



SEATTLE WEEKLY VS. THE STRANGER



JUST THE FACTS

ACCORDING TO MEDIA AUDIT'S LATEST FINDINGS*

WHO THEY ARE	SEATTLE WEEKLY	THE STRANGER
ADULTS 18+	414,400	383,000
ADULTS AGE 21+	397,100	332,600
ADULTS AGE 25-34	106,500	98,900
ANNUAL HOUSEHOLD INCOME \$50,000+	231,900	231,100
ANNUAL HOUSEHOLD INCOME \$50,000 - \$74,999	85,700	69,500
ANNUAL HOUSEHOLD INCOME \$100,000 - \$149,999	41,300	41,200
ANNUAL HOUSEHOLD INCOME \$50,000+ (AGE 25-49)	157,900	139,300
TWO INCOME FAMILY	163,000	118,400
TWO INCOME FAMILY NO CHILD	66,000	57,100
FINANCIAL OPTIMIST - BETTER OFF 6 MONTHS FROM NOW	166,200	142,600
COLLEGE GRADUATE ONE DEGREE	118,500	96,700
ADVANCED COLLEGE DEGREE	74,800	55,900
OPINION LEADER	18,500	16,900
LIVE IN KING COUNTY TOTAL	301,900	241,500
WHAT THEY DO		
FREQUENT RESTAURANT DINER 4X + IN THE PAST 2 WEEKS	77,700	65,300
FREQUENT WINE DRINKER 3X + IN THE PAST 2 WEEKS.	92,300	83,400
SUPERMARKET EXPENDITURES \$100+ PER WEEK	297,300	272,500
BOUGHT / RENTED MOVIE, VCR, TAPES, DVDS IN THE PAST 4 WEEKS	256,000	237,200
BOUGHT / RENTED VIDEO GAMES IN THE PAST 4 WEEKS	113,600	92,300
PURCHASED WOMEN'S CLOTHING IN THE PAST 4 WEEKS	242,100	167,400
PURCHASED MEN'S CLOTHING IN THE PAST 4 WEEKS	199,800	175,800
SHOPPED SPORTING GOODS STORES IN THE PAST 4 WEEKS	129,900	109,000
PURCHASED 12+ BOOKS FROM A BOOK STORE PAST 12 MONTHS	235,400	190,700
WENT SNOWBOARDING OR SKIING IN THE PAST 12 MONTHS	99,800	98,900
VOTED IN LOCAL, STATE, NATIONAL ELECTION IN THE PAST 12 MONTHS	318,000	263,100
INTERNET PURCHASE - 1X + IN THE PAST 12 MONTHS	339,400	334,700
INTERNET PURCHASE - 5X + IN THE PAST 12 MONTHS	235,200	197,400
INTERNET PURCHASE - 12X + IN THE PAST 12 MONTHS	151,300	116,500

YOU GET MORE WITH SEATTLE WEEKLY

- ★ Seattle Weekly reaches more readers across key decisive demographics
- ★ Seattle Weekly readers are more likely to dine out, drink out, attend arts events, see movies and shop
- ★ 40.3% have been out to bars/nightclubs in the past 12 months – That's 166,800 readers!
- ★ 31.4% have attended rock/pop concerts in the past 12 months – That's 130,200 readers!

*Source: Media Audit Oct-Dec 2007