

city palate

CITYPALATE.CA

THE READERSHIP OF CITY PALATE IS OVER 72,000:

- 71% said they keep their Palates for two months
- 30% keep a library of Palates
- 60% of readers share their City Palate with at least one other person
- 81% said they have bought products based on ads/articles in City Palate



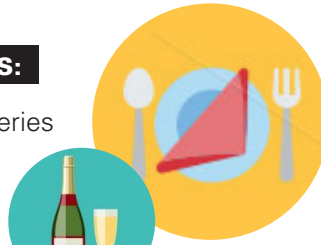
45% OF CITY PALATE READERS HAVE AN INCOME EXCEEDING \$100,000.00:

- 35% have bought major kitchen purchases recently (major appliances, cabinets)
- 56% buy kitchen equipment at least 3-5 times a year
- 88% buy home furnishings at least once a year
- 46% buy fine art at least once a year



CITY PALATE READER LIFESTYLE HABITS:

- 59% shop at specialty stores and ethnic groceries
- 64% shop at farmers' markets
- 53% shop at wine stores
- 91% eat in restaurants several times a month
- 70% eat in ethnic, casual and contemporary restaurants
- 63% use fitness facilities at least several times a month
- 99% cook casual, contemporary and ethnic food at home



WHO READS CITY PALATE:



- 84% female, 16% male
- 19% are under 30
- 45% are between 31 and 50
- 36% are over 50

local
 relevant
 delicious
 informative
 provocative
 entertaining
 independent