

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Columbia-Jefferson City, Missouri. The October-November 2009 measurement period report is based on 880 telephone interviews with a random sample of persons age 18 plus in the Columbia-Jefferson City metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (82.6%) of all Columbia-Jefferson City adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

11.4% AOL	21.0% KMIZ.COM
30.1% MSN	17.9% CONNECTMISSOURI.COM/KRCG.COM
49.7% YAHOO	6.5% KMOS.ORG
75.4% GOOGLE	4.1% ZIMMER BROADCASTING RADIO
46.1% WEATHER.COM	3.3% CUMULUS MARKETING RADIO
29.2% COLUMBIATRIBUNE.COM	1.8% UNIVERSITY OF MISSOURI RADIO
26.5% NEWSTRIBUNE.COM	1.9% K S S Z FM
13.4% COLUMBIAMISSOURIAN.COM	1.8% K J L U FM
5.0% INSIDECOLUMBIA.NET	1.8% K B I A FM
2.4% COLUMBIABUSINESSTIMES.COM	1.0% K T X Y FM
29.5% KOMU.COM	1.0% K P L A FM

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

22.7% OCCASIONALLY  
5.1% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

7.2% MONSTER.COM  
5.1% COLUMBIATRIBUNE.COM  
4.2% CAREERBUILDER.COM  
2.8% CRAIGSLIST.ORG  
2.6% NEWSTRIBUNE.COM  
1.4% YAHOOHOTJOBS.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

24.3% OCCASIONALLY  
4.3% REGULARLY

## **AUTOMOBILE CLASSIFIED AD SITES**

8.6% CRAIGSLIST.ORG  
3.7% AUTOTRADER.COM  
3.2% COLUMBIATRIBUNE.COM  
2.5% EBAY.COM  
2.2% CARS.COM  
2.1% MODEALS.COM  
1.5% EDMUNDS.COM  
1.2% MIDMOBILE.COM

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

13.4% OCCASIONALLY  
1.6% REGULARLY

## **REAL ESTATE CLASSIFIED AD SITES**

2.8% COLUMBIATRIBUNE.COM  
2.6% REALTOR.COM  
2.5% REMAX.COM  
2.3% NEWSTRIBUNE.COM  
1.9% CRAIGSLIST.ORG  
1.7% APARTMENTFINDER.COM  
1.2% APARTMENTGUIDE.COM

**Planned Vehicle Purchases.** Less than one-fifth (15.6%) of Columbia-Jefferson City adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 10.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$103.6 million in metro Columbia-Jefferson City over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 65.9% of those planning a purchase during the next 12 months. 13.6% plan to purchase a foreign vehicle and 20.6% are undecided regarding their next purchase.

### **Some Market Averages for Columbia-Jefferson City.**

Median adult age -- 41.85  
Average Family Size -- 3.08  
Average annual household income -- \$63,000  
Average weekly supermarket expenditure -- \$131  
Average number of miles driven past week -- 189  
Average number of primarily business trips -- 2.69  
Average number of foreign airline trips -- 1.52  
Average number of times soft drinks consumed past week -- 7.92  
Average number of fast-food restaurant purchases past week -- 2.72

**Travel Market.** An ocean cruise is planned within the next 3 years by 18.2% of Columbia-Jefferson City adults. Business airline travel: 14.8% made one or more round trips during the past year. Airline travel to foreign destinations: 18.6% made one or more round trips during the past 2 years; 28.9% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 5.4% of total adults.

### **Some Of The Different Things Columbia-Jefferson City Adults Did During the Past Year**

76.7% Voted in local, state or national elections  
73.9% Worked in their lawn or garden  
31.9% Exercised at a health club 12 or more times  
30.9% Attended 3 or more college or professional sports events  
29.5% Attended the theater/opera/symphony  
29.2% Purchased 12 or more books  
25.1% Attended a pop or rock music concert  
24.7% Dieted 4 weeks or more  
20.0% Visited a gambling casino one or more times  
16.6% Attended a major theme park  
12.3% Played golf 3 or more times

**Heavy/Frequent Users of Specific Products/Services by Columbia-Jefferson City Adults:**

- 36.8% Purchased bottled water during past four weeks
- 32.9% Made one or more purchases in automotive parts stores past four weeks
- 31.5% Attended movies at movie theatres past four weeks
- 26.5% Shopped sporting goods stores past four weeks
- 19.7% Purchased one or more lottery tickets past four weeks
- 17.0% Plan to purchase computer software during next 12-months
- 16.6% Purchased albums/CDs/tapes during past four weeks
- 9.1% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Columbia-Jefferson City.** Less than one-fifth of all adults (18.3%) currently live in rented dwelling units. A total of 7.8% 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.

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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)