

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Hartford-New Haven, Connecticut. The August-September, 2008 measurement period report is based on 923 telephone interviews with a random sample of persons age 18 plus in the Hartford-New Haven metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (82.1%) of all Hartford-New Haven adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

26.9% AOL	2.8% CW20.COM (WTXX-TV)
27.3% MSN	2.6% MYZONE.TV (WCTX-TV)
55.8% YAHOO	4.5% CBS RADIO
72.7% GOOGLE	3.9% CLEAR CHANNEL RADIO - HARTFORD
43.7% WEATHER.COM	1.4% CT. EDUCATIONAL TELECOM. RADIO
19.9% COURANT.COM	1.2% MARLIN BROADCASTING RADIO
19.4% CTNOW.COM	2.3% W Z M X FM
11.7% HARTFORD.COM	1.9% W T I C
11.1% NEWHAVENREGISTER.COM	1.6% W K S S FM
7.4% HARTFORDADVOCATE.COM	1.4% W P K T FM/WNPR-FM
4.7% CONNPOST.COM	1.2% W W Y Z FM
3.8% RECORD-JOURNAL.COM	1.2% W C C C FM
3.7% CTCENTRAL.COM	1.1% W U R H FM
2.7% METROMIX.COM	1.0% W H C N FM
1.7% NEWHAVENADVOCATE.COM	1.0% W R C H FM
24.2% WTNH.COM/NEWSCHANNEL8.COM	11.8% FOX61.COM (WTIC-TV)
23.3% NBC30.COM (WVIT-TV)	11.8% CPTV.ORG (WEDH-TV)
18.2% WFSB.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

26.8% OCCASIONALLY
6.0% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

14.6% MONSTER.COM	1.6% YAHOOHOTJOBS.COM [NET]
11.1% CAREERBUILDER.COM [NET]	1.2% DICE.COM
8.3% CAREERBUILDER.COM	1.1% COURANT.COM
3.9% CTJOBS.COM	1.1% YAHOOHOTJOBS.COM
3.6% CRAIGSLIST.ORG	0.5% NEWHAVENREGISTER.COM
2.5% CTNOW.COM	

## VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

26.3% OCCASIONALLY  
2.0% REGULARLY

## AUTOMOBILE CLASSIFIED AD SITES

6.0% CARS.COM	1.3% EDMUNDS.COM
4.6% CRAIGSLIST.ORG	1.3% KELLEYBLUEBOOK.COM
4.5% AUTOTRADER.COM	1.3% MSN.COM
4.5% BARGAINNEWS.COM	1.2% EBAY.COM
2.1% CARMAX.COM	1.1% YAHOO.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

18.1% OCCASIONALLY  
1.8% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

4.6% REALTOR.COM  
3.1% CRAIGSLIST.ORG  
3.1% CTNOW.COM  
1.3% REMAX.COM

**Planned Vehicle Purchases.** Less than one-fifth (16.1%) of Hartford-New Haven adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 12.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.0 billion in metro Hartford-New Haven over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 27.4% of those planning a purchase during the next 12 months. 54.8% plan to purchase a foreign vehicle and 17.8% are undecided regarding their next purchase.

### Some Market Averages for Hartford-New Haven.

Median adult age -- 46.84  
Average Family Size -- 2.97  
Average annual household income -- \$73,400  
Average weekly supermarket expenditure -- \$136  
Average number of miles driven past week -- 172  
Average number of primarily business trips -- 4.56  
Average number of foreign airline trips -- 2.03  
Average number of times soft drinks consumed past week -- 6.1  
Average number of fast-food restaurant purchases past week -- 2.27

**Travel Market.** An ocean cruise is planned within the next 3 years by 24.5% of Hartford-New Haven adults. Business airline travel: 13.9% made one or more round trips during the past year. Airline travel to foreign destinations: 22.8% made one or more round trips during the past 2 years; 23.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.9% 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 Hartford-New Haven Adults Did During the Past Year

70.7% Worked in their lawn or garden  
62.6% Voted in local, state or national elections  
37.9% Purchased 12 or more books  
36.0% Attended the theater/opera/symphony  
35.5% Visited a gambling casino one or more times  
26.2% Dieted 4 weeks or more  
25.9% Exercised at a health club 12 or more times  
25.3% Attended a pop or rock music concert  
23.1% Attended a major theme park  
18.9% Attended 3 or more college or professional sports events  
11.0% Played golf 3 or more times

**Heavy/Frequent Users of Specific Products/Services by Hartford-New Haven Adults:**

- 56.3% Purchased bottled water during past four weeks
- 38.1% Attended movies at movie theatres past four weeks
- 28.3% Shopped sporting goods stores past four weeks
- 27.7% Purchased one or more lottery tickets past four weeks
- 24.9% Made one or more purchases in automotive parts stores past four weeks
- 20.8% Plan to purchase computer software during next 12-months
- 19.3% Purchased albums/CDs/tapes during past four weeks
- 8.8% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Hartford-New Haven.** More than one-fifth of all adults (22.9%) currently live in rented dwelling units. A total of 9.7% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 54.5% have annual family incomes of \$50,000 or more.