

International Herald Tribune
Reader Survey 2002



INTERNATIONAL
Herald Tribune
THE WORLD'S DAILY NEWSPAPER

The 2002 Reader Survey

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Every two years the International Herald Tribune conducts a survey of its worldwide readership.

A full-page, loose-insert questionnaire ran in the International Herald Tribune on dates in June and September 2001. Responses were received for analysis by EDR,* the independent research company which conducted the survey.

The questionnaire covered a wide range of subject areas, and the results give a broad and detailed picture of the daily readership of the IHT. Information was collected on readers':

- work lives: including job position, corporate decision-making, size and activity of company
- travel behavior: number of international air trips, hotel nights and holidays
- demographics: including age, sex, income, country of residence, nationality and education

The following pages provide details of the survey results for the International Herald Tribune's worldwide readership, giving invaluable insight into readers' lives – in both their professional and personal capacities.

Further information on the methodology and findings of this survey can be obtained from:

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Worldwide Reader Profile

The Global Class

In the past two decades, a class of internationally minded people has emerged that is transforming the way in which business and government operate. It is a class that is at the forefront of moving products, services, capital and ideas across borders. It is a class that sees our world as a single area of opportunity, not a patchwork of nation states.

Cosmopolitan, affluent, well-educated and highly mobile, this class is made up of the managers of multinational companies, leaders of government and opinion leaders whose decisions affect the lives of hundreds of millions of people.

They value being informed about international news and views as much, or even more than, events in the country in which they live, or where they come from.

They are the “global class.” They read the International Herald Tribune.

One can refer to this group as a class because despite their different nationalities they are remarkably similar. Their international engagement is reflected in their seniority, decision-making power and personal wealth.

As multinationals expand their interests, and pan-regional economic and political infrastructures are created, this global class continues to expand.

The record circulation growth of the International Herald Tribune, underscores this point.

Worldwide Reader Profile: age, sex, country of residence

Male	75%
Female	25%

Average Age	49
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Country of Residence

Western Europe	51%
Central/Eastern Europe	1%
Middle East	5%
Africa	0.6%
Asia/Pacific	26%
North America	16%
Latin America	0.4%

Base: All respondents

Job Title

Highly Positioned

Due to their seniority within their organizations, readers of the International Herald Tribune have an influence and significance beyond their numbers, developing the business and political environment to which others respond.

95% of readers working in commerce and industry are in Senior Management.

Job Title	Worldwide	Atlantic	Asia
Owner/Partner	24%	21%	26%
Chairman/President/CEO	6%	6%	6%
Managing Director	8%	7%	10%
Vice President	7%	7%	6%
General Manager	4%	7%	3%
CFO/Finance Director/Treasurer	2%	2%	1%
Other Director/Manager	13%	13%	13%
Consultant	14%	11%	15%
Other Senior Position	11%	10%	11%
Any Senior Management	95%	96%	94%
Base: All in business			
Senior Government/Politician/Diplomat	6%	6%	5%
Professional (Education/Legal/Medical)	17%	15%	22%

Base: All in employment

Occupational Status

International Perspective

International Herald Tribune readers are primarily business people engaged in executing the global vision of their organizations. They either work for companies who have international operations and are therefore affected by world events or they have specific international responsibilities. Indeed 19% manage their companies' finances at an international level.

Irrespective of whether they are living and working in their own country, or abroad, their jobs demand that they are internationally informed.

11% of the newspaper's readers work in manufacturing, engineering or construction. 10% are in finance and 10% in government or the diplomatic service. The remainder work in a variety of other business areas, including telecommunications, computing, travel, publishing, retail and the professions.

Working for a multinational company

Worldwide	Atlantic	Asia
86%	87%	85%

Base: All in employment

Company Size

(1) in country of residence – (2) worldwide

	Worldwide		Atlantic		Asia	
	(1)	(2)	(1)	(2)	(1)	(2)
Under 10	23%	9%	25%	10%	18%	7%
10 – 99	21%	7%	19%	7%	24%	7%
100 – 249	10%	3%	9%	3%	10%	4%
250 – 999	15%	7%	13%	7%	19%	7%
1000 – 4999	12%	9%	12%	9%	12%	9%
5000 or more	12%	23%	12%	23%	12%	25%
Average number of people	1,496	3,543	1,514	3,429	1,456	3,804

Base: All in employment

Activity of Organization

	Worldwide	Atlantic	Asia
Manufacturing/engineering/construction	11%	10%	15%
Primary industry/utilities	2%	2%	3%
Wholesale/retail	6%	5%	6%
Publishing/broadcasting/printing	7%	8%	7%
Travel/tourism/transportation	6%	6%	6%
Telecommunications/computing	6%	6%	5%
Banking/Financial services	10%	10%	10%
Other business services	10%	10%	9%
Professions (education, legal, medical)	25%	24%	28%
Government/diplomatic	10%	11%	7%

Base: All in employment

Responsibilities

Business

Decision-Makers

Almost one in two International Herald Tribune readers who work are responsible for the IT and telecoms systems that their company uses. Many are key corporate decision-makers in a wide variety of other business services.

