

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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### Radio...Continues to be Strong for Planned Vehicle Purchasers

(Houston Aug 31, 2007) As planned vehicle purchasers hit a 5 year low, radio continues to be one of the best ways to reach those adults who are still in the auto purchase market. These are the findings from The Media Audit's telephone study of 118,211 randomly selected adults in 88 markets.

22.2% of heavy radio listeners plan to purchase a vehicle compared to 18% of the general population. Of 5 major media, including outdoor, internet, TV and newspaper, radio performs the strongest, indexing nearly 25% above the market average.

#### Adults Planning To Purchase A Vehicle Next 12 Months

General Market	Heavily Exposed to Media				
	Radio	Outdoor	Internet	TV	Newspaper
18.0%	22.2%	21.6%	20.7%	18.9%	17.5%
Index	123	120	115	105	97

As planned vehicle purchasers decline, the hardest hit market segment is domestic, down 20% over the past 5 years (see Appendix A). 8.4% of adults are planning on purchasing a domestic vehicle while nearly 12% of heavy radio listeners are planning on purchasing a domestic vehicle. Indexing 42% above the market average radio's strength in delivering auto purchasers gets even stronger for delivering the domestic category.

Of the major media, radio again performs the strongest in delivering planned domestic purchasers. (Appendix B)

#### Adults Planning To Purchase A Domestic Vehicle Next 12 Months

General Market	Heavily Exposed to Media				
	Radio	Outdoor	Internet	TV	Newspaper
8.4%	11.9%	9.7%	8.4%	10.5%	8.7%
Index	142	115	100	125	104

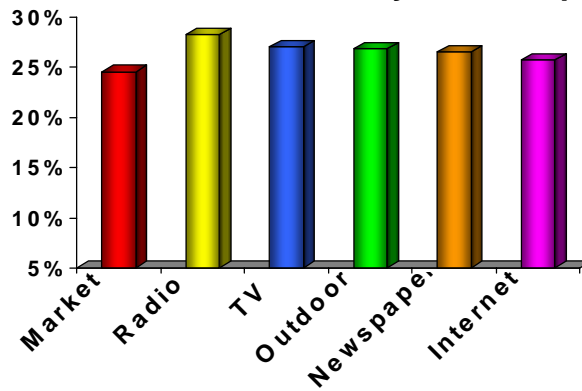
One of the reasons for radio’s strong performance in delivering planned auto purchasers is that radio has strength in delivering the “plan to purchase” demographics. For adults in the major demographic cells between 18 and 74 about 22% are heavy radio listeners.

	<b>Percent Reach of Demographic</b>					
	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65-74</u>	<u>75+</u>
<b>Plan to Purchase Vehicle</b>	23.8%	18.8%	18.4%	15.0%	10.2%	5.4%
<b>Heavily Exposed to radio</b>	23.0%	23.9%	23.9%	20.8%	20.0%	17.2%

In a comparison of heavy exposure to the major media, radio has the strongest profile in delivering consumers across the major demos.

Radio offers the auto industry additional strengths as heavy radio listeners planning to purchase a vehicle are more financially optimistic. This is good news for auto companies interested in selling high profit options as financial optimists tend to be more liberal in the spending.

**Percent Reach of Financial Optimists Planning to Purchase A Vehicle based on Heavy Media Exposure**



Nearly 25% of adults planning on purchasing a vehicle are financial optimists while over 28% of heavy radio listeners planning a vehicle purchase are financially optimistic. In a comparison of heavy media exposure, radio is the strongest.

<b>Financial Optimists Planning To Purchase A Vehicle In Next 12 Months</b>						
	<b>General</b>	<b>Heavy Media Exposure</b>				
	<u>Market</u>	<u>Radio</u>	<u>TV</u>	<u>Outdoor</u>	<u>Newspaper</u>	<u>Internet</u>
	24.5%	<b>28.2%</b>	27.0%	26.8%	26.5%	25.7%
<b>Index</b>		<b>115</b>	110	109	108	105

Heavy exposure definitions are

- Radio.....3 hours a day or more
- TV.....5 hours a day or more
- Newspaper...1 hour a day or more
- Internet.....1 hour a day or more

Outdoor.....200 miles a week or more

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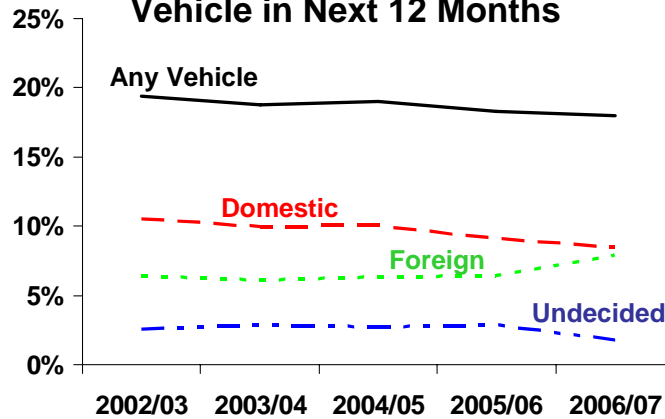
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### Appendix A

	Plan to Buy A Vehicle in Next 12 Months					Change
	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2002-2006</u>
<b>Any</b>	19.4%	18.8%	19.0%	18.3%	18.0%	-7.2%
<b>New</b>	9.0%	8.2%	8.3%	8.0%	7.9%	-12.2%
<b>Used</b>	9.1%	9.4%	9.4%	9.0%	8.9%	-2.2%
<b>Undecided</b>	1.3%	1.2%	1.3%	1.3%	1.2%	-7.7%
<b>Domestic</b>	10.5%	9.9%	10.0%	9.1%	8.4%	-20.0%
<b>Foreign</b>	6.4%	6.1%	6.3%	6.4%	7.9%	23.4%
<b>Undecided</b>	2.5%	2.8%	2.7%	2.8%	1.7%	-32.0%
<b>Car</b>	8.7%	8.4%	8.3%	8.5%	8.6%	-1.1%
<b>Van/truck/suv</b>	8.9%	8.7%	8.8%	8.0%	7.8%	-12.4%
<b>Undecided</b>	1.8%	1.7%	1.9%	1.8%	1.6%	-11.1%
<b>\$30,000+</b>		3.4%	3.5%	3.5%	3.6%	

### Appendix B

**Percent of Adults Planning to Purchase A Vehicle in Next 12 Months**



	<u>2002/03</u>	<u>2003/04</u>	<u>2004/05</u>	<u>2005/06</u>	<u>2006/07</u>
<b>Any</b>	19.4%	18.8%	19.0%	18.3%	18.0%
<b>Domestic</b>	10.5%	9.9%	10.0%	9.1%	8.4%
<b>Foreign</b>	6.4%	6.1%	6.3%	6.4%	7.9%
<b>Undecided</b>	2.5%	2.8%	2.7%	2.8%	1.7%

## **The Data Source**

The Media Audit, a syndicated media ratings service, currently measures more than 87 metropolitan markets and provides qualitative data for traditional media as well as for media websites.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 36 years. In 1998, the survey began to measure local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local media audiences.

Note: If you would like to periodically receive news releases containing market survey data from The Media Audit, please contact us by email ([info@TheMediaAudit.com](mailto:info@TheMediaAudit.com)) and leave your name, title, company affiliation and email address.