MISCELLANEOUS

STUDY	SAMPLE	METHODOLOGY	FREQUENCY	DESCRIPTION
Franchise Study (Beta Research Corp.)	1,165 WSJ subscribers having either current or past experience with franchise ownership or interest in owning a franchise in the future (2008 study)	Mail survey	No set schedule; current study issued June 2008	Reports on past/present/future ownership of franchise businesses, and examines the evaluation process and the motivations for owning a franchise business. Measures familiarity with 270+ franchises.
Employment Study (Beta Research Corp.)	1,083 WSJ subscribers ages 25-54 holding top/ middle management job titles (2010 study)	Mail survey	No set schedule; current study issued Fall 2010	Reports on respondents' satisfaction with the job market, their use/impressions of recruiters, the criteria important to pursuing a potential job opportunity, and the methods used to research new employment opportunities.
Area Development Study (Beta Research Corp.)	1,489 WSJ subscribers holding top/middle management positions who are responsible for corporate real estate decisions (2009 study)	Mail survey	No set schedule; current study issued Spring 2009	Presents a detailed profile of executives involved in their firm's real estate and relocation decisions by providing insight into their plans for relocating or acquiring new facilities, the factors that influence these decisions, and their preferences when selecting different types of facilities.
Journal Report Study (Beta Research Corp.)	696 WSJ subscribers (2010 study)	Online survey	No set schedule; current study issued January 2011	Tracks engagement with selected Journal Report sections. Measures time spent reading, actions taken, pass-along readership, and frequency of readership.

Please contact your Journal sales representative for the complete Market Intelligence brochure.

©2011 Dow Jones & Company, Inc. All Rights Reserved.