

# Business-to-Business Media Study Final Report

Prepared for

**AMERICAN  
BUSINESS MEDIA**

The Association of Business Media Companies

Prepared by Yankelovich Partners and Harris Interactive

October 4, 2001

 HarrisInteractive

  
Yankelovich

**YANKELOVICH PARTNERS  
HARRIS INTERACTIVE**

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# BACKGROUND AND OBJECTIVES

# BACKGROUND

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Established in 1907, American Business Media is the industry association for business-to-business information providers, including producers of magazines, CD-ROMS, Web sites, trade shows and other products that build upon the printed product.

American Business Media has over 230 members, encompassing:

- ▶▶ Over 1,300 member publications
- ▶▶ Over 1,400 Web sites
- ▶▶ 181 industries
- ▶▶ 88.9 million readers
- ▶▶ Over \$23 billion in advertising revenue in 2000

The mission of American Business Media is “to enhance knowledge and best practices of leading publishers and quality information providers for business, professional and specialized consumer markets worldwide.”

In support of its mission, American Business Media is committed to:

- ▶▶ Fostering the highest ethical standards
- ▶▶ Enhancing the image and value of its industry
- ▶▶ Being the authority on evolving communications and business trends
- ▶▶ Serving as a powerful advocate for its members
- ▶▶ Growing members' businesses

# OBJECTIVES

**American Business Media wishes to explore a number of research issues, the results of which will be used to provide useful information to prospective business media advertisers.**

**Research questions to be investigated include:**

- ▶▶ What role do the business-to-business media, including business publications, trade shows/conventions and Internet Web sites, play in:
  - addressing and fulfilling the information needs of executives?
  - creating awareness of and interest in companies, brands, products, and services?
- ▶▶ How do b-to-b media compare with other media on their ability to provide useful information and insight for executives, and with respect to their role in influencing and supporting purchase decisions?
- ▶▶ When a product or service is advertised in the business-to-business media, how are the overall impression of and the overall favorability towards the product or service affected?
- ▶▶ What is the synergistic effect of advertising in multiple business-to-business media, including business publications, trade shows/conventions and/or Internet Web sites?
- ▶▶ What role does frequency provide in increasing awareness and improving perceptions of products and services?
- ▶▶ What specific actions do executives take in response to advertising in business-to-business media?
- ▶▶ What is the impact of a down economy on perceptions, interest and spending for business products and services?



# METHODOLOGY

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This study was conducted by telephone among 505 executives at U.S. companies with at least \$5 million in annual sales.

Yankelovich/ Harris Interactive identified SIC (Standard Industry Classification) codes associated with each of 12 Business Information Network (BIN) Mega-categories corresponding to the membership of American Business Media:

- ✓ Finance, Business, and Advertising
- ✓ Services, Direct Response, Classified
- ✓ Software
- ✓ Drugs & Toiletries (PERQ)
- ✓ Manufacturing & Electrical equipment, Materials, and Components
- ✓ Computers (ADSCOPE)
- ✓ Retail
- ✓ Home & Building
- ✓ Travel
- ✓ Telecommunications
- ✓ Automotive
- ✓ Horticulture & Farming (AGRICOM)

- ▶▶ Targets were set for the number of completed interviews from each of these industry categories. Targets were also established for interviews among small, medium, and large companies.
- ▶▶ Additionally, a target was set to assure a readable number of completed interviews among individuals in upper management positions (V.P. level or higher).
- ▶▶ The sample source was Dun & Bradstreet.

Upon contacting a company or institution, a procedure was established to identify a qualified person from a randomly selected department.

## **METHODOLOGY (cont'd)**

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**Respondent qualifications to participate in this survey include:**

- ▶▶ Title or responsibilities are “Manager” level or above
- ▶▶ Involved in purchasing or influencing the purchase of products or services for the company or institution
- ▶▶ Regularly read at least one b-to-b magazine or visit at least one b-to-b Web site or attend b-to-b trade shows.

**The interviewing took place between June 19 and August 2, 2001 during weekday business hours. Excluding time required to screen for qualified respondents, interviews were approximately 18 minutes in length.**

**American Business Media was not identified as the sponsor of the study. Respondents were given \$25 in return for their participation in the survey.**



# EXECUTIVE SUMMARY

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From the point of view of executives themselves, b-to-b media are indisputably an advertiser's ally in reaching executives about products and services for their business: more than any other media source, executives rely on b-to-b media for information to influence or support purchase decisions.

Down economy or not, executives recognize the need to keep abreast of new products and services and the need to continue to invest to remain competitive. Whether success for advertisers is measured in terms of building awareness or stimulating action, b-to-b media, including magazines, Web sites, and trade shows, are exceptional means of capturing executives' attention.

Executives who have recently been involved with all three b-to-b media (magazines, Web sites, trade shows) are significantly more likely than other executives to take meaningful actions as a result of that involvement. This observation strongly suggests marketing messages appearing in multiple b-to-b media, working in tandem, are more effective than a single-medium messaging approach.

For advertisers interested in maximum profit from their investment in b-to-b media, these research results indicate that advertising frequently -- and capitalizing on the synergistic effect of print, Web sites and trade shows -- is a sure path to increasing awareness, interest, and purchase.

Over the past two years, there has been a dramatic increase in time executives spend visiting b-to-b Web sites. This time is incremental to the significant time executives continue to spend reading b-to-b magazines and visiting b-to-b trade shows.

***Moreover, these findings are consistent across industry sectors, making these research results relevant regardless of business category.***



## DETAILED FINDINGS



# EVALUATION OF INFORMATION SOURCES

## **Summary: Evaluation of Information Sources**

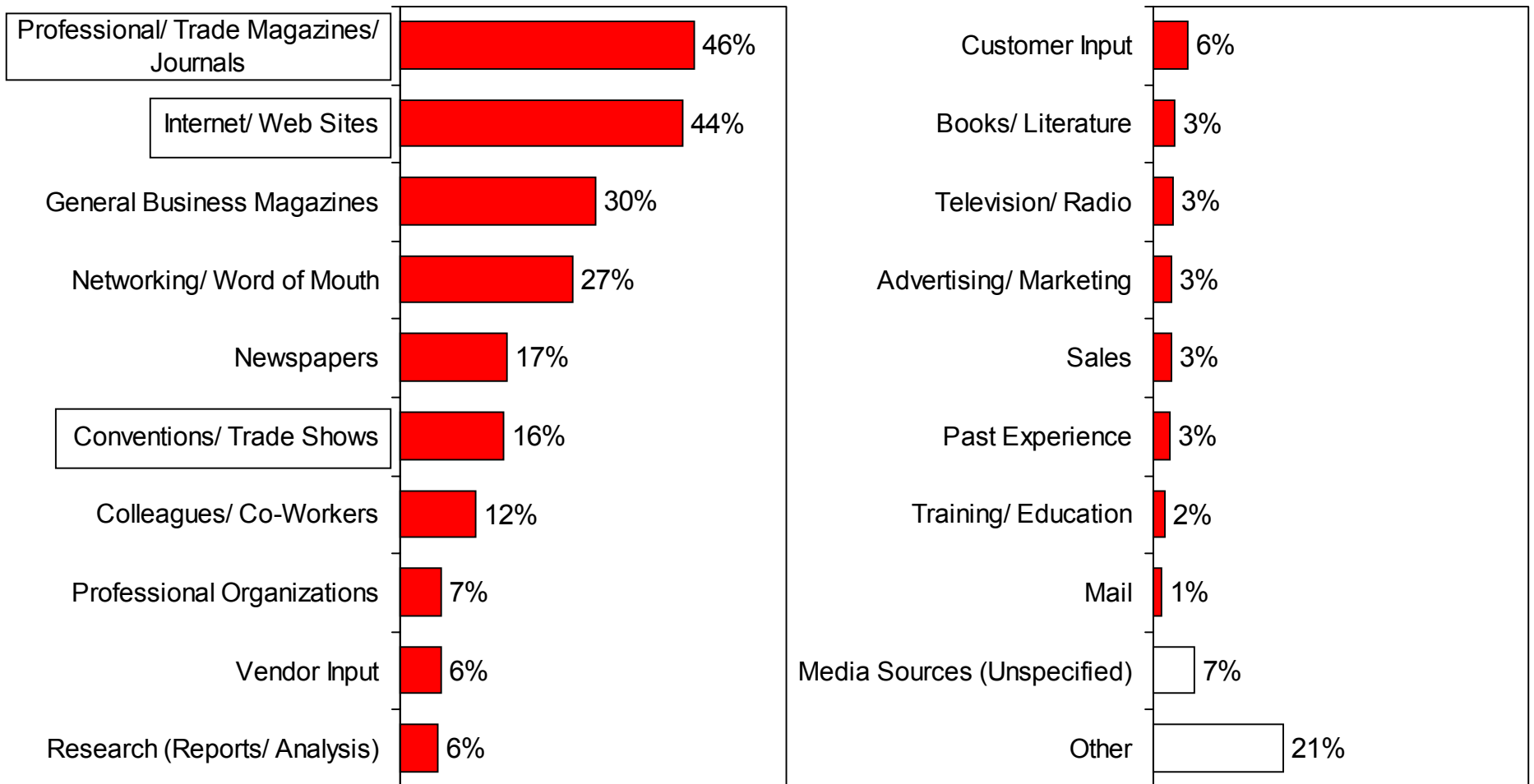
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**On a top-of-mind basis, executives cite b-to-b magazines and the Internet/ Web sites as the top two sources they rely on for information and insight about how to build their business and do their job better. Conventions and trade shows are also often cited.**

**Executives deem b-to-b magazines, trade shows, and Web sites (in conjunction with salespeople) the best means to obtain information that allows them to do their job better and grow their business. These b-to-b media are also ranked at the top for value in influencing or supporting purchase decisions.**

# B-to-B MEDIA ARE TOP-OF-MIND INFORMATION SOURCES

On a top-of-mind (unaided) basis, b-to-b media rank among the top sources of information for executives.

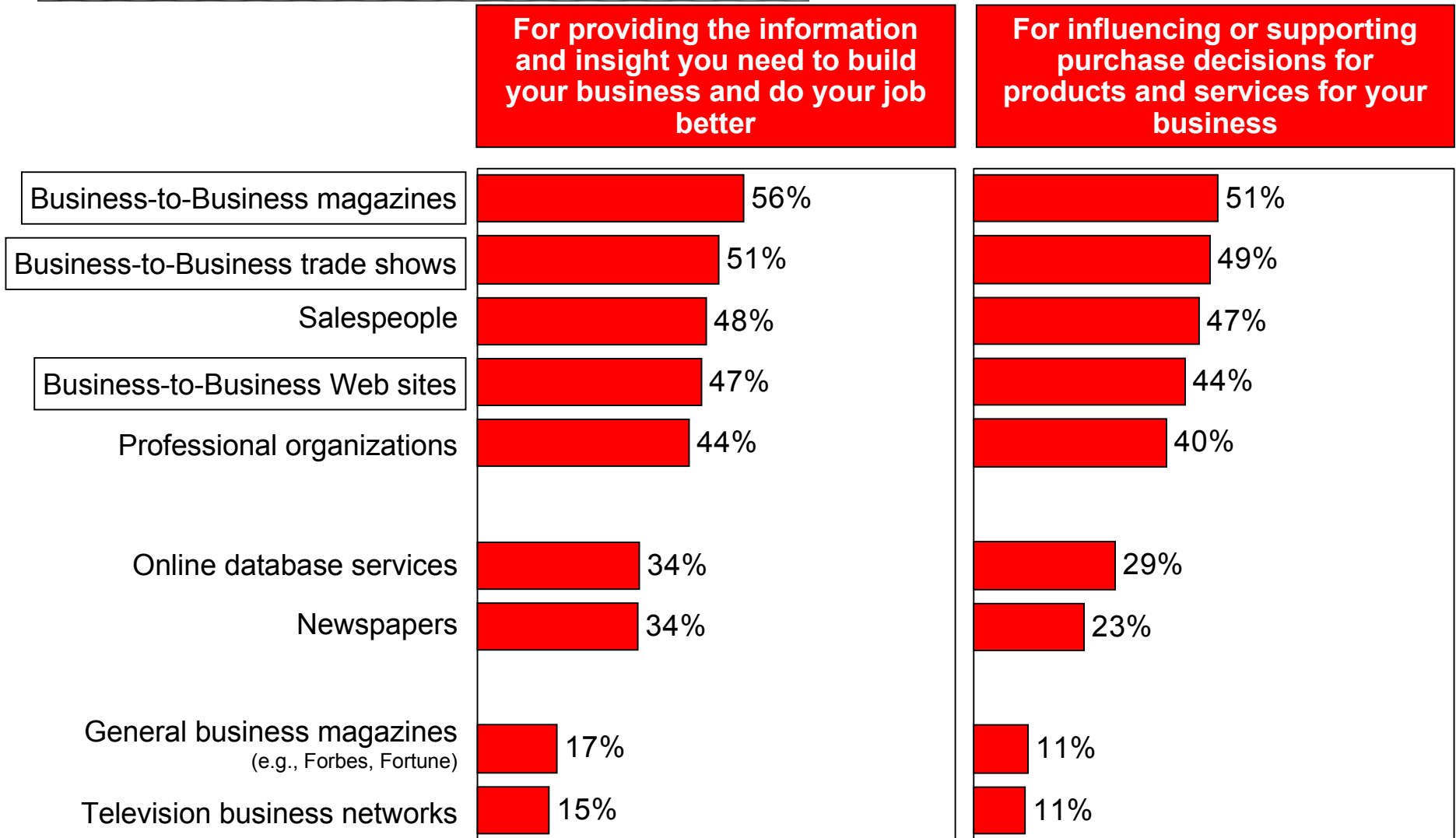


Q310 (Base: Total Respondents, n=505): What sources do you rely on for information and insight about how to build your business and do your job better?



