

## Syndicated Research on Travelers

- Purchase Influence in American Business (PIAB)
- Mediamark Research Inc. (MRI)
- IntelliQuest (IQ)

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**Summary Tables**

Summary table #1		<b>Business Week</b>	Forbes		Fortune	
		Audience	Audience	BW Advantage	Audience	BW Advantage
<b>Senior Executives</b>	Air travelers-10+ times	402,000	315,000	28%	335,000	20%
	Total domestic RT flights	11,570,000	8,827,000	31%	9,425,000	23%
<b>PIAB 2004</b>	Foreign air travelers - 10+ RT	35,000	24,000	46%	28,000	25%
	Domestic air RT flights-10+	1,859,000	1,409,000	32%	1,505,000	24%
	Air business travelers- 10+ RT	408,000	320,000	28%	343,000	19%
	Air business travelers-within or outside US	1,386,000	1,137,000	22%	1,147,000	21%
	Total RT flights	13,429,000	10,237,000	31%	10,931,000	23%

Summary table #2

		<b>Business Week</b>	Forbes		Fortune		
		Audience	Audience	BW Advantage	Audience	BW Advantage	
<b>Adults</b>	Traveled by plane in past year	2,469,000	2,464,000	0%	2,106,000	17%	
	Travelers 2+ domestic RT personal/vacation/ honeymoon	818,000	786,000	4%	685,000	19%	
	Foreign travelers in past 3 years	1,766,000	1,515,000	17%	1,322,000	34%	
	Foreign travelers in past 3 years-2+ RT	1,105,000	919,000	20%	770,000	44%	
	Foreign travelers in past 3 years-3+ RT	625,000	552,000	13%	455,000	37%	
	Travelers to Western Europe	631,000	598,000	6%	500,000	26%	
	<b>MRI</b>	Travelers to Caribbean	519,000	403,000	29%	377,000	38%
	<b>Double base 2005</b>	Travelers to Mexico	402,000	332,000	21%	330,000	22%
		Travelers to Asia	292,000	208,000	40%	205,000	42%
		Travelers to Asia or Australia/New Zealand/South Pacific	359,000	251,000	43%	262,000	37%
		Traveled abroad for either honeymoon or personal reasons	1,525,000	1,255,000	22%	1,115,000	37%
		Traveled abroad by plane	1,539,000	1,303,000	18%	1,137,000	35%
		Flew abroad in business class	287,000	227,000	26%	229,000	25%

Summary table #2 Con't.

		<b>Business Week</b>	Forbes		Fortune	
		Audience	Audience	BW Advantage	Audience	BW Advantage
<b>Adults</b>	Attended specific event during vacation/honeymoon abroad	296,000	243,000	22%	230,000	29%
	Went site seeing during vacation/honeymoon abroad	879,000	820,000	7%	655,000	34%
	Went to beach, sailing or scuba diving during vacation/honeymoon abroad	614,000	547,000	12%	485,000	27%
	Stayed 3+ nights at hotel/motel on business	1,109,000	1,105,000	0%	972,000	14%
<b>MRI Doublebase 2005</b>	Stayed 5+ nights at hotel/motel on vacation/personal trip	1,186,000	1,105,000	7%	972,000	22%
	Member of frequent flyer program	1,599,000	1,535,000	4%	1,337,000	20%
	Passport ownership	2,039,000	1,902,000	7%	1,581,000	29%
	Spent \$3,000+ on foreign vacations	410,000	358,000	15%	287,000	43%
	Spent \$2,000+ on domestic vacations	654,000	635,000	3%	514,000	27%
	Heavy (4+) car renters- for personal use	247,000	240,000	3%	198,000	25%
	Average number of business domestic air RT - travelers 10+ RT	26	25	4%	23	13%

Summary table #3

		<b>Business Week</b>	Forbes		Fortune	
		Audience	Audience	BW Advantage	Audience	BW Advantage
<b>Business Technology Influencers</b>  <b>IQ 2005</b>	Use PC/PDA while traveling for work/commuting	854,000	607,000	41%	541,000	58%
	Use remote access at hotels, restaurants, etc. while traveling/commuting	375,000	265,000	42%	243,000	54%
	Access online for travel planning/reservations	883,000	766,000	15%	707,000	25%
	Access online for business travel planning/reservations	436,000	378,000	15%	321,000	36%
	Access online for personal travel planning/reservations	709,000	619,000	15%	579,000	22%
	Purchased travel online in past three months	536,000	480,000	12%	425,000	26%

Purchase Influence in American Business  
2004 – 2005  
Erdos & Morgan

Corporate Travel Purchase Influence

*BusinessWeek* reaches 683,000 senior executives who are personally involved with the purchase decisions of travel services (that include airline, hotel, and car rentals). The total is:

- 23% more than the number of senior executives *Forbes* reaches, and
- 36% more than the number of senior executives *Fortune* reaches.

