

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Grand Rapids, Michigan. The April-May 2009 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 (82.4%) of all Grand Rapids adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

14.2% AOL	11.7% WXMI.COM
29.8% MSN	7.5% WGVU.ORG
59.4% YAHOO	5.7% WWMT.COM
74.1% GOOGLE	2.0% WXSP.COM
33.6% WEATHER.COM	5.0% CLEAR CHANNEL RADIO
39.4% MLIVE.COM	4.5% REGENT COMMUNICATIONS RADIO
5.6% HIGHSCHOOLSPO RTS.NET	3.3% CITADEL RADIO
5.1% DETROITNEWS.COM	1.5% CORNERSTONE UNIVERSITY RADIO
4.1% FREEP.COM	1.1% LANSER BROADCASTING RADIO
2.3% MICHIGANSMARTSHOPPER.COM	3.4% W G R D FM
1.9% GRFAMILY.COM	2.5% W O O D
1.6% GRBJ.COM	2.0% W L A V FM
1.4% MOMSLIKEME.COM	1.2% W V G R FM
40.7% WOODTV.COM	1.1% W J Q K FM
31.7% WZZM13.COM	1.0% W S N X FM
18.7% WOTV.COM	1.0% W M A X FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

23.1% OCCASIONALLY
8.7% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

11.6% MONSTER.COM
5.9% MLIVE.COM
5.8% CAREERBUILDER.COM
5.7% CRAIGSLIST.ORG
4.0% MICHIGANWORKS.ORG
3.1% YAHOOHOTJOBS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

22.1% OCCASIONALLY
2.7% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

11.7% CRAIGSLIST.ORG
5.2% AUTOTRADER.COM
3.7% EBAY.COM
1.6% MLIVE.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.4% OCCASIONALLY
2.0% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.9% CRAIGSLIST.ORG
2.9% GRAR.COM
2.4% MLIVE.COM
1.2% APARTMENTS.COM
1.2% RENT.COM
1.0% YAHOO.COM

Planned Vehicle Purchases. Less than one-fifth (15.7%) of Grand Rapids adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 10.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$369.8 million in metro Grand Rapids over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 70.5% of those planning a purchase during the next 12 months. 13.6% plan to purchase a foreign vehicle and 15.9% are undecided regarding their next purchase.

Some Market Averages for Grand Rapids.

Median adult age -- 44.07
Average Family Size -- 3.36
Average annual household income -- \$57,100
Average weekly supermarket expenditure -- \$133
Average number of miles driven past week -- 202
Average number of primarily business trips -- 4.4
Average number of foreign airline trips -- 2.12
Average number of times soft drinks consumed past week -- 6.94
Average number of fast-food restaurant purchases past week -- 2.21

Travel Market. An ocean cruise is planned within the next 3 years by 14.8% of Grand Rapids adults. Business airline travel: 7.9% made one or more round trips during the past year. Airline travel to foreign destinations: 13.8% 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 3.7% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.2% of total adults.

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

79.7% Voted in local, state or national elections
77.2% Worked in their lawn or garden
29.2% Attended the theater/opera/symphony
28.5% Purchased 12 or more books
25.2% Dieted 4 weeks or more
21.2% Exercised at a health club 12 or more times
20.0% Attended 3 or more college or professional sports events
19.9% Visited a gambling casino one or more times
19.8% Played golf 3 or more times
19.1% Attended a pop or rock music concert
14.9% Attended a major theme park

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

- 39.6% Purchased bottled water during past four weeks
- 36.9% Attended movies at movie theatres past four weeks
- 35.7% Made one or more purchases in automotive parts stores past four weeks
- 32.1% Shopped sporting goods stores past four weeks
- 21.6% Purchased one or more lottery tickets past four weeks
- 19.1% Plan to purchase computer software during next 12-months
- 19.1% Purchased albums/CDs/tapes during past four weeks
- 8.6% 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 (13.8%) currently live in rented dwelling units. A total of 9.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 77% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at www.themediaaudit.com