

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Cleveland, Ohio. The January-February, 2007 measurement period report is based on 1,040 telephone interviews with a random sample of persons age 18 plus in the Cleveland metropolitan area.

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

Online/Internet Activity. (66.7%) of all Cleveland adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.8% AOL	15.4% MYFOXCLEVELAND.COM (WJW-TV)
25.7% MSN	13.8% NEWSNET5.COM (WEWS-TV)
49.9% YAHOO	13.5% WKYC.COM
53.3% GOOGLE	9.8% 19ACTIONNEWS.COM (WOIO-TV)
26.6% WEATHER.COM	6.3% WVIZ.ORG
28.5% CLEVELAND.COM	3.2% WBNX.COM
8.0% OHIO.COM	3.0% MY43.NET (WUAB-TV)
4.9% SUNNEWS.COM	4.4% CLEAR CHANNEL RADIO
4.5% OHIONEWSNOW.COM	3.0% CBS RADIO
3.9% CRAINSCLEVELAND.COM	1.1% RADIO ONE
3.3% CLEVELANDMAGAZINE.COM	2.6% W T A M
2.9% CLEVESCENE.COM	1.3% W X R K FM
2.7% FREETIMES.COM	1.0% W D O K FM
2.3% SBNONLINE.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

15.4% OCCASIONALLY
4.2% REGULARLY

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

12.3% OCCASIONALLY
1.4% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

3.4% AUTOTRADER.COM
1.4% CARSOUP.COM
1.3% EBAY.COM
1.1% KELLEYBLUEBOOK.COM
1.0% CARS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

9.9% OCCASIONALLY
1.5% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.0% CLEVELAND.COM
1.5% REALTOR.COM
1.3% RENT.COM
1.0% REALTYONE.COM

Planned Vehicle Purchases. Less than one-fifth (17.5%) of Cleveland adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 13.9% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.3 billion in metro Cleveland over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 63.1% of those planning a purchase during the next 12 months. 23.8% plan to purchase a foreign vehicle and 13.1% are undecided regarding their next purchase.

Some Market Averages for Cleveland.

Median adult age -- 46.97
Average Family Size -- 2.95
Average annual household income -- \$54,300
Average weekly supermarket expenditure -- \$124
Average number of miles driven past week -- 165
Average number of primarily business trips -- 5.89
Average number of foreign airline trips -- 2.01
Average number of times soft drinks consumed past week -- 7.16
Average number of fast-food restaurant purchases past week -- 2.41

Travel Market. An ocean cruise is planned within the next 3 years by 21.9% of Cleveland adults. Business airline travel: 10.4% made one or more round trips during the past year. Airline travel to foreign destinations: 16.2% made one or more round trips during the past 2 years; 25% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.4% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.5% of total adults.

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

68.5% Voted in local, state or national elections
62.3% Worked in their lawn or garden
27.2% Attended the theater/opera/symphony
26.6% Purchased 12 or more books
21.7% Attended 3 or more college or professional sports events
20.5% Dieted 4 weeks or more
20.4% Exercised at a health club 12 or more times
19.2% Visited a gambling casino one or more times
17.8% Attended a pop or rock music concert
14.7% Attended a major theme park
13.1% Played golf 3 or more times

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

46.6% Purchased bottled water during past four weeks
32.7% Attended movies at movie theatres past four weeks
32.6% Purchased one or more lottery tickets past four weeks
27.4% Purchased albums/CDs/tapes during past four weeks
25.9% Made one or more purchases in automotive parts stores past four weeks
24.3% Shopped sporting goods stores past four weeks
18.7% Plan to purchase computer software during next 12-months
7.3% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Cleveland. More than one-fourth of all adults (24.8%) currently live in rented dwelling units. A total of 9.7% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 30.1% have annual family incomes of \$50,000 or more.