

SURVEY RESULTS 2009



Audience Profiles

1. 70% of SNAP readers are aged 18-49 & 61% are 25-49 – the age of acquisition
2. SNAP readership skew is female at 67% (97% of all buying decisions are influenced by women)
3. The SNAP reader's education level is high with 65% of our readers having attended College or University
4. Our readers are homeowners with a household income of \$75,000+ - well beyond the national average

SNAP Readers

1. 86% of SNAP readers keep the paper in their home for 1 week - 30 days
2. 48% of SNAP readers get the paper at a local business and 29% at the grocery store
3. 47% of SNAP readers have cut pictures out of the paper
4. 68% of readers know someone in every issue of SNAP
5. 59% of SNAP readers view the paper multiple times in a month aiding brand retention in an individual
6. 65% of SNAP reader households have multiple family members reading each issue
7. SNAP readers spend time reading SNAP (between 20-40 minutes)

Entertainment & Leisure: Young, Hip & Savvy

SNAP readers are highly interested in entertainment.

1. 94% of our readers dine out in restaurants and 62% of them dine out 3+ times per month
2. 59% of our readers go to movies one or more times per month.
3. 63% of our readers vacation every year
5. Our readers are also into fitness – 64% exercise regularly

Advertising

1. 97% of SNAP readers believe the ads are designed well
2. 94% believed the ads were very effective
3. 93% of readers believed SNAP had a good balance between ads & events (maintaining a 45% ad:event ratio)
4. 40% of SNAP readers said they have used a SNAP ad as a referral to purchase goods and services
5. 82% of SNAP readers loved the fact that there are no flyers or loose inserts within SNAP Newspapers

Monthly Event Calendar

1. 51% of SNAP readers have used our event calendar to attend a community event
2. 22% of SNAP readers have submitted their own events to SNAP
3. 88% of SNAP readers find the calendar useful

Generic Features

Some of the additional monthly features enjoyed by SNAP readers are:

1. The "Letter from the Editor"
 2. The Monthly Recipe
 3. SNAP'd Around the Community/Extra Extra page(s)
 4. Restaurant Review
- ... and various other Generic elements such as: horoscopes, pet & health columns, music beat, sudoku, wine columns, strange facts and more!

Source: 2008 SNAP Newspaper Group Inc. survey – 1419 North American respondents in 49 markets over 3 months.

