

H&M MAGAZINE

Customer Survey March 2009










US, UK, Germany, Austria, Netherlands, Sweden,
Norway, Finland, Denmark
and H&M Facebook Fan Group Members



Summary

- H&M Magazine is rated 4 (out of 5) on average by its most frequent urban readers
- Around 20-30% read it from cover to cover
- The most frequent readers in all countries are interested in books and magazines, fashion trends and design
- In most countries, customers say they spend around €150 on clothes per month for themselves and family

The survey participants

Country	US 	UK 	DE 	NL 	AT 	SE 	NO 	FI 	DK 
Sample type, living in city over 100,000 citizens	Friends and Family list	H&M customers, opened H&M e-mail < 2 months	H&M customers, opened H&M e-mail < 2 months	H&M customers, opened H&M e-mail < 2 months	H&M customers, opened H&M e-mail < 2 months	H&M customers, opened H&M e-mail < 2 months	H&M customers, opened H&M e-mail < 2 months	H&M customers, opened H&M e-mail < 2 months	H&M customers, opened H&M e-mail < 2 months
Average age	28.6	29.7	29.3	29.8	31	33.8	28	32.3	31.2
Gender	W: 88.8% M: 11.2 %	W:91.7 % M: 8.3 %	W: 95.5 % M: 4.5 %	W: 96.8% M: 3.2%	W: 94.4% M: 5.6%	W: 96.4 % M: 3.6 %	W: 97.2 % M: 2.8 %	W: 97.2 % M: 2.8 %	W: 97.7% M: 2.3%
Number of respondents	340	1174	1807	1268	556	1074	323	2074	1633

Bonus: Facebook survey sample

Sample type, living in city over 100,000 citizens	facebook	Average age	Gender	Number of respondents	Average spent on clothes
US: 17.5%, Italy: 8.5%, France: 7.2%, UK 5.2%, Canada: 5%, Egypt: 3.9%, Hong Kong: 3.1%, Spain 3%. Other: 53.4%		24.3	W: 81.7% M: 18.3%	2813	Depends on currency

The most frequent readers of H&M Magazine living in big cities

Read all 4 issues a year, US:

- 32% read everything from cover to cover
- 38 % live in the city centre
- Average age: 28
- Gender: 82% female
- 79% pick up the magazine in a store while 32% read it at hm.com

Read all 4 issues a year, UK:

- 33% read everything from cover to cover
- 43% live in the city centre
- Average age: 30
- Gender: 94% female
- 73% pick up the magazine in a store while 34% read it at hm.com

Read all 4 issues a year, Germany:

- 16,3% read everything from cover to cover
- 73% live in the city centre
- Average age: 30
- Gender: 94% female
- 64% pick up the magazine in a store while 27% read it at hm.com

- Most popular fashion magazines: Vogue and Elle
- Favorite stores: H&M, Forever21, Banana Republic, Urban Outfitters
- Most interested in Fashion Trends and Design
- Like books and magazines, and socializing

- Most popular fashion magazines: Vogue, Grazia
- Favorite stores: H&M, Topshop, Look
- Most interested in Fashion Trends and Design
- Like books and magazines, socializing and music

- Most popular fashion magazines: Cosmopolitan, Vogue
- Favorite stores: H&M, Zara, Mango, Esprit, Vero Moda
- Most interested in Fashion Trends and General Trends
- Like socializing with friends, books and magazines, and music

- Average grade on H&M Magazine: 4.03
- Average grade on images: 4.21
- Average grade on articles: 3.99
- The magazine is credible and at the cutting age of fashion

- Average grade on H&M Magazine: 4.11
- Average grade on images: 4.08
- Average grade on articles: 3.92
- The magazine is credible and inspiring

- Average grade on H&M Magazine: 3.81
- Average grade on images: 4.08
- Average grade on articles: 3.92
- The magazine is exciting and inspiring

The most frequent readers of H&M Magazine living in big cities

Read all 4 issues a year, Netherlands:

- 26% read everything from cover to cover
- 50 % live in the city centre
- Average age: 31
- Gender: 97% female
- 28.5% pick up the magazine in a store while 34% read it at hm.com

Read all 4 issues a year, Austria:

- 14% read everything from cover to cover
- 61% live in the city centre
- Average age: 34
- Gender: 92% female
- 41% pick up the magazine in a store while 37% read it at hm.com

Read all 4 issues a year, Denmark:

- 14.2% read everything from cover to cover
- 72% live in the city centre
- Average age: 32
- Gender: 99% female
- 10% pick up the magazine in a store while 12% read it at hm.com

