



BBS 2005



British Business Survey 05

Background to the Survey

- 16th data release for British Business Survey
- Fieldwork period = February to July 2005
- Self-completion questionnaire
- Sample of 3,000
- Universe of 1.55 million (up 3.2% versus 2003)
- Guarantors of the survey are:-

**The
Economist**

FT


THE SUNDAY TIMES

THE  TIMES

The Daily Telegraph

The Sunday Telegraph

The Observer

theguardian

- Data embargoed until Wednesday 12th October 2005



Who qualifies for BBS?

“Must have managerial involvement & influence; business people who take part in, or exert influence, at some stage of decision-making processes relating to corporate purchases”

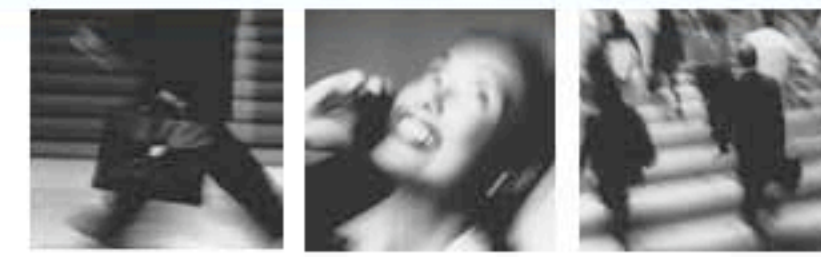


The Times – Topline Results

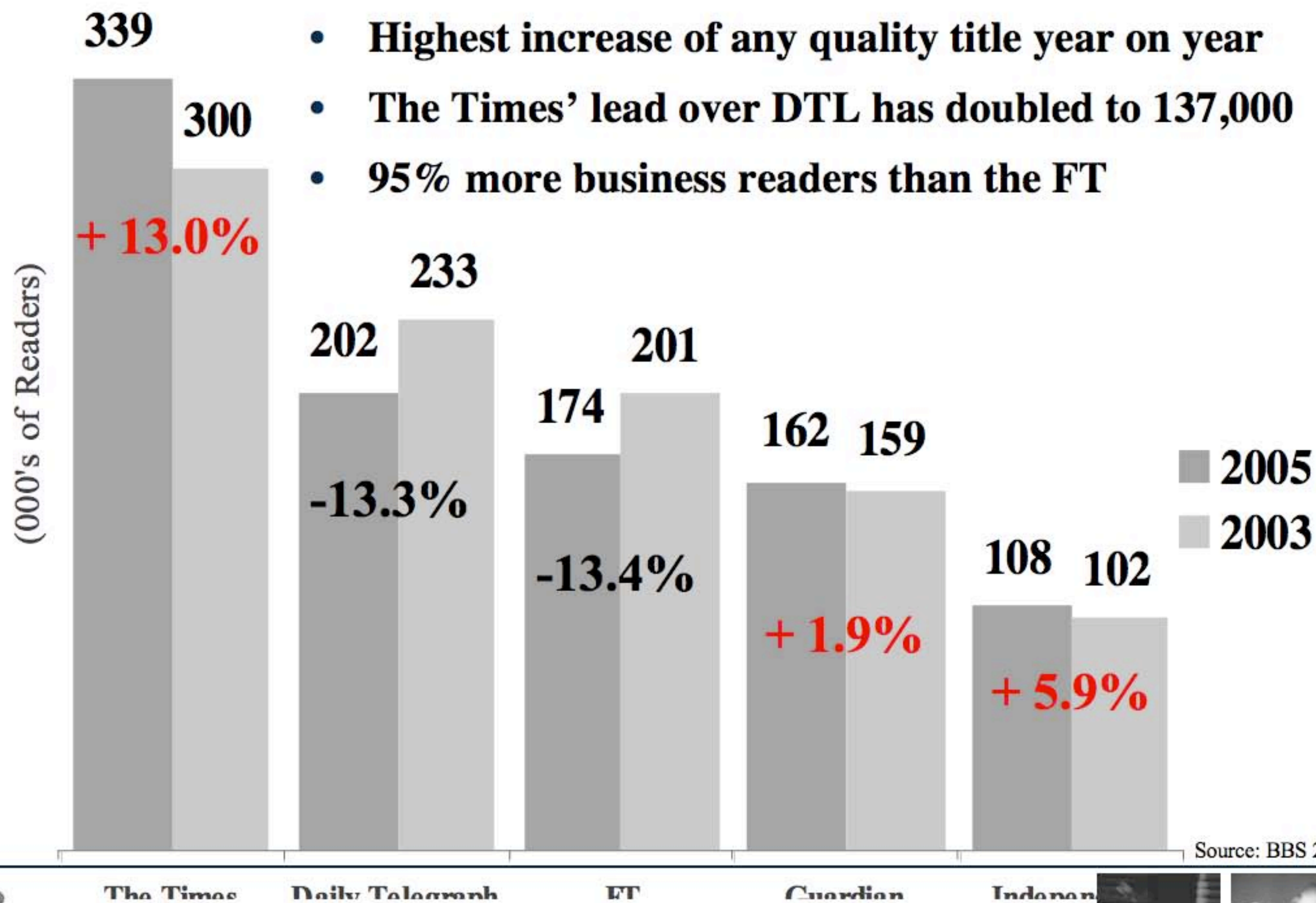
- The no 1 daily title for business
- Reaches 339,000 businessmen (22% coverage)
- Largest period on period increase: +13%
- 95% more business readers than the FT
- Lead over DTL has doubled
- More business readers than FT and Guardian combined (gross)
- Up 14% Mon-Fri at 348,000
- Up 18% on Saturday at 318,000



