

Audit Period: January 1, 2014 – December 31, 2015

The Alliance Of Area Business Publishers

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	606,930 (Print Edition)
	(44 Participating Publications)	
Digital Edition:	Average Digital Edition Unique Visitors:	9,828 (Digital Edition)
	(22 Participating Publications)	
Website:	Average Website Unique Visitors:	4,613,970
	(37 Participating Publications)	
Social Media:	Average Facebook Likes:	124,073
	(28 Participating Publications)	
	Average Twitter Followers:	383,012
	(25 Participating Publications)	
E-Newsletters:	Average E-Newsletter Subscribers:	667,357
	(13 Participating Publications)	



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2. Publication Information

Number of Editions:	44 (Forty-Four)
Format:	Magazine - 14 Broadsheet - 1 Tabloid - 29
Circulation Cycle:	Weekly - 18 Bi-Weekly - 15 Monthly - 9 Bi-Monthly - 2
Circulation Day:	Monday – 23 Tuesday - 2 Wednesday – 1 Thursday – 1 Friday – 6 Other - 11
Year Established:	1979
Publication Type:	Business Publication Association
Content:	Advertising and editorial content varies by publication
Circulation Paid/Unpaid:	68% Unpaid / 30% Paid / 2% Sponsored
Primary Delivery Methods:	3% Carrier Delivery / 87% Mail / 8% Controlled Bulk & Single Copy / 2% Waiting Rooms
Insert Zoning Available:	Yes - ZIP Code / County / Route / Zone (Varies by publication)
CVC Member Number:	26-0000
DMA/MSA:	Varies by publication throughout the United States, Canada and Australia
Audit Funded By:	The Alliance of Area Business Publishers

3. Rate Card and Mechanical Data

Association national or regional buy information is available and supplied upon request through the Alliance of Area Business Publishers (AABP). (310) 379-8261, ext. 15

4. Contact Information

President:	Jeff Nuttall
Vice-President:	Lisa Jones
Secretary/Treasurer:	Joe Zwiebel
Executive Director:	C. James Dowden (310) 379-8261



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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 26-0000		The Alliance of Area Business Publishers Redondo Beach, CA
Audit Period Summary		
Average Net Circulation	(5-H)	606,930
Average Gross Distribution	(5-F)	615,658
Average Net Press Run	(5-A)	627,602
Audit Period Detail		
A. Average Net Press Run		627,602
B. Office / File		11,944
C. Controlled Distribution		
1. Carrier Delivery		7,885
2. Bulk Delivery / Demand Distribution		16,833
3. Mail		230,296
4. Requestor Mail		119,854
5. Waiting Rooms		18,542
6. Hotels		6,673
7. Events, Fairs, Festivals and Trade Shows		4,927
8. Education		0
9. Restock & Office Service		11,497
10. Other: Varies by publication – can include unduplicated digital		4,279
Total Average Controlled Distribution		420,786
Controlled Returns		(1,943)
TOTAL AVERAGE CONTROLLED CIRCULATION		420,786
D. Paid Distribution		
1. Carrier Delivery		7,774
2. Single Copy		10,351
3. Mail		151,897
4. Waiting Room		45
5. Hotels		0
6. Restock & Office Service		483
7. Other: Varies by publication – can include unduplicated digital		11,332
Total Average Paid Distribution		181,882
Paid Returns		(6,741)
TOTAL AVERAGE PAID CIRCULATION		181,882
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		311
2. Single Copy		245
3. Mail		12,154
4. Other: Varies by publication – can include unduplicated digital		280
Total Average Sponsored Distribution		12,990
Sponsored Returns		(44)
TOTAL AVERAGE SPONSORED CIRCULATION		12,990
F. Average Gross Distribution		615,658
G. Total Unclaimed / Returns		(8,728)*
H. Average Net Circulation		606,930



