

The Media Audit

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Insights for Today's Changing Media and Consumer Marketplace

National Consumer and Retail Trends:

Study Reveals Kohl's, Wal-Mart Make Gains



A new National Consumer and Retail Study conducted by The Media Audit shows Kohl's and Wal-Mart making gains among the major national retail brands when it comes to attracting customers in a slow economic climate. According to the study, the percent of adults nationally who shopped at Kohl's department store

within a six month period is 23.3%, compared to 21.5% a year earlier. The latest figure represents an increase of 8.4% for the Wisconsin-based retailer. The same study revealed that 66.1% of adults nationally have shopped at a Wal-Mart store in the past six months, compared to 64.7% in the previous year, a 2.2% increase for the discount store giant. Studies were conducted in 88 U.S. markets between January 2007 and March 2008 and includes analysis of 48 national and regional retail brands.

According to the study, both Kohl's and Wal-Mart fared better than other major retail store brands. In the discount store category, the percent of adults who shopped at Target increased by 1.4% year-over-year, while the percent shopping at K-Mart dropped by nearly two percent. In the department store category, the percent who shopped at J.C. Penney remained flat while the percent shopping at Sears declined by nearly five percent.

Kohl's also made higher gains than other stores with Hispanics. The percent of Hispanic adults who shopped at Kohl's in 2007 is 16.5%, compared to 13.4% a year earlier. The figure represents a 23% increase in a one year period. The study also reveals a higher percentage of Hispanics shopping K-Mart, Wal-Mart, and Target from the previous year. However, Hispanics who shop at Sears declined by 3.4%.

Top markets that represent a high concentration of Hispanics who shop Kohl's are Long Island (54% of all Hispanics shopped Kohl's in the past six months), followed by Madison (52.9%), Pittsburgh (50.6%), Milwaukee (50.5%), Columbus (50.1%), Charlotte (49.3%), Boise (43.9%), Akron (43.8%), Raleigh-Durham (39.8%), and Detroit (39.3%).

Among African American consumers, the percent that shopped at Kohl's in 2007 is 11.8%, compared to 10.9% a year earlier, representing an 8.3% jump. The percent of African Americans who shopped at Wal-Mart and Target increased, while the percent who shopped at K-Mart, J.C. Penney and Sears decreased. In the case for Sears, the percent of African Americans who shopped Sears in 2007 is 28.8% compared to 30.9% a year earlier, representing a 6.8% decline.

Top markets representing a high concentration of African Americans who shop at Kohl's include Salt Lake City (52.3% of all African Americans shopped Kohl's in the past six months), followed by Orange County, California (39.6%), Ann Arbor (32.3%), Minneapolis (32.2%), New Haven (32.2%), San Antonio (31.6%), Omaha (31.1%), Austin (28.3%), Colorado Springs (28.2%) and Allentown (27.6%).

Among households earning \$50,000 or less, 18.8% shopped at Kohl's in 2007, compared to 17.5% a year earlier, a 7.4% increase. Consumers earning less than \$50,000 who shopped at Sears declined by 7.5%. Among all adults, 50.2% earn less than \$50,000 in household income. The percent of households earning under \$50,000 who shopped Wal-Mart and Target increased slightly, but decreased by 1.8% for K-Mart.

A competitive retail analysis of Kohl's shoppers indicates the retailer's success in attracting affluent working women with a household income above \$75,000. Consumers in this target group are 51% more likely than the average adult to shop at Kohl's. Among all affluent working women, 35.1% shopped at Kohl's in 2007, ranking the retailer third among department stores behind Macy's and J.C. Penney. Additionally, affluent full

In Brief

Internet as a Political Force:

Online Communities Connect Web Users



Even John McCain, Barack Obama and Hillary Clinton have a Myspace.com web page. As social networking sites such as Myspace.com Facebook.com, YouTube and others increase in popularity, the Internet has become increasingly influential in connecting people with

shared interests. The political arena is no exception as election news, blogs, polls and political forums have proliferated during this year's general election.

