

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Los Angeles, California. The March-April 2009 measurement period report is based on 1,600 telephone interviews with a random sample of persons age 18 plus in the Los Angeles metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (75.1%) of all Los Angeles adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

18.2% AOL	1.4% ORANGECOASTMAGAZINE.COM
29.1% MSN	1.3% OCMETROBUSINESS.COM
58.6% YAHOO	1.2% OCEXCELSIOR.COM
67.4% GOOGLE	1.2% EASYREADERNEWS.COM
31.8% WEATHER.COM	1.2% CMAGAZINE.COM
19.5% LATIMES.COM	1.2% THEDISTRICTWEEKLY.COM
6.4% OCREGISTER.COM	1.0% OCFAMILY.COM
5.0% DAILYNEWS.COM	17.3% ABC7.COM (KABC-TV)
4.9% THEONION.COM	13.2% NBCLOSANGELES.COM/KNBC.COM
4.8% PENNYSAVERUSA.COM	9.9% MYFOXLA.COM (KTTV-TV)
4.4% LAWEEKLY.COM	9.6% KTLA.COM
4.1% LAOPINION.COM	8.8% CBS2.COM (KCBS-TV)
3.3% LOSANGELESMAGAZINE.COM	6.3% KCET.ORG
2.7% ORANGECOUNTY.COX.NET	4.6% TELEMUNDO52.COM (KVEA-TV)
2.6% OCWEEKLY.COM	4.2% KOCE.ORG
2.5% CALENDARLIVE.COM	3.0% KMEX.COM
2.4% PASADENAWEEKLY.COM	2.9% MY13LA.COM (KCOP-TV)
2.4% PRESSTELEGRAM.COM	1.3% LA18.TV/KSCITV.COM
2.0% LACITYBEAT.COM	4.8% CBS RADIO
1.9% METROMIX.COM	4.2% CLEAR CHANNEL RADIO

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

17.9% OCCASIONALLY  
7.4% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

11.4% MONSTER.COM [NET]  
11.3% MONSTER.COM  
5.8% CRAIGSLIST.ORG

5.1% CAREERBUILDER.COM [NET]  
4.7% CAREERBUILDER.COM  
3.3% YAHOOHOTJOBS.COM  
0.6% OCJOBFINDER.COM [NET]  
0.5% LATIMES.COM  
0.3% OCJOBFINDER.COM  
0.3% OCREGISTER.COM

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

17.3% OCCASIONALLY  
2.7% REGULARLY

#### AUTOMOBILE CLASSIFIED AD SITES

5.8% CRAIGSLIST.ORG  
5.7% AUTOTRADER.COM  
2.8% CARS.COM  
1.4% EBAY.COM  
1.3% KELLEYBLUEBOOK.COM  
1.1% YAHOO.COM  
1.0% CARMAX.COM

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

14.2% OCCASIONALLY  
3.1% REGULARLY

#### REAL ESTATE CLASSIFIED AD SITES

3.4% CRAIGSLIST.ORG  
2.0% REALTOR.COM

**Planned Vehicle Purchases.** Less than one-fifth (14%) of Los Angeles adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 22% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$9.6 billion in metro Los Angeles over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 31.5% of those planning a purchase during the next 12 months. 52% plan to purchase a foreign vehicle and 16.4% are undecided regarding their next purchase.

#### Some Market Averages for Los Angeles.

Median adult age -- 43.59  
Average Family Size -- 3.45  
Average annual household income -- \$66,900  
Average weekly supermarket expenditure -- \$135  
Average number of miles driven past week -- 184  
Average number of primarily business trips -- 4.25  
Average number of foreign airline trips -- 2.39  
Average number of times soft drinks consumed past week -- 5.69  
Average number of fast-food restaurant purchases past week -- 2.81

**Travel Market.** An ocean cruise is planned within the next 3 years by 24% of Los Angeles adults. Business airline travel: 16.1% made one or more round trips during the past year. Airline travel to foreign destinations: 29.5% made one or more round trips during the past 2 years; 24.3% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 8.5% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 9% of total adults.

#### Some Of The Different Things Los Angeles Adults Did During the Past Year

60.5% Voted in local, state or national elections  
48.2% Worked in their lawn or garden  
33.9% Attended a major theme park

- 29.4% Purchased 12 or more books
- 28.3% Visited a gambling casino one or more times
- 27.6% Attended the theater/opera/symphony
- 25.1% Exercised at a health club 12 or more times
- 21.7% Dieted 4 weeks or more
- 18.2% Attended 3 or more college or professional sports events
- 17.0% Attended a pop or rock music concert
- 8.5% Played golf 3 or more times

**Heavy/Frequent Users of Specific Products/Services by Los Angeles Adults:**

- 64.3% Purchased bottled water during past four weeks
- 40.6% Attended movies at movie theatres past four weeks
- 25.4% Made one or more purchases in automotive parts stores past four weeks
- 23.2% Purchased one or more lottery tickets past four weeks
- 21.2% Shopped sporting goods stores past four weeks
- 19.3% Purchased albums/CDs/tapes during past four weeks
- 18.4% Plan to purchase computer software during next 12-months
- 12.8% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Los Angeles.** More than two out of five of all adults (42.3%) currently live in rented dwelling units. A total of 14.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 62% have annual family incomes of \$50,000 or more.

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For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at [www.themediaaudit.com](http://www.themediaaudit.com)