



2026 Local Life Reader Survey

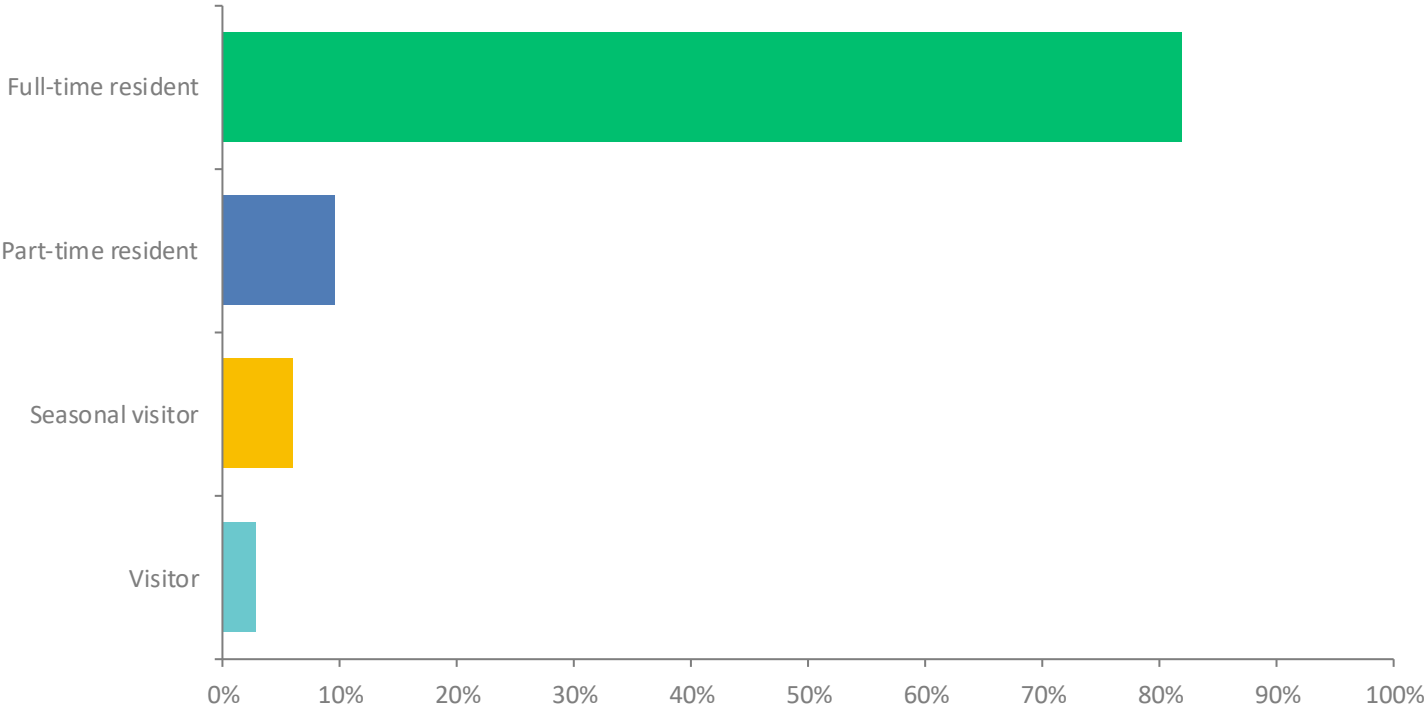




WHO IS THE LOCAL LIFE READER?

