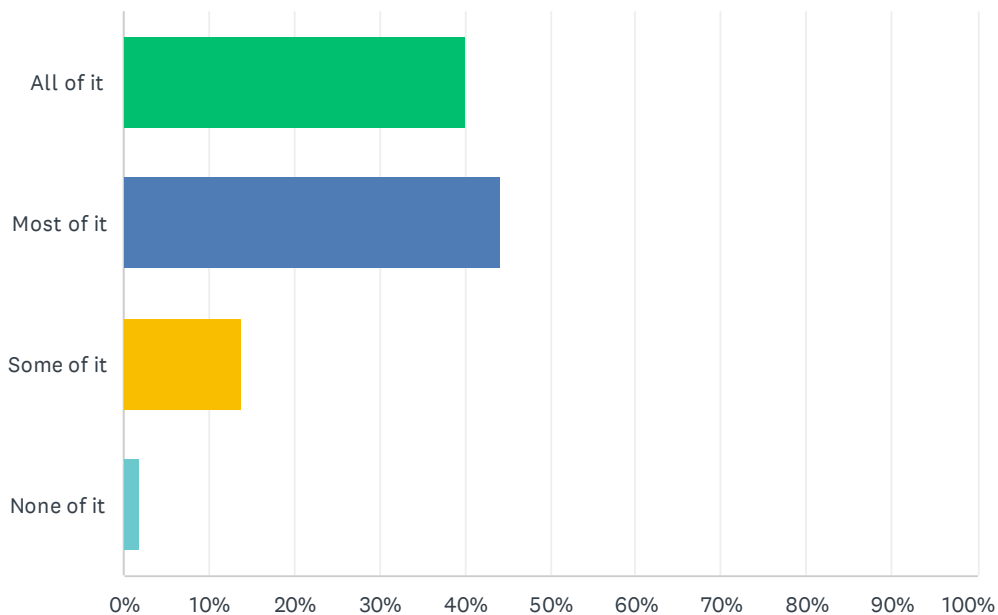
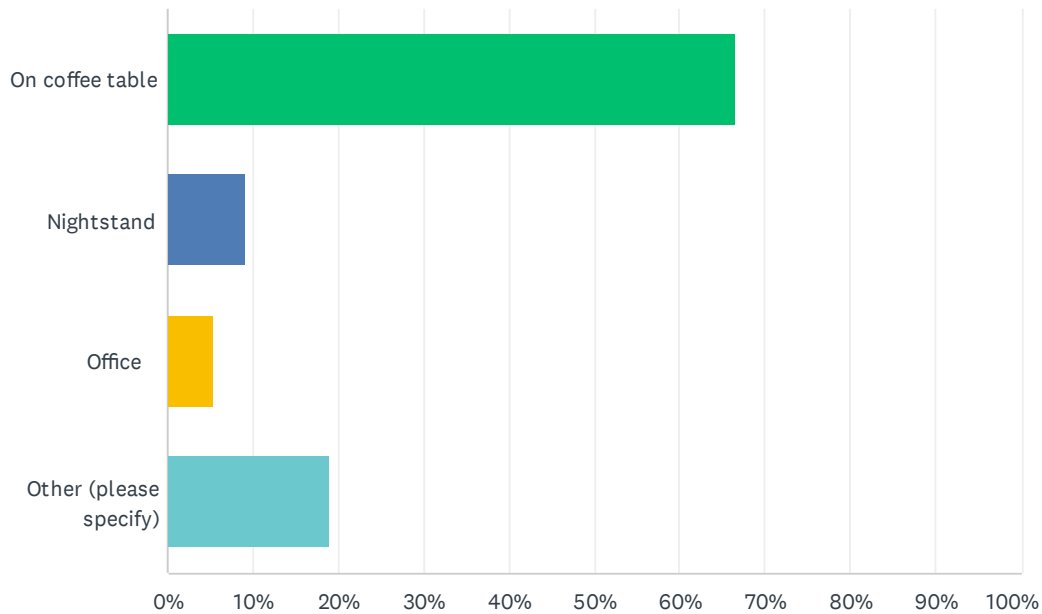


Q1 This survey is being conducted by Circulation Verification Council on behalf of Local Life Magazine. Please be assured that CVC will protect your confidentiality. The answers you provide are for research purposes only, and they will only be used in combination with all other responses. Any contact information you provide will be protected. You will not be asked to buy anything today, or in the future, as a result of taking this survey. The survey will take approximately six minutes to complete. Please take this survey only once. Multiple surveys from respondents will be eliminated from the survey results. Let's get started. How much of each magazine do you read?



ANSWER CHOICES	RESPONSES	
All of it	40.18%	133
Most of it	44.11%	146
Some of it	13.90%	46
None of it	1.81%	6
TOTAL		331

Q2 Where do you typically keep an issue of Local Life?

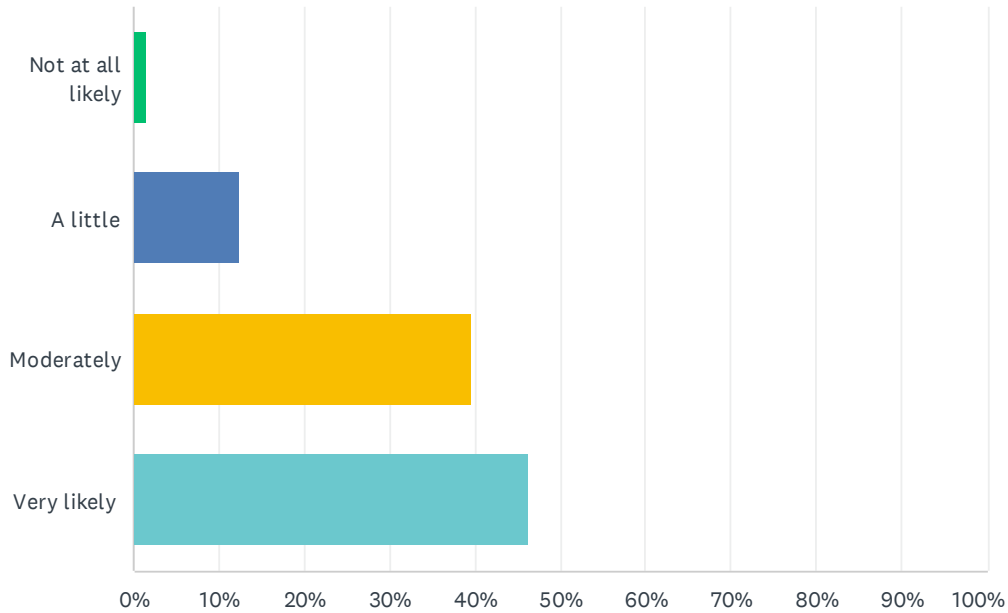


ANSWER CHOICES	RESPONSES
On coffee table	66.46% 210
Nightstand	9.18% 29
Office	5.38% 17
Other (please specify)	18.99% 60
TOTAL	316

Other (these include some of the responses):

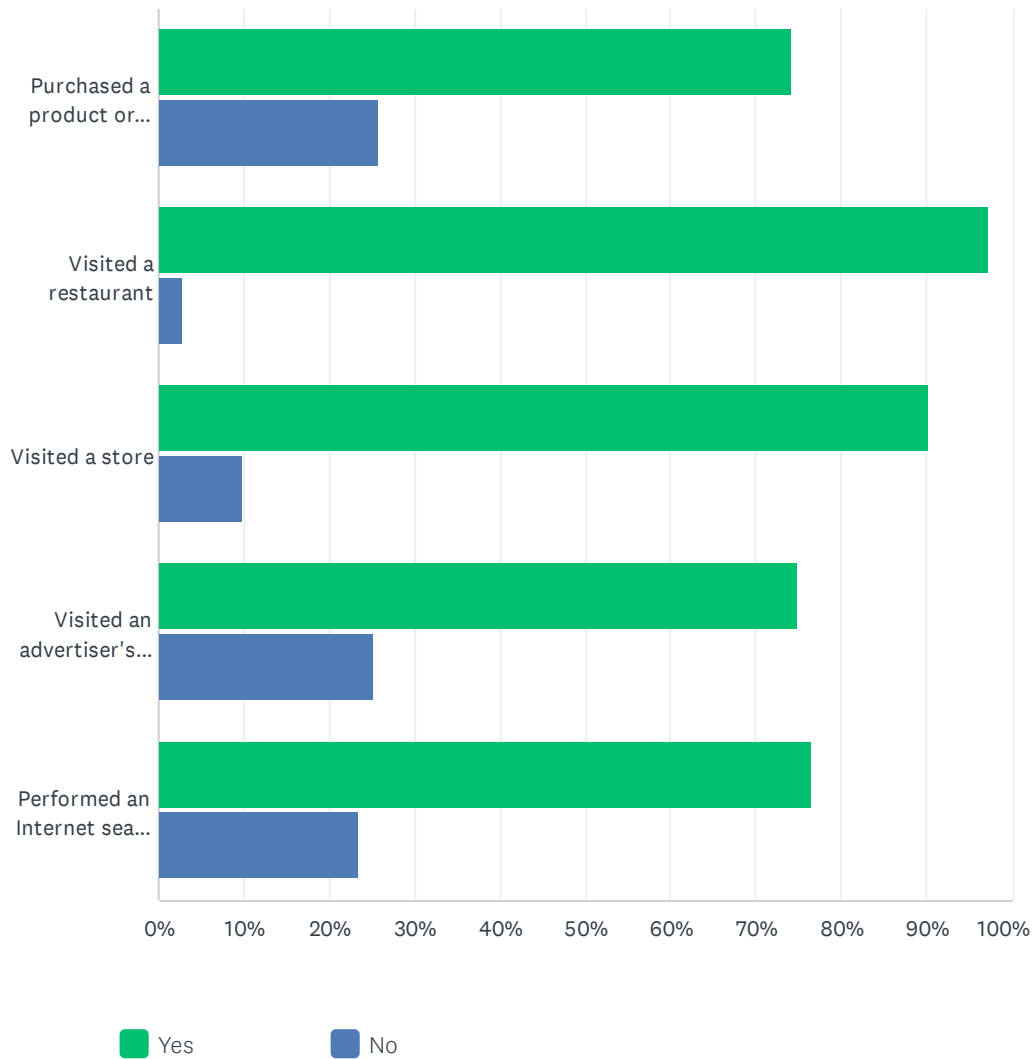
- Kitchen
- Beside my TV chair
- Magazine Rack
- Reading Room
- Guest Bedroom
- Beach bag!
- Kitchen cubby
- By my recliner so I can add anything that appeals to me on my Google calendar
- In a basket in the entry way
- In a basket - next to my favorite reading chair
- Den
- Breakfast bar
- Kitchen counter
- End Table by Sofa
- Counter
- Beach bag
- On my computer
- Kitchen Table
- Digital
- In my home office
- Family Room
- Dining Table
- Kitchen Counter
- Bathroom
- Dining Room Table
- On top of my stack of reading materials near my favorite chair
- Small table/magazine holder in my family room
- Breakfast counter
- Couch
- Guest Bedroom

