite frequent business travel, few travel by private aircraft

- **29% have traveled for business by commercial airline in the past year**
 - Average number of US trips = 7
 - Average number of International trips = 6
- **16% travel First Class or Business Class (145)**
 - 6% have been a passenger on a private aircraft as an alternative to a commercial flight in the past year (219)
 - Less than 5% have access to a private aircraft through business

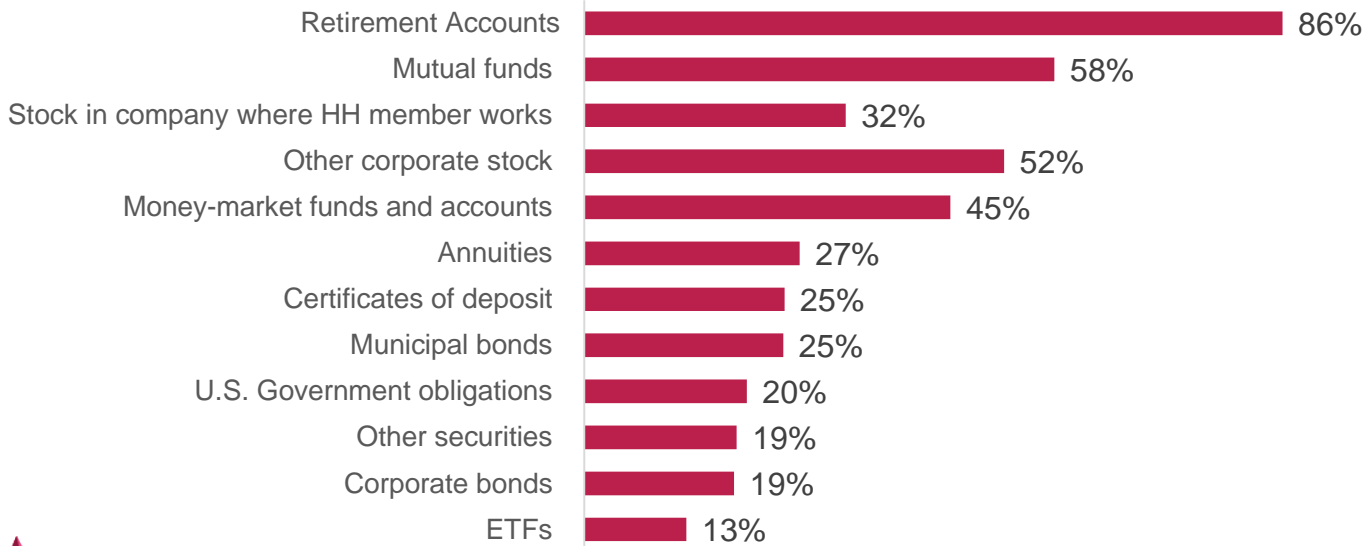
American Millionaires – Investments

Manage an average of four household financial accounts/investments

\$2.4MM Average value of investments*

Over half own real estate other than principal residence

Accounts Owned by Self or Household



American Millionaires – Leisure Time

Despite a third reporting their life is dominated by work, they find time for leisure



8 in 10

Will take a vacation or cruise in the next year

43% plan to travel outside the U.S. (141)

64% belong to a frequent traveler program (125)

72% agree comfort/service are worth paying more for when travelling (108)



6 in 10

Consider themselves sports fans

Pro Football (41%)
College Football (32%)
Baseball (29%)

More likely than other affluent Americans to follow

Tennis & Golf

(9%,135) / (20%,134)



1 in 2

Belong to a private club

Athletic Club
(24%, 118)

Country Club/Golf Club
(15%, 252)

Airline Club Lounge
(11%, 227)

American Millionaires - Attitudes

State of mind and attitudes reflect wealth and power



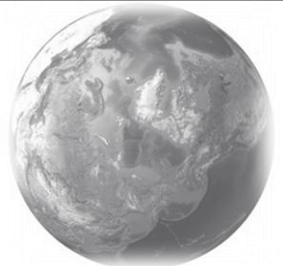
Confident & Stylish

- I consider myself an opinion leader (43%, 111)*
- I have an excellent sense of style (37%, 122)*
- I am usually one of the first to try new products/services (34%, 111)*
- Owning good quality things brings me enjoyment (65%, 109)*
- I seek out products or experiences that are truly exclusive (22%, 134)*



