

THE 2001 ERDOS & MORGAN STUDY

Objectives

Documents the importance of CRMA magazines
as an influence in shaping attitudes
and opinions in the communities they serve.

Demonstrates the involvement of CRMA readers
in the social and economic life
of their communities.

Demonstrates how the influence of CRMA
magazines extends to include a larger universe
of community opinion leaders.



Come to Us to Get to Them

Extremely Affluent, Long Time Residents

	Subscribers	Influentials
Median HHI	\$108,100	\$273,000
Mean HHI	\$145,000	\$279,500
Median years in community	7.2	9.9
Mean years in community	14.5	17.7

Well Educated

	Subscribers	Influentials
Any College +	89.4%	99.7%
College Graduate +	71.4%	91.2%
Post Graduate Studies	39.7%	52.8%
Male	40.2%	68.4%
Female	59.0%	31.2%

Subscribers

A proven base of affluent and influential subscribers

Awareness and readership of city magazines by influential and affluent local opinion leaders is extremely high. Equally striking were findings that reconfirm the extreme loyalty and parallel level of affluence and involvement of the subscriber base.

- Nearly nine of every 10 subscribers (87.4%) read at least 3 of the past 4 issues.
- Average income is \$145,100.
- Nearly nine in every 10 (89.4%) are college educated.
- Nearly one in three (31.6%) is top management.
- Nearly one in three (32.0%) is self-employed or owns his/her own company.
- Nearly nine in 10 (88.8%) personally participated in at least one significant public activity in the past year and half (48.1%) personally participated in at least three significant activities.

Active consumers who act on what they read

CRMA magazine readers also are very active consumers who take actions based on what they read in their local city magazine.

- All report spending significant amounts of money in the past year for an item such as a luxury car, jewelry, home decorating or remodeling, vacation travel, sports or fitness equipment or investments in stocks or bonds.
- Better than 3 of every 5 (60.4%) report making at least 3 such major consumer investments in the past year.
- Virtually all report taking at least one action based on what they read in the magazine and half reported taking actions such as recommending or buying a product seen, contacting an advertiser, passing on articles or ads and discussing articles or ads with others.

Rate CRMA Magazine Coverage

	Very Good/Excellent	
	Subscribers	Influentials
Restaurants	90.1%	82.8%
Cultural Events	77.6%	76.0%
Personalities	75.0%	66.1%
Theater & Music	72.1%	62.2%
Museums & Galleries	71.5%	62.7%
Retail Shopping	62.6%	56.7%
Travel & Recreation	58.7%	42.5%
Investigative Reports	53.4%	31.8%
Business/Economic Issues	50.6%	32.2%
Real Estate	50.3%	42.5%

Agree With the Following Descriptions of CRMA Magazines

	Subscribers	Influentials
Influential	76.4%	63.1%
Provides in-depth coverage of local event	76.3%	61.8%
Covers important issues in the community	76.1%	63.9%

Local Information Is Important

Both influentials and subscribers report that local information is more valuable to them than national information in a number of key areas including:

- Social issues
- Sports
- Business and economic issues
- Culture and the arts

They also say that local media fulfills their needs more completely in such areas as:

- In-depth coverage of issues that affect their community
- Issues that influence their life and livelihood

High ratings for CRMA magazines

More specifically, both influentials and subscribers rate CRMA magazines “excellent/very good” in coverage of:

- Personalities
- Real Estate
- Cultural events
- Theater and music
- Travel & recreation
- Restaurants
- Business and economic trends
- Museums and galleries
- Retail shopping

They also agree, CRMA magazines are:

- “Well respected in the community”
- “Fair and objective”
- “Influential”

And that CRMA magazines...

- “...contain information not found elsewhere.”
- “...cover important issues in the community.”
- “...provide in-depth coverage of local events.”
- “...provide informative reviews on restaurants.”
- “...provide information on cultural events.”