Q3 How likely are you to purchase a local product or frequent a local business featured in LOCAL Life?



ANSWER CHOICES	RESPONSES	
Not at all likely	1.60%	5
A little	12.46%	39
Moderately	39.62%	124
Very likely	46.33%	145
TOTAL		313

Q4 After seeing an ad in Local Life have you:



	YES	NO	TOTAL
Purchased a product or service	74.31% 214	25.69% 74	288
Visited a restaurant	97.33% 292	2.67% 8	300
Visited a store	90.24% 268	9.76% 29	297
Visited an advertiser's website	74.83% 217	25.17% 73	290
Performed an Internet search for more information	76.63% 223	23.37% 68	291

Q5 Do you recall any advertisers who advertise in Local Life?

Some of the verbatim responses:

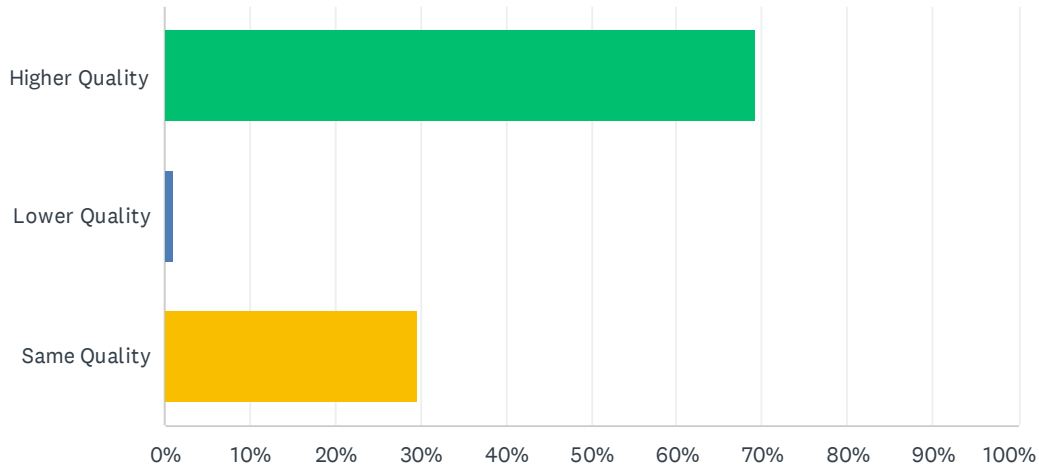
All of them
Hilton head symphony
Burnt Church Distillery, Gifted Hilton Head
To many to name, but yes, lots of them
Serg group restaurants
The Spirited Hand
Dr Fraum, Spartina, Lulu Kitchen, Budget Blinds
Serg group
Yes
Palmetto Bluff, Christmas events on HHI
All of the restaurants and stores
Yes, most of the stores
yes, all of the Hilton Head restaurants, stores and consignment shops as well as new businesses and recipes from local bakeries
Not off the top of my head
Group 3 Design
Hargray
Charlie's
Gifted, Kelly Caron, Designers
Spartina, Wexford Shopping Center
Palmetto Bay Sunrise Cafe! My favorite
Yes
Yes, I do
Beach Properties, Sea Pines Resort, SERG
Hudson's
Charlie's
Ben Ham, Sotheby', Red Piano, Kilwins Nunzio, Nantucket's
Kilwins, Nunzios, Michael Anthony's, Cassandra's Kitchen
Restaurants, can't wait to try some new ones
Lots of realtors
Cassandra's Kitchen, financial advisors
FACES DaySpa
Gifted, Outside Hilton Head
J Banks, so many realtors and restaurants
Outside
Clothing stores!
Camilla Art, Kilwins, Hilton Head Christian Academy, Chow Daddy's
Alexander's
Depends on the issue - but remember lots of the restaurants, builders, stores and local shops
Spirited Hand
Michael Anthony's, KPM, SERG
Titos
Not off hand
Budget Blinds and Nantucket
Palmetto's, Quarterdeck, Southern Tide
Yes, many
Medical
Restaurants
Cassandra's Kitchen
Michael Anthony's, Spartina, Charlie's, Hudson's
Collins Real Estate

Q6 Local Life depends on the revenue of advertisers in order to publish. If you could tell advertisers why they should choose Local Life over other local print media, what would you tell them?

Some of the verbatim responses:

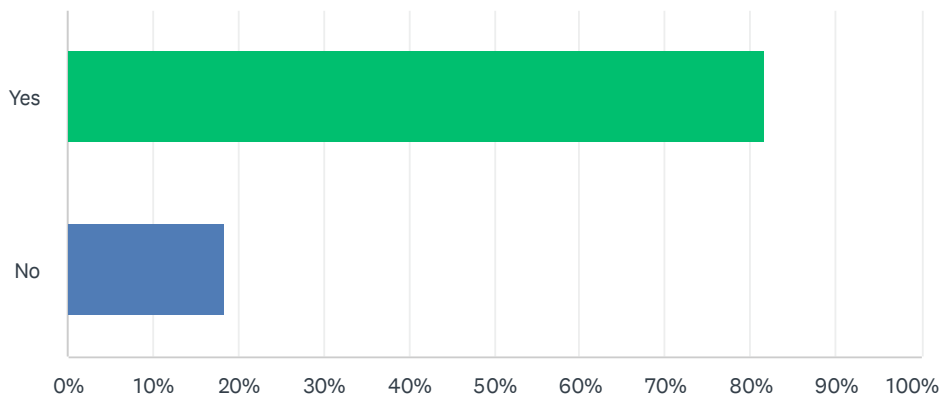
Its a fun, local magazine
It's the most interesting and comprehensive HH magazine
This is a great resource for local events and entertainment
Truly locally focused
Because Locals read it and we shop all year
Very nice publication , clean look, interesting articles, doesn't look like typical bargain book it's a upscale publication
Locals really read this magazine
It's a great magazine and comes in my mailbox!
Easy to read with lovely pictures and a great way to let folks know about all that is happening on the island!
Local Life is a classy magazine. Also look for to the next issue especially to find out what is going on on HH, Bluffton and Beaufort.
Great magazine!
Always read it.
It's the best choice for HHI Magazines
Articles focus on local events and shops. Enjoy learning about our environment and how to protect it.
Very well done publication -- readable
It is the most widely read information in Hilton Head and Bluffton and Beaufort and highly respected
Not sure
Quality of publication
It's a great and useful publication putting the emphasis on supporting the many incredible local businesses.
Nice Magazine
It's a very attractive magazine with good articles in addition to plenty of information about things to do locally. The monthly themes are fun and informative.
Longevity of the ad- good coffee table life. High quality magazine.
Love to learn about local events and places to go
It's well laid out and good quality printing
Best design and content magazine around/ the only one I read
Local Life covers the local HHI and Bluffton communities, which are equally as valued.
This one's better and better than anyone else's
That the magazine is enjoyed by more than those that live there year-round and visitors enjoy it as well broadening the reach of the advertisers. I have sent copies to friend and family in advance of their visits. The cover picture always draws you in to see more.
Great themes and very attractive formats. Great pictures!
Advertising on Local Life encourages locals to buy from local businesses!
Clear concise publications
Truly local, beautifully put together. We even bought subscriptions for our other family members who sometimes stay in our place in Port Royal Plantation
I would tell them all of Hilton Head and local communities everyone looks so forward to every monthly issue.
Very professional publication with interesting articles.
That it's the best local guide to food, retail in the area.
It is relevant
local life is a good way to introduce yourself to the ever growing population.
This magazine is fabulous in comparison to the others in the area! Love the layout so much!
I always like to try new places or places I didn't know about. Local Life is my go to for spots to try
It's a slick publication with a lot of interesting articles and cool ads.
Gets the word out to the Locals as well as the tourists
People from all over (not only HHI) read it!
I actually ENJOY reading it. It is pretty and useful. My husband even commented that he learns something new each month
Great exposure, good photography.
It's very upscale looking. Perfect for Hilton Head
Amazing ads
The magazine is a must-read for residents! Each month the publication gives us up-to-date information on events and places.
Magazine has a nice lay out and the articles are interesting, which keeps me going back to read more.
I have visited stores and restaurants that were advertised that I would not have known about otherwise
I trust the magazine so I would look at advertisers as vetted.
Local ads are so much better because you can seek the product without traveling all over the place
This message goes directly to the people who are looking for a service or product locally.

