



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: John Schwab
(215) 842-0272
jschwab@themediainc.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 Albany-Schenectady-Troy, New York. The April-May, 2010 measurement period report is based on 781 telephone interviews with a random sample of persons age 18 plus in the Albany-Schenectady-Troy metropolitan area.

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

Online/Internet Activity. More than two-thirds (81.5%) of all Albany-Schenectady-Troy adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

19.5% AOL	3.3% CAPITALDISTRICTBUSINESSREVIEW.COM
0.9% DIGG	1.3% SPOTLIGHTNEWS.COM
45.3% FACEBOOK	18.9% FOX23NEWS.COM (WXXA-TV)
73.3% GOOGLE	18.0% CBS6ALBANY.COM (WRGB-TV)
8.9% LINKEDIN	17.3% WTEN.COM/NEWS10.COM
29.9% MSN	16.5% WNYT.COM
11.5% MYSPACE	6.0% WMHT.ORG
1.0% STUMBLEUPON	2.6% CAPITALREGIONSCW.COM (WCWN-TV)
9.8% TWITTER	2.0% MY4ALBANY.COM (WNYA-TV)
37.1% WEATHER.COM	3.4% CLEAR CHANNEL RADIO
52.2% YAHOO	2.1% PAMAL RADIO
38.6% TIMESUNION.COM	1.6% WAMC RADIO GROUP
18.2% YNN.COM	1.3% REGENT RADIO
8.3% TROYRECORD.COM	2.1% W G Y AM
7.3% ALBANY.COM	5.2% SARATOGA.COM
6.9% COUPONCLIPPER.COM	3.4% METROLAND.NET
6.8% DAILYGAZETTE.COM	3.3% SARATOGIAN.COM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

19.3% OCCASIONALLY	5.2% REGULARLY
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EMPLOYMENT CLASSIFIED AD SITES

8.3% YAHOOHOTJOBS.COM [NET]	4.2% CRAIGSLIST.ORG
7.6% CAPITALAREAHELPWANTED.COM	3.4% YAHOOHOTJOBS.COM
7.3% MONSTER.COM	1.7% CAREERBUILDER.COM
5.1% TIMESUNION.COM	

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

26.1% OCCASIONALLY	3.3% REGULARLY
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AUTOMOBILE CLASSIFIED AD SITES

10.0% WANTADDIGEST.COM	2.7% KELLEYBLUEBOOK.COM
9.2% CRAIGSLIST.ORG	1.8% AUTOTRADER.COM
3.9% TIMESUNION.COM	

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

13.8% OCCASIONALLY	1.1% REGULARLY
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REAL ESTATE CLASSIFIED AD SITES

4.0% TIMESUNION.COM	1.7% REALTYUSA.COM
3.6% CRAIGSLIST.ORG	1.5% YAHOO.COM
2.5% REALTOR.COM	1.3% COLDWELLBANKER.COM

Planned Vehicle Purchases. Less than one-fifth (12.8%) of Albany-Schenectady-Troy adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 12.6% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$379.5 million in metro Albany-Schenectady-Troy over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 46.3% of those planning a purchase during the next 12 months. 27.9% plan to purchase a foreign vehicle and 25.8% are undecided regarding their next purchase.

Some Market Averages for Albany-Schenectady-Troy.

Median adult age -- 46.64
Average Family Size -- 2.9
Average annual household income -- \$64,100
Average weekly supermarket expenditure -- \$152
Average number of miles driven past week -- 176
Average number of primarily business trips -- 3.84
Average number of foreign airline trips -- 2.21
Average number of times soft drinks consumed past week -- 6.24
Average number of fast-food restaurant purchases past week -- 2.02

Travel Market. An ocean cruise is planned within the next 3 years by 25% of Albany-Schenectady-Troy adults. Business airline travel: 9% made one or more round trips during the past year. Airline travel to foreign destinations: 17.3% 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% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 3.9% of total adults.

Some Of The Different Things Albany-Schenectady-Troy Adults Did During the Past Year

72.7% Voted in local, state or national elections
71.0% Worked in their lawn or garden
33.6% Purchased 12 or more books
32.1% Attended the theater/opera/symphony
27.3% Exercised at a health club 12 or more times
25.5% Dieted 4 weeks or more
24.4% Attended a pop or rock music concert
23.8% Visited a gambling casino one or more times
23.3% Attended 3 or more college or professional sports events
18.3% Attended a major theme park
12.6% Played golf 3 or more times

Heavy/Frequent Users of Specific Products/Services by Albany-Schenectady-Troy Adults:

46.7% Purchased bottled water during past four weeks
35.4% Purchased one or more lottery tickets past four weeks
30.0% Attended movies at movie theatres past four weeks
28.8% Made one or more purchases in automotive parts stores past four weeks
26.4% Shopped sporting goods stores past four weeks
18.7% Plan to purchase computer software during next 12-months
17.4% Purchased albums/CDs/tapes during past four weeks
8.5% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Albany-Schenectady-Troy. More than one-fifth of all adults (21.1%) currently live in rented dwelling units. A total of 8% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 51% have annual family incomes of \$50,000 or more.