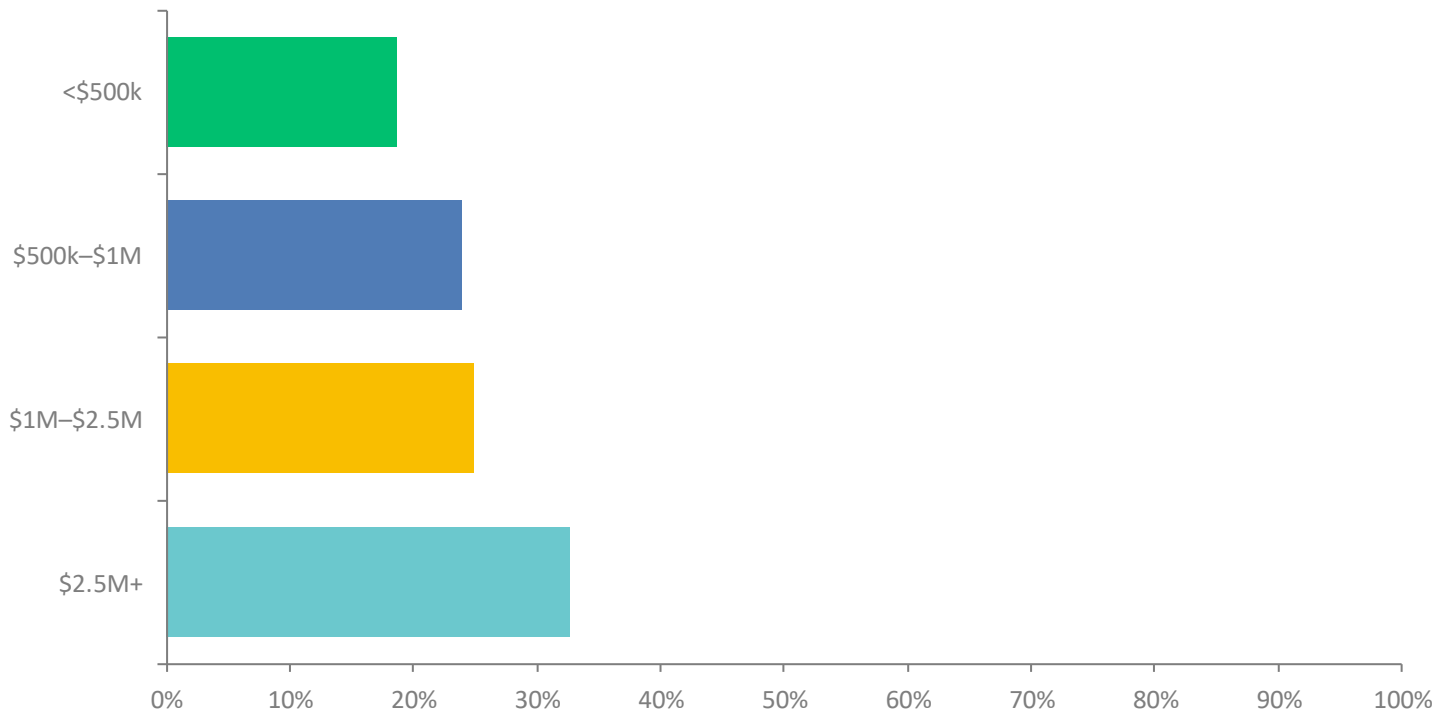
What best describes your residency status?

Answered: 253 Skipped: 1



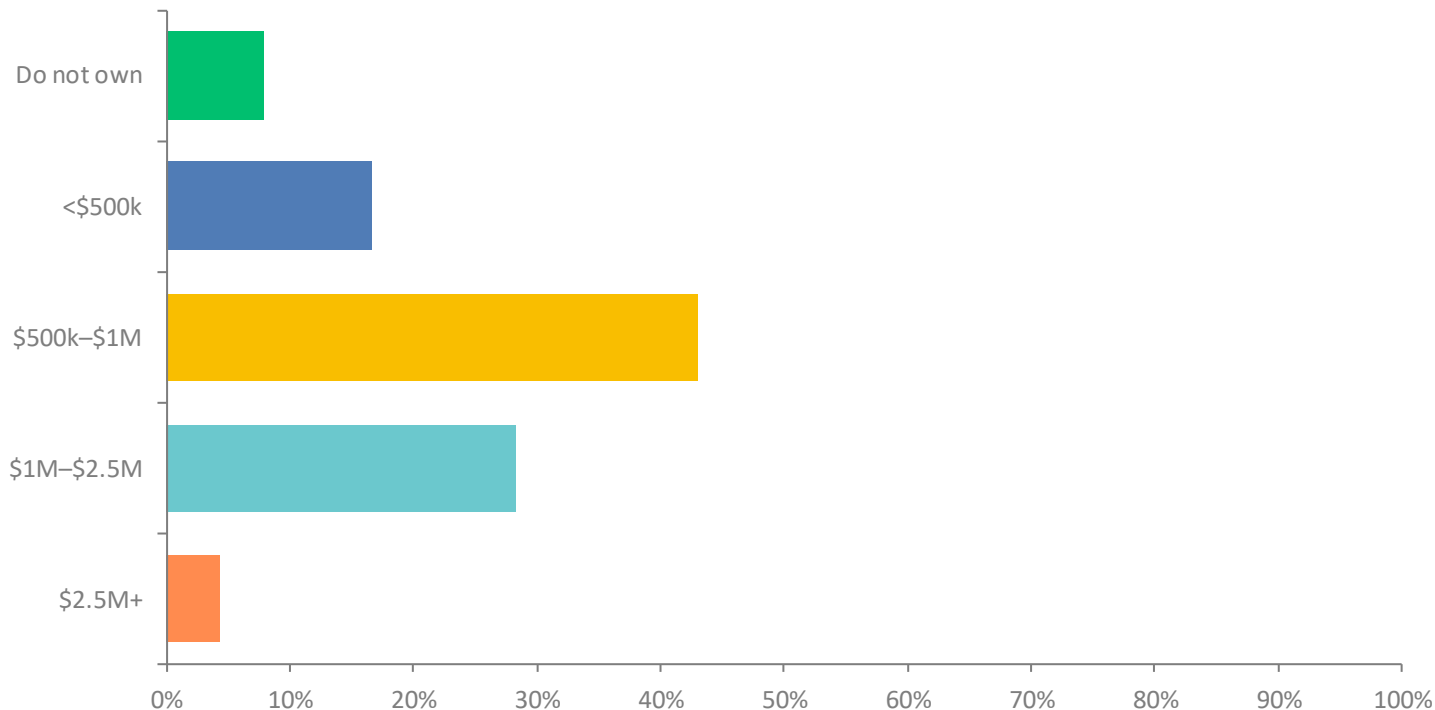
What is your net worth?

