

SEATTLEWEEKLY is #1

According to Media Audit's latest survey (Oct-Dec 07), we have **MORE** readers in the following categories than Seattle Metropolitan or Seattle Magazine:



	Category	SW Monthly Readers
Demographics	Adults – age 25-54	286,900
	Adults – age 25-34	106,500
	Adults age 18+	414,400
	Women –18+	230,700
	MTV Generation – Age 18-44/View MTV and/or VH-1	72,500
	Yuppies – Age 21-34/College Grad/Tech-Prof-Mgr Job	33,400
	Marital Status – Married	260,700
	Marital Status – Never Married	71,000
	Marital Status – Engaged	4,000
	Annual Household Income – \$75,000 plus	146,100
	Annual household income – \$100,000 plus	41,300
	Education – College Graduate [one degree]	118,500
	Finances	Affluent Full Nesters – \$75k +/Kids at Home
Affluent Working Women – Family Income \$75,000+		51,100
Affluent White Collar Worker – Family Income \$100k+		76,300
Young With Money – age 18-34/\$100,000+ Income		6,800
Investors – Have CDs/IRAs/401Ks		247,200
Investors – Have CDs/IRAs/401Ks - age 35-54		151,500
Occupation – Proprietors,Managers		81,600
Influence Business Banking Decisions		51,400
Financial Optimist – Better off 6-mos. from now		166,200
Two Income Family		163,000
Home	Dual Income – No Child	66,000
	Plan to remodel home next 12 months	121,600
	Plan to buy next 12 mos – New Furniture	97,900
	Plan buy next 12 mos – Stereo/CD or mp3 player/iPod	124,400
	Plan buy next 12 months – Video Camera/VCR/DVD	95,000
	Plan buy next 12 mos – Personal Computer/Equipment	156,000
	Plan buy in 12 months – major household appliance	59,300
	Plan to buy a home during next 2 years – Now Own	35,100
	Plan to buy a home during next 2 years – Now Rent	28,900
	Make of Vehicles Now Owned – Any European	104,800
Food	Frequent Restaurant Diner – 4 + times past 2 wks = Over 621,600 meals a month!	77,700
	Frequent Beer Drinker – 6 + times past 2 weeks = Over 315,600 beers a month!	26,300
	Frequent Wine Drinker – 3 + times past 2 weeks = Over 553,800 glasses a month!	92,300
	Past 4 weeks visited bars or night clubs	166,800
Shopping	Past 4 weeks purchased men's clothing	199,800
	Past 4 weeks purchased women's clothing	242,100
	Past 4 weeks purchased children's clothing	200,400
	Past 4 weeks shopped jewelry stores	54,600
	Purchased 12+ books past year = Over 2,824,800 books	235,400
	Plan buy next 12 months – Glasses/Contact Lens	163,000
	Plan next 12 months – cosmetic surgery or procedure	10,600
	Internet e-commerce – 5 + purchases past year = 1,176,000 annual purchases	235,200
Internet e-commerce – 12 + purchases past year = 1,815,600 annual purchases	151,300	
Activities	Past 4 weeks attended movie theater	190,700
	Participated past 12 months – snow skiing/boarding	99,800
	Attend 3+ college/prof. sports events past year	148,500
	Attended past 12 months – rock/pop. music concert	130,200
	Attended past 12 months – opera/symphony/theater	204,100
	Exercised 12+ times at a health club past year = Over 1,803,600 visits	150,300
	Plan college level courses next 12-mo – age 35 +	44,000
	Used Travel Agent 3+ times past year = Over 214,200 trips	71,400
	Stayed in hotel/motel 10+ nights past year = Over 1,443,000 nights in hotel	144,300
	Art Patrons – Advanced degree/\$100k/attend opera/symphony/theatre	20,300

SEATTLEWEEKLY
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