

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Robert Jordan (713) 626-0333

CONTACT: Phillip Beswick (845) 398-8000

International Demographics, Inc.

10333 Richmond Ave. Suite 200

Houston, Texas 77042

1-800-324-9921

THE MEDIA AUDIT just released its latest report for Long Island, New York. The July-August, 2008 measurement period report is based on 500 telephone interviews with a random sample of persons age 18 plus in the Long Island metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (83.9%) of all Long Island adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

43.6% AOL	1.7% CONNPOST.COM
41.1% MSN	1.6% STARLEDGER.COM
57.2% YAHOO	1.5% NYPRESS.COM
74.9% GOOGLE	1.3% TIMEOUTNY.COM
42.5% WEATHER.COM	1.2% NYMAG.COM
32.5% NEWSDAY.COM	1.0% APP.COM/ASBURY PARK PRESS
22.0% OPTONLINE.NET	1.0% THEAQUARIAN.COM
20.8% NEWS12.COM	17.0% WNBC.COM
16.9% NYTIMES.COM	9.9% WCBSTV.COM
7.6% NYDAILYNEWS.COM	9.2% THIRTEEN.ORG (WNET-TV)
5.6% NYPOST.COM	8.7% 7ONLINE.COM (WABC-TV)
3.9% THEONION.COM	8.2% MYFOXNY.COM (WNYW-TV)
3.1% CRAINSNEWYORKBUSINESS.COM	3.4% CW11.COM (WPIX-TV)
3.1% VILLAGEVOICE.COM	3.1% MY9NY.COM (WWOR-TV)
2.6% COMCAST.NET	3.9% CLEAR CHANNEL RADIO
2.5% SILIVE.COM	3.2% CBS RADIO
2.5% LONGISLANDPRESS.COM	1.3% EMMIS RADIO
2.5% NY1.COM	1.3% WNYC BROADCASTING RADIO
2.4% AMNEWYORK.COM	2.0% NJ.COM

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.6% OCCASIONALLY
2.6% REGULARLY

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

13.1% OCCASIONALLY
0.7% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

4.1% CARS.COM
1.7% AUTOTRADER.COM
1.3% EDMUNDS.COM
1.0% EBAY.COM
1.0% KELLEYBLUEBOOK.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

14.7% OCCASIONALLY

1.4% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

2.0% MLSLI.COM

1.5% CENTURY21.COM

1.4% COLDWELLBANKER.COM

1.3% CRAIGSLIST.ORG

1.1% NEWSDAY.COM

**Planned Vehicle Purchases.** Less than one-fifth (16.9%) of Long Island adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 41.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$4.7 billion in metro Long Island over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 39.7% of those planning a purchase during the next 12 months. 51.8% plan to purchase a foreign vehicle and 8.5% are undecided regarding their next purchase.

## Some Market Averages for Long Island.

Median adult age -- 48.42

Average Family Size -- 3.46

Average annual household income -- \$85,400

Average weekly supermarket expenditure -- \$149

Average number of miles driven past week -- 211

Average number of primarily business trips -- 4.1

Average number of foreign airline trips -- 4.07

Average number of times soft drinks consumed past week -- 6.92

Average number of fast-food restaurant purchases past week -- 2.43

**Travel Market.** An ocean cruise is planned within the next 3 years by 33.8% of Long Island adults. Business airline travel: 15.5% made one or more round trips during the past year. Airline travel to foreign destinations: 33.4% made one or more round trips during the past 2 years; 42.8% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 9.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.6% of total adults.

## Some Of The Different Things Long Island Adults Did During the Past Year

73.2% Worked in their lawn or garden

71.6% Voted in local, state or national elections

41.8% Purchased 12 or more books

40.2% Attended the theater/opera/symphony

31.8% Dieted 4 weeks or more

29.7% Visited a gambling casino one or more times

29.2% Exercised at a health club 12 or more times

28.7% Attended a pop or rock music concert

26.8% Attended a major theme park

23.7% Attended 3 or more college or professional sports events

15.4% Played golf 3 or more times

## Heavy/Frequent Users of Specific Products/Services by Long Island Adults:

68.2% Purchased bottled water during past four weeks

48.2% Attended movies at movie theatres past four weeks

42.5% Purchased one or more lottery tickets past four weeks

36.3% Shopped sporting goods stores past four weeks

30.3% Plan to purchase computer software during next 12-months

28.8% Made one or more purchases in automotive parts stores past four weeks

25.6% Purchased albums/CDs/tapes during past four weeks

16.9% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Long Island.** Less than one-fifth of all adults (9.9%) currently live in rented dwelling units. A total of 3.9% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 66.3% have annual family incomes of \$50,000 or more.