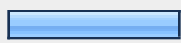
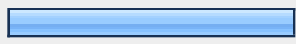
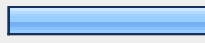
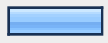
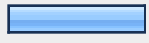
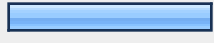



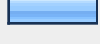


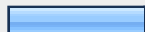
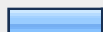
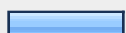

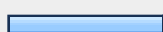
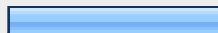
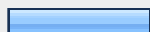
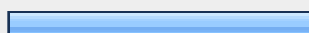


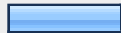
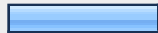
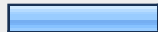



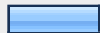
BtoB's "2009 Marketers' Outlook" Survey








1. In 2009, will your marketing budget be:			
		Response Percent	Response Count
Up		26.1%	129
Down		43.7%	216
Flat		30.2%	149
		<i>answered question</i>	494
		<i>skipped question</i>	1

2. If your marketing budget will be up in 2009, by how much will it increase?			
		Response Percent	Response Count
1-4%		14.1%	19
5-9%		20.7%	28
10-14%		31.1%	42
15-19%		8.1%	11
20-24%		8.9%	12
25-29%		3.7%	5
more than 30%		13.3%	18
		<i>answered question</i>	135
		<i>skipped question</i>	360

3. If your marketing budget will be down in 2009, by how much will it decrease?			
		Response Percent	Response Count
1-4%		6.8%	15
5-9%		9.5%	21
10-14%		20.7%	46
15-19%		14.0%	31
20-24%		17.6%	39
25-29%		8.1%	18
more than 30%		23.4%	52
		<i>answered question</i>	222
		<i>skipped question</i>	273


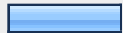
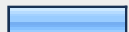







4. For the second half of the year, what will your marketing budget be compared with the first half of 2009?			
		Response Percent	Response Count
Up		32.3%	157
Down		21.4%	104
Flat		46.3%	225
		<i>answered question</i>	486
		<i>skipped question</i>	9

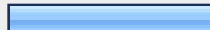
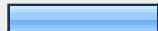
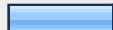







5. If your marketing budget will be up in the second half, by how much will it increase (over the first half)?			
		Response Percent	Response Count
1-4%		16.8%	26
5-9%		22.6%	35
10-14%		22.6%	35
15-19%		9.0%	14
20-24%		9.7%	15
25-29%		5.8%	9
more than 30%		13.5%	21
		answered question	155
		skipped question	340

6. If your marketing budget will be down in the second half, by how much will it decrease (from the first half)?			
		Response Percent	Response Count
1-4%		11.3%	13
5-9%		13.9%	16
10-14%		27.8%	32
15-19%		14.8%	17
20-24%		12.2%	14
25-29%		6.1%	7
more than 30%		13.9%	16
		answered question	115
		skipped question	380

7. For the following media, what are your spending plans in 2009 over 2008?				
	Increase	No change	Decrease	Response Count
Print	16.4% (79)	40.4% (195)	43.3% (209)	483
Online	65.7% (322)	25.7% (126)	8.6% (42)	490
Broadcast	5.0% (21)	76.3% (322)	18.7% (79)	422
Radio	5.5% (23)	76.8% (322)	17.7% (74)	419
Direct mail	31.6% (147)	42.8% (199)	25.6% (119)	465
Events	26.0% (121)	37.6% (175)	36.5% (170)	466
Telemarketing	20.2% (88)	62.5% (272)	17.2% (75)	435
Outdoor	4.1% (17)	78.2% (327)	17.7% (74)	418
	answered question			495
	skipped question			0

8. For the following media, what are your spending plans for the second half over the first half?				
	Increase	No change	Decrease	Response Count
Print	15.3% (73)	58.6% (279)	26.1% (124)	476
Online	49.2% (239)	44.0% (214)	6.8% (33)	486
Broadcast	5.4% (23)	80.0% (339)	14.6% (62)	424
Radio	5.5% (23)	79.5% (334)	15.0% (63)	420
Direct mail	22.7% (106)	59.4% (277)	17.8% (83)	466
Events	19.7% (90)	56.8% (260)	23.6% (108)	458
Telemarketing	15.5% (66)	69.8% (298)	14.8% (63)	427
Outdoor	3.3% (14)	80.0% (335)	16.7% (70)	419
	answered question			490
	skipped question			5

9. What percentage of your marketing budget will be spent online in the second half?			
		Response Percent	Response Count
1-9%		19.6%	95
10-19%		16.9%	82
20-29%		17.7%	86
30-39%		13.0%	63
40-49%		5.4%	26
50-59%		10.1%	49
60-69%		6.2%	30
70-79%		5.4%	26
80-89%		3.3%	16
90-100%		2.5%	12
		<i>answered question</i>	485
		<i>skipped question</i>	10

10. What percentage of your marketing budget will be spent on direct marketing in the second half?			Response Percent	Response Count
1-9%			31.0%	148
10-19%			22.9%	109
20-29%			15.5%	74
30-39%			10.3%	49
40-49%			6.3%	30
50-59%			5.9%	28
60-69%			2.3%	11
70-79%			3.6%	17
80-89%			1.0%	5
90-100%			1.3%	6
			<i>answered question</i>	477
			<i>skipped question</i>	18

