

THE MEDIA AUDIT

MEDIA QUICK PROFILE
All Groups (Cume)
TOTAL
Page 1



REPORT MARKET: MELBOURNE, FL
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: APR-MAY 2011
MEDIA: SPACE COAST BUSINESS

BASE POPULATION: 444,712

% IN MEDIA: 8.0

MEDIA PERSONS: 35,372

Audience Profile (Cume)

Total Income: \$2,240,944,000

Mean Income: \$63,354

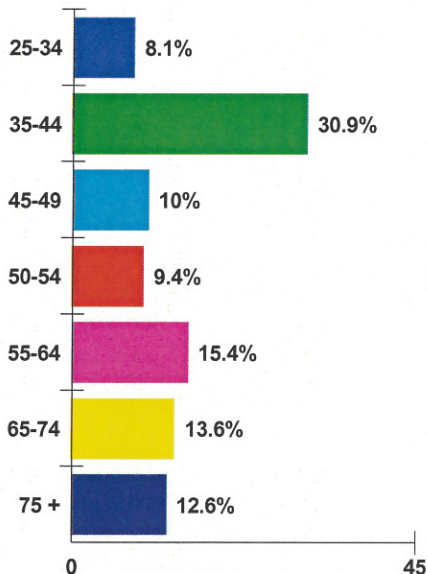
Mean Age: 52

Home Owners: 94%

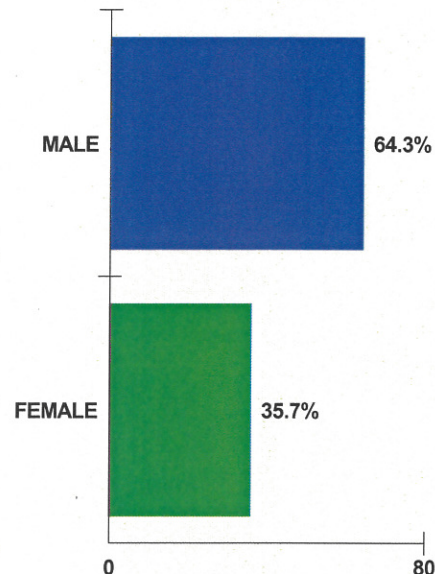
Mean Home Value: \$185,937

Mean Miles Past Week: 198

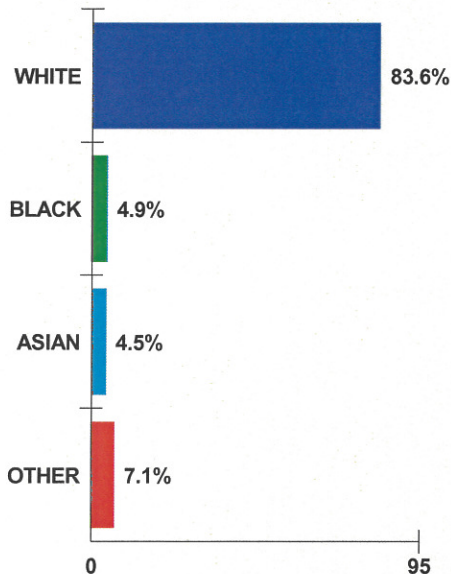
Age Analysis (Cume)



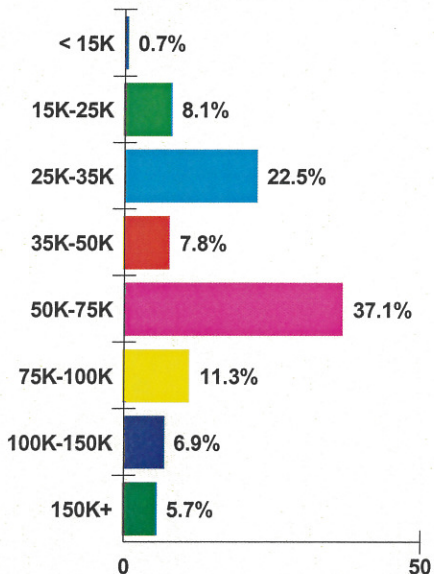
Gender Profile (Cume)



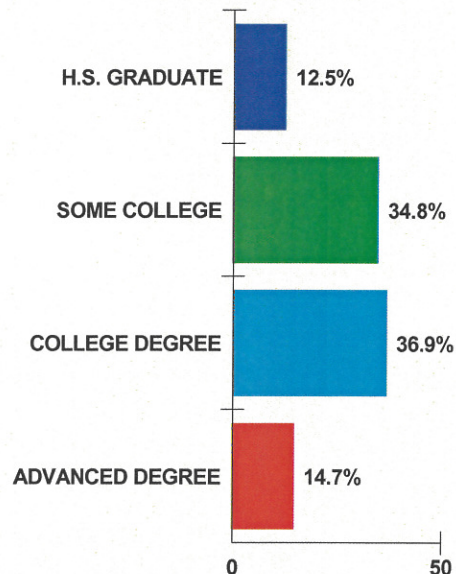
Ethnicity Profile (Cume)



Annual Income (Cume)



Education Profile (Cume)



DEMOGRAPHICS MAY NOT ADD UP TO 100% BECAUSE SOME RESPONDENTS DO NOT REPORT ONE OR MORE DEMOGRAPHICS



The Media Audit

MELBOURNE-TITUSVILLE-COCOA, FL

April – May 2011 Survey

THE MEDIA AUDIT is a syndicated, local market, multimedia, qualitative audience survey covering radio, radio dayparts, television channels viewed in total and by dayparts, television newscast viewing, cable TV channel viewing, daily newspapers and other local and regional print publications. Measurement of exposure to other media includes: outdoor billboards, direct mail, and local market internet web sites. Ten different types of local market media are measured. In addition to media exposure information, The Media Audit covers an extensive array of demographic, socioeconomic and consumer shopping information. This consumer information can be used to analyze the quality of each media audience as well as define the composition of each consumer-shopping category covered in the survey.

INTERVIEWING METHODOLOGY: All interviews are conducted by telephone--five days a week, Tuesday through Saturday, during the day and evening. A minimum of six call attempts are made to reach each designated respondent in an effort to include in the survey those people who are frequently away from home.

SAMPLING METHODOLOGY: A random-digit-dialing sample selection process is used to select telephone households to be surveyed. This sample selection methodology insures that all telephone households, both those with listed and those with unlisted phone numbers, have an equal opportunity of being included in the survey sample.

RESPONDENT SELECTION: One person age 18+ in each survey household is selected at random to be interviewed for this study. The adult 18 years or older with the most recent birthday is used to achieve random selection.

SURVEY AREA: Telephone numbers for the Melbourne-Titusville-Cocoa survey area were drawn at random from all existing telephone exchanges in Brevard county, Florida.

SAMPLE SIZE: Interviews were completed with 661 adults age 18 or older for this report.

INTERVIEWING DATES: April 14, 2011 through June 9, 2011.

ACCURACY OF DATA IN REPORT: At a 95% confidence level, percentages based on total respondents in this report have a maximum accuracy range of plus or minus 3.8percentage points.

SOFTWARE: **THE MEDIA AUDIT** data is available in **THE MEDIA AUDIT** Software and in these third-party programs: Strata, Tapscan, IMS, Telmar, Marketron, and New Age Media Services.

THE MEDIA AUDIT is a syndicated service of International Demographics.

