

Conducted by:



Conducted for:



**PURPOSE & METHODOLOGY**

Surveys were sent to 3,000 persons randomly chosen from the June 2005 *PACIFIC BLUE MAGAZINE* subscriber list for the purpose of determining readership habits, lifestyle interests, and the demographics of subscribers to *PACIFIC BLUE MAGAZINE*.

Mailings contained a cover letter from *PACIFIC BLUE MAGAZINE*, a one-page, two-sided questionnaire, and a postage-paid return envelope. It was asked that surveys be returned by August 31, 2005.

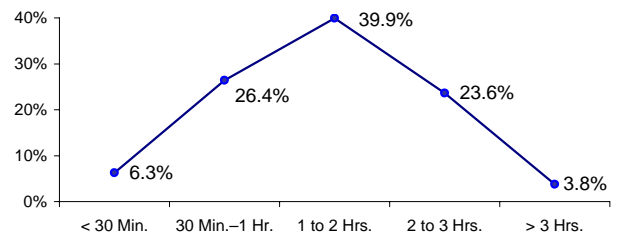
A total of 400 surveys were validated for use in this analysis. Percentages for single-response questions are reported to the number of respondents who answered each question, or specific portion of a question, which may vary. Percentages for multiple-response questions are reported to all respondents.

A sufficient number of interviews were completed to ensure a margin of error not to exceed 5.0%. Because totals have been rounded to the nearest tenth of a percent, rounding error may occur.

**READER HABITS**

**Q1. Average Time Spent Reading**

	Persons	Percent
< 30 Min.	25	6.3%
30 Min.–1 Hr.	105	26.4%
1 to 2 Hrs.	159	39.9%
2 to 3 Hrs.	94	23.6%
> 3 Hrs.	15	3.8%
<b>Total</b>	<b>398</b>	<b>100.0%</b>

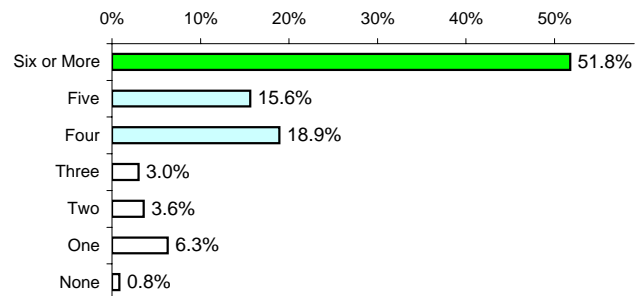


**Q2. Pass Along**

Avg. Readers / Issue: **2.38**  
 Median Readers Per Issue: **3**  
 Mode Readers Per Issue: **2**

**Q3. Issues Read (Past Six Issues)**

	Persons	Percent
Six or More	189	51.8%
Five	57	15.6%
Four	69	18.9%
Three	11	3.0%
Two	13	3.6%
One	23	6.3%
None	3	0.8%
<b>Total</b>	<b>365</b>	<b>100.0%</b>



**Q4. Personal Interest in Publication Features**

(average score on a 5-point scale, with 1 being not at all interested and 5 being very interested)

	Persons	Score	1	2	3	4	5	NA
3-Hour Radius (local getaways)	379	3.9	1.3%	5.8%	21.8%	37.3%	28.8%	5.3%
SoCal Best ("best of...")	353	3.7	2.8%	6.3%	24.8%	35.3%	19.3%	11.8%
Honing the Home (home improvement)	372	3.7	1.8%	9.0%	25.0%	37.0%	20.3%	7.0%
Here First (community profiles)	354	3.7	2.0%	5.5%	28.5%	36.0%	16.5%	11.5%
Beach Comb (coastal news)	352	3.7	1.0%	4.3%	33.3%	34.0%	15.5%	12.0%
Out n' About (events, theatre, etc.)	345	3.6	0.8%	6.5%	33.3%	30.0%	15.8%	13.8%
The Back Page (anecdotal humor)	355	3.6	0.5%	5.5%	34.8%	36.5%	11.5%	11.3%
hwy101 (cars and driving)	330	3.6	1.3%	6.3%	32.0%	29.0%	14.0%	17.5%
Trail Runner (outdoors)	312	3.5	3.5%	7.5%	28.3%	25.5%	13.3%	22.0%

