

# 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**



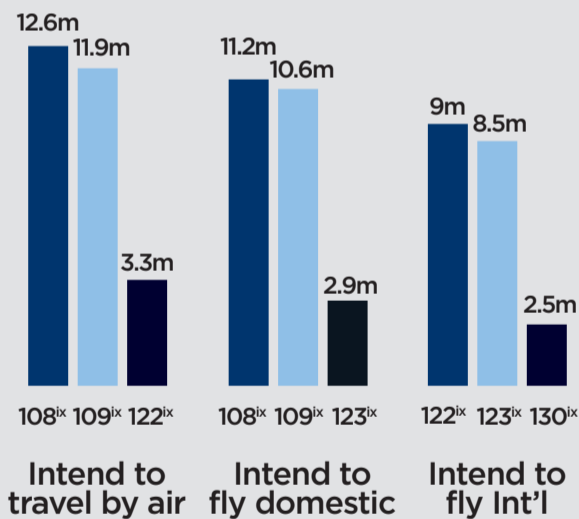
READERS ARE

**FLYING PREMIUM**



## FLYING IN SCALE

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

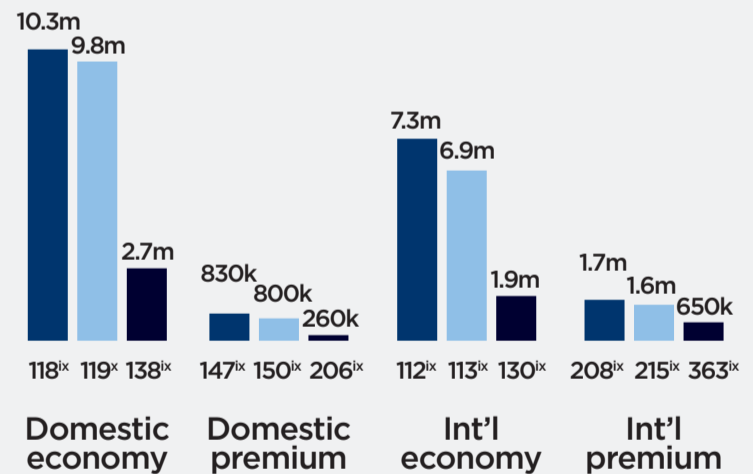


● Population aged 14+ ● Total news media readers ● Travel section

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



● 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\***<sup>6</sup>



Source : emmaTM, 12 months to August 2019. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weeks to August 2019, people 18+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. \*3 Intending to fly in the next 12 months (N12M) – 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 = 100ix Eg 10% more likely = 110ix \*4 Fare types : For example, percentage of Digital news media readers who intend to fly domestically N12M AND are most likely to fly economy INDEXED against the Percentage of Non-readers of news media who intend to fly domestically N12M AND are most likely to fly economy = 100ix \*6 47% say news media influenced their purchase is Path to purchase; Research Now Jul2016 ; n=610 Holiday makers.