

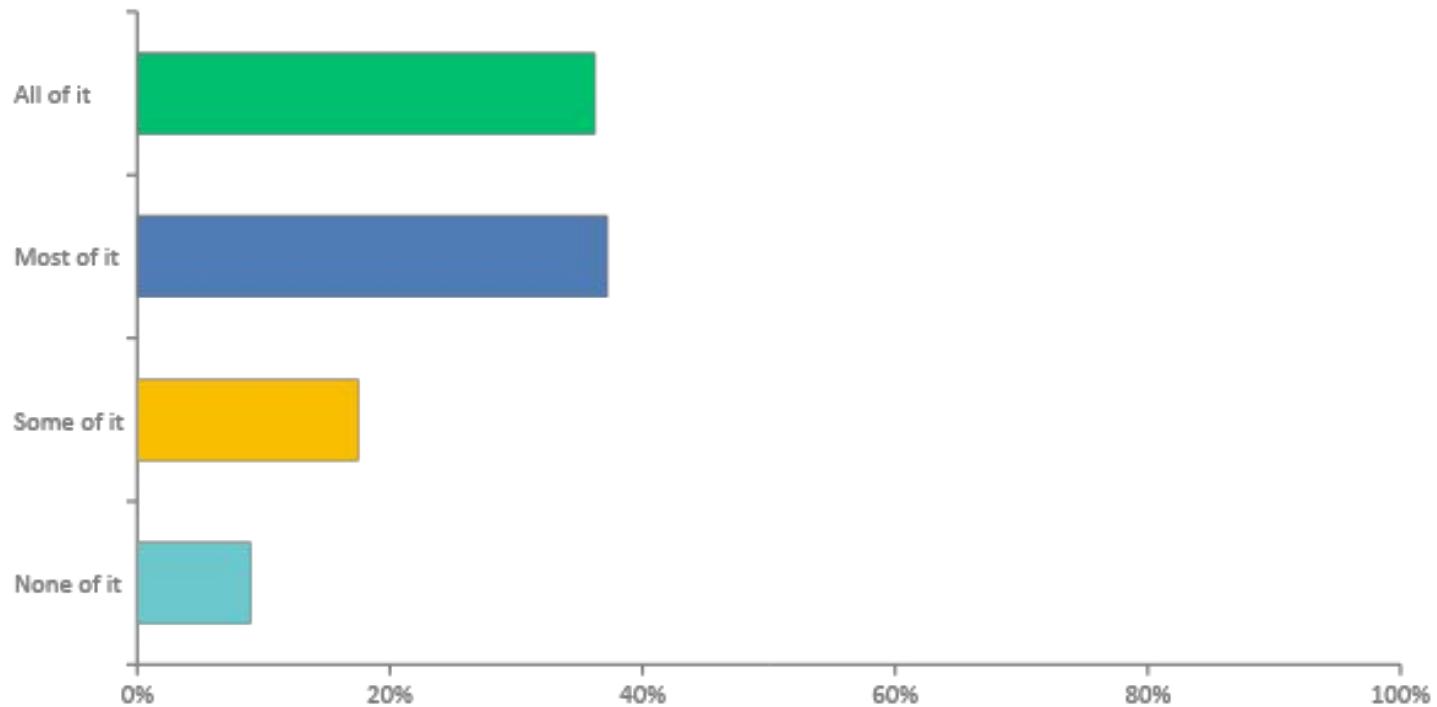
local*life*

2024 Local Life  
Reader Survey



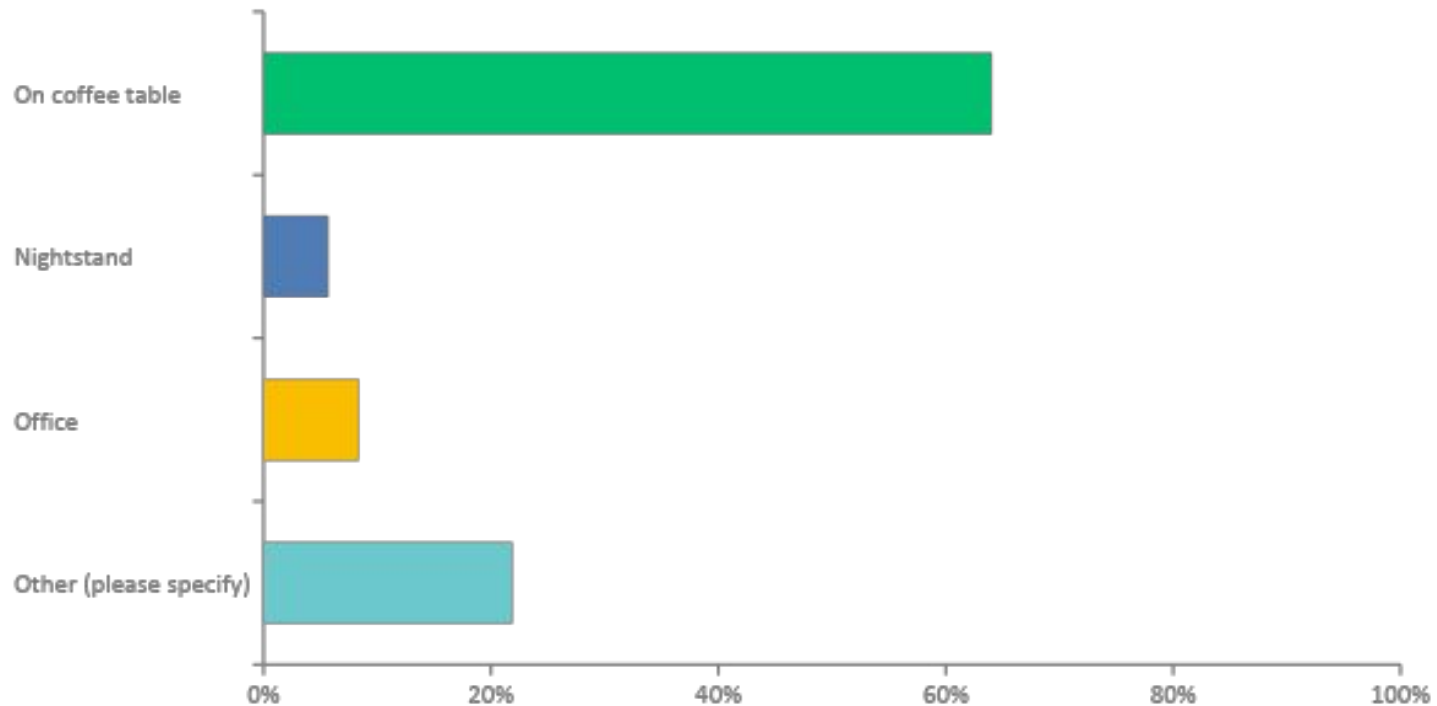
# Q1: How much of each magazine do you read?

Answered: 411 Skipped: 1



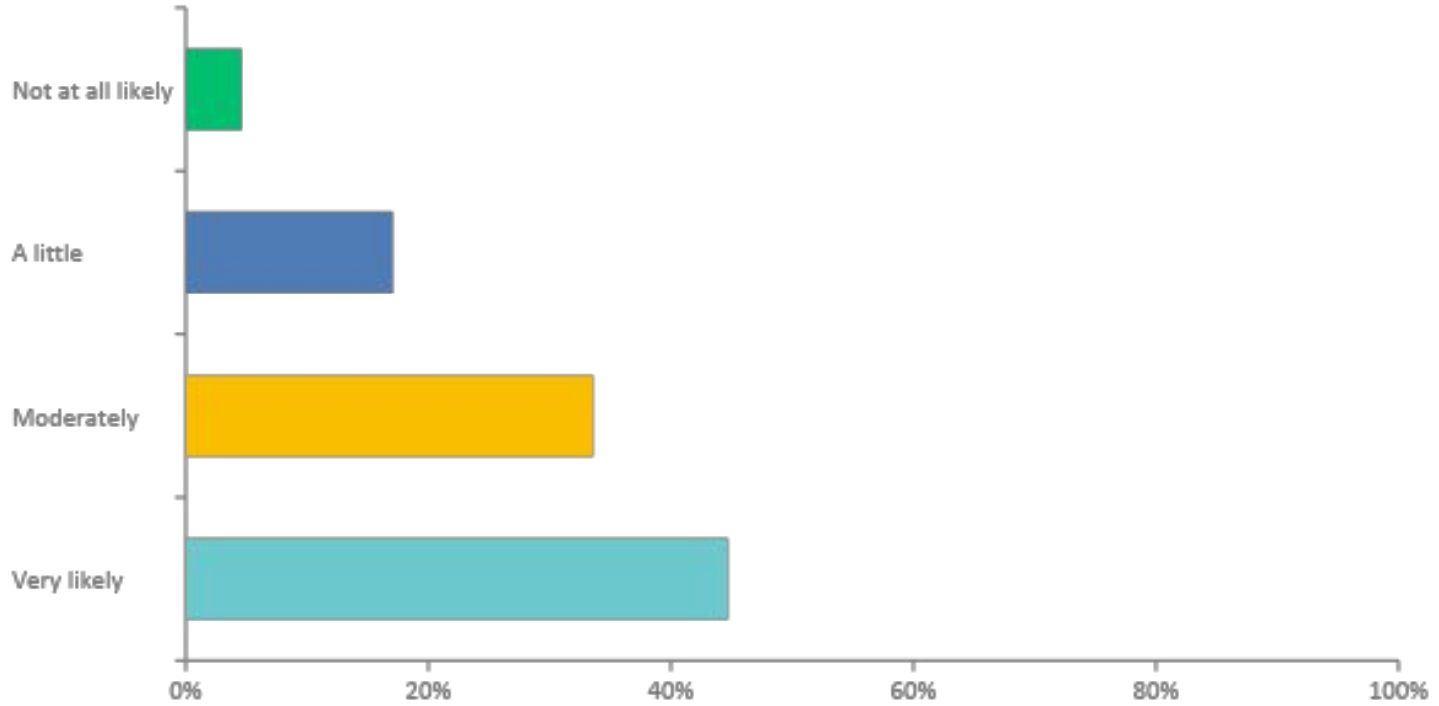
## Q2: Where do you typically keep an issue of Local Life?

