

Forbes.com & GartnerG2

“A Day in the Life of CEOs Online”

Prepared for

Forbes
| .com

&

Gartner | **G2**

March 2003

survey.com
eResearch in Internet Time

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Survey objectives

Forbes.com and GartnerG2 in conjunction with Survey.com conducted an online research study to examine topics related to C-level and other senior executive lifestyles. The specific goals of this study included:

- Understanding general lifestyle information such as work habits and personal habits of other senior executives
- Gathering demographic information about C-level and other senior executives

Survey methodology

An online survey was conducted to collect the data for this study.

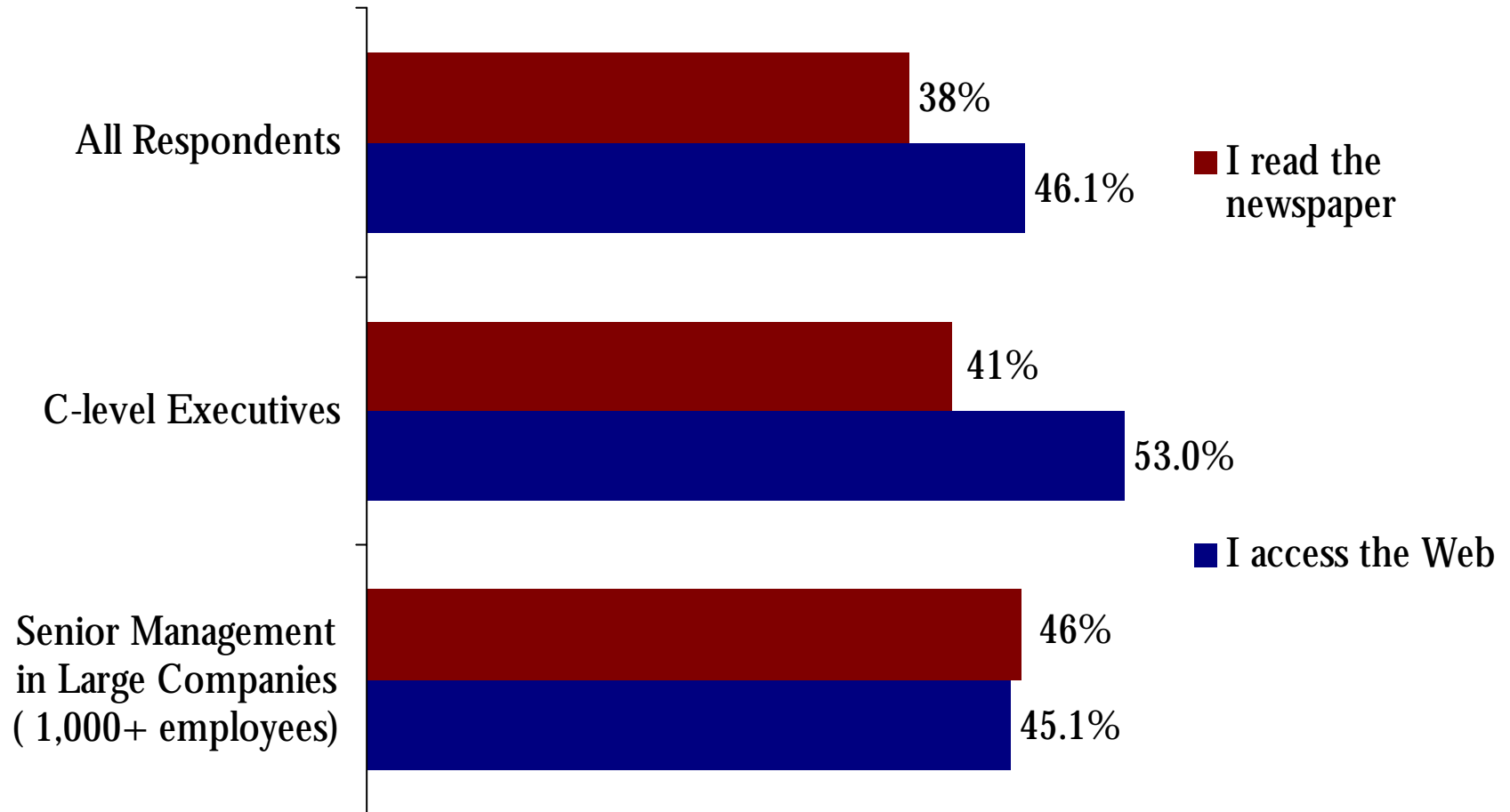
- The survey was online from December 19, 2002, to January 31, 2003.
- An email invitation with an embedded link to the survey instrument was sent to 1.5 million members comprising the entire corporate executive opt-in email list available within the Yesmail database and 19,000 members of the Forbes.com opt-in email list.
- In total, 19,198 people viewed the Web page containing the survey instrument. Of this pool of viewers, 11,350 people completed the survey. To encourage participation in the study, respondents were entered into a pooled drawing to win a grand prize of \$500.
- The respondents have been categorized into 3 groups for analysis purposes:
 - All respondents
 - C-level Executives
 - Senior management (Senior VP and above), in companies with 1,000+ employees

Highlights

- The Web is a pervasive presence in C-level executives' lives: more than half (53%) say they access the Web before they go to work while only 41% said they read a newspaper before going to work..
- Not surprisingly, 82% of C-level executive respondents said they check their e-mail before they start other work (only 6 % said they have an assistant do it for them).
- 35% of C-level executives visit business/financial Web sites before they start other work.
- More of the C-level respondents (58%) do online research than use the Web to check their portfolio (33%). (Only 11 % delegate online research to their assistants).
 - 58% say they find what they “want” online
 - 46% say they find what they “expect” online
 - 24% buy/sell financial investments online
- Nearly half (48%) of C-level respondents say they "click on online ads" when they see something of interest to them.