Source: BBS 2005



The Times – No 1 for Business



- Highest increase of any quality title year on year
- The Times' lead over DTL has doubled to 137,000
- 95% more business readers than the FT



The Sunday Times – Topline Results

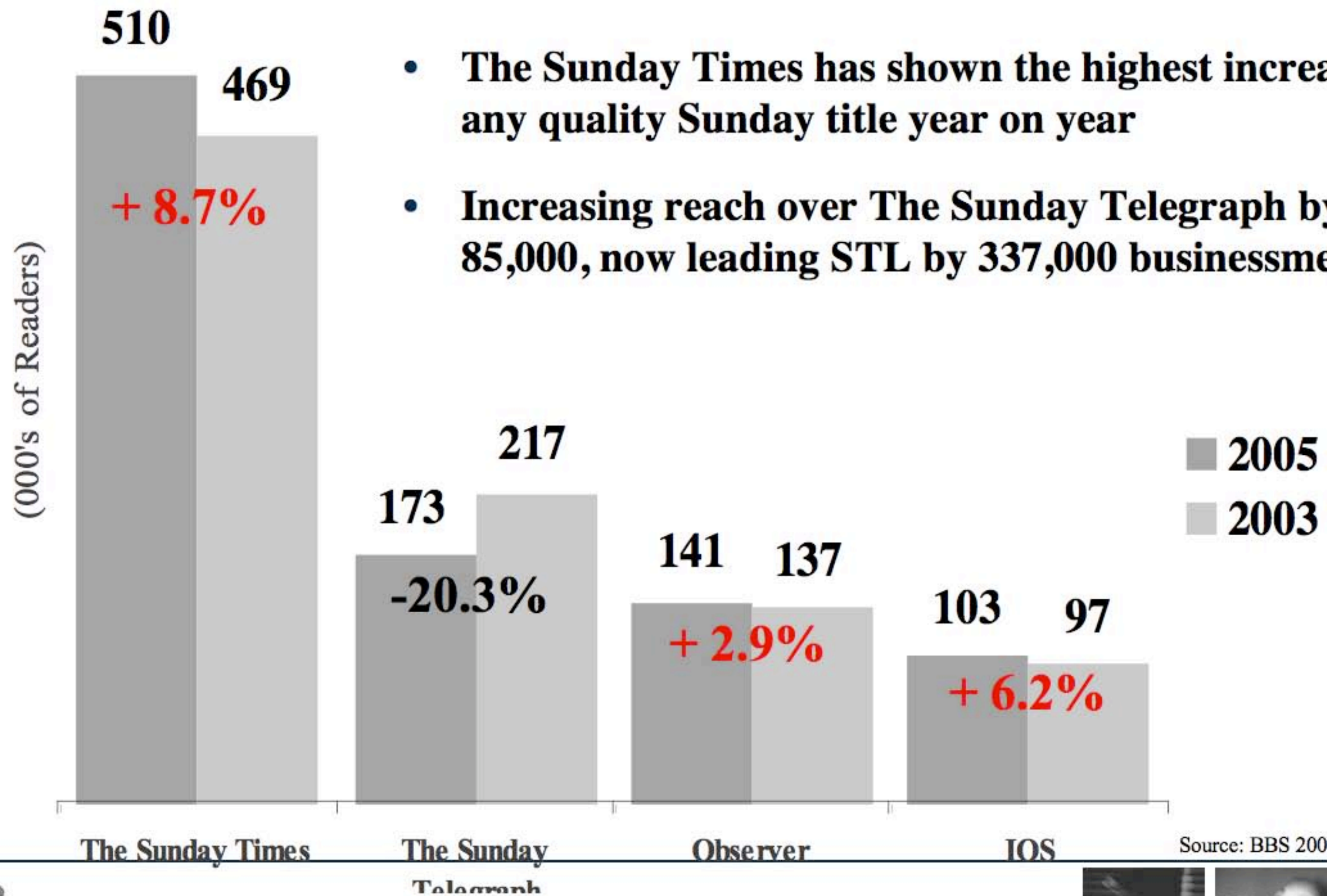
- The no 1 title for business
- Reaches 510,000 businessmen (33% coverage)
- For the first time, STI reaches over half a million businessmen
- Largest period on period increase: +9%
- Now leading STL by 337,000
- More businesspeople than STL/IOS/OBS combined
- 135,000 more business readers than DTL/STL combined



Source: BBS 2005



The Sunday Times – No 1 for Business



- The Sunday Times has shown the highest increase of any quality Sunday title year on year
- Increasing reach over The Sunday Telegraph by 85,000, now leading STL by 337,000 businessmen

