

# The Power of IN New York & Where New York

|                              | Monthly Spending     | Annual Spending      |
|------------------------------|----------------------|----------------------|
| <b>Reader Activities</b>     |                      |                      |
| Art Gallery/Museums          | \$31,671,857         | \$380,062,287        |
| Attractions/Sightseeing/Tour | \$42,398,234         | \$508,778,807        |
| Casino                       | \$62,425,146         | \$749,101,752        |
| Comedy Club/Nightclub        | \$31,058,251         | \$372,699,009        |
| Concert                      | \$28,174,039         | \$338,088,468        |
| Dining                       | \$234,868,843        | \$2,818,426,121      |
| Movie Theater/IMAX           | \$15,710,875         | \$188,530,500        |
| Spa/Salon                    | \$29,462,014         | \$353,544,173        |
| Sporting Event               | \$31,237,315         | \$374,847,782        |
| Theater/Performing Arts      | \$41,607,941         | \$499,295,294        |
| <b>TOTAL</b>                 | <b>\$549 Million</b> | <b>\$6.6 Billion</b> |
| <b>Reader Shopping</b>       |                      |                      |
| Accessories                  | \$40,390,169         | \$484,682,025        |
| Art/Antiques/Collectibles    | \$81,077,632         | \$972,931,578        |
| Children's Apparel           | \$22,457,762         | \$269,493,149        |
| Children's Shoes             | \$7,312,850          | \$87,754,203         |
| Cosmetics/Fragrances/Lotions | \$25,497,420         | \$305,969,037        |
| Electronics                  | \$42,304,225         | \$507,650,697        |
| Home Décor                   | \$26,624,800         | \$319,497,602        |
| Fine Jewelry                 | \$62,164,861         | \$745,978,330        |
| Men's Apparel                | \$83,023,475         | \$996,281,697        |
| Men's Shoes                  | \$29,387,742         | \$352,652,906        |
| Specialty Foods/Beverages    | \$83,946,966         | \$1,007,363,592      |
| Watches                      | \$35,371,636         | \$424,459,627        |
| Wine/Spirits/Tobacco         | \$29,388,869         | \$352,666,428        |
| Women's Apparel              | \$98,745,006         | \$1,184,940,067      |
| Women's Shoes                | \$48,938,749         | \$587,264,988        |
| <b>TOTAL</b>                 | <b>\$717 Million</b> | <b>\$8.6 Billion</b> |

THE RIGHT READERS. THE RIGHT RESPONSE. THE RIGHT RETURNS.

Source: MRI Study, April 2008