A new study released by The Media Audit shows that among adults nationally, 75.5% have logged onto the Internet in a typical month. However, among adults who have voted in a local, state or national election in the past year, 81% have logged onto the Internet. The typical voter spends more time online (197 minutes per day) than with any other media except television (214 minutes). As a result, the Internet represents 29.3% of the typical media day for adults who vote.

Among the markets where internet usage is heaviest among

Contest Winner:

Rythmic CHR Rep Reels in \$80,000 from Sonic



Sonic Drive-In restaurants, makers of burgers, malts, extra-long cheese coney dogs and chocolate cream pie shakes is one of the few remaining drive-in chains in the U.S. The Oklahoma-City based chain now operates more than

3,000 drive-in restaurants from coast to coast with a market capitalization of nearly \$3 billion.

The company's agency recently sent out avails to a small handful of radio stations in the Orlando market. Nicoletta Sammartino, representative for CBS radio station WJHM-FM, aka "102 Jamz" recalls that not only was her station not invited to submit a proposal, her radio station was not considered a preferred station. She quickly pulled research from The Media Audit in an attempt to garner interest. After many emails, voice mails, and with little to no response from the media buyer, she

Republican voters is Reno, Nevada where 46.2% of Republican voters are heavy internet users. Dallas ranks second with 46% who are heavy users, followed by Atlanta (44.2%), San Jose (43.5%), Austin (42.7%), Omaha (40.9%), Washington, D.C. (40.7%), Houston (40.2%), Chicago (39.7%), and Denver (39.7%).

Among the markets where internet usage is heaviest among Democratic voters is Austin, Texas where 48.2% of Democratic voters are heavy internet users. Atlanta ranks second (45.3%), followed by Dallas (44%), Denver (42.3%), Washington, D.C. (42.1%), Reno (41.6%), San Francisco (41.2%), San Diego (39.4%), San Jose (37.9%) and Norfolk (37.9%).

The top ten markets for heavy internet users among Independent voters are Boston (33%), Albany (28.1%), Cincinnati (26.9%), Madison (26.7%), Greenville (26.2%), Southern New Hampshire (26%), Eugene (25%), Akron (24.9%), Columbia-Jefferson City (24.6%), and Syracuse (23.7%).

More information from this report may be obtained by contacting The Media Audit.

finally got a returned call from the media director, who found the information she submitted interesting enough to make an exception and grant her a meeting.

As a result of a Sammartino's subsequent presentation to the agency, she was able to convince the agency to include WJHM-FM in the four-station buy. The total amount of the on-air and promotional package was over \$80,000 in new business for the radio station.

"Using The Media Audit has been helpful for me throughout the years, but none more helpful than the deal I closed this year for Sonic's America's Drive Thru," states Sammartino. "I use The Media Audit on every single pitch and it is my bible when pitching new business, especially cold-calling prospects." Sammartino's submission is part of a monthly sales contest in which users of The Media Audit are invited to submit a short story and presentation on how they used The Media Audit to close business. Sammartino is the June winner.

Measuring the Market

Beer Capital Gets New Leaders:

Wilmington, Reno Tied for Top Beer Markets



A new national study reveals that Wilmington, North Carolina and Reno, Nevada are tied as the top markets in the nation among heavy beer consumers. Adults who drink beer on six or more days in a typical

two week period are considered heavy beer consumers, according to The Media Audit study. Among adults in Wilmington and Reno, 9.3% are heavy beer drinkers. As a result, Wilmingtonians and Renoites are 50% more likely than adults nationally to be heavy beer drinkers. Among all U.S. adults, 6.2% are considered heavy beer drinkers, a figure that is up slightly from 6.1% a year earlier. Surveys were conducted in 88 U.S. markets between January 2007 and March 2008.

Spokane, Washington ranked third in the national survey with 8.8% who are heavy beer consumers, followed by Dayton, Ohio (8.8%), Sacramento, California (8.8%), Cincinnati, Ohio (8.7%), San Antonio, Texas (8.7%), Albany, New York (8.6%), Buffalo,

New York (8.5%), and San Diego, California (8.5%).

Among heavy beer drinkers nationally, 81.1% are male while 18.9% are female. Adults between the ages of 21 and 24 are most likely to be beer consumers (71% more likely than the average U.S. adult), followed by adults 25-34 (23% more likely).

