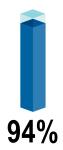
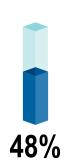
READERSHIP SURVEY

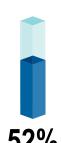
Source: Pacific Coast Business Times Reader Survey (2018).



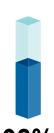
Answered the Business Times has influenced their buying decisions



Are business owners or partners in their organization.

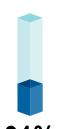


Of our readers use social media daily.



Read the Pacific Coast **Business Times**

for business news.



Indicate they read the Pacific Coast Business time for business leads.



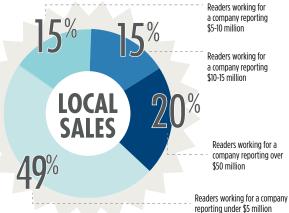
Have obtained



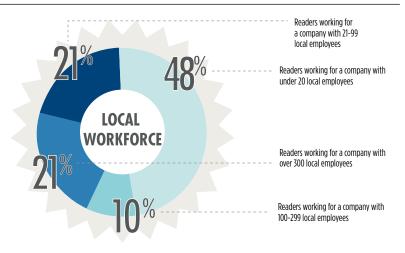
Have obtained a postgraduate degree a four-year college degree

HOW OUR READERS ACCESS OUR NEWS

:			
ONLINE	PRINT	вотн	
	V	V	
20%	39%	41%	



company reporting over



HOUSEHOLD INCOME:

21%: Under \$99,000

66%: \$100,000 **-** \$499,000

13%: \$500,000 +

BUYING INFLUENCE BY INDUSTRY

