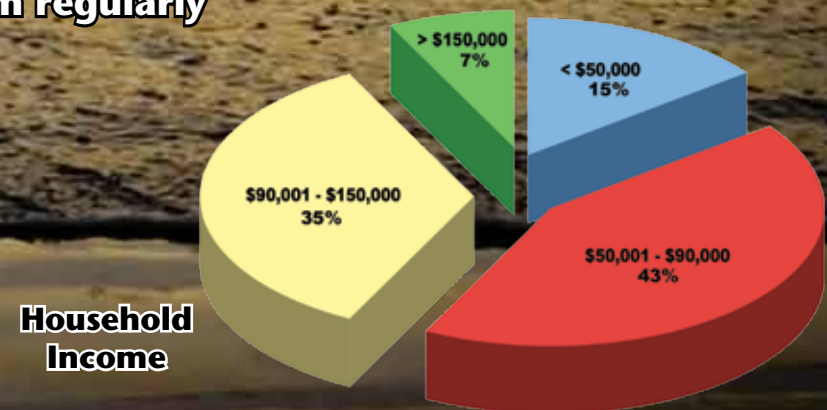
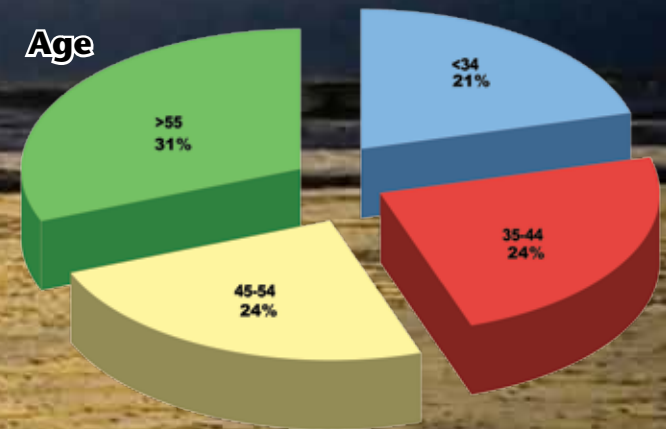
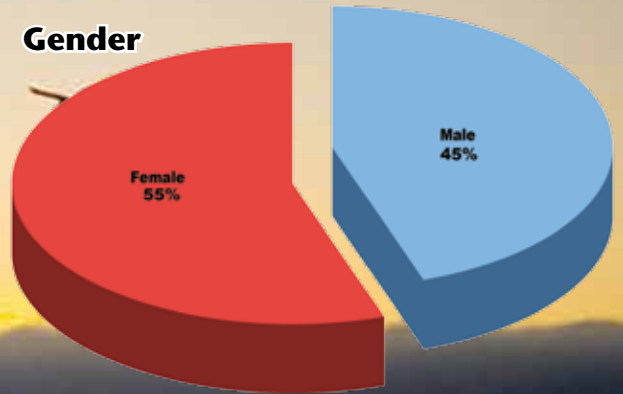


# B2B Reader Demographics

**85%** of survey respondents have a household income of \$50,000 or more

**77%** of survey respondents report using at least one social media platform regularly



**78%**

of survey respondents represent a company with fewer than 100 employees

**64%**

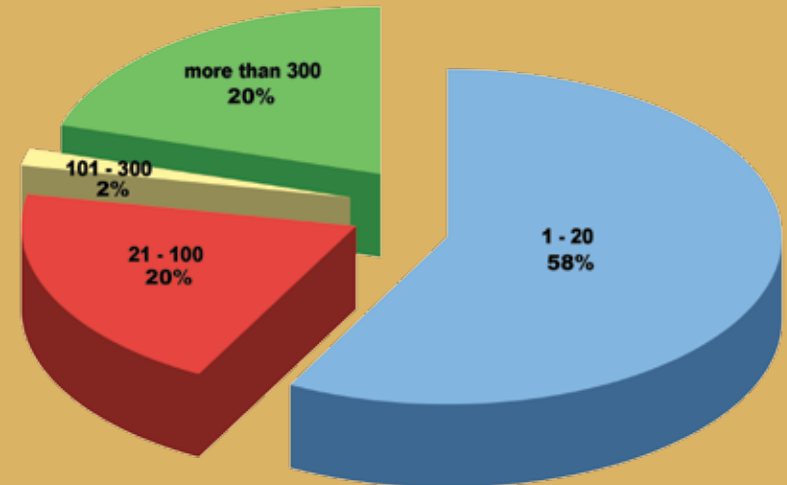
of survey respondents represent a company with more than a half million dollars in annual sales

