



Our figures speak for themselves

Crain's Manchester Business Reader Survey 2008

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Introduction

To celebrate our first full year of publishing *Crain's Manchester Business* we commissioned New York research company, Ergos and Morgan, to survey a sample of our 15,000 primary readers. Our clients need to be able to make informed decisions about the quality of the readership of the business publications they use.

We wanted to know what local business media they read on a regular basis, what decisions they were responsible for, what their position was in their company and what purchases they intended to make in the next twelve months. We also asked for some personal information so our advertisers could feel confident that by advertising in *Crain's Manchester Business* they were not wasting any of their marketing budget.

The results, we believe, show categorically that the primary source for local business news in Greater Manchester is *Crain's Manchester Business*. This brochure highlights those results.

Our figures speak for themselves.

Arthur Porter
Publisher





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Reading and using business publications

- 87%** regularly read Crain's Manchester Business
- 82%** don't read EN Magazine
- 93%** don't read The Economist
- 67%** don't read the FT
- 33%** don't read the MEN Business section
- 40%** don't read the NW Insider

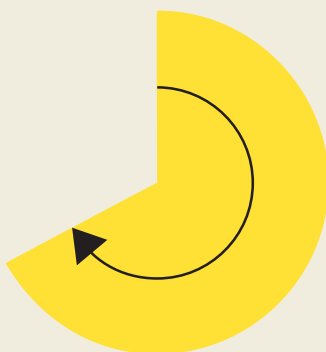
Importance of the publication to the reader's business

Important → Extremely important

Crain's Manchester Business	68%
EN Magazine	9%
The Economist	13%
FT	32%
MEN Business section	51%
NW Insider	45%

When asked to choose one business publication about Greater Manchester, readers put Crain's ahead of other local publications

Crain's Manchester Business	81%
EN Magazine	0%
MEN Business section	13%
NW Insider	6%



95% receive Crain's Manchester Business at their place of work

85% read/browsed their last four issues of Crain's Manchester Business

Readers spend an average of **40 minutes** reading a typical issue of Crain's

Advertisers can be certain they are using the business publication that is overwhelmingly the most read and used in the region

What makes Crain's a useful publication

Why readers read Crain's

Keep abreast of local news	96%
Current events	50%
Business research	42%
Business development	53%
Company rankings (the Lists)	22%
Leads	50%
Competition analysis	29%

Sections always/ occasionally read

Business of Culture	86%
Business Lives	92%
Comment	94%
Focus sections	95%
For The Record	90%
Lists	84%
Page 1 articles	99%
News articles toward the front	99%
Our View	87%
What's News	93%
Winners & Losers	90%

**87% read Crain's
from cover to cover**

**Advertisers can be certain
their ads will be seen by
readers wherever they appear**

About the readers and their business

80% are top corporate decision makers

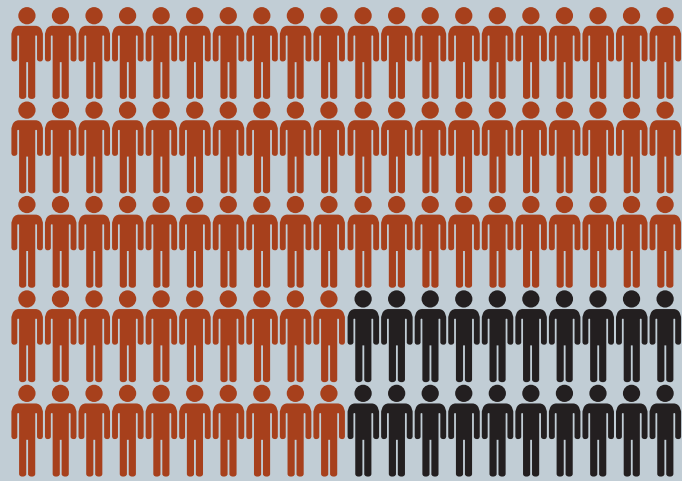
Chairmen, MDs, CEOs, owners, senior partners	41%
Board level – director, partner, FD	20%
Senior management	19%

They are from a broad industry and service sector profile

Banking/finance	11%
Insurance	2%
Property/construction	23%
Professional/business services	28%
Manufacturing	6%
Legal services	7%
Communications	7%
Transportation	2%
Non-profit	2%
Wholesale trade	2%
Government/public sector	3%
Retail	2%
Other service industries	3%
Other	2%

The average number of employees is 56

Less than 5	14%
5-9	6%
10-24	17%
25-49	12%
50-99	8%
100-249	11%
250-499	7%
500-999	5%
1,000-2,499	3%
2,500-4,999	4%
5,000-9,999	3%
10,000 or more	10%