Answered: 193 Skipped: 61



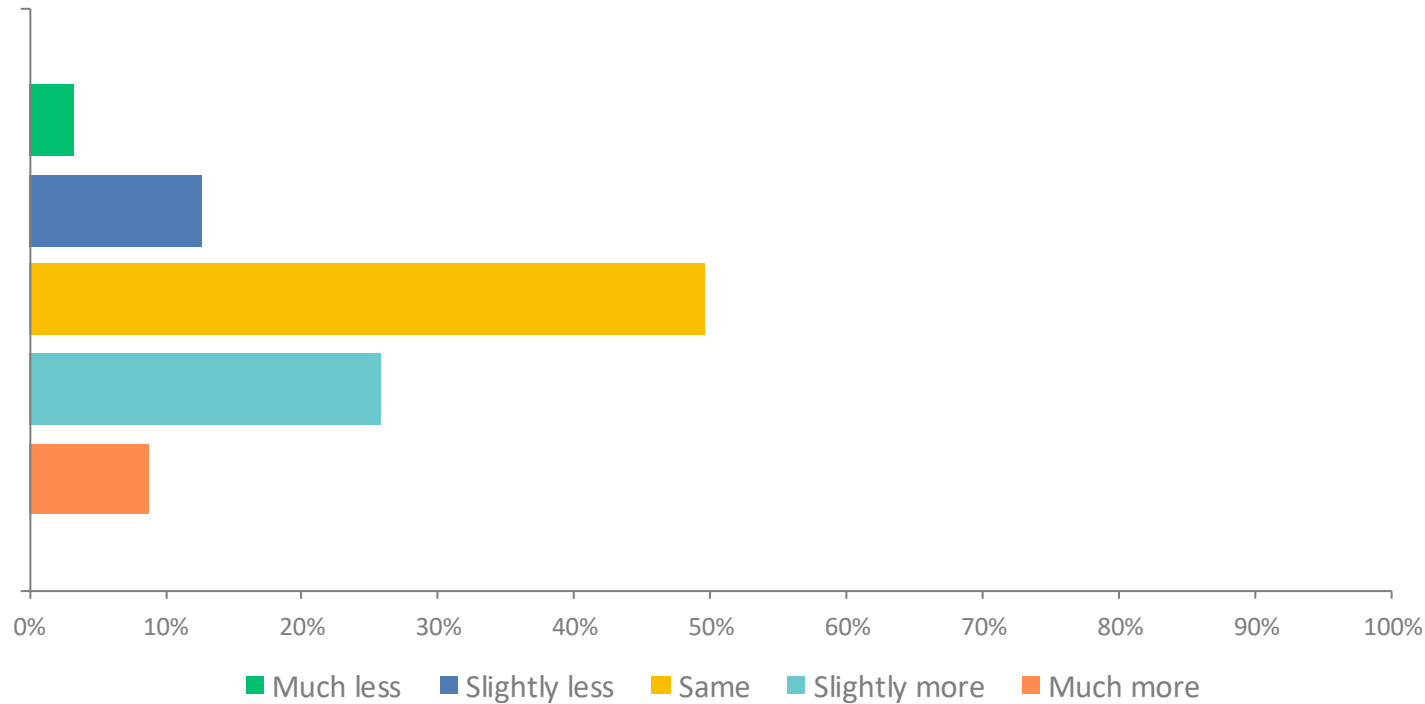
What is your primary home value?

Answered: 230 Skipped: 24



How will economic conditions impact your spending?

