

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Charleston, South Carolina. The October-November, 2008 measurement period report is based on 870 telephone interviews with a random sample of persons age 18 plus in the Charleston metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (75.8%) of all Charleston adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

17.9%	AOL	5.0%	SCETV.ORG (WITV-TV)
25.0%	MSN	2.1%	WTAT24.COM
47.9%	YAHOO	1.5%	MYTVCHARLESTON.COM (WMMP-TV)
64.3%	GOOGLE	5.1%	CITADEL RADIO
36.8%	WEATHER.COM	3.9%	CLEAR CHANNEL RADIO
32.6%	CHARLESTON.NET	2.5%	W W W Z FM
11.8%	CHARLESTONCITYPAPER.COM	2.3%	W S C C FM
23.0%	LIVE5NEWS.COM/WCSC.COM	1.3%	W S S X FM
14.5%	COUNTON2.COM/WCBD.COM	1.2%	W T M A
13.7%	ABCNEWS4.COM (WCIV-TV)	1.0%	W E Z L FM

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

18.3% OCCASIONALLY  
6.2% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

13.4%	MONSTER.COM [NET]	4.5%	CRAIGSLIST.ORG
10.9%	MONSTER.COM	2.7%	YAHOOHOTJOBS.COM
5.3%	CHARLESTON.NET [NET]	1.4%	USAJOBS.COM
5.2%	CHARLESTON.NET	0.6%	POSTANDCOURIER.COM
4.6%	CAREERBUILDER.COM		

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

15.3% OCCASIONALLY  
2.5% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

5.2% AUTOTRADER.COM  
4.8% CRAIGSLIST.ORG  
3.4% CHARLESTON.NET  
2.9% EBAY.COM  
1.6% CARMAX.COM  
1.0% CARS.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

8.5% OCCASIONALLY

1.8% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

2.2% CRAIGSLIST.ORG

1.2% CHARLESTON.NET

**Planned Vehicle Purchases.** Less than one-fifth (17%) of Charleston adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 23.9% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$606.6 million in metro Charleston over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 60.6% of those planning a purchase during the next 12 months. 28.3% plan to purchase a foreign vehicle and 11.1% are undecided regarding their next purchase.

## Some Market Averages for Charleston.

Median adult age -- 44.49

Average Family Size -- 3.05

Average annual household income -- \$61,900

Average weekly supermarket expenditure -- \$152

Average number of miles driven past week -- 181

Average number of primarily business trips -- 7.08

Average number of foreign airline trips -- 4.09

Average number of times soft drinks consumed past week -- 6.83

Average number of fast-food restaurant purchases past week -- 2.85

**Travel Market.** An ocean cruise is planned within the next 3 years by 37.9% of Charleston adults. Business airline travel: 15.3% made one or more round trips during the past year. Airline travel to foreign destinations: 20.5% made one or more round trips during the past 2 years; 26.9% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.6% of total adults.

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

73.4% Voted in local, state or national elections

62.2% Worked in their lawn or garden

26.4% Purchased 12 or more books

25.9% Attended the theater/opera/symphony

23.9% Exercised at a health club 12 or more times

23.4% Attended 3 or more college or professional sports events

19.2% Attended a major theme park

18.9% Dieted 4 weeks or more

15.0% Attended a pop or rock music concert

14.7% Played golf 3 or more times

7.4% Visited a gambling casino one or more times

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

48.4% Purchased bottled water during past four weeks

33.5% Attended movies at movie theatres past four weeks

30.6% Made one or more purchases in automotive parts stores past four weeks

21.4% Shopped sporting goods stores past four weeks

20.7% Purchased one or more lottery tickets past four weeks

20.4% Plan to purchase computer software during next 12-months

15.8% Purchased albums/CDs/tapes during past four weeks

14.2% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Charleston.** Less than one-fifth of all adults (16.1%) currently live in rented dwelling units. A total of 11.7% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 42% have annual family incomes of \$50,000 or more.