Source: BBS 2005 vs. BBS 2003



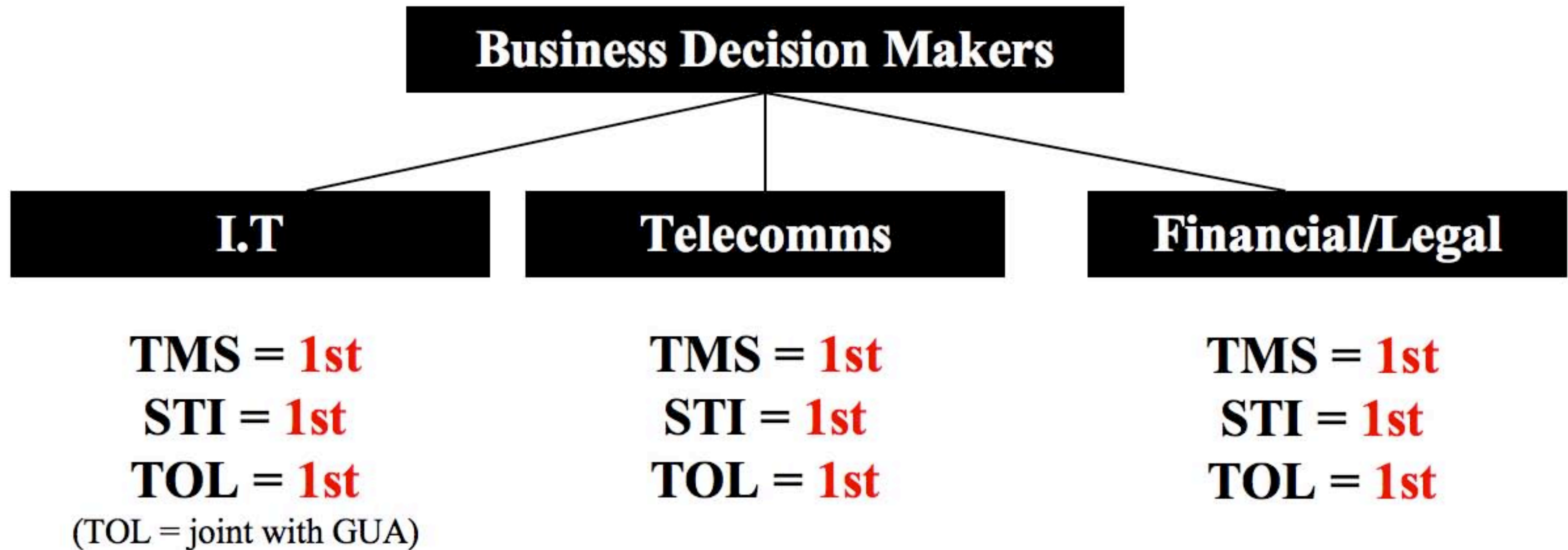


Decision Makers & Expenditure Budget Holders



British Business Survey 05

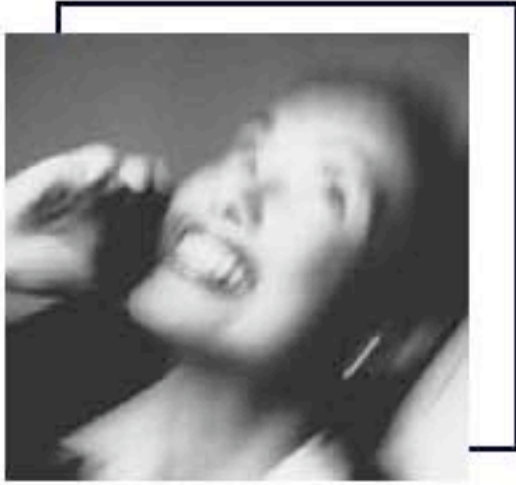
Decision Makers & Expenditure Budget Holders - Topline



- **Expenditure Budget Holders: The Times, The Sunday Times and Times Online all lead in their markets and all show significant growth year on year**