Financially Savvy

- I consider myself an entrepreneur (30%, 139)*
- I keep up with Financial News (46%, 135)*
- People often ask my advice about financial issues/investing (24%, 155)*



Culturally & Socially Aware

- I regularly make an effort to investigate a company's environmental/social record (19%, 130)*
- I am very interested in culture & the arts (47%, 117)*
- I keep up with current affairs and politics (63%, 114)*
- Traveling internationally helps me learn about other cultures (62%, 115)*

American Millionaires – Media Habits

Internet leads daily time spent, but traditional media use is still strong



93% weekly reach

Television (Medium)

Watching 2.5 hours per day/ 18 hours per week



97% weekly reach

Internet (Medium)

Connected 6 hours per day/ 42 hours per week



31% daily reach*
85% monthly reach**

Print (Heavy)

*Reading 6 publications/14 issues per month***



57% weekly reach

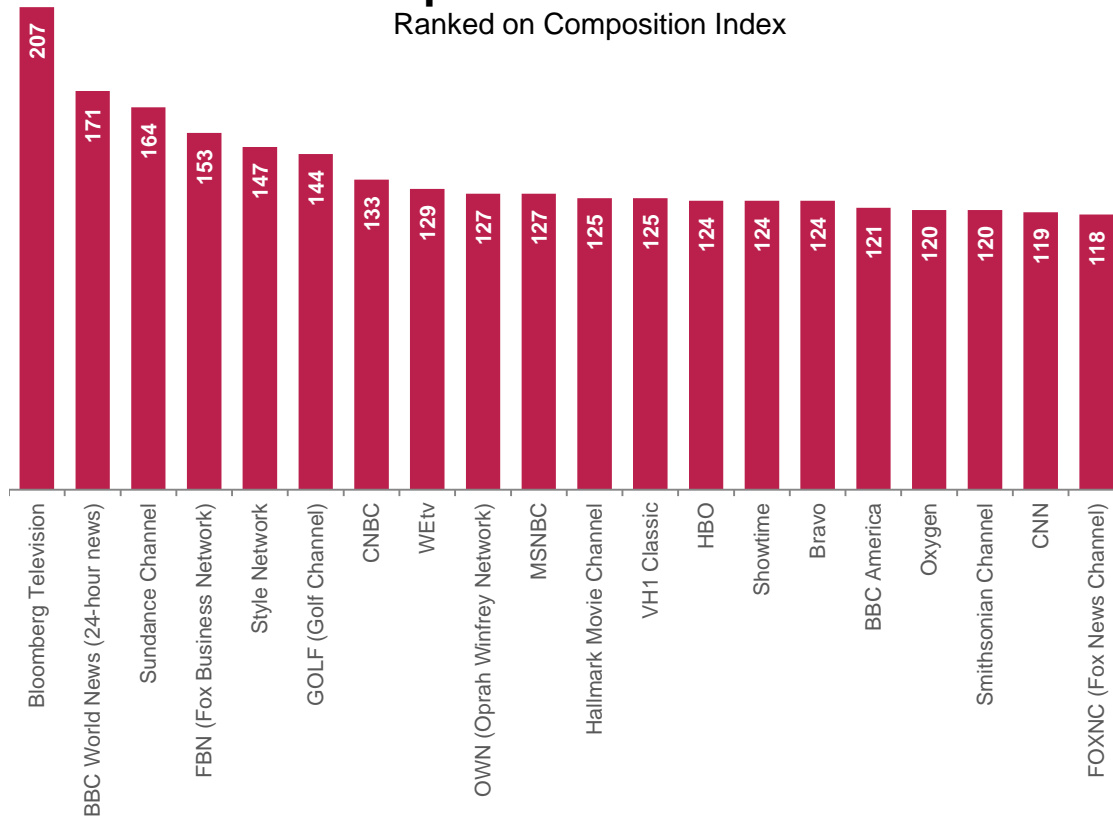
Radio (Light-Med)