Start of the Workday

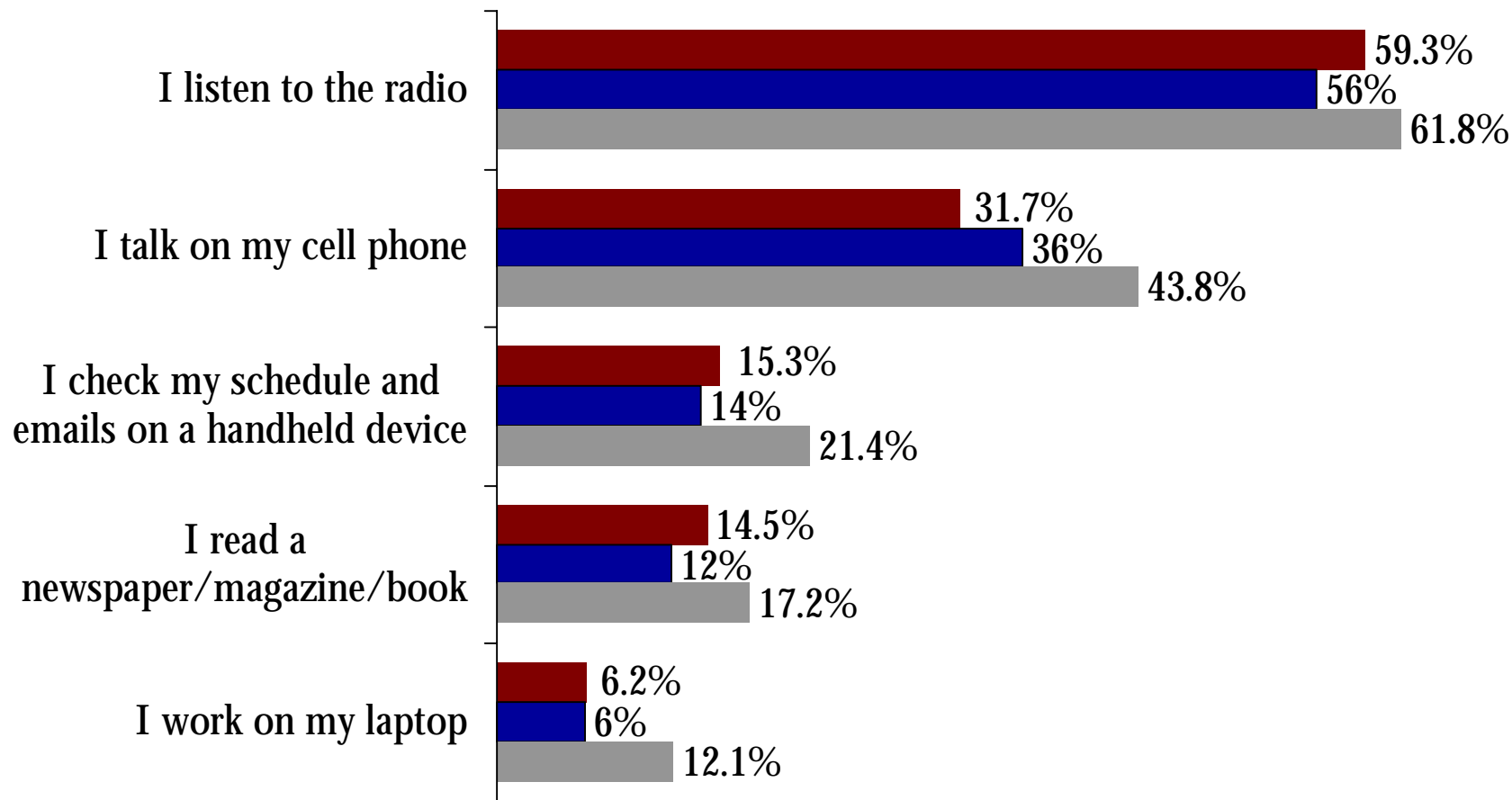
- Before I go to work...



Q. Thinking about your daily work routine, please indicate which of the following relate to the start of your work day and traveling to work.

Start of the Workday

- While I commute...

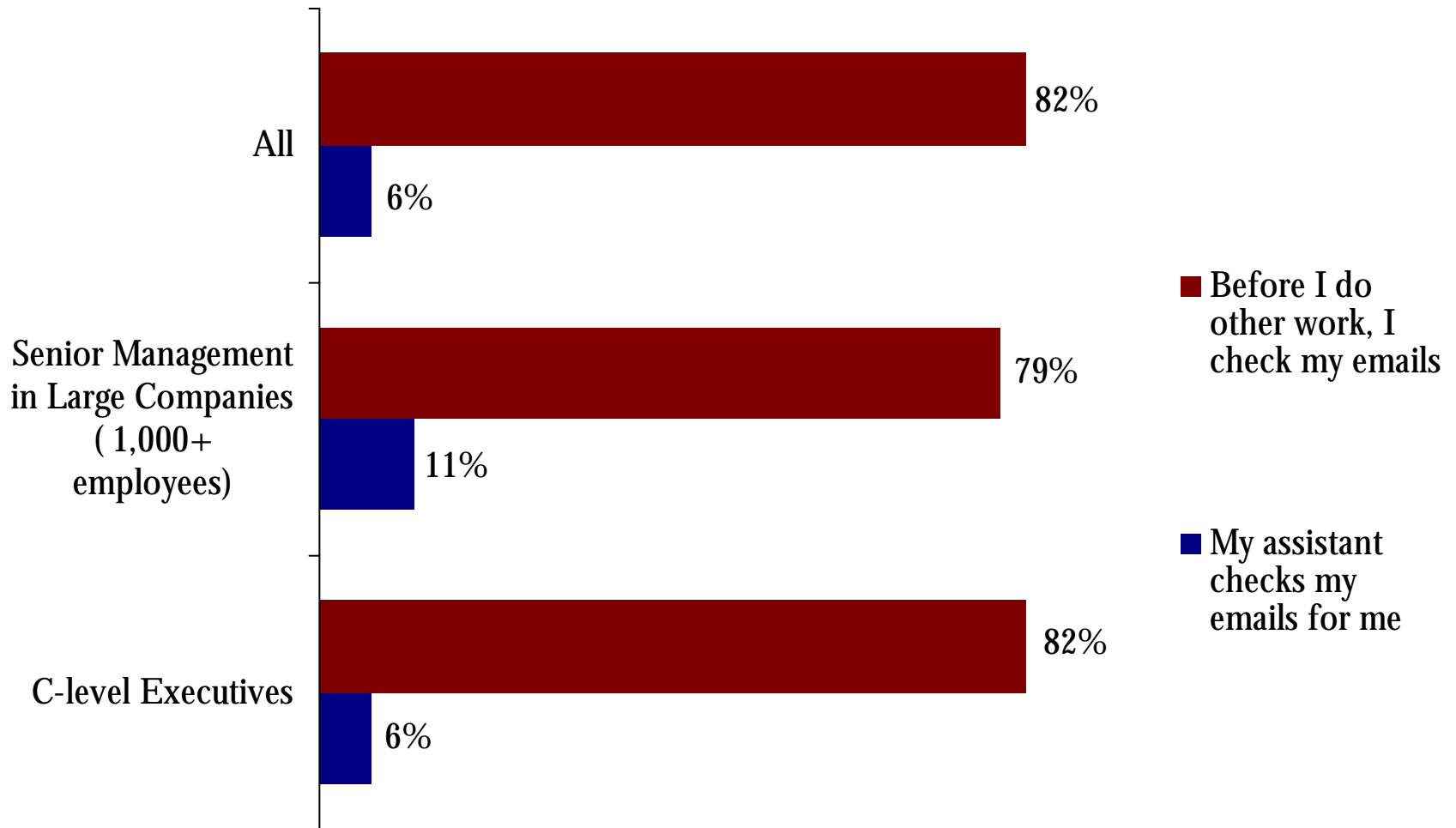


■ All ■ C-level Management ■ Senior Management in Large Companies (1,000+ employees)

Q. Thinking about your daily work routine, please indicate which of the following relate to the start of your work day and traveling to work.

