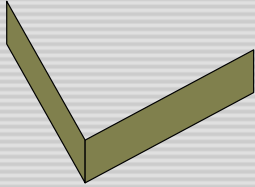


Demographic Interpretations and Conclusions

- › Half of C-Level Executives are employed with firms that have over 1,000 employees.
- › Many C-Level Executives operate their business in smaller offices of less than 100 Employees
- › More than 20% of all C-Level Executives lead companies that exceed \$1 Billion in annual revenue

The majority of C-Level Executive media consumption is on the Web



The web contains the **MOST**

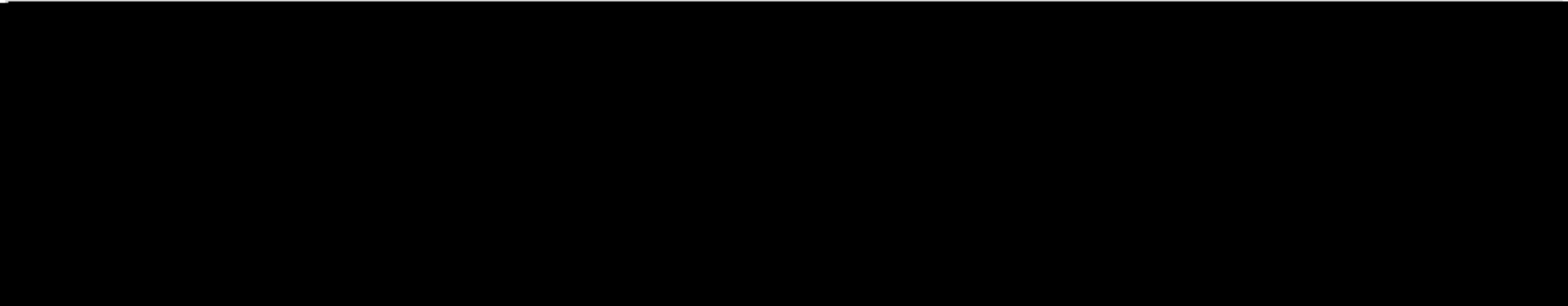
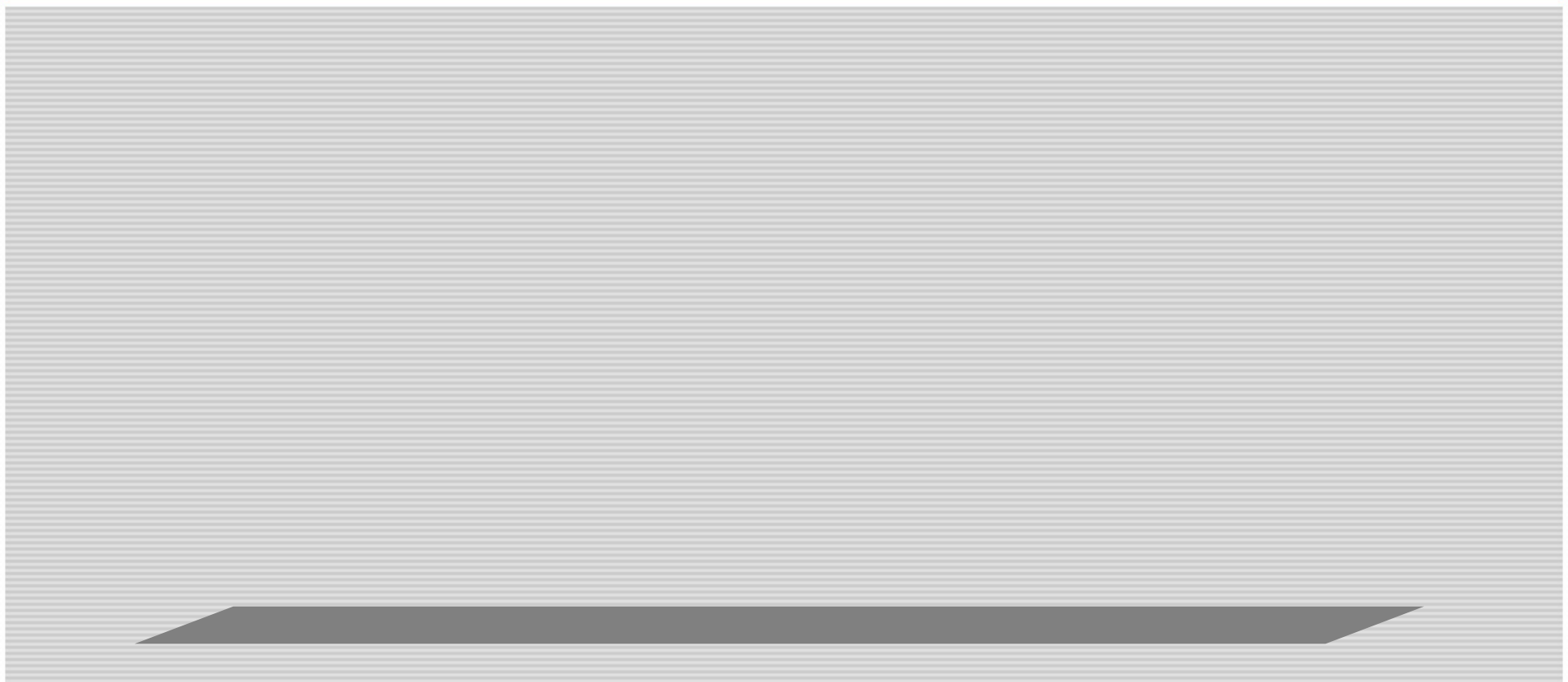
C-Level Executives Perform a Variety of Tasks on The Web

