

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Allentown-Bethlehem, Pennsylvania. The November, 2008-January, 2009 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 (76.8%) of all Allentown-Bethlehem adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

18.8% AOL	4.4% MYFOXPHILLY.COM (WTFX-TV)
31.5% MSN	2.5% CWPHILLY.COM (WPSG-TV)
46.6% YAHOO	2.4% MYPHL17.COM (WPHL-TV)
63.0% GOOGLE	4.6% CLEAR CHANNEL RADIO
38.2% WEATHER.COM	1.7% CITADEL RADIO
36.0% THEMORNINGCALL.COM	1.5% NASSAU BROADCASTING RADIO
26.6% ACCUWEATHERCHANNEL.COM	2.2% W Z Z O FM
12.6% LEHIGHVALLEYLIVE.COM	1.6% W A E B
7.0% MCALLCOMMUNITY.COM	1.4% W C T O FM
5.5% NJ.COM	1.1% W O D E FM
3.8% LEHIGHVALLEYTRAFFIC.COM	22.0% WFMZ.COM
3.4% METROMIX.COM	9.0% 6ABC.COM (WPVI-TV)
2.6% LEHIGHVALLEYSTYLE.COM	6.2% PBS39.COM (WLVT-TV)
2.6% PULSEWEEKLY.COM	6.1% NBCPHILADELPHIA.C/NBC10.C(WCAU-TV)
1.5% THEMORNINGCALL.COM/ENTERTAINMENT	5.4% CBS3.COM (KYW-TV)

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

19.0% OCCASIONALLY
4.0% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

9.4% CAREERBUILDER.COM
7.0% MONSTER.COM
3.7% THEMORNINGCALL.COM
2.0% YAHOOHOTJOBS.COM
1.7% CRAIGSLIST.ORG
1.5% PA CAREER LINK

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

16.9% OCCASIONALLY
1.1% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

4.8% CRAIGSLIST.ORG
4.2% CARS.COM
3.2% AUTOTRADER.COM
2.1% EBAY.COM
1.5% KELLEYBLUEBOOK.COM
1.4% THEMORNINGCALL.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

11.7% OCCASIONALLY
2.1% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.1% THEMORNINGCALL.COM
2.0% REALTOR.COM
1.5% CRAIGSLIST.ORG
1.4% APARTMENTS.COM
1.0% REMAX.COM

Planned Vehicle Purchases. Less than one-fifth (13.1%) of Allentown-Bethlehem adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 37.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.0 billion in metro Allentown-Bethlehem over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 45.5% of those planning a purchase during the next 12 months. 39.6% plan to purchase a foreign vehicle and 14.9% are undecided regarding their next purchase.

Some Market Averages for Allentown-Bethlehem.

Median adult age -- 47.34
Average Family Size -- 3.01
Average annual household income -- \$61,300
Average weekly supermarket expenditure -- \$144
Average number of miles driven past week -- 187
Average number of primarily business trips -- 6.22
Average number of foreign airline trips -- 2.58
Average number of times soft drinks consumed past week -- 5.74
Average number of fast-food restaurant purchases past week -- 2.15

Travel Market. An ocean cruise is planned within the next 3 years by 18.7% of Allentown-Bethlehem adults. Business airline travel: 13.6% made one or more round trips during the past year. Airline travel to foreign destinations: 19.5% made one or more round trips during the past 2 years; 23.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.8% of total adults.

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

74.3% Voted in local, state or national elections
70.0% Worked in their lawn or garden
29.9% Purchased 12 or more books
25.1% Attended the theater/opera/symphony
24.8% Visited a gambling casino one or more times
24.4% Exercised at a health club 12 or more times
24.2% Attended a major theme park
18.7% Attended a pop or rock music concert
17.7% Dieted 4 weeks or more
17.2% Attended 3 or more college or professional sports events
11.2% Played golf 3 or more times

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

- 44.9% Purchased bottled water during past four weeks
- 28.8% Attended movies at movie theatres past four weeks
- 28.7% Made one or more purchases in automotive parts stores past four weeks
- 28.5% Shopped sporting goods stores past four weeks
- 26.4% Purchased one or more lottery tickets past four weeks
- 25.8% Purchased albums/CDs/tapes during past four weeks
- 18.5% Plan to purchase computer software during next 12-months
- 10.3% 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 (18.3%) currently live in rented dwelling units. A total of 9.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 35% have annual family incomes of \$50,000 or more.