

# strategy+business Analysis

## PART I: READERSHIP PROFILE

Readers of *strategy+business* are affluent consumers and important members of the business community. As a group, they have one of the highest median household income levels of any general business publication.

65% are top executives and 61% serve on either their own or another company's board of directors. They are responsible for advising and approving a number of high-ticket business purchases.

## POWERFUL PROFILE

Male	85%
Female	15%
Median age of respondent	50
College degree+	94%
Postgraduate study/degree	68%

## ASSETS AND INCOME

Median household income	\$315,000
Household income \$200,000+	73%
Median household net worth	\$1,841,000
Own secondary real estate	51%
Median value of investment portfolio	\$988,000
Use professional help in the planning and management of their investments	90%

## ACTIVE AND WELL-TRAVELLED

Hotel/motel stay past year	97%
Hotel/motel average number nights	41.5
Domestic airline travel past 12 months	94%
Average number of round trips	16.8
Foreign airline travel past 12 months	71%
Average number of round trips	6.6
Usually fly first or business class	51%
Use private aircraft travel as alternative to commercial flight	32%
Member of airline executive or premium club	52%
Member of any private club	68%

# strategy+business Analysis,

continued

Bought wine by the case	37%
Bought books	96%
Attended executive education classes past 12 months	40%

## BUSINESS LEADERS

Any chief officer responsibility (CXO, Owner, Chairman/Vice Chairman)	35%
Top executive	65%
Served on own/other company's board of directors	61%
Served on charitable/ other board of directors	35%
Professional/managerial	95%
College degree+	94%
Postgraduate study/degree	68%

## PUBLICLY ACTIVE

Wrote/e-mailed public official	38%
Wrote/e-mailed a newspaper/ magazine editor	21%
Gave speech to/addressed public meeting	64%
Played active role in civic/social issue	29%
Wrote article/book for publication	14%
Worked 10 or more hours per month for a nonpolitical charitable organization	39%

## BUSINESS DECISION MAKERS

Responsible for procuring products or services	95%
• Advertising and promotion	46%
• Travel arrangements	45%
• Employee benefits	42%
• Legal services	41%
• Convention and meeting sites	39%
• Technology (hardware, software, services)	37%
• Executive search	36%

# **strategy+business** Analysis,

continued

## **PART II: STRATEGY+BUSINESS READERSHIP HABITS**

Read <i>s+b</i> regularly (3+/4 issues/year)	36%
Read an issue for one or more hours	38%

## **READERS SAY THE FOLLOWING ABOUT STRATEGY+BUSINESS:**

Thought provoking	61%
Global perspective	57%
Authoritative	55%

## **STRATEGY+BUSINESS READERS ALSO REGULARLY READ:**

<i>The Wall Street Journal</i>	67%
<i>Business Week</i>	43%
<i>Harvard Business Review</i>	26%
<i>Fortune</i>	25%
<i>Forbes</i>	24%
<i>The Economist</i>	18%