FINANCIAL DECISION-MAKERS OUTLOOK
OneStream Software, LLC
October 2022
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EXECUTIVE SUMMARY
STUDY OVERVIEW

KEY OBJECTIVES
✓ How have financial decision-makers responded to economic changes and the COVID-19 pandemic?
✓ What are financial decision-makers’ outlooks towards the post COVID recovery?
✓ What have decision-makers’ companies done to invest in and attract talent during The Great Resignation? What tools are they using?
✓ What is the future outlook of the financial landscape among decision-makers and what steps are they taking? What tools do they plan on adopting, if any?

SURVEY ADMINISTRATION & SURVEY SAMPLE
▪ The survey was administered online in September 2022 and respondents were recruited via a third-party panel and a contact list.
▪ The analysis includes a total of 657 respondents following data cleaning and quality control.

RESPONDENT QUALIFICATIONS
▪ Age 18+
▪ Employed full-time
▪ Currently employed in the US, Canada, or Mexico (Panel respondents only; list respondents employed in any country)
▪ Currently holds a management position (C-level executive (CFO), VP, Director, Controller) in finance
▪ A primary or shared decision-maker in their company’s finance OR influential in decision making
This analysis includes questions segmented by survey wave. Statistically significant differences are calculated at the 95% confidence level and are denoted by superscript letters (e.g., A, B, C). Corresponding letters indicate significant differences between groups.

<table>
<thead>
<tr>
<th>SURVEY WAVE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2021 (n=249)</td>
<td>22%</td>
</tr>
<tr>
<td>Spring 2022 (n=257)</td>
<td>22%</td>
</tr>
<tr>
<td>Fall 2022 (n=657)*</td>
<td>56%</td>
</tr>
</tbody>
</table>

*Note: Changes to the sampling procedure were made in this (Fall 2022) iteration of the survey, specifically, the inclusion of respondents on OneStream’s contact list, from countries other than the U.S., Canada, and Mexico, and who participated in decision-making process of their company’s finances by giving input/feedback but had no decision-making authority. Segmentations based on country, decision making authority, and source (i.e., panel vs. list recruitment) are also presented in the data supplement.
**KEY FINDINGS**

- **Economic disruptions are seen as the biggest risk to businesses to 2023.** Price increases are the number one way that businesses have dealt with inflation (56%), followed by slowed hiring or reduced specific operational costs (47%). Meanwhile, half of businesses are reducing corporate spending and updating tax planning and provisions to prepare for updated tax reforms (both 53%).

- **Three-quarters of financial leaders both expect inflation to continue until mid-2023 or later and expect COVID-19-related supply chain disruptions to continue into 2023.** Most businesses have already made alterations to their financial forecasts and strategies in anticipation of an impending recession (85%), and nearly two-thirds of businesses (64%) expect a recession to last until late 2023 or later, similar to projected inflation timelines.

- **Most businesses plan to invest as much or more in ESG and DEI initiatives in 2023 compared to their current spending in 2022.** Over half (58%) of financial decision makers believe that the large gender pay gap is an issue for recruiting women into finance roles.

- **Additionally, although costs/budget support is seen as the biggest obstacle to investing in new technologies, financial leaders also anticipate greater investment in data analysis tools in 2023.** Currently, most (90%) businesses use cloud-based planning and reporting solutions regularly (61%) or intermittently (29%), while a little under two-thirds (64%) use machine learning (regularly 20%; intermittently 43%).
  - Specifically, a quarter of businesses have already adapted automated machine learning (AutoML; 28%) while half (48%) plan to adapt in the future. Financial leaders see financial reporting as the top opportunity for using AutoML (48%).
FINANCIAL LEADER SNAPSHOT

2023 INVESTMENT DECISIONS

ESG/DEI Investment Plans

<table>
<thead>
<tr>
<th>More or Same ESG spending</th>
<th>Less or No ESG spending</th>
<th>More or Same DEI spending</th>
<th>Less or No DEI spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>87%</td>
<td>13%</td>
<td>85%</td>
<td>16%</td>
</tr>
</tbody>
</table>

2023 Increased Investments (Top 2)

Cloud-based planning and reporting solutions: 57%
Predictive Analytics: 48%
Artificial Intelligence: 43%
Machine Learning: 37%