Source: BBS 2005





Business Travel



British Business Survey 05

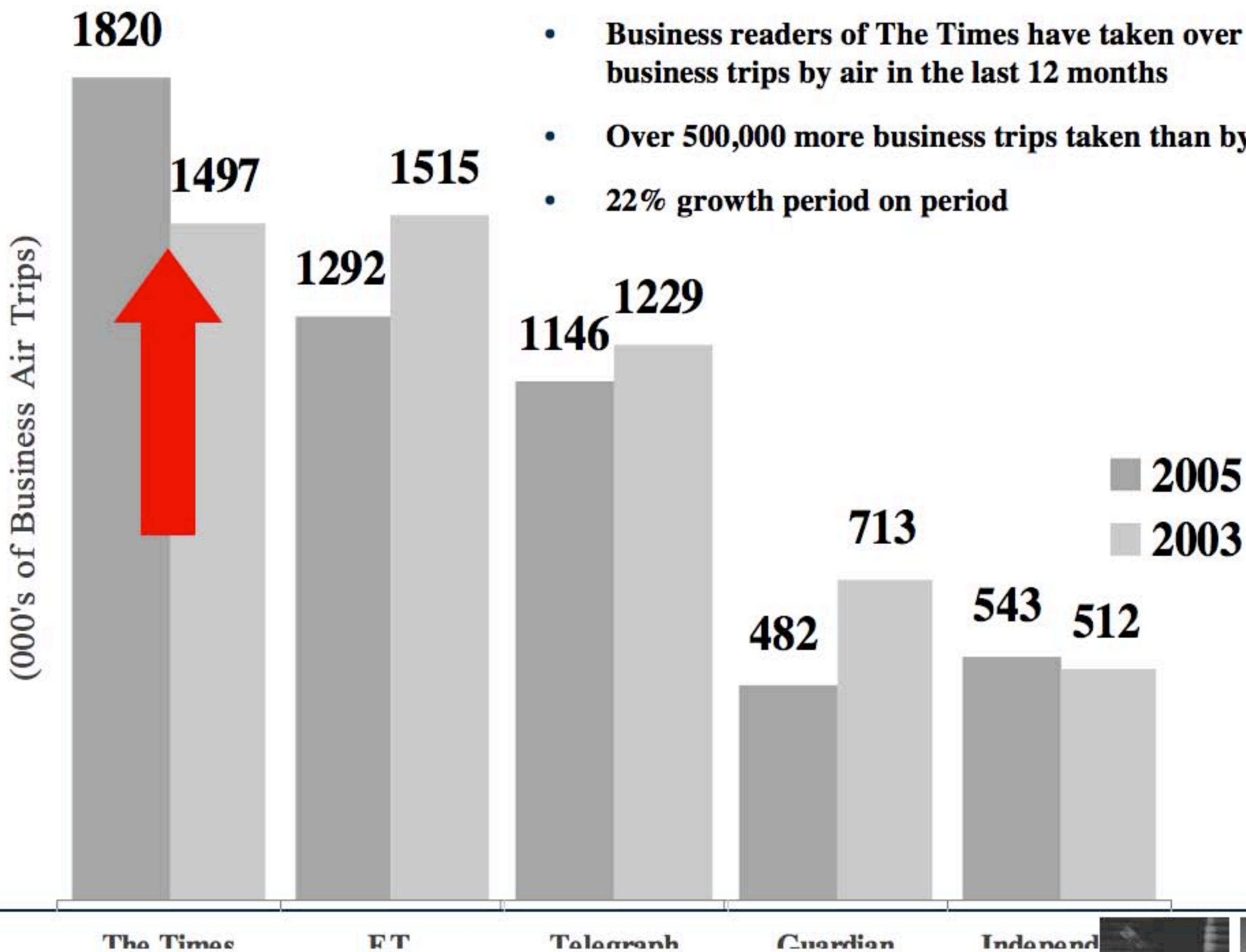
Business Travel - Topline

- **The Times**
 - Over 1.8 million business trips by air in the last 12 months, more than any other quality daily
 - Over 500,000 more business trips taken than by FT readers
 - 22% growth period on period
- **The Sunday Times**
 - Over 2.8 million business trips by air in the last 12 months
 - The only Sunday quality title to show a period on period increase
 - Over 900,000 more business trips than the other Sunday quality titles combined
- **Times Online**
 - Over 1 million business trips by air in the last 12 months
 - Largest increase period on period - 40%
 - Almost 100,000 more business trips than users of ft.com

