

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Houston, Texas. 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 Houston metropolitan area.

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

Online/Internet Activity. More than two-thirds (74.5%) of all Houston adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

16.9% AOL	7.5% HOUSTONPBS.ORG (KUHT-TV)
29.3% MSN	2.7% 39ONLINE.COM (KIAH-TV)
59.0% YAHOO	6.0% CLEAR CHANNEL RADIO
67.2% GOOGLE	3.1% CBS RADIO
34.1% WEATHER.COM	2.7% RADIO ONE
31.4% HOUSTONCHRONICLE.COM	1.6% CUMULUS MP RADIO
3.6% THEGREENSHEET.COM	1.2% LIBERMAN BROADCASTING RADIO
3.1% FREEPRESSHOUSTON.COM	2.6% K T B Z FM
2.8% HOUSTONPRESS.COM	2.5% K T R H
1.7% TXCN.COM	1.5% K B X X FM
21.8% ABC13.COM (KTRK-TV)	1.4% K U H F FM
21.2% KHOU.COM	1.0% K I L T FM
21.1% CLICK2HOUSTON.COM (KPRC-TV)	1.0% K S B J FM
14.2% MYFOXHOUSTON.COM (KRIV-TV)	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

17.6% OCCASIONALLY
5.1% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

11.0% MONSTER.COM
6.6% YAHOOHOTJOBS.COM [NET]
4.5% YAHOOHOTJOBS.COM
4.1% CAREERBUILDER.COM
2.2% HOUSTONCHRONICLE.COM
1.8% WORKINTEXAS.COM
1.6% CRAIGSLIST.ORG
1.1% INDEED.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

20.3% OCCASIONALLY
3.2% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

7.6% CRAIGSLIST.ORG
5.1% AUTOTRADER.COM
2.5% CARMAX.COM
2.3% HOUSTONCHRONICLE.COM/CARS
2.1% EBAY.COM
1.8% CARS.COM
1.8% EDMUNDS.COM
1.0% KELLEYBLUEBOOK.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

12.3% OCCASIONALLY
3.1% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

7.0% HAR.COM
2.6% CRAIGSLIST.ORG

Planned Vehicle Purchases. More than one-fifth (20.2%) of Houston adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 24.1% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$6.7 billion in metro Houston over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 44% of those planning a purchase during the next 12 months. 37.4% plan to purchase a foreign vehicle and 18.6% are undecided regarding their next purchase.

Some Market Averages for Houston.

Median adult age -- 43.07
Average Family Size -- 3.46
Average annual household income -- \$70,100
Average weekly supermarket expenditure -- \$149
Average number of miles driven past week -- 245
Average number of primarily business trips -- 9.01
Average number of foreign airline trips -- 3.37
Average number of times soft drinks consumed past week -- 7.57
Average number of fast-food restaurant purchases past week -- 2.97

Travel Market. An ocean cruise is planned within the next 3 years by 30.3% of Houston adults. Business airline travel: 17.9% made one or more round trips during the past year. Airline travel to foreign destinations: 26.6% made one or more round trips during the past 2 years; 29.3% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.9% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 11.9% of total adults.

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

61.1% Worked in their lawn or garden
60.5% Voted in local, state or national elections
30.2% Purchased 12 or more books
27.3% Attended 3 or more college or professional sports events
26.6% Exercised at a health club 12 or more times
26.5% Attended the theater/opera/symphony
23.3% Dieted 4 weeks or more
20.7% Visited a gambling casino one or more times
16.0% Attended a pop or rock music concert
15.4% Attended a major theme park
9.0% Played golf 3 or more times

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

- 64.5% Purchased bottled water during past four weeks
- 41.5% Attended movies at movie theatres past four weeks
- 36.9% Shopped sporting goods stores past four weeks
- 32.9% Made one or more purchases in automotive parts stores past four weeks
- 23.4% Purchased one or more lottery tickets past four weeks
- 19.4% Plan to purchase computer software during next 12-months
- 19.1% Purchased albums/CDs/tapes during past four weeks
- 15.1% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Houston. More than one-fifth of all adults (21.6%) currently live in rented dwelling units. A total of 15.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 51% 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