



**WASHINGTON
BUSINESS JOURNAL**

Print & Digital Subscriber Profile

Research conducted in 2017

Questions? Contact sbaker@bizjournals.com

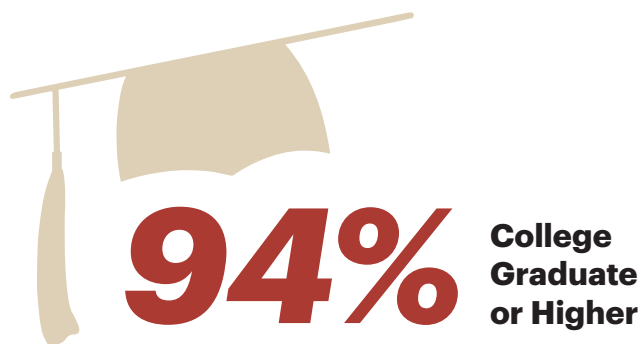
Key Characteristics

Male	72%
Average Age	55
Owner/Partner/Top Management	70%
Influence Purchase Decisions at Your Company	77%

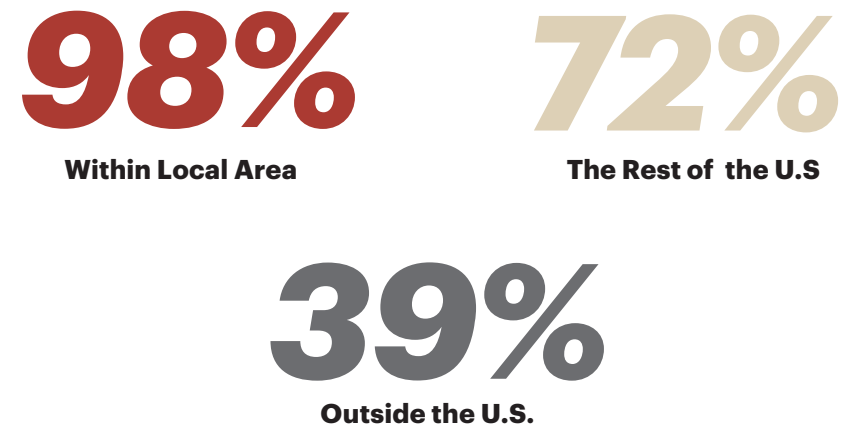
Income & Wealth

Average Household Income	\$362,000
Average Net Worth	\$3.3M
Average Value of Investments	\$2.4M

