

COSTCO Connection®

MRI | Simmons Survey Research Results — 2023 —



Based on the 2023 MRI | Simmons study
conducted for the *Costco Connection*.

Advertising. Results.

Between the two, there is a *Connection*.

Thorough, comprehensive and accurate, the demographic and readership data from our latest MRI | Simmons custom survey provides a compelling profile of the *Costco Connection*'s audience. The summaries show that our readers are above the national average in many ways—education and income, for example—and that they faithfully read and enjoy the *Costco Connection* month after month (findings consistent with each survey we've done over the years).

With more than 15.4 million direct mail circulation, 289,000 bonus circulation and 2.2 readers* per copy, a total audience of 34 million is a compelling profile indeed. This demonstrates what we've known all along: *Costco Connection* readers are well-educated consumers who readily respond to advertising with a willingness to spend.

This booklet highlights some of the findings from our 2023 *Costco Connection* readership subscriber study conducted by MRI | Simmons.

**For in-depth details of the findings,
contact Kathi Tipper-Holgersen at 425-313-6581.**

*2.2 readers per copy (MRI | Simmons 2023) x 15.4 million guaranteed circulation (January 2023)

For the tables in this booklet, the U.S. index is 100. Costco figures over 100 are above the national average. Any score below 100 is below average.

Index Definition: The probability, expressed in terms of an index, of finding a user in a specific group relative to the general population. Indices are used to indicate the direction and amount of difference from the average. The index of the average is, by definition, 100. Thus, an index of 112 reflects a 12%-above-average incidence. An index of 89 indicates an 11%-below-average incidence.

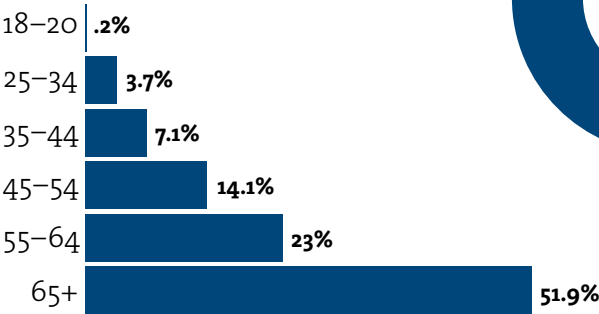
TABLE 1 DEMOGRAPHIC PROFILE

2.2 times more likely than
the average U.S. adult to have a postgraduate degree.

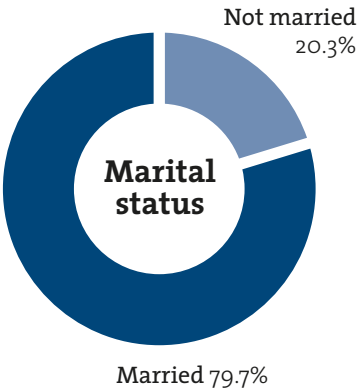
Gender

Female	Connection readers	65.6%
Male		34.3%

Age



Mean age 63.3 years | Median age 66.3 years



Children in household

Any children	Connection readers	20.8%
Children under 11		12.0%
Children 12-17		12.9%

Pets in household

Own a pet	Connection readers	58.1%
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Education

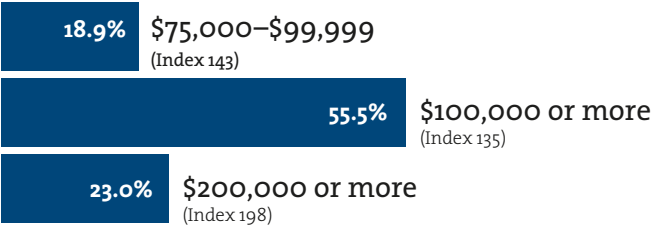
	Connection readers	Index
Any college	90.3%	145
College graduate or more	63.6%	182
Postgraduate study with degree	32.2%	222

TABLE 1 DEMOGRAPHIC PROFILE

More than half of all

Costco Connection readers have incomes of \$100,000+.

Total household income



Mean household income **\$179,100**
Median household income **\$113,400**

Residence owned

	Connection readers	Index
Own home	92.6%	131
Own weekend/vacation home	15.9%	380

Employment status

	Connection readers	Index
Employed	43.0%	72
Employed full-time	33.9%	72
Retired	52.5%	240

12.4 million readers or 80.3%
have ordered products through the internet
in the past 12 months.