HarrisInteractive

# B-to-B MEDIA TOP SURVEY IN IMPORTANCE



Rate "Extremely Valuable" or "Somewhat Valuable"



# EXPERIENCE WITH BUSINESS-TO-BUSINESS MEDIA

# Summary: Experience with Business-to-Business Media

The executives interviewed for this research show high use of b-to-b magazines, Web sites, and trade shows.

- ▶▶ 83% have read at least one b-to-b magazine during the past month.
- ▶▶ 68% have visited at least one b-to-b Web site during the past month.
- ▶▶ 76% have attended at least one b-to-b trade show during the past year.

Not only do executives make use of b-to-b media, but they turn to multiple sources within a given b-to-b medium, and they spend significant time using b-to-b media.

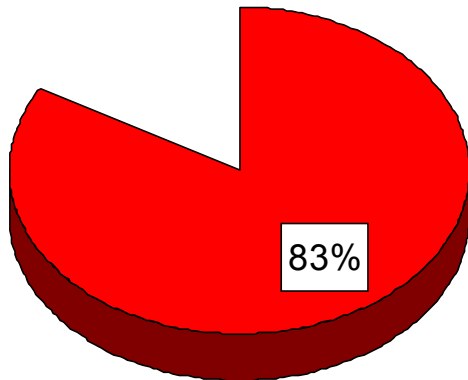
- ▶▶ B-to-B magazine readers read nearly 4 titles per month and spend well over 2 hours per week reading.
- ▶▶ B-to-B Web site visitors visit over 5 sites per month and spend nearly 3 hours visiting these sites each week.
- ▶▶ Trade show visitors attend nearly 3 shows per year and on average spend over 8 days per year attending these shows.

Most respondents are spending the same or more time with b-to-b media now compared to two years ago . . . with 69% reporting more time visiting b-to-b Web sites now compared to two years ago.

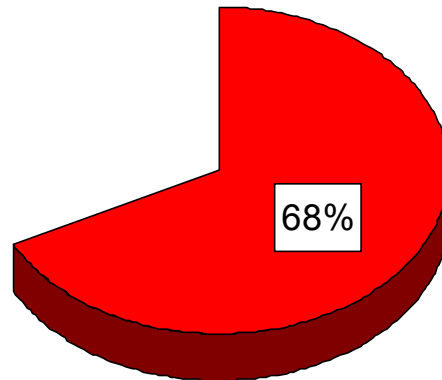
# PENETRATION OF B-to-B MEDIA AMONG EXECUTIVES IS VERY HIGH

Each medium can claim at least two-thirds recent executive involvement.

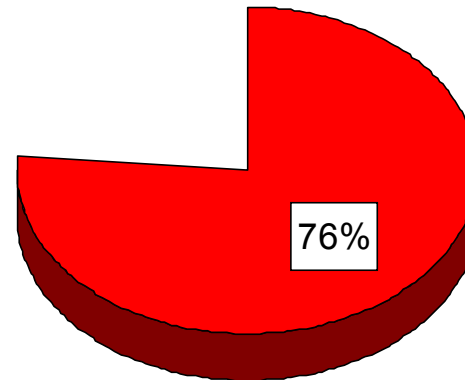
**Note:** To participate in this survey, executives were required to “read at least one magazine, or visit at least one Web site, or attend trade shows SPECIFICALLY geared towards professionals in your industry or line of work.”



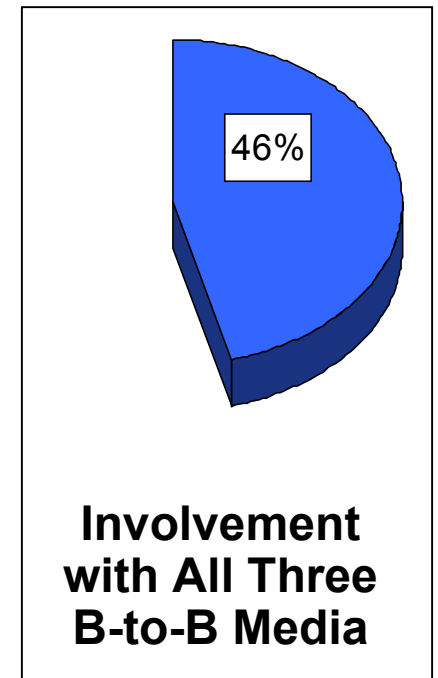
**Read B-to-B Magazine in Past Month**



**Visited B-to-B Web Site in Past Month**



**Attended B-to-B Trade Show in Past Year**



**Involvement with All Three B-to-B Media**

(All questions based on Total Respondents, n=505)

Q400 In the past month, did you read any business-to-business MAGAZINES geared to professionals in your industry or line of work?

Q415 In the past month, did you visit any business-to-business WEB SITES geared to professionals in your industry or line of work, including online editions of business-to-business magazines?

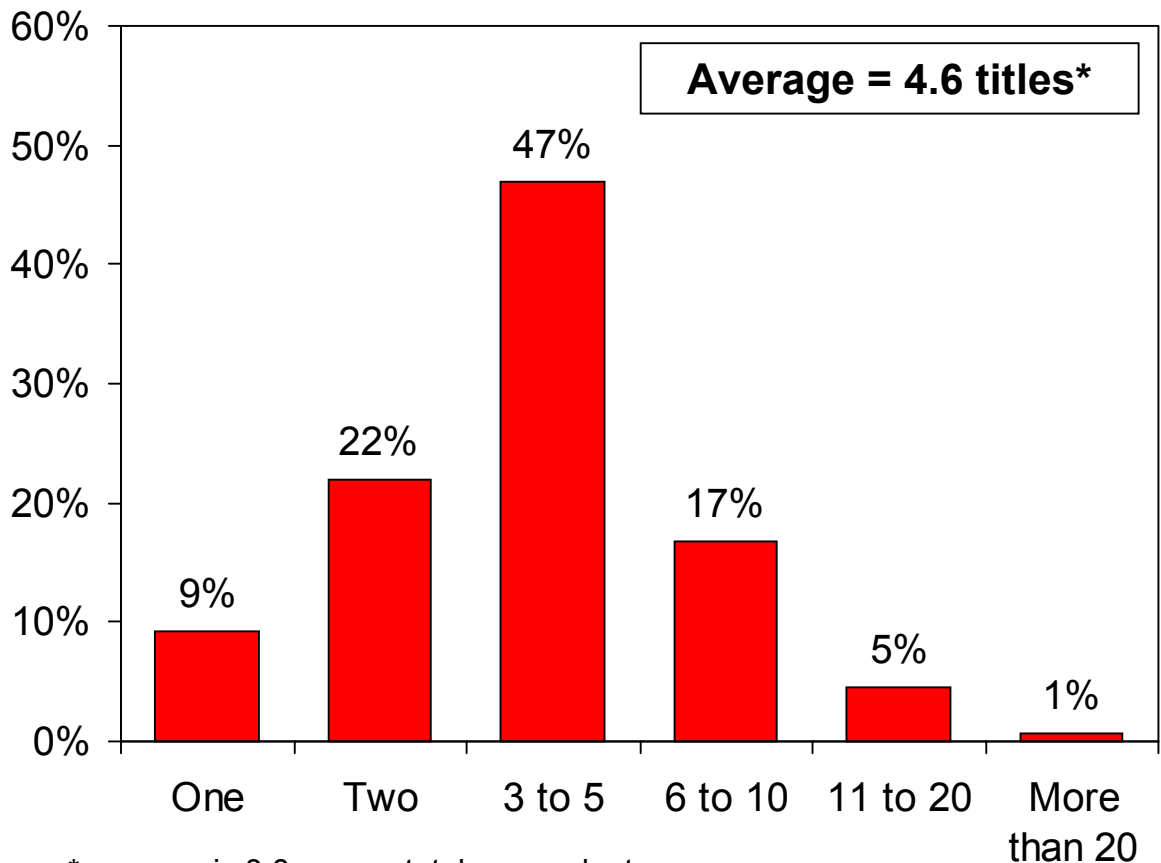
Q430 During the past twelve months, how many times did you attend a TRADE SHOW OR CONVENTION geared to professionals in your industry or line of work?

# MOST EXECUTIVES READ MULTIPLE B-to-B MAGAZINES

## Number of B-to-B Magazine Titles Read During Past Month

Readership levels of b-to-b magazines are high:

The average executive who reads b-to-b magazines reads 4.6 titles per month, with 69% reading 3 titles or more.

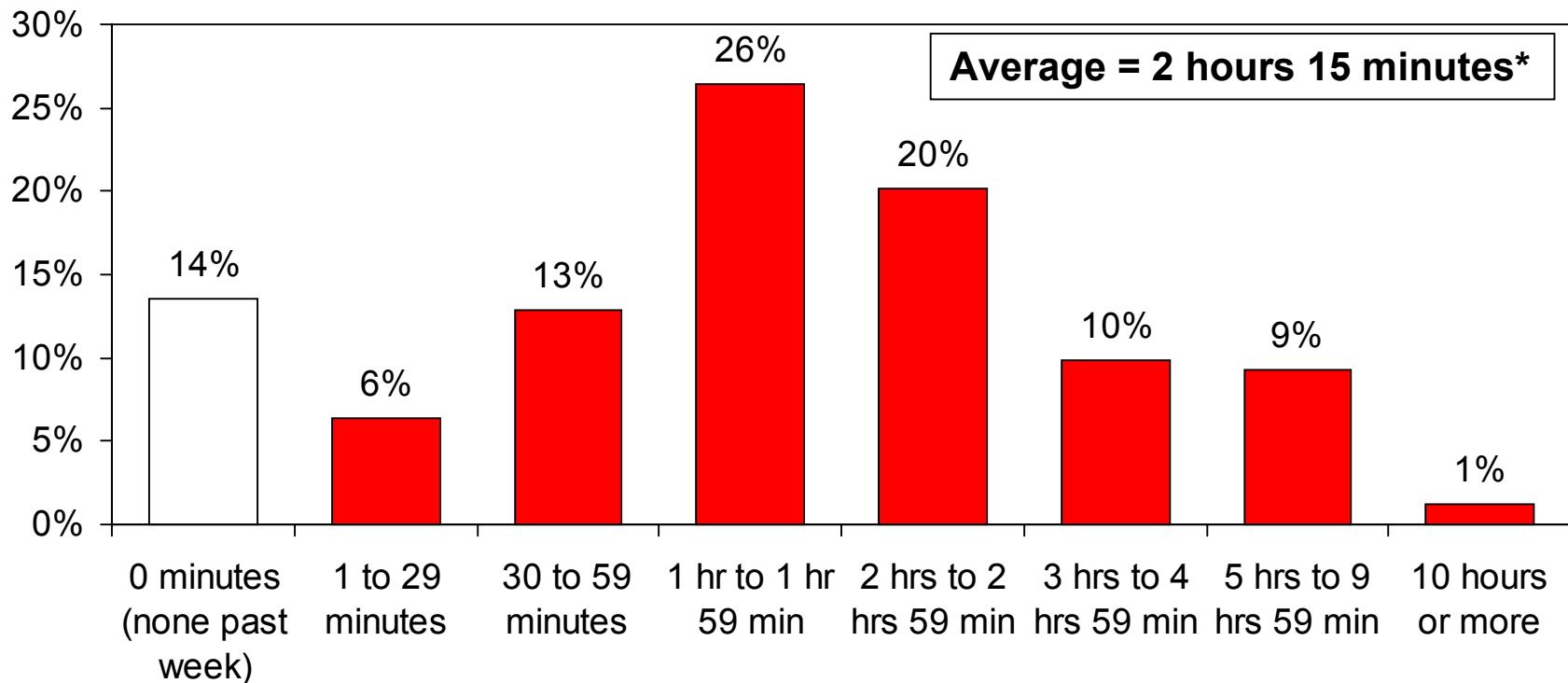


Q405 (Base: Read Any B-to-B Magazine in past month, n=420): In the past month, how many different business-to-business magazine titles did you read?

# B-to-B MAGAZINES ARE AN ESSENTIAL PART OF THE EXECUTIVE AGENDA

## Time Spent Reading B-to-B Magazines During Past Week

On average, executives spend over 2 hours per week reading b-to-b magazines.



\* average is 1 hour 52 minutes among total respondents.

Q410 (Base: Read Any B-to-B Magazine in past month, n=420): In the past week, how much time in total have you spent reading business-to-business magazines?

