



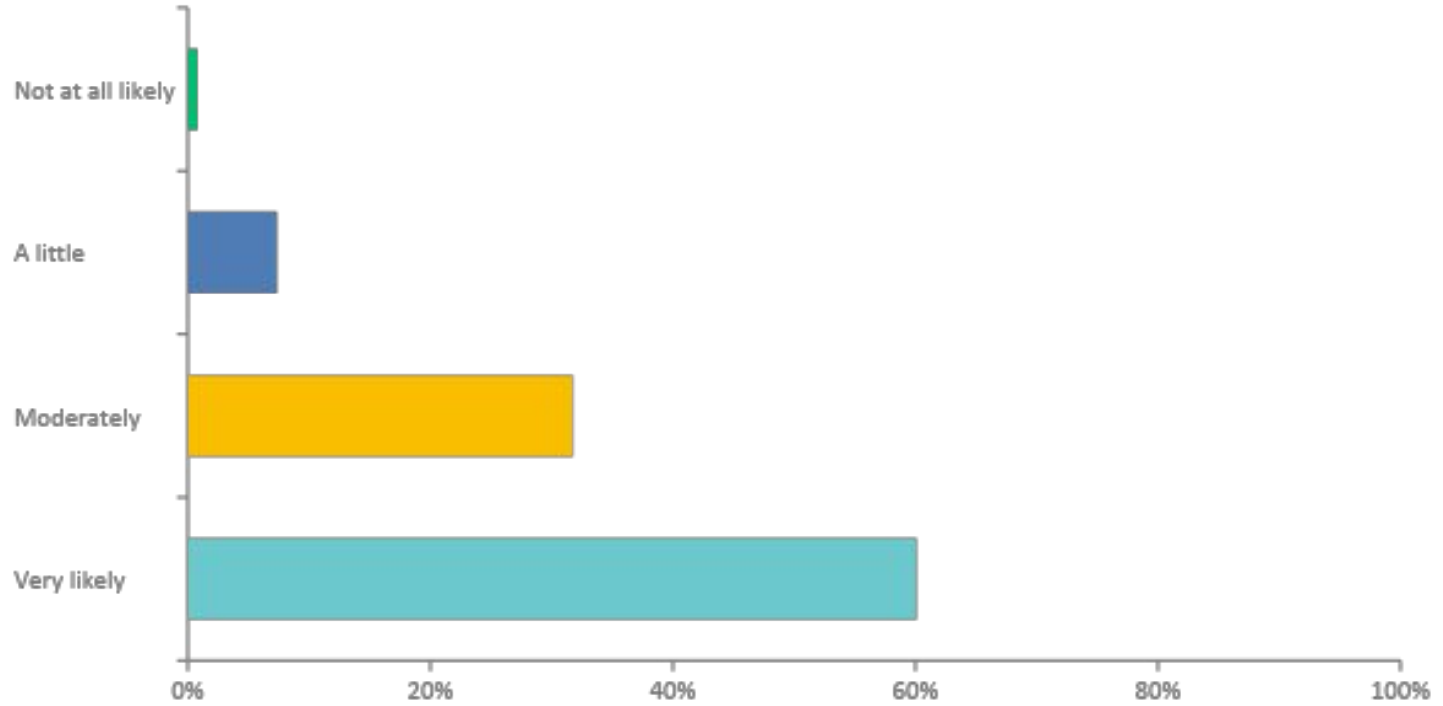
2025 Local Life Reader Survey



CVCAUDIT.COM

Q1: How likely are you to purchase a local product or frequent a local business featured in LOCAL Life?

Answered: 381 Skipped: 2



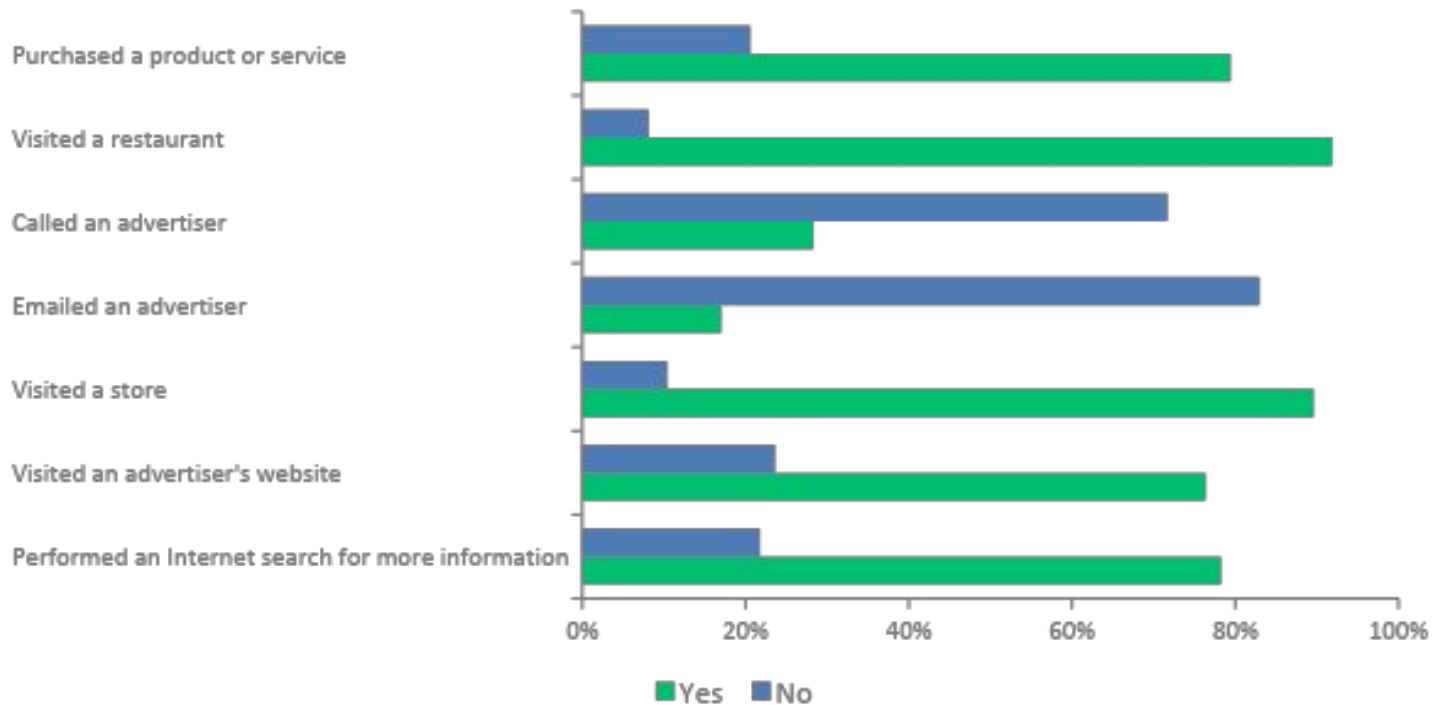
Q1: How likely are you to purchase a local product or frequent a local business featured in LOCAL Life?

Answered: 381 Skipped: 2

ANSWER CHOICES	RESPONSES	
Not at all likely	0.79%	3
A little	7.35%	28
Moderately	31.76%	121
Very likely	60.10%	229
TOTAL		381

Q2: After seeing an ad in Local Life have you:

Answered: 363 Skipped: 20



Q2: After seeing an ad in Local Life have you:

Answered: 363 Skipped: 20

	YES	NO	TOTAL
Purchased a product or service	79.42% 274	20.58% 71	345
Visited a restaurant	91.88% 328	8.12% 29	357
Called an advertiser	28.31% 94	71.69% 238	332
Emailed an advertiser	17.02% 56	82.98% 273	329
Visited a store	89.61% 319	10.39% 37	356
Visited an advertiser's website	76.38% 262	23.62% 81	343
Performed an Internet search for more information	78.26% 270	21.74% 75	345

Q3: Do you scan QR Codes in Articles or Ads? Why or Why Not?

