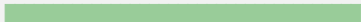




## 2009 Technical Communications Manager Survey










| Autofill Information:   |  | Response Total |
|---|--|----------------|
| Email   |  | 836            |
| First Name  |  | 833            |
| Last Name   |  | 833            |
| Total # of respondents <b>919</b> . Statistics based on <b>836</b> respondents; <b>0</b> filtered; <b>83</b> skipped. |  |                |









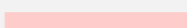
| Contact Info (*Required)   |  | Response Total |
|--|--|----------------|
| Email*   |  | 919            |
| First Name*  |  | 919            |
| Last Name*   |  | 918            |
| Total # of respondents <b>919</b> . Statistics based on <b>919</b> respondents; <b>0</b> filtered; <b>0</b> skipped. |  |                |


















| Optional   |  | Response Total |
|--|--|----------------|
| Title  |  | 543            |
| Company  |  | 491            |
| Address 1  |  | 337            |
| Address 2  |  | 77             |
| City   |  | 426            |
| State  |  | 424            |
| Zip  |  | 371            |
| Tel  |  | 229            |
| Total # of respondents <b>919</b> . Statistics based on <b>579</b> respondents; <b>0</b> filtered; <b>340</b> skipped. |  |                |






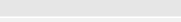

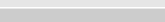
| Choose one:   |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Technical Communications Manager (supervisory and/or budget control for technical documentation)                                       |  | 46.6%            | 428            |
| b. Non-Manager in a technical communications department – Writer, designer, trainer etc. (staff role in documentation department)         |  | 37.2%            | 342            |
| c. Other – Executive Manager, Consultant, Vendor, etc. (no day-to-day management responsibility in a technical communications department) |  | 16.2%            | 149            |
| Total # of respondents <b>919</b> . Statistics based on <b>919</b> respondents; <b>0</b> filtered; <b>0</b> skipped.                      |   |                  |                |








## A. Technical Communications Manager



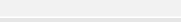


| What best describes your role/title as a manager?  |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Technical Communications Manager  |  | 67.8%            | 290            |
| c. Lead Writer   |  | 10.5%            | 45             |
| d. IT Manager  |  | 0.5%             | 2              |
| e. Product or Project Manager  |  | 3%               | 13             |
| f. Marketing Manager   |  | 1.2%             | 5              |
| g. Engineering Manager   |  | 0.7%             | 3              |
| h. Operations Manager  |  | 1.9%             | 8              |
| i. Training Manager  |  | 3.5%             | 15             |
| j. Other, please specify   |  | 11%              | 47             |
| Total # of respondents <b>919</b> . Statistics based on <b>428</b> respondents; <b>0</b> filtered; <b>491</b> skipped. |   |                  |                |

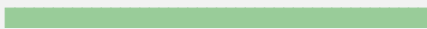



| Within what department does your group reside?   |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Technical Communications  |  | 11.8%            | 50             |
| b. Information Technology  |  | 6.4%             | 27             |
| c. Research and Development  |  | 19.1%            | 81             |
| d. Engineering   |  | 17.9%            | 76             |
| e. Marketing   |  | 8.7%             | 37             |
| f. Operations  |  | 8.2%             | 35             |
| g. HR  |  | 1.4%             | 6              |
| h. Training  |  | 2.8%             | 12             |
| i. Other, please specify   |  | 23.8%            | 101            |
| Total # of respondents <b>919</b> . Statistics based on <b>425</b> respondents; <b>0</b> filtered; <b>494</b> skipped. |   |                  |                |

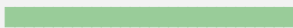


| What best describes the industry you are in?   |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Construction/Real Estate  |    | 0.2%             | 1              |
| b. Consulting  |    | 3%               | 13             |
| c. Customer Service  |    | 0.5%             | 2              |
| d. Education   |    | 2.1%             | 9              |
| e. Energy  |    | 1.9%             | 8              |
| f. Financial Services  |    | 6.8%             | 29             |
| g. Government  |    | 3%               | 13             |
| h. Healthcare  |    | 3%               | 13             |
| i. Hotel/Catering/Leisure  |   | 0%               | 0              |
| j. Information Technology  |    | 7%               | 30             |
| k. Insurance   |    | 1.2%             | 5              |
| l. Manufacturing   |    | 9.8%             | 42             |
| m. Medical/Pharmaceutical products   |   | 3.5%             | 15             |
| n. Retail/Wholesale  |  | 0.5%             | 2              |
| o. Software  |  | 33.7%            | 144            |
| p. Telecom   |  | 6.8%             | 29             |
| q. Non-profit  |  | 1.2%             | 5              |
| r. Other, please specify   |  | 15.7%            | 67             |
| Total # of respondents <b>919</b> . Statistics based on <b>427</b> respondents; <b>0</b> filtered; <b>492</b> skipped. |   |                  |                |

