

Makovsky + Company

2006 State of Corporate Blogging Survey

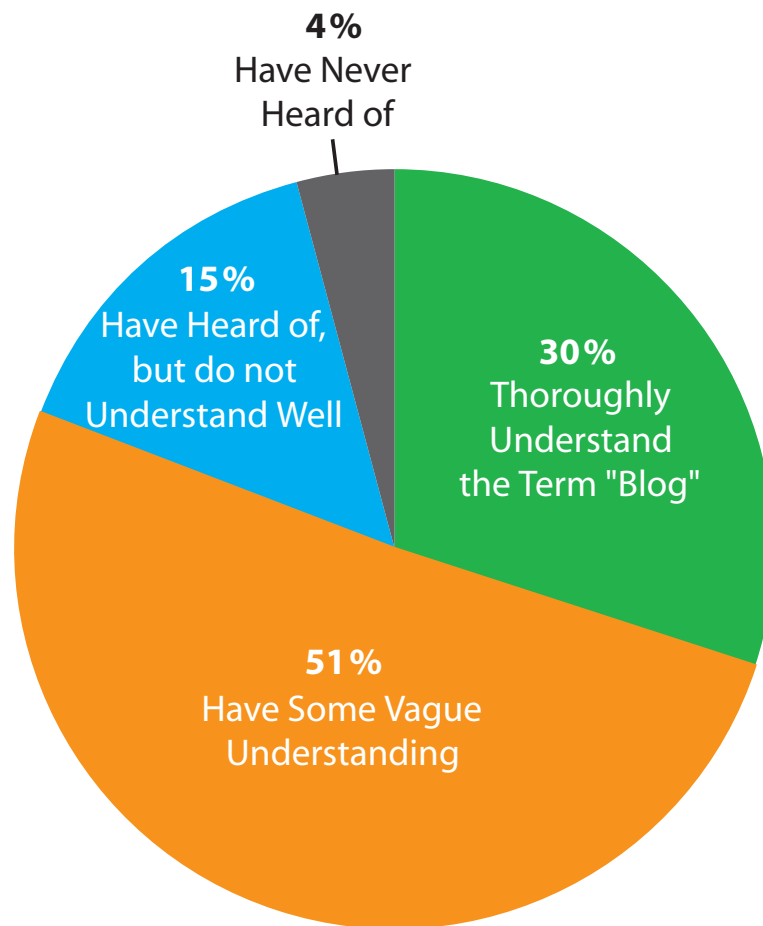


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2006 State of Corporate Blogging Survey

