

Ipsos Business Elite: 2014

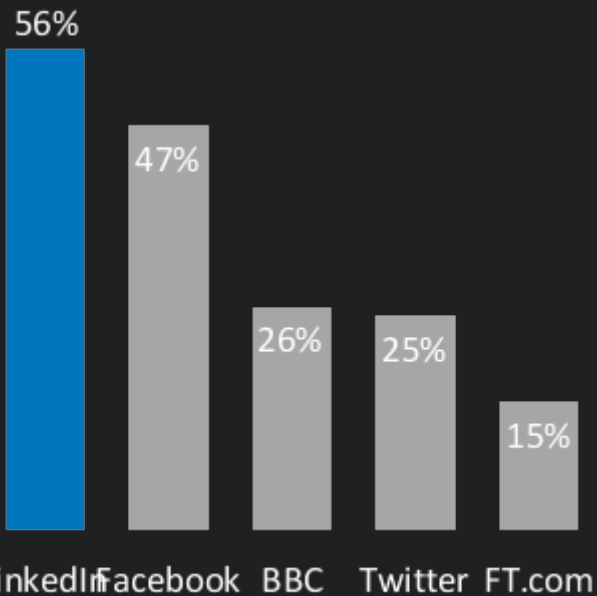
Profiling Europe's Business Leaders on LinkedIn



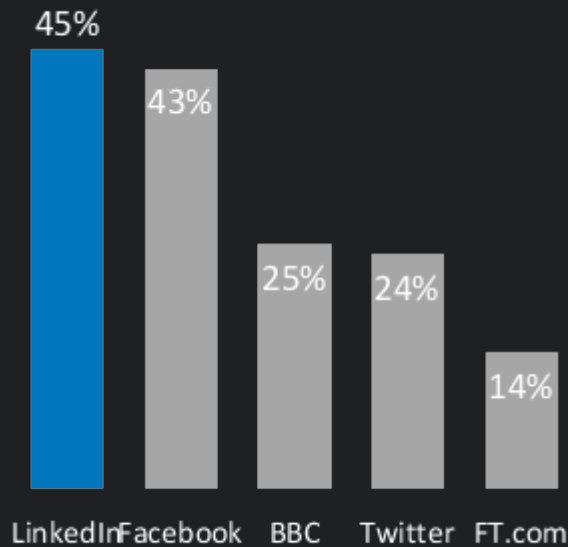
*“The Business Elite the only survey that reaches into the corner offices of the Europe’s largest and most important corporations. We survey the **key decision makers**, people whose purchasing decisions are pivotal to the fortunes of a whole range of industries including airlines, hotels, banking, IT and automotive.”*

LinkedIn is number 1!

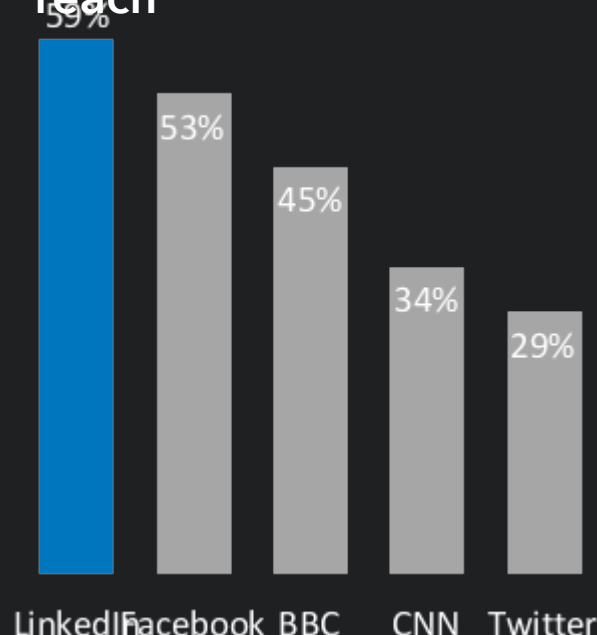
For website reach



For mobile reach



For total reach



46%

of Europe's *Business Elite* visit **LinkedIn**

weekly

1 in 3

of weekly *Business Elite* visitors to
LinkedIn,
access via a

**Mobile
device**

They're consuming content on a daily basis....