80% are top corporate decision makers

8 About the readers and their business

Readers influence the purchase of the following products and services

Accounting	35%
Advertising, marketing and PR	51%
Audio visual equipment	14%
Automobiles, company vehicles	23%
Banking, trusts and financial	36%
Building maintenance services	15%
Building materials, equipment	20%
Capital acquisition	19%
Computers	30%
Computer services	19%
Construction, design, engineering	20%
Consulting services	13%
Conventions, meetings	28%
Copiers	22%
Credit cards	16%
Education, training programmes	34%
Employee benefits	24%
Environmental	12%
Energy supplier, conservation	14%
Event venues and catering	23%
Financial investments	24%
Gifts, awards	25%
Health benefits	20%
Human resources, recruitment	31%
Insurance	16%
Internet access	26%
Internet, website	26%
Legal	32%
Mailing, packaging and logistics	13%
M&A, IPOS, valuations	16%
Office furniture	28%
Office, industrial, commercial space	25%
Office supplies	35%
Printers	28%
Printing	31%
Real estate, site location	25%
Security	12%
Telecommunications	22%
Travel arrangements	29%
Utilities	24%

Readers' companies will be selecting or considering selecting the following new service providers in the next 12 months

Accounting firm	4%
Advertising agency	9%
Banking/financial services	9%
Employment services	5%
Health insurance	3%
Law firm	6%
Life insurance	1%
Office supplies/equipment	9%
Printing services	11%
Property agents	3%
Telephone equipment	9%

Readers' companies will be selecting or considering selecting the following technological products and services in the next 12 months

Computer printers	20%
Desktop computers	26%
LAN with server	4%
Laptop computers	22%
Mobile phones	27%
Multi-function machines	3%
Security software	6%
Website	10%
Wi-Fi	4%
Video conferencing	6%



32% of readers state their company is planning to expand or relocate

This means that they will be buying a wide range of products and services needed to implement and support their plans

Our readers' lifestyle

Readers have attended or engaged in a wide range of activities in the past 12 months

Casino, gambling	15%
Cycling	26%
Day spa, spa services	26%
Golf	29%
Museum gallery exhibition	57%
Private, social, country club	23%
Professional sporting event	70%
Purchase of wine and spirits	76%
Regular exercise, health club	48%
Sailing	15%
Snow sports	25%
Tennis	13%
Theatre, concert, ballet, opera	74%
Weekend car trips	55%

Readers regularly eat out

1 or more times/week for business	76%
1 or more times/week non-business	85%
Entertain clients 1-2 times/week	42%
Entertain clients 3-7 times/week	6%

Readers plan to purchase the following products in the next 12 months

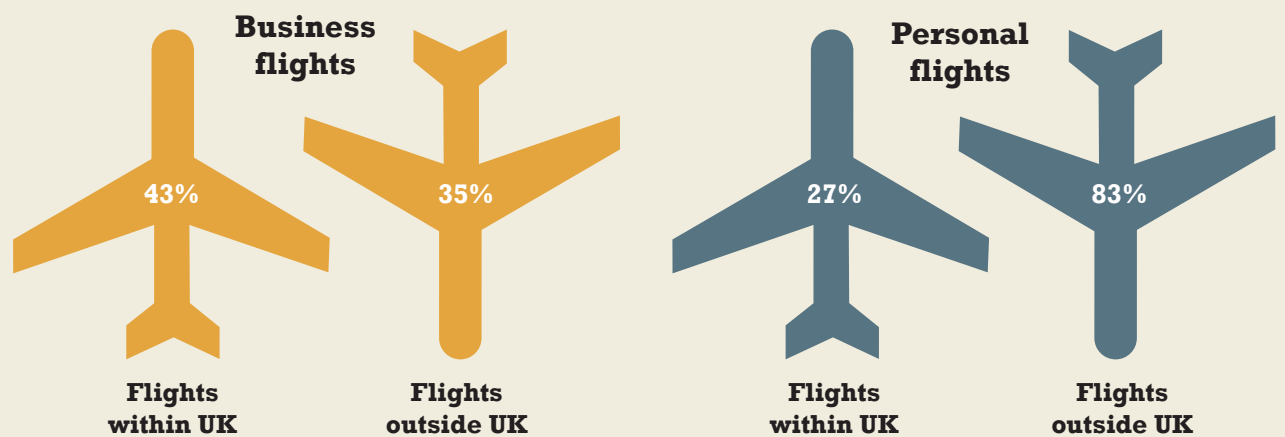
Art	19%
Appliances	27%
Business clothing	54%
Car	33%
Computer equipment	22%
Fitness, exercise equipment	7%
Golf equipment	13%
High-end electronics	11%
Home furniture	39%
Home office equipment	12%
Home security system	5%
Jewellery	21%
Mobile phone	20%
Photography equipment	15%
Season tickets to theatre, sports venue	26%
Spa or hot tub	4%
Watch	10%