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

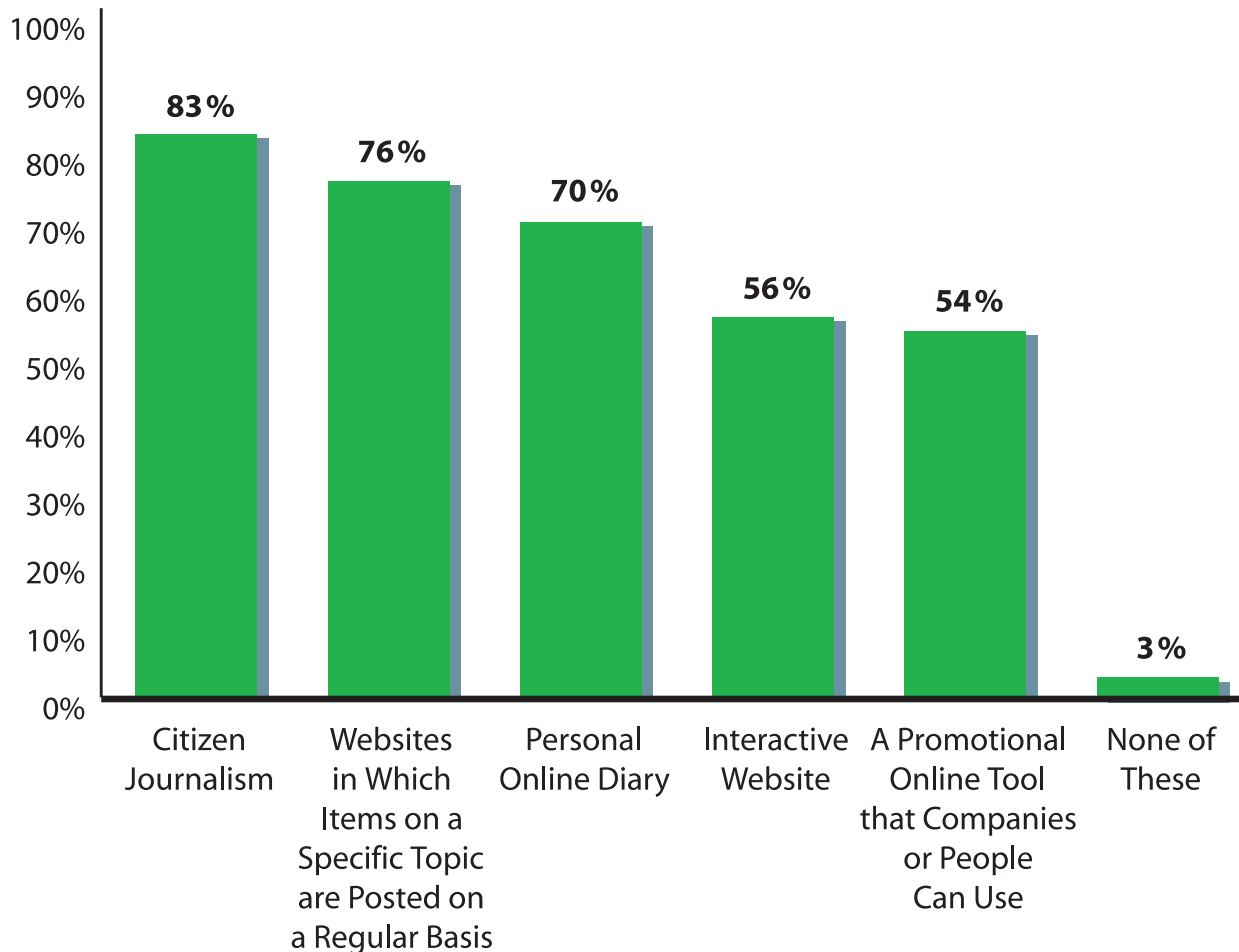
51% Have some vague understanding of the term

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.

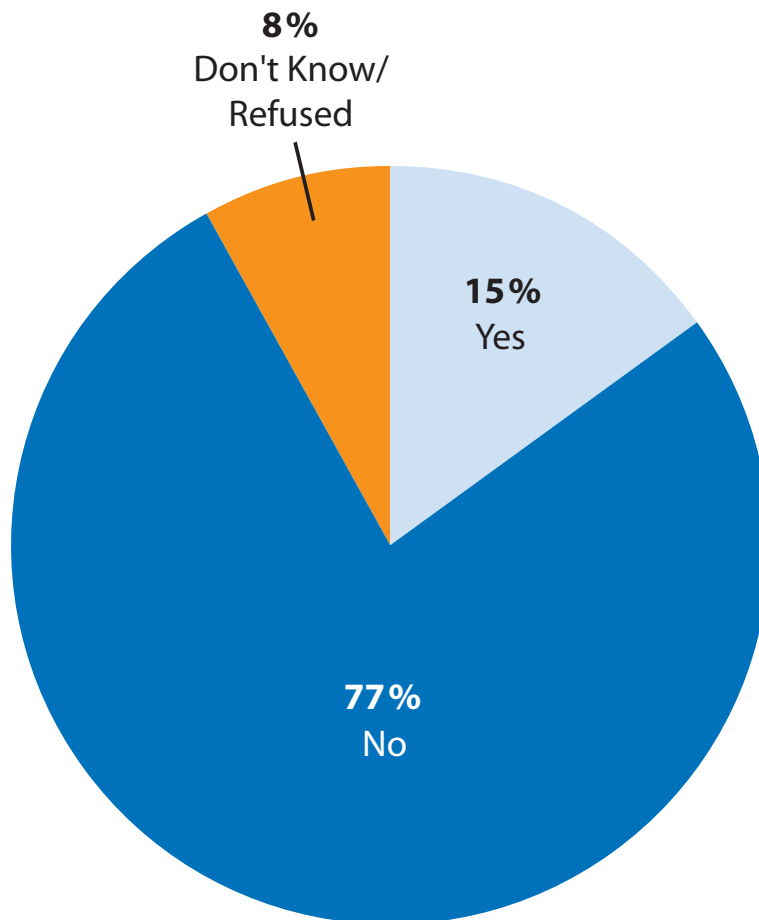
- 83% Citizen journalism, in the sense that anybody can publish a blog
- 76% A website in which items on a specific topic are posted on a regular basis
- 70% A personal online diary
- 56% An interactive website
- 54% A promotional online tool that companies or people can use
- 3% None of these