5A. Audited Circulation by Publication - Print Edition

Organization	City	State	Circulation
Arkansas Business	Little Rock	AR	7,337
Northwest Arkansas Business Journal	Springdale	AR	2,248
The Business Journal	Fresno	CA	5,535
Los Angeles Business Journal	Los Angeles	CA	21,972
San Fernando Valley Business Journal	Los Angeles	CA	5,608
Colorado Springs Business Journal	Colorado Springs	CO	1,747
BizWest	Fort Collins	CO	5,130
Hartford Business Journal	Hartford	CT	9,329
Delaware Business Times	Wilmington	DE	8,076
Georgia Trend	Norcross	GA	50,442
Hawaii Business Magazine	Honolulu	HI	13,570
Corridor Business Journal	Coralville	IA	2,068
Daily Herald Business Ledger	Arlington Heights	IL	14,116
Crain's Chicago Business	Chicago	IL	42,808
Springfield Business Journal	Springfield	IL	4,474
Baton Rouge Business Report	Baton Rouge	LA	10,390
Biz New Orleans	Metairie	LA	12,550
Worcester Business Journal	Worcester	MA	8,551
Mainebiz	Portland	ME	9,564
Crain's Detroit Business	Detroit	MI	24,846
Grand Rapids Business Journal	Grand Rapids	MI	5,000
DBusiness	Troy	MI	29,082
Ingram's	Kansas City	MO	20,082
Springfield Business Journal	Springfield	MO	4,989
Business North Carolina	Charlotte	NC	28,966
Greater Wilmington Business Journal	Wilmington	NC	8,348
New Hampshire Business Review	Manchester	NH	12,203
NJBIZ	Somerset	NJ	15,346
Crain's New York Business	New York	NY	41,524
Rochester Business Journal	Rochester	NY	7,895
Crain's Cleveland Business	Cleveland	OH	23,503
Columbus CEO	Columbus	OH	21,898
Ottawa Business Journal	Ottawa	ON	13,932
Lehigh Valley Business	Bethlehem	PA	8,657
Central Penn Business Journal	Harrisburg	PA	10,280
Providence Business News	Providence	RI	5,000
Columbia Regional Business Report	Columbia	SC	6,189
GSA Business Report	Greenville	SC	8,246
Charleston Regional Business Journal	Mount Pleasant	SC	7,890
D - CEO	Dallas	TX	17,995
Fort Worth Business	Fort Worth	TX	4,145
Virginia Business	Richmond	VA	28,606
Journal of Business	Spokane	WA	11,771
South Sound Biz	Tacoma	WA	5,022
TOTAL			606,930

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).



6A. Audited Average Website Reporting - www.bizpubs.org

37 Participating Publications	Monthly Audit Period Average
Website Unique Visitors	4,613,970
Website Visitors	6,914,055
Website Page Views	15,191,191
Pages Per Visit	2.20
Average Time Spent on Website	00:03:50

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

VISITORS: The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

6B. Audited Online/Digital Edition Reporting

22 Participating Publications	Monthly Audit Period Average
Digital Edition Single Copy	728
Digital Edition Subscribers	65,971
Unique Digital Edition Visitors (Web)	6,144
Digital Edition Page Views (Web)	183,996
Unique Digital Edition Visitors (Mobile)	3,684
Digital Edition Page Views (Mobile)	5,958

Explanatory – Digital Edition

PARAGRAPH SIX (B)

DIGITAL EDITION SINGLE COPY: Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription

DIGITAL EDITION: Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

UNIQUE DIGITAL EDITION VISITORS (WEB): Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser with the defined cycle. A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

UNIQUE DIGITAL EDITION VISITORS (MOBILE): Unique visitors to a digital edition publication, through a mobile device where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, that is attached to the browser with the defined cycle. A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (MOBILE): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

6C. Text Media - Not Reported



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6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/ (28 Participating Publications)	124,073 Likes
Twitter - @ (25 Participating Publications)	383,012 Followers

Explanatory – Social Media

PARAGRAPH SIX (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

6E. Email Media (13 Participating Publications)

Media Type	Database Recipients
Subscriber Email Database	169,809
Advertiser Email Database	449
Non-Subscriber Email Opt-In Database	497,099

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH SIX (E)

SUBSCRIBER EMAIL DATABASE: Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

ADVERTISER EMAIL DATABASE: Subscribers provided by advertisers, who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	CIRCULATION	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/15	606,930	CVC	See individual publication data			
07/01/13-12/31/13	384,380	CVC	See individual publication data			

8. Distribution by Zip Code – (See CD insert)

9. Distribution by County – (See CD insert)

10. Verification of Distribution – Mail and Carrier Delivery Distribution

The Alliance of Area Business Publishers reported an average mail distribution of 514,201 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Alliance of Area Business Publishers reported an average carrier delivery distribution of 15,970 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate The Alliance of Area Business Publishers publication) on a regular basis to substantiate the publisher's distribution claims.