Listening 10 hours per week

American Millionaires – Top Cable Nets

News and Lifestyle/Entertainment top list of cable networks

Top 20 Cable Networks
Ranked on Composition Index

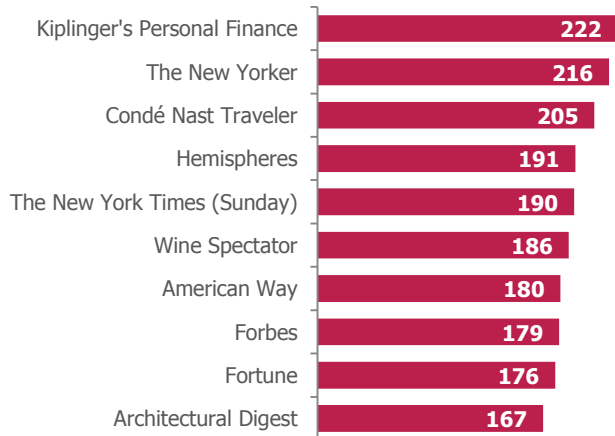


Cable Network	% Reach	Index
Bloomberg Television	8.6	207
BBC World News (24-hour news)	11.4	171
Sundance Channel	7.4	164
FBN (Fox Business Network)	12.4	153
Style Network	6.4	147
GOLF (Golf Channel)	16.8	144
CNBC	30.7	133
WEtv	5.7	129
OWN (Oprah Winfrey Network)	12.6	127
MSNBC	26.3	127
Hallmark Movie Channel	16.9	125
VH1 Classic	5.8	125
HBO	33.9	124
Showtime	20.0	124
Bravo	25.9	124
BBC America	17.0	121
Oxygen	10.1	120
Smithsonian Channel	6.2	120
CNN	46.9	119
FOXNC (Fox News Channel)	29.2	118

American Millionaires – Top Print Titles

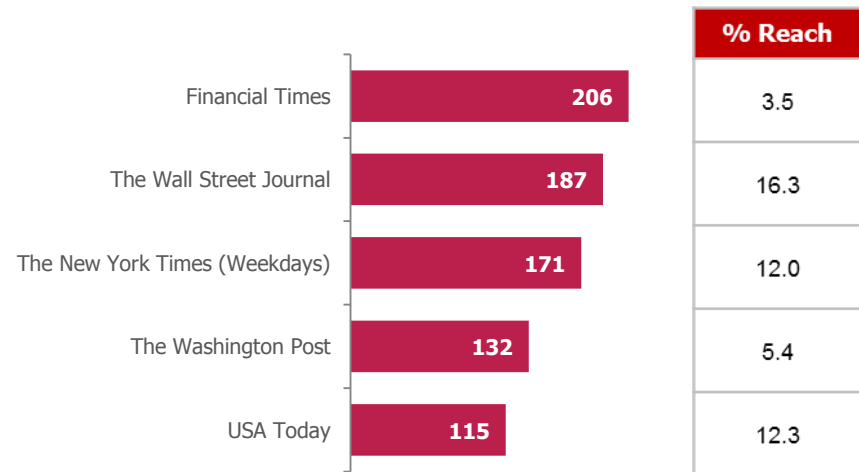
Top titles include Business/Finance, In-Flight and Travel Publications