Answered: 363 Skipped: 20

✔ Tally of Survey Responses

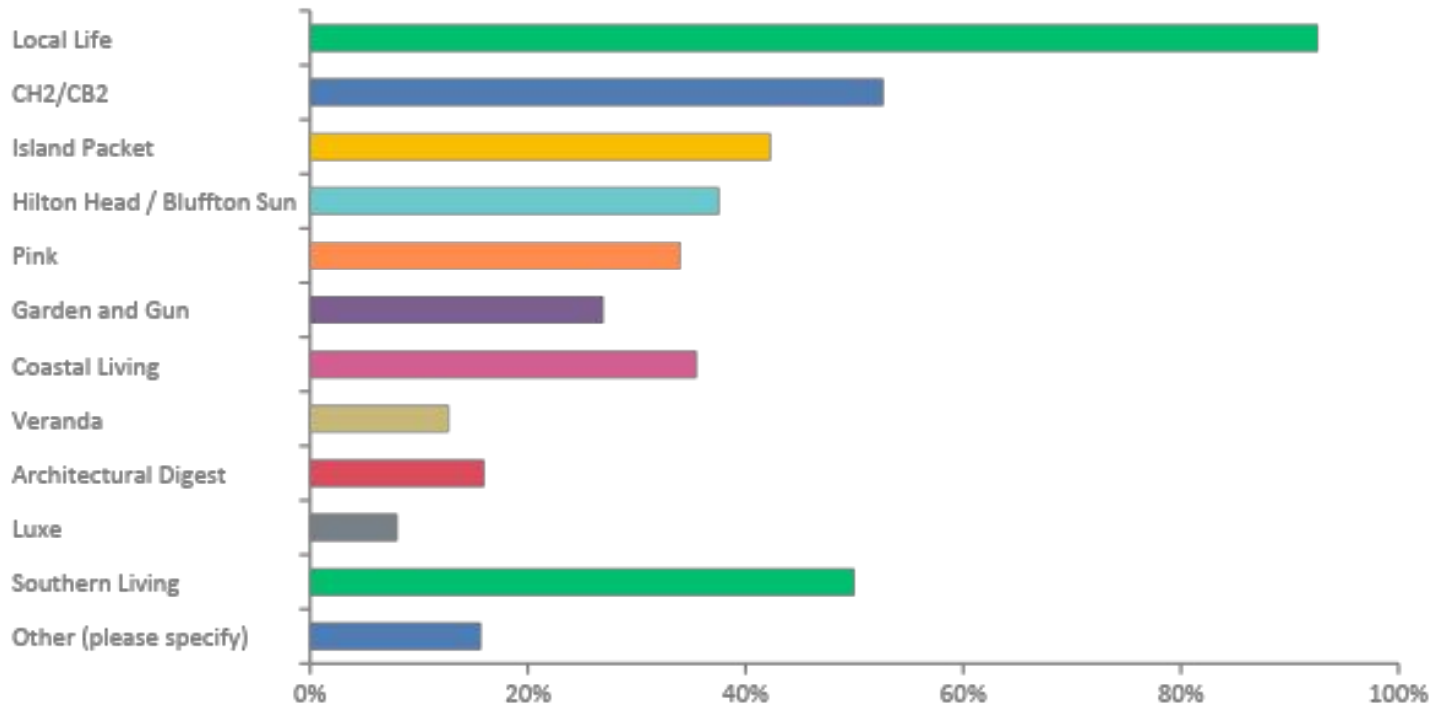
Response Type	Count	Description
Yes	88	Clearly said "yes," "I scan," "easy," or gave a positive reason
No	163	Said "no," gave a reason not to, expressed privacy or tech discomfort
Maybe/Sometimes	79	Said "sometimes," "depends," or gave a conditional/mixed answer

📌 Breakdown Summary:

- **Most respondents (over half)** said they **do not scan QR codes** — due to habit, tech comfort, or privacy concerns.
- A notable minority (~30%) said **"sometimes"**, meaning that the right incentive or content **can sway behavior**.
- A smaller but important group (~20%) **actively scans**, especially when the **experience is fast, safe, and valuable**.

Q4: Which of the following publications do you read on a regular basis? (Check all that apply.)

Answered: 338 Skipped: 45



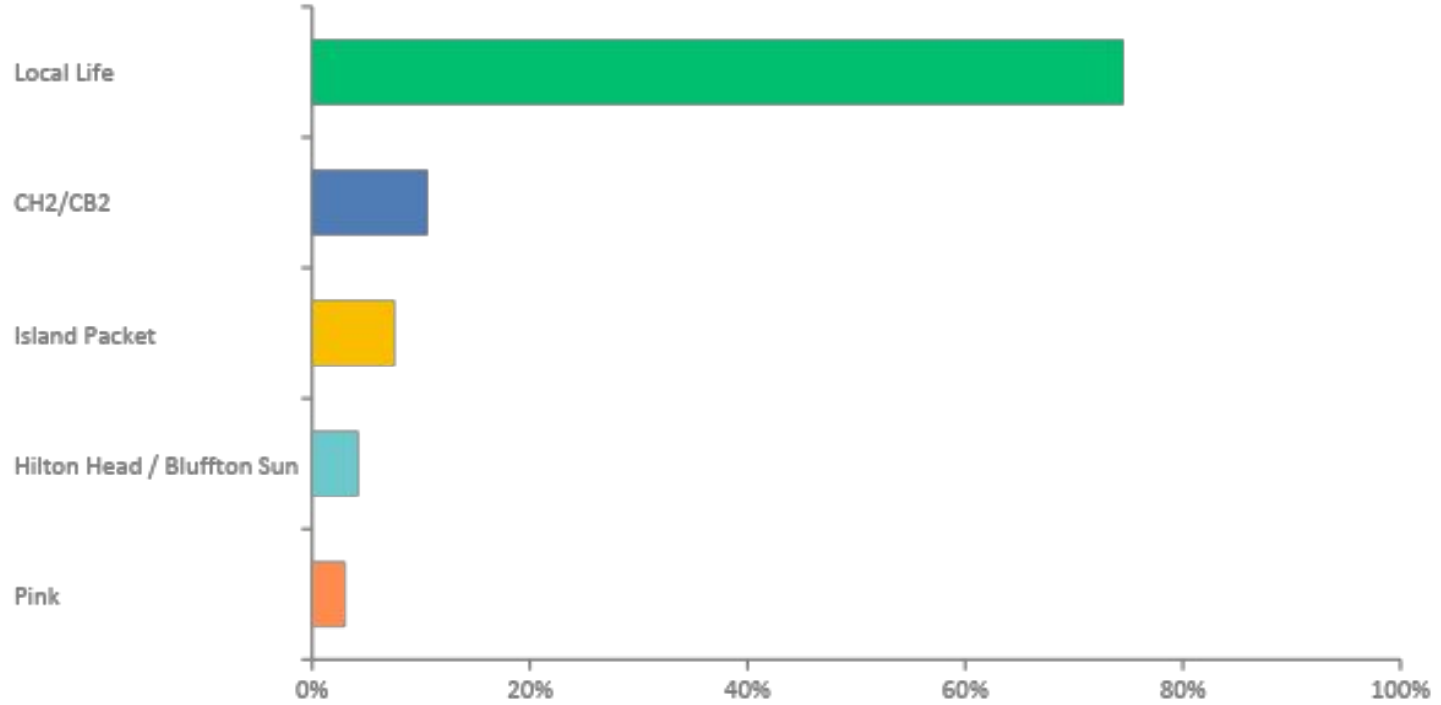
Q4: Which of the following publications do you read on a regular basis? (Check all that apply.)

Answered: 338 Skipped: 45

ANSWER CHOICES	RESPONSES	
Local Life	92.60%	313
CH2/CB2	52.66%	178
Island Packet	42.31%	143
Hilton Head / Bluffton Sun	37.57%	127
Pink	34.02%	115
Garden and Gun	26.92%	91
Coastal Living	35.50%	120
Veranda	12.72%	43
Architectural Digest	15.98%	54
Luxe	7.99%	27
Southern Living	50.00%	169
Other (please specify)	15.68%	53
TOTAL		1433

Q5: Which of the following local print media do you prefer?

