



NEWS RELEASE

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THE MEDIA AUDIT just released its latest report for Chicago, Illinois. The September-November, 2009 measurement period report is based on 1,400 telephone interviews with a random sample of persons age 18 plus in the Chicago metropolitan area.

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

Online/Internet Activity. More than two-thirds (78.7%) of all Chicago adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.2% AOL	2.9% PIONEERLOCAL.COM
27.5% MSN	2.7% SOUTHTOWNSTAR.COM
59.3% YAHOO	2.6% CENTERSTAGECHICAGO.COM
71.5% GOOGLE	2.6% SEARCHCHICAGO.COM
41.8% WEATHER.COM	2.4% SUBURBANCHICAGONEWS.COM
25.5% CHICAGOTRIBUNE.COM	2.3% BEACONNEWSONLINE.COM
15.1% SUNTIMES.COM	2.3% CHICAGO.COM
9.6% ESPNCHICAGO.COM	1.9% CHICAGOMAG.COM
9.5% DAILYHERALD.COM	1.9% TODAYSCHICAGOWOMAN.COM
9.4% METROMIX.COM	1.7% CHICAGOPARENT.COM
7.4% NWITIMES.COM	1.6% TIMEOUT.COM
6.3% THEONION.COM	1.1% YOURSEASON.COM
6.1% TRIBLOCAL.COM	1.0% NAPERSUN.COM
5.3% HERALDNEWSONLINE.COM	16.9% ABC7CHICAGO.COM (WLS-TV)
4.5% CLTV.COM	15.0% NBCCHICAGO.COM (WMAQ-TV)
4.5% CHICAGOREADER.COM	12.8% WGN TV.COM
3.8% ROGEREBERT.COM	9.6% WTTW.COM
3.5% POST-TRIB.COM	9.2% CBS2CHICAGO.COM (WBBM-TV)
3.4% CHICAGOBUSINESS.COM	8.6% MYFOXCHICAGO.COM (WFLD-TV)
3.1% REDEYCHICAGO.COM	4.2% UNIVISION.COM (WGBO-TV)

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

22.8% OCCASIONALLY
7.5% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

13.4% MONSTER.COM [NET]	1.9% INDEED.COM
13.3% CAREERBUILDER.COM [NET]	1.7% CHICAGOJOBS.COM
12.9% CAREERBUILDER.COM	1.6% DICE.COM
12.7% MONSTER.COM	0.7% CHICAGOTRIBUNE.COM
4.0% CRAIGSLIST.ORG	0.5% SUBURBANCHICAGONEWS.COM
3.4% YAHOOHOTJOBS.COM	0.3% SUNTIMES.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

13.3% OCCASIONALLY
2.2% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

3.5% CRAIGSLIST.ORG
2.6% CARS.COM
2.5% AUTOTRADER.COM
2.3% CARMAX.COM
1.1% EDMUNDS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.1% OCCASIONALLY
1.6% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.5% CHICAGOTRIBUNE.COM
2.1% CRAIGSLIST.ORG
1.7% REALTOR.COM
1.3% CENTURY21.COM
1.0% REMAX.COM

Planned Vehicle Purchases. Less than one-fifth (13.7%) of Chicago adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 12.9% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$4.1 billion in metro Chicago over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 45.1% of those planning a purchase during the next 12 months. 36.7% plan to purchase a foreign vehicle and 18.3% are undecided regarding their next purchase.

Some Market Averages for Chicago.

Median adult age -- 44.69
Average Family Size -- 3.2
Average annual household income -- \$67,300
Average weekly supermarket expenditure -- \$139
Average number of miles driven past week -- 174
Average number of primarily business trips -- 5.55
Average number of foreign airline trips -- 2.12
Average number of times soft drinks consumed past week -- 7.32
Average number of fast-food restaurant purchases past week -- 2.68

Travel Market. An ocean cruise is planned within the next 3 years by 24.1% of Chicago adults. Business airline travel: 15% made one or more round trips during the past year. Airline travel to foreign destinations: 25% made one or more round trips during the past 2 years; 25.7% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.2% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.1% of total adults.

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

70.8% Voted in local, state or national elections
64.6% Worked in their lawn or garden
33.0% Purchased 12 or more books
31.7% Attended the theater/opera/symphony
24.7% Exercised at a health club 12 or more times
23.7% Attended a pop or rock music concert
22.6% Dieted 4 weeks or more
21.1% Attended 3 or more college or professional sports events
18.0% Visited a gambling casino one or more times
16.5% Attended a major theme park
12.1% Played golf 3 or more times

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

- 53.5% Purchased bottled water during past four weeks
- 36.2% Attended movies at movie theatres past four weeks
- 32.7% Purchased one or more lottery tickets past four weeks
- 27.6% Made one or more purchases in automotive parts stores past four weeks
- 24.5% Shopped sporting goods stores past four weeks
- 20.9% Plan to purchase computer software during next 12-months
- 19.8% Purchased albums/CDs/tapes during past four weeks
- 9.7% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Chicago. More than one-fifth of all adults (21.1%) currently live in rented dwelling units. A total of 10.6% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 49% have annual family incomes of \$50,000 or more.