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



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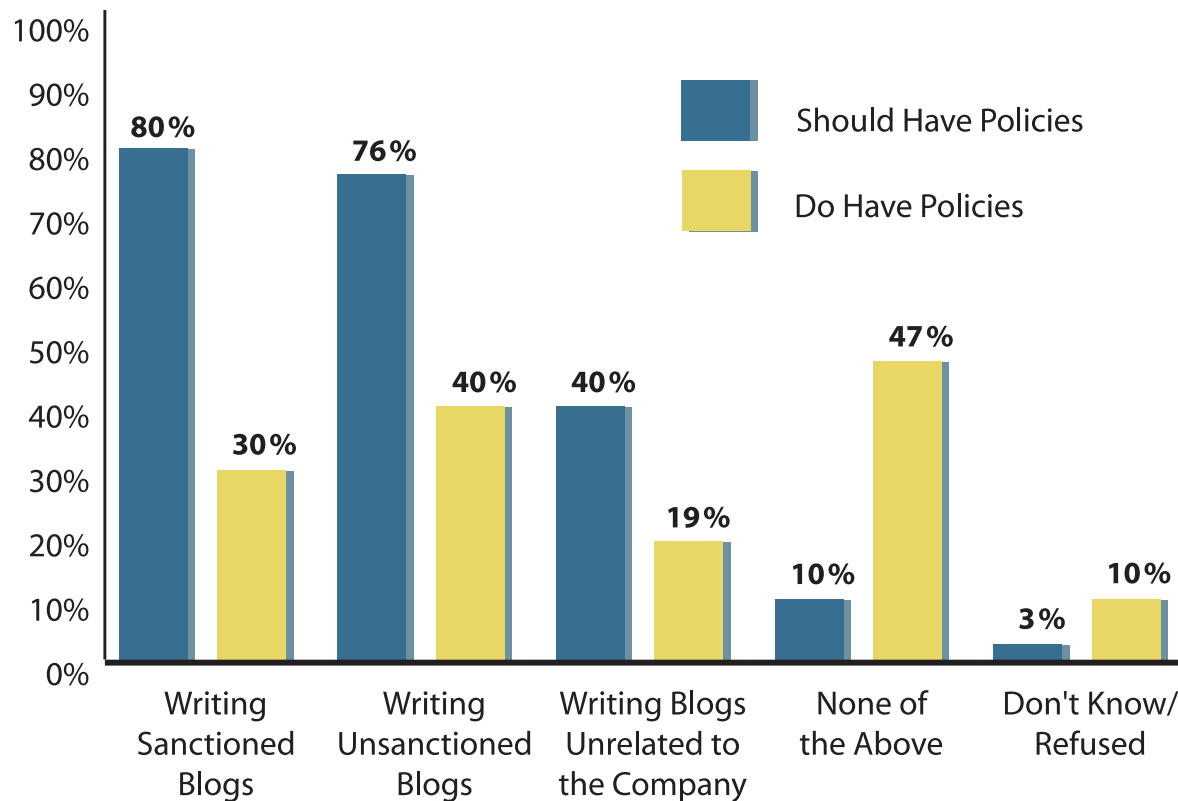
Does anyone in your company or organization write a blog related to your company or its activities?