Workday Routine

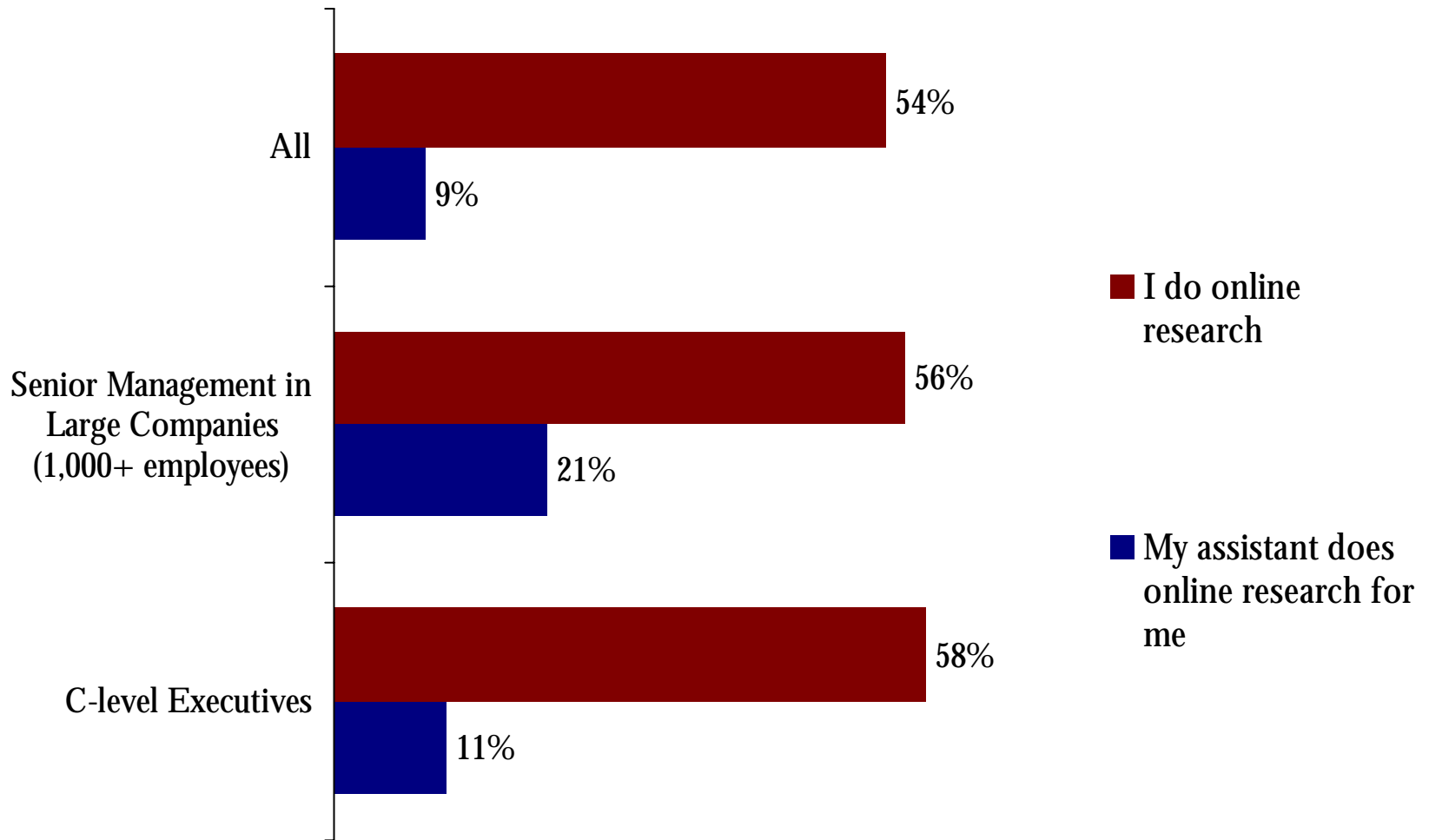
- Email Checking



Q. Thinking about your daily at-work routine, please indicate which of the following describe you.

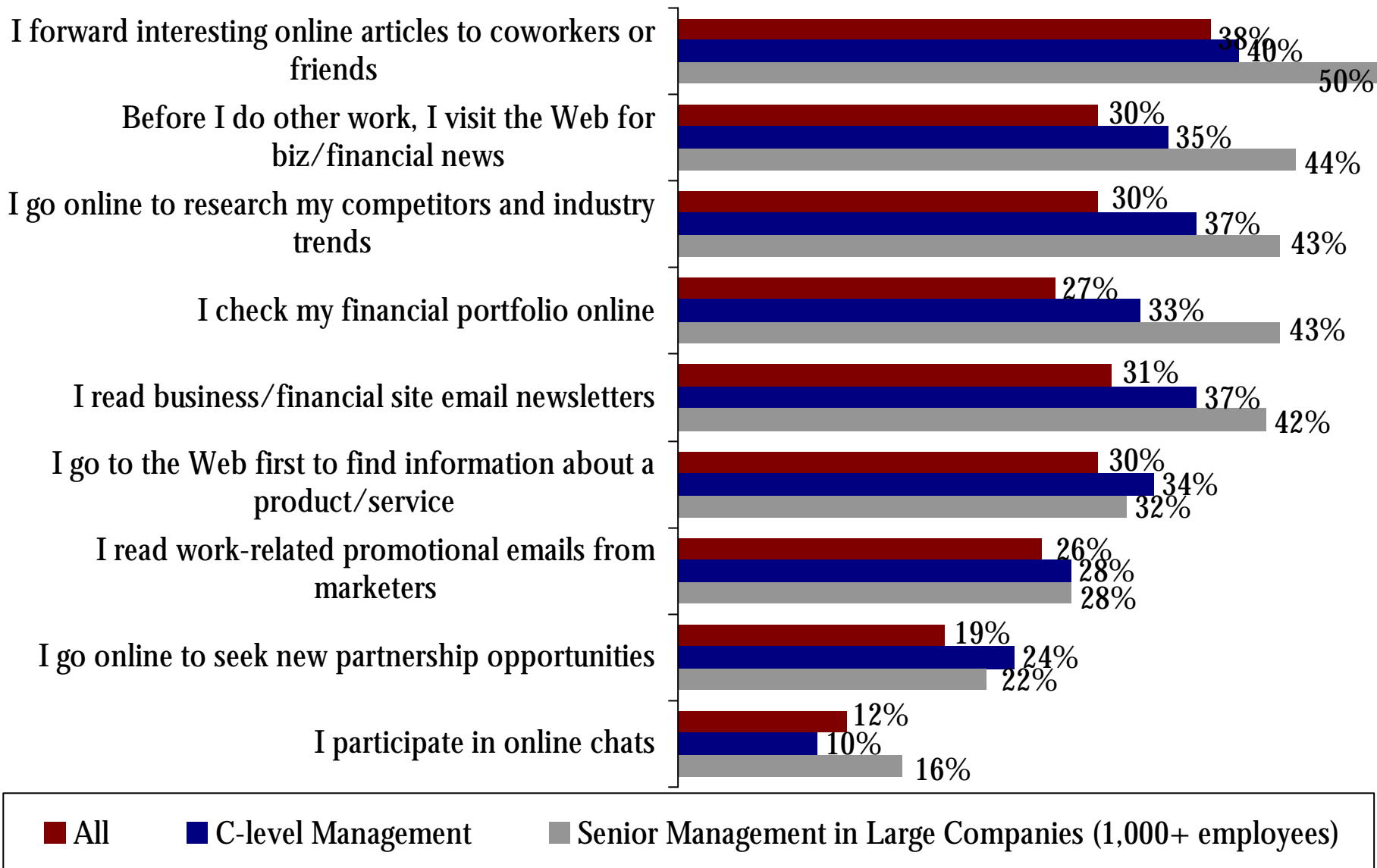
Workday Routine

- Online Research



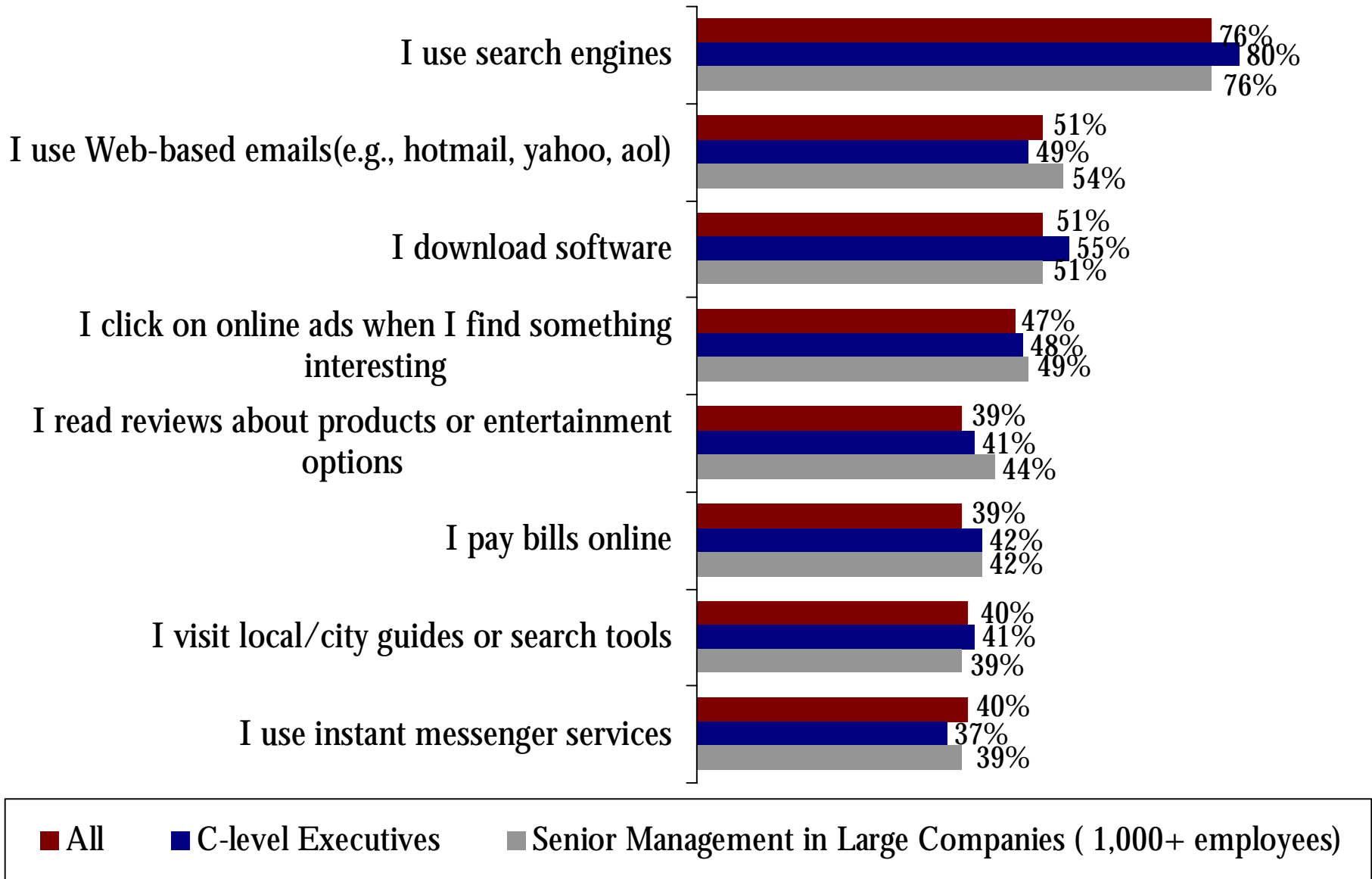
