

Demographics

Reach N.C.'s Top Business Leaders

Every month, the top business leaders in the state read *North Carolina* magazine. They have the budgets and authority to make decisions at work.

They have the affluence and education to spend their own money wisely. Best of all – they rely on *North Carolina* magazine. Nearly 9 of 10 say they would

recommend the magazine to others. The statistics below tell the story of this lucrative and valuable audience:

Title or position

CEO/president/owner	31%
Vice president	22%
Department head	24%
Other*	22%

Annual household incomes

\$75,000 or more	86%
\$100,000 or more	73%
\$200,000 or more	8%

Household net worth

\$100,000 or more	94%
\$250,000 or more	78%
\$500,000 or more	55%
Millionaires	36%

Education

College graduate	90%
Post-graduate degree	39%

Types of investments

Stocks	83%
Mutual funds	78%
Bonds	45%
CDs	30%

Property

Own second/vacation home ...	40%
Invest in real estate	35%

Influence within their companies

Hire & fire	68%
Major purchases	60%
Employee training	89%
Banking relationship	39%
Company relocation/expansion	42%
Employee benefits	38%

Number of employees

Fewer than 50	35%
50-249	19%
250 to 999	24%
1,000 or more	21%

Other publications read

<i>Wall Street Journal</i>	51%
<i>Business Week</i>	27%
<i>Fortune</i>	23%

Readership habits

Subscribed 4+ years	61%
Pass magazine to others	66%
Read last 4 issues	57%
Would recommend to others ..	89%

* The vast majority of respondents listing "Other" as their title are senior managers, including CFO, Senior VP, Executive Director, Director, Managing Partner, Chancellor and In-House Counsel.

Source: Survey conducted by Insight Research, Greensboro.