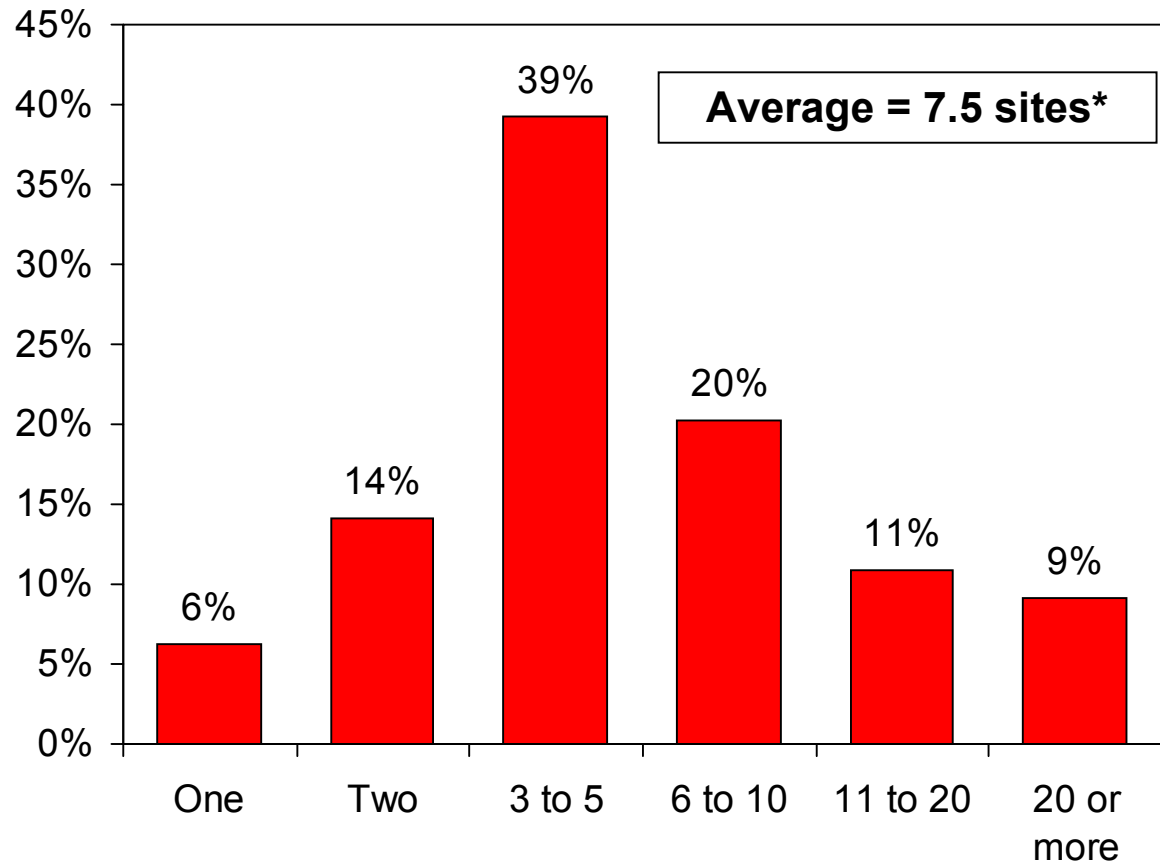
# MOST EXECUTIVES VISIT NUMEROUS B-to-B WEB SITES

## Number of Different B-to-B Web Sites Visited in Past Month

**Executives' use of b-to-b Web sites is high:**

**Two in three (67%) executives visited at least one b-to-b Web site during the past month.**

**Over 50% visited 3 or more different sites.**



\* average is 5.1 among total respondents

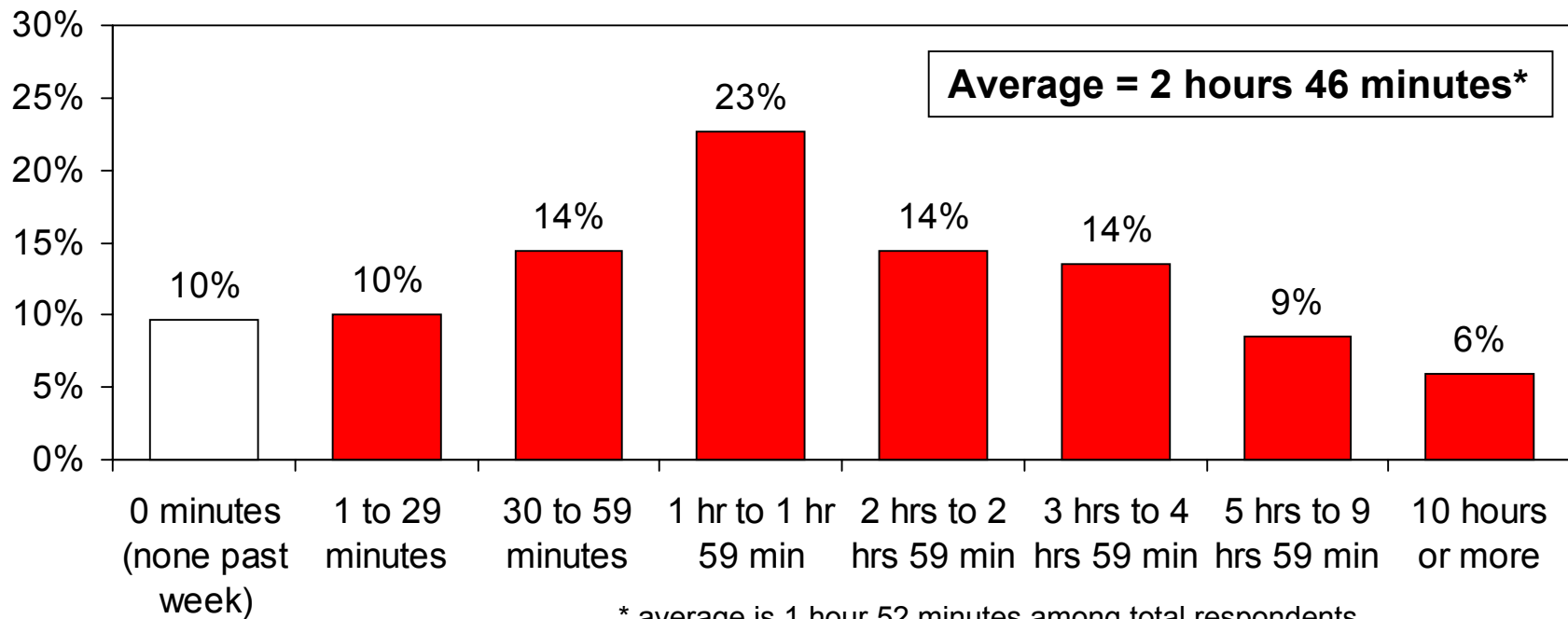
Q415 (Base: Total Respondents, n=505): In the past month, did you visit any business-to-business Web sites geared to professionals in your industry or line of work, including on-line editions of business-to-business magazines?

Q420 (Base: Visited Any B-to-B Web Site in past month, n=341): In the past month, how many different business-to-business Web sites did you visit, including online editions of business-to-business magazines?

# B-to-B WEB SITES ATTRACT KEY DECISION MAKERS

## Time Spent Visiting B-to-B Web Sites Visited in Past Week

On average, executives who use business-to-business Web sites report spent an average of over 2½ hours on these sites during the past week.

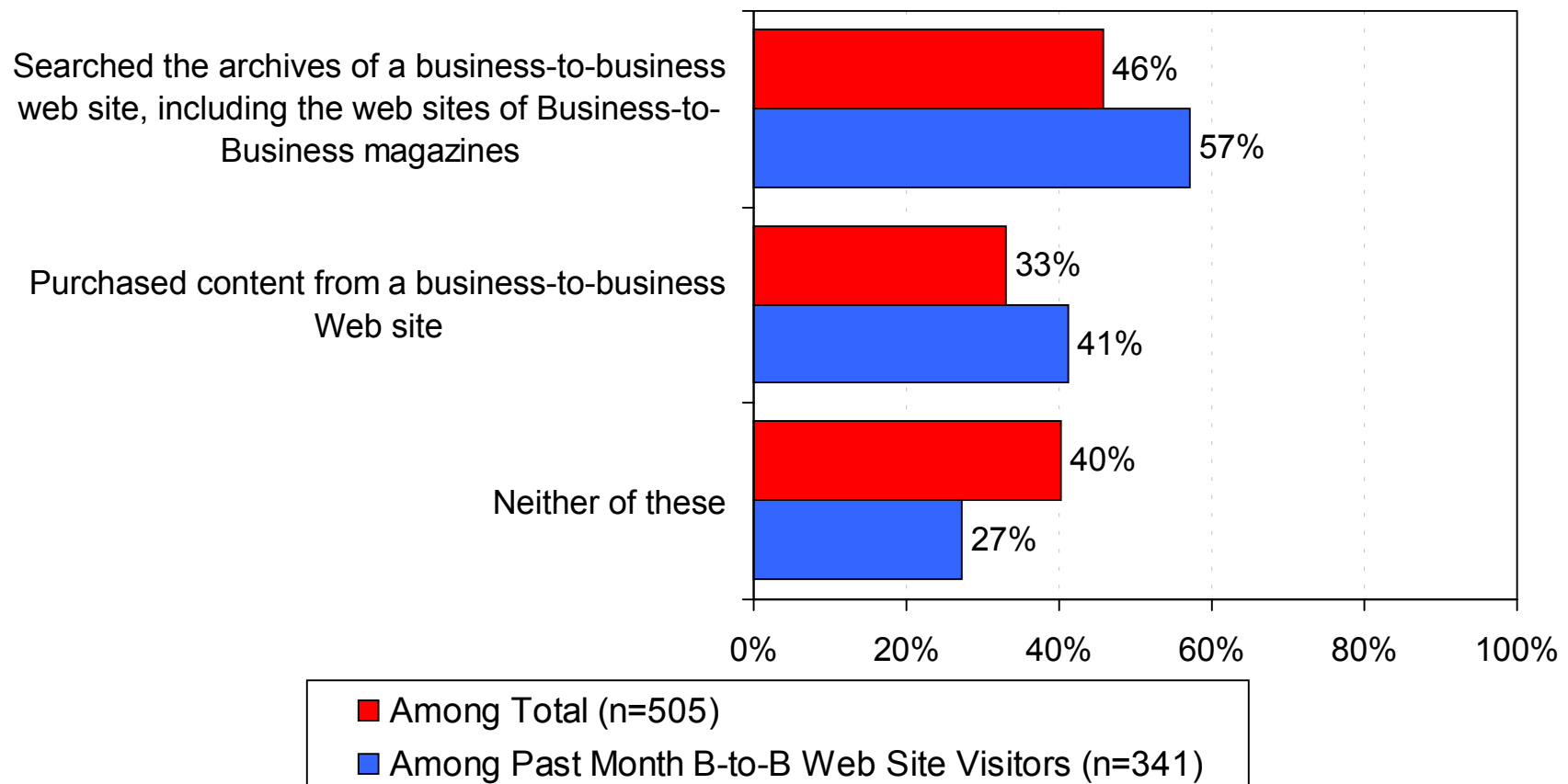


\* average is 1 hour 52 minutes among total respondents.

Q425 (Base: Visited Any B-to-B Web Site in past month, n=341): In the past week, how much time in total did you spend visiting business-to-business Web sites including online editions of business-to-business magazines?

# A LARGE NUMBER OF EXECUTIVES REPORT IN-DEPTH USE OF B-to-B WEB SITES

Nearly half have searched archives of b-to-b Web sites, and one-third have purchased content. Figures are even higher when looking at only those executives reporting past month b-to-b Web site visitation.

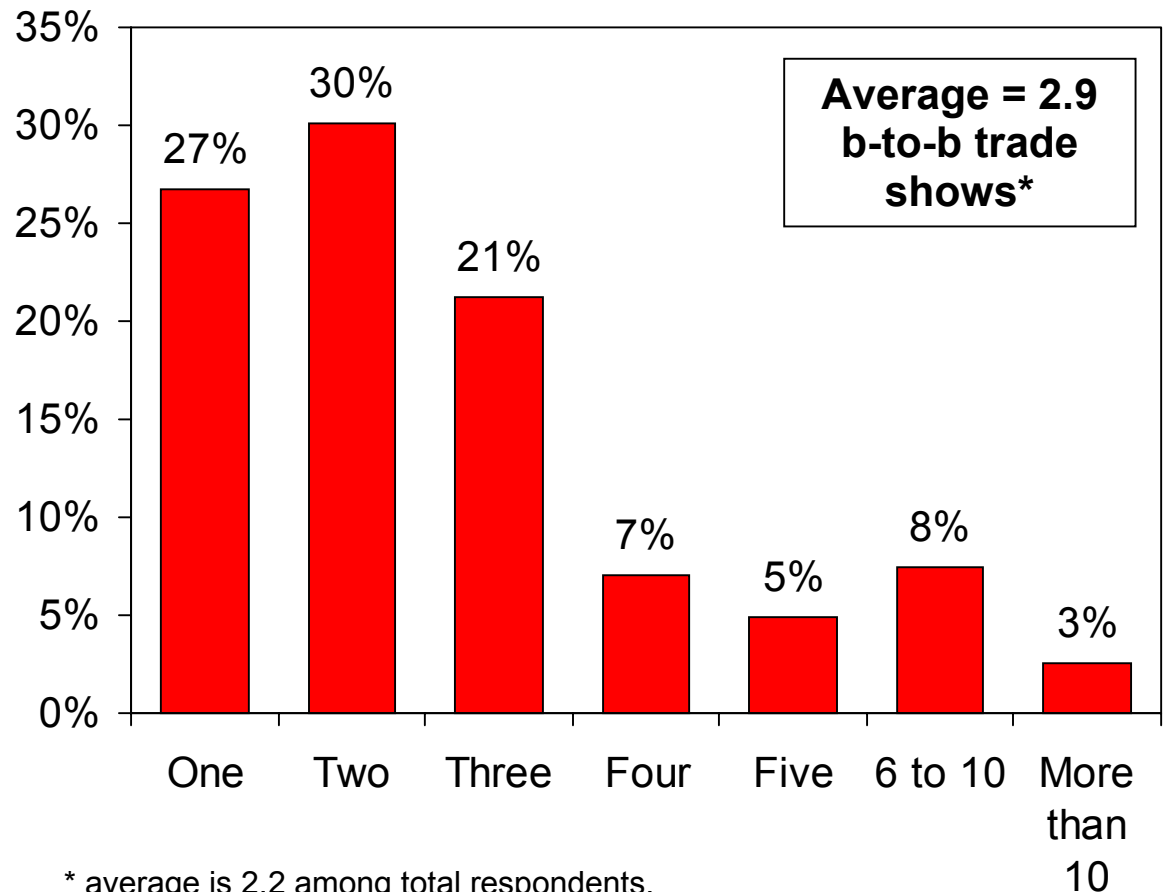


Q610 (Base: Total Respondents, n=505): Which of the following have you done during the past 12 months?