Answered: 370 Skipped: 42



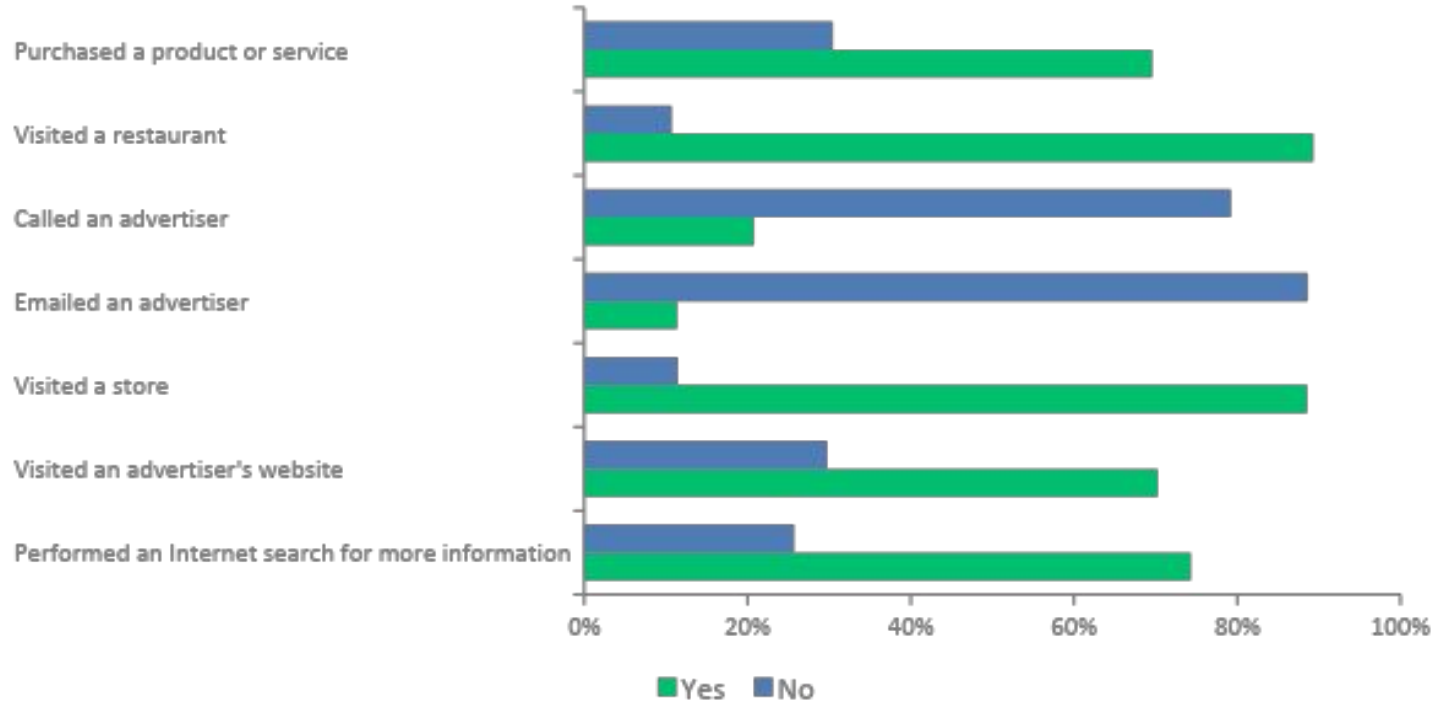
### Q3: How likely are you to purchase a local product or frequent a local business featured in LOCAL Life?

Answered: 369 Skipped: 43



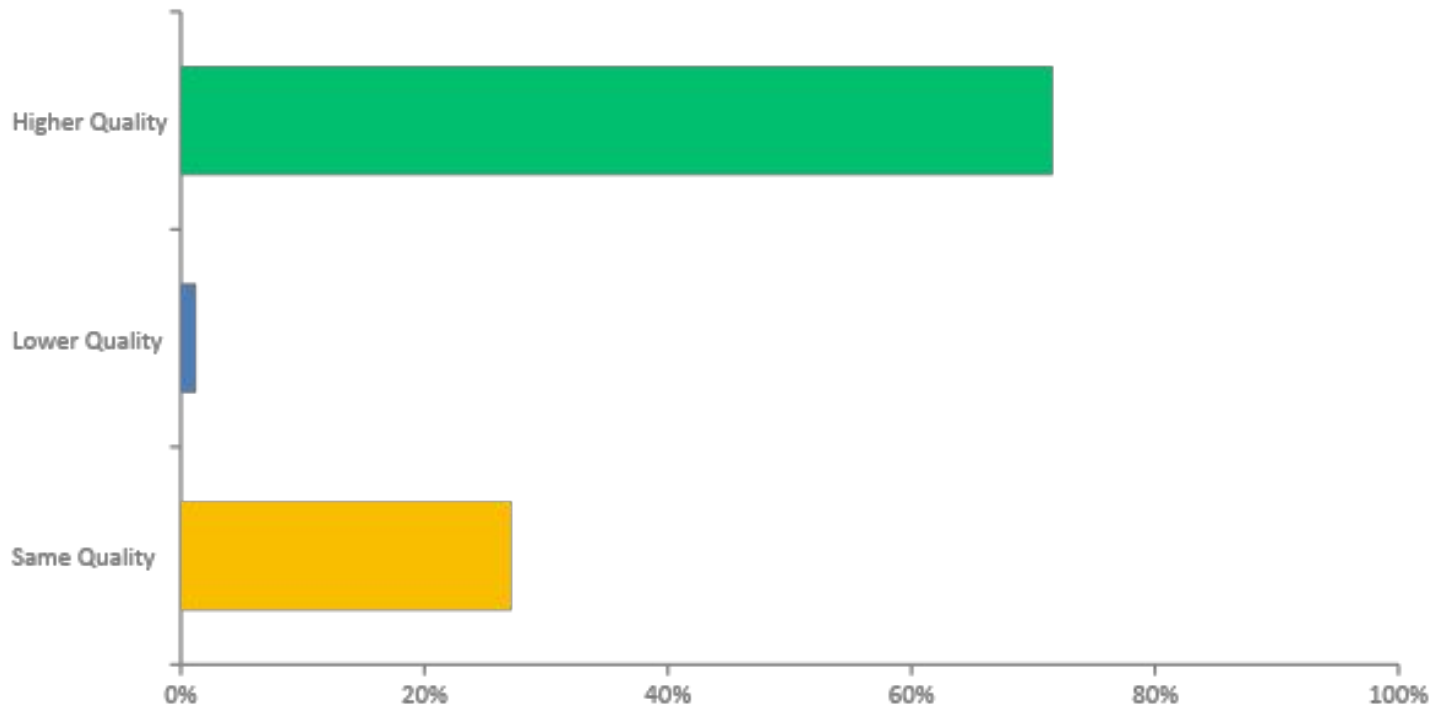
## Q4: After seeing an ad in Local Life have you:

Answered: 358 Skipped: 54



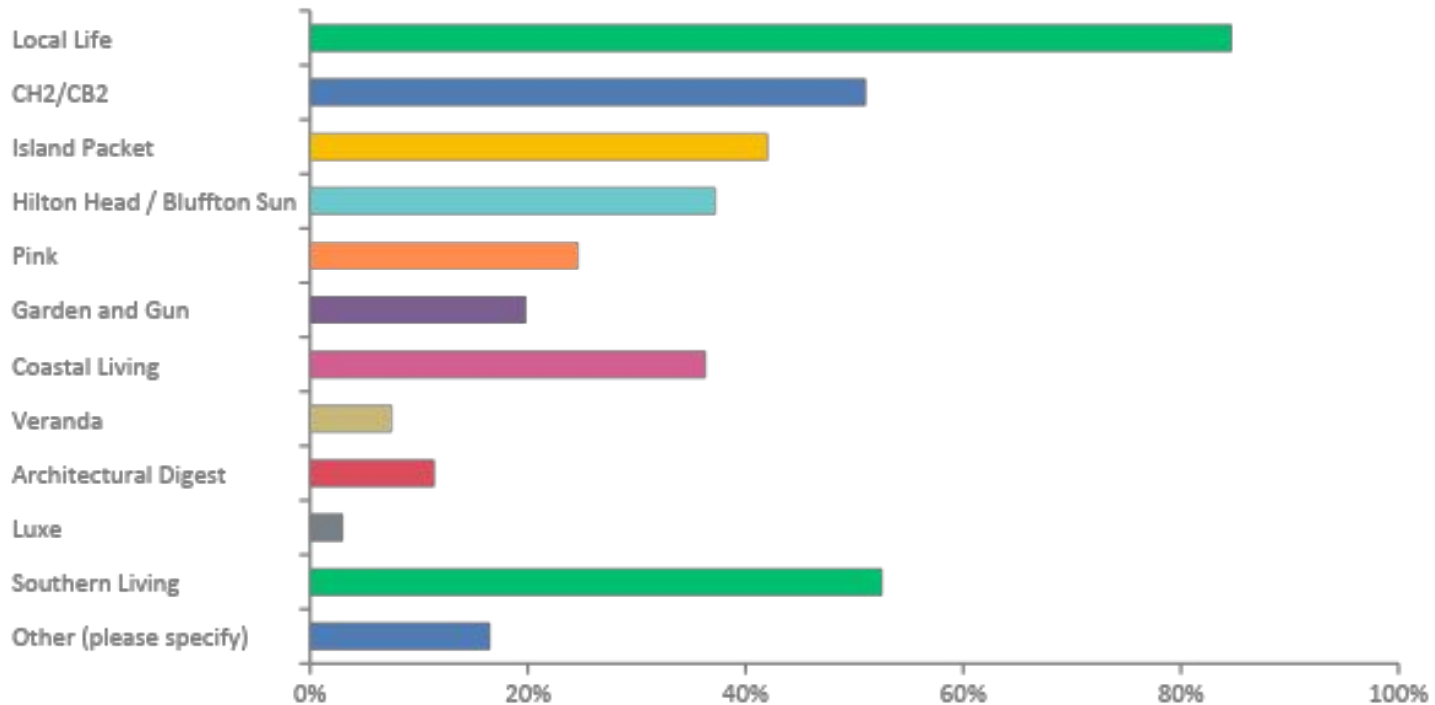
## Q6: Do you consider advertisers in Local Life to be of higher or lower quality than other local print media?

