

Annual Market Research Report

RESPONDENTS

250 responses
22% from the construction industry

TOP BUSINESS CHALLENGES TODAY

1. Costs

2. Accountability

3. Finding People

When we limit responses to CEO's, 'Growth' rises to the #2 position

CEO's are feeling the pinch of 'Costs' & 'Growth' more than their leadership teams

CEO'S

Non-CEO's are more worried about 'Accountability' & 'Finding People' than CEO's

NON-CEO'S



SOCIAL MEDIA AND CONTENT

79% of respondents consume business news and content from LinkedIn; **59%** from business books

Only **10%** consume content from Instagram or Facebook

60% of our community do not use Twitter at all

30-40% do not use Instagram or Facebook

91% use LinkedIn daily or weekly

80% of respondents prefer email to phone call or text



TRENDS OVER THE PAST 3 YEARS

For the first time in 3 years, rising costs, growth & accountability have inched out finding people as the top challenge

There has been a **10%** reduction in content gleaned from television, Facebook & Twitter

More people are getting their content from LinkedIn, podcasts, & direct news applications and websites

