

# GRAND RAPIDS MAGAZINE

## 2010 Readership Study

In Summer 2010 Gemini Publications/Grand Rapids Magazine commissioned The Boone Group of Raleigh, NC to perform a readership study of our paid subscribers. The Boone Group is a full-service market research and media consulting firm founded in 1983. Every year their reports are used and accepted by publishers, advertising directors, sales representatives, media purchasers, and marketing directors. A six-page questionnaire was mail delivered to 500 Grand Rapids Magazine subscriber homes, of which 37 percent returned completed surveys – considered a reasonably high rate of return.

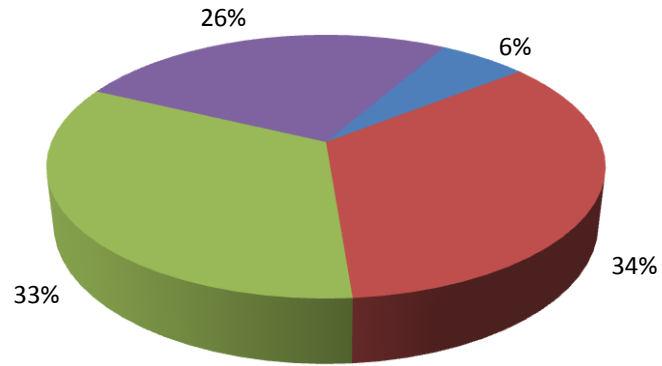
Grand Rapids Magazine readers may best be described as Influencers. They're well-educated (94 percent attended college), affluent, and well-established in the local community. One in four subscribers are business owners, and those who aren't are more likely than not leading and directing others in the companies and organizations they work for. A near equal 24 percent of subscribers serve on a Board of Directors. What Grand Rapids Magazine subscribers typically do with each magazine is pass it along to others, discuss an article with another person, and recommend restaurants to friends and acquaintances. Grand Rapids Magazine subscribers also get one-on-one with guests in their homes; over two-thirds of them entertain in their homes upwards to five times monthly.

Wealth is generally associated with age. Grand Rapids Magazine subscribers – average household income of \$153,900 – reside on the leading edge of the baby boom generation. The majority (53 percent) are healthy, active 45-64-year-olds who celebrate a dare-say-I'm-old attitude. Most stay fit by walking for exercise – 68 percent – but leisure activities like golf, boating, bicycling and hiking make for able-bodied magazine enthusiasts, too. Grand Rapids Magazine subscribers' hunger for physical activity is nearly as strong as that for food, but not quite. Dining seems their number one pursuit, as three-quarters of subscribers dine out upwards to 10 times each month. In fact, dining (Restaurant Guide, Annual Dining Awards, Dining Reviews, Dining Listings, Chef Profiles and the Two Plate coupon) are primary reasons for subscribing to Grand Rapids Magazine.

Put a group of Kent County \$100,000-plus wage earners in a room and odds are two of ten will be a Grand Rapids Magazine subscriber. That happens to be the annual household income that represents 50 percent of our subscribers, which is more than three times the market norm. One quarter of Grand Rapids Magazine subscribers are bona fide millionaires. Learn more about the Influencers who subscribe to Grand Rapids Magazine in the following Boone Group Readership Study.

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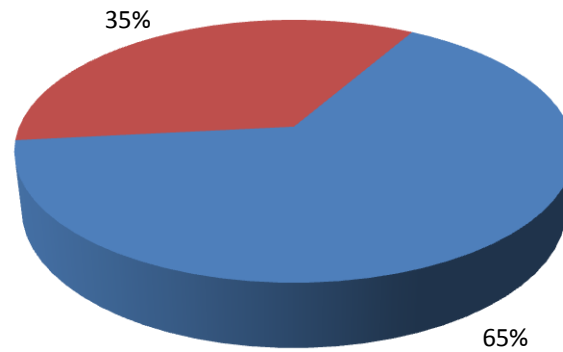
## Age