NEWS

50% access **news content**
via a smartphone or tablet daily

2 in 5 visit a **Social networking site** daily



64% access online
content via a **smartphone** daily



53% access online
content via a **tablet** daily

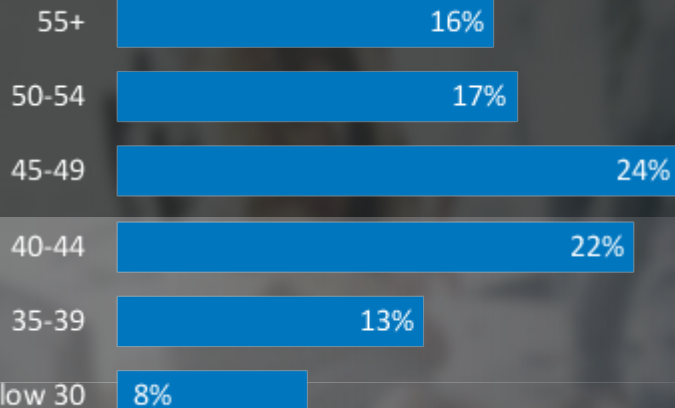


1 in 5 consume **video content** on a
daily basis

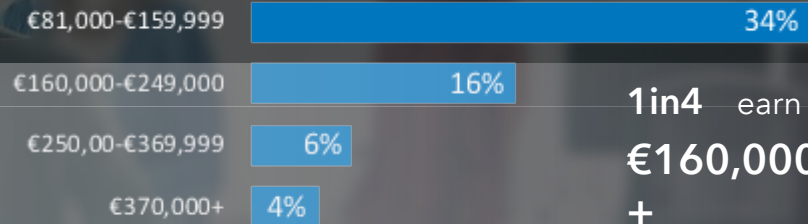
Who are LinkedIn's Business Elite?