Q7 Do you consider advertisers in Local Life to be of higher or lower quality than other local magazines?



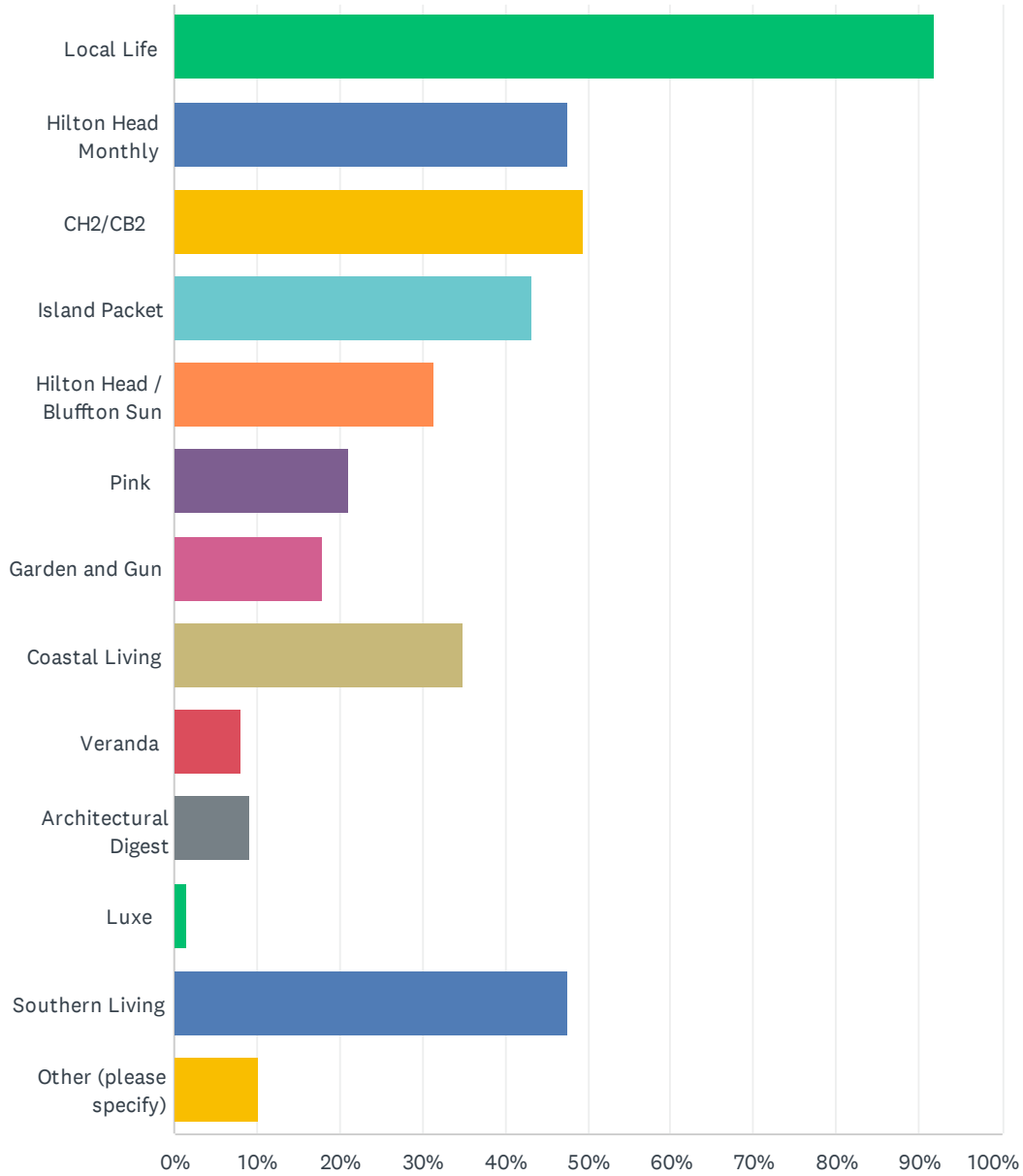
ANSWER CHOICES	RESPONSES	
Higher Quality	69.20%	191
Lower Quality	1.09%	3
Same Quality	29.71%	82
TOTAL		276

Q8 After seeing an advertisement in Local Life, have you ever visited an advertiser's website for more information?



ANSWER CHOICES	RESPONSES	
Yes	81.68%	223
No	18.32%	50
TOTAL		273

Q9 Which of the following publications do you read on a regular basis? (Check all that apply.)



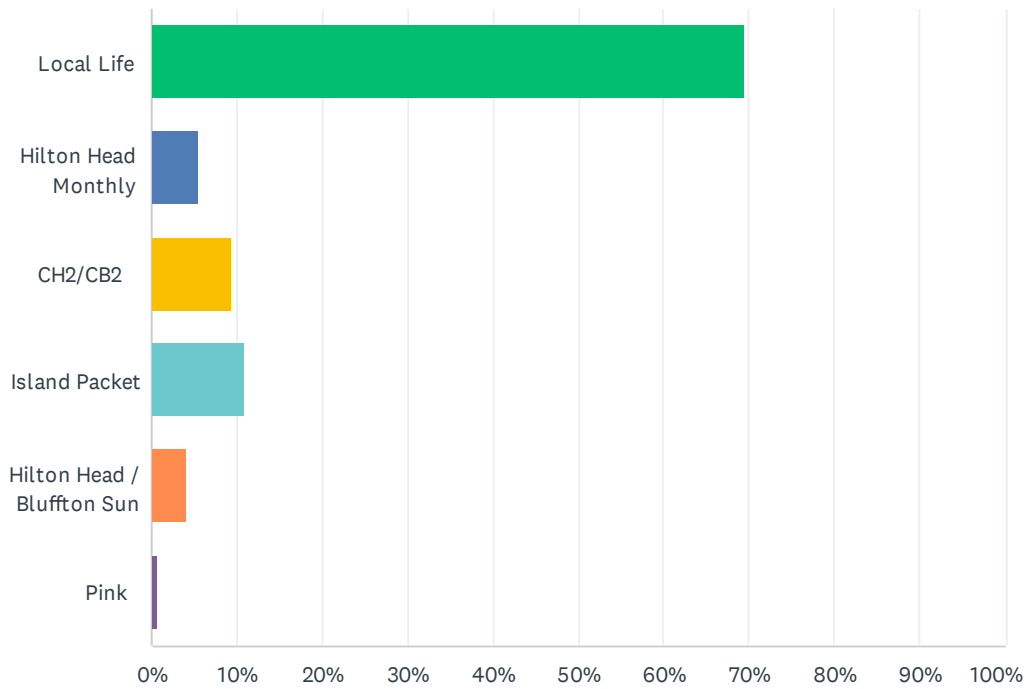
2022 Local Life Magazine Reader Survey

ANSWER CHOICES	RESPONSES	
Local Life	92.00%	253
Hilton Head Monthly	47.64%	131
CH2/CB2	49.45%	136
Island Packet	43.27%	119
Hilton Head / Bluffton Sun	31.27%	86
Pink	21.09%	58
Garden and Gun	17.82%	49
Coastal Living	34.91%	96
Veranda	8.00%	22
Architectural Digest	9.09%	25
Luxe	1.45%	4
Southern Living	47.64%	131
Other (please specify)	10.18%	28
Total Respondents: 275		

Other (these include some of the responses):