Boone Group, 2010

■ Under 35 ■ 35-54 ■ 55-64 ■ 65+

## Gender

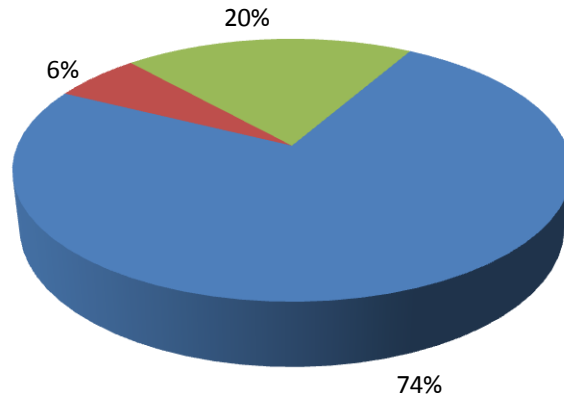


Paid Subscriptions

■ Female ■ Male

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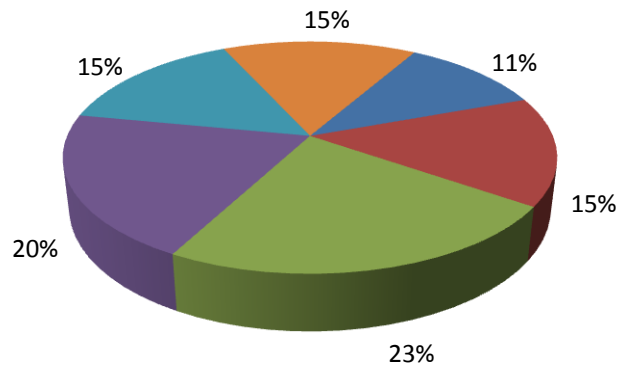
## Education



Boone Group, 2010

■ College Grad or Higher ■ HS Grad ■ Some College

## Household Income



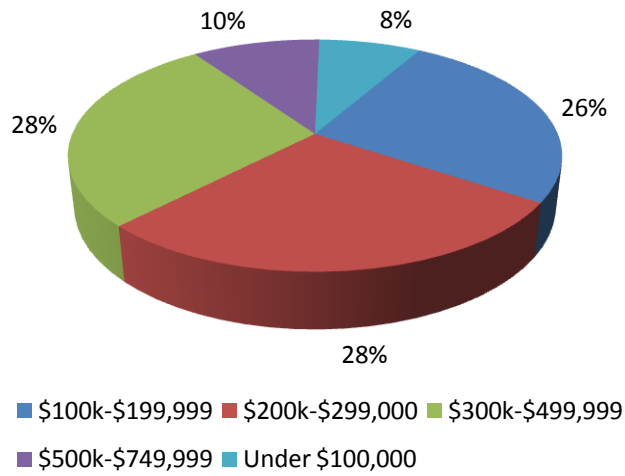
Boone Group, 2010

■ Under \$50k ■ \$50k-\$74,999 ■ \$75k-\$99,999  
■ \$100k-\$149,999 ■ \$150k-\$199,999 ■ \$200,000+

**Average Household Income Before Taxes: \$153,900**

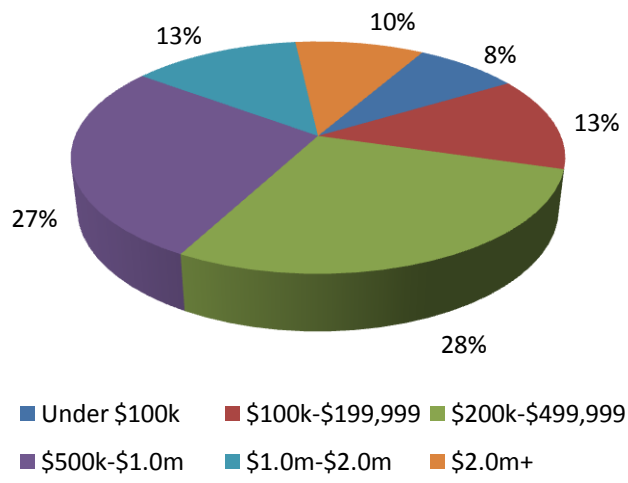
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## Home Value