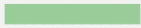




| How many employees are in your company?  |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Less than 10  |  | 3.5%             | 15             |
| b. 10-50   |  | 6.4%             | 27             |
| c. 51-200  |  | 11.6%            | 49             |
| d. 201-500   |  | 13.2%            | 56             |
| e. 501-1,000   |  | 10.2%            | 43             |
| f. 1,001-5,000   |  | 22.9%            | 97             |
| g. 5,001-10,000  |  | 10.6%            | 45             |
| h. 10,001 or more  |  | 21.5%            | 91             |
| Total # of respondents <b>919</b> . Statistics based on <b>423</b> respondents; <b>0</b> filtered; <b>496</b> skipped. |   |                  |                |

| In what country or continent do you live?  |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. United States   |   | 76.3%            | 322            |
| b. Canada  |    | 8.3%             | 35             |
| c. Australia   |    | 1.2%             | 5              |
| d. Europe  |  | 5.9%             | 25             |
| e. Asia  |  | 5.2%             | 22             |
| f. South America   |   | 0%               | 0              |
| g. Middle East   |  | 1.4%             | 6              |
| h. Africa  |   | 0%               | 0              |
| i. Other, please specify   |  | 1.7%             | 7              |
| Total # of respondents <b>919</b> . Statistics based on <b>422</b> respondents; <b>0</b> filtered; <b>497</b> skipped. |   |                  |                |

| How many people do you supervise?  |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Just myself   |  | 7.3%             | 31             |
| b. 1-5   |  | 49.4%            | 210            |
| c. 6-10  |  | 23.3%            | 99             |
| d. 11-15   |  | 8.5%             | 36             |
| e. 15+   |  | 11.5%            | 49             |
| Total # of respondents <b>919</b> . Statistics based on <b>425</b> respondents; <b>0</b> filtered; <b>494</b> skipped. |   |                  |                |

| Do you have budget and hiring control over your staff?                                    |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Yes  |  | 55.1%            | 232            |
| b. No   |  | 13.1%            | 55             |
| c. Budget Only  |  | 1.9%             | 8              |
| d. Hiring Only  |  | 29.9%            | 126            |
| Total # of respondents 919. Statistics based on 421 respondents; 0 filtered; 498 skipped. |   |                  |                |

| What sort of staff does your company/department use?                                      |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Regular W-2 employees only   |  | 37.9%            | 159            |
| b. Contractors only   |  | 3.1%             | 13             |
| c. Both regular W-2 employees and contractors   |  | 59%              | 248            |
| Total # of respondents 919. Statistics based on 420 respondents; 0 filtered; 499 skipped. |   |                  |                |

| Does your company allow telecommuting?  |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. We require regular employees to be on-site at all times.                               |  | 17.4%            | 74             |
| b. Regular employees can work virtual at certain times                                    |  | 36.9%            | 157            |
| c. Regular employees can work virtual whenever they want                                  |  | 13.4%            | 57             |
| d. It varies by employee  |  | 31.5%            | 134            |
| e. Not sure   |  | 0.9%             | 4              |
| Total # of respondents 919. Statistics based on 426 respondents; 0 filtered; 493 skipped. |   |                  |                |

Please rate the following management challenges


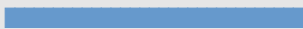








|   | Very Challenging | Challenging    | Neutral        | Not Challenging | N/A           | Response Total |
|---|------------------|----------------|----------------|-----------------|---------------|----------------|
| a.Recruiting good employees                                 | 30.6%<br>(130)   | 46.8%<br>(199) | 10.8%<br>(46)  | 8.7%<br>(37)    | 3.1%<br>(13)  | <b>425</b>     |
| b.Retaining good employees                                  | 8.5%<br>(36)     | 31%<br>(131)   | 33.1%<br>(140) | 25.5%<br>(108)  | 1.9%<br>(8)   | <b>423</b>     |
| c.Balancing workload and resources                          | 42%<br>(178)     | 42.9%<br>(182) | 12.3%<br>(52)  | 2.6%<br>(11)    | 0.2%<br>(1)   | <b>424</b>     |
| d.Ensuring projects are completed on time and within budget | 16%<br>(68)      | 50.9%<br>(216) | 23.3%<br>(99)  | 9%<br>(38)      | 0.7%<br>(3)   | <b>424</b>     |
| e.Politics and personnel issues                             | 11.7%<br>(50)    | 33.1%<br>(141) | 35.2%<br>(150) | 19.2%<br>(82)   | 0.7%<br>(3)   | <b>426</b>     |
| f.Promoting team value                                      | 13.9%<br>(59)    | 39.8%<br>(169) | 26.8%<br>(114) | 18.8%<br>(80)   | 0.7%<br>(3)   | <b>425</b>     |
| g.Dealing with changes in direction/leadership              | 12.9%<br>(55)    | 43.8%<br>(186) | 28.5%<br>(121) | 13.6%<br>(58)   | 1.2%<br>(5)   | <b>425</b>     |
| h.Dealing with difficult/unavailable SMEs                   | 11.9%<br>(51)    | 40.3%<br>(172) | 27.6%<br>(118) | 17.6%<br>(75)   | 2.6%<br>(11)  | <b>427</b>     |
| i.Staff morale  | 8.6%<br>(36)     | 33.7%<br>(142) | 35.9%<br>(151) | 20.4%<br>(86)   | 1.4%<br>(6)   | <b>421</b>     |
| j.Securing adequate budgets to meet company needs           | 23.5%<br>(100)   | 39.3%<br>(167) | 22.4%<br>(95)  | 7.8%<br>(33)    | 7.1%<br>(30)  | <b>425</b>     |
| k.Other   | 15.2%<br>(26)    | 12.9%<br>(22)  | 14%<br>(24)    | 0%<br>(0)       | 57.9%<br>(99) | <b>171</b>     |


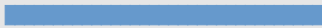




Total # of respondents **919**. Statistics based on **427** respondents; **0** filtered; **492** skipped.