EXPECTED INFLATION RATE DECREASE

<table>
<thead>
<tr>
<th></th>
<th>Mid 2022</th>
<th>Late 2022</th>
<th>Early 2023</th>
<th>Mid 2023</th>
<th>Late 2023</th>
<th>Early 2024</th>
<th>Mid 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>7%</td>
<td>20%</td>
<td>26%</td>
<td>26%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>26%</td>
<td>26%</td>
<td>20%</td>
<td>7%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

39% Primary decision-makers
43% Share authority
18% Influencers

Job Role

- 36% Manager/Sr. Manager
- 27% Director
- 14% Vice President/Sr. Vice Pres.
- 15% C-Suite Executive
- 4% President/CEO
- 3% Owner

To prepare for inflation, they...

47% Concerned about economic disruption
56% Increased prices
47% Slowed hiring or reduced costs
39% Renegotiated with suppliers

EXPECTED INFLATION RATE DECREASE

Mid 2022 | Late 2022 | Early 2023 | Mid 2023 | Late 2023 | Early 2024 | Mid 2024
7% | 20% | 26% | 26% | 20% |
ECONOMIC CONDITIONS
ECONOMIC DISRUPTIONS ARE STILL THE TOP CONCERN FOR NEARLY HALF OF BUSINESSES IN 2022

- This was also the top concern earlier this year; however, even more financial leaders currently predict this concern.*
- Few financial leaders say other issues will be the largest business risk in 2023.

Q: Which of the following issues do you believe will pose the largest business risk in 2023? (n=657)

*Note: Comparisons are presented for directional purposes only. Changes to the sampling procedure in this iteration of the survey reduce comparability to prior iterations. This question was new to the Spring 2022 iteration.
Price increases have become gradually more common this year, with increases from the fall of 2021 to now.*
Nearly half of businesses have slowed hiring or reduced specific operational costs, another significant increase from last Spring.

PREPARATIONS FOR CHANGING INFLATION RATES

- Increased prices: 56%
- Slowed hiring or reduced specific operational costs: 47%
- Renegotiated contracts with suppliers: 39%
- Strategized buying of raw materials/goods: 34%
- Expanded network of suppliers or changed suppliers: 33%
- Executed new sales initiatives/campaigns: 33%
- Conducted regular inflation forecasts: 31%
- I have not made any adjustments for elevated inflation: 2%
- Other: 2%

Q: Financial executives across industries are facing higher costs as the economic rebound drives up demand. How have you dealt with the recent elevated inflation? Select all that apply. (n=657)
*Note: Comparisons are presented for directional purposes only. Changes to the sampling procedure in this iteration of the survey reduce comparability to prior iterations.
THREE-QUARTERS OF FINANCIAL LEADERS DO NOT EXPECT INFLATION TO SLOW DOWN UNTIL MID-2023 OR LATER

- This includes the one-fifth (20%) who do not expect inflation to slow down until 2024 or later.
- This timeline has shifted from last fall, when half (54%) believed inflation would stabilize by the end of 2022, and earlier this year, when under half (47%) expected it to slow mid-2023 or later.*

**EXPECTED INFLATION RATE DECREASE**

- **End of 2022**: 7%
- **Early 2023**: 20%
- **Mid-2023**: 26%
- **Late 2023**: 26%
- **2024 or later**: 20%

*Note: Comparisons are presented for directional purposes only. Changes to the sampling procedure in this iteration of the survey reduce comparability to prior iterations. Question wording and answer options also changed between Fall 2021 and Spring 2022 iterations.*
SIMILARLY, TWO-THIRDS OF BUSINESSES EXPECT THE RECESSION TO LAST UNTIL LATE 2023 OR LATER

- Three-quarters of financial leaders also expect the pandemic-related supply chain issues to continue into 2023; however, very few (8%) expect it to extend beyond 2023.

