

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Eugene-Springfield, Oregon. The April-May 2008 measurement period report is based on 720 telephone interviews with a random sample of persons age 18 plus in the Eugene-Springfield metropolitan area.

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

Online/Internet Activity. More than two-thirds (78.2%) of all Eugene-Springfield adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

13.5% AOL
32.2% MSN
47.9% YAHOO
66.6% GOOGLE
27.8% WEATHER.COM
21.2% REGISTERGUARD.COM
19.2% COMCAST.NET
3.6% EUGENEWEEKLY.COM
13.3% KEZI.COM
12.8% OPB.ORG (KEPB-TV)
9.8% KVAL.COM
9.7% KMTR.COM
2.7% MYFOXEEUGENE.COM (KLSR-TV)
2.4% KEVUTV.COM
2.9% BICOASTAL MEDIA RADIO
2.8% CUMULUS MEDIA
1.9% K D U K FM
1.5% K D P M FM
1.5% K N R Q FM
1.1% K L C C FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

23.2% OCCASIONALLY
3.3% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

6.7% CRAIGSLIST.ORG
6.0% REGISTERGUARD.COM
5.4% EUGENEJOBS.NET
4.1% MONSTER.COM
2.1% OREGON EMPLOYMENT DEPT.
1.6% EUGENEHELPWANTED.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

25.9% OCCASIONALLY
2.8% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

14.3% CRAIGSLIST.ORG
5.7% AUTOTRADER.COM
4.1% REGISTERGUARD.COM
2.9% EBAY.COM
1.7% KELLEYBLUEBOOK.COM
1.3% KENDALLAUTO.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

16.9% OCCASIONALLY
1.2% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

5.6% CRAIGSLIST.ORG
3.1% REGISTERGUARD.COM
1.7% RMLS.COM

Planned Vehicle Purchases. Less than one-fifth (11.8%) of Eugene-Springfield adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 11.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$134.2 million in metro Eugene-Springfield over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 31.8% of those planning a purchase during the next 12 months. 30.3% plan to purchase a foreign vehicle and 38% are undecided regarding their next purchase.

Some Market Averages for Eugene-Springfield.

Median adult age -- 45.92
Average Family Size -- 2.94
Average annual household income -- \$55,800
Average weekly supermarket expenditure -- \$132
Average number of miles driven past week -- 161
Average number of primarily business trips -- 4.1
Average number of foreign airline trips -- 2.37
Average number of times soft drinks consumed past week -- 6.22
Average number of fast-food restaurant purchases past week -- 2.35

Travel Market. An ocean cruise is planned within the next 3 years by 19.1% of Eugene-Springfield adults. Business airline travel: 10.5% made one or more round trips during the past year. Airline travel to foreign destinations: 18% made one or more round trips during the past 2 years; 25.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 5.2% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7.3% of total adults.

Some Of The Different Things Eugene-Springfield Adults Did During the Past Year

78.9% Worked in their lawn or garden
63.8% Voted in local, state or national elections
39.3% Purchased 12 or more books
31.2% Attended the theater/opera/symphony
26.9% Visited a gambling casino one or more times
21.9% Exercised at a health club 12 or more times
21.4% Attended 3 or more college or professional sports events
20.8% Dieted 4 weeks or more
18.9% Attended a pop or rock music concert
11.9% Played golf 3 or more times
10.3% Attended a major theme park

Heavy/Frequent Users of Specific Products/Services by Eugene-Springfield Adults:

- 41.0% Purchased bottled water during past four weeks
- 36.4% Attended movies at movie theatres past four weeks
- 31.3% Shopped sporting goods stores past four weeks
- 31.0% Made one or more purchases in automotive parts stores past four weeks
- 27.2% Purchased one or more lottery tickets past four weeks
- 21.1% Plan to purchase computer software during next 12-months
- 18.9% Purchased albums/CDs/tapes during past four weeks
- 8.6% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Eugene-Springfield. More than one-fifth of all adults (23.8%) currently live in rented dwelling units. A total of 10.8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 59% 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