

the Stranger

REACHING THE FASHION-CONSCIOUS, ACTIVE CONSUMER

Print Readership	437,200
Online Unique Visitors	865,725
Average Household Income	\$82,174

SHOPPING HABITS

Prefer to spend money with local businesses:



Prefer to spend money with national chains:



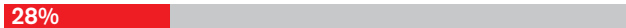
Visited/called a business advertised in *The Stranger*:



Spent money on clothing in the past 30 days:



Spent \$199+ on clothing in the past 30 days:



PERSONAL SHOPPING (Frequent/Heavy Spender)

Men's Clothes	48%
Men's Shoes	51%
Women's Clothes	48%
Women's Shoes	42%
Jewelry	37%

PERSONAL SERVICES (Frequent/Heavy Usage)

Hair Salon	48%
Hair Color/Process	32%
Spa/Massage	32%
Waxing/Facial	24%
Dieted (4+ Weeks Annually)	27%

Demographic information provided by Mediamark Research, Inc. (2007 Study)
and The Media Audit (March-May & Sept-Oct 2008).
Online "unique visitors" compiled by Google Stats (November 2008).