

Readership

How many of the last 4 issues have you read or looked through:

1 of the last 42% 3 of the last 48%
2 of the last 46% all of the last 484%

Length of time spent reading each issue:

2 hours or more14%
1 to 2 hours28%
45 to 59 minutes22%
15 to 44 minutes30%

Average75 minutes

On average, how long do you keep each issue:

Less than one week3%
1 to 2 weeks13%
3 to 4 weeks14%
More than 4 weeks70%
Number of months5

How long have you been a Georgia Trend reader:

1 year or less9%
2 years15%
3 years11%
4-8 years14%
9-12 years13%

Average number of years6 years

Action

Subscribers who regularly read the advertisements in Georgia Trend72%
Visited advertiser's website67%
Purchased or leased a product or service . . .16%
Contacted advertiser for information14%

Employment

Title or position:
Chairman of the Board2%
President, CEO19%
Owner, Partner19%
Vice President, General Manager10%
Director or other officer12%

67% Of Georgia Trend subscribers hold top level management positions.

Subscribers who are a member of the Board of Directors for their company or another company44%

Subscriber's company has 100 or less employees56%

GeorgiaTrend

The Magazine of Georgia Business & Politics Since 1985

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Subscriber Profile

Celebrating Our **25th** Year

GeorgiaTrend

Demographics

Gender:

Male75%
Female25%

Age:

Average age55

Highest Level of Formal Education:

Attended college11%
Graduated from a 4-year college31%
Postgraduate study, no degree11%
Masters degree21%
Doctorate degree18%

Total Household Income:

\$20,000 - \$49,9994%
\$50,000 - \$99,99918%
\$100,000 - \$199,99941%
\$200,000 - \$499,99926%
\$500,000 - \$999,9997%
\$1 million - \$1.9m2%
\$2 million or more1%
Average household income**\$259,000**

Individual Employment Income:

\$20,000 - \$49,99922%
\$50,000 - \$99,99928%
\$100,000 - \$199,99931%
\$200,000 - \$499,99916%
\$500,000 - \$999,9993%
\$1 million or more2%
Average individual income**\$174,000**

Approximate Household Net Worth:

\$100,000 - \$249,9998%
\$250,000 - \$499,99915%
\$500,000 - \$999,99925%
\$1 - \$4.9 million34%
\$5 - \$9.9 million10%
\$10 million or more4%
Average net worth**\$2,415,000**

Investments Held by Subscribers:

Stock78%
Real Estate68%
Municipal/Tax Exempt Bonds23%
Mutual Funds61%
IRA/401K74%
Whole Life Insurance43%
CDs43%
Art Investments20%

Business Decisions

Subscriber's influence on purchase or lease of services:

Accounting services	41%
Advertising, media, public relations	39%
Banking services	53%
Benefits management	23%
Catering	25%
Charter aircraft	6%
Computer/EDP services	32%
Consulting	28%
Convention/Meeting planning	29%
E-commerce	10%
Education & Training	43%
Executive recruiting	16%
Express package delivery services	22%
Financial advisory services	21%
Health care	27%
Internet access/email	34%
Legal services	38%
Printing services	38%
Security services	14%
Site Selection	16%
Telecommunications/long-distance services	26%
Temporary personnel services	14%
Travel services	24%
Trust services	9%
Utilities	19%
Waste management/recycling	15%
Web development	21%

Subscriber's influence on purchase or lease of products:

Aircraft	8%
Audio/visual equipment	29%
Building materials/building equipment	29%
Company cars	34%
Computer software	53%
Computers handheld/palm	26%
Computers - laptop	56%
Computers - mainframe	20%
Computers - personal	45%
Insurance	47%
Office furniture	54%
Office machines	56%
Private club memberships	15%
Season tickets - cultural events	28%
Season tickets - sporting events	27%
Telephone/cellular communication systems	58%
Security systems	23%

Subscriber's influence on company's policies/decisions:

Acquisitions/mergers	30%
Attract venture capital	13%
Drug/alcohol rehab for employees	18%
Employee benefit programs/HR	45%
Office energy conservation	23%
Insurance/risk management programs	42%
International business/investments	11%
Real estate: office/industrial/commercial	46%
Professional/vocational training programs	40%
Purchase/sale of stocks/bonds	20%
Site Selection	32%

Company conducts business in the following cities:

Atlanta	73%
Albany	36%
Athens	42%
Augusta	40%
Columbus	37%
Gainesville	36%
Golden Isles	31%
Macon	46%
Rome	35%
Savannah	42%
Valdosta	16%

Contemplating moving or expanding in the next 2 years:

Yes, contemplating moving to new facilities	10%
Yes, contemplating adding new facilities	14%
Yes, contemplating enlarging existing facilities	18%

Subscriber is involved in company's choice of health care service providers 41%

How often does your company re-evaluate its presence on the internet?

Monthly	20%
Several times per year	30%
Yearly	14%
Whenever there is a potential benefit from changing providers	37%

Travel

Nights spent at hotel or resort in the past 12 months:

1-4 nights	16%	20-49 nights	25%
5-19 nights	46%	50 or more nights	5%
Average # of nights 18			

Most nights were spent in:

Georgia	9	North Carolina	5
Florida	7	Tennessee	4
South Carolina	5	Alabama	3

Will hold corporate meetings or conventions in Georgia within the next year 54%

Held an average of 3.5 meetings at hotels, resorts or conference centers last year

Personal Real Estate Profile

Value of Subscriber's main residence:

\$100,000 to \$149,999	8%
\$150,000 to \$199,999	13%
\$200,000 to \$249,999	10%
\$250,000 to \$299,999	12%
\$300,000 to \$399,999	17%
\$400,000 to \$499,999	12%
\$500,000+	27%
Average Value	\$471,000

Own property other than primary or secondary home 38%

Planning investment in residential real estate for retirement or vacation purposes in the next 24 months 25%

Lifestyle

Leisure activities engaged in during the past 12 months:

Attended live theater/concert/ballet	51%
Attended a professional sporting event	45%
Home improvement project	60%
Average time spent on the internet	
each day	66 min.
Purchased products on the internet	64%
Golf	40%
Boating, sailing	23%

Tennis	12%
Snow Skiing	7%
Hunting	24%
Art & antique shopping	34%

Personal/corporate investments:

Cellular telephone	80%
Home furnishings	75%
Laptop/notebook computer	67%
Laser printer	61%
MBA/continuing education	25%
Office furniture	68%
Personal computer	87%
Blackberry	27%

Personal or corporate plans to buy or lease in the next 12 months:

Cellular telephone	22%
Home furnishings	44%
Laptop/notebook computer	35%
Laser printer	19%
Office furniture	24%
Personal computer	40%
Blackberry	20%

Stores shopped in the past 12 months:

Fine jewelry	41%
Home furnishings	70%
Home office products	67%
Men's clothing	83%
Women's clothing	64%
Computer/electronics	71%

Beverages consumed or served to guests in past 30 days:

Beer (National Brand)	75%
Beer (Microbrew)	20%
Wine and/or champagne	88%
Bourbon	34%
Scotch	37%
Brandy, liqueurs	17%
Gin and/or Vodka	47%
Cigars	12%

Source: Lewis & Clark Research