

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Columbia-Jefferson City, Missouri. The October-November 2008 measurement period report is based on 880 telephone interviews with a random sample of persons age 18 plus in the Columbia-Jefferson City metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (85%) of all Columbia-Jefferson City adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

15.4% AOL  
38.3% MSN  
55.8% YAHOO  
78.8% GOOGLE  
45.9% WEATHER.COM  
34.2% COLUMBIATRIBUNE.COM  
25.2% NEWSTRIBUNE.COM  
11.0% COLUMBIAMISSOURIAN.COM  
27.0% KOMU.COM  
16.7% KRCG.COM  
16.5% KMIZ.COM  
4.1% KMOS.ORG  
5.1% ZIMMER BROADCASTING RADIO  
3.7% CUMULUS MARKETING RADIO  
1.4% UNIVERSITY OF MISSOURI RADIO  
2.2% K C M Q FM  
1.8% K C L R FM  
1.4% K B I A FM  
1.4% K B X R FM  
1.0% K P L A FM

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

25.3% OCCASIONALLY  
4.6% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

9.1% MONSTER.COM  
4.5% COLUMBIATRIBUNE.COM  
4.0% NEWSTRIBUNE.COM  
3.2% CAREERBUILDER.COM  
2.5% YAHOOHOTJOBS.COM  
1.0% CRAIGSLIST.ORG

## VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

22.7% OCCASIONALLY  
3.2% REGULARLY

## AUTOMOBILE CLASSIFIED AD SITES

7.0% CRAIGSLIST.ORG  
4.6% AUTOTRADER.COM  
4.2% MODEALS.COM  
3.4% EBAY.COM  
2.4% COLUMBIATRIBUNE.COM  
2.1% CARS.COM  
1.7% MIDMOBILE.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

15.8% OCCASIONALLY  
1.0% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

3.9% REALTOR.COM  
2.3% NEWSTRIBUNE.COM  
1.7% COLUMBIATRIBUNE.COM  
1.5% REMAX.COM  
1.4% CRAIGSLIST.ORG  
1.2% APARTMENTFINDER.COM  
1.2% REALESTATE.COM

**Planned Vehicle Purchases.** Less than one-fifth (11.2%) of Columbia-Jefferson City adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 13.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$86.6 million in metro Columbia-Jefferson City over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 56.7% of those planning a purchase during the next 12 months. 32.2% plan to purchase a foreign vehicle and 11.1% are undecided regarding their next purchase.

### Some Market Averages for Columbia-Jefferson City.

Median adult age -- 41.18  
Average Family Size -- 3.05  
Average annual household income -- \$62,100  
Average weekly supermarket expenditure -- \$128  
Average number of miles driven past week -- 206  
Average number of primarily business trips -- 3.14  
Average number of foreign airline trips -- 1.62  
Average number of times soft drinks consumed past week -- 8.76  
Average number of fast-food restaurant purchases past week -- 2.56

**Travel Market.** An ocean cruise is planned within the next 3 years by 16.2% of Columbia-Jefferson City adults. Business airline travel: 15.9% 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; 25.5% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.3% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.5% of total adults.

### Some Of The Different Things Columbia-Jefferson City Adults Did During the Past Year

74.0% Worked in their lawn or garden  
72.2% Voted in local, state or national elections  
31.2% Purchased 12 or more books  
31.0% Attended 3 or more college or professional sports events  
23.4% Exercised at a health club 12 or more times  
21.6% Attended the theater/opera/symphony  
18.6% Attended a pop or rock music concert  
18.6% Dieted 4 weeks or more  
16.2% Visited a gambling casino one or more times

- 15.6% Attended a major theme park
- 11.3% Played golf 3 or more times

**Heavy/Frequent Users of Specific Products/Services by Columbia-Jefferson City Adults:**

- 46.5% Purchased bottled water during past four weeks
- 31.3% Made one or more purchases in automotive parts stores past four weeks
- 30.2% Attended movies at movie theatres past four weeks
- 26.3% Shopped sporting goods stores past four weeks
- 20.9% Purchased one or more lottery tickets past four weeks
- 19.1% Plan to purchase computer software during next 12-months
- 16.8% Purchased albums/CDs/tapes during past four weeks
- 10.7% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Columbia-Jefferson City.** More than one-fifth of all adults (20.7%) currently live in rented dwelling units. A total of 9% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 52% 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)