

# 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 Dallas-Ft. Worth, Texas. The June-August 2009 measurement period report is based on 1,041 telephone interviews with a random sample of persons age 18 plus in the Dallas-Ft. Worth metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (81.6%) of all Dallas-Ft. Worth adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

17.6% AOL	13.3% CBS11TV.COM (KTVT-TV)
33.7% MSN	9.6% KERA.ORG
67.6% YAHOO	3.0% THE33TV.COM (KDAF-TV)
75.1% GOOGLE	2.5% KTXA.COM
42.4% WEATHER.COM	2.2% KDFI27.COM
17.1% DALLASNEWS.COM	4.2% CLEAR CHANNEL RADIO
11.5% STAR-TELEGRAM.COM	3.2% CBS RADIO
4.8% GUIDELIVE.COM	3.0% CUMULUS MP RADIO
4.2% DALLASOBSERVER.COM	1.6% CITADEL RADIO
4.1% DFW.COM	1.1% SERVICE RADIO
2.4% THEGREENSHEET.COM	2.4% K H K S FM
1.4% TXCN.COM	2.2% K E R A FM
1.2% FWWEEKLY.COM	2.2% K T C K/KTDK-FM
1.2% QUICKDFW.COM	1.3% K E G L FM
1.1% NORTHDALLASGAZETTE.COM	1.2% K L U V FM
22.7% WFAA.COM	1.1% W B A P
15.9% MYFOXDFW.COM (KDFW-TV)	1.1% K K D A FM
15.5% NBCDFW.COM (KXAS-TV)	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

19.6% OCCASIONALLY  
6.4% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

13.7% MONSTER.COM  
9.0% CAREERBUILDER.COM [NET]  
8.8% CAREERBUILDER.COM  
5.7% YAHOOHOTJOBS.COM [NET]  
4.1% YAHOOHOTJOBS.COM

2.6% CRAIGSLIST.ORG  
2.0% DALLASNEWS.COM  
1.9% DICE.COM  
1.4% WORKINTEXAS.COM  
0.4% STAR-TELEGRAM.COM

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

17.4% OCCASIONALLY  
1.9% REGULARLY

#### AUTOMOBILE CLASSIFIED AD SITES

5.4% CRAIGSLIST.ORG  
4.4% CARS.COM  
4.2% AUTOTRADER.COM  
1.7% CARMAX.COM  
1.7% EBAY.COM  
1.0% VEHI.COM

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

12.7% OCCASIONALLY  
0.9% REGULARLY

#### REAL ESTATE CLASSIFIED AD SITES

1.8% REALTOR.COM  
1.1% CRAIGSLIST.ORG  
1.1% EBBY.COM  
1.1% RENT.COM

**Planned Vehicle Purchases.** Less than one-fifth (12.7%) of Dallas-Ft. Worth adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 20.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$3.8 billion in metro Dallas-Ft. Worth over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 56.1% of those planning a purchase during the next 12 months. 28.7% plan to purchase a foreign vehicle and 15.3% are undecided regarding their next purchase.

#### Some Market Averages for Dallas-Ft. Worth.

Median adult age -- 42.58  
Average Family Size -- 3.39  
Average annual household income -- \$65,700  
Average weekly supermarket expenditure -- \$144  
Average number of miles driven past week -- 190  
Average number of primarily business trips -- 8.64  
Average number of foreign airline trips -- 1.86  
Average number of times soft drinks consumed past week -- 7.31  
Average number of fast-food restaurant purchases past week -- 2.97

**Travel Market.** An ocean cruise is planned within the next 3 years by 27.8% of Dallas-Ft. Worth adults. Business airline travel: 17.2% made one or more round trips during the past year. Airline travel to foreign destinations: 21.6% made one or more round trips during the past 2 years; 24.9% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.5% of total adults.

#### Some Of The Different Things Dallas-Ft. Worth Adults Did During the Past Year

62.7% Worked in their lawn or garden  
61.1% Voted in local, state or national elections  
34.3% Purchased 12 or more books  
27.2% Exercised at a health club 12 or more times

- 24.1% Attended the theater/opera/symphony
- 21.1% Dieted 4 weeks or more
- 20.3% Attended 3 or more college or professional sports events
- 19.1% Visited a gambling casino one or more times
- 18.2% Attended a pop or rock music concert
- 14.4% Attended a major theme park
- 10.8% Played golf 3 or more times

**Heavy/Frequent Users of Specific Products/Services by Dallas-Ft. Worth Adults:**

- 61.7% Purchased bottled water during past four weeks
- 47.5% Attended movies at movie theatres past four weeks
- 31.2% Shopped sporting goods stores past four weeks
- 28.9% Made one or more purchases in automotive parts stores past four weeks
- 23.1% Purchased one or more lottery tickets past four weeks
- 22.2% Purchased albums/CDs/tapes during past four weeks
- 17.8% Plan to purchase computer software during next 12-months
- 15.0% Ate in full-service, sit-down restaurants four or more times past two weeks

**Housing Market in Dallas-Ft. Worth.** More than one-fifth of all adults (22.4%) currently live in rented dwelling units. A total of 12.6% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 47% 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)