

# The City Paper

NASHVILLE NEWS, BUSINESS, POLITICS, OPINIONS AND SPORTS

**MONDAY** Edition

## Reach Business Decision-Makers

### INFLUENTIAL DECISION-MAKERS

	<u>City Paper</u>	<u>Business Journal</u>
Are Business Owners, Partner and/or Corporation Officers	17,100	11,300
Are Proprietors and Managers	49,300	41,600
Hold Professional or Technical Jobs	39,800	10,400

### INVOLVED DECISION-MAKERS

Voted in State, Local, or National Election in the Past Year	154,800	55,800
Are Opinion Leaders	11,400	4,500

### SPENDING DECISION-MAKERS

Influence Purchase of Office Supplies	67,600	21,100
Influence Purchase of Office Equipment	66,600	21,100
Influence Business Banking Decisions	24,200	17,700

### HIGH INCOME DECISION-MAKERS

Liquid Assets Over \$250,000	20,800	11,800
Are Investors	154,300	51,800
Have a Household Income of \$150k+	34,700	16,800
Are Affluent White Collar Workers with a Family Income of \$100k+	35,400	24,700
Are Affluent Working Women with a Family Income of \$75k+	28,800	17,900

### ON THE MOVE DECISION-MAKERS

Primary Business Air Travelers	57,500	25,600
Have Rented a Car Five Times in the Past 12 Months	49,500	28,900
Have Stayed in a Motel/Hotel More than 10 Nights in the Past 12 Months	113,600	47,100