Top 10 Magazines
Ranked on Composition Index



% Reach
5.9
7.8
7.0
9.7
11.6
5.1
7.1
9.1
7.2
6.4

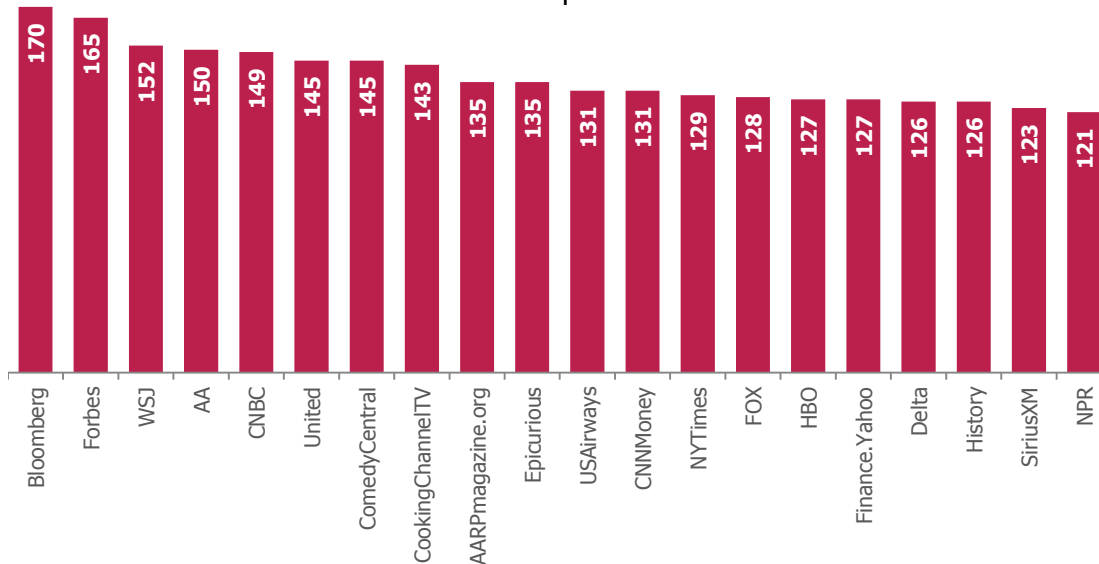
Top 5 Weekday Publications
Ranked on Composition Index



American Millionaires – Top Websites

More likely than other affluent Americans to visit Lifestyle/Leisure and Business/Investment websites

Top 20 Websites
Ranked on Composition Index



Websites	% Reach	Index
Bloomberg	7.2	170
Forbes	6.2	165
WSJ (The Wall Street Journal)	7.0	152
AA (American Airlines)	13.4	150
CNBC	8.9	149
United (United Airlines)	16.4	145
ComedyCentral	5.4	145
CookingChannelTV	6.1	143
AARPMagazine	5.9	135
Epicurious	6.2	135
USAirways (US Airways)	10.9	131
CNNMoney (Fortune/Money)	5.4	131
NYTimes	9.0	129
FOX	10.2	128
HBO	7.1	127
Finance.Yahoo	8.6	127
Delta.com (Delta Air Lines)	15.5	126
History	5.2	126
SiriusXM	5.6	123
NPR	6.2	121

US Business Elite

US Business Elite – Overview

Highly influential senior executives, CEOs and other C-suite officers from mid- to large-size companies

- The US Business Elite are responsible for an average annual budget of over \$28MM
- 46% are involved in purchase decisions regarding company vehicles
 - 66% of decision makers for **aircraft** are 1st or 2nd most senior person at the company: CEO (22%), CFO (21%), President (17%)

US Business Elite – Business Travel

Majority have used air travel for business

- **67% have made 3 or more business trips by air in the past year**
 - Average number of US trips = 11
 - Average number of International trips = 5
- **9% have traveled by Private/Company Jet for business in the past year**
 - 38% travel First Class or Business Class

US Business Elite – Attitudes

Influential and value innovation and integrity

54% Would Only Buy Products From A Company Whose Ethics They Agree With



49% Will Only Adopt New Technology Once They See Others Benefiting From It



79% Influence People's Opinions, Actions And Behavior



74% Believe it Is Important That Companies Are Viewed As Innovators In Their Chosen Field



73% Have Volunteered Themselves For A Good Cause



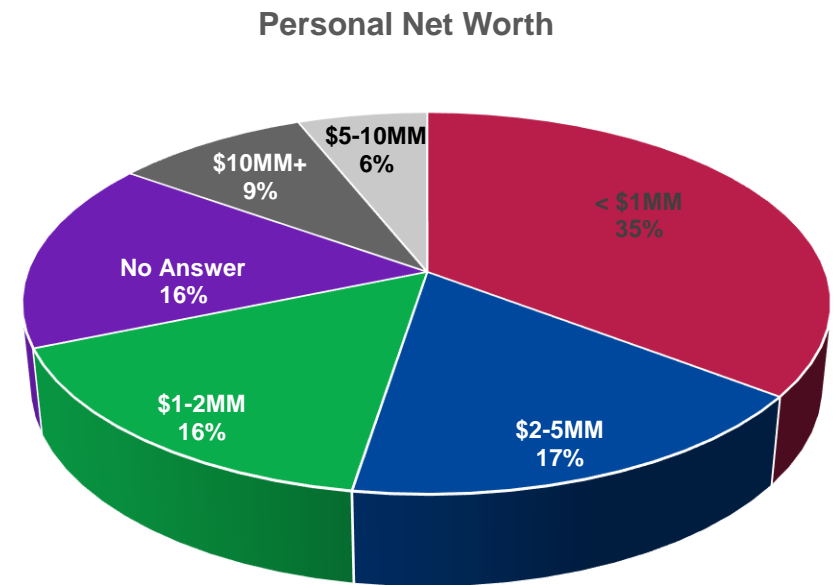
44% Get A Real Sense Of Success From Owning Something That Is Different From The Norm



