

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 2009 measurement period report is based on 714 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 (82.2%) of all Austin adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

12.3% AOL	20.4% KVUE.COM
30.6% MSN	11.5% KEYETV.COM
62.1% YAHOO	10.7% MYFOXAUSTIN.COM (KTBC-TV)
75.8% GOOGLE	9.7% KLRU.ORG
42.5% WEATHER.COM	3.3% THECWAUSTIN.COM (KNVA-TV)
31.9% STATESMAN.COM	6.6% EMMIS COMMUNICATIONS RADIO
27.0% AUSTIN360.COM	3.9% UNIVERSITY OF TEXAS RADIO
21.2% NEWS8AUSTIN.COM	3.8% CLEAR CHANNEL RADIO
11.6% AUSTINCHRONICLE.COM	1.7% ENTERCOM RADIO
9.4% THEONION.COM	3.9% K U T FM
4.0% AUSTINBUSINESSJOURNAL.COM	1.9% K L B J
3.3% TXCN.COM	1.7% K G S R FM
3.3% INSITEAUSTIN.COM	1.4% K R O X FM
3.1% TEXASOBSERVER.ORG	1.2% K A S E FM
21.6% KXAN.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

23.8% OCCASIONALLY
8.4% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

10.5% MONSTER.COM
9.8% CRAIGSLIST.ORG
7.2% YAHOOHOTJOBS.COM [NET]
4.0% CAREERBUILDER.COM
3.4% STATESMAN.COM
3.0% YAHOOHOTJOBS.COM
2.5% WORKINTEXAS.COM
2.0% INDEED.COM
1.0% AUSTIN360.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

24.3% OCCASIONALLY
4.0% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

14.2% CRAIGSLIST.ORG
11.4% AUTOTRADER.COM
4.0% CARMAX.COM
2.7% EBAY.COM
1.8% CARS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

19.2% OCCASIONALLY
2.6% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.7% CRAIGSLIST.ORG
3.3% REALTOR.COM
1.8% AUSTINHOMESERACH.COM
1.4% APARTMENTS.COM
1.2% RENT.COM
1.2% STATESMAN.COM
1.2% YAHOO.COM
1.1% CENTURY21.COM
1.1% REALESTATE.COM

Planned Vehicle Purchases. Less than one-fifth (18%) of Austin adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 15% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.0 billion in metro Austin over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 46.9% of those planning a purchase during the next 12 months. 37.5% plan to purchase a foreign vehicle and 15.6% are undecided regarding their next purchase.

Some Market Averages for Austin.

Median adult age -- 41.59
Average Family Size -- 3.21
Average annual household income -- \$64,600
Average weekly supermarket expenditure -- \$136
Average number of miles driven past week -- 205
Average number of primarily business trips -- 5.8
Average number of foreign airline trips -- 2.81
Average number of times soft drinks consumed past week -- 5.98
Average number of fast-food restaurant purchases past week -- 2.65

Travel Market. An ocean cruise is planned within the next 3 years by 21.2% of Austin adults. Business airline travel: 13.4% made one or more round trips during the past year. Airline travel to foreign destinations: 21.5% made one or more round trips during the past 2 years; 26.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.7% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 10.4% of total adults.

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

72.1% Voted in local, state or national elections
68.9% Worked in their lawn or garden
39.8% Purchased 12 or more books
28.4% Exercised at a health club 12 or more times
26.7% Attended the theater/opera/symphony
23.1% Attended a pop or rock music concert
19.9% Attended 3 or more college or professional sports events
18.4% Dieted 4 weeks or more

- 15.6% Attended a major theme park
- 12.5% Visited a gambling casino one or more times
- 9.8% Played golf 3 or more times

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

- 56.5% Purchased bottled water during past four weeks
- 32.8% Made one or more purchases in automotive parts stores past four weeks
- 31.9% Attended movies at movie theatres past four weeks
- 26.4% Shopped sporting goods stores past four weeks
- 21.2% Purchased one or more lottery tickets past four weeks
- 17.8% Plan to purchase computer software during next 12-months
- 16.8% Purchased albums/CDs/tapes during past four weeks
- 12.1% 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 (26.2%) currently live in rented dwelling units. A total of 14.4% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 64% 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