



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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**THE MEDIA AUDIT just released its latest report for Ft. Myers-Naples, Florida.** The March-May, 2010 measurement period report is based on 774 telephone interviews with a random sample of persons age 18 plus in the Ft. Myers-Naples metropolitan area.

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

**Online/Internet Activity.** More than two-thirds (81.1%) of all Ft. Myers-Naples adults logged onto an online service or the Internet during the past 30 days.

### VISITED THESE WEB SITES PAST MONTH

27.3% AOL	1.3% CW6TV.COM (WXCW-TV)
0.2% DIGG	1.9% BEASLEY RADIO
46.3% FACEBOOK	1.0% MERIDIAN RADIO
68.6% GOOGLE	1.0% W R X K FM
7.2% LINKEDIN	16.2% NAPLESNEWS.COM
25.8% MSN	1.9% METROMIX.COM
18.8% MYSPACE	1.0% FORTMYERSBEACHTALK.COM
0.6% STUMBLEUPON	24.1% NBC-2.COM (WBBH-TV)
5.6% TWITTER	16.5% WINKNEWS.COM
29.8% WEATHER.COM	13.4% FOX4NOW.COM (WFTX-TV)
43.6% YAHOO	11.2% ABC-7.COM (WZVN-TV)
23.0% NEWS-PRESS.COM	5.3% WGCU.ORG

### VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

10.7% OCCASIONALLY	8.4% REGULARLY
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### EMPLOYMENT CLASSIFIED AD SITES

7.5% CAREERBUILDER.COM [NET]	3.5% YAHOOHOTJOBS.COM [NET]
7.1% CAREERBUILDER.COM	2.3% YAHOOHOTJOBS.COM
6.8% MONSTER.COM	1.2% NAPLESNEWS.COM
5.0% CRAIGSLIST.ORG	1.0% NEWS-PRESS.COM

### VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

13.0% OCCASIONALLY	3.6% REGULARLY
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### AUTOMOBILE CLASSIFIED AD SITES

8.3% CRAIGSLIST.ORG	1.6% VEHIX.COM
1.7% CARS.COM	1.4% KELLEYBLUEBOOK.COM
1.6% AUTOTRADER.COM	

## VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

10.8% OCCASIONALLY

2.0% REGULARLY

## REAL ESTATE CLASSIFIED AD SITES

4.4% CRAIGSLIST.ORG

1.7% REALTOR.COM

**Planned Vehicle Purchases.** Less than one-fifth (9.6%) of Ft. Myers-Naples adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 37.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$932.4 million in metro Ft. Myers-Naples over the next 12 months.

**Domestic Versus Foreign.** A domestic vehicle will be purchased by 57.1% of those planning a purchase during the next 12 months. 22.8% plan to purchase a foreign vehicle and 20.1% are undecided regarding their next purchase.

## Some Market Averages for Ft. Myers-Naples.

Median adult age -- 51.67  
Average Family Size -- 2.64  
Average annual household income -- \$54,200  
Average weekly supermarket expenditure -- \$129  
Average number of miles driven past week -- 171  
Average number of primarily business trips -- 4.12  
Average number of foreign airline trips -- 2.23  
Average number of times soft drinks consumed past week -- 6.23  
Average number of fast-food restaurant purchases past week -- 2.46

**Travel Market.** An ocean cruise is planned within the next 3 years by 33.3% of Ft. Myers-Naples adults. Business airline travel: 5% made one or more round trips during the past year. Airline travel to foreign destinations: 20.6% made one or more round trips during the past 2 years; 22.6% 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 5.5% of total adults.

## Some Of The Different Things Ft. Myers-Naples Adults Did During the Past Year

60.8% Voted in local, state or national elections  
59.0% Worked in their lawn or garden  
31.1% Attended the theater/opera/symphony  
29.6% Purchased 12 or more books  
29.2% Attended a major theme park  
26.3% Exercised at a health club 12 or more times  
22.0% Visited a gambling casino one or more times  
20.6% Dieted 4 weeks or more  
14.7% Attended 3 or more college or professional sports events  
14.5% Played golf 3 or more times  
12.2% Attended a pop or rock music concert

## Heavy/Frequent Users of Specific Products/Services by Ft. Myers-Naples Adults:

64.2% Purchased bottled water during past four weeks  
35.1% Attended movies at movie theatres past four weeks  
32.8% Purchased one or more lottery tickets past four weeks  
28.6% Made one or more purchases in automotive parts stores past four weeks  
20.5% Shopped sporting goods stores past four weeks  
13.8% Ate in full-service, sit-down restaurants four or more times past two weeks  
12.1% Plan to purchase computer software during next 12-months  
10.7% Purchased albums/CDs/tapes during past four weeks

**Housing Market in Ft. Myers-Naples.** Less than one-fifth of all adults (17.3%) currently live in rented dwelling units. A total of 3.6% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 27% have annual family incomes of \$50,000 or more.