Education Level

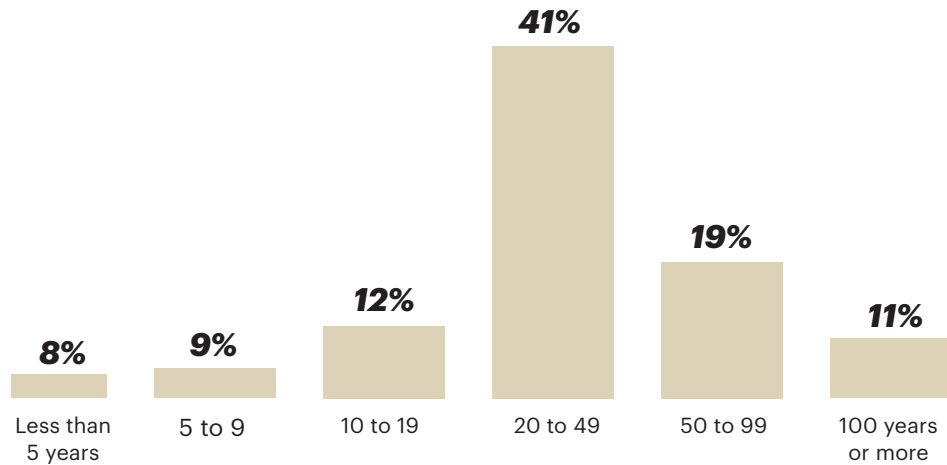


Where Subscribers Do Business



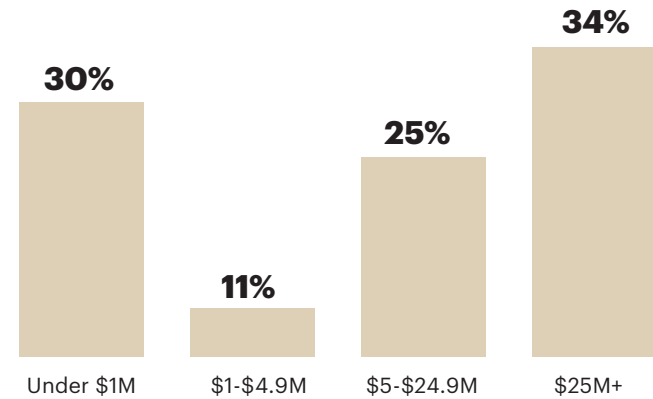
Number of Years in Business

AVERAGE - **39.5 years**

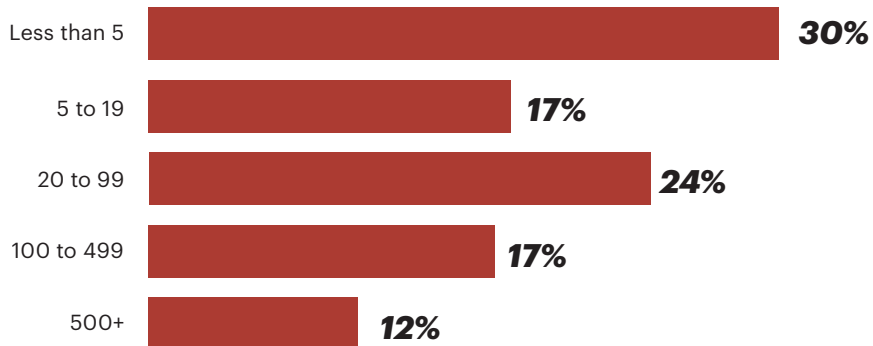


Company Sales or Revenues

AVERAGE - **\$348M**



Number of Employees – Locally

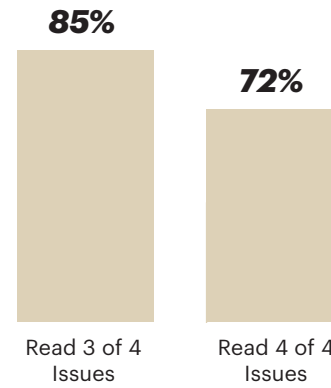


