



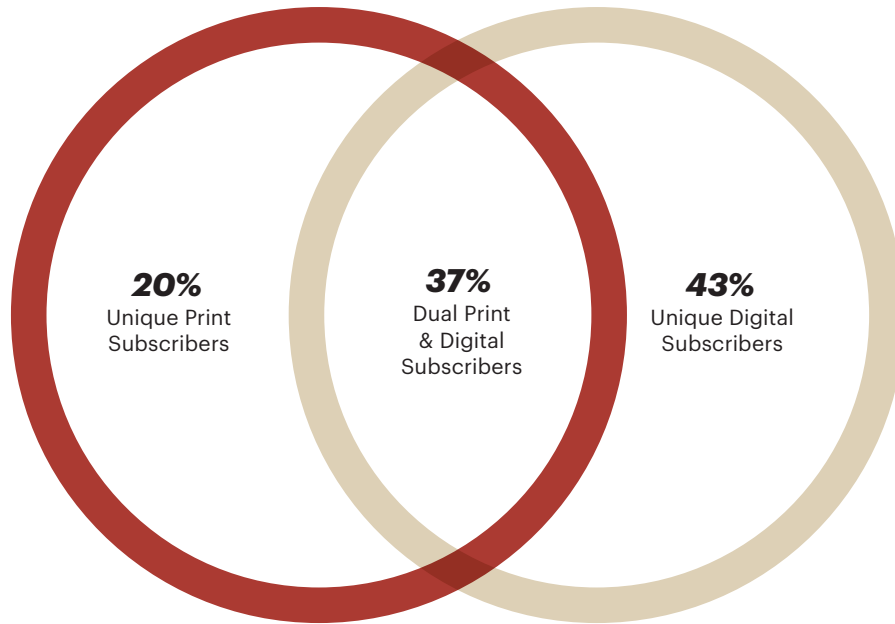
Print & Digital Subscriber Profile

Research conducted in 2014

**WASHINGTON
BUSINESS JOURNAL**

Questions? Contact sbaker@bizjournals.com

Types of Subscribers (100%)



Income & Wealth

HOUSEHOLD INCOME

Average \$258K

Median \$200K

NET WORTH

Average \$1.9M

Median \$900K

VALUE OF INVESTMENTS

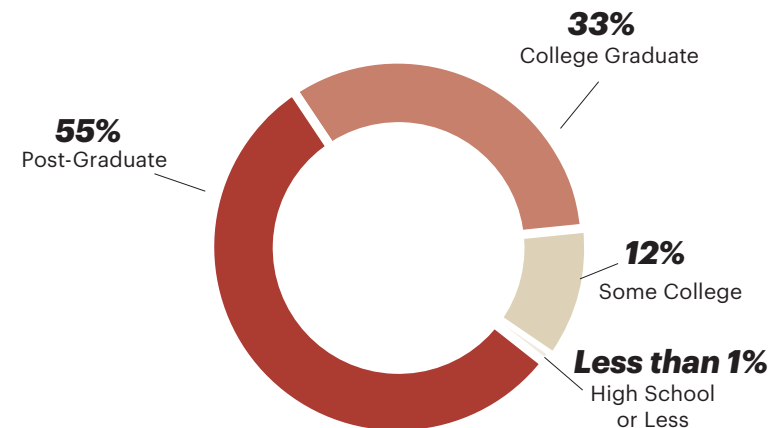
Average \$1.3M

Median \$402K

Key Characteristics

	Dual Print & Digital Subscribers
Male	58%
Average Age	51
Owner/Partner/Top Management	62%
Influence Decisions at Your Company	59%

