

the Stranger

MUSIC FANS & CLUB GOERS

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

Visited/called a local business because it advertised in *The Stranger*:

74%

CONCERTS & CLUBS

Attended Bar/Nightclub (past 4 weeks).....	87%
Attended 1-4 Bars/Nightclubs (last 30 days).....	40%
Attended 5-9 Bars/Nightclubs (last 30 days).....	21%
Attended 10+ Bars/Nightclubs (last 30 days).....	26%
Attended Rock Concert/Performance (past 12 months).....	68%
Attended 1-2 Rock Concert (last 30 days).....	45%
Attended 3-4 Rock Concert (last 30 days).....	16%
Attended 5+ Rock Concert (last 30 days).....	10%
Attended Country Music Concert (past 12 months).....	58%
Attended 1-2 Country Music Concert (last 30 days).....	53%
Attended 3-4 Country Music Concert (last 30 days).....	4%

MUSIC PURCHASES

Purchased CDs (past 12 months).....	80%
Purchased 1-4 CDs (last 30 days).....	43%
Purchased 5-9 CDs (last 30 days).....	18%
Purchased 10+ CDs (last 30 days).....	10%
Downloaded Music From the Internet.....	36%
Average Number of Music Downloads (last 30 days).....	34

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).