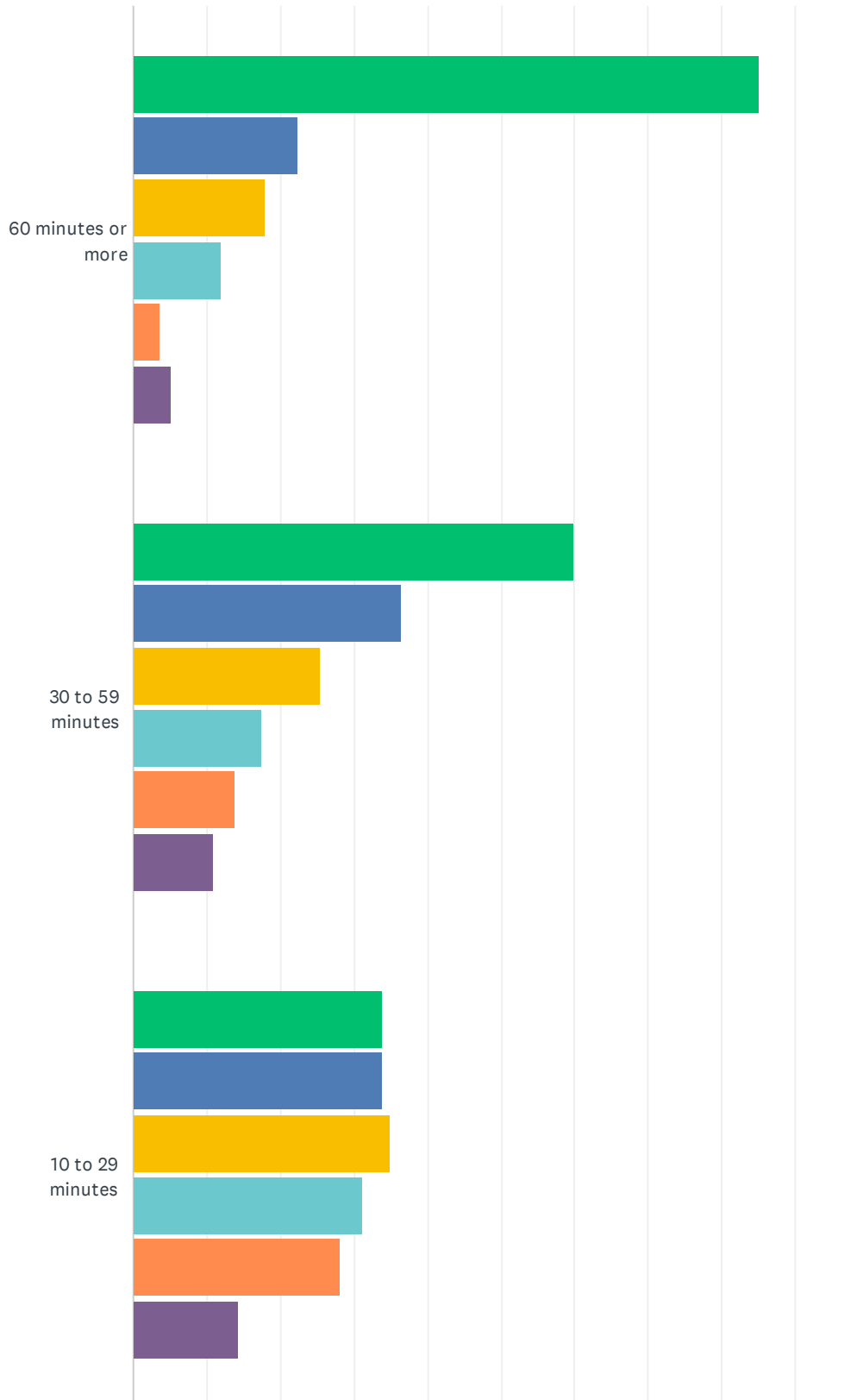
Golf
 Magnolia magazine
 Time, National Geographic
 Again, Local Life is our go to read. This magazine has it all.
 Travel & Leisure, Cooks
 Tea Time magazine, Food and Wine
 Victoria
 WSJ, Washington Examiner
 Real Simple
 The Week, Smithsonian, National Geographic
 Yankee The Week Cook's New Yorker Readers Digest
 Garden & Gun
 South Magazine
 Wine spectator
 golf
 Kiplinger, AARP magazines
 No longer subscribe to Veranda, Architectural Digest or Southern Living.
 Southern Lady
 Savannah
 Southern Home; Traditional Home
 Lowcountry Weekly, The Island News, Beaufort Lifestyle
 Good Housekeeping
 Island packet occasionally.
 New York Times, Washington Post
 Bon appetite

Q10 Which of the following local print media do you prefer?

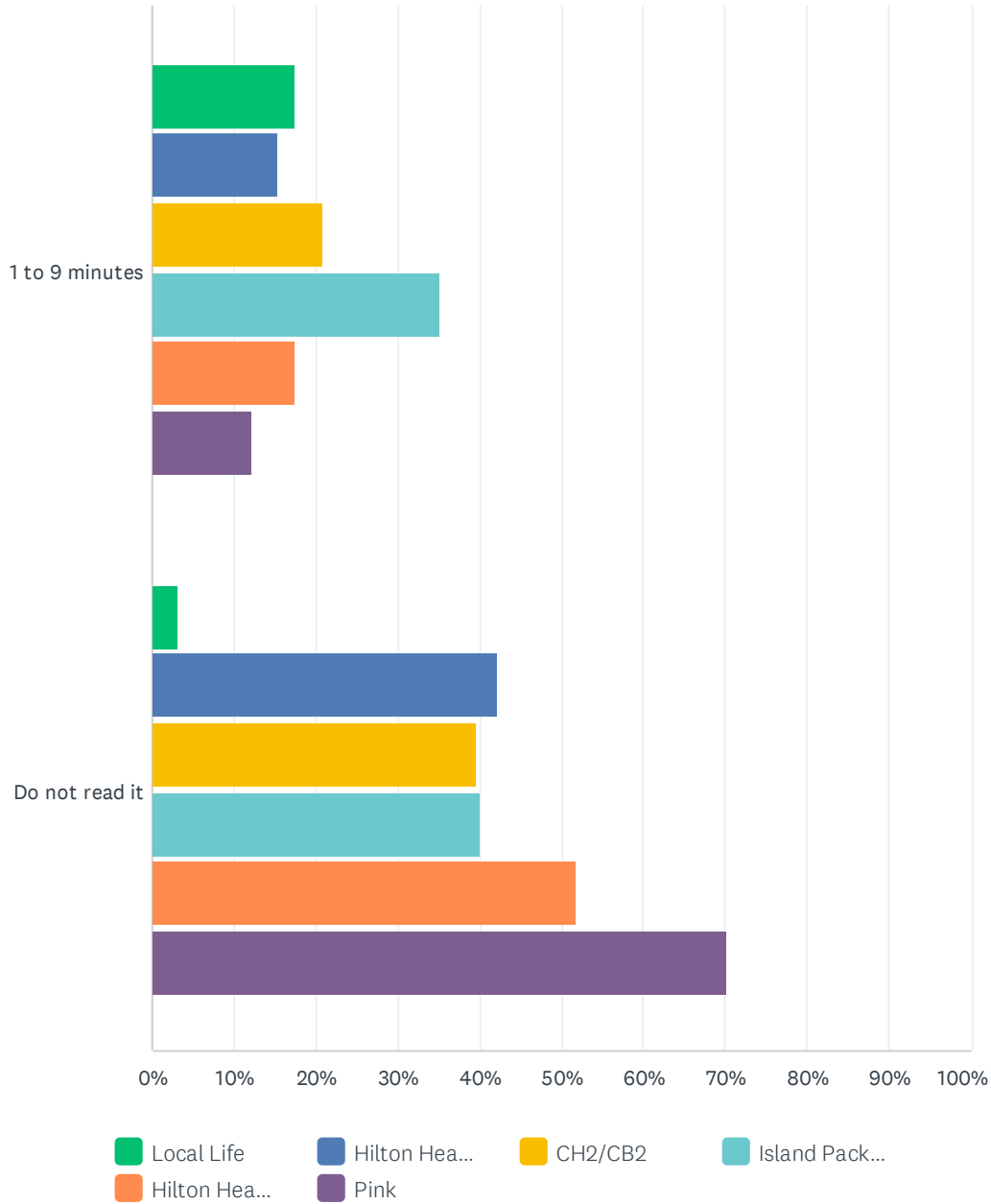


ANSWER CHOICES	RESPONSES	
Local Life	69.40%	186
Hilton Head Monthly	5.60%	15
CH2/CB2	9.33%	25
Island Packet	10.82%	29
Hilton Head / Bluffton Sun	4.10%	11
Pink	0.75%	2
TOTAL		268

Q11 How much time do you typically spend with an issue of the following publications?