11. Within your online spending, what are your plans in 2009 over 2008?				
	Increase	No change	Decrease	Response Count
Banners	24.5% (109)	59.1% (263)	16.4% (73)	445
Sponsorships	18.6% (82)	64.3% (284)	17.2% (76)	442
E-mail	61.6% (293)	32.6% (155)	5.9% (28)	476
Search	49.5% (225)	42.9% (195)	7.7% (35)	455
Webcasts	32.6% (142)	59.6% (260)	7.8% (34)	436
Web site	63.8% (300)	30.4% (143)	5.7% (27)	470
Video	27.5% (122)	64.1% (284)	8.4% (37)	443
Social media	46.2% (208)	48.4% (218)	5.3% (24)	450
			Other (please specify)	4
			answered question	488
			skipped question	7

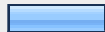


12. Within your online spending, what are your plans for the second half over the first half?				
	Increase	No change	Decrease	Response Count
Banners	18.7% (82)	69.9% (306)	11.4% (50)	438
Sponsorships	13.7% (59)	73.5% (317)	12.8% (55)	431
E-mail	44.1% (206)	51.6% (241)	4.3% (20)	467
Search	33.0% (147)	61.7% (275)	5.4% (24)	446
Webcasts	24.5% (106)	70.4% (304)	5.1% (22)	432
Web site	43.5% (201)	51.9% (240)	4.5% (21)	462
Video	20.6% (89)	73.6% (318)	5.8% (25)	432
Social media	35.2% (153)	60.2% (262)	4.6% (20)	435
			Other (please specify)	4
			answered question	482
			skipped question	13

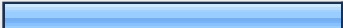
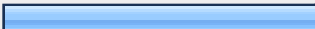
13. Do you currently use social media as part of your marketing strategy?			
		Response Percent	Response Count
Yes		50.6%	247
No		49.8%	243
		answered question	488
		skipped question	7

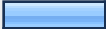
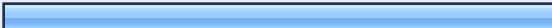
14. If you currently use social networks, what do you use them for?			
		Response Percent	Response Count
Advertising		40.1%	105
Market research		40.1%	105
Customer feedback		48.9%	128
Generate leads		51.9%	136
Thought leadership		57.3%	150
Other		11.8%	31
		<i>answered question</i>	262
		<i>skipped question</i>	233



15. Looking ahead to 2010, do you anticipate that your marketing budget will be:			
		Response Percent	Response Count
Up		53.0%	257
Down		10.3%	50
Flat		36.7%	178
		<i>answered question</i>	485
		<i>skipped question</i>	10

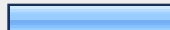


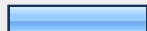
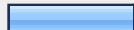
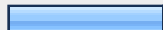
16. For the following media, what do you anticipate your spending will be in 2010 over 2009?				
	Increase	No change	Decrease	Response Count
Print	27.9% (128)	52.6% (241)	19.4% (89)	458
Online	68.7% (322)	28.8% (135)	2.6% (12)	469
Broadcast	7.6% (31)	79.5% (326)	12.9% (53)	410
Radio	6.9% (28)	79.7% (322)	13.4% (54)	404
Direct mail	37.7% (168)	49.1% (219)	13.2% (59)	446
Events	37.6% (169)	49.9% (224)	12.5% (56)	449
Telemarketing	20.7% (86)	69.0% (287)	10.3% (43)	416
Outdoor	5.0% (20)	81.3% (325)	13.8% (55)	400
	<i>answered question</i>			476
	<i>skipped question</i>			19

17. What are the staffing plans for your marketing department in the second half over the first half?			
		Response Percent	Response Count
Increase		14.4%	70
No change		75.9%	368
Decrease		9.7%	47
	<i>answered question</i>		485
	<i>skipped question</i>		10

18. Will you be launching new ad campaigns in the second half?			
		Response Percent	Response Count
Yes		52.2%	253
No		47.8%	232
<i>answered question</i>			485
<i>skipped question</i>			10

19. BtoB will be publishing a story to accompany this survey. Would you like to be contacted by a reporter for a followup interview?			
		Response Percent	Response Count
Yes		15.2%	73
No		84.8%	406
<i>answered question</i>			479
<i>skipped question</i>			16

20. If you would like to be contacted by a reporter, please provide contact information.			
		Response Percent	Response Count
E-mail		100.0%	79
Phone		92.4%	73
<i>answered question</i>			79
<i>skipped question</i>			416

21. What is your title?			Response Percent	Response Count
CEO/President			24.9%	121
CMO			1.0%	5
VP of Marketing			10.3%	50
Director of Marketing			21.0%	102
Marketing Manager			19.0%	92
Other (please specify)			23.7%	115
		<i>answered question</i>		485
		<i>skipped question</i>		10

22. What industry best describes your company's business?

		Response Percent	Response Count
Advertising		9.2%	45
Technology		17.2%	84
Retail		3.5%	17
Consulting		16.6%	81
Financial Services		8.0%	39
Manufacturing		17.6%	86
Education		1.2%	6
Consumer Packaged Goods		0.4%	2
Hospitality/Travel		2.0%	10
Non-profit		2.3%	11
Sports/entertainment		1.2%	6
Health/Pharmaceutical		3.7%	18
Other (please specify)		17.0%	83
		<i>answered question</i>	488
		<i>skipped question</i>	7

23. Is your company's annual revenue:			Response Percent	Response Count
More than \$25 billion			4.0%	19
\$5.1-\$25 billion			7.2%	34
\$1.1-\$5 billion			4.6%	22
\$501 million-\$1 billion			3.4%	16
\$100 million- \$500 million			11.6%	55
Less than \$100 million			69.2%	328
		answered question		474
		skipped question		21

24. How would you characterize your company's marketing?			Response Percent	Response Count
Primarily business-to-business			64.8%	316
Primarily business-to-consumer			8.6%	42
Combination of b-to-b and b-to-c			26.6%	130
		answered question		488
		skipped question		7