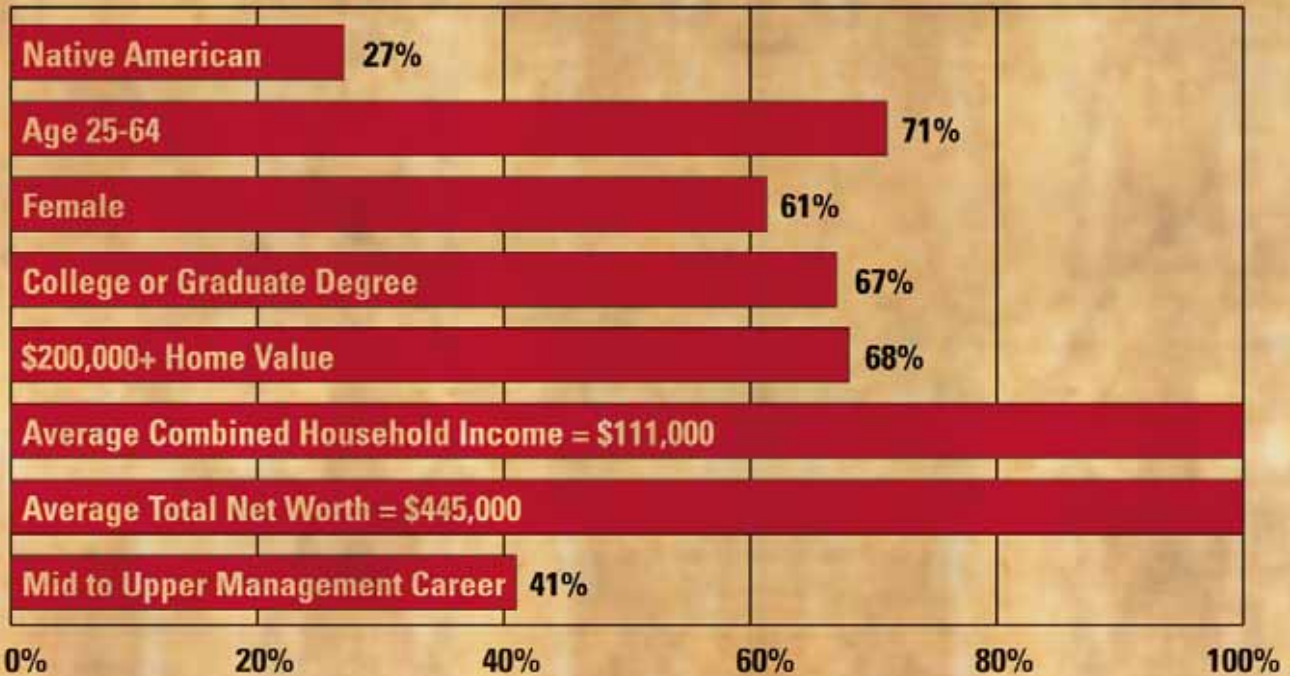


Readership Study

Subscriber Demographics



Data from *Native Peoples* Readership Study: Lewis & Clark Research, Raleigh, NC

PURCHASING POWER

- 83% of our readers buy Native American art from galleries, at art shows or at Native American markets
- 75% visit art galleries and museums
- 66% purchased Native American jewelry in the past two years
- 43% purchased pottery in the past two years
- Overall, our readers spend an average of more than \$1,000 on Native American items each year; 40% of whom spend between \$500 and \$6,000
- 40% make at least two purchases a year more than \$500 on Native American art

OUR READERS' COMMENTS ABOUT US

- 80% considered "in-depth" readers
- 89% excellent quality of writing/range of topics
- 86% find articles very educational
- 83% find articles very stimulating
- 81% excellent or very good value

QUALIFIED READERSHIP

- 70% read each issue one hour or more
- 55% save the magazine for future reference
- 48% of our readers either contacted an advertiser and/or purchased the product or service as a direct result of reading an advertisement in *Native Peoples*

TRAVEL INFORMATION

- 61% average four airline trips for pleasure and/or business each year
- 61% spend three to 25 nights at hotels annually
- 41% average 14 days car rentals each year
- 53% have visited Southwest U.S. (25% plan to visit)
- 64% have visited either Northeast or Southeast United States (30% plan to visit)
- 50% have either visited or plan to visit Northwest U.S.

ACTIVE INTEREST IN NATIVE AMERICA

- 61% attend powwows and Indian art markets
- 75% attend at least one Native American art exhibit annually

NATIVE PEOPLES MAGAZINE