# B-to-B TRADE SHOWS DRAW KEY DECISION MAKERS

## Number of B-to-B Trade Shows Attended Past 12 Months

About 43% of executives who attend b-to-b trade shows have attended three or more of them in the past year.

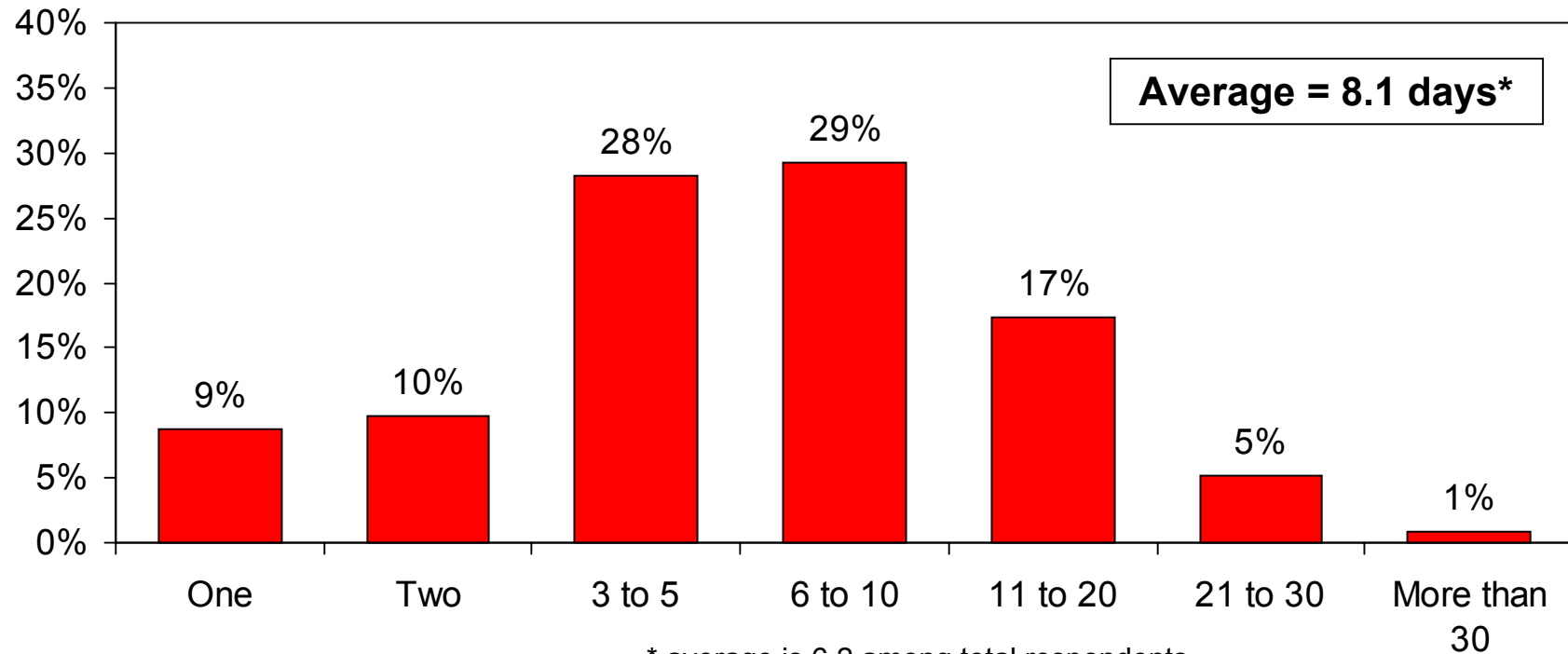


Q430 (Base: Total Respondents, n=505; graph shows percentages among the 386 respondents who attended one or more): During the past twelve months, how many times did you attend a trade show or convention geared to professionals in your industry or line of work?

# EXECUTIVES SPEND SIGNIFICANT TIME ATTENDING B-to-B TRADE SHOWS

## Days Spent Attending B-to-B Trade Shows Past 12 Months

Business executives attending b-to-b trade shows spent an average of 8 days spent attending these shows.



\* average is 6.2 among total respondents.

Q435 (Base: Attended trade show or convention in past 12 months, n=386): During the past twelve months, approximately how many days in total did you spend attending these trade shows and conventions?

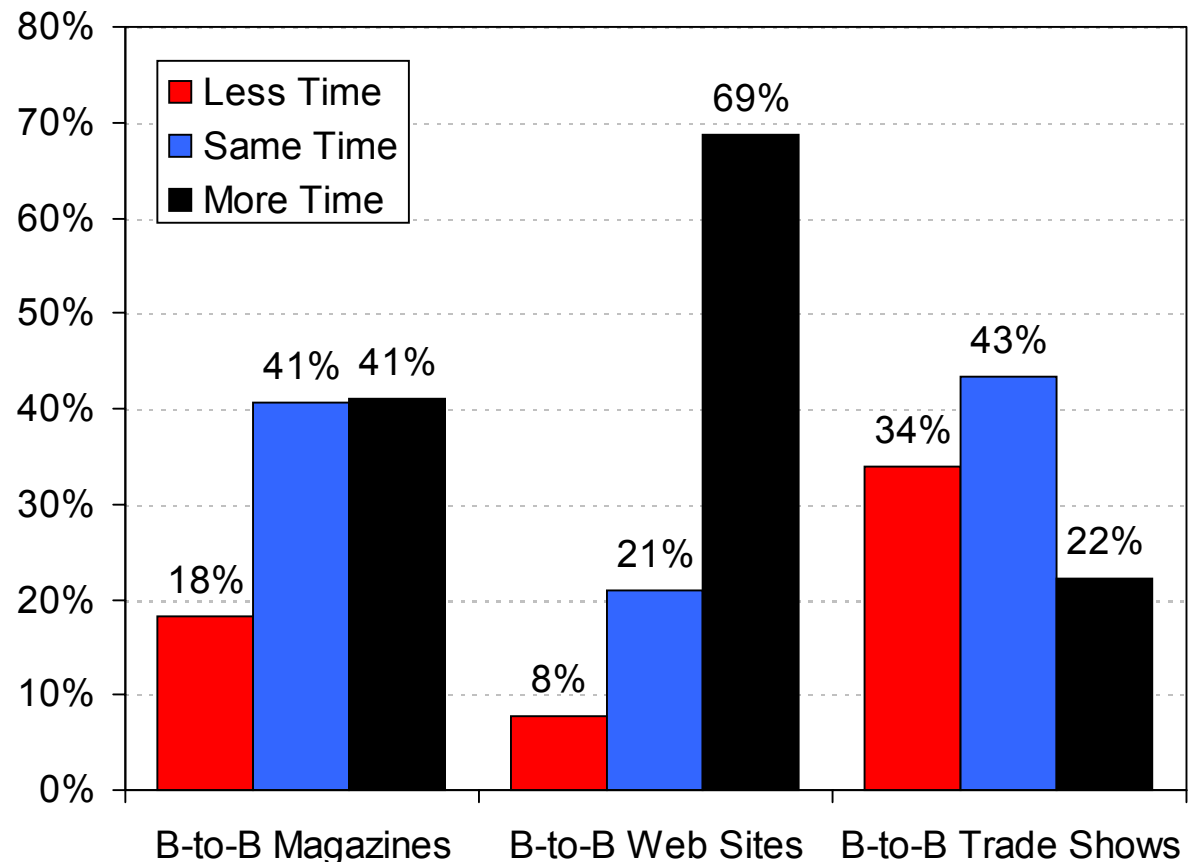
# EXECUTIVES SPEND AS MUCH OR MORE TIME WITH B-to-B MEDIA THAN THEY DID 2 YEARS AGO

## Time Spent with B-to-B Media Compared to Two Years Ago

### Compared to two years ago:

While time spent with b-to-b Web sites has increased dramatically, this increase has *not* come at the expense of diminished time spent reading b-to-b magazines.

Most executives spend as much or more time attending b-to-b trade shows.



Q445/450/455 (Base: Total Respondents, n=505): Compared to two years ago, do you now spend more time, less time, or the same amount of time reading Business to Business Magazines/ visiting Business to Business Web sites/ attending Business to Business trade shows or conventions?



# EVALUATION OF BUSINESS-TO-BUSINESS MEDIA

## Summary: Evaluation of B-to-B Media

All three b-to-b media (magazines, Web sites, trade shows) elicit very strong ratings with respect to helping respondents become aware of new products or services. Otherwise, the three media are different in their relative strengths, suggesting they complement one another:

- ▶▶ Business-to-Business magazines are favorably evaluated with respect to being “highly credible sources” and “providing information you can trust.”
- ▶▶ B-to-B Web sites rate high for being “primary sources for research” and providing “access to the latest information.”
- ▶▶ B-to-B Trade shows are highly regarded for enabling “interaction with industry peers”, allowing “personal interaction with representatives of companies,” and enabling “direct experience with products and services.”

# B-to-B MEDIA INTEGRATION CREATES STRONG MESSAGE REINFORCEMENT

**B-to-B magazines, Web sites, and trade shows share certain critical common strengths – most notably they create awareness of new products or services. They are also complementary in important ways.**

	B-to-B Magazines	B-to-B Web Sites	Trade Shows/ Conventions
Help you become aware of new products or services	79%	71%	82%
Are highly credible sources	66%	51%	
Provide information that you can trust	65%	52%	61%
Provide access to the latest information		79%	
Are primary sources for research		66%	
Enable you to interact with industry peers			89%
Allow you to personally interact with representatives of companies			89%
Enable you to directly experience products or services			76%
Help you keep abreast of the competition	56%	50%	66%
Make you feel like you are part of a broader community	53%	46%	70%
Enable you to do comparison shopping			66%
Are sources of information you turn to first	40%	55%	
Contain information/content you can't find anywhere else	43%	52%	51%
Help you find the best companies to buy from	30%	40%	51%
Help you grow your business	30%	28%	42%
Keep you ahead of the competition	31%	32%	43%
Contain content worth purchasing		35%	

**Percent indicating “describes completely” or “describes a lot.”**

Blank cells signify that the attribute was not evaluated for the indicated medium.

- High-scoring attribute (65% or higher)
- Middle-scoring attribute (50% to 64%)
- Low-scoring attribute (less than 50%)



# **CALLS TO ACTION RESULTING FROM BUSINESS-TO-BUSINESS MEDIA**

## Summary: Calls to Action Resulting from B-to-B Media

**B-to-B magazines, Web sites, and trade shows demonstrate remarkable effectiveness in prompting executives to take action . . . from finding out more information about a product or service to talking to a salesperson to purchasing products or services. For example:**

- ▶▶ **A stunning 81% of executives report they have found out more information about a product or service as a result of an advertisement in a b-to-b magazine . . . with a figure of 73% for Web sites and 90% for trade shows (among trade show attenders).**
- ▶▶ **58% of executives report they purchased or recommended purchase of a product or service as a result of an advertisement in a b-to-b magazine . . . with a figure of 50% for b-to-b Web sites and 64% for b-to-b trade shows (among trade show attenders).**

# B-to-B MEDIA MOVE PRODUCTS & SERVICES

**B-to-B media spark remarkable levels of activity, including finding out more information, talking to a salesperson, or purchasing or recommending purchase of a product or service.**

	B-to-B Magazines	B-to-B Web Sites	Trade Shows/ Conventions
<i>ACTIONS PROMPTED</i>	<i>Total respondents (n=505)</i>	<i>Total respondents (n=505)</i>	<i>Trade Show Attenders (n=386)</i>
	<i>Past 6 mos.</i>	<i>Past 6 mos.</i>	<i>Past yr.</i>
Find out more information about a product or service	81%	73%	90%
Cut out/ forward/ download an article to save or discuss with a colleague	68%	60%	
Visit another Web site referenced in the content		69%	
Bring product samples or literature back to share with a colleague			89%
Look for more information about a product or service on the web	74%		69%
Talk to a salesperson	55%	41%	72%
Purchase or recommend purchase of a product or service for your company	58%	50%	64%
Call a 1- 800 #	42%	33%	39%
Make a purchase through the Internet	35%	34%	17%
Attend a trade show or convention	19%	12%	

- High-scoring attribute (65% or higher)
- Middle-scoring attribute (50% to 64%)
- Low-scoring attribute (less than 50%)

Blank cells signify that the attribute was not evaluated for the indicated medium.



# SYNERGY OF MULTIPLE MEDIA

# Summary: Synergy of Multiple Media

Executives recognize the importance of accessing multiple b-to-b media to meet their information needs.

- ▶▶ Almost all (97%) agree with the statement, “To stay on top of developments in your field, it's important to seek information from MULTIPLE MEDIA SOURCES like business-to-business magazines, Web sites and trade shows.”

There is almost universal agreement among executives that trade shows retain an important place on their agenda: 93% agree with the statement, “Even with access to the Internet, it is still important to attend trade shows or conventions.”

