

Top 50 CEO demographics

Highest level of education among Top 50 CEOs

Undergraduate degree	40%
Master degree	32%
Doctorate	12%
College diploma	6%
High school	6%
Some post-secondary	4%



It takes two

A stable home life with a supportive family may well be the true secret to professional success. It's a rare Top 50 CEO who isn't married with one or more children (or grandchildren).



90%
are married



96%
have children

Top 10 post-secondary institutions attended by the 2015 Top 50 CEOs:

1. Memorial University of Newfoundland
2. Ivey School of Business, University of Western Ontario
3. Dalhousie University
4. University of New Brunswick
5. Rotman School of Business, University of Toronto
6. Harvard University
7. Acadia University
8. Saint Mary's University
9. McGill University
10. St. Francis Xavier University

Start-up culture

Though all Top 50 CEO award winners can be credited with an entrepreneurial attitude in terms of creative problem solving, some of them take it a step further by creating their own companies.

60% are entrepreneurs who have founded one or more companies



In their prime

Top 50 CEO age ranges:

Under 40	2%
41-45	12%
46-50	38%
51-55	26%
56-60	12%
61-65	4%
66-70	4%
Over 70	2%

78%
of Top 50 CEOs are under 55 years of age

We create spectacular.

Come chat with us.
(We have new chairs.)



JAC } jac.co
we create

Competitive intelligence

How do Top 50 CEOs digest news and information?

Digital news sites (via computers and mobile devices)	42%
Print (newspapers, magazines)	24%
TV	14%
Social media	8%
Radio	6%
Industry reports	4%
Peers, trusted sources	1%
Personal experience	1%

50%
of Top 50 CEOs
rely on the
Internet for news
and information

10 most trusted sources of news/information:

1. The Globe & Mail
2. CBC
3. Trade reports/journals
4. Personal research/networking
5. The Economist
6. Local newspaper
7. BBC
8. CTV
9. Bloomberg
10. New York Times

Typical news day for a Top 50 CEO:



IN A GROWING ECONOMY, WE'RE DOING THE HEAVY LIFTING.



www.cna.nl.ca

**COLLEGE OF THE
North Atlantic**
IN DEMAND.