CVC verification confirms that 96.3% report they regularly read or look through the (appropriate The Alliance of Area Business Publishers publication).

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification substantiates The Alliance of Area Business Publishers' claim of 8,728 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

CVC verification confirms that a sufficient number of reported locations indicated they received the (appropriate The Alliance of Area Business Publishers publication) on a regular basis to substantiate the publication's distribution claims.

12. Paid Reporting Analysis – Varies by publication. See individual publication reports.

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires December 31, 2017.
If this report is presented after December 31, 2017 please call the toll-free number listed below.



The Alliance of Area Business Publications - Redondo Beach, CA - 26-0000 - Supplemental Readership Study

The Circulation Verification Council surveyed The Alliance of Area Business Publications readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of three weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. Survey respondents were interviewed during the verification of carrier delivery and mail distribution. Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. Survey respondents responded to a geo-coded outbound email verification.

- **Average estimated readers per edition during the audit period: 4.3**
*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. The (appropriate The Alliance of Area Business Publishers publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate The Alliance of Area Business Publishers publication)?

YES 11,699 Survey Respondents

2. Considering all the times you pick it up, about how much time, in total, do you spend reading or looking into an average issue of the (appropriate The Alliance of Area Business Publishers publication)?

00% Do not read/look into
27% Less than 15 minutes
18% 15 to 29 minutes
20% 30 to 44 minutes (Average Read Time: Minutes)
20% 45 to 59 minutes
16% One hour or more
00% Still reading first issue

3. On average, how many people, other than yourself, read or look into your copy of the (appropriate The Alliance of Area Business Publishers publication)?

07% 0
16% 1
18% 2
19% 3
20% 4
20% 5 or more

4. In the past 12 months, what actions, if any, have you taken as a result of reading the (appropriate The Alliance of Area Business Publishers publication)? (% of Total Respondents)

- 68% Contacted a company because of an advertisement in the publication.
- 74% Discussed an item you saw in the publication with others.
- 66% Passed an item along or refer information to a business associate/client.
- 25% Visited the publication website to send a link of an item in an issue to someone.
- 41% Saved the entire issue.
- 38% Saved items of interest.
- 01% None of these.

5. Which one of the following best describes your job title or function?

- 23% Owner/Partner
- 14% CEO
- 14% President
- 07% CFO
- 01% CIO
- 03% COO
- 02% Other corporate officer
- 09% Vice president
- 11% Director/Manager
- 05% Sales/Marketing
- 02% Consultant
- 09% Other

6. In your present position, do you influence the purchasing decisions of your company?

- 88% Yes
- 12% No

7. What is your gender?

- 67% Male
- 33% Female

8. What is your age?

- 01% Under 25
- 03% 25–29
- 05% 30–34
- 08% 35–39
- 13% 40–44
- 20% 45–49
- 19% 50–54
- 12% 55–59
- 12% 60–64
- 08% 65 or over

9. What is the highest level of education you have completed?

- 02% High school or less
- 02% Vocational/technical training
- 13% Attended college (less than 4 years)
- 36% Graduated from 4-year college
- 22% Post-graduate study without degree
- 23% Master's degree
- 02% Doctoral degree

10. What was your total household income before taxes in 2015? *(Please include all income for yourself and all other persons living in your household from all sources. For example: wages, bonuses, profits, dividends, rental income, interest, pensions, etc.)*

04%	Under \$50,000
09%	\$50,000 - \$74,999
15%	\$75,000 - \$99,999
13%	\$100,000 - \$124,999
09%	\$125,000 - \$149,999
10%	\$150,000 - \$174,999
05%	\$175,000 - \$199,999
10%	\$200,000 - \$249,999
07%	\$250,000 - \$299,999
05%	\$300,000 - \$399,999
05%	\$400,000 - \$499,999
06%	\$500,000 - \$749,999
02%	\$750,000 - \$999,999
01%	\$1 million or more



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