**Average Home Value: \$312,800**

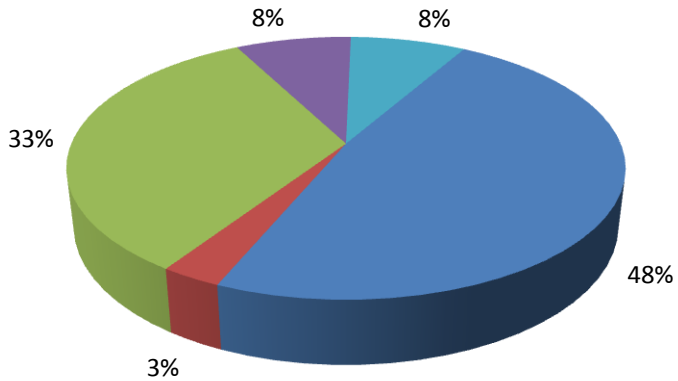
## Net Worth



**Average Net Worth: \$728,300**

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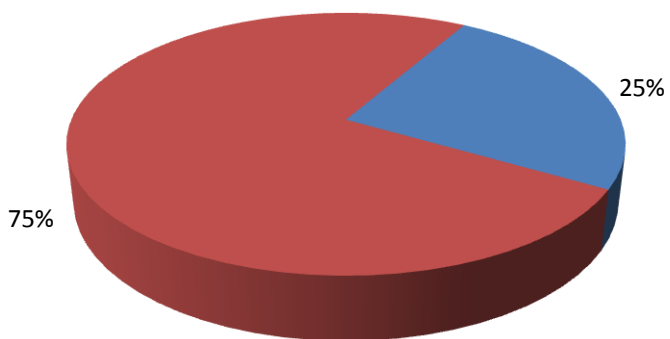
## Employment