**NB2B**

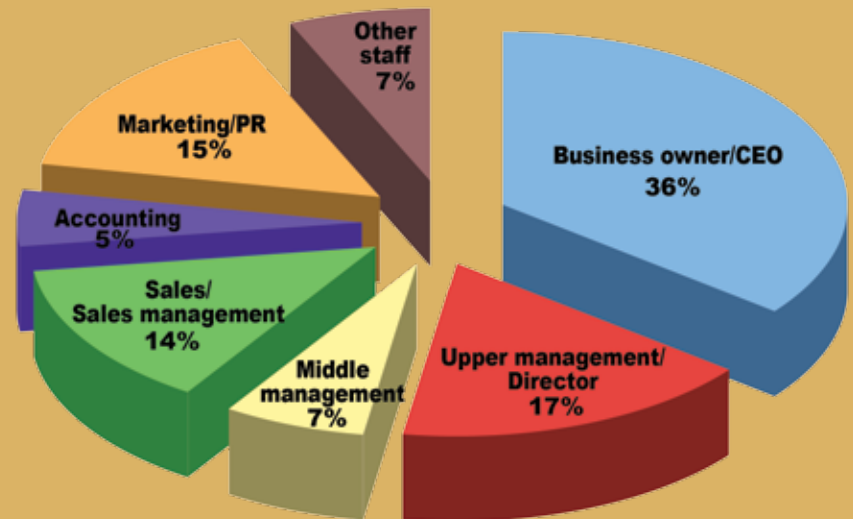
Business Intelligence for the New North

Reader Survey

# Company Data



Company size by workforce

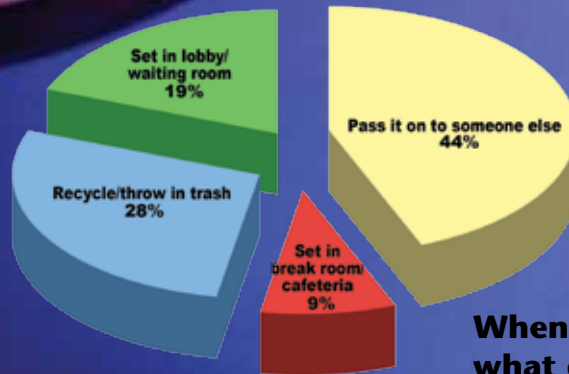
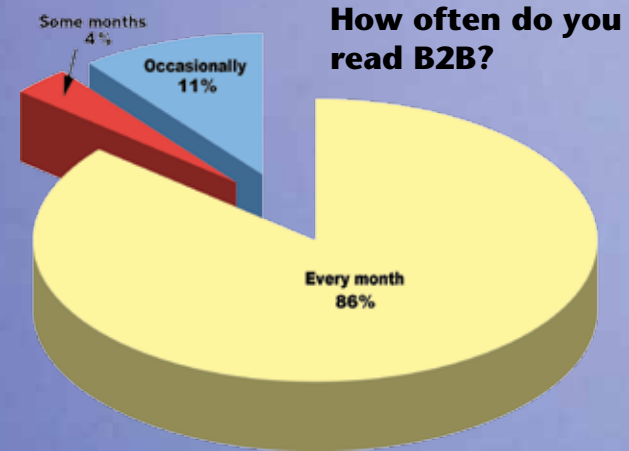


Position/Department

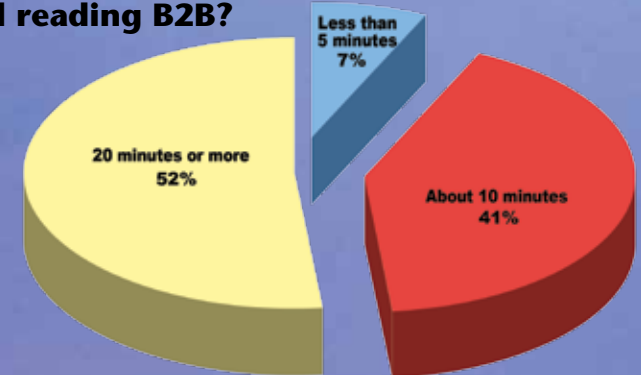
# How readers use B2B

**86%**

of survey respondents use B2B magazine every month to improve their business operations



**How much time do you spend reading B2B?**



**72%**

of survey respondents pass the magazine on to someone else when they finish reading it

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# What B2B readers plan to purchase in the next 12 months...

## ...For their business.

Computers/accessories ...	66%	Health insurance .....	24%
Meeting/banquet facilities	15%	Other employee benefits .	24%
Cleaning/		Legal services .....	27%
maintenance service .....	27%	Accounting/CPA services .	26%
Leased office/warehouse ..	9%	Office furniture .....	27%
Fax or copy machine .....	15%	Rented/leased vehicles .....	6%
Telephone system .....	13%	Workers Comp Insurance	20%
Cellular phones/PDA .....	36%	Commercial realtor .....	6%
Security/alarm systems .....	4%	Architect .....	4%
Internet service .....	26%	Contractor/construction ...	9%
Computer consulting .....	15%	Interior design .....	4%
Printing services .....	44%	Moving/storage .....	7%
Business forms .....	16%	Landscaping .....	4%
Marketing research .....	16%	Direct mail .....	11%
Training/seminars .....	35%	Advertising .....	49%
Catering .....	20%	Commercial banking .....	9%
Recruiting service .....	7%	Property insurance .....	18%
Temporary personnel .....	7%		

## ...For themselves.

Primary residence .....	4%
Home improvements .....	66%
Landscaping .....	29%
Furniture .....	36%
Appliances .....	28%
Computer/electronics .....	38%
Home decorating .....	38%
Vacation .....	79%
Jewelry .....	17%
Cosmetic/dental enhancements .....	7%
Vision improvement surgery .....	3%
Continuing education .....	24%
Investments .....	33%
Personal health insurance .....	16%
Life insurance .....	12%
Automobile .....	17%
Cleaning service .....	7%

**NB2B**

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Reader Survey