

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Long Island, New York. The November-December, 2008 measurement period report is based on 365 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 (77.4%) of all Long Island adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

36.5% AOL	2.5% GREENWICHTIME.COM
29.7% MSN	2.3% NJ.COM
52.6% YAHOO	2.1% COMCAST.NET
71.0% GOOGLE	2.0% STARLEDGER.COM
38.6% WEATHER.COM	1.9% SILIVE.COM
35.9% NEWSDAY.COM	1.9% FAIRFIELDWEEKLY.COM
27.4% NEWS12.COM	1.8% METROMIX.COM
25.7% OPTIMUM.NET	1.6% CONNPOST.COM
19.4% NYTIMES.COM	1.6% NYOBSERVER.COM
10.5% NYPOST.COM	1.3% AMNEWYORK.COM
7.6% NYDAILYNEWS.COM	1.3% STAMFORDADVOCATE.COM
4.7% NYMAG.COM	1.3% NYPRESS.COM
4.3% NY1.COM	16.0% NBCNEWYORK.COM/WNBC.COM
3.9% THEONION.COM	10.8% 7ONLINE.COM (WABC-TV)
3.4% TIMEOUTNY.COM	9.4% THIRTEEN.ORG (WNET-TV)
2.9% VILLAGEVOICE.COM	8.0% WCBSTV.COM
2.7% APP.COM/ASBURY PARK PRESS	7.8% MYFOXNY.COM (WNYW-TV)
2.7% LONGISLANDPRESS.COM	4.6% WPIX.COM/CW11.COM
2.5% CRAINSNEWYORKBUSINESS.COM	1.6% MY9TV.COM (WWOR-TV)
2.5% NORTHJERSEY.COM/BERGEN RECORD	3.8% CBS RADIO

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

13.6% OCCASIONALLY
5.6% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

8.0% MONSTER.COM [NET]	1.6% NEWSDAY.COM
7.3% MONSTER.COM	1.6% DICE.COM
6.9% CAREERBUILDER.COM [NET]	1.6% YAHOOHOTJOBS.COM
5.4% CRAIGSLIST.ORG	1.4% NYTIMES.COM
5.3% CAREERBUILDER.COM	

#### **VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET**

11.7% OCCASIONALLY  
1.9% REGULARLY

#### **AUTOMOBILE CLASSIFIED AD SITES**

2.4% EBAY.COM  
2.2% CARS.COM  
1.2% CRAIGSLIST.ORG  
1.1% NEWSDAY.COM  
1.0% AUTOTRADER.COM

#### **VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET**

16.9% OCCASIONALLY  
2.4% REGULARLY

#### **REAL ESTATE CLASSIFIED AD SITES**

3.8% MLSLI.COM  
3.1% CRAIGSLIST.ORG  
2.9% REALTOR.COM  
1.3% NYTIMES.COM  
1.3% REALESTATE.COM  
1.0% NEWSDAY.COM

**Planned Vehicle Purchases.** Less than one-fifth (12.9%) of Long Island adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 58.7% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$5.4 billion in metro Long Island over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 38.1% of those planning a purchase during the next 12 months. 43.6% plan to purchase a foreign vehicle and 18.3% are undecided regarding their next purchase.

#### **Some Market Averages for Long Island.**

Median adult age -- 50.08  
Average Family Size -- 3.03  
Average annual household income -- \$84,700  
Average weekly supermarket expenditure -- \$157  
Average number of miles driven past week -- 153  
Average number of primarily business trips -- 4.07  
Average number of foreign airline trips -- 2.32  
Average number of times soft drinks consumed past week -- 5.88  
Average number of fast-food restaurant purchases past week -- 1.93

**Travel Market.** An ocean cruise is planned within the next 3 years by 31.5% of Long Island adults. Business airline travel: 11% made one or more round trips during the past year. Airline travel to foreign destinations: 28.5% made one or more round trips during the past 2 years; 27.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 7.5% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 9.1% of total adults.

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

87.2% Voted in local, state or national elections  
64.2% Worked in their lawn or garden  
42.2% Attended the theater/opera/symphony  
40.9% Purchased 12 or more books  
24.6% Attended a pop or rock music concert  
23.7% Attended a major theme park  
23.7% Visited a gambling casino one or more times  
22.3% Exercised at a health club 12 or more times  
21.7% Dieted 4 weeks or more  
21.1% Attended 3 or more college or professional sports events  
11.6% Played golf 3 or more times

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

- 60.3% Purchased bottled water during past four weeks
- 51.0% Purchased one or more lottery tickets past four weeks
- 32.9% Attended movies at movie theatres past four weeks
- 31.9% Shopped sporting goods stores past four weeks
- 24.4% Made one or more purchases in automotive parts stores past four weeks
- 23.9% Purchased albums/CDs/tapes during past four weeks
- 21.7% Plan to purchase computer software during next 12-months
- 9.1% 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 (15.7%) currently live in rented dwelling units. A total of 4% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 81% have annual family incomes of \$50,000 or more.