

CVC Audit Report

*The Power of the
 Pennysaver*

2/1/2008

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OUR DATA SPEAKS VOLUMES



5. Please select the category that best describes your age.

Reader Demographics	Market Demographics
04%	12% 18 - 24
23%	19% 25 - 34
28%	23% 35 - 44
24%	19% 45 - 54
21%	27% 55 years or older

6. Which of the following purchases are you planning during the next twelve months? (% = Positive respondents)

- 30% Automobiles
- 24% Antiques / Auctions
- 43% Furniture / Home Furnishings
- 32% Major Home Appliance
- 18% Home Computers
- 46% Home Improvement / Supplies
- 29% Television / Electronics
- 25% Carpet / Flooring
- 47% Automobile Accessories (tires, brakes & service)
- 71% Dining & Entertainment
- 04% Farm Agricultural Supplies
- 68% Lawn & Garden
- 33% Florist / Gift Shops
- 35% Home Heating / Air Conditioning (service, new equipment)
- 42% Vacations
- 07% Real Estate

7. Do you or someone in your household plan to use any of the following services during the next 12 months? (% = Positive respondents)

- 96% Beauty Salon / Barber Shop
- 25% Childcare
- 29% Education / Classes
- 86% Dentist
- 14% Attorney
- 24% Pediatrician
- 23% Veterinarian
- 15% Chiropractor
- 27% Optometrist / Ophthalmologist
- 01% Laser Vision Correction
- 30% Financial Planner (Retirement, Investing)
- 51% Tax Advisor / Services
- 23% Health Club / Exercise Class
- 41% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 02% Weight Loss
- 28% Lawn Care Service (Maintenance & Landscaping)
- 59% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 41% Pharmacist / Prescription Service
- 02% Hearing Aid Specialist

8. Some stores use separate flyers or inserts to advertise specials and sales. How often would you read or look at inserts in the Coastal Empire Pennysaver?

- 55% Always
- 16% Sometimes
- 18% Seldom
- 11% Never

9. Are you male or female? (Voice recognition – Gender Bias Rotation)

- 43% Male Readers
- 57% Female Readers