Answered: 324 Skipped: 88



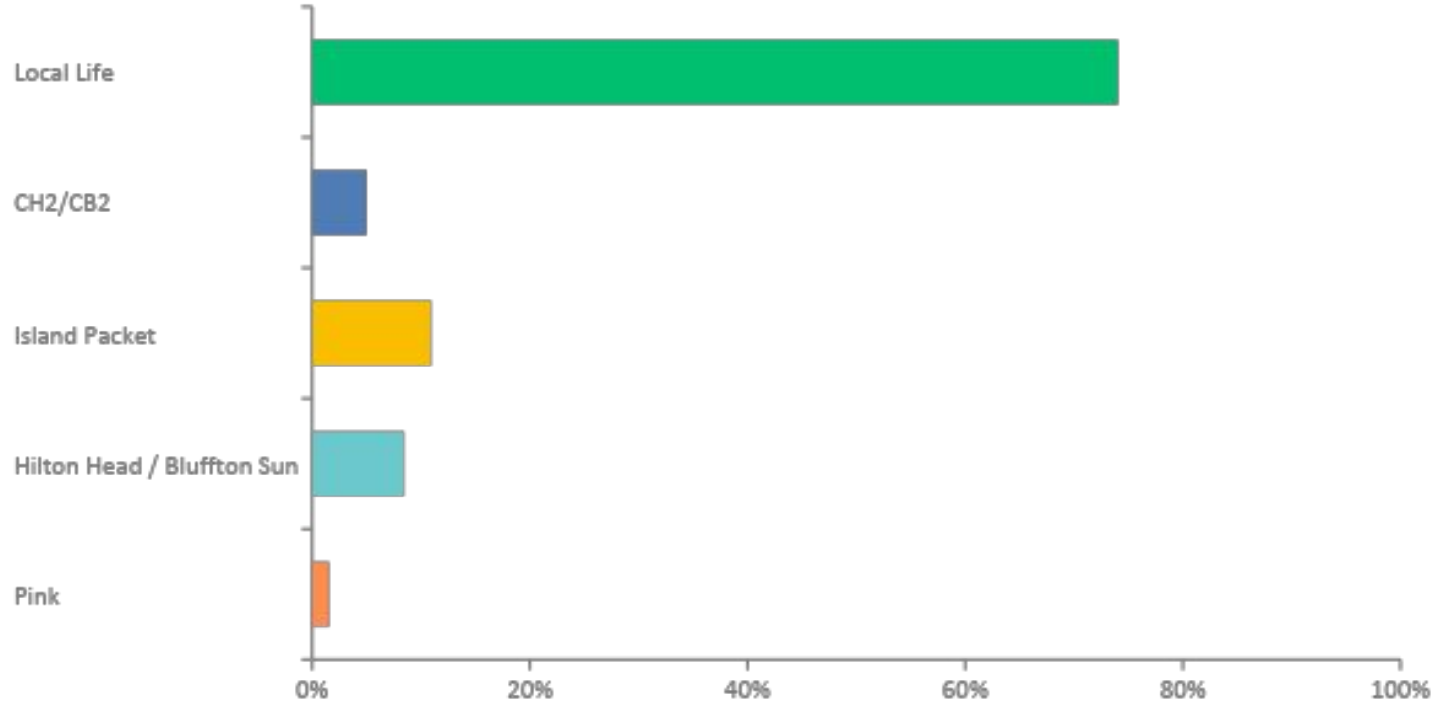
# Q7: Which of the following publications do you read on a regular basis? (Check all that apply.)

Answered: 333 Skipped: 79



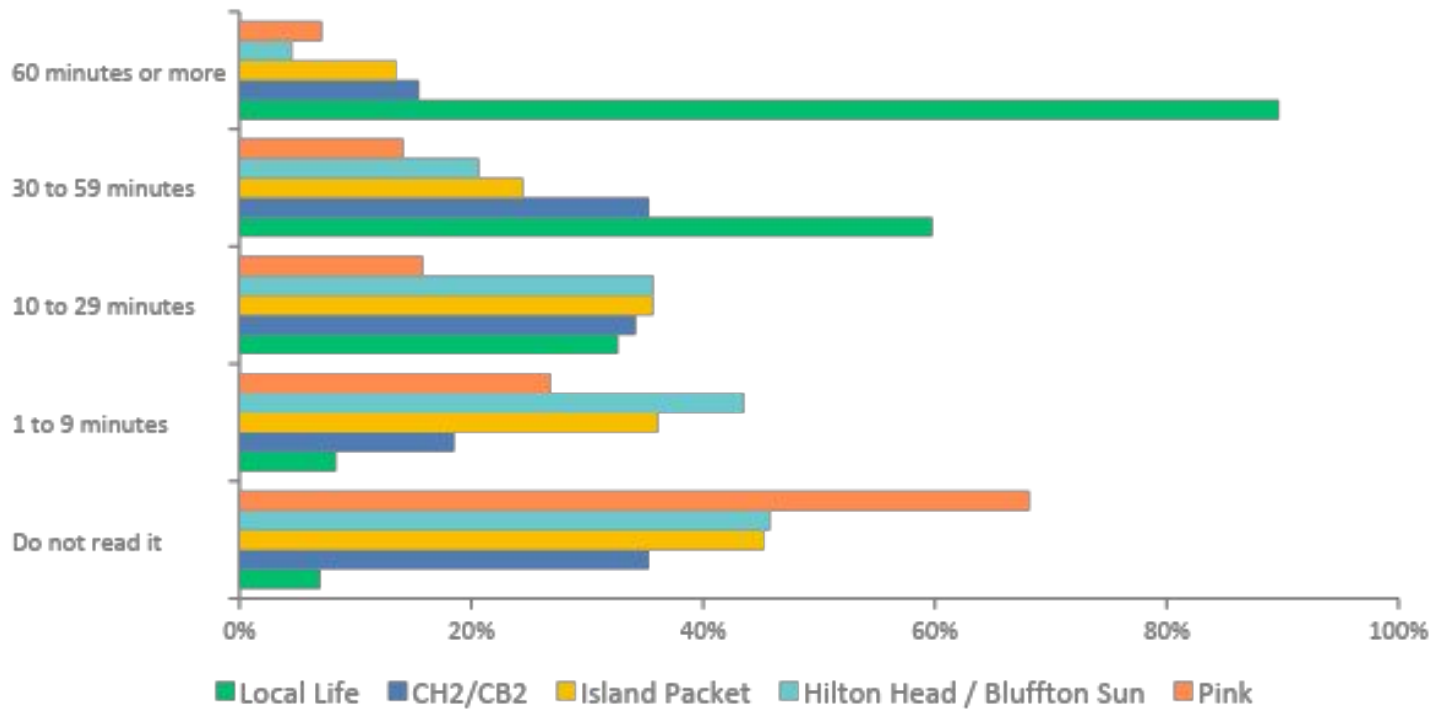
## Q8: Which of the following local print media do you prefer?

Answered: 320 Skipped: 92



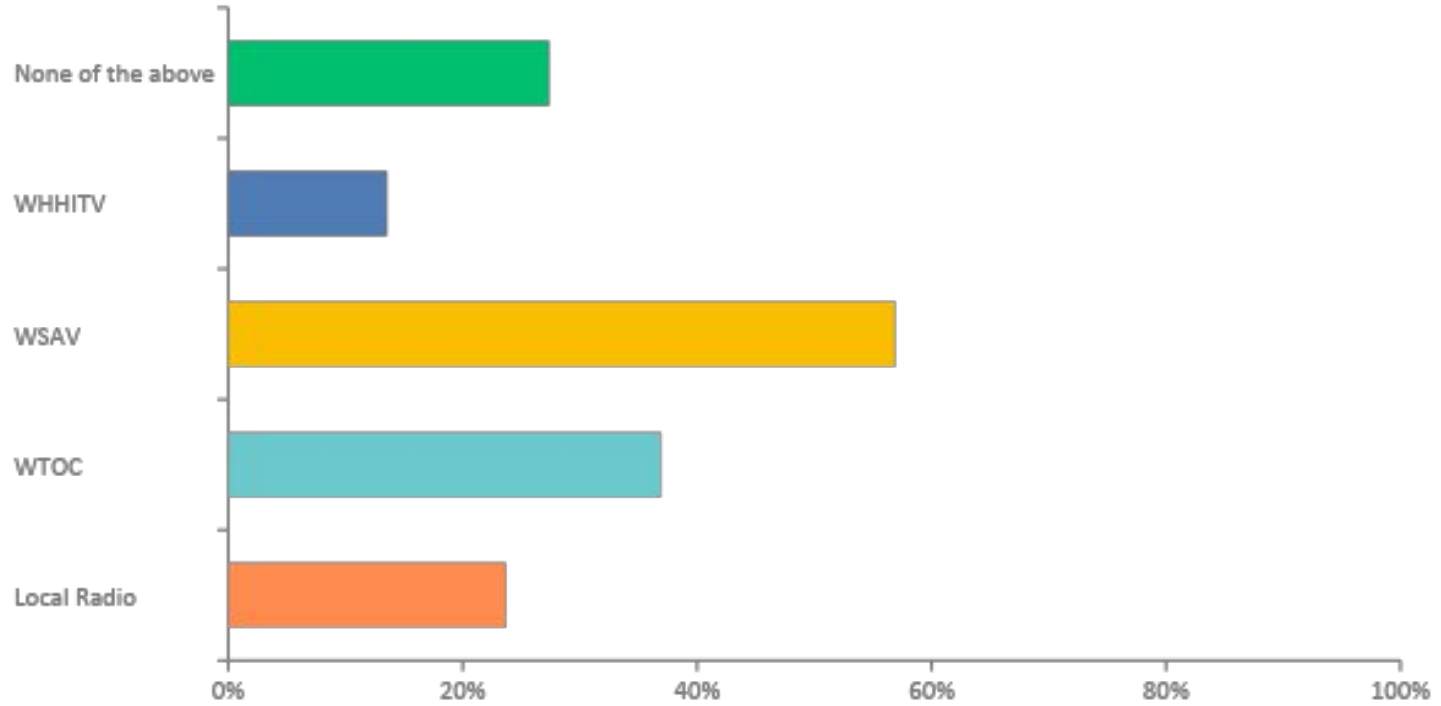
# Q9: How much time do you typically spend with an issue of the following publications?