Answered: 330 Skipped: 53



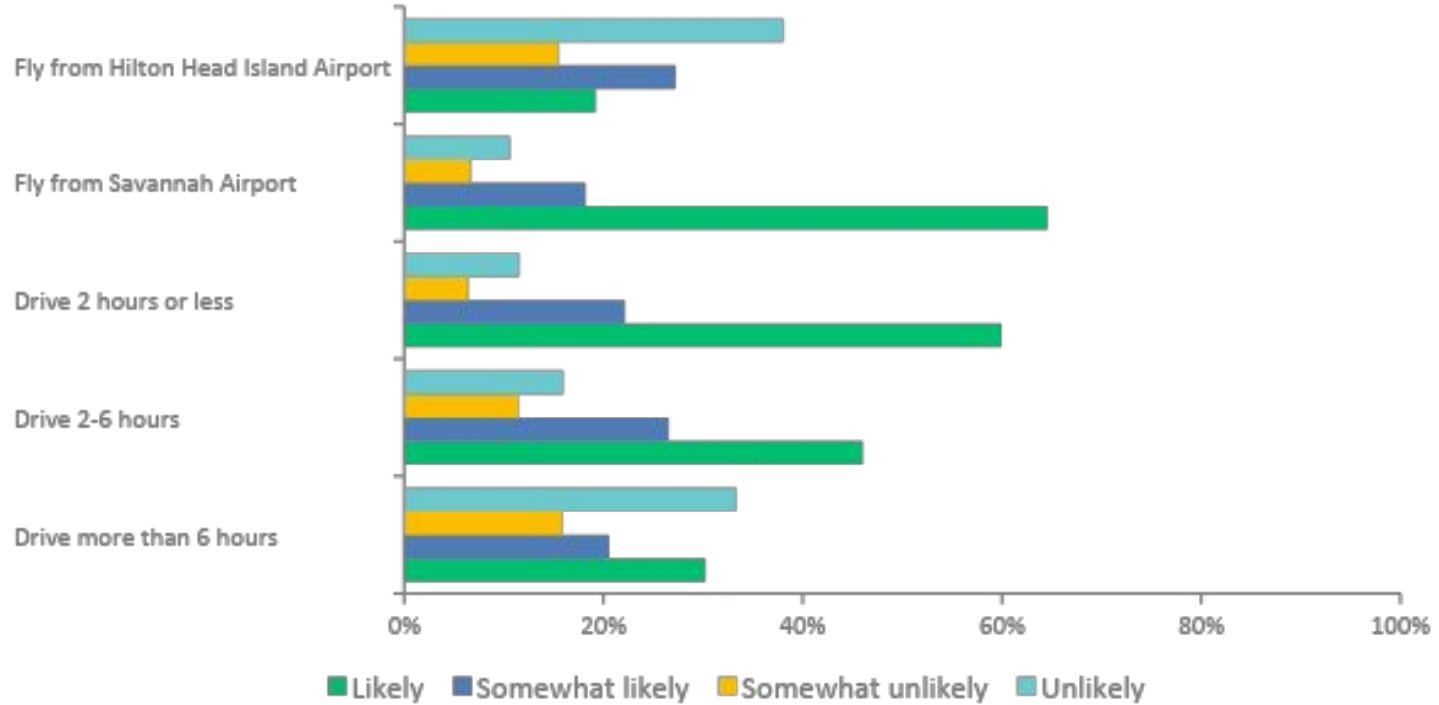
Q5: Which of the following local print media do you prefer?

Answered: 330 Skipped: 53

ANSWER CHOICES	RESPONSES	
Local Life	74.55%	246
CH2/CB2	10.61%	35
Island Packet	7.58%	25
Hilton Head / Bluffton Sun	4.24%	14
Pink	3.03%	10
TOTAL		330

Q6: When you next travel how likely are you to: (Select all that apply.)

Answered: 338 Skipped: 45



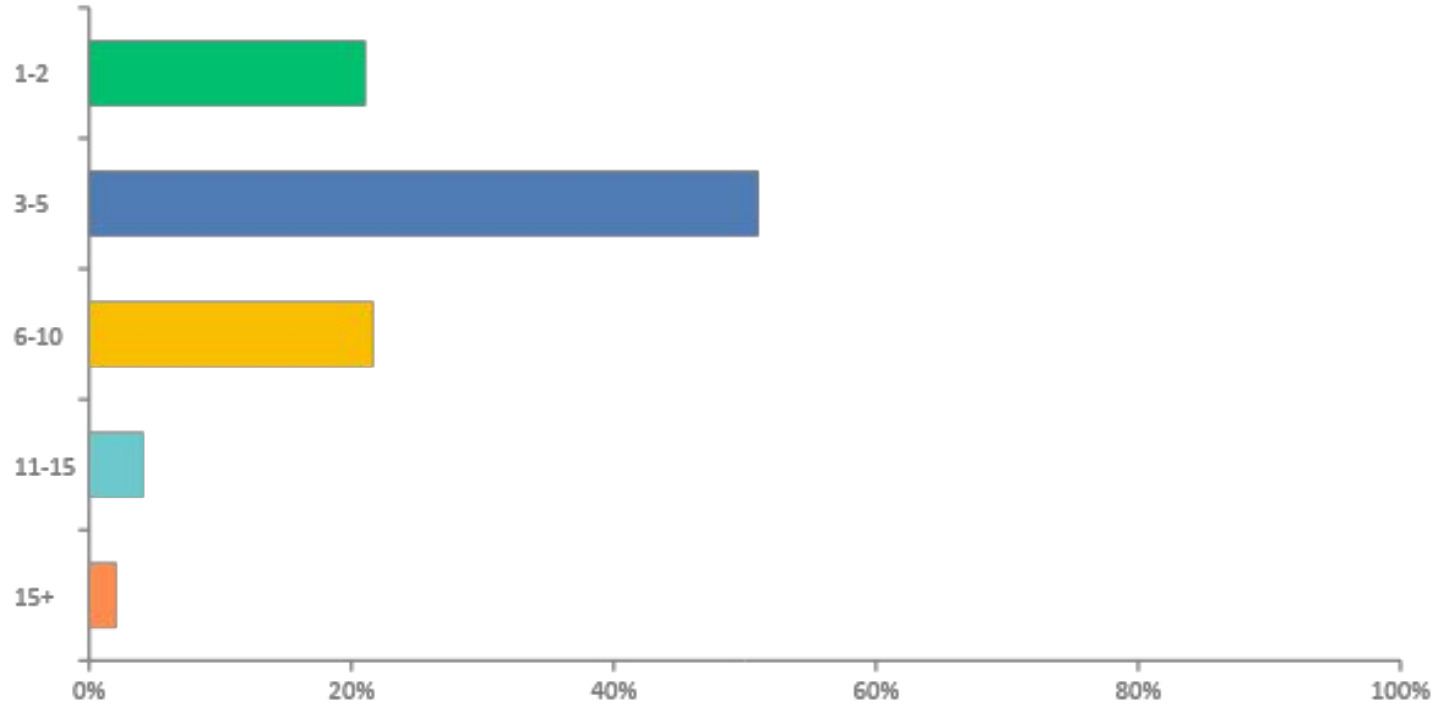
Q6: When you next travel how likely are you to: (Select all that apply.)

Answered: 338 Skipped: 45

	LIKELY	SOMEWH AT LIKELY	SOMEWH AT UNLIKELY	UNLIKEL Y	TOTAL	WEIGHT ED AVERAG E
Fly from Hilton Head Island Airport	19.20% 62	27.24% 88	15.48% 50	38.08% 123	323	2.72
Fly from Savannah Airport	64.55% 213	18.18% 60	6.67% 22	10.61% 35	330	1.63
Drive 2 hours or less	59.94% 187	22.12% 69	6.41% 20	11.54% 36	312	1.70
Drive 2-6 hours	46.01% 144	26.52% 83	11.50% 36	15.97% 50	313	1.97
Drive more	30.22%	20.56%	15.89%	33.33%	321	2.52

Q7: How many times a year would you say you travel for pleasure?