Average Total Sales Growth Rate*

11.2%

*Among those that experienced sales growth

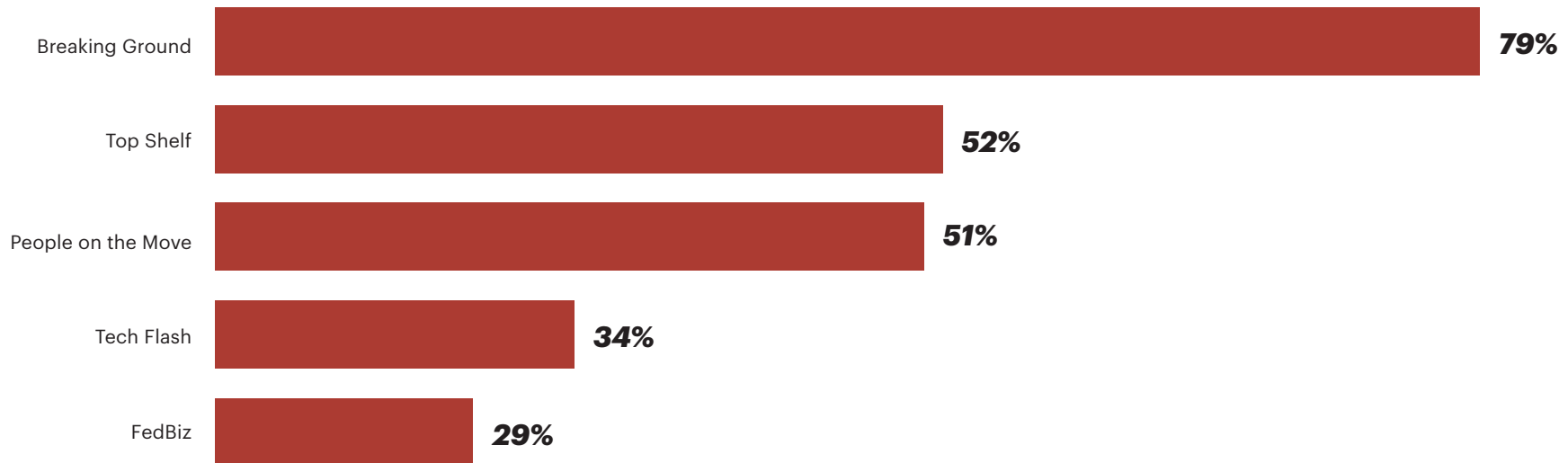
Readership



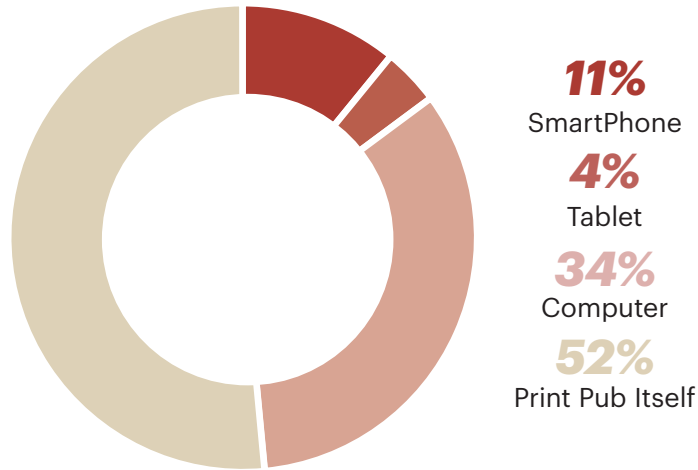
38%
Pass along
to other people

**39
minutes**
time spent with
typical issue

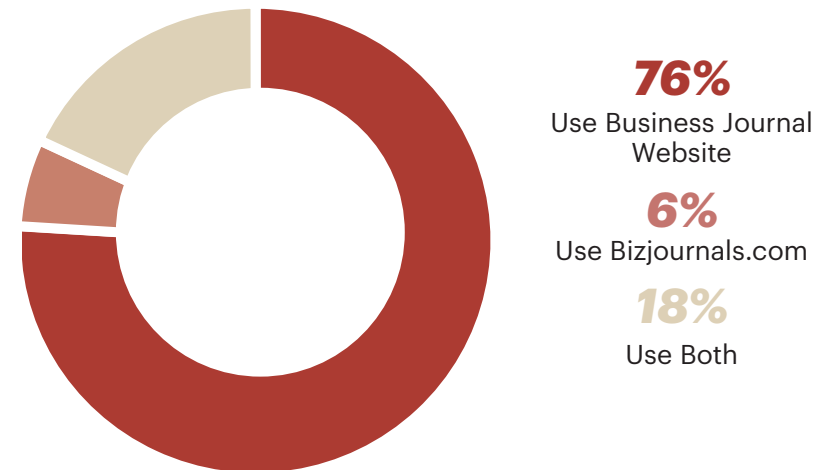
Print Sections Read "Regularly"



