

Conducted by:

Conducted for:



METROPOLITAN NEWS MAGAZINE

METHODOLOGY & PURPOSE

This survey was conducted by Verified Audit Circulation for Metropolitan News Magazine from November 2010 to January 2011. The purpose of the survey was to demographically profile Metropolitan News Magazine readers. Postage reply-paid survey postcards were inserted into the Metropolitan News Magazine November issues, and completed surveys were collected and tabulated by Verified Audit. A weekend trip for two to Lake Tahoe was offered as an incentive to participate. A total of 312 surveys were completed.

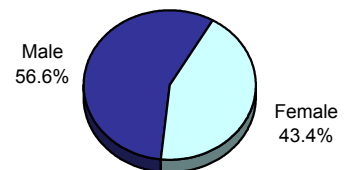
Age

	Persons	Percent
65 years and over	7	2.2%
60 to 64 years	13	4.2%
55 to 59 years	24	7.7%
45 to 54 years	35	11.2%
35 to 44 years	87	27.9%
25 to 34 years	92	29.5%
21 to 24 years	47	15.1%
18 to 20 years	5	1.6%
Under 18 years	1	0.3%
Declined	1	0.3%
	312	100%

Mean Age:	37.6	Years
Median Age:	39.5	Years
Mode Age:	29.5	Years
Percent Over 21:	97.8%	

Gender

	Persons	Percent
Female	135	43.3%
Male	176	56.4%
Declined	1	0.3%
	312	100%



Income

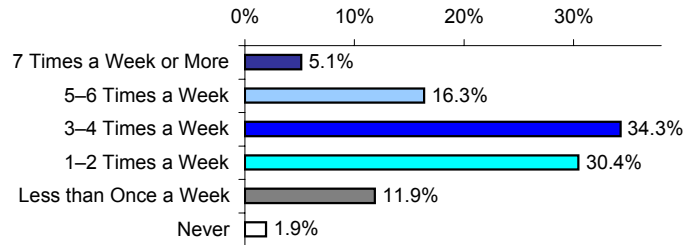
	Persons	Percent
\$200,000 or more	17	5.4%
\$150,000 to \$199,999	26	8.3%
\$100,000 to \$149,999	57	18.3%
\$75,000 to \$99,999	74	23.7%
\$50,000 to \$74,999	64	20.5%
\$35,000 to \$49,999	46	14.7%
\$25,000 to \$34,999	14	4.5%
\$15,000 to \$24,999	9	2.9%
\$10,000 to \$14,999	3	1.0%
Less than \$10,000	2	0.6%
	312	100%

Mean Income:	\$90,264
Median Income:	\$87,500
Mode Income:	\$87,500

Reader survey conducted November 2010–January 2011

Frequency of Dining Out

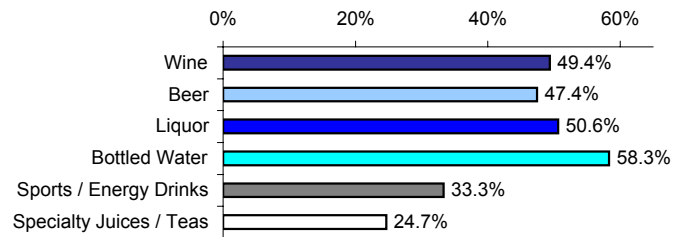
	Persons	Percent
7 Times a Week or More	16	5.1%
5–6 Times a Week	51	16.3%
3–4 Times a Week	107	34.3%
1–2 Times a Week	95	30.4%
Less than Once a Week	37	11.9%
Never	6	1.9%
	312	100%



55.8% of Metropolitan News Magazine Readers dine out three or more times per week.

Beverages and Spirits Consumed Regularly

	Persons	Percent
Wine	154	49.4%
Beer	148	47.4%
Liquor	158	50.6%
Bottled Water	182	58.3%
Sports / Energy Drinks	104	33.3%
Specialty Juices / Teas	77	24.7%



Multiple responses were allowed. Percentages are based upon all respondents (312).

For wine, beer, water, juices and sport drinks, regularly is once a week or more often. For spirits and Champagne regularly is once a month or more often.

Visited an Advertised Business

	Persons	Percent
Yes	259	83.0%
No	49	15.7%
Declined	4	1.3%
	312	100%

Survey Questions

- 1 What is your gender?
- 2 What is your age?
- 3 What was your pre-tax income in 2010?
- 4 On average how often do you dine out at restaurants?
- 5 Which of the following beverages and spirits do you consume regularly? *(Select all that apply.)*
- 6 Have you ever contacted or visited a business you saw advertised in Metropolitan News Magazine?

The complete answer lists are as listed in this report.