DEMOGRAPHIC INFORMATION

Household
Ages of children living in household

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 or under</td>
<td>6.6%</td>
</tr>
<tr>
<td>4 - 11</td>
<td>19.8%</td>
</tr>
<tr>
<td>12 - 15</td>
<td>8.8%</td>
</tr>
<tr>
<td>16 - 19</td>
<td>9.9%</td>
</tr>
<tr>
<td>20 - 23</td>
<td>9.9%</td>
</tr>
<tr>
<td>24 and older</td>
<td>2.2%</td>
</tr>
</tbody>
</table>
No children in my household 29.7%
Responsible for care of elderly parent or relative 13.0%

Internet activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researched a product or service</td>
<td>69.6%</td>
</tr>
<tr>
<td>Accessed news articles</td>
<td>68.9%</td>
</tr>
<tr>
<td>Researched a company</td>
<td>56.0%</td>
</tr>
</tbody>
</table>

Gender & age

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>56.3%</td>
</tr>
<tr>
<td>Women</td>
<td>42.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 - 34</td>
<td>13.3%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>24.3%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>34.8%</td>
</tr>
<tr>
<td>55+</td>
<td>27.1%</td>
</tr>
</tbody>
</table>
Average age 50

Financial

<table>
<thead>
<tr>
<th>Financial Information</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average individual income</td>
<td>$83,400</td>
</tr>
<tr>
<td>Avg. household income*</td>
<td>$112,900</td>
</tr>
<tr>
<td>Avg. market value of residence</td>
<td>$267,300</td>
</tr>
</tbody>
</table>
* Compares to WI general population average of $55,600

Vehicles

<table>
<thead>
<tr>
<th>Plan to purchase or lease a new vehicle in the next 12 months:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>Maybe</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Own or lease one or more vehicles:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
</tr>
<tr>
<td>Foreign</td>
</tr>
</tbody>
</table>

Education

<table>
<thead>
<tr>
<th>Education</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended college</td>
<td>85.6%</td>
</tr>
<tr>
<td>College graduate</td>
<td>76.0%</td>
</tr>
<tr>
<td>Postgraduate study</td>
<td>22.6%</td>
</tr>
<tr>
<td>Master’s degree</td>
<td>11.8%</td>
</tr>
</tbody>
</table>

THE KEY TO A SUCCESSFUL RELATIONSHIP

Whether a relationship is business or personal, the parties involved have to become familiar with each other before it will progress. It’s no different with advertising. People have to become familiar with your company before they’re open to establishing a relationship with you.

Frequency is one of the most important elements of a successful campaign and achieves the best results. Advertisers who run regular programs in The Business News continue advertising year after year. An ongoing presence in The Business News not only allows you to form new relationships with new prospects, but also reinforces and enhances existing relationships. And, with The Business News, you know you’re targeting the decision-makers you need to reach.

The business world is changing every day. If you want the best return on your advertising investment, make a commitment to The Business News.

Each issue of The Business News exposes your business to thousands of potential customers. They are the business owners and managers who make the purchasing decisions for their companies’ products and services. And they are also a highly targeted audience of upscale consumers.

They are the people who rely on The Business News for the vital news and information they need to succeed. They know that no other publication keeps them on top of what is happening in their world — their competitors, their clients, their industry, their region. That’s why these busy people devote an average of 37 minutes reading every issue.

