

# The Media Audit

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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

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

**Online/Internet Activity.** More than two-thirds (88.4%) of all Colorado Springs adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

13.7% AOL	7.1% RMPBS.ORG (KTSC-TV)
39.8% MSN	6.3% COLORADOCONNECTION.COM
53.4% YAHOO	4.4% CITADEL RADIO
74.2% GOOGLE	1.9% CLEAR CHANNEL RADIO
42.7% WEATHER.COM	1.3% NEWS-PRESS & GAZETTE RADIO
27.6% GAZETTE.COM	1.3% BAHAKEL RADIO
19.6% COMCAST.NET	1.0% SALEM RADIO
13.9% COLORADOSPRINGS.COM	1.5% K O A
5.5% DENVERPOST.COM	1.5% K V O R
2.1% CSINDY.COM	1.3% K I L O FM
1.6% PEAKRADAR.COM	1.3% K R D O FM/AM
21.4% KKTV.COM	1.3% K V U U FM
21.1% KRDO.COM	1.2% K K F M FM
17.1% KOAA.COM	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

23.3% OCCASIONALLY  
9.1% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

18.3% MONSTER.COM [NET]  
16.3% MONSTER.COM  
7.6% CRAIGSLIST.ORG  
6.0% CAREERBUILDER.COM  
4.6% SPRINGSJOBS.COM  
3.5% SPRINGSJOBS.COM  
3.3% USAJOBS.COM  
1.7% COLORADOSPRINGSHELPWANTED.COM  
1.5% GAZETTE.COM

1.1% PPWFC.ORG (PIKES PEAK WORK FORCE)  
1.0% DICE.COM  
0.6% COLORADOSPRINGS.COM

#### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

27.3% OCCASIONALLY  
2.1% REGULARLY

#### AUTOMOBILE CLASSIFIED AD SITES

12.8% CRAIGSLIST.ORG  
5.0% AUTOTRADER.COM  
3.9% EBAY.COM  
2.6% CARMAX.COM  
2.1% CARS.COM  
1.3% EDMUNDS.COM  
1.0% AMERICANCLASSIFIEDS.COM

#### VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.4% OCCASIONALLY  
2.0% REGULARLY

#### REAL ESTATE CLASSIFIED AD SITES

3.9% CRAIGSLIST.ORG  
1.6% REALTOR.COM

**Planned Vehicle Purchases.** Less than one-fifth (7.2%) of Colorado Springs adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 2.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$32.9 million in metro Colorado Springs over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 50.4% of those planning a purchase during the next 12 months. 35% plan to purchase a foreign vehicle and 14.6% are undecided regarding their next purchase.

#### Some Market Averages for Colorado Springs.

Median adult age -- 43.71  
Average Family Size -- 3.22  
Average annual household income -- \$61,800  
Average weekly supermarket expenditure -- \$144  
Average number of miles driven past week -- 177  
Average number of primarily business trips -- 4.38  
Average number of foreign airline trips -- 2.27  
Average number of times soft drinks consumed past week -- 7.43  
Average number of fast-food restaurant purchases past week -- 2.61

**Travel Market.** An ocean cruise is planned within the next 3 years by 22.3% of Colorado Springs adults. Business airline travel: 17.7% made one or more round trips during the past year. Airline travel to foreign destinations: 20.1% made one or more round trips during the past 2 years; 21.6% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7% of total adults.

#### Some Of The Different Things Colorado Springs Adults Did During the Past Year

74.9% Voted in local, state or national elections  
67.9% Worked in their lawn or garden  
38.3% Purchased 12 or more books  
29.9% Exercised at a health club 12 or more times  
24.7% Attended 3 or more college or professional sports events  
24.5% Attended the theater/opera/symphony  
21.5% Visited a gambling casino one or more times

- 20.1% Dieted 4 weeks or more
- 18.6% Attended a pop or rock music concert
- 14.8% Attended a major theme park
- 13.3% Played golf 3 or more times

**Heavy/Frequent Users of Specific Products/Services by Colorado Springs Adults:**

- 42.7% Attended movies at movie theatres past four weeks
- 37.9% Purchased bottled water during past four weeks
- 29.4% Shopped sporting goods stores past four weeks
- 28.4% Made one or more purchases in automotive parts stores past four weeks
- 24.0% Plan to purchase computer software during next 12-months
- 23.2% Purchased one or more lottery tickets past four weeks
- 22.7% Purchased albums/CDs/tapes during past four weeks
- 8.1% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Colorado Springs.** Less than one-fifth of all adults (16.6%) currently live in rented dwelling units. A total of 9.4% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 51% have annual family incomes of \$50,000 or more.

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For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at [www.themediaaudit.com](http://www.themediaaudit.com)