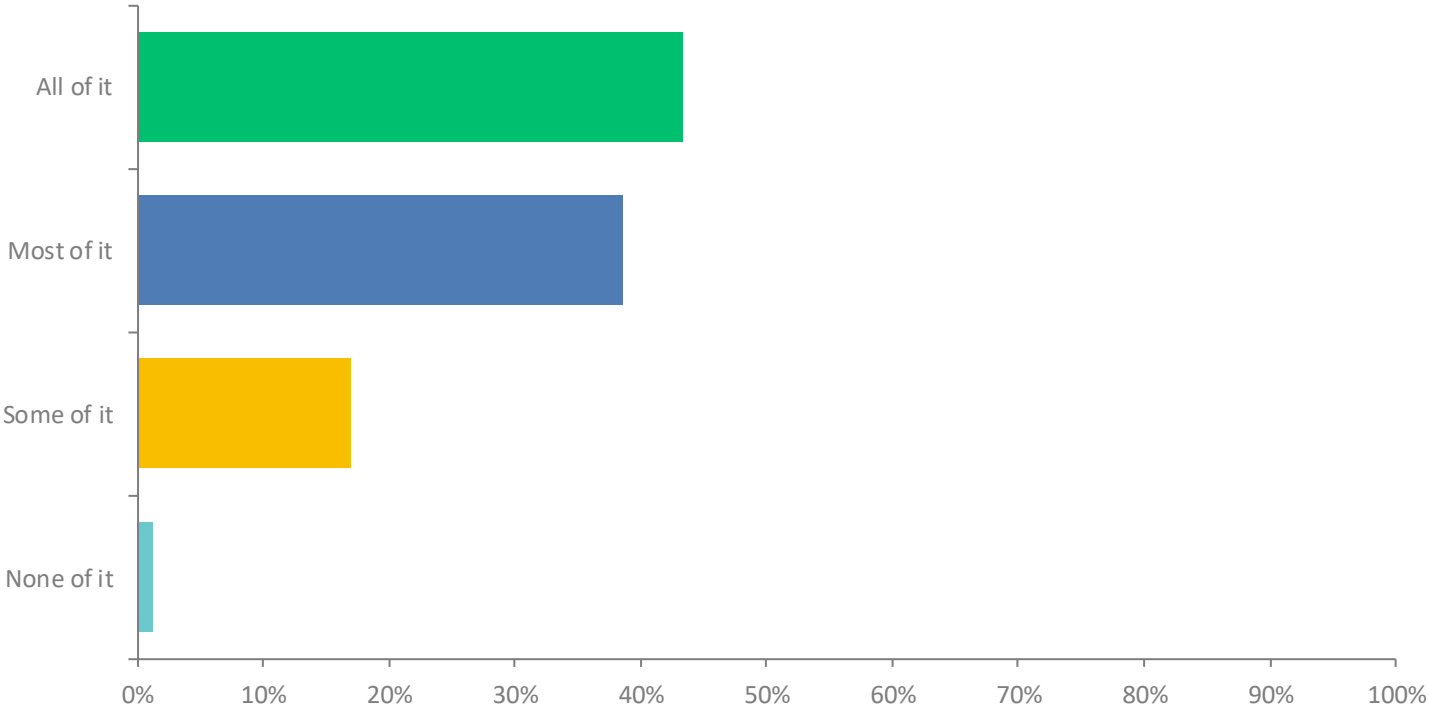
Answered: 252 Skipped: 2



READER ENGAGEMENT

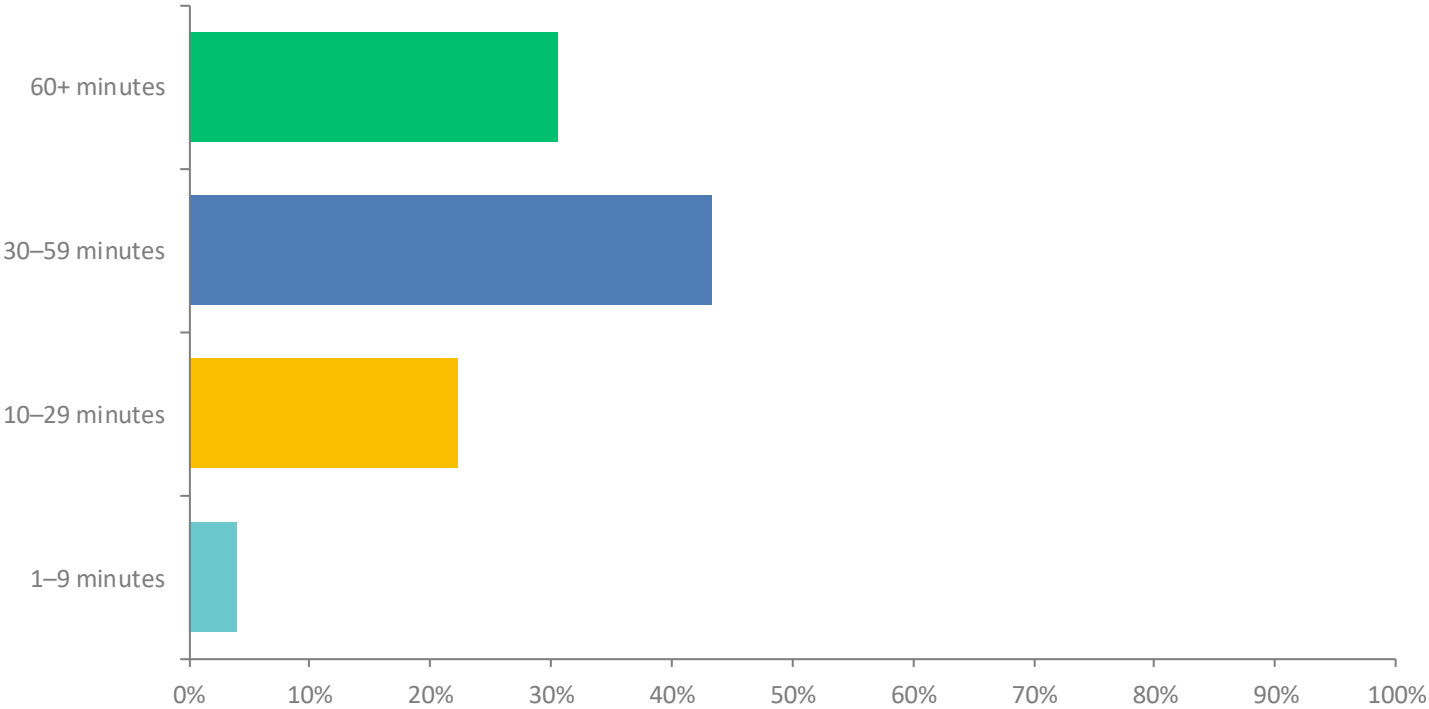
How much of each issue of LOCAL Life do you read?

