

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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

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

Online/Internet Activity. More than two-thirds (73.5%) of all Greenville-Spartanburg adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

16.0% AOL	1.7% W F B C FM
27.5% MSN	1.6% W T P T FM
49.8% YAHOO	1.5% W L F J FM
64.9% GOOGLE	1.1% W S S L FM
39.5% WEATHER.COM	1.1% W J M Z FM
33.0% GREENVILLEONLINE.COM	1.1% W M Y I FM
12.3% GOUPSTATE.COM	1.7% WRET.ORG
6.2% INDEPENDENTMAIL.COM	1.0% MY40.TV (WMYA-TV)
1.2% METROMIX.COM	7.8% ENTERCOM RADIO
34.1% WYFF4.COM	2.6% CLEAR CHANNEL RADIO
20.5% FOXCAROLINA.COM (WHNS-TV)	1.9% COX RADIO
13.8% WSPA.COM/NEWSCHANNEL7ONLINE.COM	3.2% W O R D W Y R D - F M / A M
5.2% CAROLINASCW.COM (WYCW-TV)	4.3% WLOS.COM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

24.3% OCCASIONALLY
2.3% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

12.2% MONSTER.COM	1.8% GREENVILLEONLINE.COM
8.9% CAREERBUILDER.COM [NET]	1.7% CRAIGSLIST.ORG
6.7% CAREERBUILDER.COM	0.5% GREENVILLENEWS.COM
2.9% YAHOOHOTJOBS.COM	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

21.6% OCCASIONALLY
2.2% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.3% CRAIGSLIST.ORG	3.2% CARS.COM
4.3% AUTOTRADER.COM	2.2% EBAY.COM
4.2% IWANNA.COM	1.2% VEHIX.COM
4.1% CARMAX.COM	1.0% EDMUNDS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

11.1% OCCASIONALLY
0.6% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

1.0% REALTOR.COM

Planned Vehicle Purchases. Less than one-fifth (15.5%) of Greenville-Spartanburg adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 7.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$302.3 million in metro Greenville-Spartanburg over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 49.1% of those planning a purchase during the next 12 months. 27.9% plan to purchase a foreign vehicle and 23% are undecided regarding their next purchase.

Some Market Averages for Greenville-Spartanburg.

Median adult age -- 46.1
Average Family Size -- 3.01
Average annual household income -- \$58,200
Average weekly supermarket expenditure -- \$129
Average number of miles driven past week -- 202
Average number of primarily business trips -- 5.29
Average number of foreign airline trips -- 2.35
Average number of times soft drinks consumed past week -- 6.95
Average number of fast-food restaurant purchases past week -- 3.04

Travel Market. An ocean cruise is planned within the next 3 years by 25.6% of Greenville-Spartanburg adults. Business airline travel: 10.4% made one or more round trips during the past year. Airline travel to foreign destinations: 14.2% made one or more round trips during the past 2 years; 25.8% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.3% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7.1% of total adults.

Some Of The Different Things Greenville-Spartanburg Adults Did During the Past Year

69.9% Voted in local, state or national elections
68.7% Worked in their lawn or garden
31.8% Purchased 12 or more books
24.6% Attended the theater/opera/symphony
23.8% Exercised at a health club 12 or more times
21.8% Attended 3 or more college or professional sports events
21.5% Dieted 4 weeks or more
17.5% Attended a pop or rock music concert
16.4% Attended a major theme park
11.7% Played golf 3 or more times
7.2% Visited a gambling casino one or more times

Heavy/Frequent Users of Specific Products/Services by Greenville-Spartanburg Adults:

41.9% Purchased bottled water during past four weeks
34.9% Made one or more purchases in automotive parts stores past four weeks
28.6% Attended movies at movie theatres past four weeks
26.5% Shopped sporting goods stores past four weeks
22.9% Purchased albums/CDs/tapes during past four weeks
20.0% Purchased one or more lottery tickets past four weeks
19.3% Plan to purchase computer software during next 12-months
14.2% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Greenville-Spartanburg. Less than one-fifth of all adults (14.3%) currently live in rented dwelling units. A total of 10% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 58% have annual family incomes of \$50,000 or more.