When executives see a product or service advertised in multiple b-to-b media, it clearly creates a favorable reaction to the company or brand being advertised:

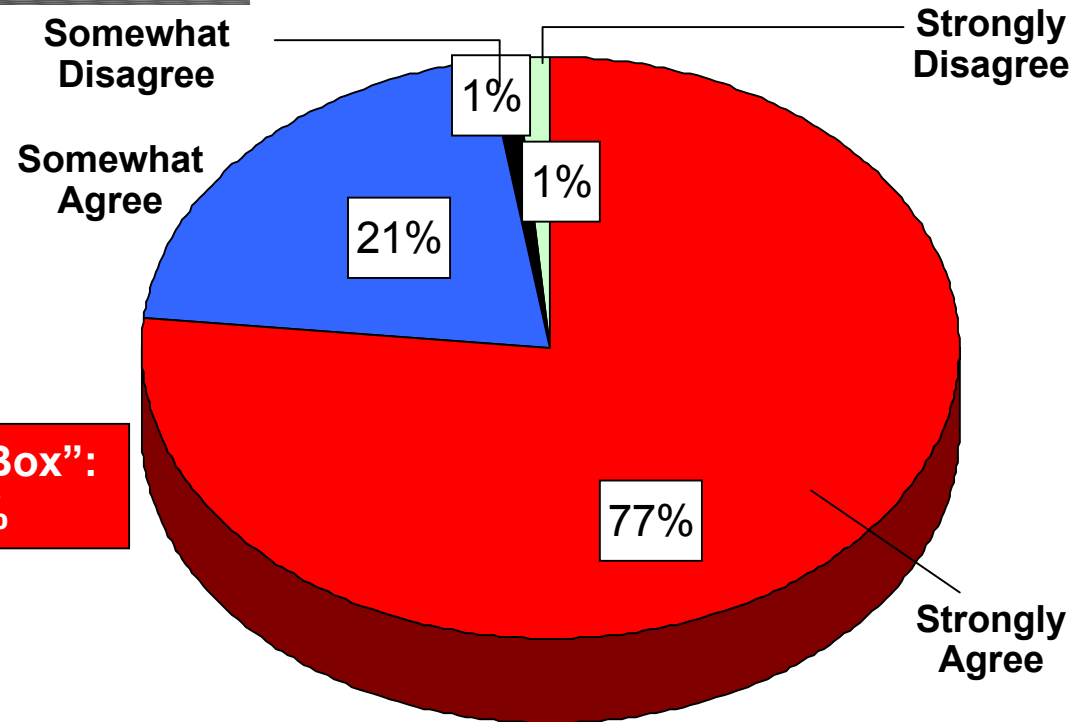
- ▶▶ It makes the company or brand top-of-mind (93% agree).
- ▶▶ It provides more information about the company or brand (86% agree).
- ▶▶ It makes respondents more likely to consider the company's products or services for purchase (87% agree).

Executives who have recently been involved with all three b-to-b media (magazines, Web sites, trade shows) are significantly more likely than other executives to take actions as a result of that involvement. This observation strongly suggests marketing messages appearing in multiple b-to-b media, working in tandem, are more effective than a single-medium messaging approach.

# 97% OF EXECUTIVES REALIZE RELIANCE ON MULTIPLE MEDIA SOURCES IS CRUCIAL

Executives recognize the importance of accessing multiple b-to-b media to meet their information needs.

**“Top 2 Box”:  
97%**

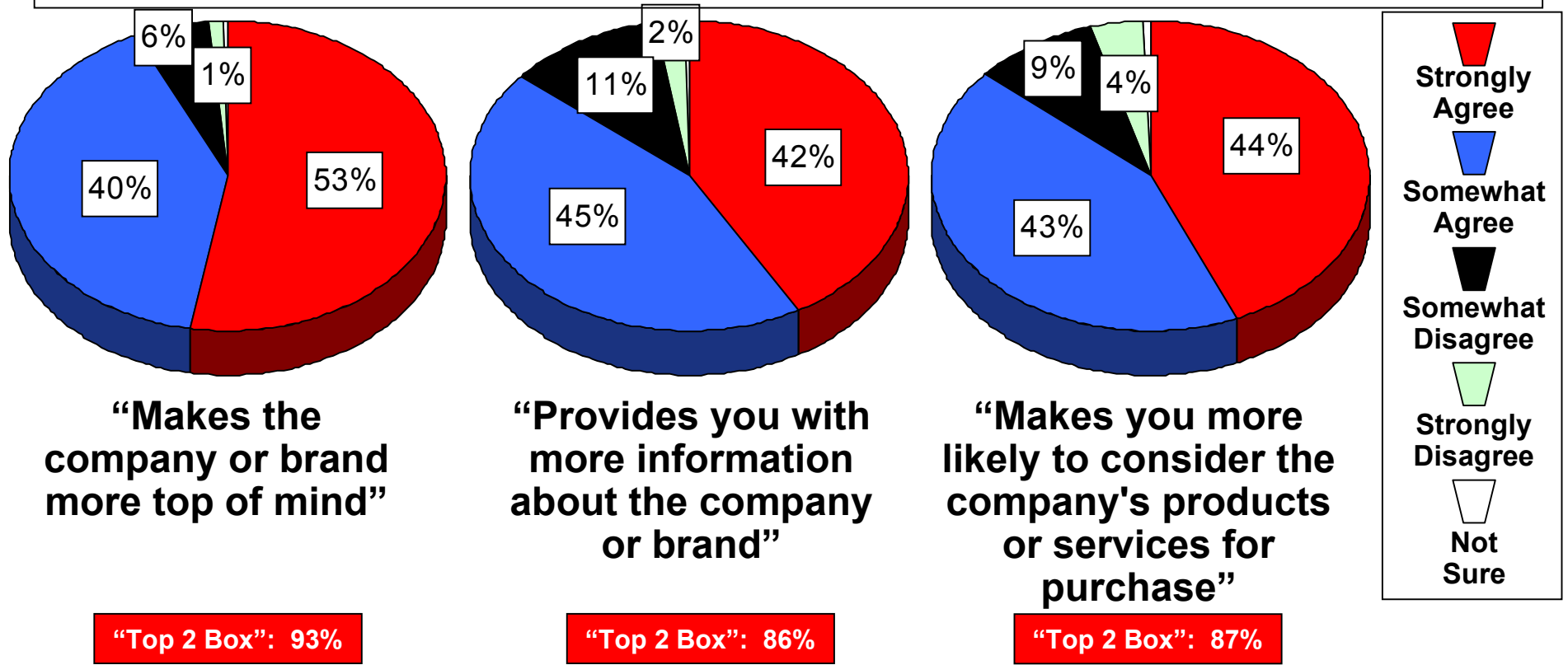


**“To stay on top of developments in your field, it's important to seek information from MULTIPLE MEDIA SOURCES like business-to-business magazines, Web sites and trade shows.”**

Q715 (Base: Total Respondents, n=505): Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that . . .

# OVER 85% OF EXECUTIVES ACKNOWLEDGE EFFECTIVENESS OF ADVERTISING IN MULTIPLE MEDIA

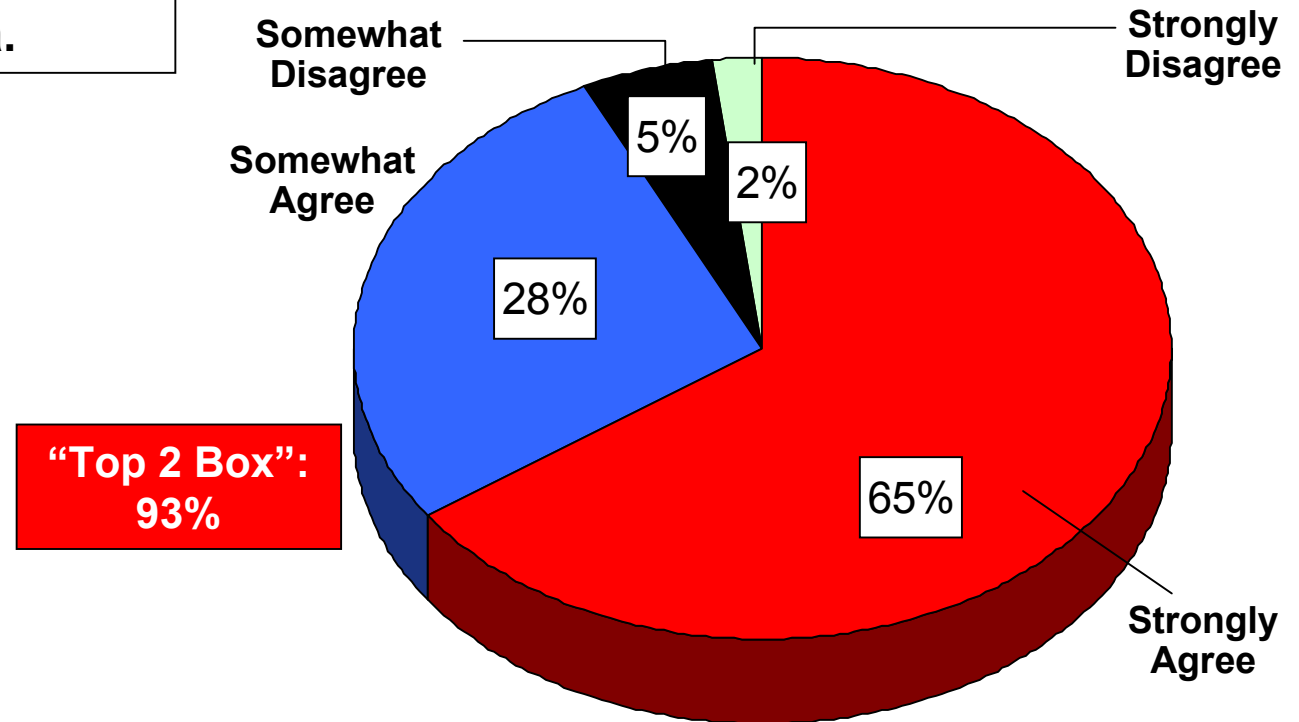
Executives feel more aware, more informed, and more likely to consider purchasing a company's products or services if they see the company or brand in multiple media.



Q720 (Base: Total Respondents, n=505): Think again about business-to-business advertising for a company or brand that you have seen in more than one medium. By that I mean more than one of the following: Business-to-business magazines, Business-to-business Web sites, and trade shows. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that compared to seeing it on one medium, seeing it in multiple media . . .

# 93% OF EXECUTIVES AGREE THE INTERNET DOES NOT DIMINISH THE IMPORTANCE OF B-to-B TRADE SHOWS

Executives recognize the need to utilize traditional media and new media.



**“Even with access to the Internet, it is still important to attend trade shows or conventions.”**

Q715 (Base: Total Respondents, n=505): Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that . . .

# SYNERGY OF MULTIPLE B-to-B MEDIA PROVOKES INCREASED LEVELS OF CALLS TO ACTION

**Executives who access all three b-to-b media are significantly more likely to take meaningful actions as a result.**

	<i>Actions taken in past 6 months due to</i>		<i>Actions taken in past 6 months due to</i>		<i>Actions taken in past year due to</i>	
	<b>B-to-B Magazines</b>		<b>B-to-B Web Sites</b>		<b>B-to-B Trade Shows</b>	
	<b>Access Less Than Three b-to-b Media</b>	<b>Access Three b-to-b Media</b>	<b>Access Less Than Three b-to-b Media</b>	<b>Access Three b-to-b Media</b>	<b>Access Less Than Three b-to-b Media</b>	<b>Access Three b-to-b Media</b>
<b>BASE --&gt;</b>	<b>(274)</b>	<b>(231)</b>	<b>(274)</b>	<b>(231)</b>	<b>(155)</b>	<b>(231)</b>
Find out more information about a product or service	77%	86%	62%	84%	90%	91%
Cut out/ forward/ download an article to save or discuss with a colleague	59%	79%	49%	74%	NA	NA
Visit another Web site referenced in the content	NA	NA	58%	82%	NA	NA
Look for more information about a product or service on the web	64%	87%	NA	NA	56%	78%
Talk to a salesperson	52%	58%	35%	49%	72%	71%
Purchase or recommend purchase of a product or service for your company	53%	64%	41%	61%	64%	64%
Call a 1- 800 #	41%	44%	27%	40%	31%	44%
Make a purchase through the Internet	30%	42%	28%	42%	14%	20%
Attend a trade show or convention	14%	25%	7%	18%	NA	NA

○ Indicates numbers that are significantly less than boxed numbers (90% level of confidence)

□ Indicates numbers that are significantly greater than circled numbers (90% level of confidence)



# EFFECT OF ADVERTISING FREQUENCY

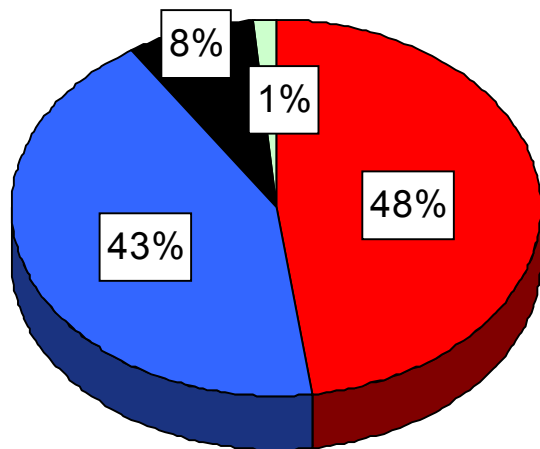
# Summary: Effect of Advertising More Frequently

Executives themselves acknowledge that frequent advertising has positive results:

- ▶▶ It makes the company or brand top-of-mind (91% agree).
- ▶▶ It provides more information about the company or brand (78% agree).
- ▶▶ It makes respondents more likely to consider the company's products or services for purchase (84% agree).