Answered: 337 Skipped: 46



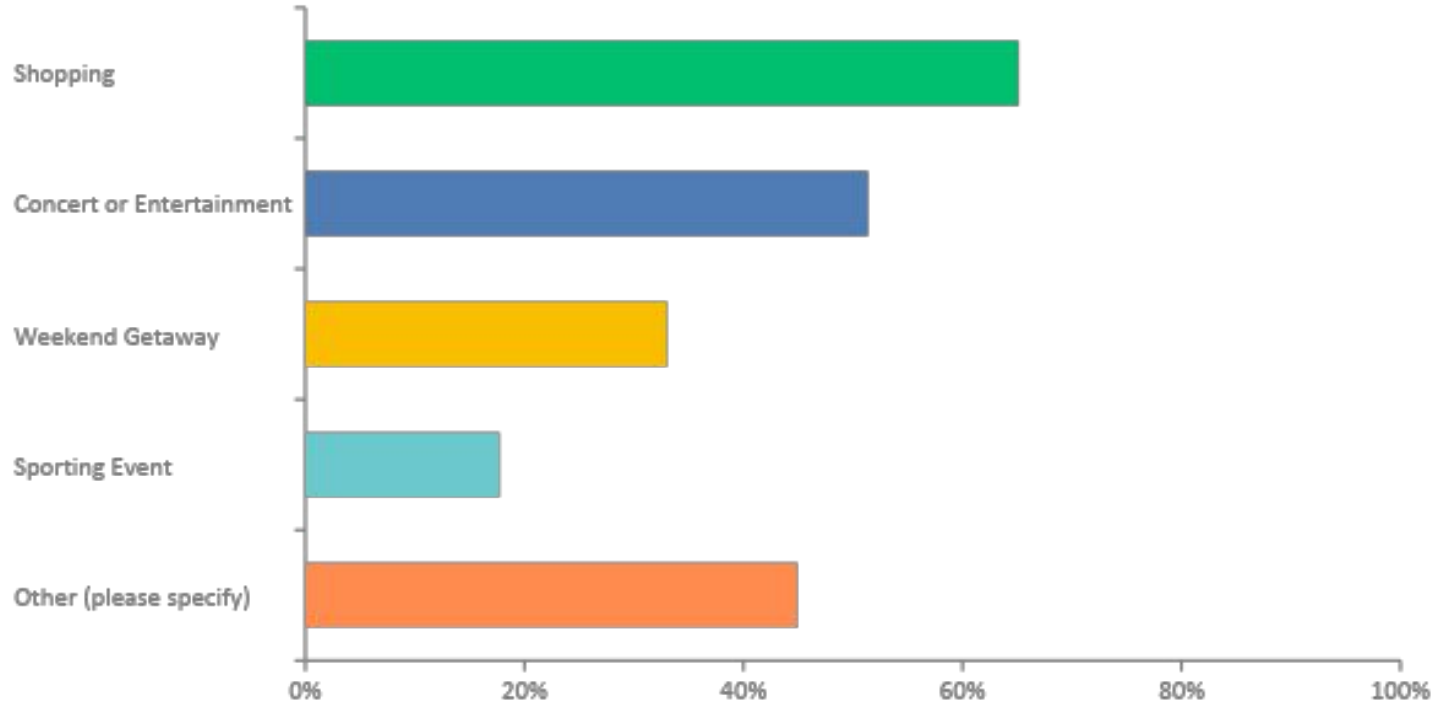
Q7: How many times a year would you say you travel for pleasure?

Answered: 337 Skipped: 46

ANSWER CHOICES	RESPONSES	
1-2	21.07%	71
3-5	51.04%	172
6-10	21.66%	73
11-15	4.15%	14
15+	2.08%	7
TOTAL		337

Q8: Do you visit Savannah for: (Select all that apply.)

Answered: 327 Skipped: 56



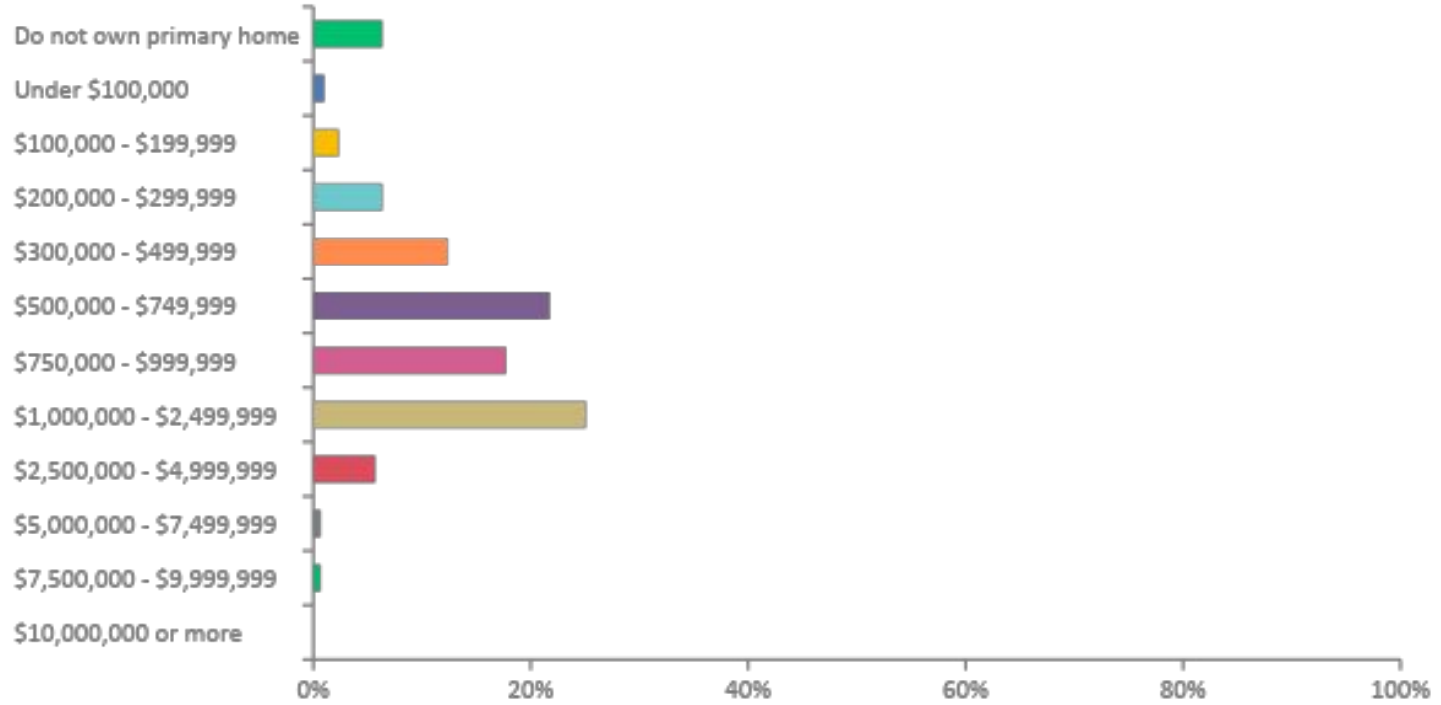
Q8: Do you visit Savannah for: (Select all that apply.)

Answered: 327 Skipped: 56

ANSWER CHOICES	RESPONSES	
Shopping	65.14%	213
Concert or Entertainment	51.38%	168
Weekend Getaway	33.03%	108
Sporting Event	17.74%	58
Other (please specify)	44.95%	147
TOTAL		694

Q9: If you own your primary home, what is the total approximate value (including land)?

