

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 Columbia, South Carolina. The March-April, 2009 measurement period report is based on 870 telephone interviews with a random sample of persons age 18 plus in the Columbia metropolitan area.

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

Online/Internet Activity. More than two-thirds (81.3%) of all Columbia adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

| | |
|--------------------------------|------------------------------------|
| 23.4% AOL | 1.3% W V O C |
| 24.1% MSN | 1.2% W C O S FM |
| 56.6% YAHOO | 1.0% W M H K FM |
| 70.5% GOOGLE | 2.8% MIDLANDSCONNECT.COM/WACH.COM |
| 37.7% WEATHER.COM | 2.4% CW47COLUMBIA.COM (WZRB-TV) |
| 39.5% THESTATE.COM | 3.9% CLEAR CHANNEL RADIO |
| 6.0% FREE-TIMES.COM | 2.0% INNER CITY BROADCASTING RADIO |
| 4.7% COLUMBIACITYPAPER.COM | 1.3% CITADEL RADIO |
| 1.1% LEXINGTONLIFEMAGAZINE.COM | 1.5% W W D M FM |
| 45.4% WISTV.COM | 1.4% W N O K FM |
| 36.7% WLTX.COM | 8.3% ABCCOLUMBIA.COM/WOLO.COM |
| 8.4% SCETV.ORG (WRLK-TV) | |

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.5% OCCASIONALLY
3.8% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

| | |
|-------------------------------|---------------------|
| 10.6% CAREERBUILDER.COM [NET] | 3.0% CRAIGSLIST.ORG |
| 8.4% CAREERBUILDER.COM | 1.9% USAJOBS.COM |
| 6.4% MONSTER.COM | 1.6% WISTV.COM |
| 3.4% THESTATE.COM | 1.3% DICE.COM |

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

17.8% OCCASIONALLY
4.0% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.1% AUTOTRADER.COM
3.4% CRAIGSLIST.ORG
3.3% CARMAX.COM
2.7% CARS.COM
2.2% EBAY.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

- 15.6% OCCASIONALLY
- 1.1% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

- 2.6% REALTOR.COM
- 1.7% THESTATE.COM
- 1.5% REMAX.COM
- 1.4% APARTMENTFINDER.COM
- 1.3% CRAIGSLIST.ORG

Planned Vehicle Purchases. Less than one-fifth (12.4%) of Columbia adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 18.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$349.2 million in metro Columbia over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 43.8% of those planning a purchase during the next 12 months. 42.5% plan to purchase a foreign vehicle and 13.7% are undecided regarding their next purchase.

Some Market Averages for Columbia.

- Median adult age -- 44.6
- Average Family Size -- 3.12
- Average annual household income -- \$61,300
- Average weekly supermarket expenditure -- \$131
- Average number of miles driven past week -- 188
- Average number of primarily business trips -- 7.72
- Average number of foreign airline trips -- 3.7
- Average number of times soft drinks consumed past week -- 6.42
- Average number of fast-food restaurant purchases past week -- 3.13

Travel Market. An ocean cruise is planned within the next 3 years by 29.6% of Columbia adults. Business airline travel: 11.7% made one or more round trips during the past year. Airline travel to foreign destinations: 13.2% 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 9.9% of total adults.

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

- 79.2% Voted in local, state or national elections
- 63.5% Worked in their lawn or garden
- 28.6% Purchased 12 or more books
- 25.5% Attended 3 or more college or professional sports events
- 23.9% Attended the theater/opera/symphony
- 23.5% Exercised at a health club 12 or more times
- 21.1% Dieted 4 weeks or more
- 16.8% Attended a major theme park
- 12.8% Attended a pop or rock music concert
- 10.0% Played golf 3 or more times
- 7.7% Visited a gambling casino one or more times

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

- 49.1% Purchased bottled water during past four weeks
- 36.7% Attended movies at movie theatres past four weeks
- 31.8% Made one or more purchases in automotive parts stores past four weeks
- 24.7% Shopped sporting goods stores past four weeks
- 24.6% Purchased one or more lottery tickets past four weeks
- 20.5% Purchased albums/CDs/tapes during past four weeks
- 14.1% Plan to purchase computer software during next 12-months
- 9.9% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Columbia. Less than one-fifth of all adults (15%) currently live in rented dwelling units. A total of 13.6% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 49% have annual family incomes of \$50,000 or more.