



# 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%

continues >>





**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