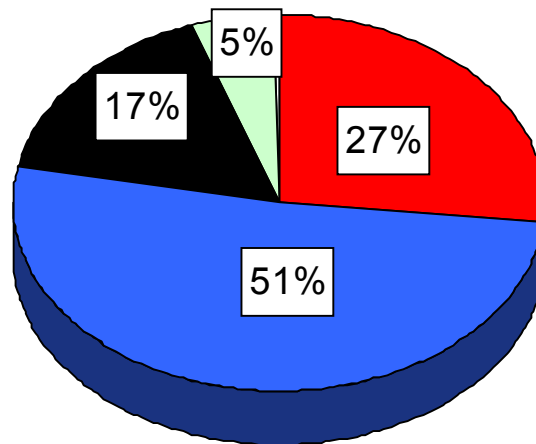
# THE VAST MAJORITY OF EXECUTIVES CONCUR: ADVERTISING FREQUENTLY CREATES RESULTS

Executives link advertising frequency with heightened awareness, increased information, and greater interest in a company's products or services.



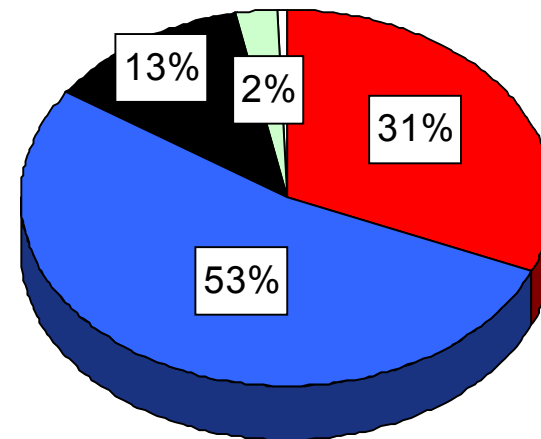
**“Makes the company or brand more top of mind”**

**“Top 2 Box”: 91%**



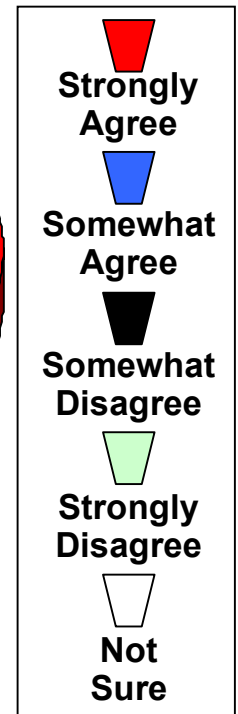
**“Provides you with more information about the company or brand”**

**“Top 2 Box”: 78%**



**“Makes you more likely to consider the company's products or services for purchase”**

**“Top 2 Box”: 84%**



Q730 (Base: Total Respondents, n=505): And would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that seeing business-to-business advertising for a company or brand more frequently . . .



# **BUSINESS STRATEGY IN A DOWN ECONOMY**

# Summary: Business Strategy in a Down Economy

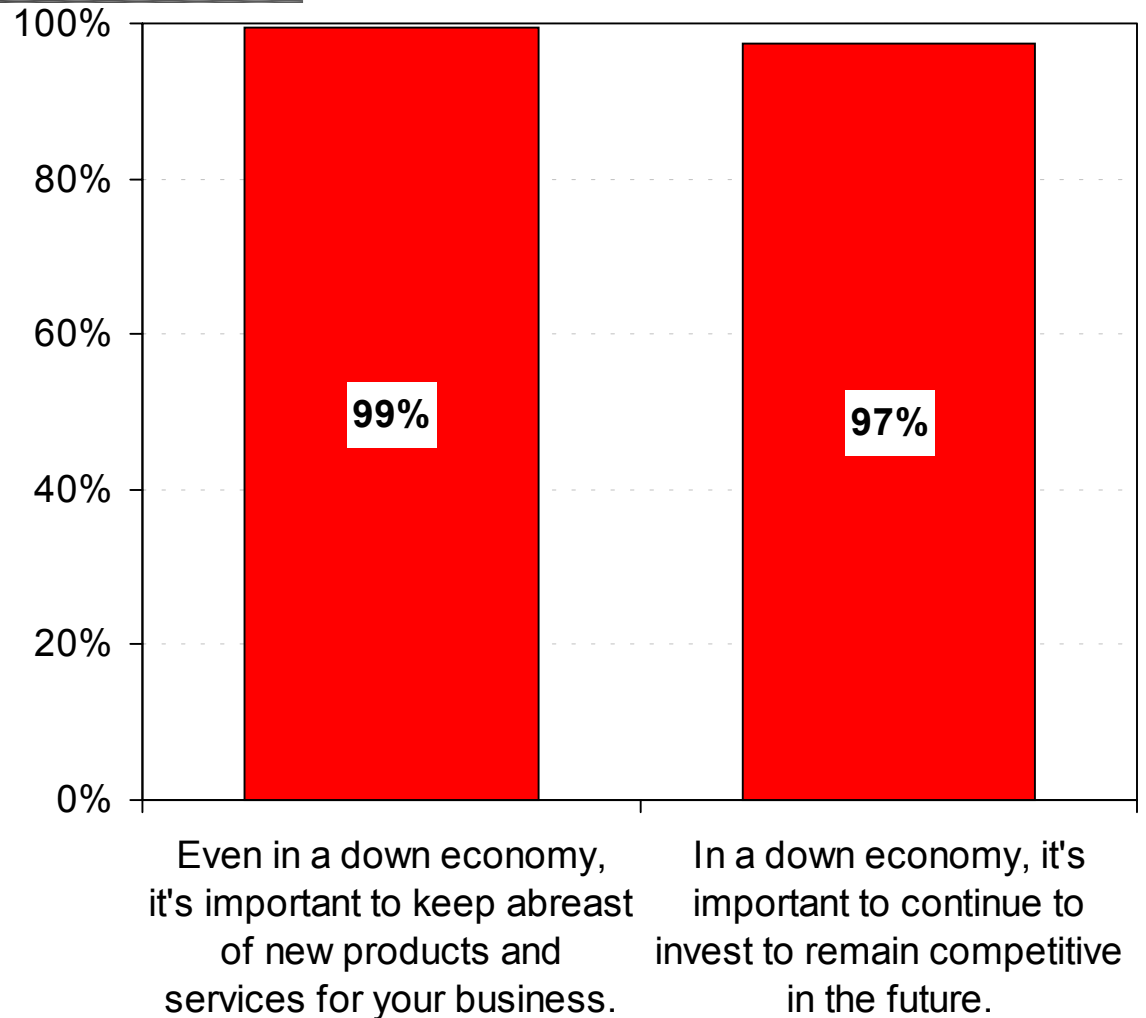
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**In spite of a down economy, virtually all executives acknowledge the importance of keeping abreast of new products and services in their industry, and continuing to invest for the future.**

**Advertising in a down economy clearly creates a competitive advantage. The vast majority of executives agree that when they see a company advertising in a down economy, it makes them feel more positive about the company's commitment to its products and services. More importantly, it also keeps those companies top-of-mind when purchase decisions are made.**

# MORE THAN 95% OF EXECUTIVES MAINTAIN A HIGH INTEREST IN LEARNING ABOUT AND INVESTING IN NEW PRODUCTS AND SERVICES EVEN IN A DOWN ECONOMY

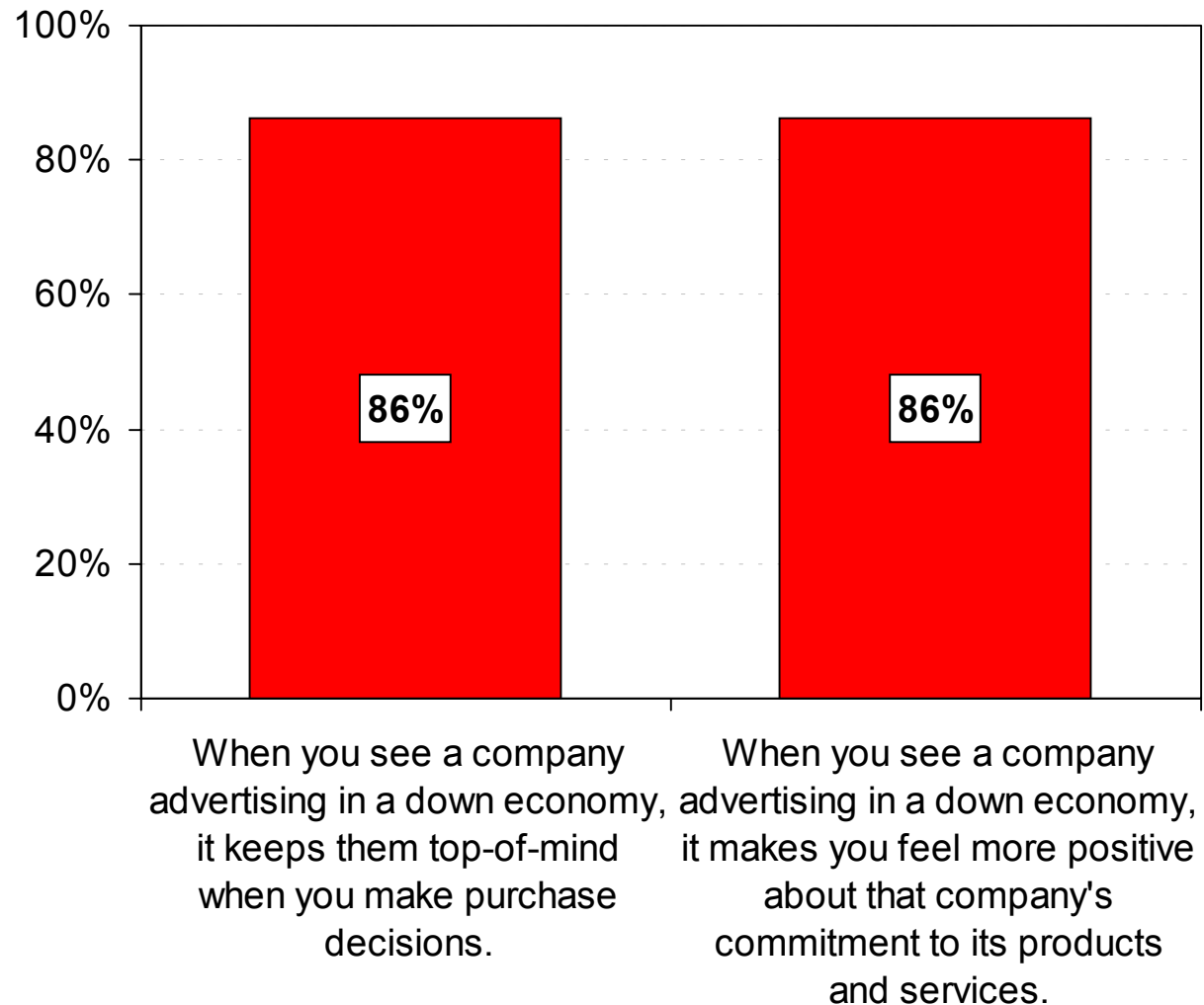
**Executives are not about to let their guard down even during an economic downturn: they must stay current on what is new in the industry and must position their organizations for the future.**



Q305 (Base: Total Respondents, n=505): Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

# OVER 85% OF EXECUTIVES BELIEVE ADVERTISING IN A DOWN ECONOMY IS EXTREMELY IMPORTANT

Executives react favorably to companies that advertise in a down economy: the companies stay top-of-mind and are viewed more positively.



Q305 (Base: Total Respondents, n=505): Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



# RELEVANCE OF RESULTS ACROSS INDUSTRIES

# SUMMARY: Relevance of Results Across Industries

Regardless of industry type, the importance of b-to-b media is clear and consistent.

- ▶ This consistency across industry types makes these study results applicable across a wide range of business categories.

Executives in 12 broad industry categories were interviewed for this research.

- ▶ While sample sizes place some limitations on the capability to gauge specific results by industry, the data do indicate that key results obtained from this research do hold across industry categories.

As an example, across industry categories, the three b-to-b media (magazines, Web sites, trade shows) are consistently evaluated favorably relative to other media on two very important characteristics:

- ▶ Providing the information and insight executives need to build your business and do your job better.
- ▶ Being valuable to executives for providing news and information to influence or support purchase decisions.

As another example, executives across industries consistently agree with:

- ▶ The importance of keeping abreast of new products or services in a down economy.
- ▶ The importance of investing in a down economy in order to be competitive.
- ▶ The positive effects that result when they see a company advertising in a down economy: the company becomes top-of-mind for purchase decisions, and a more positive feeling develops about the company's commitment to its products and services.

# Evaluation of Sources of Information: Help Build your Business and Do Your Job Better

Executives in all industries rank b-to-b media among the best for helping to build their business and do their jobs better.

TABLE OF RANKS	BASE -->											
	Finance, Business, Advertising (47)	Services/ Direct Response (49)	Software (42)	Drugs/ Toiletries (50)	Manufacturing/ Electrical Equipment (57)	Computers (50)	Retail (32)	Home/ Building (35)	Travel (38)	Telecommunications (30)	Automotive (44)	Horticulture/ Farming (31)
<b>B-to-B magazines</b>	1	2	1	4	1	2	1	2	4	1	2	1
<b>B-to-B trade shows</b>	6	1	3	1	4	1	2	4	1	2	3	2
Salespeople	4	3	3	2	3	5	3	1	3	5	1	3
<b>B-to-B Web sites</b>	2	3	2	3	5	3	5	3	1	3	5	3
Professional organizations	3	3	3	5	2	3	4	5	4	4	4	5
Online database services	6	6	6	6	6	7	6	7	7	6	7	8
Newspapers	5	7	8	7	7	6	7	6	6	6	6	6
General business magazines	9	8	6	9	8	8	9	8	9	8	9	7
Television business networks	8	8	9	8	9	9	8	8	8	9	8	9

Q315 (Base: Total Respondents, n=505): Thinking about possible sources of news and information about your industry, please rate each of the following in terms of how valuable they are in providing the information and insight you need to build your business and do your job better.

