

Interactive Media & Advertising Profile

Market:
Roanoke, VA TMA



Market Demographics

	2011
Total Population:	1,130,260
Adult Population:	897,550
Households:	469,560
Median Age:	40.1
Median Household Income:	\$41,313
GRP (\$ Millions):	\$56,748
Retail Sales (\$ Millions):	\$23,340
Avg. HH Retail Expenditure:	\$49,710

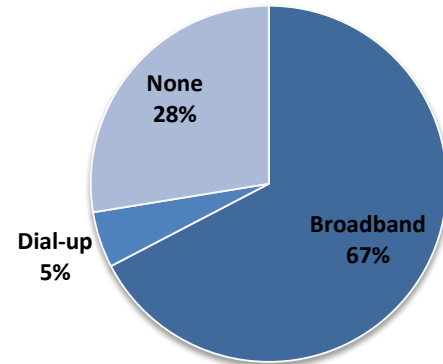
Online Market Profile

Adults 18+

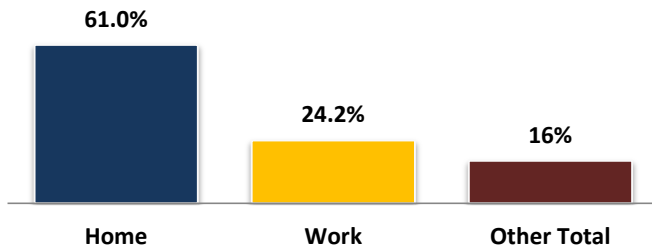
Past 30 day Internet Access

66.1%

Home Internet Connection Type



Places Accessed the Internet



Media Sites Visited During Past Month

	Share	Index to US
Any Broadcast TV Site	26.0%	85
Any Newspaper Site	17.9%	73
Any Radio Station Site	10.9%	80

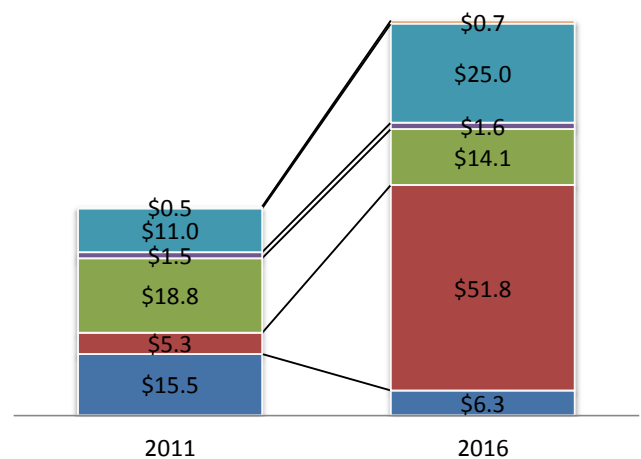
Local Online Advertising Estimates

2011 Estimate (In \$ Millions)

Local Advertising Estimates 2011 vs. 2016 (\$ in Millions)

Local Ad Spending	2011 Estimate	2016 Forecast	Local % Change
Offline	\$303.7	\$366.5	20.7%
Online	\$52.7	\$99.6	89.0%
Total Advertising	\$356.4	\$466.1	30.8%

2011/2016 Local Online Category Spending Change (\$ Millions)



Local Online Category Spending 2011 vs. 2016 (\$ in Millions)

Local Online	2011 Estimate	2016 Forecast	Local % Change
Display - ROS	\$15.5	\$6.3	-59.4%
Display - Targeted	\$5.3	\$51.8	868.9%
Paid Search	\$18.8	\$14.1	-25.0%
E-mail	\$1.5	\$1.6	5.4%
Streaming Video	\$11.0	\$25.0	126.4%
Streaming Audio	\$0.5	\$0.7	60.0%
Total Online	\$52.7	\$99.6	89.0%

Sources: Borrell Associates 2011 R3 Data, Woods & Poole, Scarborough Research 2011 R1, Claritas PrizmNE

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