- Most popular fashion magazines: Glamour, Cosmopolitan
- Favorite stores: H&M, Zara, Vero Moda
- Most interested in Fashion Trends, general trends and travel
- Like socializing with friends, music and to hang out with their family

- Most popular fashion magazine: Woman (72%!)
- Favorite stores: H&M, Zara, Esprit, Mango
- Most interested in Fashion Trends and Travel
- Like to spend time with their family, books and magazines, and socializing with friends

- Most popular fashion magazines: Alt for Damerne, Costume
- Favorite stores: H&M, Vero Moda, Vila
- Most interested in Fashion Trends and General Trends
- Like to spend time with their family, books and magazines, party and travel

- Average grade on H&M Magazine: 3.92
- Average grade on images: 3.78
- Average grade on articles: 3.65
- The magazine is credible and inspiring

- Average grade on H&M Magazine: 3.72
- Average grade on images: 3.63
- Average grade on articles: 3.45
- The magazine is exciting and inspiring

- Average grade on H&M Magazine: 3.75
- Average grade on images: 3,47
- Average grade on articles: 3.34
- The magazine is inspiring and credible

The most frequent readers of H&M Magazine living in big cities

Read all 4 issues a year, Sweden:

- 12.3% read everything from cover to cover
- 44 % live in the city centre
- Average age: 35
- Gender: 96% female
- 39% pick up the magazine in a store while 12% read it at hm.com

Read all 4 issues a year, Norway:

- 20.4% read everything from cover to cover
- 56% live in the city centre
- Average age: 31
- Gender: 97% female
- 35% pick up the magazine in a store while 36% read it at hm.com

Read all 4 issues a year, Finland:

- 19% read everything from cover to cover
- 28% live in the city centre
- Average age: 34
- Gender: 97% female
- 35% pick up the magazine in a store while 41% read it at hm.com

- Most popular fashion magazines: Elle, Sofis Mode, Cosmopolitan
- Favorite stores: H&M, Gina Tricot, Lindex, MQ
- Most interested in Fashion Trends, Design and Travel
- Like to hang out with their family, Home decorating and socializing with friends

- Most popular fashion magazines: Elle, Det Nye
- Favorite stores: H&M, Vero Moda, Zara, Cubus, Gina Tricot
- Most interested in Fashion Trends, Design and General Trends
- Like to spend time with their family, books and magazines, and to travel

- Most popular fashion magazines: Me Naiset, Trendi
- Favorite stores: H&M, Stockmann, Vero Moda, Zara, Lindex
- Most interested in General Trends and Travel
- Like to work out, books and magazines, spend time with their family

- Average grade on H&M Magazine: 3.79
- Average grade on images: 3.57
- Average grade on articles: 3.46
- The magazine is inspiring and credible

- Average grade on H&M Magazine: 3.82
- Average grade on images: 3.62
- Average grade on articles: 3.52
- The magazine is inspiring and credible

- Average grade on H&M Magazine: 3.77
- Average grade on images: 4.08
- Average grade on articles: 3.39
- The magazine is at cutting edge and inspiring

