



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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**THE MEDIA AUDIT just released its latest report for Charlotte, North Carolina.** The August-October, 2009 measurement period report is based on 970 telephone interviews with a random sample of persons age 18 plus in the Charlotte metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (81.1%) of all Charlotte adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

23.6% AOL	3.3% CBS RADIO
30.5% MSN	2.5% GREATER MEDIA RADIO
57.1% YAHOO	2.2% CLEAR CHANNEL RADIO
75.0% GOOGLE	2.1% W B T FM/AM
41.3% WEATHER.COM	1.0% W F N Z
32.3% CHARLOTTEOBSERVER.COM	14.0% WBTV.COM
11.6% NEWS14.COM	13.5% WCNC.COM/NBC6.COM
7.0% HERALDONLINE.COM	11.8% FOXCHARLOTTE.COM (WCCB-TV)
5.8% CREATIVELOAFING.COM	4.6% WTVI.ORG
4.4% CHARLOTTEBUSINESSJOURNAL.COM	4.4% WAXNTV.COM/ACTION64.COM
4.2% GOCAROLINAS.COM	3.7% WJZY.COM
3.9% GASTONGAZETTE.COM	1.1% WMYT12.COM
17.0% WSOCTV.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

25.6% OCCASIONALLY  
10.6% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

17.4% MONSTER.COM	2.2% CHARLOTTEOBSERVER.COM
13.9% CAREERBUILDER.COM [NET]	1.3% NCESC.COM
11.8% CAREERBUILDER.COM	1.1% YAHOOHOTJOBS.COM
4.7% CRAIGSLIST.ORG	1.0% CHARLOTTE.COM
2.9% INDEED.COM	

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

17.1% OCCASIONALLY  
1.9% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

6.1% CRAIGSLIST.ORG	3.3% CARMAX.COM
5.2% AUTOTRADER.COM	1.1% EBAY.COM
3.6% CARS.COM	

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

12.9% OCCASIONALLY  
3.0% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

1.9% CRAIGSLIST.ORG  
1.8% CHARLOTTEOBSERVER.COM  
1.6% REALTOR.COM  
1.0% APARTMENTFINDER.COM

**Planned Vehicle Purchases.** Less than one-fifth (13%) of Charlotte adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 11.9% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$889.3 million in metro Charlotte over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 55.9% of those planning a purchase during the next 12 months. 29.4% plan to purchase a foreign vehicle and 14.7% are undecided regarding their next purchase.

## Some Market Averages for Charlotte.

Median adult age -- 44.76  
Average Family Size -- 3.01  
Average annual household income -- \$61,300  
Average weekly supermarket expenditure -- \$125  
Average number of miles driven past week -- 219  
Average number of primarily business trips -- 6.0  
Average number of foreign airline trips -- 2.46  
Average number of times soft drinks consumed past week -- 8.21  
Average number of fast-food restaurant purchases past week -- 2.98

**Travel Market.** An ocean cruise is planned within the next 3 years by 29.7% of Charlotte adults. Business airline travel: 14.3% made one or more round trips during the past year. Airline travel to foreign destinations: 18.7% 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 5.9% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.8% of total adults.

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

70.3% Voted in local, state or national elections  
68.5% Worked in their lawn or garden  
30.7% Purchased 12 or more books  
26.3% Exercised at a health club 12 or more times  
21.2% Attended 3 or more college or professional sports events  
20.7% Attended the theater/opera/symphony  
20.5% Attended a pop or rock music concert  
19.3% Attended a major theme park  
16.7% Dieted 4 weeks or more  
14.6% Played golf 3 or more times  
12.1% Visited a gambling casino one or more times

## Heavy/Frequent Users of Specific Products/Services by Charlotte Adults:

58.4% Purchased bottled water during past four weeks  
33.8% Made one or more purchases in automotive parts stores past four weeks  
32.7% Attended movies at movie theatres past four weeks  
26.3% Shopped sporting goods stores past four weeks  
24.4% Purchased one or more lottery tickets past four weeks  
17.0% Purchased albums/CDs/tapes during past four weeks  
16.8% Plan to purchase computer software during next 12-months  
14.3% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Charlotte.** More than one-fifth of all adults (21.9%) currently live in rented dwelling units. A total of 11.1% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 57% have annual family incomes of \$50,000 or more.