US Business Elite – Financial Status

Despite their influence, not all members of the business elite are millionaires

- 49% have a net worth of over \$1MM
- Median Annual Income \$294K
- Median Age 53



US Business Elite – Leisure Time

Wealth and high powered careers afford them personal luxuries and a high quality of life outside of work

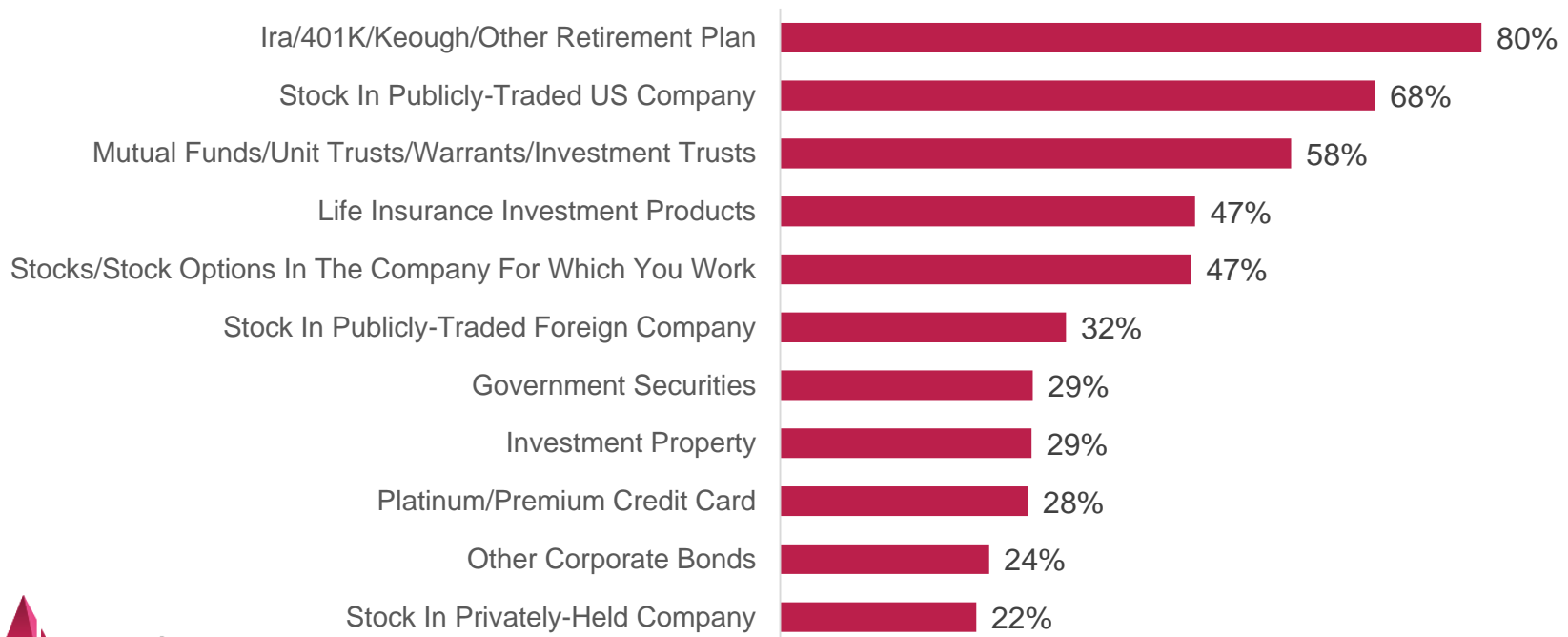
- **55% Have made 3 or more personal trips by air in the past year**
 - Average number of US trips = 4
 - Average number of International trips = 2
 - 42% have been on a \$3,000+/person vacation in the past year
- **45% Have a Health Club/Spa/Sport Club Membership**
 - 26% have a golf club membership
- **31% Own a vacation home**
- **43% Own a luxury watch or fine jewelry**