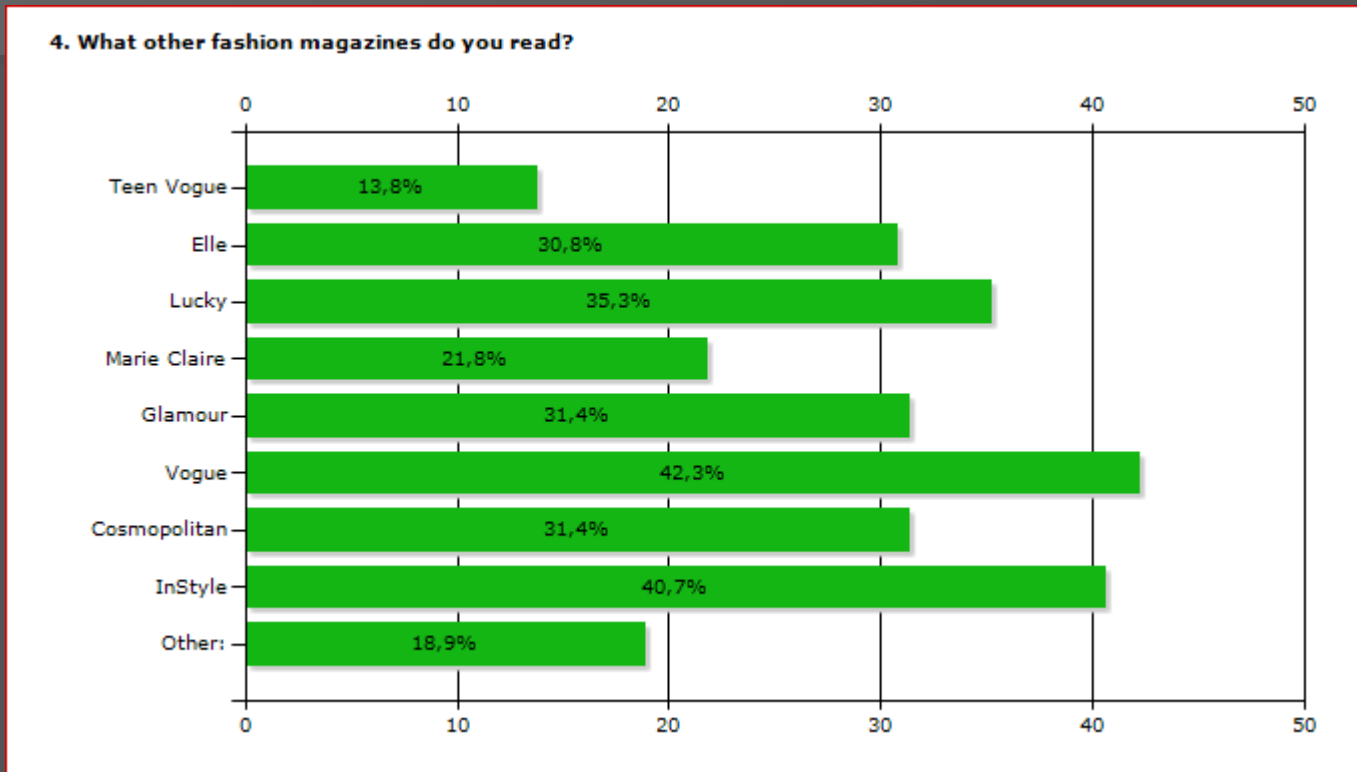
Average monthly spending on clothes



The customer's estimated amount spent on clothes for themselves and their families is around €150 /month.