Q. Thinking about your daily at-work routine, please indicate which of the following describe you.

Workday Routine



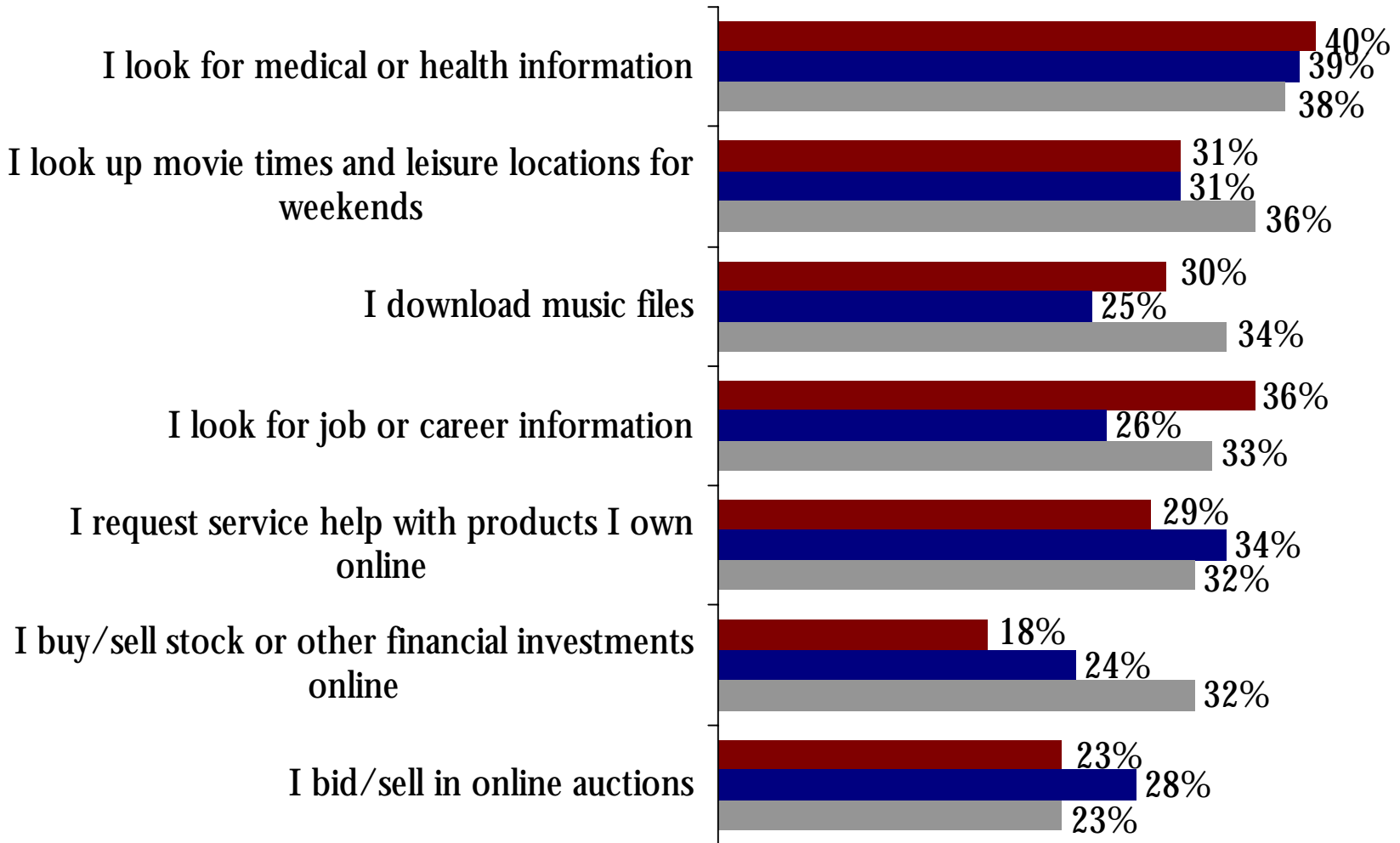
Q. Thinking about your daily at-work routine, please indicate which of the following describe you.