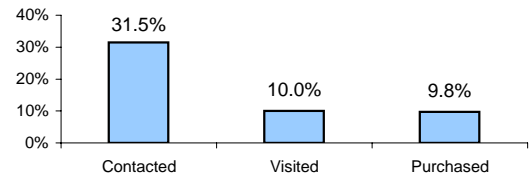
Reader survey conducted in September 2005 on surveys inserted into the June 2005 issue.

**Q5. Rating Topic Coverage**  
(average score on a 5-point scale, with 1 being not well at all and 5 being very well)

	Persons	Score	1	2	3	4	5	NA
Restaurants	374	3.8	1.0%	3.5%	25.0%	43.5%	20.5%	6.5%
People	354	3.7	0.8%	5.3%	30.3%	33.3%	19.0%	11.5%
Out-of-State Travel	367	3.7	1.5%	4.8%	32.5%	35.8%	17.3%	8.3%
Home & Garden	347	3.6	2.5%	7.8%	28.8%	29.8%	18.0%	13.3%
Entertainment	342	3.6	1.3%	7.5%	30.5%	33.8%	12.5%	14.5%
Culture	322	3.5	1.0%	5.3%	35.3%	28.8%	10.3%	19.5%
In-State Travel	297	3.5	3.8%	5.5%	29.5%	23.5%	12.0%	25.8%

**Q6. Contacted, Visited, or Purchased from Advertisers**

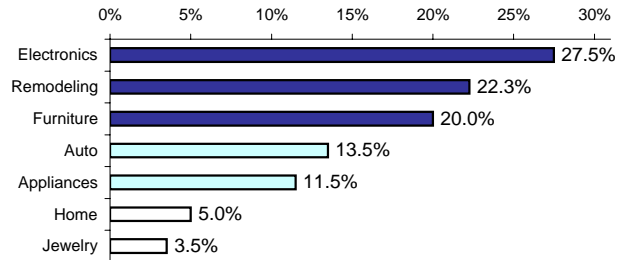
	Persons	Percent
Contacted	126	31.5%
Visited	40	10.0%
Purchased	39	9.8%



**LIFESTYLE**

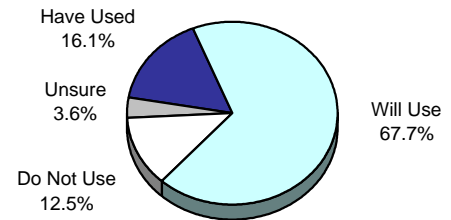
**Q7. Major Purchases (Next 12 Months)**

	Persons	Percent
Electronics	110	27.5%
Remodeling	89	22.3%
Furniture	80	20.0%
Auto	54	13.5%
Appliances	46	11.5%
Home	20	5.0%
Jewelry	14	3.5%



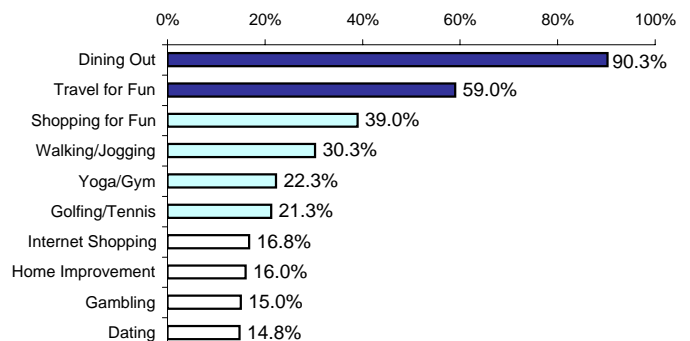
**Q8. Use of Publication to Make Travel Plans or Purchases**

