

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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THE MEDIA AUDIT just released its latest report for Indianapolis, Indiana. The November-December, 2009 measurement period report is based on 870 telephone interviews with a random sample of persons age 18 plus in the Indianapolis metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (83.6%) of all Indianapolis adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

|                                |                                    |
|--------------------------------|------------------------------------|
| 20.3% AOL                      | 6.0% MYNDYTV.COM                   |
| 30.9% MSN                      | 2.0% INDIANAS4.COM (WTTV-TV)       |
| 59.8% YAHOO                    | 1.6% WHMBTV.COM                    |
| 75.2% GOOGLE                   | 4.4% CLEAR CHANNEL RADIO           |
| 43.9% WEATHER.COM              | 3.1% CUMULUS MP RADIO              |
| 40.9% INDYSTAR.COM             | 3.0% EMMIS RADIO                   |
| 8.7% INDY.COM                  | 2.0% RADIO ONE                     |
| 5.9% IBJ.COM                   | 1.0% ENTERCOM RADIO                |
| 5.4% INSIDEINDIANABUSINESS.COM | 3.0% W F M S FM                    |
| 3.9% NUVO.NET                  | 2.8% W F B Q FM                    |
| 3.7% MOMSLIKEME.COM            | 1.6% W F Y I FM                    |
| 3.3% SHOPLOCAL.COM             | 1.5% W R Z X FM                    |
| 2.6% INDYSCHILD.COM            | 1.4% W L H K FM                    |
| 2.2% INDIANAPOLISWOMAN.COM     | 1.2% W I B C FM                    |
| 2.1% METROMIX.COM              | 21.0% FOX59.COM (WXIN-TV)          |
| 31.2% WTHR.COM                 | 11.5% WFYI.ORG                     |
| 24.4% WISHTV.COM               | 11.4% THEINDYCHANNEL.COM (WRTV-TV) |

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.4% OCCASIONALLY  
8.2% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

14.4% CAREERBUILDER.COM [NET]  
12.5% MONSTER.COM  
10.9% CAREERBUILDER.COM  
4.7% CRAIGSLIST.ORG  
3.8% INDYSTAR.COM  
2.5% INDIANACAREERCONNECT.COM  
1.6% YAHOOHOTJOBS.COM  
1.0% DICE.COM

#### **VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET**

21.1% OCCASIONALLY  
3.6% REGULARLY

#### **AUTOMOBILE CLASSIFIED AD SITES**

6.8% CRAIGSLIST.ORG  
5.7% CARS.COM  
4.1% AUTOTRADER.COM  
2.9% CARMAX.COM  
2.2% EBAY.COM

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

13.9% OCCASIONALLY  
1.7% REGULARLY

#### **REAL ESTATE CLASSIFIED AD SITES**

3.2% MIBOR.COM  
2.9% INDYSTAR.COM  
1.7% TALKTOTUCKER.COM  
1.4% CRAIGSLIST.ORG  
1.1% APARTMENTGUIDE.COM

**Planned Vehicle Purchases.** Less than one-fifth (10.5%) of Indianapolis adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 15.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$669.6 million in metro Indianapolis over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 59.6% of those planning a purchase during the next 12 months. 19.3% plan to purchase a foreign vehicle and 21.1% are undecided regarding their next purchase.

#### **Some Market Averages for Indianapolis.**

Median adult age -- 44.7  
Average Family Size -- 3.21  
Average annual household income -- \$63,300  
Average weekly supermarket expenditure -- \$145  
Average number of miles driven past week -- 181  
Average number of primarily business trips -- 5.44  
Average number of foreign airline trips -- 2.89  
Average number of times soft drinks consumed past week -- 8.28  
Average number of fast-food restaurant purchases past week -- 3.28

**Travel Market.** An ocean cruise is planned within the next 3 years by 24.8% of Indianapolis adults. Business airline travel: 15.3% made one or more round trips during the past year. Airline travel to foreign destinations: 23.5% made one or more round trips during the past 2 years; 26% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.3% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.2% of total adults.

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

71.7% Worked in their lawn or garden  
64.5% Voted in local, state or national elections  
30.6% Attended 3 or more college or professional sports events  
30.4% Purchased 12 or more books  
29.4% Attended the theater/opera/symphony  
25.6% Exercised at a health club 12 or more times  
25.5% Visited a gambling casino one or more times  
24.9% Attended a pop or rock music concert  
22.2% Dieted 4 weeks or more  
21.0% Attended a major theme park  
14.2% Played golf 3 or more times

**Heavy/Frequent Users of Specific Products/Services by Indianapolis Adults:**

- 47.3% Purchased bottled water during past four weeks
- 40.6% Made one or more purchases in automotive parts stores past four weeks
- 39.1% Attended movies at movie theatres past four weeks
- 29.9% Shopped sporting goods stores past four weeks
- 27.8% Purchased one or more lottery tickets past four weeks
- 25.2% Plan to purchase computer software during next 12-months
- 19.3% Purchased albums/CDs/tapes during past four weeks
- 10.7% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Indianapolis.** Less than one-fifth of all adults (19.6%) currently live in rented dwelling units. A total of 11.5% 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.