Use of Web



Q. Thinking about your use of the Web in general, please indicate which of the following describe you.

Use of Web

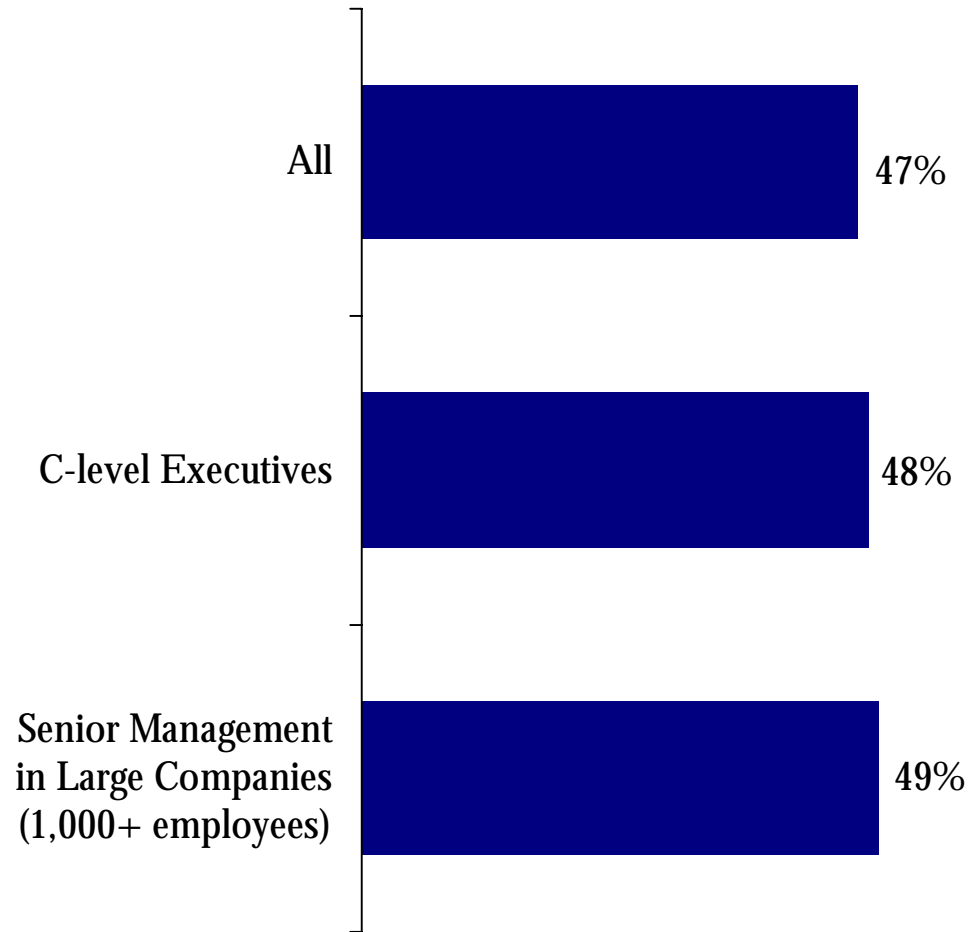


■ All ■ C-level Executives ■ Senior Management in Large Companies (1,000+ employees)