They're affluent, high-net worth individuals

Age

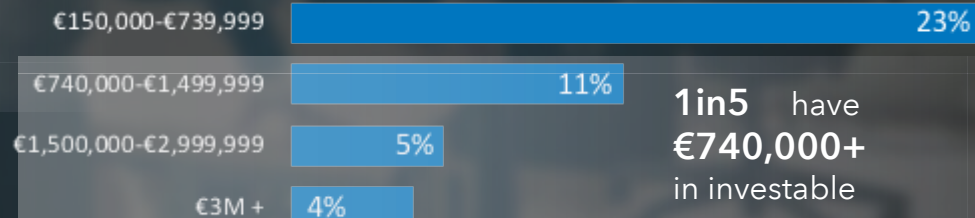


Personal Salary



1 in 4 earn
€160,000
+

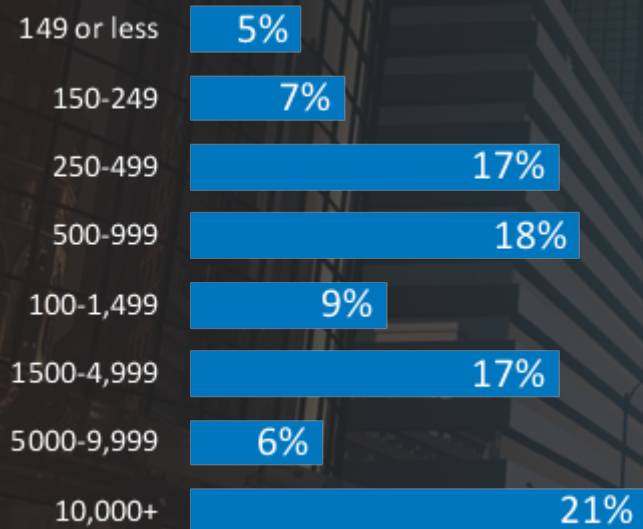
Net Worth



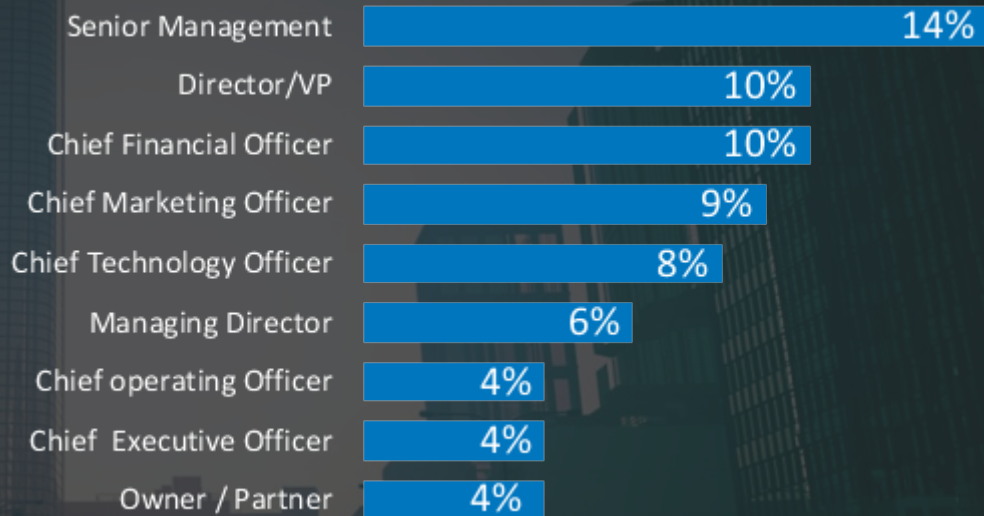
1 in 5 have
€740,000+
in investable
assets

They're aspirational and driven working in large companies

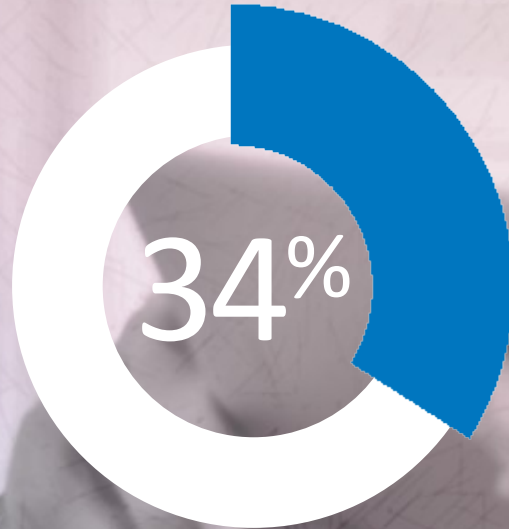
Company Size (number of employees)



Job Title



They have significant influence over business decision making ...