Answered: 254 Skipped: 0



How much time do you typically spend with an issue of LOCAL Life?

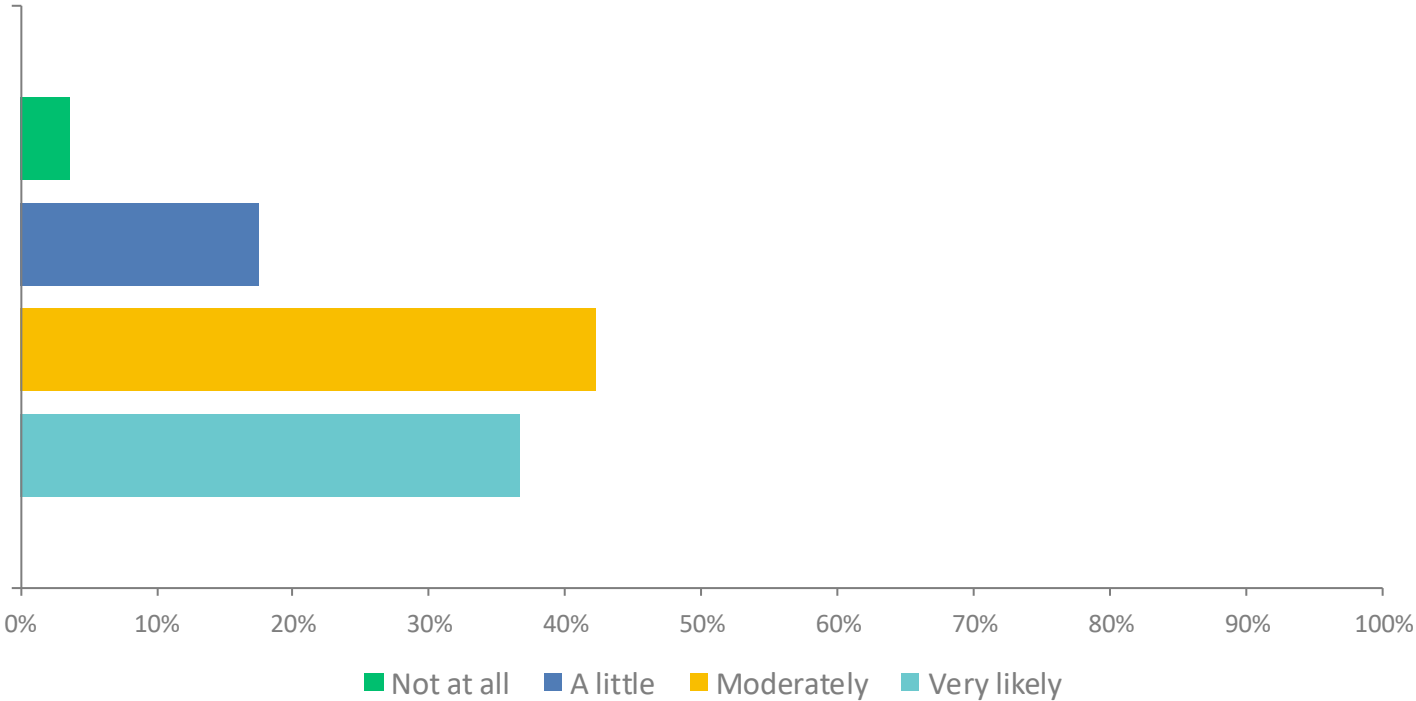
Answered: 252 Skipped: 2



PURCHASE INTENT

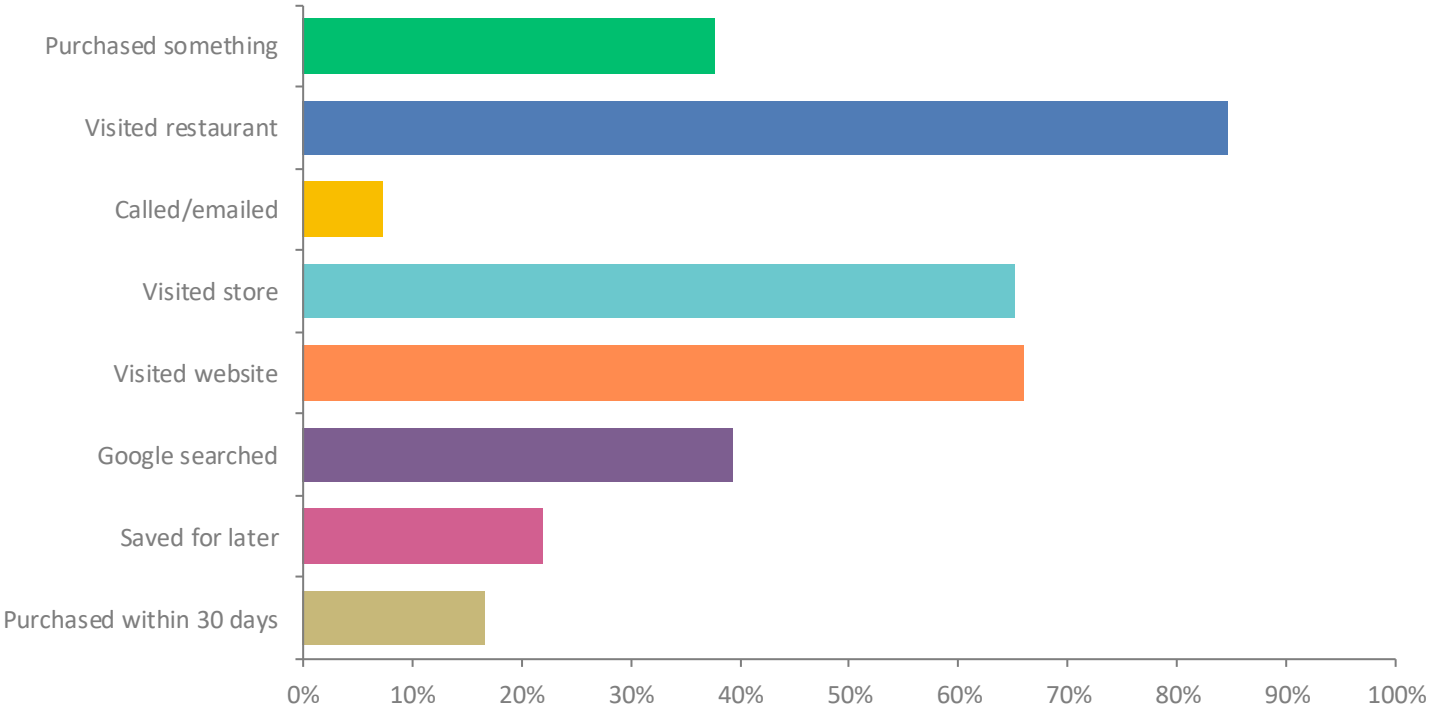
How likely are you to purchase from a LOCAL Life advertiser?