Q. Thinking about your use of the Web in general, please indicate which of the following describe you.

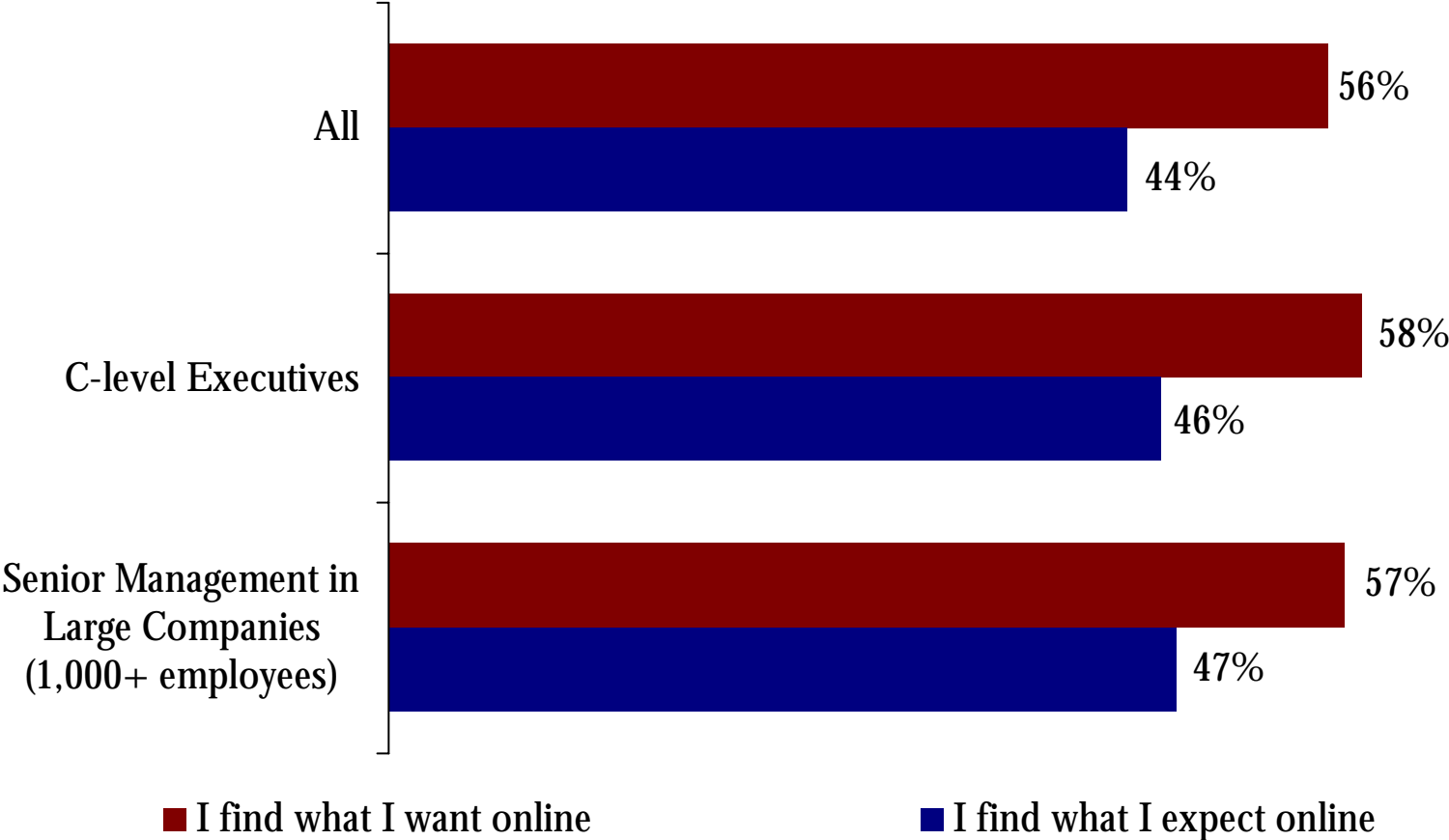
Use of Web

- I click on online ads when I find something interesting



Use of Web

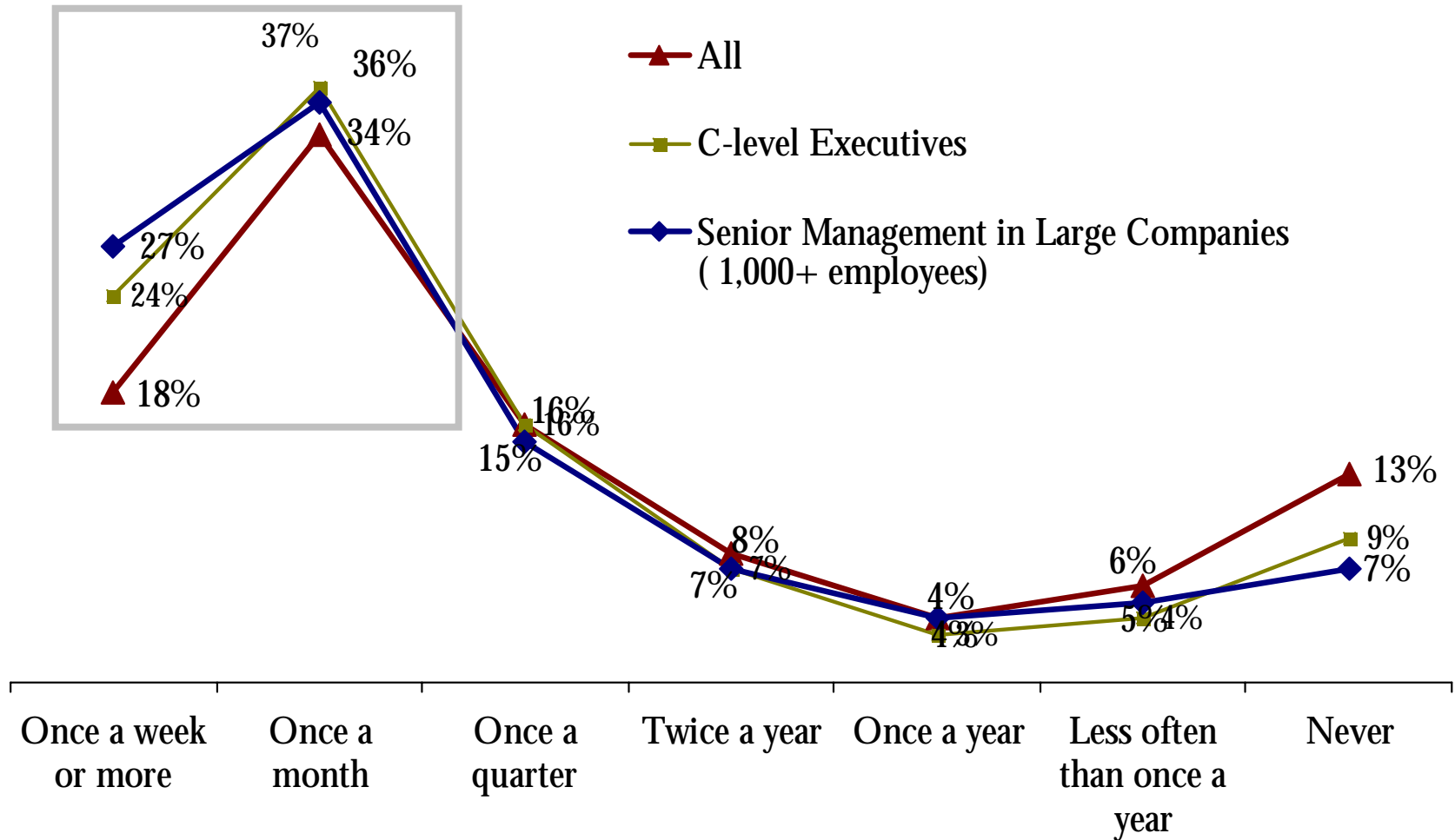
- Satisfaction Level with the Web



Q. Thinking about your use of the Web in general, please indicate which of the following describe you.

Online purchases

Both C-level Executives and Senior management in large companies tend to make more online purchases in comparison to others

