

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, 2009 measurement period report is based on 700 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 (78%) of all Akron adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.0% AOL	1.6% MY43.NET (WUAB-TV)
29.5% MSN	1.3% WBNX.COM
60.3% YAHOO	5.5% CLEAR CHANNEL RADIO--CLEVELAND
70.9% GOOGLE	3.8% CBS RADIO
40.2% WEATHER.COM	3.4% RUBBER CITY RADIO GROUP
33.0% OHIO.COM	3.3% MEDIA-COM RADIO
17.4% CLEVELAND.COM	3.3% W N I R FM
8.6% ONNTV.COM	2.7% W M M S FM
8.4% RECORDPUB.COM	2.4% W Q M X FM
7.9% AKRON.COM	1.6% W Q A L FM
5.5% CLEVESCENE.COM	1.5% W K S U FM
2.0% CRAINSCLEVELAND.COM	1.3% W K R K FM
1.8% CLEVELANDMAGAZINE.COM	1.2% W M J I FM
1.5% MIMIVANDERHAVEN.COM	1.2% W T A M
17.7% FOX8.COM/MYFOXCLEVELAND.C (WJW-TV)	1.0% W O N E FM
15.4% NEWSNET5.COM (WEWS-TV)	6.1% WESTERNRESERVEPUBLICMEDIA.ORG
13.3% WKYC.COM	5.4% WVIZ.ORG
9.3% 19ACTIONNEWS.COM (WOIO-TV)	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

22.1% OCCASIONALLY
6.8% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

17.2% MONSTER.COM [NET]	2.7% YAHOOHOTJOBS.COM
15.1% MONSTER.COM	2.2% BEACONJOURNAL.COM
12.2% CAREERBUILDER.COM	1.9% OHIO.COM
4.1% OHIO.COM [NET]	1.4% CLEVELAND.COM
2.7% CRAIGSLIST.ORG	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

18.6% OCCASIONALLY
1.2% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.9% CRAIGSLIST.ORG
4.2% AUTOTRADER.COM
2.2% CARS.COM
2.1% EBAY.COM
2.0% OHIO.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

10.4% OCCASIONALLY
2.0% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.0% CRAIGSLIST.ORG
1.8% OHIO.COM
1.7% HOWARDHANNA.COM
1.3% REALTOR.COM

Planned Vehicle Purchases. Less than one-fifth (15.4%) of Akron adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 9.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$249.3 million in metro Akron over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 69.1% of those planning a purchase during the next 12 months. 14.8% plan to purchase a foreign vehicle and 16.2% are undecided regarding their next purchase.

Some Market Averages for Akron.

Median adult age -- 46.78
Average Family Size -- 3.03
Average annual household income -- \$56,500
Average weekly supermarket expenditure -- \$124
Average number of miles driven past week -- 196
Average number of primarily business trips -- 3.21
Average number of foreign airline trips -- 1.8
Average number of times soft drinks consumed past week -- 7.41
Average number of fast-food restaurant purchases past week -- 2.26

Travel Market. An ocean cruise is planned within the next 3 years by 16.1% of Akron adults. Business airline travel: 12% made one or more round trips during the past year. Airline travel to foreign destinations: 13.7% made one or more round trips during the past 2 years; 25.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.7% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 5.5% of total adults.

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

81.2% Voted in local, state or national elections
79.3% Worked in their lawn or garden
27.2% Attended the theater/opera/symphony
26.2% Purchased 12 or more books
21.9% Exercised at a health club 12 or more times
21.3% Attended 3 or more college or professional sports events
20.8% Attended a pop or rock music concert
18.0% Attended a major theme park
17.1% Dieted 4 weeks or more
15.5% Visited a gambling casino one or more times
10.0% Played golf 3 or more times

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

- 52.6% Purchased bottled water during past four weeks
- 33.5% Attended movies at movie theatres past four weeks
- 29.9% Made one or more purchases in automotive parts stores past four weeks
- 27.9% Purchased one or more lottery tickets past four weeks
- 20.6% Shopped sporting goods stores past four weeks
- 15.6% Plan to purchase computer software during next 12-months
- 13.8% Purchased albums/CDs/tapes during past four weeks
- 11.6% 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 (17.5%) currently live in rented dwelling units. A total of 5.8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 58% have annual family incomes of \$50,000 or more.