Answered: 251 Skipped: 3



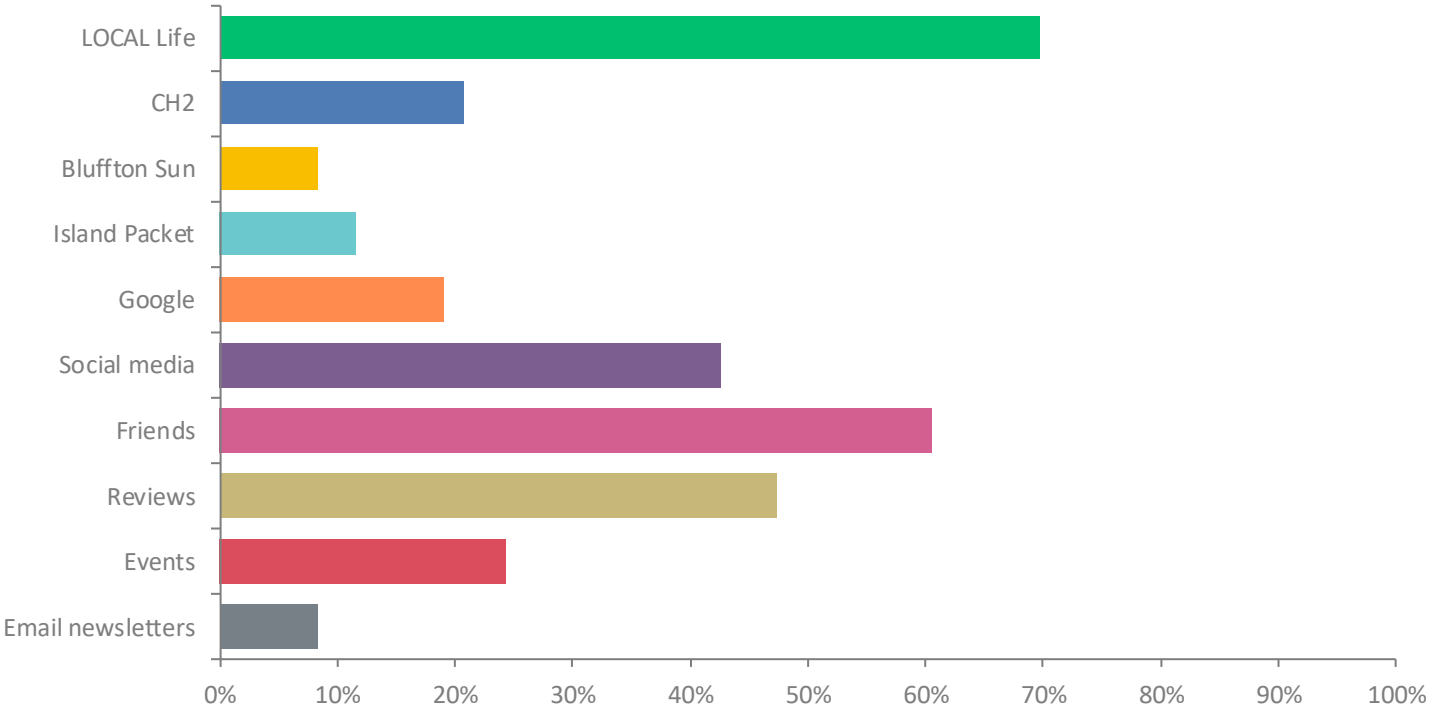
After seeing an ad, what actions have you taken? (Select all)