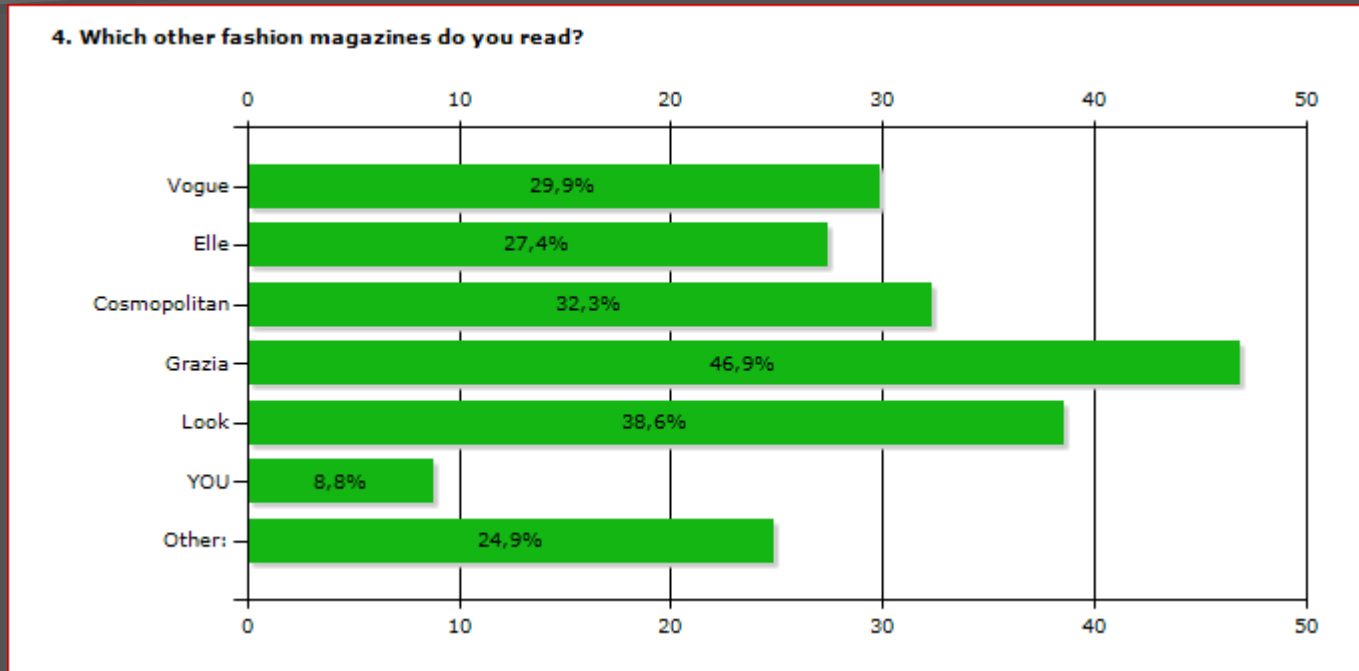
Favorite fashion magazines

US: H&M customers' favorite fashion magazines



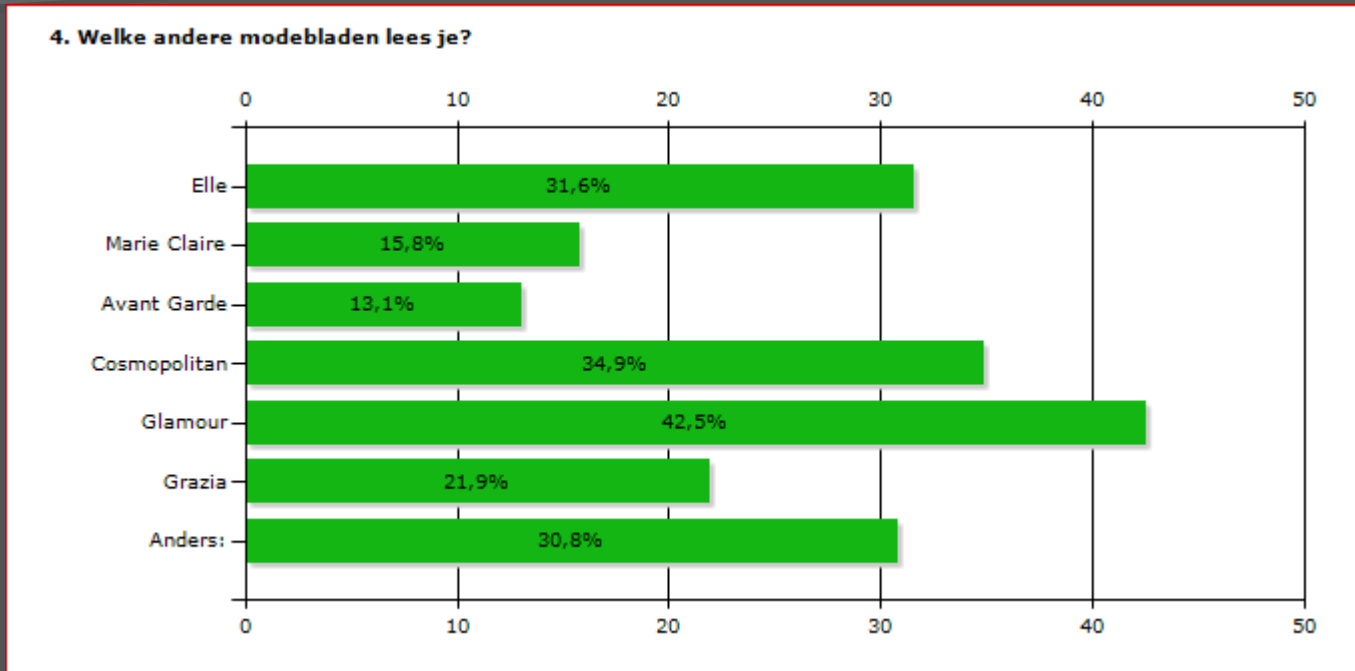
Other frequently mentioned magazines: GQ, Nylon, Harpers Bazaar, Allure and Essence

