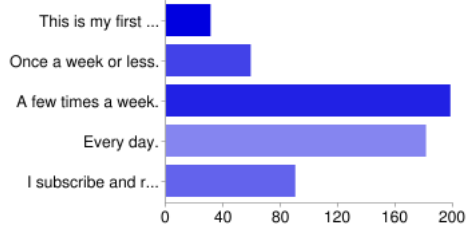


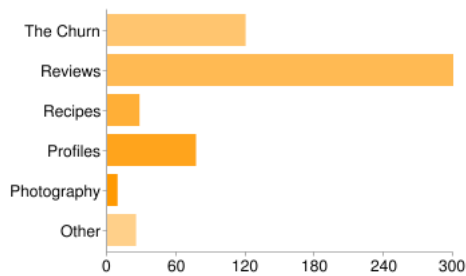
Summary [See complete responses](#)

How often do you read the Heavy Table?



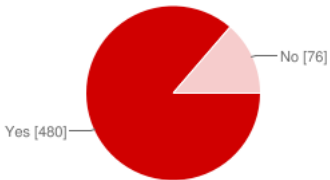
This is my first time.	31	6%
Once a week or less.	59	11%
A few times a week.	198	35%
Every day.	181	32%
I subscribe and read throughout the day.	90	16%

What's your favorite part of the Heavy Table?



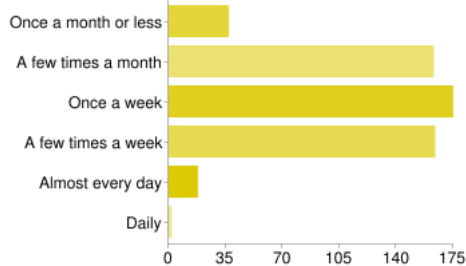
The Churn	120	21%
Reviews	300	54%
Recipes	28	5%
Profiles	77	14%
Photography	9	2%
Other	25	4%

Would you consider the Heavy Table one of your favorite sites?



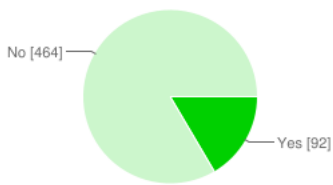
Yes	480	86%
No	76	14%

How often do you dine out?



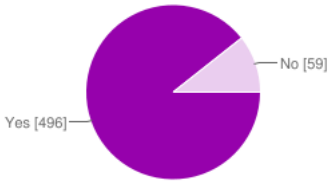
Once a month or less	37	7%
A few times a month	163	29%
Once a week	175	31%
A few times a week	164	29%
Almost every day	18	3%
Daily	2	0%

Do you consider yourself part of the food industry?



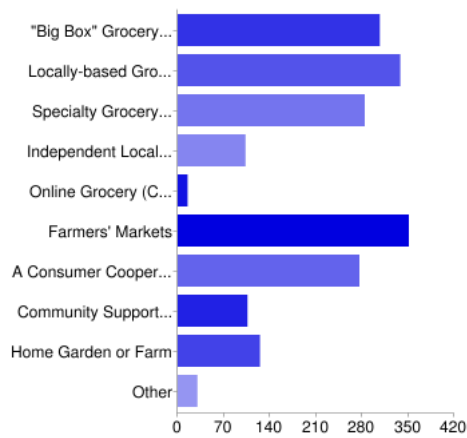
Yes	92	16%
No	464	83%

Do friends or family consider you a resource on restaurants or food?



Yes	496	89%
No	59	11%

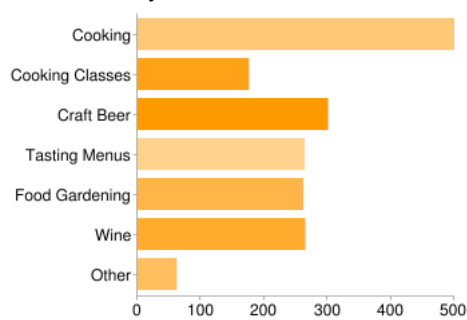
At which of the following do you regularly get groceries?



"Big Box" Grocery Stores (Rainbow, Festival, Super Target, etc.)	307	55%
Locally-based Grocery Chain (Lunds, Byerly's, etc.)	338	60%
Specialty Grocery (Whole Foods, Trader Joe's, etc.)	284	51%
Independent Local Grocery	103	18%
Online Grocery (CobornsDelivers, Lunds & Byerly's Online, etc.)	15	3%
Farmers' Markets	351	63%
A Consumer Cooperative ("Co-op")	276	49%
Community Supported Agriculture ("CSA")	106	19%
Home Garden or Farm	125	22%
Other	30	5%

People may select more than one checkbox, so percentages may add up to more than 100%.

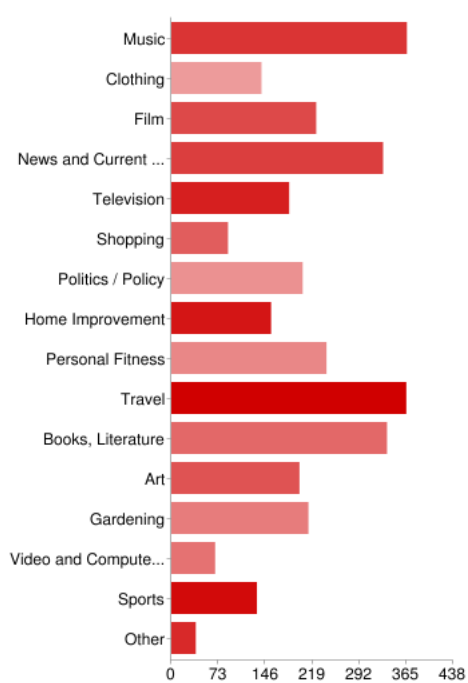
What are some of your food and drink interests?



