

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Cincinnati, Ohio. The January-February, 2009 measurement period report is based on 870 telephone interviews with a random sample of persons age 18 plus in the Cincinnati metropolitan area.

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

Online/Internet Activity. More than two-thirds (77%) of all Cincinnati adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

19.2% AOL	27.8% WCPO.COM
30.2% MSN	26.8% LOCAL12.COM (WKRC-TV)
53.8% YAHOO	21.8% WLWT.COM
68.2% GOOGLE	21.4% FOX19.COM (WXIX-TV)
37.2% WEATHER.COM	4.3% CETCONNECT.ORG (WCET-TV)
36.4% CINCINNATI.COM [NET]	4.1% MY64.TV (WSTR-TV)
28.1% ENQUIRER.COM	7.5% CLEAR CHANNEL RADIO
5.0% MOMSLIKEME.COM	3.8% RADIO ONE
3.7% CINWEEKLY.COM	2.3% BONNEVILLE RADIO
3.2% NKY.COM	1.9% CUMULUS MEDIA RADIO
2.4% COMMUNITYPRESS.COM	1.8% CINCINNATI CLASSICAL PUBLIC RADIO
2.0% CONNECT LOCAL COMMUNITY WEBSITE	4.2% W L W
1.2% METROMIX.COM	3.1% W M O J FM
5.5% CITYBEAT.COM	2.4% W I Z F FM
4.2% JOURNAL-NEWS.COM	1.6% W U B E FM
2.5% ONNTV.COM	1.6% W V X U FM/WMUB-FM
2.2% CINCIPULSE.COM	1.6% W E B N FM
1.3% CINCINNATIMAGAZINE.COM	1.3% W R R M FM
1.1% REACHUSA.COM	1.1% W C K Y
1.1% SUPERSHOPPERMAG.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

19.1% OCCASIONALLY
8.0% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

13.7% CAREERBUILDER.COM [NET]	2.7% CINCINNATI.COM
12.3% MONSTER.COM	1.7% CRAIGSLIST.ORG
10.7% CAREERBUILDER.COM	1.2% ENQUIRER.COM
3.1% YAHOOHOTJOBS.COM	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

17.2% OCCASIONALLY
4.6% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.2% AUTOTRADER.COM
4.9% CRAIGSLIST.ORG
2.8% CARS.COM
2.3% CARSOUP.COM
1.9% EBAY.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

11.0% OCCASIONALLY
1.5% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.0% CINCINNATI.COM
1.6% CRAIGSLIST.ORG
1.2% FORRENT.COM
1.1% REALTOR.COM

Planned Vehicle Purchases. Less than one-fifth (13.9%) of Cincinnati adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 13.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.0 billion in metro Cincinnati over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 40.9% of those planning a purchase during the next 12 months. 30.5% plan to purchase a foreign vehicle and 28.6% are undecided regarding their next purchase.

Some Market Averages for Cincinnati.

Median adult age -- 45.66
Average Family Size -- 3.03
Average annual household income -- \$62,300
Average weekly supermarket expenditure -- \$147
Average number of miles driven past week -- 198
Average number of primarily business trips -- 5.03
Average number of foreign airline trips -- 2.62
Average number of times soft drinks consumed past week -- 8.67
Average number of fast-food restaurant purchases past week -- 2.71

Travel Market. An ocean cruise is planned within the next 3 years by 20.7% of Cincinnati adults. Business airline travel: 12.3% made one or more round trips during the past year. Airline travel to foreign destinations: 16% made one or more round trips during the past 2 years; 27% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.8% 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 Cincinnati Adults Did During the Past Year

82.0% Voted in local, state or national elections
67.1% Worked in their lawn or garden
32.4% Attended the theater/opera/symphony
32.3% Purchased 12 or more books
26.0% Attended 3 or more college or professional sports events
25.2% Exercised at a health club 12 or more times
21.3% Attended a major theme park
20.1% Dieted 4 weeks or more
20.0% Attended a pop or rock music concert
18.8% Visited a gambling casino one or more times
11.8% Played golf 3 or more times

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

- 48.8% Purchased bottled water during past four weeks
- 40.7% Attended movies at movie theatres past four weeks
- 33.7% Made one or more purchases in automotive parts stores past four weeks
- 27.5% Shopped sporting goods stores past four weeks
- 25.2% Purchased one or more lottery tickets past four weeks
- 24.7% Purchased albums/CDs/tapes during past four weeks
- 22.8% Plan to purchase computer software during next 12-months
- 9.1% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Cincinnati. More than one-fifth of all adults (20.5%) currently live in rented dwelling units. A total of 8.4% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 54% have annual family incomes of \$50,000 or more.