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portlandmercury.com

ENTERTAINMENT PROFILE

Entertaining folks each week is what the *Mercury* does best – we detail Portland’s music, visual arts, theater, film, and literary communities with more passion, authority, and strength of voice than any other news source. With comprehensive coverage of where to go and what to do, it is no wonder that the young, active, well-educated adult turns to us each week.

TOTAL READERSHIP **161,500**

MUSIC

Regularly attend live music shows 87%

Regularly attend rock shows..... 72%

MOVIES

Regularly attend movies 83%

Attended movies in the past 30 days 67%

ART

Attended an art gallery in the last 12 months 54%

Attended an art gallery in the last 30 days..... 40%

SHOPPING

Have bought a CD/DVD in the past 30 days..... 76%

Have bought a book in the past 30 days 65%

OUTDOORS

Have gone backpacking /hiking in the past 30 days 39%

Regularly ride a bicycle 50%

DINING and DRINKING

Regularly eat meals in restaurants 82%

Ate in restaurant/bar/club in the last 30 days..... 74%

Regularly go out for alcoholic drinks 82%