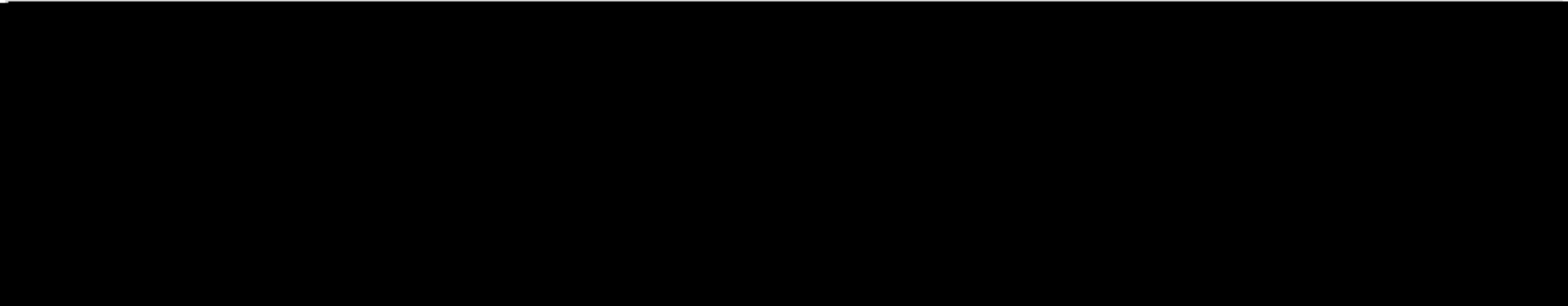
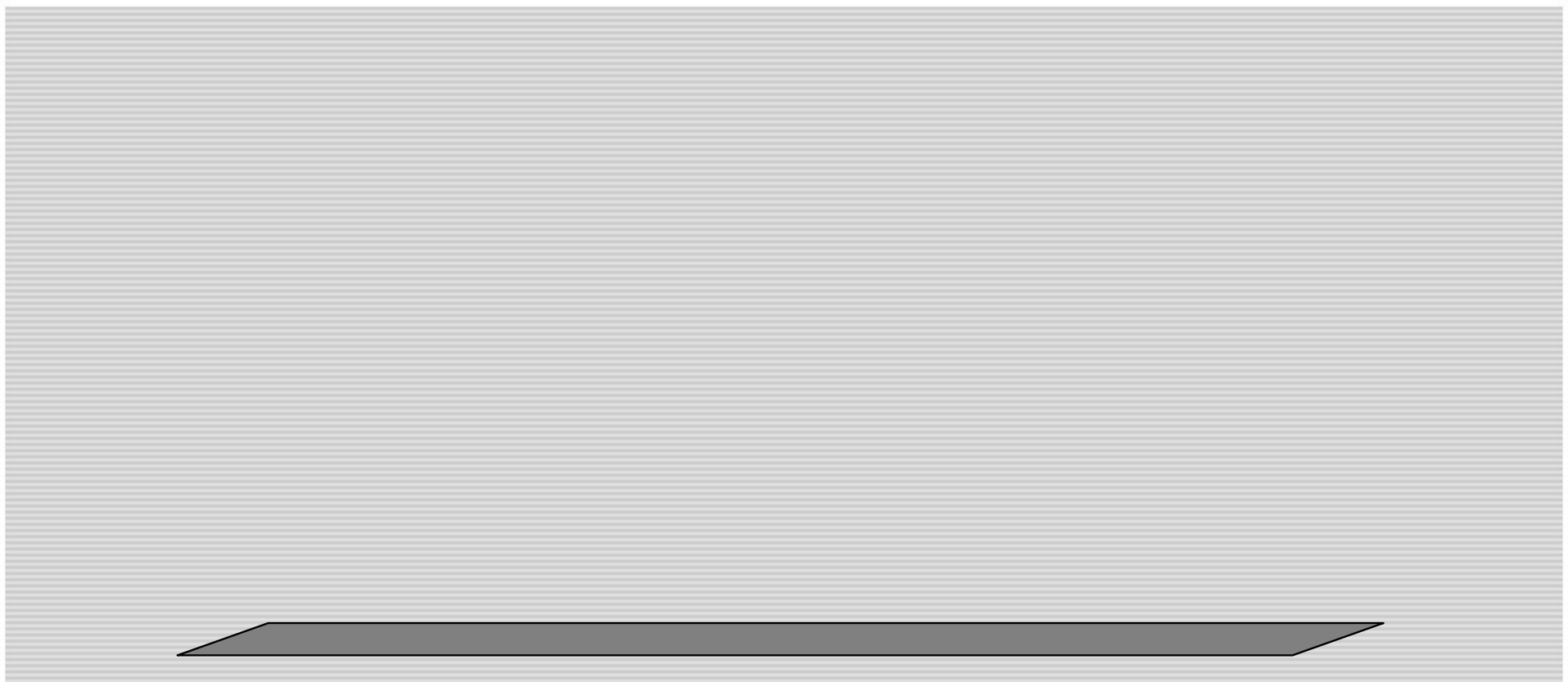