Boone Group, 2010

■ Full-time ■ Part-time ■ Retired ■ Other ■ Self-employed

## Own a business



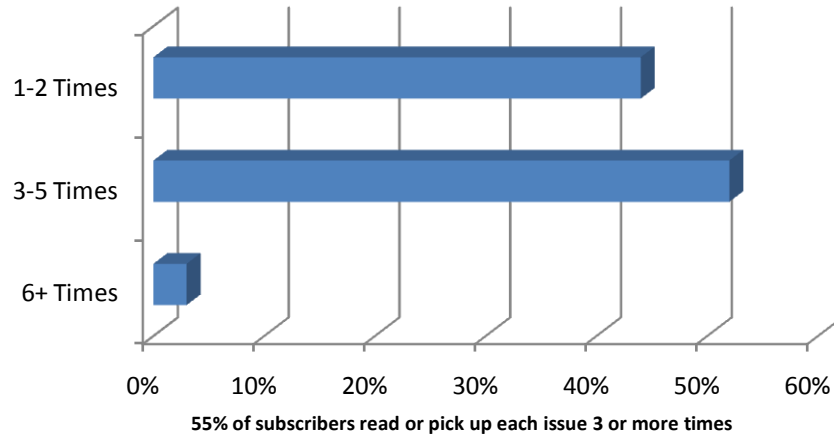
Boone Group, 2010

One of every four subscribers own a business

■ Yes ■ No

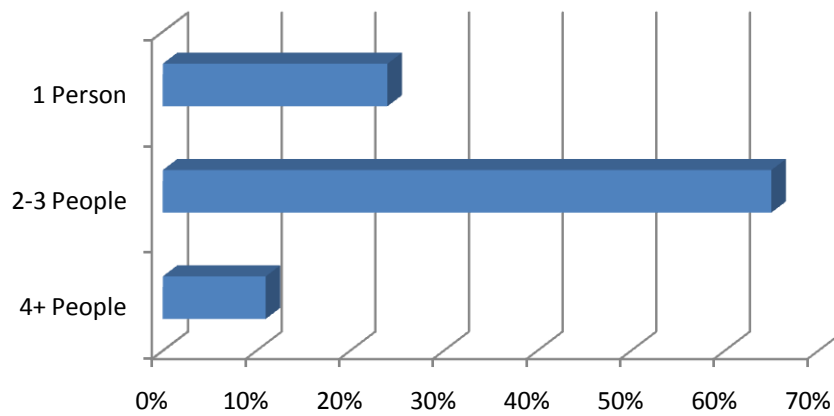
# GRAND RAPIDS MAGAZINE

## How often do you read or pick up each issue of GRM



Boone Group, 2010

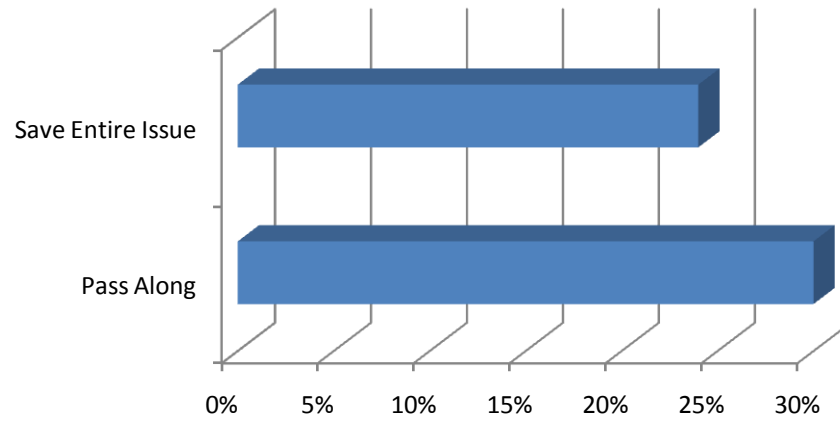
## How many people usually read or look at each issue of GRM



