

• **Average readers per edition during the audit period: 3.25\***

\*Readership estimates compiled from 2005 CVC circulation & readership study data.

1. YES 100% indicated they received the Alameda Magazine
2. The Alameda Magazine is distributed every bi-monthly in your area. Do you regularly read or look through Alameda Magazine?

YES 244 Survey Respondents  
NO 0 Survey Respondents

3. Do you frequently purchase products or services from ads seen in the Alameda Magazine?

YES 197 80.7%  
NO 47 19.3%

4. How long do you keep the Alameda Magazine before discarding it?

50% More than one month  
35% One month  
13% Two weeks or less  
02% Three weeks

5. What category best describes your combined annual household income for last year?

Reader Demographics	Market Statistics	
41%	23%	Over \$100,000
29%	14%	\$75,000 - \$99,999
15%	18%	\$50,000 - \$74,999
11%	26%	\$25,001 - \$49,999
04%	19%	Under \$25,000

6. What is the highest level of education you have obtained?

Reader Demographics	Market Statistics	
00%	07%	Some High School or Less
13%	23%	Graduated High School
25%	29%	Some College
44%	29%	Graduated College
18%	12%	Completed Post Graduate

7. Please select the category that best describes your age.

Reader Demographics	Market Statistics	
02%	08%	18 - 24
16%	19%	25 - 34
33%	26%	35 - 44
32%	19%	45 - 54
17%	27%	55 years or older

8. Which of the following purchases are you planning during the next twelve months? (% = positive respondents)

38% Automobiles  
24% Antiques / Auctions  
56% Furniture / Home Furnishings  
37% Major Home Appliance  
25% Home Computers  
59% Home Improvement / Supplies  
34% Television / Electronics  
19% Carpet / Flooring  
53% Automobile Accessories (tires, brakes & service)  
94% Dining & Entertainment  
29% Jewelry  
68% Lawn & Garden  
15% Wedding Supplies  
47% Athletic & Sports Equipment  
71% Vacations  
12% Real Estate

Jan. 1, 2005 - Sept. 30, 2005

