

Diablo Reader Demographics and Affinity

Since 1979 *Diablo* magazine has reflected the lifestyle of the San Francisco East Bay resident. More than 126,000 readers rely on *Diablo* magazine as their source for the best of the East Bay. Our readers are affluent, with an average income of \$305,000, and an average net worth of \$2,630,000—indicating strong consumer buying power. The *Diablo* reader has a tremendous affinity for the magazine and looks forward to receiving it each month.



For more information, contact your *Diablo* Publications account executive at (925) 943-1111.

Age

18 to 24	2%
25 to 34	20%
35 to 44	18%
45 to 54	21%
55 to 64	21%
65+	19%
Median age	48 years

Gender

Female	71%
Male	29%

Education

College degree	73%
Postgraduate degree	28%

Household Composition

Married	77%
Single	23%

Income/Investments

Household income (mean)	\$305,300
Portfolio value (mean)	\$1,858,200
Net worth (mean)	\$2,629,700

Home Ownership

Home ownership	96%
Home value (mean)	\$1,374,800
Own a vacation or weekend home	27%
– Valued at \$1,000,000 plus	19%

Reader Loyalty

Average length of time as a <i>Diablo</i> reader/subscriber	6.5 years
Spend 30 minutes or more with each issue	67%
Average time spent with each issue	54 minutes
Average number of different times refer to a typical issue	3.3 times
Prefer to read regional magazines to national magazines	60%

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Reader Affinity

Actions taken by readers as a result of reading *Diablo*:

Dined at a specific restaurant	85%
Discussed something read with another person	64%
Clipped and saved items of interest	51%
Shopped a specific store	46%
Requested information/bought a product or service	43%
Passed an issue to someone else	41%
Used dining listings to make reservations	32%
Attended an event	31%
Visited a website	27%
Used travel information for trips	24%

Used the following services in the past 12 months

Service:	past 12 months
Architect	8%
Attorney	25%
Catering	12%
Cleaning service	53%
Home builder/contractor	30%
Insurance agent	40%
Pet care services	25%
Pool service	20%
Real Estate agent	13%

Lifestyle Activities

Local:	past year
Gardening	91%
Live theater, musical or dance performances	88%
Attended an event: art/antiques/museum	81%
Attended a concert	75%
Aerobics or calisthenics	62%
Spa visit	48%
Bicycling	45%
Involved in charities	45%
Golf	38%
Snow skiing/snow boarding	31%

Home Improvements

Home remodeling, last 12 months	57%
-Spent \$10,000 or more	20%
-Plan to remodel/renovate, next 12 months	43%
Home decorating, last 12 months	81%
-Plan to redecorate home, next 12 months	31%
Used an interior designer, last 12 months	16%
Used a gardener/landscaper, last 12 months	65%

Dining and Entertainment

Average number of times dine out each month	9
Dine out 10 or more times each month	35%
Average number of times entertain in home each month	4
Entertain in home 5 or more times each month	29%

Beverages consumed:

past 6 months

Wine: Domestic	86%
Wine: Imported	62%
Wine: Champagne/Sparkling	48%
Wine: Port/Sherry/Dessert wines	22%
Wine: Specialty wines and aperitifs	21%
Beer: Domestic beer/ale	58%
Beer: Imported beer/ale	45%
Bottled water	73%
Ready to Drink Iced Tea	33%
Mixed Drinks	48%
Vodka	44%
Tequila	41%
Whisky	32%
-Scotch	19%
-Canadian	5%
-Blended/Rye	2%
Cordials and liqueurs	28%
Gin	28%
Rum	25%
Bourbon	16%
Brandy	14%
Cognac	11%
Irish whiskey	7%

Shopping

Areas shopped at:

past year

Berkeley: Fourth Street	36%
Concord: Sunvalley Shopping Center	38%
Danville: Downtown	57%
Danville: The Shops at Blackhawk	28%
Dublin: Hacienda Crossings	35%
Emeryville: Bay Street	21%
Lafayette: Downtown	45%
Livermore: Downtown	13%
Oakland: Rockridge	19%
Oakland: Jack London Square	14%
Oakland: Old Oakland/Downtown	4%
Palo Alto: Stanford Shopping Center	11%
Pleasant Hill: Downtown	34%
Pleasanton: Stoneridge Shopping Center	56%
Pleasanton: Downtown	31%
San Ramon: Shops at Bishop Ranch	16%
Walnut Creek: Downtown	85%
Walnut Creek: Broadway Plaza	75%
San Francisco	52%
- Embarcadero Center	22%
- Union Square	40%
- Westfield San Francisco Centre	20%
South Bay	13%
- Santana Row	11%
- Westfield Valley Fair	6%

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Type of stores:	past year
Department stores	96%
Sporting goods	62%
Outlets	56%
Cosmetics	37%
Boutiques	36%
Jewelry	29%
– Bought fine jewelry	52%
Make purchasing decisions for children age 17 or younger	46%

Credit cards owned:	past year
Visa	88%
MasterCard	62%
American Express	55%
Discover	18%

Travel

Local:	past year	average times travelled	average overnight stays
San Francisco	77%	8	3
Lake Tahoe/Reno	60%	3	4
Wine Country	59%	3	2
Carmel, Monterey	51%	2	2
Los Angeles	46%	3	3
Livermore Valley Wine Region	34%	3	3
Las Vegas	33%	2	2
Gold Country	32%	3	2
San Diego	31%	2	3
Arizona	18%	2	2
Santa Barbara	18%	2	2
Palm Springs	17%	2	3
Mendocino	13%	1	2

Outside continental US:	past 3 years	index
Took a foreign trip	81%	—
Europe	44%	269
Hawaii	42%	352
Mexico	33%	207
Canada	20%	163
Asia	16%	—
Alaska	15%	336

Average number of foreign trips taken in past 3 years	3
Average number of domestic overnight trips taken in past year	10
Average number of domestic round trips by plane	7

Reasons for domestic travel:	past year	# of times
Personal trip	93%	7
Business trip	29%	8

Reasons for domestic travel by plane:	past year	# of times
Personal trip	65%	4
Business trip	30%	9

Reasons for foreign travel:	past 3 years	# of times
Personal trip	75%	3
Business trip	12%	5

Automotive

	past year	index
Own/lease a sport utility vehicle/van/truck	56%	82
Own/lease a luxury vehicle	46%	221
Readers owning/leasing a vehicle	91%	99
Households owning an imported vehicle	82%	138
Households owning a domestic vehicle	43%	66
Households owning 3 or more vehicles	31%	96

Makes currently owned: European imports

BMW	13%	336
Mercedes Benz	10%	300
Volkswagen	5%	144
Volvo	5%	217
Jaguar	3%	350
Porsche	3%	438
Audi	1%	113
Land Rover	1%	200

Makes currently owned: Asian imports

Toyota	26%	132
Honda	19%	105
Lexus	14%	278
Acura	9%	339
Infiniti	4%	274
Subaru	3%	107

Makes currently owned: Domestic

Ford	16%	60
Chevrolet	9%	42
GMC	5%	95
Jeep	5%	63
Cadillac	4%	77
Dodge	4%	42
Chrysler	3%	60