Boone Group, 2010

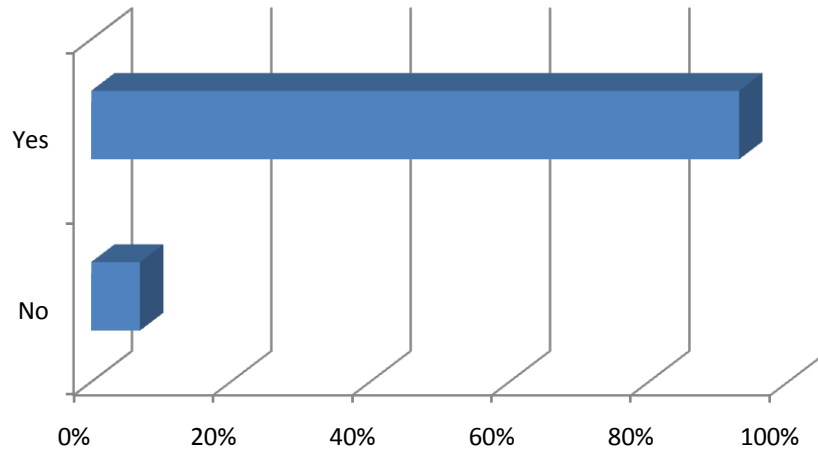
# GRAND RAPIDS MAGAZINE

## What do you do with your copy after reading each issue of GRM



Boone Group, 2010

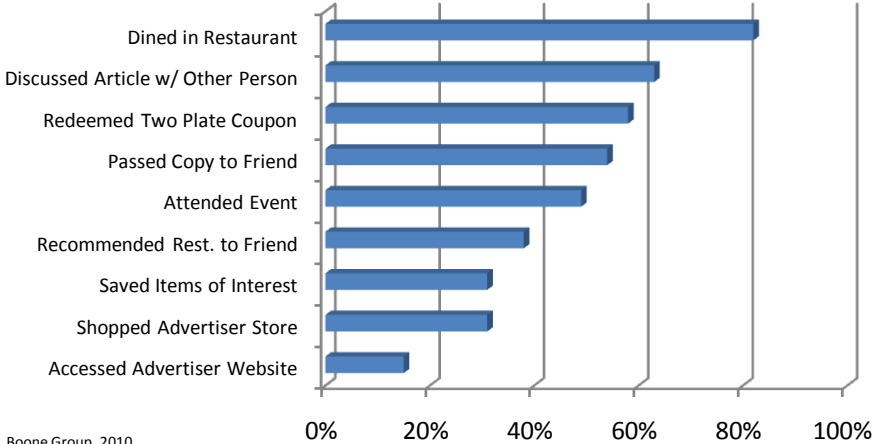
## Do you plan to renew your subscription to GRM



Boone Group, 2010

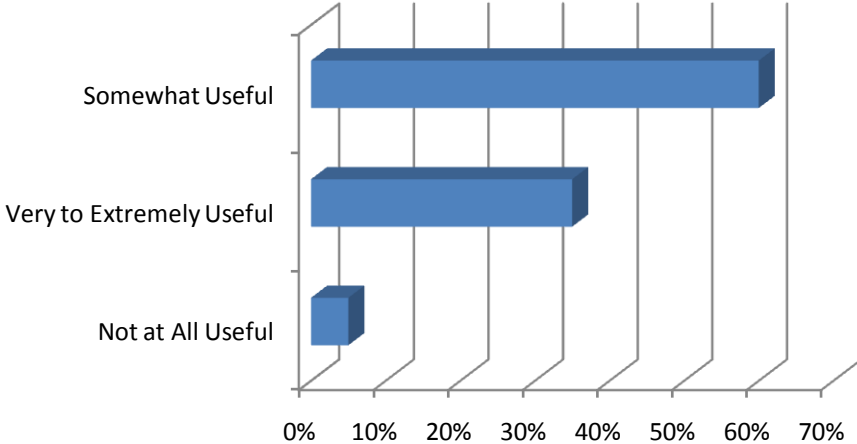
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## Actions taken as result of reading GRM



Boone Group, 2010

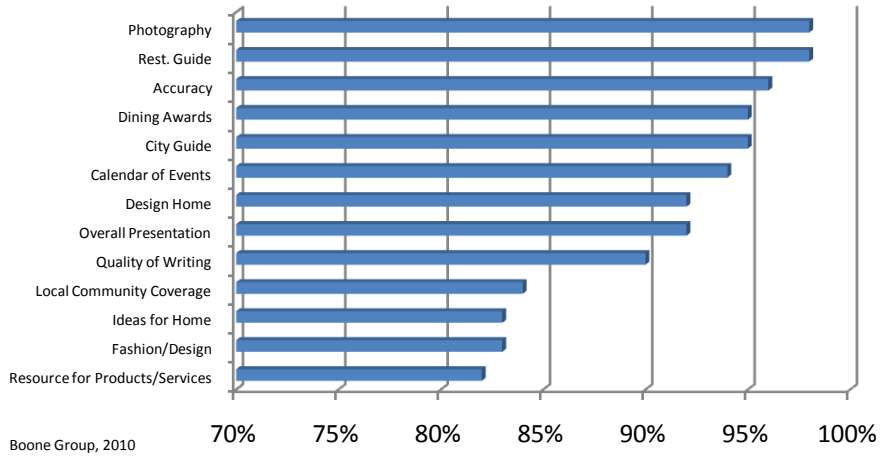
## How useful do you consider the advertising in GRM



