



NEWS RELEASE

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

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

Online/Internet Activity. More than two-thirds (80.4%) of all Dallas-Ft. Worth adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

16.7% AOL	10.2% KERA.ORG
29.4% MSN	4.9% KTXA.COM
66.4% YAHOO	3.9% WATCHMY27.COM/KDFI27.COM
73.4% GOOGLE	3.0% THE33TV.COM (KDAF-TV)
47.3% WEATHER.COM	3.6% CUMULUS MP RADIO
18.4% DALLASNEWS.COM	3.6% CLEAR CHANNEL RADIO
12.6% STAR-TELEGRAM.COM	3.1% CBS RADIO
11.2% ESPNDALLAS.COM	2.1% CITADEL RADIO
5.9% DFW.COM	1.9% NORTH TEXAS PUBLIC RADIO
4.9% DALLASOBSERVER.COM	1.2% SERVICE RADIO
4.3% GUIDELIVE.COM	1.2% RADIO ONE
4.1% DALLASBUSINESSJOURNAL.COM	1.0% DISNEY RADIO
2.9% THEGREENSHEET.COM	3.0% K T C K AM/KTDK-FM
2.2% QUICKDFW.COM	1.9% K E R A FM
2.2% FWWEEKLY.COM	1.8% W B A P AM
1.3% NORTHDALLASGAZETTE.COM	1.5% K H K S FM
23.1% WFAA.COM	1.2% K K D A FM
17.7% MYFOXDFW.COM (KDFW-TV)	1.0% K V I L FM
17.2% NBCDFW.COM (KXAS-TV)	1.0% K E S N FM
13.6% CBS11TV.COM (KTVT-TV)	

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

20.3% OCCASIONALLY
5.1% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

12.3% MONSTER.COM
6.6% CAREERBUILDER.COM [NET]
6.2% CAREERBUILDER.COM
3.7% YAHOOHOTJOBS.COM [NET]
3.3% CRAIGSLIST.ORG

2.9% YAHOOHOTJOBS.COM
1.5% WORKINTEXAS.COM
1.0% DALLASNEWS.COM
0.4% STAR-TELEGRAM.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

21.7% OCCASIONALLY
1.3% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

5.4% CRAIGSLIST.ORG
4.7% CARS.COM
3.7% AUTOTRADER.COM
2.4% EBAY.COM
2.0% CARMAX.COM
1.4% YAHOO.COM
1.0% KELLEYBLUEBOOK.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

11.7% OCCASIONALLY
1.9% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.4% REALTOR.COM
1.1% YAHOO.COM

Planned Vehicle Purchases. Less than one-fifth (16.1%) of Dallas-Ft. Worth adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 23.7% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$5.5 billion in metro Dallas-Ft. Worth over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 55.3% of those planning a purchase during the next 12 months. 37.8% plan to purchase a foreign vehicle and 6.9% are undecided regarding their next purchase.

Some Market Averages for Dallas-Ft. Worth.

Median adult age -- 42.58
Average Family Size -- 3.42
Average annual household income -- \$69,500
Average weekly supermarket expenditure -- \$154
Average number of miles driven past week -- 216
Average number of primarily business trips -- 9.4
Average number of foreign airline trips -- 2.11
Average number of times soft drinks consumed past week -- 7.32
Average number of fast-food restaurant purchases past week -- 2.8

Travel Market. An ocean cruise is planned within the next 3 years by 25.6% of Dallas-Ft. Worth adults. Business airline travel: 14.8% made one or more round trips during the past year. Airline travel to foreign destinations: 23.1% made one or more round trips during the past 2 years; 28.3% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 9.6% of total adults.

Some Of The Different Things Dallas-Ft. Worth Adults Did During the Past Year

60.5% Worked in their lawn or garden
57.0% Voted in local, state or national elections
37.4% Purchased 12 or more books
28.3% Exercised at a health club 12 or more times
25.2% Attended the theater/opera/symphony
24.8% Attended 3 or more college or professional sports events

- 22.6% Visited a gambling casino one or more times
- 19.4% Dieted 4 weeks or more
- 17.3% Attended a pop or rock music concert
- 17.0% Attended a major theme park
- 12.2% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Dallas-Ft. Worth Adults:

- 55.7% Purchased bottled water during past four weeks
- 49.1% Attended movies at movie theatres past four weeks
- 33.0% Shopped sporting goods stores past four weeks
- 28.0% Made one or more purchases in automotive parts stores past four weeks
- 25.8% Purchased albums/CDs/tapes during past four weeks
- 24.0% Purchased one or more lottery tickets past four weeks
- 23.4% Plan to purchase computer software during next 12-months
- 13.6% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Dallas-Ft. Worth. Less than one-fifth of all adults (19.8%) currently live in rented dwelling units. A total of 11.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 68% 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