The number of senior executives who are personally involved with the purchase decisions of travel services that include airline, hotel, and car rentals are more than one out of three BusinessWeek readers.

*BusinessWeek* reaches 375,000 senior executives who are personally involved with the purchase decision of meeting and convention sites. The total is:

- 21% more than the number of senior executives *Forbes* reaches, and
- 33% more than the number of senior executives *Fortune* reaches.

Publication	Audience	Purchase Influence Airline, Hotel, Car Rental	Purchase Influence Meeting & Convention Sites
BusinessWeek	1,654,000	580,000	375,000
Fortune	1,360,000	473,000	309,000
Forbes	1,333,000	428,000	281,000

### Frequent Flying Senior Executives

*BusinessWeek* reaches 402,000 senior executives who traveled within the US for business by plane ten or more times in the past year.

- ⇒ Fortune reaches 335,000 of the same.
- ⇒ Forbes reaches 315,000 of the same.

*BusinessWeek* readers who are also senior executives who traveled within the US for business by plane logged 11,570,000 flights in the past 12 months.

- ⇒ Fortune readers logged 9,425,000 trips.
- ⇒ Forbes reaches 8,827,000 trips.

*BusinessWeek* reaches 35,000 senior executives who traveled outside the US for business by plane ten or more times in the past year.

- ⇒ Fortune reaches 28,000 of the same.
- ⇒ Forbes reaches 24,000 of the same.

*BusinessWeek* readers who are also senior executives that traveled within the US for business by plane ten or more times logged 1,859,000 flights in the past 12 months.

- ⇒ Fortune readers logged 1,505,000 trips.
- ⇒ Forbes readers logged 1,409,000 trips.

*BusinessWeek* reaches 1,386,000 senior executives who have taken commercial air trips within or outside the US for business in the past 12 months.

- ⇒ Fortune reaches 1,147,000 of the same.
- ⇒ Forbes reaches 1,137,000 of the same.

*BusinessWeek* reaches 408,000 senior executives who traveled within or outside the US for business by plane ten or more times in the past year.

- ⇒ Fortune reaches 343,000 of the same.
- ⇒ Forbes reaches 320,000 of the same.

*BusinessWeek* readers who are also senior executives who traveled within or outside the US for business by plane logged 13,429,000 flights in the past 12 months.

- ⇒ Fortune readers logged 10,931,000 trips.
- ⇒ Forbes readers 10,237,000 trips.

## MRI Doublebase 2005 (Waves 49, 50, 51 and 52)

### Mediamark Research Inc.

#### Cruisers

*BusinessWeek* reaches 492,000 adults who personally took a cruise of more than one day's duration in the past three years.

- ⇒ Forbes reaches 463,000 of the same.
- ⇒ Fortune reaches 494,000 of the same.

#### Domestic Travelers

*BusinessWeek* reaches 2,238,000 adults who have taken two or more round-trips to domestic locations in the past year.

- ⇒ Forbes reaches 2,209,000 of the same.
- ⇒ Fortune reaches 1,872,000 of the same.

*BusinessWeek* reaches 2,074,000 adults whose means of travel to domestic locations in the past year was a car.

- ⇒ Forbes reaches 2,015,000 of the same.
- ⇒ Fortune reaches 1,647,000 of the same.

#### Air Travelers

*BusinessWeek* reaches 2,469,000 adults who traveled to either a domestic or foreign location by plane in the past year.

- ⇒ Forbes reaches 2,424,000 of the same.
- ⇒ Fortune reaches 2,106,000 of the same.

*BusinessWeek* reaches 818,000 adults who have taken two or more round-trip, personal/vacation/honeymoon related plane trips to domestic locations in the past year.

- ⇒ Forbes reaches 786,000 of the same.
- ⇒ Fortune reaches 685,000 of the same.

*BusinessWeek* reaches 227,000 adults who have taken five or more round-trip, business plane trips to domestic locations in the past year.

- ⇒ Forbes reaches 276,000 of the same.
- ⇒ Fortune reaches 261,000 of the same.

