



Survey Title: “Executive Blogging Behavior”

There has been a lot of talk around the merit of blogging in the business world. As a successful executive, your participation in this brief survey will help Polachi, the leading provider of Access Executive Search™ services, to obtain valuable information

Total number sent by email: 1001

Total number Responded: 168 senior executives

Survey developed by: Polachi

Method Used to survey: Email/SurveyMonkey

Survey issue date: 4.25.07-6.4.07

1. Do you read blogs?

- Yes-63.1%
- No-36.9%

2. Do you feel pressure to read or subscribe to blogs in your industry?

- Yes--18.5%
- No---81.6%

3. Do you write your own blog?

- Yes: 10.8%
- Not now, but I plan to in the future: 34.9%
- No: blogs provide no value for me: 54.2%

Executives who answered “not now” or “no” to question 3 ended the survey here.

Since only 10.8% (18) of the 168 executives currently write their own blogs, the following data is based on the responses from the 18 executives who indicated “yes” to question 3—that they currently write their own blogs.

1. Do you read blogs?

- Yes-83%
- No-16.7%

2. Do you feel pressure to read or subscribe to blogs in your industry?

- Yes 11%
- No 88.9%

3. Do you write your own blog?

- Yes: 10.8%
- Not now, but I plan to in the future: 34.9%
- No: blogs provide no value for me: 54.2%

4. Does someone else ghost write your blog for you?

- yes, all the time: 6.7%
- no, never: 73.3%
- sometimes: 20%

5. What motivates you to write your blog?

- It is expected of me: 20%
- I enjoy it: 33.3%
- It positions me as a thought leader in my industry: 46.7%

6. Do you include personal information in your blog?

- Yes: 66.7%
- No: 33.3%

7. Have you been contacted by recruiters or prospects who found out about you through reading your blog?

- Yes: 33.3%
- No: 66.7%

8. Do you think your blog helps you to network within your industry?

- Yes: 80%
- No: 20%

9. Do you think that your blog establishes leadership and credibility for your career?

- Yes: 80%
- No: 20%

10. Has someone ever used information that they found on your blog against you?

- Yes: 6.7
- No: 53.3
- I don't know for sure: 40%