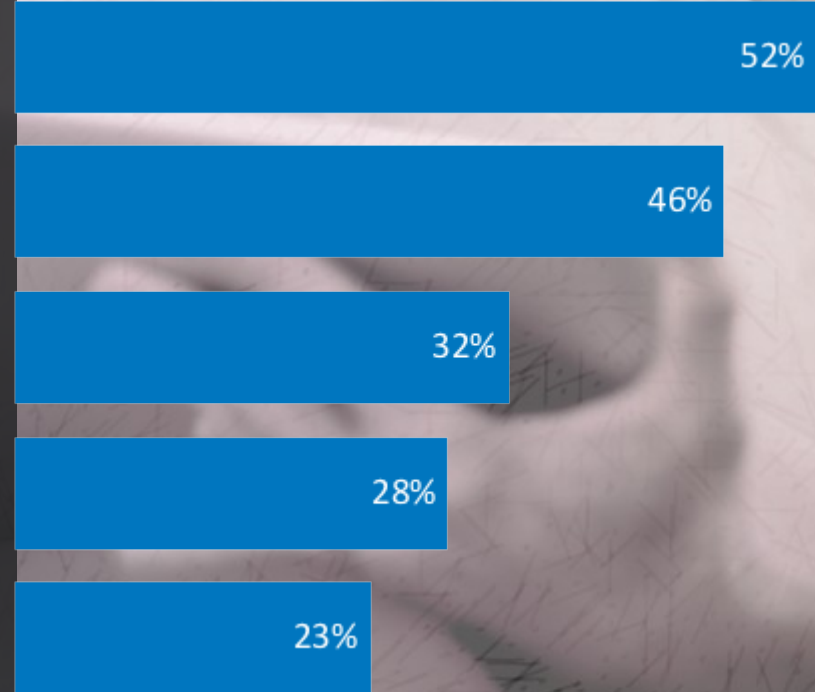


are responsible for more than **€1.5million** in
business purchases (annually)

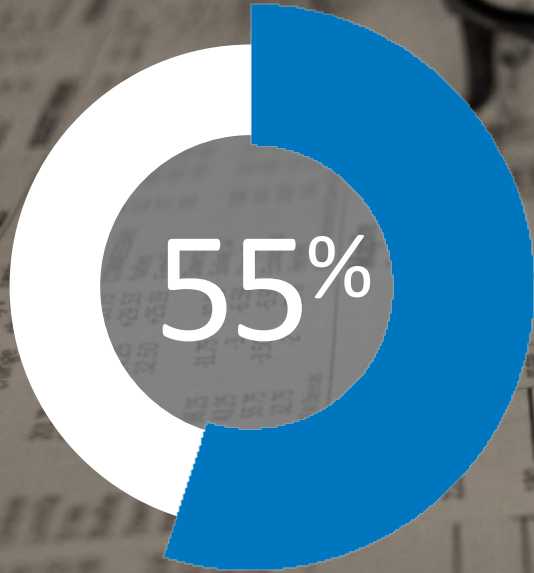
... particularly around services and technology procurement

Specify, Recommend or Authorize Purchasing

Telecommunications / IT
nents, Materials and
Equipment



They're actively growing and managing their personal wealth ...



have **3+ personal investments**

Types of investment Products Owned



44%

Shares and stocks in
quoted companies



32%

Life insurance investment
products



26%

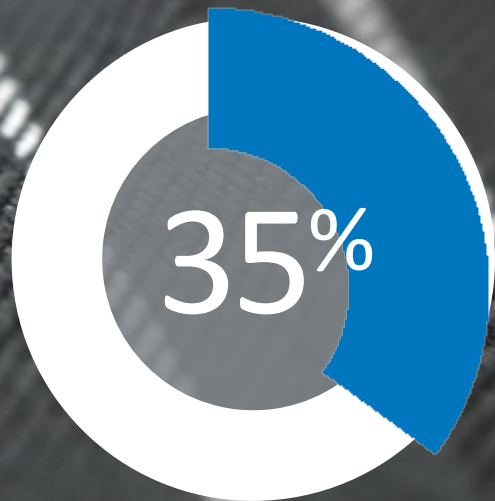
Investment property



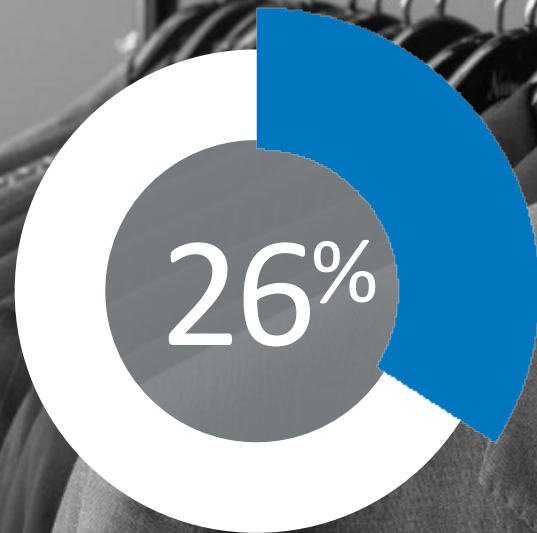
22%

Mutual funds/unit trusts

They're powerful consumers - conscious of their professional image ...