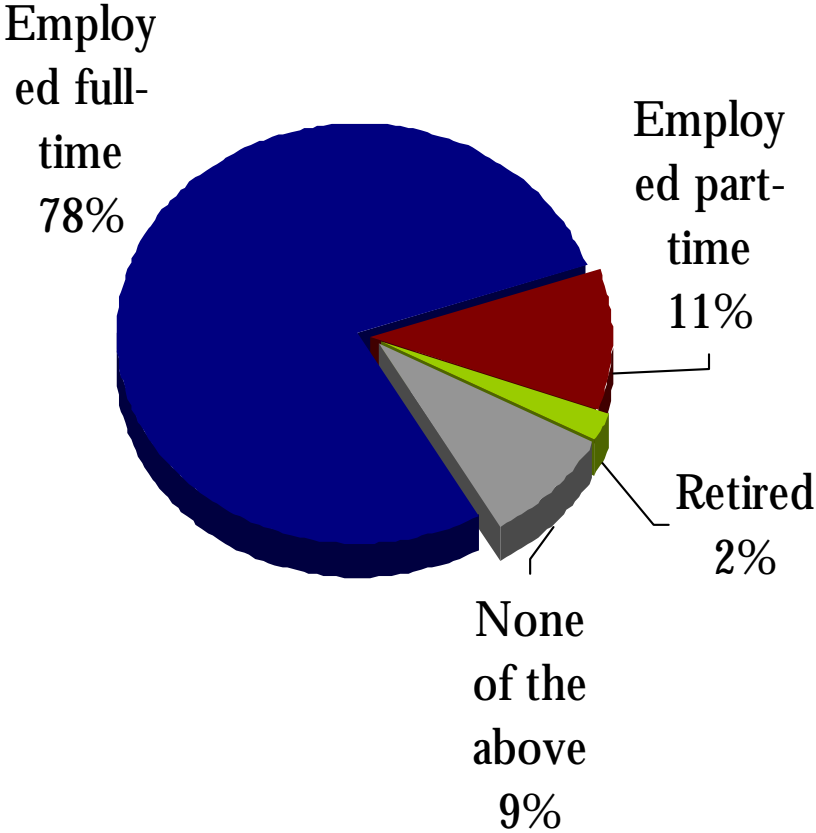


Q. How often do you make a purchase online?

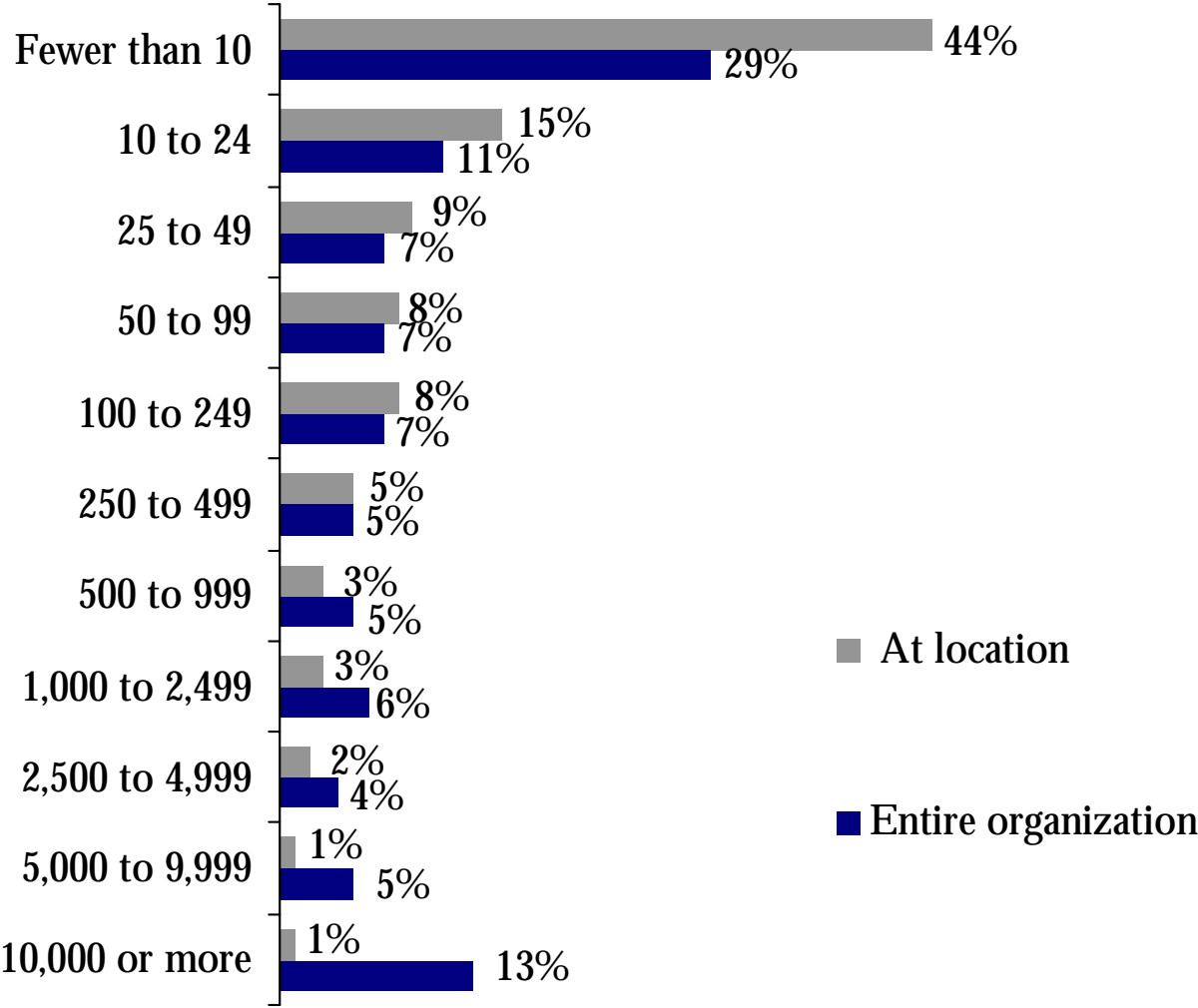
DEMOGRAPHICS

Industry area

Industry area	All
IT/IS/Software	8%
Manufacturing	6%
Healthcare	6%
Banking/Finance/Investment	6%
Consulting	6%
Retail trade	5%
Education	4%
Marketing/Advertising	4%
Government	4%
Real estate	3%
Entertainment	3%
Food/Beverage	3%
Construction	3%
Telecommunications	3%
Non-profit	3%
Accounting/Legal	2%
Wholesale trade	2%
Automotive	2%
Transportation	2%
Hospitality	2%
Other (industries with less than 1% responses)	24%