**EXPECTED RECESSION LENGTH**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early 2023</td>
<td>12%</td>
</tr>
<tr>
<td>Mid-2023</td>
<td>25%</td>
</tr>
<tr>
<td>Late 2023</td>
<td>38%</td>
</tr>
<tr>
<td>2024 or later</td>
<td>26%</td>
</tr>
</tbody>
</table>

**SUPPLY CHAIN EXPECTATIONS**

- Yes, I expect COVID-related supply chain disruption to continue into 2023: 75%
- No, I expect COVID-related supply chain disruption to end this year (2022): 18%
- I expect COVID-related supply chain disruption to continue beyond 2023: 8%

Q: If the US does enter an official recession, how long do you expect the recession to last? (n=657)

Q: Similarly, financial executives are facing ongoing supply chain disruption as a result of the ongoing COVID-19 pandemic and geopolitical contention. Do you expect these challenges to continue into 2023? (n=657)
Most businesses have made at least slight alterations to their 2023 forecasts and strategies in preparation of an impending recession.

- Additionally, few (11%) had already made their initial 2023 forecasts with a potential recession in mind.

**Q:** With elevated inflation posing economic disruption, and the US navigating an impending recession, has your company revisited financial forecasts and investment plans for the coming year? (n=657)

**REVISITING FINANCIAL FORECASTS**

- Yes, we've altered our 2023 forecasts and strategies slightly in preparation: 48%
- Yes, we've altered our 2023 forecasts and strategies significantly in preparation: 37%
- No, we developed our 2023 financial forecasts with a potential recession in mind: 11%
- No, a recession will not affect our business: 4%
REDUCING CORPORATE SPENDING AND UPDATING TAX PLANNING AND PROVISIONS ARE THE TOP WAYS BUSINESSES ARE PREPARING FOR UPDATED TAX REFORMS

- Additionally, nearly half (42%) are also raising prices of products and services.
- Significantly fewer businesses are updating tax planning and provisioning processes and systems, raising prices, and educating employees compared to earlier this year, while more businesses are not doing anything to prepare for updated tax reform.

Q: With potential new U.S. and global tax policies on the horizon, companies need to plan and map out the implications this will have on finances as it is implemented. What are you doing to prepare for updated tax reforms and expected increase in corporate tax rates? Select all that apply. (n=657)

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TALENT
PROBLEM SOLVING/DECISION MAKING AND STRATEGIC/BUSINESS-ORIENTED THINKING ARE CONSIDERED THE MOST VALUABLE SKILLS FOR FINANCIAL LEADERS

- Communication skills (53%) and quantitative/analytic skills (50%) are also cited by half or more.

Q: During this competitive recruitment period of the Great Resignation/Great Transition, what skills are considered most valuable in a financial leader and/or team? Select all that apply. (n=657)
Over half of financial leaders believe large gender pay gaps are an issue for recruiting women to financial roles.

- Just over half (53%) of those who hold this belief also believe it is a deterrent for financial roles within their own organizations.

**Is Large Gender Pay Gap an Issue for Recruitment?**
- Yes: 58%
- No: 42%

**Is Gender Pay Gap a Deterrent at Your Organization?**
- Yes: 47%
- No: 53%

Q: Financial departments have been known to be among those with a large gender pay gap. Do you believe this is an issue when organizations recruit and seek to retain women in finance roles? (n=657)
Q: Do you believe the gender pay gap to be a deterrent for financial roles within your organization? (n=384)
ESG & DEI PLANS
HALF OF ORGANIZATIONS EXPECT TO INVEST MORE IN DEI AND ESG GOALS AND INITIATIVES IN 2023 THAN IN 2022

- This is a significant drop compared to expectations from earlier this year (65% in DEI and 60% in ESG).
- Still, over a third of businesses expect to invest the same in DEI and ESG in 2023 (38% and 39%, respectively).

DEI INVESTMENT PLANS

- Yes, we will be investing more in DEI initiatives next year: 47%
- No, we will be investing the same in DEI initiatives as we did in 2022: 38%
- No, we will be investing less in DEI initiatives than in 2022: 8%
- We will not be investing in DEI initiatives next year: 8%

ESG INVESTMENT PLANS

- Yes, we will be investing more in ESG initiatives next year: 48%
- No, we will be investing the same in ESG initiatives as we did in 2022: 39%
- No, we will be investing less in ESG initiatives than in 2022: 6%
- We will not be investing in ESG initiatives next year: 7%

Q: Do you plan to invest more in DEI goals and initiatives in 2023 than in 2022? (n=657)
Q: Do you plan to invest more in ESG goals and initiatives in 2023 than in 2022? (n=657)

*Note: Comparisons are presented for directional purposes only. Changes to the sampling procedure in this iteration of the survey reduce comparability to prior iterations. These questions were new to the Spring 2022 iteration.
NEARLY HALF HAVE STARTED OR PLAN TO START FORMING AN INTERNAL ESG/SUSTAINABILITY TEAM

- A similar proportion (41%) will begin (or have already begun) implementing new ESG/sustainability policies.
- Compared to earlier this year, fewer are planning to invest in software to support ESG data collection and reporting.*
- Among those who currently don’t have a plan in place, half (50%) indicate they may implement a plan if ESG reporting mandate impacts their organizations.

