

H&M MAGAZINE




US Customer
Survey
March 2009

Summary

- H&M Magazine is rated 4 (out of 5) on average by its most frequent urban readers
- 32% read it from cover to cover
- The most frequent readers in all are interested in books and magazines, fashion trends and design
- Customers say they spend around \$179 on clothes per month for themselves and family

The survey participants

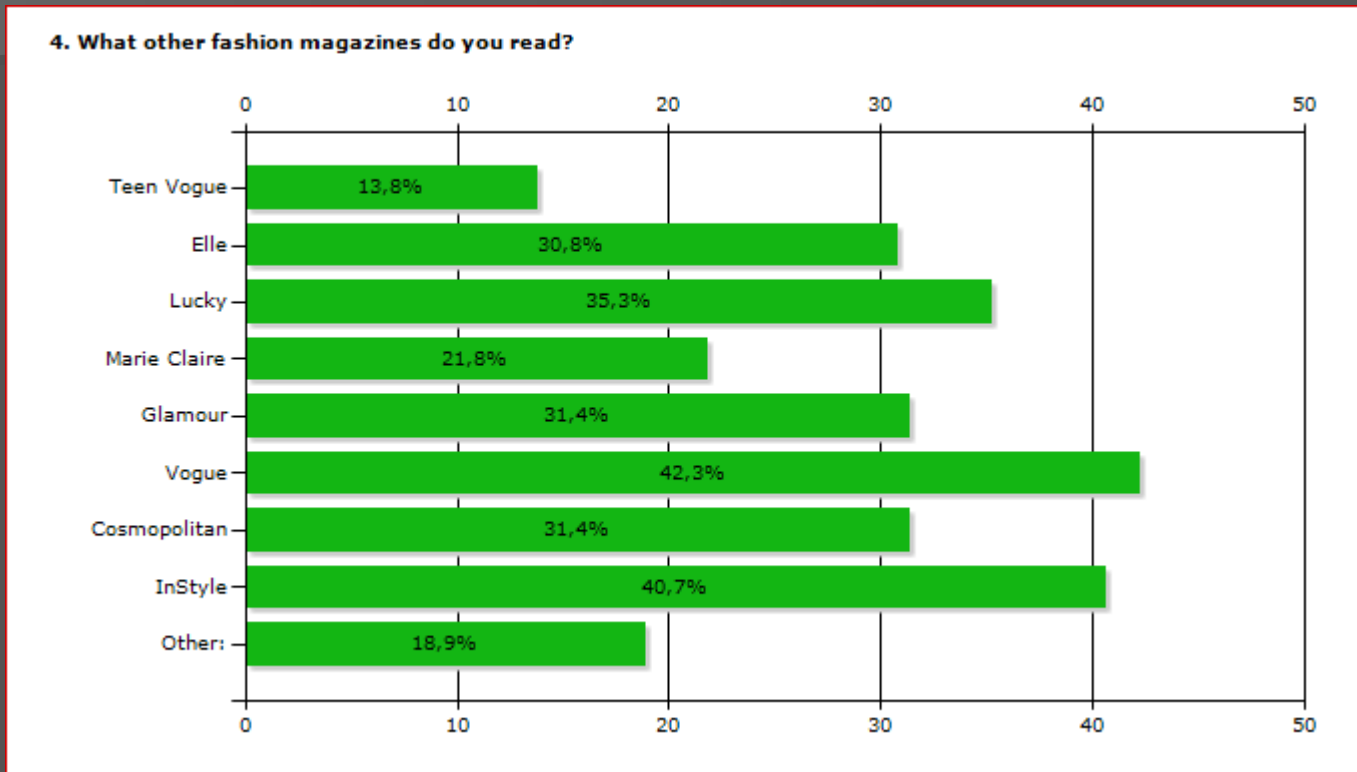
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|---|--|
| Country | US  |
| Sample type, living in city over 100,000 citizens | Friends and Family list |
| Average age | 28.6 |
| Gender | W: 88.8% M: 11.2 % |
| Number of respondents | 340 |

- 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

- 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

- 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

US: H&M customers' favorite fashion magazines



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