

AUTOMOBILE CLASSIFIED AD SITES

8.3% CRAIGSLIST.ORG	1.7% COLUMBUSCARS.COM
4.0% AUTOTRADER.COM	1.7% EBAY.COM
3.1% YAHOO.COM	1.3% CARS.COM
2.4% CARMAX.COM	

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

10.8% OCCASIONALLY	1.9% REGULARLY
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REAL ESTATE CLASSIFIED AD SITES

2.2% REALTOR.COM	1.5% COLDWELLBANKER.COM
1.8% HERREALTORS.COM	1.3% CRAIGSLIST.ORG
1.8% YAHOO.COM	1.0% REMAX.COM

Planned Vehicle Purchases. Less than one-fifth (11.2%) of Columbus adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 14.3% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$724.2 million in metro Columbus over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 38% of those planning a purchase during the next 12 months. 41.4% plan to purchase a foreign vehicle and 20.6% are undecided regarding their next purchase.

Some Market Averages for Columbus.

Median adult age -- 44.04
Average Family Size -- 3.03
Average annual household income -- \$63,100
Average weekly supermarket expenditure -- \$129
Average number of miles driven past week -- 199
Average number of primarily business trips -- 4.41
Average number of foreign airline trips -- 1.79
Average number of times soft drinks consumed past week -- 7.75
Average number of fast-food restaurant purchases past week -- 2.67

Travel Market. An ocean cruise is planned within the next 3 years by 20.2% of Columbus adults. Business airline travel: 15.4% made one or more round trips during the past year. Airline travel to foreign destinations: 16% made one or more round trips during the past 2 years; 24.3% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 2.9% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 5.9% of total adults.

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

70.7% Voted in local, state or national elections	22.5% Attended the theater/opera/symphony
67.8% Worked in their lawn or garden	21.2% Attended a pop or rock music concert
34.0% Purchased 12 or more books	18.3% Attended a major theme park
25.6% Exercised at a health club 12 or more times	14.1% Played golf 3 or more times
23.6% Dieted 4 weeks or more	13.6% Visited a gambling casino one or more times
23.2% Attended 3 or more college or professional sports events	

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

47.7% Purchased <u>bottled water</u> during past four weeks
40.1% Attended movies at <u>movie theatres</u> past four weeks
34.7% Made one or more purchases in <u>automotive parts stores</u> past four weeks
25.1% Shopped <u>sporting goods stores</u> past four weeks
23.6% Purchased one or more <u>lottery tickets</u> past four weeks
21.8% Plan to purchase <u>computer software</u> during next 12-months
16.9% Purchased <u>albums/CDs/tapes</u> during past four weeks
11.6% Ate in <u>full-service, sit-down restaurants</u> four or more times past two weeks

Housing Market in Columbus. More than one-fifth of all adults (20.9%) currently live in rented dwelling units. A total of 11.7% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 53% have annual family incomes of \$50,000 or more.