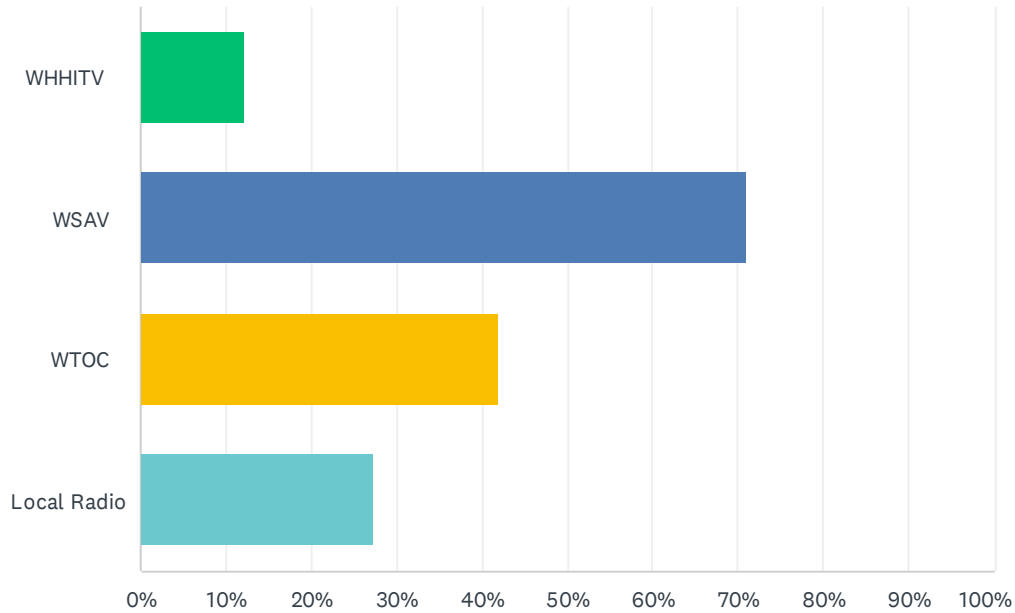


2022 Local Life Magazine Reader Survey



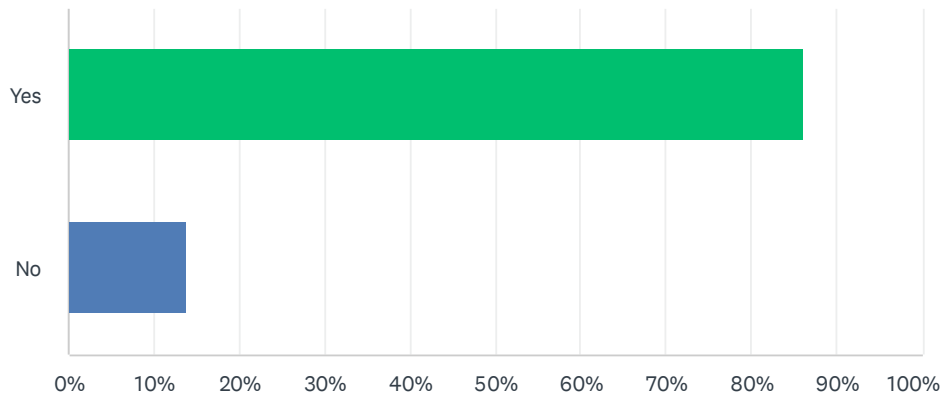
	LOCAL LIFE	HILTON HEAD MONTHLY	CH2/CB2	ISLAND PACKET	HILTON HEAD / BLUFFTON SUN	PINK	TOTAL RESPONDENTS
60 minutes or more	85.07% 114	22.39% 30	17.91% 24	11.94% 16	3.73% 5	5.22% 7	134
30 to 59 minutes	60.00% 99	36.36% 60	25.45% 42	17.58% 29	13.94% 23	10.91% 18	165
10 to 29 minutes	33.86% 64	33.86% 64	34.92% 66	31.22% 59	28.04% 53	14.29% 27	189
1 to 9 minutes	17.58% 16	15.38% 14	20.88% 19	35.16% 32	17.58% 16	12.09% 11	91
Do not read it	3.21% 6	42.25% 79	39.57% 74	40.11% 75	51.87% 97	70.05% 131	187

Q12 Which broadcast media do you watch or listen to? (Check all that apply.)



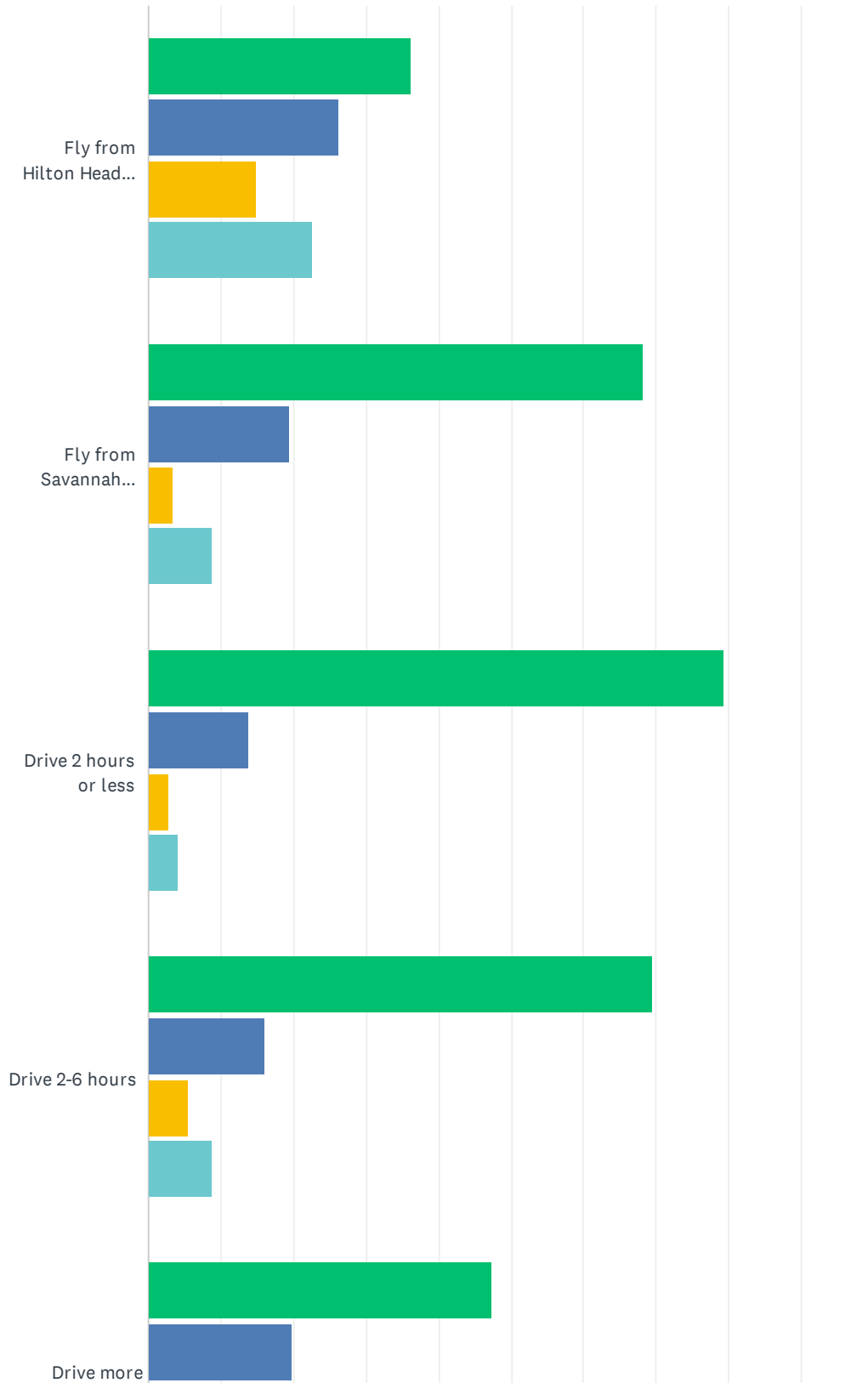
ANSWER CHOICES	RESPONSES
WHHITV	12.18% 29
WSAV	71.01% 169
WTOC	42.02% 100
Local Radio	27.31% 65
Total Respondents: 238	

Q13 Do you donate, or plan to donate to local charities?

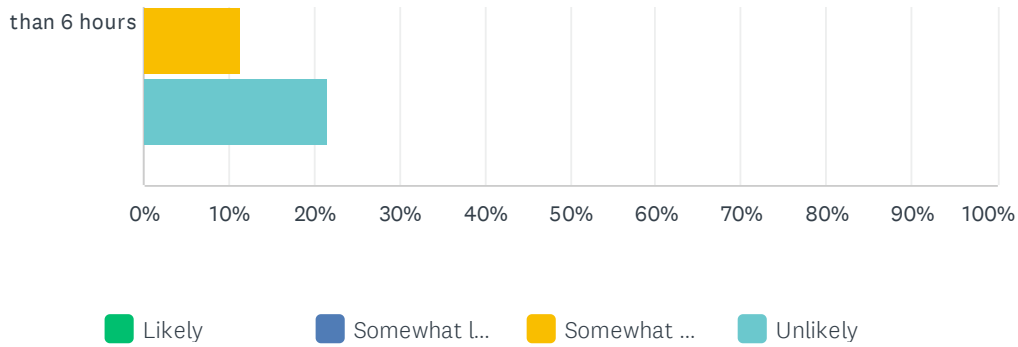


ANSWER CHOICES	RESPONSES	
Yes	86.08%	235
No	13.92%	38
TOTAL		273

Q14 When travel resumes to a more normal experience, how likely are you to:

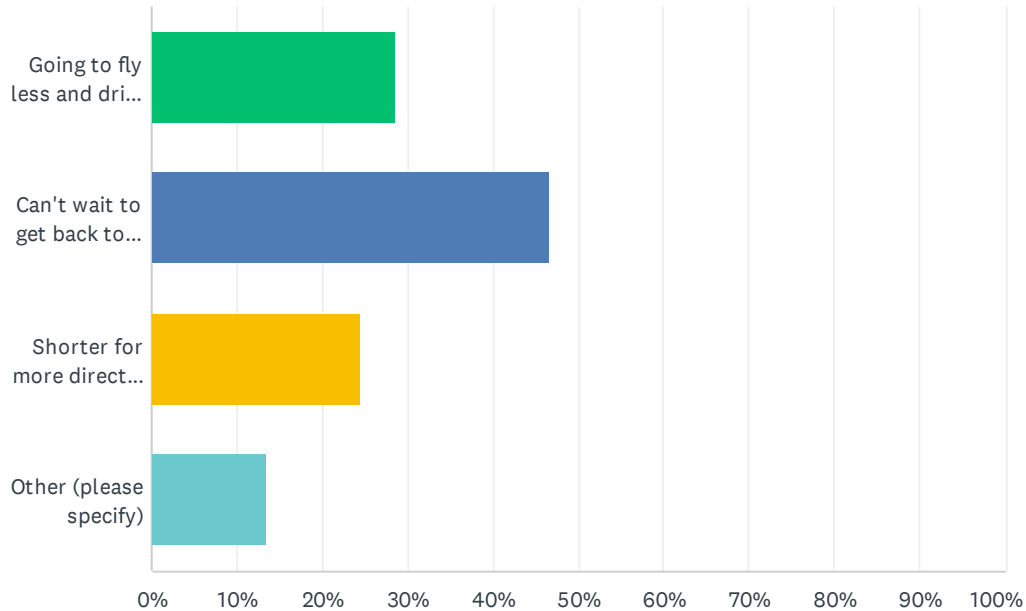


2022 Local Life Magazine Reader Survey



	LIKELY	SOMEWHAT LIKELY	SOMEWHAT UNLIKELY	UNLIKELY	TOTAL	WEIGHTED AVERAGE
Fly from Hilton Head Island Airport	36.33% 93	26.17% 67	14.84% 38	22.66% 58	256	2.24
Fly from Savannah Airport	68.32% 179	19.47% 51	3.44% 9	8.78% 23	262	1.53
Drive 2 hours or less	79.27% 195	13.82% 34	2.85% 7	4.07% 10	246	1.32
Drive 2-6 hours	69.48% 173	16.06% 40	5.62% 14	8.84% 22	249	1.54
Drive more than 6 hours	47.27% 121	19.92% 51	11.33% 29	21.48% 55	256	2.07

Q15 How do you expect your travel habits to change? (Check all that apply.)

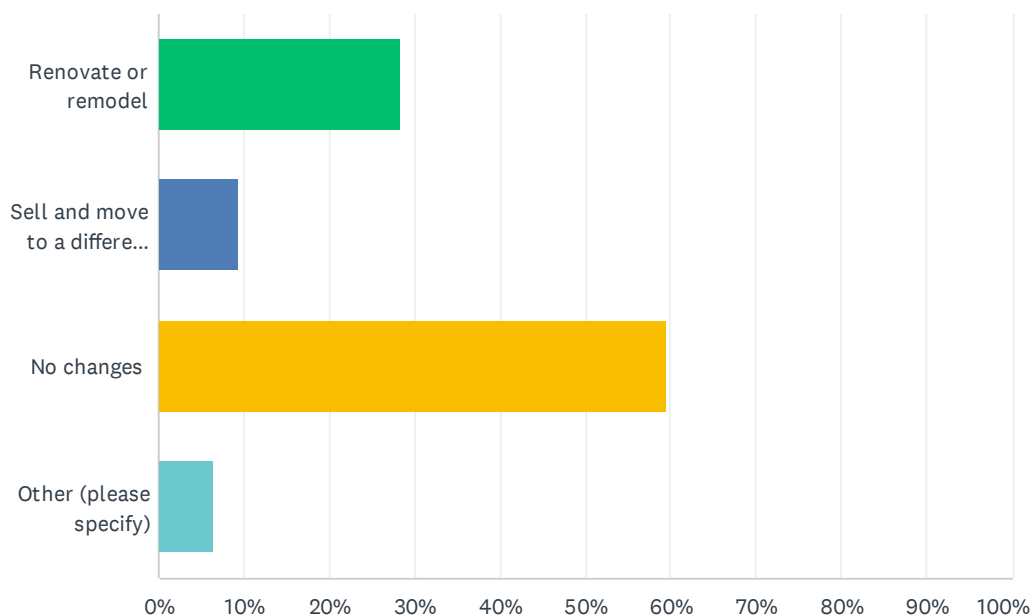


ANSWER CHOICES	RESPONSES	
Going to fly less and drive more	28.57%	76
Can't wait to get back to flying like usual	46.62%	124
Shorter for more direct flights than before	24.44%	65
Other (please specify)	13.53%	36
Total Respondents: 266		

Other (these include some of the responses):

- Take more flights in and out of Hilton Head as soon as more routes are available from upstate New York
- Wait for family member to go with me.
- I've been traveling during Covid and after!!!!
- No change
- Been traveling, back to normal
- Continue to travel
- We usually drive
- Will be ocean cruising as before pandemic but now will also be doing more local interest drives within South Carolina/Georgia/North Carolina.
- Resume road trips
- More short weekend getaways
- They haven't changed much
- Fly more and drive less
- No changes
- Would love to fly more but few direct flights to my destinations.
- No changes
- they will stay the same
- Not going to change
- Never fly - always drive
- Haven't changed
- I don't fly
- No change
- Prefer to drive less of a hassle
- We're already travel at our pre-pandemic rate
- I don't expect to change...and I do travel multiple months per year.
- Cannot afford to travel right now.
- Continue to drive only.
- Probably going to fly more when things get more normal.
- I enjoy driving and looking at the scenery.
- Won't change
- Have taken two trips abroad this year. Hope to do more!!

Q16 Do you expect to change your home? (Check all that apply.)

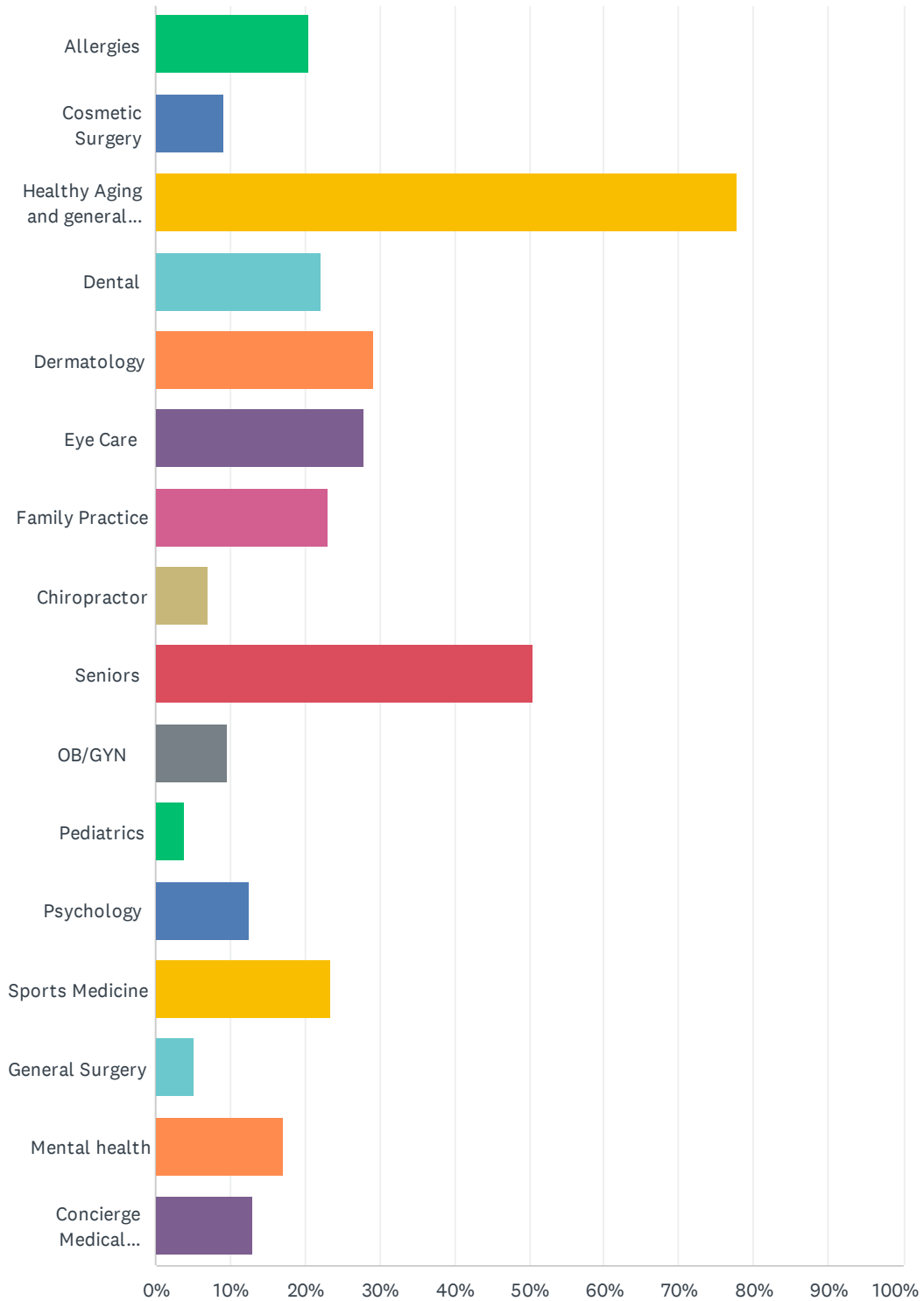


ANSWER CHOICES	RESPONSES	
Renovate or remodel	28.46%	76
Sell and move to a different home	9.36%	25
No changes	59.55%	159
Other (please specify)	6.37%	17
Total Respondents: 267		

