

RA RESEARCH ALERT

THE DEFINITIVE SOURCE FOR RESEARCH ON CONSUMER SPENDING, BEHAVIOR AND ATTITUDES SINCE 1982

NOVEMBER 21, 2008
 Vol XXVI, No. 22
 Reprinted by
 permission for
 Schwartz Public
 Relations and Ipsos
 Mendelsohn.

Execs Will Pay More For Quality And Are Open To Ads' Influence

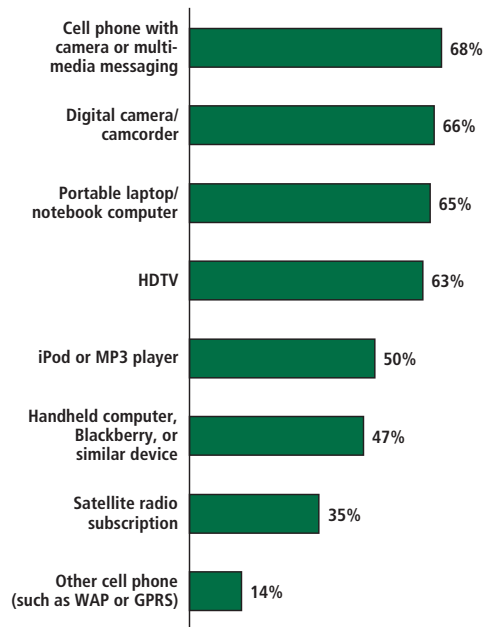
The vast majority of business executives (89%) are prepared to pay more for quality products, according to Ipsos Mendelsohn. Nearly two thirds (63%) say advertising plays a part in influencing what they buy, and 87% like to consider all options before making a decision. Four in 10 (40%) are usually the first among their friends and colleagues to try new products and services, and 62% say it's important to them personally to keep up with technology.

The Internet is their most common source of information to keep them up-to-date at work (65%) and for helping them in life outside the office (46%). Only 9% believe that the best journalists are found online. Rather, they most commonly believe that national newspaper writers are the best (30%).

More than half (54%) have bought a product after seeing an ad online, compared to those who saw an ad on TV (42%), in a magazine (34%), in a local newspaper (26%), or in a national newspaper (12%). [BUSINESS/INDUSTRY, MARKETING]

SOURCE: "Business Elite USA," Ipsos Mendelsohn, Hugh White, VP, 1700 Broadway, 15th Fl., New York, NY 10019; 646-364-7573; hugh.white@ipsos-na.com; www.ipsos-na.com. Price: Call for information.

TECHNOLOGY AND ELECTRONICS ITEMS THAT EXECUTIVES OWN PERSONALLY, 2008



SOURCE: Ipsos Mendelsohn

Editor
 Melanie Shreffler
 212-941-1633, x35
 mshreffler@epmcom.com

Managing Editor
 David McGee
 dmcgee@epmcom.com

Publisher
 Ira Mayer
 212-941-1633, x27
 imayer@epmcom.com

Chief Operating Officer
 Riva Bennett
 212-941-1633, x28
 riva@epmcom.com

VP Marketing
 Michele Jensen
 212-941-1633, x21
 mjensen@epmcom.com

Circulation Manager
 Loretta Netzer
 212-941-1633, x17
 lnetzer@epmcom.com

RESEARCH ALERT (ISSN: 0739-358X) is published 24 times a year by EPM Communications, Inc. Subscription: \$389 per year/\$449 outside North America. For site licenses, bulk discounts and reprint services, please contact Riva Bennett at 212-941-1633, x28.

EPM will pay \$5,000 for evidence of illegal photocopying, and/or electronic or fax distribution of this newsletter that leads to a successful resolution of a claim. Confidentiality is assured. Please contact Ira Mayer at 212-941-1633, x27.

EPM Communications, Inc. 160 Mercer Street, 3rd Floor, New York, NY 10012, Phone: 212-941-0099, Fax: 212-941-1622

© 2008 EPM Communications, Inc. All rights reserved. May not be reproduced in whole or in part without consent of the publisher.



A member of