Education Level



Where Subscribers Do Business

Dual Print & Digital Subscribers

96%

Within Local Area

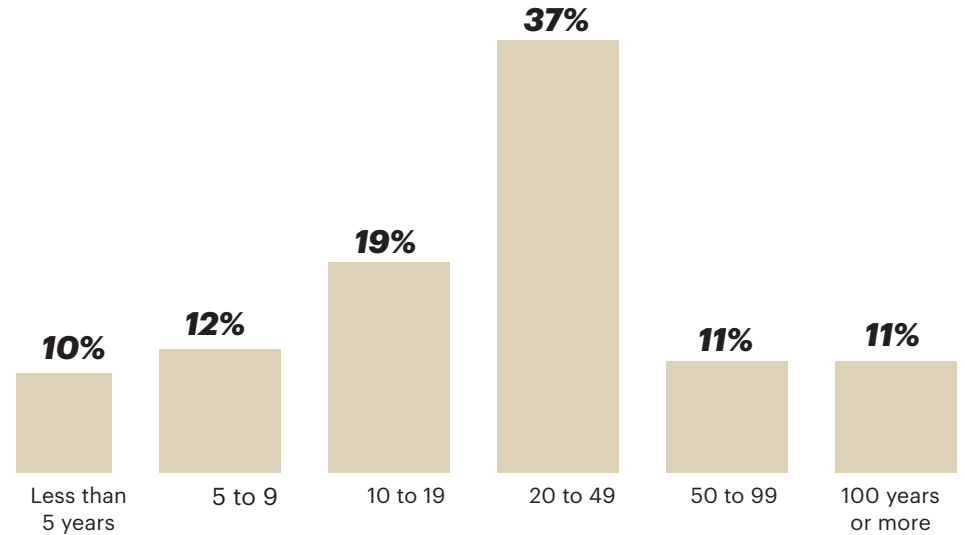
61%

The Rest of the U.S.

26%

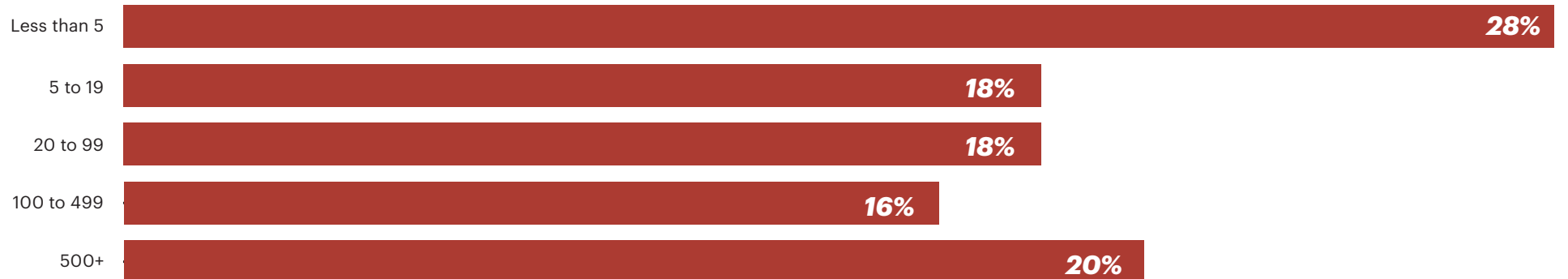
Outside the U.S.

Number of Years in Business



AVERAGE - **35** MEDIAN - **24**

Number of Employees – Locally

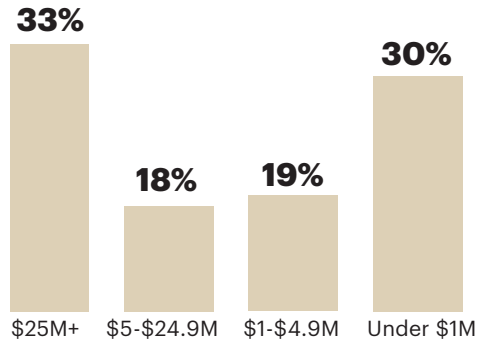


AVERAGE NUMBER OF EMPLOYEES - **477** MEDIAN - **25**



Company Sales or Revenues

AVERAGE - **\$442 Million**

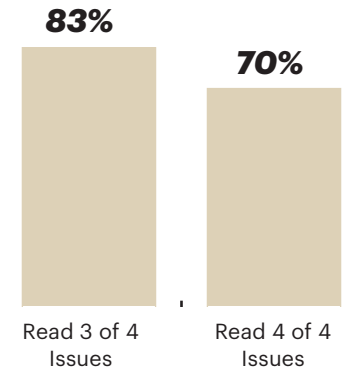


Average Total Sales Growth Rate (2011-2013)