Other (these include some of the responses):

- Adding heated pool and birdcage covering large deck and lanai
- Slight improvements- not enough to call a renovation
- Outdoor Landscaping
- Currently building a home on Callawassie Island
- Update counters/lighting
- Sold home, purchased new home moving in 2 months to Bluffton
- In 2 years (give or take), we will probably move to Tide Point or The Crescent.
- Upgrading Wi-Fi connection
- Just built a new home
- Rent
- Build new home
- update the furniture
- Happy where I am.
- currently renting ... will be buying
- Plan to build
- I just moved and in the process of decorating, furnishing.
- Projects completed

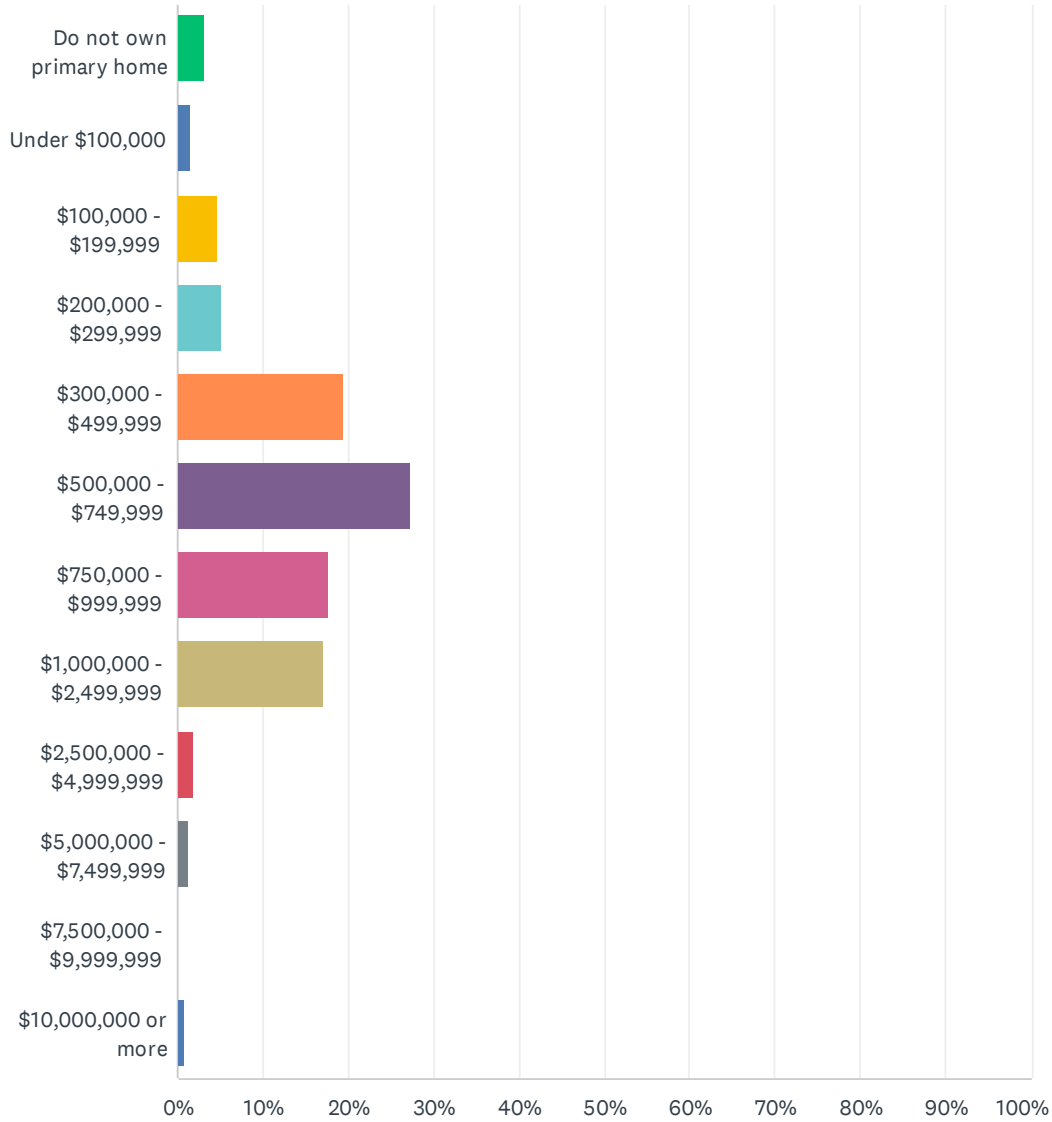
Q17 What types of medical advertisements, topics, and stories, if any, are you interested in reading about? (Check all that apply.)



2022 Local Life Magazine Reader Survey

ANSWER CHOICES	RESPONSES	
Allergies	20.50%	49
Cosmetic Surgery	9.21%	22
Healthy Aging and general wellness	77.82%	186
Dental	22.18%	53
Dermatology	29.29%	70
Eye Care	28.03%	67
Family Practice	23.01%	55
Chiropractor	7.11%	17
Seniors	50.63%	121
OB/GYN	9.62%	23
Pediatrics	3.77%	9
Psychology	12.55%	30
Sports Medicine	23.43%	56
General Surgery	5.02%	12
Mental health	17.15%	41
Concierge Medical services	12.97%	31
Total Respondents: 239		

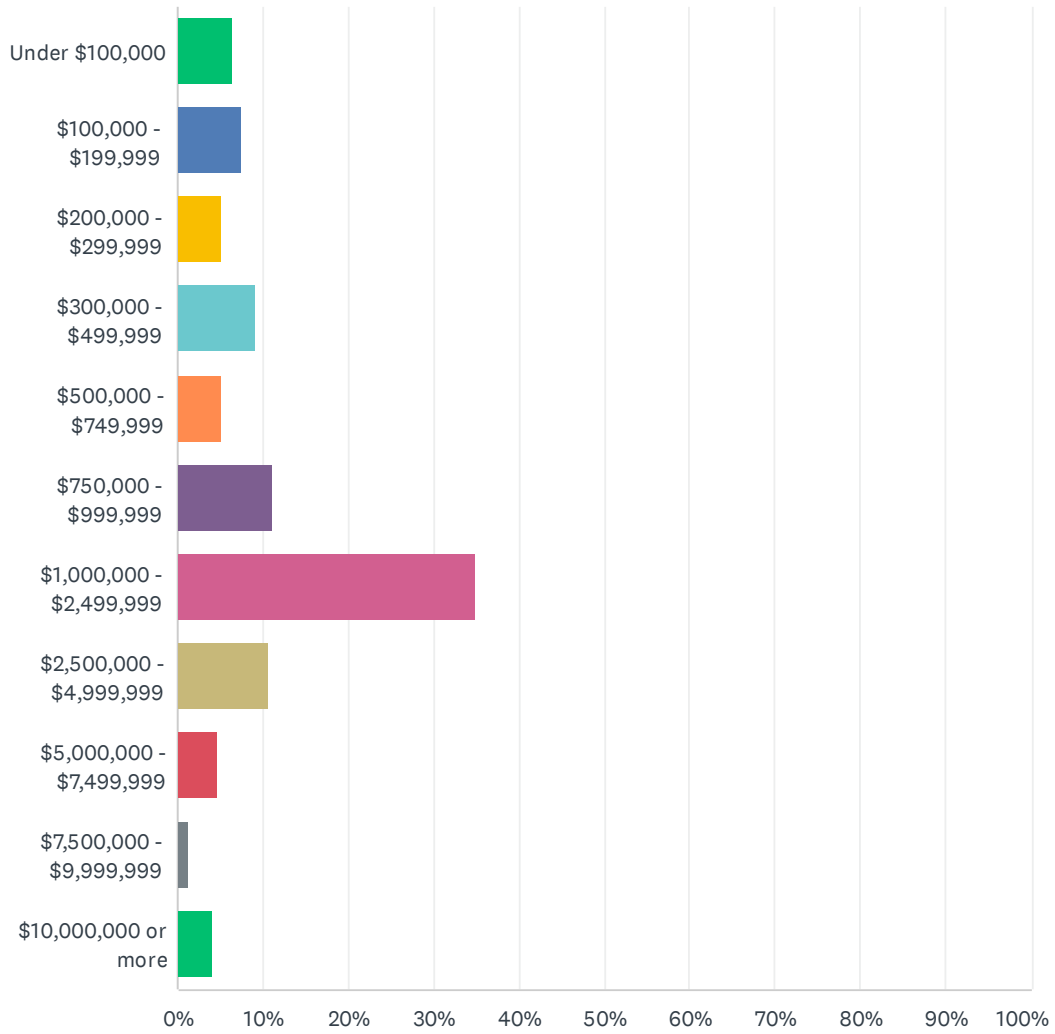
Q18 If you own your primary home, what is the total approximate value (including land)?