Own a watch worth €1,500+



Say its important their
appearance reflects their status

... and have significant buying power

1 in 4

Use **platinum / premium** credit
cards

45% Own a car with more than
€40,000

37% Have spent €3,000 per
personal on a holiday

35% Have a fine
wine/champagne
collection

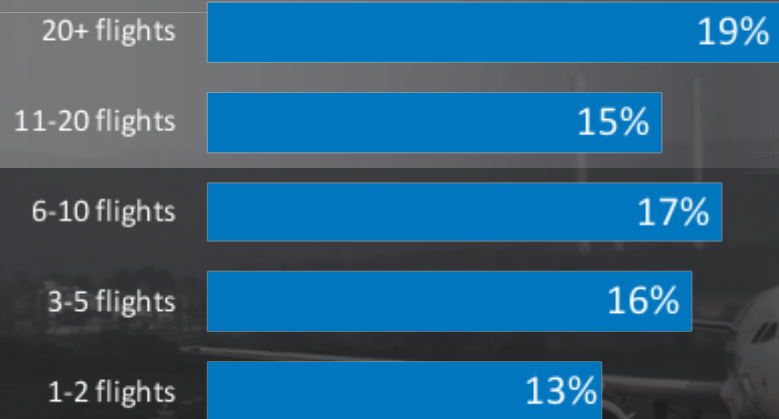
When flying for business, premium travel is the norm....

34%

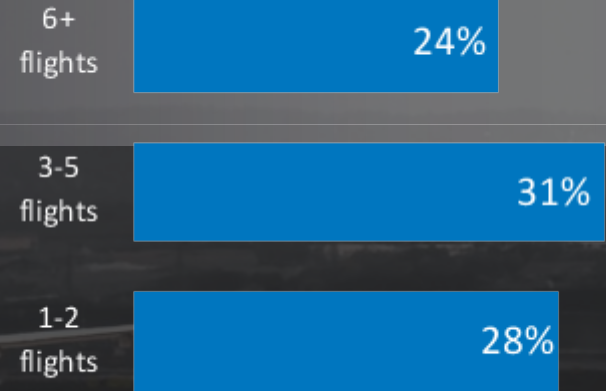
Travel first/business class

They take frequent flights....

