



NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Ann Arbor, Michigan. The November 2009-January 2010 measurement period report is based on 700 telephone interviews with a random sample of persons age 18 plus in the Ann Arbor metropolitan area.

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

Online/Internet Activity. More than two-thirds (91.6%) of all Ann Arbor adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.0% AOL	10.9% MYFOXDETROIT.COM (WJBK-TV)
35.8% MSN	5.5% WWJTV.COM
67.4% YAHOO	4.0% DPTV.ORG (WTVS-TV)
88.3% GOOGLE	3.0% CW50DETROIT.COM (WKBD-TV)
61.2% WEATHER.COM	2.1% TV20DETROIT.COM (WMYD-TV)
55.7% ANNARBOR.COM/MLIVE.COM	5.7% UNIVERSITY OF MICHIGAN RADIO
20.9% FREEP.COM	4.7% CLEAR CHANNEL RADIO [NET]
20.0% DETROITNEWS.COM	2.8% CLEAR CHANNEL RADIO (DET)
15.2% MICHIGANRADIO.ORG	1.9% CLEAR CHANNEL RADIO (ANN)
11.3% ARBORWEB.COM	5.4% W U O M FM
7.6% ANNARBORCHRONICLE.COM	2.3% W K Q I FM
3.8% MICHIGANCHANNEL.ORG	1.7% W J R AM
3.8% METROTIMES.COM	1.7% W H T D FM
2.0% CRAINSDETROIT.COM	1.7% W J L B FM
2.0% MICHIGANTELEVISION.ORG	1.6% W E M U FM
1.6% ECURRENT.COM	1.6% W X Y T FM/WXYT-AM
1.5% CONCENTRATEMEDIA.COM	1.4% W W W W FM
22.5% CLICKONDETROIT.COM (WDIV-TV)	1.3% C I M X FM
16.7% WXYZ.COM	1.2% W A A M AM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

29.6% OCCASIONALLY
9.4% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

20.1% MONSTER.COM
8.7% CRAIGSLIST.ORG
8.0% MLIVE.COM
6.6% CAREERBUILDER.COM [NET]
6.3% CAREERBUILDER.COM
3.9% MICHIGANWORKS.ORG
3.1% INDEED.COM

2.8% UMICH.EDU
2.0% YAHOOHOTJOBS.COM
0.3% FREEP.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

22.5% OCCASIONALLY
3.2% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

8.0% CRAIGSLIST.ORG
4.6% AUTOTRADER.COM
3.6% EBAY.COM
3.0% CARS.COM
2.6% MLIVE.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

17.8% OCCASIONALLY
3.4% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

5.5% CRAIGSLIST.ORG
2.9% REALTOR.COM
2.3% APARTMENTS.COM
1.9% MLIVE.COM
1.7% RENT.COM

Planned Vehicle Purchases. Less than one-fifth (17.6%) of Ann Arbor adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 9.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$151.2 million in metro Ann Arbor over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 74.3% of those planning a purchase during the next 12 months. 15.4% plan to purchase a foreign vehicle and 10.2% are undecided regarding their next purchase.

Some Market Averages for Ann Arbor.

Median adult age -- 41.58
Average Family Size -- 3.01
Average annual household income -- \$68,400
Average weekly supermarket expenditure -- \$142
Average number of miles driven past week -- 181
Average number of primarily business trips -- 4.03
Average number of foreign airline trips -- 1.98
Average number of times soft drinks consumed past week -- 6.5
Average number of fast-food restaurant purchases past week -- 2.06

Travel Market. An ocean cruise is planned within the next 3 years by 17.8% of Ann Arbor adults. Business airline travel: 17.9% made one or more round trips during the past year. Airline travel to foreign destinations: 24.3% made one or more round trips during the past 2 years; 24.6% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 2.8% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.4% of total adults.

Some Of The Different Things Ann Arbor Adults Did During the Past Year

73.0% Voted in local, state or national elections
66.7% Worked in their lawn or garden
39.0% Purchased 12 or more books
35.2% Attended the theater/opera/symphony
31.2% Exercised at a health club 12 or more times
28.6% Attended 3 or more college or professional sports events

- 24.8% Attended a pop or rock music concert
- 19.4% Dieted 4 weeks or more
- 17.4% Visited a gambling casino one or more times
- 15.5% Attended a major theme park
- 9.4% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Ann Arbor Adults:

- 53.5% Attended movies at movie theatres past four weeks
- 40.6% Purchased bottled water during past four weeks
- 27.7% Shopped sporting goods stores past four weeks
- 27.4% Made one or more purchases in automotive parts stores past four weeks
- 26.1% Purchased albums/CDs/tapes during past four weeks
- 23.0% Purchased one or more lottery tickets past four weeks
- 22.7% Plan to purchase computer software during next 12-months
- 11.8% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Ann Arbor. Less than one-fifth of all adults (16.1%) currently live in rented dwelling units. A total of 7.9% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 54% 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