UK: H&M customers' favorite fashion magazines



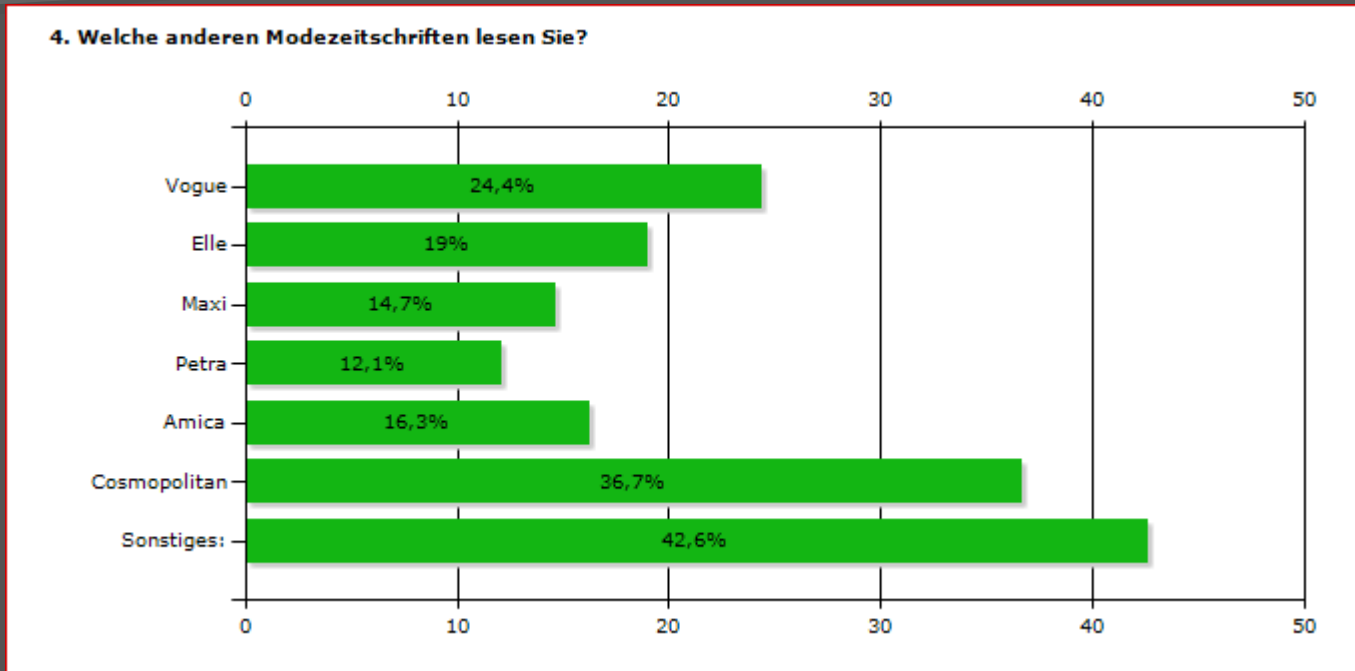
Other frequently mentioned magazines: Glamour, Marie Claire, Harpers Bazaar, In Style, Style Magazine (Sunday Times), Red.

Netherlands: H&M customers' favorite fashion magazines



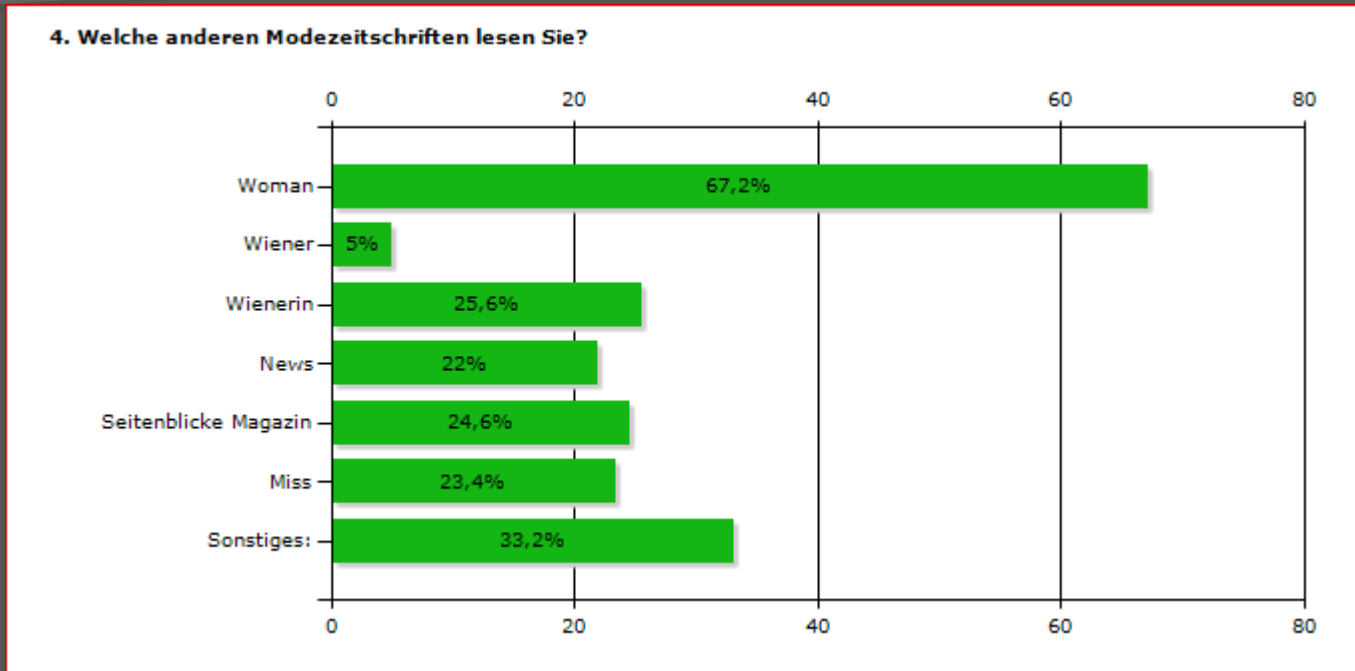
Other frequently mentioned magazines: Beaumonde, Cosmo Girl, Vogue, Jan, Linda, Red. Many of the respondents stated that they do not read fashion magazines at all.