Share of Time Accessing Print Publication by Device



How Users Enter The Business Journal Website*



*Among those that visit the website regularly

Media Product Involvement

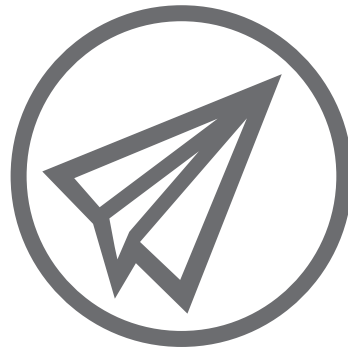


Subscribe to Email Newsletters



82%

Rate Email Newsletters Excellent/Very Good



73%

Share the Email Newsletters with Others

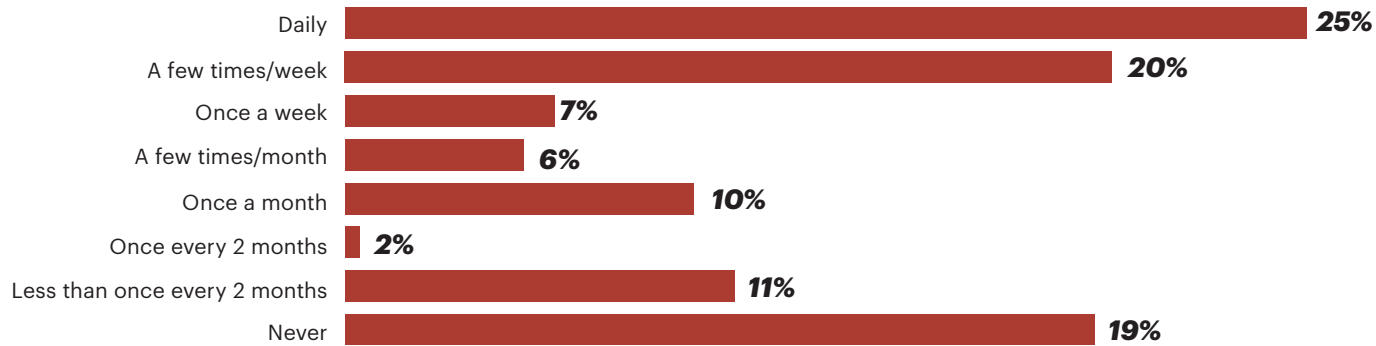


61%

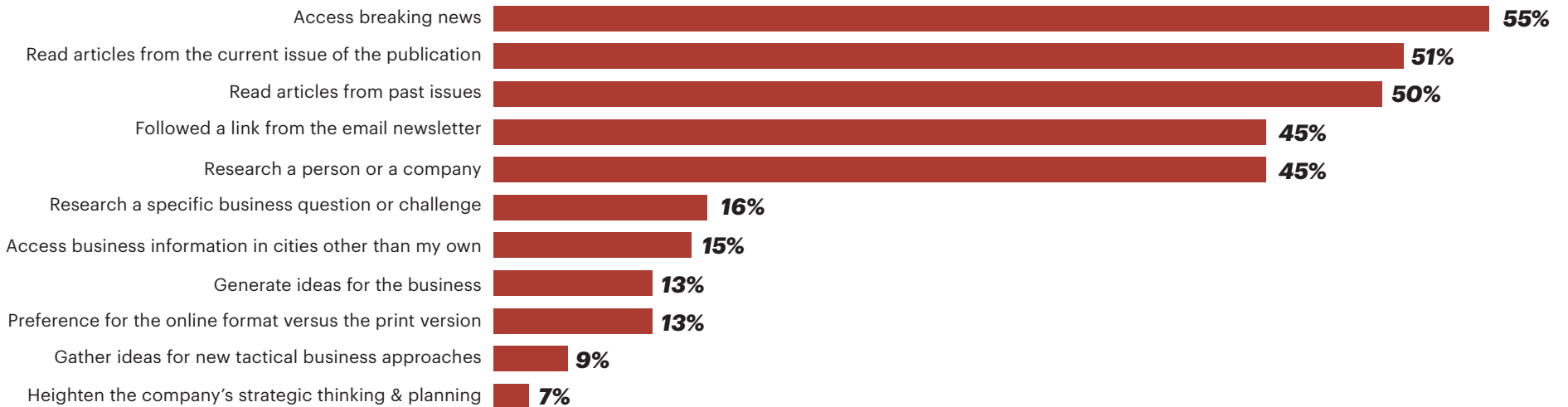
Read 5-10 Email Newsletters a Week



How Often The Business Journal Website Is Visited



Reasons for Accessing The Business Journal Website



How the study was conducted

Print/Digital subscriber research was conducted by an online survey with 161 respondents between January and March 2017. Newsletter subscriber research was conducted by an online survey with 202 respondents between March and April 2017. 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.