Answered: 327 Skipped: 85



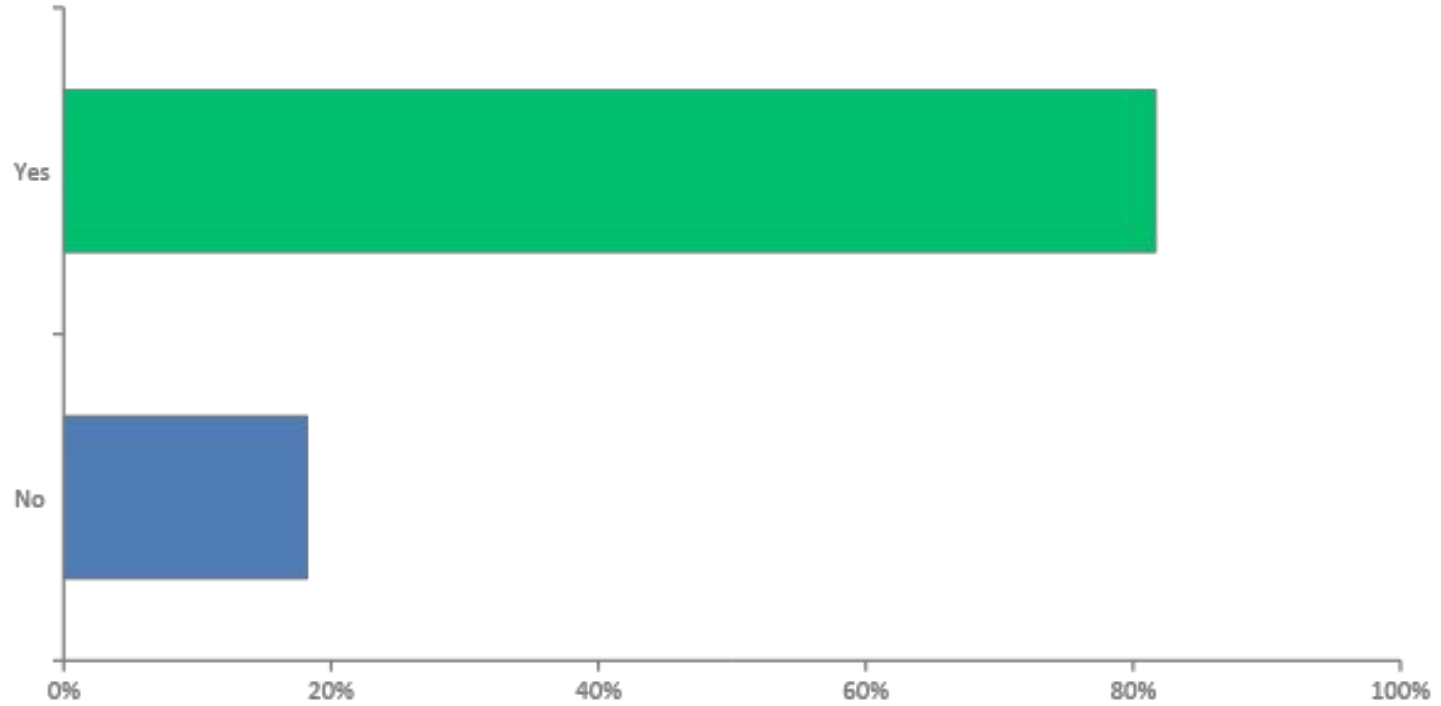
## Q10: Which broadcast media do you watch or listen to? (Check all that apply.)

Answered: 325 Skipped: 87



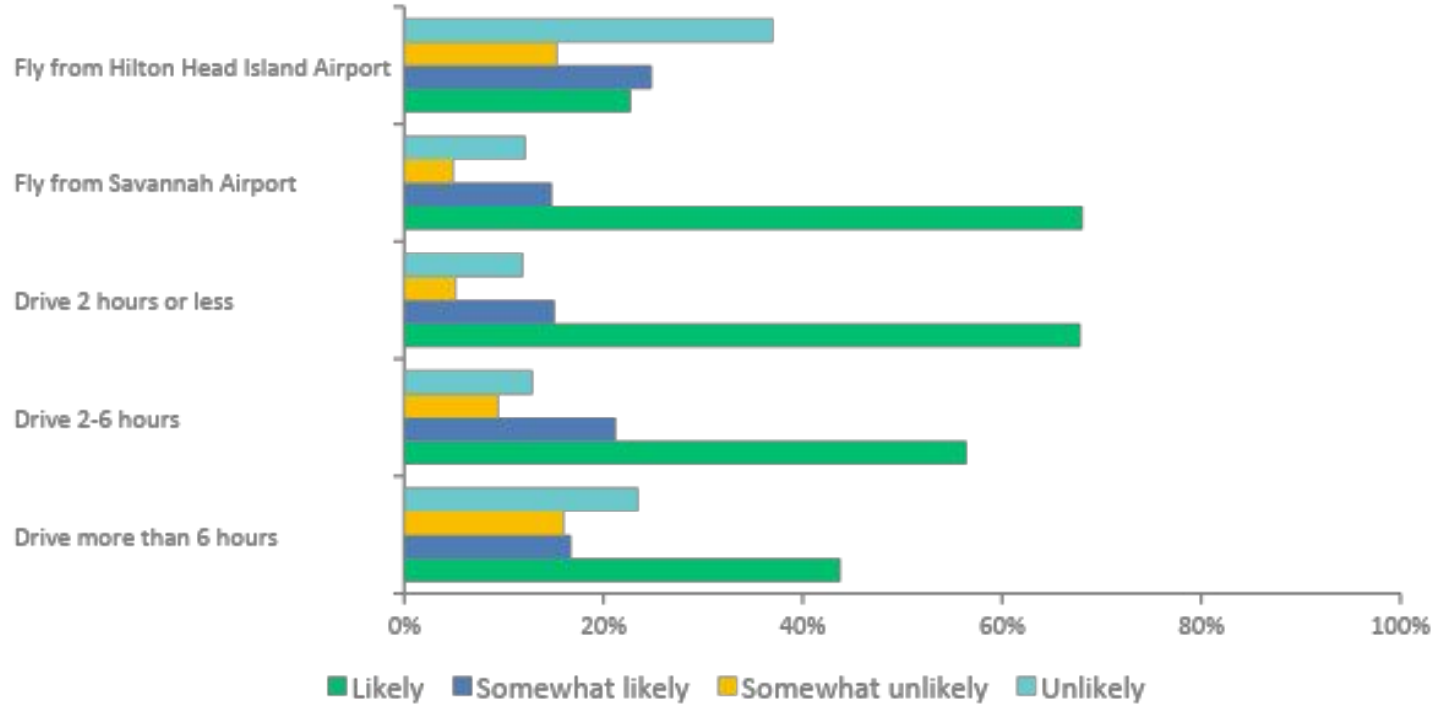
# Q11: Do you donate, or plan to donate to local charities?

Answered: 323 Skipped: 89



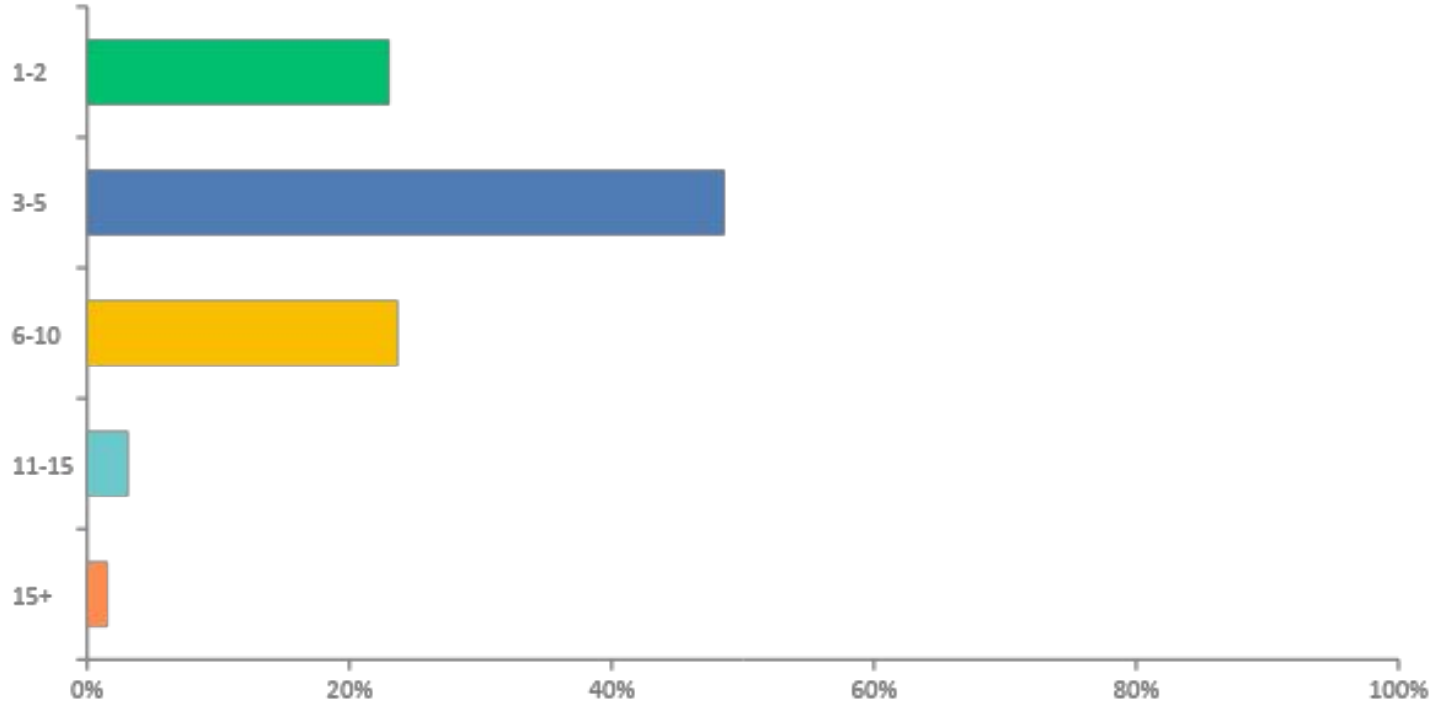
## Q12: When you next travel how likely are you to: (Select all that apply.)

