

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Charleston, South Carolina. The October-November, 2009 measurement period report is based on 870 telephone interviews with a random sample of persons age 18 plus in the Charleston metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (82.4%) of all Charleston adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

18.6% AOL	2.0% MYTVCHARLESTON.COM/WMMP36.COM
29.3% MSN	3.1% CLEAR CHANNEL RADIO
55.7% YAHOO	2.5% CITADEL RADIO
74.9% GOOGLE	2.1% APEX RADIO
45.8% WEATHER.COM	1.7% L.M. COMMUNICATIONS RADIO
38.2% POSTANDCOURIER.COM	1.9% W X S T FM
6.2% CHARLESTONCITYPAPER.COM	1.6% W S C C FM
22.2% LIVE5NEWS.COM/WCSC.COM	1.0% W Y B B FM
13.2% COUNTON2.COM/WCBD.COM	5.9% SCETV.ORG (WITV-TV)
10.9% ABCNEWS4.COM (WCIV-TV)	2.4% WTAT24.COM

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

18.1% OCCASIONALLY
6.3% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

15.0% MONSTER.COM [NET]	2.8% CRAIGSLIST.ORG
13.5% MONSTER.COM	2.8% YAHOOHOTJOBS.COM
5.1% POSTANDCOURIER.COM	2.2% USAJOBS.COM
4.3% CAREERBUILDER.COM	

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

18.6% OCCASIONALLY
2.1% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

5.8% CRAIGSLIST.ORG	2.5% EBAY.COM
5.4% AUTOTRADER.COM	1.2% CARS.COM
2.8% CARMAX.COM	1.0% KELLEYBLUEBOOK.COM
2.8% POSTANDCOURIER.COM	

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

14.3% OCCASIONALLY  
2.0% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

3.3% APARTMENTFINDER.COM  
2.5% CRAIGSLIST.ORG  
1.6% POSTANDCOURIER.COM  
1.0% REALTOR.COM

**Planned Vehicle Purchases.** Less than one-fifth (12.7%) of Charleston adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 22.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$448.9 million in metro Charleston over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 56.9% of those planning a purchase during the next 12 months. 31.3% plan to purchase a foreign vehicle and 11.9% are undecided regarding their next purchase.

## Some Market Averages for Charleston.

Median adult age -- 45.29  
Average Family Size -- 3.23  
Average annual household income -- \$62,400  
Average weekly supermarket expenditure -- \$150  
Average number of miles driven past week -- 195  
Average number of primarily business trips -- 6.44  
Average number of foreign airline trips -- 2.74  
Average number of times soft drinks consumed past week -- 7.6  
Average number of fast-food restaurant purchases past week -- 2.59

**Travel Market.** An ocean cruise is planned within the next 3 years by 38.2% of Charleston adults. Business airline travel: 15.2% made one or more round trips during the past year. Airline travel to foreign destinations: 23.2% made one or more round trips during the past 2 years; 31.6% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.3% 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 Charleston Adults Did During the Past Year

67.4% Worked in their lawn or garden  
61.3% Voted in local, state or national elections  
31.3% Purchased 12 or more books  
25.9% Attended the theater/opera/symphony  
24.8% Exercised at a health club 12 or more times  
22.6% Attended 3 or more college or professional sports events  
20.8% Attended a pop or rock music concert  
18.6% Attended a major theme park  
18.3% Dieted 4 weeks or more  
13.3% Played golf 3 or more times  
7.8% Visited a gambling casino one or more times

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

50.1% Purchased bottled water during past four weeks  
36.9% Attended movies at movie theatres past four weeks  
32.0% Made one or more purchases in automotive parts stores past four weeks  
24.4% Purchased one or more lottery tickets past four weeks  
23.1% Shopped sporting goods stores past four weeks  
15.4% Plan to purchase computer software during next 12-months  
14.3% Purchased albums/CDs/tapes during past four weeks  
11.6% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Charleston.** Less than one-fifth of all adults (18.2%) currently live in rented dwelling units. A total of 9.5% 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.