12.2%

Dual Print & Digital Subscribers

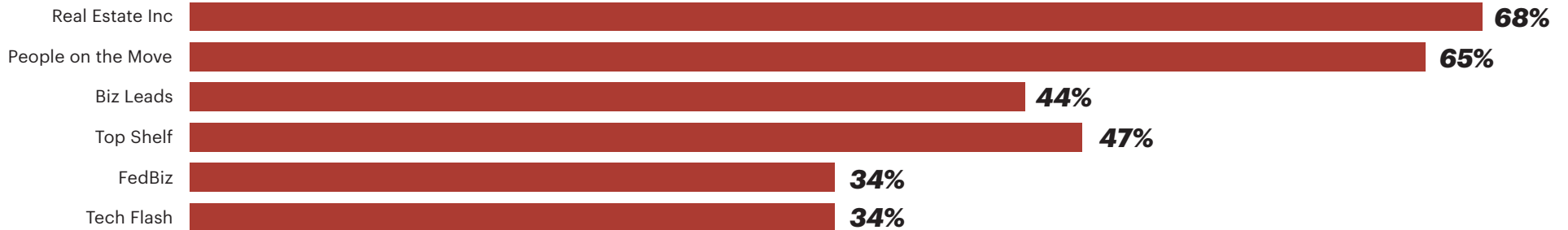
Readership



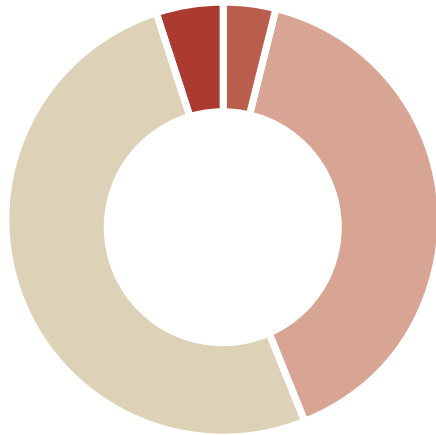
59%
Pass along to other people

39 minutes
with typical issue

Print Sections Read "Regularly"