Answered: 247 Skipped: 7



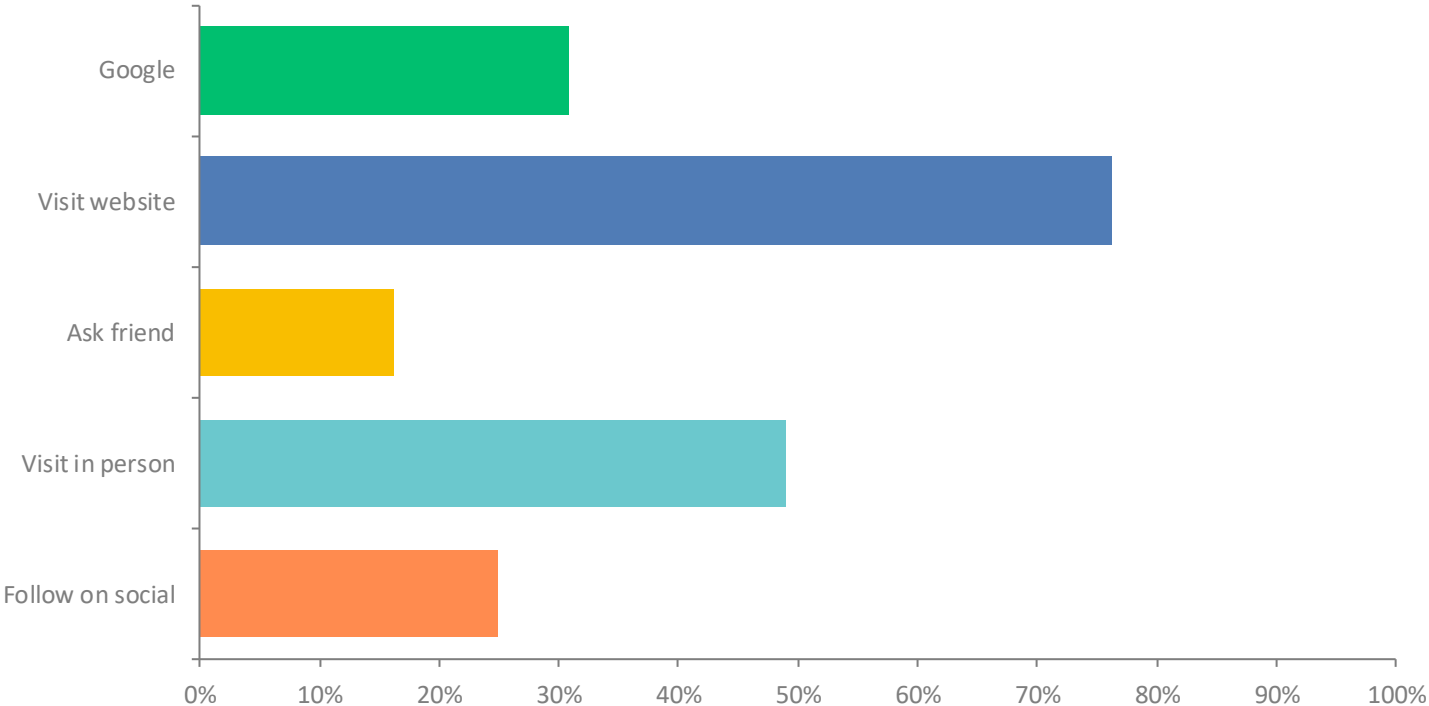
What media influences your local purchase decisions most? (Select top 3)