US Business Elite – Investments

*Over half manage 6 or more investments**

- 78% manage 3 or more investments

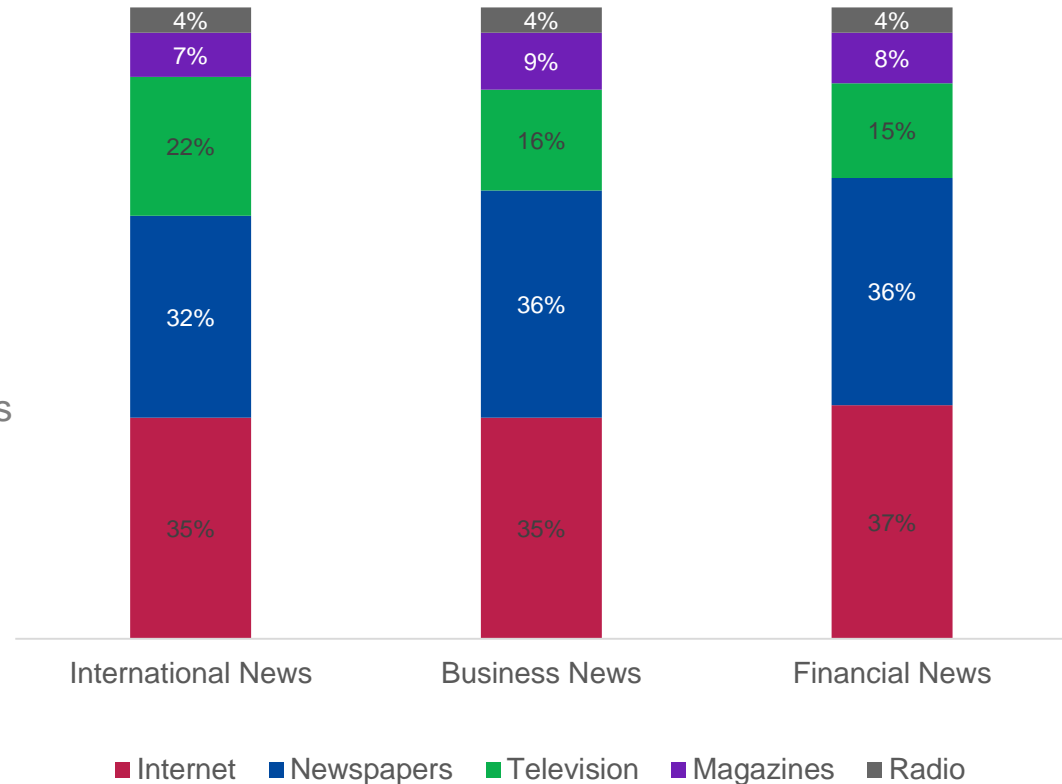
Top Investment Activities of Business Elite 2013



US Business Elite - Attitude Toward Media

Newspapers and Internet are go-to sources for reliable news

- **Internet and Newspapers are cited as the most reliable source of news**
 - National Newspapers are trusted significantly more than International or Local newspapers for Business/Financial news



US Business Elite – Device Ownership

Heavy users of new technology

- **83%** own a smartphone
vs. 57% of US mobile phone users
- **68%** own a tablet
vs. 40% of total US population