“Update IHT readers on your products while they are updating themselves on other important issues.”

Information Technology	Worldwide	Atlantic	Asia
Computers/software	43%	41%	45%
Telecommunication systems/equipment/services	23%	23%	23%
Other office equipment technology	28%	27%	31%
Any IT	48%	51%	47%

Base: All in employment

Financial Services	Worldwide	Atlantic	Asia
Commercial banking services	21%	20%	21%
Investment banking services	14%	14%	13%
Other financial services	14%	14%	14%
Any Financial Services	26%	25%	26%

Base: All in employment

Business Services	Worldwide	Atlantic	Asia
Courier/freight services	18%	17%	19%
Business premises/industrial site selection	11%	10%	13%
Other business services	21%	21%	23%

Base: All in employment

Capital Equipment

Company vehicles

Worldwide	Atlantic	Asia
18%	17%	20%

Plant and equipment/ raw materials

Worldwide	Atlantic	Asia
11%	10%	13%

Base: All in employment



Influence

Opinion Leaders

International Herald Tribune readers are some of the most influential people in the world, appearing on TV, radio and in print across the world: three in four readers has been interviewed on TV, radio or by the press in the past 12 months.

In the last 12 months....	Worldwide	Atlantic	Asia
Acted as advisor to another company	37%	38%	34%
Been interviewed on TV, radio or by the press	33%	32%	35%
Had an article, paper or book published	33%	34%	31%
Sat on an industrial professional committee	31%	32%	29%
Lobbied or advised members of national/ local government	21%	22%	19%
Been involved in an environmental/ conservation/ animal welfare group	20%	21%	18%
Any of the above	74%	75%	72%

Base: All respondents

The IHT's power in reaching opinion leaders is further demonstrated by the European Opinion Leaders Survey 2001 (EOLS). Conducted by IPSOS-RSL among Europe's most highly positioned government, political, academic, arts and scientific leaders, the survey reinforces the strength of the IHT in reaching those in this increasingly important target audience.

Average issue readership

Additional Measures

	Dailies	Influential	Credible	Keeps me well informed
FT	30%	29%	16%	18%
IHT	24%	14%	16%	18%
WSJE	9%	10%	6%	6%
Weeklies				
BusinessWeek	7%	4%	6%	5%
Economist	31%	25%	14%	15%
Newsweek	11%	6%	9%	11%
Time	17%	8%	11%	15%
Fortnights/Monthlies				
Forbes Global	3%	1%	2%	2%
Fortune	6%	2%	4%	4%

Base: All respondents | Sample: 2,717

Education

Highly Educated

Readers of the International Herald Tribune are a highly educated group, as might be expected from the positions and success they have achieved in their professional lives.

Level of Education	Worldwide	Atlantic	Asia
Doctorate	18%	20%	13%
MBA	15%	15%	16%
Higher university degree level	30%	30%	29%
Standard university level	30%	27%	37%
Any university degree or above	92%	91%	93%

Base: All respondents



Income Affluent

As readers have reached a high profile in their chosen profession they have high salaries with the average per household income being US\$ 157,661. In fact, more than one in four households earns US\$ 150,000 or more per year.

Avg. household income

Worldwide

US\$ 157,661

Atlantic

US\$158,771

Asia

US\$154,784

Base: All respondents

Household Income

	Worldwide	Atlantic	Asia
Up to US\$ 30,000	11%	10%	12%
US\$ 30,000 to under US\$ 50,000	13%	12%	15%
US\$ 50,000 to under US\$ 100,000	24%	25%	22%
US\$ 100,000 to under US\$ 150,000	17%	18%	16%
US\$ 150,000 to under US\$ 200,000	11%	11%	11%
US\$ 200,000 to under US\$ 300,000	7%	7%	8%
US\$ 300,000 to US\$ 500,000	5%	5%	6%
500,000+	4%	4%	4%

Base: All respondents



Private Investment

High Net-Worth Individuals

Collectively, readers of the International Herald Tribune are worth in excess of US\$ 741 billion.

To help manage their money, 51% of readers use private banking services. Furthermore, as well as enjoying their wealth now, they also have provisions for the future – 59% have life insurance policies and 42% private pension plans.

With average household investments of US\$ 1,280,320, International Herald Tribune readers can hardly be described as average. You can talk to them about satisfying their investment needs in the half hour or so they enjoy with their IHT each day.