Answered: 325 Skipped: 87



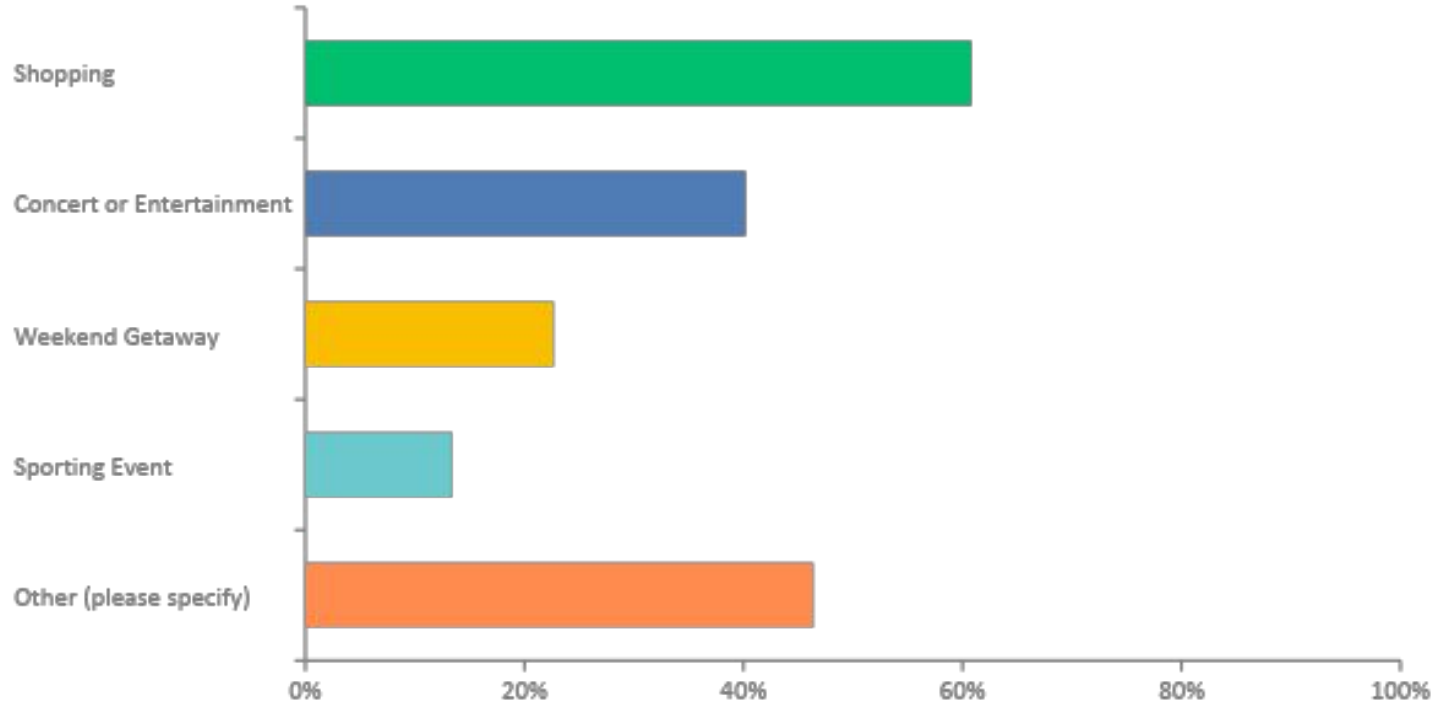
# Q13: How many times a year would you say you travel for pleasure?

Answered: 321 Skipped: 91



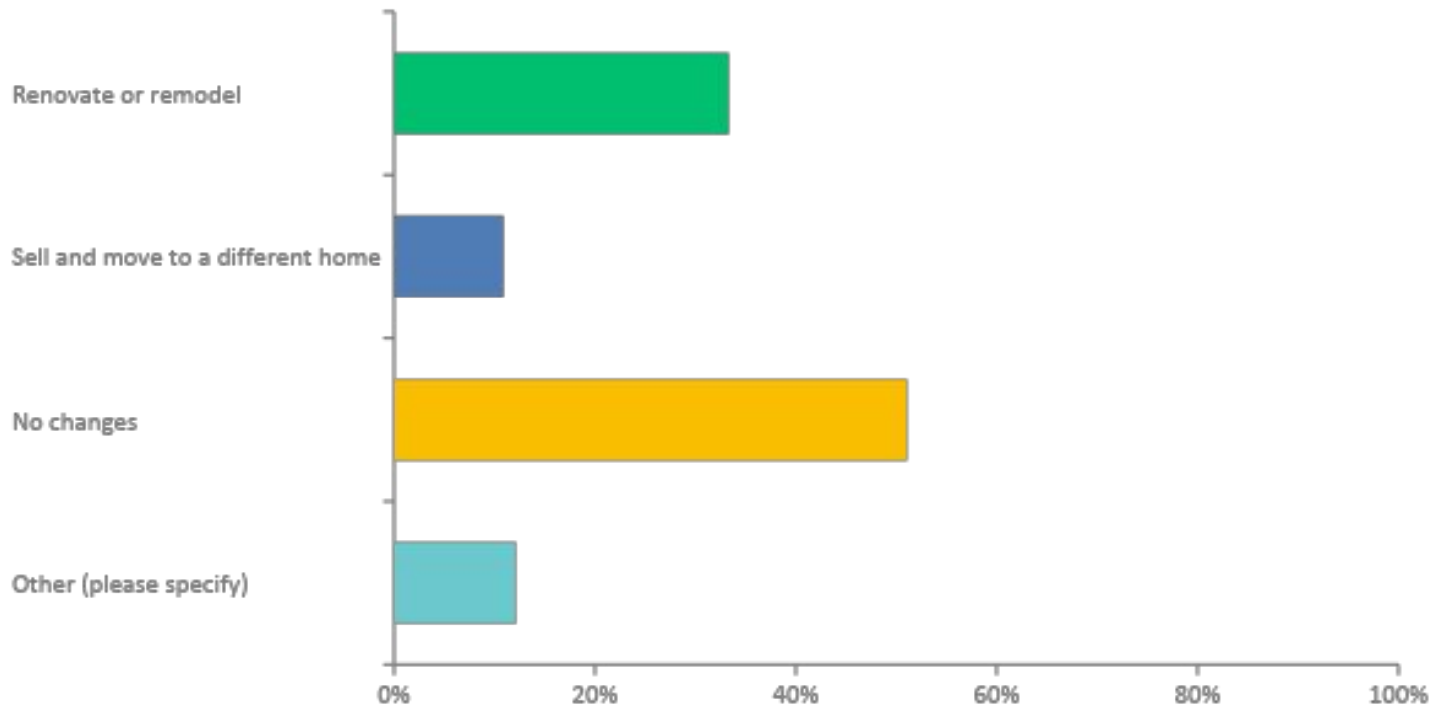
# Q14: Do you visit Savannah for: (Select all that apply.)

Answered: 291 Skipped: 121



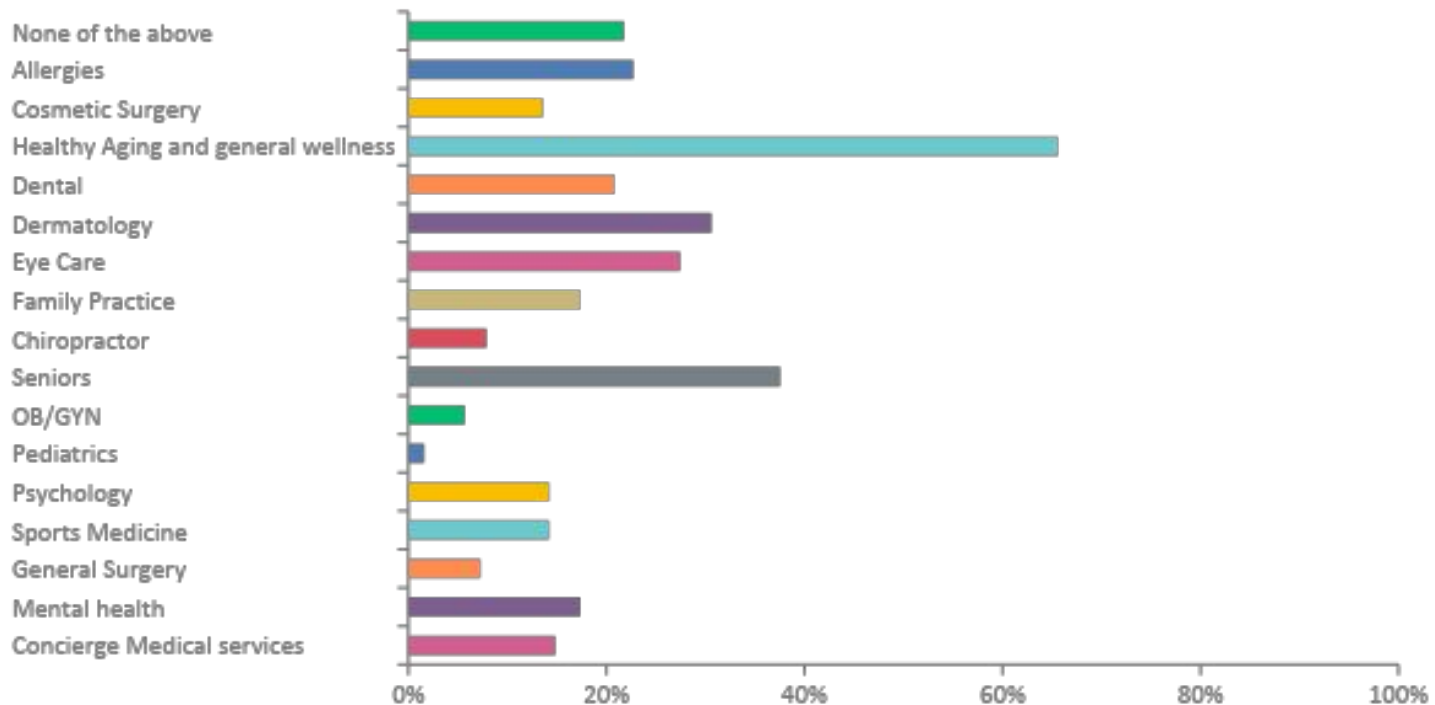
## Q15: How do you expect to change your home? (Check all that apply.)

