

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Robert Jordan (713) 626-0333
CONTACT: Phillip Beswick (845) 398-8000

International Demographics, Inc.
10333 Richmond Ave. Suite 200
Houston, Texas 77042
1-800-324-9921

THE MEDIA AUDIT just released its latest report for Boise, Idaho. The April-June 2009 measurement period report is based on 700 telephone interviews with a random sample of persons age 18 plus in the Boise metropolitan area.

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

Online/Internet Activity. More than two-thirds (85.1%) of all Boise adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

14.1% AOL	30.5% KTVB.COM
47.7% MSN	14.4% TODAYS6.COM/KIVITV.COM
50.5% YAHOO	10.6% FOX12NEWS.COM (KTRV-TV)
76.3% GOOGLE	6.7% 2NEWS.TV/KBCITY.COM
34.1% WEATHER.COM	5.8% IDAHOPTV.ORG (KAID-TV)
38.7% IDAHOSTATESMAN.COM	3.2% KNIN.COM
16.7% ZIDAHO.COM	2.8% PEAK BROADCASTING RADIO
7.3% IDAHOPRESS.COM	1.9% JOURNAL BROADCAST RADIO
5.7% AMERICANCLASSIFIEDS.COM	1.6% CITADEL RADIO
4.6% BOISEWEEKLY.COM	1.2% K I D O
3.0% ENTERTAINMENTIDAHO.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

25.3% OCCASIONALLY
7.7% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

12.4% CAREERBUILDER.COM [NET]
9.4% MONSTER.COM
8.6% CAREERBUILDER.COM
7.8% CRAIGSLIST.ORG
5.6% IDAHO.GOV
4.4% BOISEIDAHOJOBS.COM
4.0% IDAHOSTATESMAN.COM
2.4% USAJOBS.COM
2.0% ZIDAHO.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

24.9% OCCASIONALLY
4.9% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

18.6% CRAIGSLIST.ORG
6.1% CARS.COM
3.7% ZIDAHO.COM
3.1% AUTOTRADER.COM
1.2% KELLEYBLUEBOOK.COM
1.0% AMERICANCLASSIFIEDS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

15.2% OCCASIONALLY
4.3% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

6.9% CRAIGSLIST.ORG
3.5% IDAHOSTATESMAN.COM
1.7% YAHOO.COM
1.3% REMAX.COM
1.3% RENT.COM

Planned Vehicle Purchases. Less than one-fifth (11.1%) of Boise adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 8.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$138.1 million in metro Boise over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 42.9% of those planning a purchase during the next 12 months. 38.1% plan to purchase a foreign vehicle and 19% are undecided regarding their next purchase.

Some Market Averages for Boise.

Median adult age -- 43.23
Average Family Size -- 3.32
Average annual household income -- \$60,500
Average weekly supermarket expenditure -- \$136
Average number of miles driven past week -- 176
Average number of primarily business trips -- 4.16
Average number of foreign airline trips -- 2.72
Average number of times soft drinks consumed past week -- 7.25
Average number of fast-food restaurant purchases past week -- 2.11

Travel Market. An ocean cruise is planned within the next 3 years by 19% of Boise adults. Business airline travel: 23.2% made one or more round trips during the past year. Airline travel to foreign destinations: 16.1% made one or more round trips during the past 2 years; 23.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 3.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.1% of total adults.

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

84.5% Worked in their lawn or garden
71.5% Voted in local, state or national elections
33.6% Exercised at a health club 12 or more times
32.7% Purchased 12 or more books
26.1% Attended 3 or more college or professional sports events
25.9% Attended the theater/opera/symphony
19.1% Visited a gambling casino one or more times
18.8% Attended a pop or rock music concert
17.4% Dieted 4 weeks or more

- 17.3% Played golf 3 or more times
- 11.8% Attended a major theme park

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

- 42.8% Purchased bottled water during past four weeks
- 40.7% Shopped sporting goods stores past four weeks
- 38.8% Attended movies at movie theatres past four weeks
- 30.4% Purchased one or more lottery tickets past four weeks
- 28.3% Made one or more purchases in automotive parts stores past four weeks
- 18.1% Plan to purchase computer software during next 12-months
- 15.3% Purchased albums/CDs/tapes during past four weeks
- 6.0% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Boise. Less than one-fifth of all adults (13.8%) currently live in rented dwelling units. A total of 9.5% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 52% 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