



Market Research

In 2007 an independent market research company asked 1000 people across the North East to provide feedback on "Cultural Flyer Packs". The results were as follows;

Survey Sample

SEX		AGE	
Male	58%	Under 21	27.2%
Female	42%	21-24	40.4%
		25-34	22.2%
		35-44	10.2%

Cultural Flyer Packs

- The packs have an average readership age of 21
- Average of 4 readers per pack
- Average reader looks through the pack twice
- Average reader will save at least 2 inserts
- 34% of readers will save the pack
- 22% will stick a poster on the wall

Readership

- 40% of the packs readers are regular clubbers / live music fans
- 52% are regular bar-goers
- 82% in full time work / education
- 17% tourists
- 1% on benefits



Monthly Spend

- 97% spend on clothing and fashion every month
- 94% spend on music every month
- 92% spend on DVDs or videos every month
- 59% spend on computer games every month
- 93% spend on health and beauty products
- 85% spend on alcohol every month