



AUDIENCE

PERCENTAGE MALE/FEMALE

Male 96%
Female 4%

AVERAGE AGE 54

AVERAGE PERSONAL INCOME \$198K

AVERAGE NET WORTH \$1.8MM

EDUCATION

Graduated college 92%
Postgraduate degree 35%

RESIDENCES OWNED

One 70%
Two or more 31%

CURRENT VALUE OF PRINCIPAL RESIDENCE

..... \$642K

LENGTH OF MEMBERSHIP IN BMW CCA

Less than 1 year 12%
1 – 3 years 13%
3 – 6 years 15%
6 – 10 years 13%
11 – 15 years 18%
More than 15 years 29%
Average length of membership in BMW CCA... 8.6 years

NUMBER OF BMW'S EVER PURCHASED NEW OR USED

Number	New	Used
One or more	64%	77%
Two or more	36%	53%
Three or more	27%	37%
Four or more	18%	25%
Five or more	13%	18%
Mean	1.6	2.1

NUMBER OF BMW'S CURRENTLY OWNED

One or more 95%
One 50%
Two 29%
Three or more 16%

BMW MODELS CURRENTLY OWNED

3 series 49%
M cars 26%
X series 19%
5 series 22%
Z cars 10%
Other 29%

WHERE MOST RECENT BMW WAS PURCHASED

Authorized BMW dealer 63%
Independent used car dealer 13%
Private party 24%

REASONS WHY BMW IS OWNED

Performance 96%
Styling 74%
Safety 46%
Reliability 39%
Status/prestige 26%
Motorsports use 23%
Resale value 16%
Electric vehicle tech 3%
Other 12%

WHERE MAINTENANCE IS PERFORMED

BMW dealer 59%
Independent repair shop 43%
Other 22%

ROUNDEL MAGAZINE

READERS PER COPY OF ROUNDEL 1.6
Total readership 99,312

HOW MUCH TIME SPENT READING ROUNDEL

Average 1.7 hrs

ROUNDEL SCORECARD - COMPARED TO OTHER MAGAZINES

Sense of Community
#1 – *Roundel*
#2 – *Grassroots Motorsports*

Favorite Magazine
#1 – *Roundel*
#2 – *Bimmer*

Most Engaging
#1 – *Roundel*
#2 – *Grassroots Motorsports*

Pleasure to Read
#1 – *Roundel*
#2 – *Automobile*

MAGAZINES READ ON REGULAR BASIS (AT LEAST 3 OF 4 ISSUES)

Car and Driver 36%
Road & Track 32%
Autoweek 22%
Motor Trend 22%
Automobile 20%
Bimmer 16%
Grassroots Motorsports 7%
European Car 5%

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**ACTIONS TAKEN IN THE LAST 12 MONTHS
AS A RESULT OF READING *ROUNDEL* MAG-
AZINE**

Accessed an advertiser's website.....	59%
Bought product or service.....	44%
Contacted advertiser directly.....	25%
Requested info about product/service.....	22%
Shopped in advertiser's store.....	15%

**WHEN BUYING PRODUCTS/SERVICES FOR
BMW, HOW LIKELY TO USE *ROUNDEL* AD-
VERTISER OVER NON-ADVERTISER**

Very/somewhat likely.....	91%
Very likely.....	40%
Somewhat likely.....	51%

PRODUCTS PURCHASED IN PAST 12 MONTHS

Tires (net).....	56%
Replacement.....	37%
Performance/upgrade..	25%
Engine Parts (net.....	36%
Replacement.....	25%
Performance/upgrade..	17%
Exhaust (net.....	12%
Replacement.....	3%
Performance/upgrade..	10%
Brakes (net.....	32%
Replacement.....	21%
Performance/upgrade..	16%
Wheels.....	14%
Audio components.....	8%
Accessories.....	26%
Interior components.....	18%
Radar detector.....	8%
Car care products.....	51%
Lights.....	15%
Other.....	10%

**AVERAGE SPENT ON THE ABOVE
PURCHASES IN THE
PAST 12 MONTHS.....**

\$1,719

**TOTAL SPENT BY THE COLLECTIVE
BMW CAR CLUB MEMBERSHIP ON
THE ABOVE PURCHASES IN THE
PAST 12 MONTHS.....**

\$99.9MM

Source: Ipsos Media, December 2015