

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Grand Rapids, MI. The April-May 2008 measurement period report is based on 700 telephone interviews with a random sample of persons age 18 plus in the Grand Rapids metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (79%) of all Grand Rapids adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

15.4% AOL	7.9% WGVU.ORG
23.6% MSN	7.1% WXMI.COM
56.2% YAHOO	3.8% WWMT.COM
68.5% GOOGLE	2.2% WXSP.TV
30.6% WEATHER.COM	4.2% CLEAR CHANNEL RADIO
32.8% MLIVE.COM	3.1% CORNERSTONE UNIVERSITY RADIO
6.8% DETROITNEWS.COM	2.7% REGENT COMMUNICATIONS RADIO
4.3% FREEP.COM	2.7% CITADEL RADIO
3.9% MICHIGANSMARTSHOPPER.COM	2.6% W C S G FM
1.8% MICHIGANMOMS.COM	2.1% W G R D FM
1.0% RECOILMAG.COM	1.6% W O O D
1.0% GRFAMILY.COM	1.5% W L A V FM
34.9% WOODTV.COM	1.0% W O O D FM
29.9% WZZM13.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

22.2% OCCASIONALLY  
2.3% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

7.9% MONSTER.COM  
7.2% MLIVE.COM  
3.3% CAREERBUILDER.COM  
3.1% CRAIGSLIST.ORG  
1.9% MICHIGANWORKS.ORG  
1.4% YAHOOHOTJOBS.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

17.2% OCCASIONALLY  
2.0% REGULARLY

## **AUTOMOBILE CLASSIFIED AD SITES**

5.8% CRAIGSLIST.ORG  
5.1% AUTOTRADER.COM  
1.5% EBAY.COM  
1.5% VEHIX.COM  
1.4% MLIVE.COM

## **VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET**

10.8% OCCASIONALLY  
1.4% REGULARLY

## **REAL ESTATE CLASSIFIED AD SITES**

3.7% GRAR.COM  
1.1% MLIVE.COM  
1.0% REALTOR.COM

**Planned Vehicle Purchases.** Less than one-fifth (15.4%) of Grand Rapids adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 4.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$148.9 million in metro Grand Rapids over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 53.7% of those planning a purchase during the next 12 months. 10.6% plan to purchase a foreign vehicle and 35.7% are undecided regarding their next purchase.

### **Some Market Averages for Grand Rapids.**

Median adult age -- 43.64  
Average Family Size -- 3.25  
Average annual household income -- \$59,200  
Average weekly supermarket expenditure -- \$127  
Average number of miles driven past week -- 222  
Average number of primarily business trips -- 4.49  
Average number of foreign airline trips -- 2.11  
Average number of times soft drinks consumed past week -- 7.07  
Average number of fast-food restaurant purchases past week -- 2.56

**Travel Market.** An ocean cruise is planned within the next 3 years by 12.5% of Grand Rapids adults. Business airline travel: 12.4% made one or more round trips during the past year. Airline travel to foreign destinations: 18.3% made one or more round trips during the past 2 years; 23.7% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.5% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.3% of total adults.

### **Some Of The Different Things Grand Rapids Adults Did During the Past Year**

73.9% Worked in their lawn or garden  
66.4% Voted in local, state or national elections  
34.9% Attended the theater/opera/symphony  
27.6% Purchased 12 or more books  
23.8% Visited a gambling casino one or more times  
23.4% Dieted 4 weeks or more  
22.3% Attended a pop or rock music concert  
20.7% Played golf 3 or more times  
20.6% Exercised at a health club 12 or more times  
17.3% Attended 3 or more college or professional sports events  
12.2% Attended a major theme park

### **Heavy/Frequent Users of Specific Products/Services by Grand Rapids Adults:**

47.2% Purchased bottled water during past four weeks  
35.2% Attended movies at movie theatres past four weeks  
30.0% Made one or more purchases in automotive parts stores past four weeks  
26.5% Shopped sporting goods stores past four weeks  
21.4% Purchased one or more lottery tickets past four weeks  
19.1% Purchased albums/CDs/tapes during past four weeks

17.8% Plan to purchase computer software during next 12-months

12.2% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Grand Rapids.** Less than one-fifth of all adults (15.3%) currently live in rented dwelling units. A total of 9.8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 63.3% 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)