



READERSHIP SURVEY

City Palate conducted a readership survey to confirm what we already suspected about our readers: that they have a high demographic profile with both the desire and the means to fulfill their culinary tastes. Here are the results of our survey:

The readership of City Palate is over 54,000; 90% of readers surveyed said they share their City Palate with at least one other person; 66% said City Palate was easy to find:

- 66% said they keep their *Palates* for two months or indefinitely (as a reference)
- 91% said they have bought products based on ads/articles in *City Palate*

City Palate readers are 81% female, 18% male and most are between the ages of 25 and 50:

- 32% are over 50
- 33% are between 41 and 50
- 33% are between 25 and 40

City Palate readers are well-educated, hold good jobs and earn a good income:

- 80% have a post-secondary education; 21% have at least two degrees
- 57% hold a professional or managerial position or own their own business
- 32% earn over \$100,000 annually; 37% earn between \$50,000 and \$100,000 annually
- 83% are home owners

City Palate reader spending habits:

- 75% recently purchased major appliances—stoves, fridges, dishwashers
- 87% spend money on clothing at least once a month
- 44% spend money on their homes at least once a month
- 60% buy kitchen equipment at least once a month
- 47% buy fine art at least once a year

City Palate reader lifestyle habits:

- 50-65% shop at specialty stores and ethnic groceries
- 50% shop at wine stores
- 60-80% eat in ethnic, casual and contemporary restaurants
- 96% eat in restaurants at least several times a month
- 69% use fitness facilities at least several times a month
- 72% attend performance art at least once a month
- 92% entertain at home at least once a month
- 53% attend galleries/museums at least once a month
- 66% cook casual, contemporary and ethnic food at home