

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Kansas City, Missouri/Kansas. The October-December 2009 measurement period report is based on 1,041 telephone interviews with a random sample of persons age 18 plus in the Kansas 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 (82.9%) of all Kansas City adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

18.5% AOL	1.8% KCWE29.COM
30.3% MSN	10.3% ENTERCOM RADIO
59.6% YAHOO	2.9% CUMULUS RADIO
74.3% GOOGLE	1.9% WILKS BROADCASTING RADIO
40.1% WEATHER.COM	1.3% UNION BROADCASTING RADIO
33.0% KANSASCITY.COM	1.2% EDUCATIONAL MEDIA FOUNDATION RADI
4.0% PITCH.COM	1.0% CARTER BROADCAST RADIO
3.6% KANSASCITYBUSINESSJOURNAL.COM	4.5% K Q R C FM
2.1% INKCC.COM	2.8% K R B Z FM
22.1% FOX4KC.COM (WDAF-TV)	2.3% K M B Z
21.5% KCTV5.COM	1.3% W H B
20.9% KMBC.COM	1.2% K C U R FM
16.1% NBCACTIONNEWS.COM (KSHB-TV)	1.2% K C M O
8.7% KCPT.ORG	1.0% K L R X FM
6.1% MYKSMOTV.COM	1.0% K P R S FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

18.6% OCCASIONALLY
4.9% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

11.4% CAREERBUILDER.COM [NET]
9.1% CAREERBUILDER.COM
8.2% MONSTER.COM
2.5% KCSTAR.COM
2.5% CRAIGSLIST.ORG
1.2% USAJOBS.COM
1.1% YAHOOHOTJOBS.COM
0.3% KANSASCITY.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

26.4% OCCASIONALLY
4.9% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

10.4% CRAIGSLIST.ORG
7.5% CARS.COM
6.9% AUTOTRADER.COM
2.7% CARMAX.COM
2.4% EBAY.COM
1.2% KELLEYBLUEBOOK.COM
1.1% EDMUNDS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.1% OCCASIONALLY
2.4% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

4.6% REECEANDNICHOLS.COM
2.6% CRAIGSLIST.ORG
1.9% REALTOR.COM
1.7% KANSASCITY.COM

Planned Vehicle Purchases. Less than one-fifth (12.6%) of Kansas City adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 7.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$452.3 million in metro Kansas City over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 58.1% of those planning a purchase during the next 12 months. 23.9% plan to purchase a foreign vehicle and 18% are undecided regarding their next purchase.

Some Market Averages for Kansas City.

Median adult age -- 45.55
Average Family Size -- 3.18
Average annual household income -- \$65,300
Average weekly supermarket expenditure -- \$140
Average number of miles driven past week -- 208
Average number of primarily business trips -- 6.81
Average number of foreign airline trips -- 2.59
Average number of times soft drinks consumed past week -- 7.2
Average number of fast-food restaurant purchases past week -- 2.64

Travel Market. An ocean cruise is planned within the next 3 years by 22.4% of Kansas City adults. Business airline travel: 14.7% made one or more round trips during the past year. Airline travel to foreign destinations: 18.5% made one or more round trips during the past 2 years; 29.5% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 9% of total adults.

Some Of The Different Things Kansas City Adults Did During the Past Year

72.5% Voted in local, state or national elections
72.3% Worked in their lawn or garden
29.6% Purchased 12 or more books
26.1% Attended a pop or rock music concert
25.8% Exercised at a health club 12 or more times
25.6% Attended the theater/opera/symphony
25.4% Attended 3 or more college or professional sports events
24.1% Visited a gambling casino one or more times
22.4% Dieted 4 weeks or more

- 18.1% Attended a major theme park
- 12.8% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Kansas City Adults:

- 41.6% Purchased bottled water during past four weeks
- 36.9% Attended movies at movie theatres past four weeks
- 35.8% Made one or more purchases in automotive parts stores past four weeks
- 31.1% Shopped sporting goods stores past four weeks
- 26.7% Purchased one or more lottery tickets past four weeks
- 22.5% Plan to purchase computer software during next 12-months
- 14.4% Purchased albums/CDs/tapes during past four weeks
- 9.5% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Kansas City. More than one-fifth of all adults (20.4%) currently live in rented dwelling units. A total of 7.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 45% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at www.themediaaudit.com