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

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

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

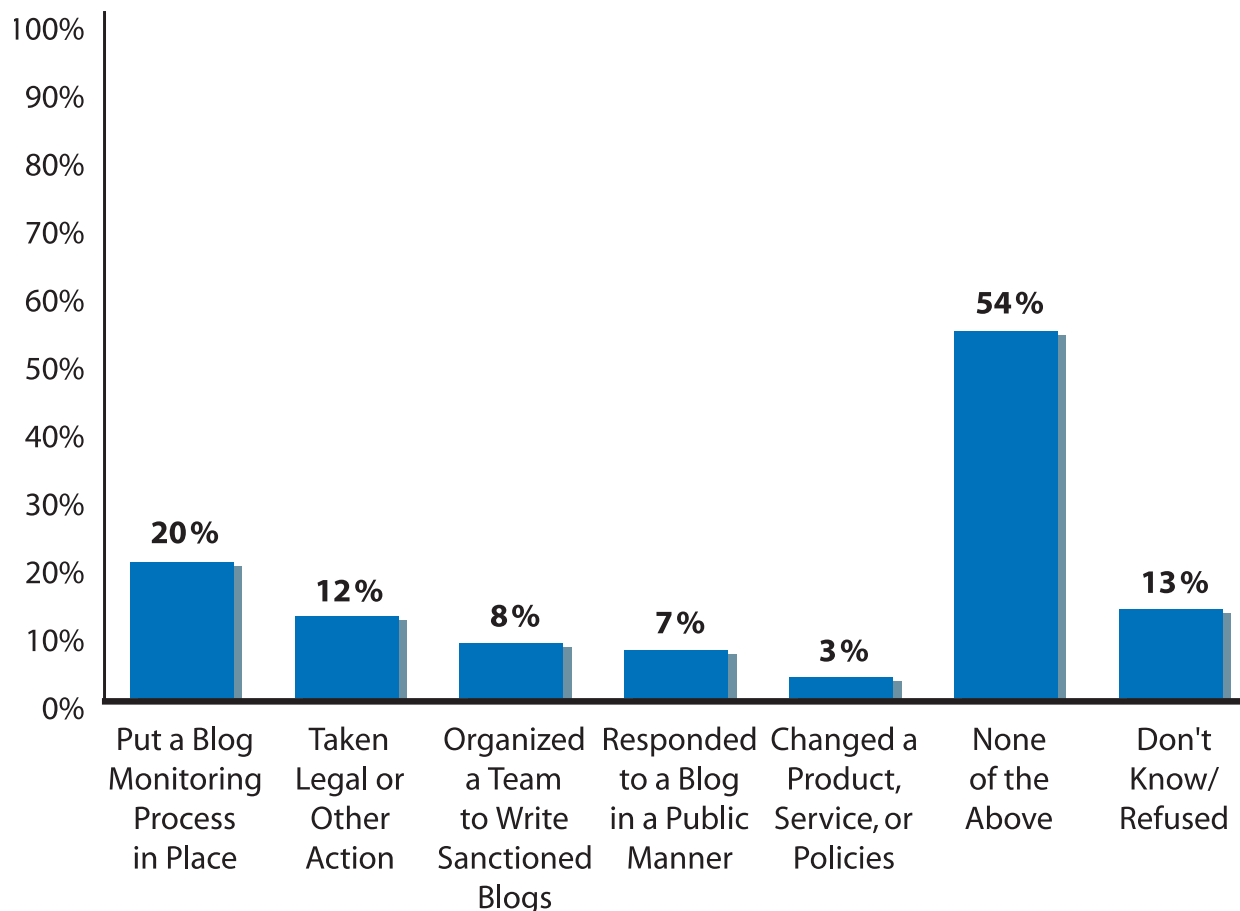
Regardless of whether or not your company does have any of these policies, do you think your company SHOULD have any of the following policies regarding corporate blogging? Do you think your company SHOULD have policies pertaining to...

- 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.

