

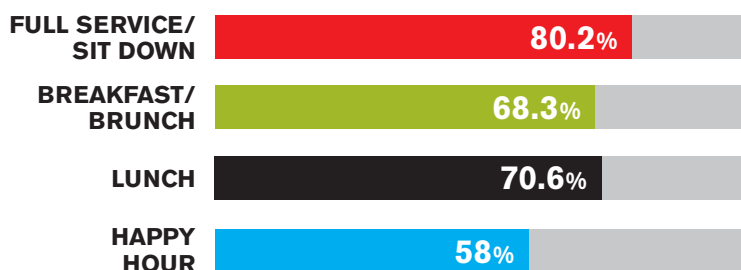
the Stranger

DINING & DRINKING

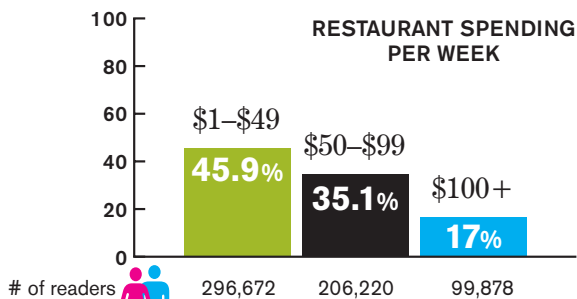
- ▶ In the last three months, our readers have called or visited businesses **3.7 times** because they saw them advertised in *The Stranger*.
- ▶ In a typical month, **60%** of our readers pick up *The Stranger* each week (4 times a month).
- ▶ **69%** of our readers prefer to spend money with local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

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

DINING OUT IN THE PAST 30 DAYS



RESTAURANT SPENDING PER WEEK



- ▶ **83.8%** of our readers suggest local restaurants for dinner to their friends and families.
- ▶ **69.6%** of our readers suggest local bars, lounges, and taverns to their friends and families.
- ▶ **66.2%** of our readers suggest local restaurants for lunch to their friends and families.
- ▶ **61.9%** of our readers suggest local places to go for happy hour to their friends and families.
- ▶ **59.3%** of our readers suggest local restaurants for breakfast and brunch to their friends and families.

BEER

- ▶ **64.7%** of our readers consumed beer in the last 7 days.
DOMESTIC: **58.5%** IMPORTED: **33%**
- ▶ **52.6%** of our readers consume beer 3 or more times per week.

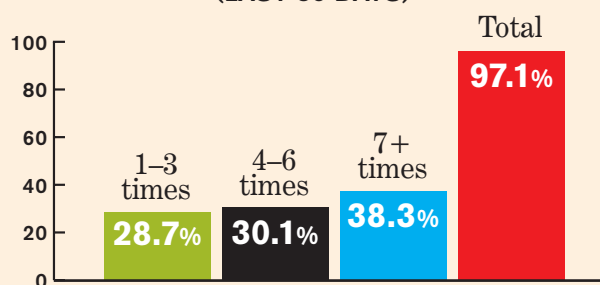
WINE

- ▶ **54.6%** of our readers consumed wine in the last 7 days.
DOMESTIC: **46.4%** IMPORTED: **31.7%**
- ▶ **38.1%** of our readers consume wine 3 or more times per week.

COCKTAILS

- ▶ **66.2%** of our readers consumed hard alcohol in the last 30 days.
- ▶ **79.4%** of our readers consume cocktails 3 or more times per week.

CONSUMED ALCOHOL AT A BAR/NIGHTCLUB (LAST 30 DAYS)



VODKA: **51.5%**
 BOURBON/WHISKEY: **38.3%**
 GIN: **26.3%**
 CHAMPAGNE/SPARKLING WINE: **25%**
 TEQUILA: **21.4%**
 RUM: **21.1%**

SOURCE: 2011 GfK MRI Voice Media Network Study