

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 Detroit, Michigan. The June-August, 2009 measurement period report is based on 1,040 telephone interviews with a random sample of persons age 18 plus in the Detroit metropolitan area.

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

Online/Internet Activity. More than two-thirds (77.2%) of all Detroit adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

21.6% AOL	6.5% WWJTV.COM
29.8% MSN	3.4% DPTV.ORG (WTVS-TV)
56.0% YAHOO	3.1% CW50DETROIT.COM (WKBD-TV)
69.0% GOOGLE	2.6% TV20DETROIT.COM (WMYD-TV)
42.1% WEATHER.COM	4.3% CBS RADIO
25.8% DETROITNEWS.COM	4.1% CLEAR CHANNEL RADIO
17.0% FREEP.COM	3.5% CITADEL RADIO
9.1% MLIVE.COM	3.1% GREATER MEDIA RADIO
4.5% METROTIMES.COM	1.5% CRAWFORD RADIO
3.9% CRAINSDETROIT.COM	2.6% W X Y T FM/AM
3.9% MICHIGANRADIO.ORG	2.6% W K Q I FM
2.9% HOURDETROIT.COM	2.5% C I M X FM
1.4% MOMSLIKEME.COM	2.4% W R I F FM
1.0% METROMIX.COM	2.0% W D V D FM
25.9% CLICKONDETROIT.COM (WDIV-TV)	1.5% W M U Z FM
19.7% MYFOXDETROIT.COM (WJBK-TV)	1.4% W J R
18.0% WXYZ.COM	1.2% W C S X FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

17.5% OCCASIONALLY
9.1% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

11.6% MONSTER.COM
9.6% CAREERBUILDER.COM [NET]
8.6% CAREERBUILDER.COM
3.6% CRAIGSLIST.ORG
3.5% MICHIGANWORKS.ORG
2.3% YAHOOHOTJOBS.COM
1.4% INDEED.COM

1.0% FREEP.COM
0.9% DETNEWS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

19.9% OCCASIONALLY
2.6% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

7.7% CRAIGSLIST.ORG
6.7% AUTOTRADER.COM
3.9% CARS.COM
1.1% EBAY.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

11.1% OCCASIONALLY
1.6% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

1.6% REMAX.COM
1.5% CENTURY21.COM
1.1% REALTOR.COM
1.0% CRAIGSLIST.ORG

Planned Vehicle Purchases. Less than one-fifth (16.9%) of Detroit adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 16.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$3.6 billion in metro Detroit over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 90.9% of those planning a purchase during the next 12 months. 6.1% plan to purchase a foreign vehicle and 3% are undecided regarding their next purchase.

Some Market Averages for Detroit.

Median adult age -- 46.49
Average Family Size -- 3.14
Average annual household income -- \$65,700
Average weekly supermarket expenditure -- \$134
Average number of miles driven past week -- 210
Average number of primarily business trips -- 3.5
Average number of foreign airline trips -- 2.78
Average number of times soft drinks consumed past week -- 6.61
Average number of fast-food restaurant purchases past week -- 2.4

Travel Market. An ocean cruise is planned within the next 3 years by 18.7% of Detroit adults. Business airline travel: 13.1% 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; 26.6% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.5% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.1% of total adults.

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

80.0% Voted in local, state or national elections
76.8% Worked in their lawn or garden
27.6% Purchased 12 or more books
25.9% Attended the theater/opera/symphony
25.6% Visited a gambling casino one or more times
24.0% Attended 3 or more college or professional sports events
22.3% Exercised at a health club 12 or more times
22.1% Dieted 4 weeks or more
18.2% Attended a pop or rock music concert

- 15.1% Played golf 3 or more times
- 14.8% Attended a major theme park

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

- 53.2% Purchased bottled water during past four weeks
- 38.5% Attended movies at movie theatres past four weeks
- 32.7% Made one or more purchases in automotive parts stores past four weeks
- 31.2% Purchased one or more lottery tickets past four weeks
- 25.6% Shopped sporting goods stores past four weeks
- 18.4% Plan to purchase computer software during next 12-months
- 15.3% Purchased albums/CDs/tapes during past four weeks
- 10.1% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Detroit. Less than one-fifth of all adults (13.4%) currently live in rented dwelling units. A total of 11.4% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 55% 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