

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Boise, Idaho. The April-May 2008 measurement period report is based on 701 telephone interviews with a random sample of persons age 18 plus in the Boise metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (83.8%) of all Boise adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

15.7% AOL	8.6% FOX12NEWS.COM (KTRV-TV)
44.5% MSN	6.5% TODAYS6.COM/KIVITV.COM
52.6% YAHOO	5.6% IDAHOPTV.ORG (KAID-TV)
73.8% GOOGLE	5.6% 2NEWS.TV/KBCITV.COM
31.5% WEATHER.COM	1.4% KNIN.COM
35.0% IDAHOSTATESMAN.COM	4.0% PEAK BROADCASTING RADIO
11.2% ZIDAHO.COM	3.8% CITADEL RADIO
6.5% IDAHOPRESS.COM	1.1% JOURNAL BROADCAST RADIO
5.3% BOISEWEEKLY.COM	2.0% K C I X FM
3.5% ENTERTAINMENTIDAHO.COM	1.5% K B O I
3.4% AMERICANCLASSIFIEDS.COM	1.4% K S A S FM
24.5% KTVB.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

22.0% OCCASIONALLY  
3.8% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

9.4% CAREERBUILDER.COM  
7.9% MONSTER.COM  
3.3% CRAIGSLIST.ORG  
3.0% BOISEIDAHOJOBS.COM  
2.9% IDAHO.GOV  
1.7% YAHOOHOTJOBS.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

19.6% OCCASIONALLY  
4.2% REGULARLY

## AUTOMOBILE CLASSIFIED AD SITES

11.4% CRAIGSLIST.ORG  
5.3% CARS.COM  
2.5% AUTOTRADER.COM  
2.3% EBAY.COM  
1.7% AMERICANCLASSIFIEDS.COM  
1.6% ZIDAHO.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

16.3% OCCASIONALLY  
1.7% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

3.7% CRAIGSLIST.ORG  
3.4% IDAHOSTATESMAN.COM

**Planned Vehicle Purchases.** Less than one-fifth (11.6%) of Boise adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 25.1% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$372 million in metro Boise over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 30.4% of those planning a purchase during the next 12 months. 50.1% plan to purchase a foreign vehicle and 19.4% are undecided regarding their next purchase.

### Some Market Averages for Boise.

Median adult age -- 43.09  
Average Family Size -- 3.28  
Average annual household income -- \$64,000  
Average weekly supermarket expenditure -- \$147  
Average number of miles driven past week -- 176  
Average number of primarily business trips -- 5.44  
Average number of foreign airline trips -- 2.05  
Average number of times soft drinks consumed past week -- 6.61  
Average number of fast-food restaurant purchases past week -- 2.43

**Travel Market.** An ocean cruise is planned within the next 3 years by 17% of Boise adults. Business airline travel: 18.1% made one or more round trips during the past year. Airline travel to foreign destinations: 21.3% made one or more round trips during the past 2 years; 27.9% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 7.5% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7.7% of total adults.

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

81.4% Worked in their lawn or garden  
55.7% Voted in local, state or national elections  
32.2% Exercised at a health club 12 or more times  
31.9% Attended the theater/opera/symphony  
31.8% Purchased 12 or more books  
24.0% Attended 3 or more college or professional sports events  
23.2% Attended a pop or rock music concert  
22.7% Visited a gambling casino one or more times  
20.0% Dieted 4 weeks or more  
16.3% Played golf 3 or more times  
10.7% Attended a major theme park

### Heavy/Frequent Users of Specific Products/Services by Boise Adults:

48.3% Purchased bottled water during past four weeks  
42.4% Shopped sporting goods stores past four weeks  
39.1% Attended movies at movie theatres past four weeks  
34.3% Purchased one or more lottery tickets past four weeks  
32.6% Made one or more purchases in automotive parts stores past four weeks  
22.9% Purchased albums/CDs/tapes during past four weeks

17.0% Plan to purchase computer software during next 12-months

7.1% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Boise.** Less than one-fifth of all adults (18.8%) currently live in rented dwelling units. A total of 12.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 65.9% have annual family incomes of \$50,000 or more.

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For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at [www.themediaaudit.com](http://www.themediaaudit.com)