

# Makovsky + Company

## 2006 State of Corporate Blogging Survey



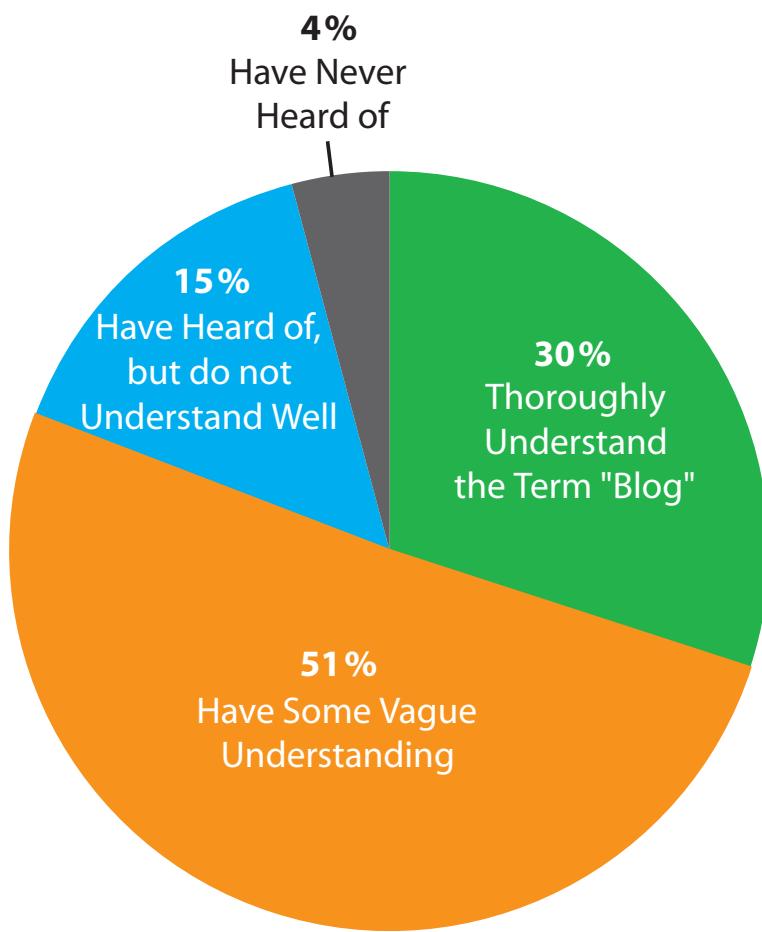
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## 2006 State of Corporate Blogging Survey

The national telephone survey of senior executives (directors and above) of a cross-section of Fortune 1000 companies was conducted in February 2006 by Harris Interactive® in conjunction with Makovsky + Company, a leading independent global public relations and investor relations consultancy.

In general, how would you rate your understanding of the term internet 'blog'?  
Would you say you...

