

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Las Vegas, Nevada. The November, 2009-January, 2010 measurement period report is based on 869 telephone interviews with a random sample of persons age 18 plus in the Las Vegas metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (79.5%) of all Las Vegas adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

22.5% AOL	8.0% KTNV.COM
32.0% MSN	7.1% LASVEGASNOW.COM (KLAS-TV)
57.5% YAHOO	6.5% KLVX.ORG/VEGASPBS.ORG
71.3% GOOGLE	4.3% MYLTV.COM (KVMY-TV)
34.3% WEATHER.COM	3.1% THECWLASVEGAS.TV (KVCW-TV)
28.8% REVIEWJOURNAL.COM	1.5% ILOVEVEGASTV.COM (KTUD-TV)
11.6% LASVEGAS.COX.COM	4.1% CBS RADIO
10.1% LASVEGASSUN.COM	2.1% RIVIERA BROADCAST GROUP RADIO
9.5% VEGAS.COM	1.2% LOTUS RADIO
9.0% LASVEGAS.COM	1.7% K V E G FM
5.6% LASVEGASNEWSPAPERS.COM	1.7% K V G S FM
5.1% LASVEGASWEEKLY.COM	1.5% K X N T AM
3.2% LVBUSINESSPRESS.COM	1.0% K M X B FM
2.9% LVCITYLIFE.COM	1.0% K X T E FM
2.9% REBELNATION.NET	1.3% 702.TV
2.6% NEVADABUSINESS.COM	15.3% FOX5VEGAS.COM (KVVU-TV)
1.6% VIEWNEWS.COM	8.9% KVBC.COM

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

19.0% OCCASIONALLY  
6.7% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

8.6% MONSTER.COM	4.5% CAREERBUILDER.COM
5.4% CRAIGSLIST.ORG	1.8% YAHOOHOTJOBS.COM
5.2% REVIEWJOURNAL.COM	

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

21.4% OCCASIONALLY  
0.9% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

8.4% CRAIGSLIST.ORG	1.5% KELLEYBLUEBOOK.COM
3.0% REVIEWJOURNAL.COM	1.4% EBAY.COM
2.6% CARMAX.COM	1.0% CARS.COM
1.9% AUTOTRADER.COM	

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

15.2% OCCASIONALLY  
1.4% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

3.7% CRAIGSLIST.ORG  
1.4% REVIEWJOURNAL.COM  
1.1% APARTMENTGUIDE.COM

**Planned Vehicle Purchases.** Less than one-fifth (15%) of Las Vegas adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 14.1% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$922.1 million in metro Las Vegas over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 46.8% of those planning a purchase during the next 12 months. 44.5% plan to purchase a foreign vehicle and 8.7% are undecided regarding their next purchase.

## Some Market Averages for Las Vegas.

Median adult age -- 43.93  
Average Family Size -- 3.36  
Average annual household income -- \$61,900  
Average weekly supermarket expenditure -- \$154  
Average number of miles driven past week -- 172  
Average number of primarily business trips -- 6.59  
Average number of foreign airline trips -- 2.87  
Average number of times soft drinks consumed past week -- 7.18  
Average number of fast-food restaurant purchases past week -- 2.55

**Travel Market.** An ocean cruise is planned within the next 3 years by 28.6% of Las Vegas adults. Business airline travel: 16.8% made one or more round trips during the past year. Airline travel to foreign destinations: 23.4% made one or more round trips during the past 2 years; 23.8% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.7% of total adults.

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

63.9% Visited a gambling casino one or more times  
55.1% Voted in local, state or national elections  
47.1% Worked in their lawn or garden  
30.9% Exercised at a health club 12 or more times  
30.9% Purchased 12 or more books  
27.9% Attended a pop or rock music concert  
26.3% Attended the theater/opera/symphony  
24.8% Attended a major theme park  
24.6% Dieted 4 weeks or more  
19.7% Attended 3 or more college or professional sports events  
12.6% Played golf 3 or more times

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

60.2% Purchased bottled water during past four weeks  
43.2% Attended movies at movie theatres past four weeks  
28.0% Made one or more purchases in automotive parts stores past four weeks  
26.5% Shopped sporting goods stores past four weeks  
23.1% Purchased albums/CDs/tapes during past four weeks  
21.4% Plan to purchase computer software during next 12-months  
11.5% Ate in full-service, sit-down restaurants four or more times past two weeks  
7.6% Purchased one or more lottery tickets past four weeks

**Housing Market in Las Vegas.** Less than one-third of all adults (31.8%) currently live in rented dwelling units. A total of 16.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 48% have annual family incomes of \$50,000 or more.