Answered: 299 Skipped: 84



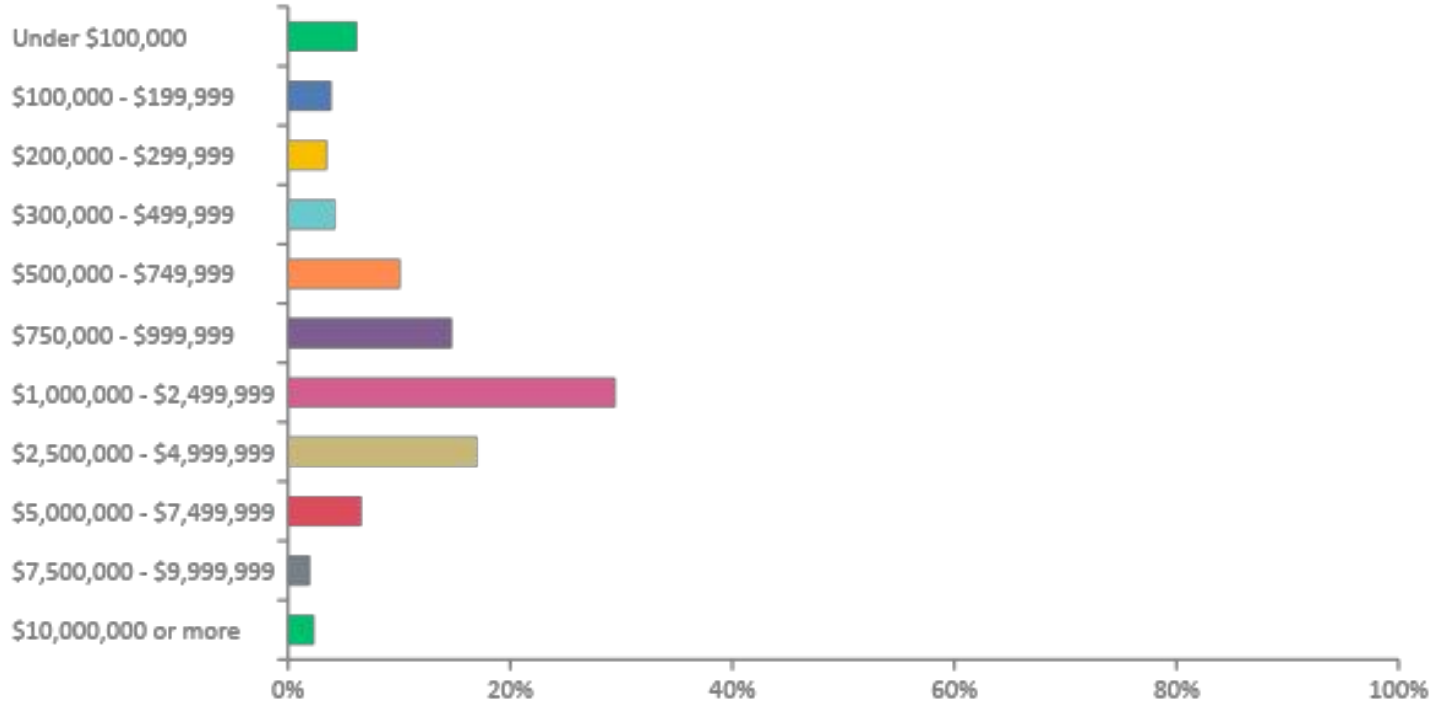
Q9: If you own your primary home, what is the total approximate value (including land)?

Answered: 299 Skipped: 84

ANSWER CHOICES	RESPONSES	
Do not own primary home	6.35%	19
Under \$100,000	1.00%	3
\$100,000 - \$199,999	2.34%	7
\$200,000 - \$299,999	6.35%	19
\$300,000 - \$499,999	12.37%	37
\$500,000 - \$749,999	21.74%	65
\$750,000 - \$999,999	17.73%	53
\$1,000,000 - \$2,499,999	25.08%	75
\$2,500,000 - \$4,999,999	5.69%	17
\$5,000,000 - \$7,499,999	0.67%	2
\$7,500,000 - \$9,999,999	0.67%	2
\$10,000,000 or more	0.00%	0
TOTAL		299

Q10: Which of the following best describes your net worth?

Answered: 258 Skipped: 125



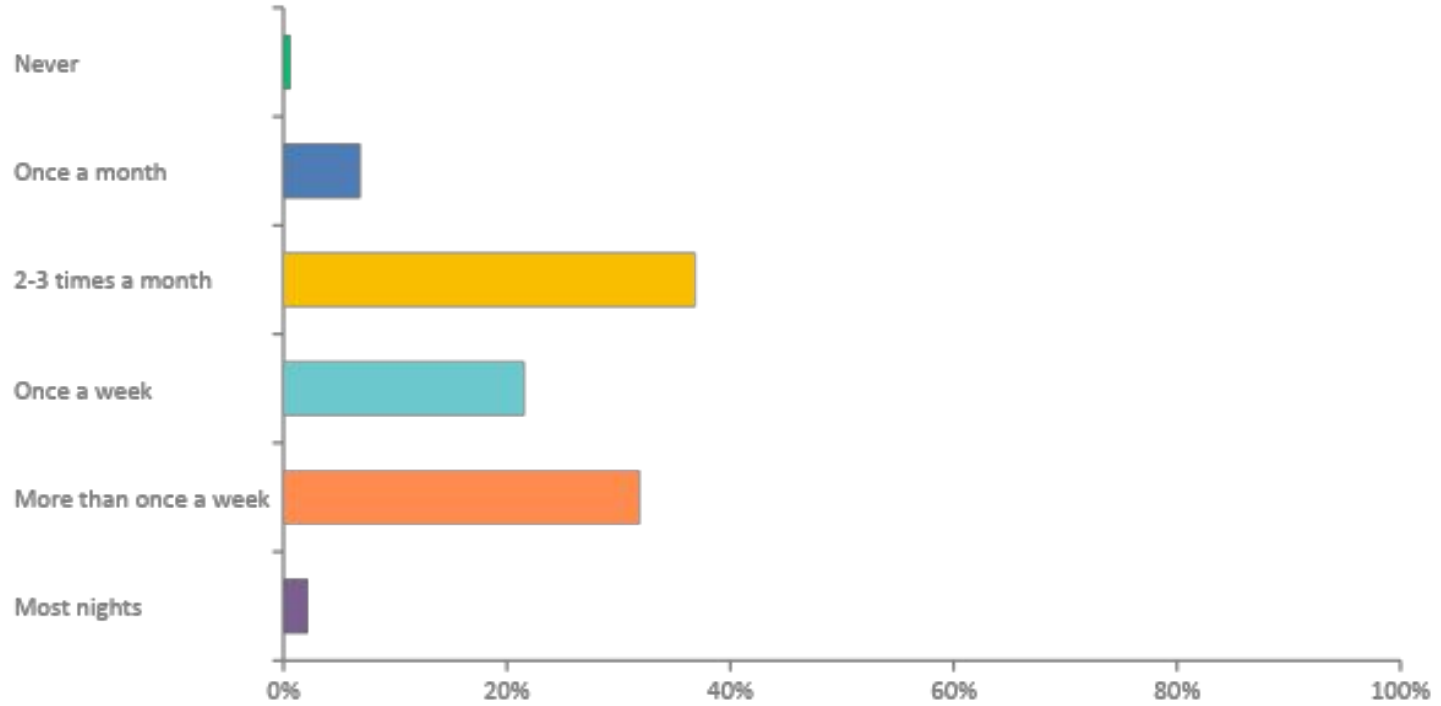
Q10: Which of the following best describes your net worth?

Answered: 258 Skipped: 125

ANSWER CHOICES	RESPONSES	
Under \$100,000	6.20%	16
\$100,000 - \$199,999	3.88%	10
\$200,000 - \$299,999	3.49%	9
\$300,000 - \$499,999	4.26%	11
\$500,000 - \$749,999	10.08%	26
\$750,000 - \$999,999	14.73%	38
\$1,000,000 - \$2,499,999	29.46%	76
\$2,500,000 - \$4,999,999	17.05%	44
\$5,000,000 - \$7,499,999	6.59%	17
\$7,500,000 - \$9,999,999	1.94%	5
\$10,000,000 or more	2.33%	6
TOTAL		258

Q11: How often do you dine out?

