



CCI Corporate Communication Practices & Trends Study 2013

Corporate Communication International at Baruch College/CUNY

I agree to participate in this research project (see Informed Consent Form)

Please provide the following information about yourself and your company:

1. Your company's main business area: _____

.....

2. Your company's total sales in 2012 (U.S. dollars): _____

.....

3. Number of employees (worldwide) in the corporation:

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> under 1,000 | <input type="checkbox"/> 1,000 to 4,999 | <input type="checkbox"/> 5,000 to 9,999 | <input type="checkbox"/> 10,000 to 14,999 |
| <input type="checkbox"/> 15,000 to 19,999 | <input type="checkbox"/> 20,000 to 24,999 | <input type="checkbox"/> 25,000 to 29,999 | <input type="checkbox"/> 30,000 to 39,999 |
| <input type="checkbox"/> 40,000 to 49,999 | <input type="checkbox"/> 50,000 or more | | |

.....

4. Worldwide corporate communication staff:

Professional:	full-time # _____	part-time # _____
Support:	full-time # _____	part-time # _____

.....

5. Your Company Title (example: VP, Corporate Communication, CCO Chief Communication Officer)

.....

6. Your gender: Female Male

.....

7. Your age:

- | | | | |
|----------------------------------|----------------------------------|----------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 - 34 | <input type="checkbox"/> 35 - 39 | <input type="checkbox"/> 40 - 44 | <input type="checkbox"/> 45 - 49 |
| <input type="checkbox"/> 50 - 54 | <input type="checkbox"/> 55 - 59 | <input type="checkbox"/> 60 - 64 | <input type="checkbox"/> 65 or older |

.....

8. Your education (Check all that apply):

- | | | |
|---|---------------------------------------|------------------------------|
| <input type="checkbox"/> no college | <input type="checkbox"/> some college | <input type="checkbox"/> BBA |
| <input type="checkbox"/> BA | <input type="checkbox"/> BS | <input type="checkbox"/> MBA |
| <input type="checkbox"/> MA | <input type="checkbox"/> MS | <input type="checkbox"/> CPA |
| <input type="checkbox"/> Ph.D. | <input type="checkbox"/> JD | <input type="checkbox"/> LLB |
| <input type="checkbox"/> Other (please specify) _____ | | |

.....

9. Undergraduate major: _____

.....

10. Salary level (U.S. dollars):

- | | | |
|---|---|---|
| <input type="checkbox"/> under \$100,000 | <input type="checkbox"/> \$100,000 to \$199,999 | <input type="checkbox"/> \$200,000 to \$299,999 |
| <input type="checkbox"/> \$300,000 to \$399,999 | <input type="checkbox"/> \$400,000 to \$499,999 | <input type="checkbox"/> \$500,000 or more |

.....

11. In my organization, the top person responsible for corporate communication has the following title:



CCI Corporate Communication Practices & Trends Study 2013 *(continued)*

12. In my organization, the top person responsible for corporate communication reports to
(Check all that apply):

- CEO CFO COO CIO Corporate Counsel
 Other (please specify) _____

13. In my organization, corporate communication includes *(Check all that apply):*

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Government relations |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Internet communication |
| <input type="checkbox"/> Brand strategy | <input type="checkbox"/> Intranet communication |
| <input type="checkbox"/> Communication policy | <input type="checkbox"/> Investor relations |
| <input type="checkbox"/> Communication strategy | <input type="checkbox"/> Issues management |
| <input type="checkbox"/> Community relations | <input type="checkbox"/> Labor relations |
| <input type="checkbox"/> Corporate (organizational) culture | <input type="checkbox"/> Marketing communication |
| <input type="checkbox"/> Corporate identity | <input type="checkbox"/> Media relations |
| <input type="checkbox"/> Corporate mission statement | <input type="checkbox"/> Public relations |
| <input type="checkbox"/> Corporate philanthropy (citizenship) | <input type="checkbox"/> Reputation management |
| <input type="checkbox"/> Crisis & emergency communication | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Employee (internal) communication | <input type="checkbox"/> Technical communication |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Executive communication – speeches | <input type="checkbox"/> Other _____ |

14. How will the corporate communication staff at your company for fiscal 2013 change compared with 2012?

- Increase: up to 5% up to 10% up to 15% 15% or more no change
 Decrease: up to 5% up to 10% up to 15% 15% or more

15. How will the budget for corporate communication at your company for fiscal 2013 change compared with 2012?

- Increase: up to 5% up to 10% up to 15% 15% or more no change
 Decrease: up to 5% up to 10% up to 15% 15% or more

