



NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE MEDIA AUDIT just released its latest report for Denver, Colorado. The April-June, 2010 measurement period report is based on 940 telephone interviews with a random sample of persons age 18 plus in the Denver metropolitan area.

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

Online/Internet Activity. More than two-thirds (85.6%) of all Denver adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

16.1% AOL	3.4% THEONION'S AVCLUB.COM
1.8% DIGG	2.2% ALTITUDE.TV
46.3% FACEBOOK	2.0% EXAMINER.COM
75.4% GOOGLE	2.0% INDENVERTIMES.COM
13.8% LINKEDIN	1.7% BOULDERWEEKLY.COM
31.4% MSN	1.5% COLORADODAILY.COM
10.0% MYSPACE	1.0% DENVERMAGAZINE.COM
2.7% STUMBLEUPON	39.6% 9NEWS.COM (KUSA-TV)
6.7% TWITTER	13.6% CBS4DENVER.COM (KCNC-TV)
35.3% WEATHER.COM	12.4% THEDENVERCHANNEL.COM (KMGH-TV)
47.9% YAHOO	7.3% RMPBS.ORG (KRMA-TV)
27.6% COMCAST.NET	7.2% 2THEEUCE.COM (KWGN-TV)
22.4% DENVERPOST.COM	6.1% KDVR.COM
19.0% DEXKNOWS.COM	2.8% MY20DENVER.COM (KTVD-TV)
6.2% WESTWORD.COM	1.3% KWHDTV53.COM
6.1% DAILYCAMERA.COM	9.8% CLEAR CHANNEL RADIO
4.7% THEONION.COM	3.1% ENTERCOM RADIO
3.8% DENVERBUSINESSJOURNAL.COM	2.5% LINCOLN FINANCIAL RADIO
3.6% METROMIX.COM	1.1% COLORADO PUBLIC RADIO
3.5% 5280.COM	1.0% WILKS BROADCASTING RADIO

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

23.6% OCCASIONALLY	5.9% REGULARLY
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EMPLOYMENT CLASSIFIED AD SITES

11.2% MONSTER.COM	2.4% DICE.COM
9.2% CRAIGSLIST.ORG	1.9% DENVERPOST.COM
5.0% CAREERBUILDER.COM	1.9% YAHOOHOTJOBS.COM
3.4% YAHOOHOTJOBS.COM [NET]	1.2% USAJOBS.COM
2.7% INDEED.COM	1.1% JOBING.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

25.6% OCCASIONALLY	3.6% REGULARLY
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AUTOMOBILE CLASSIFIED AD SITES

17.2% CRAIGSLIST.ORG	2.5% AUTOTRADER.COM
3.6% EBAY.COM	1.2% KELLEYBLUEBOOK.COM
3.1% CARS.COM	

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

18.7% OCCASIONALLY

1.9% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

6.7% CRAIGSLIST.ORG

1.1% RENT.COM

2.8% REMAX.COM

1.0% APARTMENTFINDER.COM

1.7% DENVERPOST.COM

1.0% REALTOR.COM

1.2% ZILLOW.COM

Planned Vehicle Purchases. Less than one-fifth (12.6%) of Denver adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 11.4% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$982.2 million in metro Denver over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 51.1% of those planning a purchase during the next 12 months. 34% plan to purchase a foreign vehicle and 14.9% are undecided regarding their next purchase.

Some Market Averages for Denver.

Median adult age -- 44.73

Average Family Size -- 2.98

Average annual household income -- \$69,500

Average weekly supermarket expenditure -- \$141

Average number of miles driven past week -- 216

Average number of primarily business trips -- 6.64

Average number of foreign airline trips -- 2.45

Average number of times soft drinks consumed past week -- 6.74

Average number of fast-food restaurant purchases past week -- 2.61

Travel Market. An ocean cruise is planned within the next 3 years by 21% of Denver adults. Business airline travel: 15.8% made one or more round trips during the past year. Airline travel to foreign destinations: 28.4% made one or more round trips during the past 2 years; 26.4% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 6.1% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 8.9% of total adults.

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

72.7% Worked in their lawn or garden

60.9% Voted in local, state or national elections

35.9% Exercised at a health club 12 or more times

35.6% Purchased 12 or more books

32.3% Attended the theater/opera/symphony

28.5% Attended 3 or more college or professional sports events

27.0% Attended a pop or rock music concert

22.0% Visited a gambling casino one or more times

20.9% Dieted 4 weeks or more

18.2% Attended a major theme park

15.7% Played golf 3 or more times

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

47.0% Purchased bottled water during past four weeks

40.3% Attended movies at movie theatres past four weeks

34.4% Shopped sporting goods stores past four weeks

29.9% Made one or more purchases in automotive parts stores past four weeks

29.2% Purchased one or more lottery tickets past four weeks

18.3% Plan to purchase computer software during next 12-months

17.5% Purchased albums/CDs/tapes during past four weeks

13.4% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Denver. More than one-fifth of all adults (21.4%) currently live in rented dwelling units. A total of 9.9% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 56% have annual family incomes of \$50,000 or more.