Cooking	500	90%
Cooking Classes	176	32%
Craft Beer	301	54%
Tasting Menus	264	48%
Food Gardening	262	47%
Wine	265	48%
Other	62	11%

People may select more than one checkbox, so percentages may add up to more than 100%.

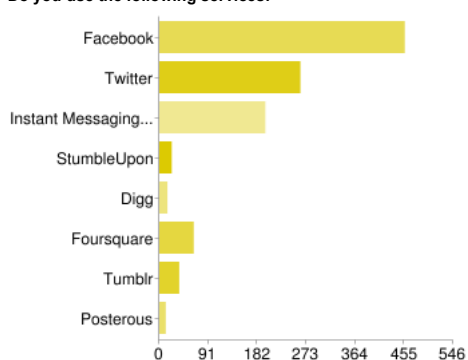
What are some of your other interests?



Music	366	67%
Clothing	140	25%
Film	225	41%
News and Current Events	329	60%
Television	183	33%
Shopping	88	16%
Politics / Policy	204	37%
Home Improvement	155	28%
Personal Fitness	241	44%
Travel	365	66%
Books, Literature	335	61%
Art	199	36%
Gardening	213	39%
Video and Computer Games	68	12%
Sports	133	24%
Other	38	7%

People may select more than one checkbox, so percentages may add up to more than 100%.

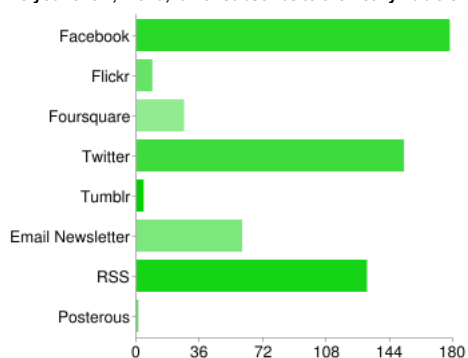
Do you use the following services:



Facebook	456	93%
Twitter	262	53%
Instant Messaging / Chat	197	40%
StumbleUpon	23	5%
Digg	15	3%
Foursquare	64	13%
Tumblr	37	8%
Posterous	12	2%

People may select more than one checkbox, so percentages may add up to more than 100%.

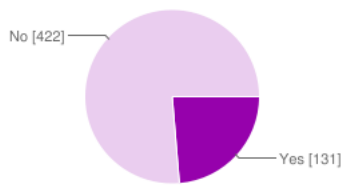
Do you follow, friend, fan or subscribe to the Heavy Table on any of these services ?



Facebook	178	51%
Flickr	9	3%
Foursquare	27	8%
Twitter	152	44%
Tumblr	4	1%
Email Newsletter	60	17%
RSS	131	38%
Posterous	1	0%

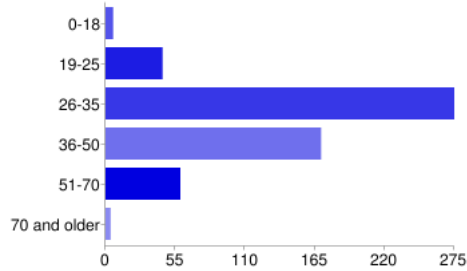
People may select more than one checkbox, so percentages may add up to more than 100%.

Do you have a blog?



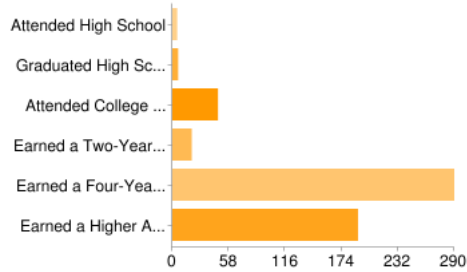
Yes	131	23%
No	422	75%

What is your age?



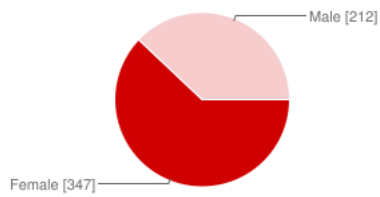
0-18	6	1%
19-25	45	8%
26-35	275	49%
36-50	170	30%
51-70	59	11%
70 and older	4	1%

What describes your formal education level?



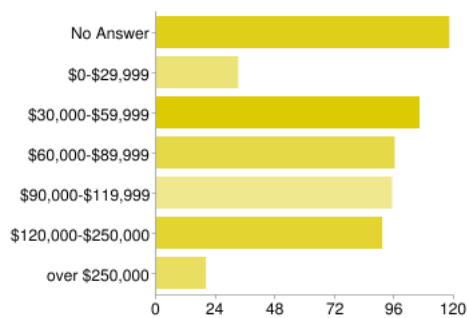
Attended High School	5	1%
Graduated High School	6	1%
Attended College or University	47	8%
Earned a Two-Year Degree	20	4%
Earned a Four-Year Degree	290	52%
Earned a Higher Academic Degree	191	34%

What is your gender?



Female	347	62%
Male	212	38%

What is your annual household income?



No Answer	118	21%
\$0-\$29,999	33	6%
\$30,000-\$59,999	106	19%
\$60,000-\$89,999	96	17%
\$90,000-\$119,999	95	17%
\$120,000-\$250,000	91	16%
over \$250,000	20	4%