

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Cleveland, Ohio. The November, 2009-January, 2010 measurement period report is based on 1,040 telephone interviews with a random sample of persons age 18 plus in the Cleveland metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (77.5%) of all Cleveland adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

21.8% AOL	6.0% WESTERNRESERVEPUBLICMEDIA.ORG
28.7% MSN	3.1% MY43.NET (WUAB-TV)
58.3% YAHOO	2.1% WBNX.COM
69.8% GOOGLE	7.3% CLEAR CHANNEL RADIO
42.2% WEATHER.COM	3.1% CBS RADIO
35.2% CLEVELAND.COM	1.0% SALEM RADIO
9.5% OHIO.COM	3.0% W T A M
4.2% SUNNEWS.COM	2.1% W G A R FM
3.9% CLEVELANDMAGAZINE.COM	1.5% W D O K FM
3.8% CRAINSCLEVELANDBUSINESS.COM	1.2% W A K S FM
3.8% CLEVESCENE.COM	1.2% W C P N FM
3.4% OHIONEWSNETWORK.COM [ONNTV.COM]	1.1% W M J I FM
2.0% METROMIX.COM	1.0% W M M S FM
1.7% MIMIVANDERHAVEN.COM	19.3% 19ACTIONNEWS.COM (WOIO-TV)
1.4% SBNONLINE.COM	18.3% NEWSNET5.COM (WEWS-TV)
25.0% FOX8.COM (WJW-TV)	6.8% WVIZ.ORG
19.9% WKYC.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.3% OCCASIONALLY	6.1% REGULARLY
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### EMPLOYMENT CLASSIFIED AD SITES

11.1% MONSTER.COM [NET]	2.1% CRAIGSLIST.ORG
10.7% MONSTER.COM	1.8% INDEED.COM
5.7% CAREERBUILDER.COM	1.7% CAREERBOARD.COM
4.4% CLEVELAND.COM	1.4% DICE.COM
2.8% YAHOOHOTJOBS.COM	0.6% OHIO.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

14.9% OCCASIONALLY	2.0% REGULARLY
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### AUTOMOBILE CLASSIFIED AD SITES

5.0% AUTOTRADER.COM
4.0% CRAIGSLIST.ORG
2.1% CARS.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

- 10.4% OCCASIONALLY
- 2.2% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

- 2.4% HOWARDHANNA.COM
- 2.4% REALTOR.COM
- 1.6% CRAIGSLIST.ORG
- 1.6% RENT.COM
- 1.2% CLEVELAND.COM

**Planned Vehicle Purchases.** Less than one-fifth (15.3%) of Cleveland adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 12.9% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.0 billion in metro Cleveland over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 65.1% of those planning a purchase during the next 12 months. 18.6% plan to purchase a foreign vehicle and 16.3% are undecided regarding their next purchase.

### Some Market Averages for Cleveland.

- Median adult age -- 47.94
- Average Family Size -- 3.11
- Average annual household income -- \$59,400
- Average weekly supermarket expenditure -- \$139
- Average number of miles driven past week -- 155
- Average number of primarily business trips -- 6.28
- Average number of foreign airline trips -- 2.9
- Average number of times soft drinks consumed past week -- 7.29
- Average number of fast-food restaurant purchases past week -- 2.25

**Travel Market.** An ocean cruise is planned within the next 3 years by 22.7% of Cleveland adults. Business airline travel: 10.6% made one or more round trips during the past year. Airline travel to foreign destinations: 16.3% made one or more round trips during the past 2 years; 23.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6% of total adults.

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

- 73.7% Voted in local, state or national elections
- 72.4% Worked in their lawn or garden
- 31.9% Attended the theater/opera/symphony
- 27.5% Purchased 12 or more books
- 24.6% Attended 3 or more college or professional sports events
- 24.5% Exercised at a health club 12 or more times
- 23.7% Visited a gambling casino one or more times
- 21.1% Dieted 4 weeks or more
- 19.4% Attended a pop or rock music concert
- 17.0% Attended a major theme park
- 14.7% Played golf 3 or more times

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

- 43.4% Purchased bottled water during past four weeks
- 37.8% Attended movies at movie theatres past four weeks
- 33.3% Purchased one or more lottery tickets past four weeks
- 27.4% Made one or more purchases in automotive parts stores past four weeks
- 26.1% Shopped sporting goods stores past four weeks
- 22.0% Purchased albums/CDs/tapes during past four weeks
- 21.9% Plan to purchase computer software during next 12-months
- 11.6% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Cleveland.** Less than one-fifth of all adults (16.6%) currently live in rented dwelling units. A total of 8.8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 46% have annual family incomes of \$50,000 or more.