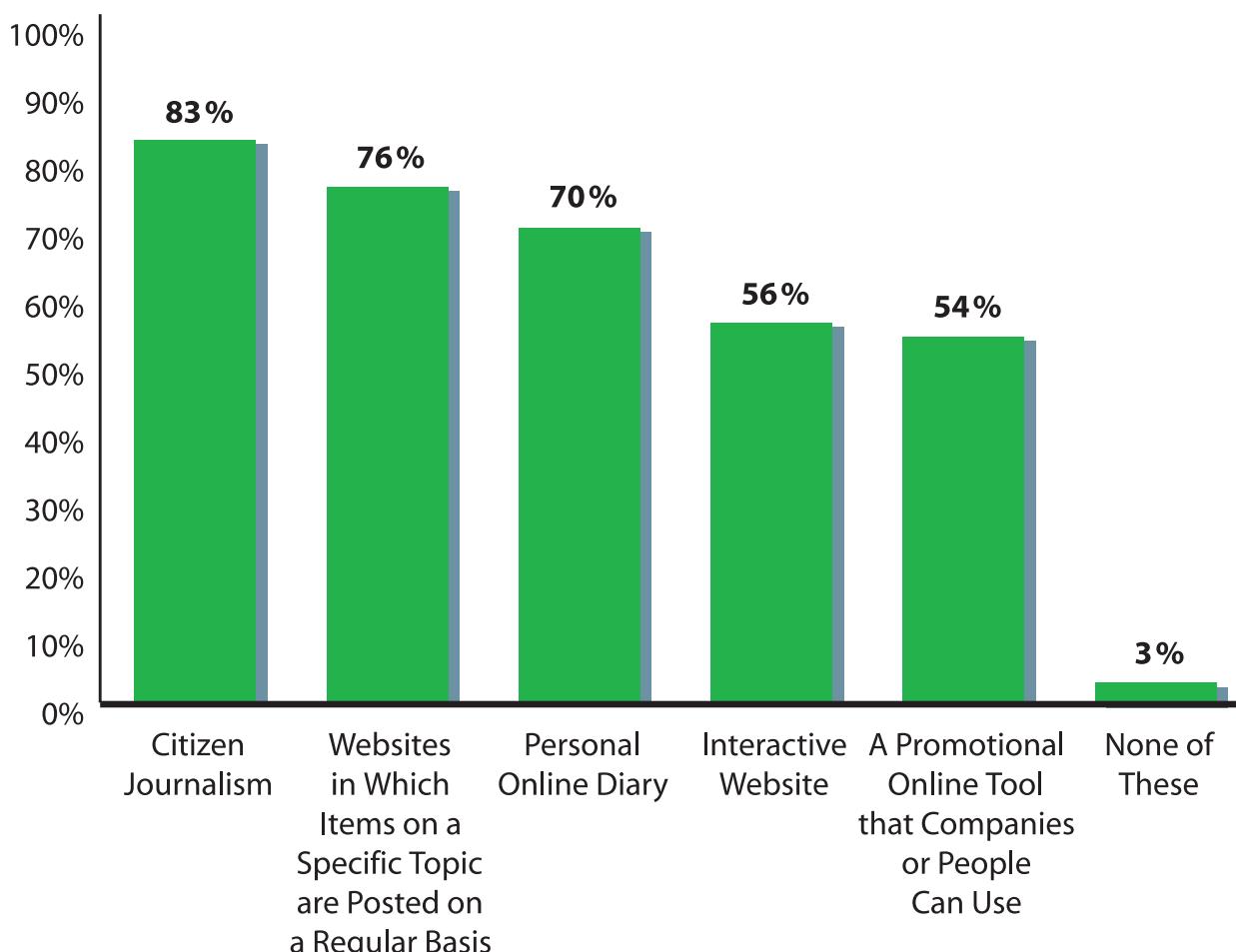


- 96% **HEARD OF (NET)**
- 30% Have a thorough understanding of the term
- 51% Have some vague understanding of the term
- 15% Have heard of the term but do not understand it well at all
- 4% **Have never heard of the term**

Base: All respondents: N = 150.



Which of the following definitions do you believe to be true about blogs?  
Would you say a blog is...



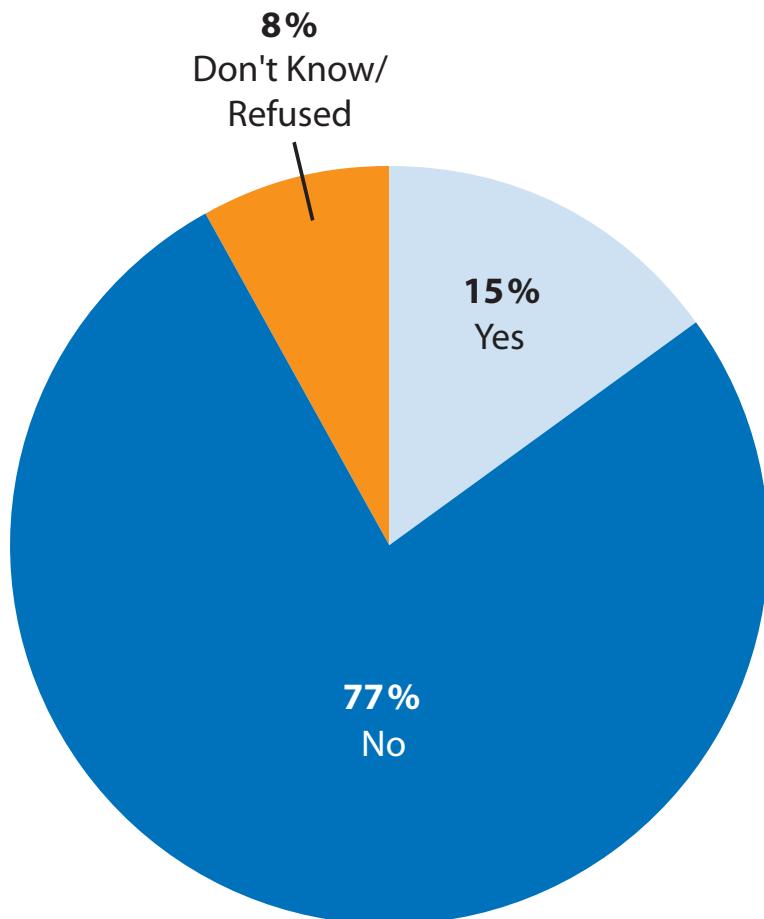
The percentages do not add up to 100%, because multiple answers were allowed.

