



Your guide to great food in Fairfield County

Who Is Our Audience?

- CTbites.com averages 12,000 unique visitors per month generating 45,000 monthly page views.
- Our readers love living in Fairfield County.
- They have disposable income and choose to spend it on dining and entertainment.
- Most of our readers are married, have children, and busy lives, but they still take the time to treat themselves.
- 75% of our readers eat out almost every week.
- They entertain at home but they are also willing to travel for unique experiences or products.
- They prefer values based and luxury retailers when they shop.
- They are loyal to businesses that serve them well, but they are also always looking for the next big thing.

Key Demographic Group

- 71% female/29% male
- 80% married
- 49% have children living at home:
 - 9% >16 years of age
 - 27% ages 8-16
 - 20% ages 4-8

Household Income

- 13% > \$500,000
- 33% \$200,000-\$500,000
- 32% \$100,000-\$200,000
- 22% <\$100,000

Loyal Followers

- 40% visit CTbites daily
- 34% visit several times/week