

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Dayton, Ohio. The June-July, 2008 measurement period report is based on 870 telephone interviews with a random sample of persons age 18 plus in the Dayton metropolitan area.

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

Online/Internet Activity. More than two-thirds (72.6%) of all Dayton adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.9% AOL	1.6% W L W
23.1% MSN	1.2% W T U E FM
48.9% YAHOO	15.6% WDTN.COM
60.2% GOOGLE	14.3% DAYTONSNEWSSOURCE.COM
36.8% WEATHER.COM	5.3% THINKTV.ORG (WPTD-TV)
26.0% DAYTONDAILYNEWS.COM	4.9% DAYTONSCW.COM (WBDT-TV)
7.0% SPRINGFIELDNEWSSUN.COM	4.3% CLEAR CHANNEL RADIO
4.7% ONNTV.COM	1.8% COX RADIO
4.7% DAYTONCITYPAPER.COM	2.1% W X E G FM
3.5% DAYTON.BIZJOURNALS.COM	1.6% W Y S O FM
2.5% HOUSETRENDS.COM	26.2% WHIOTV.COM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

13.7% OCCASIONALLY
5.6% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

6.7% MONSTER.COM
5.8% YAHOOHOTJOBS.COM [NET]
3.6% DAYTONDAILYNEWS.COM
3.5% CAREERBUILDER.COM
2.5% YAHOOHOTJOBS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

13.9% OCCASIONALLY
2.2% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.2% AUTOTRADER.COM
2.0% CRAIGSLIST.ORG
1.8% EBAY.COM
1.8% KELLEYBLUEBOOK.COM
1.4% DAYTONDAILYNEWS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

7.7% OCCASIONALLY
2.1% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

1.8% REMAX.COM
1.1% CRAIGSLIST.ORG
1.1% REALTOR.COM

Planned Vehicle Purchases. Less than one-fifth (15.7%) of Dayton adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 8.2% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$313.9 million in metro Dayton over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 50% of those planning a purchase during the next 12 months. 25.7% plan to purchase a foreign vehicle and 24.3% are undecided regarding their next purchase.

Some Market Averages for Dayton.

Median adult age -- 46.86
Average Family Size -- 3.03
Average annual household income -- \$53,400
Average weekly supermarket expenditure -- \$126
Average number of miles driven past week -- 182
Average number of primarily business trips -- 5.84
Average number of foreign airline trips -- 4.91
Average number of times soft drinks consumed past week -- 9.33
Average number of fast-food restaurant purchases past week -- 2.79

Travel Market. An ocean cruise is planned within the next 3 years by 18.6% of Dayton adults. Business airline travel: 11.9% made one or more round trips during the past year. Airline travel to foreign destinations: 13.1% made one or more round trips during the past 2 years; 21.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.6% of total adults.

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

73.6% Worked in their lawn or garden
71.4% Voted in local, state or national elections
27.0% Purchased 12 or more books
25.0% Attended the theater/opera/symphony
23.1% Attended 3 or more college or professional sports events
22.3% Exercised at a health club 12 or more times
21.0% Dieted 4 weeks or more
18.9% Attended a major theme park
18.0% Attended a pop or rock music concert
13.9% Visited a gambling casino one or more times
12.3% Played golf 3 or more times

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

- 49.6% Purchased bottled water during past four weeks
- 27.8% Made one or more purchases in automotive parts stores past four weeks
- 27.4% Attended movies at movie theatres past four weeks
- 24.6% Shopped sporting goods stores past four weeks
- 19.8% Purchased one or more lottery tickets past four weeks
- 16.7% Purchased albums/CDs/tapes during past four weeks
- 15.2% Ate in full-service, sit-down restaurants four or more times past two weeks
- 12.4% Plan to purchase computer software during next 12-months

Housing Market in Dayton. Less than one-fifth of all adults (17.9%) currently live in rented dwelling units. A total of 10.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 41.9% have annual family incomes of \$50,000 or more.