



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Dick Wodrich
(530) 891-4440
dwodrich@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 Tucson, Arizona. The February-March, 2010 measurement period report is based on 773 telephone interviews with a random sample of persons age 18 plus in the Tucson metropolitan area.

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

Online/Internet Activity. More than two-thirds (80%) of all Tucson adults logged onto an online service or the Internet during the past 30 days.

VISITED THESE WEB SITES PAST MONTH

21.7% AOL	1.3% TUCSONHOMEANDGARDEN.COM
0.3% DIGG	1.1% AZBIZ.COM
43.4% FACEBOOK	1.1% TUCSONLIFESTYLE.COM
72.0% GOOGLE	13.6% KGUN9.COM
5.0% LINKEDIN	13.6% KOLD.COM
35.2% MSN	12.4% KVOA.COM
17.3% MYSPACE	7.5% KUAT.ORG
2.3% STUMBLEUPON	7.1% FOX11AZ.COM (KMSB-TV)
6.2% TWITTER	2.8% KTTU.COM
27.0% WEATHER.COM	6.0% CLEAR CHANNEL RADIO
48.2% YAHOO	2.8% CITADEL RADIO
19.6% AZSTARNET.COM	1.8% UNIVERSITY OF ARIZONA RADIO
12.4% BACKPAGE.COM	1.6% JOURNAL BROADCAST RADIO
11.0% TUCSONCITIZEN.COM	1.7% LOTUS RADIO
9.7% TUCSON.COX.COM	2.4% K I I M FM
8.1% TUCSONWEEKLY.COM	2.2% K X C I FM
5.1% TUCSON.COM	1.9% K R Q Q FM
4.1% AZSTARBIZ.COM	1.7% K W M T FM
3.1% EXPLORERNEWS.COM	1.5% K F M A FM
2.5% AZNIGHTBUZZ.COM	1.2% K M X Z FM

VISITED EMPLOYMENT CLASSIFIED AD SITES ON THE INTERNET

19.1% OCCASIONALLY
5.6% REGULARLY

EMPLOYMENT CLASSIFIED AD SITES

7.1% CRAIGSLIST.ORG	1.9% CAREERBUILDER.COM
6.6% MONSTER.COM	1.2% USAJOBS.COM
3.5% TUCSONHELPWANTED.COM	1.2% YAHOOHOTJOBS.COM
2.8% CAREERBUILDER.COM [NET]	0.9% AZSTARNET.COM
2.6% JOBING.COM	0.1% TUCSON.COM

VISITED AUTOMOBILE CLASSIFIED AD SITES ON THE INTERNET

18.4% OCCASIONALLY
4.2% REGULARLY

AUTOMOBILE CLASSIFIED AD SITES

13.3% CRAIGSLIST.ORG
2.7% EBAY.COM
2.6% AUTOTRADER.COM
1.5% CARS.COM
1.1% YAHOO.COM
1.0% EDMUNDS.COM

VISITED REAL ESTATE CLASSIFIED AD SITES ON THE INTERNET

15.1% OCCASIONALLY
3.5% REGULARLY

REAL ESTATE CLASSIFIED AD SITES

5.0% CRAIGSLIST.ORG
3.8% TUCSON.COM
1.7% TARMLS.COM
1.1% REALESTATE.COM
1.1% REALTOR.COM
1.0% APARTMENTGUIDE.COM

Planned Vehicle Purchases. Less than one-fifth (11.9%) of Tucson adults plan to purchase a car, van, truck, or SUV during the next 12 months. Of those planning a purchase, 8.2% expect to spend more than \$30,000 for their next vehicle; this group alone represents potential auto sales in excess of \$242.1 million in metro Tucson over the next 12 months.

Domestic Versus Foreign. A domestic vehicle will be purchased by 50.5% of those planning a purchase during the next 12 months. 26.4% plan to purchase a foreign vehicle and 23% are undecided regarding their next purchase.

Some Market Averages for Tucson.

Median adult age -- 46.49
Average Family Size -- 2.84
Average annual household income -- \$53,200
Average weekly supermarket expenditure -- \$124
Average number of miles driven past week -- 173
Average number of primarily business trips -- 3.18
Average number of foreign airline trips -- 3.37
Average number of times soft drinks consumed past week -- 6.33
Average number of fast-food restaurant purchases past week -- 2.53

Travel Market. An ocean cruise is planned within the next 3 years by 20.1% of Tucson adults. Business airline travel: 11.2% made one or more round trips during the past year. Airline travel to foreign destinations: 20% made one or more round trips during the past 2 years; 22.2% spent 10 or more nights in hotel/motel rooms during the past year. Travel agents were used three or more times by 3.8% of all adults during the past year. Rental cars were used on five or more different occasions during the past year by 4.4% of total adults.

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

58.7% Worked in their lawn or garden
56.1% Voted in local, state or national elections
34.1% Purchased 12 or more books
27.5% Attended the theater/opera/symphony
25.4% Visited a gambling casino one or more times
20.8% Dieted 4 weeks or more
20.3% Exercised at a health club 12 or more times
19.7% Attended 3 or more college or professional sports events
18.0% Attended a pop or rock music concert
14.4% Attended a major theme park
10.7% Played golf 3 or more times

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

- 50.9% Purchased bottled water during past four weeks
- 41.0% Attended movies at movie theatres past four weeks
- 26.9% Made one or more purchases in automotive parts stores past four weeks
- 22.6% Purchased one or more lottery tickets past four weeks
- 19.7% Plan to purchase computer software during next 12-months
- 19.5% Shopped sporting goods stores past four weeks
- 17.2% Purchased albums/CDs/tapes during past four weeks
- 10.3% Ate in full-service, sit-down restaurants four or more times past two weeks

Housing Market in Tucson. More than one-fifth of all adults (23.9%) currently live in rented dwelling units. A total of 10.2% of all adults report that they are planning to purchase a home during the next two-year period. Of those planning a purchase, 70% have annual family incomes of \$50,000 or more.

For more information about THE MEDIA AUDIT, please call (713) 626-0333, or visit our web site at www.themediaaudit.com