Answered: 321 Skipped: 91



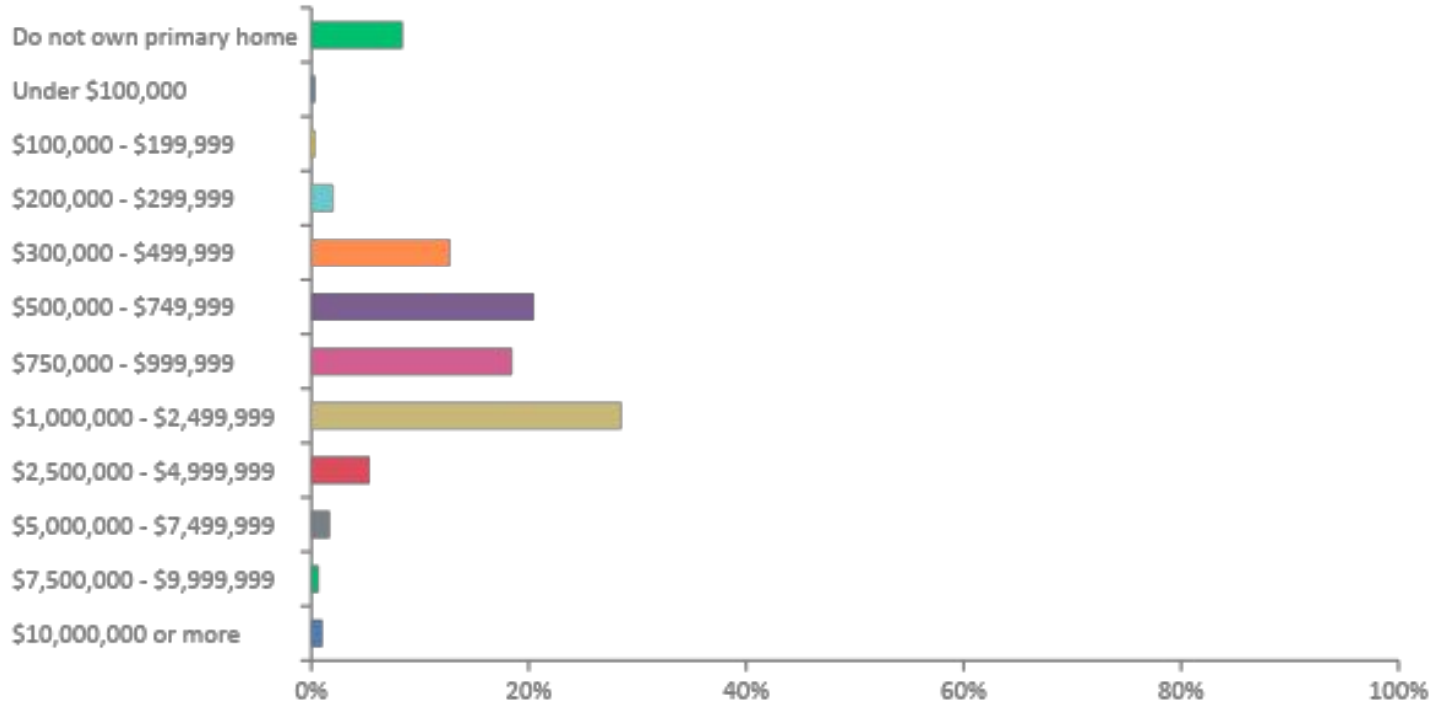
# Q16: What types of medical advertisements, topics, and stories, if any, are you interested in reading about? (Check all that apply.)

Answered: 317 Skipped: 95



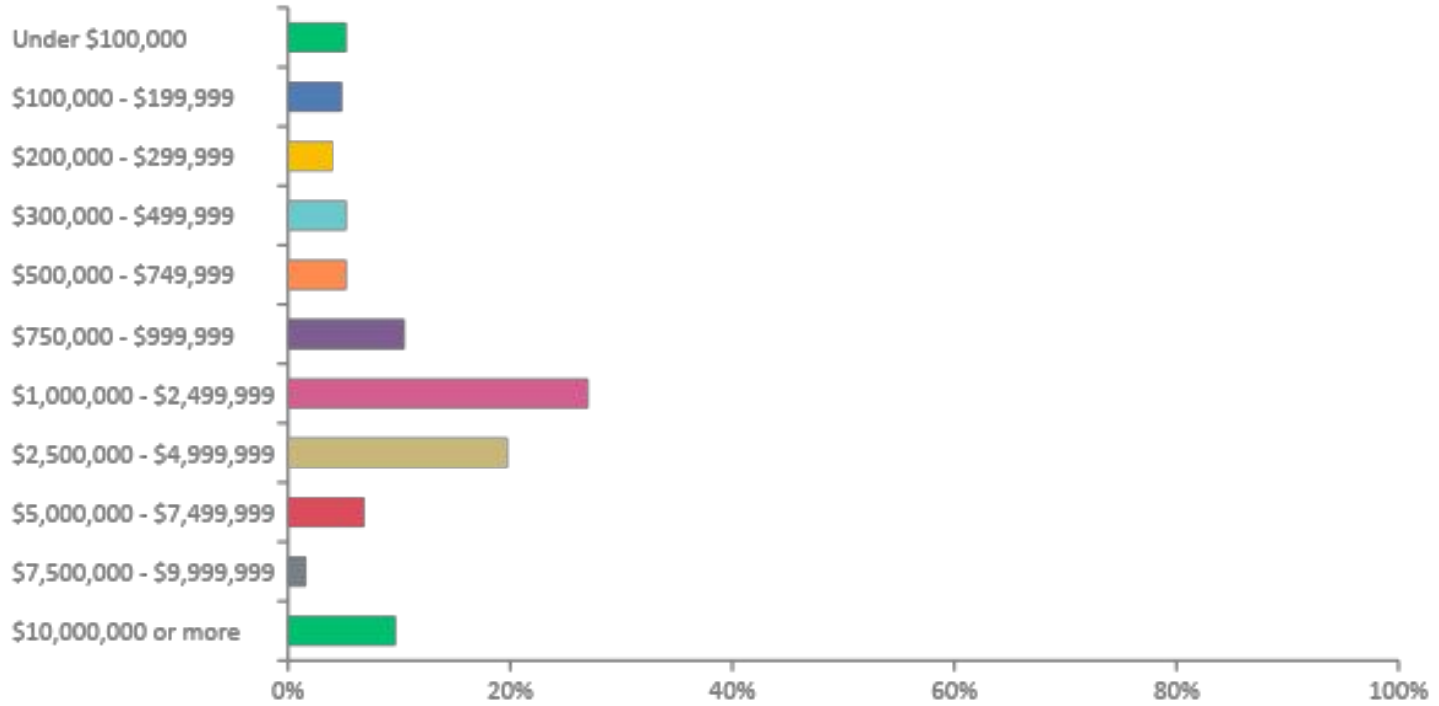
# Q17: If you own your primary home, what is the total approximate value (including land)?

Answered: 298 Skipped: 114



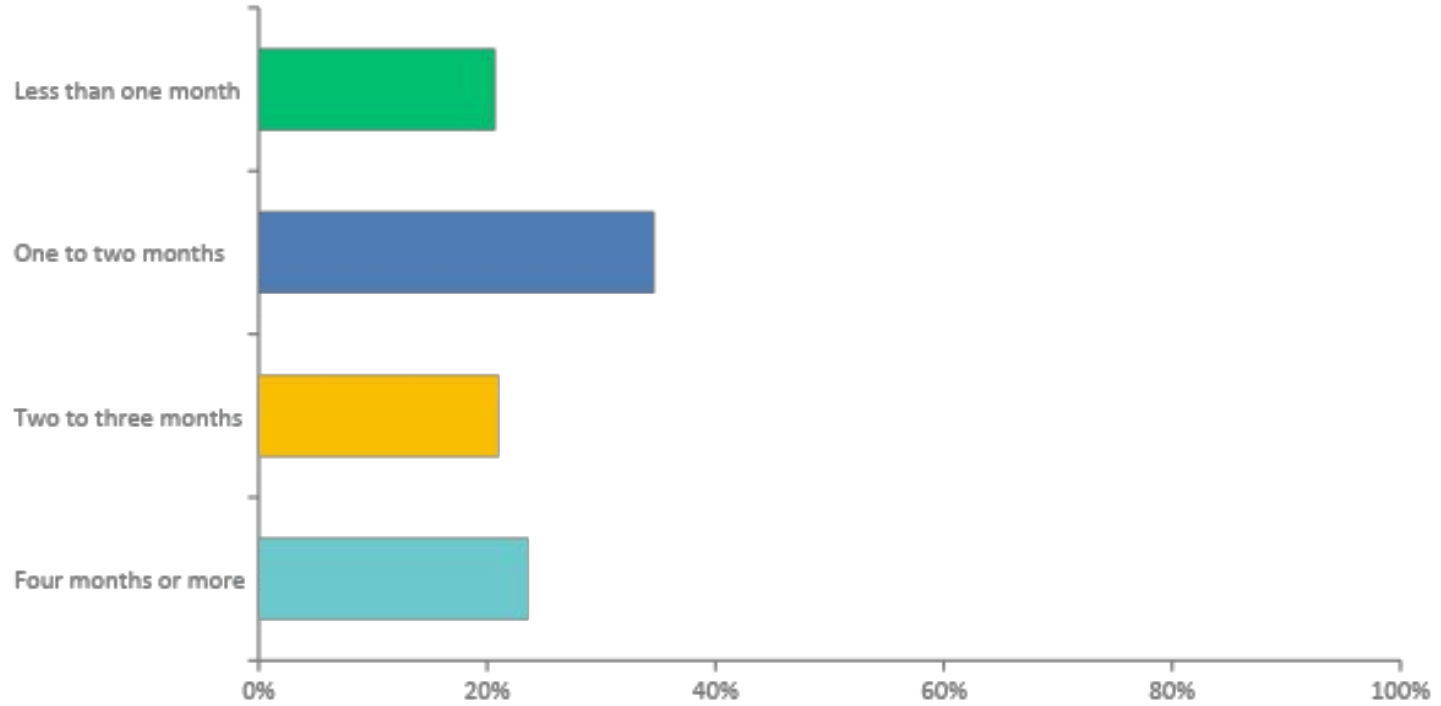
# Q18: Which of the following best describes your net worth?