Share of Time Accessing Print Publication



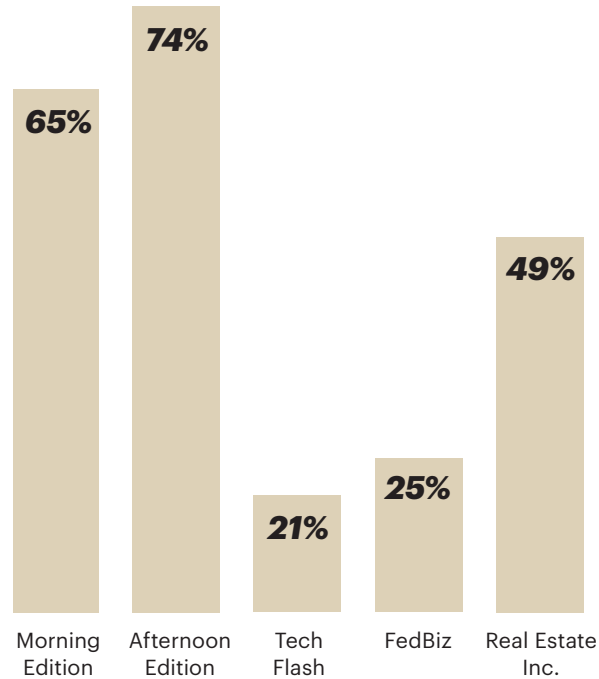
5%
SmartPhone

4%
Tablet

40%
Computer

51%
Print Pub Itself

Email Newsletters Received



Morning Edition 65%

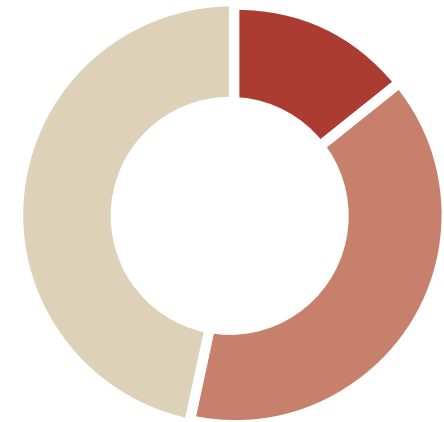
Afternoon Edition 74%

Tech Flash 21%

FedBiz 25%

Real Estate Inc. 49%

How Users Enter The Business Journal Website

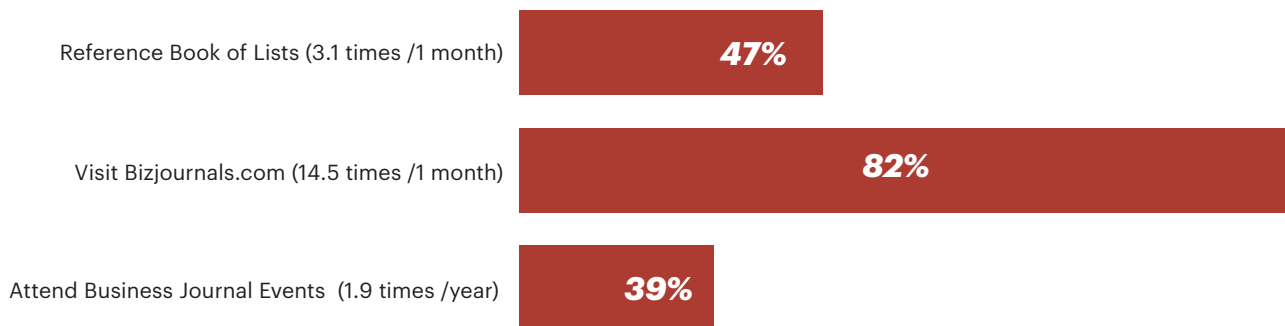


46%
Use Business Journal Website

6%
Use Bizjournals.com

17%
Use Both

Media Product Involvement



Reference Book of Lists (3.1 times /1 month)

Visit Bizjournals.com (14.5 times /1 month)

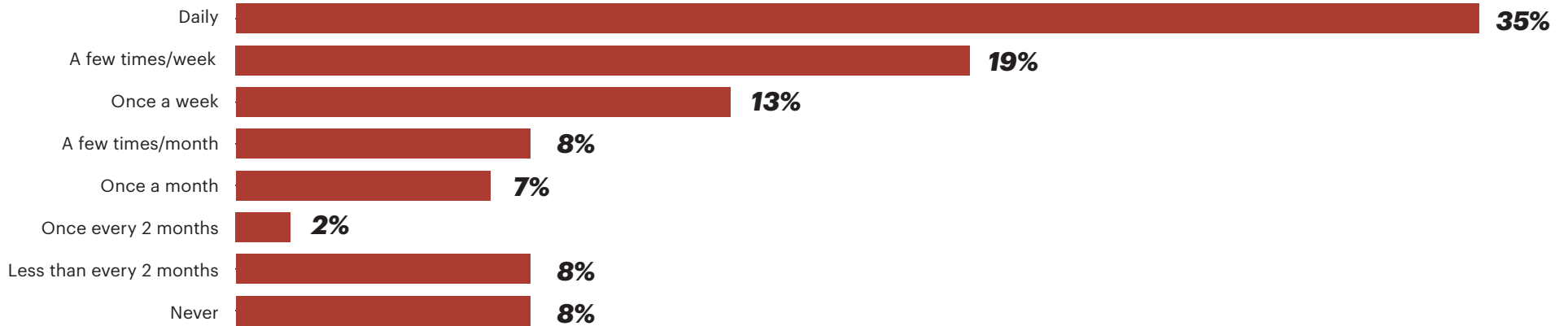
Attend Business Journal Events (1.9 times /year)

