



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Nick Miller
(513) 231-7772
Nmiller@themediiaudit.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 Cincinnati, Ohio. The February-March, 2010 measurement period report is based on 772 telephone interviews with a random sample of persons age 18 plus in the Cincinnati metropolitan area.

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

Online/Internet Activity. More than two-thirds (77.1%) of all Cincinnati adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

| | |
|--------------------------------------|--------------------------------------|
| 16.8% AOL | 4.6% CITYBEAT.COM |
| 1.6% DIGG | 3.6% CINCINNATIBUSINESSCOURIER.COM |
| 36.9% FACEBOOK | 1.6% SUPERSHOPPERMAG.COM |
| 67.7% GOOGLE | 1.6% OHIONEWSNETWORK.COM [ONNTV.COM] |
| 9.8% LINKEDIN | 1.6% EREACH.COM |
| 23.6% MSN | 1.4% CINCINNATIMAGAZINE.COM |
| 14.1% MYSPACE | 29.1% WCPO.COM |
| 2.2% STUMBLEUPON | 23.6% LOCAL12.COM (WKRC-TV) |
| 5.7% TWITTER | 20.4% WLWT.COM |
| 35.0% WEATHER.COM | 17.5% FOX19.COM (WXIX-TV) |
| 49.0% YAHOO | 3.3% STAR64.TV (WSTR-TV) |
| 36.3% CINCINNATI.COM [NET] | 3.1% CETCONNECT.ORG (WCET-TV) |
| 25.3% ENQUIRER.COM | 2.0% CINCW.COM (WKRC-DT) |
| 6.6% NKY.COM | 10.6% CLEAR CHANNEL RADIO |
| 5.4% METROMIX.COM | 2.3% BONNEVILLE RADIO |
| 3.9% COMMUNITYPRESS.COM | 2.3% CUMULUS MEDIA RADIO |
| 3.5% MOMSLIKEME.COM | 1.7% CINCINNATI PUBLIC RADIO |
| 3.1% CONNECT LOCAL COMMUNITY WEBSITE | 5.3% W L W AM |
| 13.5% ZOOMTOWN.COM | 2.3% W K R C AM |
| 5.3% JOURNAL-NEWS.COM | 1.9% W U B E FM |

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

| | |
|--------------------|----------------|
| 16.7% OCCASIONALLY | 6.3% REGULARLY |
|--------------------|----------------|

EMPLOYMENT CLASSIFIED AD SITES

| | |
|-------------------------------|-----------------------|
| 10.8% CAREERBUILDER.COM [NET] | 1.7% CINCINNATI.COM |
| 9.2% MONSTER.COM | 1.7% CRAIGSLIST.ORG |
| 7.3% CAREERBUILDER.COM | 1.5% YAHOOHOTJOBS.COM |
| 1.8% ENQUIRER.COM | |

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

| | |
|--------------------|----------------|
| 22.6% OCCASIONALLY | 2.0% REGULARLY |
|--------------------|----------------|

AUTOMOBILE CLASSIFIED AD SITES

| | | | |
|------|----------------|------|----------|
| 8.0% | CRAIGSLIST.ORG | 5.9% | CARS.COM |
| 6.2% | AUTOTRADER.COM | 1.3% | EBAY.COM |

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

| | | | |
|-------|--------------|------|-----------|
| 11.9% | OCCASIONALLY | 1.3% | REGULARLY |
|-------|--------------|------|-----------|

REAL ESTATE CLASSIFIED AD SITES

| | | | |
|------|----------------|------|----------------|
| 3.0% | SIBCYCLINE.COM | 1.1% | CINCINNATI.COM |
| 1.4% | CRAIGSLIST.ORG | | |

Planned Vehicle Purchases. Less than one-fifth (11.1%) of Cincinnati adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 18.7% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$1.1 billion in metro Cincinnati over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 60.5% of those planning a purchase during the next 12 months. 17.6% plan to purchase a foreign vehicle and 21.9% are undecided regarding their next purchase.

Some Market Averages for Cincinnati.

Median adult age -- 45.96
Average Family Size -- 2.96
Average annual household income -- \$61,400
Average weekly supermarket expenditure -- \$136
Average number of miles driven past week -- 168
Average number of primarily business trips -- 5.88
Average number of foreign airline trips -- 2.19
Average number of times soft drinks consumed past week -- 8.75
Average number of fast-food restaurant purchases past week -- 3.89

Travel Market. An ocean cruise is planned within the next 3 years by 19.1% of Cincinnati adults. Business airline travel: 11.1% made one or more round trips during the past year. Airline travel to foreign destinations: 17.8% made one or more round trips during the past 2 years; 27.5% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 4.4% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.2% of total adults.

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

71.0% Worked in their lawn or garden
70.0% Voted in local, state or national elections
31.3% Attended the theater/opera/symphony
27.5% Purchased 12 or more books
26.8% Attended 3 or more college or professional sports events
24.4% Exercised at a health club 12 or more times
24.0% Visited a gambling casino one or more times
22.7% Attended a major theme park
21.9% Dieted 4 weeks or more
18.5% Attended a pop or rock music concert
12.8% Played golf 3 or more times

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

42.6% Purchased bottled water during past four weeks
35.5% Attended movies at movie theatres past four weeks
28.4% Made one or more purchases in automotive parts stores past four weeks
25.6% Purchased one or more lottery tickets past four weeks
23.3% Shopped sporting goods stores past four weeks
16.2% Plan to purchase computer software during next 12-months
14.7% Purchased albums/CDs/tapes during past four weeks
10.9% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Cincinnati. More than one-fifth of all adults (20.7%) currently live in rented dwelling units. A total of 7.8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 54% have annual family incomes of \$50,000 or more.