

# News media readers are flying more often

News media readers are truly in a class of their own, flying more often and more likely to buy premium seats.

That's the finding from latest analysis of [emma readership data](#).

Key findings include:

- 11.9 million news media readers are intending to fly in the next 12 months
- 3.4 million news media readers are likely to buy premium economy, business class or first class air tickets in the next 12 months.
- 47 per cent of survey participants said that news media influenced their purchase of a holiday

[Download the full research infographic](#) or view below:

# NEWS MEDIA READERS ARE IN A CLASS OF THEIR OWN.

News media readers are flying more often and more likely to buy premium seats.

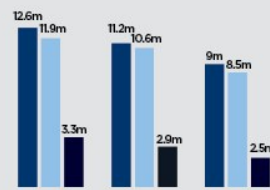
 READERS ARE **FLYING IN SCALE**

 READERS ARE **FLYING PREMIUM**



## FLYING IN SCALE

**11.9m** News media readers intending to fly in the next 12 months



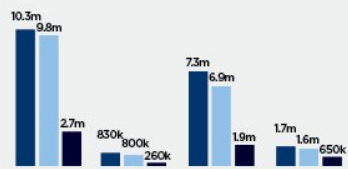
Intend to travel by air  
Intend to fly domestic  
Intend to fly int'l

- Population aged 14+
- Total news media readers
- Travel section

ix = indexes. For example, the percentage of news media readers who are likely to fly domestic in the next 12 months is INDEXED against the percentage of non news media readers who are likely to fly domestic = 109ix = News media readers are 9% more likely to be taking a domestic flight in the next 12 months.

## FLYING PREMIUM

**3.4m** News media readers likely to buy Premium economy, Business class or First class in the next 12 months



Domestic economy  
Domestic premium  
Int'l economy  
Int'l premium

- Population aged 14+
- Total news media readers
- Travel section

ix = indexes. For example, the percentage of news media readers who are likely to fly domestic economy in the next 12 months is INDEXED against the percentage of non news media readers who are likely to fly domestic economy = 119ix = News media readers are 19% more likely to be taking a domestic economy flight in the next 12 months.



**47%**  
SAY NEWS MEDIA INFLUENCED THEIR PURCHASE OF A HOLIDAY\*\*



Source: eMarketer, 12 months to August 2016. Readability based on last four weeks. Survey conducted by Ipsos Connect, people in: ALSO Nielsen Consumer & Media View (CMV), Nielsen Digital Panel, 4 weeks to August 2016, people 18+ collected to Nielsen Digital Content Ratings data for the equivalent period. \*% Intending to fly in the next 12 months (IN21) - Is the sum of people saying they are likely/very likely to use at least one of the named international domestic airlines in the next 12 months. Percentage of readers intending to fly next 12 months is indexed against the percentage of non-readers intending to travel in the next 12 months = 109ix. Is 9% more likely to fly domestic = 109ix. For example, percentage of Digital news media readers who intend to fly domestically IN21 AND are most likely to fly economy. INDEXED against the percentage of non-readers of news media who intend to fly domestically IN21 AND are most likely to fly economy = 109ix. \*% 4% say news media influenced their purchase of a holiday. Research Now, 5/2016, n=60. Holiday makes