

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Los Angeles, California. The September-November 2009 measurement period report is based on 1,601 telephone interviews with a random sample of persons age 18 plus in the Los Angeles metropolitan area.

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

Online/Internet Activity. More than two-thirds (73.8%) of all Los Angeles adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

18.9% AOL	1.4% OCMETROBUSINESS.COM
27.4% MSN	1.2% EASYREADERNEWS.COM
58.0% YAHOO	1.1% COASTMAGAZINE.COM
66.3% GOOGLE	1.1% ORANGECOASTMAGAZINE.COM
30.1% WEATHER.COM	1.1% PASADENAWEEKLY.COM
19.1% LATIMES.COM	15.3% ABC7.COM (KABC-TV)
6.6% OCREGISTER.COM	10.8% CBS2.COM (KCBS-TV)
4.6% PENNSAVERUSA.COM	9.3% NBCLOSANGELES.COM (KNBC-TV)
4.4% LAWEEKLY.COM	8.9% KTLA.COM
4.0% DAILYNEWS.COM	7.5% UNIVISIONLOSANGELES.COM/KMEX.COM
3.9% THEONION.COM	6.9% MYFOXLA.COM (KTTV-TV)
3.3% PRESSTELEGRAM.COM	6.5% KCET.ORG
2.5% ORANGECOUNTY.COX.COM	3.6% KOCE.ORG
2.1% LAOPINION.COM	3.4% TELEMUNDO52.COM (KVEA-TV)
1.8% CALENDARLIVE.COM	2.2% MY13LA.COM (KCOP-TV)
1.7% LOSANGELESMAGAZINE.COM	5.8% CLEAR CHANNEL RADIO
1.6% OCWEEKLY.COM	2.8% CBS RADIO
1.6% LABUSINESSJOURNAL.COM	1.2% CITADEL RADIO
1.6% METROMIX.COM	1.2% EMMIS RADIO
1.5% CMAGAZINE.COM	2.3% K F I

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.8% OCCASIONALLY
6.3% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

13.2% MONSTER.COM [NET]
13.1% MONSTER.COM
6.5% CAREERBUILDER.COM [NET]

6.2% CRAIGSLIST.ORG
5.8% CAREERBUILDER.COM
2.8% YAHOOHOTJOBS.COM
1.0% LATIMES.COM
1.0% CALJOBS.CA.GOV
0.7% OCJOBFINDER.COM [NET]
0.5% OCREGISTER.COM
0.3% OCJOBFINDER.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

19.7% OCCASIONALLY
2.0% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.0% AUTOTRADER.COM
4.5% CRAIGSLIST.ORG
3.5% CARMAX.COM
2.1% CARS.COM
1.7% EBAY.COM
1.7% YAHOO.COM
1.4% EDMUNDS.COM
1.3% KELLEYBLUEBOOK.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

14.5% OCCASIONALLY
2.4% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

4.1% CRAIGSLIST.ORG
2.3% REALTOR.COM
1.2% ZILLOW.COM
1.1% RENT.COM
1.1% WESTSIDERENTALS.COM

Planned Vehicle Purchases. Less than one-fifth (12.5%) of Los Angeles adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 21.7% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$8.5 billion in metro Los Angeles over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 34.1% of those planning a purchase during the next 12 months. 49.4% plan to purchase a foreign vehicle and 16.6% are undecided regarding their next purchase.

Some Market Averages for Los Angeles.

Median adult age -- 43.59
Average Family Size -- 3.36
Average annual household income -- \$64,800
Average weekly supermarket expenditure -- \$131
Average number of miles driven past week -- 164
Average number of primarily business trips -- 4.64
Average number of foreign airline trips -- 2.36
Average number of times soft drinks consumed past week -- 5.84
Average number of fast-food restaurant purchases past week -- 2.65

Travel Market. An ocean cruise is planned within the next 3 years by 26.2% of Los Angeles adults. Business airline travel: 11.7% made one or more round trips during the past year. Airline travel to foreign destinations: 29.1% made one or more round trips during the past 2 years; 26.1% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.5% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.8% of total adults.

Some Of The Different Things Los Angeles Adults Did During the Past Year

- 57.0% Voted in local, state or national elections
- 49.3% Worked in their lawn or garden
- 37.5% Attended a major theme park
- 30.7% Purchased 12 or more books
- 29.1% Visited a gambling casino one or more times
- 25.4% Attended the theater/opera/symphony
- 25.2% Exercised at a health club 12 or more times
- 21.7% Dieted 4 weeks or more
- 18.3% Attended a pop or rock music concert
- 17.7% Attended 3 or more college or professional sports events
- 7.0% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Los Angeles Adults:

- 63.2% Purchased bottled water during past four weeks
- 39.1% Attended movies at movie theatres past four weeks
- 26.5% Made one or more purchases in automotive parts stores past four weeks
- 25.1% Purchased one or more lottery tickets past four weeks
- 24.7% Shopped sporting goods stores past four weeks
- 19.0% Plan to purchase computer software during next 12-months
- 16.0% Purchased albums/CDs/tapes during past four weeks
- 12.8% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Los Angeles. More than two out of five of all adults (40.9%) currently live in rented dwelling units. A total of 13.4% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 58% 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