Answered: 320 Skipped: 63



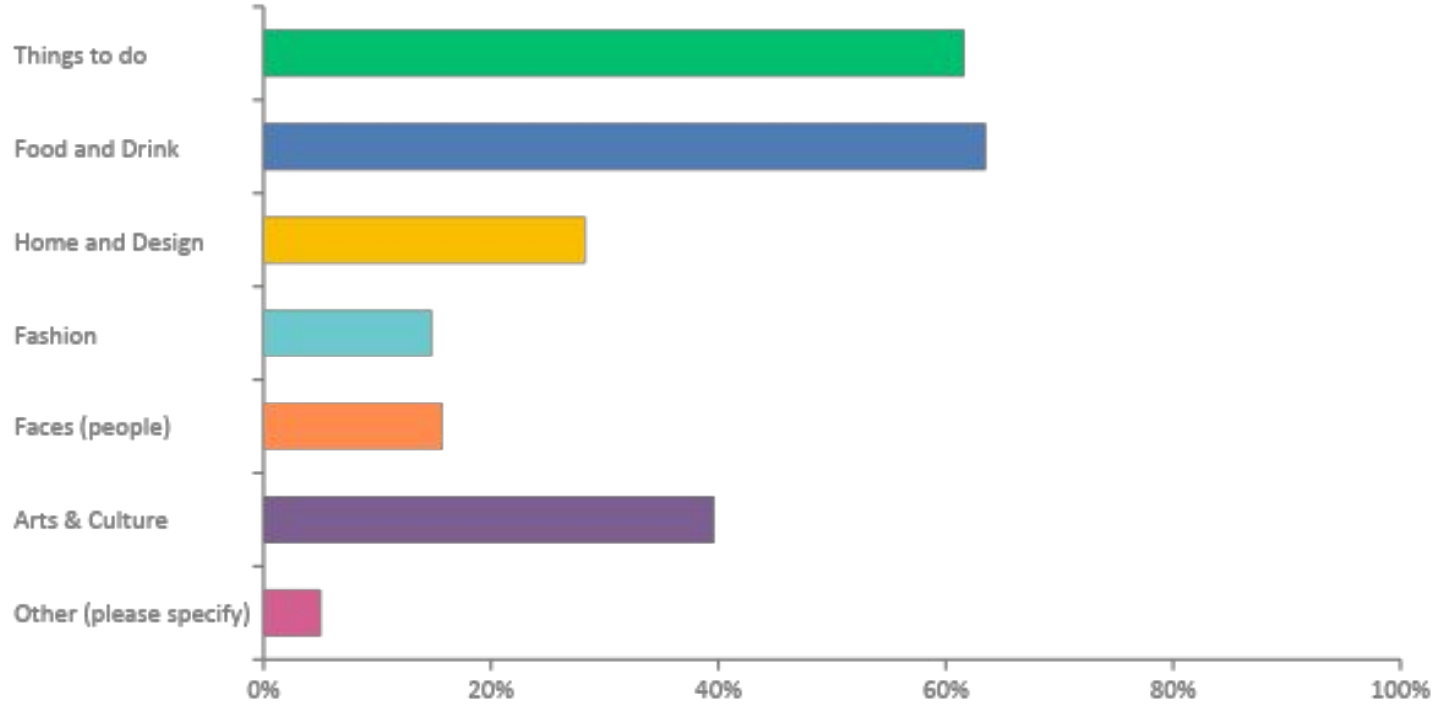
Q11: How often do you dine out?

Answered: 320 Skipped: 63

ANSWER CHOICES	RESPONSES	
Never	0.62%	2
Once a month	6.88%	22
2-3 times a month	36.88%	118
Once a week	21.56%	69
More than once a week	31.88%	102
Most nights	2.19%	7
TOTAL		320

Q12: Which are your two favorite parts of LOCAL Life? (Please Select Two.)

Answered: 318 Skipped: 65



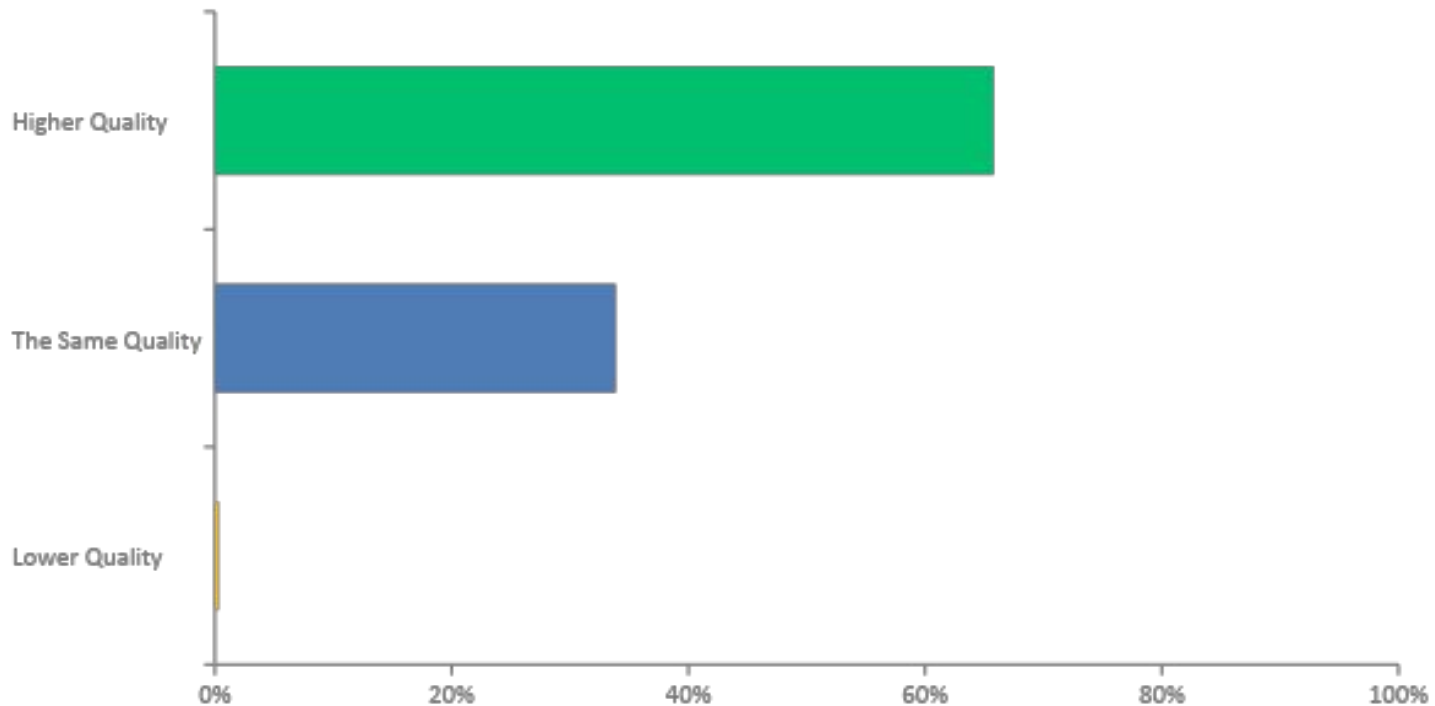
Q12: Which are your two favorite parts of LOCAL Life? (Please Select Two.)

Answered: 318 Skipped: 65

ANSWER CHOICES	RESPONSES	
Things to do	61.64%	196
Food and Drink	63.52%	202
Home and Design	28.30%	90
Fashion	14.78%	47
Faces (people)	15.72%	50
Arts & Culture	39.62%	126
Other (please specify)	5.03%	16
TOTAL		727

Q13: How do advertisers in LOCAL Life compare to advertisers in other local magazines and media?

