



NEWS RELEASE

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THE MEDIA AUDIT just released its latest report for Baltimore, Maryland. The September-October, 2009 measurement period report is based on 1,040 telephone interviews with a random sample of persons age 18 plus in the Baltimore metropolitan area.

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

Online/Internet Activity. More than two-thirds (84.6%) of all Baltimore adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

17.6% AOL	1.8% MY24WUTB.COM
32.8% MSN	5.0% CLEAR CHANNEL RADIO [NET]
55.7% YAHOO	2.7% CLEAR CHANNEL RADIO (WDC)
75.3% GOOGLE	2.4% CLEAR CHANNEL RADIO (BAL)
48.5% WEATHER.COM	3.8% HEARST-ARGYLE RADIO
26.9% BALTIMORESUN.COM	2.3% RADIO ONE
16.5% WASHINGTONPOST.COM	1.8% CBS RADIO [NET]
13.8% MARYLANDWEATHER.COM	1.4% CBS RADIO (BAL)
5.6% CITYPAPER.COM	1.1% WCBM MARYLAND RADIO
4.7% MDPENNSAVER.COM	1.0% UNIVERSITY OF MARYLAND RADIO
3.1% HOMETOWNANNAPOLIS.COM	2.4% W B A L
2.7% BALTIMOREBUSINESSJOURNAL.COM	2.0% W I H T FM
1.3% URBANITEBALTIMORE.COM	1.8% W E R Q FM
1.1% METROMIX.COM	1.7% W P O C FM
22.6% WBALTV.COM	1.4% W I Y Y FM
19.5% WJZ.COM	1.1% W C B M
13.9% ABC2NEWS.COM (WMAR-TV)	6.2% MPT.ORG (WMPT-TV)
10.5% FOXBALTIMORE.COM (WBFF-TV)	2.9% CWBALTIMORE.COM (WNUV-TV)

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

26.4% OCCASIONALLY
5.5% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

12.1% MONSTER.COM	3.3% YAHOOHOTJOBS.COM
10.4% CAREERBUILDER.COM [NET]	2.6% USAJOBS.COM
8.7% CAREERBUILDER.COM	1.8% BALTIMORESUN.COM
3.9% CRAIGSLIST.ORG	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

18.1% OCCASIONALLY
2.4% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

6.7% CRAIGSLIST.ORG
4.7% CARMAX.COM
3.0% AUTOTRADER.COM
2.1% CARS.COM
1.4% EDMUNDS.COM
1.1% EBAY.COM
1.1% KELLEYBLUEBOOK.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.0% OCCASIONALLY
3.3% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.8% BALTIMORESUN.COM
2.5% CRAIGSLIST.ORG
2.1% REALTOR.COM
1.2% COLDWELLBANKER.COM
1.1% APARTMENTGUIDE.COM
1.1% REMAX.COM
1.0% LONGANDFOSTER.COM

Planned Vehicle Purchases. Less than one-fifth (16%) of Baltimore adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 16.7% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.7 billion in metro Baltimore over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 43.8% of those planning a purchase during the next 12 months. 38.4% plan to purchase a foreign vehicle and 17.9% are undecided regarding their next purchase.

Some Market Averages for Baltimore.

Median adult age -- 46.11
Average Family Size -- 3.12
Average annual household income -- \$73,200
Average weekly supermarket expenditure -- \$136
Average number of miles driven past week -- 206
Average number of primarily business trips -- 5.61
Average number of foreign airline trips -- 2.1
Average number of times soft drinks consumed past week -- 7.7
Average number of fast-food restaurant purchases past week -- 2.42

Travel Market. An ocean cruise is planned within the next 3 years by 33% of Baltimore adults. Business airline travel: 16.4% made one or more round trips during the past year. Airline travel to foreign destinations: 24.4% made one or more round trips during the past 2 years; 26.8% 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 8.3% of total adults.

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

71.6% Voted in local, state or national elections
66.2% Worked in their lawn or garden
33.4% Purchased 12 or more books
28.5% Attended the theater/opera/symphony
26.5% Exercised at a health club 12 or more times
22.4% Attended 3 or more college or professional sports events
21.6% Dieted 4 weeks or more
21.3% Attended a major theme park
18.6% Visited a gambling casino one or more times
16.9% Attended a pop or rock music concert
8.7% Played golf 3 or more times

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

- 56.6% Purchased bottled water during past four weeks
- 36.2% Attended movies at movie theatres past four weeks
- 30.8% Purchased one or more lottery tickets past four weeks
- 26.4% Made one or more purchases in automotive parts stores past four weeks
- 23.5% Shopped sporting goods stores past four weeks
- 21.9% Plan to purchase computer software during next 12-months
- 19.8% Purchased albums/CDs/tapes during past four weeks
- 9.4% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Baltimore. Less than one-fifth of all adults (19.9%) currently live in rented dwelling units. A total of 12.8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 52% have annual family incomes of \$50,000 or more.