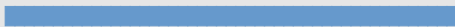
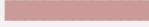
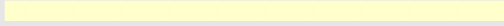




If you rated "Other" please specify:

|  | Response Total |
|--|----------------|
|  | <b>49</b>      |

Total # of respondents **919**. Statistics based on **49** respondents; **0** filtered; **870** skipped.

| What has affected your Technical Communications department budget the most in the past 12 months? (Choose one) |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Company growth due to economy   |  | 5.2%             | 22             |
| b. Company decline due to economy  |  | 38.4%            | 163            |
| c. Company growth due to other reasons   |  | 5.4%             | 23             |
| d. Company decline due to other reasons  |  | 2.1%             | 9              |
| e. New management or leadership  |  | 9.2%             | 39             |
| f. New product/services  |  | 7.1%             | 30             |
| g. Reorganization and/or merger  |  | 10.8%            | 46             |
| h. No change   |  | 10.6%            | 45             |
| i. Unknown   |  | 1.9%             | 8              |
| j. Other, please specify   |  | 9.2%             | 39             |
| Total # of respondents 919. Statistics based on 424 respondents; 0 filtered; 495 skipped.                      |   |                  |                |

| How do you expect recent economic issues to affect your Technical Communications budget over the next 12 months? (Choose one) |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Significant decline in budget due to economy   |  | 15.5%            | 66             |
| b. Moderate decline in budget due to economy  |  | 41.2%            | 175            |
| c. No change or impact in budget due to economy   |  | 22.6%            | 96             |
| d. Moderate increase in budget due to economy   |  | 12%              | 51             |
| e. Significant increase in budget due to economy  |  | 1.6%             | 7              |
| f. Not sure   |  | 7.1%             | 30             |
| Total # of respondents 919. Statistics based on 425 respondents; 0 filtered; 494 skipped.                                     |   |                  |                |

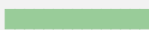




| How do you find Technical Communications staff? (select all that apply)  |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Online job boards (STC, Monster, company website, etc.)   |  | 60.7%            | 258            |
| b. Standard Networking and/or referrals  |  | 58.1%            | 247            |
| c. Social Networking (LinkedIn, Face book etc.)  |  | 19.1%            | 81             |
| d. HR or Internal recruitment  |  | 64.5%            | 274            |
| e. Third-party staffing agencies   |  | 32.7%            | 139            |
| f. Newspaper advertisements  |  | 12%              | 51             |
| g. Not applicable  |  | 3.3%             | 14             |
| h. Other, please specify   |  | 7.8%             | 33             |
| Total # of respondents <b>919</b> . Statistics based on <b>425</b> respondents; <b>0</b> filtered; <b>494</b> skipped. |   |                  |                |

| In terms of offshoring, does your company develop technical documentation overseas (i.e. India)? | Response Percent | Response Total |
|--|------------------|----------------|
| a. We don't do any documentation overseas  | 53.2%            | 226            |
| b. Presently, we don't do documentation overseas now but it is being considered                  | 4.9%             | 21             |
| c. We have done documentation overseas, but that practice is decreasing or has already ended     | 5.4%             | 23             |
| d. We do some documentation overseas and it remains about the same                               | 10.6%            | 45             |
| e. We do some documentation overseas and it is increasing  | 8.7%             | 37             |
| f. We do a significant amount of documentation overseas  | 7.5%             | 32             |
| g. Not sure  | 1.2%             | 5              |
| h. Not applicable  | 8.5%             | 36             |

Total # of respondents 919. Statistics based on 425 respondents; 0 filtered; 494 skipped.

| What has been your experience (if any) about offshoring documentation?                   | Response Percent | Response Total |
|--|------------------|----------------|
| a. Cultural, training, cost and/or communications issues have been a significant problem | 21.5%            | 90             |
| b. We have had mixed results – some good some not so good                                | 17.9%            | 75             |
| c. Our experience has been very positive   | 6.7%             | 28             |
| d. Not sure  | 2.9%             | 12             |
| e. Not applicable  | 51%              | 213            |




Total # of respondents 919. Statistics based on 418 respondents; 0 filtered; 501 skipped.

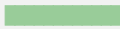
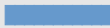
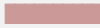





| How have your overall staff levels changed (if any) in the technical communication area/department over the last 12 months? |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Increased  |  | 19.7%            | 84             |
| b. Decreased  |  | 45.3%            | 193            |
| c. No Change  |  | 33.6%            | 143            |
| d. Not sure   |  | 0.2%             | 1              |
| e. Not Applicable   |  | 1.2%             | 5              |
| Total # of respondents <b>919</b> . Statistics based on <b>426</b> respondents; <b>0</b> filtered; <b>493</b> skipped.      |   |                  |                |



