

ACTIVE LIFESTYLES

SEATTLE WEEKLY

Seattle Weekly readers are enthusiastic consumers of arts, live music, and urban culture. Our reader profile is a coveted lifestyle demographic of educated, culturally engaged urban dwellers.

**Monthly
SW Readers**

ACTIVITIES

Frequently dine out (sit-down, 4+ times past 2 weeks) = Over 621,600 meals a month!	70,600
Frequent bars/nightclubs (past 4 weeks)	201,700
Frequent beer drinker (6+ times past 2 weeks) = Over 315,600 beers a month	34,900
Frequent wine drinker (3+ times past 2 weeks) = Over 553,800 glasses a month!	87,600
Rock, pop concerts (past year)	161,100
Theater/opera/symphony (past year)	219,900
Sports events (3+ times past year) = Over 438,900 games attended	146,300
Go to the movies regularly (past 4 weeks)	225,000
Visit casino (1+ times past year)	137,200
Exercise at health club (12+ times past year) = Over 1,803,600 visits	168,200
Dual income, no children at home	66,800

SHOPPING


Women's clothes	256,700
Men's clothes	220,000
Children's clothes	181,800
Purchases books frequently (12+ books past year) = Over 2,824,800 books	263,400
Sporting Goods	181,600
\$100+ on groceries weekly = Over \$29,730,000 a week	317,900
\$150+ on groceries weekly = Over \$31,410,000 a week	209,400
Buy/rented movies (VHS/DVD)	273,700
Albums/CDs	170,100
Jewelry stores	54,600
Internet (1+ purchase past year)	355,800
Internet e-commerce (12 + purchases past year) = 1,815,600 annual purchases	151,300

PLAN TO PURCHASE IN THE NEXT YEAR

Computer/computer equipment	176,100
New/used auto	77,100
HDTV	98,000
New home (purchase-next 2 years)	95,000
Remodel home	132,600
Furniture	109,900
Glasses/contact lenses	187,300
Stereo/CD or MP3/iPod	138,600

Source: Media Audit 2007

Based on 4-week non-duplicated readership

 <p>SEATTLEWEEKLY WWW.SEATTLEWEEKLY.COM</p>	1008 WESTERN AVE., SUITE 300, SEATTLE, WA 98104	
	RETAIL ADVERTISING: 206-467-4341 ADVERTISING@SEATTLEWEEKLY.COM	CLASSIFIED ADVERTISING: 206-623-6231 CLASSIFIED@SEATTLEWEEKLY.COM