Business Journal App Usage Among Dual Print & Digital Subscribers

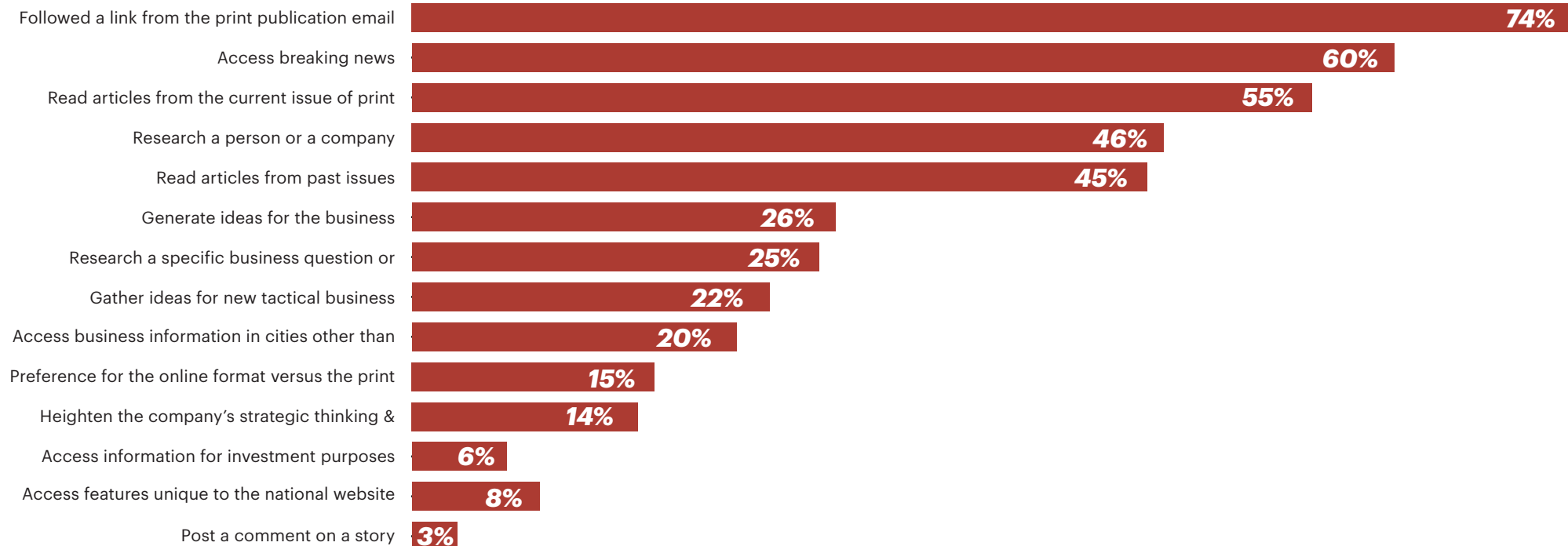
15%



How Often The Business Journal Website Is Visited

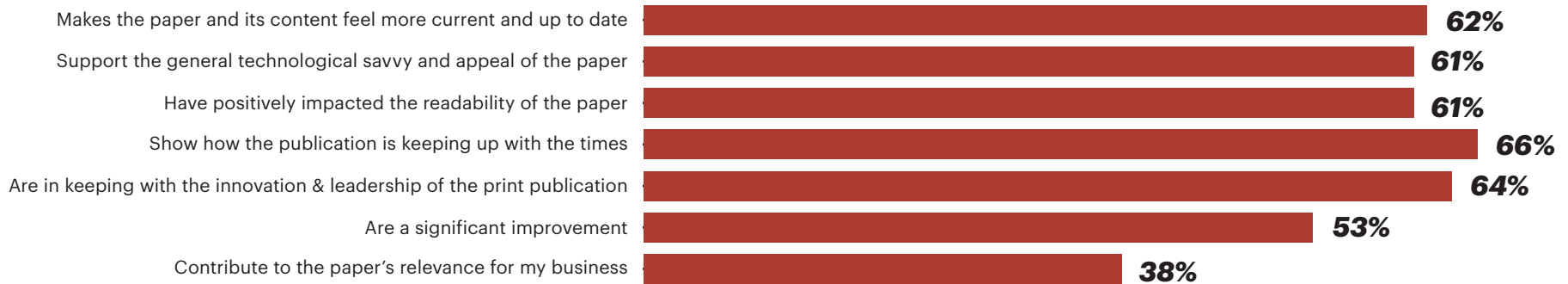


Reasons for Accessing The Business Journal Website



Reaction to Print Redesign

(% Who Agree Completely/Somewhat)



How the study was conducted

Print subscriber research was conducted by online survey with 298 respondents between January and April 2014. Email subscribers research was conducted by online survey with 311 respondents between May and July 2014. Both studies were fielded by Russell Research, an independent market research consultant. The incentive for participation was a chance to win one of two \$500 gift cards given away nationally.