- 83% Citizen journalism, in the sense that anybody can publish a blog
- 76% A website in which items on a specific topic are posted on a regular basis
- 70% A personal online diary
- 56% An interactive website
- 54% A promotional online tool that companies or people can use
- 3% None of these

Base: Respondents who have heard of the term corporate blogging: N = 144.



Does anyone in your company or organization write a blog related to your company or its activities?



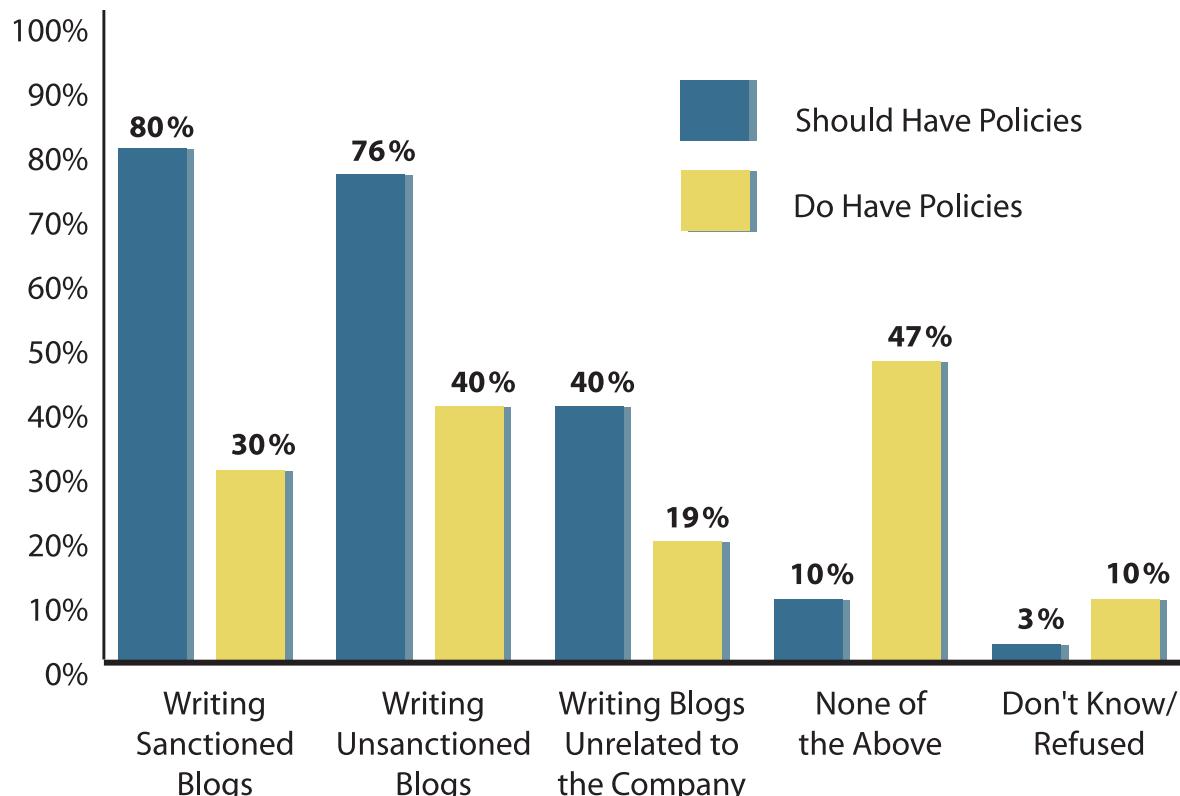
15% Yes  
77% No  
8% Don't Know/Refused

Base: Respondents who have heard of the term corporate blogging: N = 144.



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Does your company/should it have any of the following policies regarding corporate blogging?



The percentages do not add up to 100%, because multiple answers were allowed.