Source: BBS 2005

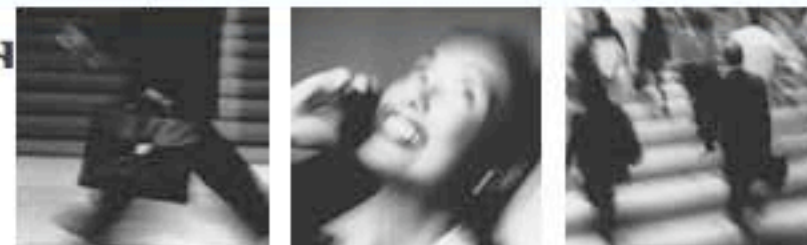


Business Travel – The Times

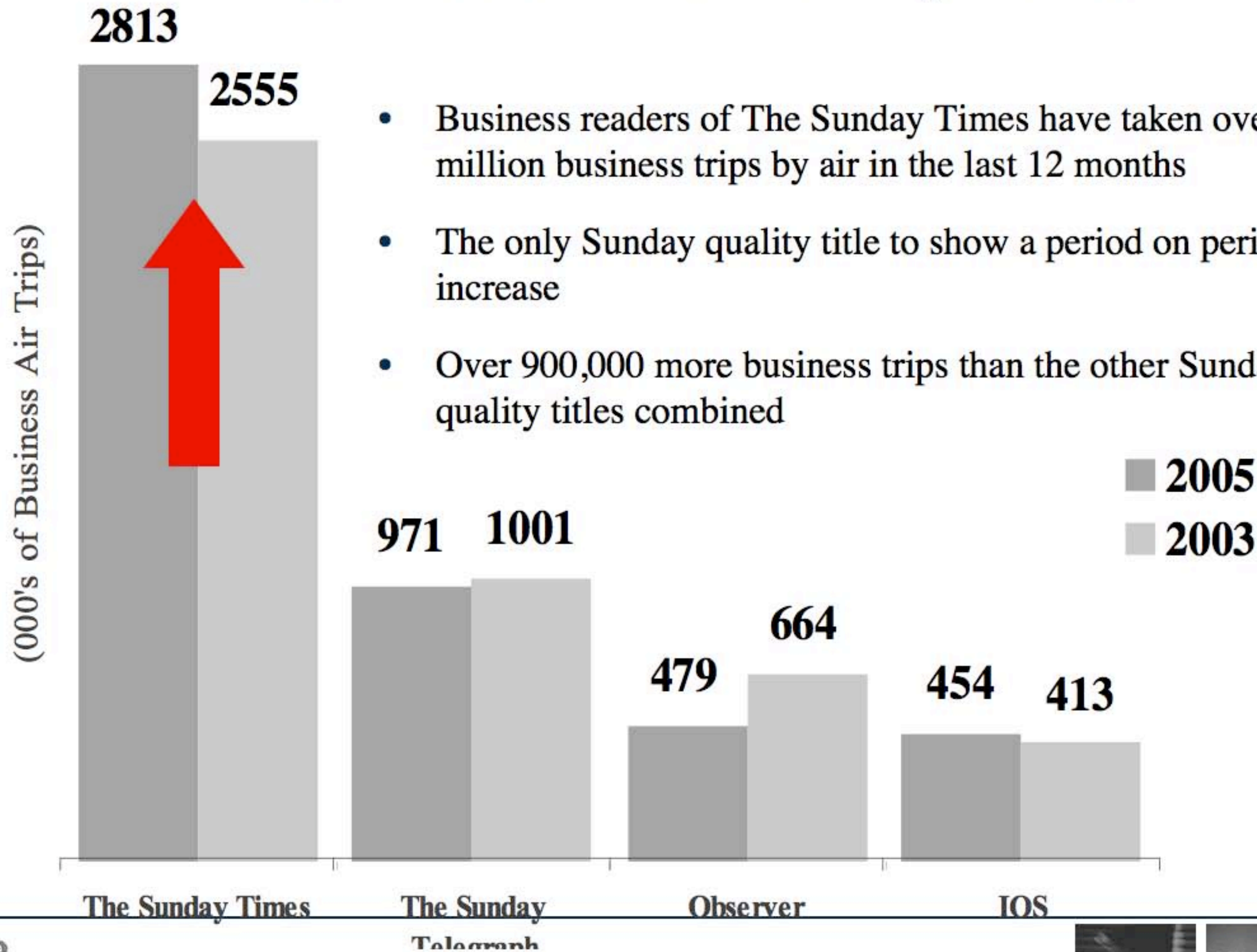


- Business readers of The Times have taken over 1.8 million business trips by air in the last 12 months
