

# the Stranger

## ARTS & ENTERTAINMENT

- ▶ In the last three months, our readers have called or visited businesses **3.7 times** because they saw them advertised in *The Stranger*.
- ▶ In a typical month, **60%** of our readers pick up *The Stranger* each week (4 times a month).
- ▶ **69%** of our readers prefer to spend money with local businesses.

Circulation ..... **81,600**  
 Print Readership.....**587,520**  
 Unique Online Visitors Per Month..... **ONE MILLION**  
 Average Household Income..... **\$68,673**



### PERFORMING ARTS

- ▶ **Attended a Live Theater Performance** ..... **47.8%**
  - 1-2 times ..... **40.5%**
  - 3+ times ..... **7.2%**
- ▶ **Attended a Dance Performance** ..... **49.5%**
  - 1-2 times ..... **42.1%**
  - 3+ times ..... **7.4%**
- ▶ **Attended an Opera/Classical Performance** ..... **47.4%**
  - 1-2 times ..... **45.2%**
  - 3+ times ..... **2.1%**



### VISUAL ART

- ▶ **Visited an Art Gallery** ..... **69%**
  - 1-3 times ..... **64.2%**
  - 4+ times ..... **4.7%**
- ▶ **Visted a Museum** ..... **56.9%**
  - 1-2 times ..... **51.1%**
  - 3+ times ..... **5.8%**



### LITERATURE

- ▶ **Purchased Hardcover or Paperback Books** ..... **83.9%**
  - 1-2 books ..... **37.6%**
  - 3-5 books ..... **30.1%**
  - 6+ books ..... **16.1%**



### FILM

- ▶ **Attended a Movie Theater** ..... **74.4%**
  - 1-2 times ..... **54.3%**
  - 3-5 times ..... **14.3%**
  - 6+ times ..... **2%**
- ▶ **Own a DVD or Blu-Ray Player** ..... **69.9%**
- ▶ **Purchased DVDs** ..... **70.1%**
  - 1-3 times ..... **55.1%**
  - 4-5 times ..... **10.2%**
  - 6+ times ..... **4.8%**
- ▶ **Watched a Movie Online** ..... **43.6%**
- ▶ **Number of Movies Watched** ..... **6.9**



### VIDEO GAMES

- ▶ **Played Video Games** ..... **78.1%**
- ▶ **Bought Video Games** ..... **65.7%**
  - 1-2 games ..... **53.7%**
  - 3+ games ..... **11.9%**
- ▶ **Own a Video Game System** ..... **35.8%**
- ▶ **Own a Personal Computer** ..... **93.3%**
- ▶ **Video Games Downloaded (Past 6 Months)** ..... **4.8**

*\*All stats are from the last 30 days unless otherwise noted.*

SOURCE: 2011 GfK MRI Voice Media Network Study