16. In my organization, the budget for corporate communication covers the following items
(Check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Government relations |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Internet communication |
| <input type="checkbox"/> Brand strategy | <input type="checkbox"/> Intranet communication |
| <input type="checkbox"/> Communication policy | <input type="checkbox"/> Investor relations |
| <input type="checkbox"/> Communication strategy | <input type="checkbox"/> Issues management |
| <input type="checkbox"/> Community relations | <input type="checkbox"/> Labor relations |
| <input type="checkbox"/> Corporate (organizational) culture | <input type="checkbox"/> Marketing communication |
| <input type="checkbox"/> Corporate identity | <input type="checkbox"/> Media relations |
| <input type="checkbox"/> Corporate mission statement | <input type="checkbox"/> Public relations |
| <input type="checkbox"/> Corporate philanthropy (citizenship) | <input type="checkbox"/> Reputation management |
| <input type="checkbox"/> Crisis & emergency communication | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Employee (internal) communication | <input type="checkbox"/> Technical communication |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Executive communication – speeches | <input type="checkbox"/> Other _____ |



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17. In my organization, the dollar value for corporate communication activities indicated in question #16 above is approximately (U.S. dollars):

- checkbox under \$500,000 checkbox \$500,000 to \$999,999 checkbox \$1,000,000 to \$4,999,999 checkbox \$5,000,000 to \$7,499,999 checkbox \$7,500,000 to \$9,999,999 checkbox \$10,000,000 to \$19,999,999 checkbox \$20,000,000 or more

18. In your opinion, if your company had to reduce overall costs, would cuts to your department budget be:

- checkbox among the first to be cut checkbox neither sooner nor later than other department budgets checkbox among the last to be cut

19. In simpler times corporate leaders communicated little in an effort to reduce the risks to themselves and their organizations. (Circle one)

- strongly agree agree neutral disagree strongly disagree

20. In a complex environment, honest, clear, and coherent communication can drive the rewards of success toward the organization and its leaders. (Circle one)

- strongly agree agree neutral disagree strongly disagree

21. Rank the following functions from 1 to 12, with 1 being the function that BEST describes the role of corporate communication in your company:

- blank line Advocate or "engineer of public opinion," in support of the company's policies
blank line Branding and brand perception steward
blank line Corporate citizenship (philanthropy) champion
blank line Counsel to the CEO and the Corporation
blank line Driver of company publicity
blank line Manager of the company's image
blank line Manager of the company's reputation
blank line Manager of employee relations (internal communication)
blank line Manager of relationships between the company and ALL of its key constituencies
blank line Manager of relationships between the company and its key NON-CUSTOMER constituencies
blank line Member of the company's strategic planning leadership team
blank line Source of public information about the company
blank line Support for marketing & sales
blank line Other: _____



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22. In my organization, we use agencies or vendors (in a substantial way) for the following: (Check all that apply):

- Advertising, Annual Report, Brand Strategy, Communication policy, Communication strategy, Community relations, Corporate (organizational) culture, Corporate identity, Corporate mission statement, Corporate philanthropy (citizenship), Crisis & emergency communication, Employee (internal) communication, Ethics code, Executive speeches, Government relations, Internet communication, Intranet communication, Investor relations, Issues management, Labor relations, Marketing communication, Media relations, Public relations, Reputation management, Social Media, Technical communication, Training & employee development, Other

23. How has the integration of strategic communication functions influenced the practice of corporate communication in your corporation?

24. How has uncertainty -- political, financial, technological -- influenced the practice of corporate communication in your corporation?

25. What are the success factors necessary to manage the corporation's reputation?

26. Please check this box if you are willing to take part in a follow-up interview to this study, and to discuss the nature of the corporate communication function in your company. Attach your business card so we can contact you. Thank you.

27. If you would like to receive the final study report and have access to a web briefing of survey findings, please check this box. Attach your business card so we can provide you with study results and a briefing link. Thank you.

PLEASE MAIL COMPLETED SURVEY IN SELF-ADDRESSED RETURN ENVELOPE OR MAIL TO: CCI at Baruch College/CUNY / 55 Lexington Avenue, B 8-233 / New York, NY 10010

THANK YOU FOR YOUR PARTICIPATION IN CCI's 2013 U.S. STUDY.

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CCI at Baruch College/CUNY
55 Lexington Avenue, B 8-233
New York, NY 10010

Michael B. Goodman, Ph.D.
Director

Christina M. Genest, M.A.
Associate Director

Tel. 646-312-3749
Fax: 973-270-0039
cci@corporatecomm.org
www.corporatecomm.org