Personal investments	Worldwide	Atlantic	Asia
Life insurance	59%	57%	62%
Stocks or bonds	63%	66%	55%
Private banking services	51%	51%	51%
Real estate	47%	49%	42%
Private pension plan	42%	46%	33%
Mutual funds/unit trust/investment funds	32%	33%	29%
Collectibles (art, antiques coins, stamps)	26%	28%	20%
Government securities	19%	21%	14%
Foreign currency	20%	19%	24%
Gold/precious metals	7%	7%	7%
Commodities	2%	2%	2%
Any of the above	94%	94%	93%

Base: All respondents

Value of investments & home	Worldwide	Atlantic	Asia
US\$ 50,000 or less	11%	9%	14%
US\$ 50,000+	76%	76%	74%
US\$ 100,000+	69%	70%	66%
US\$ 250,000+	57%	58%	53%
US\$ 500,000+	41%	42%	37%
US\$ 1 million+	24%	26%	20%
US\$ 5 million+	4%	5%	4%
Average value of investments	US\$1,280,320	US\$1,360,355	US\$1,075,760

Base: All respondents

Technology Usage

Well Connected

Readers of the International Herald Tribune are extremely well connected using computer and internet technology in all aspects of their lives.

“While the IHT keeps its readers on top of what’s going on around the world, is it keeping them up with your latest developments?”

Computer/Telecommunications used (business and personal use)

	Worldwide	Atlantic	Asia
Personal Computer	74%	73%	76%
Laptop/Notebook/	65%	63%	71%
Handheld computer	27%	26%	28%
Mobile phone	80%	80%	81%
Any of the above	95%	94%	95%

Base: All respondents

Internet/online services used (business/personal use)

	Worldwide	Atlantic	Asia
For general information	88%	87%	90%
Purchased goods /services on-line	67%	67%	67%

Base: All respondents



Purchasing Habits

High Level Consumers

IHT readers purchase luxury goods and products and lead active and upscale lifestyles outside of the office. 69% enjoy going to the theatre, ballet and opera, more than one in five plays tennis and 19% of readers are avid golfers.

Sports	Worldwide	Atlantic	Asia
Play golf	19%	17%	25%
Play tennis	22%	22%	23%
Walking / climbing	58%	58%	56%
Skiing / snowboarding	25%	27%	21%
Health club / gym	38%	36%	44%
Cycling	29%	31%	24%
Sailing / boating	14%	16%	11%

Base: All respondents

Lifestyle	Worldwide	Atlantic	Asia
Collect art	42%	44%	35%
Go to the theatre / opera / ballet	69%	69%	66%
1+ weekends abroad	55%	57%	49%
Avg. visit to restaurant per week (personal)	3	2.5	3
Owns a yacht / motor boat	5%	6%	4%

Base: All respondents



Travel

Highly Mobile

International mobility is a fact of life for successful international business people – they are always on the move. It is a reflection of their organizational responsibilities and the size of the companies for whom they work.

87% have traveled internationally in the past year.

In fact, more than one in six readers took over 16 air trips during the past 12 months. Their work takes them all over the world: 52% to and within Europe, 35% to North America, 26% to and within the Asia/Pacific region, 11% to Latin America, 6% to the Middle East and 6% to Africa.

As discerning travelers, they prefer to travel first or business class. Furthermore, more than half of the IHT's readers personally specify the airline and 56% of them travel frequently enough to belong to 2 or more frequent flyer clubs.

Choice of Airline/Hotel

Personally specify the airline

Worldwide	Atlantic	Asia
53%	52%	56%

Personally specify the hotel

Worldwide	Atlantic	Asia
41%	40%	44%

Base: All in respondents

International Air Travel (in the last 12 months)

	Worldwide	Atlantic	Asia
Any Trip	87%	89%	83%
4+ trips	62%	64%	58%
7+ trips	41%	42%	39%
11+ trips	24%	25%	23%
16+ trips	17%	18%	16%
21+ trips	12%	13%	12%
Average number of trips	8	9	8

Base: all respondents

Travel

On Business (in the last 12 months)	Worldwide	Atlantic	Asia
Any Trip	62%	62%	63%
4+ trips	40%	40%	39%
7+ trips	27%	27%	26%
11+ trips	18%	19%	17%
16+ trips	12%	12%	12%
21 or more trips	9%	9%	9%
Average number of trips	8	8	7

Base: all respondents

Destinations visited on business	Worldwide	Atlantic	Asia
Europe	78%	87%	55%
North America	52%	53%	50%
Latin America	10%	12%	4%
Asia	40%	24%	83%
Africa	9%	11%	4%
Middle East	10%	11%	6%

Base: All business air travelers

Private Aircraft (in the last 12 months)	Worldwide	Atlantic	Pacific
Flown in your own private plane	2%	1%	3%
Used your company's private aircraft	3%	3%	4%