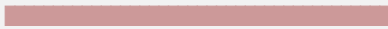




| If you rated "Other" please specify:  | Response Total |
|---|----------------|
|   | 10             |
| Total # of respondents <b>919</b> . Statistics based on <b>10</b> respondents; <b>0</b> filtered; <b>909</b> skipped. |                |






| How do you expect your staff levels to change over the next 12 months?   |                |                |               |              |                |                |
|--|----------------|----------------|---------------|--------------|----------------|----------------|
|  | Increase       | No change      | Decrease      | Unknown      | N/A            | Response Total |
| a. Technical Writers   | 31.7%<br>(133) | 50.1%<br>(210) | 10.7%<br>(45) | 6%<br>(25)   | 1.4%<br>(6)    | 419            |
| b. Marketing Writers   | 9.1%<br>(33)   | 33.7%<br>(122) | 3.3%<br>(12)  | 9.7%<br>(35) | 44.2%<br>(160) | 362            |
| c. Editors   | 11.6%<br>(43)  | 40.6%<br>(151) | 5.6%<br>(21)  | 5.9%<br>(22) | 36.3%<br>(135) | 372            |
| d. Graphic/Web Designers   | 12.5%<br>(46)  | 35.7%<br>(131) | 4.1%<br>(15)  | 9%<br>(33)   | 38.7%<br>(142) | 367            |
| e. Instructional Designers   | 10.6%<br>(39)  | 30.5%<br>(112) | 4.6%<br>(17)  | 7.6%<br>(28) | 46.6%<br>(171) | 367            |
| f. Trainers  | 10.4%<br>(38)  | 33.4%<br>(122) | 3.3%<br>(12)  | 7.9%<br>(29) | 44.9%<br>(164) | 365            |
| g. Other   | 8.6%<br>(15)   | 12%<br>(21)    | 2.3%<br>(4)   | 1.7%<br>(3)  | 75.4%<br>(132) | 175            |
| Total # of respondents <b>919</b> . Statistics based on <b>427</b> respondents; <b>0</b> filtered; <b>492</b> skipped. |                |                |               |              |                |                |


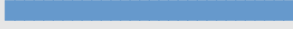

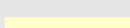


| If you rated "Other" please specify:  | Response Total |
|---|----------------|
|   | 27             |
| Total # of respondents <b>919</b> . Statistics based on <b>27</b> respondents; <b>0</b> filtered; <b>892</b> skipped. |                |






| Are you using social-networking sites (LinkedIn, Twitter, etc) to enhance business-related activities and/or relationships? |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Yes – quite a bit  |  | 10.2%            | 43             |
| b. Yes – a little   |  | 43%              | 182            |
| c. No   |  | 46.8%            | 198            |
| Total # of respondents 919. Statistics based on 423 respondents; 0 filtered; 496 skipped.                                   |   |                  |                |

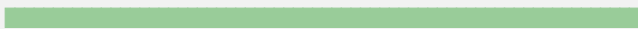


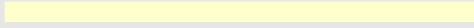



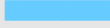






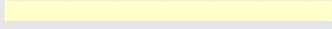
| What is your annual income? (Optional)  |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Less than 60k  |    | 16%              | 51             |
| b. 60-70k   |    | 13.8%            | 44             |
| c. 70-80k   |    | 12.9%            | 41             |
| d. 80-90k   |    | 14.2%            | 45             |
| e. 90-100k  |    | 17.9%            | 57             |
| f. 100-110k   |    | 11%              | 35             |
| g. 110-120k   |   | 3.8%             | 12             |
| h. More than 120k   |  | 10.4%            | 33             |
| Total # of respondents 919. Statistics based on 318 respondents; 0 filtered; 601 skipped. |   |                  |                |

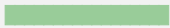





| How has the economic downturn affected your income?                                       |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Received a normal pay raise  |  | 10.8%            | 46             |
| b. Received a reduced pay raise   |  | 13.9%            | 59             |
| c. Pay stayed the same  |  | 50.6%            | 215            |
| d. Took a pay cut with reduced hours or shorter work week                                 |  | 5.2%             | 22             |
| e. Took a pay cut with same hours   |  | 9.9%             | 42             |
| f. The economy has had no direct impact on my pay   |  | 6.6%             | 28             |
| g. Not applicable   |  | 3.1%             | 13             |
| Total # of respondents 919. Statistics based on 425 respondents; 0 filtered; 494 skipped. |   |                  |                |

| If your pay was cut (not a layoff), by what percentage?                                   |  | Response Percent | Response Total |
|---|--|------------------|----------------|
| a. 1-9%   |   | 10.8%            | 38             |
| b. 10-19%   |   | 6.8%             | 24             |
| c. 20-25%   |   | 1.4%             | 5              |
| d. More than 25%  |   | 1.4%             | 5              |
| e. Not applicable   |  | 79.5%            | 280            |
| Total # of respondents 919. Statistics based on 352 respondents; 0 filtered; 567 skipped. |  |                  |                |

| I am optimistic about my career in terms of advancement opportunities, job stability, income growth, etc. |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Strongly agree   |    | 12.1%            | 51             |
| b. Agree  |    | 37.4%            | 158            |
| c. Neither agree nor disagree   |    | 26.5%            | 112            |
| d. Disagree   |    | 16.1%            | 68             |
| e. Strongly disagree  |   | 6.6%             | 28             |
| f. Not applicable   |  | 1.2%             | 5              |
| Total # of respondents 919. Statistics based on 422 respondents; 0 filtered; 497 skipped.                 |   |                  |                |