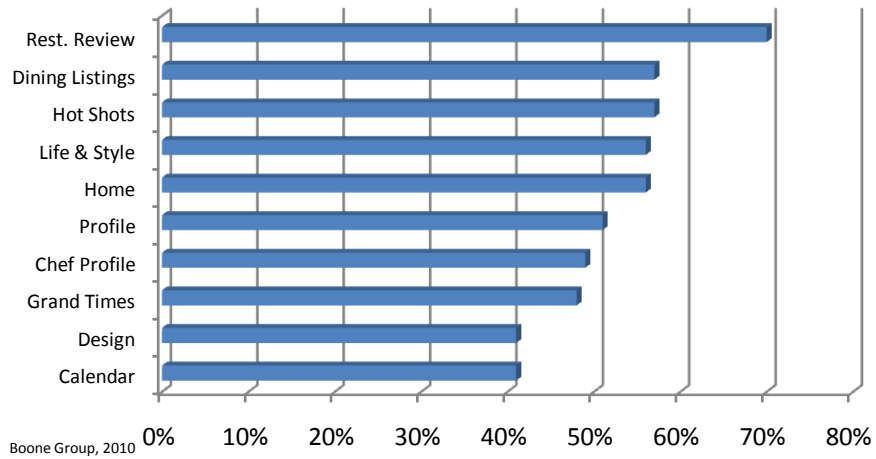
Boone Group, 2010

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## Readers rating of the following on Good to Excellent

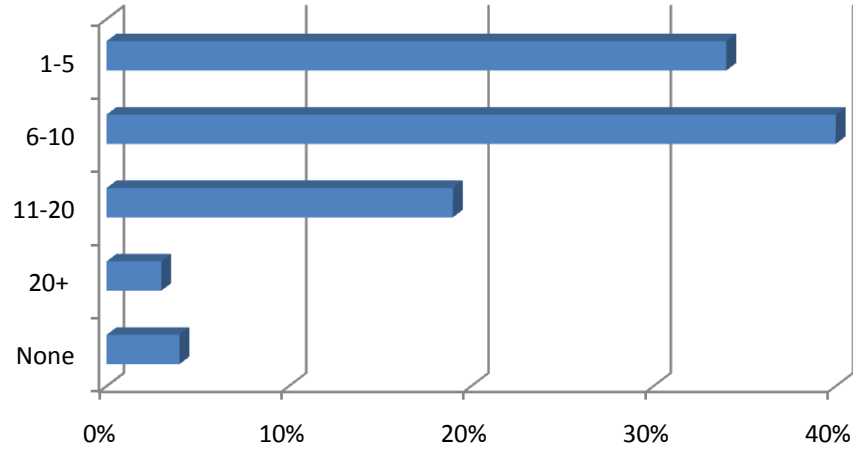


## Answered ALWAYS read these sections of GRM



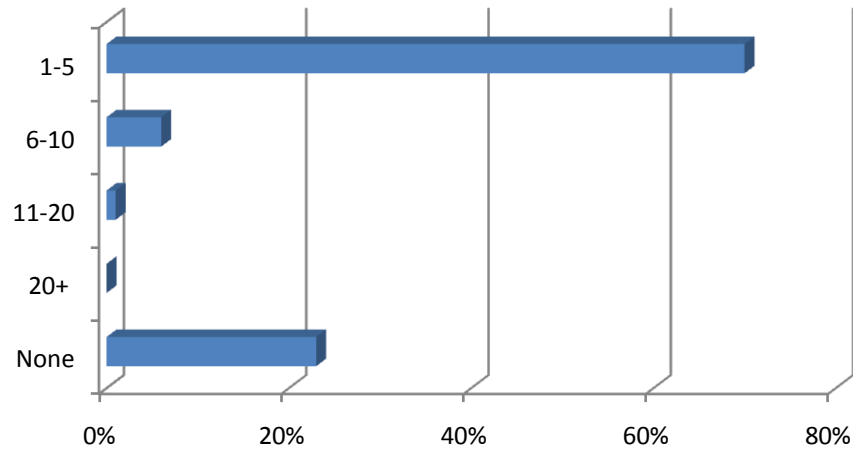
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Times dined out in past 30 days