Answered: 310 Skipped: 73



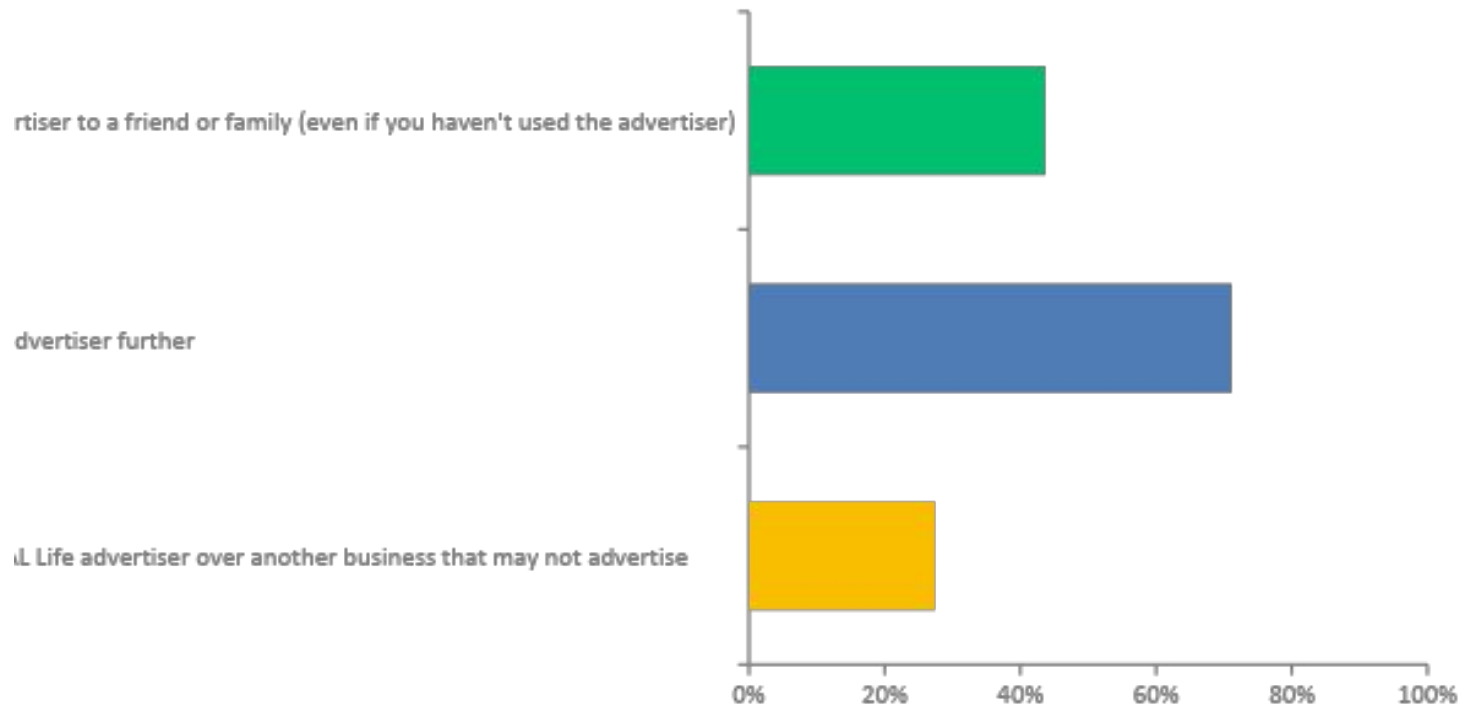
Q13: How do advertisers in LOCAL Life compare to advertisers in other local magazines and media?

Answered: 310 Skipped: 73

ANSWER CHOICES	RESPONSES	
Higher Quality	65.81%	204
The Same Quality	33.87%	105
Lower Quality	0.32%	1
TOTAL		310

Q14: Has an advertisement in LOCAL Life ever compelled you to: (Select all that apply.)

Answered: 277 Skipped: 106



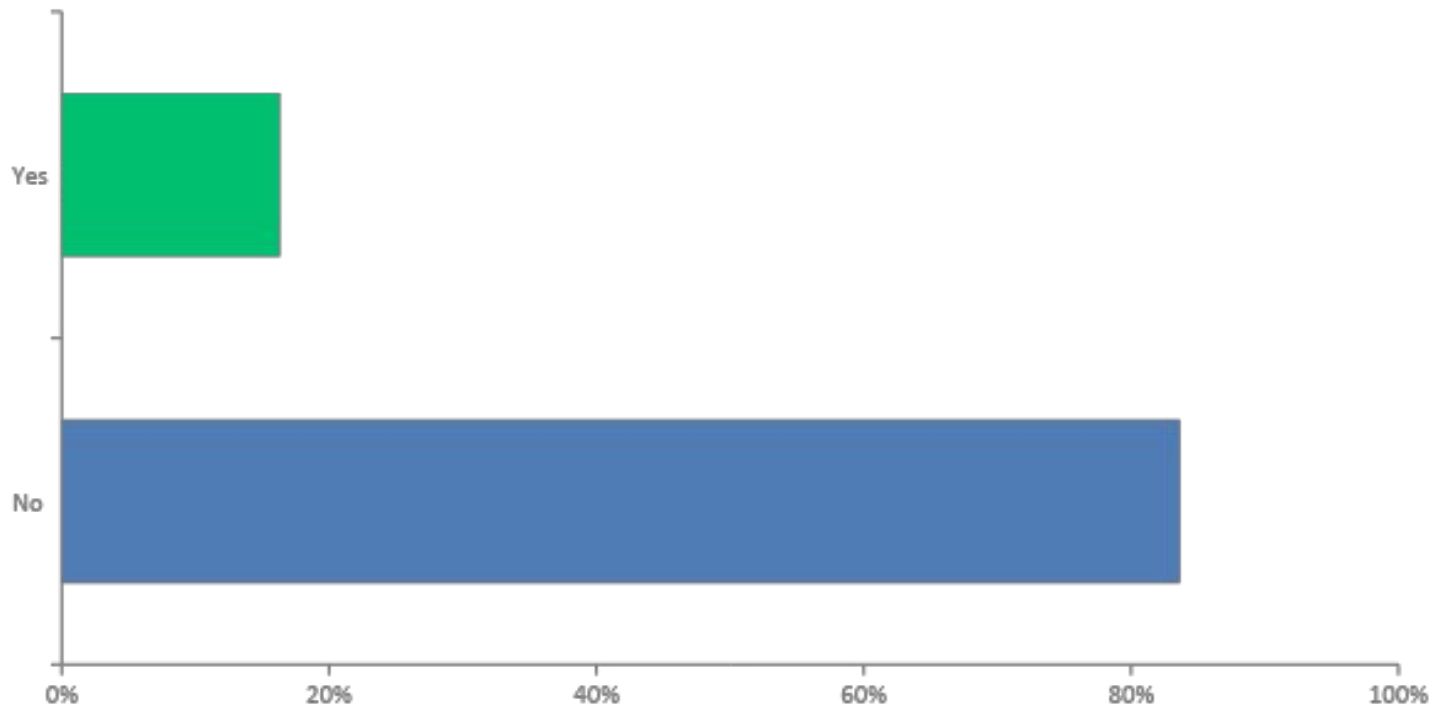
Q14: Has an advertisement in LOCAL Life ever compelled you to: (Select all that apply.)

Answered: 277 Skipped: 106

ANSWER CHOICES	RESPONSES	
Refer the advertiser to a friend or family (even if you haven't used the advertiser)	43.68%	121
Research the advertiser further	71.12%	197
Choose a LOCAL Life advertiser over another business that may not advertise	27.44%	76
TOTAL		394

Q16: Do you expect any economic uncertainties to change how often you read or how much time you spend with LOCAL Life?

