



NEWS RELEASE

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THE MEDIA AUDIT just released its latest report for Detroit, Michigan. The November 2009-January 2010 measurement period report is based on 1,040 telephone interviews with a random sample of persons age 18 plus in the Detroit metropolitan area.

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

Online/Internet Activity. More than two-thirds (79.4%) of all Detroit adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

19.5% AOL	26.9% CLICKONDETROIT.COM (WDIV-TV)
30.4% MSN	22.1% MYFOXDETROIT.COM (WJBK-TV)
63.9% YAHOO	17.6% WXYZ.COM
71.1% GOOGLE	8.6% WWJTV.COM
38.7% WEATHER.COM	4.6% DPTV.ORG (WTVS-TV)
25.8% DETROITNEWS.COM	2.4% TV20DETROIT.COM (WMYD-TV)
18.8% FREEP.COM	2.4% CW50DETROIT.COM (WKBD-TV)
10.0% ANNARBOR.COM/MLIVE.COM	4.5% CBS RADIO
4.4% METROTIMES.COM	4.1% CLEAR CHANNEL RADIO
3.4% CRAINSDETROIT.COM	2.3% GREATER MEDIA RADIO
2.9% MICHIGANRADIO.ORG	1.9% CITADEL RADIO
2.0% HOURDETROIT.COM	3.1% W K Q I FM
1.8% HOMETOWNLIFE.COM	2.5% C I M X FM
1.8% MOMSLIKEME.COM	2.2% W X Y T FM/WXYT-AM
1.4% DBUSINESS.COM	1.3% W J R AM
1.3% MICHIGANTELEVISION.ORG	1.1% W W J AM
1.1% METROMIX.COM	1.0% W R I F FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

27.7% OCCASIONALLY
8.2% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

16.1% MONSTER.COM
12.9% CAREERBUILDER.COM [NET]
12.6% CAREERBUILDER.COM
4.7% MICHIGANWORKS.ORG
3.3% CRAIGSLIST.ORG
2.4% YAHOOHOTJOBS.COM
1.0% INDEED.COM
0.3% FREEP.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

19.6% OCCASIONALLY
3.5% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

8.9% AUTOTRADER.COM
7.3% CRAIGSLIST.ORG
5.3% CARS.COM
4.0% EBAY.COM
1.7% KELLEYBLUEBOOK.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.6% OCCASIONALLY
1.6% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

3.4% REALTOR.COM
1.1% CENTURY21.COM
1.1% RENT.COM
1.0% CRAIGSLIST.ORG

Planned Vehicle Purchases. Less than one-fifth (18.9%) of Detroit adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 16.2% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$3.4 billion in metro Detroit over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 80.9% of those planning a purchase during the next 12 months. 6.4% plan to purchase a foreign vehicle and 12.7% are undecided regarding their next purchase.

Some Market Averages for Detroit.

Median adult age -- 46.49
Average Family Size -- 3.19
Average annual household income -- \$61,200
Average weekly supermarket expenditure -- \$144
Average number of miles driven past week -- 193
Average number of primarily business trips -- 4.79
Average number of foreign airline trips -- 3.38
Average number of times soft drinks consumed past week -- 6.38
Average number of fast-food restaurant purchases past week -- 2.39

Travel Market. An ocean cruise is planned within the next 3 years by 24% of Detroit adults. Business airline travel: 10.7% made one or more round trips during the past year. Airline travel to foreign destinations: 17.4% made one or more round trips during the past 2 years; 23.6% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.7% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 6.4% of total adults.

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

73.4% Worked in their lawn or garden
72.2% Voted in local, state or national elections
29.1% Purchased 12 or more books
27.8% Visited a gambling casino one or more times
27.1% Attended the theater/opera/symphony
25.9% Exercised at a health club 12 or more times
22.9% Attended 3 or more college or professional sports events
19.7% Attended a pop or rock music concert
19.4% Dieted 4 weeks or more
16.0% Attended a major theme park
14.1% Played golf 3 or more times

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

- 47.0% Purchased bottled water during past four weeks
- 37.0% Attended movies at movie theatres past four weeks
- 31.0% Purchased one or more lottery tickets past four weeks
- 29.9% Shopped sporting goods stores past four weeks
- 27.6% Made one or more purchases in automotive parts stores past four weeks
- 23.0% Purchased albums/CDs/tapes during past four weeks
- 18.8% Plan to purchase computer software during next 12-months
- 11.4% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Detroit. Less than one-fifth of all adults (14.7%) currently live in rented dwelling units. A total of 7.4% 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