



NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Boston, Massachusetts. The November, 2009-February, 2010 measurement period report is based on 1,230 telephone interviews with a random sample of persons age 18 plus in the Boston metropolitan area.

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

Online/Internet Activity. More than two-thirds (84.9%) of all Boston adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

22.3% AOL	12.3% WHDH.COM
28.0% MSN	11.8% MYFOXBOSTON.COM (WFXT-TV)
54.0% YAHOO	4.2% WMUR.COM
77.9% GOOGLE	2.3% CW56.COM (WLVI-TV)
52.5% WEATHER.COM	2.1% TV38.COM (WSBK-TV)
33.8% BOSTON.COM	4.0% ENTERCOM RADIO
14.4% ESPNBOSTON.COM	3.0% CBS RADIO
12.3% BOSTONHERALD.COM	2.9% CLEAR CHANNEL RADIO
10.3% NECN.COM	2.8% GREATER MEDIA RADIO
4.3% TELEGRAM.COM	2.0% WGBH EDUCATIONAL FOUNDATION RADIO
4.2% BOSTONBUSINESSJOURNAL.COM	3.8% W B U R FM
4.0% THEPHOENIX.COM	2.4% W E E I AM
3.0% UNIONLEADER.COM	1.9% W X K S FM
3.0% BOSTONMAGAZINE.COM	1.9% W G B H FM
1.3% MASSHIGHTECH.COM	1.8% W T K K FM
1.1% WEEKLYDIG.COM	1.3% W J M N FM
1.0% WORCESTERMAGAZINE.COM	1.2% W B Z AM
19.3% WBZTV.COM	1.1% W R K O AM
19.0% THEBOSTONCHANNEL.COM (WCVB-TV)	1.0% W E R S FM
13.4% WGBH.ORG	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

24.6% OCCASIONALLY
5.1% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

17.6% MONSTER.COM [NET]	2.0% INDEED.COM
16.2% MONSTER.COM	1.9% BOSTON.COM
7.1% CAREERBUILDER.COM	1.0% BOSTONWORKS.COM
7.1% CRAIGSLIST.ORG	1.0% JOBFIND.COM
4.3% YAHOOHOTJOBS.COM [NET]	0.3% BOSTONGLOBE.COM
3.2% YAHOOHOTJOBS.COM	0.1% BOSTONHERALD.COM
3.2% BOSTON.COM [NET]	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

20.2% OCCASIONALLY
1.5% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

8.4% CRAIGSLIST.ORG
3.8% CARS.COM
1.5% AUTOTRADER.COM
1.5% VEHIX.COM
1.3% EBAY.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

18.0% OCCASIONALLY
2.6% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

7.1% CRAIGSLIST.ORG
3.9% BOSTON.COM
2.2% REALTOR.COM

Planned Vehicle Purchases. Less than one-fifth (12.2%) of Boston adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 25.1% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$3.9 billion in metro Boston over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 36.3% of those planning a purchase during the next 12 months. 48.6% plan to purchase a foreign vehicle and 15.1% are undecided regarding their next purchase.

Some Market Averages for Boston.

Median adult age -- 45.99
Average Family Size -- 3.14
Average annual household income -- \$77,200
Average weekly supermarket expenditure -- \$150
Average number of miles driven past week -- 166
Average number of primarily business trips -- 5.39
Average number of foreign airline trips -- 2.55
Average number of times soft drinks consumed past week -- 6.6
Average number of fast-food restaurant purchases past week -- 2.33

Travel Market. An ocean cruise is planned within the next 3 years by 19.5% of Boston adults. Business airline travel: 19% made one or more round trips during the past year. Airline travel to foreign destinations: 30.3% made one or more round trips during the past 2 years; 27.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 7% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.9% of total adults.

Some Of The Different Things Boston Adults Did During the Past Year

77.3% Voted in local, state or national elections
64.7% Worked in their lawn or garden
42.3% Purchased 12 or more books
37.2% Exercised at a health club 12 or more times
36.4% Attended the theater/opera/symphony
23.9% Attended a pop or rock music concert
23.9% Dieted 4 weeks or more
23.8% Attended 3 or more college or professional sports events
21.4% Visited a gambling casino one or more times
15.6% Attended a major theme park
14.7% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Boston Adults:

- 52.9% Purchased bottled water during past four weeks
- 40.0% Attended movies at movie theatres past four weeks
- 35.2% Purchased one or more lottery tickets past four weeks
- 32.5% Shopped sporting goods stores past four weeks
- 25.9% Purchased albums/CDs/tapes during past four weeks
- 24.1% Made one or more purchases in automotive parts stores past four weeks
- 22.5% Plan to purchase computer software during next 12-months
- 8.9% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Boston. Less than one-fifth of all adults (19.7%) currently live in rented dwelling units. A total of 6.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 83% have annual family incomes of \$50,000 or more.