Answered: 248 Skipped: 164



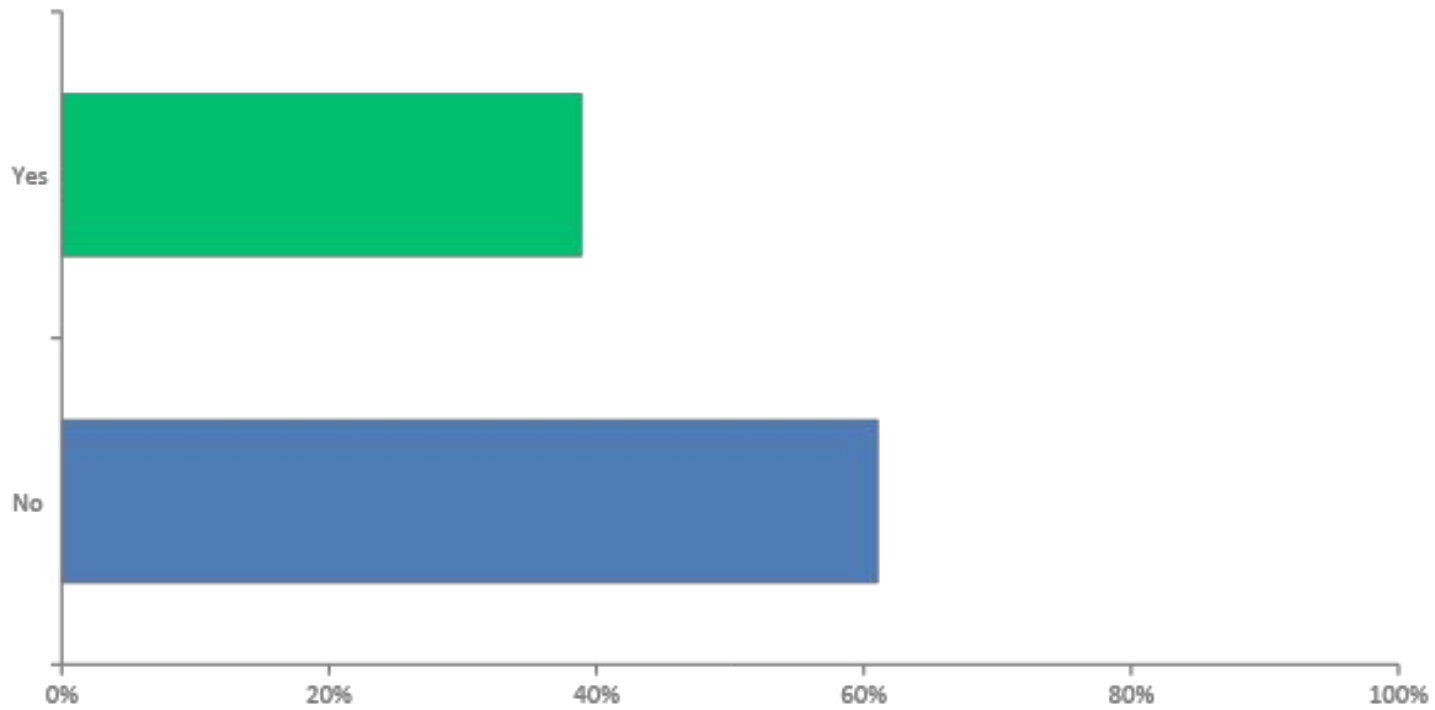
# Q19: How long do you keep Local Life Magazine before discarding it?

Answered: 309 Skipped: 103



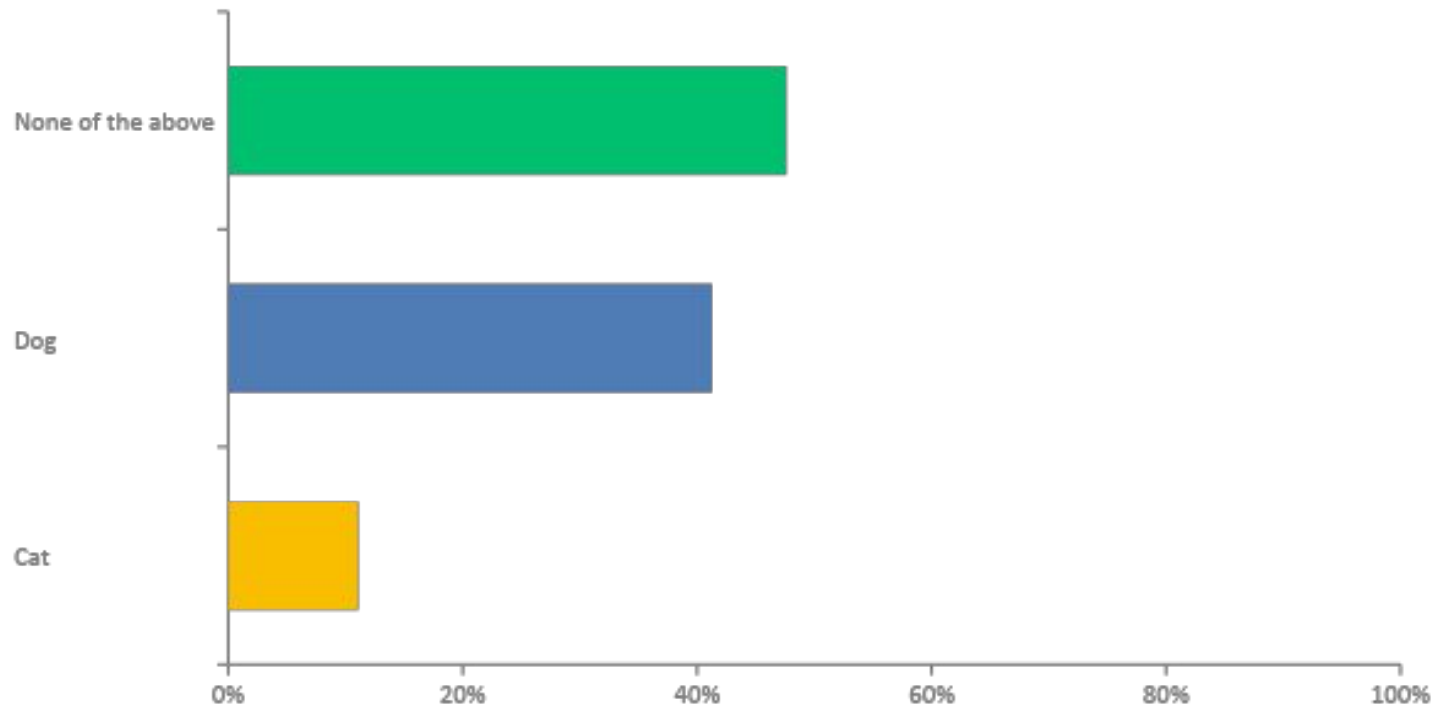
## Q20: Do you belong to a private club?

Answered: 316 Skipped: 96



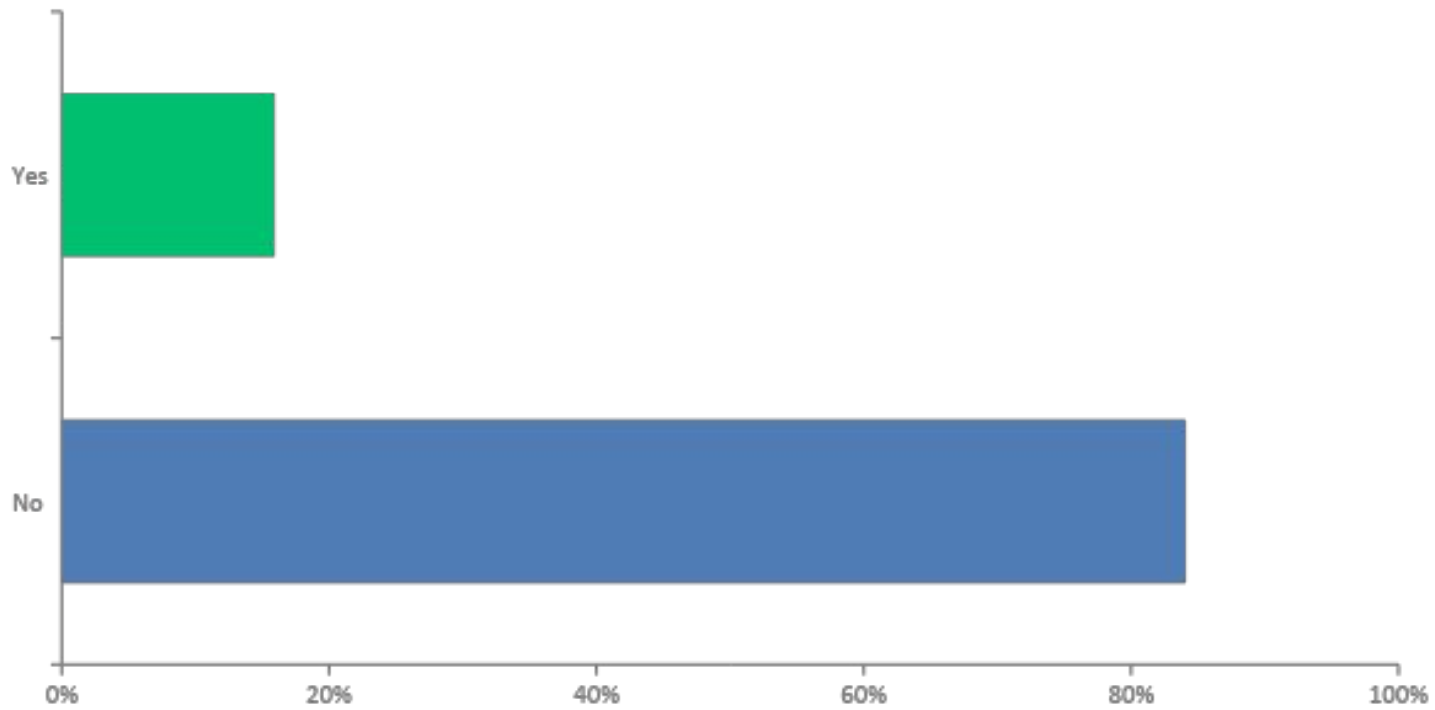
## Q21: Do you own a dog or cat?

