

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Columbus, Ohio. The September-October, 2009 measurement period report is based on 878 telephone interviews with a random sample of persons age 18 plus in the Columbus metropolitan area.

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

Online/Internet Activity. More than two-thirds (81.8%) of all Columbus adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

20.8% AOL	2.2% CENTRALOHIO.COM
28.0% MSN	1.6% METROMIX.COM
59.9% YAHOO	1.6% COLUMBUSCEO.COM
73.0% GOOGLE	29.1% NBC4I.COM
47.6% WEATHER.COM	25.7% 10TV.COM
32.0% DISPATCH.COM	16.5% ABC6ONYOURSIDE.COM (WSYX-TV)
9.2% COLUMBUSLOCALNEWS.COM	11.5% MYFOX28COLUMBUS.COM/WTTE28.COM
8.6% ONNTV.COM	11.2% WOSU.ORG
7.9% DISPATCHPOLITICS.COM	2.2% WWHOTV.COM
5.3% CITYSEARCH.COM	8.3% CLEAR CHANNEL RADIO
4.9% THISWEEKNEWS.COM	1.8% WILKS BROADCASTING RADIO
4.0% BUCKEYEXTRA.COM	1.6% SAGA RADIO
3.4% COLUMBUSBUSINESSFIRST.COM	1.3% RADIO OHIO
3.4% THEBAG.COM	1.2% NORTH AMERICAN RADIO
3.3% COLUMBUSALIVE.COM	1.2% RADIO ONE
3.0% THEOTHERPAPER.COM	3.9% W T V N
2.9% COLUMBUSPARENT.COM	3.3% W N C I FM
2.5% OUTLOOKCOLUMBUS.COM	1.4% W K K J FM
2.4% COLUMBUSMONTHLY.COM	1.3% W B N S AM/FM
2.4% SHOPPINGCOLUMBUS.COM	1.2% W R X S FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

21.1% OCCASIONALLY
7.5% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

20.6% MONSTER.COM [NET]	3.6% CRAIGSLIST.ORG
17.5% MONSTER.COM	2.2% DISPATCH.COM
6.8% CAREERBUILDER.COM	1.8% YAHOOHOTJOBS.COM
6.0% COLUMBUSJOBS.COM [NET]	1.5% OHIO.GOV
3.8% COLUMBUSJOBS.COM	1.2% INDEED.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

19.3% OCCASIONALLY
4.1% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

9.6% CRAIGSLIST.ORG
5.4% AUTOTRADER.COM
3.1% EBAY.COM
2.9% COLUMBUSCARS.COM
1.5% CARS.COM
1.0% KELLEYBLUEBOOK.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

16.9% OCCASIONALLY
2.3% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

2.9% REALTOR.COM
2.2% CRAIGSLIST.ORG
2.0% DISPATCH.COM
2.0% HERREALTORS.COM
1.4% APARTMENTS.COM
1.4% RENT.COM
1.2% APARTMENTGUIDE.COM

Planned Vehicle Purchases. Less than one-fifth (11.8%) of Columbus adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 9.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$532.2 million in metro Columbus over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 58.1% of those planning a purchase during the next 12 months. 23.6% plan to purchase a foreign vehicle and 18.3% are undecided regarding their next purchase.

Some Market Averages for Columbus.

Median adult age -- 43.84
Average Family Size -- 3.03
Average annual household income -- \$62,900
Average weekly supermarket expenditure -- \$133
Average number of miles driven past week -- 195
Average number of primarily business trips -- 6.29
Average number of foreign airline trips -- 2.25
Average number of times soft drinks consumed past week -- 7.89
Average number of fast-food restaurant purchases past week -- 2.59

Travel Market. An ocean cruise is planned within the next 3 years by 21.3% of Columbus adults. Business airline travel: 13.7% made one or more round trips during the past year. Airline travel to foreign destinations: 15.9% 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 4.6% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 7.8% of total adults.

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

76.0% Voted in local, state or national elections
73.2% Worked in their lawn or garden
29.1% Purchased 12 or more books
25.9% Exercised at a health club 12 or more times
24.1% Attended the theater/opera/symphony
23.7% Attended 3 or more college or professional sports events
20.8% Dieted 4 weeks or more
18.7% Attended a pop or rock music concert
17.5% Attended a major theme park
13.6% Played golf 3 or more times
13.5% Visited a gambling casino one or more times

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

- 54.1% Purchased bottled water during past four weeks
- 35.0% Attended movies at movie theatres past four weeks
- 31.9% Made one or more purchases in automotive parts stores past four weeks
- 29.8% Purchased one or more lottery tickets past four weeks
- 28.0% Shopped sporting goods stores past four weeks
- 21.5% Plan to purchase computer software during next 12-months
- 19.1% Purchased albums/CDs/tapes during past four weeks
- 9.6% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Columbus. More than one-fifth of all adults (22%) currently live in rented dwelling units. A total of 6.3% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 55% have annual family incomes of \$50,000 or more.