

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Albuquerque, New Mexico. The October-November, 2008 measurement period report is based on 700 telephone interviews with a random sample of persons age 18 plus in the Albuquerque metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (80.2%) of all Albuquerque adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

19.3% AOL	4.4% CITADEL RADIO
37.5% MSN	1.7% AMERICAN GENERAL RADIO
47.3% YAHOO	2.6% K K O B FM
72.4% GOOGLE	2.5% K T E G FM
26.6% WEATHER.COM	2.2% K Z R R FM
20.2% ABQJOURNAL.COM	1.9% K P E K FM
17.7% COMCAST.NET	1.5% K U N M FM
6.2% ALIBI.COM	1.3% K K O B
4.0% SANTAFENEWMEXICAN.COM	17.0% KRQE.COM
2.8% ABQTHEMAG.COM	8.0% KNMETV.ORG
1.6% SFREPORTER.COM	5.1% MYFOXNEWMEXICO.COM (KASA-TV)
1.2% LOCAL-IQ.COM	2.7% NEWMEXICOSCW.TV (KWBQ-TV)
26.1% KOAT.COM	1.9% MY50.TV (KASY-TV)
24.4% KOB.COM	7.5% CLEAR CHANNEL RADIO

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.4% OCCASIONALLY
4.0% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

10.5% MONSTER.COM
6.3% ABQJOURNAL.COM
3.9% CAREERBUILDER.COM
3.4% CRAIGSLIST.ORG
2.3% USAJOBS.COM
1.5% YAHOOHOTJOBS.COM
1.2% NEWMEXICOJOBS.NET

#### **VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET**

22.6% OCCASIONALLY  
2.4% REGULARLY

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

7.9% CRAIGSLIST.ORG  
5.7% AUTOTRADER.COM  
3.5% ABQJOURNAL.COM  
1.9% EBAY.COM  
1.7% CARMAX.COM  
1.1% CARSOUP.COM  
1.1% KELLEYBLUEBOOK.COM

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

13.7% OCCASIONALLY  
1.8% REGULARLY

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

3.7% CRAIGSLIST.ORG  
1.7% ABQJOURNAL.COM  
1.2% REALTOR.COM  
1.1% COLDWELLBANKER.COM

**Planned Vehicle Purchases.** Less than one-fifth (11.3%) of Albuquerque adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 14.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$358.1 million in metro Albuquerque over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 44.5% of those planning a purchase during the next 12 months. 31.6% plan to purchase a foreign vehicle and 23.9% are undecided regarding their next purchase.

#### **Some Market Averages for Albuquerque.**

Median adult age -- 45.61  
Average Family Size -- 3.09  
Average annual household income -- \$61,800  
Average weekly supermarket expenditure -- \$145  
Average number of miles driven past week -- 183  
Average number of primarily business trips -- 5.0  
Average number of foreign airline trips -- 2.01  
Average number of times soft drinks consumed past week -- 7.62  
Average number of fast-food restaurant purchases past week -- 2.55

**Travel Market.** An ocean cruise is planned within the next 3 years by 21.8% of Albuquerque adults. Business airline travel: 17.3% made one or more round trips during the past year. Airline travel to foreign destinations: 19.9% made one or more round trips during the past 2 years; 27.8% 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 9% of total adults.

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

72.4% Voted in local, state or national elections  
70.8% Worked in their lawn or garden  
39.6% Purchased 12 or more books  
36.5% Visited a gambling casino one or more times  
29.6% Exercised at a health club 12 or more times  
26.6% Attended a pop or rock music concert  
25.1% Attended the theater/opera/symphony  
22.5% Attended 3 or more college or professional sports events  
19.7% Dieted 4 weeks or more  
14.6% Attended a major theme park  
14.6% Played golf 3 or more times

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

- 50.3% Purchased bottled water during past four weeks
- 39.5% Attended movies at movie theatres past four weeks
- 32.2% Made one or more purchases in automotive parts stores past four weeks
- 26.2% Purchased one or more lottery tickets past four weeks
- 22.7% Plan to purchase computer software during next 12-months
- 20.5% Purchased albums/CDs/tapes during past four weeks
- 20.3% Shopped sporting goods stores past four weeks
- 9.2% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Albuquerque.** Less than one-fifth of all adults (18.7%) currently live in rented dwelling units. A total of 11.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 54% have annual family incomes of \$50,000 or more.