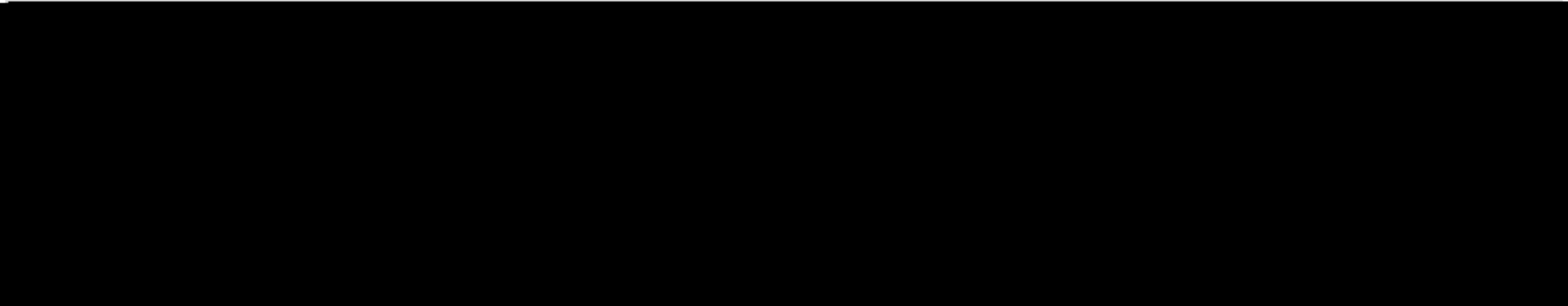
C-Level Executives are actively engaged in a variety of web activities

