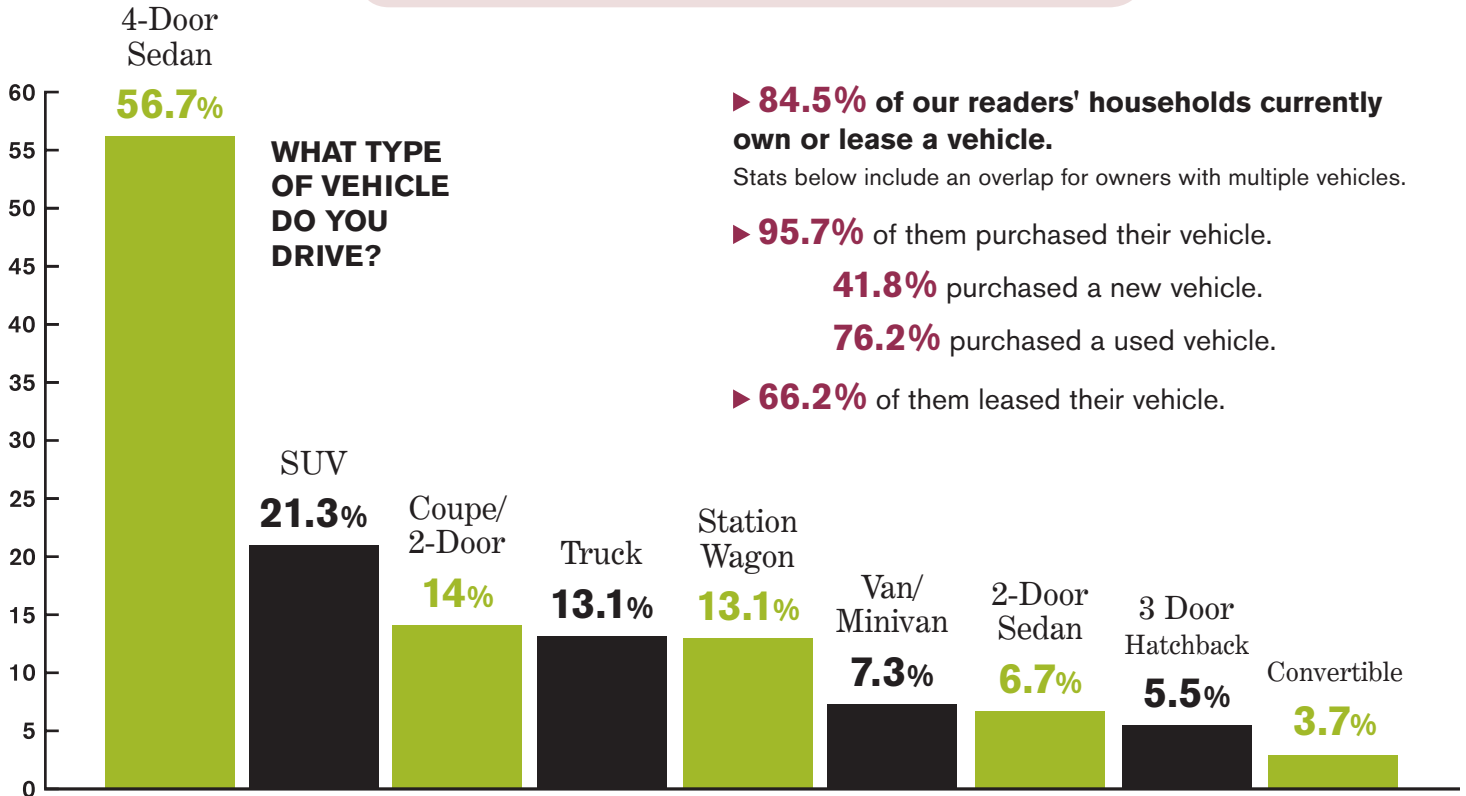


the Stranger

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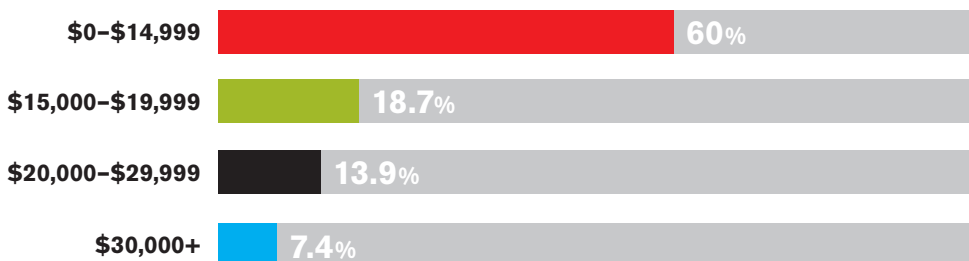
- ▶ In the last three months, our readers have called or visited businesses **3.7 times** because they saw them advertised in *The Stranger*.
- ▶ In a typical month, **60%** of our readers pick up *The Stranger* each week (4 times a month).
- ▶ **69%** of our readers prefer to spend money with local businesses.

Circulation **81,600**
 Print Readership..... **587,520**
 Unique Online Visitors Per Month..... **ONE MILLION**
 Average Household Income..... **\$68,673**

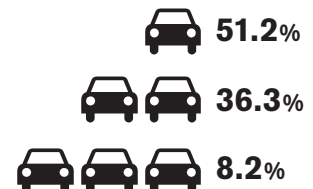


- ▶ **84.5%** of our readers' households currently own or lease a vehicle.
 Stats below include an overlap for owners with multiple vehicles.
- ▶ **95.7%** of them purchased their vehicle.
 - 41.8%** purchased a new vehicle.
 - 76.2%** purchased a used vehicle.
- ▶ **66.2%** of them leased their vehicle.

WHAT WAS THE TOTAL AMOUNT YOU SPENT ON YOUR VEHICLE?



HOW MANY VEHICLES DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD OWN CURRENTLY?



SOURCE: 2011 GfK MRI Voice Media Network Study