

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Dayton, Ohio. The May-July, 2009 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 (74.2%) of all Dayton adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

24.9% AOL	1.1% W L W
27.3% MSN	1.1% W M M X FM
53.3% YAHOO	1.0% W T U E FM
65.2% GOOGLE	7.3% THINKTV.ORG (WPTD-TV)
39.4% WEATHER.COM	4.6% DAYTONSCW.COM (WBBD-TV)
34.7% DAYTONDAILYNEWS.COM	4.0% CLEAR CHANNEL RADIO
4.7% DAYTONCITYPAPER.COM	3.1% COX RADIO
4.7% SPRINGFIELDNEWSSUN.COM	2.3% W H I O AM/FM
4.6% ONNTV.COM	1.8% W X E G FM
4.5% DAYTON.BIZJOURNALS.COM	1.1% W Y S O FM
31.2% WHIOTV.COM	17.2% WDTN.COM
19.7% DAYTONSNEWSSOURCE.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.6% OCCASIONALLY
6.0% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

13.3% MONSTER.COM	3.4% CRAIGSLIST.ORG
9.0% YAHOOHOTJOBS.COM [NET]	2.9% USAJOBS.COM
6.9% DAYTONDAILYNEWS.COM	1.1% GREATERDAYTONWORKS.COM
4.4% YAHOOHOTJOBS.COM	1.1% OHIOMEANSJOBS.COM
3.9% CAREERBUILDER.COM	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

17.3% OCCASIONALLY
1.4% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.1% AUTOTRADER.COM	1.3% EBAY.COM
3.6% CRAIGSLIST.ORG	1.2% BEEPBEEP.COM
1.7% CARS.COM	

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

12.7% OCCASIONALLY
1.8% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.4% REALTOR.COM
1.8% DAYTONDAILYNEWS.COM
1.2% CRAIGSLIST.ORG

Planned Vehicle Purchases. Less than one-fifth (10.1%) of Dayton adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 10.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$268.0 million in metro Dayton over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 54.7% of those planning a purchase during the next 12 months. 18.6% plan to purchase a foreign vehicle and 26.7% are undecided regarding their next purchase.

Some Market Averages for Dayton.

Median adult age -- 47.15
Average Family Size -- 3.0
Average annual household income -- \$54,900
Average weekly supermarket expenditure -- \$121
Average number of miles driven past week -- 203
Average number of primarily business trips -- 5.56
Average number of foreign airline trips -- 1.85
Average number of times soft drinks consumed past week -- 8.48
Average number of fast-food restaurant purchases past week -- 2.43

Travel Market. An ocean cruise is planned within the next 3 years by 18.3% of Dayton adults. Business airline travel: 12.5% 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; 23.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.9% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.7% of total adults.

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

77.5% Voted in local, state or national elections
76.3% Worked in their lawn or garden
26.8% Attended the theater/opera/symphony
25.3% Purchased 12 or more books
24.2% Attended 3 or more college or professional sports events
22.9% Exercised at a health club 12 or more times
22.5% Dieted 4 weeks or more
18.9% Attended a major theme park
17.8% Attended a pop or rock music concert
16.3% Visited a gambling casino one or more times
14.1% Played golf 3 or more times

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

51.1% Purchased bottled water during past four weeks
34.0% Attended movies at movie theatres past four weeks
32.6% Made one or more purchases in automotive parts stores past four weeks
25.5% Shopped sporting goods stores past four weeks
23.9% Purchased one or more lottery tickets past four weeks
16.1% Plan to purchase computer software during next 12-months
16.0% Purchased albums/CDs/tapes during past four weeks
14.6% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Dayton. Less than one-fifth of all adults (15.7%) currently live in rented dwelling units. A total of 7.9% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 28% have annual family incomes of \$50,000 or more.