GENERAL

STUDY	SAMPLE	METHODOLOGY	FREQUENCY	DESCRIPTION
The Wall Street Journal U.S. Subscriber Study (Beta Research Corp.)	6,101 WSJ subscribers (2010 study)	Mail survey	Every 3-4 years; current study issued Spring 2010	Profiles subscribers' readership of and engagement with The Journal, and details their business and investment activities, insurance coverage, lifestyles, travel habits, auto ownership, technology usage and demographics. This study fielded in conjunction with studies for WSJ Europe, WSJ Asia and The Wall Street Journal Digital Network.
Mendelsohn Affluent Survey (Ipsos Mendelsohn)	13,804 U.S. adult heads of household age 18+ with household incomes of $100,000+ (2010 study)	Mail survey	Annual; issued in September	Profiles the reading habits, business activities, lifestyles, product usage and demographics of the affluent market. Measures 500+ publications, broadcast/cable television networks and websites. Can provide aggregated information for The Journal's print and digital properties.
MRI (Mediamark Research Inc.)	25,890 adults age 18+ (Fall 2010 study)	In-home interview/ mail survey	Every six months, in spring and fall; Double-base study released annually in summer	Measures media usage and household/personal usage of 550 consumer product categories and 6,000 product brands among the general U.S. population.
Purchase Influence in American Business (Erdos & Morgan)	6,693 senior management executives in U.S. companies with $1 million+ in sales (2008-09 study)	Mail survey	Every two years; next release Spring 2011	Details the reach and influence of senior-level executives on purchase decisions for nearly 60 categories of business products/ services. Measures 130+ publications and television programs.
Opinion Leaders (Erdos & Morgan)	1,906 leaders in government, business/industry, communications, law, medicine, education and science (2010 study)	Mail survey	Annual; issued every fall	Reports on the readership of 85 publications, viewership of 58 television programs and usage of 92 websites among leaders in business, government and the private sector who influence economic, business, political and social issues in the United States.
Corporate Perceptions Study (Ipsos Mendelsohn)	2,120 WSJ subscribers (2010 study)	Mail survey	Annual; issued every winter	Tracks the awareness, reputation, quality of management and investment potential for 640+ of the largest publicly-held companies around the world.
Brand Perceptions Study (Ipsos Mendelsohn)	1,634 WSJ subscribers (2010 study)	Mail survey	Annual; next release Winter 2011	Tracks awareness and opinions of 200+ of the most recognizable brand names in the world. Brand categories included in study: apparel, automobiles, consumer electronics, cruise lines, footwear/accessories, hotels, and jewelry/watches.
SmartMoney Subscriber Study (Erdos & Morgan)	671 SMM subscribers (2010 study)	Online survey	No set schedule; current study issued May 2010	Profiles subscribers' readership of and engagement with SmartMoney and SmartMoney.com, and details their business and investment activities, attitudes and demographics.
Starch Ad Readership Program (GfK MRI Starch)	100 employed WSJ subscribers per study	Personal interview	21 studies planned for 2011; Starch Adnorms issued annually	Documents recall and readership of up to 60 advertisements per measured issue of The Journal. Allows advertisers to compare performance of their advertising to others in the same category or size in the same issue (or across issues and publications via Adnorms). Proprietary questions are available upon request.

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GENERAL

STUDY	SAMPLE	METHODOLOGY	FREQUENCY	DESCRIPTION
Vista (Affinity Research)	100+ members of Affinity's Reader Panel screened as SmartMoney readers	Online survey	Monthly	Measures reader involvement, advertising effectiveness and editorial readership in each published issue of SmartMoney. All national advertisements of at least 1/3rd page in size are measured.
SAM Ad Readership Program (Beta Research Corp.)	125+ WSJ subscribers per wave	Mail survey	No set schedule; 2-3 per year	Determines level of readership for selected Vertical Markets advertising and editorial sections in The Journal. Allows measured advertisers to compare performance of their advertising to others in the same issue. Proprietary questions are available upon request.
Standard & Poor's Industry Surveys	Not applicable	Data compiled by S&P industry specialists	Annual; periodic updates	Provides analysis of 50+ industries, featuring industry profiles and trends, key statistics, financial reports on companies, and glossary of industry terms.
Hall's Editorial Reports (Hall's Reports)	Not applicable	Editorial-by-issue data compiled/ analyzed by Hall's Reports staff	Monthly; reports issued in six-month intervals	Categorizes the editorial content of more than 130 publications, using a classification system incorporating over 200 editorial categories. These include: Apparel, Beauty, Business, Health, Travel, World Affairs and many more. Measurements can be reflected in page totals or percentages. The Journal and WSJ. magazine are measured on a proprietary basis. SmartMoney is released publicly. Competitors measured include: BusinessWeek, Forbes, Fortune, Inc., NY Times Magazine, Newsweek, Time, Kiplinger's and Money.
BE: USA Study (Ipsos MediaCT)	3,168 senior business executives in mid-to-large companies (2009-10 study)	Telephone/mail/ online survey	Annual; next release Fall 2011	Surveys the demographics, business and investment activities, lifestyles, travel habits and attitudes of the most senior-level executives within mid-to-large enterprises. Measures 90+ publications, television channels and websites.
Sunday Journal Readership Study (Beta Research Corp.)	Approximately 200 interviews among 15 partner newspapers in the advertising network (2008 study)	Telephone survey	No set schedule; current study issued Fall 2008	Measures the readership and attitudes toward Sunday Journal among subscribers of local newspapers carrying Sunday Journal. Topics typically include household finances, healthcare, travel, real estate, automotive purchases and demographics.
Small Business Insights (Beta Research Corp.)	WSJ top management subscribers in companies with fewer than 100 employees	Telephone survey	No set schedule; current study issued Winter 2011	Tracks trends on general issues affecting small business. Each wave includes a unique series of questions focusing on different areas of interest. Topics covered to date include: computers and technology-related products, travel, credit cards, insurance and vendor selection. Future topics to be determined.
WSJ Weekend Feedback Study (Beta Research Corp.)	826 randomly selected Journal subscribers (2011 study)	Online survey	No set schedule; current study issued Spring 2011	Assesses the engagement with WSJ Weekend. Topics covered to date include: time spent reading, actions taken, pass-along readership and overall satisfaction.
WSJ. Magazine Feedback Study (Beta Research Corp.)	300+ subscribers who read WSJ. magazine	Online survey	No set schedule; next release Summer 2011	Assesses the engagement with WSJ. magazine. Topics covered to date include: time spent reading, actions taken, pass-along readership and overall satisfaction.

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