

# 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 Ft. Myers-Naples, Florida. The March-April, 2009 measurement period report is based on 871 telephone interviews with a random sample of persons age 18 plus in the Ft. Myers-Naples 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 Ft. Myers-Naples adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

22.7% AOL	1.0% W R X K FM
25.2% MSN	0.8% W I N K/WNOG
48.0% YAHOO	5.1% WGCU.ORG
62.8% GOOGLE	3.3% CW6TV.COM (WXCW-TV)
31.7% WEATHER.COM	2.2% BEASLEY RADIO
26.1% NEWS-PRESS.COM	2.2% CLEAR CHANNEL RADIO
17.9% NAPLESNEWS.COM	1.9% W A Y J FM
3.3% FORTMYERSBEACHTALK.COM	1.9% W B T T FM
3.0% METROMIX.COM	1.3% W A F Z FM
24.3% NBC-2.COM (WBBH-TV)	14.7% FOX4FLORIDA.COM (WFTX-TV)
21.4% WINKNEWS.COM	13.9% ABC-7.COM (WZVN-TV)

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

16.9% OCCASIONALLY  
7.8% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

7.6% CAREERBUILDER.COM [NET]	4.3% YAHOOHOTJOBS.COM [NET]
6.8% MONSTER.COM	3.2% NEWS-PRESS.COM
4.8% CAREERBUILDER.COM	3.0% YAHOOHOTJOBS.COM
4.4% CRAIGSLIST.ORG	2.0% NAPLESNEWS.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

17.4% OCCASIONALLY  
3.2% REGULARLY

### AUTOMOBILE CLASSIFIED AD SITES

7.8% CRAIGSLIST.ORG	1.8% CARS.COM
3.2% AUTOTRADER.COM	1.4% EBAY.COM
2.4% VEHIK.COM	1.2% NAPLESNEWS.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.2% OCCASIONALLY  
2.6% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

1.7% NEWS-PRESS.COM  
1.4% CRAIGSLIST.ORG  
1.3% REALTOR.COM

**Planned Vehicle Purchases.** Less than one-fifth (14.8%) of Ft. Myers-Naples adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 17.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$646.1 million in metro Ft. Myers-Naples over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 64.1% of those planning a purchase during the next 12 months. 25.1% plan to purchase a foreign vehicle and 10.8% are undecided regarding their next purchase.

## Some Market Averages for Ft. Myers-Naples.

Median adult age -- 51.26  
Average Family Size -- 2.79  
Average annual household income -- \$60,900  
Average weekly supermarket expenditure -- \$143  
Average number of miles driven past week -- 170  
Average number of primarily business trips -- 7.82  
Average number of foreign airline trips -- 3.66  
Average number of times soft drinks consumed past week -- 6.92  
Average number of fast-food restaurant purchases past week -- 2.4

**Travel Market.** An ocean cruise is planned within the next 3 years by 29% of Ft. Myers-Naples adults. Business airline travel: 8.5% made one or more round trips during the past year. Airline travel to foreign destinations: 28.1% made one or more round trips during the past 2 years; 26% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 9.2% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 10.5% of total adults.

## Some Of The Different Things Ft. Myers-Naples Adults Did During the Past Year

71.5% Voted in local, state or national elections  
57.8% Worked in their lawn or garden  
32.2% Attended the theater/opera/symphony  
26.5% Purchased 12 or more books  
24.5% Exercised at a health club 12 or more times  
24.3% Attended a major theme park  
23.6% Dieted 4 weeks or more  
22.3% Attended 3 or more college or professional sports events  
21.7% Visited a gambling casino one or more times  
20.4% Played golf 3 or more times  
15.9% Attended a pop or rock music concert

## Heavy/Frequent Users of Specific Products/Services by Ft. Myers-Naples Adults:

59.3% Purchased bottled water during past four weeks  
36.3% Purchased one or more lottery tickets past four weeks  
32.2% Attended movies at movie theatres past four weeks  
25.7% Made one or more purchases in automotive parts stores past four weeks  
22.6% Shopped sporting goods stores past four weeks  
17.0% Ate in full-service, sit-down restaurants four or more times past two weeks  
13.7% Plan to purchase computer software during next 12-months  
10.7% Purchased albums/CDs/tapes during past four weeks

**Housing Market in Ft. Myers-Naples.** Less than one-fifth of all adults (16.9%) currently live in rented dwelling units. A total of 15.9% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 57% have annual family incomes of \$50,000 or more.