



America's Business Elite Embracing On-line Media

New York, NY, May 13, 2008 – America's most senior executives are voracious users of all media channels—including digital media—to fill their information needs according to results of The Business Elite Study carried out by Ipsos MediaCT.

Hugh White, Vice President of Ipsos MediaCT adds that, "top executives are heavy users of what we think of as traditional media, such as television, newspapers, and magazines, but they are also getting more deeply into the digital space, not only the Internet itself, but streaming video, blogs, podcasts, and the like."

The Business Elite Study explores the media habits, attitudes, opinions, and business and personal purchasing habits of the highest echelon of America's business community—the "C-Suite." The Study surveys both executives and C-Suite professionals. In the past two years, the Study has tracked the rapid adoption of the Internet by business executives, with significant growth in usage of print media websites. It also shows that the Internet has not reduced their usage of other media types, as in the TV example below:

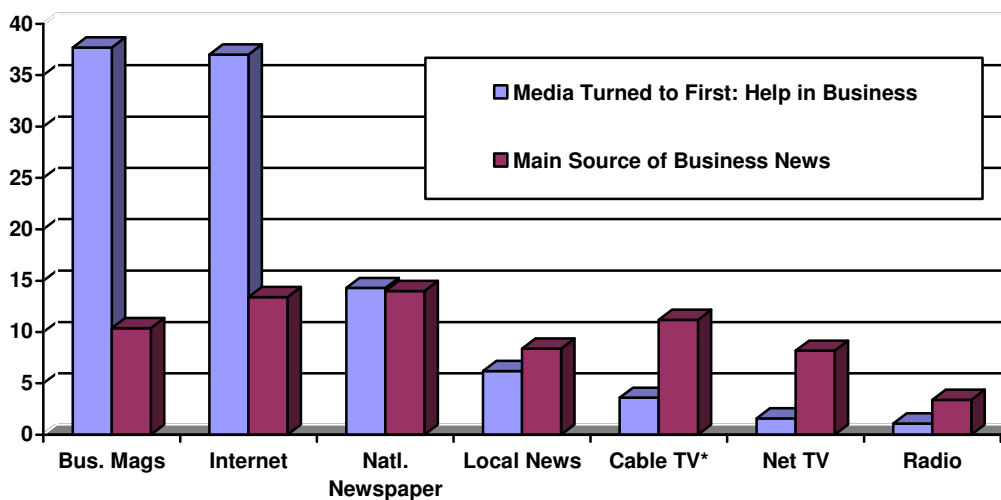
% Agree...	2006 BE STUDY	2007 BE STUDY
The internet is good for business	84	87
A website is an important part of a publication's overall offering	50	73
Spend more time reading business information on the internet than in the past	65	68
The internet has made little difference to my TV viewing habits	57	64
Source: 2007 US Business Elite: Ipsos Media CT		

While top executives in America's leading companies agree that the Internet is a valued source for information, almost half of C-suite executives (47%) say "the Internet has made little difference in their reading of business publications". At the same time, using a publication's website is part of the daily routine for about two out of five (38%).



	C Level Executives (%)
The internet has made little difference in my reading of business publications	47.0
I spend more time reading business information on the internet nowadays than in the past	68.0
The internet is good for business news updates	87.5
Using a publications website is part of my daily routine	38.0
Source: 2007 US Business Elite: Ipsos Media CT	

Looking at the sources they turn to first for help in business, we see that the Internet and business magazines lead as the main source for C-suite executives. However, there are healthy percentages for national newspapers and local papers. For their *main sources of business information*, responses are more dispersed, with the same sources leading, along with the addition of cable TV:



Source: 2007 US Business Elite: Ipsos Media CT



As expected, the top websites visited by U.S. Business Executives and C-levels are heavily news-oriented sites. These include the largest portals and search engines, followed by cable news and newspaper sites. C-level website usage is similar to that of business executives overall, with slightly higher percentages for C-levels viewing some business information sites:

	TOP WEBSITES VISITED IN PAST MONTH	
	%All BEs	% C-Suite
Yahoo! News	33.5	33.0
Google News	21.3	19.5
MSNBC.com	19.8	18.5
CNN.com	17.7	16.4
WSJ.com	14.7	16.0
Fox News.com	11.7	11.7
NY Times.com	10.5	10.8
USA Today.com	10.4	9.8
AOL News	8.0	7.2
Bloomberg.com	6.2	7.4
Marketwatch.com	6.0	6.6
SOURCE: 2007 US BUSINESS ELITE; Ipsos Media CT		

More and more, America's Business Elite have also embraced other forms of new media and technology. These attitudes of business executives at large are often more pronounced by C-level executives. While more than half (58%) of all business executives are buying goods and services on the Internet, C-levels are one notch above in wired behavior and new media usage:

- C-level Tech Toys: Almost three out of four (71%) own cellphones with cameras and multi messaging, and almost as many (68%) own laptops. More than half (60%) already have HDTV, and almost half (40%) own iPods. Likewise, more than one-third already have Blackberries (36%) or Satellite Radio (35%).
- CEOs TIVO: More than one-third (35%) have used a DVR/TIVO to record or playback a TV program in the past month, with almost one-third having watched video-on-demand.
- Downloading Content: In a month's time, more than two-thirds of the C-levels surveyed (68%) have downloaded videos or clips from websites or received email newsletters/alerts on their computers. About half (49%) have streamed or watched broadband videos from websites on their computers.
- C-level Internet Commerce: More than three-fourths of C-level executives surveyed are already using the Internet to make their travel or flight reservations (78%), and well over half (57%) regularly buy products or services online.



- Being Tech Savvy is Key: Executives at the top also know that keeping up with the latest technology is vital to the success of their businesses—about three-fourths (72%) agree, with the same number agreeing that a business publication's website is an important part of its offerings (72%).
- Blogging in the C-Suite: They are into blogs too—almost one-third (30%) read blogs and a small number (4%) contribute to blogs.

Methodology

Data for this study were collected by survey questionnaires dispatched by mail and available online in 2007. The data was released to its subscribers in October. A total of 2,390 responses were collected. This sample size can be used project the attitudes, behaviors, and consumption patterns of the survey universe.

Broadly defined, the survey universe comprises heads of function at medium and large sized business and commercial establishments, defined as having 250 or more employees throughout the US. Some smaller companies, with 150-249 employees, were also included, providing that they met minimum turnover criteria, provisionally in excess of \$40 million. The survey also includes national and regional head offices of banks with assets of \$500 million or more and insurance companies with 150 or more employees.

To review other releases from this study, please click here:

<http://www.ipsosinsight.com/pressrelease.aspx?id=3843>

<http://www.ipsosinsight.com/pressrelease.aspx?id=3660>

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About Ipsos MediaCT

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