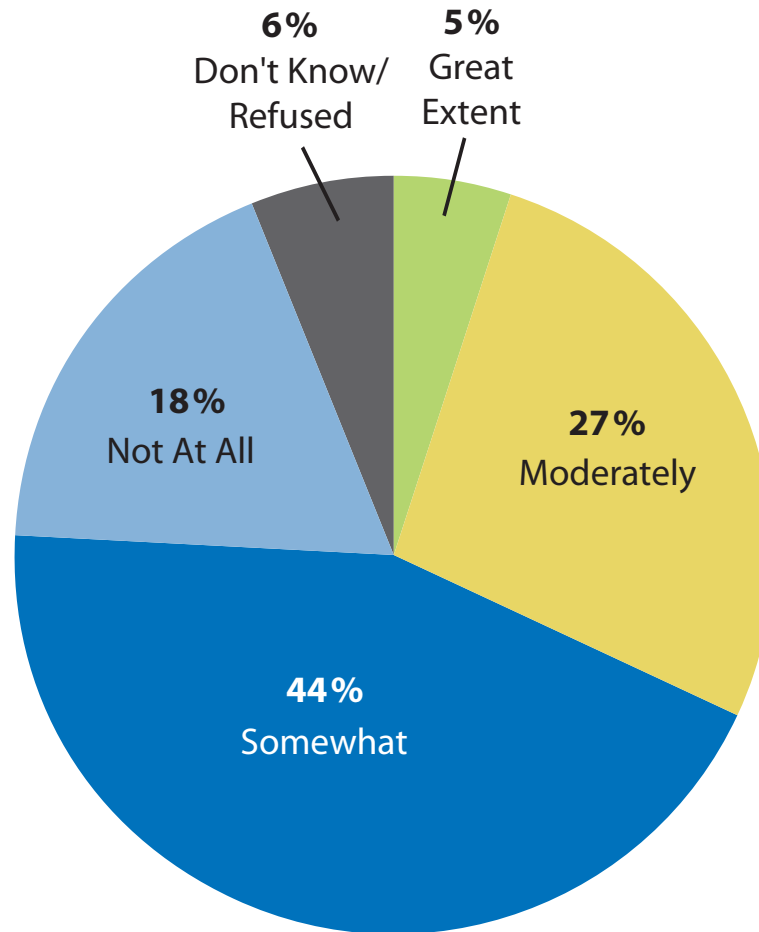
- 20% Put a formal process in place to monitor blogs that are written about the company
- 12% Taken legal or other action in response to a blog written about it
- 8% Organized a team of people who are dedicated to writing sanctioned blogs about the company and its activities
- 7% Responded to a blog 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