*BusinessWeek* reaches 180,000 adults who have taken ten or more round-trips plane trips to domestic locations in the past year.

- ⇒ Forbes reaches 227,000 of the same.
- ⇒ Fortune reaches 222,000 of the same.

*BusinessWeek* readers who traveled domestically by plane ten or more times for business reasons in the past 12 months, had an average of 26 trips.

- ⇒ Forbes readers had an average of 25 domestic round plane trips.
- ⇒ Fortune readers had an average of 23 domestic round plane trips.

*BusinessWeek* readers who traveled domestically by plane ten or more times for business reasons in the past 12 months had a total volume of 3,023,000 trips.

- ⇒ Forbes readers had a total volume of 3,877,000 domestic round plane trips.
- ⇒ Fortune readers had an average of 3,474,000 domestic round plane trips.

*BusinessWeek* readers who traveled domestically by plane ten or more times for any reason in the past 12 months had a total volume of 4,156,000 trips.

- ⇒ Forbes readers had a total volume of 5,308,000 domestic round plane trips.
- ⇒ Fortune readers had an average of 4,838,000 domestic round plane trips.

*BusinessWeek* reaches 654,000 adults who spent \$2,000 or more on domestic trips in the past year.

- ⇒ Forbes reaches 635,000 of the same.
- ⇒ Fortune reaches 514,000 of the same.

*BusinessWeek* reaches 1,599,000 adults who are members of a frequent flyer program.

- ⇒ Forbes reaches 1,535,000 of the same.
- ⇒ Fortune reaches 1,337,000 of the same.

### Passport Ownership

*BusinessWeek* reaches 2,039,000 adults who have a valid passport.

- ⇒ Forbes reaches 1,902,000 of the same.
- ⇒ Fortune reaches 1,581,000 of the same.

### Foreign Travel

*BusinessWeek* reaches 1,766,000 adults who have taken any trips outside the U.S., including Alaska and Hawaii, in the last three years.

- ⇒ Forbes reaches 1,515,000 of the same.
- ⇒ Fortune reaches 1,322,000 of the same.

*BusinessWeek* reaches 1,105,000 adults who have taken two or more trips outside the U.S., including Alaska and Hawaii, in the last three years.

- ⇒ Forbes reaches 919,000 of the same.
- ⇒ Fortune reaches 770,000 of the same.

*BusinessWeek* reaches 629,000 adults who have taken three or more trips outside the U.S., including Alaska and Hawaii, in the last three years.

- ⇒ Forbes reaches 552,000 of the same.
- ⇒ Fortune reaches 455,000 of the same.

*BusinessWeek* reaches 621,000 adults who traveled to Western Europe in the past three years.

- ⇒ Forbes reaches 598,000 of the same.
- ⇒ Fortune reaches 500,000 of the same.

*BusinessWeek* reaches 519,000 adults who traveled to the Caribbean in the past three years.

- ⇒ Forbes reaches 403,000 of the same.
- ⇒ Fortune reaches 377,000 of the same.

*BusinessWeek* reaches 402,000 adults who traveled to Mexico in the past three years.

- ⇒ Forbes reaches 332,000 of the same.
- ⇒ Fortune reaches 330,000 of the same.

*BusinessWeek* reaches 292,000 adults who traveled to Asia in the past three years.

- ⇒ Forbes reaches 208,000 of the same.
- ⇒ Fortune reaches 205,000 of the same.

*BusinessWeek* reaches 359,000 adults who traveled to Asia or Australia/New Zealand/South Pacific in the past three years.

- ⇒ Forbes reaches 251,000 of the same.
- ⇒ Fortune reaches 262,000 of the same.

*BusinessWeek* reaches 1,525,000 readers who traveled abroad for either their honeymoon or for personal (not vacation) reasons.

- ⇒ Forbes reaches 1,255,000 of the same.
- ⇒ Fortune reaches 1,115,000 of the same.

*BusinessWeek* reaches 1,539,000 adults whose means of travel to foreign locations in the past year was a plane.

- ⇒ Forbes reaches 1,303,000 of the same.
- ⇒ Fortune reaches 1,137,000 of the same.

*BusinessWeek* reaches 287,000 adults who flew in business class to foreign locations in the past year.

- ⇒ Forbes reaches 227,000 of the same.
- ⇒ Fortune reaches 229,000 of the same.

*BusinessWeek* reaches 296,000 adults who attended a specific event during their vacation/honeymoon trips to foreign locations in the past year.