37%

access **news** via an app on one of these devices every day

US Business Elite – Mobile Activity

Social networking and News sites lead monthly reach

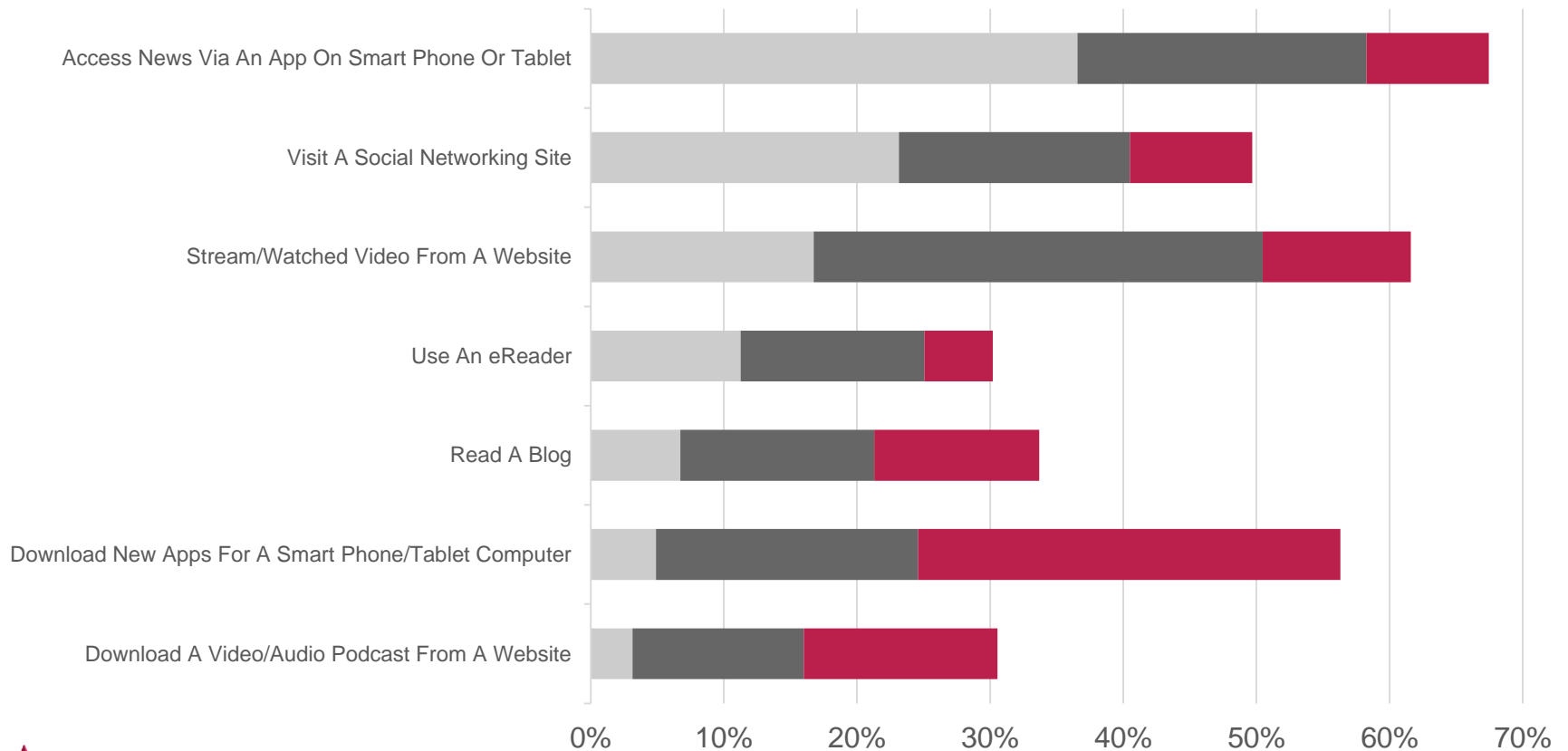


Content accessed/ viewed via phone	Monthly Reach
LinkedIn	41%
Facebook	38%
The Wall Street Journal	28%
CNN	22%
Fox News	21%
USA Today	20%
Twitter	15%
The New York Times	13%
MSNBC	11%
CNBC	11%

Content accessed/ viewed via tablet	Monthly Reach
LinkedIn	27%
Facebook	26%
The Wall Street Journal	20%
USA Today	16%
CNN	16%
Fox News	11%
Twitter	10%
The New York Times	9%
CNBC	8%
MSNBC	8%

