

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Albuquerque, New Mexico. The October-December, 2009 measurement period report is based on 700 telephone interviews with a random sample of persons age 18 plus in the Albuquerque metropolitan area.

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

Online/Internet Activity. More than two-thirds (79.1%) of all Albuquerque adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

18.8% AOL	5.0% CLEAR CHANNEL RADIO
34.7% MSN	3.7% CITADEL RADIO
47.9% YAHOO	2.7% UNIVISION/BMP RADIO
70.7% GOOGLE	2.1% K Z R R FM
30.2% WEATHER.COM	2.0% K K S S FM
20.9% COMCAST.NET	1.7% K P E K FM
14.4% ABQJOURNAL.COM	1.6% K K O B
4.3% ALIBI.COM	1.0% K K O B FM
2.9% SANTAFENUEMEXICAN.COM	24.5% KOAT.COM
2.7% NEWMEXICOBUSINESSWEEKLY.COM	23.3% KOB.COM
2.1% LOCAL-IQ.COM	13.9% KRQE.COM
1.8% ABQTHEMAG.COM	9.1% KNMETV.ORG
1.2% SFREPORTER.COM	3.9% KASA.COM/MYFOXNEWMEXICO.COM
1.9% NEWMEXICOSCW.TV (KWBQ-TV)	2.4% MY50.TV (KASY-TV)

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

17.3% OCCASIONALLY
3.5% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

6.2% MONSTER.COM	1.1% NEWMEXICOJOBS.NET
4.4% CRAIGSLIST.ORG	1.1% USAJOBS.COM
4.0% ABQJOURNAL.COM	1.0% YAHOOHOTJOBS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

19.2% OCCASIONALLY
0.6% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

8.9% CRAIGSLIST.ORG	2.7% ABQJOURNAL.COM
3.5% CARMAX.COM	2.0% EBAY.COM
3.2% AUTOTRADER.COM	1.1% EDMUNDS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

11.7% OCCASIONALLY

1.5% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.1% CRAIGSLIST.ORG

1.2% ABQJOURNAL.COM

2.3% COLDWELLBANKER.COM

1.1% REALTOR.COM

Planned Vehicle Purchases. Less than one-fifth (10.7%) of Albuquerque adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 15.7% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$335.4 million in metro Albuquerque over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 59.2% of those planning a purchase during the next 12 months. 31.8% plan to purchase a foreign vehicle and 8.9% are undecided regarding their next purchase.

Some Market Averages for Albuquerque.

Median adult age -- 45.2

Average Family Size -- 3.17

Average annual household income -- \$62,200

Average weekly supermarket expenditure -- \$140

Average number of miles driven past week -- 197

Average number of primarily business trips -- 4.7

Average number of foreign airline trips -- 1.89

Average number of times soft drinks consumed past week -- 7.6

Average number of fast-food restaurant purchases past week -- 2.64

Travel Market. An ocean cruise is planned within the next 3 years by 20.7% of Albuquerque adults. Business airline travel: 17% made one or more round trips during the past year. Airline travel to foreign destinations: 16.9% made one or more round trips during the past 2 years; 25% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 3.3% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.5% of total adults.

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

69.0% Worked in their lawn or garden

65.8% Voted in local, state or national elections

32.2% Visited a gambling casino one or more times

32.0% Purchased 12 or more books

31.3% Exercised at a health club 12 or more times

23.3% Attended the theater/opera/symphony

21.2% Attended a pop or rock music concert

20.7% Attended 3 or more college or professional sports events

19.0% Dieted 4 weeks or more

17.7% Attended a major theme park

10.0% Played golf 3 or more times

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

42.7% Purchased bottled water during past four weeks

40.9% Attended movies at movie theatres past four weeks

34.7% Made one or more purchases in automotive parts stores past four weeks

23.9% Plan to purchase computer software during next 12-months

22.1% Shopped sporting goods stores past four weeks

20.6% Purchased one or more lottery tickets past four weeks

20.2% Purchased albums/CDs/tapes during past four weeks

9.3% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Albuquerque. Less than one-fifth of all adults (16.3%) currently live in rented dwelling units. A total of 9.1% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 63% have annual family incomes of \$50,000 or more.