**PREPARATIONS FOR ESG CHANGE**

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form an ESG/Sustainability team internally to define policies and disclosures</td>
<td>43%</td>
</tr>
<tr>
<td>Begin implementing new ESG/Sustainability policies</td>
<td>41%</td>
</tr>
<tr>
<td>Engage external consultants to help define ESG policy and disclosures</td>
<td>38%</td>
</tr>
<tr>
<td>Invest in software to support the collection and reporting of ESG data</td>
<td>35%</td>
</tr>
<tr>
<td>We don’t have any plans to prepare for a potential ESG rule</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Note: Comparisons are presented for directional purposes only. Changes to the sampling procedure in this iteration of the survey reduce comparability to prior iterations. Question wording also changed from Fall 2021 to Spring 2022 to Fall 2022.*
ORGANIZATIONAL VIEWS OF AND FINANCIAL LEADERS’ INVOLVEMENT IN ESG VARY

- Only a quarter (23%) view ESG as core to the organizations’ mission, while less than one-third view it as a way to proactively communicate initiatives to investors and stakeholders (29%) or as a compliance requirement (28%).
- Although finance/accounting departments are most commonly responsible for ESG initiatives/reporting, this is still only the case for about two in five (37%) businesses. Similarly, less than half (43%) of the financial leaders themselves are highly involved in managing the ESG process or practices.

**ORGANIZATIONAL VIEW OF ESG**

| Way to Proactively Communicate ESG Initiatives to Investors and Other Stakeholders | 29% |
| Compliance Requirement | 28% |
| Core to the Organization’s Mission | 23% |
| Way to Measure and Manage Performance | 18% |
| Other | 2% |

**PRIMARY RESPONSIBILITY FOR ESG INITIATIVES AND REPORTING**

- Finance/Accounting: 37%
- Sustainability: 20%
- Environmental Health and Safety: 15%
- Human Resources: 13%
- Public/Investor Relations: 9%
- Other: 6%

**PERSONAL INVOLVEMENT IN MANAGING ESG PROCESSES/PRACTICES**

- Not at all involved
- Slightly involved
- Moderately involved
- Very involved
- Extremely involved

- Top 2 (Very and Extremely Involved): 43%
EXTENSIONS OF CPM SOFTWARE ARE THE MOST USED SOFTWARE FOR SUPPORTING THE COLLECTION AND REPORTING OF ESG DATA

- Extensions of ERP systems and purpose-built ESG reporting tools are also both used by half of organizations (49% each).

Q: What type of software is your organization currently or planning to invest in to support the collection and reporting of ESG data? Select all that apply. (n=231, invest in software is selected for preparing for potential mandatory ESG disclosure requirements)
INVESTMENTS IN PLANNING AND ANALYTICS TECHNOLOGY
**TWO-THIRDS OF BUSINESSES USE CLOUD-BASED PLANNING AND REPORTING REGULARLY**

- One in five (20%) report using machine learning regularly within their departments, however.
- Compared to last fall and earlier this year, fewer businesses report regularly using predictive analysis, artificial intelligence, and machine learning.*

### DATA ANALYSIS TOOL USAGE

- **Cloud-based planning and reporting solutions**
  - We do not use this tool: 10%
  - We are using this tool intermittently: 29%
  - We are using this tool regularly: 61%

- **Predictive Analytics**
  - We do not use this tool: 22%
  - We are using this tool intermittently: 42%
  - We are using this tool regularly: 37%

- **Artificial Intelligence**
  - We do not use this tool: 36%
  - We are using this tool intermittently: 40%
  - We are using this tool regularly: 24%

- **Machine Learning**
  - We do not use this tool: 37%
  - We are using this tool intermittently: 43%
  - We are using this tool regularly: 20%

