

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 Denver, Colorado. The October-November 2009 measurement period report is based on 1,041 telephone interviews with a random sample of persons age 18 plus in the Denver metropolitan area.

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

Online/Internet Activity. More than two-thirds (85.8%) of all Denver adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.0% AOL	15.1% CBS4DENVER.COM (KCNC-TV)
41.4% MSN	11.2% THEDENVERCHANNEL.COM (KMGH-TV)
55.5% YAHOO	8.3% KDVR.COM
79.7% GOOGLE	6.1% RMPBS.ORG (KRMA-TV)
37.7% WEATHER.COM	5.2% 2THEDEUCE.COM (KWGN-TV)
31.9% DENVERPOST.COM	4.5% MY20DENVER.COM (KTVD-TV)
29.8% COMCAST.NET	1.9% KWHDTV53.COM
7.0% THEONION.COM	10.6% CLEAR CHANNEL RADIO
6.9% WESTWORD.COM	3.0% WILKS BROADCASTING RADIO
6.2% DAILYCAMERA.COM	3.0% LINCOLN FINANCIAL RADIO
5.1% 5280.COM	1.6% ENTERCOM RADIO
4.0% METROMIX.COM	1.2% COLORADO PUBLIC RADIO
3.7% COLORADODAILY.COM	3.4% K O A
3.5% DENVERBUSINESSJOURNAL.COM	2.6% K H O W
2.6% BOULDERWEEKLY.COM	2.0% K I M N FM
2.1% INDENVERTIMES.COM	2.0% K B C O FM
1.4% EXAMINER.COM	1.7% K T C L FM
1.3% DECIDER.COM	1.4% K Y G O FM
1.0% BCBR.COM	1.2% K Q K S FM
41.0% 9NEWS.COM (KUSA-TV)	1.0% K K Z N

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

25.4% OCCASIONALLY
8.6% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

15.4% MONSTER.COM
11.2% CRAIGSLIST.ORG
5.4% CAREERBUILDER.COM
5.0% YAHOOHOTJOBS.COM [NET]

3.1% YAHOOHOTJOBS.COM
2.6% JOBING.COM
2.3% INDEED.COM
2.0% DENVERPOST.COM
1.6% CONNECTINGCOLORADO.COM
1.5% THELADDERS.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

27.1% OCCASIONALLY
2.7% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

14.7% CRAIGSLIST.ORG
3.2% CARS.COM
3.1% AUTOTRADER.COM
1.9% EBAY.COM
1.6% KELLEYBLUEBOOK.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

17.4% OCCASIONALLY
2.4% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

6.8% CRAIGSLIST.ORG
1.9% FORRENT.COM
1.9% REALTOR.COM
1.3% APARTMENTFINDER.COM

Planned Vehicle Purchases. Less than one-fifth (13.1%) of Denver adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 12.8% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.1 billion in metro Denver over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 42.6% of those planning a purchase during the next 12 months. 45.6% plan to purchase a foreign vehicle and 11.8% are undecided regarding their next purchase.

Some Market Averages for Denver.

Median adult age -- 44.32
Average Family Size -- 3.23
Average annual household income -- \$67,800
Average weekly supermarket expenditure -- \$135
Average number of miles driven past week -- 166
Average number of primarily business trips -- 6.03
Average number of foreign airline trips -- 2.5
Average number of times soft drinks consumed past week -- 6.34
Average number of fast-food restaurant purchases past week -- 2.42

Travel Market. An ocean cruise is planned within the next 3 years by 16.1% of Denver adults. Business airline travel: 17.7% made one or more round trips during the past year. Airline travel to foreign destinations: 28.7% made one or more round trips during the past 2 years; 27% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.9% of total adults.

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

70.2% Voted in local, state or national elections
67.0% Worked in their lawn or garden
37.1% Attended the theater/opera/symphony
33.0% Purchased 12 or more books

30.2% Exercised at a health club 12 or more times
27.9% Visited a gambling casino one or more times
25.9% Attended a pop or rock music concert
23.3% Attended 3 or more college or professional sports events
19.7% Dieted 4 weeks or more
16.4% Attended a major theme park
11.8% Played golf 3 or more times

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

48.4% Purchased bottled water during past four weeks
37.8% Attended movies at movie theatres past four weeks
35.6% Made one or more purchases in automotive parts stores past four weeks
29.3% Shopped sporting goods stores past four weeks
25.8% Purchased one or more lottery tickets past four weeks
23.6% Plan to purchase computer software during next 12-months
16.0% Purchased albums/CDs/tapes during past four weeks
9.0% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Denver. More than one-fifth of all adults (20.9%) currently live in rented dwelling units. A total of 13% 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