

BABM Demographics

Male	41%
Female	59%
Age:	
23-34	8%
35-44	18%
45-54	36%
55-64	38%

84% are highly satisfied with the print BABM

85% have or will refer friends and colleagues to BABM

67% rate BABM higher than other TB business publications

26% rate BABM the same as any other TB business publications

After Reading the Magazine:	
Keep for reference	44%
Pass to friend/colleague	40%
Other	16%

Income Level:	
\$60,000 - \$99,999	43%
\$100,000 - \$249,999	45%
\$250,000 - \$499,999	4%
\$400,000+	8%

Education Level:	
HS Degree	9%
Some College/Specialty	25%
Bachelors	41%
Masters	20%
Doctorate	5%

Company Level:	
Owner	26%
CEO/COO	25%
Professional	10%
Upper Level Management	26%
Emerging Entrepreneur	13%

1,600 respondents – Sept. 15, 2008

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