	Persons	Percent
Have Used	62	16.1%
Will Use	260	67.7%
Do Not Use	48	12.5%
Unsure	14	3.6%
<b>Total</b>	<b>384</b>	<b>100.0%</b>



**Q9. Activities Participation Within the Past Year**

	Persons	Percent
Dining Out	361	90.3%
Travel for Fun	236	59.0%
Shopping for Fun	156	39.0%
Walking/Jogging	121	30.3%
Yoga/Gym	89	22.3%
Golfing/Tennis	85	21.3%
Internet Shopping	67	16.8%
Home Improvement	64	16.0%
Gambling	60	15.0%
Dating	59	14.8%

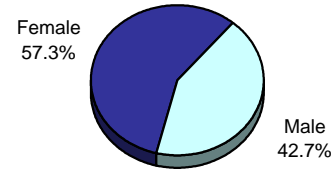


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**DEMOGRAPHICS**

**Q10. Gender**

	Persons	Percent
Male	156	42.7%
Female	209	57.3%
	<b>365</b>	<b>100.0%</b>



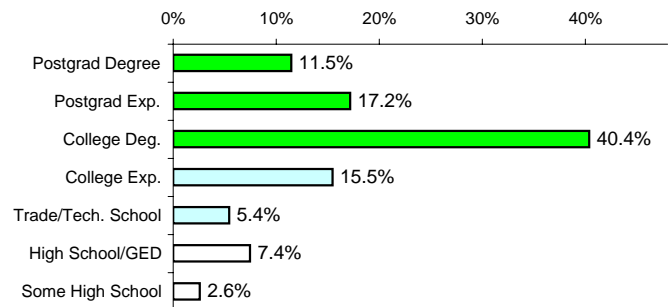
**Q11. Age**

	Persons	Percent
75 or older	17	4.7%
65–74	33	9.1%
55–64	50	13.9%
50–54	58	16.1%
45–49	91	25.2%
35–44	66	18.3%
25–34	34	9.4%
18–24	12	3.3%
Under 18	0	0.0%
	<b>361</b>	<b>100.0%</b>

Average Age:	<b>49</b>
Median Age Range:	<b>45–49 years</b>
Mode Age Range:	<b>45–49 years</b>

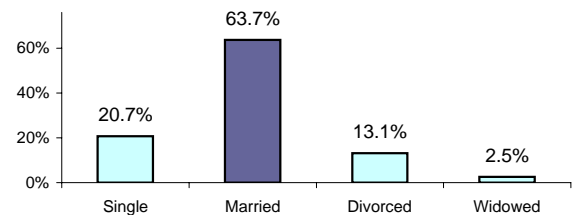
**Q12. Education**

	Persons	Percent
Postgraduate Degree	40	11.5%
Postgraduate Experience	60	17.2%
College Degree	141	40.4%
College Experience	54	15.5%
Trade / Technical School	19	5.4%
High School / GED	26	7.4%
Some High School	9	2.6%
	<b>349</b>	<b>100.0%</b>



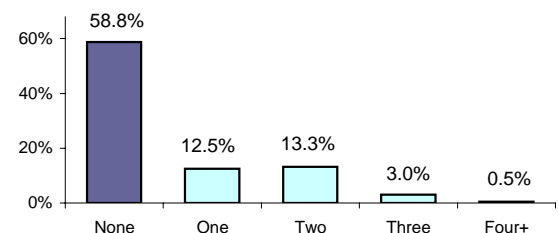
**Q13. Marital Status**

	Persons	Percent
Single (never married)	74	20.7%
Married	228	63.7%
Separated or Divorced	47	13.1%
Widowed	9	2.5%
	<b>358</b>	<b>100.0%</b>



**Q14. Children Under 18 Residing in Household**

	Persons	Percent	% of All
None	235	66.8%	58.8%
One	50	14.2%	12.5%
Two	53	15.1%	13.3%
Three	12	3.4%	3.0%
Four+	2	0.6%	0.5%
	<b>352</b>	<b>100.0%</b>	<b>88.0%</b>