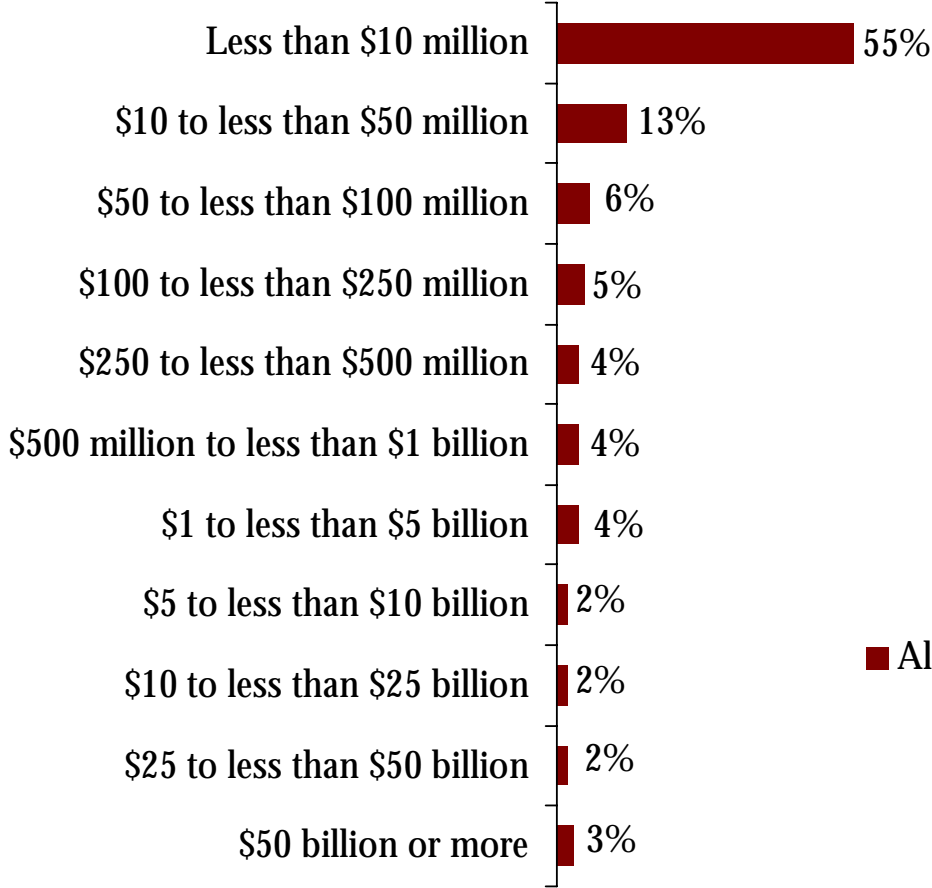
Employee size



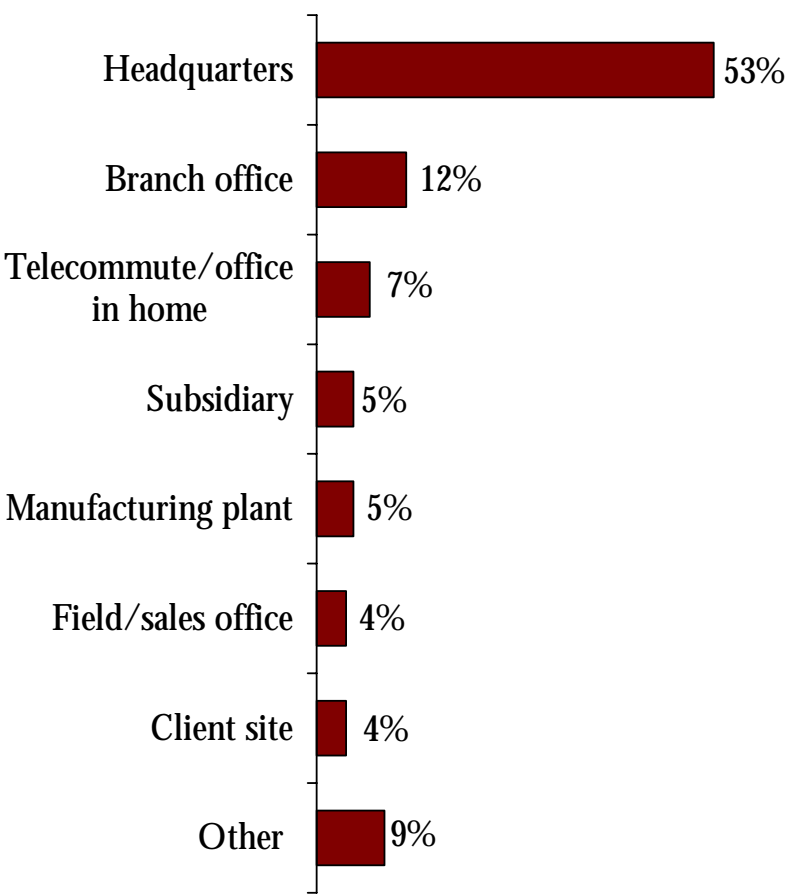
Q. How many employees are at your location and across your entire organization, including all of its branches, divisions, and subsidiaries?

Revenue & Site of work

Annual revenue



Site of work



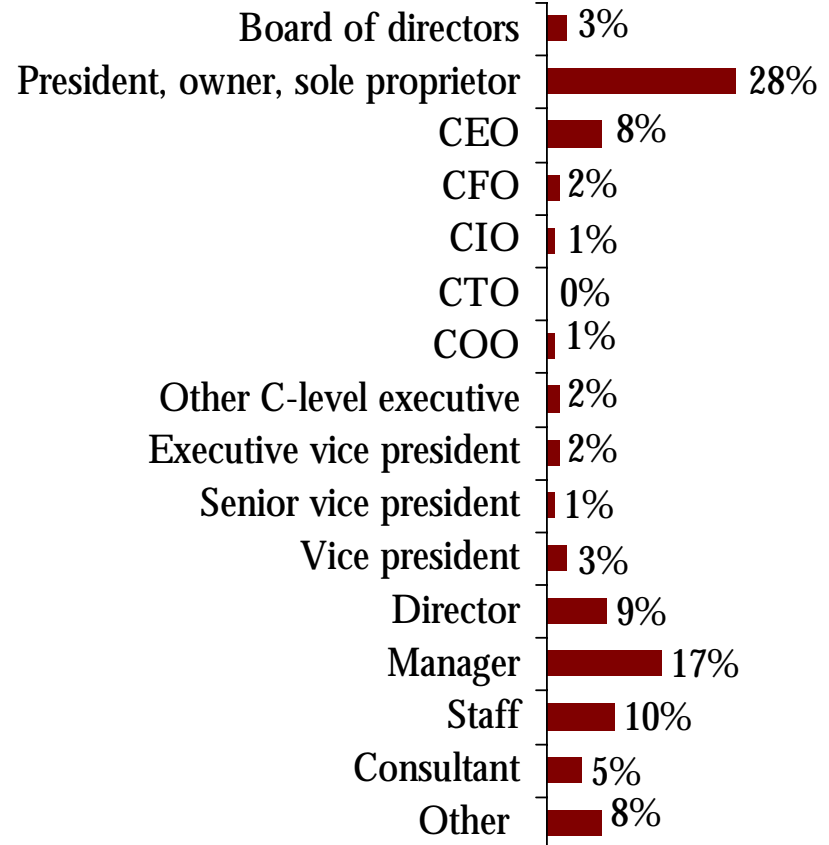
Q. What is your organization's approximate enterprise-wide annual revenue? Q. Which of the following best describes the site at which you work?

Department & Job function

Department



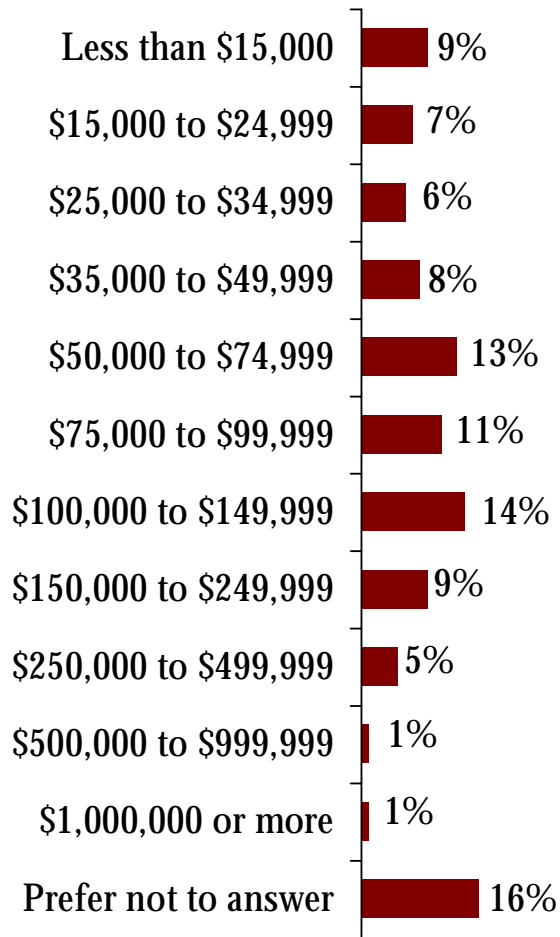
Job category



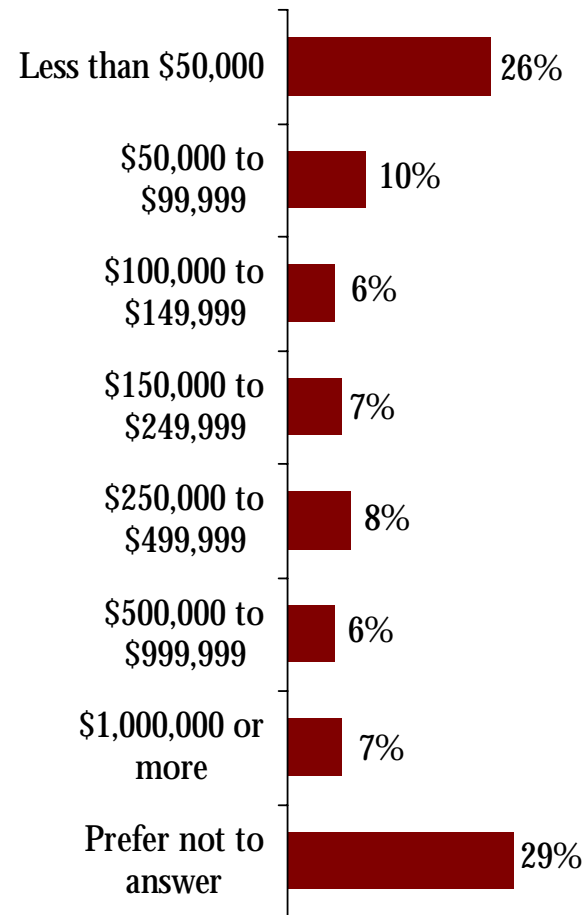
Q. Which of the following best describes the department or area in which you work? Q. Which of the following best describes your job category?

Income and investments

Annual household income



Value of financial portfolio



Age & Country