| How "in demand" do you foresee the technical communications profession to be over the next 10 years? |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Growing profession with steady career growth  |  | 27.1%            | 115            |
| b. About the same as it has been over the last several years   |  | 48.2%            | 205            |
| c. Slight decline in demand for technical communicators  |  | 16.5%            | 70             |
| d. Dead-end profession with significant decline in demand for technical communicators                |  | 3.3%             | 14             |
| e. Not sure  |  | 4.9%             | 21             |
| Total # of respondents 919. Statistics based on 425 respondents; 0 filtered; 494 skipped.            |   |                  |                |












| What tools do your technical communicators use? (select those that apply)  |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. MS Word   |   | 82.2%            | 352            |
| b. Help Workshop   |    | 6.1%             | 26             |
| c. Adobe Acrobat   |   | 90%              | 385            |
| d. Adobe FrameMaker  |    | 61.4%            | 263            |
| e. Adobe InDesign  |    | 25%              | 107            |
| f. Adobe RoboHelp  |    | 35.5%            | 152            |
| g. Captivate   |    | 27.6%            | 118            |
| h. Madcap Flare  |    | 13.8%            | 59             |
| i. Photoshop   |    | 48.8%            | 209            |
| j. Authorit  |    | 4.7%             | 20             |
| k. FTML  |   | 0%               | 0              |
| l. XHTML   |    | 9.6%             | 41             |
| m. SGML  |    | 4.7%             | 20             |
| n. XML   |  | 42.1%            | 180            |
| o. Visio   |  | 54.9%            | 235            |
| p. Other, please specify   |  | 42.8%            | 183            |
| Total # of respondents <b>919</b> . Statistics based on <b>428</b> respondents; <b>0</b> filtered; <b>491</b> skipped. |   |                  |                |

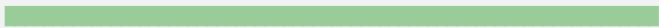




| What is your outlook on the world economy?   |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Still in decline and will be for some time  |  | 21.2%            | 90             |
| b. Still in decline but stabilizing  |  | 34.9%            | 148            |
| c. Stabilizing but no real growth projected  |  | 22.4%            | 95             |
| d. Stabilizing with moderate growth over next 12+ months   |  | 17.2%            | 73             |
| e. Stabilizing with strong growth over next 12+ months   |  | 0.9%             | 4              |
| f. Not sure  |  | 3.3%             | 14             |
| Total # of respondents <b>919</b> . Statistics based on <b>424</b> respondents; <b>0</b> filtered; <b>495</b> skipped. |   |                  |                |










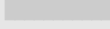







| For future surveys, what other questions would you like us to ask?                       | Response Total |
|--|----------------|
|  | 67             |
| Total # of respondents 919. Statistics based on 67 respondents; 0 filtered; 852 skipped. |                |

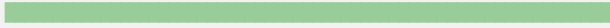






| Other comments:  | Response Total |
|--|----------------|
|  | 26             |
| Total # of respondents 919. Statistics based on 26 respondents; 0 filtered; 893 skipped. |                |











## B. Non-Manager




| What best describes your current role?  | Response Percent | Response Total |
|---|------------------|----------------|
| a. Technical Writer              | 69.8%            | 238            |
| b. Marketing Writer              | 1.2%             | 4              |
| c. Editor                        | 7.6%             | 26             |
| d. Usability Specialist          | 0.9%             | 3              |
| e. Localization/Translator     | 0.3%             | 1              |
| f. Business Analyst            | 1.2%             | 4              |
| g. Graphic/Web Designer   | 0%               | 0              |
| h. Instructional Designer      | 3.2%             | 11             |
| i. Programmer   | 0%               | 0              |
| j. Project or Product Manager  | 1.2%             | 4              |
| k. Trainer                     | 2.3%             | 8              |
| l. Administration/Production   | 0.9%             | 3              |
| m. Other, please specify       | 11.4%            | 39             |
| Total # of respondents 919. Statistics based on 341 respondents; 0 filtered; 578 skipped.                         |                  |                |








| What is your employment status?   |  | Response Percent | Response Total |
|---|--|------------------|----------------|
| a. Direct full-time employee  |  | 84.8%            | 290            |
| b. Direct part-time employee  |   | 2.9%             | 10             |
| c. Full-time contractor   |   | 5%               | 17             |
| d. Part-time contractor   |   | 2%               | 7              |
| e. Not currently working  |   | 5.3%             | 18             |
| f. Not applicable   |  | 0%               | 0              |
| Total # of respondents 919. Statistics based on 342 respondents; 0 filtered; 577 skipped. |  |                  |                |






| What best describes the industry you are in?  |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Construction/Real Estate   |    | 1.2%             | 4              |
| b. Consulting   |    | 2.9%             | 10             |
| c. Customer Service   |   | 0.6%             | 2              |
| d. Education  |  | 2.9%             | 10             |
| e. Energy   |  | 3.8%             | 13             |
| f. Financial Services   |  | 5.8%             | 20             |
| g. Government   |  | 3.2%             | 11             |
| h. Healthcare   |  | 5%               | 17             |
| i. Hotel/Catering/Leisure   |  | 1.2%             | 4              |
| j. Information Technology   |  | 13.7%            | 47             |
| k. Insurance  |  | 2.9%             | 10             |
| l. Manufacturing  |  | 10.2%            | 35             |
| m. Medical/Pharmaceutical products  |  | 2.3%             | 8              |
| n. Retail/Wholesale   |  | 0.6%             | 2              |
| o. Software   |  | 27.2%            | 93             |
| p. Telecom  |  | 5.8%             | 20             |
| q. Non-profit   |   | 0%               | 0              |
| r. Other, please specify  |  | 10.5%            | 36             |
| Total # of respondents 919. Statistics based on 342 respondents; 0 filtered; 577 skipped. |   |                  |                |