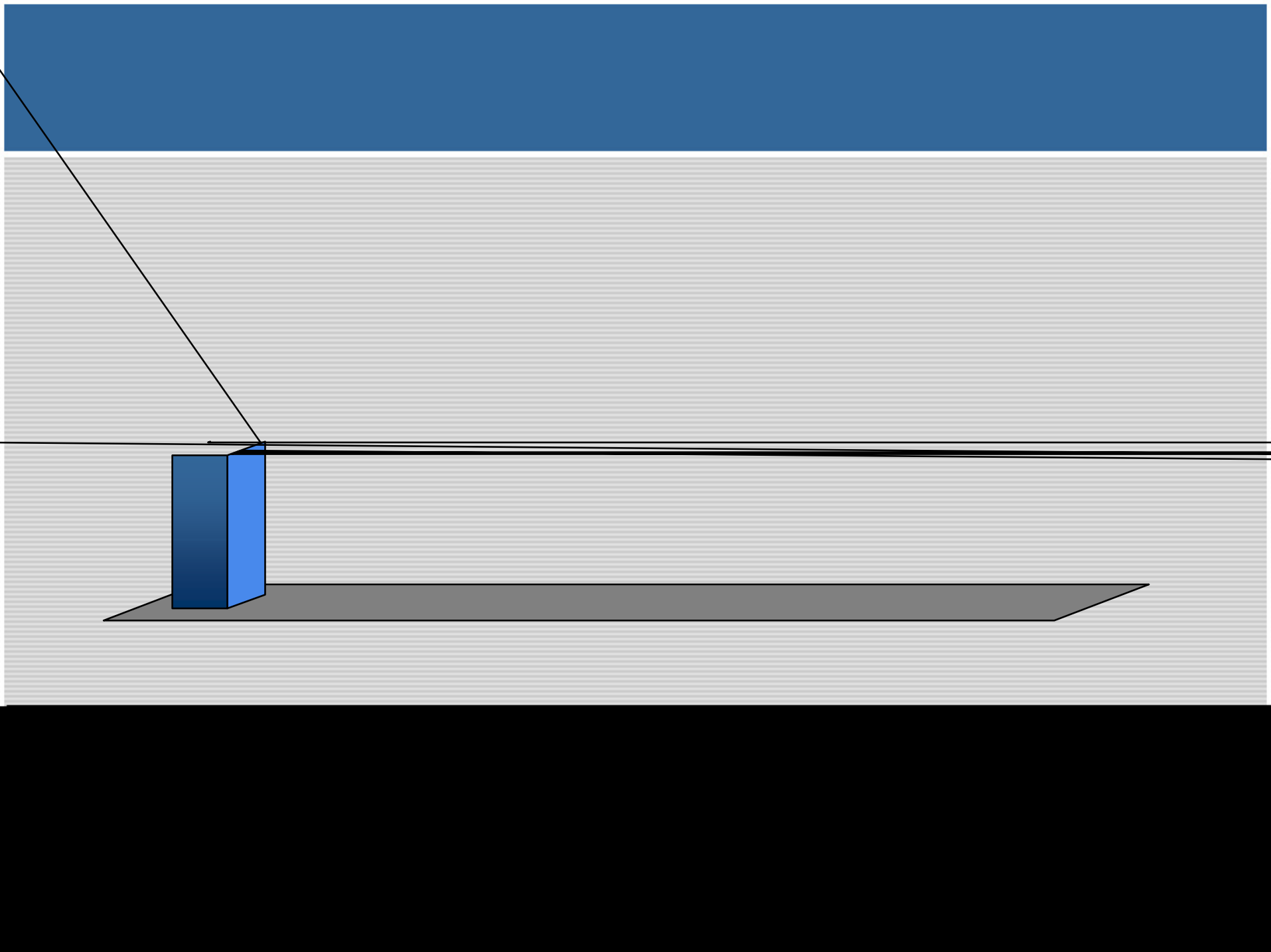
Daily Work Routine	C-Level	C-Level 1000+	Sr. Management
Before I do other work, I check my emiii			









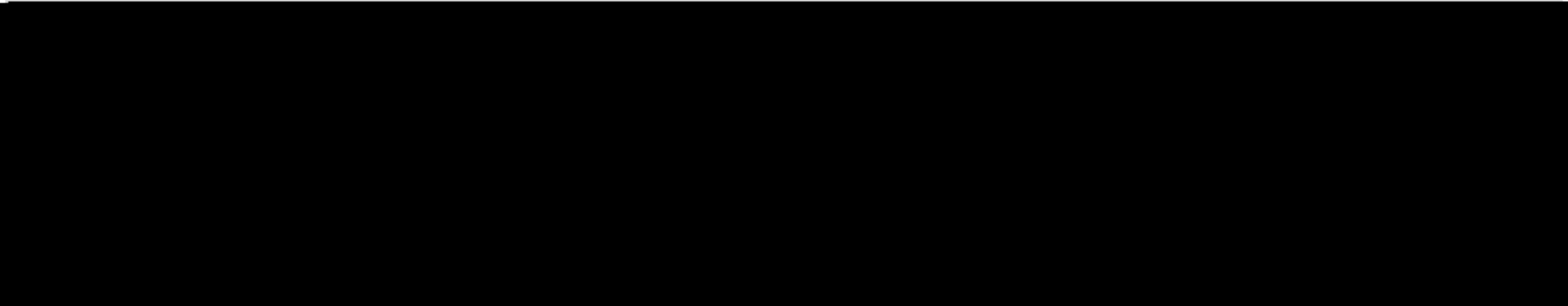


A Wide Range of Industries

Industry

C Level

C Level



Questionnaire (Q's 1-14)

1 - Which of the following best describes your current