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Q: In 2022, which of the following best describes your department’s usage of the following data analysis tools? (n=657)

*Note: Comparisons are presented for directional purposes only. Changes to the sampling procedure in this iteration of the survey reduce comparability to prior iterations. Different question and answer wording in Fall 2021 iteration also reduce comparability.
OVER HALF PREDICT INVESTING MORE ON CLOUD-BASED SOLUTIONS IN 2023 THAN IN 2022

- Meanwhile, only one-third of companies (37%) predict investing more on machine learning. This is significantly fewer than predicted both last fall and earlier this year.*

DATA ANALYSIS TOOLS INVESTMENT CHANGES

- Investing significantly less than 2022
- Investing slightly less than 2022
- Investing the same as 2022
- Investing slightly more than 2022
- Investing significantly more than 2022

Cloud-based planning and reporting solutions

- 35% Investing significantly less than 2022
- 39% Investing slightly less than 2022
- 18% Investing the same as 2022
- Top 2

Predictive Analytics

- 5% Investing significantly less than 2022
- 43% Investing slightly less than 2022
- 34% Investing the same as 2022
- 14% Investing slightly more than 2022

Artificial Intelligence

- 6% Investing significantly less than 2022
- 6% Investing slightly less than 2022
- 45% Investing the same as 2022
- 29% Investing slightly more than 2022

Machine Learning

- 5% Investing significantly less than 2022
- 8% Investing slightly less than 2022
- 51% Investing the same as 2022
- 27% Investing slightly more than 2022

Q: In 2023, which of the following best describes how your company plans on investing in the following data analysis tools compared to 2022? (n=657). Unlabeled sections each represent 4% of respondents.

*Note: Comparisons are presented for directional purposes only. Changes to the sampling procedure in this iteration of the survey reduce comparability to prior iterations. Wording changed from Fall 2021 to Spring 2022 to Fall 2022. In Fall 2021, predictions were made about 2022 vs. 2021.
FINANCIAL REPORTING IS THE TOP OPPORTUNITY FOR USING ARTIFICIAL INTELLIGENCE OR MACHINE LEARNING

- Sales/revenue forecasting (41%) is the second largest opportunity for organizations.
- Very few (3%) do not see any opportunities for AI/machine learning to help their business.

**AI/MACHINE LEARNING OPPORTUNITIES**

- Financial reporting: 48%
- Sales/revenue forecasting: 41%
- Demand planning: 39%
- Sales/marketing optimizations: 38%
- Customer service: 36%
- Anomaly detection: 30%
- Recruitment/hiring (and diversification of hiring): 21%
- Other: 1%
- I do not see any opportunities for artificial intelligence/machine learning to help my business: 3%
HALF OF ALL FINANCIAL DECISION MAKERS SAY THEIR ORGANIZATIONS PLAN TO INVESTIGATE AUTOML SOLUTIONS

- One-quarter (28%) already have adapted AutoML solutions.

**AUTOML PLANS**

- Yes, we have adopted an AutoML solution (28%)
- No, but we plan to investigate an AutoML solution in the future (48%)
- No, we don’t use an AutoML solution and we have no future plans to adopt one (24%)

Q: Many companies are embracing automated machine learning (AutoML) as a way to supplement some of their workforce needs (e.g., data scientists). Has your company adopted an AutoML solution? (AutoML automates the selection, composition and parameterization of machine learning models and applies those models to real-world problems.) (n=657)
COSTS/BUDGET SUPPORT IS THE TOP OBSTACLE FOR INVESTING IN NEW TECHNOLOGIES

- Businesses facing technical and security issues are split on whether or not there is a lack of trust for new technology solutions.

**OBSTACLES TO INVESTMENTS IN NEW TECHNOLOGIES**

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs/budget support</td>
<td>51%</td>
</tr>
<tr>
<td>Integration with existing applications</td>
<td>38%</td>
</tr>
<tr>
<td>Technical skill level of employees</td>
<td>36%</td>
</tr>
<tr>
<td>Return on investment</td>
<td>36%</td>
</tr>
<tr>
<td>Integration with existing processes</td>
<td>35%</td>
</tr>
<tr>
<td>Technical issues</td>
<td>29%</td>
</tr>
<tr>
<td>Implementation process</td>
<td>28%</td>
</tr>
<tr>
<td>Data breach/cybersecurity</td>
<td>26%</td>
</tr>
<tr>
<td>Employee utilization</td>
<td>25%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>None</td>
<td>4%</td>
</tr>
</tbody>
</table>

