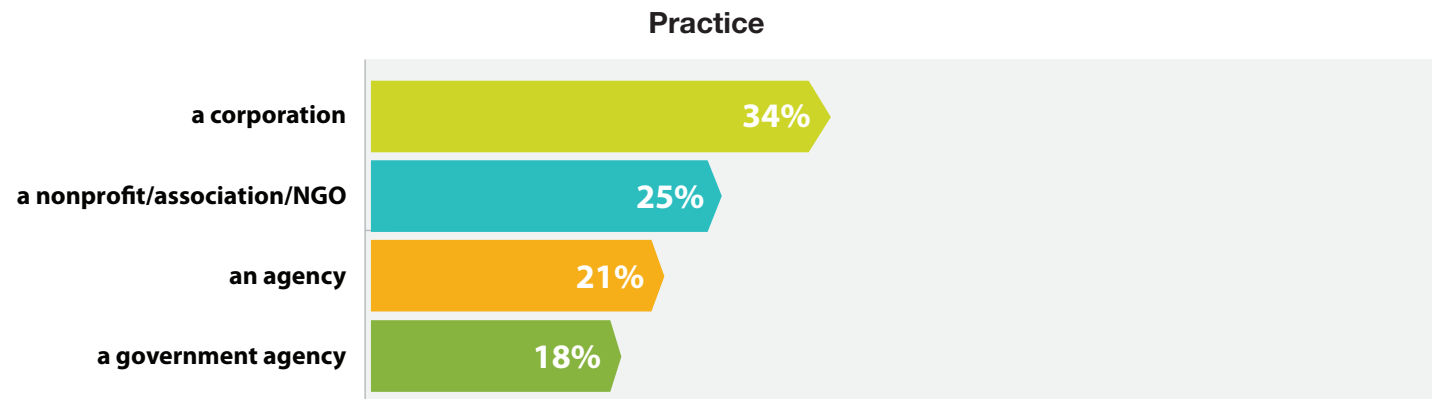


Corporate, Nonprofit/NGO, Government and Agency Breakdown

The respondent profile shows that they work in the following types of organizations. This disposition remains consistent with previous years' results.

- Corporation (34%)
- Nonprofit/association/NGO (25%)
- Agency (21%)
- Government agency (18%)
- Sole practitioner (3%)



To Which Department Do You Report?

Most survey participants worked in Communications (41 percent), in a CEO capacity (29 percent) or in Marketing (21 percent). Sales, HR, Advertising, IT and Finance each accounted for 3 percent or less of survey respondents.