Answered: 251 Skipped: 3



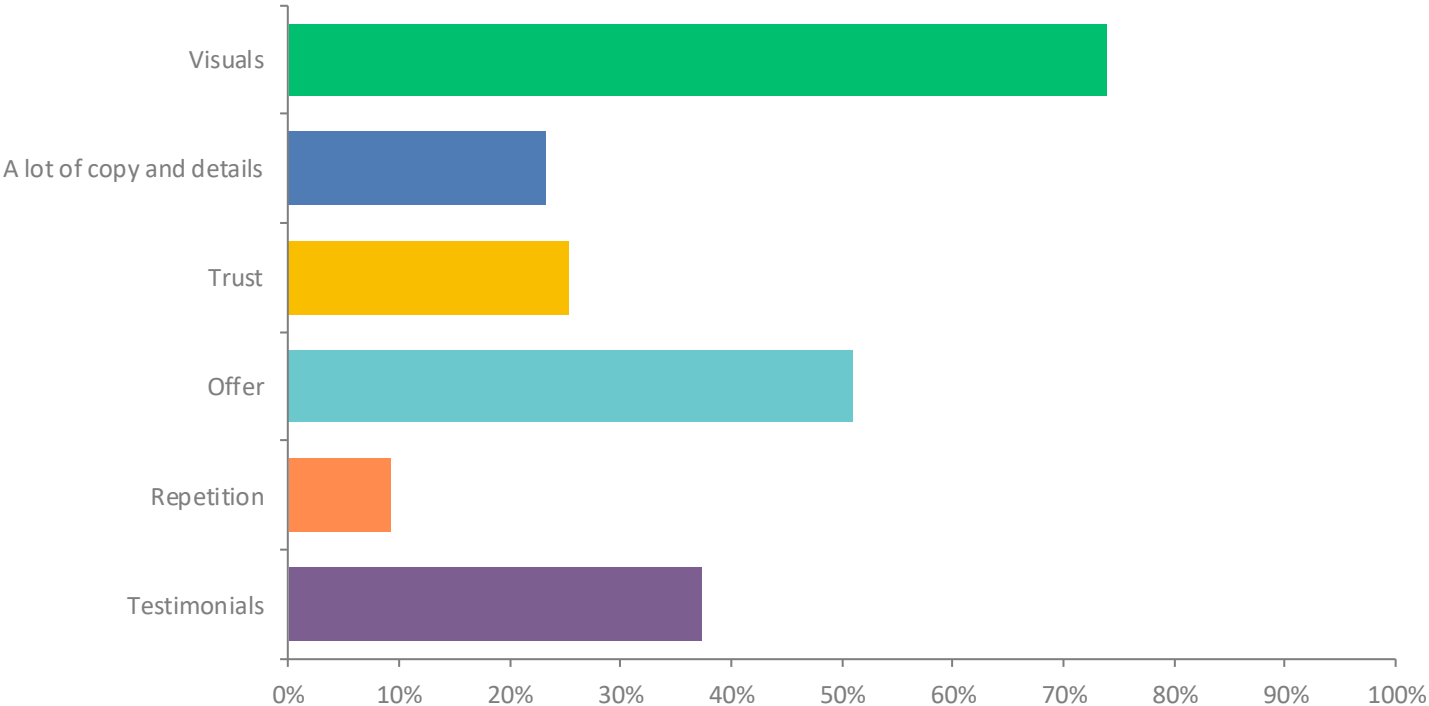
What do you do after discovering a business in Local Life?

Answered: 253 Skipped: 1



What makes you take action on an ad? (Select top 3)

Answered: 249 Skipped: 5



KEY TAKE AWAYS

LOCAL LIFE READERS ARE

- Very upscale homeowners
- Highly engaged with the magazine
- Very high purchase intent
- Not likely impacted by economic shifts

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