

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Akron, Ohio. The July-August, 2008 measurement period report is based on 704 telephone interviews with a random sample of persons age 18 plus in the Akron metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (72.3%) of all Akron adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

21.1% AOL	3.1% CLEAR CHANNEL RADIO--CLEVELAND
26.7% MSN	2.6% RUBBER CITY RADIO GROUP
47.8% YAHOO	1.0% RADIO ONE
58.8% GOOGLE	1.9% W Q M X FM
33.4% WEATHER.COM	1.3% W T A M
25.2% OHIO.COM	1.2% W O N E FM
15.7% CLEVELAND.COM	1.1% W M M S FM
8.0% AKRON.COM	11.7% WKYC.COM
4.9% ONNTV.COM	10.3% NEWSNET5.COM (WEWS-TV)
4.4% RECORDPUB.COM	7.9% 19ACTIONNEWS.COM (WOIO-TV)
3.2% CLEVELANDMAGAZINE.COM	4.0% WVIZ.ORG
1.9% FREETIMES.COM	2.8% MY43.NET (WUAB-TV)
1.5% CRAINSCLEVELAND.COM	1.6% WBNX.COM
12.8% MYFOXCLEVELAND.COM (WJW-TV)	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

15.1% OCCASIONALLY  
5.2% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

13.6% MONSTER.COM [NET]  
13.0% MONSTER.COM  
5.4% CAREERBUILDER.COM  
2.9% OHIO.COM [NET]  
2.4% OHIO.COM  
2.2% YAHOOHOTJOBS.COM  
1.8% CRAIGSLIST.ORG  
1.3% BEACONJOURNAL.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

14.2% OCCASIONALLY  
4.5% REGULARLY

#### **AUTOMOBILE CLASSIFIED AD SITES**

5.2% AUTOTRADER.COM  
2.5% CRAIGSLIST.ORG  
2.5% EBAY.COM  
2.1% KELLEYBLUEBOOK.COM  
1.8% CARS.COM  
1.2% EDMUNDS.COM  
1.2% YAHOO.COM

#### **VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET**

9.4% OCCASIONALLY  
2.6% REGULARLY

#### **REAL ESTATE CLASSIFIED AD SITES**

2.9% REALTOR.COM  
1.8% OHIO.COM  
1.2% CRAIGSLIST.ORG  
1.1% APARTMENTS.COM

**Planned Vehicle Purchases.** Less than one-fifth (16.8%) of Akron adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 10.1% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$299.1 million in metro Akron over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 63.1% of those planning a purchase during the next 12 months. 23.1% plan to purchase a foreign vehicle and 13.8% are undecided regarding their next purchase.

#### **Some Market Averages for Akron.**

Median adult age -- 46.48  
Average Family Size -- 3.1  
Average annual household income -- \$55,400  
Average weekly supermarket expenditure -- \$124  
Average number of miles driven past week -- 194  
Average number of primarily business trips -- 3.5  
Average number of foreign airline trips -- 1.98  
Average number of times soft drinks consumed past week -- 7.53  
Average number of fast-food restaurant purchases past week -- 2.43

**Travel Market.** An ocean cruise is planned within the next 3 years by 15.2% of Akron adults. Business airline travel: 13.8% made one or more round trips during the past year. Airline travel to foreign destinations: 15.8% made one or more round trips during the past 2 years; 19.9% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.2% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6% of total adults.

#### **Some Of The Different Things Akron Adults Did During the Past Year**

75.7% Worked in their lawn or garden  
68.2% Voted in local, state or national elections  
24.3% Purchased 12 or more books  
23.7% Attended the theater/opera/symphony  
23.3% Attended a pop or rock music concert  
22.4% Exercised at a health club 12 or more times  
21.2% Dieted 4 weeks or more  
19.6% Attended 3 or more college or professional sports events  
18.5% Visited a gambling casino one or more times  
13.5% Attended a major theme park  
12.5% Played golf 3 or more times

**Heavy/Frequent Users of Specific Products/Services by Akron Adults:**

- 48.0% Purchased bottled water during past four weeks
- 36.5% Attended movies at movie theatres past four weeks
- 28.4% Made one or more purchases in automotive parts stores past four weeks
- 28.4% Purchased one or more lottery tickets past four weeks
- 24.3% Shopped sporting goods stores past four weeks
- 19.6% Purchased albums/CDs/tapes during past four weeks
- 17.3% Plan to purchase computer software during next 12-months
- 10.5% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Akron.** Less than one-fifth of all adults (18.8%) currently live in rented dwelling units. A total of 7.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 27.9% have annual family incomes of \$50,000 or more.