- Over 500,000 more business trips taken than by FT readers
- 22% growth period on period

Source: BBS 2005



Business Travel – The Sunday Times

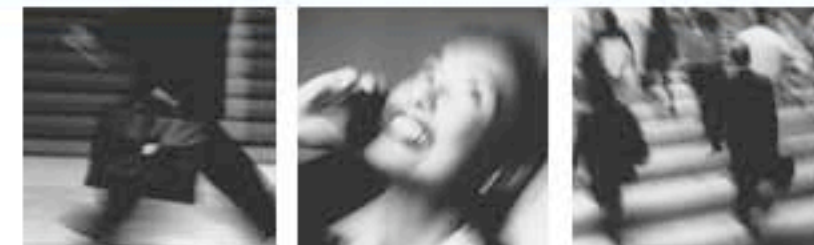
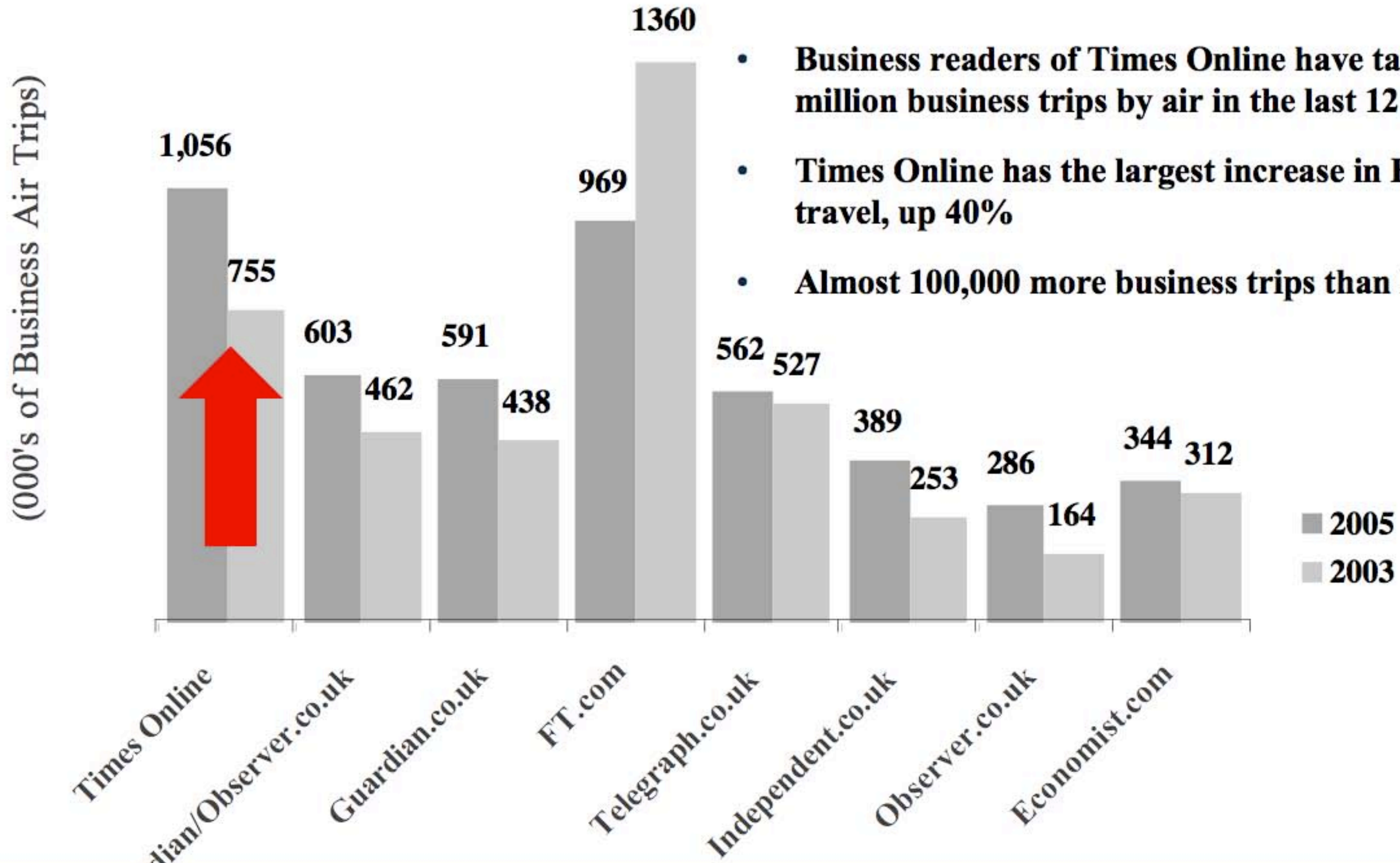


