



DEMOGRAPHICS

The Closer Reader		Spending Power	
ADULTS	% Comp		% Comp
Women	52%	Spent over \$1000 on Clothing in past 12 months	53.7%
Men	48%	Spent over \$2000 on Clothing in past 12 months	29.4%
	Median Age: 29.6	Purchased a Watch or Jewelry in past 12 months	75.5%
AGE		Spent over \$200 on CD's in past 12 months	52.5%
19-24	24.4%	Consumed Alcoholic Beverage In last 30 days	85.0%
25-29	26.7%	Dined at a Restaurant in past 30 days	68.5%
30-34	21.2%	Attended a Live Music Venue or Nightclub in past 6 months	83.5%
35-39	18.6%	Attended the Performing Arts or Theater in past 6 months	65.2%
40+	9.1%	Own a Major Credit Card	77.2%
EDUCATION		Own a Personal Computer	73.5%
Employed	87.9%	Purchased Item Via Internet	45.5%
Professional/Managerial/Tech.	68.6%	Own a Cell Phone, PDA or Two-Way-Pager	77.7%
	Median HHI: \$60,800		
HHI			
\$35,000	33.9%		
\$50,000	40.1%		
\$75,000+	22.0%		
MARITAL STATUS			
Single, Not Married	70.3%		
Married	29.7%		
Readers Per Copy	3.25		
Time Spent With Issue	2.08 Hrs		



Source: 2002 CLOSER Reader Study.