

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 2009 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 (83.7%) of all Eugene-Springfield adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

13.4% AOL	14.0% KEZI.COM
36.1% MSN	13.9% KMTR.COM
48.7% YAHOO	10.5% OPB.ORG (KEPB-TV)
73.8% GOOGLE	3.1% KEVUTV.COM
32.3% WEATHER.COM	2.9% MYFOXEGENE.COM (KLSR-TV)
29.9% REGISTERGUARD.COM	4.6% BICOASTAL MEDIA RADIO
25.4% COMCAST.NET	2.0% CUMULUS MEDIA
5.7% EUGENEWEEKLY.COM	2.6% K D U K FM
1.8% PLANETEUGENE.COM	2.5% K F L Y FM
1.6% NICKELADS.COM	1.6% K L C C FM
16.4% KVAL.COM	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

23.7% OCCASIONALLY
3.4% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

7.2% CRAIGSLIST.ORG
7.0% EUGENEJOBS.NET
6.1% MONSTER.COM
5.2% REGISTERGUARD.COM
2.8% OREGON.GOV
1.4% EUGENEHELPWANTED.COM
1.3% CAREERBUILDER.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

21.8% OCCASIONALLY
3.7% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

15.2% CRAIGSLIST.ORG
5.0% REGISTERGUARD.COM
3.2% AUTOTRADER.COM
1.2% KENDALLAUTO.COM
1.0% EBAY.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.7% OCCASIONALLY
2.4% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

5.9% CRAIGSLIST.ORG
3.3% REGISTERGUARD.COM
1.6% REMAX.COM
1.0% RMLS.COM

Planned Vehicle Purchases. Less than one-fifth (8.1%) of Eugene-Springfield adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 8.7% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$67.9 million in metro Eugene-Springfield over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 53.9% of those planning a purchase during the next 12 months. 30% plan to purchase a foreign vehicle and 16.1% are undecided regarding their next purchase.

Some Market Averages for Eugene-Springfield.

Median adult age -- 46.56
Average Family Size -- 2.96
Average annual household income -- \$55,100
Average weekly supermarket expenditure -- \$121
Average number of miles driven past week -- 165
Average number of primarily business trips -- 5.65
Average number of foreign airline trips -- 2.41
Average number of times soft drinks consumed past week -- 7.77
Average number of fast-food restaurant purchases past week -- 2.45

Travel Market. An ocean cruise is planned within the next 3 years by 15.4% of Eugene-Springfield adults. Business airline travel: 9.5% made one or more round trips during the past year. Airline travel to foreign destinations: 18.8% made one or more round trips during the past 2 years; 25% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.9% 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 Eugene-Springfield Adults Did During the Past Year

79.5% Voted in local, state or national elections
78.9% Worked in their lawn or garden
32.1% Purchased 12 or more books
29.8% Attended the theater/opera/symphony
24.3% Exercised at a health club 12 or more times
22.6% Attended 3 or more college or professional sports events
22.0% Attended a pop or rock music concert
19.8% Visited a gambling casino one or more times
19.1% Dieted 4 weeks or more
11.0% Played golf 3 or more times
7.7% Attended a major theme park

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

34.3% Purchased bottled water during past four weeks
34.2% Attended movies at movie theatres past four weeks
29.2% Shopped sporting goods stores past four weeks
28.1% Made one or more purchases in automotive parts stores past four weeks

- 19.3% Purchased one or more lottery tickets past four weeks
- 17.5% Purchased albums/CDs/tapes during past four weeks
- 13.7% Plan to purchase computer software during next 12-months
- 10.4% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Eugene-Springfield. One-fourth of all adults (25%) currently live in rented dwelling units. A total of 9.6% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 48% 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