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Ipsos Mendelsohn unveils Business Elite 2008 study

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New York—Media research firm Ipsos Mendelsohn revealed results of its Business Elite 2008 study, which looks at the top concerns, media habits and technology use of affluent business executives in the U.S.

According to the study, volatile markets and managing economic uncertainty is the biggest challenge facing top business executives, cited by 65% of respondents. Other pressing issues are the price of fuel and other raw materials (52%); attracting and keeping top talent (38%); the decline in the value of the dollar (35%); and innovation (20%).

The study also found that 63% of the business elite use e-mail, conduct instant messaging or obtain news from a mobile device; 54% receive daily e-mail newsletters or alerts; 51% watch streaming video on their computers; and 41% listen to satellite radio.

When asked about their decision-making processes, 86% of executives said they take the lead in decision-making; 78% said they are not afraid to take business risks; 76% said meeting people face-to-face is critical for their business; and 63% said advertising plays a part in influencing purchase decisions.

The study was based on a direct mail survey of 2,251 senior business executives, conducted from March through June.