

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Cleveland, Ohio. The June-August, 2009 measurement period report is based on 1,040 telephone interviews with a random sample of persons age 18 plus in the Cleveland metropolitan area.

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

Online/Internet Activity. More than two-thirds (78.8%) of all Cleveland adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

21.0% AOL	4.7% WESTERNRESERVEPUBLICMEDIA.ORG
28.6% MSN	3.5% MY43.NET (WUAB-TV)
60.0% YAHOO	1.1% WBNX.COM
69.5% GOOGLE	8.8% CLEAR CHANNEL RADIO
41.6% WEATHER.COM	1.9% CBS RADIO
39.1% CLEVELAND.COM	1.0% RADIO ONE
7.3% OHIO.COM	3.2% W T A M
6.6% SUNNEWS.COM	3.0% W M M S FM
5.2% CLEVELANDMAGAZINE.COM	1.3% W M J I FM
3.6% ONNTV.COM	24.3% FOX8.COM (WJW-TV)
3.5% CLEVESCENE.COM	19.4% 19ACTIONNEWS.COM (WOIO-TV)
2.2% CRAINSCLEVELANDBUSINESS.COM	19.1% NEWSNET5.COM (WEWS-TV)
1.7% NORTHERNOHIOLIVE.COM	17.1% WKYC.COM
1.2% SBNONLINE.COM	7.4% WVIZ.ORG
1.2% METROMIX.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

21.5% OCCASIONALLY
6.7% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

12.3% MONSTER.COM	1.7% SNAGAJOB.COM
12.3% MONSTER.COM [NET]	1.5% YAHOOHOTJOBS.COM
6.8% CLEVELAND.COM	1.4% CAREERBOARD.COM
6.5% CAREERBUILDER.COM	1.4% INDEED.COM
2.8% CRAIGSLIST.ORG	0.5% OHIO.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

17.9% OCCASIONALLY
0.8% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

7.7% CRAIGSLIST.ORG	2.4% CLEVELAND.COM
4.6% AUTOTRADER.COM	1.8% CARS.COM
2.5% EBAY.COM	

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

11.2% OCCASIONALLY

1.4% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.1% REMAX.COM

1.9% HOWARDHANNA.COM

1.5% REALTOR.COM

1.4% CLEVELAND.COM

1.1% APARTMENTS.COM

1.0% CRAIGSLIST.ORG

Planned Vehicle Purchases. Less than one-fifth (14.5%) of Cleveland adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 7.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$558.4 million in metro Cleveland over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 66% of those planning a purchase during the next 12 months. 20.5% plan to purchase a foreign vehicle and 13.5% are undecided regarding their next purchase.

Some Market Averages for Cleveland.

Median adult age -- 47.94

Average Family Size -- 2.93

Average annual household income -- \$55,100

Average weekly supermarket expenditure -- \$122

Average number of miles driven past week -- 192

Average number of primarily business trips -- 6.36

Average number of foreign airline trips -- 2.84

Average number of times soft drinks consumed past week -- 6.97

Average number of fast-food restaurant purchases past week -- 2.52

Travel Market. An ocean cruise is planned within the next 3 years by 18.2% of Cleveland adults. Business airline travel: 8.2% made one or more round trips during the past year. Airline travel to foreign destinations: 18.5% made one or more round trips during the past 2 years; 21.2% 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 6.5% of total adults.

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

76.7% Worked in their lawn or garden

76.0% Voted in local, state or national elections

25.7% Attended the theater/opera/symphony

25.0% Exercised at a health club 12 or more times

24.9% Attended 3 or more college or professional sports events

24.2% Dieted 4 weeks or more

24.1% Purchased 12 or more books

22.0% Visited a gambling casino one or more times

20.5% Attended a major theme park

17.4% Attended a pop or rock music concert

10.8% Played golf 3 or more times

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

45.4% Purchased bottled water during past four weeks

35.5% Attended movies at movie theatres past four weeks

30.4% Purchased one or more lottery tickets past four weeks

29.6% Made one or more purchases in automotive parts stores past four weeks

24.3% Shopped sporting goods stores past four weeks

18.3% Plan to purchase computer software during next 12-months

14.3% Purchased albums/CDs/tapes during past four weeks

10.5% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Cleveland. Less than one-fifth of all adults (17.2%) 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, 54% have annual family incomes of \$50,000 or more.