A Study of Local Influence and Involvement

What these findings mean

In sum, the findings confirm that because they fill an important information need not satisfied by national media, CRMA magazines are read, looked into and discussed by significant numbers of community opinion leaders. Equally important, they inspire very high levels of readership and an intense personal relationship with their total readership base.

Subscribers prove to be extremely affluent and well educated men and women who participate actively in the civic life of their communities. More importantly, they also prove to be active, upscale consumers who take action based on what they read.

Influentials who read CRMA magazines are the civic and cultural leaders of their communities. As individuals they are even more affluent and, as such, represent an extraordinary and hard to reach consumer market segment in their own right.

Bottom line

By providing information viewed as unique and important, CRMA magazines have an impact on the larger universe of men and women who make and shape opinions and trends in their communities.

In the process, they also represent a unique advertising showcase for upscale products and services that cannot be easily duplicated by any national medium.

Findings

- Well read by community “influentials”
- 82.6% read at least 1 of the past 4 issues
- 57.4% read 3+ of the past 4 issues
- 70.2% report someone brought at least one article to their attention in the past 6 months

A Study of Local Influence and Involvement

Experience has long suggested that city and regional magazines have an outsized influence in the shaping of attitudes and opinions in the communities they serve. This influence could be seen empirically. Little documentary evidence was available, however, to provide confirmation.

The *2001 Erdos & Morgan Study of Local Influence and Involvement* now provides this documentary evidence.

More specifically, the study strongly documents...

- ...the extended reach and influence of CRMA magazines among the larger universe of influential men and women who make and shape opinions in each of the communities served by these magazines.
- ...the very high levels of involvement of all CRMA magazine readers in the ongoing social and economic life of their communities.
- ...the very high levels of readership of CRMA magazines by both subscribers and community influentials.

The findings of the study also shed important light on why these high levels of readership exist. In addition, the findings also strongly reaffirm the extraordinary demographic quality of CRMA magazine readers and the importance of these readers to advertisers.

A comprehensive, national sample of local opinion leaders

Commissioned by the City and Regional Magazine Association, the study explored the attitudes, opinions and characteristics of subscribers and local opinion leaders in a representative sampling of large and small markets in all geographic regions of the country. These included: San Diego, San Francisco, Dallas, Minneapolis/St. Paul, Memphis, Delaware, Boston and Philadelphia.

In each of these markets, a four-page questionnaire was mailed to a sample of 400 subscribers and 100 community influentials selected at random from local lists of community leaders. Including all markets, the total sample mailed was 4,000 consisting of 3,200 subscribers and 800 local influentials.

Two mailings of the questionnaire were completed between January and March, 2001, with a \$5 incentive included with the first mailing. Total response was 56.2% with tabulations based on a net rate of 52.6% received by the cut-off date.

Influentials

Principal Findings

Of all the findings of the study, one of the most important was the clear documentation of the high level of awareness and readership of city and regional magazines by local influentials and opinion leaders. As the numbers show:

- Better than 8 of every 10 (82.6%) local opinion leaders report reading one or more of the last four issues of their city magazine.
- Nearly six in every 10 (57.4%) local opinion leaders report they read their city magazine regularly (at least 3 of the past 4 issues).
- Better than seven in every 10 (70.2%) report that in the past six months someone had brought an article that appeared in their city magazine to their attention or discussed an article with them.

These are impressive readership numbers, which are made all the more significant by the high level of influence these opinion leaders represent within their own communities.

- 77.1% are top management.
- 39.7% are self-employed or own their own companies.
- 81.2% serve on at least one company Board of Directors.
- 84.9% serve on at least one Board of Directors of a local institution or organization.
- 50% serve on at least 3 Boards of Directors of a local institution or organization.

An extraordinarily affluent consumer market segment

Equally important, the study documents that the local opinion leaders surveyed are not only influential in their own communities, they also represent an extraordinary and otherwise hard to reach consumer market segment in their own right.

- Median HHI is \$273,100 and one in three (33.7%) have an HHI in excess of \$400,000.
- 99.7% are college educated and over half (52.8%) have completed some post-graduate studies.