

The Media Audit

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Insights for Today's Changing Media and Consumer Marketplace

National Grocery Trends Report:

Economy Good News for Wal-Mart, Costco, Aldi



Wal-Mart, the nation's largest grocery retailer, along with Costco Wholesale Group, the fourth largest grocery chain by sales volume, are among the top grocery stores that have experienced the most significant increases in market share among consumers in 2007, according to a newly released Grocery Trends Report from The Media Audit. Among U.S. adults, 16.3% shopped at a Wal-Mart for groceries in a typical week, up from 15.2% a year earlier. The figure represents a 7.2% growth in market share in a single year. Meanwhile, the percent of adults who

shopped at Costco Wholesale for groceries grew by 8.8%. German-based Aldi, a discount retailer with 900 stores in the U.S., also experienced an increase in market share by 5.6%. Surveys were conducted in 88 U.S. markets between January 2007 and March 2008. Thirty-eight grocery chains are included in the analysis.

Competition among retailers in the \$400 billion grocery industry has been intense, as rising wholesale prices and transportation costs have resulted in higher food prices for consumers. As a result, consumers are feeling the pinch, placing a greater emphasis on price which impacts where they shop. Stores such as Wal-Mart and Costco Wholesale also benefit from the growing appeal of one-stop shopping as consumers are paying more at the pump to fill their gas tanks.

Latest figures from The Media Audit reveal a 1.3% drop in market share among consumers who shop at Safeway and an even greater drop of 11.5% for the Albertson's chain. The percent of adults who shop at Kroger in a typical week remained unchanged, as did Florida-based Publix Supermarkets.

Costco Wholesale experienced even greater increases in market share among consumer segments such as business owners and working moms. A retail analysis of Costco

Wholesale grocery shoppers indicates a 25% increase in market share among business owners and a 25.7% increase in market share among working moms.

Among Hispanic consumers nationally, the percent who shopped at a Wal-Mart for groceries jumped 9%. Albertson's, ranked second among Hispanics with a 10.1% market share, dropped 9.8% from the previous year, while third-ranked Publix was down 8.3%. Costco Wholesale, ranked sixth among Hispanics nationwide, grew market share by 19%.

Publix, the third most popular grocery store among African Americans, increased market share by 8.7% from the previous year, while Wal-Mart's share grew by 8.2%. Wal-Mart still

	Percent of Adults 18+		
	2007	2006	% Change
Weekly Supermarket Expenditures \$100+	63.6	62.5	1.8
Weekly Supermarket Expenditures \$150+	36.7	35.6	3.1
Shopped Past Week Wal-Mart	16.3	15.2	7.2
Shopped Past Week Kroger	9.7	9.7	0.0
Shopped Past Week Albertson's	8.5	9.6	-11.5
Shopped Past Week Safeway	7.9	8.0	-1.3
Shopped Past Week Publix	7.1	7.1	0.0
Shopped Past Week Costco Wholesale	3.7	3.4	8.8

Source: The Media Audit 2007 National Grocery Trends Report

	Percent of Hispanics		
	2007	2006	% Change
Top 3 Grocery Stores for Hispanics			
Shopped Past Week Wal-Mart	16.9	15.5	9.0
Shopped Past Week Albertson's	10.1	11.2	-9.8
Shopped Past Week Publix	7.7	8.4	-8.3

Source: The Media Audit 2007 National Grocery Trends Report

	Percent of African Americans		
	2007	2006	% Change
Top 3 Grocery Stores for African Americans			
Shopped Past Week Wal-Mart	21.2	19.6	8.2
Shopped Past Week Kroger	14.7	14.5	1.4
Shopped Past Week Publix	7.5	6.9	8.7

Source: The Media Audit 2007 National Grocery Trends Report

In Brief

On Leisure and Entertainment:

Madison Top Market for Visiting Bars and Clubs



A new report from The Media Audit reveals that Madison Wisconsin is the top U.S. market for adults who frequently visit bars or night clubs. According to the report, 38.2% of adults in Madison visited a bar or

night club at least once in a four week period, a figure that is 49% higher than the national average. Minneapolis-St. Paul, Minnesota ranked second, with 32.6% of adults who frequently visit a bar or night club, followed by Cleveland, Ohio (32.2%), Omaha, Nebraska (31.7%), and St. Louis, Missouri (31.5%). Among all U.S. adults, 25.7% visited a bar or night club in a typical four week period. Results were tabulated from surveys conducted in 88 U.S. markets.