- Business readers of The Sunday Times have taken over 2.8 million business trips by air in the last 12 months
- The only Sunday quality title to show a period on period increase
- Over 900,000 more business trips than the other Sunday quality titles combined

Source: BBS 2005

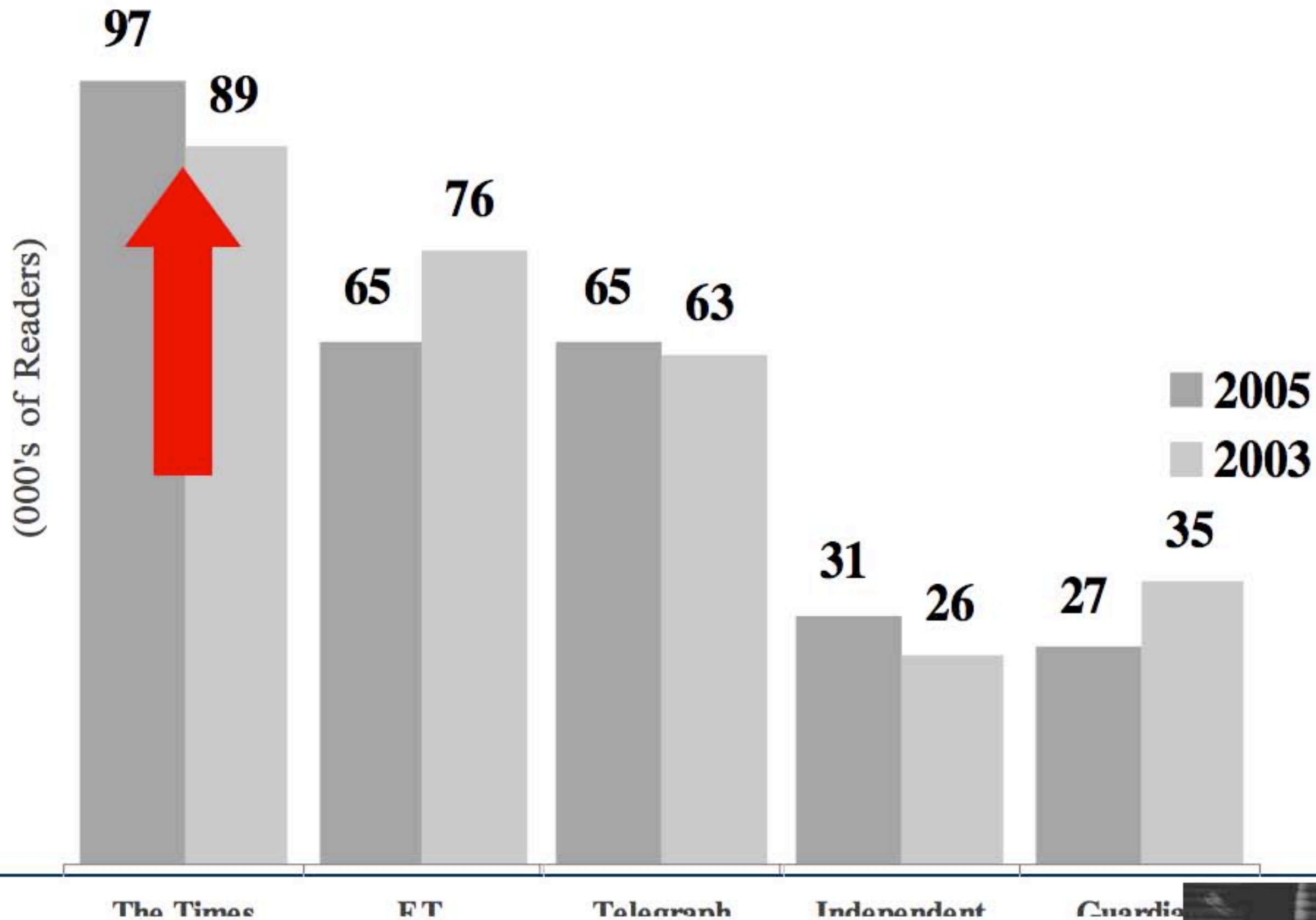


Business Travel – Times Online



Premium Business Travel – The Times

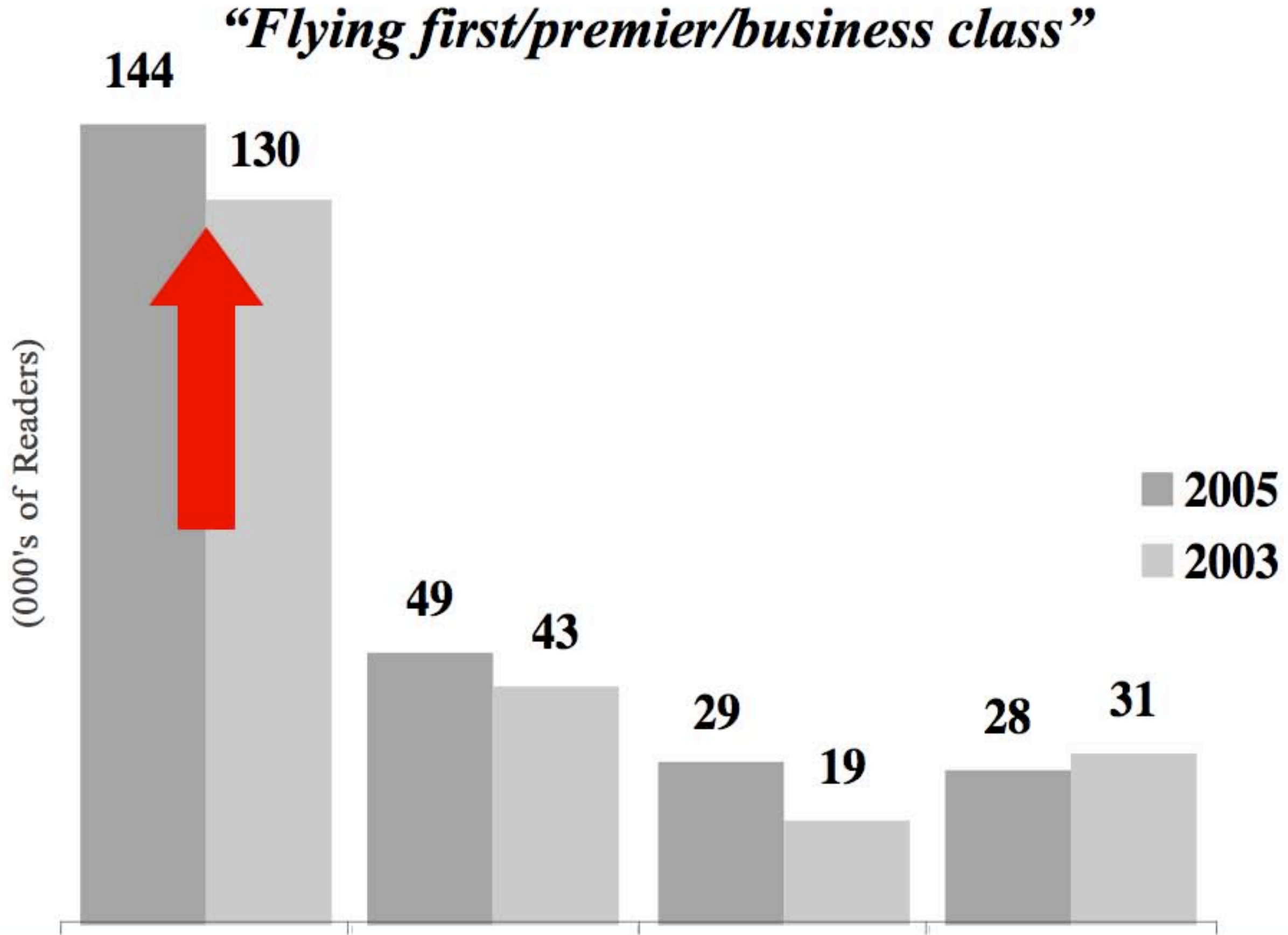
“Flying first/premier/business class”