Germany: H&M customers' favorite fashion magazines



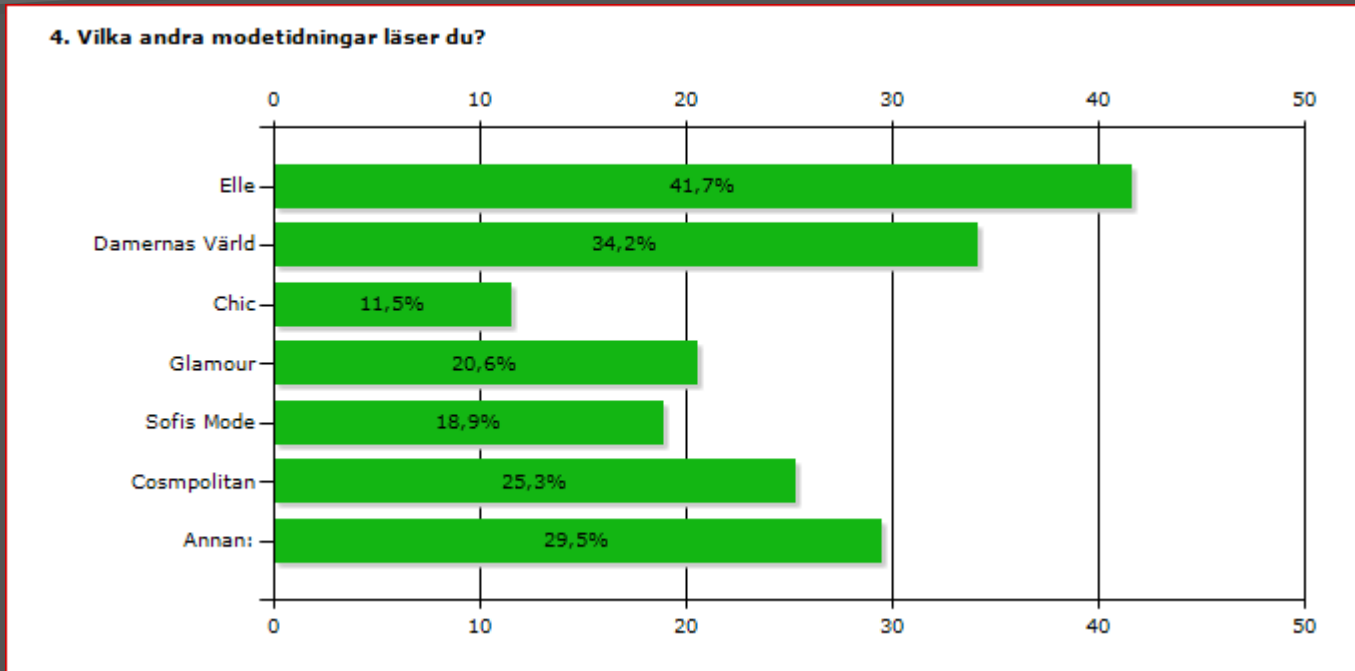
Other frequently mentioned magazines: Brigitte, Freundin, Glamour, Gala, GQ, InStyle, Joy, Jolie.
Many of the respondents stated that they do not read fashion magazines at all.

