



The Rich Still Have More Fun

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ADOTAS — As everyone drowns in the economic tsunami, the [good news](#) is that affluent business executives still read dead wood but spend online.

According to this [Ipsos Mendelsohn study](#), after seeing an ad on the internet, 50 percent of business executives report visiting a website, while 54 percent report purchasing a product/service. With a TV ad, 43 percent visit a website and 42 percent buy a product/service. A magazine ad spurs 38 percent to visit websites and 34 percent to buy a product/service. (Think there's a website trend here?)

The study, which examines the media habits, technology use and top concerns of affluent businesspeople, finds that print readership - though down slightly from 2007 - remains relatively stable across categories. Findings also indicate that the "Business Elite" turn to different media sources.

Top business people are also ingesting new technologies, more than two-thirds (68 percent) own a cellular phone with a camera or multimedia capabilities, 66 percent own a digital camera/camcorder, 65 percent own a laptop computer, 47 percent own a handheld computer/blackberry/smartphone, and 35 percent have a satellite radio subscription.

So as you search for that cardboard box you'll need as a new home remember that there will be others more, much more, fortunate than you.