- ⇒ Forbes reaches 243,000 of the same.
- ⇒ Fortune reaches 230,000 of the same.

*BusinessWeek* reaches 879,000 adults who went sightseeing during their vacation/honeymoon trips to foreign locations in the past year.

- ⇒ Forbes reaches 820,000 of the same.
- ⇒ Fortune reaches 655,000 of the same.

*BusinessWeek* reaches 614,000 adults who went either to the beach, sailing or scuba diving during their vacation/honeymoon trips to foreign locations in the past year.

- ⇒ Forbes reaches 547,000 of the same.
- ⇒ Fortune reaches 485,000 of the same.

*BusinessWeek* reaches 410,000 adults who spent \$3,000 or more on foreign trips in the past year.

- ⇒ Forbes reaches 358,000 of the same.
- ⇒ Fortune reaches 287,000 of the same.

### Hotels/Motels

*BusinessWeek* reaches 1,112,000 adults who have stayed ten or more nights in a hotel/motel for either business or vacation/personal reasons in the past 12 months.

- ⇒ Forbes reaches 1,243,000 of the same.
- ⇒ Fortune reaches 999,000 of the same.

*BusinessWeek* readers stayed 20,942,000 nights in a hotel/motel for either business or vacation/personal reasons in the past 12 months.

- ⇒ Forbes readers stayed 22,342,000 nights.
- ⇒ Fortune readers stayed 18,356,000 nights.

*BusinessWeek* readers who have stayed ten or more nights at a hotel/motel for either business or vacation/personal reasons stayed 1,174,000 nights in the past year.

- ⇒ Forbes readers 1,288,000 nights.
- ⇒ Fortune readers 1,034,000 nights.

*BusinessWeek* reaches 1,109,000 adults who have stayed three or more nights in a hotel/motel for business reasons in the past 12 months.

- ⇒ Forbes reaches 1,105,000 of the same.
- ⇒ Fortune reaches 972,000 of the same.

*BusinessWeek* reaches 1,186,000 adults who have stayed five or more nights in a hotel/motel for vacation/personal reasons in the past 12 months.

- ⇒ Forbes reaches 1,105,000 of the same.
- ⇒ Fortune reaches 972,000 of the same.

*BusinessWeek* reaches 1,174,000 adults who have stayed eight or more nights in a hotel/motel for either business or vacation/personal reasons in the past 12 months.

- ⇒ Forbes reaches 1,288,000 of the same.
- ⇒ Fortune reaches 1,034,000 of the same.

*BusinessWeek* reaches 669,000 adults who have stayed 15 or more nights in a hotel/motel for either business or vacation/personal reasons in the past 12 months.

- ⇒ Forbes reaches 792,000 of the same.
- ⇒ Fortune reaches 621,000 of the same.

### Car Rental

*BusinessWeek* reaches 247,000 heavy car renters for personal use. These adults rented cars four or more times in the past year for personal use.

- ⇒ Forbes reaches 240,000 of the same.
- ⇒ Fortune reaches 198,000 of the same.

## IntelliQuest 2005

### IntelliQuest CIMS Business Study 2005

BusinessWeek's total audience: 2,155,000

*BusinessWeek* reaches 854,000 business technology influencers who use PC/PDA while traveling for work/commuting.

- ⇒ Forbes reaches 607,000 of the same.
- ⇒ Fortune reaches 541,000 of the same.

*BusinessWeek* reaches 375,000 business technology influencers who use remote access at business locations (i.e. hotels, restaurants, etc.) while traveling/commuting.

- ⇒ Forbes reaches 265,000 of the same.
- ⇒ Fortune reaches 243,000 of the same.

*BusinessWeek* reaches 883,000 business technology influencers who access online for travel planning/reservations.

- ⇒ Forbes reaches 766,000 of the same.
- ⇒ Fortune reaches 707,000 of the same.

*BusinessWeek* reaches 436,000 business technology influencers who access online for business travel planning/reservations.

- ⇒ Forbes reaches 378,000 of the same.
- ⇒ Fortune reaches 321,000 of the same.

*BusinessWeek* reaches 709,000 business technology influencers who access online for personal travel planning/reservations.

- ⇒ Forbes reaches 619,000 of the same.
- ⇒ Fortune reaches 579,000 of the same.

*BusinessWeek* reaches 536,000 business technology influencers who made travel purchases online in the past three months.

- ⇒ Forbes reaches 480,000 of the same.
- ⇒ Fortune reaches 425,000 of the same.