Austria: H&M customers' favorite fashion magazines



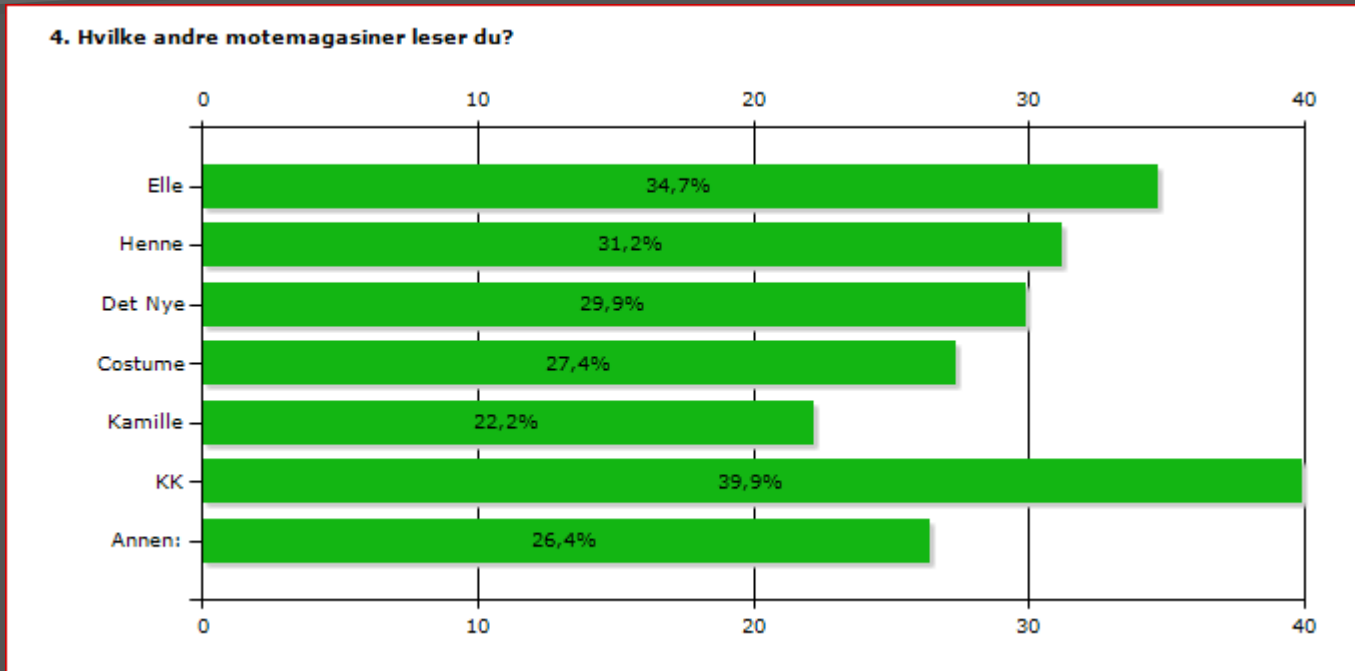
Other frequently mentioned magazines: Glamour, Vogue, InStyle, Elle, Myself, Brigitte.

Sweden: H&M customers' favorite fashion magazines



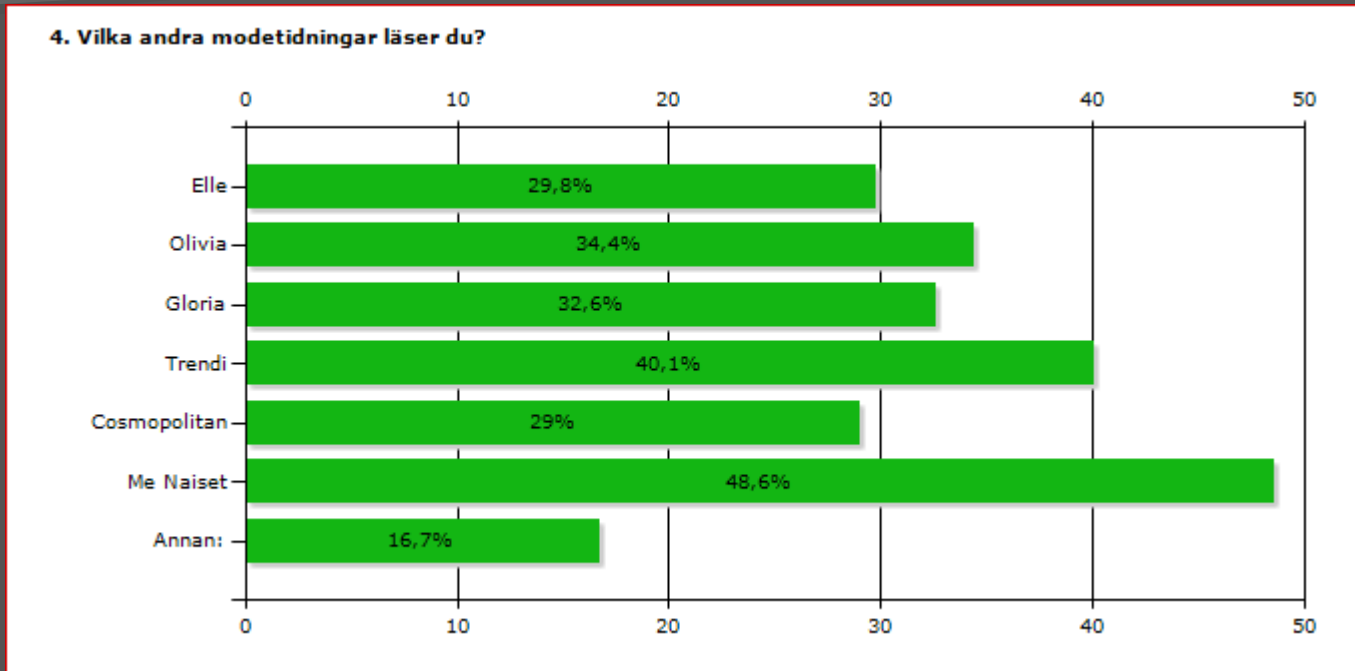
Other frequently mentioned magazines: Femina, King, M-Magazine, Amelia, Tara, Vogue
Many of the respondents stated that they do not read fashion magazines at all.

