

WorldMate Live Demographics

Survey Report

Date Executed: January 29-31, 2008

Goals:

Chart the basic demographics of WorldMate Live members.

Audiences:

171 WorldMate Live Gold members (receive premium paid services) from a sample of 1,000.

181 WorldMate Live Open members (receive the free tier services) from a sample of 5,000.

The samples were chosen by randomly selecting members who use the service more than a week.

Findings:

The WorldMate Live members' base is mature, holds an academic degree, works in managerial positions, flies more than 12 times a year, technology savvy, enjoys a high household income and lives in the US.

1) Home country

- **57.1%** of Gold members reside in the US
- **54.4%** of Open members reside in the US

Countries	Gold	Open
United States	57.1%	54.4%
Canada	11.4%	8.9%
United Kingdom	6.4%	7.6%
Australia	3.6%	3.2%
France	2.1%	
Mexico	2.1%	2.5%
Austria	1.5%	
Brazil	1.5%	1.9%
Kuwait	1.5%	
Netherlands	1.5%	
United Arab Emirates	1.5%	1.9%
Argentina	0.7%	1.9%
China	0.7%	
Ecuador	0.7%	0.6%

Germany	0.7%	1.3%
Israel	0.7%	0.6%
Italy	0.7%	0.6%
New Zealand	0.7%	
Philippines	0.7%	
Poland	0.7%	0.6%
Portugal	0.7%	
Qatar	0.7%	
Spain	0.7%	1.9%
Suriname	0.7%	
Turkey	0.7%	0.6%
India		4.0%
Chile		1.3%
Greece		1.3%
Singapore		1.3%
Croatia		0.6%
Jordan		0.6%
Romania		0.6%
Russia		0.6%
South Africa		0.6%
Venezuela		0.6%

2) Age group

- **88.2%** of Gold members are over 35 years old
- **79%** of Open members are over 35 years old

Age group	Gold	Open
24 or younger	0.6%	4.4
25-34	11.2%	16.6
35-44	30.8%	30.4
45-55	34.3%	27.6
56-65	19.0%	18.2
Older than 65	4.1%	2.8

3) Own an academic degree

- **75.2%** of Gold members
- **66.5%** of Open members

Education	Gold	Open
PhD	8.9%	5.6%
Masters	24.9%	27.9%
Bachelor degree	41.4%	33.0%
Professional degree	17.2%	16.7%
High School	7.6%	16.8%

4) Gender - male

- **95.1%** of Gold members
- **82%** of Open members

Gender	Gold	Open
Male	95.1%	82.0%
Female	4.9%	18.0%

5) Occupational status – managerial positions or self employed

- **90.3%** of Gold members
- **82.2%** of Open members

Result	Gold	Open
Executive	55.5%	32.2%
Mid-level manager	23.2%	32.2%
Company employee	9.7%	17.8%
Self employed	11.6%	17.8%

6) Average total annual household income – more than 150,000 US Dollars

- **60%** of Gold members
- **34.6 %** of Open members

Annual household income	Gold	Open
Less than 25,000	1.3%	6.3%
25,000-60,000	3.2%	13.2%
60,000-100,000	8.4%	20.1%
100,000-150,000	27.1%	25.8%
150,000-200,000	16.1%	14.5%
Over 200,000	43.9%	20.1%

7) Fortune 500 employees

- **19.4%** of Gold members
- **20.8%** of Open members

Fortune 500 Company	Gold	Open
Yes	19.4%	20.8%
No	80.6%	79.2%

8) Average flights per month – at least once a month

- **91.2%** of Gold members
- **64.8%** of Open members

Average flights per month	Gold	Open
Less than 1	8.8%	35.2%
1	15.2%	15.6%

2	22.8%	16.8%
3	17.0%	10.6%
4	10.5%	3.9%
Over 4	25.7%	17.9%

9) Average nights at a hotel per month – more than one night

- **88.6%** of Gold members
- **60.3%** of Open members

Average nights at a hotel per month	Gold	Open
Less than 1	7.3%	30.1%
1	4.2%	9.6%
2 to 3	35.8%	22.3%
4 to 5	17.0%	15.7%
Over 5	35.8%	22.3%

10) Average times of dining in a restaurant per month – more than five times

- **87.7%** of Gold members
- **72.7%** of Open members

Average times in a restaurant per month	Gold	Open
1 to 4	12.3%	27.3%
5 to 10	35.8%	44.7%
11 to 20	37.0%	19.3%
Over 20	14.9%	8.7%