Source: BBS 2005



Premium Business Travel – The Sunday Times

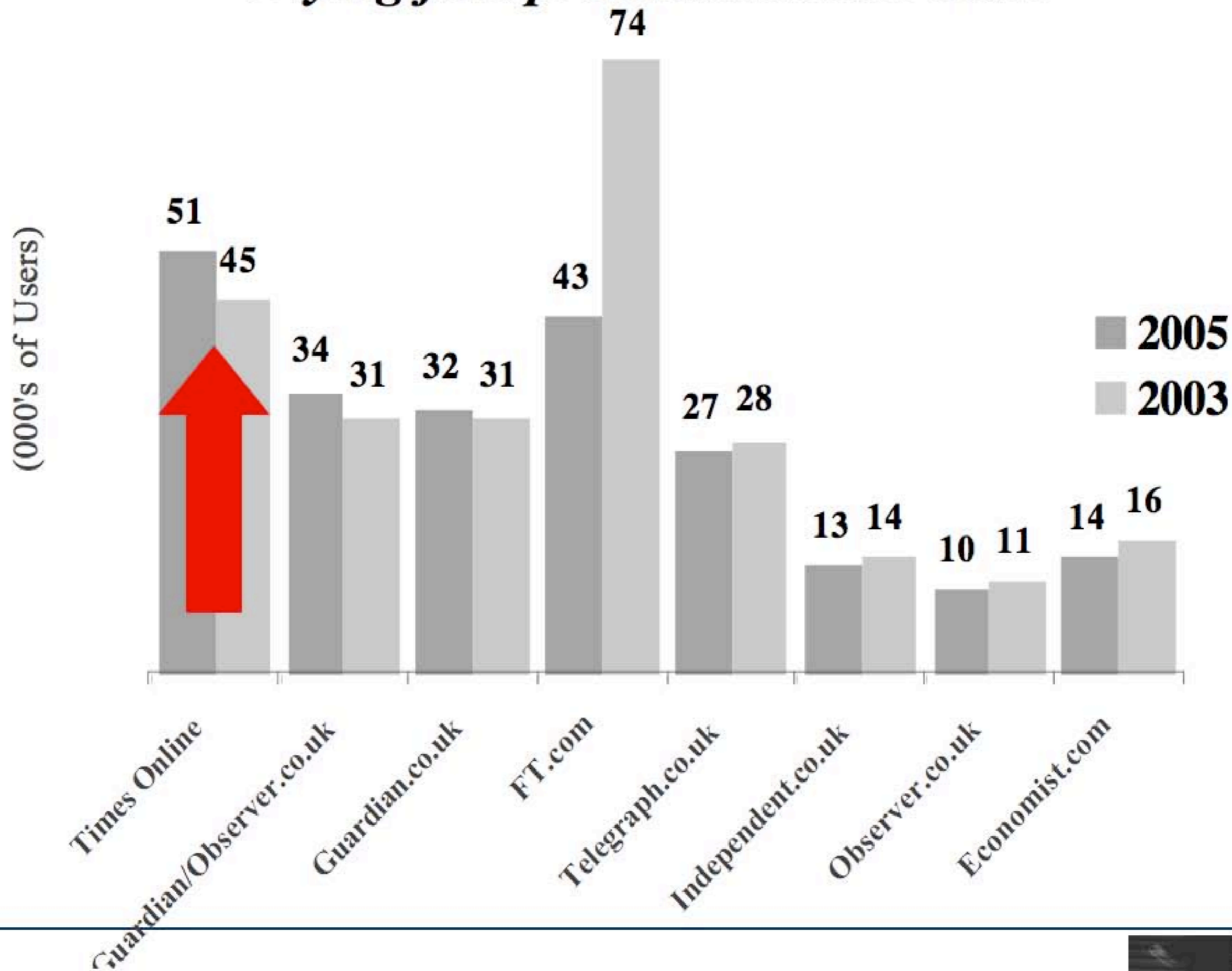


Source: BBS 2005



Premium Business Travel – Times Online

“Flying first/premier/business class”





Income



British Business Survey 05

Income – Topline

| <i>Income</i> | <i>TMS position</i> | <i>STI position</i> | <i>TOL position</i> |
|----------------|---------------------|---------------------|---------------------------------|
| £150k + | No 1 | No 1 | No 1 |
| £120k + | No 1 | No 1 | No 1 |
| £100k + | No 1 | No 1 | 2nd to ft.com |
| £80k + | No 1 | No 1 | 2nd to ft.com |
| £50k + | No 1 | No 1 | No 1 |

Source: BBS 2005



BBS 2005 Key Messages – No 1 for business

- ✓ **The Times, The Sunday Times and Times Online are all number 1 in their respective fields**
- ✓ **95% more businesspeople read TT than the FT**
- ✓ **1 in 3 businesspeople read the STI**
- ✓ **Times Online is the number one website for business people**
- ✓ **The Times, The Sunday Times and Times Online reach 42% of UK businesspeople - 165,000 more than the combined reach of DTL/STL/telegraph.co.uk/FT/ft.com**

Source: BBS 2005

