



## NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Sandy Wickman

(713) 626-0333

[swickman@themediiaaudit.com](mailto:swickman@themediiaaudit.com)

International Demographics, Inc.

10333 Richmond Ave. Suite 200

Houston, Texas 77042

1-800-324-9921

**THE MEDIA AUDIT just released its latest report for Houston, Texas.** The November 2009-January 2010 measurement period report is based on 1,041 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 (78.4%) of all Houston adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

15.2% AOL	11.4% MYFOXHOUSTON.COM (KRIV-TV)
33.9% MSN	10.0% HOUSTONPBS.ORG (KUHT-TV)
61.5% YAHOO	4.1% 39ONLINE.COM (KIAH-TV)
70.8% GOOGLE	7.6% CLEAR CHANNEL RADIO
39.6% WEATHER.COM	4.6% RADIO ONE
29.7% HOUSTONCHRONICLE.COM	3.2% CBS RADIO
5.0% THEGREENSHEET.COM	3.6% K T B Z FM
3.9% HOUSTONPRESS.COM	3.0% K B X X FM
2.4% HOUSTONBUSINESSJOURNAL.COM	2.4% K K H H FM
1.5% FREEPRESSHOUSTON.COM	2.1% K S B J FM
24.6% ABC13.COM (KTRK-TV)	2.1% K T R H AM
20.8% KHOU.COM	1.4% K U H F FM
20.8% CLICK2HOUSTON.COM (KPRC-TV)	

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

24.1% OCCASIONALLY  
3.1% REGULARLY

### EMPLOYMENT CLASSIFIED AD SITES

11.2% MONSTER.COM  
8.5% YAHOOHOTJOBS.COM [NET]  
5.2% CAREERBUILDER.COM  
4.5% YAHOOHOTJOBS.COM  
4.4% HOUSTONCHRONICLE.COM  
2.5% CRAIGSLIST.ORG  
1.6% WORKINTEXAS.COM  
1.2% INDEED.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

22.3% OCCASIONALLY  
3.5% REGULARLY

## AUTOMOBILE CLASSIFIED AD SITES

6.9% CRAIGSLIST.ORG  
5.7% AUTOTRADER.COM  
2.7% CARS.COM  
2.6% CARMAX.COM  
2.3% EBAY.COM  
2.2% HOUSTONCHRONICLE.COM/CARS  
1.4% YAHOO.COM

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

15.2% OCCASIONALLY  
2.7% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

5.8% HAR.COM  
2.9% HOUSTONCHRONICLE.COM/REALESTATE  
1.8% APARTMENTGUIDE.COM

**Planned Vehicle Purchases.** Less than one-fifth (16.8%) of Houston adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 26.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$6 billion in metro Houston over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 47.1% of those planning a purchase during the next 12 months. 39.7% plan to purchase a foreign vehicle and 13.2% 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 -- \$68,900  
Average weekly supermarket expenditure -- \$150  
Average number of miles driven past week -- 218  
Average number of primarily business trips -- 7.48  
Average number of foreign airline trips -- 3.35  
Average number of times soft drinks consumed past week -- 7.05  
Average number of fast-food restaurant purchases past week -- 2.83

**Travel Market.** An ocean cruise is planned within the next 3 years by 24.2% of Houston adults. Business airline travel: 15.1% made one or more round trips during the past year. Airline travel to foreign destinations: 23.3% made one or more round trips during the past 2 years; 27.2% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 7.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7.2% of total adults.

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

60.9% Worked in their lawn or garden  
55.8% Voted in local, state or national elections  
33.3% Purchased 12 or more books  
25.2% Exercised at a health club 12 or more times  
24.3% Dieted 4 weeks or more  
23.2% Attended 3 or more college or professional sports events  
21.1% Attended the theater/opera/symphony  
20.7% Visited a gambling casino one or more times  
17.1% Attended a pop or rock music concert  
12.2% Attended a major theme park  
8.6% Played golf 3 or more times

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

64.9% Purchased bottled water during past four weeks  
39.4% Attended movies at movie theatres past four weeks  
37.6% Shopped sporting goods stores past four weeks  
32.1% Made one or more purchases in automotive parts stores past four weeks

- 28.6% Purchased one or more lottery tickets past four weeks
- 25.0% Plan to purchase computer software during next 12-months
- 20.4% Purchased albums/CDs/tapes during past four weeks
- 14.2% 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 (20.1%) currently live in rented dwelling units. A total of 11.8% 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.

---

For more information about THE MEDIA AUDIT, please call 1-800-324-9921, or visit our web site at [www.themediaaudit.com](http://www.themediaaudit.com)