

# The Media Audit

## NEWS RELEASE

---

**FOR IMMEDIATE RELEASE**

CONTACT: Robert Jordan (713) 626-0333  
CONTACT: Phillip Beswick (845) 398-8000

International Demographics, Inc.  
10333 Richmond Ave. Suite 200  
Houston, Texas 77042  
1-800-324-9921

THE MEDIA AUDIT just released its latest report for Allentown-Bethlehem, . The December, 2007-February, 2008 measurement period report is based on 701 telephone interviews with a random sample of persons age 18 plus in the Allentown-Bethlehem metropolitan area.

Here are some of the important highlights from the current edition of THE MEDIA AUDIT...

**Online/Internet Activity.** More than two-thirds (74.2%) of all Allentown-Bethlehem adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

24.8% AOL	3.6% CWPHELLY.COM (WPSG-TV)
31.2% MSN	6.0% CLEAR CHANNEL RADIO
47.5% YAHOO	1.9% CITADEL RADIO
62.1% GOOGLE	1.5% NASSAU BROADCASTING RADIO
33.6% WEATHER.COM	3.3% W Z Z O FM
43.3% MORNINGCALL.COM	2.7% W A E B FM
12.7% PENNLIVE.COM	1.5% W C T O FM
9.2% NJ.COM	11.4% 6ABC.COM (WPVI-TV)
6.6% LEHIGHVALLEYPA.ORG	8.6% PBS39.COM (WLVT-TV)
5.1% MORNINGCALL.COM/ENTERTAINMENT	8.5% NBC10.COM (WCAU-TV)
3.8% METROMIX.COM	5.9% CBS3.COM (KYW-TV)
3.3% READINGEAGLE.COM	5.3% MYFOXPHILLY.COM (WTFX-TV)
3.1% PULSEWEEKLY.COM	3.9% MYPHL17.COM (WPHL-TV)
36.8% WFMZ.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

19.0% OCCASIONALLY  
3.4% REGULARLY

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

13.0% OCCASIONALLY  
1.2% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

3.4% CARS.COM  
2.8% AUTOTRADER.COM  
1.2% CRAIGSLIST.ORG  
1.2% EBAY.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

10.2% OCCASIONALLY  
2.2% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

2.6% MORNINGCALL.COM  
2.6% REALTOR.COM

**Planned Vehicle Purchases.** Less than one-fifth (14.5%) of Allentown-Bethlehem adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 20.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$634.6 million in metro Allentown-Bethlehem over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 57.3% of those planning a purchase during the next 12 months. 29.1% plan to purchase a foreign vehicle and 13.6% are undecided regarding their next purchase.

## Some Market Averages for Allentown-Bethlehem.

Median adult age -- 47.16  
Average Family Size -- 3.07  
Average annual household income -- \$62,400  
Average weekly supermarket expenditure -- \$139  
Average number of miles driven past week -- 187  
Average number of primarily business trips -- 6.11  
Average number of foreign airline trips -- 2.2  
Average number of times soft drinks consumed past week -- 6.77  
Average number of fast-food restaurant purchases past week -- 2.02

**Travel Market.** An ocean cruise is planned within the next 3 years by 22.6% of Allentown-Bethlehem adults. Business airline travel: 11.1% made one or more round trips during the past year. Airline travel to foreign destinations: 21.3% made one or more round trips during the past 2 years; 20.7% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.4% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 5.7% of total adults.

## Some Of The Different Things Allentown-Bethlehem Adults Did During the Past Year

66.5% Worked in their lawn or garden  
57.4% Voted in local, state or national elections  
31.7% Purchased 12 or more books  
24.5% Attended the theater/opera/symphony  
21.8% Attended a major theme park  
21.4% Visited a gambling casino one or more times  
20.6% Dieted 4 weeks or more  
20.1% Exercised at a health club 12 or more times  
19.2% Attended a pop or rock music concert  
16.7% Attended 3 or more college or professional sports events  
11.8% Played golf 3 or more times

## Heavy/Frequent Users of Specific Products/Services by Allentown-Bethlehem Adults:

44.0% Purchased bottled water during past four weeks  
32.2% Shopped sporting goods stores past four weeks  
32.1% Purchased one or more lottery tickets past four weeks  
30.5% Attended movies at movie theatres past four weeks  
28.4% Purchased albums/CDs/tapes during past four weeks  
25.9% Made one or more purchases in automotive parts stores past four weeks  
14.5% Plan to purchase computer software during next 12-months  
10.2% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Allentown-Bethlehem.** Less than one-fifth of all adults (16.6%) currently live in rented dwelling units. A total of 12.6% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 56.8% have annual family incomes of \$50,000 or more.