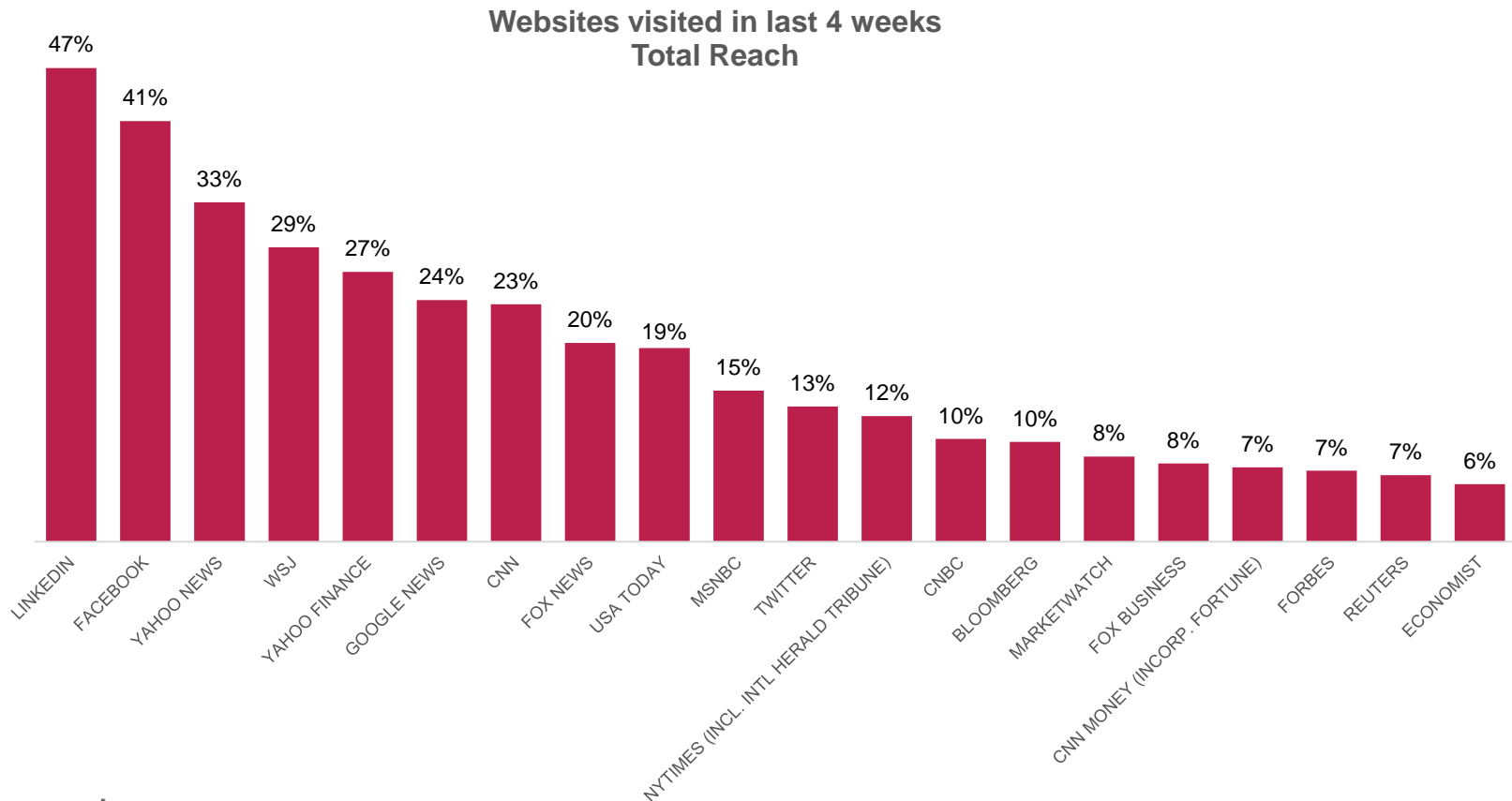
US Business Elite – Digital Usage

In addition to accessing news, digital activity includes streaming video, connecting to social networks and using e-readers



US Business Elite – Top Websites

Overall Internet activity led by LinkedIn and Facebook followed by news



US Business Elite – Cable TV Activity

Sports leads news in Cable TV viewing

9 in **10** have watched TV in the past week

Top Cable Networks (Weekly Reach)



US Business Elite – Top Print Titles

While digital use is on the rise, 94% still read traditional Print for business and pleasure

