

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Albany-Schenectady-Troy, New York. The March-April, 2009 measurement period report is based on 870 telephone interviews with a random sample of persons age 18 plus in the Albany-Schenectady-Troy metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (79.7%) of all Albany-Schenectady-Troy adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

30.7% AOL	2.2% MY4ALBANY.COM (WNYA-TV)
31.1% MSN	6.8% CLEAR CHANNEL RADIO
50.7% YAHOO	3.4% PAMAL RADIO
72.1% GOOGLE	3.1% REGENT RADIO
39.0% WEATHER.COM	1.2% ANASTOS MEDIA GROUP
39.1% TIMESUNION.COM	3.2% W G Y
20.8% CAPITALNEWS9.COM	2.4% W G N A FM
9.1% DAILYGAZETTE.COM	2.1% W F L Y FM
6.7% TROYRECORD.COM	1.3% W P Y X FM
5.1% SARATOGIAN.COM	1.3% W K K F FM
4.5% COUPONCLIPPER.COM	1.0% W Q A R FM
4.4% POSTSTAR.COM	1.0% W R V E FM
2.6% METROLAND.NET	18.7% CBS6ALBANY.COM (WRGB-TV)
1.5% SPOTLIGHTNEWS.COM	16.5% WNYT.COM
19.6% FOX23NEWS.COM (WXXA-TV)	16.5% NEWS10.COM (WTEN-TV)
4.3% CAPITALREGIONSCW.COM (WCWN-TV)	11.1% WMHT.ORG

### EMPLOYMENT CLASSIFIED AD SITES

8.0% CAPITALAREAHELPWANTED.COM	3.8% TIMESUNION.COM
7.6% YAHOOHOTJOBS.COM [NET]	2.2% CRAIGSLIST.ORG
7.5% MONSTER.COM	1.4% CAREERBUILDER.COM
4.3% YAHOOHOTJOBS.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

19.4% OCCASIONALLY
4.7% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

7.7% WANTADDIGEST.COM	1.5% EBAY.COM
5.2% CRAIGSLIST.ORG	1.4% TIMESUNION.COM
3.5% AUTOTRADER.COM	1.3% CARSOUP.COM

## VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

20.7% OCCASIONALLY  
2.8% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

2.9% TIMESUNION.COM	1.6% COLDWELLBANKER.COM
2.1% CRAIGSLIST.ORG	1.4% REMAX.COM
2.0% REALTYUSA.COM	1.0% REALTOR.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.7% OCCASIONALLY  
1.7% REGULARLY

**Planned Vehicle Purchases.** Less than one-fifth (18.1%) of Albany-Schenectady-Troy adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 8.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$344 million in metro Albany-Schenectady-Troy over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 47.5% of those planning a purchase during the next 12 months. 38.3% plan to purchase a foreign vehicle and 14.2% are undecided regarding their next purchase.

### Some Market Averages for Albany-Schenectady-Troy.

Median adult age -- 46.43  
Average Family Size -- 2.82  
Average annual household income -- \$64,800  
Average weekly supermarket expenditure -- \$129  
Average number of miles driven past week -- 201  
Average number of primarily business trips -- 3.63  
Average number of foreign airline trips -- 2.49  
Average number of times soft drinks consumed past week -- 6.04  
Average number of fast-food restaurant purchases past week -- 2.33

**Travel Market.** An ocean cruise is planned within the next 3 years by 23.4% of Albany-Schenectady-Troy adults. Business airline travel: 6.4% made one or more round trips during the past year. Airline travel to foreign destinations: 16.5% made one or more round trips during the past 2 years; 20.9% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.9% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.8% of total adults.

### Some Of The Different Things Albany-Schenectady-Troy Adults Did During the Past Year

78.0% Voted in local, state or national elections  
70.5% Worked in their lawn or garden  
32.3% Purchased 12 or more books  
31.3% Attended the theater/opera/symphony  
28.4% Dieted 4 weeks or more  
25.1% Attended a pop or rock music concert  
23.5% Exercised at a health club 12 or more times  
22.6% Visited a gambling casino one or more times  
15.0% Attended 3 or more college or professional sports events  
14.6% Played golf 3 or more times  
13.7% Attended a major theme park

### Heavy/Frequent Users of Specific Products/Services by Albany-Schenectady-Troy Adults:

45.4% Purchased bottled water during past four weeks  
37.0% Purchased one or more lottery tickets past four weeks  
31.1% Attended movies at movie theatres past four weeks  
24.3% Made one or more purchases in automotive parts stores past four weeks  
23.2% Shopped sporting goods stores past four weeks  
18.9% Plan to purchase computer software during next 12-months  
15.1% Purchased albums/CDs/tapes during past four weeks  
7.9% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Albany-Schenectady-Troy.** More than one-fifth of all adults (23%) currently live in rented dwelling units. A total of 10.5% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 65% have annual family incomes of \$50,000 or more.