**IS THERE A LACK OF TRUST FROM TECH AND SECURITY ISSUES?**

- Costs/budget support: 51%
- Integration with existing applications: 38%
- Technical skill level of employees: 36%
- Return on investment: 36%
- Integration with existing processes: 35%
- Technical issues: 29%
- Implementation process: 28%
- Data breach/cybersecurity: 26%
- Employee utilization: 25%
- Other: 1%
- None: 4%

Q: Which of the following are reasons that may prevent you from investing in new technologies (AutoML, Cloud, AI, etc.) for your organization? Select all that apply. (n=657)

Q: If technical and security issues are hindering technology adoption for your company, is there a lack of trust for new technology solutions? (n=301)
DEMOGRAPHICS
CORPORATE RESPONDENT CHARACTERISTICS (1/2)

**Age (n=657)**
- 18 to 29: 7%
- 30 to 39: 31%
- 40 to 49: 30%
- 50 to 64: 29%
- 65+: 2%

**Country (n=657)**
- CAN/US/MEX: 85%
- Other*: 15%

**Job Role (n=657)**
- Manager/Sr. Manager: 36%
- Director: 27%
- Vice President/Sr. Vice President: 14%
- C-Suite Executive: 15%
- President/CEO: 4%
- Owner: 3%

**Role in Financial Decision-Making (n=657)**
- Primary decision-maker: 39%
- Share authority: 43%
- Participate by giving input/feedback**: 18%

**Job Function (n=657)**
- Chief Financial Officer (CFO): 20%
- Chief Accounting Officer (CAO): 2%
- VP of finance: 7%
- VP of accounting: 3%
- Controller: 8%
- VP of Financial Reporting: 2%
- VP of FP&A: 2%
- Director of Finance: 13%
- Director of Financial Reporting: 5%
- Director of FP&A: 3%
- Chief Information Officer (CIO): 9%
- VP/Director of Financial Systems: 5%
- None of these: 21%

**Organization 2021 Revenue (n=657)**
- Under $100M: 18%
- $100M to $499M: 23%
- $500M to $999M: 19%
- $1B to $4.99B: 18%
- $5B to $10B: 8%
- Over $10B: 8%
- I don’t know / Prefer not to respond: 7%

**Source (n=657)**
- Panel: 36%
- List***: 64%

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*Inclusion of respondents from outside of Canada, United States, and Mexico is new to this iteration.

**Influencer category (“I participate by giving input/feedback, but have no decision-making authority”) is new to this survey iteration.

***Inclusion of list respondents are new this iteration.
## Respondent Characteristics (2/2)

### Industry (n=657)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>4%</td>
</tr>
<tr>
<td>Advertising</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Aerospace/Aviation/Automotive</td>
<td>1%</td>
</tr>
<tr>
<td>Agriculture/Forestry/Fishing</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Business / Professional Services</td>
<td>4%</td>
</tr>
<tr>
<td>Business Services (Hotels, Lodgings, Places)</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Computers (Hardware, Desktop Software)</td>
<td>6%</td>
</tr>
<tr>
<td>Communications</td>
<td>1%</td>
</tr>
<tr>
<td>Construction / Home Improvement</td>
<td>5%</td>
</tr>
<tr>
<td>Consulting</td>
<td>4%</td>
</tr>
<tr>
<td>Education</td>
<td>11%</td>
</tr>
<tr>
<td>Engineering / Architecture</td>
<td>2%</td>
</tr>
<tr>
<td>Entertainment / Recreation</td>
<td>1%</td>
</tr>
<tr>
<td>Finance / Banking / Insurance</td>
<td>10%</td>
</tr>
<tr>
<td>Food Service</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Industry continued (n=657)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government / Military</td>
<td>3%</td>
</tr>
<tr>
<td>Healthcare / Medical</td>
<td>7%</td>
</tr>
<tr>
<td>Internet</td>
<td>1%</td>
</tr>
<tr>
<td>Legal</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>11%</td>
</tr>
<tr>
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<td>Mining</td>
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<td>Other</td>
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Thank you.

CONTACT
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