Does your company have any of the following policies regarding corporate blogging? In other words, does your company have policies pertaining to...

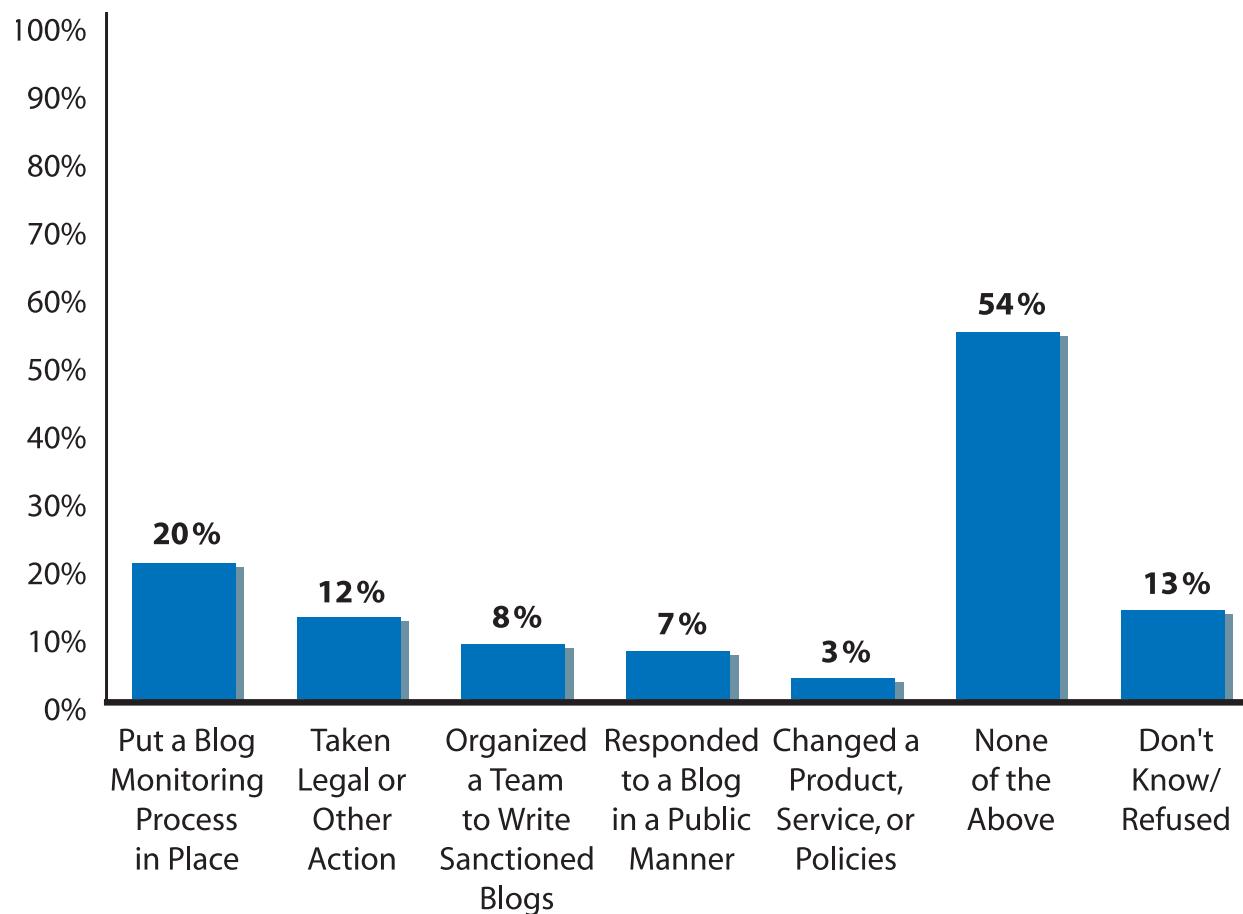
- 40% Writing unsanctioned blogs about the company or its activities
- 30% Writing sanctioned blogs about the company or its activities
- 19% Writing blogs unrelated to the company or its activities
- 47% None of the above
- 10% Don't Know/Refused

Regardless of whether or not your company does have any of these policies, do you think your company **SHOULD** have any of the following policies regarding corporate blogging? Do you think your company **SHOULD** have policies pertaining to...

- 80% Writing sanctioned blogs about the company or its activities
- 76% Writing unsanctioned blogs about the company or its activities
- 40% Writing blogs unrelated to the company or its activities
- 10% None of the above
- 3% Don't Know/Refused

Base: Respondents who have heard of the term corporate blogging: N = 144.