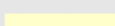


| In what country or continent do you live?  |  | Response Percent | Response Total |
|--|--|------------------|----------------|
| a. United States   |  | 78.7%            | 269            |
| b. Canada  |   | 11.1%            | 38             |
| c. Australia   |   | 0.6%             | 2              |
| d. Europe  |   | 4.1%             | 14             |
| e. Asia  |   | 4.7%             | 16             |
| f. South America   |  | 0%               | 0              |
| g. Middle East   |   | 0.3%             | 1              |
| h. Africa  |  | 0%               | 0              |
| i. Other, please specify   |   | 0.6%             | 2              |
| Total # of respondents <b>919</b> . Statistics based on <b>342</b> respondents; <b>0</b> filtered; <b>577</b> skipped. |  |                  |                |






| What has affected your technical communications budget the most in the past 12 months? (Choose one)                    |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Company growth due to economy   |    | 4.1%             | 14             |
| b. Company decline due to economy  |  | 44.4%            | 151            |
| c. Company growth due to other reasons   |  | 4.4%             | 15             |
| d. Company decline due to other reasons  |  | 3.2%             | 11             |
| e. New management or leadership  |  | 4.4%             | 15             |
| f. New product/services  |  | 3.5%             | 12             |
| g. Reorganization and/or merger  |  | 11.8%            | 40             |
| h. No change   |  | 12.9%            | 44             |
| i. Unknown   |  | 5.3%             | 18             |
| j. Other, please specify   |  | 5.9%             | 20             |
| Total # of respondents <b>919</b> . Statistics based on <b>340</b> respondents; <b>0</b> filtered; <b>579</b> skipped. |   |                  |                |

| Are you using social-networking sites (LinkedIn, Twitter, etc) to enhance business related activities and/or relationships? |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Yes – quite a bit  |  | 11.8%            | 40             |
| b. Yes – a little   |  | 43.1%            | 146            |
| c. No   |  | 45.1%            | 153            |
| Total # of respondents 919. Statistics based on 339 respondents; 0 filtered; 580 skipped.                                   |   |                  |                |

| How has the economic downturn affected your income?                                       |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Received a normal pay raise  |    | 11.8%            | 40             |
| b. Received a reduced pay raise   |    | 11.2%            | 38             |
| c. Pay stayed the same  |    | 44.2%            | 150            |
| d. Took a pay cut with reduced hours or shorter work week                                 |    | 8.3%             | 28             |
| e. Took a pay cut with same hours   |    | 10.3%            | 35             |
| f. The economy has had not direct impact on my pay  |  | 11.5%            | 39             |
| g. Not sure   |  | 2.7%             | 9              |
| Total # of respondents 919. Statistics based on 339 respondents; 0 filtered; 580 skipped. |   |                  |                |

| If your pay was cut, by what percentage?  |  | Response Percent | Response Total |
|---|--|------------------|----------------|
| a. 1-9%   |   | 10.4%            | 31             |
| b. 10-19%   |   | 7.1%             | 21             |
| c. 20-25%   |   | 1%               | 3              |
| d. More than 25%  |   | 5.7%             | 17             |
| e. Not applicable   |  | 75.8%            | 225            |
| Total # of respondents 919. Statistics based on 297 respondents; 0 filtered; 622 skipped. |  |                  |                |

| I am optimistic about my career in terms of advancement opportunities, job stability, income growth, etc.              |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Strongly agree  |  | 12.4%            | 42             |
| b. Agree   |  | 37.3%            | 126            |
| c. Neither agree nor disagree  |  | 26%              | 88             |
| d. Disagree  |  | 15.1%            | 51             |
| e. Strongly disagree   |  | 8.6%             | 29             |
| f. Not applicable  |  | 0.6%             | 2              |
| Total # of respondents <b>919</b> . Statistics based on <b>338</b> respondents; <b>0</b> filtered; <b>581</b> skipped. |   |                  |                |

| How “in demand” do you foresee the technical communications profession to be over the next 10 years?                   |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Growing profession with steady career growth  |    | 29.3%            | 99             |
| b. About the same as it has been over the last several years   |    | 47.9%            | 162            |
| c. Slight decline in demand for technical communicators  |  | 14.8%            | 50             |
| d. Dead-end profession with significant decline in demand for technical communicators                                  |  | 1.8%             | 6              |
| e. Not sure  |  | 6.2%             | 21             |
| Total # of respondents <b>919</b> . Statistics based on <b>338</b> respondents; <b>0</b> filtered; <b>581</b> skipped. |   |                  |                |

