

# READERSHIP PROFILE

Target your advertising dollars toward this active, affluent, buying audience.

*Bellevue Club Reflections: The exclusive club magazine with prime circulation in the greater Seattle area's fastest growing market ... the Eastside.*

## DEMOGRAPHIC INFORMATION

### INCOME

\$150,000 and over _____	58%
\$125,000-\$149,999 _____	14%
\$100,000-\$124,999 _____	17%
\$75,000-\$99,999 _____	8%

### EDUCATION

College Graduate _____	88%
Advanced Degree _____	48%

### OCCUPATIONS

Professionals _____	45%
(attorney, physician, architect, engineer)	
Executive/Manager _____	25%
Self-employed _____	4%
Retired _____	6%

### NET WORTH

Over \$1 Million _____	21%
Over \$500,000 _____	75%
\$250,000-\$500,000 _____	20%

### INVESTMENTS

Any investments _____	79%
Stocks _____	44%
Mutual Funds _____	53%

### REAL ESTATE

Own home _____	92%
Own additional real estate _____	21%

### MEMBERSHIPS

Athletic _____	94%
Social _____	6%

### AGE SPECTRUM

18 and under _____	30%
19-29 _____	7%
30-39 _____	10%
40-49 _____	20%
50-59 _____	17%
60-69 _____	10%
70 and over _____	6%

### AUTOMOBILE OWNERSHIP

One auto _____	23%
Two autos _____	50%
Three autos _____	20%
Four autos _____	4%

### TIME READING REFLECTIONS

Spend 15 minutes or more _____	64%
Read by head of household _____	84%
Read by spouse _____	72%
Read by children _____	15%
Magazine retained for one month _____	89%

### ANNUAL CONSUMER EXPENDITURE INDEX

*The index number is the ratio of how much more than average our readers spend on each type of item or activity.*

#### LIFESTYLE

Social/recreation/civic club membership _____	1.79
Entertainment _____	1.54
Sporting events _____	1.66
Alcohol _____	1.33
Dining out _____	1.29
Travel _____	1.58

#### ELECTRONICS

TV _____	1.38
VCR/DVD _____	1.27
Stereo _____	1.67
Music and videos _____	1.22
Computers and accessories _____	1.54

#### RECREATION

Sports equipment _____	1.47
Outdoor equipment (hunting, camping, etc.) _____	1.36

#### HOME

Women's apparel _____	1.40
Men's apparel _____	1.34
Household furnishings and furniture _____	1.59
Major household appliances _____	1.29
Pet expenses _____	1.20

#### AUTOS AND BOATS

New automobiles/trucks/vans _____	1.44
New cars _____	1.48
New car lease _____	1.63
Boats and equipment _____	1.23

TOTAL CONSUMER EXPENDITURE INDEX \_\_\_\_\_ 1.31

### READERSHIP BY CITY

Bellevue _____	51%
Mercer Island _____	11%
Kirkland _____	10%
Medina _____	8%
Clyde Hill _____	4%
Issaquah _____	4%
Redmond _____	3%
Sammamish _____	3%
Newcastle _____	2%
Renton _____	1%
Other _____	3%

FROM A BELLEVUE CLUB MEMBERSHIP RESEARCH STUDY PERFORMED BY HEBERT RESEARCH, INC.

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