Boone Group, 2010

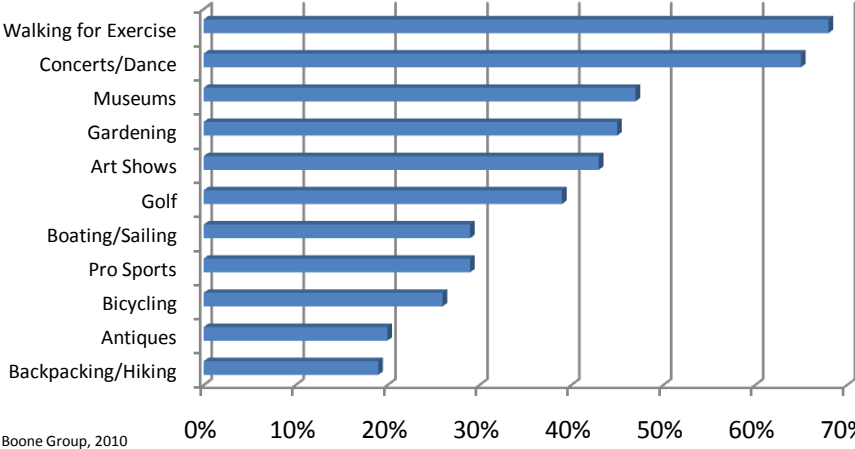
Entertained at home in past 30 days



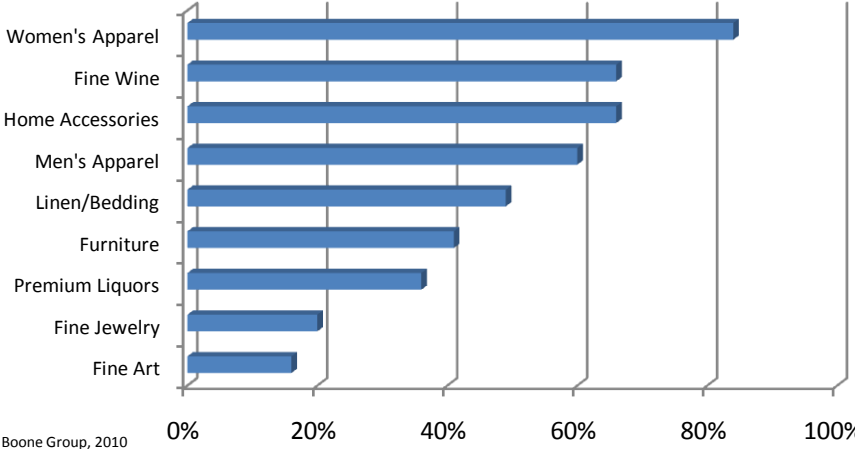
Boone Group, 2010

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## Hobbies and Interests

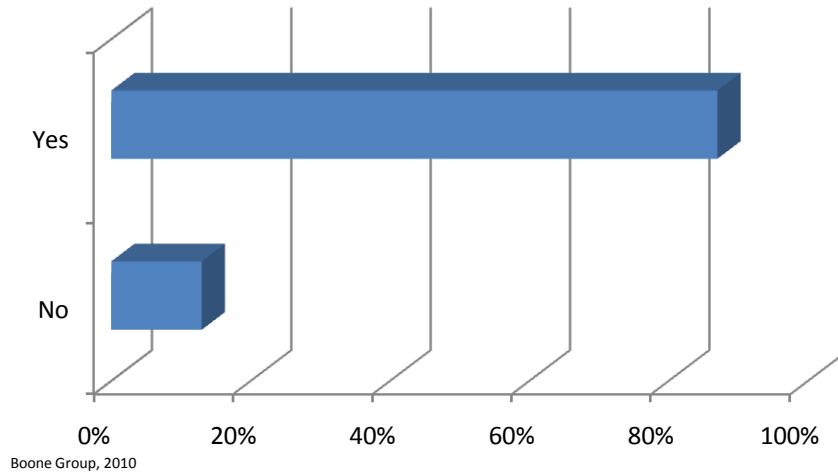


## Purchases in the past 12 months



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## Trips outside of Grand Rapids in past 30 days



## Where did you travel/visit in Michigan in past 30 days