## What tools do your technical communicators use?

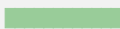




|                     | Often          | Sometimes      | Never          | Unsure        | Response Total |
|---------------------|----------------|----------------|----------------|---------------|----------------|
| a. MS Word          | 70.6%<br>(233) | 26.1%<br>(86)  | 3.3%<br>(11)   | 0%<br>(0)     | <b>330</b>     |
| b. Help Workshop    | 5.7%<br>(14)   | 10.2%<br>(25)  | 77.2%<br>(190) | 6.9%<br>(17)  | <b>246</b>     |
| c. Adobe Acrobat    | 77%<br>(251)   | 20.6%<br>(67)  | 2.1%<br>(7)    | 0.3%<br>(1)   | <b>326</b>     |
| d. Adobe FrameMaker | 38.9%<br>(115) | 17.6%<br>(52)  | 41.2%<br>(122) | 2.4%<br>(7)   | <b>296</b>     |
| e. Adobe InDesign   | 11.7%<br>(31)  | 16.2%<br>(43)  | 66.2%<br>(176) | 6%<br>(16)    | <b>266</b>     |
| f. Adobe RoboHelp   | 24.2%<br>(68)  | 20.6%<br>(58)  | 51.6%<br>(145) | 3.6%<br>(10)  | <b>281</b>     |
| g. Captivate        | 13.2%<br>(36)  | 23.1%<br>(63)  | 59.7%<br>(163) | 4%<br>(11)    | <b>273</b>     |
| h. Madcap Flare     | 6.2%<br>(16)   | 7.8%<br>(20)   | 80.5%<br>(207) | 5.4%<br>(14)  | <b>257</b>     |
| i. Photoshop        | 21%<br>(60)    | 42.3%<br>(121) | 34.3%<br>(98)  | 2.4%<br>(7)   | <b>286</b>     |
| j. Authorit         | 4.3%<br>(11)   | 3.9%<br>(10)   | 86%<br>(221)   | 5.8%<br>(15)  | <b>257</b>     |
| k. FTML             | 1.2%<br>(3)    | 2%<br>(5)      | 87.7%<br>(221) | 9.1%<br>(23)  | <b>252</b>     |
| l. XHTML            | 12.4%<br>(32)  | 22.5%<br>(58)  | 57.4%<br>(148) | 7.8%<br>(20)  | <b>258</b>     |
| m. SGML             | 2.4%<br>(6)    | 8%<br>(20)     | 79.7%<br>(200) | 10%<br>(25)   | <b>251</b>     |
| n. XML              | 25%<br>(67)    | 29.9%<br>(80)  | 38.8%<br>(104) | 6.3%<br>(17)  | <b>268</b>     |
| o. Visio            | 29.6%<br>(90)  | 46.4%<br>(141) | 21.4%<br>(65)  | 2.6%<br>(8)   | <b>304</b>     |
| p. Other            | 52.8%<br>(123) | 15.9%<br>(37)  | 12.4%<br>(29)  | 18.9%<br>(44) | <b>233</b>     |



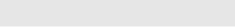
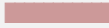


Total # of respondents **919**. Statistics based on **341** respondents; **0** filtered; **578** skipped.

If you rated "Other" please specify:

|  | Response Total |
|--|----------------|
|  | <b>163</b>     |

Total # of respondents **919**. Statistics based on **163** respondents; **0** filtered; **756** skipped.

| Do you expect your department to hire a technical writer(s) (contract or staff) sometime over the next year?           |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Yes   |  | 15.1%            | 51             |
| b. No  |  | 47.6%            | 161            |
| c. Possibly  |  | 26%              | 88             |
| d. I have no idea  |  | 8%               | 27             |
| e. Not applicable  |  | 3.3%             | 11             |
| Total # of respondents <b>919</b> . Statistics based on <b>338</b> respondents; <b>0</b> filtered; <b>581</b> skipped. |   |                  |                |

| What is your outlook on the economy?   |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Still in decline and will be for some time  |    | 15.6%            | 53             |
| b. Still in decline but stabilizing  |    | 36.3%            | 123            |
| c. Stabilizing but no real growth projected  |    | 30.1%            | 102            |
| d. Stabilizing with moderate growth over next 12+ months   |    | 14.2%            | 48             |
| e. Stabilizing with strong growth over next 12+ months   |   | 0.6%             | 2              |
| f. Not sure  |  | 3.2%             | 11             |
| Total # of respondents <b>919</b> . Statistics based on <b>339</b> respondents; <b>0</b> filtered; <b>580</b> skipped. |   |                  |                |

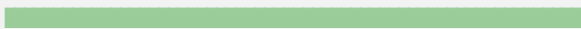







## C. Other



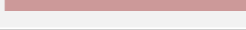
| What best describes your current role?  |  | Response Percent | Response Total |
|---|--|------------------|----------------|
| a. Consultant   |  | 48%              | 71             |
| b. Engineering Manager  |  | 1.4%             | 2              |
| c. Sr. Executive  |  | 6.1%             | 9              |
| d. HR Manager   |  | 0.7%             | 1              |
| e. Industry vendor  |  | 2%               | 3              |
| f. IT Manager   |  | 0.7%             | 1              |
| g. Marketing Manager  |  | 2.7%             | 4              |
| h. Project or Product Manager   |  | 5.4%             | 8              |
| i. Training Manager   |  | 4.1%             | 6              |
| j. Other, please specify  |  | 29.1%            | 43             |
| Total # of respondents 919. Statistics based on 148 respondents; 0 filtered; 771 skipped. |  |                  |                |