The Business News delivers results, whether building a brand or selling merchandise. Profit from putting your message where it will be read by the people you need to reach.
**KNOW YOUR PROSPECT**

### Readership
1. Usually read The Business News at home 21.1%
2. Usually read The Business News at work 78.9%
3. Average time spent reading each issue (minutes) 37
4. Average number of last 4 issues read 4
5. Subscribers who pass their copy of The Business News to other readers 61.3%
6. Average number of readers per copy 3.6

### Why they read The Business News:
1. To keep on top of local business developments 87.0%
2. To follow the local economy 81.4%
3. To keep up with people in business 71.4%
4. To find out about business events taking place 70.0%
5. To keep up with government actions that affect business 65.1%
6. To follow specific area companies 49.3%
7. To get advice about managing their business 42.5%
8. To read about my industry/profession 41.9%
9. To read about my industry/profession 36.3%
10. To find out about business events taking place 28.8%

Subscribers agree with these statements about The Business News:
1. Is an advocate for the business community 84.6%
2. Reading it is time well spent 84.4%
3. Is a good value for the money 80.4%
4. Provides me with information I can't get any place else 56.0%
5. Is a good newspaper for executives who run smaller business 77.8%
6. I often save articles for future reference 41.1%
7. Useful source of information about businesses products/services 81.4%

### National business publications subscribed to:
1. Wall Street Journal 14.3%
2. Business Week 13.3%

### Most popular features:
1. People 56.5%
2. For the Record 47.9%
3. Opinion/Commentary 40.1%
4. The List 35.6%
5. Growth Strategies 36.1%

### Advertising gets results:
1. Visited advertiser’s Web site 37.7%
2. Discussed ad with others 36.8%
3. Sought further information 23.5%
4. Passed ad along to others 23.1%
5. Used/modified an idea 17.6%
6. Filed ad for future reference 16.7%

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**BUSINESS PROFILE**

### Annual revenues of company
- Under $500,000: 36.1%
- $500,000 - $999,999: 13.7%
- $1 million - $2.9 million: 19.1%
- $3 million - $4.9 million: 6.0%
- $5 million - $9.3 million: 7.1%
- $10 million or more: 17.9%

### Line of business
- Accounting services: 2.7%
- Advertising/marketing/pr/promotions: 6.4%
- Banking/finance/investments: 10.8%
- Commercial real estate: 2.2%
- Construction/design/engineering: 12.8%
- Government: 2.7%
- Health/medical services: 7.0%
- Hospitality: 5.4%
- Insurance: 3.8%
- Legal services: 3.8%
- Manufacturing: 11.8%
- Printing: 3.2%
- Residential real estate: 2.7%
- Retail trade: 9.6%
- Technology/products/services: 10.2%
- Wholesale trade: 3.2%

### Executive position
1. Owner 49.7%
2. President 29.0%
3. Partner 13.6%

### Number of employees
- 1 to 9: 48.3%
- 10 to 99: 36.5%
- 100 to 499: 10.3%
- 500 to 999: 1.5%
- 1,000+: 35.7%

### On selection of services
1. Accounting: 61.3%
2. Acquisitions and mergers: 22.6%
3. Advertising/pr/promotions: 58.8%
4. Banking: 58.6%
5. Construction/design/engineering: 34.7%
6. Conventions/meetings/catering: 50.3%
7. Employee benefits: 45.2%
8. Express/package/freight/delivery: 35.7%
9. Financial (fund management, pensions, etc.): 38.2%
10. Insurance - property/casualty/ liability: 48.2%
11. Internet access/online services: 47.7%
12. Legal: 47.7%
13. Telephone services: 56.3%
14. Printing: 49.5%
15. Real estate/site location: 32.2%
16. Temporary help: 33.2%
17. Training/educational: 62.3%
18. Travel arrangements: 30.3%

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**DEcision INFLuENCE**

On selection of products:
1. Automobiles/trucks: 46.7%
2. Cellular/mobile phones/pagers: 55.8%
3. Computer software: 57.3%
4. Copiers: 57.8%
5. Desktop computers: 60.8%
6. Fax equipment: 50.3%
7. Laptops/portal computers: 36.3%
8. Networking equipment: 32.2%
9. Office furniture: 59.3%
10. Office supplies: 59.8%
11. Printers: 54.8%
12. Telecommunications equipment: 31.2%

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### From reaching decision-makers

- 50.0% maintain an office in home
- 96.2% executives in top and middle management

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**Northeast Wisconsin**