

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Boston, Massachusetts. The June-August, 2009 measurement period report is based on 1,193 telephone interviews with a random sample of persons age 18 plus in the Boston metropolitan area.

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

Online/Internet Activity. More than two-thirds (86.6%) of all Boston adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

18.6% AOL	12.9% WGBH.ORG
30.8% MSN	9.7% WHDH.COM
59.4% YAHOO	4.4% WMUR.COM
80.4% GOOGLE	3.5% TV38.COM (WSBK-TV)
53.2% WEATHER.COM	3.2% CW56.COM (WLVI-TV)
35.8% BOSTON.COM	3.3% CBS RADIO
14.4% BOSTONHERALD.COM	3.0% ENTERCOM RADIO
10.3% NECN.COM	2.9% GREATER MEDIA RADIO
6.7% TELEGRAM.COM	2.3% CLEAR CHANNEL RADIO
4.6% BOSTONMAGAZINE.COM	2.0% W B U R FM
4.1% UNIONLEADER.COM	1.5% W T K K FM
3.8% THEPHOENIX.COM	1.3% W J M N FM
3.7% BOSTONBUSINESSJOURNAL.COM	1.3% W G B H FM
1.7% WORCESTERMAGAZINE.COM	1.3% W B Z
1.7% EWORCESTER.COM	1.2% W A A F FM/WKAF-FM
1.6% WEEKLYDIG.COM	1.2% W Z L X FM
1.0% HIPPOPRESS.COM	1.0% W E E I
20.2% THEBOSTONCHANNEL.COM (WCVB-TV)	14.6% MYFOXBOSTON.COM (WFXT-TV)
15.5% WBZTV.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

25.0% OCCASIONALLY

7.4% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

20.2% MONSTER.COM [NET]	2.2% INDEED.COM
19.0% MONSTER.COM	2.1% BOSTON.COM
9.4% YAHOOHOTJOBS.COM [NET]	1.8% JOBFIND.COM
8.9% CRAIGSLIST.ORG	1.5% BOSTONWORKS.COM
8.2% YAHOOHOTJOBS.COM	0.6% BOSTONGLOBE.COM
7.5% CAREERBUILDER.COM	0.2% BOSTONHERALD.COM
3.7% BOSTON.COM [NET]	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

21.1% OCCASIONALLY
2.4% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

10.5% CRAIGSLIST.ORG
3.8% CARS.COM
3.5% AUTOTRADER.COM
2.8% VEHIX.COM
2.0% EBAY.COM
1.2% EDMUNDS.COM
1.2% YAHOO.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

16.9% OCCASIONALLY
3.7% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

6.6% CRAIGSLIST.ORG
2.8% BOSTON.COM
2.3% REALTOR.COM
1.4% APARTMENTS.COM
1.0% RENT.COM

Planned Vehicle Purchases. Less than one-fifth (15.9%) of Boston 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 \$3.0 billion in metro Boston over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 24.2% of those planning a purchase during the next 12 months. 53.6% plan to purchase a foreign vehicle and 22.2% are undecided regarding their next purchase.

Some Market Averages for Boston.

Median adult age -- 45.99
Average Family Size -- 3.12
Average annual household income -- \$74,300
Average weekly supermarket expenditure -- \$139
Average number of miles driven past week -- 199
Average number of primarily business trips -- 5.98
Average number of foreign airline trips -- 3.08
Average number of times soft drinks consumed past week -- 7.39
Average number of fast-food restaurant purchases past week -- 2.58

Travel Market. An ocean cruise is planned within the next 3 years by 23.6% of Boston adults. Business airline travel: 19.3% 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; 30.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.1% of total adults.

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

78.2% Voted in local, state or national elections
69.2% Worked in their lawn or garden
41.8% Purchased 12 or more books
34.9% Attended the theater/opera/symphony
32.7% Exercised at a health club 12 or more times
26.0% Attended a pop or rock music concert
24.5% Attended 3 or more college or professional sports events
21.4% Dieted 4 weeks or more
20.9% Visited a gambling casino one or more times
20.4% Attended a major theme park
12.7% Played golf 3 or more times

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

- 60.0% Purchased bottled water during past four weeks
- 38.8% Attended movies at movie theatres past four weeks
- 36.0% Purchased one or more lottery tickets past four weeks
- 29.2% Shopped sporting goods stores past four weeks
- 24.2% Made one or more purchases in automotive parts stores past four weeks
- 19.9% Plan to purchase computer software during next 12-months
- 18.1% Purchased albums/CDs/tapes during past four weeks
- 13.2% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Boston. More than one-fifth of all adults (20.9%) currently live in rented dwelling units. A total of 6.8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 66% have annual family incomes of \$50,000 or more.