Rounding out the top ten markets are Milwaukee-Racine, Wisconsin where 31.5% of adults regularly visit a bar or night club, followed by Cincinnati, Ohio (31.4%), Denver, Colorado (31.4%), Reno, Nevada (31.2%) and Buffalo, New York (31.1%).

Contest Winner:

Radio Exec Wins New Automotive Account



Bryan Komarek, Sales Manager for Cherry Creek Radio group, works with many different clients and prospects in the Cedar City and St. George, Utah markets. The company's eight stations, ranging from CHR to News/Talk to Country reach listeners in one or both markets. Komarek's diligence in using The Media Audit paid off recently when

he made a sales call to a local automotive dealer who was spending a majority of his monthly advertising budget with two competing radio stations and the local newspaper.

After successfully securing an appointment with the dealership's owners, the meeting quickly grew to include managers from the parts division, service division, body shop, and the new and used car sales divisions. Using The Media Audit data, Komarek laid out a comprehensive plan for growing market share and maintaining top of mind awareness in a market where the

The survey also finds frequent visitors to bars and night clubs to be a diverse group, with incomes ranging between \$54,000 in Ocala, Florida to over \$100,000 in household income for bar and night club visitors in Long Island, New York. The average age for frequent bar and night club visitors also varies from market to market. Bar and night club visitors in Ann Arbor, Michigan represent the lower end of the age spectrum with an average age of 34.5 years, while Fort Myers-Naples, Florida represents the upper end of the spectrum with an average age of 46.8.

From a lifestyle perspective, adults who frequent bars and night clubs are more likely to be sports enthusiasts as well as heavier users of radio, internet, and billboards. Thirty-seven percent have attended three or more college or professional sporting events in the past year, a figure that is 71% higher than the national average. Furthermore, frequent bar and night club visitors are 35% more likely than the average adult to be a heavy internet user, 24% more likely to be heavily exposed to billboards, and 18% more likely to be heavy radio listeners.

Among all bar and night club visitors across the 88 markets, 59% are male, whereas 41% are female.

population is rapidly growing with newcomers. By providing a detailed profile of consumers and their media habits in the Cedar City market, Komarek successfully convinced the group to re-consider a different media mix that would help them successfully achieve their objectives. Within two weeks of the initial appointment, the dealership agreed to a multi-year, multi-station advertising program. Since being on the air more than two months ago, the dealership is already seeing positive results.

"I use The Media Audit in almost every situation where I can create opportunities and recommend solutions for my clients", states Komarek. "Persistence is important too".

Komarek is the winner of The Media Audit's monthly sales contest in which users are invited to submit a short story and presentation on how they used the data to close business. More information on The Media Audit sales contest can be found at the company's website, www.themediiaudit.com.

Measuring the Market

Reaching the Swing Voter:

Younger Independents Use Internet the Most



Young adults between the ages of 18 and 34 who voted as Independents in the last election use the internet more than voting Democrats or Republicans of the same age, according to a new report from The Media Audit.

According to the report, 29% of a typical day is spent online for all U.S. adults, while 34% of a typical day is spent online for all 18-34 adults. However, among 18 to 34 year old adults who voted as Independents in the last election, 37.5% of the typical day is spent online, compared to 35.5% for voting Democrats and 33.5% for voting Republicans of the same age group.

Recent voter surveys suggest younger independent voters represent a significant opportunity for either political party to gain ground in battleground states where no clear winner has been predicted. As a result, political advertisers would do well to understand the unique media habits of potential swing voters in key states.