11) Mobile application installed on the BlackBerry smartphone – more than three applications

- **74.7%** of Gold members
- **70.1%** of Open members

Applications installed on BlackBerry	Gold	Open
1 to 2	25.3%	29.9%
3 to 5	51.8%	48.2%
6 to 10	18.1%	14.0%
More than 10	4.8%	7.9%

12) BlackBerry smartphones used by WorldMate Live members

BlackBerry models in use	Gold	Open
BlackBerry 71xx	2.5%	6.5%
BlackBerry 81xx	11.1%	16.8%
BlackBerry 83xx	36.4%	29.0%
BlackBerry 87xx	8.6%	14.2%
BlackBerry 88xx	41.4%	33.5%

13) Frequent flier programs among WorldMate Live members

Frequent flier programs	Gold	Open
American Airlines – Aadvantage	45.6%	34.8%
Delta Airlines - SkyMiles	38.0%	26.0%
United Airlines – Mileage Plus	33.9%	29.3%
British Airways – Executive Club	24.6%	6.6%
Continental - OnePass	24.6%	16.0%
US Airways – Dividend Miles	24.6%	13.8%
Northwest Airlines - WorldPerks	20.5%	15.5%
Southwest Airlines - Rapid Rewards	16.4%	12.2%
Air Canada – Aeroplan	14.6%	9.4%
Lufthansa - Miles & More	12.3%	6.6%
JetBlue - TrueBlue	10.5%	8.8%
Virgin Atlantic – Flying Club	9.4%	
Emirates – Skywards	8.8%	4.4%
Other	8.8%	
Air France - Frequence Plus	8.2%	5.0%
KLM - Flying Dutchman	8.2%	5.5%
Singapore Airlines - KrisFlyer	7.6%	5.5%
Alaska Airlines - Mileage Plan	7.0%	6.1%
America West – FlightFund	5.3%	3.3%
Cathay Pacific – Airways Asia Miles	5.3%	5.5%
AeroMexico - Club Premier	3.5%	2.8%
Qantas - Frequent Flyer	2.9%	6.1%
Iberia - Iberia Plus	2.3%	0.6%
Malaysia Airlines - Enrich	2.3%	0.6%
SAS - EuroBonus	1.8%	1.7%
South African Airways – Voyager	1.8%	1.7%
Air New Zealand - Air Points	0.6%	1.7%
Thai Airways International - Royal Orchid Plus	0.6%	1.7%
Varig - Smiles	0.6%	

14) Hotel loyalty programs among WorldMate Live members

Hotel loyalty programs	Gold	Open
Hilton - HHonors	60.2%	30.9%
Marriott - Marriott Rewards	58.5%	42.5%
Starwood - Preferred Guest	54.4%	28.2%
Hyatt Hotels & Resorts - Hyatt Gold Passport	35.7%	18.2%
Priority Club Rewards	34.5%	23.2%
Radisson - Gold Rewards	9.9%	6.6%
Best Western - Gold Crown Club	7.6%	3.9%
Choice Hotels - Guest Privileges	4.7%	8.3%
Accord Favorite Guest	3.5%	0.6%
Other	4.7%	4.4%

15) Size of companies WorldMate Live members work at

Company size	Gold	Open
Self employed	5.3%	10.7%
less than 10 employees	6.5%	6.7%
10-50 employees	16.0%	17.4%
50-100 employees	9.4%	4.5%

100-500 employees	16.0%	11.2%
500-1,000 employees	3.6%	11.2%
1,000-5,000 employees	13.6%	14.6%
5,000 – 25,000 employees	11.8%	12.5%
More than 25,000 employees	17.8%	11.2%

16) Industries WorldMate Live members work in

Industry	Gold	Open
Telecom	9.2%	3.5%
Manufacturing	19.6%	20.4%
IT / Software	15.3%	16.2%
Legal / Consulting / Accounting	12.9%	9.6%
Government	3.7%	4.2%
Travel	4.9%	5.4%
Media / Advertising / Entertainment	4.9%	10.2%
Retail	7.4%	9.0%
Academy	3.1%	3.5%
Healthcare	9.2%	11.4%
Finance / Banking	9.8%	6.6%

17) Technologies commonly used by WorldMate Live members

Technology / device	Gold	Open
Laptop	92.4%	85.6%
WiFi	85.4%	72.9%
iPod or other MP3 Player	70.8%	66.3%
HDTV	55.0%	33.7%
DVR (e.g. Tivo)	45.0%	35.4%