2022 Local Life Magazine Reader Survey

ANSWER CHOICES	RESPONSES	
Do not own primary home	3.16%	8
Under \$100,000	1.58%	4
\$100,000 - \$199,999	4.74%	12
\$200,000 - \$299,999	5.14%	13
\$300,000 - \$499,999	19.37%	49
\$500,000 - \$749,999	27.27%	69
\$750,000 - \$999,999	17.79%	45
\$1,000,000 - \$2,499,999	17.00%	43
\$2,500,000 - \$4,999,999	1.98%	5
\$5,000,000 - \$7,499,999	1.19%	3
\$7,500,000 - \$9,999,999	0.00%	0
\$10,000,000 or more	0.79%	2
TOTAL		253

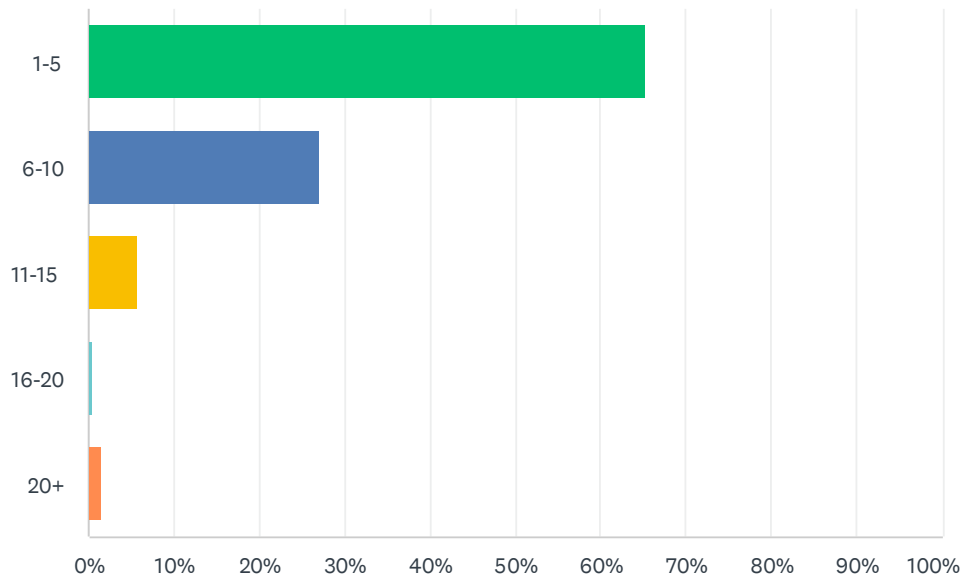
Q19 Which of the following best describes your net worth?



2022 Local Life Magazine Reader Survey

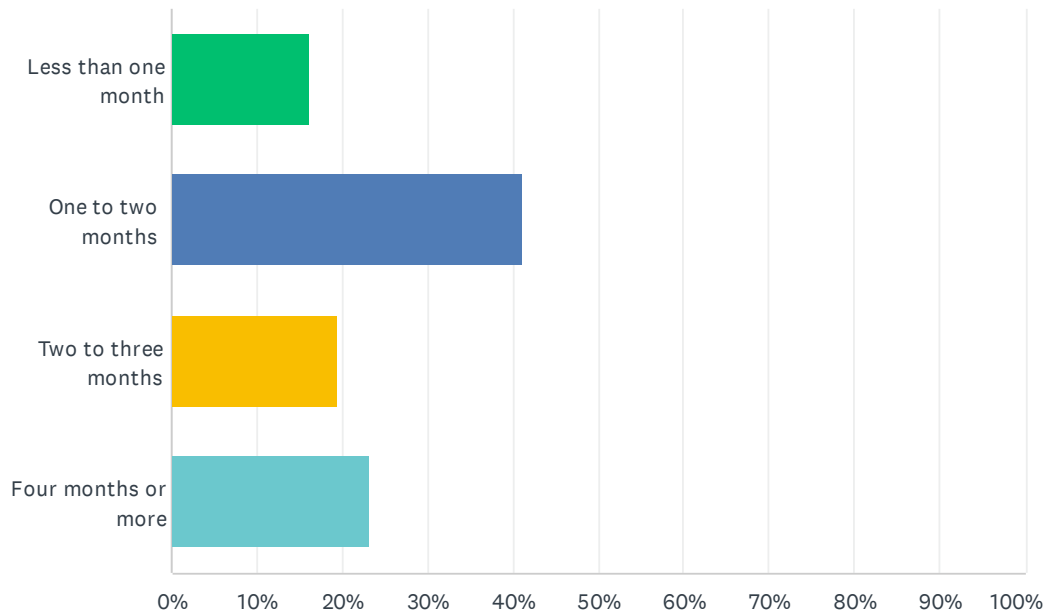
ANSWER CHOICES	RESPONSES	
Under \$100,000	6.45%	14
\$100,000 - \$199,999	7.37%	16
\$200,000 - \$299,999	5.07%	11
\$300,000 - \$499,999	9.22%	20
\$500,000 - \$749,999	5.07%	11
\$750,000 - \$999,999	11.06%	24
\$1,000,000 - \$2,499,999	35.02%	76
\$2,500,000 - \$4,999,999	10.60%	23
\$5,000,000 - \$7,499,999	4.61%	10
\$7,500,000 - \$9,999,999	1.38%	3
\$10,000,000 or more	4.15%	9
TOTAL		217

Q20 How many times a year would you say you travel for pleasure?



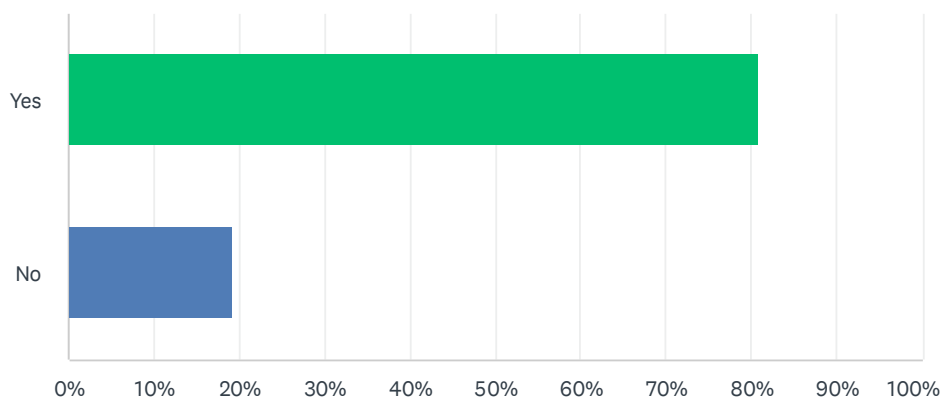
ANSWER CHOICES	RESPONSES	
1-5	65.28%	173
6-10	27.17%	72
11-15	5.66%	15
16-20	0.38%	1
20+	1.51%	4
TOTAL		265

Q21 How long do you keep Local Life Magazine before discarding it?



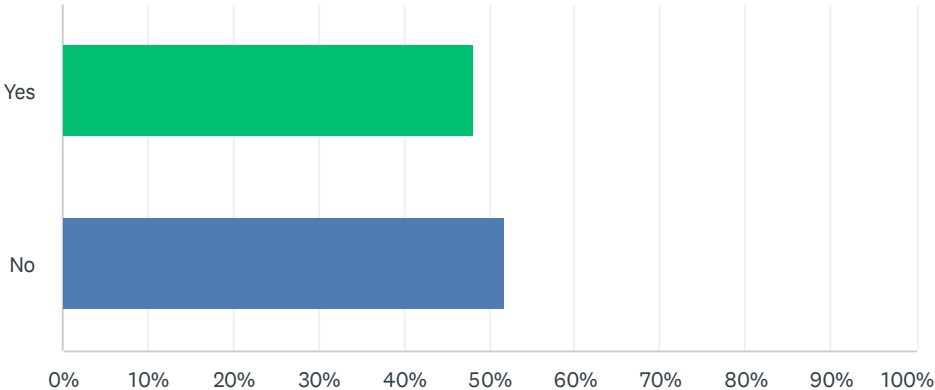
ANSWER CHOICES	RESPONSES
Less than one month	16.28% 42
One to two months	41.09% 106
Two to three months	19.38% 50
Four months or more	23.26% 60
TOTAL	258

Q22 Do you live in a private community?



ANSWER CHOICES	RESPONSES	
Yes	80.84%	211
No	19.16%	50
TOTAL		261

Q23 Do you belong to a club?



ANSWER CHOICES	RESPONSES	
Yes	48.26%	125
No	51.74%	134
TOTAL		259