Number of flights for business in the past 12 months

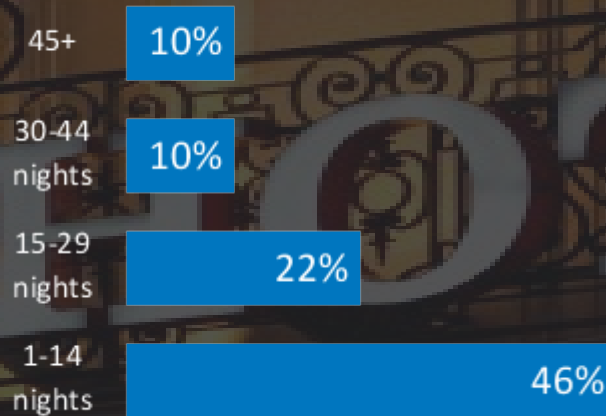


Number of flights for leisure in the past 12 months

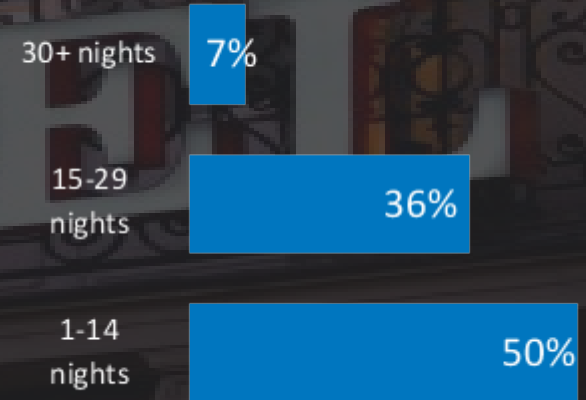


And spend a significant amount of time in hotels

Number of hotel nights for business in the past 12 months



Number of hotel nights for leisure in the past 12 months



84%

Flew **within Europe**
(Last 12 Months)



61%

Flew outside of Europe
(Last 12 Months)



59%

Flew within their home country
(Last 12 Months)



Summary

- LinkedIn has the greatest Business Elite reach across desktop, mobile and total brand reach than any other publisher measured
- LinkedIn's *Business Elite* form an affluent, high-net worth, and influential audience
- They manage complex financial portfolios and are actively growing their wealth
- They influence business decision making – and are particularly involved in technology procurement