Do you follow Costco on:

	Connection readers	Index
Facebook	11.2%	—
Instagram	4.9%	—
Pinterest	1.1%	—

Online activity

	Connection readers	Index
Ordered from the internet in the past 12 months	80.3%	92
Ordered from Costco.com in the past 12 months	57.2%	556

Have ever used Costco Travel

Connection readers	Index
27.0%	—

Vacations purchased through Costco Travel in the past 12 months

	Connection readers	Index
Vacation packages	37.4%	—
Cruise	16.3%	—
Hotel	19.7%	—

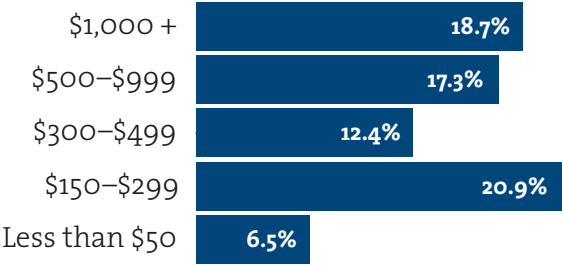
Car rental in the past 12 months

	Connection readers	Index
Rented a car	56.0%	—
Of those who used Costco Travel:		
Rented a car	32.4%	—

TABLE 3 COSTCO PURCHASES

Billions spent by readers
purchasing products or services
advertised/promoted in the *Costco Connection*.

Annual dollars spent as a result of seeing items in the *Costco Connection* in the past 12 months



Mean dollars spent **\$799.1**
Median dollars spent **\$246.4**

Reader shopping habits

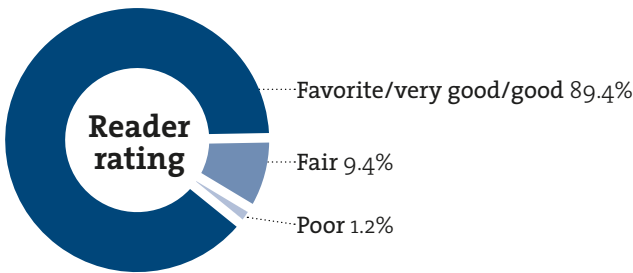
Purchased a product or service as a result of seeing it
in the *Costco Connection* 67.5%

Table 4 EDITORIAL READERSHIP

72.3% of *Costco Connection*
readers have read 4 of the past 4 issues.

Readers per copy

2.2 readers per copy



Regular *Costco Connection* reader

	Connection readers	Index
4 to under 5 years	29.3%	—
6 to under 10 years	12.1%	—
10 to under 15 years	13.7%	—
Mean	8.6 years	—

Table 4 EDITORIAL READERSHIP

Costco Connection readers

are involved in the editorial.

**Regularly read sections of the *Costco Connection*
(3 to 4 of last 4 issues)**

	<i>Connection</i> readers	Index
Buying Smart	68.7%	—
For Your Health	65.3%	—
Farm to Table	57.8%	—
For Your Table	53.6%	—
Cover Story	53.1%	—
For Your Entertainment	37.5%	—
Costco Life	34.2%	—
Special Section	31.9%	—
Member Connection	31.9%	—
Treasure Hunt	21.5%	—
Member Poll Question	15.0%	—

Regularly read columns (3 to 4 of last 4 issues)

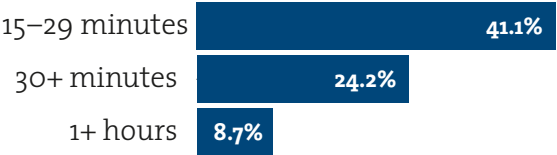
	<i>Connection</i> readers	Index
Travel Connection	57.2%	—
Suze Orman: Financial Connection	44.8%	—
Marc Saltzman: Tech Connection	35.1%	—
Publisher's Note	29.0%	—
Sheri Flies: On Sustainability	25.7%	—
Various Business Experts	13.0%	—

Table 4 EDITORIAL READERSHIP

Reach 15.4 million loyal

Costco Executive Member base.

Time spent reading or looking through the last issue of the *Costco Connection*



Mean time spent reading **29.4 minutes**

Action as a result of reading the *Costco Connection*

	Connection readers	Index
Clipped and saved items of interest	27.4%	—
Saved issue for future reference	9.4%	—

Percentage of the *Costco Connection* readers who read:

	Connection readers	Index
AARP The Magazine	36.9%	—
Consumer Reports	20.3%	—
Better Homes and Gardens	14.2%	—
Good Housekeeping	11.9%	—
Real Simple	8.7%	—
People	7.9%	—
Food Network Magazine	7.4%	—
HGTV Magazine	4.4%	—

Costco Connection provides

a trusted environment for your advertising message.

***Costco Connection's* fourfold mission**

1. To serve members by being a trusted source of information about Costco; its products, services and programs; and all the benefits of membership.
2. To provide articles of use to our members in running their lives—both personal and professional—and provide details on how Costco offers support in those areas.
3. To provide a cost-efficient means for Costco suppliers to connect with a targeted audience of millions of Costco members.
4. To promote the culture and values of Costco by showcasing the company's practices and efforts.

***Costco Connection's* editorial profile**

The *Costco Connection* features timely, in-depth articles about business trends, companies, travel, arts and entertainment, food and the communities served by Costco. Our readership is Costco Executive Members who have high-end discretionary income. Each issue provides our readers with information to aid them in their business and in the business of living.

Advertising. Results.

Between the two, there is a *Connection*.

Questions?

We're just a phone call or email away.

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