Has your company done any of the following in relation to monitoring blogs that are written about it? Has your company...



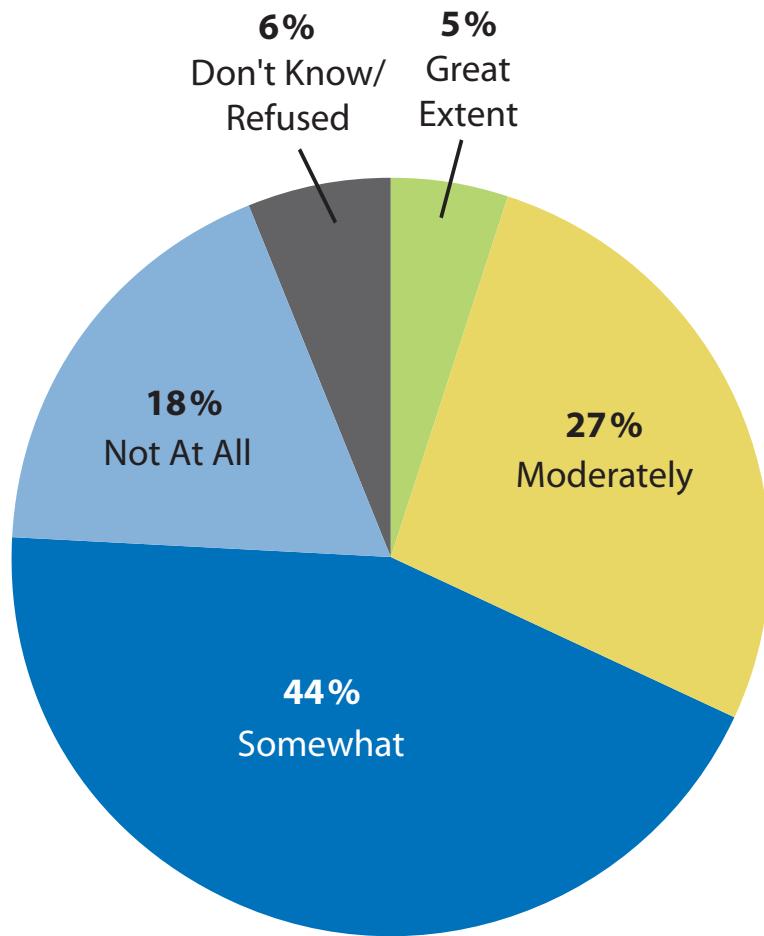
The percentages do not add up to 100%, because multiple answers were allowed.

- 20% Put a formal process in place to monitor blogs that are written about the company
- 12% Taken legal or other action in response to a blog written about it
- 8% Organized a team of people who are dedicated to writing sanctioned blogs about the company and its activities
- 7% Responded to a blog in a public manner such as by making a formal statement in reaction to it
- 3% Changed its product, service or policies because of publicity generated by a blog written about it
- 54% None of the above
- 13% Don't Know/Refused

Base: Respondents who have heard of the term corporate blogging: N = 144.

To what extent do you think corporate blogging is growing in credibility as a...