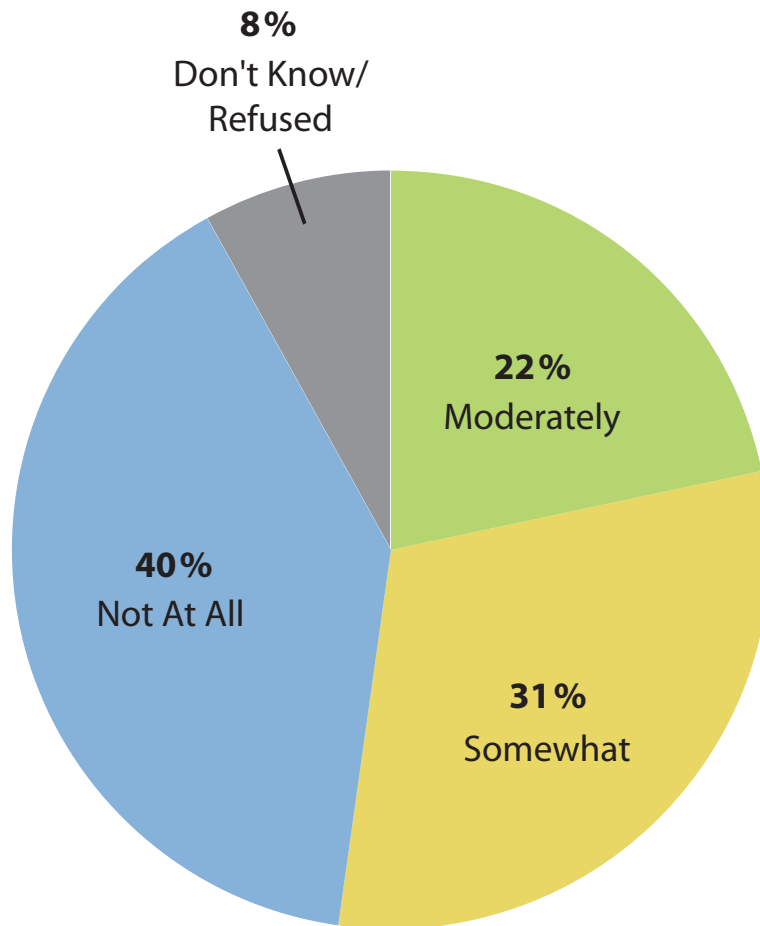
6% Don't Know/Refused

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

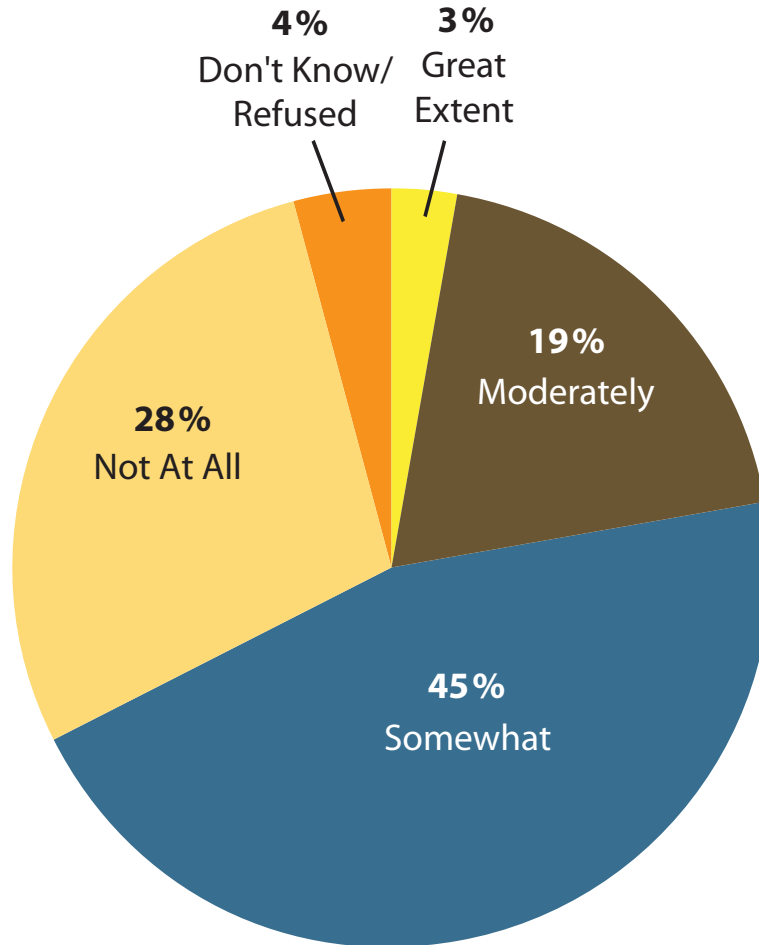
8% Don't Know/Refused

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

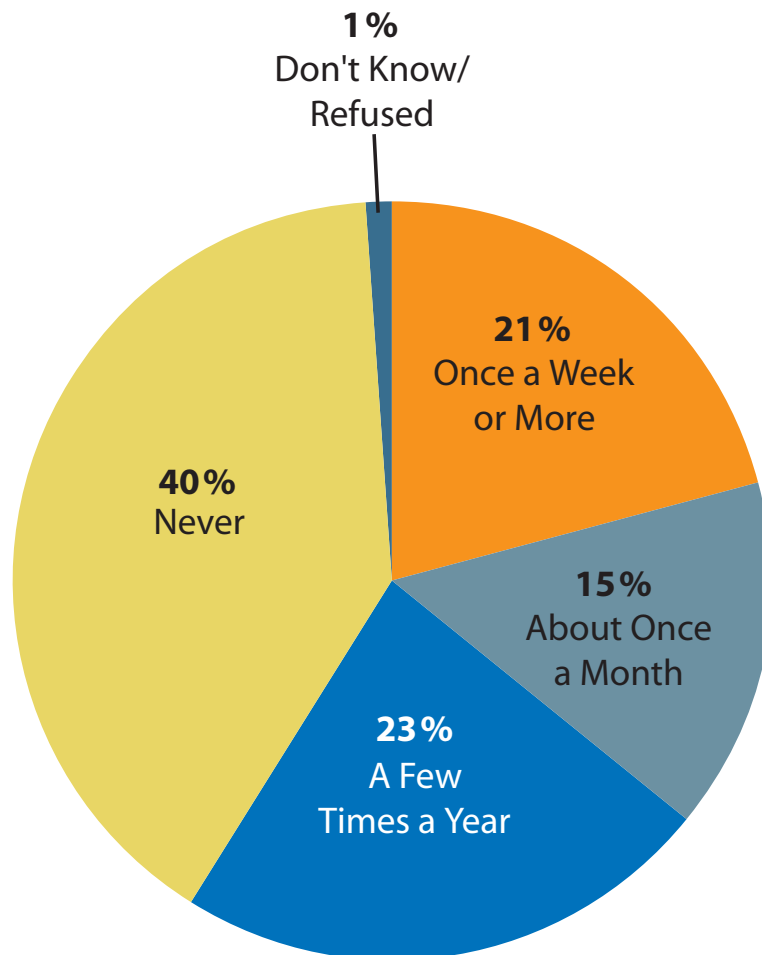
28% Not at all

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.

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

Industry/Service

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

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

