

the Stranger

DINING & DRINKING

Print Readership.....	437,200
Online Unique Visitors.....	865,725
Average Household Income.....	\$82,174

Visited/called a local business because it advertised in *The Stranger*:

74%

DINING

Full Service/Sit-down Dining (last 30 days).....	86%
Dined Out 1–2 Times.....	22%
Dined Out 3–4 Times.....	18%
Dined Out 5–6 Times.....	14%
Dined Out 7–8 Times.....	5%
Dined Out 9+ Times.....	27%
Fast Food Dining (last 7 days).....	68%
Fast Food 1+.....	63%
Fast Food 3+.....	15%
Fast Food 5+.....	9%

DRINKING

Consumed Beer (last 7 days).....	62%
Purchased Domestic Beer.....	48%
Purchased Imported Beer.....	45%
Consumed Wine (last 7 days).....	54%
Domestic Wine.....	47%
Imported Wine.....	37%
Consumed Alcohol at Bar/Nightclub (last 30 days).....	87%
Consumed Alcohol at Bar/Nightclub 1–3 Times.....	32%
Consumed Alcohol at Bar/Nightclub 4–6 Times.....	22%
Consumed Alcohol at Bar/Nightclub 7+ Times.....	33%

Demographic information provided by Mediamark Research, Inc. (2007 Study)
and The Media Audit (March–May & Sept–Oct 2008).
Online “unique visitors” compiled by Google Stats (November 2008).