

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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

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

Online/Internet Activity. More than two-thirds (88.7%) of all Ann Arbor adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

17.1% AOL	20.1% CLICKONDETROIT.COM (WDIV-TV)
32.9% MSN	14.3% WXYZ.COM
64.8% YAHOO	12.9% MYFOXDETROIT.COM (WJBK-TV)
83.0% GOOGLE	7.9% DETROITPUBLICTV.ORG (WTVS-TV)
50.5% WEATHER.COM	5.6% WWJTV.COM/CBSDETROIT.COM
41.5% MLIVE.COM	1.8% TV20DETROIT.COM (WMYD-TV)
17.3% FREEP.COM	1.7% CW50DETROIT.COM (WKBD-TV)
13.9% DETROITNEWS.COM	7.7% UNIVERSITY OF MICHIGAN RADIO
13.9% MICHIGANRADIO.ORG	3.6% CLEAR CHANNEL RADIO [NET]
7.2% ARBORWEB.COM	2.1% CLEAR CHANNEL RADIO (DET)
3.6% METROTIMES.COM	1.6% CLEAR CHANNEL RADIO (ANN)
2.8% ECURRENT.COM	7.2% W U O M FM
2.2% CRAINSDETROIT.COM	1.6% W J R
1.5% MICHIGANTELEVISION.ORG	1.3% W K Q I FM
1.2% MICHIGANCHANNEL.ORG	1.0% W E M U FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

25.0% OCCASIONALLY
10.3% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

16.9% MONSTER.COM
7.7% CAREERBUILDER.COM [NET]
7.2% CAREERBUILDER.COM
6.8% CRAIGSLIST.ORG
4.4% MLIVE.COM
2.6% YAHOOHOTJOBS.COM
2.2% MICHIGANWORKS.ORG
1.3% UMICH.EDU

1.2% DICE.COM
0.5% FREEP.COM
0.1% DETNEWS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

20.2% OCCASIONALLY
0.6% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

9.3% CRAIGSLIST.ORG
4.0% AUTOTRADER.COM
3.0% EBAY.COM
2.3% MLIVE.COM
1.4% CARS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

12.8% OCCASIONALLY
2.8% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

4.3% CRAIGSLIST.ORG
3.4% REALTOR.COM
1.9% RENT.COM

Planned Vehicle Purchases. Less than one-fifth (16%) of Ann Arbor adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 11.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$169.7 million in metro Ann Arbor over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 64.1% of those planning a purchase during the next 12 months. 23.2% plan to purchase a foreign vehicle and 12.6% are undecided regarding their next purchase.

Some Market Averages for Ann Arbor.

Median adult age -- 40.65
Average Family Size -- 3.18
Average annual household income -- \$73,700
Average weekly supermarket expenditure -- \$142
Average number of miles driven past week -- 194
Average number of primarily business trips -- 5.43
Average number of foreign airline trips -- 2.16
Average number of times soft drinks consumed past week -- 7.07
Average number of fast-food restaurant purchases past week -- 2.44

Travel Market. An ocean cruise is planned within the next 3 years by 20.5% of Ann Arbor adults. Business airline travel: 21.3% made one or more round trips during the past year. Airline travel to foreign destinations: 33.9% made one or more round trips during the past 2 years; 26.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7.3% of total adults.

Some Of The Different Things Ann Arbor Adults Did During the Past Year

81.2% Voted in local, state or national elections
76.1% Worked in their lawn or garden
42.5% Purchased 12 or more books
40.6% Attended the theater/opera/symphony
30.3% Exercised at a health club 12 or more times
29.5% Attended 3 or more college or professional sports events
22.8% Attended a pop or rock music concert
18.3% Visited a gambling casino one or more times

- 17.6% Attended a major theme park
- 16.0% Dieted 4 weeks or more
- 13.5% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Ann Arbor Adults:

- 44.2% Purchased bottled water during past four weeks
- 43.4% Attended movies at movie theatres past four weeks
- 30.4% Plan to purchase computer software during next 12-months
- 29.9% Purchased albums/CDs/tapes during past four weeks
- 28.8% Made one or more purchases in automotive parts stores past four weeks
- 25.6% Shopped sporting goods stores past four weeks
- 21.7% Purchased one or more lottery tickets past four weeks
- 9.5% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Ann Arbor. Less than one-fifth of all adults (17.1%) currently live in rented dwelling units. A total of 6.1% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 53% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at www.themediaaudit.com