Answered: 306 Skipped: 77



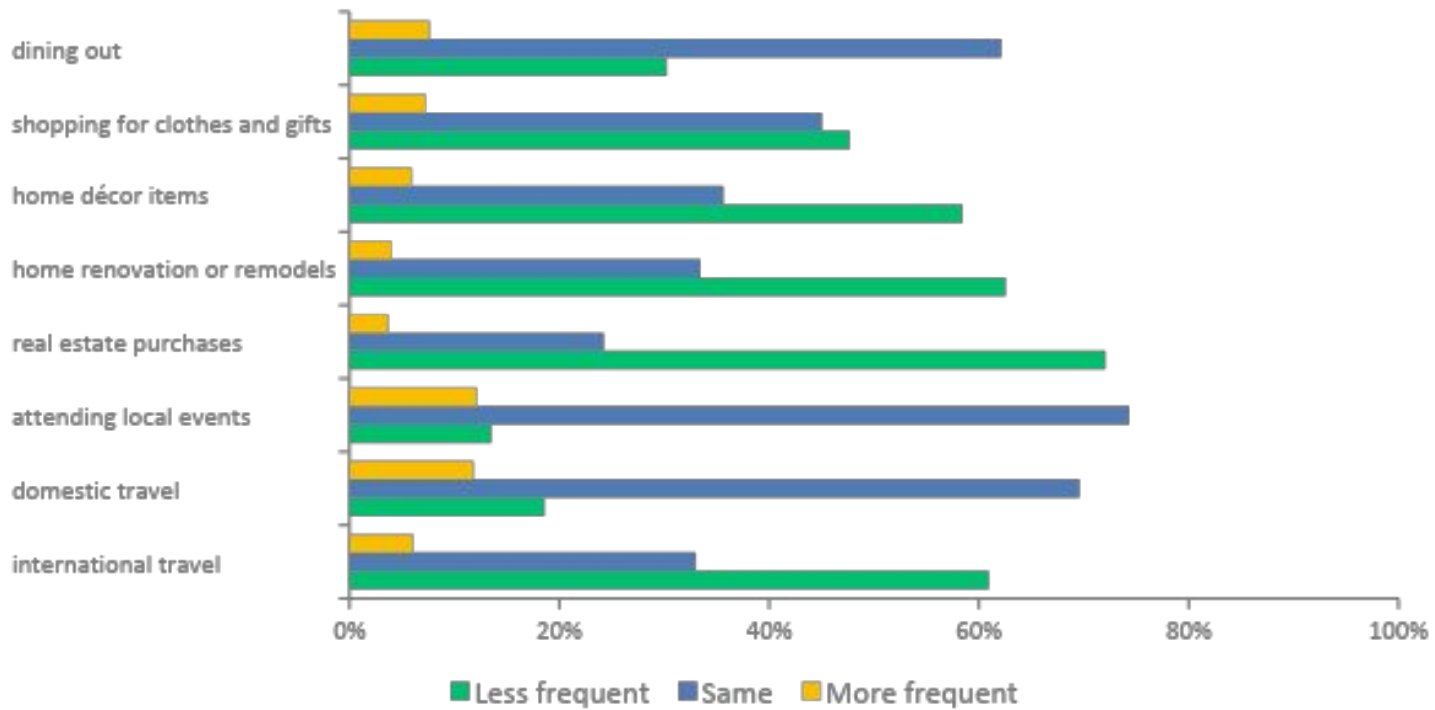
Q16: Do you expect any economic uncertainties to change how often you read or how much time you spend with LOCAL Life?

Answered: 306 Skipped: 77

ANSWER CHOICES	RESPONSES	
Yes	16.34%	50
No	83.66%	256
TOTAL		306

Q17: What purchases do you expect to scale back in times of economic uncertainty or a downturn, if any?

Answered: 308 Skipped: 75



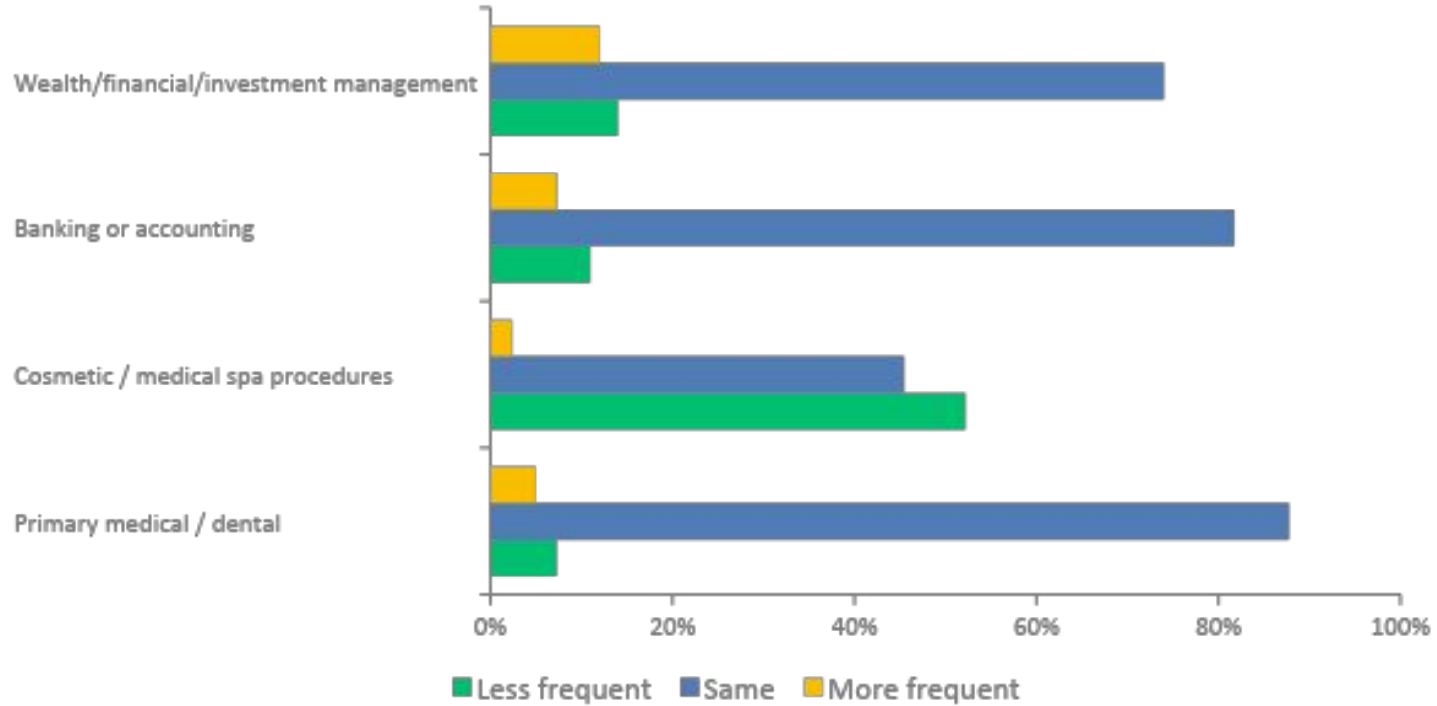
Q17: What purchases do you expect to scale back in times of economic uncertainty or a downturn, if any?

Answered: 308 Skipped: 75

	LESS FREQUENT	SAME	MORE FREQUENT	TOTAL
dining out	30.23% 91	62.13% 187	7.64% 23	301
shopping for clothes and gifts	47.68% 144	45.03% 136	7.28% 22	302
home décor items	58.42% 177	35.64% 108	5.94% 18	303
home renovation or remodels	62.54% 187	33.44% 100	4.01% 12	299
real estate purchases	72.05% 214	24.24% 72	3.70% 11	297
attending local events	13.51% 40	74.32% 220	12.16% 36	296
domestic travel	18.58% 55	69.59% 206	11.82% 35	296
international travel	60.94% 181	33.00% 98	6.06% 18	297

Q18: What services do you expect to want more or less of in times of economic uncertainty or a downturn, if any?

Answered: 305 Skipped: 78



Q18: What services do you expect to want more or less of in times of economic uncertainty or a downturn, if any?

Answered: 305 Skipped: 78

	LESS FREQUENT	SAME	MORE FREQUENT	TOTAL
Wealth/financial/investment management	14.00% 42	74.00% 222	12.00% 36	300
Banking or accounting	10.96% 33	81.73% 246	7.31% 22	301
Cosmetic / medical spa procedures	52.19% 155	45.45% 135	2.36% 7	297
Primary medical / dental	7.28% 22	87.75% 265	4.97% 15	302