### Communications medium for corporations



**32% GREAT EXTENT/MODERATELY (NET)**

5% A great extent

27% Moderately

**62% SOMEWHAT/NOT AT ALL (NET)**

44% Somewhat

18% Not at all

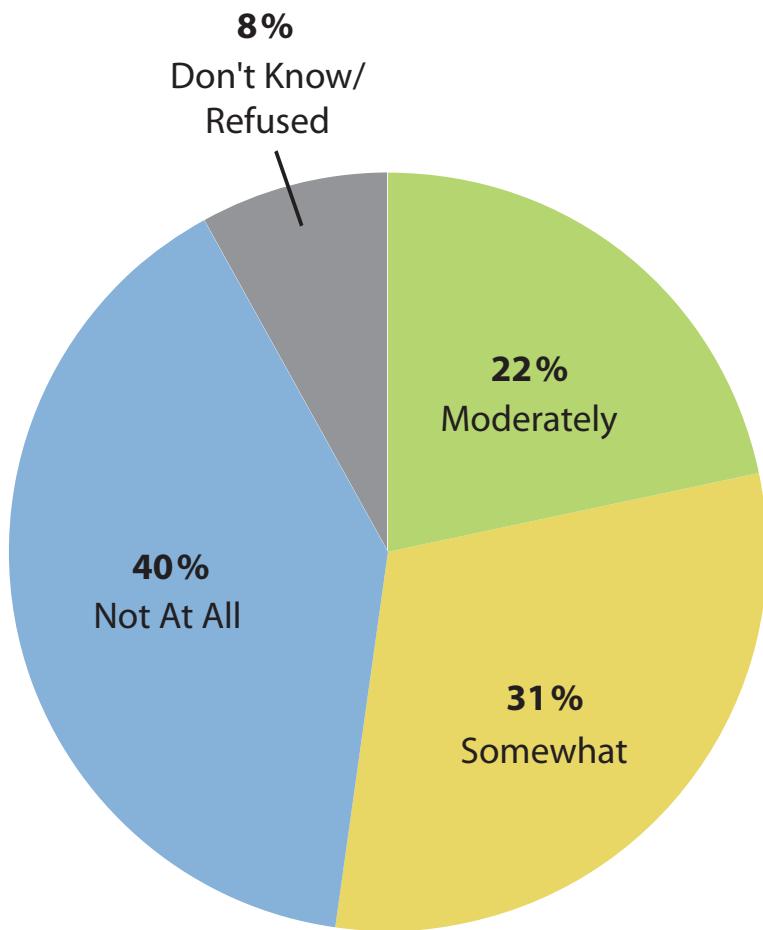
6% **Don't Know/Refused**

Base: Respondents who have heard of the term corporate blogging: N = 144.



To what extent do you think corporate blogging is growing in credibility as a...

**Sales or lead generation tool for corporations**



**22% GREAT EXTENT/MODERATELY (NET)**

0% A great extent

22% Moderately

**70% SOMEWHAT/NOT AT ALL (NET)**

31% Somewhat

40% Not at all

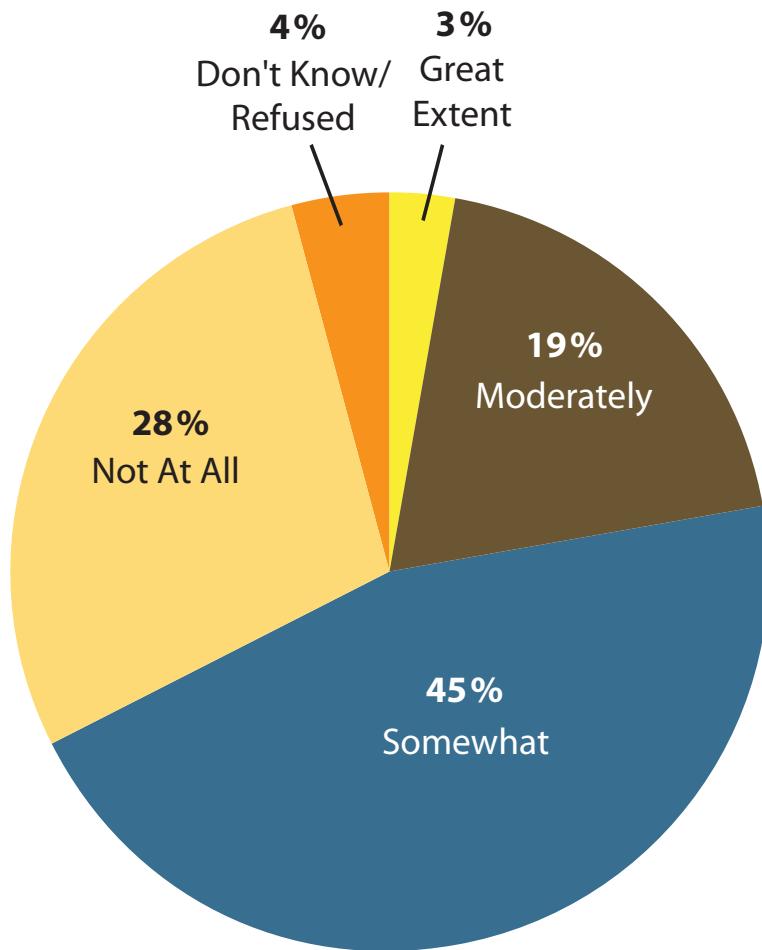
8% **Don't Know/Refused**

Base: Respondents who have heard of the term corporate blogging: N = 144.



To what extent do you think corporate blogging is growing in credibility as a...

