

the Stranger

THE STRANGER vs. SEATTLE WEEKLY CURRENT READERSHIP INFORMATION YOU SHOULD KNOW

THE
STRANGER

SEATTLE
WEEKLY

36 **MEDIAN AGE** 47

*Readers of **THE STRANGER** are **11 years younger** than SW readers*.*

194,822..... **READ LAST EDITION** 166,593

***THE STRANGER** has **28,229 more total readers** than SW*.*

110,879..... **MALE READERS** 86,539

***THE STRANGER** reaches **24,340 more men** than SW*.*

83,943 **FEMALE READERS** 80,054

***THE STRANGER** reaches **3,889 more women** than SW*.*

110,815..... **SINGLE** 62,355

***THE STRANGER** reaches **48,460 more single folks** than SW*.*

39,382 **18-24 READERSHIP**.....5,401

***THE STRANGER** reaches **33,981 more readers ages 18-24** than SW*.*

67,906..... **18-34 READERSHIP**..... 33,451

***THE STRANGER** reaches **34,455 more readers ages 18-34**
than SW*.*

149,116..... **18-49 READERSHIP**..... 74,649

***THE STRANGER** reaches **74,466 more readers ages 18-49**
than SW*.*

45,706..... **50+ READERSHIP** 91,944

***SEATTLE WEEKLY** reaches **46,238 more readers over 50**
than **THE STRANGER***.*

7,113 **65+ READERSHIP** 21,028

***SEATTLE WEEKLY** reaches **13,914 more readers over 65**
than **THE STRANGER***.*

**Based on last edition read percentages*

Demographic information provided by The Media Audit (Sept-Oct 2008).

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www.thestranger.com

THE STRANGER vs. SEATTLE WEEKLY

THE
STRANGER

SEATTLE
WEEKLY

FULL SERVICE/SIT DOWN DINING

30,882 (4+ times, past 2 weeks) 5,385

THE STRANGER reaches 25,496 more fine diners than SW*.

FAST FOOD PURCHASES

10,035 (5+ times, past week) 1,640

THE STRANGER reaches 8,395 more fast food patrons than SW*.

VISITED BAR/NIGHTCLUB

115,256 (past 4 weeks) 52,401

THE STRANGER reaches 62,865 more club-goers than SW*.

ATTENDED ROCK/POP CONCERT

95,341 (past 12 months) 65,932

THE STRANGER reaches 29,409 more concert attendees than SW*.

ATTENDED OPERA/SYMPHONY/THEATER

107,157 (past 12 months) 79,497

THE STRANGER reaches 27,661 more patrons of the performing arts than SW*.

ATTENDED MOVIE THEATER

103,721 (past 4 weeks) 71,975

THE STRANGER reaches 31,765 more moviegoers than SW*.

ATTENDED SPORTING EVENT

108,568 (3+ times, past year) 69,149

THE STRANGER reaches 39,419 more sports enthusiasts than SW*.

PURCHASED MEN'S CLOTHING

115,965 (past 4 weeks) 95,859

20,106 more STRANGER readers purchased men's clothing than SW readers*.

PURCHASED WOMEN'S CLOTHING

97,592 (past 4 weeks) 79,583

18,009 more STRANGER readers purchased women's clothing than SW readers*.

PURCHASED 12+ BOOKS

122,610 (past 12 months) 83,875

38,734 readers of THE STRANGER purchase more books than SW readers*.

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