

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Austin, Texas. The April-May 2008 measurement period report is based on 700 telephone interviews with a random sample of persons age 18 plus in the Austin metropolitan area.

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

Online/Internet Activity. More than two-thirds (83.4%) of all Austin adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

16.8% AOL	13.4% MYFOXAUSTIN.COM (KTBC-TV)
32.6% MSN	11.8% KLRU.ORG
65.8% YAHOO	10.0% KEYETV.COM
76.5% GOOGLE	3.9% THECWAUSTIN.COM (KNVA-TV)
40.7% WEATHER.COM	8.3% CLEAR CHANNEL RADIO
32.6% STATESMAN.COM	5.7% EMMIS COMMUNICATIONS RADIO
28.6% AUSTIN360.COM	2.1% UNIVERSITY OF TEXAS RADIO
19.8% NEWS8AUSTIN.COM	1.3% ENTERCOM RADIO
12.6% AUSTINCHRONICLE.COM	3.2% K H F I FM
5.7% THEONION.COM	2.7% K V E T FM
2.9% TXCN.COM	2.1% K U T FM
1.6% TEXASOBSERVER.ORG	1.8% K L B J
1.5% INSITEAUSTIN.COM	1.6% K L B J FM
25.8% KXAN.COM	1.4% K A S E FM
22.4% KVUE.COM	1.2% K R O X FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

25.8% OCCASIONALLY
5.6% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

10.5% MONSTER.COM
10.2% YAHOOHOTJOBS.COM
8.2% CRAIGSLIST.ORG
2.1% CAREERBUILDER.COM
1.5% WORKINTEXAS.COM
1.4% DICE.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

25.3% OCCASIONALLY
2.1% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

12.8% CRAIGSLIST.ORG
4.3% STATESMAN.COM
3.3% CARMAX.COM
3.0% AUTOTRADER.COM
1.6% CARS.COM
1.0% EBAY.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

19.0% OCCASIONALLY
3.3% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

4.4% CRAIGSLIST.ORG
2.6% REALTOR.COM
1.4% AUSTINHOMESearch.COM
1.4% STATESMAN.COM

Planned Vehicle Purchases. Less than one-fifth (16.8%) of Austin adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 6.5% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$430.4 million in metro Austin over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 35% of those planning a purchase during the next 12 months. 40.2% plan to purchase a foreign vehicle and 24.9% are undecided regarding their next purchase.

Some Market Averages for Austin.

Median adult age -- 41.2
Average Family Size -- 3.19
Average annual household income -- \$72,600
Average weekly supermarket expenditure -- \$142
Average number of miles driven past week -- 239
Average number of primarily business trips -- 6.49
Average number of foreign airline trips -- 2.2
Average number of times soft drinks consumed past week -- 7.55
Average number of fast-food restaurant purchases past week -- 3.17

Travel Market. An ocean cruise is planned within the next 3 years by 22.8% of Austin adults. Business airline travel: 17.8% made one or more round trips during the past year. Airline travel to foreign destinations: 26.6% made one or more round trips during the past 2 years; 31% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.9% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 9.2% of total adults.

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

68.7% Worked in their lawn or garden
65.1% Voted in local, state or national elections
42.2% Purchased 12 or more books
27.9% Exercised at a health club 12 or more times
26.8% Attended the theater/opera/symphony
26.4% Attended a pop or rock music concert
25.1% Attended 3 or more college or professional sports events
18.7% Dieted 4 weeks or more
16.0% Attended a major theme park
13.1% Visited a gambling casino one or more times
11.5% Played golf 3 or more times

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

67.7% Purchased bottled water during past four weeks
39.8% Attended movies at movie theatres past four weeks
32.5% Shopped sporting goods stores past four weeks
30.7% Made one or more purchases in automotive parts stores past four weeks

- 28.2% Purchased albums/CDs/tapes during past four weeks
- 22.9% Plan to purchase computer software during next 12-months
- 20.2% Purchased one or more lottery tickets past four weeks
- 18.8% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Austin. More than one-fourth of all adults (26.1%) currently live in rented dwelling units. A total of 16.1% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 47.5% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at www.themediaaudit.com