# Evaluation of Sources of Information: Influence or Support of Purchase Decisions

Executives from all categories of business rank b-to-b media among the best sources of information for *supporting purchase decisions*.

TABLE OF RANKS	Finance, Business, Advertising (47)	Services/ Direct Response (49)	Software (42)	Drugs/ Toiletries (50)	Manufacturing/ Electrical Equipment (57)	Computers (50)	Retail (32)	Home/ Building (35)	Travel (38)	Telecommunications (30)	Automotive (44)	Horticulture/ Farming (31)
	BASE -->											
B-to-B magazines	3	1	2	3	1	3	1	3	3	2	1	1
B-to-B trade shows	3	3	4	1	4	1	3	2	1	1	3	2
Salespeople	2	5	5	2	3	4	2	1	2	3	2	4
B-to-B Web sites	1	2	1	5	4	2	4	3	3	5	5	5
Professional organizations	3	3	3	4	1	4	4	6	5	6	4	3
Online database services	6	6	6	6	6	6	6	7	6	4	7	8
Newspapers	7	7	7	6	7	7	7	5	7	7	5	5
General business magazines	8	8	9	9	8	7	9	8	9	8	9	5
Television business networks	8	8	8	8	9	9	8	9	8	8	8	9

Q320 (Base: Total Respondents, n=505): Thinking about possible sources of news and information to influence or support purchase decisions for products and services for your business, please rate each of the following in terms of how valuable they are to you personally.

# Attitude Towards Business in Current Economic Environment

Regardless of their categories of business, executives overwhelmingly agree with the need to stay abreast with what is new and the requirement to invest for the future. Moreover, regardless of industry, executives react favorably to companies that advertise in a down economy.

BASE -->	Finance, Business, Advertising (47)	Services/ Direct Response (49)	Software (42)	Drugs/ Toiletries (50)	Manufacturing/ Electrical Equipment (57)	Computers (50)	Retail (32)	Home/ Building (35)	Travel (38)	Telecommunications (30)	Automotive (44)	Horticulture/ Farming (31)
<b>Even in a down economy, it's important to keep abreast of new products and services for your business</b>												
Agree	96%	100%	100%	98%	100%	100%	100%	100%	100%	100%	100%	100%
<b>In a down economy, it's important to continue to invest to remain competitive in the future</b>												
Agree	100%	96%	100%	96%	97%	96%	100%	100%	100%	100%	93%	94%
<b>When you see a company advertising in a down economy, it keeps them top-of-mind when you make purchase decisions</b>												
Agree	87%	84%	81%	86%	79%	84%	91%	86%	92%	93%	91%	87%
<b>When you see a company advertising in a down economy, it makes you feel more positive about that company's commitment to its products and services</b>												
Agree	83%	92%	79%	88%	84%	88%	88%	83%	92%	87%	86%	87%

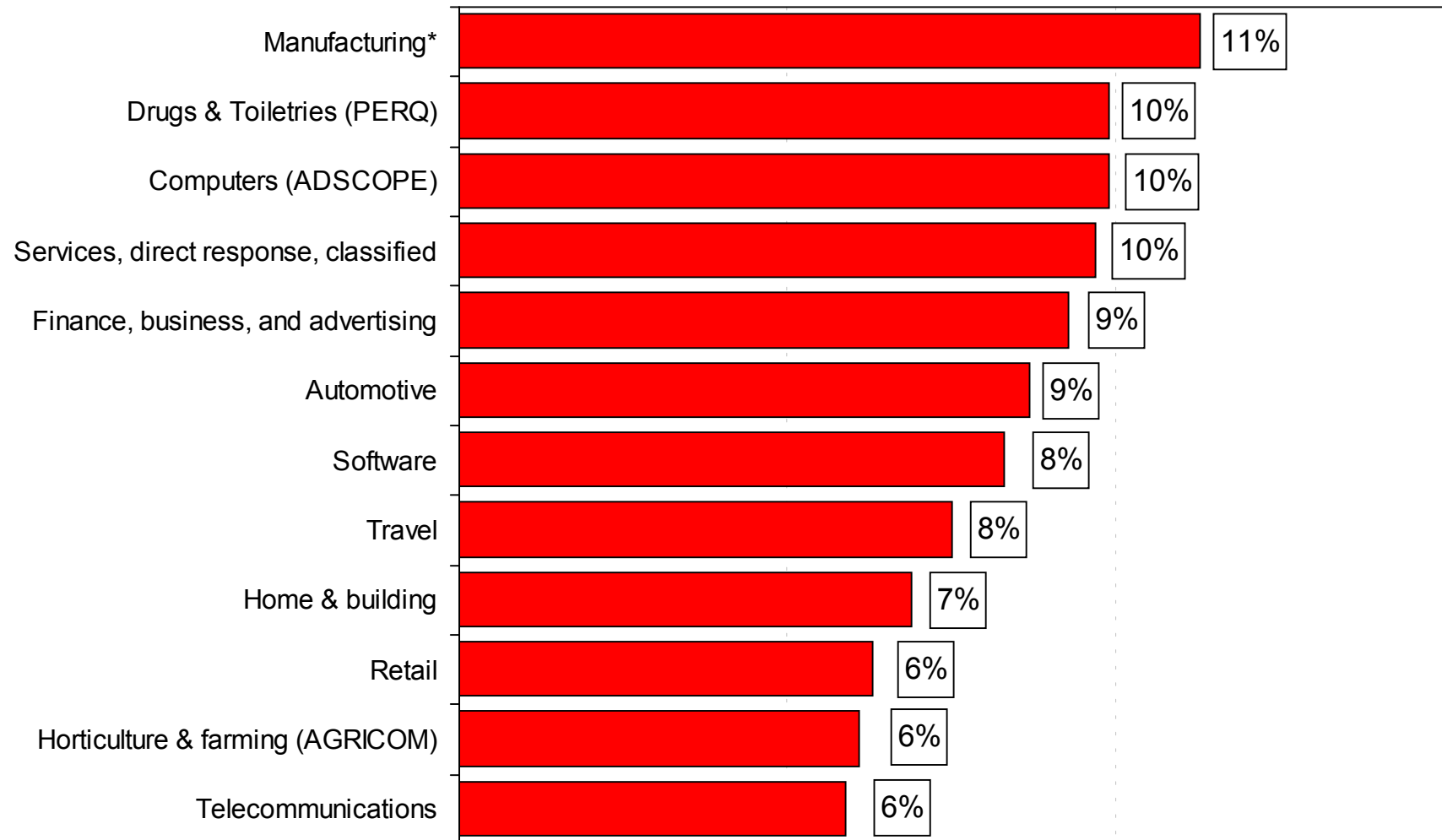
Q305 (Base: Total Respondents, n=505): There has been talk about the downturn in the economy. Whether or not you agree with this perception, we would like to get your attitudes about doing business in this type of economy. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



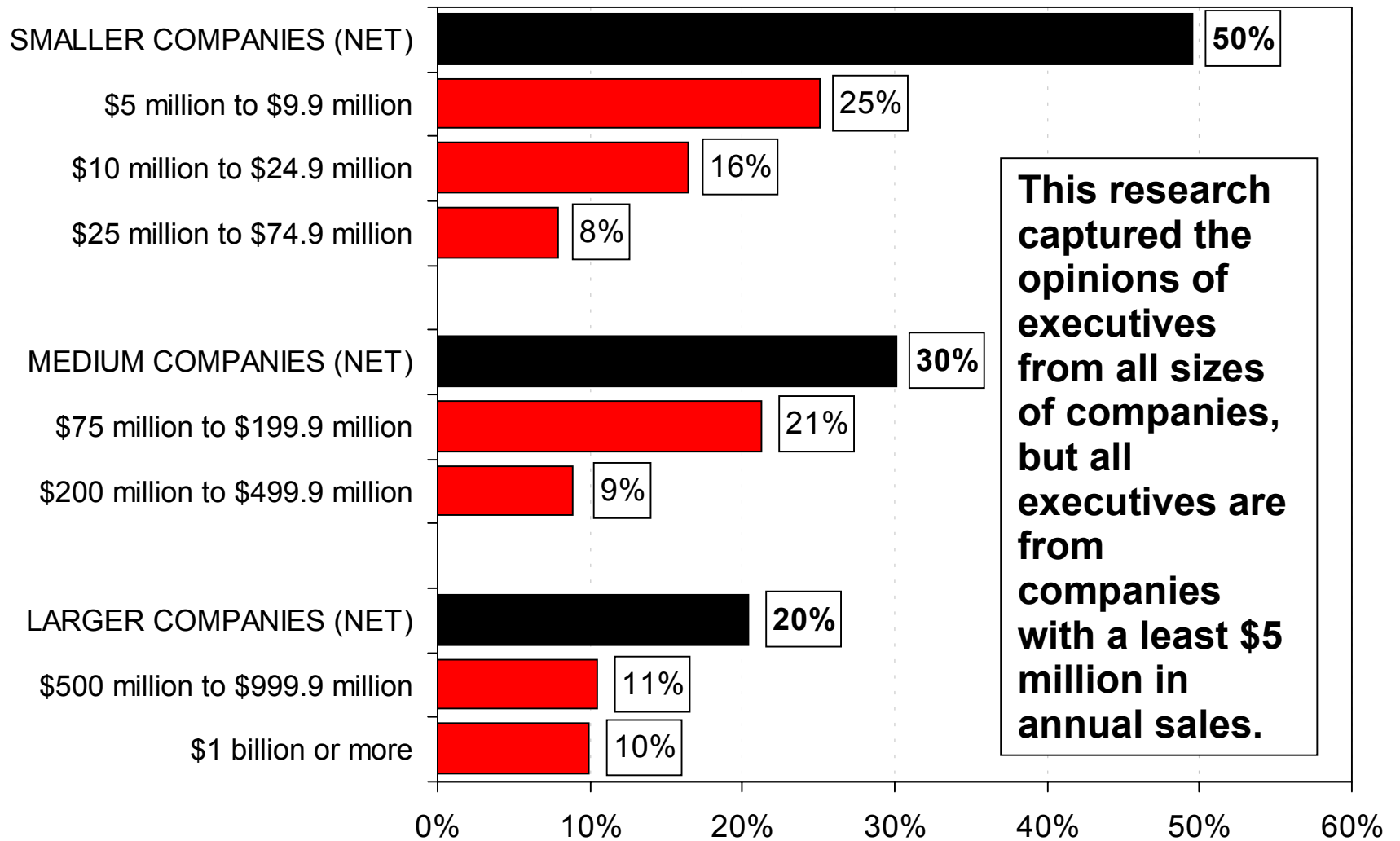
# RESPONDENT PROFILE

# Industry Category (BIN/CMR Classification)

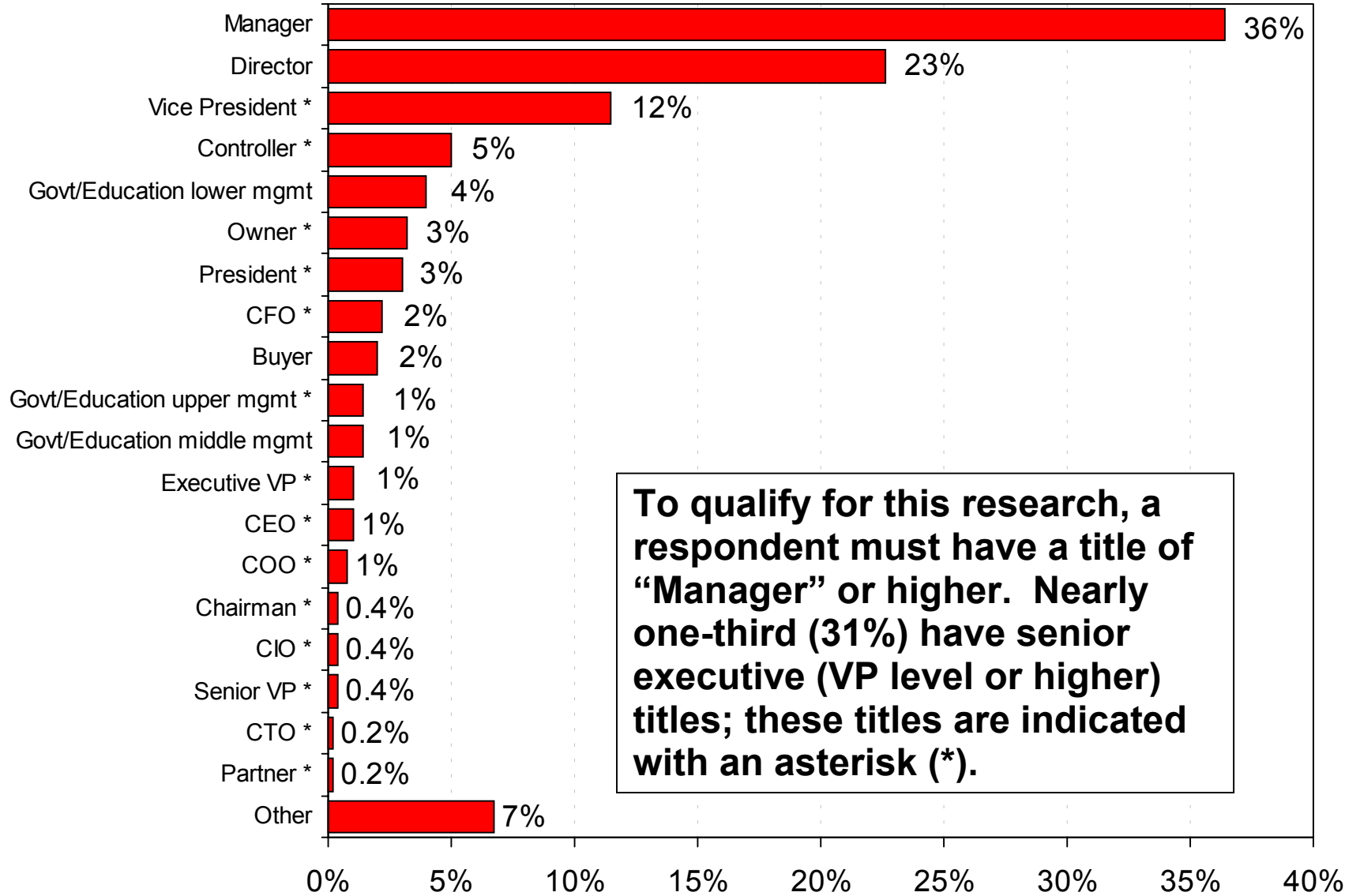
This research was designed to capture the opinions of executives in the 12 areas of industry shown here.



