

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Indianapolis, Indiana. The June-July, 2009 measurement period report is based on 879 telephone interviews with a random sample of persons age 18 plus in the Indianapolis metropolitan area.

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

Online/Internet Activity. More than two-thirds (77.6%) of all Indianapolis adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

19.0% AOL	1.3% INDIANAS4.COM/THECW4.COM (WTTV-TV)
30.0% MSN	5.1% CLEAR CHANNEL RADIO
60.3% YAHOO	2.2% EMMIS RADIO
68.9% GOOGLE	2.0% ENTERCOM RADIO
40.6% WEATHER.COM	1.7% RADIO ONE
34.7% INDYSTAR.COM	1.3% CUMULUS MP RADIO
8.2% INDY.COM	3.1% W F B Q FM
3.9% IBJ.COM	2.2% W F Y I FM
2.9% INSIDEINDIANABUSINESS.COM	1.7% W Z P L FM
2.5% NUVO.NET	1.5% W T T S FM
1.6% MOMSLIKEME.COM	1.4% W I B C FM
1.5% INDYSCHILD.COM	1.2% W R Z X FM
1.4% METROMIX.COM	17.9% FOX59.COM (WXIN-TV)
1.0% INDIANAPOLISWOMAN.COM	10.8% THEINDYCHANNEL.COM (WRTV-TV)
28.5% WTHR.COM	10.0% WFYI.ORG
20.3% WISHTV.COM	6.9% MYNDYTV.COM/WNDY.COM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

23.1% OCCASIONALLY
5.3% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

14.4% MONSTER.COM	4.0% CRAIGSLIST.ORG
14.2% CAREERBUILDER.COM [NET]	2.9% INDYSTAR.COM
12.3% CAREERBUILDER.COM	1.6% YAHOOHOTJOBS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

17.9% OCCASIONALLY
4.3% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.1% CARS.COM	2.1% EBAY.COM
4.9% AUTOTRADER.COM	1.5% CARMAX.COM
3.6% CRAIGSLIST.ORG	1.2% KELLEYBLUEBOOK.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.5% OCCASIONALLY
1.7% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.3% INDYSTAR.COM
2.0% CRAIGSLIST.ORG
1.8% FCTUCKER.COM
1.7% MIBOR.COM
1.0% RENT.COM

Planned Vehicle Purchases. Less than one-fifth (13.9%) of Indianapolis adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 8.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$481.4 million in metro Indianapolis over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 64.4% of those planning a purchase during the next 12 months. 20.8% plan to purchase a foreign vehicle and 14.9% are undecided regarding their next purchase.

Some Market Averages for Indianapolis.

Median adult age -- 44.7
Average Family Size -- 3.1
Average annual household income -- \$62,200
Average weekly supermarket expenditure -- \$130
Average number of miles driven past week -- 191
Average number of primarily business trips -- 5.23
Average number of foreign airline trips -- 2.23
Average number of times soft drinks consumed past week -- 8.5
Average number of fast-food restaurant purchases past week -- 2.99

Travel Market. An ocean cruise is planned within the next 3 years by 16.7% of Indianapolis adults. Business airline travel: 12.2% made one or more round trips during the past year. Airline travel to foreign destinations: 18% made one or more round trips during the past 2 years; 23.8% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.7% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 5.4% of total adults.

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

75.5% Voted in local, state or national elections
75.3% Worked in their lawn or garden
31.2% Purchased 12 or more books
29.3% Attended the theater/opera/symphony
26.3% Exercised at a health club 12 or more times
26.0% Attended 3 or more college or professional sports events
20.9% Visited a gambling casino one or more times
20.2% Dieted 4 weeks or more
18.4% Attended a major theme park
17.6% Attended a pop or rock music concert
12.3% Played golf 3 or more times

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

52.5% Purchased bottled water during past four weeks
42.4% Attended movies at movie theatres past four weeks
32.1% Made one or more purchases in automotive parts stores past four weeks
25.4% Shopped sporting goods stores past four weeks
23.7% Purchased one or more lottery tickets past four weeks
19.8% Purchased albums/CDs/tapes during past four weeks
17.6% Plan to purchase computer software during next 12-months
11.4% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Indianapolis. Less than one-fifth of all adults (18%) currently live in rented dwelling units. A total of 10.7% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 51% have annual family incomes of \$50,000 or more.