

Europe 2006: Getting Into The Minds of Europe's Top Business People

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Europe's top businesspeople are travelling more, earning more, spending more on the internet, have a liking for high tech gadgets and have a massive thirst for business news in print, on TV and on the internet.

These are just some of the findings of the Europe 2006 survey which has "lifted the lid" on the spending habits of business decision makers, and is launched today. The survey provides some fascinating insights into where their company funds are being spent, as well as business leaders' personal tastes.

Europe 2006 marks the seventh anniversary of the series which has rapidly become the definitive and most trusted survey of business decision makers and leading consumers in Europe, allowing advertisers to gain a real insight into what influences Europe's top business people and to plan campaigns accordingly.

The latest release is designed to offer users more opportunities to maximise their return on investment in pan-European advertising, by getting into the minds of Europe's top business executives and finding out which media channels are the most influential to them.

A number of new questions have been added, giving further valuable insight into newspaper/magazine reading, and television viewing habits. An exciting new addition is the introduction of engagement attributes enabling users to profile publications and channels against statements such as "trustworthy and credible," "provides respected and authoritative information" and "offers information and insight not available elsewhere".

Survey findings in 2006 show an increase in popularity of high-tech gadgets such as GPS systems and MP3 players. Online trends indicate more business is being conducted on the internet showing there is a much greater confidence in security, with a five per cent increase in on-line transactions with an average spend of over 1,000 Euros.

Commenting on Europe 2006, David Lucas, Senior Director of Ipsos Media, said: "The survey has proved to be one of the most trusted in its field, and once again is very revealing about how Europe's top business people work and go about their lives. This will prove to be absolutely invaluable to advertising planners and many others besides.

"We are grateful to all our sponsors, and I am sure that this year we have once again delivered a survey which meets all their needs."

The readership results indicate that the international press remains a powerful tool for reaching the most commercially attractive individuals in Europe. The stability of the data reflects both the consistency of these titles in delivering desirable audiences and the continued excellence of the Europe 2000 series as a barometer of Europe's elite.

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