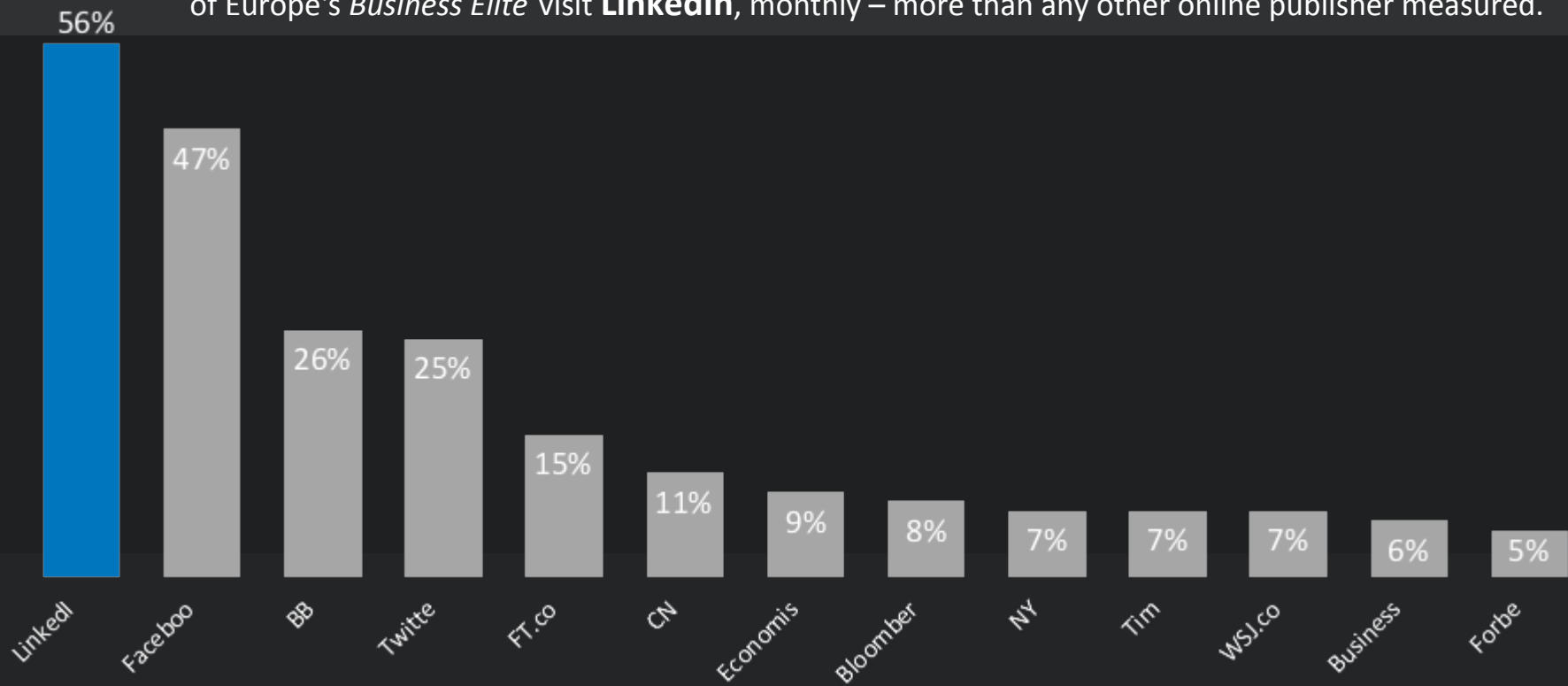
Ipsos Methodology

Mixed Methodology:

- 50% telephone screening from sample lists (Dunn and Bradstreet, Orbis etc.)
- 50% bought lists from various sources and IPSOS partners

Appendix

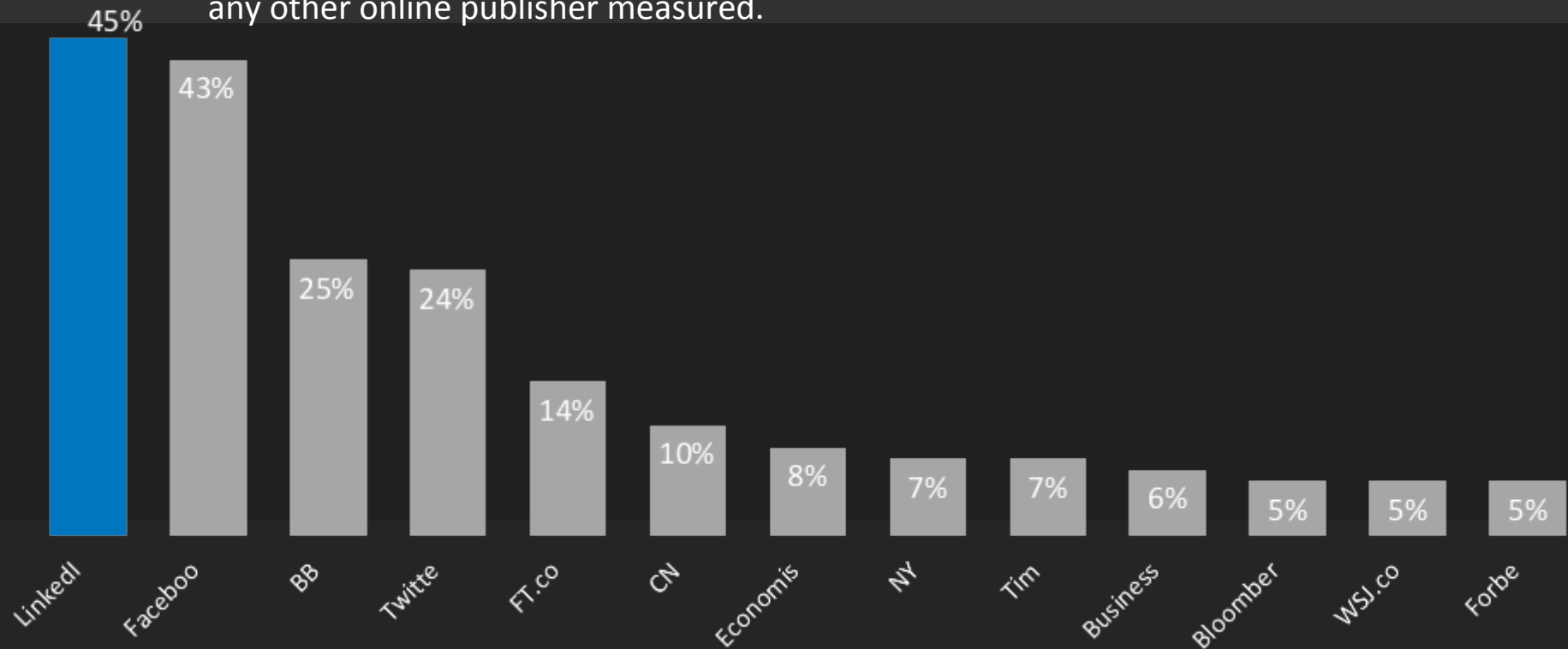
of Europe's *Business Elite* visit **LinkedIn**, monthly – more than any other online publisher measured.