Way to develop and build a company's brand



22% **GREAT EXTENT/MODERATELY (NET)**

3% A great extent

19% Moderately

74% **SOMEWHAT/NOT AT ALL (NET)**

45% Somewhat

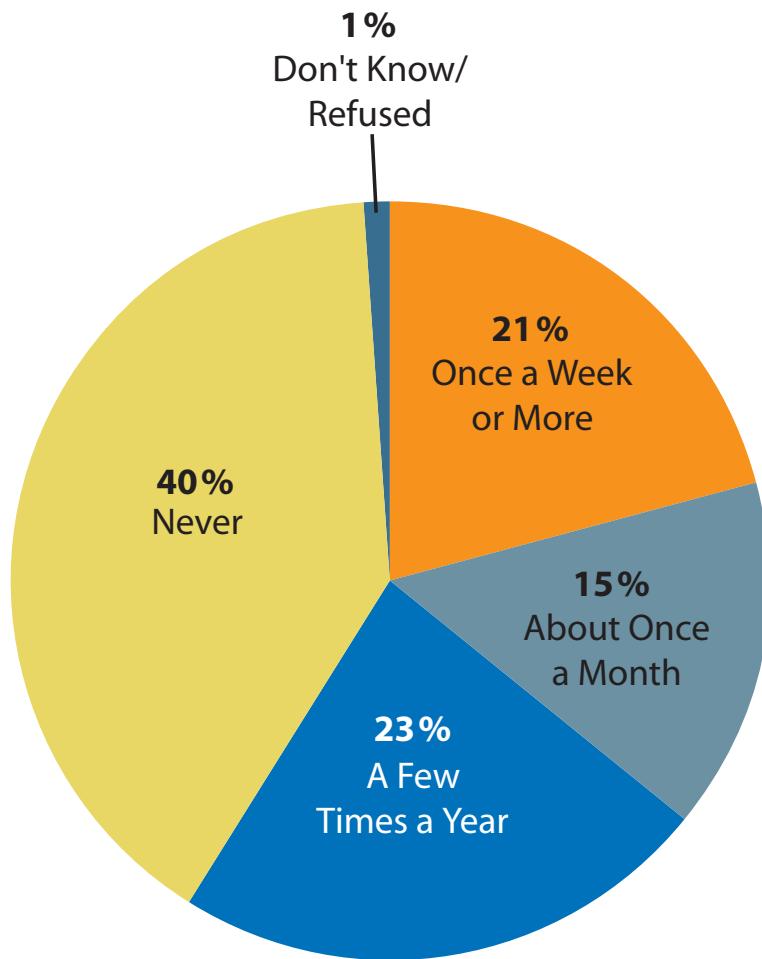
28% Not at all

4% **Don't Know/Refused**

Base: Respondents who have heard of the term corporate blogging: N = 144.



About how often do you yourself read business-related blogs? Would you say you read them...



- 21% Once a week or more frequently
- 15% About once a month
- 23% A few times a year
- 40% Never
- 1% Don't Know/Refused

Base: Respondents who have heard of the term corporate blogging: N = 144.



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## DEMOGRAPHICS

**Interviewing:** February 8-28, 2006

**Respondents:** 150 Executives in Fortune 1000 companies

**Margin of Error:** +/- 8.0% in 95 out of 100 cases

**NOTE:** A ( \* ) means less than one-half percent responding; and a ( - ) means non-response or zero percent

### Gender

81% Male  
19% Female

### Title

32% Director  
47% Vice President  
1% Group VP  
1% Division VP  
2% 1ST VP  
9% Senior Vice President  
2% Executive Vice President  
2% Chief Financial Officer (CFO)  
2% Chief Executive Officer (CEO)  
1% President  
1% Officer  
1% Controller  
1% Treasurer  
1% Other

### Region

33% Northeast  
30% Midwest  
25% South  
13% West

### Number of Employees

19% Less than 5,000  
19% 5,000 - 10,000  
60% More than 10,000  
2% Not Coded

### Sales

3% Less than \$1 billion  
61% \$1 billion to less than \$5 billion  
14% \$5 billion to less than \$10 billion  
20% \$10 billion or more  
1% Not Coded

### Industry/Service

34% Manufacturing  
20% High Tech  
46% SERVICES (NET)  
28% Finance/Insurance/Real estate  
10% Wholesale/Retail trade  
8% Transportation/Communication/Utilities