# Company Annual Sales

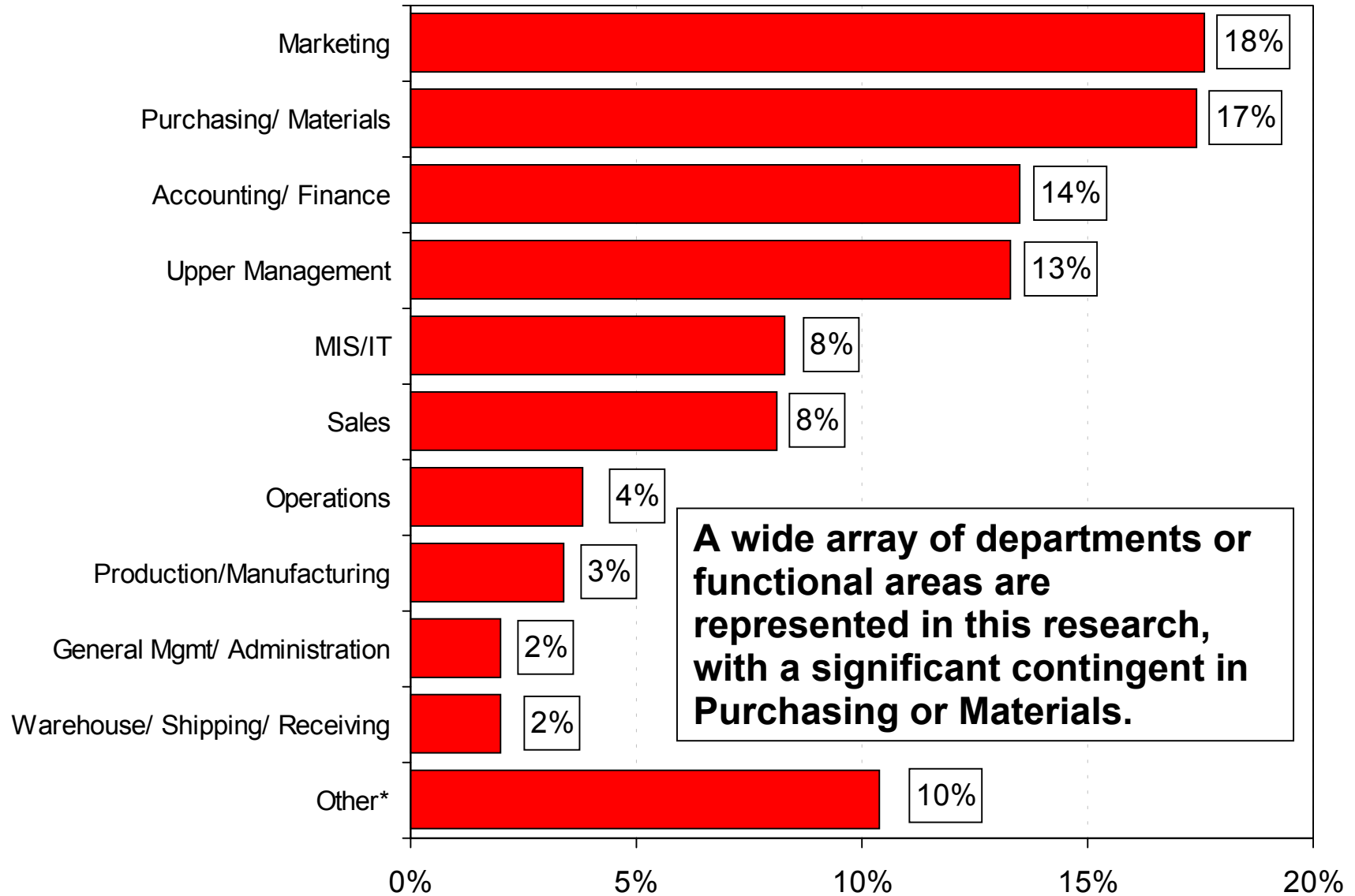


# Title



**To qualify for this research, a respondent must have a title of “Manager” or higher. Nearly one-third (31%) have senior executive (VP level or higher) titles; these titles are indicated with an asterisk (\*).**

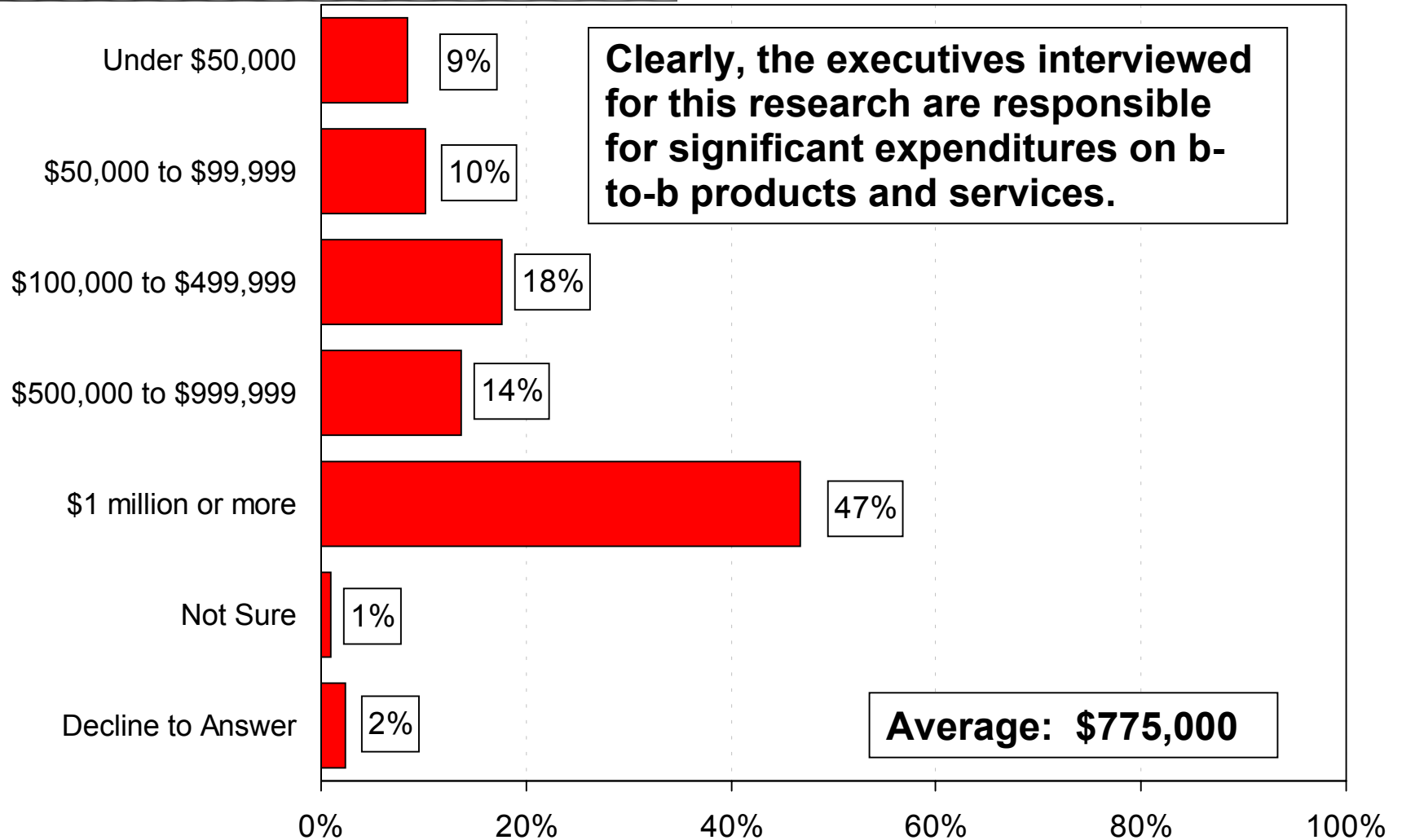
# Department



**A wide array of departments or functional areas are represented in this research, with a significant contingent in Purchasing or Materials.**

\* "Other" includes: Human Resources (2%), Engineering (2%), Research & Development (1%), Communications/ Public Relations (0.8%), Facilities/ Maintenance (0.6%), Distribution (0.4%), Client Service/ Customer Service (0.4%), Real Estate (0.2%), Other (4%)

# Dollar Value of Purchase Orders Authorized or Involved in Authorizing (Past Year)



Q100 (Base: Total Respondents, n=505): Please think about the total dollar amount of purchase orders you have authorized or were involved in authorizing during the past year. What is the total value of these purchase orders?



# APPENDIX

# Evaluation of Sources of Information: Help Build your Business and Do Your Job Better

**Executives in all industries rank b-to-b media among the best for helping to build their business and do their jobs better.**

BASE -->	Finance, Business, Adver- tising (47)	Services/ Direct Re- sponse (49)	Software (42)	Drugs/ Toiletries (50)	Manufac- turing/ Electrical Equip- ment (57)	Comput- ers (50)	Retail (32)	Home/ Building (35)	Travel (38)	Telecom- munica- tions (30)	Auto- motive (44)	Horti- culture/ Farming (31)
<b>B-to-B magazines</b>	<b>58%</b>	<b>51%</b>	<b>64%</b>	<b>50%</b>	<b>54%</b>	<b>58%</b>	<b>59%</b>	<b>60%</b>	<b>42%</b>	<b>70%</b>	<b>52%</b>	<b>55%</b>
<b>B-to-B trade shows</b>	<b>34%</b>	<b>59%</b>	<b>45%</b>	<b>64%</b>	<b>40%</b>	<b>60%</b>	<b>53%</b>	<b>49%</b>	<b>53%</b>	<b>60%</b>	<b>46%</b>	<b>45%</b>
Salespeople	43%	47%	45%	62%	44%	46%	50%	63%	45%	37%	55%	36%
<b>B-to-B Web sites</b>	<b>51%</b>	<b>47%</b>	<b>57%</b>	<b>52%</b>	<b>39%</b>	<b>48%</b>	<b>34%</b>	<b>54%</b>	<b>53%</b>	<b>57%</b>	<b>36%</b>	<b>36%</b>
Professional organizations	47%	47%	45%	48%	47%	48%	41%	37%	42%	47%	43%	32%
Online database services	34%	45%	31%	46%	32%	40%	28%	29%	37%	33%	25%	16%
Newspapers	40%	29%	29%	42%	28%	42%	25%	31%	40%	33%	32%	26%
General business magazines	17%	20%	31%	8%	16%	22%	13%	9%	13%	10%	16%	23%
Television business networks	19%	20%	12%	12%	7%	20%	19%	9%	21%	7%	21%	13%

**Q315 (Base: Total Respondents, n=505): Thinking about possible sources of news and information about your industry, please rate each of the following in terms of how valuable they are in providing the information and insight you need to build your business and do your job better.**

# Evaluation of Sources of Information: Influence or Support of Purchase Decisions

Executives from all categories of business rank b-to-b media among the best sources of information for *supporting purchase decisions*.

BASE -->	Finance, Business, Advertising (47)	Services/ Direct Re- sponse (49)	Software (42)	Drugs/ Toiletries (50)	Manufac- turing/ Electrical Equip- ment (57)	Comput- ers (50)	Retail (32)	Home/ Building (35)	Travel (38)	Telecom- munica- tions (30)	Auto- motive (44)	Horti- culture/ Farming (31)
<b>B-to-B magazines</b>	40%	57%	62%	52%	49%	46%	53%	49%	45%	50%	55%	55%
<b>B-to-B trade shows</b>	40%	45%	48%	62%	40%	56%	47%	54%	53%	57%	41%	52%
Salespeople	45%	43%	43%	58%	46%	44%	50%	60%	47%	47%	48%	32%
<b>B-to-B Web sites</b>	49%	51%	67%	42%	40%	52%	31%	49%	45%	37%	30%	26%
Professional organizations	40%	45%	50%	48%	49%	44%	31%	23%	37%	23%	39%	36%
Online database services	32%	31%	38%	32%	26%	32%	28%	20%	34%	40%	21%	16%
Newspapers	13%	27%	21%	32%	25%	18%	16%	26%	21%	20%	30%	26%
General business magazines	9%	16%	12%	8%	7%	18%	6%	11%	13%	3%	7%	26%
Television business networks	9%	16%	14%	12%	4%	16%	9%	3%	16%	3%	11%	13%

Q320 (Base: Total Respondents, n=505): Thinking about possible sources of news and information to influence or support purchase decisions for products and services for your business, please rate each of the following in terms of how valuable they are to you personally.