



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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**THE MEDIA AUDIT just released its latest report for Greensboro, North Carolina.** The September-October, 2009 measurement period report is based on 872 telephone interviews with a random sample of persons age 18 plus in the Greensboro metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (80%) of all Greensboro adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

21.4% AOL	1.9% CLEAR CHANNEL RADIO
28.4% MSN	1.9% ENTERCOM RADIO
54.3% YAHOO	2.6% W E N D FM
69.6% GOOGLE	2.5% W K Z L FM
44.4% WEATHER.COM	1.0% W K R R FM
13.1% NEWS-RECORD.COM	1.0% W P A W FM
13.1% GOTRIAD.COM	19.8% DIGTRIAD.COM/WFMYNEWS2.COM
10.6% JOURNALNOW.COM	7.3% UNCTV.ORG (WUNL-TV)
4.9% NEWS14.COM	5.3% ABC45.COM (WXLV-TV)
3.9% GREENSBOROBUSINESSJOURNAL.COM	1.9% MY48.TV (WMYV-TV)
3.7% HPE.COM (HIGH POINT ENTERPRISE)	1.4% WCWG20.COM
3.3% YESWEEKLY.COM	3.5% DICK BROADCASTING RADIO
24.9% MYFOX8.COM (WCHP-TV)	24.5% WXII12.COM

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

17.6% OCCASIONALLY  
6.8% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

8.5% MONSTER.COM	2.1% YAHOOHOTJOBS.COM
2.9% CAREERBUILDER.COM	1.9% CRAIGSLIST.ORG
2.9% TRIADCAREERS.COM	1.5% NCESC.COM
2.7% YAHOOHOTJOBS.COM [NET]	0.8% JOURNALNOW.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

21.2% OCCASIONALLY  
2.5% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

6.7% CRAIGSLIST.ORG	1.1% JOURNALNOW.COM
4.9% AUTOTRADER.COM	1.0% EBAY.COM
1.9% CARMAX.COM	

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

12.0% OCCASIONALLY

3.5% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

2.0% CRAIGSLIST.ORG

**Planned Vehicle Purchases.** Less than one-fifth (9.4%) of Greensboro adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 10.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$331.7 million in metro Greensboro over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 44.6% of those planning a purchase during the next 12 months. 29.6% plan to purchase a foreign vehicle and 25.9% are undecided regarding their next purchase.

## Some Market Averages for Greensboro.

Median adult age -- 46.18

Average Family Size -- 2.97

Average annual household income -- \$56,200

Average weekly supermarket expenditure -- \$131

Average number of miles driven past week -- 207

Average number of primarily business trips -- 5.81

Average number of foreign airline trips -- 2.94

Average number of times soft drinks consumed past week -- 7.42

Average number of fast-food restaurant purchases past week -- 3.03

**Travel Market.** An ocean cruise is planned within the next 3 years by 24.6% of Greensboro adults. Business airline travel: 9.6% made one or more round trips during the past year. Airline travel to foreign destinations: 11.8% made one or more round trips during the past 2 years; 26.7% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.3% of total adults.

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

76.2% Worked in their lawn or garden

68.0% Voted in local, state or national elections

31.2% Purchased 12 or more books

26.9% Exercised at a health club 12 or more times

24.1% Attended 3 or more college or professional sports events

19.5% Attended the theater/opera/symphony

18.2% Dieted 4 weeks or more

17.0% Attended a major theme park

14.1% Played golf 3 or more times

12.0% Attended a pop or rock music concert

8.8% Visited a gambling casino one or more times

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

56.0% Purchased bottled water during past four weeks

35.8% Made one or more purchases in automotive parts stores past four weeks

28.4% Attended movies at movie theatres past four weeks

26.6% Purchased one or more lottery tickets past four weeks

26.2% Shopped sporting goods stores past four weeks

20.3% Plan to purchase computer software during next 12-months

14.1% Purchased albums/CDs/tapes during past four weeks

13.2% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Greensboro.** Less than one-fifth of all adults (11.9%) currently live in rented dwelling units. A total of 6.9% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 46% have annual family incomes of \$50,000 or more.