

Shoppers' Involvement with Inserts

	YES (%)
Saved it until you needed to purchase item/service advertised	79
Saved it and showed it to spouse/family member/friend	76
Used special ad/sale/promotion offer for unplanned purchase	74
Gave it to a family member or friend	69

Naples Daily News Insert Reader (M-F) Demographics

(Base: 80,350)

Men	41,600	52%
Women	38,700	48%
HH Income \$50K+	54,600	68%
Some College or More	60,200	75%
Own Home	72,712	91%

Sources: Scarborough and NAA Newspaper Readership Engagement Study, 2006; Scarborough 2006, Rel2, Naples FL PMA