Among Independent voters between the ages of 18 to 34, nearly half are heavily exposed to the Internet, spending 430 or

Lottery:

Ticket Buyers prefer Newspaper, TV



Affluent empty-nesters and affluent blue collar workers are more likely to be frequent lottery purchasers, according to a new study released by The Media Audit. Among empty-nesters who earn \$50,000 or more in household income, 36% have purchased one or more lottery tickets in the past month, a figure that is 23% higher than the national average.

Among blue collar workers with a household income of over \$75,000, 37.1% have purchased lottery tickets in the past month, a figure that is 27% higher than the national average. Among all U.S. adults, 29.2% have purchased one or more tickets in a typical month. Surveys were conducted in 88 U.S. markets between January 2007 and March 2008.

The survey also reveals that frequent lottery purchasers are more likely to be heavy users of television and newspaper.

more minutes per week online, with the greatest percent who are online during the day. Nearly three-quarters of young Independent voters are online between 1pm and 6pm, compared to only 57.7% for all adults. Furthermore, nearly three-quarters of younger Independent voters are online between 6pm and 10pm, compared to 56.2% for all adults. As a result, younger Independent voters spend 27% less time watching broadcast television and spend 21% less time reading a newspaper compared to all adults.

Younger Independent voters are prominent in big swing states such as Ohio. For example, Cincinnati, Ohio has the fourth highest percent of 18 to 34 year olds who voted Independent in the last election. Among 18 to 34 year olds in Cincinnati, 19.4% voted as an Independent in the last election, a figure that is 77% higher when compared to all 18 to 34 year olds who voted Independent. In Columbus, 18 to 34 year olds are 42% more likely than all 18 to 34 year olds nationally to have voted Independent. Akron, Toledo and Cleveland also follow a similar pattern.

For more information or to obtain additional findings from this survey, contact The Media Audit.

Nearly one in four frequent lottery purchasers are considered heavy TV viewers, spending 5 or more hours in a typical day watching television, compared to 19.7% for all adults. Additionally, nearly one in five frequent lottery purchasers are heavy newspaper readers, spending an hour or more in a typical day reading, compared to 15.6% for the average adult.

According to industry reports, more than 20 U.S. cities are experiencing record sales in lottery tickets for 2008. According to The Media Audit, five of the top ten markets for frequent lottery purchasers are in Florida, while four are in New York. Daytona Beach, Florida ranks number one, with 45.9% who have purchased one or more lottery tickets in the past four weeks, followed by Long Island, New York (43.1%), Miami, Florida (42.2%), Pittsburgh, Pennsylvania (41.9%), and Rochester, New York (41.2%). Rounding out the top ten markets for frequent lottery purchases are Melbourne, Florida (39.5%), Albany, New York (39.2%), West Palm Beach, Florida (39%), Buffalo, New York (38.8%), and Tampa-St. Petersburg, Florida (37.5%).

Facts 'n Stats

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remains the number one grocery store with 21.2% of African Americans who shop Wal-Mart in a typical week, followed by Kroger (14.7% of African Americans shop Kroger in a typical week) and Publix (7.5%).

Among all U.S. adults, 63.6% spend more than one hundred dollars on groceries per week, a figure that has increased 1.8% from 2006. The percent of adults who spend \$150 or more on groceries increased by 3.1% in the same period. A Media Day Analysis conducted among adults who spend \$150 or more reveals that more time is spent online in a typical day compared to TV, radio, newspaper, and billboards. According to the analysis, 30.8% of a typical media day is spent online, while 30.5% is spent watching television and 23.3% is spent listening to radio.

Among females who spend \$150 or more per week at the

grocery store, television dominates the typical media day. Thirty-two percent of a typical media day is spent watching television, while 30.2% is spent online and 23.2% is spent listening to radio for this consumer segment.

The Media Day Analysis is a proprietary data analysis tool developed by The Media Audit to help determine a media allocation strategy for different consumer groups. More information on the 2007 National Grocery Trends Report may be obtained by contacting The Media Audit.

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