Norway: H&M customers' favorite fashion magazines



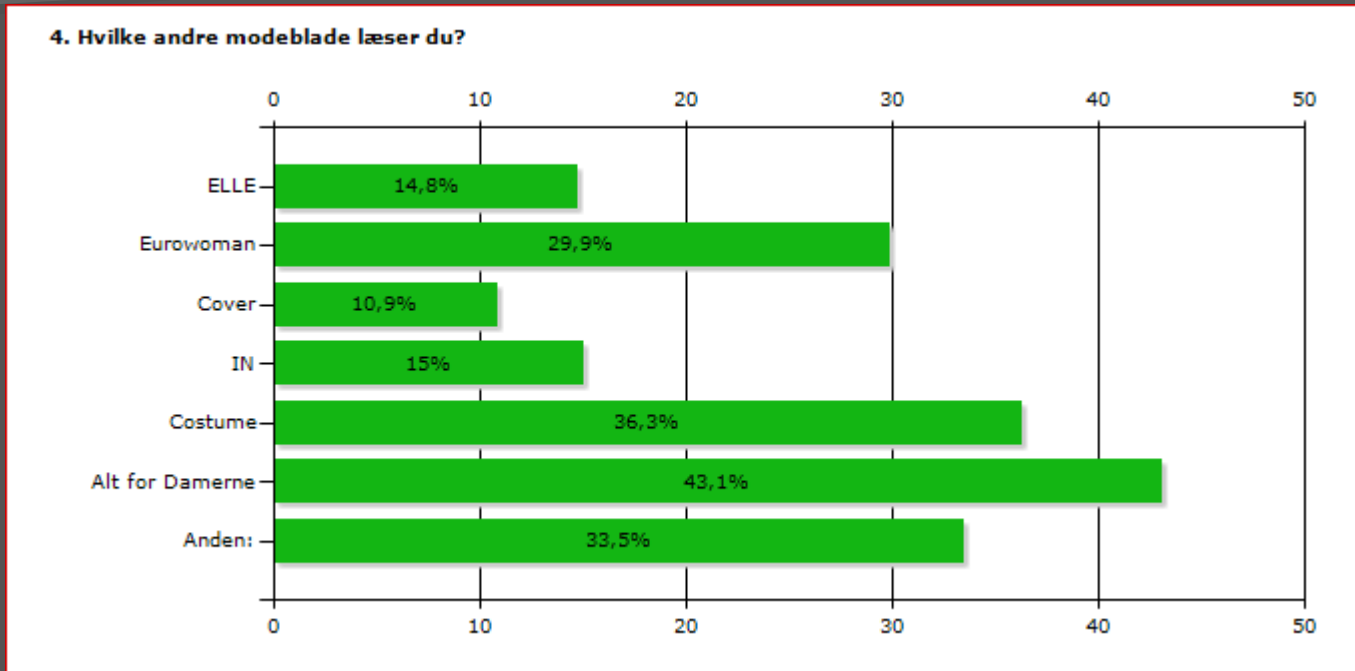
Other frequently mentioned magazines: Cosmopolitan, Woman, Marie Claire, Harpers Bazaar.

Finland: H&M customers' favorite fashion magazines



Other frequently mentioned magazines: Anna, Glamour, Vogue, InStyle and Swedish magazines

Denmark: H&M customers' favorite fashion magazines



Other frequently mentioned magazines: Bazaar, Femina, Cosmopolitan, Sirene, Q, Vogue, Woman