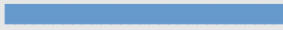



| What is your employment status?   |  | Response Percent | Response Total |
|---|--|------------------|----------------|
| a. Direct full-time employee  |  | 48.3%            | 72             |
| b. Direct part-time employee  |  | 2%               | 3              |
| c. Full-time contractor   |  | 18.1%            | 27             |
| d. Part-time contractor   |  | 14.1%            | 21             |
| e. Not currently working  |  | 10.7%            | 16             |
| f. Not applicable   |  | 6.7%             | 10             |
| Total # of respondents 919. Statistics based on 149 respondents; 0 filtered; 770 skipped. |  |                  |                |






| What best describes the industry you are in? |  | Response Percent | Response Total |
|--|--|------------------|----------------|
| a. Construction/Real Estate                  |  | 0%               | 0              |
| b. Consulting                                |  | 14.2%            | 21             |
| c. Customer Service                          |  | 0%               | 0              |
| d. Education                                 |  | 8.1%             | 12             |
| e. Energy                                    |  | 2.7%             | 4              |
| f. Financial Services                        |  | 1.4%             | 2              |
| g. Government                                |  | 4.7%             | 7              |
| h. Healthcare                                |  | 2%               | 3              |
| i. Hotel/Catering/Leisure                    |  | 0.7%             | 1              |
| j. Information Technology                    |  | 12.8%            | 19             |
| k. Insurance                                 |  | 1.4%             | 2              |
| l. Manufacturing                             |  | 9.5%             | 14             |
| m. Medical/Pharmaceutical products           |  | 2.7%             | 4              |
| n. Retail/Wholesale                          |  | 0%               | 0              |
| o. Software                                  |  | 13.5%            | 20             |
| p. Telecom                                   |  | 4.1%             | 6              |
| q. Non-profit                                |  | 2%               | 3              |
| r. Other, please specify                     |  | 20.3%            | 30             |




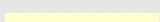


Total # of respondents **919**. Statistics based on **148** respondents; **0** filtered; **771** skipped.

| In what country or continent do you live?   |  | Response Percent | Response Total |
|---|--|------------------|----------------|
| a. United States  |  | 74.5%            | 111            |
| b. Canada   |   | 14.1%            | 21             |
| c. Australia  |   | 0.7%             | 1              |
| d. Europe   |   | 4.7%             | 7              |
| e. Asia   |   | 2%               | 3              |
| f. South America  |   | 1.3%             | 2              |
| g. Middle East  |   | 1.3%             | 2              |
| h. Africa   |  | 0%               | 0              |
| i. Other, please specify  |   | 1.3%             | 2              |
| Total # of respondents 919. Statistics based on 149 respondents; 0 filtered; 770 skipped. |  |                  |                |

| Are you using social-networking sites (LinkedIn, Twitter, etc) to enhance business related activities and/or relationships? |   | Response Percent | Response Total |
|---|---|------------------|----------------|
| a. Yes – quite a bit  |   | 22.3%            | 33             |
| b. Yes – a little   |  | 46.6%            | 69             |
| c. No   |  | 31.1%            | 46             |
| Total # of respondents 919. Statistics based on 148 respondents; 0 filtered; 771 skipped.                                   |   |                  |                |

| How “in demand” do you foresee the technical communications profession to be over the next 10 years? |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Growing profession with steady career growth  |  | 35.6%            | 53             |
| b. About the same as it has been over the last several years   |  | 36.2%            | 54             |
| c. Slight decline in demand for technical communicators  |  | 15.4%            | 23             |
| d. Dead-end profession with significant decline in demand for technical communicators                |  | 2.7%             | 4              |
| e. Not sure  |  | 10.1%            | 15             |
| Total # of respondents 919. Statistics based on 149 respondents; 0 filtered; 770 skipped.            |   |                  |                |

| Do you expect your department to hire a technical writer(s) (contract or staff) sometime over the next year?           |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Yes   |  | 21.6%            | 32             |
| b. No  |  | 27%              | 40             |
| c. Possibly  |  | 15.5%            | 23             |
| d. I have no idea  |  | 3.4%             | 5              |
| e. Not applicable  |  | 32.4%            | 48             |
| Total # of respondents <b>919</b> . Statistics based on <b>148</b> respondents; <b>0</b> filtered; <b>771</b> skipped. |   |                  |                |

| What is your outlook on the economy?   |   | Response Percent | Response Total |
|--|---|------------------|----------------|
| a. Still in decline and will be for some time  |    | 18.8%            | 28             |
| b. Still in decline but stabilizing  |    | 34.9%            | 52             |
| c. Stabilizing but no growth projected   |    | 17.4%            | 26             |
| d. Stabilizing with moderate growth over next 12+ months   |    | 20.8%            | 31             |
| e. Stabilizing with strong growth over next 12+ months   |  | 2.7%             | 4              |
| f. Not sure  |  | 5.4%             | 8              |
| Total # of respondents <b>919</b> . Statistics based on <b>149</b> respondents; <b>0</b> filtered; <b>770</b> skipped. |   |                  |                |