Answered: 315 Skipped: 97



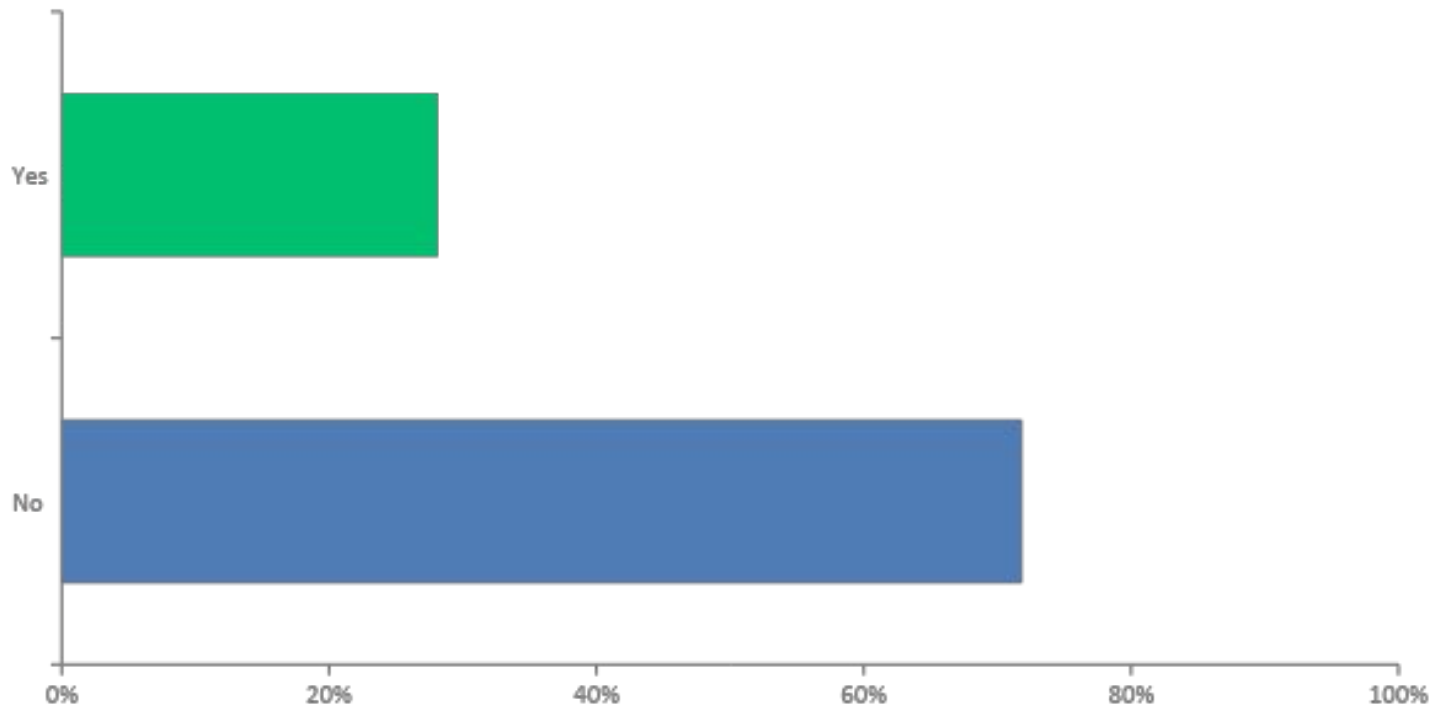
## Q22: Do you own a boat?

Answered: 314 Skipped: 98



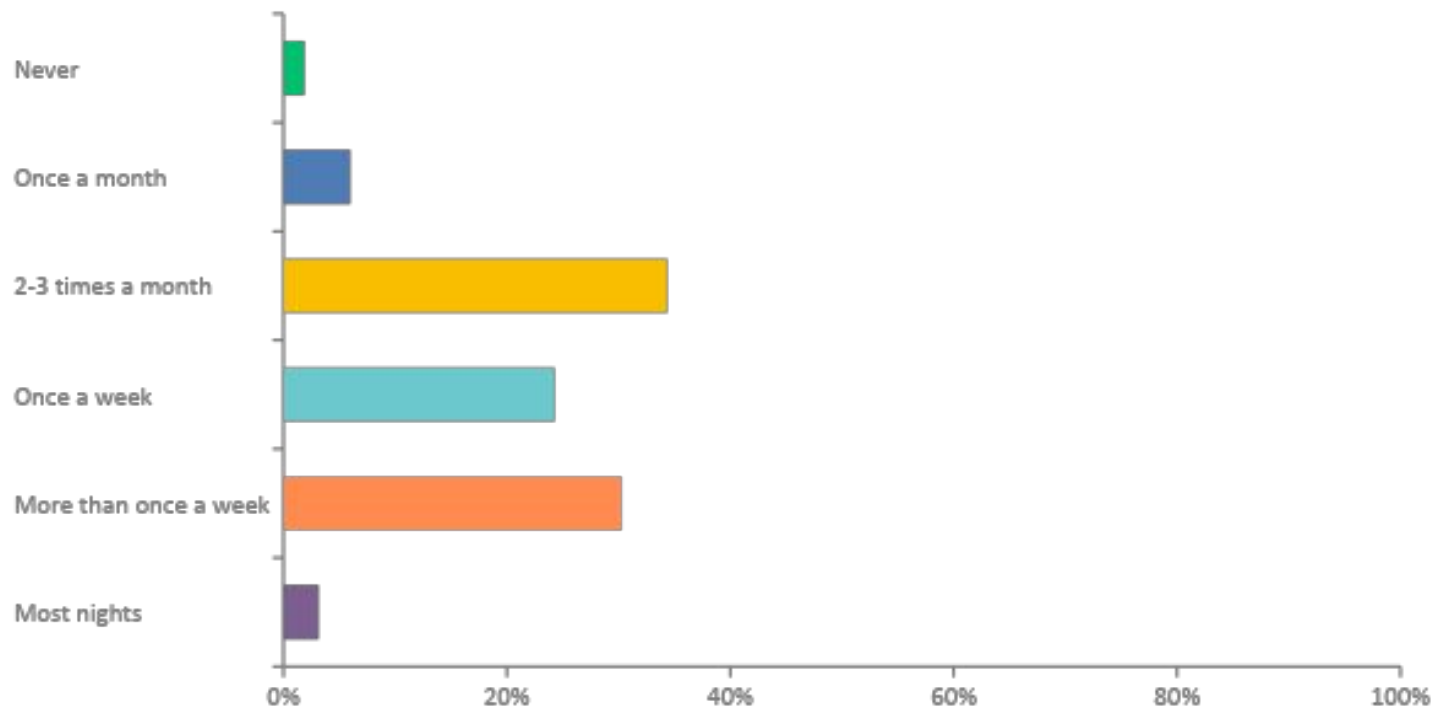
## Q23: Do you own a golf cart?

Answered: 316 Skipped: 96



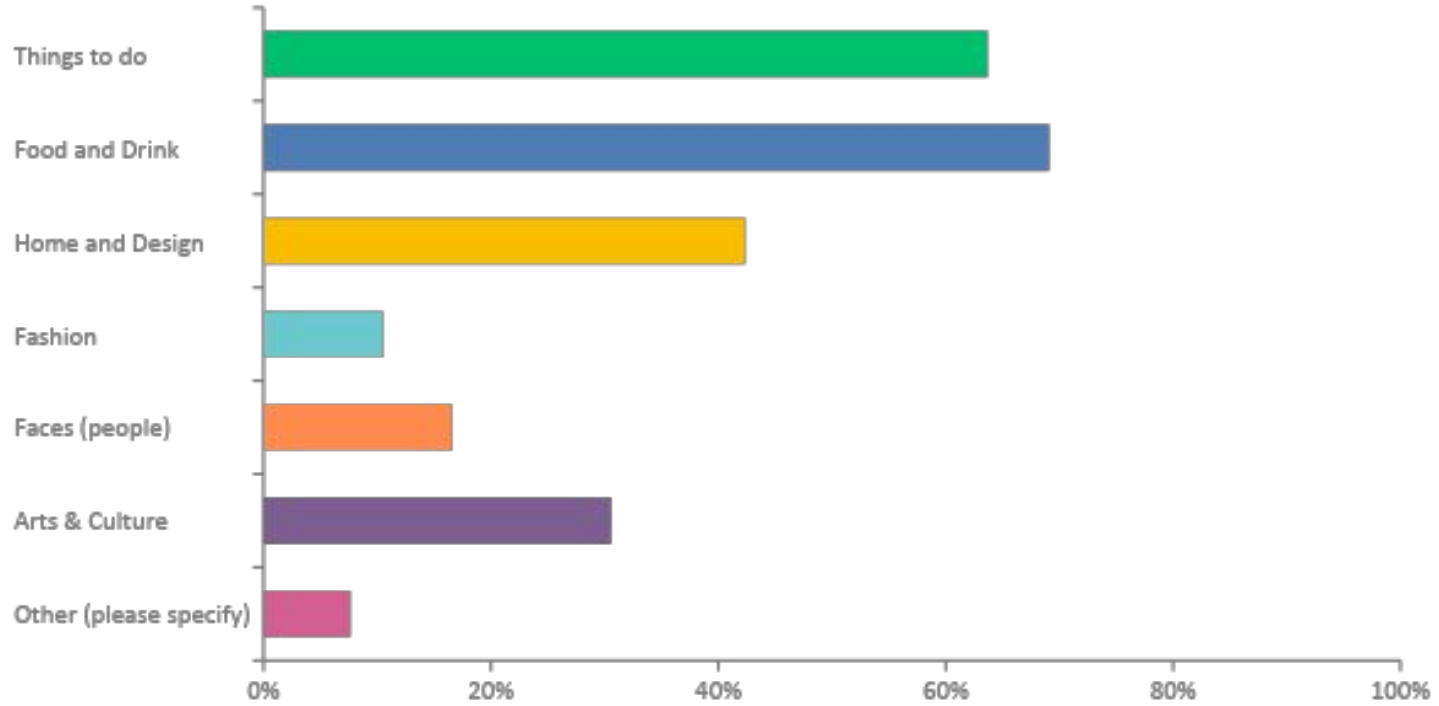
## Q24: How often do you dine out?

Answered: 317 Skipped: 95



## Q25: Which are your two favorite parts of LOCAL Life? (Please Select Two.)

Answered: 314 Skipped: 98



## **Q25: 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 hundreds of responses)**

Answered: 266 Skipped: 146

It has many advertisers but the way they are presented makes a reader stop and look. I have discovered many new businesses and products offered in Hilton Head area because of this magazine..

I am way more likely to trust anything I see in localife than anything I see online.  
Great cover of communities, activities and special acknowledgement of businesses and attractions in and around the Lowcountry.

Locals read it and like to buy locally

This is my go to when I have guests around. I hand them the book and say tell  
Me where you want to explore or have dinner etc.

It is a way of getting their product or event  
Out to more people with the potential of more sales etc.  
I would tell them to advertise because the magazine is so focused in an area that subscribers do look at ads.

Advertising is done very tastefully.  
The quality of the magazine is higher than others

ALL OF THE ADS ARE DISPLAYED IN SUCH A COLORFUL SETTING AS IF THEY ARE TRULY A PART OF THE MAGAZINE. I  
READ THE ADS SAME AS THE MAGAZINE. EYE CATCHING.

Local Life can be trusted to feature top rated businesses and services. Their features and articles are high end verses other bottom  
feeding publications.