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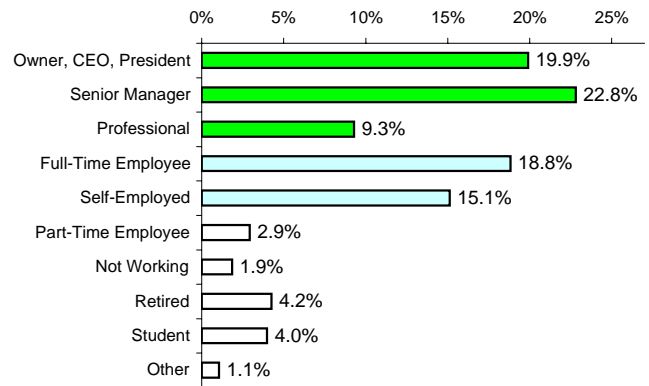
**Q15. Annual Household Income Before Taxes (2003)**

	Persons	Percent
\$200,000 or more	57	15.9%
\$150,000-\$199,999	32	8.9%
\$100,000-\$149,999	58	16.2%
\$75,000-\$99,999	54	15.0%
\$50,000-\$74,999	73	20.3%
\$35,000-\$49,999	43	12.0%
\$25,000-\$34,999	30	8.4%
Under \$34,999	12	3.3%
	<b>359</b>	<b>100.0%</b>

Average Income:	<b>\$101,852</b>
Median Income Range:	<b>\$75,000-\$99,999</b>
Mode Income Range:	<b>\$50,000-\$74,999</b>

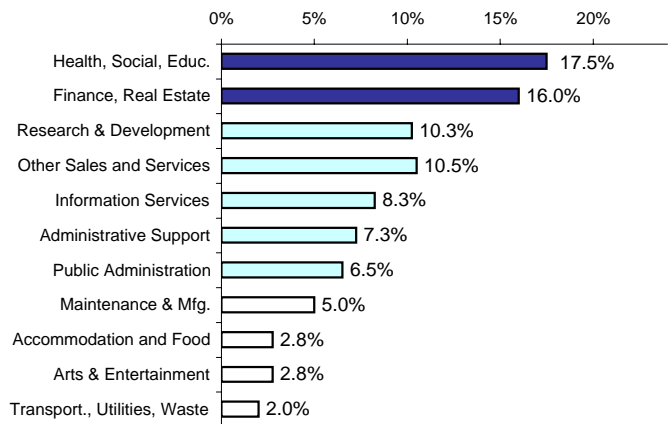
**Q16. Employment Status (Primary Wage Earner)**

	Persons	Percent
Owner, CEO, President	75	19.9%
Senior Manager	86	22.8%
Professional	35	9.3%
Full-Time Employee	71	18.8%
Self-Employed	57	15.1%
Part-Time Employee	11	2.9%
Not Working	7	1.9%
Retired	16	4.2%
Student	15	4.0%
Other	4	1.1%
	<b>377</b>	<b>100.0%</b>



**Q17. Employment Industry (Primary Wage Earner)**

	Persons	Percent
Health, Social, Educ.	70	17.5%
Finance, Real Estate	64	16.0%
Research & Development	41	10.3%
Other Sales and Services	42	10.5%
Information Services	33	8.3%
Administrative Support	29	7.3%
Public Administration	26	6.5%
Maintenance & Mfg.	20	5.0%
Accommodation and Food	11	2.8%
Arts & Entertainment	11	2.8%
Transport., Utilities, Waste	8	2.0%



Top 88.8% of 368 total responses shown.

**Q18. & Q19. Home/Property Ownership**

	Persons	Percent
Own a Home	322	85.4%
Rent	33	8.8%
Plan to Buy	22	5.8%
	<b>377</b>	<b>100.0%</b>

**Own a Second Home:** 37.8% of all respondents  
**Own Other Real Estate:** 10.5% of all respondents

**Q20. Market Value of Homes**

Average Value of Primary Residence: **\$590,000**  
 Base: 261  
 Average Value of Secondary Residence: **\$508,000**  
 Base: 126