

DEMOGRAPHICS

SEATTLEWEEKLY

SEATTLE WEEKLY DELIVERS YOUR IDEAL CUSTOMER

With over 459,000 monthly readers and a weekly circulation of 93,000 papers, *Seattle Weekly* easily helps you reach your target audience.

	% of SW Readers	Actual SW Readers
PERSONAL		
AGE		
18-34	36.1%	165,700
25-34	21.8%	100,100
25-49	54.8%	251,400
35-54	41.9%	192,400
21+	90.4%	414,800
GENDER		
Female	42.8%	196,600
Male	57.2%	262,400
MARITAL STATUS		
Single – Never Married	23.6%	108,100
Married	54.6%	250,500
Children at home	32.4%	148,900
EDUCATION		
Some college	18.8%	86,500
College graduate	32.6%	149,600
Single or Advanced degree	56.5%	259,500
PROFESSION		
Proprietor, managerial	27.3%	125,300
Professional, technical	18.6%	85,500
Working women	27.6%	126,900
Affluent working women	13.5%	61,800
INCOME		
\$50K+ households	67.8%	311,300
\$75K + households	46.6%	214,000
\$100K+ households	27.2%	125,000
\$150K+ households	11.7%	53,800
Financial optimists	34.9%	160,000
Dual income families	34.1%	156,700
Dual income, no children at home	19.1%	87,600

4 Week Cume. Source: Media Audit Mar - May 2008

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