Heavy beer drinkers also spend 745 minutes in the typical day exposed to radio, television, newspaper, billboards, and the Internet compared to 682 minutes for the average U.S. adult. The media that heavy beer drinkers are most likely to consume are billboards (28% more likely to be exposed to outdoor billboards), radio (21% more likely) and the Internet (12% more likely).

Rounding out the top twenty markets for heavy beer drinkers are Daytona Beach, Florida (8.2% are heavy beer drinkers), followed by Jacksonville, Florida (8.2%), Omaha, Nebraska (8.2%), Seattle, Washington (8.1%), St. Louis, Missouri (8%), Riverside-San Bernardino, California (7.9%), Fort Myers-Naples, Florida (7.7%), Austin, Texas (7.7%), Boise, Idaho (7.6%) and Denver, Colorado (7.5%). For more information on this study, contact The Media Audit.

Fast Food Snapshot:

Birmingham Top Market for Eating Fast Food



When it comes to heavy fast food consumption, Birmingham, Alabama ranks number one in a survey of adults in 88 U.S. markets. According to The Media Audit, 16.7% of adults in Birmingham are considered "heavy fast food eaters", consuming fast food five or more times in a typical week. As a result, adults in Birmingham are 87% more likely than the average adult to be a heavy fast food eater. Birmingham ranked fourth in the previous year's survey. Among all U.S. adults, 8.9% consume fast food five or more times in a typical week, down from 9.6% a year earlier. Surveys were conducted between January 2007 and March 2008.

Oklahoma City ranked second with 15.2% of adults who eat fast food five or more times in a week, followed by San Antonio (15.1%), Raleigh-Durham (15.1%), Columbia, South Carolina (14.6%), Dallas (14.4%), Memphis (13.7%), Riverside-San Bernardino (13.5%), Little Rock (13.4%), and Greenville-

Spartanburg, South Carolina (13.3%).

The study also revealed which customers of the top ten national or regional chains are most likely to be heavy fast food customers. Customers who ate at Carl's Jr. (located mostly in the Western United States) ranked as the most likely to eat fast food five or more times in a typical week (20.4% of the burger chain's customers ate fast food 5+ times), followed by Jack-in-the-Box (20.3%), Taco Bell (20.1%), Arby's (19.1%), KFC (19%), Subway (18.1%), Burger King (17.6%), Chick-Fil-A (17.2%), Wendy's (16.4%) and McDonald's (15.4). The ranking was based on fast food restaurants eaten at by adults 18+ in a typical month.

Among heavy fast food eaters nationwide, 59% are male while 41% are female. Blue Collar workers are the most likely to be heavy fast food eaters (133% more likely), followed by construction workers (95% more likely), skilled workers such as plumbers and electricians (70% more likely), job foremen (69% more likely), and warehouse/storage workers (64% more likely).

Facts 'n Stats

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nester households earning \$75,000 or more with children living at home are 40% more likely than the average adult to shop at Kohl's. Among all affluent full nesters, 32.5% shopped at Kohl's in 2007, ranking Kohl's as the third most-visited retail store in a six month period behind Macy's and Sears.

According to The Media Audit, 49.5% of all adults shopped for women's clothing in a typical month in 2007, while 44.5% shopped for men's clothing and 38.6% shopped for children's clothing. Increases in gasoline and food prices have caused many consumers to tighten their belts, fueling greater competition between retail stores.

For each of the 88 measured markets, The Media Audit provides a Media Day Analysis to demonstrate the number of minutes spent per day with radio, television, cable, newspaper, outdoor, and the Internet. For example, an analysis of affluent

working women nationally shows that the target group spends more time with the Internet (228 minutes per day) compared to any other medium, including television (172 minutes). As a result, the Internet represents 35.6% of the typical media day for affluent working women compared to 29% for all adults nationally.

For further information on The Media Audit 2007 Consumer and Retail Study, including shopper profiles, cross-shopping behavior and media usage, contact The Media Audit.

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10333 Richmond Avenue
Suite 200
Houston, TX 77042
800.324.9921