Source: Business Elite 2014, Europe

Base: Monthly Website reach

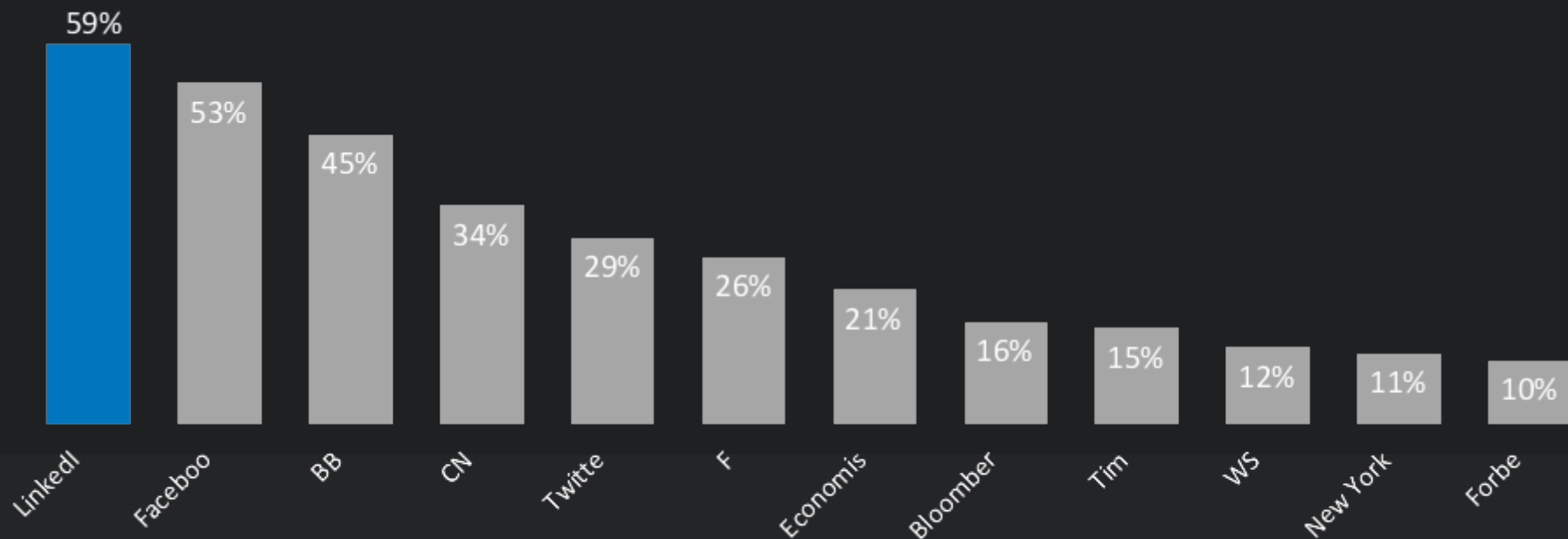
of Europe's *Business Elite* visit **LinkedIn via a mobile device**, monthly – more than any other online publisher measured.



Source: Business Elite 2014, Europe

Base: Monthly Mobile Reach

LinkedIn is also number one for **total brand reach**



Source: Business Elite 2014, Europe

Base: AIR or monthly website reach, monthly smartphone reach, monthly tablet reach