18% of readers expect to buy, relocate or sell their primary residence in next two years

37% plan to purchase or lease a new vehicle in the next 12 months

77% of readers and their family operate 2 or more vehicles in their household

Readers were regular users of the airlines with one or more trips in the last 12 months





Readers' use of the internet

97% use the Internet daily and are online for an average of 4.4 hours per day

69% use online business sources

Crainsmanchesterbusiness.co.uk	57%
FT.com	28%
NWInsider.com	26%
Thebusinessdesk.com	19%
Economist.com	4%
Other	31%

44% of readers use Crain's online business news website of which 26% access it on a daily basis

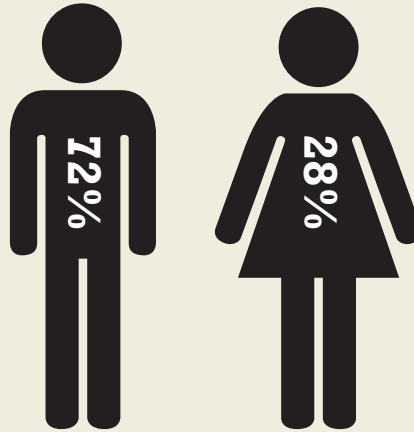
Readers get the majority of their daily news from the following sources

Online	44%
Print	28%
Television	29%
Radio	22%



48% of readers use or plan to use online advertising in the next 12 months

Our readers' personal profile



Crain's readers' average age is 45

60% of the readers have a first or postgraduate degree

19% plan to continue their education in the next two years

Their average salary is £77,200

Salaries	
Up to £40k	28%
£40 - £60k	19%
£60 - £80k	17%
£80 - £100k	12%
£100 - £150k	10%
£150k or more	14%

24% earn in excess of £100,000 per annum

Their average total household income before tax is £141,900

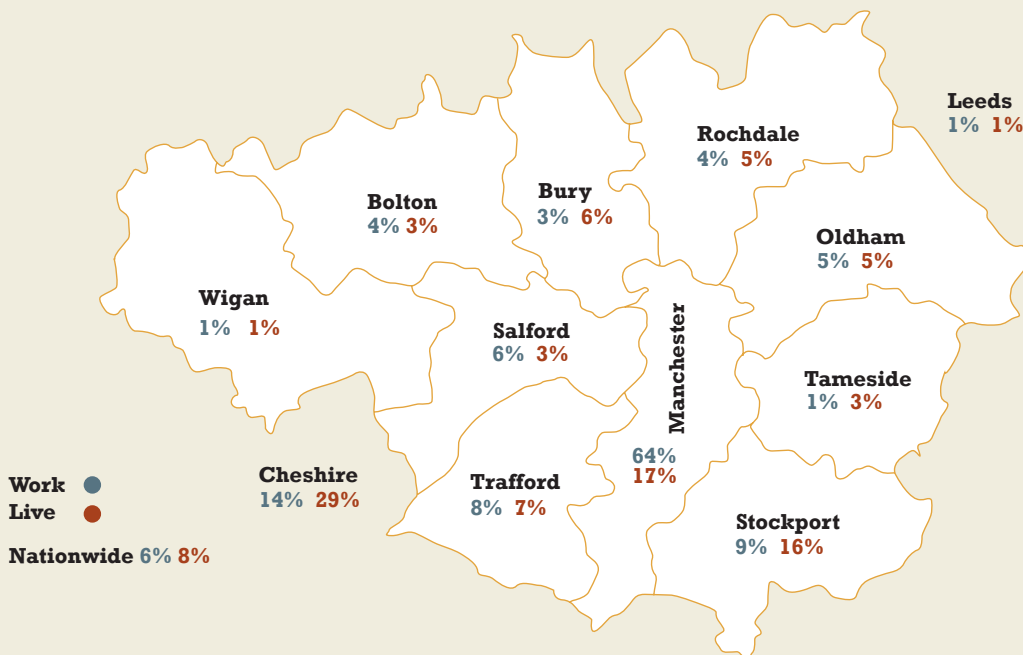
Total household income	
Up to £50k	21%
£50 - £75k	17%
£75 - £100k	19%
£100 - £150k	22%
£150 - £250k	11%
£250 - £500k	5%
£500 - £750k	3%
£750 - £1m	1%
£1m or more	1%

43% have a household income in excess of £100,000

Their average approximate household net worth is £979,700

Household net worth	
up to £100k	11%
£100 - £150k	8%
£150 - £250k	14%
£250 - £500k	27%
£500 - £750k	18%
£750 - £1m	5%
£1 - £2m	8%
£2 - £5m	5%
£5 - £10m	3%
£10m or more	1%

17% of Crain's readers are millionaires



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