

By The Numbers...

**10,000 -
20,000**

Monthly foot traffic at a typical **JOHNNYAdvertising** restaurant/nightclub/sportsbar - type venue.¹

75%

Percentage of restaurant goers who utilize restrooms.²

2.9

In a bar/nightclub, average number of visits to the restroom per person.²

**30 Seconds -
2 Minutes**

Amount of time spent looking at an ad in the restroom.

85%

Percentage of people who said that an ad in the restroom was as believable as an ad in a magazine or newspaper.³

50%

Percentage of people who recalled the advertiser from seeing an ad in the restroom.⁴

18-34

Median age range of patrons at **JOHNNYAdvertising** sites and venues.

1 - Higher traffic #'s at larger venues, average estimates provided by restaurant operators

2 - Statistics cited by *Indoor Billboard Advertising Association*

3 - Arizona State University Study 1989

4 - GVSU 1998



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