Base: All respondents

Hotel Nights on Business (in the last 12 months)	Worldwide	Atlantic	Pacific
Any hotel night	93%	93%	95%
8+ nights	76%	77%	74%
15+ nights	60%	59%	60%
30+ nights	38%	37%	41%
50+ nights	22%	20%	26%
75+ nights	12%	10%	16%
Average number of nights	31	30	33

Base: All business air traveler

Frequent Flyer Club Membership	Worldwide	Atlantic	Pacific
Any	80%	79%	83%
Two or more	60%	58%	64%
Three or more	36%	35%	37%
Average number of club memberships	2	2	2

Base: All air travelers

Class of air travel

First class

Worldwide	Atlantic	Asia
7%	7%	10%

Business class

Worldwide	Atlantic	Asia
55%	53%	59%

Any first/business class

Worldwide	Atlantic	Asia
58%	56%	64%

Base: All business air travelers

Int'l Calling Cards

AT&T

Worldwide	Atlantic	Asia
20%	20%	20%

MCI

Worldwide	Atlantic	Asia
7%	7%	6%

Sprint

Worldwide	Atlantic	Asia
2%	3%	2%

Any Int'l calling card

Worldwide	Atlantic	Asia
45%	45%	45%

Base: All in respondents

Readership Patterns

Loyal Readers

Readers of the International Herald Tribune look forward to their daily dose of world news, opinion and analysis. They recognize that there is more to business than just company news and the financial markets, and more to their lives than just business.

The International Herald Tribune is the newspaper people want to read.

Readers tend to be dedicated to the IHT, many of them not reading other international titles. For example, 85% do not read the Financial Times regularly. An even higher proportion do not read the Wall Street Journal Europe.

Reader Relationship	Worldwide	Atlantic	Asia
IHT is a true worldwide newspaper	76%	76%	77%
IHT is a personal general interest newspaper	60%	62%	55%
IHT is a business and general purpose newspaper	41%	40%	41%
IHT is a source of U.S news and opinion	42%	46%	31%

Base: All respondents

Time Spent Reading	Worldwide	Atlantic	Asia
Average number of copies read per week	4	4	5

Base: All respondents

Copy usually obtained via:	Worldwide	Atlantic	Asia
Home subscription	46%	43%	52%
Office subscription	15%	12%	24%
Any subscription	61%	55%	75%
Newsstand	35%	41%	19%
Airline / hotel	37%	36%	40%
Colleague / friend	3%	3%	2%

Base: All respondents

Readership Patterns

Loyal Readers

The IHT draws together the most commercially attractive readers of other titles – conversely, no other title can directly replace the IHT.

Their loyalty to and reliance on the International Herald Tribune is seen not only in the lack of duplication but also by how they read the newspaper and how they regard it.

Do Not Read Regularly	Worldwide	Atlantic	Asia
Financial Times	85%	84%	88%
USA Today	93%	93%	92%
The Asian Wall Street Journal	93%	99%	79%
The Wall Street Journal Europe	92%	90%	99%
Businessweek	90%	91%	87%
The Economist	73%	73%	71%
Far Eastern Economic Review	95%	98%	87%
Newsweek	78%	80%	74%
Time	73%	75%	69%

Base: All respondents

Readers per copy		
Avg. number of readers per copy		
Worldwide	Atlantic	Asia
2.2	2.2	2.2

Base: All in employment

Reasons for Reading

Why does the global class read the International Herald Tribune?

Benefits to Advertisers

The IHT is a medium that is equally suited to advertising a luxury item, a personal investment product or a corporate technology system.

The IHT is a paper that is read: as the IHT also caters to people's private interests it plays a much more personal role in their lives.

Benefits to Advertisers

Research shows that readers see advertising in the IHT differently than in other publications.

The relationship of trust and value with the newspaper is transferred to the advertiser.

Benefits to Advertisers

In a concise format, where most pages are read, the real opportunities for any advertisement to be seen are high.

Comprehensive

With no one country or region dominating their own news agenda, readers choose the IHT because it provides news and views from no single country but from across the world.

Readers turn to the unique mix of business and general interest news provided by the paper to report and explain the context within which they and their companies operate. IHT readers also have friends, interests and tastes that go beyond their professional lives and the countries they live in. The IHT provides entertainment, wit and the unusual.

Credible

The global class turns to the IHT for the quality of its information and its impartiality.

The credibility of the IHT comes from the reliability and breadth of its news-gathering network and from its impartiality. The value of genuinely impartial, objective information is not to be underestimated, and for readers in some countries the IHT is the sole source of that information.

Concise

Readers of the International Herald Tribune appreciate the compact size of the newspaper. It allows them to have a comprehensive update of world news, politics, business, culture and sport in less than 24 pages. While demands on their time are many, it's reassuring for them to know that they can be well-informed and up-to-date on the issues that affect their lives.

